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JULY 18, 1936

# The Billboard

The World's Foremost Amusement Weekly



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# The Billboard

Vol. XLVIII  
No. 28

The World's Foremost Amusement Weekly

July 18,  
1936

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## NAB INDIES ELECT MYERS

### New AFM Plan On Revocation

*Offices getting back their licenses will have contractor checking on bookings*

NEW YORK, July 11.—Offices whose American Federation of Musicians' licenses have been revoked and who apply for restoration of license will have to agree to permit the nearest musicians' local to appoint a contractor to check on all band bookings. The contractor will be a member of the union who will be responsible to the union to see that the office does not violate AFM rules. This representative of the local will work without a salary, but will have the right to contract himself into jobs so that he can cover expenses.

This is the newest development in the AFM's efforts to better police its seven-month old license system. The recent AFM convention in Detroit granted the executive board greater power to enforce the AFM and local laws on the licenses. The board appointed a staff of traveling inspectors to check on license violations and to work in with the locals, which usually receive the original complaints against licensees and then pass their recommendations on to the executive board.

The AFM announces seven local licenses have been revoked. They are

### Regulations for Show Trucks Seem Certain

WASHINGTON, July 11.—While owners of privately operated motor carriers subject to the Motor Act of 1935 have not yet been under safety regulations, a subject which has been under discussion for some time, steps taken by Motor Carriers' Bureau of ICC looking to the probable recommending of regulations as to common and contract carriers would seem to point to such action ultimately. So strongly is the bureau personnel considering the matter that in the sending out of suggested rules and regulations to many organizations and hundreds of individuals asking their reactions the point is expressly made that views of those responsible for privately operated carriers also are desired.

Common and contract carriers are given until August 1 to submit their views. They may approve in whole or in part; make suggestions as to verbiage or the practicability of this or that regulation. What the operator in interstate commerce of motorized circus, carnival or like truck unit will be interested in is the language used by the bureau in a foreword to its suggested regulations. In this it is stated that "because special administrative problems are involved in their application to private motor carriers, we desire also the views of interested parties," etc., which special administrative problems relate particularly to the numbers of private vehicles which would have to be put under control.

Charles Rapp, Nevco Amusement Enterprises, Columbia Entertainment Bureau (Will B. Robbins), Louis Ricardo, Fred (See NEW AFM on page 16)

### Unaffiliated Outlets Satisfied That Chains No Longer Control

*Network resignations never mentioned at convention and it now appears they are glad to remain—Baldwin, fully vindicated in all policies, is NAB "strong man"*

By M. H. SHAPIRO

CHICAGO, July 11.—The 14th annual convention of the National Association of Broadcasters, in the Hotel Stevens, July 5-8, inclusive, came to a close Wednesday afternoon with the definite stamp of having been the most successful and constructive in NAB history. The unaffiliated stations came thru in a blaze of glory, elected their choice for president as against the candidate considered favorable to the networks and are fully satisfied as to the five men elected to the board of directors for the three-year term. With the exception of the vituperation of Isaac D. Levy on Monday, Managing Director James W. Baldwin was upheld in all his moves the past year and no opposition developed to his reappointment for the ensuing year. NAB developments along the lines of copyright, commercial activities, the conducting of surveys for the purpose of a uniform yardstick for measuring listening habits, etc., were all acclaimed.

### Calgary Gross Is Up for R. A.

CALGARY, Alta., July 11.—Royal American Shows smashed its own gross records of two previous engagements this week despite a slight reduction in total attendance at Calgary Exhibition and Stampede. Figures released at 10 o'clock tonight by Carl Sedlmayr and Elmer Velare were, exclusive of concession receipts, nearly 9 per cent ahead of last year's.

Greatest crowds in Calgary's history (See CALGARY GROSS on page 75)

C. W. Myers, of KOIN, Portland, Ore., was elected president, running ahead of Edwin W. Craig, of WSM, Nashville. Craig may have shown up stronger had he been present personally, but is now traveling abroad. John Elmer, WCBM, Baltimore, is the first vice-president; Gardner Cowles Jr., KSO, Des Moines, second vice-president, and Harry Hough, WBAP, was elected treasurer.

Directors for the three-year term are: Edward A. Allen, WLVA, Lynchburg, (See NAB INDIES on page 6)

### Federal Theater Describes Many and Varied Activities

*Knee deep in drama, musical comedy, marionettes, foreign language groups, teaching of theater technic, vaude, pageants, festivals and social drama study*

WASHINGTON, July 11.—As the summer program announced by Federal Theater Project begins to get under way, marionette performances in parks, playgrounds, settlement houses, hospitals and public institutions, traveling theatrical troupes appearing in different sections, radio broadcasts presenting popular scenes from Shakespeare's plays, classes in theatrical technique for garment factory workers, circuses on hospital lawns for confined children and in armories and stadiums, make up a few of the features which have the direction of Hallie Flanagan. Follow the Parade, a musical comedy recently produced in Los Angeles by the Federal Theater, required 205 very fancy costumes. These, information is, were made in just 14 days by the technical studio (See FEDERAL THEATER on page 16)

### Infantile Paralysis Hurts Theaters in North Alabama

MONTGOMERY, Ala., July 13.—Because of an outbreak of infantile paralysis theaters in many North Alabama communities have closed or barred children, and mountain resorts usually thriving at this season are also closed.

Those stricken are said to number about 130, but most cases are in the up-State Tennessee Valley counties and those adjoining. Children between 4 and 10 years are the principal sufferers. Eight deaths have been reported. Dr. J. N. Baker, State health officer, has advised county boards of health to establish quarantines where necessary.

### Aerialist Falls 50 Feet

ATLANTIC CITY, July 11.—Carl Bolvaly, aerialist, playing the Steel Pier Stadium, was seriously injured yesterday afternoon when he slipped during the act in which he works with Albert Pidl and fell 50 feet to the deck of the pier. His condition this morning was reported by the hospital where he is confined as being grave.

### Alibei Killed in Lithuania

KAUNAS, Lithuania, July 11.—Four members of a circus were killed yesterday in a truck accident near Alytus. One of them was Fakir Alibei, known to American Lithuanians for his performances at A Century of Progress Exposition.

### Screen Writers' Guild Meets To Decide on Future Action

HOLLYWOOD, July 11.—In an effort to determine what is to be done with the Screen Writers' Guild, which has been steadily declining after two months' inactivity following the split in writer ranks over the Guild's amalgamation with the Authors' League of America, the

board of directors of the Guild is slated to hold a meeting next week to officially weigh the situation.

With some of the body favoring dissolution of the Screen Writers' Guild of California corporation, which would leave writers open to join the new Screen Writers' Guild provided for in the League revamp, the subject is due for a complete threshing out. Other members favor retaining the present Guild, arguing it still has valuable functions to perform. An informal checkup of writer sentiment is being made pending the meeting.

Meanwhile notices were filed by the Guild board this week that it has suspended approximately 100 members for non-payment of dues since the first of the year. Most of these writers, it is understood, were in the independent and free-lance field.

In the opposing camp of the Screen Playwrights, Inc., composed of Guild secessionists, activity is to get under way this week with the drawing of a writer-producer code of practice. Grover Jones, president of the rebel body, is to appoint a committee to draft the basic code points and a board meeting will be held at which additional applicants for membership will be passed on.

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# MUSIC-IN-THEATERS WAR

## Local 802, AFM, Readies Plans To Win Public Support for Aim

**Tied in with AFA—will send vaude units on tours of indie houses—pickets for non-flesh theaters—biggest campaign since national body's ad splurge**

NEW YORK, July 11.—Local 802, American Federation of Musicians, has been quietly making plans for a concentrated attack on motion picture houses in its jurisdiction, in a campaign to have the film theaters reinstate live music. It really means, more or less, that the local is picking up the "Save Vaudeville" Campaign. The pending deal with the American Federation of Actors to tour vaude units in indie houses thruout the city is part of the campaign now being mapped out. Subject was slated to come up at the weekly executive board meeting of the local Thursday (9), with various committees having been active on the preliminary steps. William Feinberg, vice-president of the local, has been at the head of the groups so far and has conferred with Ralph Whitehead, of the AFA, and other theatrical labor representatives. For the past two weeks the chief aim of the local has been to line up a press agent satisfactory to the board and considered capable of handling the campaign, which will involve, it is thought, the most active steps taken by a musicians' group since the national body spent about \$1,000,000 (See MUSIC IN THEATERS on page 16)

## Elsie Janis Seeks Reason for Living

NEW YORK, July 11.—Elsie Janis' statement, published originally in a Tarrytown newspaper last week, to the effect that she intended to sell her property and personal belongings and devote herself to charity, in accordance with her desire to find "a reason for living," was further amplified by a note to *The New York News* stating that the proceeds derived from the sale of her properties would be used to liquidate her debts. Miss Janis will devote to the cause of making people happy her talent, pep and personality, as she phrases it.

Qualification to the original announcement was forthcoming when Miss Janis, who is sad over the resultant publicity, received letters from down-at-heels people asking aid. The Tarrytown letter, a mixture of denunciations of "Mammon" and statements to "My Dear Boss" (the editor), said, among other things, that Miss Janis considered this move a "divine inspiration from God" and that she was doing it because "she wanted to do something swell."

## Chorus Equity Notes

Four new members joined the Chorus Equity in the past week.

Chorus Equity is holding checks in settlement of claims for the following members (See CHORUS EQUITY on page 25)

### Free Show; No Seats

DETROIT, July 11.—Village merchants of Leslie, Mich., are providing free movies in Tuttle Park. "Standing room only" sign is a permanent as well as a prominent fixture; the patrons of the show must provide their own seats or go seatless. The residents, accordingly, are on the ground early with their own (reserved) seats.

Every manner and color of chair is in evidence—high back, low back, rocking chairs and even high chairs for the babies. Automobile seats, bed pillows, sawhorses and milking stools are serving, according to the preference of the patrons of the show. And some just sit on the ground.

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### SEND IN ROUTES

The Route Department (appearing in this issue on Pages 30 and 31) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.

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

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

## Puppeteers Hold Detroit Conference

DETROIT, July 11.—The First American Puppetry Conference and Festival was held in Detroit, July 8 to 11, with headquarters at Hotel Webster Hall. The conference began with a dinner on Wednesday at which Tony Sarg gave the welcoming address to representative puppeteers from all over the United States and Canada.

The fine points of puppetry were discussed by Paul McPaarlin, of Detroit; Rufus Rose, of New London; Helen Hairman Joseph, of Cleveland; Edward Mab- (See PUPPETEERS on page 16)

## Local Passion Play Tour

LINCOLN, Neb., July 13.—Rev. David Johnson's *Passion Play*, which was presented here in mid-June, is being made into a road attraction. Guaranteed sponsorship of several junior chambers of commerce in the country, he's now (See LOCAL PASSION PLAY on page 16)

## Scorched and Dented Stem Aided by Cooling Systems

NEW YORK, July 11.—The last week's record-breaking heat accounted for a considerable dent in Broadway's grosses, several show business categories managed fairly well by virtue of cooling systems. Among those so favored were the de luxe movie houses, seven of the nine legit theaters with current attractions, hotel rooms, some night clubs and, of course, roof gardens. The most favorable takes, however, were those garnered by suburban resorts and parks on Long Island, Westchester, etc.

Legit in general played to houses two-thirds full, and *Dead End*, at its Thursday matinee, played to three-fourths capacity while the sidewalks were blistering. *Bury the Dead* will close tonight and possibly some of the other less hardy plays, tho at the moment nothing definite is known.

Among the city night spots the Yacht Club, 18 Club and Essex House Casino-on-the-Park topped all others, the

smaller nighteries without cooling systems being rendered completely null and void. Showboats contributed to the general debacle in no small degree by drawing a lot of the trade usually falling to the Stem.

Among the movies Paramount and Capitol fared best, the former with W. C. Fields' *Poppy* in its fourth and probably last week and Shep Fields in his second, and the latter with its hold-over, *San Francisco*. Music Hall opened to mixed reviews with *The Bride Walks Out*; the Roxy opened rather weakly with *Fatal Lady*, and Loew's State opened fair yesterday, with Duke Ellington leading the stage show, supported by *The Princess Comes Across*.

Two more burlesque houses closed for the summer last Thursday, the Irving Place Theater on 14th street and the People's Theater on the Bowery. Other spots, particularly around Times Square, are holding up.

## Cowbarn Drama Bumper Crop; Tryouts, Revivals Hit Peak

NEW YORK, July 11.—Last week's summer theater vintage provided a bumper crop along the Eastern seaboard, the 130 or so active centers coming thru with an imposing number of new plays in addition to the usual flood of revivals. At Locust Valley, L. I. Philip Merivale appeared in his own play, *White Christmas*, together with Gladys Cooper, July 6. A comedy cut to order for the not-too-critical summer trade, Merivale's play is a farcical treatment of laxity in love, better known as infidelity, and was well acted by the author and Miss Cooper under the able direction of Harry Wagstaff Gribble. Whether it is of Broadway stature in its present state is extremely doubtful.

More satisfying was Philip Barry's much-touted *Spring Dance*, which Jed Harris presented the same evening at Raymond Moore's Cape Playhouse at Dennis, Mass. Imogene Coca, of Broadway's *New Faces*, played the role of a college lass trying to hold on to her man, who is a nutty idealist with a desire to hie himself away to Russia. Obviously a crack-brained little plot, this opus excels in dialog which is very

deft and tricky in the Barry manner, and is aided by a bevy of femme conspirators who band together to pull their comrade thru her period of storm and stress.

At Westport, Conn., Grace George played the role of Linda Lessing in her own adaptation of Verneuil's *The Difficulty of Getting Married*. With the support of Rex O'Malley, Winifred Lenihan and Nicholas Joy, Miss George goes thru the rigors of finding a man to marry her, losing him and winning him back. The focal point of this triangle is Nicholas Joy, who ably plays the part of the desired male.

Over in Westchester, where there are cowbarns but no cows, and where milkmaids are disguised Thespians, Herbert A. Shapiro's *The Wingate Affair* opened July 6. Presented by Paul A. Berney, this is the second of a series of 10 new plays being presented weekly at the Beechwood Theater at Scarborough-on-Hudson. Jackson Halliday, Lujah Fannesbeck and Sylvia Sirotka play the leading roles and unfold the plot, a comedy-mystery affair with a murdered man, a will and a missing body. You get the idea.

The Theater-by-the-Sea at Matanuck, R. I. July 7, presented Harold Moffet in *Crab Apple*, another opus patterned for summer theaters and successful in that capacity. It is light, divorced from boredom and takes up the matter of a household tyrant who ultimately runs into a revolution in his own family. Supporting Moffet were Louise Chaffee, Ruth Gates, Robert de San Marzano, (See COWBARN DRAMA on page 12)

## Equity Shuts Two Offices

**Closes down Los Angeles and Chicago branches, due to legit inactivity there**

NEW YORK, July 11.—Explaining that lack of sufficient theatrical activity in Los Angeles and Chicago made the move advisable, Frank Gillmore, Equity president, announced from the Coast this week that Equity offices in these territories would be temporarily discontinued beginning July 31. This economic retrenchment, news of which comes as a shock to Broadway, altho it was known that the executive committee had given Gillmore a carte blanche to effect whatever changes he thought fit, disposes of Charles Miller, Los Angeles Equity head for eight years.

Altho the Coast office, which has been operative for 16 years, will be closed, Equity will be represented there by I. B. Kornblum, attorney, together with Nedra Stafford, Miller's secretary, who will soon move to Kornblum's office. The arrangement to be made for Chicago will probably be similar to those in San Francisco, where Attorney Theodore Hale, an Equity member, is the local contact.

Gillmore's announcement follows: "For some time the Council of Actors' Equity has seriously considered instituting economies in Los Angeles as well as in Chicago and New York. We have been relieved of the problem in the picture field, thanks to our Guild, but there remains the regrettable fact that theatrical production in Los Angeles and Chicago is on the downward trend.

"Therefore, it has been deemed advisable, beginning July 31, to temporarily discontinue our present offices both here and in Chicago and to place the local representation in the office of our attorney, I. B. Kornblum.

"It is sincerely regretted that we are being deprived of the services of Mr. Miller, who has officiated most conscientiously and effectively as our Pacific Coast representative for over eight years, and I have been instructed by the Council to express to him our great appreciation and gratitude for his splendid work, as well as our deep regret that conditions make any change necessary."

## Coast WPA Experiment

LOS ANGELES, July 11.—Local Federal Theater Project opened its Experimental theater here Tuesday with the staging of *Backstage* by Edward Gering. Piece utilized motorized stages, motion pictures for background and no footlights.

### RITA RIO

(This Week's Cover Subject)

IN HER three years in the United States Rita Rio, Mexican-born dynamo, has clearly established her ranking as a stellar attraction. Her first major professional date was at the Paradise Restaurant, and while working there she was caught by Earl Carroll. The musical producer immediately spotted her in his production "Murder at the Vanities."

From the legit stage the next natural step was Hollywood and musical pictures. Still in Carroll's show, she started doubling at the Hollywood on Broadway, and it was there that Samuel Goldwyn and Eddie Cantor saw her work. Thus, in a remarkably brief space of time, Miss Rio hit the top spots of the show business.

After her Coast activities she returned to New York for more night-club work, going, later, on the road with Nils T. Granlund, who first booked her into the Paradise. This time it was Charles E. Green, head of Consolidated Radio Artists, who saw more possibilities in the girl, and accordingly prevailed upon Orrel Johnson, owner of the Rhythm Girls' orchestra, to sign her as leader. The group is now on the road, sponsored by Griffin Allwite. But don't think Miss Rio is just waving the baton. She knows music well and plays the banjo.

## 802 To Reconsider Anti-Doubling Law

NEW YORK, July 13.—The law against doubling on instruments passed recently by the membership of Local 802, American Federation of Musicians, will come up for reconsideration at a special meeting Wednesday (15). Law, which created considerable furor when passed, prohibits all but musicians playing dance dates from doubling on any instruments except those directly of the same family musically. It was passed as a means of spreading work and its passage has been a bone of contention. It was supposed to become effective July 20.

Special meeting was called because 500 members of the local signed a petition asking that either the law be made binding on all types of orchestras or rescinded. Theater, stage, radio and recording bands will be those affected if remains as it is. Petition asking for reconsideration was started on its way by Ross Gorman and several other musicians noted for their ability at doubling on many instruments.

Another petition, charging that one circulated by Gorman was allegedly misleading, was circulated by members instrumental in getting the resolution passed in the first place. They claim that the "Gorman" petition was so worded as to mislead those who did not read it thoroly and that it really meant to have the doubling act killed, altho allegedly circulated so as to have doubling prohibited altogether.

This group also presented affidavits from members admitting they signed the other petition, but had not read it and had signed it on the basis that it would ban all doubling. The Local's executive board, however, did not allow the petition charging fraud.

### Pix-House Sentence

MEMPHIS, Tenn., July 11.—Twelve traffic violators last week were fined in a local traffic court and then handed free passes to a downtown theater to view the motion picture, "And Sudden Death." All accepted the free ducats. The judge stated that he hoped he could give out more passes to the traffic violators, believing that the picture will prove to be a "cure-all" for habitual violators.

## Music Hall Leads Pix Ball League

NEW YORK, July 11.—Scores of last week's games played by the Motion Picture Athletic Baseball Association, in which Music Hall continues to lead with a percentage rating of 1,000, are: Music Hall 6, Columbia 1; RKO 8, Consolidated Lab 2; Columbia 4, Skouras 2; Paramount 9, NBC 6; Consolidated Lab 9, United Artists 0 (forfeited); Loew MGM 9, United Artists 0 (forfeited), and Music Hall 6, NBC 2.

League standing to July 2 is appended below:

Team	Won	Lost	Per Cent
Music Hall	7	0	1.000
Columbia	7	1	.785
RKO	4	2	.667
Loew MGM	5	3	.625
Paramount	3	4	.428
Skouras	3	5	.375
Consolidated	3	5	.375
NBC	1	6	.142
United Artists	0	7	.000

## Union Claims Settlement RCA Camden Plant Strike

NEW YORK, July 13.—The United Electrical and Radio Workers of America announced Sunday that they had reached an agreement with RCA for settlement of the strike at the Camden (N. J.) plant of the corporation. Up to Monday noon no announcement had been made by the company or General Hugh S. Johnson, called in as special labor adviser to the company, with whom the union officials had conferred for two days before the settlement was announced.

An official of the union said the terms of settlement included an election by an impartial body, probably the National Labor Relations Board, among the plant workers; recognition of the union as the collective bargaining representative if it receives a majority vote, and wage condition adjustments so as to bring the RCA plant into the same standards used by other competitive plants in the Camden sector.

Strike started on June 24, and Sunday, July 11, saw picketing start on the Music Hall and RCA buildings, New York. If the strike is settled as announced the workers go back to the plant immediately and negotiations start accordingly. Strike has seen some bitter battles between those out and those still at work.

## Equity Members Barred From Government Employees' Local

SAN FRANCISCO, July 11.—Here to attend a meeting Tuesday with San Francisco Equity members, Frank Gillmore, president Actors' Equity Association, after much discussion as to whether or not Equity members are eligible to join the local group of Federal Theater Project non-Equity workers now seeking affiliation with the American Federation of Government Employees' local, is on his way back to New York. Gillmore advised members that they could not allow this procedure. Reason given was that Equity's charter in the AFL covers the field now coveted by the local group of WPAs. He further advised that no actor could hold membership in two units exercising jurisdiction in the same field.

Equity members' participation in radio and television broadcasts were also discussed and a general account of what the organization had done for its members during the past year, and particularly in the Federal Theater Project branch of the WPA, given. An ovation and vote of confidence was given Gillmore at adjournment of the meeting.

## Fanny Vedder Seriously Ill

NEW YORK, July 11.—Fanny Vedder, who toured the world with Dave Marion, then her husband, and widow of the James Flynn, fighter, is seriously ill at the Kings County Hospital. She is suf-

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fering from an internal ailment which necessitated an operation. An attempt is being made to have her removed to the French Hospital.

## Another Film House Game

PITTSBURGH, July 11.—A new theater attendance promotion, originated in Chicago, invaded this territory in the form of "Luck-o-Gram." Theaters publish numbered programs and at the end of the week several lucky number holders are awarded cash and merchandise prizes. Owners of this feature claim that the stunt makes the customers hold on to their programs for the entire week and stimulates them to attend on the drawing night. Robert F. Klingensmith, local Film Row figure, has been named distributor of this feature in and around the Pittsburgh territory.

## Films Council Appoints

WILMINGTON, Del., July 11.—The Wilmington Better Films Council has appointed chairmen to serve the organization for the coming year. Mrs. George E. Cox is general chairman; Mrs. Edmund M. Barsham, advisory chairman; Mrs. E. T. Higgins, in charge of Catholic groups; Mrs. Ernest R. Caro, corresponding secretary in charge of membership; Mrs. D. B. Cox, telephone committee chairman; Mrs. James K. Stack, recording secretary.

Mrs. George L. Schwartz, who conducted the preview column in the Wilmington daily newspapers, will continue the column in October. Mrs. Bettina Gunczy, editor of *The National Board of Review Magazine*, will be the guest speaker at the next meeting of the organization in October.

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# NAB INDIES ELECT MYERS

## Unaffiliated Outlets Satisfied That Chains No Longer Control

*Network resignations never mentioned at convention and it now appears they are glad to remain—Baldwin fully vindicated in all policies, is NAB "strong man"*

(Continued from page 3)

Va.; Arthur B. Church, KMBC, Kansas City, Mo.; Gene O'Fallon, KFEL, Denver; John F. Patt, WGAR, Cleveland, and L. B. Wilson, WCKY, Covington, Ky. For the one-year term Frank M. Russell, WRC, Washington, came in without opposition, more or less, since the other names up Paul Morency on the regular ticket in case Craig was elected president and left a vacancy on the board. On the independent ticket Herbert Hollister ran with Russell in the event that Craig was elected.

### Two Tickets in the Field

Nominating committee was agreed on all candidates with the exception of the president. Network factions were for Craig or John Shepard, of Boston. Compromise settled upon Craig when some member of the nominating committee did not want either Myers or Shepard. Thereupon the so-called independents or unaffiliated stations drew up their own ticket and substituted Myers for Craig for president and H. K. Carpenter, of WHK, Cleveland, for John F. Patt. Carpenter was defeated by Patt by one vote. Patt received 60 votes while Carpenter received 59 and thereby went off the board for the coming three-year term.

Those who went off the board are William S. Hedges, NBC, New York; H. K. Carpenter; Leo Fitzpatrick, outgoing president; Ike Levy and I. R. Lounsbury.

Setup now leaves the unaffiliated stations happy and while Managing Director Baldwin is determined to give all members an even break, it is plainly indicated that the networks are not in control. Baldwin refused to have the network run the board ever since the argument last December when NBC threatened to resign.

### Only One Resignation

The terrific tirade launched by Ike Levy, of WCAU, who was then treasurer of NAB and long active in its affairs, particularly copyright matters, was conceded to have been in poor taste and very much an attack by one individual upon another. Levy was supposed to be in bad standing last year at the opening of the session at Colorado Springs, but made a speech in which he justified his action in signing with ASCAP despite the pending action by the Federal Government against the performing rights society. Although there was considerable opposition, it died down to great extent and he was re-elected treasurer, since he made a plea to be vindicated.

This year it appears that Levy did for those who are against him just what they wanted to do themselves last year. He resigned. Although he promised to form a new organization and had the bad form to ask for new members from an NAB rostrum, no other NAB member to date has followed his lead and tendered their resignation.

Levy is very wealthy as is generally known, being the second largest stockholder in Columbia Broadcasting System. His friend, Alfred J. McCosker, came to his defense, as he did last year, but knowing the circumstances, McCosker was mostly forgiven. Samuel Rosenbaum, of WFIL, spoke against the Levy tactics from the floor prior to McCosker's defense of Levy. Rosenbaum and Levy are competitors, but McCosker and Rosenbaum are both Mutual men. Leo Fitzpatrick, of WJR, as president made a plea for unity in the NAB ranks, but this appears as hardly needed.

Not stopping at Baldwin, Levy took a slap at the Radio Foundation run by former Managing Director Phil Loucks, Oswald Schuette and Attorney Hostetler. And if it means what they think it does it is possible that Loucks and Hostetler may sue Levy for alleged libel.

After the expected Levy blast all speeches at later sessions and the gen-

eral running of the convention were smoothly handled. While the election and nomination waxed hot for awhile, the electioneering was fairly quiet. The Associated Independent Radio Stations, Inc., which is headed by Sol Rosenblatt and has a group of high waters as members, and started by Powell Crosley Jr., held a board of strategy meeting Monday night and their hope for NAB control was in the election of John Shepard.

### Intercity Adds One

NEW YORK, July 11.—Intercity (WMCA) Network adds another station, WHTT, Hartford, Conn., to its chain this week. Station is a new one, starting operations about July 15 on 100 watts, 1200 kilocycles. It is owned and operated by *The Hartford Times*.

Daily is an important Democratic sheet and the station is expected to have its power boosted quickly.

## Sales Managers To Have an Org.

CHICAGO, July 11.—Sales managers' division of the NAB was organized on Tuesday for the purpose of promoting the sale of broadcast time and as a medium and round-table discussion of the problems that confront the average manager in his every-day routine. About 45 commercial managers of stations attended the meeting. J. Buryl Lottridge, of KOIL, was made chairman of the organizing committee. Additional aids will be Harry Trenner, WNFJ; J. Leslie Fox, KMBC; Hale Bondurant, WHO; Mort Watters, WHEC; Jack Gross, KWKH; Humbolt Greig, KFBW, and Lewis Avery, WGR.

It was decided, for the time being at least, that the head of each station's sales department should join provided it is an NAB member and only one man from each outlet. Annual gathering will be in conjunction with the NAB convention and regional groups will meet from time to time. Additional support from the NAB membership at large is being sought.

TRANSRADIO NEWS is offering facsimile facilities to newspapers and stations. Unit weighs about 15 pounds for the receiver; 60 for the transmitter. Inventor is Captain O. Fulton, an Englishman. Demonstration of the equipment was made at the NAB convention.

## NAB Will Back Research Bureau; Sales and Agency Men Have Talk

CHICAGO, July 11.—As per Resolution No. 14 the NAB is going ahead with its Radio Research co-operation as a result of the report rendered by Arthur B. Church, chairman of the Commercial Committee. Among other items Mr. Church recommended that the University of Pennsylvania be endowed to continue the work of creating data which will give authentic station coverage figures, etc. This work, started by the Joint Committee, has been network financed.

During the discussion that followed the Church report some ad agency representatives hopped on the mention of rate cutting. Frederick C. Gamble, executive secretary of the American Association of Advertising Agencies, warned those present that rates must be maintained as published.

Other agency men backed up Gamble, including C. E. Midgley Jr., of Batten, Barton, Durstine & Osborn, also Osborn Bond, of the Joseph Katz Agency. Church mentioned that most of the literature

### How O'Fallon Won

CHICAGO, July 11.—Gene O'Fallon, of KFEL, Denver, polled the largest vote of any member elected to the NAB board of directors. He tallied 92 out of a possible 111 votes.

Gene avers there is nothing like acquiring a good campaign manager, and he got his by betting T. W. (Tom) Symonds Jr. \$2 to \$1 that he (O'Fallon) would not get in.

The "silver fox" from Denver figures it the best bet he ever lost.

Other director votes were 89 for Allen, 87 for Church, 60 for Patt and 90 for Wilson.

## WMC Buys WNBR; Both on NBC Nets

MEMPHIS, July 11.—With the purchase of the stock of the Memphis Broadcasting Company, owner of WNBR, by *The Memphis Commercial Appeal*, operator of WMC, Memphis is to be given additional NBC programs. The FCC at Washington Thursday approved the change of ownership of the smaller Memphis outlet and actual transfer of the station will take place when the varied details have been worked out for operation of the dual system.

H. W. Slavick, general manager of WMC and also to be in charge of the combined system, announces that the next step will be the filing of an application for an increase in power for WNBR from present 1,000 day and 500 night to 5,000 day and 1,000 night. Slavick added that while one of the stations will bring the NBC Blue network into the territory, other will most likely air the Red network whenever possible.

Stations will continue to function from different studios, Slavick says, and there will be no change in the stations' personnel. Mallory Chamberlin, president of WNBR, will continue as an active official of the station. Francis Chamberlin, another former official of WNBR, will continue his duties. Slavick made the announcements about the merger just before departing with Mallory Chamberlin for the NAB convention.

WMC three weeks ago went into service with its new 5,000-watt transmitter and in the very near future expects to operate thru near-completed 611-foot steel towers. WNBR is also to be moved into a new location with a half wave vertical antenna now under construction.

In addition to the two long-wave stations, the same company is also airing a good portion of its regular programs over a newly opened short-wave transmitter, W4XCA. *The Commercial Appeal* is also hoping for early action on its application for a new 5,000-watt station at Mobile, Ala., plans being under way to bring NBC programs to the Middle Gulf Coast, where there is scarcity of powerful NBC outlets.

## Macfarlane Throws A Mutual Luncheon

CHICAGO, July 11.—More than 30 officials of the member and affiliated stations of the Mutual Broadcasting System and Judge Eugene O. Sykes, of the Federal Communications Commission, were guests Monday of W. E. Macfarlane, president of the MBS network, at a luncheon which was held on the concert platform of WGN's new Michigan boulevard studio.

No official business of the network was discussed, but in a short statement to the luncheon guests President Macfarlane reviewed the past two years' history of the network and commented on future plans.

Among those present were W. E. Macfarlane; Quin A. Ryan and Carl J. Meyers, of WGN; A. J. McCosker, chairman of the board of Mutual, and T. C. Streibert, of WOR; Judge Eugene O. Sykes; Louis G. Caldwell, Washington, D. C.; Lewis Crosley, John L. Clark, Frank Smith and Don Becker, of WLW; John Shepard III, of the Yankee network; Frank Ryan, CKLW; Owens Dresden, Don Lee network; John Gillin, WÖW; Gardner Cowles, KSO-WMT; Don Withycomb and F. R. Rosenbaum, WFIL; Ford Billings, WCAE; John Patt, WGAR; E. J. Lounsbury, WGR-WKBW; Eugene O'Fallon, KFEL; Harry Stone, WSM; C. T. Lucy, WRVA, and Fred Weber, general manager of Mutual.

### Amos 'n' Andy May Tour

LOS ANGELES, July 11.—Amos 'n' Andy are considering a tour of one-nighters next month with the possibility of putting up a week at San Diego exposition. Andy, who is a licensed pilot, would fly the team back into town for their daily broadcasts from tour, but while in San Diego they would air thru KFSD.

RADIO GUIDE, fan magazine, has bought time on the NBC Blue network. Starts in October as a circulation plug. Believed to be the first time a fan magazine has paid for air time.

### Seek Merger of Two New Orleans Stations

NEW ORLEANS, July 11.—WBNO, which divides time in New Orleans with WJBW, has filed application with the Federal Communications Commission for a merger of the two stations to give the city a new full-time outlet. J. E. Richards and John R. Maddox, who recently bought an interest in the station from Edward R. Musso, have organized the Pelican State Broadcasting Company. The two men are well known in the local radio field. They have also asked the FCC that if the application to merge with WJBW is allowed that they be permitted to erect new studios, install new equipment, erect a large tower antenna outside the city limits and be granted an increase in power.

WJBW, one of New Orleans' oldest stations, is now controlled, as it has been since its first appearance on the air, by Charles Carlson. WBNO, formerly WABZ, recently maintained studios in the tower of a local Baptist church, moving into the Hotel New Orleans with the passing of its control from the church congregation to Musso. Both operate with 100 watts.

### Fitzpatrick Sets Coughlin

CHICAGO, July 11.—Before leaving here Leo J. Fitzpatrick, of WJR, Detroit, outgoing president of the National Association of Broadcasters, disclosed that the Rev. Charles Coughlin, Detroit radio priest, expects to be on the air regularly before the end of the month and has asked him to arrange a half-hour period, over a widespread network, on some evening in the middle of the week. His Sunday broadcasts are to be resumed in the fall.

LORETTA LEE does a guest spot for Bond Bread on CBS July 26.

## ASRA To Be Nationwide

Plans thirty new regional offices—hopes to license stations—Jolson new prez

NEW YORK, July 11.—After several years of quiet organizing, the American Society of Recording Artists, Inc., with headquarters in Hollywood, will blossom out into a national organization with about 30 "regional offices" in September. Robert H. Leeds, national regional director, arrived here this week after a cross-country tour in which he made contacts for the society and straightened out details for opening branches, the majority of which will be handled by attorneys. Leeds conferred with Al Jolson, new president of the society, and other society members and officers here.

The society has set up a fund to collect royalties for its members from broadcasters who accept the society's license. It says it will begin distributing royalties to members "in the near future." It has been co-operating with the American Federation of Musicians and with the National Association of Performing Artists.

The society is getting after radio stations, dance halls and other spots using recordings for unauthorized commercial purposes. It insists it is not concerned with the recordings themselves but with the exploitation of artist talent that is recorded. Its licenses, for example, contain a clause prohibiting the broadcaster from airing records in "unfair competition" to the same recording artist making an actual broadcast. This is intended to halt broadcasters preceding the broadcast of an artist with a flood of his recordings and taking the punch away from the actual broadcast. The society feels many name artists would resume making records if they can be guaranteed control of use of the records so that the records won't be used to kill off their picture and radio engagements.

Another angle is concert and other personal appearances. The society has discovered instances in which a local station will air a full program of an artist's recordings just before that same artist makes a local vaude or concert appearance. This cuts the ticket sale enormously, it is claimed. Nelson Eddy is said to have come across this situation during his recent concert tour.

Nathaniel Shilkret is the new chairman of the society's executive committee, succeeding Jolson, who moved up to the newly created post of president.

## WSPD, Toledo, May Have Competition

TOLEDO, July 11.—With WSPD, Toledo's only radio station, continuing as a basic CBS unit in defiance of strong rumor of a switch to NBC Blue, newspapers here continue to discuss the possibility of a second station to be established within the area.

Most potent of the bits of gossip has it that the politicians are on the in either case. Frazier Reams, Lucas County prosecutor and a colorful young power in the State Democratic party, is head of one group which has filed an application with Federal Communications Commission. Another application has been filed thru L. Martin Courtney, chairman of the speakers' bureau of the Republican party in Lucas County. Cleveland radio men are reported to have declared that Maurice Maschke, Cleveland Republican party head, is willing to put up a substantial investment for erection of a Toledo link in a State-wide chain.

Application was filed less than two weeks ago by the United States Broadcasting Company, about which nothing is known. Continental Radio Company application was turned down by the commission, which declared the firm unqualified financially to operate a station. Most of these applications have been for 100-watt stations, and it is believed the future station will be granted that power. One source has it that WSPD officials, appreciating their own position and that the monopoly cannot continue forever, are giving more than a little assistance to the Reams organization, realizing the advantage of friendly competition.

## No Increase in Dues

CHICAGO, July 11.—Among resolutions that failed to pass was one calling for an increase in NAB dues. The vote was 55 in favor and 46 against.

It developed then that the by-laws state that there must be a two-thirds vote of those present. Possibility that more money might be exacted from the membership in the form of an assessment.

## Hoffman Goes Thru With Carter Suit

TRENTON, July 11.—Suit against Boake Carter, Columbia Broadcasting System, two of the CBS stations and Philco, alleging defamation and seeking \$100,000 in damages, was filed this week in the New Jersey Supreme Court by Gov. Harold Hoffman of New Jersey. The defamatory remarks were made by Carter immediately before Bruno Richard Hauptmann was executed for murder of Charles Lindbergh Jr., claims the State executive, his brief stating that "the said words were false and malicious and were read \*\*\* for the purpose of injuring the said plaintiff in his reputation \*\*\* and plaintiff has been and is greatly injured in his reputation, good name, fame, integrity and credit and brought into public scandal, shame and discredit."

Defendants are, in addition to Carter and CBS, Atlantic Broadcasting Corporation (WABC, New York); WCAU Broadcasting Corporation, Philadelphia; Philco Radio and Television Corporation, Philco Radio and Television Corporation of New York, same corporation in Pennsylvania and the Philadelphia Storage Battery Company. Harry Green is personal counsel to the governor.

Complaint quoted the following from one of Carter's broadcasts:

"And so crazier and crazier grows the Hauptmann affair—more and more desperate over the week-end became New Jersey's governor to justify his official blundering and save his tottering political reputation \*\*\*.

"And so round and round—just as the music goes round and round—so round and round goes the Hauptmann affair—one of the most shocking exhibitions of gubernatorial meddling with the orderly process of law and order that America has displayed to the world in many a decade."

Complaint also says that Carter's remarks tended to lead the public to think the governor guilty of misfeasance.

## Traube With Bowes

NEW YORK, July 11.—Shepard Traube left the press department of the Columbia Broadcasting System this week to head a publicity department being established by Major Edward Bowes. Traube, former legit producer and director, joined CBS slightly less than a year ago. Bowes shifts sponsors shortly from Chase & Sanborn to Chrysler Motors.

Jack Sinner replaces Traube at CBS.

## Luckies Investing \$2,500,000 In Sweepstakes Contest Idea

NEW YORK, July 11.—Changes in the winning requirements in the Sweepstakes contest conducted by Lucky Strike cigarettes (American Tobacco Company) on its Hit Parade NBC and CBS radio shows are swelling the cost of the merchandise plan. As it currently shapes up the award of cigarettes to listeners who guess the leading three popular tunes of the week is not only more expensive than the radio program itself but will unquestionably be the most costly merchandising plan ever put thru by a national advertiser. Authoritative figures claim that the merchandise contest alone will cost between \$2,500,000 and \$3,000,000 per year. Program costs are additional.

When the contest was started by George Washington Hill listeners, in order to win a carton of cigarettes, had to guess the first three songs in order as checked by Luckies. Understood, however, that the head of the tobacco firm later felt this to be too stiff a requirement and not okeh from the angle of getting the Luckies into new customers' or potential customers' hands. Accordingly, ciggies now go to those who pick

## Aylesworth's Return to NBC As Prez Rumored for Fall

Lohr expected to make switch to vice-chairman seat—revives story on Lohr given the house-cleaning job and Aylesworth needed for contacts

NEW YORK, July 11.—That Merlin H. Aylesworth will return to his post as president of the National Broadcasting Company is authoritatively stated to be set for the fall. This past week had reports in New York to the effect that a major executive change was due to take place within the immediate future, with the reports directly tied in with Lenox R. Lohr, present president of the network. Should Aylesworth resume that post Lohr, it is believed, will in turn take Aylesworth's job as vice-chairman of the NBC board. Aylesworth stepped down as president a few months ago and immediately following the selection of Lohr as president a reorganization was effected thruout the personnel of the chain, with a considerable number of employees let out. This is said to supply the answer to one of the main reasons Aylesworth gave up his presidential post.

## NIB Continues For 'Protection'

CHICAGO, July 11.—National Independent Broadcasters, Inc., the so-called 100-watter group organized last year, will keep its organization as is, for the coming year at least. The NIB held meetings both Monday and Tuesday, deciding that it will keep its sales organization but not actively work at it, since the standard-rate problem proved difficult to iron out for the benefit of national advertisers.

To some extent the organization went political and among other things voted to back its favorite candidates as a solid bloc. Annual dues will be \$25 and the board will have the power to assess a similar sum. Most important development appears to be the plan to protect the members at the FCC reallocation hearing in Washington on October 5. It is presumed that suitable counsel will be hired if necessary.

Election of officers left the body about the same, with E. A. Allen, WLVA, remaining as president; Mallory Chamberlin, of WNBR, vice-president, and W. W. Gedge, WMBC, secretary. Arthur Westlund, of KRE, is treasurer, and there are directors and alternates by zones. NIB is strictly for the NAB, working in harmony unless on occasion when its best (independent) interests create a difference of opinion.

## Schirmer Does Not Renew NBC Recording Licenses

NEW YORK, July 11.—G. Schirmer music publishing house is not renewing its recording copyright license with the National Broadcasting Company, old contract expiring as of July 1, 1936. As a result *Allah's Holiday* and *Mr. and Mrs. Is the Name*, recorded in the NBC Thesaurus, can't be broadcast. Last song is published by Remick, but has an interpolation of *Oh, Promise Me*, published by Schirmer.

Several additional restricted numbers have been okeh'd by ASCAP. Included are *Toyland*, *March of the Toys*, *All for You*, published by Witmark.

## Rubinoff-Chevrolet On CBS; Starts October

NEW YORK, July 13.—Chevrolet Motors returns on October 18 with its live-talent program, but goes on Columbia Broadcasting System instead of NBC. Rubinoff will head the show, with Virginia Rea and Jan Peerce signed again.

Chevrolet will continue its disk programs, and this show will make it seven nights a week in this city. The CBS show will be heard Sundays at 6:30-7 p.m. Switch to CBS may or may not involve disappointment to Chevrolet in that Graham McNamee was allowed to go to Chrysler, etc. There was some talk to this effect.

Rubinoff's orchestra also had choice of going on the new Eddie Cantor show and one or two others.

## NLRB To Hear Claim Against WCAU, Philadelphia

PHILADELPHIA, July 11.—The American Radio Telegraphists' Association, labor union of marine, broadcast, airways and point-to-point radio communication operators, is all set to administer a scorching blast against the alleged unfair labor practices of Dr. Leon Levy's owned and operated WCAU before the U. S. Labor Relations Board. Complaint will be heard Monday (13) and centers around Harold Katan, a technician, who was discharged from the station on May 10 for his activities in behalf of the ARTA.

Labor tussle will not only be on behalf of Katan but concern the attempt to unionize the WCAU operators in deference to the existing company union. Mort Borow, ARTA agent, promised to expose the alleged high-handed practices of the company union at the Labor Board hearing.

In a lengthy legal reply to the ARTA complaint WCAU sums up its protest on the ground that the "National Labor Relations Act of 1935 is unconstitutional."

Three radio stations in Philadelphia, WDAS, WPEN and WRAX, have already yielded to ARTA unionization, but as yet it has been unable to crash the larger stations.

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*The Crown Prince of Rhythm*  
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**FAST BECOMING A NATIONAL FAVORITE.**  
*One of America's Most Entertaining Dance Bands.*  
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COAST to COAST  
 ★ **WALTER TETLEY** ★  
 Radio's Outstanding Boy Actor  
 FRED ALLEN 9:00 p.m. Wed. NBO  
 SHOW BOAT 9:00 p.m. Thur. NBC  
 PAUL WHITEMAN 9:30 p.m. Sun. NBO  
 BOBBY BENSON 8:15 p.m. Mon. Wed. CBS  
 BUCK ROGERS 6:00 p.m. Mon. Wed. CBS  
 Fri. Wed. CBS

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*The Dynamic*  
**"ARNO"**  
 Conductor ..... Violinist  
 14TH WEEK  
**SHEA'S BUFFALO THEATRE**  
 WBN, Saturday 7:30 P.M.  
 Exclusive Direction Jack Lavin, Paul Whiteman-Artists' Management, Inc.  
 17 E. 45th Street, New York City.

# Station Notes

Address All Communications to the New York Office

**BLAKE RITTER** is the newest addition to the WFIL, Philadelphia, announcing staff. . . . **JOE WEEKS**, formerly announcer at WIP, Philadelphia, leaves WGN, Chicago, for his old post. . . . **CHUBBY KANE**, juve entertainer on WFIL, Philadelphia, guest stars on the EDGAR GUEST show on August 11. . . . **MARGARET HANLEY** moves up from the publicity staff at WIP, Philadelphia, to the assistant program director's desk. . . . **PAT PURCELL**, vocalist on WIP, Philadelphia, doing a summer series over WPG, Atlantic City. Adams Clothes renewed **STONE** **McLINN** for his daily sport shots on WIP, Philadelphia.

Merchants of Bluffton, Ind., have completed arrangements to sponsor a series of amateur hours this summer. The programs will be presented on the Court House plaza each Wednesday evening, starting at 8:30 (CST), for six consecutive weeks. The first program was presented Wednesday, July 8. **JOSEF SEABOLD** again will direct the programs.

Three new announcers have been added to the staffs of WMEX and the Yankee network. **WALTER F. HERLIHY** affiliates with the Yankee network following a month at WMEX. **BERNARD GARLAND**, part-time announcer during college days at a Lancaster, Pa., station,

also with the YN. **WINSLOW TURNER PORTER** goes with WMEX.

**JAMES BLANCHET**, formerly KSFO, San Francisco, operator, now hangs his "ticket" on the walls of the KROW transmitter in Oakland, Calif. **HOBART P. DAVIS** is another addition to the KROW technical staff. He was formerly an operator aboard the S. S. Northaven, Pan-American Airlines supply ship, which served in establishing airway bases at Midway, Guam and Wake. Station has also added **CHET CATHERS** to its announcing staff. He was formerly program director of KOMO-KJR, Seattle. . . . **RALPH EDWARDS**, after six months, resigned from the announcing staff of KFRG, San Francisco, and is eastward bound. **TOBE REED**, who has been doing relief announcing, is his successor. . . . **DON CURRLIN** is back announcing at KSFO, San Francisco, after a tonsil operation which kept him off the air two weeks. Station has made **LUCY CUDDY** head of its dramatic production department. She was formerly associated with KFRG in San Francisco as dramatic producer. . . . **KEN MAYNARD**, Western actor, began starring this week in a three times weekly cowboy serial on KFVB, Hollywood. Period is for children and deals in typical hoss-opry appeal. . . . *Opportunity Hour* returned to air over KFAC, Los Angeles,

directed by **FRANK AID** after several months' silence. Is a nightly amateur special period slated for five months. . . . **JIMMY FRITZ** has moved his gossip period to KEHE, Los Angeles. . . . **HARRY WITT**, KHJ sales manager, is representing his station this week at PACIFIC AD CLUB convention in Seattle.

Checking its potential radio market by means of mail received from May 1 to June 15, WPTF, Raleigh, N. C., finds an additional 110,000 radio families are within the station's area since power went to 5,000 watts in 1934. Station estimates that over 700,000 families depend on it for their radio fare. . . . **TOM MURRAY** is filling in on WHAM, Rochester, on sports, while Lowell Mac-Maillan vacations. . . . Blue Ridge coffee is taking time on WSB, Atlanta, Ga., with **CHARLIE SMITHGALL'S** morning program. . . . WEEI, Boston, recently acquired by CBS, has been boosted to 5,000 watts. . . . **JACK LEE** is back at WHAM as production manager, after a two-week vacation. . . . George Muse Clothing Company has taken time on WSB, Atlanta.

**WILLIAM S. POTE**, production manager of WMEX, Boston, announces the tentative proposal to install a new transmitter on Granite avenue, Milton, Mass., with a directional antenna, in complementing the station's action for application to the Federal Communications Commission for authority to boost its power from 100 to 5,000 watts and to shift its wave length from 1500 to the regional channel of 1470 kilocycles. . . . **VERA CRUSE**, after several months' absence, is again vocalizing with **ART HICKS'** Orchestra from the Coconut Grove, Bridgeport, Conn., over WELI, New Haven, Conn. . . . Many artists from the three stations of the Connecticut Broadcasting System, which includes WSPR in Springfield, Mass., and WELI and WNBC in Connecticut, travel from one station to the other, as do the various announcers, providing program variety.

**CLEON B. WHITE**, chief of NBC's artists' service in New England, gave guests at the banquet of the American Federation of Advertisers' convention in Boston recently an impressive parade of talent. . . . **KATHERINE NUTTING**, secretary of WCOP, Boston, cutting up beach capers during a two weeks' vacash down Cape Cod way. . . . **JOHN MACNAMARA**, program director of WBZ and WBZA, Boston and Springfield, completed his sixth year of program building with those Westinghouse stations of New England on last June 16. . . . **DONALD VAN WART**, WNAC, Yankee network staff pianist, planning to split  
 (See STATION NOTES on page 10)

## NAB Resolutions

Of the 20-odd resolutions offered, 15 were passed by the NAB. Resolution No. 2 offered thanks to Hon. Judge Eugene Octave Sykes, chairman of the broadcast division of the Federal Communications Commission, for his practical and useful message delivered at the 14th annual session; No. 3 thanked Mr. C. H. Sandage for his talk and contribution to the interest of NAB; No. 4 was by way of thanking the Chicago convention committee members (local) for their admirable services; No. 5 thanked the Stevens Hotel et al.; 21a was in sympathy for Ed Hughes, of Rock Island, Ill., who is ill, and 21b for Ed Spence, NAB chairman of the committee, who is ill in Baltimore.

The other resolutions follow:

**Resolution No. 6.**—Resolved, That the official acts of the managing director since 13th annual convention be and the same are hereby approved.

**Resolution No. 7.**—Resolved, That the managing director be and he hereby is authorized to take such steps as may be necessary adequately to represent the best interests of the broadcasting industry in the forthcoming conferences preparatory to the fourth meeting of the CCIR, scheduled for the spring of 1937, and in the meeting of the CCIR. (Refers to International Technical Consulting Committee.)

**Resolution No. 8.**—Resolved, That the president be and he hereby is authorized and directed to appoint a committee of three, one of whom shall be the managing director, to determine the procedure for most effective presentation of the United States position and proposals to the next administrative international conference scheduled to be held in Cairo early in 1938.

**Resolution No. 9.**—Resolved, That the managing director be instructed to proceed immediately with the creation of a bureau of agency recognition in accordance with the plan approved and recommended by the commercial committee, with the understanding that the said bureau will be finally established

only if the cost of its first year of operation is underwritten by the stations proposing to avail themselves of its service.

**Resolution No. 11.**—Resolved, That the NAB continue to co-operate with the Federal Communications Commission and educational groups in all practical efforts to study the application of education to radio.

**Resolution No. 12.**—Resolved, That the NAB go on record as favoring the issuance of radio station licenses for a term of at least three years.

**Resolution No. 14.**—Resolved, That the committee on radio research for the year 1936-1937 consist of seven members appointed by the president, so as to represent the following groups, in addition to the managing director: (1) Each major network contributing to the project; (2) local stations; (3) regional stations and (4) clear channel or high powered stations.

It further resolved that the committee be empowered to select five of its membership to represent the broadcasting industry on the joint committee on radio research.

Resolved, That this convention approve the activities of the N.A.B. radio research committee during the past year and that it commend the excellent progress made by the joint committee on radio research sponsored by the National Association of Broadcasters, Association of National Advertisers and American Association of Advertising Agencies. Resolved, That the board of directors of the National Association of Broadcasters be empowered to devote for exploratory purposes upon recommendation of the NAB radio research committee the sum of \$10,000, and that additional funds be devoted to the project if necessary, and if, in the opinion of the board, this can be done without impairing the financial position of the association.

**Resolution No. 18.**—Resolved, That the NAB approve of the action taken by the board of directors in respect to the Bureau of Copyright and urges the wholehearted support by all members of the program which has been described in the report made to the membership.

**Resolution No. 20.**—Be It Resolved, by the National Association of Broadcasters that an effort be made to entertain all ladies who attend the conventions of the National Association of Broadcasters and that during their attendance thereof an effort be made to entertain those ladies who cannot be with us in the meetings held in the interests of our problems.

**WINGY MANNONE**  
 THE NEW ORLEANS SWING KING.  
 Now Touring New England With His New, Full Size Swing Band.  
 Pers. Mgt.—MILLS ARTISTS, INC.  
 799 Seventh Ave., New York, N. Y.

**Russ MORGAN**  
 RINSO-LIFEBUOY  
 TUES. 8:30 - 9 P. M.  
 rebroadcast 11:30 to 12 P. M.  
 and His Orchestra  
 "Music in the Morgan Manner"  
 HOTEL BILTMORE  
 NEW YORK

the **RUSTIC RHYTHM** trio  
 Featuring PAUL ROBINSON  
 The Ultra Modern Harmonicist and the HORTON BROTHERS  
 RADIO • PICTURES • RECORDS

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

# Program Reviews

EDST Unless Otherwise Indicated

## It's a Racket

Reviewed Wednesday, 10:30-10:45 p.m. Style—Dramatic sketch. Sustaining on WIP, Philadelphia.

Neophytes of the Theater League, little theater group, are responsible for this one. Save the opportunity afforded the tyros to face a mike, it's a tried-and-true radio script gone wrong.

Altho no credits are mentioned, sounds like the Better Business Bureau dishes out these pieces. Idea is to keep the people off the sucker lists by popularizing the rackets piled on unsuspecting citizens. Script caught was based on the fluky ads that offer to sell the contents of an entire house at a sacrifice figure. Boy and girl see the ad as a chance to break a five-year engagement and get hitched, getting socked for their \$300 nest egg. They fall for the kindly old lady gag and get stuck with a shipment of junk that passes off as furniture, the third sucker to fall for the line that week. Moral is to buy from a reliable concern and stop being a fall guy.

Cast of three did a messy job with the lines. Dialog is handled in a strictly amateurish fashion, with stilted delivery. Wholly high-school dramatics of the lowest order. ORO.

## WFIL Women's Club

Reviewed Monday, 11:30-12 noon. Style—Femme chatter and organ music. Sponsor—Participating show. Station—WFIL (Philadelphia).

Helen Hughes, youthful radio canary, takes a Martha Jane moniker on this new series of broadcasts for the femme listeners. Gal learned her home economics in college and made her mark in radio as a singer. A bit too young to spiel on tested recipes and care in feeding the baby, but with her background and experience with a women's air club on another station much was anticipated. In the least the bubbling spirit of youth was expected to relax the overworked housewife. But when caught on opening it was a distinct disappointment.

First of all, instead of being cheerful, the gal goes in for homespun stuff, strictly out of her line. If it didn't sound so comical it could be classified as tear-jerking tripe. Being a male, it is only a guess that a woman wants something bright and cheery at the noon hour.

To make a bad bet worse, organ interludes of the hymnal variety are offered by Irene Harding. And to add to the depressive nature of the broadcast a few minutes are given over to the "wishing-well"—time out so that the listener can wish all the sick members get well.

An ice-cream concern and a foot health specialist are the only participants on line. And with the copy going overboard, they shouldn't mind. Foot specialist gets a chance to give a long-winded talk, the ice-cream epic handled by Martha Jane. ORO.

## Feminine Viewpoints

Reviewed Wednesday, 11:15-11:30 a.m. Style—Chatter. Sponsor—Frank & Seder. Station—WJAS (Pittsburgh).

One of the most popular morning programs for women in and around the Pittsburgh territory is the daily 15-minute feature conducted by Elsie Lichtenstul under the label of *Feminine Viewpoints*. Sponsored by a local department store, her talk ties in well with the merchandise the store has for sale.

Miss Lichtenstul's subjects include those of interest to women in their everyday lives, and her talks are spiced with an entertaining delivery. Her brief plugs for the sponsor and daily specials have resulted in sales increases. S. H.

## "Husbands and Wives"

Reviewed Sunday evening, 7:30-8 p.m. Style—Marital discussions. Sponsor—Standard Brands, Inc. Station—WJZ (NBC network).

Filling in for the very successful Ripley show on Standard Brands' Fleischmann yeast Sunday night show is a WOR program built by Sedley Brown and Allie Lowe Miles, *Husbands and Wives*. Entertaining radio fare, even tho a little bit forced, and in the adult group should retain a considerable segment of Ripley's listeners. Advertiser is

now plugging the yeast direct instead of the institutional plug by way of the nation's bakers. Value of the yeast as an aid to kids having skin trouble and directed towards the parents who will be the obvious listeners is the plug theme.

Program consists of angles on marital relations from either half of the family. Brown handles the men, naturally, and Mrs. Miles the ladies. Listeners are requested to ask for advice on breaking hubby of not shaving on Sunday, throwing lighted cigar butts on the rug, etc., or how to stop the wife from being a back-seat driver. Topics are light in vein—not serious as in *Good Will Court*. It's interesting to couples of all ages and frequently productive of laughs. J. F.

## Cornelia Otis Skinner

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

Repeating its program change of last summer, Jergens has replaced Walter Winchell with Cornelia Otis Skinner, diseuse. Naturally there's no comparison as to type of program and Miss Skinner probably has her own audience as apart from that group which listens to Winchell's chatter. And most likely this is what the advertiser wants as a change.

Either on the stage or thru the loud-speaker Miss Skinner is a consummate artist. Her characters are remarkably true to life and her characterizations round out the perfection of her writings. Only drawback sometimes is the overabundance of characters in the same script, otherwise her stories and minor tragedies are grand.

Commercials take advantage of the heat and sunburn, as well as claiming extensive use of the product in the South to show the other sections that time has proved the lotion. J. F.

## New Biz, Renewals

NEW YORK, July 11.—One new account and a renewal for the Columbia Broadcasting System:

GREAT ATLANTIC & PACIFIC TEA CO., thru Paris & Peart; renews effective October 1, Thursday, 8-9 p.m., on WABC and 44 stations. Kate Smith and variety program.

G. WASHINGTON COFFEE REFINING CO., thru Cecil, Warwick & Cecil, starts July 11, 9:30-10 p.m., on WABC only. *Professor Quiz*.

### New York Area

EAST HAARLAM MERCHANTS' ASSOCIATION, direct, started July 8, Monday to Saturday, 12:15-12:30 p.m. News. WMCA.

MODERN INDUSTRIAL BANK, thru Marschalk & Pratt, started July 6, Monday thru Saturday, 10:45-11 a.m. News. WMCA.

S. S. STAFFORD CO., thru Montrose &

Rosenberg, started July 1, Tuesday, 12-12:15 p.m. Household hints.

### Newark

MODERN INDUSTRIAL BANK, thru Marschalk & Pratt, started July 6, Monday, 9-9:15 p.m. News. WOR.

HOFFMAN BEVERAGE CO., thru B. B. D. & O., New York, starting July 14, Tuesday, Thursday, Saturday, 11-11:15 p.m. News. WOR.

BATHASWEET CORP., thru Klesewetter Advertising Agency, starts August 17, three times weekly. News. WOR.

BIGELOW SANFORD CARPET CO., thru Newell Emmett Company, starts August 18, Tuesday and Thursday, 9:45-10 a.m. Interior decorating talk. WOR.

### Dayton

KRUG CERTIFIED, thru B. B. D. & O., New York, renewal, five 15-minute periods weekly. *Jimmy Allen*. WHIO.

DAYTON CAMERA SHOP, direct, renewal, announcements. WHIO.

SPRY, thru Ruthrauff & Ryan, five minute transcriptions. WHIO.

GENERAL MILLS, thru Knox Reeves, announcements following Cincinnati Red night games. WHIO.

DOAN'S PILLS, thru Street & Finney, announcements. WHIO.

HUDSON MOTOR CAR CO., thru Brooke, Smith & French, announcements. WHIO.

### Chicago

Station WGN reports the following business:

WILSON & CO., thru U. S. Advertising Corporation, Radio Cooking School with Eleanor Howe, a local commercial taking Tuesdays and Thursdays from 10:15 to 10:30 a.m. for six weeks.

Station WGN reports the following business.

EVANS FUR CO., local commercial, featuring Paul Small, Monday, Wednesday and Friday, beginning July 6, from 11:15 to 11:30 a.m.

E. R. SQUIBB & SONS, musical show, featuring Frank Cornwall and his orchestra, an MBS commercial, taking Monday, Wednesday and Friday, from 9:30 to 9:45 a.m., starting July 3.

### Philadelphia

SAMSON - UNITED CORPORATION, thru Hutchins Agency, started July 6 for three weeks, 13 one-minute spot announcements. WIP.

FROSTOFF SALES CO., direct; started July 7 for two weeks, with option to continue until October 1, 1936, daily participation in *Homemaker's Club*. WIP.

FORD MOTOR COMPANY, thru N. W. Ayer & Sons; renewal, starting July 14 for 13 weeks, three quarter-hour periods weekly. ET's. WIP.

ADAMS CLOTHES, thru Feigenbaum Agency; renewal, starting July 6, ending August 1, 1936, Monday thru Saturday, 6:30-6:45 p.m. Sports talk. WIP.

### Boston

TREMONT THEATER, Boston, 91 15-word announcements, six times weekly, Monday thru Saturday, started June 29, ending September 26, placed thru David Malkiel. WNAC, Boston.

PARAGON PARK AMUSE. CO., Nantasket Beach, Mass., 59 15-word announcements, daily except Sunday, started July 1, ending September 7. (See *NEW BIZ* on page 10)

## West Coast Notes; No Changes at KNX

LOS ANGELES, July 13.—With Columbia Broadcasting taking over KNX and KSFO, San Francisco, in the near future there will be no immediate changes in personnel, Don Thornburgh, newly appointed vice-president of the chain in charge of Coast operations, stated this week. Thornburgh will make his headquarters here, he announced, but refused to make any other official statements.

The chain's new vice-prexy huddled with Guy Earl, president of KNX, and Naylor Rogers, general manager, late this week upon the return of the pair from the Federal Communications Commission's hearing of the KNX transfer. From here he goes to San Francisco to look over KSFO.

Getting the radio fever along with the rest of Hollywood film agents, Sam Jaffe will install radio audition rooms in his new office building now under construction. Jess Smith and Mary Baker will handle the radio department.

The long-expected raiding by radio of picture-writing ranks was started here this week with the signing of E. E. Paramore, ace Paramount scenarist, to collaborate with George Wells on scripts for the Lux broadcasts. Several other top-ranking screen writers are under consideration, it is understood, by other transcontinentals for the fall.

KHJ got a new program last week with the inauguration of *Sonny and Buddy*, dramatic serial dealing with the adventures of two youths who join with an itinerant medicine show.

Johnny Murray's *Varieties*, weekly feature of KFVB for the past year, went off the air this week. Of the 15-character cast only Oscar and Elmer, comics, have been given immediate air bookings. They report to Owen Crump for his *Curtain Calls* period on the same station, to be featured as rural newspaper publishers. Crump, incidentally, who has been going places with Isabelle Jewell, the film actress, has at last confessed they will be married in the fall.

The Don Lee Radio Workshop, popular experimental drama series, gets a new and better schedule beginning this week. Formerly heard at 5 o'clock, the period has been switched over to the 8:30 spot. . . . Walton Butterfield, New York radio writer, making the local rounds on his vacation. . . . Bob Colwell, ace writer for J. Walter Thompson, returns east. . . . Cast of *One Man's Family* came down from San Francisco for two days this week for screen tests before their proposed picture at Paramount.

### San Francisco

SAN FRANCISCO, July 11. — With every hour an amateur hour and radio simon pures getting more stage, screen and indorsement offers than professionals, a ray of hope was seen today for the money players of the air with announcement that Al Pearce plans to inaugurate a Professional Hour by August 1. Program, scheduled to originate in Hollywood, will feature only established professionals. Exact nature of the series and the network to be heard over have not been announced. Meantime Jennison Parker, who is authoring special continuity at KFRC for *The County Fair* and *Feminine Fancies* broadcasts, is also hard at work preparing a series of scripts for Pearce's use this fall when he returns to the air under sponsorship.

Douglas Beattie, youthful NBC baritone, bows off the local airwaves July 27. After a Hollywood Bowl concert series he'll report on September 1 to the NBC Artists Service at Radio City. . . . Mickey Gillette, NBC's ace sax player, leaves the network August 1 for three weeks' vacation which takes him to Hollywood and other California play spots.

NBC is installing new technical equipment, spending more than \$20,000 in its modernization, which will put the local plant on a par with the Radio City and Chicago studios. Last word in modern equipment is being added. A. H. Saxton, Western division engineer, is supervising the job. . . . KGGC, local 100-watter, has also gone in for a bit of modernization. Studios, business and executive offices have been spruced up. Modernistic furniture thruout and a new indirect lighting system added.

Don C. Robbins has handed in his resignation as local manager for the Walter Biddick Company, station representatives, after one year service.

FRANK RAND, head of CBS publicity in Chicago; Jerry Hoekstra, p. a. for KMOX, St. Louis, and Catherine Cuff, press agent for WFBL, Syracuse, were in New York last week. They picked the hottest week in years.

## Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, July 3, to Thursday, July 9, both dates inclusive.

Take My Heart (32) . . . . .	40	No Regrets . . . . .	19
On the Beach at Ball Ball . . . . .	37	Would You? (28) . . . . .	19
You Can't Pull the Wool Over My Eyes . . . . .	37	You (19) . . . . .	19
These Foolish Things (31) . . . . .	31	She Shall Have Music (22) . . . . .	17
Clory of Love . . . . .	27	Shoe-Shine Boy . . . . .	16
Is It True What They Say About Dixie? (25) . . . . .	26	Did I Remember? . . . . .	15
There's a Small Hotel (28) . . . . .	26	Sunshine at Midnight . . . . .	15
Crosspatch (17) . . . . .	25	All My Life . . . . .	13
Let's Sing Again . . . . .	22	Melody From the Sky . . . . .	13
Afterglow . . . . .	20	The State of My Heart . . . . .	13
It's a Sin To Tell a Lie . . . . .	19	I'm Just Beginning To Care . . . . .	11
		There's No Limit to My Love . . . . .	11
		My First Thrill . . . . .	10

SHEET MUSIC best sellers will be found on page 20.

## Convention Squibs

WHEN the board of directors of the National Association of Broadcasters adjourned to the 24th floor of the Stevens on Wednesday afternoon for the formality of appointing James W. Baldwin managing director for the ensuing year they upped his salary as well. . . . One more squawk from Ike Levy and they'll probably raise it again. . . . Jimmie won the admiration of the assemblage when he gave his version in soft matter-of-fact tones . . . just like he was sure Levy wasn't the one to whom he had to answer. . . . Levy's friends should have deterred him from blasting so early, or vehemently . . . but that is no doubt the way he felt . . . he could have been more diplomatic. . . . Of course, Ike has a bit of a bankroll.

The NIB got under way last year rather sudden and then lapsed into a forlorn sales tangle . . . and yet, this year, it revealed itself as a powerful political group which refused to be licked by a central sales idea that hasn't yet found its way. . . . Speaking of politics, that feed and talk given by Blackett-Sample-Hummert at the Racquet Club was certainly a Kansas sunflower. . . . Probably be some disks on the way soon. . . . Farley has his fairly well distributed. . . . Landon is being plugged as a pal of the radio man should he get to Washington . . . broadcaster as usual is in the middle.

Next convention city . . . St. Paul put in a bid with distribution of buttons. . . . Honolulu handed out a lei here and there . . . which started the gags going. . . . San Antonio had miniature Navajo blankets. . . . Baltimore and Cleveland also asked consideration and mean business again. . . . St. Petersburg, Fla., planned to ship some hundreds of tarpon scales well printed, but they did not show up in time . . . probably a plot against Harold Meyer from WSUN. . . . The Texas delegation almost stole the show at annual banquet and presented Jimmie Baldwin with his certificate as a Texas Centennial Ranger and wound up with "have a hat," wham and it was on his head . . . nice to see all the Southern and near-by outlets plug for Texas . . . even as far north as Elmer Dressman from WCKY.

Banquet was a sellout and one of the most successful . . . room was well trimmed . . . entertainment was good even though the individual acts ran too long. . . . Harold Stokes had a swell orchestra . . . regular seating arrangements would be better, but it has always been every man for himself . . . those station relations guys and others delegated to do the work had to spread out, of course . . . hope they made out okay. . . . Fred Weber says he did all right . . . in fact, everybody was contacting everybody else to great extent . . . whether transcription salesmen . . . station representatives . . . news services or what have you . . . who would ever think of busting up the NAB if for no other reason.

At last the women are going to get a break (see Resolution No. 20) . . . either the women have put up a holler or mebbe the husbands are double-crossing them . . . perhaps it happened after the gals took a ride on that famed MacDonald yacht . . . or could it be that the men are leery after getting a slant at the canary-yellow flannel coat sported by John Shepard . . . it almost beats that maroon vest that Dr. Leon Levy wore under his dinner jacket last year at Colorado Springs. . . . Well, Scott Howe Bowen is with Pan-American, and Ed Petry, among other things, gathered in a couple of wallpops . . . and James Rand III is perfectly built to hand it out . . . real athletic type yet quiet and unassuming . . . unless something or someone riles him up. . . . A talk to Samuel Insull reveals a mind that has remained unusually keen despite extraordinary reverses . . . and advancing years, of course. . . . Bill Gillespie, of KTUL, is a showman who will bear watching . . . but they do say that there wouldn't have been enough members to watch Sol Rosenblatt if Shepard got in as prez . . . maybe they're unkind . . . to think and say so . . . anyhow the ARS remains the same right now. . . . Mutual is taking on vice-presidents. . . . Still the Don Lee rep says they are finally getting a break compared to what they took from CBS in the way of having to throw down some very fine Coast advertisers.

Classic crack from Lambdin Kay . . .

"Biggest thing that happened at the convention—is that nothing happened—to the NAB." . . . Bill Hedges, of NAB, proved himself no mean master of ceremonies as he handled the mike Wednesday afternoon . . . that's the way he shaped up and not bad either . . . really has a sense of humor . . . those naughty ET platters are better than ever . . . anyway the folks can't squawk about that Stevens taproom service . . . boys can mix 'em. . . . NBC cocktail party thrown by Niles Trammell looked for a while as tho it was giving the annual banquet stiff competition. . . . Merritt Tompkins, of Associated Music and Vinylite, must have enjoyed that steak at Henrici's . . . how come his man Watson didn't tell him that the place is owned by Thompson, who peddles pretty good beef stew in his smaller but just as profitable jernts. . . . Anybody amble up Clark street to "boughouse square" and get a load of that medicine man? . . . or did anybody try the medicine at . . . skip it . . . the wives might be listening. . . . Only ribbing, ladies.

### STATION NOTES

(Continued from page 8)  
a fortnight vacash into a week on the Gaspé Peninsula in Quebec and the other seven days at Atlantic City. . . . CARL MOORE, the Rambling Rhymester, is Malcolm McCormack's new foil during the morning Soapiners (WBZ and WBZA commercial) show. Team is tagged Mac and Moore, with duo doing an ad lib. comic banter and silly tune formula. . . . CHARLES UNDERWOOD, of Monongahela City, Pa., succeeded PAUL DOZER as staff announcer at WWSW in Pittsburgh.

AL BERNARD, well-known minstrel man and native of New Orleans, has made a great hit since joining WWL in the role of an ork leader with a swing band. Appearing twice weekly on a night spot, Al is drawing big response with a band which he organized since he came back to New Orleans less than six weeks ago. . . . JAMES M. MORAN has been added to staff of KTHS, Hot

Spring, as chief engineer, replacing MOODY McDONALD, who left the tepid aqua spot recently to become a member of the technical staff of WLW, Cincinnati. JOHN THORNTON and V. O. VAN DUSEN have also been added to the KTHS staff. . . . KRGV, Weslaco, Tex., is asking the FCC for permission to install new equipment and antenna and to increase its power from 500 to 1,000 watts. . . . JAMES R. DOSS JR., native of Tuscaloosa, Ala., has been given permission to erect a new station in that city with 100 watts daytime hours on 1200 k. c. DOSS has been given the call letters WJRD. . . . JOHN TOBOLA, formerly announcer for a Daytona Beach station, has been added to the announcing staff of KELD, recently opened station of the Lion Oil Company at El Dorado, Ark.

### NEW BIZ

(Continued from page 9)

placed thru Harry M. Frost Adv. Co. WNAC, Boston.

METROPOLITAN COAL CO., Boston, five 30-word announcements, five times weekly, p.m., Tuesday thru Saturday, placed thru Harry M. Frost Adv. Co. WNAC, Boston.

E. R. SQUIBB & SONS, New York, 30 one-minute transcriptions, daily except Saturday and Sunday, at 9 a.m., started July 1, ending August 11, placed thru Geyer-Cornell. WNAC, Boston.

KELVINATOR CORP. of New England, 26 15-minute transcriptions, three times weekly, started July 2, ending September 2, placed thru Dowd & Ostreicher. WNAC, Boston; WLLH, Lowell.

THE TEXAS CO., 39 15-minute transcriptions, twice weekly, starting July 15, ending November 25. Program, *Unsolved Mysteries*, placed thru Hanff-Metzger, New York. WNAC, Boston.

CLEVELAND STEEL PROD. CORP., 100 temperature reports, daily except Sunday, started June 29, ending October 22, placed direct. WAAB, Boston.

BOSTON BEER CO., 100 time signals, daily, including Sunday, started July 2, ending October 9, placed thru Broadcast Advertising, Boston. WAAB, Boston.

BOSTON, REVERE BEACH & LYNN R. R., 52 participations in the Yankee Network News Service, started July 2,

ending August 31, placed thru Broadcast Advertising. WAAB, Boston.

### Bridgeport-New Haven

CHARLES L. WOUNDY, Inc., Stamford, Conn., five five-minute transcriptions once weekly, started July 6, ending August 3, placed direct. WICC, Bridgeport-New Haven.

TIDEWATER OIL CO., Boston, 77 participations in the Yankee Network News Service, six times weekly, Monday thru Saturday, p.m., started June 30, ending September 26, thru Lennen & Mitchell. WICC, Bridgeport-New Haven; WNAC, Boston; WEAN, Providence; WORC, Worcester; WMAS, Springfield; WLBZ, Bangor; WFEA, Manchester; WLLH, Lowell; WNBH, New Bedford.

GILLETTE SAFETY RAZOR CO., Boston, four three-quarter-hour programs once weekly, Sunday, 10 to 10:45, from July 5 to July 26. Program, *Community Sing*, placed thru Ruthrauff & Ryan. WICC, Bridgeport-New Haven; WNAC, Boston; WEAN, Providence; WORC, Worcester; WMAS, Springfield; WNBH, New Bedford, WLLH, Lowell; WDRG, Hartford; WLBZ, Bangor; WFEA, Manchester.

LOOSE-WILES BISCUIT CO., New York, 130 100-word announcements, daily except Saturday and Sunday, 6:01 p.m., started July 6, ending January 1, 1937, placed thru Newell-Emmett, New York. WICC, Bridgeport-New Haven.

## Changes at KJBS; Many Join Staff

SAN FRANCISCO, July 11.—Upheaval at Northern California Broadcasting System, which operates KJBS here and KQW, San Jose, Calif., took place this week when a number of resignations, promotions and transfers took place.

Ernest E. Jefferson, who was formerly chief engineer of the defunct KFWI here and more recently studio engineer at NBC, has been brought in as assistant to Jack Burrell, the NCBS' chief engineer. Jefferson replaces Charles White, Burrell's aid for the past year, who resigned to become manager of the designing and experimental department of Techna Corporation, local broadcasting and sound-equipment manufacturer.

George Stuart, an operator-announcer at KRE, Berkeley, Calif., for the past year, has been added to KJBS in a similar capacity. William Fuller, formerly continuity writer and actor at KYA, has been added to the production staff. Ed Franklin, promoted to program director from the announcing staff with the resignation of Frank Cope a couple weeks ago, continues in that capacity.

Herb Lewis, announcer-operator at KJBS, has been switched to KQW, the San Jose outlet, to take the spot vacated by William Crabbe, who resigned recently because of illness. Harry Wickersham remains as production manager for the young web.

### WBBM Rebuilding Studios

CHICAGO, July 11.—Following an overnight move of the entire WBBM program offices, construction began this Tuesday on studio No. 9 and new executive offices, two units in the complete rebuilding plan of the local CBS studios. Completion is scheduled before the fall season begins. A complete overhauling of the present Wrigley Building studios will follow.

Work will begin within a week on the new 400-seat WBBM air theater. Contracts have already been signed for several large local audience shows to make their debut in the theater before October 1.

### Garage Ghouls

LITTLE ROCK, July 11.—Following numerous complaints by local police officials about garage owners who listen in to police calls and rush wreckers to scene of accidents reported to the police station, Fred A. Isgrig, U. S. district attorney here, has ruled that under regulations of the Federal Communications Commission such garage men are violating the law and subject to severe penalties.

After a cursory examination the d. a. has ruled that police radio bulletins are strictly for private information and that garage proprietors have no right to listen in for private gain on the short wave.

STEWART GRACEY, WOR baritone, has been set for the Fort Worth Fair. Left New York last week. It's his first stage date.

## Chi Air Notes

By NAT GREEN

Station WROK, Rockford, Ill., one of this territory's liveliest small city broadcasters, formally dedicated its new transmitting tower with special ceremonies July 12, during which Col. Frank Knox, Republican nominee for Vice-President of the United States, was the principal speaker. The tower, a 240-foot-high radiator antenna, was erected following the action of the Federal Communications Commission in granting full-time operation to WROK on the 1400-kilocycle channel, which it formerly shared with Station WHBL, Sheboygan, which now operates full time on 1300 kilocycles.

Speaking of small-town radio stations, it was very interesting to note at the recent National Association of Broadcasters convention here the progress the transcription branch of broadcasting has made. The companies specializing in these recordings have been a boon to the small radio station, furnishing as they do a library of thousands of records with a steady supply of new ones each month, not to mention a series of marvelously effective sound effects. Transcriptions are an important part of this business of broadcasting.

Vacations: John Weigel, 23-year-old WBBM announcer who has handled all of Jack Hylton's commercial programs in this country, is vacationing at his home in Mansfield, O. . . . Halloween Martin, *Musical Clock* girl of the same station, is in the North Woods. . . . Lynn Malcolm, local radio actress, is pinching for her. . . . H. Leslie Atlans, CBS vice-president, returned to his desk this week after a cruise to his Mackinac Island summer home. . . . Donald McGibeny, NBC radio commentator, sails July 17 for a two-month trip to Europe. . . . Before entering radio he was a professor of Near Eastern Languages at the American University in Beirut, Syria. . . . Gale Page leaves July 16 for a brief vacation in Spokane. . . . Howard Neumiller, WBBM staff pianist, sailed July 10 for a three weeks' Panama cruise. . . . Bill Moss, former pianist-arranger for

Jack Hylton, is substituting for him. . . . Bob Brown and Mary Steele, NBC announcer and singer, are North Woods bound.

Little Jackie Heller has returned to Chicago for his broadcasts. . . . The tiny tenor has had a fling at the movies and has tarried a while in the East since leaving here several months ago. . . . Horace Heidt's auditions, which he holds at the Drake Hotel each week, have produced some fine talent. . . . Now that the Lombardos are becoming American citizens we wonder if the band will be called "Royal Americans" or Guy Lombardo and his United Statesers. . . . Tom Mix, famed cowboy of the circus and the movies, was Helen Stevens Fisher's guest on the air July 6. . . . Osgood Westley, of the Rangers, NBC quartet, was music editor of his college paper at St. Olaf's in Northfield, Minn. . . . Donna Damerl, Myrt of *Myrt and Marge*, celebrated a birthday July 8. . . . Janis Porter, WBBM lyric soprano, has been offered a post with the Chicago Opera Company. . . . Eddie House, Chicago CBS singing organist, is all smiles because his seven-year-old son, who lives with his aunt in California, is visiting him. . . . Harold Parkes has joined the ABC staff as sports announcer, leaving a similar position with the Iowa Broadcasting System to return here. . . . Ted Sherdeman, NBC production man, moves to the Coast in the fall. . . . Fibber McGee and Molly will broadcast their regular program from the Great Lakes Exposition at Cleveland July 27.

WLS Notes: Marjorie Gibson, WLS announcer, had her tonsils removed because they got in the way when she talked fast. . . . Burrige D. Butler, president of the Agricultural Broadcasting Company, entertained the entire staff and their families at a picnic on his farm July 12. . . . Howard Chamberlain, mikeman, came back from the Texas Centennial wearing a 10-gallon hat.

## Equity Wins DuRoy Suit

**Decision giving case to association is upheld in ruling in the Court of Appeals**

NEW YORK, July 11.—Actors' Equity Association on Wednesday emerged victorious in one of the most important manager-Equity squabbles in recent years when the Court of Appeals upheld the Association's right to close DuRoy Lemaitre's play, *The Right of Happiness*, in April, 1931; at the Vanderbilt Theater, on the basis of nonpayment of salaries. This decision affirms that of the Appellate Division which, in December, 1935, reversed a ruling awarding \$14,000 to the producers, this figure being a reduction of the jury's award of \$40,000. The original suit asked \$100,000.

Equity's involvement in the case occurred when a woman member of the cast asked the organization's advice as to whether she ought to play with the company altho the producers were not paying salaries. The show had all the earmarks of a "turkey," and had received notices to that effect in the press, and the actress was advised to quit. Suit for \$100,000 followed.

## 'Nine o'Clock Revue' Opens at Heckscher

NEW YORK, July 11.—The heat accounted for another spotty growth last week when the Metropolitan Players at the Heckscher Theater presented the third edition of the *Nine o'Clock Revue*, a somewhat sub-professional musical with songs by Arthur Jones, sketches by Mabel Rowland, Jay Strong, John Terrell and others, and staging by Miss Rowland.

Allen Kearns, Albert Carroll, Barry Oliver, Minta La Cata and Miss Rowland are the principals who go thru a regulation revue routine, including songs, impersonations and skits. Chief among the latter was an amusing burlesque on *Tobacco Road*, which, together with the songs contributed by Kearns, the impersonations rendered by Carroll and a few items by Miss Rowland and Oliver, saved the show from utter extinction.

*Nine o'Clock Revue* is the third of the summer series at the Heckscher Theater and is what is called "good summer entertainment," a statement which has come to mean practically nothing favorable. P. A.

## New Rules Made in Little Theater War

HOLLYWOOD, July 11.—In their drive to clean up racketeering in little theaters and enforce payment of the Actors' Equity minimum scale for all cast members, AEA and the Screen Actors' Guild are making an exception in the case of certain bona fide producers. The exemption clause calls for authors of new plays, tried out under responsible management, signing a legal lien against 10 per cent of the income from stage, picture, radio and other royalties over to the players, with the actors permitted to gamble on a hit if they choose. The lien is against 5 per cent each from the author's and producer's shares in any play.

Benefiting first from the ruling is the Laboratory Theater, headed by Leonid Snegoff and backed by a group of screen writers. House will operate without admission in its tryout of new plays by local writers. Initial production under this system is Kubec Glasmon's *Postscript to Youth*, slated for this week.

Meanwhile the four members suspended by Equity several weeks ago for failure to follow instructions on Jim Timony's show will get hearings the latter part of the month. Timony is reported to have told the quartet—Francis Sayles, Whila Wilson, George Walker and Hugh McArthur—that film studio executives would catch their performances, with the possibility of movie jobs in the offing.

## Summer Theater Reviews

### "White Christmas"

(Locust Valley)

The impotence of the written word to condemn the loud talking, the late-comers, the rudeness and apathy of the audience at the Red Barn grows more and more apparent as this annoyed reporter returns to his desk each week fully prepared to blast such people with all the invectives he has thought of while attempting to listen to the play. But what is a mere typewriter in comparison to Yale, Princeton, Mrs. Spence's School, to all of the niceties that this fortunate community is used to? All one can do is offer an individual apology to the actors on the tiny stage who tried valiantly and almost succeeded in outshouting their cultured spectators.

The play *White Christmas* is a new comedy by Philip Merivale, directed by Harry Wagstaff Gribble, with settings by John Root, Gladys Cooper and Mr. Merivale, fresh from their triumph in *Call It a Day*, are having their first taste of drama in the cowbarn.

*White Christmas* is plainly old stuff, quite self-conscious in its writing, talky, slow and exceedingly undramatic. Blessed with splendid acting, expert direction and a lovely set, it leads the unsuspecting into a pleasantly designed trap that snaps shut somewhere in the third act.

Janet Tardy, the wife of Sir John Grimston Tardy, had been unfaithful to her husband in September while spending a week at Cornwall. Seen by Watkins, the butler of Harriet and Walter Ainslie, Lady Tardy leaves herself open to suspicion. She spends Christmas week-end at the Ainslies and stays alone in the house all night with Peter Brignall, an old friend and schoolmate of her husband's. Brignall, played by Merivale, is a weak, ineffectual man,

almost a coward, a modern Don Quixote who is in love with Janet and anxious to marry her. Watkins the butler, cognizant of Janet's first indiscretion, puts two and two together and telephones Sir John that she has committed adultery again.

Sir John dashes down to the Ainslies and wants to divorce his wife in order to prevent a scandal that might defeat him in Parliament. Janet, knowing that she can depend upon Peter, tells him of her trouble and finally involves him as her lover. To make Peter realize this occupies most of the second and third acts. In the meantime Sir John has spoken to the real lover unsuspectingly and is convinced that divorce would be ruinous at this time. He refuses to press the suit and Peter and Janet are forced to run off in the end to live sensibly, sensually and safely under the watchful eye of Sir John and his bank account.

Plays of this type used to be written successfully by Noel Coward. Even Keith Winter succeeded partially with *The Shining Hour*. But Mr. Merivale, aside from being burdened with a dated idea, lacks the sharpness, the deft quality, the satiric and sensitive touch to make a play out of so fragile an idea.

Miss Cooper, as Janet, plays with a skill and finesse, a light, airy touch, and uses every trick within her power to make the character interesting and believable. But Janet Tardy as a character remains weak, insignificant and foolishly coy, despite the charm that Miss Cooper bestows upon her.

Mr. Merivale, as Brignall, is surprisingly inept, surprisingly devoid of much of his usual ability and charm. Perhaps the undeveloped character of Brignall himself is to blame.

Boyd Davis, as Watkins the butler; Reynolds Denniston, as Sir John Grimston; Beatrice Terry and Wallace Widcombe, as Harriet and Walter Ainslie,

and John Williams, as Jack Winterly, the guilty lover, perform expertly and with a precision and delicacy that enhanced greatly the value of the play.

Mr. Gribble's direction was calm, intelligent, pleasantly devised and everyone concerned was provided with a lovely background of settings by the clever John Root.

One feels that the gifts bestowed upon *White Christmas*, were perhaps a little too ample, a little too much, with the result that the play became top-heavy. The whole situation brings to mind the sight of a little Plymouth parked contentedly among the Rolls-Royces, Packards and Lincolns standing complacently opposite the Red Barn waiting for their lords and masters to return.

FRANK L. MOSS.

### "The Wingate Affair"

(Scarborough-on-Hudson)

Paul L. Berney is running the Beechwood Theater here this season and presenting as the second and third weeks' bill *The Wingate Affair*, "a merry murder mystery." The author is Henry Arthur Shapiro, whose picture adorns the front of the program. The play was directed by Don McClure.

The pattern from which *The Wingate Affair* was fashioned is not original. Even in its youth, 50 or 60 years ago, it was not a very good one.

Old John Wingate lived on top of a hill in a tricky house. Needless to say he was fabulously rich, about to die, almost ready to draw a will. Strangely enough, on a very stormy night, 10 or 12 people found one reason or another to put in an appearance. Not only did the Wingate heir, a nephew, arrive with his new chorus-girl wife but also his jilted society fiancée, her mother, a Broadway columnist, a gangster, a Viennese psychiatrist and the chief of police himself, not to mention Mrs. Wingate and a female novelist.

With only one sliding panel, many exits, much talk and the revealing of innumerable clues, causes for murder, alibis, etc., the culprit was finally apprehended.

The play is badly constructed, poorly written, burdened with heavy, uninteresting, unfunny dialog. Direction and acting are difficult to judge when one encounters plays like this. Everyone tried very hard, and despite the fact that Scarborough is considered the country it was no cooler than New York—approximately 98 to 100 degrees.

The work of Arthur Ross is worthy of favorable mention, and Beatrice Cole, obviously miscast as a hard-boiled Broadway chorine, is a lovely looking young lady who seems like a sure-fire bet for the movies. Like so many ingenues who look forward hopefully to the summer theater to secure experience, she is forced to play poorly written, ill-devised parts. Thus far this season your reviewer has seen five promising young ladies who have tried to make something out of nothing, to inject vitality and life into dead roles.

FRANK L. MOSS.

### "Eastward, Ho!"

(Greenwich)

James R. Ullman's production, *Eastward, Ho!*, labeled a comedy of empire by its authors, Michael and Charles Robinson, saw the light of day for the first time during the past week at the Guild Theater in Greenwich, Conn. Ruth Weston heads the cast directed by Robert Ross, who for a change is spending his summers away from West Palm Beach, Mass. The settings were by S. Syrjala.

*Eastward, Ho!* takes place in Calcutta. It seems that Lady Henrietta Raulston had a brother in England who, altho married, persisted in having an affair with Rachel Clavering (Ruth Weston). In order to prevent a scandal in the family, both for My Lady's brother and her husband, Sir John, a government official in India, Rachel is sent east with the idea of finding a husband immediately. This might lead one to suspect that she is going to have a b-a-b-y, but no, it is only to hush gossip.

Rachel succeeds in stealing one Shillaber Moore from Margot Danvers, also in India to find a husband. She not only has an affair with Shillaber but becomes engaged to Lionel Fawcett, a stout young fellow-me-lad English army officer. Caught in the midst of her indiscretions, Rachel beats a hasty retreat to Chandernagore, a tiny French settlement, wherein she and Shillaber had indulged in their sensual but idyllic wallowing. Tilly Packingham, a little

## From Out Front

By EUGENE BURR

Midsummer heat—heat, as a matter of fact, far more intense than the usual torment of a New York July—has settled upon Times Square, with the soft asphalt stewing in a broiling sun and unwary passers-by receiving furnace-blasts from both the skies and the pavement. All but 10 of the shows which played during the season have closed; one more shuts down tonight (11), and the nine survivors will stagger on thru the dog days. Reports have it that the heat has not affected attendance as much as was at first expected, but the small and courageous band of nine has difficult times ahead of it none the less. If the heat fails to let up during the next few days there will be few people—and fewer playgoers—left in New York. Of all the unfortunates remaining to stew in the saucepan of the city there cannot be many who have any desire to sit in an un-air-cooled legitimate theater, no matter what the show happens to be, no matter how much they might otherwise want to see it. Now, despite the efforts of the nine survivors, despite the arbitrary closing date of July 31, the season of 1935-'36 may fairly be said to have ended.

Many reports have been circulated concerning the season—that it was the best in many years; that it had fewer openings than any season in modern theatrical history; that its average length of run showed a tidy increase; that it marked the turning point for the legitimate theater. You can take your choice of the reports, and the chances are that you will turn out to be right.

Despite the seeming conflict in many of the rumors, they all hold together. All of them point to at least one general fact: that the season just past was undoubtedly the most important one for the legitimate stage in many years. Relatively few shows, it is true, opened; but those that did open enjoyed an average patronage far in excess of anything that legit has known since the balmy days before Wall Street exploded. Length of run did undoubtedly go up, with a far greater percentage of shows that held on just long enough to become intermediate successes. Intermediate successes, one of the chief features of the theater of pre-depression days, almost entirely disappeared during the debacle. Now they seem to be coming back. Greater numbers of them may be expected next season.

It may well be that intermediate successes are the gauge of the strength of legit; they were certainly numerous when the field was strong; they fell away when legit hit the bumps; now they are returning.

Length of run is also, of course, indicative. Of all possible indications, as a matter of fact, it is the most encouraging. Very few shows this season, at least as compared with other recent years, closed with the pitiful less-than-a-week runs that featured the depth of the depression. Even the percentage of shows closing with runs of five weeks or less will probably show a decrease.

Yet that is not all; more important than the records of the past season are the prospects of the season to come. On the basis of announcements it is safe to predict that it will see more—and bigger—shows than legit has had in a long while. Unless something goes unexpectedly wrong meanwhile, the next season should be even better than the last.

It does, at long last, seem safe to say that legit has reached its turning point. Life remains in the old dog yet, even tho it was given up by its doctors long ago. Of all amusement forms, legit is the oldest and the most enduring. Vituperated, banned, crushed and occasionally exterminated, it has always managed to come back. Every time it was beaten down it managed, some time later, to raise its head higher than ever that head had been held before.

Years of depression have beaten it, crushed it and bowed it to earth. On the basis of the faint stirrings of its strength, however, as they were shown last season, the theater seems to be destined to rise yet again. Unless something unforeseen happens before the fall, the season of 1936-'37 should be the best since the start of the depression.

# Cowbarn Drama Bumper Crop; Tryouts, Revivals Hit Peak

(Continued from page 4)

gossip, having added coals to fire by uncovering Rachel's past, brings Sir John, Lady Henrietta and just about everyone else in the play down to Chandernagore, only to find that Shillaber and Rachel have become awfully brave and decided to marry. Margot, without much choice, valiantly gives up Shillaber, and the group, minus the lovebirds, returns to Calcutta to meet more young girls sent to India to find husbands.

All of this might sound very complicated. Actually it means very little dramatically, comically or theatrically. The Robinsons' dialog does not sparkle; their characters are drawn hazily and without much point; clichés permeate the script, and with the exception of a few vague moments of seriousness on the part of Miss Weston and a few amusing lines given to Boris Marshalov, as Monsieur Le Gouverneur of Chandernagore, the play creeps along aimlessly and leaves the audience apathetic.

*Eastward, Ho!* received a very fair try-out. Syrjala's sets were pleasant; Ross' direction, altho a bit obvious in spots, particularly when Miss Weston and Audrey Ridgewell both played their big dramatic moments with their backs to the audience, gazing plaintively into the fireplace, was on the whole a competent and smooth job.

Miss Weston, still clinging to the mannerisms of Ina Claire's *Biography*, played in an unusually ingratiating manner. Louis Hector, as Lionel Fawcett; George Graham, as Sir John, and Marshalov, as the gouverneur, acted with ease and professional grace that greatly enhanced a weak script. And Robert Wallsten, unfortunately afflicted with the handle of Shillaber, tried hard to appear convincing in an absurdly written, poorly motivated part. Mr. Wallsten has improved considerably since the last time this reporter saw him perform, yet he still remains a trifle self-conscious and plays with a little too much abandon that results in a rather surface characterization.

Hilda Plowright, Audrey Ridgewell, Jeanne Grossett (who, incidentally, must learn to keep her place on the stage), Bruno Wick and Frank De Silva constituted the rest of the cast.

*Eastward, Ho!* is a far step from *Sailor, Beware!*, at least for Charles Robinson, and it apparently leads in the wrong direction. FRANK L. MOSS.

Sylvia Field, Eric Woolencott and Alfred Etcheverry.

At Greenwich, Conn., *Eastward, Ho!*, presented under the banner of James R. Ullman-Greenwich Guild, opened July 7 as the second of the management's try-out plays. Written by Charles and Michael Robinson, produced by Ullman under the direction of Robert Ross, the plot tells of women going to India to look for husbands. Ruth Weston and Robert Wallstein, who play the leads, are supported by Louis Hector, Hilda Plowright, George Graham, Andrew Ridgewell, Jeanne Carroll and Boris Marshalov.

A *Family Man*, London hit of the late John Galsworthy, had its American premiere July 7 at Centerville, Mass., under the management of John Craig Productions. Aply directed by Mary Young, the play is another treatment of the familiar theme of a hard-to-get-along-with father whose children finally rebel. At Cohasset, Mass., Alexander Dean's South Shore Players presented Helen Menken and Tonio Selwart in Gordon Daviot's *The Laughing Woman*, July 6. Miss Menken scored terrifically in the role of Ingrid Rydman, a woman engaged in an unhappy love affair with a young sculptor, Rene, who is killed in France during the war. Tonio Selwart ably supported the sensitive performance of Miss Menken, and the remainder of the cast included Albert Van Dekker, Jane Hawes, Jane Bancroft, Aldrich Bowker, Elizabeth Kennedy, Flora Campbell, Alice Shaw, George Phelps, Ester Teresa Guertini, Frederick Burleigh, William Hunt, Mary Howes and Ruth Durant.

Other new plays seen around the circuit were *The Princess Intervenes*, a comedy presented July 6 by Clyde Armstrong and the Hollywood Players as the first of a series of new plays, this one starring Roland Bottomley; *Mr. Shaddy*, previously presented at Skowhegan, opened July 6 at Arthur Hopkins' Theater of the Four Seasons at Roslyn, L. I.; *The First Spring*, by Edwin Gilbert, at Stony Creek, Conn., July 6, with Jessie Royce Landis in the leading role; *The Laughing Lantern*, by Frank Whitefield, July 7 at the Elverhoj Theater, Milton-on-Hudson, N. Y.; Jean Burton and William Du Bois' *Left Turn*, at the Boulevard Theater, Jackson Heights, July 6, with Roy Gordon and Ann Mason in the leads, and Frederick Jackson's *Road to Paradise*, which had a tryout last summer, July 6 at the Alden Theater, Jamaica, with Lenore Ulric.

Among the important revivals was *Personal Appearance* at West Falmouth, Mass., July 8, on which occasion Dorothy Mackaill, screen star, made her legitimate stage debut in the role created by Gladys George. The support included Scott Kolk, Arthur Uttry, Virginia Curley, Eugenie Woodward, Janet Leland and Charles Towers. At New Rochelle Dennis King appeared in *Petticoat Fever* July 7, the play being the third presentation of the season. The Chamberlain Brown Players at Bronxville July 6 offered *The Distaff Side*, with Fritz Scheff, Margalo Gillmore, Effie Shannon and Muriel Starr, and the screen dancer, Charles Collins, and the same evening Tuttle & Skinner presented Peggy Wood and Rollo Peters in the *Taming of the Shrew* at the Ridgeway Theater, White Plains. *The Book of Charm*, seen previously at the Ridgeway, opened at Tuttle & Skinner's Westchester Playhouse. In Stockbridge, Mass., Sidney Howard's 1925 hit, *They Knew What They Wanted*, was revived July 6, with June Walker, supported by Richard Hale, Lewis Martin, Edmund George, Robert Allen and Roland Bottomley. And at Deal, N. J., the Fiske-Hammond Players on July 7 presented *They Knew What They Wanted* as the second presentation of their season, the first being *Happy Valley, Limited*. At Ogunquit Ruth Gordon opened July 6 in *Saturday's Children*, with John Griggs as leading man. *Outward Bound*, with Viola Roache and Esther Mitchell, was the attraction at the County Theater, Suffern, N. Y., for the week beginning July 6.

For the fifth week of the Ridgeway

Theater season at White Plains, beginning July 13, Skinner & Tuttle will offer J. M. Barrie's *What Every Woman Knows*, with a cast headed by Mildred Natwick and Vincent Price, including Viola Roache, Carol Stone, Raymond O'Brien, John Winthrop and William Chambers. Price will play for Messrs. Skinner and Tuttle during the next few weeks.

At Raymond Moore's Cape Playhouse, Dennis, Mass., *Three Men on a Horse* will open the week beginning July 13. The cast, many of whom appeared in the Chicago and Boston companies of the play, includes Jack Sheehan, Muriel Campbell, Marjorie Lytell, Otto Hulett, Dudley Hawley and Dorothy Blackburn. Starting with July 29, Mr. Moore will present a series of weekly concert attractions at his cinema in Dennis, to be held Wednesday evenings, on which dates the usual picture policy will be suspended. Six attractions, booked to extend thru July, August and the first week in September, include Cornelia Otis Skinner in her original sketches; Ted Shawn and his ensemble of male dancers; Albert Spalding, violinist; Jose Iturbi, pianist, and Walter Hampden and Stewart Baird. Mr. Moore's decision to adopt a policy of booking outstanding concert artists during the regular summer theatrical season represents an innovation among summer theaters of the East.

The Newport Casino, under the aegis of Actor-Managers, Inc., will present as its second bill July 14 Doris Dalton and Stephen Ker Appleby in *Accent on Youth*. Maryverne Jones' *Starlight Theater*, Pawling, N. Y., will offer Fay Marbe, currently appearing at Pawling in *The Bat*, in Leonard Ide's new play, *In Geneva*. Supporting players will be Jeanne Dante, who will have an important role, and Isobel Rose, Cynthia Sherwood, George Pembroke, Starr West, Richard Edward Bowler and Teddy Jones. *Post Road* will follow, July 20. July 13 Milton Stiefel will revive *Unexpected Husband*, the comedy he directed a few seasons ago on Broadway, at his Ivoryton Playhouse, Ivoryton, Conn. Featured in the cast will be Halla Stoddard, Matthew Smith, Seth Arnold and Percy Helton. Following Dennis King in *Petticoat Fever*, which closes tonight at the New Rochelle Playhouse, the management will present the first of a series of Broadway tryouts with an as yet unselected star. *Seen But Not Heard*, a new play by Marie Baumer and Martin Berkley, originally announced for July 20, will be given July 21 at the Red Barn Theater, Locust Valley, L. I. It will remain for a two weeks' engagement and will present a cast headed by children, chief among them being Frankie Thomas Jr., Anne Baxter and Raymond Roe.

The Garrick Players, who opened July 8 with *Personal Appearance*, are scheduled to follow with *The Bride the Sun Shines On*, *The Shining Hour*, *Fly Away Home*, *The Ghost Train*, *Seventeen*, *High and Dry* (new), *Sweeney Todd*, *The Demon Barber of Fleet Street* and *Chilvester's House* (new). The Players are managed by Dorothy Manners, Robert Currier and Robert R. Reed and will give performances Wednesday thru Saturday night of each week, with a matinee Thursday.

The second bill of the season to be presented by John Craig Productions at the Mary Young Playhouse, Centerville, Mass., scheduled to follow Galsworthy's *Family Man*, is a revival of the satire *Fashion*, by Anna Cora Mowatt, originally performed in 1845 at the Park Theater, New York. Future productions scheduled include, in addition to a number of revivals, several new plays, including *Cousin Adelaide Is Psychic*, a comedy by David Woodbury; *Carry Me Back*, a satire by Roger Derby; a play by George Bryant and possibly a new mystery play by Frederick and Fannie Hatten.

The second season of the Brattleboro Theater in Brattleboro, Vt., opens July 15 with the premiere performance of *Tomorrow's Monday*, a new play by Paul Osborne. Staged by Paul Stephenson, director of the theater, the cast is headed by Millicent Green and Harry Pierce and includes Harry Young and Constance Reeve, privately known as Constance Morrow, sister of Anne Lindbergh. Scheduled programs for the remainder of the season are *Noah*, July 22-25; *Yellow Jack*, July 29-August 1; *Serena Blandish*, August 5-8, and *Bury the Dead*, August 12-15.

The season schedule for the South Shore Players at Cohasset, following *Laughing Woman*, which opened July 6, includes *Russet Mantle*, with Dorothy Gish, July 13; *Personal Appearance*, with

Dorothy Mackaill, July 20; *Fly Away Home*, with Donald Brian, July 27; *Taming of the Shrew*, with Peggy Wood and Rollo Peters, August 3; *Libel*, with Rosamund Pinchot and Albert Van Dekker, August 10; *The Circle*, with Leona Roberts and Walter Beck, August 17, and another, to be announced later, August 24.

The Green Mountain Players of Burlington, Vt., offer season tickets, scaling from \$5.50 to \$11.50, good for all performances of the company. Florence Reed has already appeared with the company in *The Circle*, which was followed by *Tommy*, with Leon Janney. Future productions will offer well-known Broadway players.

The Mohawk Dramatic Festival at Union College, Schenectady, opens its summer season July 21 with Kay Strozzli and Jay Fassett in *Lady Precious Stream*, which will precede *Macbeth*, *The Rivals*, *The County Chairman*, *The Yellow Jack*, *Moroni* and *The Imaginary Invalid*. Stage design and construction will be in charge of Lyle D. Barnhart, and sets and lighting will be done by Michael Wightman-Smith and John Eno, respectively. Included in the cast of *The Rivals*, which will be staged by Percival Vivian, will be John Burke and Henry Buckler.

Owen Davis' new play, *Starlight, Starbright*, will have its premiere at Skowhegan August 10 under the direction of Melville Burke. At Greenwich, Conn., *Happy Ending*, by Frances Marion and Salzberry Field, will follow *Eastward, Ho!*, the current attraction. Principal players will be Herbert Standing, Adele Ronson and Staats Cotsworth. James R. Ullman will follow *Happy Ending*, which is a Herndon production, with *So Proudly We Hail*, a new play by Joseph M. Viertel. At the New Barn Theater in Saugerties, N. Y., *Only a Farmer's Daughter* opens July 20. *Gold in the Hills*, or *the Dead Sister's Secret* will be the attraction at the John Drew Memorial Theater in East Hampton, opening tonight. Additions to the cast of *Dr. Knock*, to be given soon at the Westport County Playhouse, are Frank Conlon, Kathleen Comegys, Morton L. Stevens and Edith King. At Governors Island, N. Y., *Three Cornered Moon* opens Thursday. *Arms and the Man*, starring Alexander Kirkland, Beatrice de Neergaard and Hortense Alden, will be given at Luther Greene's two spots next week. *Feather in the Breeze*, a new one, is slated for the Lakewood Players at Skowhegan. And *Bonfire to Glory*, another new one by Katherine Roberts, opens at Stony Creek, Conn., July 27. Up in Concord, N. H., Cornelia Otis Skinner stars in *Candida*, beginning July 13.

The complete schedule of the Millbrook Theater at Millbrook, N. Y., which opened last week with *Night of January 16*, is: *The Circle*, with Mary Sargent and Thomas Crosby, July 15; *Jane Clegg*, July 22; *Tons of Money*, which has been done in California and England but not in New York, July 29; *Headlines*, a new play by Warren Lawrence, August 5; *Berkeley Square*, August 12; *A Very Sad Young Man*, August 19; and *Last Picnic*, a new play by the late F. E. Faragoh, August 26.

Other scattered items within commuting distance concern *The Children's Hour*, which goes to the Boulevard Theater, Jackson Heights, July 20, and the following two weeks to the Alden Theater, Jamaica, and the Brighton Theater, Brighton Beach, respectively; Sam Howard will be a featured comic in the productions of the Laurel House Players at the Laurel Theater in Haines Falls, N. Y., and at Lake Mahopac Co-Respondent *Unknown* opens tonight with a cast including Paul McGrath, Muriel Hutchinson, Edgar Barrier, Janet McLeay and Barbara O'Neill; Roy Grange next week will have the lead in *Blind Alley* at the Bronxville Auditorium, which has canceled *Russet Mantle*, previously announced; *The Barker* opens tonight at the New York Harbor Theater on Governors Island. And the Federal Theater Project, which is everywhere, opens at Glen Cove, L. I., July 13 with *Tamed and How*.

A revival of Augustus Thomas' *Arizona* follows *Under the Gaslight* July 13 at the Roadside Theater, just outside Washington, D. C., where it will run for two weeks, and down below the Mason-Dixon line the Barter Theater, Abingdon, Va., will present Shaw's *Candida*, with a cast headed by Owen Phillips and Ann Dunnigan and supported by Carmen Lewis, Eddy Craven, Peter Strong and Wendell Whitten, as the sixth offering of the season, July 16-18. Recent storms at Abingdon have upped the box-office grosses considerably, as the take varies in direct proportion to the crops. Last week's production of *The First Year* accounted for heavy levies of beets, onions and apples. And on this pastoral note we close until next week, when maybe some garlic will be handy.

## BROADWAY RUNS

Performances to July 11, inclusive.

Dramatic	Opened	Perf.
Boy Meets Girl (Cort) . . . . .	Nov. 27	266
Fury the Dead (Fulton) . . . . .	Apr. 18	97
Dead End (Belasco) . . . . .	Oct. 28	298
Kick Back, The (Ritz) . . . . .	June 22	24
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## WPA Clarifies Vaude Policies

**Merlin denies discrimination against AFA—one to a family rule still holds**

NEW YORK, July 11.—In answer to several complaints by performers that the local Variety Theater Unit of the federal project was discriminating against members of certain outside organizations, Frank Merlin, head of the Variety Unit, issued a denial of any such existing conditions. He says project actors and workers "can be members of any organization they want" and denies emphatically that he told performers not to join the AFA.

Clarifying other angles, Merlin says the rule prohibiting more than one person from a family getting on the project still stands. There are several man-and-wife combos working on the vaude project now, but only one person of the team is on the pay roll. He also emphasized that it is against the law for project performers to pick up outside jobs while still on the pay roll. Acknowledging there have been many reports that project acts play amateur-night and club dates in spare time, Merlin says no proof of such violations has reached his office. He says he welcomes proof.

Acts on the project are being encouraged to ask for a leave of absence up to 90 days to try to get outside bookings. More than 25 acts have already left the project for commercial bookings. McDonald and Paradise, for example, left last week for Europe, and Douglas Leavitt has joined Shubert musical stock at Jones Beach.

PITTSBURGH, July 11.—The unions have taken the upper hand in the two local vaude units sponsored by the WPA. Over 80 per cent of the performers are members of the American Federation of Actors. Last week a union stagehand was added to each unit.

### Brown, Louisville, Folds Suddenly in Midweek

CHICAGO, July 11.—After trying stage shows for three weeks, following a long darkness, the management of the Brown Theater, Louisville, Ky., suddenly decided to close shop last Sunday night. Paid off the performers pro rata for three days of a booking that was supposed to have lasted the full week.

The Brown reopened June 12 with the *Blondes vs. Redheads* unit, followed by two weeks of vaude bills booked from here by John Benson. The last show was booked by Sam Bramson, of the William Morris office.

### Acts Hold Bag in Sweden

STOCKHOLM, Sweden, July 6.—At least two American acts, the Four Skating Macks and Joe Bonell, of Joe Bonell and Doris Ray, lost their salaries when the Hodell Circus Revue, playing at the Sodra Theater here, closed suddenly without paying off. Acts were booked for the month of June, but the show, because of a top-heavy budget and unseasonably hot weather, was unable to make the grade and closed abruptly during the last week of June, leaving acts unpaid. Fortunately, most of the acts have bookings in near-by spots.

### Rimacs Click in Glasgow

GLASGOW, Scotland, July 11.—The Rimacs, direct from a C. B. Cochran revue, are a big hit this week at the Empire Theater. Next week the act goes to the Palace, Manchester, and the week of August 3 opens at the Palladium, London.

### Marx Bros. Cut a Week

NEW YORK, July 11.—The Marx Brothers have been compelled to curtail their personal appearances, with the Stanley, Pittsburgh, week of August 7, being looped off their dates. The Coast is calling them back for film work earlier than expected.

### Material Protection Bureau

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

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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.

## Loew Gives Up Penn, Pittsburgh

PITTSBURGH, July 11.—Loew's Penn Theater, formerly a leading vaude house here, changed hands this month when the Penn Federal Corporation, local group of stockholders, acquired it from Loew's. Thru a previous agreement with Warner, which expires next month, house has been bound to play pictures only. While the new management states that no changes in the present policy are now being contemplated, rumors are current that the house may go combo as soon as the Warner agreement expires. House has shown little or no profit with straight pictures, while Warner's Stanley, only combo house here this season, has been doing the best business.

The new operators are Attorney Roland A. McCrady; Earl L. Morton, vice-president of the Commonwealth Trust Company, and E. S. Fownes, manufacturer. Loew officials blamed the firm's departure from the house on excessive rent and high taxes. M. J. Cullen remains as manager of the theater, which will continue to be known as Loew's Penn.

### Davis Unit to Midwest

PITTSBURGH, July 11.—Benny Davis plans to tour with his current unit in Midwestern territory early this fall. Following a three-week layoff in August, show will open in Chicago and remain in that territory for about 13 weeks. Don Hooton, tap dancer and trick roper, replaced Joe Dorris, eccentric dancer, who left the show after its opening week in New York.

### Okla. City Drops Vaude

CHICAGO, July 11.—Because of the terrific heat the Criterion Theater, Oklahoma City, discontinued stage shows yesterday but will probably resume again in the fall. House was a full-week stand, booked by Dick Hoffman, of the Billy Diamond office here, and all acts doubled at the Blossom Heath Club, it sharing expenses of the bill with the theater.

### Dayton Reopens August 14

CHICAGO, July 11.—The Colonial Theater, Dayton, O., will definitely reopen on August 14 with a full-week vaudeville policy of five acts, booked by Warren Jones, of the RKO office here.

## AFA Death Benefit Plan Goes Into Effect Aug. 5

NEW YORK, July 11.—The American Federation of Actors' death-benefit plan becomes operative August 5. It will make the AFA the only performers' union operating such a plan in the country, although several European organizations feature such "insurance" systems. The Variety Artists' Federation of England and the International Artisten Loge are among the organizations that have death-benefit systems in operation.

AFA is making membership in the Death Benefit Fund necessary to maintaining good standing membership. Members pay \$1 to join and buy a 25-cent Death Benefit Stamp upon the death of an AFA member in good standing. Beneficiaries of the deceased will get approximately \$300, the figure depending upon the strength of the Fund. Each year the Fund's executive board will

## Too Many Units for Next Season May Bring Trouble

**Unit production activity swelling to unheard-of proportions—next season's playing time still undetermined—producers, agents and acts plan building shows**

NEW YORK, July 11.—Altho next season's playing time is still undetermined, with the circuits not yet calling their hands as to how many weeks they will have for flesh, unit activity for next season is swelling to unheard-of heights. Producers here and in Chicago are making their plans now, agents are stepping into the unit-producing fields, headline acts are figuring on doing units and most of the shows on the road last season are to be rebuilt for the new season. The majority of them are expected to be ready by

## Paris Slated for Flesh Boom in Fall

PARIS, July 6.—Big-time vaude is out for the summer, but prospects are good for a boom this coming season, with the Rottembourg-Goldin group already announcing that it is taking over the Trianon-Lyrique Theater for vaude and in addition has arranged to place acts in a group of picture houses here and in the suburbs, which will permit it to offer acts 10 or more weeks in this vicinity.

New lineup gives the Rottembourg-Goldin group control of the ABC, the Bobino and the Trianon-Lyrique. Latter house will be remodeled and will seat 1,500.

Opening date for the Trianon-Lyrique is not set, but the ABC reopens September 11, and the Alhambra and Empire will probably also reopen on that date. Rumors are that the Mogador and other houses will join the vaude ranks next season. Flesh boom is largely due to prospects of the Paris International Exposition of 1935 drawing big crowds to the city.

### Aloz Heads WPA Vaude in L. I.

NEW YORK, July 11.—James H. Aloz, former head of RKO's contract department, has been put in charge of the recently organized vaude unit of the Long Island Federal Theater Project, the announcement being made by Walter Brooks, supervising director. A resident of Rockville Center, Aloz is making his office in the old Post Office Building in Hempstead. The units will supplement the shows already being presented at the Glen Theater, Glen Cove, with the Playhouse, Cedarhurst and Castle, Long Beach, scheduled to open within the next two weeks.

### Amateurs Turn Professional

DETROIT, July 11.—Amateurs are being turfed into professionals with the production of a new unit show of *Detroit Times* dance carnival winners and runners-up by Charles Collins, of the booking office of Collins & Nelson. Ten winners and near-winners have been spotted in the unit and are being assisted by four musical acts to make a 14-person unit. The show opens at the Stratford Theater for Jerry Schneider today, to follow into Rene Germani's Majestic Theater, Monroe, Mich., for two days.

## Club Acts Group Votes AFA Aid

NEW YORK, July 11.—The Professional Entertainers of New York (the Peonies) has voted support of the American Federation of Actors' activities in the club field.

The Peonies is an 11-year-old organization of performers specializing in playing private entertainment dates in and around New York. Frank B. Chapman, president, has informed Ralph Whitehead, of the AFA, that "The Peonies are strictly in accord with any organization that advances better conditions for the performer. Success to your venture." Joe O'Toole is chairman of the group's board and Miss Bettie North is secretary.

The Peonies' support comes in handy, as the AFA is now having something of a run-in with local club bookers who claim the AFA's club booking department is unfair competition.

### Cantor's Coast Personal

NEW YORK, July 11.—Eddie Cantor has been booked for a personal appearance on the Coast thru the Morris Agency, opening August 5 at the Golden Gate, San Francisco. He will include Bobbie Breen and Parkyakarkas in his show.

### Manitowoc Sunday Vaude

CHICAGO, July 11.—The Capitol Theater, Manitowoc, Wis., is using five-act vaudeville bills regularly every other Sunday, booked personally by Billy Diamond from here.

**Loew's State, New York**

(Reviewed Friday Evening, July 10)

At this third show opening day the State, which harbors, as it says, "the nation's finest vaude," business was pretty good, and that's something considering the torrid weather, second-run pix but first-run vaude. Pix is *The Princess Comes Across*, co-starring Carole Lombard and Fred MacMurray. The 70-minute vaude show is headlined by Duke Ellington, whose 35-minute spot is a show in itself, yet there are three other acts on the bill. Audience found the show much to its liking and readily showed it.

Jack Gwynne's magic act is a perfect starter, getting under way at a snappy pace and never once letting down. At magic Gwynne is a master, but he's just as much a master at showmanship, at routing an act and also dressing it up. About three girls and two boys assist him with props and he does a flock of illusions that are absolutely mystifying. Went over very well and encored "in one."

Joe and Jane McKenna keep up the going with their slapstick turn, in which they both beat the dickens out of themselves, yet amusingly enough to pull chuckles from the audience as well as a good mitting. A clever team, working the human punching-bag gag while singing and in eccentric hoofing. Finish with a funny adagio burlesque.

George Beatty, as finished a monologist as you could want, worked his wares on the audience in grand style, most of his gags registering, and those that didn't were accompanied by mugging to pull a chuckle anyway. He's a clever performer with a good stock of gags. His comedy song specials are swell also and he took his leave to a nice hand.

Duke Ellington and ork highlight the whole show, as grand a band turn as vaude ever harbored. Produced expertly, with careful attention to routing and outstanding lighting. Duke's masterful leading of his 14 swing boys is put into corking numbers, such as *Echoes of Harlem* and *Daybreak Express*. Each and every one of the bandsters is an expert musician, with "Cooney" Williams stealing the thunder with his trumpet solo to *Echoes of Harlem*. Specialties are contributed by Ivie Anderson, a personable lassie at selling songs, especially that one in which she cross-fires with the band boys; Four Step Brothers, precision tapsters and go-to-towners on competitive hoofing, and Cook and Brown, a punchy pair of eccentric dancers. Audience went for everything in a big way and was reluctant about letting them off.

SIDNEY HARRIS.

**Palace, Chicago**

(Reviewed Friday Afternoon, July 10)

Despite the hottest day of the year, vacant seats were scarce this afternoon, which is not only a splendid tribute to the drawing powers of both Phil Baker and Connie Boswell but proof that customers will storm the doors when presented with a real vaudeville show. Present bill is entertaining thruout and is by far the best layout this house has had in weeks.

Helen Reynolds' Skating Girls (8) was a great opener and started the bill off at a fast clip with a rapid session of thrilling skating. Have an interesting array of tricks and finished to a big hand.

Ted Adair and Ruth Long started with a musical comedy tap to *Tea for Two*, featuring fast prouetting and aerial turns by Adair, who then soloed for more turns. Ruth took the spotlight and proved herself a mistress of tapology with a nifty routine and Bill Robinson type steps without music. Adair returned for more turns and they garnered a heavy hand.

Ward Wilson scored a hit in the next spot with his clever mimicry. He did Walter Winchell, Ben Bernie, Fred Allen, Boake Carter and George Givot, all of which were done with the perfect inflections and intonations characteristic of those he was imitating. Big hand.

Connie Boswell, making her first appearance here as a single, did *Is It True What They Say About Dixie?*, *These Foolish Things*, *You and I Can't Give Anything But Love*, *Baby* and was rewarded with resounding applause.

Phil Baker came on to a reception. He pulled some good gags and the old stuff was cleverly put across with the new by Phil's showmanship. Aided by Harry McNaughton, Agnes Moorhead and

Beetle, his niche in the program proved a laughfest. He played Ravel's *Boiero* on the accordion and brought back Connie Boswell to sing *Glory of Love*. Stopped the show. A big hit.

Irene Vermillion and Company, male pianist and ensemble of five girl cornetists, are a swell flash. Miss Vermillion's high-kick routines and her unusual acrobatic, control and split work, coupled with the splendid playing of the girl ensemble, made an ideal closing to a real show. Act is tastefully mounted and left to a big hand.

F. LANGDON MORGAN.

**Roxy, New York**

(Reviewed Friday Evening, July 10)

For the second week straight singing is absent from the Roxy stage show—tho with a fast and snappy layout no one seems to miss it particularly. Again, as last week, dancing holds the spotlight, with comedy coming next by virtue of the headliner, Johnny Burke.

Burke has prefixed a bonus overture to his familiar army monolog act. As it stands now he opens as a vet trying to get his dough from Washington, with a gal straight acting as his foil. This goes into reminiscences of the war, conveyed by a film interlude that isn't too forte, and then Burke comes down to the apron with his series of running cracks about army life. Was nicely received at the show caught.

Dancing is featured by the Three Berry Brothers, a trio of dark-skin lads who go thru as amazing a set of paces as ever this reporter has seen. They're fast and they're hot and they tied the show into knots at the viewing caught. And deservedly; for in hotcha stepping they draw even with the leaders in the field. Also on the dancing side are Clark and Eaton, who erupt in the center spot for some excellent adagio work that brought down the house. And more dancing, of course, is contributed by the Gae Foster Girls, house troupe, who have held over for a third week their outstanding moth-ball routine, in which the entire line performs a difficult series of gyrations atop large white balls. This week, however, it's done before a black cye, with the advertising material, hitherto featured, omitted. It helps. They also introduce the Clark and Eaton turn in center spot and start the show with an immensely effective stomp, in which variegated colored lights are used to achieve an excellent production scene.

Novelty is added by Tommy Trent, who presents an amusing puppet show in the best old Punch and Judy tradition, following up with a marionette trucking number. The marionette is treated with Strobilizing and the effect is excellent; it was practically a show-stop at the viewing caught. The week's amateur winner is Brooks Bond, a lad from Maine, who tap dances and plays the piano simultaneously. It's a pleasant enough novelty.

Freddy Mack emsees and leads the pit band. Picture is *Fatal Lady* (Paramount), and the house was good at the evening show on opening day.

EUGENE BURR.

**Radio City Music Hall, N. Y.**

(Reviewed Thursday Evening, July 9)

With the thermometer soaring to a new high today, the Music Hall overcame the heat wave by playing to a good-sized attendance, enjoying the comforts of the cooling system. Probably headed for a good enough week, the picture being *The Bride Walks Out*, starring Barbara Stanwyck. Stage show is delightful, one that isn't too heavy on the arty side.

Dick Leibert's console inning is given novelty this week, for after his five-minute session of performing on the grand organ Beatrice Joyce joins him to do an outstanding job of sopranoing. She has a very lovely voice and makes an excellent appearance. The newsreel follows.

*Proscenium* is the title of the show, with the symphony orchestra leading off with the overture. They do Von Suppe's *Morning*, *Noon* and *Night* and it's adequate.

*Invitation to the Dance* is next and that's a familiar number—at least that ballroom set has been used here before. That's the only arty number of the show, and while it's overboard on time it manages to be interesting and entertaining enough. Features are Marie Grimaldi and Nicholas Daks, who dance gracefully, and they're backed up by the

ballet corps, also very graceful. M. Arshansky has a brief walk-on bit.

*Side Show* is the highlight of the production, worked in two sessions. First is *Before the Mirror*, with the glee club in the garb of circus clowns and led by Paul Dennis. A swell singing session, with the glee club again contributing excellent singing and Dennis doing an outstanding job of leading them. It's his debut here, and he's the son of the late Cantor Rosenblatt. *In the Ring* is the next and this features two specialty acts. First is Cilly Feindt and her gorgeous white horse from the French Casino, the girl pacing the horse cleverly thru nice dance motions. Mickey King follows with her aerial novelty and she earns a big hand for her clever webbing, topped off with one-arm planges.

Finale calls on the Rockettes, the 36 of them observing their usual expert precision in a nice routine to win heavy plaudits from the audience.

SIDNEY HARRIS.

**Earle, Philadelphia**

(Reviewed Friday Afternoon, July 10) (First Show)

An air-cooling system is enough of an attraction to draw the heat sufferers into the theater this day. And with those three Beau Brummells of Scaramouch (Moe, Larry and Curley) on tap the enticement is complete. Pix is *And So They Were Married* (Col.). House nearly full when caught and five-act layout ran for 55 minutes.

Robbins Trio (two males and a gal) show up as a fast-moving turn in the opening spot. Roller skates harness their pedal extremities for some pleasing terping and twirling, male member spinning the other two for a closing punch. Clocked at only four minutes. Very shortish.

Deuce spot holds Roy Smeck for his usual plectrum wizardry. Puts the banjo to work first with *Tiger Rag*. Rendition very ragged. Fared better when the instrument is lit up to represent a clock. Does a timepiece medley with sound effects. Offers next his mastery of the electric guitar. Might be wise to offer a word of explanation about this new addition to the music-store shelf. Closes with a Bill Robinson impersonation fingered on the uke.

Wally Brown, on next, uncorks some good comedy in a stuttering style, especially the biz on riding in a bus. Annette Ames joins him for a sock song and dance. Gal is just a bit of a thing but has plenty on the hoof for a tapping display, and the contrast in height makes her swell comic fodder. Close with what the petholders would call an "elevator" dance—all motion and no steps.

Next-to-shut has a five-people flash act tagged Starnes, Annavan and Seymour in "Leaders of the Modern Dance." Could hardly be called followers of the Martha Graham conception of modern dancing. Routine consists of a boy and girl combination opening in a ballroom number and then in an adagio sequence. Another girl contris some neat spins, while another boy comes thru with a snappy tap and loose legmania spasm that clicks. All on in closing. Fifth member is a femme accomp at the piano. As a dance flash it has some high moments, especially the boy's work, which has a distinct Buddy Ebsen flavor. It's tastefully staged and costumed and rather well routined, even if in A B C manner.

The Three Stooges, with Eddie Laugh-ton straightening, close with 18 minutes of lubbering and louting. With a pix rep that makes them a must-see, the merry-andrews do well in their black frock coats and dead-pan phiz—the

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"Miss Mason stood out. She sings a comedy number and then does a comedy contortion dance, throwing herself out of joint into a flock of right angle triangles. Well received, the best reception of the lot."—JERRY FRANKEN, Billboard, July 11, 1936.

essentials of a stooge. All slapstick and everything goes except actual murder. Only blue note was the belch bit. Certainly very unfunny and left a bad taste with many if conversation in the lobby counts. Material on the whole was pretty punk, but nothing mattered as long as they kept socking each other. Fortunately there was plenty of that.

ORO.

### State-Lake, Chicago

(Reviewed Saturday Afternoon, July 11)  
(First Show)

Gates and Claire, man and woman, neatly dressed in black trousers and white mess jackets and berets, opened with a tap routine followed by a very good tap Carloca done by the man, who also played the spoons. Both came on for some really brilliant and different steps done on stairs that was great. A distinctive novelty dance act that gathered three bows.

Paul Kirkland had them with him from the beginning with his clever ladder balancing, later getting lots of laughs with his paper-cone juggling and comedy business with the chairs. Nice hand.

Six Candreva Brothers opened with the playing of *Love in June* and then three of them did a soft-shoe dance as they played *Lazy Moon*. A muted solo was followed by the ensemble doing *When Day Is Done*, and they closed with the *Seated From Lucia*, played by the entire six trumpeters. Two bows.

Boice and Marsh, in the next spot, could use some new stuff in their comedy chatter. While for the most part funny, they have used it so long around here that it is beginning to lose its kick. Helen Boice sings *My Extraordinary Man* and does a comedy dance as Sally Marsh does an acrobatic dance while playing the violin. The business with the bow could be eliminated without loss to the act. Good hand.

The Stage Band Revue opened with the State-Lake Sweethearts doing a tap routine to *She Shall Have Music*, followed by Ray and Trent, who started with a tap dance and then did some very clever hand-to-hand balancing and acrobatic work. They work very smooth and the little fellow seemingly has no bones. Went over big. Armida sang a Spanish character song and after some business with Verne Buck, the house straight man, she sang *Kiss Me Like This*, and closed with *La Cucaracha* and a short dance. Two bows. The State-Lake Sweethearts came back for an exotic number that closed the show.

F. LANGDON MORGAN.

### Metropolitan, Boston

(Reviewed Friday Afternoon, July 10)

The stage show at this Hub de Luxer played to a good house this afternoon, thanks to sultry, stifling weather, with the mercury hovering around the 96-degree mark. Show has Rita Rio and her Rhythm Girls' Ork; the Girl Friends, harmony trio; Snowball, dusky dancer; Gertrude Briefer, control dancer; Bryan, whistler, and Ames and Arno, knock-about artists, on stage for an hour.

Rita Rio, Mexican lass, is featured with her girl band of 10 and opens the program, working behind a scrim. Line of gals works in front. Rio warbles a hot version of *Dinah* with her back to the audience most of the time. Uses the mike as tho she were wrestling. She does lot of shim sham shimmy with outbreak from all parts of the torso. Patrons come in to get away from the heat, but Rio gets them hot all over again. It's a lucky break for the customers that the Metropolitan Theater is marvelously air-cooled.

Girl Friends trio are on next. They're good lookers and offer a swell rendition of the well-worn hit *Is It True What They Say About Dixie?* The girls have lovely voices but are not appropriate for this type of song, altho they do okeh. Would go better with soft ballads. Let's stress the point, however, that they have better than good voices—and they can sell.

Gertrude Briefer, control dancer, is on for one number that's smooth and well rhythmized. She is young and fresh and has a peachy personality.

The band follows with a medley of pop numbers, Rio getting real lowdown this time with *Christopher Columbus*.

Bryan, whistler extraordinary, scores well with imitations of birds.

Rita comes back garbed in a stunning gown of white to do a *La Cucaracha* routine. Makes a change on stage to do the same number a la Cab Calloway. Closes with a tap dance that's the high

spot of her efforts in this humble reporter's opinion.

She then introduces Snowball as the fastest male tapster, and he turns out two numbers that are well liked.

The best spot of the entire company's stint is Ames and Arno, who inject good professional atmosphere in a comedy knockabout act with falls aplenty. Arno, the femme, is an excellent comedienne and her falls are equally as good. This turn is the first real sock in the show.

The line follows, dressed in snappy cerise and green outfits, to do a tap number the customers go for. Last number by Rio is a plenty torrid episode, with lots of hip swaying, etc., which parents didn't particularly like at the show caught, since they brought their offspring to see angelic Shirley Temple in *The Poor Little Rich Girl*. Some actually walked out.

Only real epidermal slapping was for Ames and Arno, who practically carried the show.

The line, tagged Rainbow Girls, do good connecting numbers for units.

At the close of the show Snowball is stationed in the foyer to hand out fans plugging the sponsor of Rita Rio, Griffin Allwrite for white shoes. SID PAINE..

### Columbia, Kittanning, Pa.

(Reviewed Thursday Evening, July 9)

After a long diet of picture entertainment the Columbia Theater here amazed its customers last week by presenting a flesh bill, Zorine and her Nudists. The admission scale was boosted to a 40-cent top. The show has been filling a night-spot engagement near Pittsburgh and doubled for a couple of days into this theater. The 23-people lineup will spend the balance of the summer season in Atlantic City.

Having played the nudist colony at the San Diego exposition last year, it was natural to expect a few daring scenes (daring for local residents at any rate). The shapely Zorine and her well-trained co-workers have some swell routines in stock, however, and present them in tasteful fashion. Featured also are some standard acts, including Amelia Gilmore, toe and tap dancer, a dance team, and Jay Jason, impersonator.

In all likelihood local theatergoers will support a weekly two or three-day stage show if given the opportunity to do so. From present indications they will be given that opportunity in the fall.

Accompanying picture was *And So They Were Married*.

SAM HONIGBERG.

### Hippodrome, Baltimore

(Reviewed Friday Evening, July 10)

Altho not up to the usual standards of the Hippodrome here, this week's stage presentation will satisfy Mr. and Mrs. Average Theatergoer. Very few seats were vacant at this early-evening performance, the third show of the opening day. The picture is Barbara Stanwyck in *The Bride Walks Out*, and the vaude show features Charles Carlile. It is well diversified and runs an even 50 minutes.

Hector and Pals start the program with a truly novel act. Hector is a rapid-fire sales talker, while the Pals consist of an even dozen dogs of all breeds and sizes. The dogs are well trained and perform smoothly considering the number of them on at same time. Hector draws laughter when the dogs do the opposite of his commands, leaving the stage and cavorting up and down the aisles. The dogs perform difficult feats, both individually and collectively, and receive a well-deserved hand at the bowoff.

Charles Carlile, radio star, is the featured attraction. He sings a brace of new tunes in grand style and seems to be quite at ease before an audience, which is unusual for most radio stars. He makes a hit with the audience by singing *It's a Sin To Tell a Lie*. Bowing off to a big hand, he is forced to come back for an encore.

Glenn and Jenkins, black-face comedians, provoke considerable hilarity with their very slow drawl and ignorance while imitating two colored porters chatting and taking it easy while working. Some of their stuff is new and some is old, but they conclude with some fancy mouth organing, singing and dancing. They also come back for an encore.

The Gray Family, four sisters and a brother, are in the concluding spot. Their act is nicely arranged and they use a clever introductory song. All four girls are easy to look at and the troupe has a fresh appearance and nice costuming. They do some excellent

vocalizing and tap routines with the greatest of ease. The audience showed its appreciation on numerous occasions, and their closing number, a rapid-fire song and dance, draws a loud round of applause for the talented family.

Excellent co-operation and musical accompaniment are furnished by the pit orchestra under the direction of Felice Iula. PHILIP LEHMAN.

### Michigan Theater, Detroit

(Reviewed Friday Evening, July 10)

Eduard Werner, conducting the Michigan Grand Orchestra, opens this week's stage show with a unique *Day at the Fair* overture. Stresses heavy brass effects, a la circus-band style.

Mills and Cappy, in ace spot, do a ballroom tap, a single skipping-rope number by the femme and wind up with *A Day at the Office* on the keyboard of a mammoth typewriter. Musical effects are not well co-ordinated for anyone who has ever used a typewriter. Audience was apathetic—perhaps it was the hot weather, and only began to show interest by middle of the show.

The Three Nonchalants follow with casual slapstick stuff that is almost the essence of deliberate meanness. They alternate with extremely clever acrobatic eccentricities in a well-received fast number, featuring a three-high stand done with each standing on the knees of the one beneath.

Margo and Lillie Robbins do imitations of Arliss, Zasu Pitts, Astaire and Rogers.

Charlie Chase, billed as in his first personal appearance, is the headliner. It's the most pleasing act by a movie star seen in a long time. Utterly unlike his film self, except for the rather shy laugh which becomes ingratiating rather than silly on the stage, he does a fine variety act. Opening "Just to let people see me," he does a dummy pantomime, tells a string of deliberately stale jokes and sings a pleasing song, *Everything Is in Its Place*. Encored twice at the show caught, he gave a hillbilly song in falsetto with a guitar and a whistling solo with a gag version of the "tearing paper" trick. Chase was the first act to win the genuine interest of the audience on a hot night despite air conditioning.

Donatella Brothers and Carmen, novelty sextet, close the show, with Carmen doing contortionist and tap routines, the brothers assisting on the accordions. Donatella Sr. leads a fine *O Solo Mio* in the flageolet and Mrs. Donatella does a tambourine specialty with exceptional rhythm, getting a lively hand for the final curtain. H. F. REVES.

### London Bills

(Week of July 6)

Palladium has its first native headline act since its return to straight vaude in Henry Hall and the British Broadcasting Corporation Orchestra. Aggregation shapes up good and has a big drawing power from its radio angle. American acts are again predominate on the bill, and newcomers are Tommy Bradley Martin, who proves a big hit with a fascinating display of intriguing magic enhanced by slick showmanship, and Sylvia and Clemence, girls who rate high with their smart routine of comedy, tumbling and acrobatic dancing. Both acts click solidly. Old favorites returning are the Ganjou Brothers and Juanita with their spectacular and sensational *Porcelain Romance*, adagio novelty, and Chilton and Thomas, who show-stop with their peppy and artistic rhythm dancing, plus comedy and singing. Max and his Gang, unique dog act, are held for a second week and again hit solidly.

Cass, Mack, Owen and Topsy, with happy-go-lucky acro-comedy, open their third British tour at the Theater Royal, Dublin, where they score solidly. Two other American acts clicking heavily at this spot are Billy (Pop-Eye) Costello, who is amazingly popular this side, and the Four Ortons, with their swell comedy wire-walking novelty.

Fresh from their triumphs in a Cochran revue, the Ciro Rimac "Rumbaland Muchachos" make their initial vaude appearance at Glasgow Empire, where they are a positive sensation. Act got a tremendous ovation. Vic Oliver, also lately with Cochran, and Wyn Hurwynn and Boyce, with a dandy comedy and acrobatic originality, are other American acts hitting solidly at this house.

Retta Ray, rhythm and tap dancer, continues to show-stop at the Prince of Wales Theater; the Four Franks, with their tunes and steps, and Rosemary Deering, cute toe dancer, are the highlights at the Opera House, Blackpool, and Tom Barry scores at the Piccadilly.

### Berlin Bills

(Month of July)

Scala program is up to the usual high standard and has three American acts. Bob Robinson and Virginia Martin, who come here after 12 months in a London hit production, score easily with a polished and rhythmic dance routine that is commendably versatile and splendidly routined. Dezso Retter, the man who wrestles with himself, is made to order for this audience and he chalks up a heavy quota of belly laughs, while Polly Day, attractive brunet, assists materially with neat dancing. "Red Dust," dog act, presented by Robert Williams, is unusual and causes much comment. Patrons find the novelty to their liking and applaud accordingly. Headlining is Chefalo, much-traveled illusionist with a good repertoire of tricks. Carries several assistants and tons of props. He's a good showman and coaxes quite a few laughs thru his act. Willie Mauss clicks with his daring riding around the inner rim of a gigantic wheel-like apparatus. Good acrobatic acts are the Three Aronas, perch and equilibristic, and William Kirks Company, Risley performers. The Jovers, musical and acrobatic clowns, rate fair. Claire Waldorf, German comedienne, makes one of her frequent appearances, and Adolf Gondrell is an efficient master of ceremonies.

Two outstanding features at the Wintergarten for the month of July are Anderson and Allen and the Lai Foun Company. Anderson and Allen, California athletes, have one of the best gymnastic acts seen here in years and they earned a great reception. The Lai Foun Company of Chinese entertainers are slick, colorful and versatile and do a swell act.

### Hub House Managers Moved

BOSTON, July 11.—Several changes in the local theater-managing setup took place this week. Effective Friday (10), Henry Taylor, formerly manager of the Paramount Theater, replaced Edward A. Smith at the Metropolitan; John Carroll moved from the Capitol in Allston, Mass., to the Paramount vacancy; Tom Wall was transferred from the Paramount, Needham, Mass., to Carroll's previous position, and Donald Mitchell was boosted from assistant manager of the Egyptian in Brighton to the Needham house managership.

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# Vaudeville Notes

**PAT ROONEY** left New York Tuesday by car to open this Friday at the Palace, Cleveland. . . . Red Nichols and ork has been booked for the Paramount, New York, opening there early next month. . . . Lazy Dan (Irving Kaufman) opens this Friday at the Hippodrome, Baltimore. . . . Josephine Huston, new singing sensation, has been booked by the Paramount, New York, to make her bow there next month. . . . Ed Keller birthdayer last Friday, as did Arlene Sugar, the b-o. personality at the Palace, New York. . . . Al Allen, of the Morris Agency, left Friday on a 10-day vacation, planning visits to Maine and Massachusetts. . . . Lester Hammel left Friday on his vacation also and will spend two weeks in Naples, Me., where Louis (Eppy) Epstein is vacationing.

**DIAMOND BOYS** will sail from New York September 2 on the Normandie for return dates in Europe, opening in Glasgow. . . . They have about 12 weeks lined up but will probably stay a year, with a picture to be made out there also. Paul Duke, recently returned from four weeks in the Midwest for Paramount, opens July 24 at the Metropolitan, Boston, thru the Morris Agency. . . . Played the Ambassador, Atlantic City, this past week-end. . . . Sunny and Joan Kavanagh, daughters of juggler Stan Kavanagh, are current at the Earle, Washington, D. C., with the Harriet Hooter act. . . . McConnel and Moore, juggling act, will go to the Fort Worth Centennial the middle of this month.

**SID PIERMONT** and Marvin Schenck were afflicted with Charley horses, with Piermont's the more severe, the result of the RKO-Loew ball game last week. Ferde Simon was away all last week from his New York office, going from Knox, Ind., to Chicago. . . . Fred Sanborn, closing at the State, New York, made preparations for his trip to Europe and preparing himself for seasickness.

**RUBE WOLF** goes into the Paramount, Los Angeles, for an indefinite engagement as emcee July 30. . . . Spent a long period at the house last year before going to Honolulu for several months. . . . Jack Hodgdon, former Keith booker, on the West Coast from New York and contemplating settling in Hollywood. . . . En route to Australia aboard the Monterey out of Los Angeles

**BENNY DAVIS**, while on tour with his unit, is working on the musical score of the forthcoming *Cotton Club Revue*, which opens on Broadway this fall. . . . He is collaborating with J. Fred Coots. . . . The Three Wiles, with Benny Davis' unit, have signed for a spot in the forthcoming Shubert show, starring Beatrice Lillie and Bert Lehr.

harbor are five acts for the Tivoli Circuit. . . . Acts include Ward, Pinkie and Terry; Arnie Hartman, Louis Arley, Oliver Sisters, Sammy Lewis, Patti Moore and the Two Carolis. . . . Jackie Heller abandoned the idea of taking out his own orchestra, which was to open an engagement at the Willows, Pittsburgh. . . . He will instead continue to play combo houses, moving from the Palace, Cleveland, to Chicago for several dates.

## Loew Beats RKO 18-9

**NEW YORK, July 11.**—Loew agents and booking office members beat RKO in a ball game Thursday afternoon in Central Park. The score was 18 to 9. Starting lineup for Loew comprised Leonard Romm, Marvin Schenck, Leo Cohn, Charles Yates, Sid Piermont, Dave Jonas, Johnny Singer, Joe Flaum and Ed Myers. The RKO team comprised Danny Freundlich, Lou Klotz, Paul Dempsey, Paddy Schwartz, Johnny Dugan, Tom Crehan, Phil Offin, Bert Wishnew and Harry Romm.

## Loew's 7 Million Net For 40-Week Period

**NEW YORK, July 11.**—Loew's net profit for the 40 weeks ended June 4 was \$7,390,495, as compared to the \$5,840,351 for the same period last year. This brings preferred stock, per share, to \$54.06, and average common stock, per share, \$4.75.

The company's share operating profit after subsidiaries' preferred dividends for this past year was \$11,488,106, but depreciation and taxes amounted to \$4,097,611.

## FEDERAL THEATER

(Continued from page 3)  
of the project at a cost of \$475, or \$2.32½ each, complete with shoes, satin slippers, dress trousers, top hats and gardenias.

The weekly broadcasts of 15 minutes each of scenes from Shakespeare's plays are being given by the Radio Division of the project, with similar broadcasts, but this time as a contribution to the national safety campaign, by the "Safety Musketeers," broadcasting first at Birmingham over the Columbia network. This contribution is arranged by the Education Radio Project of the U. S. Office of Education, using Federal Theater actors. In Buffalo, Federal Theater marionettes are dramatizing the campaign in schools and parks.

The Theater Project is now co-operating with the Centennial Committee of the State of Arkansas for production of a pageant in Little Rock, in addition to

various local pageants, all to celebrate the 100th anniversary of the statehood of Arkansas. Again, in Texas, a pageant of local history is being presented as part of the Centennial program for that State. Black-faced Marionettes are now treading the boards in a full-length minstrel show produced at New Orleans by the Federal Theater. Directed by John A. Lomax, Texas authority on folk music, records of early Mexican music and Mexican border and Texas plains songs have just been transcribed for the permanent collection of the Library of Congress by three units of the San Antonio Federal Music Project.

The Park Commissioner of the city of Chicago has authorized the building of six outdoor park stages on the lake shore to house drama and vaude. In Federal Theater productions thruout the country six languages besides English are being heard. These include five Yiddish companies, one in Boston, two in Los Angeles and three in New York City. One company in Boston and one in Tampa, Fla., are presenting regularly plays in Italian. A German group opened not long ago in New York City. Tampa also has a Spanish and a Cuban company, and Los Angeles a Mexican production unit.

The project occupies the highest theater auditorium in the world, the Chanin Theater on the 52d floor of the Chanin Building in New York City. This theater will house the festival celebrating the first two years of activity of the New York City Marionette Project, a project which comprises eight units and which has recently celebrated its millionth customer.

Following in the footsteps of the Negro Drama Unit in New York City, which presented an adaptation of *Macbeth*, the like New Orleans Unit is preparing to draw upon *Romeo and Juliet*, in presenting a tragedy of contemporary New Orleans life. Juliet, it is planned, will be seen leaping over one of the many grilled iron balconies of which New Orleans boasts, and Capulet's ball will take place in a 10-cent taxi dance hall. *Macbeth* cost less than \$2,000 as an initial expense. In the first five weeks it played to 40,000 spectators.

Workers in the garment industry are taking courses in social drama at the Rand School Drama Study Center under the direction of instructors from the Teaching of Theater Technique of the Project in New York.

## MUSIC-IN-THEATERS

(Continued from page 4)  
in its fight against sound pictures eight years ago. Understood the local will only hire a press agent who is a member of the Newspaper Guild, because of the labor union angle.

Picketing will be the chief method the local will use. Members of the union will patrol all the straight picture houses, as one of the steps in seeking public attention and sympathy. Another one will be to enlist names prominent in the show field to support and indorse the campaign. It appears that the local is banking heavily on the public to win or at least reawaken the music-in-theaters proposition.

The proposed deal with the AEA, previously reported in *The Billboard*, is regarded as a lever by which the unions

might force the major circuits to reinstate flesh. This would eventuate if the units boosted grosses sufficiently and hurt the major takes in the competitive territories.

Musicians have already queried the IATSE as to possible support and co-operation, by way of concessions to the theaters playing the union units. Middle of last week, tho, the musicians hadn't been given an answer from the IA. Moral support is the best that can be expected from the motion picture operators, who cannot very well attack the theaters in which they are now employed.

## LOCAL PASSION PLAY

(Continued from page 4)  
readying it for a Des Moines opening in July. Show is presented with a local cast and takes six weeks in each date, five for rehearsal and one for the performance. Show was presented here in the natural setting of Pioneers Park and Johnson took a loss.

M. O. Phelps is the show's business manager and is out ahead. Next stop is understood to be Atlanta, Ga. Rev. Johnson was originally a pastor at Kearney, Neb., and put on the show there last year as a field of evangelistic endeavor. Since it caught on so strongly there, he got the bug to hit the road with it.

## PUPPETEERS

(Continued from page 4)  
ley, of Cleveland; William Duncan, of Cleveland; Marjorie Batchelder, of Columbus, and Ruth E. Hutchins, of the Art Institute of Chicago.

The following plays were presented: *Dr. Faust*, *The Passion Play*, *Columbine's Birthday*, *The Taming of the Shrew* and *Boccaccio's Ninth Novel of Seventh Day*. Gertrude Stein's *Identity*, or *I Am I Because My Little Dog Knows Me*, written for the marionettes of Don Vestal, of Chicago, made its world premiere at the conference.

Registration at the conference was about 250, with heavy attendance at the opening sessions, despite hot weather.

## NEW AFM

(Continued from page 3)  
W. Nevins, Lew Price, Acme Booking Agency.

It also revoked licenses of Lee Barton and the H. S. Vaudeville Exchange, both in Rochester; Central State Music Association, Stevens Point, Wis., and Edna Deal-Grover, of LaRose Theatrical Exchange, St. Louis.

## Lady Bandmaster in Politics

**CINCINNATI, July 11.**—Mrs. Helen May Young, in the limelight years ago as director of Helen May Butler's Girl Band, has cast her hat in the ring as Republican candidate for U. S. senator for Kentucky. If nominated and elected, she said at *The Billboard* office today, she will again "strike up the band," but in a different way. Primary August 1.

## Pitt Pix Golf Tourney

**PITTSBURGH, July 11.**—President Art Levy announces that the annual Variety Club Golf Tournament will be held this year in conjunction with the local Film Row tournament at the Westmoreland Country Club July 20. A number of valuable awards have been set aside for winners, with a dinner reception at the club to follow the tournament.

The committee in charge of the affair includes Art Morrone, chairman; Harold Lund, co-chairman; Ben Kalmenson, Art Levy, William Walker, Archie Fineman, William Walker and Ed Stave.

# New Acts

## The Dare Devils

—With—  
**RAY ROYCE AND MARTHA BOYER**  
Reviewed at Loew's State, New York. Style—Flash act. Setting—In two and full stage (specials). Time—Twelve minutes.

The title of *The Dare Devils* and the fact that there is a dance ensemble of six boys and six girls leads one to believe that this is a Danny Dare act. It's one of the few new flash acts around and it's a nice turn that would fit most any bill. In addition to the ensemble, which does two numbers, Ray Royce gets a solo spotting with an eccentric acro routine, and Martha Boyer gets her ining for a song, altho she sings two numbers over an off-stage mike.

The act is dressed very tastefully and routined and staged well. First number by the ensemble is a clever Rumba tap, which opens the act. The next is the closer and it's a waltz leading into adagio. Both very good. Royce is the standout of the act, doing amazing floor acrobatics while working as a drunk.

He does an outstanding assortment of tricks and serves them at a fast and showmanly tempo. Miss Boyer is an okeh enough soprano.

Closed the show here and went over well. S. H.

## Cilly Feindt

Reviewed at Radio City Music Hall, New York. Style—Novelty. Setting—Full stage. Time—Four minutes.

A European act doubling out of the French Casino, New York, with a blond girl pacing a beautiful white horse. Very attractive first of all, with the girl in stunning white outfit and gracefully astride the beautiful animal. Doubly attractive with the swell lighting and tasteful set provided by the Music Hall.

The horse is a dancer, a thoroly trained animal, who reacts immediately to every order of his fair trainer. He first steps in time to *La Marseillaise* and then also dances a Rumba and a waltz.

A definite novelty for this house and it was liked. S. H.

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

## Sligh-Phil Tyrrell In New Booking Biz

CHICAGO, July 11.—With the resignation of Leo Salkin from the firm of Sligh & Salkin, Inc., theatrical bookers, E. B. Sligh announces that Phil Tyrrell has been elected president of the new firm to be known as Sligh & Tyrrell, Inc. Salkin entered the booking business several years ago under his own name after being manager of the Oriental Theater here for many years and later became associated with Eddie Sligh when the firm of Sligh & Salkin was formed. He leaves to become head of the new local office of the Consolidated Radio Artists, Inc.

E. B. Sligh has been a night club and hotel booker here for years, while Phil Tyrrell, a former Keith and RKO booking executive, was booker of the Radio City Music Hall before joining the Sligh & Salkin agency a year ago.

## New Buffalo Spot

BUFFALO, N. Y., July 11.—Blossom Heath Country Club, which opened here last week, is the newest and most sumptuous of local summer niteries. Located on the site of the former Willowdale Club, a tremendous amount of remodeling and decorating was done, including the installation of a marble dance floor on the open-air terrace, modernistic indirect lighting effects and an inclosed band stand. Cover is 50 cents per person week days, and \$1 Saturday and Sunday. Carl Moore's Orchestra is currently featured, with Marge Hudson as vocalist. The Gold-Mer Trio, composed of Freda Holt, Eddie Thomas and Joe Mangold, furnish more vocal and instrumental entertainment. Terrace seats about 400 and, since the opening, business is reported excellent.

## Jayne Jarrell Back Home

CINCINNATI, July 11.—Jayne Jarrell visited *The Billboard* yesterday while here renewing her lease with the Wurlitzer Company on her quarters in the Wurlitzer Building, Pittsburgh, where she conducts an artists' booking office. Miss Jarrell was returning home by motor following a month's trip to the Coast and South, during which she visited Hollywood and the Texas Centennial at Dallas. This was her first vacation in seven years.

## French Casino Changes

NEW YORK, July 11.—Current French Casino show will remain another four weeks. Billed as the Summer Edition, show will be revamped slightly. Cast will leave here around August 8 for Europe and new imported show will open here the middle of August. Louis F. Blumenthal has left for London to look over the London Casino show and to confer with Clifford C. Fischer, now combining Europe for talent.

## New Danish De Luxer

COPENHAGEN, July 7.—In addition to the National Scala, Valencia and Lorry, local dine and dance spots offering big floor shows, this city will soon have a new de luxe nighterie, the Ambassadeurs, situated in the Palace Hotel. The new spot will have a revolving stage for shows.

Oslo, Norway, is also to have new night spot, the Scala, set to open on August 15 with a show headed by Maria Valente, internationally known comedienne.

## Lindenhurst Spot Opens

NEW YORK, July 11.—Trocadero at Lindenhurst, L. I., has opened its season with a show including Trent Patterson, Terah Novah and Olive White.

## Swank Spot Fades

MIAMI, July 11.—William V. (Bill) Dwyer's Palm Island Club here, which opened in 1934, is to be sold for \$4,000 back taxes. Spot charged \$20 a plate when it opened, with drinks 75 cents and up.

## Lew Platt's New Office

CINCINNATI, July 11.—Lew Platt announced this week that L. O. Barnes and Jack Bernhart will be associated with him in his new orchestra booking agency in Salem, O. Bernhart will handle all one-nighters.

## What, No Rubdown?

NEW YORK, July 11.—The Trocadero, summer spot at Lindenhurst, Long Island, on the Great South Bay, is starting something new in the way of a night club combination. For one fee, customers can come down in the day, eat, bathe, swim, fish and the like, with the boat supplied free, and at night, dine and dance and watch a floor show. And to round it out, a room for changing, etc., is also supplied. Fee is \$5 for the works.

## 4 Atlantic City Banks Now Niteries

ATLANTIC CITY, July 11.—Four local bank buildings are now being operated as night clubs, this believed to be something of a record.

Mike Trench is running Neptune Inn at the old Neptune Trust Company Building. The Bankers Tavern is now in the former Northside Trust Company Building, which cost \$6,000,000 to build. The Chelsea Bank is now the Savoy Bar and the Second National Bank Building is now the House of Morcan.

When the House of Morcan opened last month it advertised "Thirty tellers of joy who dance and sing" and "We start paying off with guaranteed good cheer bonds."

# Harry Hopkins Settles Phila WPA-AFM Conflict

Meeting of labor leaders and federal government officials in Washington ends in victory for musicians' union—  
Local 77 wins point—Mayfarth transferred

PHILADELPHIA, July 11.—With national labor leaders in attendance, from a member of the President's cabinet down the line, the American Federation of Musicians waged a successful battle against WPA administrative policies before Harry Hopkins in Washington on June 29. Hopkins' decision being handed down a week later, not only clearing up the Philadelphia musicians' union-WPA mess, but having a bearing on further conflicts between WPA and organized labor throughout the country. Specifically, the complaint was made by Anthony A. Tomei, president of the Philadelphia musicians' union, Local 77, against William Mayfarth, administrator of the WPA music projects in the Philadelphia area.

After hearing both sides, Joseph N. Weber, national president of the AFM, remained in Washington until Hopkins weighed all the facts and reported back that Mayfarth is to be taken out of the Philadelphia district and placed on a project in Washington, and William Mooney, first assistant to Mayfarth, will be dismissed.

Mayfarth was charged with being unsympathetic toward the labor problems of the union and failed to co-operate with Tomei on the administration of the projects. Mayfarth not only dismissed musicians for incompetence when union investigation showed that Mayfarth was the incompetent one, but when the local Labor Relations Board ordered that some of the men be returned to the project, Mayfarth defied their ruling. As a result of the meeting, Hopkins not only ordered that the Labor Relations Board's ruling be followed out, but instructed that all the dismissed men be put back to work on the various projects.

Art Hassler was appointed as acting supervisor of the WPA music projects in this district, and in view of the fact that Hassler is a member of the Local 77 musicians' union, it is expected that a harmonious relationship will exist between both agencies.

A point of import beyond local jurisdiction was handed down by Hopkins in his ruling. Hereafter union officials will be consulted before WPA sends out their units to perform musical services. It had been alleged, for some time, that WPA was furnishing music on engagements which were in competition with the bidding of union musicians.

bass. Band is better at flashy novelty numbers than at straight dance music. As a novelty outfit it's swell and should have no trouble making a name for itself.

Billy Vine, the apple of his poppa's eye, is a young and up-and-coming comedian. Making his Broadway debut here, the young fellow displays a great flair for ad libbing and a sure sense of comedy. His mimicking a drunk on a crying jag is a peach, as is his takeoff on a fag. The guy can sing, too.

Dell Renay, an attractive little brunet, displays a pleasant-enough voice in handling pop songs. A favorite here, she has no trouble getting by.

Buddy Bowser, colored emcee, makes a good impression, handling his lines well and then offering a bit of pleasing singing. Lillian Fitzgerald, a redheaded dusky gal, demands attention with her vivid personality. She does hotcha singing and some frenzied cooing that keeps the customer perked up. Hilda Rogers, another colored girl, impresses with her quiet and skillful rendition of ballads. A strong personality, she has a honey voice and an attention-getting delivery.

Spot is operated by Harry Goodner and George Hannil and is on West 52d street, competing with a dozen other after-theater spots.

Denis.

## Louisiana Kills Liquor Bill

BATON ROUGE, La., July 11.—A bill aimed at night spots met defeat in the House of Representatives this week by 61 to 25 vote after the Senate had approved. The proposal aimed to prohibit the sale of alcoholic drinks to women in clubs, bars and other "outside" places. It also called for the barring of waitresses from places where liquors are sold.

# Night Club Reviews

## Casino, Jones Beach, L. I.

Centrally located in the State-owned Jones Beach Park, this spot (State-owned but privately run) is one of the most beautiful dance cafes this reviewer has ever seen. Competing with the WPA free dancing and WPA opera and concerts, this spot nevertheless draws the young people who want to drink and dance at moderate prices.

Opening attraction and set for the summer is the Ted Royal Orchestra. Royal, former arranger for Wayne King, has organized a swell band. Its first big dance job, it makes a solid impression here. Offers thin and simple arrangements most conducive to dancing. A nicely balanced outfit, it comprises three violins, three saxes, three trumpets and three rhythms, with Royal leading and occasionally knocking off a snatch of clarinet, trumpet and so forth. The violin section (Al Wagner, Donald McGrane and George Swernoff) is a peach, while George Walters, first trumpet, and George Dessinger, tenor sax, are also worth mentioning.

Band is on the Pompeian commercial (CBS) now and seems all set to go places. It had the crowd out on the floor and dancing until the very last note. Royal himself obviously lacks assurance as a leader, especially when making announcements, but experience should take care of this. Gloria Mossman, gorgeous blonde, is the vocalist and makes a nice impression. Has a good blues delivery and plenty of s. a. Val Bolton, guest vocalist, looks like a find. Has a rich baritone full of expression and giving pop numbers that added quality. Lacks stage presence, however, but should be able to acquire that with time.

A 50-cent music charge after 9:30 is the cover. Business off when caught due to rain.

A four-piece marimba band handles the relief assignment.

Denis.

## Pavillon Royal, Valley Stream, L. I.

Joe Moss is offering Vincent Lopez and band and a swell little floor show here this summer. Lopez, recently in vaude and before that an entire season at the Hotel Ambassador, is set here for the summer. He should get a chance to regain some of his mass following here, something that the Ambassador could not do.

His 13 men, all good musicians, comprise a nifty dance and entertaining outfit. Always keen at staging novelties, Lopez puts on several showy numbers just to prove he hasn't lost the knack. Drummer Scotty Morrison hops down front with comedy numbers, while saxist Stanley Worth doubles at pleas-

ant tenor vocalizing and three of the boys form the Ambassador Trio for singing. All of the men join in on occasional snatches of singing. And Lopez himself is still the showmanly and capable pianist he always has been.

Arrangements are by Joe Lippman and provide rich, sweet combinations. For example, there is only a single violin, but clever handling of the sax, piano and clarinet section and spotting a mike by the violin give the impression of an entire string section. Fred Lowery is with the band and is easily the most unusual whistler this reporter has heard. Avoiding stunt stuff, Lowery offers sustained, melodious violinlike whistling enhanced by unusual double notes. Applause standout of the evening.

Floor show comprises four ensemble numbers, suggested by the Hollywood Restaurant show and staged here by Bill Powers, and also dances by Billie Burns and Dennis White and by girls stepping out of the line. Twelve chorus girls and six showgirls, all comely and nicely costumed, are used in easy-to-look-at dance and formation routines. Among those offering specialties are Saki Alexander, brunet, doing a neat little eccentric tap; Theo Jay, doing acrobatics and turns; blond Happy Thompson, offering fast and snappy tapping; vivacious brunet Elinore Knight, doing sprightly eccentric tapping, and Joan Cartier, singer.

Blond Muriel Martin did okeh at warbling, altho better diction would help considerably. Helen O'Shea, nude except for a veil and a prop swan, offers her *Leda* and the *Swan* number. Has a nice little figure and doesn't hide it, while the swan idea affords the novelty angle.

Burns and White, youthful pair of steppers, are a likable combo. Starting with a bit of singing, they go into taps and acrobatics, winding up with a straight ballroom waltz that has all the proper lifts and flourishes. Had no trouble pleasing.

Spot has a CBS wire twice a week. Prices are way down, \$1.25 and \$2 for dinner. Should do business. Has the capacity, attractive prices, show, and band and is accessible, too.

Denis.

## Town Casino, New York

Not a bad little white-and-black show here, in addition to the feature attraction, a hot colored band, Scrippy and Pals.

Scrippy is the drummer of a six-piece outfit that blazes away in hotcha fashion. Billy Hicks, hot trumpeter, is a standout with his singing in wild fashion of his own composition, *Fade Out*, which the band is building up as "the newest dance sensation." Hicks' rendition is worth seeing. Other four men handle guitar, clarinet, piano and

## Essex House, New York

This hotel has grabbed plenty of publicity by opening a sidewalk cafe and combining it with its new Casino-on-the-Park dining room. With the passing out of the famed Central Park Casino, the Essex House's new dining spot is a natural attention-getter and is already doing capacity business.

Nat Brandwynne, coming here from (See NIGHT CLUB on page 18)

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**NIGHT CLUB**  
(Continued from page 17)

the Stork Club, has an eight-piece orchestra that is thoroly enjoyable. Brandwynne himself is at the piano, displaying excellent musicianship in frequent piano intervals. The men seem a capable lot, the three-sax section, the bass fiddle and the violin standing out in particular. Altho the arrangements avoid extremes, the band dishes out occasional hot and swingy rhythms and a tango or two just to please everybody and prove its versatility.

Brandwynne is planning to add a trumpet and trombone, which will round out his orchestra nicely, altho it is okeh as it is. The band is spotted under an awning in a colorful English formal garden, but the stand is too small to accommodate the entire crew. Lighting of the front-of-stand can be improved also, as it does not do full justice to the vocalists.

Singers are Dick Stone, tenor, and blond Maxine Tappen, contralto. Due to a faulty sound system they did not register as well as perhaps they should have. Miss Tappen, who has been with several name bands, has an ingratiating personality, incidentally.

Music intermissions are capably filled by the Three Musical Rogues (piano, violin and singer). The violinist brings his excellent playing close to the tables, while Alfred Seville also offers his rich baritone for table-to-table intimate singing. Seville, singing also in German, is outstanding.

Dining room and promenade are both lovely, airy and cool. Prices are moderate, dinners being as low as \$2. General atmosphere is that of a pleasant garden retreat, with murals, decorations, assimilated grass, striped awnings, etc., carrying out the idea. Denis.

**Ivanhoe Gardens, Chicago**

Located a short ride from the Loop, this is one of the most atmospheric dine and dance places in Chicago. Ralph Jansen, the genial host, has fashioned his establishment after an old English castle.

The main dining room represents the Sherwood Forest of old with the foliage of thick trees overhanging the diners. There are six different bars, with murals depicting scenes and characters of the Ivanhoe period, and the smart furnishings include suits of armor, ancient treasure chests, fighting arms of old England, crests and emblems and a great castle hall. Below are the catacombs with its dungeon and torture chambers and weird sounds and walls coming from the dark tunnel, the end of which reveals another bar and the wine cellar. A picturesque new outdoor garden adjoins the main dining room, with stone walls, miniature waterfall and mill stream, trees, grass and colorful lighting effects. The cuisine, under Jansen's direction, is of the best.

Carl Schreiber's Band furnishes smooth dancable rhythms and from the reception accorded him on his opening night he bids fair to become a big favorite here. The Four Nighthawks, an instrumental and vocal group, furnish music and entertainment between the dance numbers. George Troseth, with magical and paper tricks, and Ray Conlon, standard ventriloquist act, were added attractions for the Gardens' 16th anniversary party. Morgan.

**Plaza Hotel, New York**

The air-cooled Persian Room of the swank Plaza, right on Central Park and 59th, is still a heavy money maker. Catering to the society crowd the room continues to offer a careful selection of music and talent.

George Sterney and his nine men comprise a first-rate dance combination and have been here the past three years. Will make way for the Eddy Duchin Band September 23, but may remain on for cocktail-hour dancing.

A frequent NBC broadcaster, the orchestra has built up quite a reputation and is now one of the most popular of the so-called society bands. Sterney himself is a good musician, leading the boys at the piano and picking up the accordion for tangos. Arrangements are first-class, with Bert Lamar, trumpeter, getting the credit. Music is clear and thoroly dancable. Among the standouts are Ken Slyker, sax doubling as tenor vocalist; the trumpeter, violinist and the sax section.

Only extra talent is the dance team of Mario and Floria, and they are more than enough. Possessing youth and appearance, they exhibit the utmost in

grace and ballroom technique. Coming on without an introduction, they held the audience with a lovely waltz and a Cuban dansant, both utilizing ballet movements and spectacular flourishes. For an encore, a jazzy number based on Alexander's Ragtime Band and other lively tunes brought heavy applause.

The Sterney Band appears for cocktail hour, dinner and supper, with Mario and Floria on for dinner and supper only. Special dinner is \$3.50 and the cover after 10 p.m. is \$1. Room is a large and airy square place decorated in effective black and gold. Service and food is ultra, in keeping with the entertainment and atmosphere. Denis.

**S. S. Delaware, New York**

Adding another to the swelling list of showboats plying the muddy waters of the Hudson, the Wilson Line has entered the field with its S. S. State of Delaware, advertised as the only one of the showboat fleet to offer films. In addition it has, like all the rest of them, dancing for the Terpsichore-smitten customers, the music in this case being furnished by Andy Sanella and his NBC outfit. An excellent band, it scores consistently with its rhythms.

The pictures, displayed on a small screen on the top deck, are shorts, taking up about 35 minutes altogether. They are shown at the start of the trip and again on the homeward journey. Only additional entertainment is an accordionist who carries his push-piano all over the boat, serenading the customers and getting in the hair of the moon-gazing sitter-arounders. He's good, tho, for those unattached or for the rare couples that care to listen to him.

Tuesday nights have been called Star Nights, starting this week, with guest artists appearing. First one featured Eddie Hall, with Tim and Irene, radio turn.

Boat takes off from Jersey City and leaves the Battery after the rest of the fleet has gone—at 9:15. It circles around the Bay a bit, and then heads up the Hudson. Returns to Jersey City and then the Battery, docking around 1 a.m.

Daytime trips are also made, with George Kistner and his band playing them. No pictures. Burr.

**St. Moritz, New York**

The roof garden here is one of the standard dining spots in town. Atop this fashionable Continental hotel, the garden provides a grand view of the city and of Central Park in particular.

Current entertainment comprises the Ron Perry Orchestra, here 36 weeks; a dance team, a rumba quartet, girl singer and male singer-accordionist. It's a nice little show.

Guido Zanetti and Joyce Coles are the ballroom combination. Miss Coles, a lovely brunet, has been around for years. She is still a first-rate dancer. Her new partner is a Latin-looker who not only provides an adequate background but is good on his own. They offered numbers combining grace, romantic posturing and lifts and other exhibition flourishes. Considering the tiny floor, they managed wonderfully well.

Charlie Wright, reciting spicy tales in sing-song fashion while accompanying himself on the accordion, is an engaging entertainer. The material is good and Wright gives it a snappy tongue-in-cheek delivery that puts it over easily. Did You're Toots to Me, Gigolo's Lament, Russian Ballerina and Just a Rose in My Hair—each a nifty.

Sara Ann McCabe, pretty brunet singer in the Continental manner, revealed an interesting soprano voice in popular and Spanish numbers. Does not use a mike, which is a relief nowadays, and managed to make a nice impression.

Roney's Band, composed of seven men, is thoroly pleasing. Roney himself is an ingratiating leader, playing the violin and doing pleasant tenor vocalizing in addition to preparing the arrangements. The band is adept at all styles, knocking off a tango, swing rhythms or hot stuff equally well. A vibraphone is used for added effect. Band's vocalist, Marianne, doing French songs, was away the night caught.

Ell Caney Rumba Quartet, males, take care of the dance intervals with sweet intimate music spiced with a bit of singing. Denis.

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# Club Chatter

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**COLLETTE AND BARRY**, dancers, now working the Midwest, jumped from Louisville into the Park Plaza Hotel, St. Louis, last week. . . . Zanette and Coles, dancers recently at the Palm Island Casino, Miami, now at the St. Moritz Hotel, New York. . . . Miami and Young, ballroom combo, open next week at the LeMirage Club, New York. . . . Frances Stevens, vocalist with the Jolly Coburn Band, was once a dancer with aspirations for musical comedy. . . . Phyllis Kenny, vocalist with the Ted Eddy Band at Feltman's, Coney Island, is sister of Lillian Kenny, also a singer.

**GLOVER AND LAMAE** have closed at the Park Central Hotel to open Thursday at the Ho-Ho Casino, Brighton Beach, N. Y. . . . Mildred Rozelle, singer, is in her ninth week at Ye Olde Taproom, New York, heading the Al Davis floor show. . . . Perzade and Jetan, dancers, opened their third summer at the Lake George, N. Y., Showboat last week. . . . Pat Dolan, secretary to Tommy Rockwell, of Rockwell-O'Keefe Agency, is a former musical comedy showgirl. . . . Jack Dempsey's Restaurant, New York, has dropped its show for the summer.

Class spots paying big salaries to name acts should wake up and do something about presenting their shows properly. Not only do they neglect such important things as lighting, acoustics and visibility, but they usually forget to compel waiters to soft-pedal their work during show time. Many an act has been ruined by wandering waiters, clattering dishes and noisy diners.

**JOHNNY MORGAN** is emceeding indefinitely at the Half Moon Club in New York City. . . . Gene Dana, fem impersonator, is no longer a member of Fay Norman's Playboy revue. He is currently working a solo at Lotus Gardens, Cleveland. . . . Donn Arden has been signed to appear at the French Casino in St. Louis for the entire summer and has been made dance director of the 16 girls in line. Current show has Celia and Ranells, LaRue and La-Valle, Charee Moisee, Georgiana Jordan and Arden. . . . Hal and Ray Hamil-

ton, male dance team, have opened an engagement at the Roof Garden of the Royal York Hotel in Toronto. Moved in from the Sky Club of the Brant Inn, Hamilton, Ontario, where they appeared with Charles and Barbara, musical comedy hoofers, and Louise King, songstress.

**RICARDEAU** and Enid, ballroom dancers; Jimmy Schaeffer, emcee; Dea Lang, acro dancer, and Wanda Kay, hooper, closed last Thursday at Castle Farm in Cincinnati. Ricardeau and (See **CLUB CHATTER** on page 27)

## London Night Spots

**LONDON, July 7.** — Most important opening this week is that of Beatrice Lillie's at the Cafe de Paris. As usual, Bee slays the diners with her witty and satirical numbers. She received a marvelous ovation with tons of floral tributes at her opening performance.

London Casino show goes on well. Lalage, dainty trapeze performer, and George Campo and Elsie Ray score solidly. Emile Boreo, Continental entertainer; Gloria Gilbert and the Four Craddockes, knockabouts, are the highlights of the show.

Tom Barry, singing star of several Broadway productions, is a sensation at the Piccadilly Hotel. Sing's eight and nine numbers at each session and still has them calling for more.

Fourteen Miami Girls, from the Ambassadeurs, Paris; Ken Harvey, ace novelty banjoist, and Caligari Brothers, silent humorists, all click at the Savoy Hotel.

Hildegard, unusual songstress, stops the show at the Trocadero.

Toni and Renee De Marco continue to score with their grand dance display at the Grosvenor House, where Rawicz and Landauer, piano team, also click.

Rudu Grasl, impressionist; Minor and Root, exquisite dancers; Jean Carmen, with her dandy Red Indian dance, and Sethma Williams, slick tap dancer and rhythm exponent, all hit at the Dorchester Hotel.

Grace and Nico have something new and appealing in comedy dancing at the May Fair.

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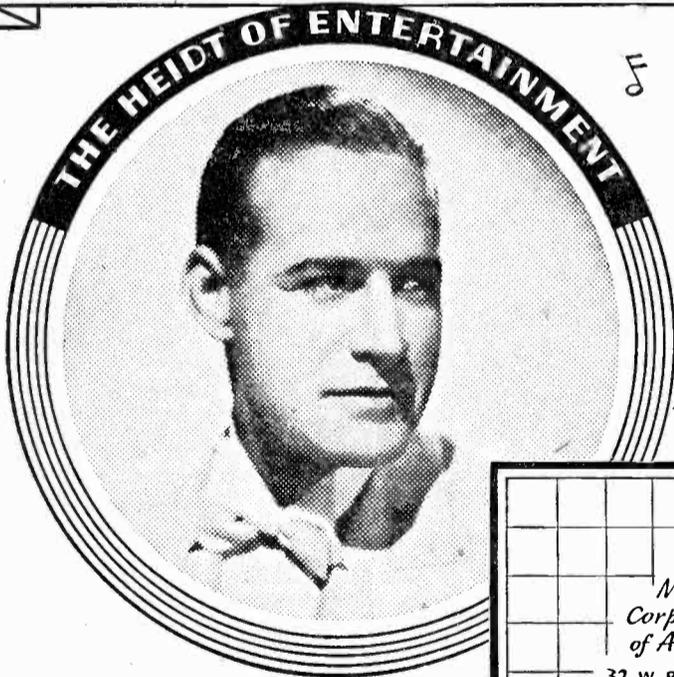


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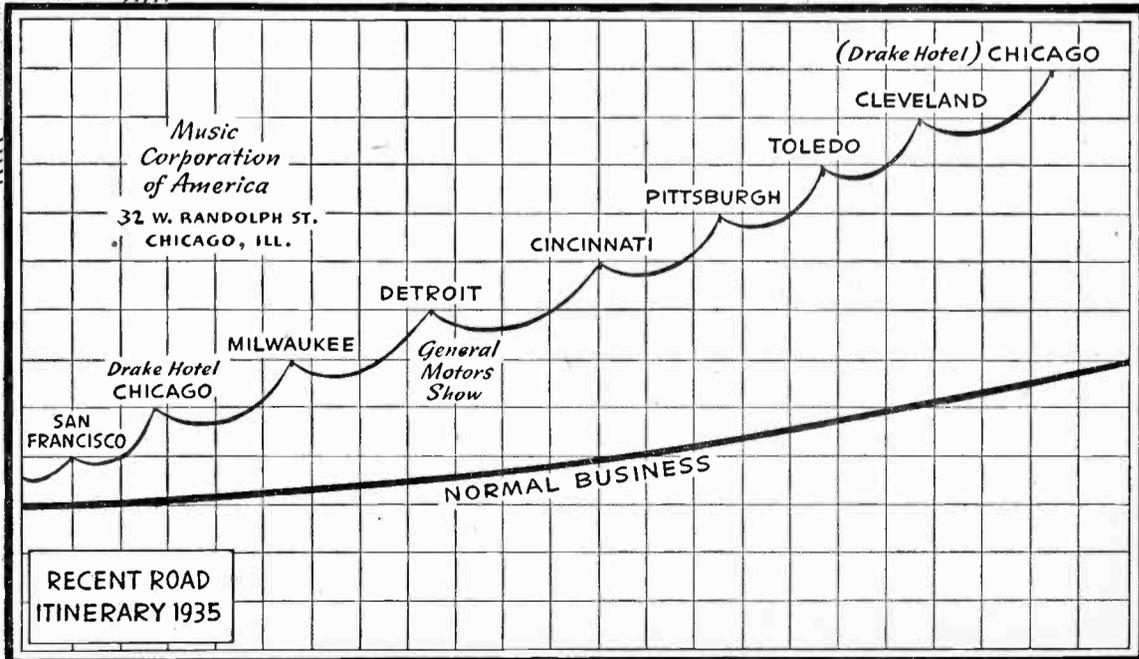
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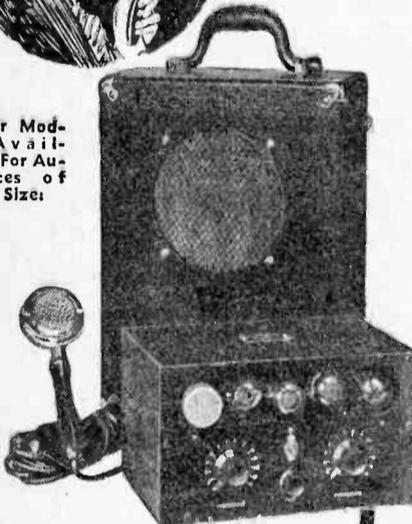
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# Bands and Orchestras

**J**EAN WALD and her girl band are proving popular at swanky To-Jo Farms in Detroit, where they are filling an all-summer engagement. . . . Henry Busse and Xavier Cugat are recent purchasers of new Cord convertible phaetons. . . . Dave Burnside and band, veteran Southern combo, are meeting with pleasant response at the Cataract House in Niagara Falls, N. Y. Bill Munday, Grady Mullins and Lucille Brown are the featured vocalists. . . . Nemo Lewis and his Pittsburghers recently closed their engagement at the Manhattan Hotel in Paterson, N. J., and are currently providing the melodies for the dance pavilion of the World of Mirth Shows playing New York State. . . . Frank Moreno's Paradise Orchestra is beginning its 15th consecutive month at Sweeney's Cafe in Baltimore, Md.

**C**URRENT activities of the Mills Artists' office: Lucky Millinder played Pallsades Park July 11, with Ina Ray Hutton and her Melodears in the next night, Sunday. Lou Strauss, of the Mills' press staff, is pinch-hitting for Hugh Wright, road manager of the Hutton group, while Wright takes a three-week vacation. Same band also is set for the theater at the Steel Pier, Atlantic City, July 24 for a week. Tommy (Red) Tompkins played the Forest Park Highlands, St. Louis, for two weeks, starting July 12. He closed at the Pallsades Park Ballroom July 10. Frank and Milt Britton play Loew's State, New York, July 17, date being for a week, of course. The Hudson-DeLange Orchestra, destined for the heights, plays Brighton Beach, Brooklyn, starting July 18.

**B**OB MOHR and orchestra opened a summer engagement at the Grand Hotel in Santa Monica, Calif., on June 27. Featured with the Mohr combo at present are Bud Abbott and Jane Johns, formerly with Ted Florito. Mohr is still under MCA direction. . . . Tommy Thomas and his Original Kentuckians are back on the road again after a two weeks' lay off due to a severe auto smash-up June 21. Combo, carrying 12 men, is one-nighting thru, Kentucky, Tennessee and North Carolina for the Central Booking office. Personnel consists of Thomas, Clarence Neal, Wendell Sefton, Frank Hunter, Willie Grim, Forrest Schenks, Guy Young, Jack Ewing, Russ Johnson, Ebbie Sams and Babs Zimmerman. . . . Bradford Smith is set for a season's run at the Lake Shore Athletic Club in Chicago. Besides leading his own combo, Smith is handling the Irving Margraff unit currently located at Old Heidelberg, Chicago.

**H**ARRY KALB and band went into the Mayfair Room of the Van Cleve Hotel in Dayton, O., after completing a four-week tour thru Ohio. Spot has a nightly WHIO wire. Personnel of the unit has Kalb, P. L. Smith Jr., Robert Dixon, Earl Eckenbrecht, Bud Shilling, Paul Flint, Verelle Schaeffer, Glenn Tripp, Hugh Lawson and Al Wellmer. . . . Drexel Lamb and band are back at the Lido in Jackson, Mich., after a short and snappy jaunt thru Michigan on one-nighters. . . . Art DuBrow's Brigadiers should feel at home at the Chop House in Hartford, Conn. They've been there two years. . . . Wee Willy Weikly and ork have settled down for a

summer run at Wilmer Vogt's Tavern in Mountainhome, Pa. Roster of the Weikly outfit has Charlie Woehrl, George Grollman, Frank Worman and Russ Montilone. . . . Bob Causer's Cornellians, directed by Glenn Brown, are hitting it up at Buckwood Inn, Shawnee-on-the-Delaware, Pa., near the water gap. Lineup, all collegians, includes Hal Myron, Bill Krupkin, Chester Mead and Milton Hudson. . . . Jack Mohr is playing at the Black Cat, Wilmington (Del.) night spot. . . . Henry Herbert and his orchestra are playing at Toto's, Smith's Ferry, Mass. . . . Harry Reser and his orchestra played the Steel Pier, Atlantic City, July 10. Reser is also booked August 24 to August 29 at Manhattan Beach. Another Steel Pier booking is Guy Lombardo, starting for a week August 8. It's the first time this band has played the Pier for more than just a week-end date. . . . Jacques Fray has been renewed at the St. Regis, New York, and holds over during the summer. . . . Campus Jesters, conducted by Louis A. DeCapua, are back at the Cypress Arms, West Hartford, Conn., for a summer run. . . . Warren Hendrick is at the Cafe Ball, New York. . . . Arnold Bolling, Negro orchestra leader, is currently at the Town Casino Club, New York, having recently been at the New Yorker Hotel Terrace Room.

**B**OOKINGS set by Consolidated Radio Artists: Andy Sanella, aboard the S. S. State of Delaware, Hudson River, New York. Joe Venuti and his orchestra leave shortly for the Fort Worth Fair. Two Harold Stern orchestras have been set by CRA in New York, one at the new Ho-Ho Casino and the other at Brighton Beach, both in Brooklyn. Allen Leifer has been set for NBC broadcasts from the Tavern on the Green, New York. Don Ferdi has been set for the summer at Ocean Echo, Salisbury Beach, Mass.

## Music News

**A** FEW weeks ago Clarence Williams dropped into a local radio station to listen to the voice of William Cooley, a young baritone, listed for a tryout as an amateur. Cooley used two songs composed by Williams, *The Song of the Extra Gand* and *More Than That*. His success was immediate, with the result that Williams has signed him to a contract covering a period of years.

George Simon, contact man with the Irving Berlin Company, who can date his connection with the firm for upwards of a decade, was married to Blanche Cohen, nonprofessional, June 28. The couple are spending their honeymoon in the Bermudas. Upon their return to town the couple will be tendered a reception by their immediate friends in and out of the Berlin sanctum.

Al Friedman has succeeded Paul Benson as exploiter of songs published by Sherman, Clay & Company. Friedman has quite a following among those who mean something in Tin Pan Alley.

J. J. Robbins, head of the Robbins Music Corporation, is fast earning the reputation of a Columbus of talent.

## Back to Nature

**BOSTON, July 11.**—Bob Grayson closed a week's return date at the Raymor Ballroom this week, but he was billed as Bob Geltman. Last time the leader played the spot he was known by his right name, Geltman, and in the interim switched to Grayson. When the management signed for the return booking they insisted he play under the new name. All future bookings, tho, are to be as Grayson.

## Once-Overs

**F**OR a while, not so long ago, quality of the music played by ENRICO MADRIGUERA and his orchestra, now at Ben Marden's Riviera, seemed to have slipped. That was when he was playing out of New York. Now, however, judging from several broadcasts, the band is an enjoyable as ever. Smooth and clean and worth listening or dancing to. . . . Bands playing the Rainbow Room, Radio City, New York, seem to have to do so under wraps. When the CASA LOMA gang was there both the music played at the spot for the dancers or put on for the broadcasts was minus considerable of the depth that band usually has. Similar restraint seems to mark the work of AL DONAHUE and his orchestra, playing there for the summer and miking over NBC. Donahue, who has come up considerably in the past year or so, displayed a quiet, subdued brand of rhythmology but undistinguished. . . . ARTHUR WARREN and his orchestra are doing the relief work at the Hollywood, New York. Outfit sounds like a small group and naturally has the handicaps of instrument limitation. While playing at the spot this isn't so noticeable, but the loud-speaker shows it up to disadvantage, each instrument sounding as tho the player were playing for himself, and the entire effect being one of "too spread out." . . . JACK REYNOLDS is at Donahue's Mountain Rest, on the Pompton Lake road, New Jersey. Okeh for a small-spot band, with a better-than-average effect on the rhythm. Singing is off tho. . . . The DICK MESSNER Orchestra, at the Park Central Hotel, is a fine outfit. Arrangements and music show taste and thought, and while the programs might be pepped up a little with a spot more variety, it's entirely satisfactory work. Band should go places. Singers include a trio and Gail Reese and are good.

J. F.

While out California way Robbins heard Tony Martin sing as a member of Ted Gerun's Orchestra in San Francisco. Impressed, Robbins brought him to Los Angeles and turned Martin over to Darryl Zanuck, the motion picture producer. The outcome was a contract. It was Robbins who saw in Bing Crosby a future headliner when the now famous film crooner was a member of the Rhythm Boys.

A new number by Will Hudson and Eddie DeLange entitled *Seems I've Done Something Wrong Again* is finding favor, according to all accounts. The same pair are also responsible for *Moonlight, Solitude, Haunting Me* and *You're Not the Kind*, written in collaboration with Irving Mills.

*That Night in Cuba*, newest rumba by DeKarlo, 23-year-old Mexican composer, is being published next week by Southern Music. A few weeks ago E. B. Marks published another of the young Mexican's works, called *The Last Rumba*, with Spanish lyrics by DeArmo.

Sammy Cahn and Saul Chaplin, neither of whom is yet 25, but who have written some of the past season's hits, are now working for Warner Brothers in their Brooklyn, N. Y., studios. After six months they are to go out to the Coast. Their tunes include *Shoe Shine Boy, Rhythm in My Nursery Rhymes, Rhythm Saved the World* and others. Lou Levy manages the pair.

Ray Parker, songwriter, saxophonist and guitarist playing with Al Sander's Band at Sam Amado's Gayety Inn, Chicago, has written a new waltz titled *I've Tried So Many Times*. It's rumored that Will Rossiter is considering publishing it.

# Sheet-Music Leaders

(Week Ending July 10)

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

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

PHONOGRAPH RECORD best sellers will be found on page 71.

# Thru Sugar's Domino



**A** GAIN we focus our baby spot on booking and working conditions in the night club field. For good reasons, too. There is no field as important in the "flesh" category and there is no branch of non-mechanized amusement that is beset with as many evils of a deep-seated character. It seems inconceivable but is as true, nevertheless, as the reading of today's boiling thermometer that at least 90 per cent of night club booking violates all accepted standards of the show business. With the exception of highly reputable hotels and big spots the average after-dark pleasure emporia are booked on a day-to-day basis, or, as Paul Denis, our Broadway night spot sleuth, puts it, on a try-and-guess-nuts-to-you basis. Instead of getting dates in the real sense of the word, acts are brought by unconscionable agents for the usual "showings." Acts are slambanged around. Men are treated like homeless dogs; women get a dose of that and, as an additional tribute to their sex, are forced to stand for all kinds of indignities, insults and propositions that would be considered revolting even by thoroly experienced ladies of the evening.

In the average club that books its acts on a day-to-day basis performers are tolerated, to say the least. When a cafe owner stalls on salary payments (as they do oftener than not) the underworld tieup of the spot terrifies the victimized actor to such an extent that he hesitates even to consult an attorney as to his rights. We have discussed in quite some detail on previous occasions the frequency with which acts accepted for so-called showings are thrown out on their ear after a few days or a week without even carfare reimbursement to show for the work and heartaches involved in the vicious practice.

As hesitant as we usually are about drawing the attention of gendarmes and other law enforcement authorities to adverse conditions in show business branches, the night club situation is such as to cast aside all reluctance in the matter of taking off the lid. Licensing authorities, police, local prosecutors and all other governmental agencies delegated to protect the rights of human beings should be appealed to by performers for relief. At present there seems to be no other way of cleaning up conditions in an industry that can definitely represent the greatest source of income, pleasant work and advancement to thousands upon thousands of artists who no longer have theaters and vaudeville circuits to fall back upon for work.

\* \* \*

Racketeers, underworld characters, lecherous playboys, bulldozing big-money guys and fly-by-nighters still dominate the average spots on the night club map. Show business, as represented by honest, sincere persons seeking to earn a livelihood by actually working for it, cannot throw these rats out. Show business sentiment and power cannot under present conditions be crystallized to the extent that progress can be accomplished in this direction. It is up to the local authorities, to State alcohol boards, to licensing officials to do a clean, thoro job. If in certain communities this cannot be done there is only one answer, and Mr. Voter ought to know it—the answer is that criminals are working in alliance with the police and other law enforcement agencies.

Even in the great city of New York, where we are undoubtedly receiving the benefits of the best municipal government in a generation, conditions are hardly better than in towns in the West and Middle West where politics are of carrion stench. In New York, where a mayor sits who has ferreted crooked politics and politicians out of every nook and cranny of City Hall, it is well known among the boys in the know along Broadway that one of the most successful club booking agents is what he is because of his "connections" with the underworld mob. The citizens of New York, the performers who are affected and all others who are connected in any way with the legitimate phases of night club operation are entitled to know the character of his "connections," how he is able to get away with the shady stuff he pulls and why, despite his disfavor with every reputable showman in town, he manages to grab off most of the real big booking business consummated in New York.

\* \* \*

Big names, if they are sagacious, experience little difficulty in regard to salaries when playing even the worst of the chiseling spots. A name that means something on the dinner checks doesn't have to depend on the bounty of a chiseler. If it isn't one spot that will play the name another will. In his money relations with actors the owner of the average spot is like a man wearing a two-ply suit. To the big name he shows a neat front of white shirt and formal coat; to the average small-time act he shows a patchwork of meanness, lies, deceit and petty larceny. The night spot owner taken at random has no respect for the actor and doesn't hesitate to show his contempt. On the surface he is kindly disposed toward musicians, due to the strength of locals and the background of the American Federation of Musicians. The actor has no friends to speak of among those who buy and sell and exploit talent in the night club field because he has nothing to fall back upon. The average actor keeps to himself the sad tales of his experiences with night club owners, agents and others who tag along for a slice of the slim take. He has to be mute because he values his life, his alleged liberty and his vain pursuit of happiness.

\* \* \*

Even among those who should be classed as his own the night club performer is despised and kicked around a la gong. At the recent AFM convention in Detroit a resolution was introduced complaining that the entertainers were being paid so cheaply that they tended to drag down with them standards for bands. Therefore, be it resolved, etc., that the AFM should establish a minimum wage scale for entertainers and shows working with bands AT 50 PER CENT OF THE MUSICIANS' SCALE IN THE PARTICULAR JURISDICTION. A significant resolution, to say the least. At least some kindly musicians regard performers as being worth half of what musicians earn. Joe Weber put the resolution out of misery by explaining that jurisdiction over entertainers is in the hands of the American Federation of Actors.

There is something to be said after a fashion for the attitude of musicians toward artists working for apples. Their complaint is justified that entertainers are paid so low that cafe owners lose their respect for all who try to earn a living in the entertainment field—musicians, singers, dancers, novelty acts, etc.

\* \* \*

As if the condition of the average specialty person is not bad enough to warrant an indictment against the night club field, the average chorus girl has to contend with a situation that is revolting to the extreme. Thousands of coryphees receive \$18 in town and \$20 on the road. This includes reputable cafes away from New York and Chicago. Not much of an imagination is needed to fit into the picture an estimate of what line girls receive in beer gardens and smaller spots.

With conditions such as these performers who seek government relief when there is work to be had under strictly commercial auspices are not to be condemned. Government relief is much to be preferred by one with pride than the abuse in the night club field caused by grafting politicians and the invasion of a lucrative field by bums and racketeers.

## The Broadway Beat

By JERRY FRANKEN

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

**O**NE of those periodic publicity grabs that has gone afoul is a letter written to the editorial page of *The New York World-Telegram* recently by Enric Madriguera or his press agent, most likely the latter. The p. a.'s have recently realized that signing a letter on a vox pop page is another avenue of free linage and have gone haywire on it, with the dailies falling surprisingly often. At any rate, Madriguera's letter carried a line bemoaning an alleged "lack of good bandmen." It was spotted by plenty of the unemployed boys over at Local 802, AFM, and a group of them, armed with clippings, planned to descend on the executive board and beef, but loud. They say that even if this were true it would be a dumb thing for a leader to say, but that when it ain't so they're not going to let it go around. Once before a musician's press agent jammed him up with the union. That was when Ozzie Nelson was credited with saying, when the local was fighting the use of phonograph records on the air, that he, Nelson, liked the custom, 'cause it kept him before the public. Nelson, when queried by the board, said it was due to an overzealous press agent and that it was all a mistake.

Bela Blau, the legit producer, has it all figured out. He ducks aggravation, doctors' bills and a nervous explosion which, he feels, would result from waiting for a couple or writers to write, by a daily round of tennis fore coming into the office each morning. It lets out the old nervous energy; supplies a sunburn and is darn sight cheaper than visiting medicos. Blau is waiting for Milt Gross and Charlie Sherman to finish a musical. After five months of pulling teeth he got the first act. Looks like Gross and Sherman want to out-*Twentieth-Century* Ben Hecht and Charles MacArthur (the trial grabber), who kept Jed Harris waiting so long for that show and finally sold it elsewhere.

Guest columns allegedly written by names for vacationing Broadway and radio columnists usually shape up as the dullest of the dull, whether they or their press reps do them. One joyous exception is Fred Allen, who writes his own and couldn't be dull. . . . With everybody in the business aching to get away from New York when those two weeks roll around, Carmelita Zook, who is really a person and secretary to Jimmy Saphier, takes her vacash her own way. She buys a flock of tickets for the good shows that may still be here, sees the best pix and goes on a good food tear, eating in all the best spots. Usually goes with some friends from Cleveland, from whence she hails. And it makes no difference as to how hot it is, either. . . . Henry Rosenblatt changed his name to Paul Denis when he went in for commercial singing. He was at the Music Hall last week. When friends of *The Billboard's* Paul Denis said they liked his singing the confusion resulted in Rosenblatt making a second nomenclative change, to Dennis. . . . Joan Franklin, the former Violet McKee, who used to work with Charlie King, is active in the show business again. . . . Robert K. (Bob) Christenberry, the new general manager of the Astor Hotel, is having hats taken off to him in both the hotel trade and along Broadway. When he took over the hotel it was ebbing fast, but things have been jacked up until it is now back in its place. Incidentally, the S. Rankin Drew Post of the American Legion threw a luncheon honoring Walter Wanger on his return from Europe last Friday, July 10, at the Astor. Colonel Lewis Landes, post commander, presided, and Johnny Dowd, RKO publicity head, was in charge of arrangements.

## Chicago Chat

By NAT GREEN

**L**OCALS ducking the Loop to escape the terrific heat, but out-of-towners here in sufficient force to keep up a fair average. . . . Conventions bringing in hundreds. . . . Last week the broadcasters gathered from hither and yon; this week it's the costumers, and next week the music merchants have their inning, with the dancing masters in the offing. . . . Wonder what the latter will have to offer in the way of new dance steps!

The railroads are taking a leaf from show biz. . . . The result of their consistent ballying of the various streamline, air-conditioned trains has been a tremendous increase in rail travel. . . . The other day we had the pleasure of lurching on the Hlawatha, crack Chi-Twin Cities train of the C. M. St. P. & P., with Frank Newell and B. J. Schilling, of that road, and it was a real treat. . . . Thanks to new ideas the railroads are due for a renaissance. . . . Imagine being able to get a first-class dinner on a diner for 75 cents! . . . It's revolutionary, but it's going to build good will and patronage for the railroads. . . . And with the cooling systems installed "there's always spring in the air" on these streamliners and it's already having a marked effect on travel.

Beverly Kelley and his wife were in town last week in connection with the furniture men's exhibits. . . . Bev happened to be watching the screening of Warner Bros.' *Green Pastures* when a wire arrived offering him a job ahead of the picture and he immediately hopped a ratlier for N'Yawk. . . . Lou Finn is wearing a broad smile these days. . . . Says the public is going strong for those Ray-o-Lite amusement machines and he can't install 'em fast enough to meet the demand. . . . Nan Elliott back in town after a long sojourn in California and probably will anchor here. . . . Allen King, former animal trainer, now with Henry Ford, came in to see the Mix show at the Coliseum and spent a pleasant evening renewing old circus acquaintances. . . . MCA moving shortly to Radio Row, where they have leased six upper floors and the lower level of a 14-story building. . . . Building is virtually owned by MCA, as Mrs. Jules C. Stein, wife of the MCA president, is the chief stockholder of the Four Thirty Corporation, which recently bought the building.

When Edward Everett Horton, famous movie actor, and his brother, W. D. Horton, were in Chi last week, the screen star put in some time on the Stevens sun roof bicycle riding on the roof promenade. . . . Horton arrived in town sporting a new English mustache that will be featured in his new picture. . . . He left for his New York summer home at Lake George, and thence to England via the Normandie to go into production with Genevieve Tobin in *The Man in the Mirror*.

Beatrice Gardner, Toledo dancing school op who furnishes line girls for many shows, was a Chi visitor. . . . Seen at a famous luncheon club the other day—Conroy of Ringlings, Hopper of Barnes, and Newman of Cole-Beatty, along with Herb Duval, H. A. Atwell and sundry circus fans. . . . Kay Griffith, pretty screen star, back home from Hollywood and denies plans to marry Buddy Mareno, of Griff Williams' band. . . . Doris Robbins, titian-haired singer, on her way west for a screen test.

## News of the Week

On July 8 Dr. A. H. Giannini was unanimously elected president and chairman of the board of United Artists Corporation at the annual meeting of the owner-producers in Hollywood. Among those present were Mary Pickford, Charles Chaplin, Douglas Fairbanks, Samuel Goldwyn, and Murray Silverstone, representing Alexander Korda.

Giannini will remain a director of the Bank of America but will relinquish his present position as chairman of the general executive committee.

The two Schencks, Nicholas M., president of Loew's, and Joseph M., chairman of 20th Century-Fox, met last week to hold a confab on the much-talked-of Loew-Gaumont-British deal. Last Wednesday Joseph M. Schenck confirmed a rumor that deals were being considered with Isidore Ostrer, Gaumont-British chief, and that a purchase of G-B control was in the air.

Nicholas Schenck said that, altho Loew's might want to buy a piece of G-B, he did not know definitely what percentage of the company was offered nor what price was asked. On the other hand, it is rumored that Joseph Schenck has reached an accord with Ostrer for purchase for Loew of 25 per cent of Ostrer's interest in the British company.

Edward Finney, Republic's publicity director, is no longer with that company, having resigned to become advertising and publicity director for Grand National Films, Inc., according to Carl Leserman, vice-president and sales chief of Grand National. Finney's previous experience was as president of AMPA and with MGM and United Artists.

The Fanchon & Marco St. Louis deal was finally settled last week, giving Fanchon & Marco control of the Orpheum, Shubert-Rialto and Hi-Pointe theaters in St. Louis. This brings to an end the long-drawn-out negotiations following the litigation between F. & M. and Warners, RKO and Paramount last winter. The details of the deal also solve Fanchon & Marco's product troubles.

Exhibitors in Louisiana got a break last week when the Legislature adjourned, thus putting an end to a lot of pending theater legislation, including bills on chain theater tax, bank night (defined as a lottery), no standing room, etc.

RKO's net profit of \$695,000 for 1935 will be equaled by the earnings of the corporation during the first half of 1936, according to indications of present figures. The financial position of the company is understood to be excellent, which is a factor in increasing the possibility of a plan of reorganization by next winter.

According to the terms of the new Gene Autrey-Republic contract, which disposes of a salary quarrel, Republic will have sole right to all Autrey Westerns during the next seven years. The agreement was reached out of court last week.

Owing to the anticipation of unusual competition from political activities in the fall of the year, the motion picture industry is already thinking of staging suitable campaigns in order to offset the effects of rallies, conventions, etc. Plans will be concluded during August to be put into effect for September and October, which months will witness the release of many important pictures. The campaign will be decided upon by the Producers' Association.

BJS Pictures, Inc., a new production company, was organized last week. Officers are C. C. Burr, president; Harold Strotz, treasurer; Ray E. Johnson, vice-president, and Robert Sherwood, secretary. Present plans call for the making (See News of the Week on 4th col.)

**THEATRE EQUIPMENT NEW & USED**  
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### "THE BRIDE WALKS OUT"

(RKO)

TIME—80 minutes.

RELEASE DATE—July 10.

**PLOT**—Carolyn, who loves Michael, an engineer, is rushed into a marriage by the latter, altho he only earns \$35 a week and she wants to live in some luxury. Accumulation of bills, creditors, etc., precipitates petty quarreling. When the furniture is removed by the indignant Acme Furniture Company a Broadway playboy, in love with Carolyn, saves the day by sending up a houseful. A serious break occurs, however, when Carolyn insists on working to eke out the budget. Husband walks out on her and contracts to go to a dangerous part of South America in order to make a lot of money to give to his wife. When Carolyn, who has meanwhile made a useful citizen of the playboy, hears of Michael's plans she rushes off to reclaim him. All ends happily in a finale at the pier, with the playboy doing a graceful fadeout.

**CAST**—Gene Raymond, Robert Young, Ned Sparks and Helen Broderick. Regulation light comedy performance.

**DIRECTOR**—Leigh Jason. Comic sense at times reaches high levels but is hampered by a spotty script.

**AUTHORS**—Screen play by P. J. Wolfson and Philip G. Epstein. Original story by Howard Emmett Rogers.

**COMMENT**—An oldie but nicely tailored for duals. Pleasant enough.

**APPEAL**—General.

**EXPLOITATION**—Routine and some of the more sprightly dialog.

### "PUBLIC ENEMY'S WIFE"

(WARNER)

TIME—78 minutes.

RELEASE DATE—July 25.

**PLOT**—When Judith Roberts gets out of jail, where she has been for three years because of the crimes of her husband, Gene Maroc, she decides to marry again. But Maroc, tho a lifer, announces he'll bump off anybody she marries. Possibly because of that, her intended playboy-spouse falls off his polo pony, and a G man substitutes for him at the wedding, the whole thing being a naive plan to catch Maroc, who has meanwhile escaped. But he doesn't show up, so Judith and the G man go on a fake honeymoon. Maroc thereupon gets her from under the ace sleuth's nose, tho he's eventually captured after a chase and some silly sleuthing on the part of the detectives. The G man and Judith, of course, decide to let the marriage stand.

**CAST**—Pat O'Brien, Margaret Lindsay, Cesar Romero, Robert Armstrong, Dick Foran, Joseph King, Hal K. Dawson and others. O'Brien is pleasant but thoroly unbelievable as the G man. Lindsay less pleasant but more believable as the gal. Romero, as Maroc, turns in the best job of the lot.

**DIRECTOR**—Nick Grinde. A refreshingly intelligent treatment of a completely unintelligent yarn.

**AUTHORS**—Screen play by Aben Kandel and Harold Buckley, from a story by P. J. Wolfson. A modern-dress version of If-You-Kidnap-the-Papers-I'll-Tear-Up-the-Cheild.

**COMMENT**—The G men ought to sue.

**APPEAL**—Action fans.

**EXPLOITATION**—Play it as a new angle on the films' well-worn cops-and-robbers game.

## 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 Opin-ion	Comment
I Stand Condemned (UA)	8	5	2	"Fair espionage melodrama."—Harrison's Reports. "Exciting spy melodrama."—American.
The Reckless Way (Puritan)	2	1	2	"Little or nothing to sell."—The Billboard.
Parole (Universal)	13	2	3	"Timely yarn nicely done."—Film Curb. "Smashing indictment."—Box Office.
Palm Springs (Paramount)	4	3	6	"Outstanding musical."—Film Curb. "Highly satisfactory."—Box Office.
The Border Patrolman (20th-Fox)	9	2	3	"Fresh, breezy comedy."—Film Daily. "Should hold up its half."—Variety.
Last of the Warrens (Supreme)	1	1	0	"A study in naivete."—The Billboard.
The Shadow (Globe)	0	4	1	"Weak murder-mystery."—The Billboard.

## Exhibitors' Organizations

Last week Ed Kuykendall, MPTOA president, declared in a bulletin that his association had accomplished everything within its power in its attempt to establish a program of equitable trade practices between exhibitors and distributors. The work of the committee which had been contacting various major distributors was declared finished. The rest of the job now, in Kuykendall's opinion, lies within the province of the distributors. In the event that nothing is done, Kuykendall is of the opinion that additional legal entanglements and legislation will result. Kuykendall's statement is quoted, in part:

"We have gone as far as we can (to advance the 10-point program), the responsibility is now squarely on the distributors as to whether any sort of self-regulation is now possible in this business. They must decide whether the theater owners of this country can hope to have their complaints and grievances taken care of to a reasonable extent within the business or must look to the courts and legislatures for a hearing and for any sort of regulation of unfair competitive practices."

If current plans go thru Independent Theater Owners of Philadelphia, Inc., will be expanded. A meeting was held last Tuesday, a sum of money was voted for the work and confabs have already begun between representatives of the local organization and the parent body.

ITOA last week sent out to all its members application blanks for matrons, in accordance with the Stand law permitting children under the age of 16 to New York theaters in which a matron will be in charge of a designated area of the house. Matrons applying for the job must be recommended by exhibitors and will be given a physical and mental test by the Board of Health. The increase or decrease of sections for children will be decided upon by a confab between representatives of the exhibitor and the Board of Health. The money paid for licenses, \$2 by the matron and \$10 by the theater, will result in an annual revenue of about \$5,000 to the city.

Independent Exhibitors, Inc., Boston, unit of N. E. Allied, has asked its members to advise the secretary by mail of problems which might be solved thru the courts.

MPTO of Connecticut held its annual golf tournament at the Race Brook Country Club July 14, with about 30 foursomes playing.

ITO of Kansas City has appointed Joe Green and Mrs. Abe Maier to arrange the details of a midnight party to be held during the latter part of August. Twenty acts of vaudeville will probably be the draw, and the blowout will very likely take place at the Lindbergh Theater. Money taken in will be turned over to the treasury.

## NEWS OF THE WEEK

(Continued from 1st col.)

of six comedy melodramas and six outdoor musicals.

Payment of \$481,944.78 as expenses for the organization of General Theaters Equipment Corporation, which was formed as the result of the receivership of General Theaters Equipment, Inc., was approved by Chancellor Josiah O. Wolcott in Chancery Court at Wilmington, Del., last week.

General Theaters Equipment, Inc., has been in receivership in Wilmington since February, 1932, with United States Senator Daniel O. Hastings as receiver. Assets of the estate were sold recently to a reorganization committee headed by Arthur W. Loasby, chairman, New York.

The largest allowance went to Breed, Abbott & Morgan, counsel for the reorganization committee, being allowed \$110,000 less \$11,250 previously paid. Richards, Layton & Finger, Wilmington counsel for the reorganization committee, was allowed \$15,000 less \$2,500 previously paid. The Corporation Trust Company was allowed \$2,247.25 for compensation and disbursements, including the reorganization taxes incurred.

**"FATAL LADY"**

(PARAMOUNT)

TIME—76 minutes. RELEASE DATE not given.

**PLOT**—A gal opera singer flops at her New York debut because that afternoon she was questioned concerning a murder. She changes her name, goes to South America and wins success until her chief suitor is killed just after he proposes to her. She changes her name again and this time heads for Paris, followed by a lad smitten of her charms. The lad is in turn followed by his elder brother, who tries to rescue him from the dame's clutches. The lad is also killed, and the brother pretends to be the gal's suitor, in order to direct the attack at himself and uncover the murderer. The attack comes, and it turns out to be the gal's old maestro, who wants to save her for himself and music.

**CAST**—Mary Ellis, Walter Pidgeon, John Halliday, Guy Bates Post, Norman Foster, Ruth Donnelly, Edgar Kennedy, Alan Mowbray and others. Ellis, unfortunately, can't sing any better than she can act. Pidgeon, Halliday and Post do good jobs.

**DIRECTOR**—Edward Ludwig. Ominous effects well contrived. Also notable in that he presents opera on a stage as it might conceivably appear on a stage.

**AUTHORS**—Screen play by Samuel Ornitz and Horace McCoy, from an original by Harry Segall. A good enough melodramatic idea, but worked out none too well.

**COMMENT**—A good enough thriller that might have been a great deal more than that.

**APPEAL**—Duals, mostly.

**EXPLOITATION**—Central situation. Doubtful if Ellis' legit reputation will do much good.

**"THE CRIME OF DR. FORBES"**

(20TH CENTURY-FOX)

TIME—76 minutes. RELEASE DATE not given. PRODUCER—Sol M. Wurtzel.

**PLOT**—Dr. Michael Forbes, medical student, is sent thru college and given a position in a research institute as assistant to Dr. Godfrey by Godfrey. They are endeavoring to find a cure for a spinal disease, and when Dr. Godfrey is called to Arizona to study some skeletons dug up there Forbes falls in love with Godfrey's wife. Godfrey is badly injured in a fall, but altho he is suffering terribly, his death may be a question of days or years. He begs for an overdose of opiate from Forbes, Dr. Anna Burkhardt and Dr. Empey, his assistants, but they all refuse, altho Forbes is tempted to give him the overdose so that he can land his wife. Next day Godfrey is found dead. Dr. Burkhardt, jealous of Forbes, has Forbes arrested for murder. Trial looks black, but the defense attorney finds out that each assistant doctor gave Godfrey an extra grain, in itself not fatal, but combined, enough to kill.

**CAST**—J. Edward Bromberg, Robert Kent, Henry Armetta, Gloria Stuart, Sara Haden, Alan Dinehart, Charles Lane, DeWitt Jennings, Taylor Holmes, Paul Stanton, Russell Simpson. Bromberg good and doesn't overdo his pain act. Kent is wishy washy, but Stuart, Armetta and Lane are good.

**DIRECTOR**—George Marshall. First-rate piece of megging. Scene underground where Forbes is tempted to kill his benefactor ought to slay the laity.

**AUTHORS**—Frances Hyland and Saul Elkins. Commonplace plot made effective drama. Laughs well mixed in by way of Armetta.

**COMMENT**—Properly exploited, picture can overcome its box-office cast weakness and produce solid business. It's a good picture.

**APPEAL**—Adults.

**EXPLOITATION**—The mercy killing angle. Best letters on both sides.

**"FORGOTTEN FACES"**

(PARAMOUNT)

TIME—72 minutes. RELEASE DATE—May 15.

PRODUCER—A. M. Botsford.

**PLOT**—A devoted husband and father finds that his wife is unfaithful so kills the other man, going to jail for it. Before he goes, tho, he places his little girl with foster parents, not telling his wife where. Seventeen years later the wife, who has hit the stage slide until she's a strip gal in burlesque, visits him in jail to find the girl's whereabouts, intending to blackmail the foster parents. He is intent on stopping her, gets a parole and does succeed in preventing the girl from learning anything about her antecedents, tho both he and his faithless wife meet death in the process.

**CAST**—Herbert Marshall, Gertrude Michael, Robert Cummings, Jane Rhodes, Robert Gleckler, Arthur Hohl, Pierre Watkin and others. Excellent and sincere work, with Marshall fine as the father and Michael doing a beautiful job in the much more difficult role of the mother.

**DIRECTOR**—E. A. Dupont. Definitely in the thick Teutonic tradition, with a constant sense of impending doom, much resort to lights and shadows and odd pictorial effects, and no lightening of the mood. A good "art" job on something that couldn't take it.

**AUTHORS**—Screen play by Margaret Roberts, Robert Yost and Brian Marlow, from a story by Richard Washburn Child. Heavy ten-twenty-third.

**COMMENT**—Excellent acting and an interesting tho not fitting directorial job, wasted on thick melodramatic hokey.

**APPEAL**—May get by in nabes.

**EXPLOITATION**—Only the names can carry it.

**"M'LISS"**

(RKO)

TIME—66 minutes. RELEASE DATE—July 17.

**PLOT**—Washoe Smith, amiable drunkard and founder of the town of Smith's Pocket, is accidentally shot when he tries amicably to settle a brawl in the town saloon. His pals, Ellis, a gambler, and Alf, a barkeep, promise to take care of his daughter, Melissa, who, together with the old man, was recently dispossessed from her home by Mayor Morpher, who converted the building into a school. Melissa falls in love with the new schoolmaster, Stephen Thorne, who falls in love himself. Combined menaces are the Morpher family, one of whom circulates false rumors concerning the valor of Stephen and makes a play for Melissa. Ellis, seeing the villain prowling around Melissa's cabin at night, shoots him. The crime is nearly pinned on Stephen, but all is straightened out to the advantage of the just and good. Marriage.

**CAST**—Anne Shirley, John Beal, Guy Kibbee, Douglass Dumbrille, Moroni Olsen, Frank M. Thomas and others. Shirley and Beal, two youngsters, capably handle the leads, with good support from Kibbee and Dumbrille.

**DIRECTOR**—George Nicholls Jr. Okeh.

**AUTHORS**—Screen play by Dorothy Yost, from novel by Bret Harte.

**COMMENT**—Another of those rural love idylls, rather folksy and sentimental.

**APPEAL**—General, with a class leaning.

**EXPLOITATION**—Routine.

**"THE HARVESTER"**

(REPUBLIC)

TIME—65 minutes. RELEASE DATE not given.

**PLOT**—David, an earnest young farmer, is the marital catch of the Limberlost. Little Ruth, who lives with Granny Moreland, loves him, but he's hooked by Thelma Biddle and her scheming ma. Mrs. Biddle, however, outschemes herself. David has a great affection for Ruth's little sister, and when Mrs. Biddle plans to have the child sent away to an institution David gets his dander up and fights back. The result is, of course, that little Ruth comes into his new farmhouse as his wife.

**CAST**—Russell Hardie, Ann Rutherford, Alice Brady, Frank Craven, Joyce Compton, Eddie Nugent, Cora Sue Collins, Roy Atwell, Fern Emmett and others. Hardie and Rutherford in the leads speak their pieces with about the effect of a public school vaudeictorian. Most of the rest are rustic till it hurts. Even Brady and Craven can't do anything with this material.

**DIRECTOR**—Joseph Santley. He pasted on a goatee and called himself Uncle Si for this one.

**AUTHORS**—Screen play by Gertrude Orr and Homer Croy and adaptation by Robert Lee Johnson and Elizabeth Meehan, from the novel by Gene Stratton-Porter. Those who know claim that the film bears about as much resemblance to the novel as a hunk of Camembert does to a dish of ice cream.

**COMMENT**—Sugar-coated oats.

**APPEAL**—Kids, maybe. Tho kids must have more sense.

**EXPLOITATION**—Maybe you'd better not play up the book too heavily. The picture was thoroly resented by at least one faithful reader.

**"THE BIG NOISE"**

(WARNER)

TIME—68 minutes. RELEASE DATE—June 27.

**PLOT**—A retired big gun of the woolen industry champs at the bit and so buys an interest in a dry-cleaning establishment with a young lad. He has fun there, and the enterprise prospers until a bunch of racketeers demand their rake-off. The old gent, getting sore, decides to rid the town of all racketeers. So he plays the rival gangs off against one another until they're all exterminated. He returns to the head of his woolen firm, and his young partner gets his daughter.

**CAST**—Guy Kibbee, Warren Hull, Alma Lloyd, Nick Foran, Marie Wilson, Henry O'Neill and others. Playing much better than material, with Kibbee doing all that can be done. Wilson outstanding, as usual, in a small part.

**DIRECTOR**—Frank McDonald. Routine.

**AUTHORS**—Screen play by George Bricker and William Jacobs, from a story by Edward Hartman. The bottom in good-humored hokey.

**COMMENT**—A weak one.

**APPEAL**—Lower brackets.

**EXPLOITATION**—Kibbee.

**"AVENGING WATERS"**

(COLUMBIA)

TIME—57 minutes. RELEASE DATE—May 8.

**PLOT**—Ken Maynard, making a cattle deal with Mortimer, a rancher, becomes involved in the latter's quarrel with Mark Slater, a neighbor who, being a "free range man," tries to prevent Mortimer from fencing off his property. Maynard has a few rough-and-tumble fights, proves quick on the draw, falls in love with Mortimer's daughter, Mary, and plays a harmonica. In addition, he is captured by Slater's men and locked up in a shack when he tries to seek aid to open a stream which had been impounded by Slater and which is Mortimer's only supply of water for his cattle. A rainstorm bursts the dam, and Slater's outfit, which lies in the path of the onrushing flood, is wiped out. Ken, who breaks out of the shack with the aid of his horse, rescues Mary just as the flood is about to engulf her.

**CAST**—Ken Maynard, Beth Marion, Ward Bond and John Elliott. Gal the best of the lot.

**DIRECTOR**—Spencer Gordon Bennet. Stock job.

**AUTHOR**—Story and screen play by Nate Gatzert.

**COMMENT**—Some trick photography in this one. Otherwise average.

**APPEAL**—Alfalpa circuit.

**EXPLOITATION**—Routine and flood sequence.

**"ROARIN' GUNS"**

(PURITAN)

TIME—65 minutes. RELEASE DATE not given.

**PLOT**—Walton and Evans, two villains, obtain control of cattle lands by shooting owners who refuse to sell. A few holdouts, in desperation, ask the Cattlemen's Association to send Tim McCoy to bring peace to the plains. Arrived, Tim gets the draw on a couple of men on the main street and assumes control. In the midst of hostilities May Morgan, daughter of Dave, a rancher, comes to see her papa, but Tim takes her to a mountain cabin for safe keeping. Walton puts a bug in Morgan's bonnet that Tim will do his gal no good and the old codger goes to investigate. He is ambushed and the crime is pinned on Tim, who then goes after the hombres in earnest. Success in war and love.

**CAST**—Tim McCoy, Rosalinda Price, Wheeler Oakman, Rex Lease and John Elliott. Tim is tough, gruff and grim.

**DIRECTOR**—Sam Newfield. Tallor made.

**AUTHOR**—Story and continuity by Joseph O'Donnell.

**COMMENT**—Alfalpa clicker.

**EXPLOITATION**—McCoy.

# Next Season's Activity To Be Boon to Performers

**Plans of Hirst and Wilner and Weinstock's house on the Coast will bring higher salaries and extended bookings—Wilner takes over Shubert, Philadelphia**

NEW YORK, July 11.—With considerable activity planned for next season in the burlesque field, the performers are in line for healthier conditions than they have ever enjoyed in the past. In view of next season's competitive angles, the performers are scheduled for higher wages and longer bookings. The Independent Burlesk Circuit is making ambitious plans for the new season, with reports of from 15 to 20 weeks, and the Wilners are around grabbing up houses, with one spot definitely set and others scheduled to follow. Competitive angle is further stressed by the return of the Weinstocks into the Hollywood fold with burlesque.

While the Indie Circuit is working under cover as regards its plans for expansion, it has been heard from authoritative sources that there are several theaters in the Midwest slated to join the wheel. In any event, the group will have its original 10 weeks. The Wilners have definitely closed for the Shubert Theater, Philadelphia, which they will open in September. Also, they are negotiating for theaters in Baltimore, Brooklyn and other spots.

Joe Weinstock will open the Playhouse, Hollywood, July 30, with Harold Weinstock taking charge. The lease on the house was taken over from George Shafer, and it is for three years with an option to buy. A large cast is being sent from here, including Carrie Finnell, Nadja, Mike Sachs, Alice Kennedy, Floyd Hallicy, Jack Rosen and Harry Clexx. The policy will be a two-a-day, with 10 shows on the week instead of 12 as last season. Freddie O'Brien will produce the shows out there, and Grover Franke will help out also.

Considering all this activity, operators of stock houses will be compelled to up their salaries for performers and also to hand out extended bookings instead of booking from week to week.

## Lake Meets With BAA On Contract Matter

NEW YORK, July 11.—Jimmy Lake, of the Gayety, Washington, D. C., and representing the Independent Burlesk Circuit, met last night with the executive board of the Burlesque Artists' Association. The meeting was the first on the subject of contracts for the new season.

This meeting was the result of a decision among the members of the Indie Circuit to have Lake negotiate with the BAA in view of the strained relations between Issy Hirst, head of the circuit, and Tom Phillips, head of the BAA.

## Irving Place, People's Close for the Summer

NEW YORK, July 11.—Two more burlesque theaters here have folded for the summer, with Tony Miccio shutting the doors of the Irving Place and the People's. Both houses closed Thursday night, and Miccio reveals that the closings are just for the remainder of the summer.

A last-minute attempt was made by someone connected with the Irving Place to keep it open, but arrangements could not be made.

FAY SHIRLEY, former burlesk prim, and husband, Claude Greth, stagehand, are now in Reading, Pa., with their 11-year young son. As are also Eddie (sign painter) and Pansy Daly, other ex-burleskers.

## Burlesque Club's Partial Liquidation

NEW YORK, July 11.—Members of the Burlesque Club agreed upon a partial liquidation Wednesday night, with each of the 55 members in good standing coming into dividends of \$300. Another meeting has been called for July 19, and, if there is no majority objection to it at that time, the liquidation will take place.

The club is to be continued, but arrangements will be made at the next meeting to make it self-sustaining, which will probably mean that the club will move out of its present quarters in the Forrest Hotel.

## Indie Circuit Sets Up Headquarters in N. Y.

NEW YORK, July 11.—The Independent Burlesk Circuit is moving its headquarters from Philadelphia to this city, with Issy Hirst taking a suite of offices in the Bond Building here. The new offices are scheduled to be opened this Wednesday.

It is understood that Hirst will spend all his time here, instead of making his one-day-a-week trip as he has been doing in the past.

SAMUEL CUMMINS, of the Jewel Productions, Inc., New York, recently arrived from Indianapolis, is anxious to find Jack Kane, burlesk theater operator, also from Indianapolis and presumably now in Manhattan.

## Court Dismisses The Eltinge Case

NEW YORK, July 11.—The case against Morris Rudnick, Eddie Madden and Kenneth Rogers on the police charge of an indecent performance at the Eltinge Theater here was dismissed Wednesday in Jefferson Market Court. Magistrate Cullen ruled that the evidence was insufficient.

Rudnick and Madden, operators of the theater, and Rogers, producer, were arrested July 1 when police officers interrupted the performance because of an alleged nude dancer.

# Burly Briefs

MILTON SCHUSTER left on a hurried trip to Detroit this week for a conference with Travers & King in reference to talent for their new theater in Toledo, which is scheduled to open in the fall.

Harry Hirsch met with Schuster in Chicago this week regarding performers for his Minneapolis and Kansas City houses.

M. W. Pickens, of the Garrick, St. Louis, was also a Chicago visitor. Helen St. Clair has closed at the Roxy, Cleveland, and opened at the Avenue, Detroit.

Danny Jacobs opens at the Roxy, Toronto, July 19.

Bert Grant replaced Ray Parsons as straight man at the Rialto, Chicago.

Kitty Ellis passed thru Chicago en route to her home in San Francisco, where she will vacation with her family.

Elmer Wright, of the Reno Theater, Oklahoma City, was among last week's Chicago visitors. Mary Weldon has been brought from the Coast by Milt Schuster, who is booking her into the National, Detroit.

HARRY ROSE returned to New York last Wednesday by auto from the Coast after an absence from the East of about a year and a half. He opened Sunday at a night spot in Old Orchard, Me. Frank Penny left New York Saturday to head the social staff at the Empire, Ferndale, in the Catskills. Janice Andre, the "Leda and the Swan" dancer from Jimmy Kelly's night spot in New York, opened Friday at the Apollo. (See BURLY BRIEFS on opposite page)

# Burlesque Reviews

## Gaiety, New York

(Reviewed Tuesday Afternoon, July 7)

A packed house at this first show despite the scorching weather outside, but if the house wants to keep that patronage it had better perk up things to get around the dullness. Those noisy fans all around the house, those two huge standing fans blocking the view of the wings and the dimmed lights all tend to lessen the enjoyment of the show. Of course, fans are needed to cool things off and the dim lights are probably due to the recent Eltinge pinch.

Handling the comedy are three ace funmakers, Frank Silk, Tommy Raft and Gus Schilling. Latter used to be stage

manager here, but definitely shows that he's an A-1 entertainer. They all corral a flock of laughs, but unfortunately they dip too deeply into the blue and much of it is old stuff. Besides, those noisy fans make hearing difficult.

Feeders, besides the doubling strip women, are Jimmy Francis and Jack Lyons, the latter doubling at singing. Francis is a tried and true straight who helps swell the laugh returns, and Lyons is effective also in his many bit parts. All the strippers, except Roxanne, have bits to do and handle them well.

Strippers, in order of their appearance, are Mary Brown, Diane Johnson, Barbara Doane, Joan Carroll, Jean Wade and Roxanne, four blondes and two brunets. They're a nifty looking aggregation and experts at the art of disrobing. Their finishing punches, unfortunately, are toned down by dimmed lighting, and the patrons go in for a lot of neck stretching to get around those huge fans that block the bowiffs of the girls.

Besides the singing of Lyons, which is swell, Gordon Clark contributes more, he's the show's singer. He makes a swell appearance, but he's not so forte on voice. Needs a mike, and even then Lyons has him topped. The 15 chorines fill out the stage effectively and are a hard-working bunch of lassies who do nice work of Billy Koud's clever routines. Koud did a nice job of the production, helped considerably by tasteful drops. SIDNEY HARRIS.

# U-Notes

By UNO

ETHEL RAYMOND, wife of Leonard, of the Star, Brooklyn, was chief entertainer during the festivities attending the large party backstage July 2, given by the Raymonds and the Adlers to commemorate a successful season's windup. Other guests included Mr. and Mrs. Adolph Grad, Mrs. J. C. Brown, Ida Rose, Norman Thorne, Jack J. and Samuel C. Duberstein, Anthony J. DeLesio, William Ginsberg, Herbert Conord, Asbestos King, William McNally and Dr. Charles Savvio.

ALLEN GILBERT'S blue-ribbon show-girls gracing the ensembles at the Apollo, New York, comprise Virginia Wilson, June Taylor, Drew Waring, Dorothy Frances, Margie Younger and Loye Astride.

MADGE CARMYLE, now tap dancing and doing ultra nudes in night clubs, from Leon and Eddie's, New York, to Westover Inn, Morrisville, Pa., and then to the Nomad Club, Atlantic City. With her at the Nomad is another ex-burlesquer, Mae Baxter, who has been night-clubbing the last eight months in the West. Both under direction of Lew Rigler and Stanley Woolf.

JOEY FAYE, comic, celebrated a birthday Sunday at the Rialto, Chicago, where he received a many-happy-returns wire from Bobbie Drake at the Republic, New York, headed for a principal's berth next season.

PEGGY O'NEIL, recovered from severe injuries sustained by being hit by an auto several months ago, now emceeing in Shapiro's cabaret, Brooklyn.

LUPE MILFORD postcards from Wyoming that she is en route to Hollywood to visit ma Sue Milford and dad Larry Francis.

JACK BECK, agent, vacationing in Atlantic City with Issy Hirst, Betty Palmer, Larry Nathan and Mr. and Mrs. Frank Bryan, got his name in the local papers and a lot of laughs by appearing on the Boardwalk in one of those 10-gallon lids which Johnny McGuinness, Indie circuit stagehand, was presented with recently at the Texas Centennial and which Johnny, in turn, presented to Hirst.

DANNY MORTON, juv. tenor, new to burlesk and managed by Jack Terris, opened at the Republic, New York, July 3 for two weeks.

OTTO KREM, carpenter backstage of the Apollo, New York, in deep mourning over the loss of his mother, who died July 4 at the age of 88 at the family home on East 82d street, New York.

MOE COSTELLO, manager of the Eltinge, New York, and Mimi Lynn, principal, parted July 3d evening by friends on their engagement announcement.

JEANNE WADE left the Gaiety, New York, July 9 to vacash a short while in Cleveland and a little longer at her home in Los Angeles.

KEN ROGERS, pro., booked to appear at the Eltinge's (New York) court hearing July 8, flew in from the National, Detroit, and right back again the same day in a happy mood because of the not-guilty verdict.

FAY TOBY, of the Republic's (New York) lineup, scheduled for a principal berth on the Indie circ next season, will in the meantime continue in the chorus for at least the Hollywood stay. Also picked by Harold Weinstock for the (See U-NOTES on opposite page)

# ATTENTION B. A. A. MEMBERS

BEFORE SIGNING ANY CONTRACTS FOR THE COMING SEASON COMMUNICATE WITH YOUR OFFICE.

YOU MUST DO THIS FOR YOUR OWN PROTECTION!

TOM PHILLIPS  
Executive Secretary

BURLESQUE ARTISTS ASSN.  
1564 BROADWAY, NEW YORK, N. Y.

## PROFESSIONAL CARDS

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# Tab Tattles

**JOE FRANKLIN'S** *Fantasy Follies* will travel by automobile this season instead of by bus, three trailers having been added to the show equipment this season. New scenery has been built for the theater show and new outdoor equipment has been added to the outdoor version. It is also understood that all faces around the show will be new this year. . . . Two of Ed Gardner's units, *Passing Parade of 1936* and *Sirens in Satin*, having just completed 38 weeks on the Wilbur Cushman Circuit, are set for Mexican tours this summer. *Parade* will open at the Alameda Theater, Mexico City, on August 1, with *Sirens* following two weeks later. Tours under the direction of Cushman. . . . Marie Purl and her *Say It With Ladies* unit played the Mishler Theater in Altoona, Pa., last week. . . . Nat Lee, former tab man, joined Jimmy Loster's WPA vaude unit playing in and around Pittsburgh four and five nights a week.

**JERRY PHILLIPS**, who recently closed with Minsky's in New York, was married July 6 to Frank J. Malcom in Indianapolis. The newlyweds are making their home in Hopewell, Va. . . . A. L. Bryan, former manager of Bryan's Comedians, is recuperating at the California home of his daughter, Blanche Bryan Streeter, from a broken hip received in a fall from a Los Angeles street car. Would like to hear from his friends and is located at 6507 Alcott, Tujunga, Calif. . . . Tom Hutchison writes the following from Fairmont, W. Va., of happenings on the Tolbert Show: "Well, there ain't no business so what's the use of talking about it? The billing brigade has been doing plenty of daubing, other advertising angles are being well taken care of, but the people are just not coming out. So that's that! Our trek thru Pennsylvania was far from standard, but we had plenty of bad weather to contend with. Billy Miller left for home suddenly last week. He has been in poor health for some time and finally decided to call it temporary quits. Things I would like to know: Why Johnny Reynolds carries a cane? Why Buddy Hale won't let me have the marquee after the first act? What Lew Childre does with his idle hours? Why Red Corley is so quiet? Why Hobart Hale and yours truly don't visit ear specialists? And why I ever started to write these things?"

## BURLY BRIEFS

(Continued from opposite page)

New York, thru Dave Cohn. . . . Cohn also booked Lee Perrin into the Gaiety, New York, her first appearance in the East. . . . Nat Mortan and his brother, Harry H. Altman, attorney, moved Friday from the Publicity Building, New York, to more spacious quarters in the Bond Building. . . . It's Mortan's first move in 15 years. . . . Joan Carroll has received an extension of three more weeks at the Gaiety, New York, with an option of four more to follow. . . . Columbia Pictures has contacted her for appearances in shorts.

**POPKIN AND RINGER** have added Leonard Kramer to their New Capitol Theater burly show in San Francisco. . . . Billie Diamond is also a member of the company. . . . She's a specialty dancer and comedienne. . . . Billie Bird, prima donna and specialty dancer, along with Betty Blossom, who was the original Zee Zee in the *Easy for Zee Zee* company in San Francisco, are headlining the stage acts at the Liberty Theater, burly house in that city. . . . Billy Connors produces the Liberty stage shows.

**ANNETTE** will jump east from Miami, where she's vacationing at her home, about August 15, with a scheduled week's stopoff at the Bijou, Philadelphia, before going into the Globe, Atlantic City. . . . Sonny Lovett, another Mortan attraction, will open about August 21 on a similar schedule as Annette. . . . Jimmy Francis, Gus Schilling, Mary Brown and Jeanne Wade exited from the Gaiety, New York, Friday. Incoming principals were Billy Foster, Johnny Cook, Dolores Green and Lee Perrin.

**DOTTY DARLING** is in line for elevation to principal ranks, with Nat Mortan making plans for her for the fall.

. . . Dyna Dell opened Sunday at the Republic, New York, instead of the Gaiety, with Irma Voogee also going into the Republic. . . . Bennie Moore and Mildred Clark replaced Harry Seymour and Gladys Fox Sunday at the Gotham, New York. . . . Lucille Wayne will go into the Eltinge, New York, this Friday. . . . Rose La Rosa and Dorothy Ahearn closed last week at the Republic, New York. . . . Bert Grant has exited from the Eltinge, New York, and is on his way to the Rialto, Chicago. . . . E. Moskovitz, with Glick's Show in up-State New York, is anxious to hear from Jessie McDonald, Helen Green and sister, Ceil Von Dell and Joan Delaney.

## U-NOTES

(Continued from opposite page)

Playhouse, Hollywood, from among the Republic's chorus, are Marcia Aston, Gertrude Hager, Margie Faye and Norma Johnson.

**CARRIE FINNELL** left the Apollo, New York, on a two-month vacash to her farm in Osgood, Ind., and for a six-week engagement at the Playhouse, Hollywood, Calif. Then back to the Apollo to start on another lengthy contract.

**MARGIE HART'S** four-week contract at the Apollo, New York, was extended by the Wilners for an additional two.

well as from Jack Negley, James Kennedy, Teresa Gerry, George Saraglow and Bob Manjo.

**ANDY LYNCH** is working in a Philadelphia night club at present, but is anxious to get back into his walkie harness again. Andy has lost contact with many of his friends and would like to receive a word or two from them thru the Letter List. Is especially anxious to hear from Scotty Reed, Fred Carter, Alma Stowell, Ruth Carroll and Wilma Floyd.

## CHORUS EQUITY

(Continued from page 4)

bers: 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.

For the past 17 years Chorus Equity's executive committee has been meeting every two weeks at the headquarters of the Chorus Equity Association. Members of the executive committee are chosen from the membership and elected by the membership. Members of the executive committee are your representatives. If you have complaints to make which you feel have not been properly handled by the office or if you have suggestions to make, the proper place for you to bring your complaints or suggestions is to the executive committee.

Any member of Chorus Equity who has something which he feels justifies expression, something that he feels is for the good of the association as a whole, is not only perfectly free to bring such matters before the executive committee but he is urged to do so. The proper procedure is to write a letter to the executive secretary outlining the matter that you wish to discuss and to ask for an appointment. The executive committee now meets every two weeks, on Monday at 3:30 in the afternoon. Your request for an appointment should be sent to the office a few days before the meeting.

Our members have always been free and more than welcome to appear before the executive committee. The matter is being mentioned at this time because we find that a number of members have not realized that that was their privilege.

Remember that the Chorus Equity has jurisdiction over presentations and cabarets. Our members in those fields should both remain in good standing and help the Chorus Equity to organize there. Only after we are well organized can we demand a contract. Under a special council ruling members in bad standing may place themselves in good standing by paying current dues so long as they do so while in the unit or cabaret.

DOROTHY BRYANT,  
Executive Secretary.

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# Endurance Shows

Conducted by ROGER LITTLEFORD JR.

## Ray Dunlap's Clifton Show

Their home address is 2021 Fairfax, Toledo.

**CLIFTON, N. J., July 11.**—Ray (Pop) Dunlap opened a walkathon under American Legion auspices here June 25 with 23 couples entering the grind. Show is housed in a brand-new 200x100-foot Baker-Lockwood tent, not five blocks from the center of town.

Staff is headed by Dunlap himself and Phil Filloon, formerly associate of Hal J. Ross. Bill Stein handles the air and emcees, being capably assisted by Dick Edwards who, in turn, is aided by his two stooges, Hobo and Elmer. Heat is handled by Dick Layer, Johnny Martin is day floor judge, JoJo Layer handles the medical end and Millie Helsne is day nurse. Joe Gulla is head trainer, with Bill Fite, assistant. Concessions are under Harry Dunlap and John Leu, Danny Brammer handles the milkman mat and Lowell Messopp is the night manager. Contest is a European one-fall style.

## Rock Island Closes

**ROCK ISLAND, Ill., July 11.**—The S. P. Miller derby show came to a successful close here July 6 when Kenny Laux and Evelyn Thompson were declared the champions after nearly 700 hours of walking.

The show had been extended to July 6 thru an agreement between Rock Island city officials and Rock Island county authorities. When the deadline arrived on the night of July 6 three couples and one solo were still hanging on, but the Laux-Thompson team were awarded the title owing to their apparently superior physical condition.

Others who were still in the running until the last minute were Jimmy McFarland and Jackie Anderson, Jack Glenn and Margie Bright, and one solo, Joe Blake.

## Geo. Pughe Case Dismissed

**MOORHEAD, Minn., July 18.**—Dismissal of two cases charging violation of the Minnesota walkathon law in Clay County District Court ended a week of persecution for George Pughe, proprietor of the Derby Show of 1936, a tent show built on the walking derby plan, now operating in Dilworth, Minn., six miles from here.

James A. Garrity, Clay County attorney, who brought the charges, appealed for State's witnesses among the ranks of persons who he said had complained against the derby but found none willing to volunteer services at the trial.

George Nelson, radio announcer for the show, also was arrested, his case also being dismissed. Garfield H. Rustad represented the defendants. Judge N. H. Stadium, sitting in County Court, dismissed the cases.

## Coronati Hearing Postponed

**NEW YORK, July 11.**—The case against Edwin Coronati, endurance show operator, who is accused of failing to pay off contestants in 1933, will be heard in Seventh District Court here by Magistrate Burke Wednesday. Hearing was slated for past Wednesday, but postponed.

**CURLEY SHEARER**, who is now holding down a sales job with one of the largest coin-machine jobbing houses in Ohio, writes from Toledo that he and his wife send greetings to all their friends. They wish to hear from Tony Lewis promptly.

**ERNIE MESLE** writes: "I have discontinued my services with the Metro Enterprises, operator of the walkathon at Oceanside, Long Island. Business has been far from discouraging. The contest here in Oceanside is the first one in New York for some time and things have been rather tough. You might inform all contestants to keep tuned in on *The Billboard* to catch my announcement of a new show in the near future."

**LUCILLE TUCK GULLA**, night nurse with the Ernie Mesle show at Oceanside, Long Island, N. Y., was a visitor to the New York offices of *The Billboard* last week. She would like to hear from her friends thru the Letter List.

**PHIL RAINEY** would like to hear from Charley Smalley at once. He is currently connected with the Dilworth, Minn., show.

**EDDIE BEGLEY**, emcee at the Oceanside, Long Island show, would like to hear from Austy Dowdell, Bernie Marr, Alto Locke, Slim Hanson and Ann Wagner.

**KENNETH GRUWELL** infos that because his new partner has been taken ill out in Pasadena, Calif., he has temporarily retired from the endurance game. He announces, however, that as soon as his partner has regained her health they will be back in the thick of things.

**TIM HAMMACK** is anxious to hear from Margy Garwood, Helen Putnam, Buddy Sanders, Theda Holmes, Billy Lyons, Peggy Evans, Orle Bayless, George Grant, Peggy Tullis and Ann Wagner. He says it's important.

**BERNICE AND MATHEW NIES**, former contestants with Guy Swartz shows, are now located in Reading, O., where they are operating the Town Tavern. For the past few days Mathew has been handing out plenty of beers in celebration of the arrival of an eight-pound son.

**DUCKY NACCARATO** writes from Los Angeles that he would like to hear from Al Baker and Russ Martin thru the Letter List of *The Billboard*.

**NAT CARIGLIO**, married and living in Worcester, Mass., would like to hear from his friends in Secaucus, N. Y., as

# ATTENTION CONTESTANTS!

## Trenton, New Jersey

OPENING THURSDAY, JULY 23, 1936.

This is the spot they have all wanted. Short, fast one fall sprint show. Can use few more good flashy Entertaining Teams that can sprint. Teams that know Les McCullam, Rajah Bergman and Gordon Whitney, contact at once. No collect wires; no help needed. Two thousand dollars in prizes. Five grand prizes. Western contestants, report to **JOE PICCINELLI**, Carlton Hotel, Chicago, Illinois, at once. Address all communications to

### JOSH KITCHENS,

The Fair Grounds Walkathon, Trenton, New Jersey.

## Keene's Gang in Ohio for First Time

MASSILLON, O., July 11.—Invading Ohio for the first time, Hank Keene and his Radio Gang are playing to excellent business, the well-known radio star informed *The Billboard* representative here this week. The Keene show is in its sixth week under canvas and will spend at least two more weeks in Eastern Ohio before switching back into Western Pennsylvania. Outfit is entirely new, all canvas is being used for the first time this season. Top is a four-pole semi-dramatic affair, 150x70 feet, and has a seating capacity of approximately 2,000. The blues are to the rear, and folding canvas benches occupy the entire center section. Keene has about 30 people with the unit, and the outfit is moving on three large baggage trucks and trailers, together with several private automobiles. Stands range from three to five days. Keene goes into the nearest radio station several days in advance for a buildup before the show comes into the territory. W. R. Sanderson and Vic Spouse are handling advance arrangements.

Besides Keene, others in the company are Elmer, Nancy, Alner, Obadiah, Shy-buck and Cy, all members of the original gang; "Sunshine Sammy," of "Our Gang" fame several years ago; Cowboy Jack and his guitar; Will Mastin and gang; Jeane Ried, dancer, and the Baines Twins, dance stylists.

## Cannon Shots

THOMAS, W. Va., July 11.—We hit our first bloomer of the season last week in Parsons. Business practically nil. We're hanging up another winner this week, tho.

Recent visitors included Glen Ingle and Vic Foster, of the Mighty Haag advance crew, and Captain Harold Staats, commanding officer of the local CCC camp. We spent an interesting afternoon and evening inspecting the camp at the captain's request and enjoyed eating in the officers' mess. We are putting on the feed bag with the officers in our own hall tonight.

Patsy Reed probably came close to breaking the 100-yard dash record recently when a harmless little water snake ran between her legs. Lots of excitement last Tuesday when the Boughton house trailer caught on fire. Very little damage done.

BUDDY CANNON.

## Elitch, Denver, Ahead 10%

DENVER, July 11.—Stock at Elitch Theater here is running unusually good this year. Ticket sales are about 10 per cent ahead of last year, and season reservations are far in excess of anything ever before in the 46 years the theater has been operating. House is open from 10 to 12 weeks each summer.

## WANTED AT ONCE

Dramatic, Vaudeville, Picture, or any money-getting Show on percent. Have complete Tent Outfit ready to go. Would consider Partner with small amount capital. Dramatic Performers write. J. D. KILGORE, Redwater, Tex.

## WANTED QUICK

FOR ROSE BROS. TENT SHOW Teams or Singles. Vodvil and Tabbed Scripts. Sing, Dance or Musical. Transportation if I know you. H. P. ROSE, Everett, Pa.

## WANTED---Immediately

Account sickness, clever, young, experienced Dramatic Team as cast, strong Single and Double Specialties. Other useful Rep. People write. Name lowest. We pay all after joining. SHANNON PLAYERS, Oakwood, Paulding Co., O.

## WANTED

Medicine Team. Man, Black; Lady, Piano. Must read, fake and transpose. Change for two weeks. Other useful med people write. Make salary right. Address R. E. LEWIS, General Delivery, Wewoka, Okla.

## FOR SALE

Dramatic End Tent, 45x80, Baker & Lockwood make, with Sidewalk and Proscenium. Good condition, waterproof, no holes. Cheap for cash. Address JACK HART'S COMEDIANS, Lyons, Kan., week of July 13.

## Rep Ripples

HOUSTON PICKUPS—Sadye Stewart appeared in the cast with the Hopkins Players last week. Many of her old friends were visitors during the engagement. . . . Gil Johnstone Jr. is vacationing in Texas and Louisiana. . . . Ethel Schuepbach came in from the Gulf Coast district and after spending a few weeks' vacation with her sister, Gladys Johnson, will proceed to a Midwest motorized circus with which she is contracted. . . . Several Houstonians motored over to see the Jimmie Hull Show, which is still clicking in Beaumont. . . . Margaret Alley is back in the city for an indefinite stay. . . . Carmen Wagner, Herman Romek and Haynes Hall are appearing at Ye Olde Tavern, where they are pleasing the customers with rhythm and entertainment.

THE STATE THEATER, in Fort Worth, Tex., which has had stage shows continuously for several years, closed last week for repairs. Buck Buchanan is manager of the house.

THE MAJESTIC SHOWBOAT, operated by T. J. Reynolds, has been playing towns in the vicinity of Captain Menke's Golden Rod route this week. Where weather permitted business has been holding up pretty good. One and two-night stands are being played, offering old-time melodramas. Leads are handled by Harold Boldgett, Jack Griffith and Catherine Reynolds. *Flower of the Rancho* and *The Hillbilly Detective* were offered in Wellsburg July 2 and 3.

E. F. HANNAN recently wrote a three-act comedy for Maudie Bailey's Comedians with a cast of three people.

JACQUELINE BERKELEY, daughter of Doris Berkeley, well-known repertoire leading lady, will be a dancer in the *Frontier Follies* at Fort Worth's Centennial Exposition beginning July 18 under the direction of Billy Rose. Other rep people in Rose's show are Annabelle and Clarence Davis, formerly with the Brunk show.

ESTELLE PELLETTE, who recently underwent a serious operation, is up and at 'em again with the Frank Smith Players. She appreciates the many kind remembrances received from friends when she was under the weather.

THE BILLY BLYTHE Players are rolling merrily thru New England and, according to reports, are getting their share of the biz. Paul Revell, pianist, joined the show last week. At present cast of the show consists of Billy and Betty Blythe, Lou LaCleda, Amy Lee and Revell. They are headed for Maine for the balance of the summer.

VERN DOUGLAS, veteran rep trouper, has gone to the dogs! We understand that Vern has forsaken the show business to enter the kennel managing line and is operating the De Luxe Kennels, 3812 North Cicero avenue, Chicago.

"RUSTY" WILLIAMS, rep, tab and minstrel comedian, writes from North Carolina that business is so good down that way that he recently purchased a new car for pleasure purposes only.

## Van Arnam's Barn Dance

ISLAND FALLS, Me., July 11.—Spent Sunday and Monday of the past week at Greenville, Me. The lot located on the banks of famed Moosehead Lake, truly one of Nature's beauty spots. Despite opposition of a carnival we did capacity business, and played to the largest concert so far this season.

Especially appreciated was the courtesy extended members of our company by the management of the Strand Theater in Skowhegan, Me., on our recent visit there. At night Bill Hart and Pat Clark of the Strand staff were down to see our performance. Both Mr. Clark and Mr. Hart wish to be remembered to Colonel Bill Bates, former Van Arnam agent.

Leonard (Juvenile) Coughlan joined the show at Dover to present his guitar playing and yodeling specialty.

"Old Lucky" LaToy still picking winners, taking a few bucks from the boys when the National League All-Stars won. Does he get inside info? Took the writer but for sandwiches and beer(?).

Bill (What a Man) O'Brien was host to Dana Small at Guilford the past

## Kansas City Jottings

KANSAS CITY, July 11.—The George Jacobson Players are now in their 27th week of circle stock in Minnesota.

Kenneth Wayne, local booking agent, is returning this week-end from Tennessee and other Southern States, where he has been on vacation.

The Clif Carl Players, after spending a season in Kansas, have invaded Missouri.

Art Hughes, veteran character man with Ralph Moody and J. Doug Morgan, was spotted on the rialto this week-end. Hughes is now in commercial lines.

Mrs. Brion Travers and daughter, Margie, have closed with the Thayer Players. Are now at home in Nebraska.

Mrs. Genevieve Russell, mother of Ted North, manager of the North Players, has been a guest on her son's show the past three weeks.

Lewis Ostrander recently joined Tip Tylers' Comedians in Southern Missouri. Mr. and Mrs. Harry Plank are said to be closing with the Neal Players No. 1 unit.

Ray Livingston recently joined the Eddie and Mona Hart Players, now trouping under canvas in Nebraska.

Buddy Norton is a recent arrival, having closed with the Clif Carl Players.

Estelle Pellette, of the Frank Smith Players, who recently underwent an operation in a St. Louis hospital, has entirely recovered and will resume her work at an early date.

Ernest Vevea has closed with the Cooke Players, now playing permanently at Mobile, Ala.

The Rainbow Players, management Frank Wilder, report good business on their Minnesota circle. Cast has been augmented for the summer and includes Sally Ketchum, Eva May Thompson, Clark Snodgrass, Dorothea Wilder, Joe Thompson, Frank Camel, Frank and Gert Wilder.

The Rosewall-Terhune Show, which recently went into Springfield, Mo., for a run of permanent stock under canvas, pulled stakes after 10 days' showing. It has been rumored the local picture men "turned on the heat," resulting in the city dads making the "reader" prohibitive. Show is now playing week stands.

Neil Schaffner Players, after two weeks of big business in Ottumwa, Ia., has invaded Illinois.

The Justus-Romain Show, after playing three stands in South Dakota, has moved back into Nebraska.

Harry Beck, former manager of the Ruth Craven Stock Company, recently in the newspaper business at Merriam, Neb., has sold his newspaper there and is now managing an orchestra.

Kenneth and Warda Magoon have closed with Toby's Comedians to join the Clif Carl Show.

The local Federal Theater unit is making preparations to show with a dramatic end and sideward for balance of summer.

Lillian Parks is sojourning in Indianapolis, following the temporary closing of the Rice-Percy Players in Illinois.

Jack McCluskey, after 100 weeks with the Monroe Hopkins Players in Houston, has closed his engagement.

Frank C. Myers, agent with the Rosewall-Terhune Show, closed his engagement when the troupe went into Springfield, Mo., for an indefinite stay.

Max Ware and Family have been signed by Porter's Comedians, now playing under canvas in California.

Harry Blethroade is closing with the Jack Collier Show this week and will spend the balance of summer in Colorado.

Carl Wheeler and Lewis Earl are sojourning in Farmer City, Ill. They will rejoin the Rice-Percy Players, which is reorganizing there.

Tuesday, Dana was formerly with the Van Arnam Attractions.

Had a message the past week from our old friend, Bob Demorest Jr., who is down in Virginia with a "Rep." He neglected to say with what show he is identified, but infoed that those well-known performers, Al Williams, Fannie Mason, Mabel and Harry Harvey and Dick and Pearl Mason, are now in Hollywood, Calif. MACK D. FERGUSON.

UNDER THE PERSONAL direction of Jack Stern, now operating the New Barn Theater in Saugerties, N. Y., the Music Hall, Long Branch, N. J., will open July 20 for a summer run. Opening presentation will be that old-time meller, *Only a Farmer's Daughter*. Theater will house a bar and dance floor, and vaude acts will appear between scenes.

## Stock Notes

EDWARD PALKOT, of the Carnegie Tech Players, Pittsburgh, is spending the summer in Westport, Conn., as director of the apprentice group of Lawrence Langner's County Playhouse.

DANNY MARCUS, former Pittsburgh stock actor, has changed his name to Marc Daniels and is now working on Broadway in *Dead End*.

FEROL BALLARD, stock juvenile man, has returned to Chicago from a six weeks' engagement at the Club Caley in Havana, Cuba. Ballard was met in New York by his wife, the former Florence DelRay, and their son, Jerry.

CAST OF THE ROADSIDE Theater, Washington, includes J. Edmond Veitch, Virginia True, Lansing Hall, Richard Kreuzberg, Milton Freedman, Betty Grey, Harrison Libby, Jean Smith, Edward Stevlingson and Frank Koonce. Harold A. Weinberger is again directing the company's productions.

B. IDEN PAYNE, Shakespearean director of the Carnegie Tech Players, Pittsburgh, is in Cleveland attending to similar duties at the Globe Theater, located on the Great Lakes Exposition grounds. Tech Players featured in productions there include John Kennedy, Hubbard Kirkpatrick, Thomas Wood Stevens, Theodore Viehman and Burt McKee, festival director. More Tech members are spending the summer at the San Diego Exposition, where they are appearing in Shakespearean works. Among them are Franklin Heller, Irene Tedrow, Trae McCann, Carl Benton Reid, John Willard and Donald Gallagher.

## Rose Brothers' Show

SAXTON, Pa., July 11.—Business with the Rose Brothers' Tent Show, playing thru central Pennsylvania, continues to be fair. The outfit has been enlarged considerably since opening May 23, and show is now using a 50-foot round top with one 30 and one 20-foot middle-pieces. Seats about 800. Prospects for staying out all summer appear exceedingly bright at present and the management is making arrangements for radio artists from near-by stations to appear on the programs as added attractions. Hillbilly band will be disbanded and more vaude acts added in its stead.

HARRY P. ROSE.

## CAPA Elects New Officers

CHICAGO, July 11.—Harry K. Smythe, of Affiliated Enterprises, local Bank Night office, was elected president of the Chicago Amusement Publicists' Association by a unanimous vote this week. Other new officers who will serve with him for the next three months are Ted Weber, vice-president; Bellman D. Jones, publicity director, and William F. Crouch, sergeant at arms. Louis Abramson and C. E. Dennison were re-elected secretary and treasurer.

Members of a newly created executive committee, comprising representation of all branches of the profession, were also elected. They are Herb Elisburg, Duke Hickey and Jack McPherson.

## Wardrobe Attendants Elect

NEW YORK, July 11.—Theatrical Wardrobe Attendants' Union here elected officers recently, with Delia Keating defeating Mrs. Augusta Ocker for business agent. Others elected are Kate Jones, president; Maude Simmons, vice-president; May Saunders, recording secretary-treasurer; Alice Arico, trustee, and Mannie Howe, sergeant at arms.

## 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

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# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

**BEN AND DOLORES CHAVEZ** claim that altho the wage scale is not as high as it could be, working conditions in Detroit are especially bright at present. They have been playing night clubs there for quite some time but pulled stakes a couple of weeks ago to begin a trek, via more night clubs and theaters, to Los Angeles. Will pick up their three-year-old daughter in Los Angeles and then head for a three months' vacation in either Samoa or Hawaii. Tough!

**PIETRO** is presenting his Magic Hall illusion show at the street fair in Bourges.

**MADAME LUCILE**, mental telepathist, is with the Cirque Royal Nicolesco in Roumania.

**MISS BLANCHE** is presenting her cigarette and illusion tricks at Scheveningen, Holland.

**LOS ANGELES** legerdemain artists making the trip to Seattle this week for the fourth annual convention of the Pacific Coast Association of Magicians July 9-11 are Mrs. Harry Houdini; Cary S. Fleming, president of the PCAM; Arnold Furstenberg, secretary of the Mystic Thirteen, and Floyd G. Thayer, dealer in magic props. Fifty Southern California magicians are attending the three-day meeting.

**JOSEPH DUNNINGER** is in the headlines again. This time he is offering \$10,000 for a haunted house. According to *The New York Post* of last Wednesday, Dunninger will pay \$10,000 if he cannot show that the supposed phenomena (ghosts) are fraudulent or accident.

**PAUL DUKE**, recently back from Europe, opened at the Ambassador Hotel, Atlantic City, Saturday, booked thru the CBS Artists Bureau. Goes into the Metropolitan Theater, Boston, July 24, booked thru William Morris office. Has been playing swank resorts in Hot Springs and Homestead, Pa., lately.

**MAX TERHUNE** is spending an interesting vacation in the mountains of North Carolina. Besides taking a much-needed rest he is helping Lulu Belle and Skyland Scotty, radio personalities, put on a community show for the mountain folk. Max's family is with him.

**PALMER AND DOREEN** are being featured with the *Television Revue* playing 10 weeks of night club dates thru Ohio, Pennsylvania and New York. Show is current at the Torch Club in Canton, O. Jay Palmer is handling the emcee work and intersperses his chatter with magic tricks. Doreen sings and assists Palmer. The clever couple regret that circumstances made it impossible for them to attend the IBM convention.

**MEL-ROY**, working thru the West, has decided to take a couple of weeks off in Colorado in order to install two or three new effects. He claims that next season will see him with not less than 10 people in his show. He's adding one to handle programs, one for advance billing and publicity and two new assistants. He has ordered some new paper that should be first-class.

**HOWARD BROOKS**, fast-talking magician, has been booked to headline the floor show on July 15 that will reopen the newly arranged and beautified Blue Room of the Roosevelt Hotel, New Orleans. Howard will share opening honors with Henry Halstead's Ork and Beuval and Tova, dance team.

**VAC**, magician, has been engaged by the Wilmerding (Pa.) Fire Department to be featured at its annual celebration in that town week of August 3. Among his tricks will be his "mail-bag escape."

**GEORGE LaFOLLETTE** has his *Unbelievables of 1936* magic revue set for the summer with the Johnny J. Jones Shows. Roster of the company includes Allene McKay, Harriet Enfield and Sylvia, working illusions; Jess Morris and David Stevens assisting LaFollette; Edward Campbell, canvas boss; Frankie Felder and Walter Brach, tickets, and Paul Sprague, front man.

**TOM OSBORNE** is now at the Merry-Go-Round grill of the Ritz-Carlton Hotel in Atlantic City, following a winter of

hotel engagements in Washington and Baltimore. Act consists of card manipulations, rope tricks, cups and balls, etc. Working tables.

**JOHN C. GREEN**, who has been confined to inactivity for the past eight months because of a fractured hip, is back on the line again, this time working thru the maritime provinces of Canada with the well-known Nicholson Family of circus note. After four weeks in Nova Scotia the four-people show will begin a five-month tour of Newfoundland and the West Indian Islands.

## Saranac Lake

By BETTY HUNTINGTON

Saranac Lake is well pleased over the reappointment of Tony Anderson as manager of the Pontiac Theater, this village. He will succeed Charles Howard, who has been acting manager for a few months until final decision was made in Tony's favor. Tony has put in years of faithful service for the Schine Pontiac Theater.

Harry Gordon (Gordon & Revell) had his first rib operation at the General Hospital last week. It was done by Dr. Woodruff, NVA staff doctor. Harry is back at the Lodge and doing well.

Camille Carpentier enjoyed a surprise visit from her family and friends from Boston. Camille was formerly assistant treasurer of Keith's RKO Theater, Boston, for several years.

We're grateful to Manager Frank Birk for sending over his entire show from the Swiss Chalet night club for our benefit last week. Opening the bill were Kermit Miller and Demris Martin, novelty ballroom dancers, a feature at the Hollywood Beach Hotel, Fla., last winter and whose grace and style were very pleasing. Next came Ethel Moore, a neat little stepper in snappy tap routines, and Jackie Schwartz, the little fellow with a big voice. Good music with many popular melodies furnished by Franklin Waters and his Pennsylvania Orchestra did much to help make it an interesting program.

Minna (Morse) Morse has returned from another brief visit with her hubby, Ben Morse, and children in New York.

Lizzie (Girl in Gold) Rogers had the pleasure of a week-end visit from her sister, Mrs. P. A. Halpin, of Portland, Me., last week.

Marion (Clothes) Greene celebrated another birthday last week. She was the recipient of many beautiful gifts and congratulations from her many friends.

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

## CLUB CHATTER

(Continued from page 19)

Enid will continue to work Midwestern clubs and hotels. . . . Bobbie LaRue and Kenn King, fem impersonators, last week moved from the Oriental Cafe in Phoenix, Ariz., to the Gay Paree in San Antonio, Tex., where they will be located indefinitely. . . . Four Queens of Rhythm, "Sophisticated Ladies of the Dance," are set for the summer at the Torch Club in Atlantic City, N. J. . . . The special appearance of Georges and Jalna, dancers, with Xavier Cugat's Orchestra at Westwood Gardens, Detroit, was canceled when Miss Jalna injured her back on the eve of the three-day date. Physicians have ordered several days of complete rest and relaxation for the dancer.

**BERNICE BUCANS**, dancer, who was scheduled to open an engagement at Castle Farm, Cincinnati, had to cancel because of undergoing an operation for appendicitis. . . . She is recovering nicely and plays an engagement at the State-Lake Theater, Chicago, week of July 18. . . . Coconut Grove, Chicago suburban spot, folded recently when the musicians' union pulled the band out. . . . Eddie Morton, "Top-Hatter of Song," heads the floor show at Dante's Inferno, Fort Worth, Tex. . . . Included in the show are Elaine Martinez, Spanish singer and dancer; Teddy Cook, dancer; Thelma Rhodes, dancer; Billy Brennon, singer, and Lena Rivers, entertainer. . . . George



EDITORIAL DEPT.

**POSSIBILITIES**

**GLEANED 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 FILMS

**RUTH GILBERT**—legit ingenue, now appearing in the Peggy Conklin part in *Co-Respondent Unknown* on a tour of summer theaters. Does a splendid piece of work, walking off with all notices despite her lack of featured billing. Small, pretty brunette who, despite tendency to type her, is a versatile player. Several seasons ago she did a grand job for the Theater Guild as the girl in *Ah, Wilderness!*, a role very different from the one she is now playing. Definitely rates a film try. (Miss Gilbert was recommended for a film try in this department in the October 26, 1935, issue.)

\*

### For LEGIT MUSICAL

**RAY ROYCE**—boy acrobatic dancer seen at the State, New York, with the Dare-Devis, flash act. A good applause puller for a revue. Does floor gymnastics while posing as a drunk

and his tricks are of so sensational a nature that he came in for four bows after doing his bit at the State.

**READINGER TWINS**—two girls, young and pretty, caught last week at the Roxy, New York. Excellent dancers, they perform an Oriental routine that is a standout. Could be used to profit in a revue, particularly if featured in production numbers.

### DRAMATIC

**LYNN PHILLIPS**—young actress who furnished one of the high spots in the final program of the Manhattan Players' Guild, held recently at the Roerich Museum, New York. A good-looking girl, she revealed a real acting flair in an excerpt from *Seventh Heaven*, playing Diane with sincerity and much effect.

**AUDREY ANTHONY**—another player in the Manhattan Guild group who impressed as a real possibility by virtue of her work as the daughter in an excerpt from *A Bill of Divorcement*. Showed versatility by also playing in a one-act on the program. Easily up to pro standards.

Nelidoff and his ensemble, who have been appearing at the Bismarck Hotel, Chicago, closed last week and have gone to the Grand Hotel at Mackinac Island, Mich., for the summer.

**HELEN HOWE**, doing a solo performance at the Mercury Theater, London, is doubling next week into the Trocadero Club. . . . Perzade and Jetan open this week at the Lake George (N. Y.) Showboat. Third annual engagement. . . . Wallace and LaMae, dancers, have been booked into McGarry's Tavern, White Plains, N. Y., by the Carlin-Lloyd office. . . . Marian Alden has left night spots for vaude, joining the Bob Easton and Odette act. . . . Helen Etheridge is back in New York after an engagement at the Four Horsemen Club, Philly. . . . Harvey M. Simons, former New York agent, is now in Detroit in the brokerage business. . . . The Beau Rivage, Sheepsh-head Bay, N. Y., is playing Feenamint Amateur Hour winners.

**HARRIET NORRIS** is in her fourth month as mistress of ceremonies at Dutch's, Thornton, Ill. . . . Corvino and Yovita, ballroom dance team, are appearing at the Dwan Hotel in Benton Harbor, Mich. . . . Kohn and Depinto, veteran vaude artists, celebrated their 16th year of partnership last week by opening a night-club engagement at Jackson's, on the Boardwalk at Ocean City, Md. . . . Duo will continue at the spot for the balance of the summer and will be in charge of the floor offerings, which will change weekly. Inaugural show had Betty Lee, Andre and Ellando, Julian Bills and Vic Vickers. Frank Wolf, of Philadelphia, is booking the spot. . . . Phenomenal success of name band playing the Sky Club in Pittsburgh recently has prompted the management to continue the policy thruout the summer. Joe Reichman is next in, followed by Sophie Tucker and band. . . . Arthur Boran, mimic-comic; Irene Bordoni; Alexander Gray; Lyda Sue, dancer; Three Randall Sisters, harmony singers, and Watkins and Walters, dancers, have been held over for an additional week at the Rainbow Room of the Ambassador Hotel in Atlantic City. Booked by Columbia Artists' Bureau.

**POLA BORGIA** is heading Danny West's big show at the Variety Club, West Collinswood Heights, near Philadelphia. Formerly the Golden Slipper, this new spot has King, King and King; Murry Parker, Lowes Wells, June Gale, "10 Glorified Fan Dancers" and the

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

**DOC SAMPSON** writes from Richmond, Ind.: "Jack Sweetman visited me at my home recently on his way home from the *Ou La La Revue*. He had been with that unit for almost a year and that's going some these days! As for myself, I recently left a big circus where I had been since the first of the season. From the looks of things the Northern States are in pretty good shape, and I am often asked why more minstrel shows don't get up that way. I recently ran across some house managers in Wisconsin that still remember the Max Trout Minstrels. Come on, you oldtimers, let's hear from you."

Allan Ray Band. . . . Georgie Tappe has left New York for six weeks at the Stevens Hotel, Chicago. . . . John Steel, currently at the Paradise, New York, is considering two radio offers. . . . Johnny Walsh and Jack Barker close at the Savoy-Plaza Hotel, New York, and leave for work in Detroit, Cleveland and Saratoga. . . . Miriam Grahame has returned to New York from Cleveland and will play a few night spots before leaving for the Coast for picture work. Jack Bertell managing. . . . Miss Vaness, who has been in the perfume business the past year, will return to show business next month doing a ballroom team act with Alberto De Lima.

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# The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

West Chester, Pa. I want to tell you how thoroly I enjoyed Karl Guggenheim's article, *Merchandise, the Backbone of Game Concessions*, in *The Billboard's* Summer Special. Observations that I have made during the past four years, however, reveal that some carnivals are gradually killing themselves with concessions who have no consideration for those who play the games for merchandise primarily.

## Guggenheim Gets a Pat On the Back

It is true that their lighting and merchandise displays are attractive, but what is the value of the display if they hold on to it from one week to the next?

I am inclosing a clipping from a recent issue of our local newspaper, *The Daily News*, describing the results of a week's run by a carnival in a near-by town which had not been privileged to have a carnival for eight years. This news item is characteristic of the shows I have seen in recent years. Money wheels are great for one week, but what about future bookings? Mr. Guggenheim's article should be memorized by those operators who still think that the best way to get business and also provide for the future is to keep the merchandise for display only.

CHARLES W. BECKLER.

Pittsburgh.

Having read all the recent comment in *The Forum* anent Thurston's successor, I want to add my knowledge of the situation to the already thoroly discussed question. While wintering this year in Miami I had the pleasure of enjoying the hospitality of the late Howard Thurston and his wife on several occasions and enjoyed several get-togethers with them at Rajah Raboid's home. Long before he signed the reputed contract with Raboid Thurston told me that Raboid was the only man in the mystery business that he felt had the ability and box-office value to present his (Thurston's) show.

## Berk Quotes Thurston On Raboid

I met Thurston at 11th street and Miami Beach one day and he said, "Neil, I am rather happy today and feeling great." I asked him the reason for his jubilant smile and he said, "I signed a contract with the Rajah and I am contented to know that the Thurston show will continue to be presented to the public in the same manner that it has been for the years gone by."

This letter is not intended to champion any cause or claim, but merely to present first-hand information of the facts.

NEIL BERK.

Baltimore, Md.

I happened to see your comment on my script show *Sally at the Switchboard* over KYW, Philadelphia, for Sears-Roebuck and wish to thank you for your interesting writeup on same. Having real respect for your editorial opinion, I feel very happy that the show meets with your approval. These scripts have been running for almost two years over WFBR here in Baltimore, where I have both written and produced the show myself and have had a grand time creating this gal. I am off the air for the summer, but the scripts are available for other local stations thruout the country, having run for 110 broadcasts over WJSV, Washington, also. She is still going strong there, too.

## Appreciative Of Comment On Script Show

With thanks to the gentleman who picked up and wrote his reactions to the first broadcasts in Philadelphia.

ELSIE W. KEMPER.

P.S.: I forgot to say that we are now in the act of putting *Sally* into a comic strip. One of the contributors to *The New Yorker* is doing the drawings and I am writing quite new stories for it, using the same characters I have built up on the air, but having quite different things happen to them. We shall

not be ready for a couple of months with this, but I hope she will have the same warm human appeal to the eye as she has to the ear.—E. W. K.

Chattanooga, Tenn.

I have noticed in the late issues of *The Billboard* articles about who will take Thurston's place. I don't believe it would do anyone much good as far as the financial end is concerned, because we all know who is the leading magician today. None other than Blackstone. He has made a name for himself and I do not think he

## Says Magic Audiences Not Like Years Ago

would be interested in taking Thurston's place. There are only two other magicians today who are capable of taking his place, Dante and Raymond. They are both polished performers and can put illusions over in a big way. After all a magician has to have something besides a show to get the public to come. In other words, another great Houdini, because the people of today are not like they were 25 years ago. Then they would sit to see a full evening's show. Will they do it today? Before Thurston died he was only playing picture houses, but in foreign countries they will sit and like it. Magic just doesn't go in this country as it does over there. There a magician stays from one to three months in a single place. Can they do it here?

Altho people over here like magic, they will not go nowadays to see a magician unless there are other acts on the bill. You almost have to go out and pull them in for a full evening show. Of course, the ones that play the auditoriums get fair crowds owing to the fact that they are booked under some auspices. I have been doing magic for the past 15 years and really love it. Wouldn't give it up for anything. I am only playing schools in the daytime during chapel period, and I work three to five shows a day. It is mighty hard to make a magic show pay nowadays. I remember last year in Texas when a world-famous magician was playing a big-time house he would go out and play the local schools for nothing in order to advertise his show. I came along and tried to book the school to charge each pupil 10 cents for a chapel program, but "nothing doing." We had a big-time magi last week—he didn't charge anything, so you see what you have to do to get the crowd. Why doesn't a magic show pay under canvas? And why do some of the big-time magicians join carnivals? To keep them working. After all, I would rather see a good magic show than any other kind I know of, but I wonder what magic is coming to. Is it still alive or is it dying?

MYSTERIOUS HOWARD.

Sheffield, Ala.

As a magician I have been very interested in the letters from other magicians to *The Forum*. Why does Rajah Raboid, Will Lindhorst or any other magician want to "inherit" the Thurston name? I'll tell you why. To get a big name and also a big start on the road to success. True, there are plenty of magis who could

## Argues Magis Should Make Own Place

fill his place as a showman, some amateurs that are A-1 at the business, yet why try to get into someone else's place? Why not make a place of your own? I'll admit that Thurston was a great performer and showman, yet I have no desire to take his place. I prefer to make one of my own. Why shouldn't Jane carry on in her father's place? I know of a few lady magicians and I believe she is good enough to fill the bill. Why don't you magicians lay off and give her a chance to prove herself? Is the SAM, IBM or any individual magician supposed to help or knock another magician? In closing, I say let every magi make his own place in our little world of mystery and therefore feel more proud of the name you carry as a mystery performer. M. ARPO.

Chicago.

The memoriam below was composed by the writer upon the sudden death of Signor Frisco about two years ago.

## Verse Tribute To Memory of Signor Frisco

It has been called to my attention that a great many of Frisco's friends in show business are still unaware of his passing and it has been suggested to me that you might be interested in running this verse in one of your issues. If you care to do so you have my permission.

KING OF THE XYLOPHONE

(In memory of Signor Frisco)

The melodies from his magic touch  
And the soft sweet airs of his tones,  
Swelling chords of his harmonies  
Now thru our memory roam.  
A waltz, a ballad or popular song  
With rhythm for dancing feet.  
The stirring music of marches played  
To the tempo of two-four beat  
Belong in the past—to lost refrains.  
To treasures hidden from men:  
But surely some day in the great far away  
We shall all hear his music again.  
For nothing is lost in the realm of the real.  
And a gift such as his stood alone:  
A stage his domain by right of his art,  
He was King of the Xylophone.

From the final call he has taken his cue,  
His entrance quiet and still.  
In peaceful contrast to days that are gone  
When he worked "next to last" on the bill.  
The spot is dimmed, the footlights are low  
And his booking on big time is done.  
Yet "the show must go on" in our memory of him.  
But our sorrow and grief just begun.  
The last encore has been played to his skill,  
His last bow to applause that was due.  
The hands that rest on the now stilled breast  
Did their bit to his bid and are thru.  
The curtain rings down on the final act  
Of a trouper right thru to the bone;  
We shall miss this friend and the music he played,  
He was King of the Xylophone.

CECIL DWIGHT KITCHEN.

Warren, R. I.

I just read in *The Forum* about the Dode Fisk Show and, like C. E. Duple, I think it was the nicest show ever. I am one of the Loretta Twins. With my twin, Pauline, I traveled with the show that year, 1910.

## Loretta Twin Recalls Days With Dode Fisk

Troupe, and our youngest brother, Frankie, felt very blue on the closing day. We had such fun—everyone seemed to get along very well. It was on this show that I met and married John Ernst, who was on show with the Flying Ernstonians. Jake Hubbell was his catcher in the flying act and Eddie Beckman was doing leaping with Jack.

I wish that show were still running and the same old gang was there playing in the Lone Star State—big doings going on yonder. And I'd love to take my three children to see some of those same wild-looking places of prairie and tumbleweed—east, south, north or west, wild or barren, cultured or rich, it's all heaven to the showfolk.

ORA LORETTA ERNST.

Bridgeton, N. J.

While enjoying reading the Summer Special Number of *The Billboard* I noticed an article of Frank D. Fenderson, Parsonfield, Me., in reference to Cather & Shalcross Circus in 1889. In 1888

## Recalls Days Of Cather and Shalcross

Cather and Shalcross were with Martinho Lowanda's Mexican Pavilion One - Ring Circus, which was stranded at Pottsville, Pa. Cathers and Shalcross left, taking all the horses and leaving the show flat. The two Irish donkeys were sold to Maxwell, of that city, to feed the people. Willie Lowanda left the show at Hamburg, Pa., because Martinho wanted to use the horse which Willie rode in the ring doing the only double somersault bareback to pull the pole wagon. John Corear and Cathers did revolving ladder; Joe Barris was ringmaster; John Lancaster, clown; John Early was in the kid show; Bill La Rue, John La Rue and Fred Castor, bars and acrobatics; Lowanda Sisters, Roman ladders; Rosa Lowanda, high wire; Martinho Lowanda, star feature of the circus, considered the greatest riding act in America at that time, for which P. T. Barnum presented him with a large gold star set with diamonds. He entered the ring on two large gray horses, driving the third in lead; his wife, Rosa, on his shoulder; little Martine on top her shoulders, and the two Lowanda Sisters, one on each side. I think it was one of the best one-ring circuses I ever witnessed. Admission 25 cents. If a circus were to start out

42d YEAR

# The Billboard

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with a show like that today or one like Hurlburt & Hunting or Walter L. Main's Wagon Show it could not help cleaning up. History repeats itself and so will the old-time circus come back, featuring old-time clown acts, talking, singing and acrobatic.

I never miss reading *The Billboard* and have been doing this since the second copy was printed, blue and white cover, when I trouped and clowned with Welsh Bros.' Wagon Show.

EDW. WERTLEY.

Salem, Mass.

I often wonder how many readers of the Minstrel column remember James H. Whitney's San Francisco Minstrels. It was a sizable show and classed with Gorton's, DeRue Bros.' and others of that time. It was originally known as Healey & Whitney's, until after the first season, when Mr. Healey withdrew. Attraction covered New

## Back in Days Of Whitney's Minstrels

England, the Middle West and Canada, and for years did a good business. Mr. Whitney could arrange a splendid performance and had the ability to develop a performer if showing the slightest sign of talent. Many of them owe their success to him.

I joined the show in October, 1898, as general agent, replacing Josh Hyde, who had been taken ill and later died. Some of the performers with the show that season were James Finney, band leader; John Goss, bone soloist; Higgins Brothers; Javellie, wire walker; Fordey West, female impersonator; LaToy Brothers and Cook and Hall, musical mokes.

In midseason of that year I recall my first order of special litho printing from the Donaldson Lithographing Company. One of the Donaldson boys (I can't remember which one) came to Germantown, O., to see me and brought with him the first run of that order. Boy, oh boy, I was the proudest advance agent in the country and how we put up that printing!

Last summer while booking Maude Adams on a tour thru New England I had occasion to visit Bennington, Vt., Mr. Whitney's home town, and had a visit with him. Now in his 83d year and enjoying good health, he looks far younger and is still well informed of what's going on in show business. He told me he'd like to take another fling at the 11:45 a.m. parade, but thought he was too far along in years. However, he thinks the time is ripe for some young man to re-educate the public to a first-class minstrel show.

WALTER J. NELSON.

# The Final Curtain

**ARBOGAST**—Walter, 69, former leader of the Syria Temple Band, Pittsburgh, and well known in musical circles in that territory, in Pittsburgh July 2.

**BALABANOFF**—Taras, 60, manager of one of the acts in the George Hamid Show, located this week at the Centennial Exposition in Tonawanda, N. Y., dropped dead July 8 as he sat in a chair just offstage watching the acts of the presentation. A native of Russia, Balabanoff had been associated with the Hamid Company for the past five years as manager of an accordion troupe. Survived by his widow, five sons and three daughters.

## George (Roelle) Harrison

Is Gone But Not Forgotten.

FRANK BEAUMONT

**BROWN**—Charles L., 50, at his home in Kansas City July 7. He had worked on various shows. Body will be sent to Leavenworth, Kan., for burial in Muncie Cemetery.

**BUFALETTI**—Frederico, 70, talented Italian pianist, at Turin recently.

**BYRNE**—Leo J., 55, flute player with the Heywood-Wakefield band, recently at Memorial Hospital, Gardner, Mass. Two brothers survive. Funeral services were held at St. Bernard Church, Fitchburg, Mass., with burial in St. Bernard Cemetery, that city.

**CASTRONOVO**—William, 33, musician, at his home, 1 Newcomb street, Providence, R. I., July 4 after a week's illness. He is survived by his mother, a brother and two sisters.

**CHEVALIER**—Esther, 84, for 35 years a leading member of the Opera Comique Company, at Paris June 26.

**CONN**—Joseph Clifton, 67, inventor of a motion picture film splicer, at Boonton, N. J., July 5. Survived by his second wife, three sons by his first wife and a sister.

**CRAVENS**—Junius, 42, internationally known art critic, under mysterious circumstances at Salada Beach, Calif., July 4. At time of death he was *San Francisco News* art editor. Cravens, who made his home in San Francisco for the past 10 years, at one time was associated with Maude Adams in color film experimenting. He was four years head designer of a large New York scenic studio, three years associated with Long Island studios and also designed sets and costumes for several Broadway productions. Cravens was at one time art editor for Butterick publications, associate editor *Vogue*, art editor *Vanity Fair*, art critic, book reviewer and dramatic critic for *Argonaut* and editor of *The Argus Monthly Art Magazine*. He was active in San Francisco amateur theatricals and wrote and designed the *Bohemian Grove* play in 1933. Services in San Francisco July 9. Interment private.

**DAMEREL**—George, 57, veteran stage actor, in Glendale, Calif., after a long illness July 11. Damerel began his career with Otis Skinner and starred as Prince Danilo in the light opera, *Merry Widow*. Survived by his widow, known professionally as Myrtle Dall and co-starred with him on the stage; a daughter, who is Marge of the Myrt and Marge radio team.

**EMGARD**—Henry William, 63, at Antelope Valley Retreat at Lancaster, Calif., July 3. He had been placed there some months ago by the Pacific Coast Showmen's Association. He had spent most of his life in show business, starting as a blackface comedian and then to the circuses, and in his long career made them all from Mighty Haag to Barnum & Bailey. His last engagement was with Eddie Fernandez as manager of the Side Shows that toured the Hawaiian Islands. He returned last December and had since been ill. Funeral services July 6. Many showfolk friends were present and there were many floral tributes, among them the Pacific Coast Showmen's Association, Al G. Barnes Circus, Mr. and Mrs. S. L. Cronin, Ada Mae Moore and others. Interment in Showmen's Rest, Evergreen Cemetery, Los Angeles. Burial service was read and tribute paid by Doc Cunningham. The pallbearers, Steve Henry, Pat Armstrong, Harry Wallace, Charles Cooke, Joe Metcalfe and Donald Phillips.

**FAIRBURN**—Charlie, member of the Fairburns' puppet act, in Chicago from a stroke June 29. Burial was in Mt. Hope Cemetery.

**FERRARI-FONTANA**—Edoardo, 58, Ital-

ian tenor who scored notable successes in Milan, Paris and with the Metropolitan Opera Company in New York, July 4 in Toronto, Canada, of heart disease. Ferrari-Fontana began his opera career in 1906, switching to music after a term in the Italian consular service. In 1919 he married Senorita Maria Tellez, following a divorce by his first wife, Margarete Matzenauer, singer. His last operatic performance in New York was at Carnegie Hall, 1924, in *Pagliacci*. Tho a resident of Toronto since 1926, Ferrari-Fontana had spent a large part of his time teaching voice in New York. Survived by his widow and six children.

**FLANNIGAN**—Robert Charles, 5, at a Kansas City hospital July 6. Mr. and Mrs. Robert Flannigan, parents, are well known in show business. Burial in Memorial Park Cemetery.

**FOOTE**—Kathleen Lucile, 68, one-time noted English stage favorite, forced thru adversity, during her later years, to sell matches outside the Gaiety Theater, London, the scene of many of her triumphs, at Lambeth Hospital, London, July 7. Understood to be the daughter of an American colonel and a Washington society beauty, "Old Kate" played with such noted performers as Wilson Barrett, George Edwards and Seymour Hicks. She was married three times, each of her husbands leaving her a fortune. At the age of 20 Miss Foote decided to go on the stage, and after a period of preparation by a member of the Comedie Francaise she went to England and obtained a part in *The Lights of London*. In New York she was starred, together with Henry E. Dixey, in *Gayest Manhattan*, produced in Koster & Bial's 14th Street Theater.

**GRAVOLLET**—Paul, professor of dramatic art, former member of the Comedie Francaise, at Paris June 23.

**HIGLER**—James A., 63, at his home in Milwaukee June 22 after a minor operation. Was manager of the Davidson Theater and a leader in the theatrical business there for 40 years. He was also active in the formation of the Orpheum vaudeville circuit and the establishment of vaudeville in Milwaukee. Survived by his widow and a daughter.

**HOLDERMAN**—Mrs. I. L., wife of I. L. Holderman, formerly secretary of the fair at Dayton, O., in that city July 10.

**HONTHANER**—Hattie, 58, wife of John Honthaner, manager of the Comet and Tivoli theaters, Milwaukee, July 3 at her home in that city. Survived by her husband; son, Albert; six grandchildren and five brothers and sisters.

**HUMPHREYS**—Joe, 63, world famous sports announcer, in Fair Haven, N. J., of a heart attack, July 10.

**JOHNSON**—Sam, 71, known as the world's champion bone player, formerly of Dockstader and Primrose & West Minstrels and with Corinne's *Stars of Yesterday* for the last four years, July 4 in New York.

**LANGDON**—Tully, 47, former vaudeville performer and brother of comic Harry Langdon, in Beverly Hills June 30.

Langdon played the Orpheum and Keith circuits for 20 years. Survived by three other brothers, Charles, Claude and John, and one sister, Mrs. Gertrude Melroy.

**MCCLELLAND**—Arthur M., 24, chief engineer of Radio Station WAIU in Columbus, O., July 1 from tuberculosis. He was a member of the American Institute of Radio Engineers and a sophomore in Ohio State University engineering school. Funeral services and interment in Columbus.

**MANSFIELD**—Dr. Orlando Augustine, 72, composer and former professor of music at Wilson College in Pennsylvania and Brenau College in Georgia, at Cheltenham, England, July 7. He was an authority on the organ and had written, among other notable volumes, *The Student's Harmony*.

## ACKNOWLEDGMENT

I wish to thank the many friends of my wife, SUE ALRIG MARRION, on the Conkllins' All-Canadian Shows for their kindness and consideration at the time of her death. MR. RAYMOND MARRION.

**MARSH**—Judson C., 64, at his home in Kansas City July 6 of heart failure. For the last 24 years he was assistant superintendent of the Convention Hall. He started in show business with Campbell Bros. and worked on various other shows. Besides his mother, he leaves his wife, a brother and two sisters.

**MORAN**—Mrs. Vinnie E., wife of John Moran, advance agent for Tothill Attractions, June 26 at Nunda, N. Y., during the Tothill Attractions' engagement in that city. Was daughter of John H. Bake, former manager of Woodland Beach, also a concessioner. Besides husband, survived by her parents and sister, Mrs. Ruth Kinsley, Philadelphia. Burial at Union City, Pa.

**NORTHROP**—Harry, 61, stage and screen actor, in Los Angeles July 2. Northrop was well known on the stage. Born in Paris of American parents, stage professionals, he devoted his entire life to the theater. Two sisters survive.

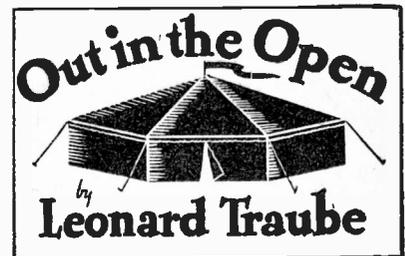
**PARKMAN**—George W., 73, pioneer California musician and former concert violinist, in St. Francis Hospital, San Francisco, July 5 from the after effects of a recent fall from a train. Burial was at San Jose, Calif., July 8. Survived by his brother, Senator H. L. Parkman, of San Mateo, Calif.

**RARDINAGE**—Fred, 59, concessioner with various shows about 30 years, June 25. Burial June 26 at Frankfort, Ind.

**ROGERS**—Mrs. Helen, 71, mother of Naylor Rogers, KNX general manager, in Los Angeles June 29.

**RYAN**—Peter, 48, manager of Broad Theater, Penns Grove, N. J., suddenly when his car crashed into a telephone pole after sideswiping another machine on the Penns Grove-Pennsville road, near South street, Carney's Point, N. J., June 25. Survived by his widow, a son, his mother, and a sister and brother. Interment at North Cedar Hill Cemetery, Frankfort, Pa.

**SANDER**—Albert, head of the Reich's Foreign Film Press Bureau and vice-president of the International Cinematographic Press Federation, July 6 in Berlin, Germany.



Frank V. Baldwin Jr., banker, artist, circusmaster and friend of show people, takes over this space for Leonard Traube, who is on vacation. When Mr. Baldwin speaks of "second opportunity" he means that he battled for the conductor two years ago.

**DEAR OUT in the Open**, which is slang for Leonard Traube: Many thanks for the second opportunity to try to help, aid or assist you while you are struggling to make an all-time record wherever you are vacationing in whatever direction your athletic ambitions lay; or will it be just under a tree with a good book?

Speaking of books, Dexter Fellows will be interested to learn that his old friend, Walter Littlefield, of *The New York Times*, of whom he writes in connection with the white elephant from London, drops into this office several times a week to help my father add to, disprove or verify incidents of world histories. This week's subject is again the Civil War and the score at Cold Harbor gives General Lee a slight lead. Evidently the General needs it, for Colonel Littlefield and Captain Boss are moving up on another battle ground; so it appears from the placements of paper weights, rulers, pens and envelope cutters. All of which, while out in the open, has nothing to do with this column.

Leonard, you have given me an opportunity that I have long sought; that is, to give your numberless readers, many whom I've known for years, an explanation of my association with the outdoor show business. Early in the 1900s I saw Gentry Bros.' Dog and Pony Show thru a business transaction with a canvasser, consisting of the transfer of a pair of socks, the property of an adult relative, and the raising of a section of sidewall.

**HEREAFTER I** missed many sessions at school but none of the shows. On the John Robinson Ten Big Shows' lot I found a copy of *The Billboard* on the steps of the office wagon. (See **OUT IN THE OPEN** on page 63)

graphic Press Federation, July 6 in Berlin, Germany.

**SHEEHAN**—Joseph F., 67, former opera tenor and one of the leading exponents of English opera in America, July 4 at the home of friends in Chicago, where he was visiting for a few days. His home was in San Francisco. Sheehan was leading tenor with the Castle Square Opera Company, Boston English Opera Company and the Sheehan Opera Company for many years. He suffered a stroke seven years ago and since then had been inactive much of the time.

**STREETER**—W. S. (Billy), 57, more than 40 years in outdoor show business as an executive, once owner a show, lately agent for Hennes Bros.' Shows, July 3 at Jamestown, N. D., of heart trouble after a few weeks' illness. Was a member of BPOE for about 20 years. Survived by his widow and a daughter, Houston, Tex., and a brother, V. G. Streeter, Austin, Minn. Interment at his old home city, Marshalltown, Ia.

**SWEETON**—Alice G., 53, wife of Charles H. Sweeton, president and manager of the North End Amusement Company and the Ohio Theater, Evansville, Ind., recently after a gallstone attack. Husband survives.

**TUCK**—Samuel L., 72, associated with the theater for more than thirty years, during which time he managed Mary Nash, Lionel Atwill, the colored team of Williams and Walker, and was connected with the Shuberts in the capacities of company and house manager, after an illness of several months in New York July 3. Tuck's last theatrical activity was with Gilbert Miller's *Journey's End* some years ago. Survived by his widow, known to the stage as Alice May Tuck.

**TURNER**—C. (Buck), 62, former well-known outdoor showman, of late years in real estate business at St. Petersburg, Fla., June 29 at his home in St. Petersburg after a few days' illness of heart trouble. Started in show business during the Centennial Exposition at Nash. (See **FINAL CURTAIN** on page 60)

## Thomas Meighan

Thomas Meighan, star of the silent screen and in his earlier days known to Broadway as a matinee idol, died of cancer at his home, near Great Neck, L. I., July 8. Meighan, who had been suffering from the ailment for some years, was 57.

Meighan's vogue reached its height about 1927, just before the inception of the talkies. His motion picture activity after that date was spasmodic, owing to his absorption in real estate interests in Florida during the boom days. After a few screen efforts in 1929 and 1931, Meighan came back in 1934 in "Peck's Bad Boy," which was his last picture and in which he appeared with Jackie Cooper.

Born in Pittsburgh, Meighan studied medicine, but soon switched to acting, his first job being as an extra in "Mistress Nell," produced by a stock company headed by Henrietta Crossman. Following a few years in stock he played with David Warfield, appeared at the Manhattan Theater, New York, in "Her Majesty; the Queen of Nordenmark," produced in 1900, and "The Two Orphans," "The College Widow" and "Broadway Jones," the last in 1914. In 1916 Meighan obtained his first screen part opposite Laura Hope Crews in "The Fighting Hope" and later appeared with such leading ladies as Billie Burke, Pauline Frederick, Norma Talmadge, Mary Pickford and Elsie Ferguson. During his peak years his salary hovered around the \$5,000 a week mark. Meighan's successes were mostly produced by Paramount, altho toward the latter part of his career he was engaged by Warners. Among his more noted pictures were "The Miracle Man," "The Prince Chap," "The Easy Road," "The City of Silent Men," "A Prince There Was," "The Bachelor Daddy," "Homeward Bound," "Manslaughter," "Woman Proof," "The Man Who Found Himself," "The New Klondike" and "Tin Gods." His interest in the stage persisted and in 1924 and 1925 he was elected shepherd of the Lambs.

He is survived by his widow, Mrs. Frances Ring Meighan, sister of Blanche Ring; three brothers, James E., John A. and William J., and two sisters, Mrs. M. C. Schneider and Miss May Meighan. Services were held July 11 in St. Patrick's Cathedral, New York, with most of the honorary pallbearers being members of the Lambs.

**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.  
 Abbott & Tanner (Marbro) Chi, t.  
 Adair, Ted, & Girl (Pal.) Chi 13-16, t.  
 Adams, Gay (Ambassador) NYC, h.  
 Adeline, La Petite (Le Mirage) NYC, nc.  
 Adler & Taubman (Ambassador) NYC, h.  
 Adreon, Emilee (French Casino) NYC, nc.  
 Aida (Wivel's) NYC, re.  
 Alfaro & Chiquita (San Diego) Detroit, nc.  
 Allen, Bob (Astor) NYC, h.  
 Allen, Cliff (Vogue Club) NYC, nc.  
 Allen, Jean (Swanee Club) NYC, nc.  
 Altan, Ruth (St. Moritz) NYC, h.  
 Alvin, James (Leon & Eddie's) NYC, nc.  
 Ames & Arno (Met.) Boston 13-16, t.  
 Amstel, Felix (Russian Troyka) New York, nc.  
 Anderson, Anne (Villa Moderne) Chi, nc.  
 Andrews, Ted & Catherine (Barbizon-Plaza) New York, h.  
 Anson, Bill (Riviera) Fort Lee, N. J., nc.  
 Archer, Gene (Weber's Summit) Baltimore, nc.  
 Arden, Donn (French Casino) St. Louis, nc.  
 Aristocrats, Twelve (Chicago) Chi, t.  
 Arleys, Four (Steeplechase) Coney Island, N. Y., p.  
 Armida (State-Lake) Chi, t.  
 Arnold, Billy (Babette) Atlantic City, cb.  
 Armstrong, Bernice (606 Club) Chi, nc.  
 Ash, Paul (Fox) Phila 13-16, t.  
 Astwood, Norman (Ubangi) NYC, nc.  
 Austin, Gene (Blue Heaven) Los Angeles, nc.  
 Austin, Marie (Harbor Inn) Rockaway Beach, N. Y., nc.

**B**

Bacon, Faith (Paradise) NYC, re.  
 Baduc, Ray (New Yorker) NYC, h.  
 Baer, Betty (Wivel's) NYC, re.  
 Bain, Betsy (Cocoanut Grove) Phila, nc.  
 Baker, Babe (Howdy Club) NYC, nc.  
 Baker, Jerry (Queen's Terrace) Woodside, L. I., nc.  
 Baker, Kenny (Century) Baltimore 13-16, t.  
 Baker, Phil, Co. (Pal.) Chi 13-16, t.  
 Balassi & Skaren (Americana) NYC, s.  
 Baldwin & Bristol (Riverview) Pennsville, N. J., p.  
 Ballau & Allanda (Dude Ranch) Atlantic City, N. J., cb.  
 Bandbox Revue (Riverside) Milwaukee, t.  
 Baptle & Lamb (New Yorker) NYC, h.  
 Barnes, Eddie, & Fred Steger (Yacht Club) NYC, nc.  
 Baroness Von Brennecke (Club Normandie) NYC, nc.  
 Barrett, Sheila (Chez Paree) Chi, nc.  
 Barrina, Olga (Buckingham) NYC, h.  
 Barron, Judith (Adelphia) Phila, h.  
 Beasley, Harry (Mandalay) NYC, s.  
 Beatty, George (State) NYC 13-16, t.  
 Beaujean, Pierre (Buckingham) NYC, h.  
 Beauvel & Tova (Waldorf-Astoria) NYC, h.  
 Beekman, Jack (Sportland) Wildwood, N. J., nc.  
 Bee, Connie (Broadway Room) New York, nc.  
 Behm, Arthur (Gay Nineties) NYC, nc.  
 Belasco, Al (Riverside) Milwaukee, t.  
 Bell & Gray (Wilson's) Phila, nc.  
 Bell, Rita (Club Trocadero) West End, N. J., nc.  
 Bell's Hawaiian Follies (Geneva) Geneva, N. Y., 15; (Strand) Oswego 16-17; (State) Cortland 18; (Andrews) Salamanca 19-20; (Fox) Corning 21-22, t.  
 Belmont, Barbara (Lido) Montreal, Can., nc.  
 Belmont Bros. (New Casino) Toronto, Ont., Can., nc.  
 Belostozky, Boris (St. Regis) NYC, h.  
 Bemis, Billy & Beverly (Howard's Cafe) San Diego, Calif., c.  
 Bennett, Eddie (Place Elegante) NYC, nc.  
 Beno, Ben (Fair) Spencer, Ind., 14-17.  
 Benson, Ina (Paradise) NYC, re.  
 Bentley, Gladys (Ubangi Club) New York, nc.  
 Berg, Alphonse (French Casino) NYC, nc.  
 Berle, Milton (Chicago) Chi, t.  
 Bernard, Mike (Gay Nineties) NYC, nc.  
 Bernhardt & Graham (Pennsylvania) NYC, h.  
 Berry Bros. (Roxy) NYC 13-16, t.  
 Berry, 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.  
 Blake, Barbara (Ross Fenton Farms) Deal, N. J., ro.  
 Blake, Larry (Radio City Rainbow Room) NYC, nc.  
 Blakeley, Milton (Oriental) Chi, t.  
 Blakstone, Nan (Yacht Club) Chi, nc.  
 Blanchard, Eddie (Club Elegante) NYC, nc.  
 Blanchard, Jerry (Four Horsemen) Phila., nc.  
 Blanche & Elliott (Jack Dempsey's) NYC, re.  
 Boice & Marsh (State-Lake) Chi, t.  
 Bond, Gloria (Sun & Surf Club) Atlantic Beach, L. I., nc.  
 Booth, Frank (Marine Park Grill) Brooklyn, NYC, nc.  
 Boran, Arthur (Ambassador) Atlantic City, h.  
 Bordon, Irene (Green Gables) Hazleton, Pa., nc.  
 Boston Sisters, Three (L'Escargot D'Or Penthouse) NYC, nc.  
 Boswell, Connie (Pal.) Chi 13-16, t.  
 Bower Sisters (Chin Lee's) NYC, nc.  
 Bows, Major, Amateurs (Stanley) Pittsburgh 13-16, t.  
 Bows, Major, Amateurs (Fox) Washington, D. C., 13-16, t.  
 Bowker, Betty (Governor Clinton) NYC, h.  
 Brandt & Fowler (Ross-Fenton Farms) Deal, N. J.

Branker, Bill (Kit Kat Club) NYC, nc.  
 Branker, Ray (Town Casino) NYC, nc.  
 Bredwins, Three (French Casino) NYC, nc.  
 Brent, Harriett (18 Club) NYC, nc.  
 Brent, Jerry (Bar Intime) New York, nc.  
 Briefer, Gertrude (Met.) Boston 13-16, t.  
 Brito, Phil (Mount Royal) Montreal, h.  
 Brooks, Howard (Sul Jen) Galveston, Tex., c.  
 Brooks Twins (Club Vogue) NYC, nc.  
 Broomfield & Greeley (Ubangi) NYC, nc.  
 Brown & Ames (Earle) Phila 13-16, t.  
 Brown, Arthur (Hector's Club New York) New York, nc.  
 Brown, Evans (Old Vienna) Indianapolis, nc.  
 Brown, Ralph (Ubangi) NYC, nc.

# 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.

Brown, Suddaye (Town Casino) NYC, nc.  
 Brown, Susaye (Kit Kat Club) NYC, nc.  
 Bryant, Betty (Club Ball) NYC, nc.  
 Bryant, Johnny (Met.) Boston 13-16, t.  
 Brydon, Louise (Hickory House) N. Y. C., nc.  
 Bryson, Clay (Montclair) NYC, h.  
 Buckley, Art (Harry's N. Y. CaBaret) Chi, nc.  
 Buckley, Neil (Roosevelt) NYC, h.  
 Budds, Three (Town Casino) NYC, nc.  
 Burke, Johnny (Roxy) NYC 13-16, t.  
 Burke, Peggy (Half Moon) Coney Island, NYC, h.  
 Burns, Billie, & Dennis White (Pavillon Royal) Valley Stream, L. I., nc.  
 Burrage, Alice Hathaway (Chateau Moderne) New York, nc.

**C**

Cabin Kids (Lyric) Indianapolis, t.  
 Caldwell, Edith (Waldorf-Astoria) NYC, h.  
 Candrea Bros., Six (State-Lake) Chi, t.  
 Cardini (Chez Paree) Chi, nc.  
 Cardona, Kay (Dizzy Club) NYC, nc.  
 Carelina, Lena (Club Gaucho) New York, nc.  
 Carleton & Juliette (Washington Arms) Marmaroneck, N. Y., nc.  
 Carlisle, Una (Dizzy Club) NYC, nc.  
 Carlton, Jack (French Casino) NYC, nc.  
 Carmen, Lila (Sul Jen) Galveston, Tex., c.  
 Carmyle, Madge (Leon & Eddie's) NYC, nc.  
 Carr, Mary Ann (Park Central) NYC, h.  
 Carrer, Charles (Palmer House) Chi, h.  
 Carrano Bros. (Terrace Gardens) Rochester, N. Y., nc.  
 Carroll, Nita (Shelton Hotel) NYC, h.  
 Carroll Sisters (Steamship Empire State) NYC, s.  
 Carson, Jack (Tower) Kansas City, t.  
 Carter & Holmes (Oriental) Chi, t.  
 Casey, Pat (Lincoln) NYC, h.  
 Castaine & Barry (St. Moritz) NYC, h.  
 Castle, Billy (Chateau Moderne) N. Y. C., nc.  
 Catalina, Rose (606 Club) Chi, nc.  
 Celia & Renells (Bon Air) Wheeling, Ill., cc.  
 Celinda (El Chico) NYC, nc.  
 Challis, Beth (Silver Lake Inn) Clementon, N. J., ro.  
 Charles & Celeste (Hollenden) Cleveland, h.  
 Charles, Ernest (Normandie) New York, nc.  
 Chase, Chas. (Michigan) Detroit 13-16, t.  
 Cherie & Joe (French Casino) NYC, nc.

**Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.**

Christine, Bobette (Chateau Moderne) NYC, nc.  
 Clark & Eaton (Roxy) NYC 13-16, t.  
 Clauson, Charles (Cafe Ball) NYC, re.  
 Clay, Margie (Harry's N. Y. CaBaret) Chi, nc.  
 Clayton, Pat (Vogue Club) NYC, nc.  
 Clements, Otis & Eleanor (Floridel) Saranac Lake, N. Y., nc.  
 Codoiban, Cornelius (St. Regis) New York, h.  
 Coley, Curtis (Club Diamond) Wheeling, W. Va., nc.  
 Collette & Barry (Park Plaza) St. Louis, h.  
 Collins, Rose (Riviera) Fort Lee, N. J., nc.  
 Comets, Four (Fox) Phila 13-16, t.  
 Compton, Vivian (Entertainers' Club) Atlantic City, N. J., cb.  
 Comstock, Frances (Radio City Rainbow Grill) NYC, nc.  
 Connors Jr., Chuck (Tin Pan Alley) New York, nc.  
 Conti, Jean (Meurice) NYC, re.  
 Conway & Parks (Kit Kat Club) NYC, nc.  
 Cook, Ailine (Greenwich Village Inn) NYC, nc.  
 Cooley, Marion (Stork Club) NYC, nc.  
 Cooper, Jerry (Paramount) NYC 13-16, t.  
 Coral Islanders (Montclair) NYC, h.  
 Coral, Tito (Washington Arms) Marmaroneck, N. Y., nc.  
 Cordona, Kay (Dizzy Club) NYC, nc.  
 Corlies & Palmer (Colony Club) Chi, nc.  
 Cornwell, Frank (Edison) NYC, h.  
 Cortez, Al & Toni (Connie's Inn) NYC, nc.  
 Cotton, Dorothy (Club Dawn) San Francisco, nc.  
 Courtney, Ann (Montclair) NYC, h.  
 Crane, Ford & Gene Stultz (Paradise) NYC, re.  
 Crawford & Caskey (Sul Jen) Galveston, Tex., c.  
 Crosby, Ann (Sun & Surf Club) Atlantic Beach, L. I., nc.  
 Crosby, June (Victoria) NYC, h.  
 Cuneo, Dave (Mansfield) NYC, h.

**D**

D'Arcy Girls (Splesville, Pa., 13-18.  
 DeCardos, Six (Playland) Rye, N. Y., 13-25, p.  
 De Guchi Japs (Oriental) Chi, t.  
 Daisy the Horse (Steamship Empire State) NYC, s.  
 Dale, Maryon (Chateau Moderne) NYC, nc.  
 Dancing Debutantes (Nut Club) NYC, nc.  
 Dandies, Four (La Rue's) NYC, nc.  
 Dandridge, Putney (Ubangi) NYC, nc.  
 Danny & Edith (Kit Kat Club) NYC, nc.  
 Danwill Troupe (American Music Hall) NYC, mh.  
 Darlo & Diane (Radio City Rainbow Room) NYC, nc.  
 Dau, Rilla (Club Gaucho) New York, nc.

Dault, Daredevil (Casino) Arnold's Park, Ia., c.  
 Davis, Eddie (Leon & Eddie's) New York, nc.  
 Davis, Lew (Lang's) Albany, N. Y., h.  
 Dawn & Darrow (Lido) Montreal, Can., nc.  
 Dawn, Dolores (Colosimo's) Chi, nc.  
 Dean, Joey (Cocoanut Grove) Boston, nc.  
 Deane, Laura (Glen Island Casino) Westchester, N. Y.  
 Defrees, Lois (Dizzy Club) NYC, nc.  
 del Gardi, Rita (Le Mirage) NYC, nc.  
 Dells, Three (Salih's Circus, Playland) Rye, N. Y.  
 Deming, Ruth (Embassy) Phila, nc.  
 Deuces, Four (Times Square) NYC, h.  
 Dimitri & Helen (Club Gaucho) New York, nc.  
 Dion & Sparklette (Arabian Gardens) Columbus, O., nc.  
 Donahue, Walter (Pennsylvania) Phila, nc.  
 Donatella Bros. & Carmen (Michigan) Detroit 13-16, t.  
 Donn, Berta (Broadway Room) NYC, nc.  
 Donna & Darrel (Sun & Surf Club) Atlantic Beach, L. I., nc.  
 Dorothy & King (Meadowbrook) St. Louis, cc.  
 Douglas, Milton (Palmer House) Chicago, h.  
 Dowell, Saxe (Astor) NYC, h.  
 Drake, Connie (Deauville) New York, nc.  
 Drake, Edith (Edison) NYC, h.  
 Draper, Paul (Chez Paree) Chi, nc.  
 Drew, Cholly (Number One Bar) NYC, nc.  
 Drum, Dotty (Hector's Club New Yorker) New York, nc.  
 Duncan, Midget Jackie (Rialto) Canton, O., nc.  
 Duncan Sisters (Marbro) Chi, t.  
 Dupont, Bob (Riviera) Fort Lee, N. J., nc.  
 Duran, Adeline (El Chico) NYC, nc.  
 Duval, Sheila (New Town Bar) New York, nc.

Earlson, Vic (Half Moon) NYC, nc.  
 Ebony Rascals, Four (Club Caliente) NYC, nc.  
 Edwards Sisters (Club Oasis) San Francisco, nc.  
 Efel, Eugenia (Petersburg) Norristown, Pa., ro.  
 Eileen Sisters (Adelphia) Phila, h.  
 Eilda Ballet (Century) Baltimore 13-16, t.  
 Elissa, Senorita (Nini's French Cabaret) New York, c.  
 Ellington, Duke, & Orch. (State) NYC 13-16, t.  
 Emil & Leone (Casino) Arnold's Park, Ia., c.  
 Endor & Farrell (Savoy-Plaza) NYC, h.  
 Eno Troupe (Tower) Kansas City, t.  
 Enos, Rue, Trio (Celebration) Vancouver, Can., 13-18.  
 Enrico, Don (Colosimo's) Chi, nc.  
 Erma, Gypsy (New Town Bar) New York, nc.  
 Errante, Charles "Happy" (Place Elegante) NYC, nc.  
 Estelle & LeRoy (Marden's Riviera) Fort Lee, N. J., nc.  
 Evans, Rex (Beachcomber Bar) NYC, nc.  
 Everett, Ruth (Town Casino) NYC, nc.

**F**

Farrell, Frances (Town Casino) NYC, nc.  
 Farrar, Jean & Jane (1523 Locust) Phila, nc.  
 Farrell, Marita (French Casino) New York, nc.  
 Farrell, Bunny (Place Elegante) NYC, nc.  
 Farris, Dolores (18 Club) NYC, nc.  
 Fay & Parvis (Club Moderne) San Francisco, nc.  
 Feindt, Cilly (French Casino) New York, nc.  
 Felicia & DelRey (Club Avalon) Cleveland, nc.  
 Fields, Happy (Place Elegante) NYC, nc.  
 Fields, Irving (Buckingham) NYC, h.  
 Fields, Lillian (Monte Carlo) NYC, nc.  
 Fields, Shep, & Orch. (Paramount) NYC 13-16, t.  
 Fisher, Irving (Chesapeake House) NYC, re.  
 Fiske, Emily (Colony Club) Chi, nc.  
 Fitzgibbon, Dave & Dorothy (Ross Fenton Farms) Deal, N. J., ro.  
 Five o'Clock Boys (Palisades Amusement Park) Palisade, N. J., p.  
 Flake, Nancy (Glen Island Casino) New Rochelle, N. Y., nc.  
 Flash, Serge (Pennsylvania) NYC, h.  
 Flore, Dany (French Casino) NYC, nc.  
 Florence & Alvarez (Astor) NYC, h.  
 Flowerton, Consuelo (St. Regis) NYC, h.  
 Fogarty, Alec (Weylin) NYC, h.  
 Fonda & St. Clair (French Casino) St. Louis, nc.  
 Fong Jue (Tower) Kansas City, t.  
 Fontaine, Evan Burrows (Adelphia) Phila, h.  
 Fordham, Louise (Number One Bar) NYC, nc.  
 Fox, Dorothy, & George Breton (St. Moritz) NYC, h.  
 Foy, Boy (Biltmore) NYC, h.  
 Francis, The Mystery Man (Shelton Corner) New York, nc.  
 Frank & Peterson (Earle) Washington, D. C., 13-16, t.  
 Frank, Shirley Hope (Half Moon) Coney Island, N. Y., h.  
 Frankie & Naomi (Leon & Eddie's) NYC, nc.  
 Franz & Fuller (Front Street Gardens) Toledo, nc.

Franklin Fantasy Follies (Memorial) Mt. Vernon, O., 15-16; (Athena) Athens 18; (Colonial) Postoria 21-22; (Columbia) Alliance 23-24, t.  
 Frazee Sisters (Riviera) Fort Lee, N. J., nc.  
 Frazier, Harry (Von Thenen's) Chi, nc.  
 Frazier, Jack (Playland Park) Rye, N. Y.  
 Freddy & His Dogs (French Casino) New York, nc.  
 Freeman Twins (Green Gables) Hazleton, Pa., nc.  
 Fricke Sisters (Terrace Gardens) Rochester, N. Y., nc.  
 Froeba, Frank (Onyx Club) NYC, nc.  
 Frohman, Bert (Paradise) NYC, re.  
 Fry, Bob & Virginia (Man About Town) New York, nc.  
 Fuller, Howard, & Sister (Pal.) Jacksonville, Fla., t.

**G**

Gal Gali (Washington Arms) Marmaroneck, N. Y., nc.  
 Gannon, Leo, & Co-Eds (Riviera) Burden Lake, N. Y., nc.  
 Gardner, "Poison" (Dizzy Club) NYC, nc.  
 Garron & Bennett (500 Club) Atlantic City, N. J., nc.  
 Garth, Tanya (Petersburg) Norristown, Pa., ro.  
 Gaston & Edouard (Monte Carlo) NYC, c.  
 Gates & Claire (State-Lake) Chi, t.  
 Gay Nineties Quartet (Gay Nineties) NYC, nc.  
 Gene, DeQuincey & Lewis (Marden's Riviera) Fort Lee, N. J., nc.  
 Gentlemen Songsters (Astor) NYC, h.  
 George, Eileen (Colosimo's) Chi, nc.  
 Gerrits, Paul (St. Regis) NYC, h.  
 Gibson, Billy (Granada Inn) Atlanta, nc.  
 Gilbert, Ethel (Gay Nineties) NYC, nc.  
 Gifford, Jack (Fox) Phila 13-16, t.  
 Gilmore, Patricia (Marden's Riviera) Fort Lee, N. J., nc.  
 Gina & Giano (Gloria Palast) NYC, nc.  
 Glover, Alice, & Walter Le Nay (Park Central) NYC, h.  
 Goff, Jerry, & Jack Kerr (Versailles) NYC, nc.  
 Gomez & Winona (Riviera) Fort Lee, N. J., nc.  
 Gonzalez & Rangel (Barbizon-Plaza) NYC, h.  
 Gore, Earle (Paradise) NYC, re.  
 Graces, Three (Astor) NYC, h.  
 Gray & Harlow (Red Hill Inn) Pennsauken, N. J., ro.  
 Gray, Maxine (Astor) NYC, h.  
 Green, Mitzl (Oriental) Chi, t.  
 Greenway, Ann (Versailles) NYC, nc.  
 Greenwood, Dawn (Paradise) NYC, re.  
 Grisha (Leon & Eddie's) NYC, nc.  
 Growler Man, The (Gang Plank) NYC, nc.  
 Guldo & Eva (Broad Channel Hofbrau) NYC, nc.  
 Guldo & Eva (Jurvin's Rumanian Rendezvous) NYC, nc.  
 Gwynne & Co. (State) NYC 13-16, t.  
 Gyldenkrone, Baron Ebbe (Wivel's) N.Y.C., re.  
 Gypsy Albert Trio (Beverly Bar) NYC, nc.  
 Gypsy Lee (Edison) NYC, h.

**H**

Haggerty, George (Steamship Empire State) NYC, s.  
 Haig, Hal (Vancouver, Can., 17-23, t.  
 Haines, Gardner, & Carter (Leon & Eddie's) NYC, nc.  
 Haines, Mitzl (Hollywood) NYC, re.  
 Hall, Frank (Adelphia) Phila, h.  
 Hall, Vivian (Queen's Terrace) Woodside, N. Y., ro.  
 Hamilton, Kay (Steamship Empire State) NYC, s.  
 Hamrick, Ruth (Colony Club) Chi, nc.  
 Hanley, Eddie (Chez Maurice) Montreal, nc.  
 Hardy, Moore (Gabriel's) NYC, nc.  
 Hargraves, Bobby (Kit Kat Club) NYC, nc.  
 Harper, Ruth (Mount Royal) Montreal, Que., h.  
 Harrington, Pat (Gang Plank) NYC, nc.  
 Harris, Claire & Shannon (Pal.) Cleveland 13-16, t.  
 Harrison, Muriel (Entertainers Club) Atlantic City, N. J., cb.  
 Hart, Carl (Number One Bar) NYC, nc.  
 Hart, June (Von Thenen's) Chi, nc.  
 Hartmanns, The (Marden's Riviera) Fort Lee, N. J., nc.  
 Hassan, Prince (Ritz-Carlton) Atlantic City, h.  
 Haviland, Harry (Old Barn) Norbeck, Md., nc.  
 Hawaiians, Benny Hanno's (Monmouth County) Monmouth, N. J., cc.  
 Hawkins & Moorehead (Versailles) NYC, nc.  
 Hayes, Pat, & Jim Ashley (Bossert) Brooklyn, N. Y., h.  
 Hayward, Billy (Vogue Club) NYC, nc.  
 Healy, Dan (Broadway Room) New York, nc.  
 Hearn, Bobby (New Yorker) NYC, h.  
 Henri, Harri (Jack & Jill) No. Manchester, Conn., nc.  
 Herman, Irving (Man About Town Club) NYC, nc.  
 Hires, Frank (20th Century) Phila, nc.  
 Hoctor, Harriet (Earle) Washington, D. C., 13-16, t.  
 Hoffman, Dr. Charles (Mayfair Casino) Kansas City, nc.  
 Holiday, Byron (Westchester Bath Club) Westchester, N. Y.  
 Holly, Edna Mae (Ubangi Club) New York, nc.  
 Honolulu Islanders (Steamship Empire State) NYC, s.  
 Host, Joe (Glen Island Casino) New Rochelle, N. Y., nc.  
 House, Billy (Oriental) Chi, t.  
 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.  
 Hurk, Jemma (Sherry-Netherland) NYC, h.  
 Huston, Josephine (Hollywood) NYC, re.  
 Hustru Family (Pal.) Cleveland 13-16, t.

**I**

Idlers, Three (Le Mirage) NYC, nc.  
 Jackson, Lawrence (President) New York, h.  
 Jackson, Irving & Reeve (Yacht Club) NYC, nc.  
 Jackson, Joe (Fox) Detroit 13-16, t.  
 Jacobs, Peggy (Torge) Jamestown, N. Y., h.  
 Jarrett, Lucille (Chateau Moderne) NYC, nc.  
 Jeanne & Earle (Diamond) Wheeling, W. Va., nc.  
 Jeanne & Gloria (Leon & Eddie's) NYC, nc.  
 Jeffers, Dorothy (Paradise) NYC, re.  
 Jewels, Juggling (Earle) Washington, D. C., 13-16, t.  
 Johnny & George (Yacht Club) NYC, nc.  
 Johnson, Eleanor (606 Club) Chi, nc.  
 Johnson, Joyce (Paradise) NYC, re.

Johnson, Mae (Kit Kat Club) NYC, nc.  
 Jones, Jonah (Onyx Club) NYC, nc.  
 Jones, "Marbleface" (Town Casino) NYC, nc.  
 Joyce & Freddie (Kit Kat Club) NYC, nc.  
 Joyce, Marion (Leon & Eddie's) NYC, nc.  
 Julian, Lewis (Biltmore) NYC, h.  
**K**  
 Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.  
 Kane, Patsy (Roosevelt) NYC, h.  
 Kane, Sugar (Paramount) NYC 13-16, t.  
 Kaufman, Sam Jack (Book-Cadillac) Detroit, h.  
 Kay, Beatrice (Tony's) NYC, nc.  
 Kay, Louise (Walton Club) Chi, nc.  
 Keane, Betty (Fox) Phila 13-16, t.  
 Kedrova, Lili (St. Moritz) NYC, nc.  
 Kemper, Charles (Steamship Empire State) NYC, s.  
 Kempfle, Lettie (Hollywood) NYC, re.  
 Kenanedy, Billie (Howdy Club) New York, nc.  
 Kenneth & Leroy (Kit Kat Club) NYC, nc.  
 Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.  
 Kennedy, Edgar, Co. (Pal.) Cleveland 13-16, t.  
 Kenny, Phyllis (Feltman's) Coney Island, c.  
 Kent, Carl (Vogue Club) NYC, nc.  
 King, Kenn (Gay Paree) San Antonio, nc.  
 King, Mary Lou (Broadway Room) NYC, nc.  
 Kingston, Leonard (Nightingale) Parkersburg, W. Va., nc.  
 Kirkland, Paul, Co. (State-Lake) Chi, t.  
 Knight, Eleanor (Pavillon Royal) Valley Stream, L. I.  
 Kolb, Harold (Claremont Inn) NYC, nc.  
 Kreisler, Sue (Beau Rivage) Sheepshead Bay, N. Y., re.  
 Lemonte, Jean (Jungle Inn) Youngstown, O.  
 Kessler, Erwin (Claremont Inn) NYC, nc.  
 Korte, Nadia (St. Regis) NYC, h.  
 Kramer, Dolly (Midget Circus) Great Lakes Expo., Cleveland.  
 Kramer, Ida (Swanee) NYC, nc.  
 Kroll, Lottie (Bon Air) Wheeling, Ill., cc.  
**L**  
 Labato, Paddy (Barton's Paradise Club) Youngstown, O., nc.  
 Lambert, Helen (Man About Town) NYC, nc.  
 Lambert, Nellie (Man About Town Club) NYC, nc.  
 Lamberton, Charles, & Charlotte (Hollywood) NYC, re.  
 Lane & Carroll (Beau Rivage) Sheepshead Bay, N. Y., re.  
 Lane, Emily (Plaza) NYC, h.  
 Lane, Jackie (Tower) Kansas City, t.  
 Lane, Leota (Number One Bar) NYC, nc.  
 Lane, Lillian (Dizzy Club) New York, nc.  
 Lane, Ted (Hickory House) New York, nc.  
 Langdon, Buddy (Walton Club) Chi, nc.  
 LaNova & DeMasi (French Casino) Atlantic City, N. J., nc.  
 La Pierre, Paulette (Colony Club) Chi, nc.  
 LaRue, Bobbie (Gay Paree) San Antonio, nc.  
 Larson, Al (Top Hat) Union City, N. J., c.  
 Latare, Frank (Place Elegante) NYC, nc.  
 Lawrence, Lucille (Swanee) NYC, nc.  
 Lawton, Judith (Queen's Night) Texas Centennial, Dallas.  
 Lazaro, Leo (Place Elegante) NYC, nc.  
 Lazier, Freda (Club Diamond) Wheeling, W. Va., nc.  
 LaZellas, Aerial (Celebration) Newell, S. D., 13-18.  
 Leach, Earl & Josephine (Adelphia) Phila, h.  
 Lee, Annabelle (Pavillon Royal) Valley Stream, L. I., nc.  
 Lee, Betty (Fox) Phila 13-16, t.  
 Lee, Bob (Wivel's) NYC, re.  
 Lee, Evelyn (Club Minuet) Chi, nc.  
 Lee, Happy (Steamship Empire State) NYC, s.  
 Lee, Linda (Hotel Biltmore) NYC, h.  
 Leed, William (Dizzy Club) New York, nc.  
 Lenti, Steve (Place Elegante) New York, nc.  
 Leonard, Edna (606 Club) Chicago, nc.  
 Leonard, Jack (Riverside) Milwaukee, t.  
 Leonard, Lois (Edison) NYC, h.  
 Leonardos, The (Chez Panchard) Massapequa, L. I., nc.  
 Lester, the Great (Powatan Club) Detroit, nc.  
 Lewis, Ann (Kit Kat Club) NYC, nc.  
 Lewis & Dody (Mandalay) NYC, s.  
 Light, Rose & Ray (Cocoanut Grove) Boston, nc.  
 Lilley, Joe & Harold Woodall (Number One Bar) NYC, nc.  
 Linsey Girls (Palumbo's) Phila, cb.  
 Liptova, Schura (St. Regis) NYC, h.  
 Lischeron & Adams (Lookout House) Covington, Ky., nc.  
 Lodiensky, General (Waldorf-Astoria) NYC, h.  
 Logan, Ella (Chez Paree) Chi, nc.  
 Logan, Marjory (Stork Club) NYC, nc.  
 Lopez & Anita (Brill's) Newark, N. Y., nc.  
 Lord, Velma (Paradise) NYC, re.  
 Lorna & Carr (Capri) Lawrence, Mass., re.  
 Lorraine, Bill, & Ed Furman (Gay Nineties) NYC, nc.  
 Lorraine & Manners (Cocoanut Grove) Boston, nc.  
 Loughran, Jimmie (Petersburg) Norristown, Pa., ro.  
 Lowe, Hite & Stanley (Fair) Edmonton, Can.; (Fair) Saskatoon 20-25.  
 Lowery, Fred (Pavillon Royal) Valley Stream, N. Y., nc.  
 Lucy, Alice (Palumbo's) Phila, cb.  
 Lyman, Tommy (Le Mirage) NYC, re.  
 Lynch, Louise Dudley (Stork Club) NYC, nc.  
 Lynn, Dorothy (Villa Moderne) Chi, nc.  
 Lyon & Marlowe (Congress) Chi, h.  
**M**  
 McCabe, Sara Ann (St. Moritz) NYC, h.  
 McClennan, Rodney (Arcadia) Phila, re.  
 McCormick, Frank, & Ruth Kidd (Cocoanut Grove) Washington, D. C., nc.  
 McCully, Jeanne (Plaza Cafe) Pittsburgh, Pa., nc.  
 McFarlane, George (Marine Park Grill) Brooklyn, nc.  
 McGill, Billie (Wonder Bar) Owasso, Mich., nc.  
 McKay, Doreen (Paradise) NYC, nc.  
 McKenna, Joe & Jane (State) NYC 13-16, t.  
 McMahon, Larry (Village Barn) NYC, nc.  
 Mack, Ernie (Jack Dempsey's) NYC, re.  
 Macks, Four: Copenhagen, Denmark, July 1-31.  
 Mack, Helene (20th Century) Phila, c.  
 Mack, Louise (Entertainers) Atlantic City, cb.  
 Mae, Edna (Paradise) NYC, re.  
 Magnante, Charlie (Waldorf-Astoria) NYC, h.  
 Mandell, Kitty (New Town Bar) New York, nc.  
 Mann, Duprey & Lee (Marden's Riviera) Port Lee, N. J., nc.  
 Mann, Sid (Mon Paris) NYC, nc.  
 Manners, Gene, & Bernice Lee (Paradise) NYC, re.

Manners, Grace (1523) Phila, nc.  
 Maree & Pals (Steeplechase) Coney Island, N. Y., 13-17, p.  
 Maree & Pals (West View Park) Pittsburgh, p.  
 Marguerite & Arthur (Embassy Club) Toronto, nc.  
 Marianne (St. Moritz) NYC, h.  
 Mario & Floria (Plaza) NYC, h.  
 Markoff, Mischa (Russian Yar) Milton-on-Hudson, N. Y.  
 Marley & Elsa (Steamship Empire State) NYC, s.  
 Marlow, Great (Glen Park) Williamsville, N. Y., 13-18.  
 Marlowe, Peggy (Town Casino) NYC, nc.  
 Marsh, Andrea (Arcadia) Phila, re.  
 Marsh, Howard (Mayfair Club) West Orange, N. J., nc.  
 Maria, Joan (Club Diamond) Wheeling, W. Va., nc.  
 Martin, Marion (Hollywood) NYC, re.  
 Martin, Muriel (Pavillon Royal) Valley Stream, L. I., nc.  
 Masked Countess, The (Leon & Eddie's) NYC, nc.  
 Mason, Melissa (Paramount) NYC 13-16, t.  
 Massey, Tommy, & Joane Miller (Beachcomber Bar) NYC, nc.  
 Mathews, Babe (Ubangi Club) NYC, nc.  
 Matingly, Nell (Villa Moderne) Chi, nc.  
 Maurice & Cordoba (Radio City Rainbow Room) NYC, nc.  
 Maurice, The Great (Jack Dempsey's) NYC, re.  
 Mavely, Jackie (Kit Kat Club) NYC, nc.  
 Mayfield, Kay (Beau Rivage) Sheepshead Bay, Brooklyn, nc.  
 Mayo, Perry (Bway, Hofbrau) NYC, nc.  
 McCoy, Frances (18 Club) NYC, nc.  
 McKim, May (Le Mirage) NYC, nc.  
 McLean, Ross (Fenton Farms) Deal, N. J., ro.  
 Medrano & Donna (Palmer House) Chi, h.  
 Mells, Kirk & Howard (Pal.) Cleveland 13-16, t.  
 Melzoras, Six Flying (Paragon) Nantasket Beach, Mass., 13-25, p.  
 Mercer, Mary (Hickory House) New York, re.  
 Meyers, Billy (Harry's N. Y. CaBARet) Chi, nc.  
 Miaco (Lido) Montreal, Can., nc.  
 Michael (Beau Rivage) Sheepshead Bay, Brooklyn, nc.  
 Miller & Lamare (Lexington) NYC, nc.  
 Miller, Marion (606 Club) Chi, nc.  
 Miller, Marty (Turf Club) Pittsburgh, nc.  
 Mills & Cappy (Michigan) Detroit 13-16, t.  
 Mills, Kirk & Howard (Brown Derby) Boston, nc.  
 Mitchell, Charlie (Man About Town Club) NYC, nc.  
 Mitchell, Connie (Kearse) Charleston, W. Va.; (Virginia) Harrisonburg, Va., 19-20; (Granada) Bluefield, W. Va., 23-25, t.  
 Mitchell, Vivano (Cocoanut Palms) East Detroit, nc.  
 Mogul (Paramount) NYC 13-16, t.  
 Monahan, Dave (Marbro) Chi, t.  
 Montgomery, Anne (Brill's) Newark, N. Y., nc.  
 Monty, Paul (Man About Town Club) NYC, nc.  
 Moreno, Conchita (Chesapeake House) NYC, re.  
 Moreno, Consuelo (El Chico) NYC, nc.  
 Morgan, Johnny (Half Moon) NYC, nc.  
 Morris, Dwight (Gabriel's) NYC, nc.  
 Morris, Will, & Bobby: Palisades Park, N. J., 13-18.  
 Mossman, Earl (Colonial Village) Peoria, Ill., nc.  
 Mossman, Gloria (Casino) Jones Beach, nc.  
 Munoz & Balan (Club Gaucho) NYC, nc.  
 Mura, Corinna (Savoy-Plaza) NYC, h.  
 Muriel, Mimi (Maurice) NYC, re.  
 Murray, Arthur, Dancers (Beachcomber Bar) NYC, nc.  
 Music Hall Boys (Gaumont Theaters) London Myra (Tillie's Chicken Grill) New York, nc.  
 Mystics, Two (Leon & Eddie's) NYC., nc.  
**N**  
 Naylor, Marjorie (Hickory House) NYC, nc.  
 Nazarenka, Tasha (St. Regis) NYC, h.  
 Neiss Troupe (Lyric) Indianapolis, t.  
 Nelson Sisters (New Yorker) NYC, h.  
 Nelson, Walter (Playland Park) Rye, N. Y.  
 Neville, Mary (Adelphia) Phila, h.  
 New Yorkers, Three (Stork Club) NYC, nc.  
 Newdahl, Clifford (St. Regis) NYC, h.  
 Newman, Harry (Gabriel's) NYC, re.  
 Niles, Noma (Swanee) NYC, nc.  
 Nolan, Mary (Cocoanut Grove) Washington, D. C.  
 Nolan, Nancy (Bossert) Brooklyn, N. Y., h.  
 Nonchalants (Michigan) Detroit 13-16, t.  
 Norman, Fay, No. 1 (Ye Olde Tavern) Ft. Wayne, Ind., nc.  
 Norman, Fay, No. 2 (Recreation Garden) Benton Harbor, Mich., nc.  
 Norman, Karyl (Harbor Inn) Rockaway Beach, N. Y., nc.  
 Norton & Kane (Alexander Young) Honolulu, T. H., h.  
 Novoa, Fantasia (El Toreador) NYC, nc.  
 Novah, Terah (Trocadero) Lindenhurst, L. I., nc.  
 Novak, Wilma (Colosimo's) Chi, nc.  
 Novello Brothers (Adelphia) Phila, h.  
**O**  
 O'Neil, Cackles (Hollywood) NYC, re.  
 O'Rourke, Nan (Bally-Hoo) Phila, nc.  
 Olmstead, "Minto" (Number One Bar) NYC, nc.  
 Original Rhythm Boys (Weylin) NYC, h.  
 Orlando & Yolanda (Mandalay) NYC, s.  
 Orlns, Toddy (Nut Club) NYC, nc.  
 Ortega, Eva (Radio City Rainbow Grill) NYC, nc.  
 Ortons, Four (Pal.) Blackpool, Eng., 13-18, t.  
**P**  
 Page, Marion (Hollywood) NYC, re.  
 Page, Powell & Nona (Circus Schuman) Copenhagen, Denmark, July 1-31.  
 Palmer, Kay (Vanderbilt) NYC, h.  
 Palmer & Forrester (Red Hill Inn) Pennsauken, N. J., ro.  
 Palmer & Peaches (Connie's Inn) NYC, nc.  
 Palmer Trio (Hudson River Day Line) NYC, s.  
 Pape & Conchita (Shrine Circus) Hancock, Mich., 13-18.  
 Parker, Bobby (Steel Pier) Atlantic City.  
 Parker, Larue (Grand) Mackinac Island, Mich., h.  
 Parks, Bob (Glen Island Casino) New Rochelle, N. Y., nc.  
 Parra, Emile (Starland) Winnipeg, Can., nc.  
 Parsons, Kay (Steamship Bear Mountain) NYC, s.  
 Patterson, Trent (Trocadero) Lindenhurst, L. I., nc.  
 Patterson's Personettes (New Yorker) NYC, h.

Payne, Frank (Chicago) Chi, t.  
 Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.  
 Pedro & Luis (Maystick) Seymour, Ind., 15-16; (Crump) Columbus 17-18, t.  
 Pendleton, Andy (Gabriel's) NYC, nc.  
 Pegue, Paul (Gloria Palast) NYC, nc.  
 Perez, LaFlor & Co.: Nevada, Ia., 14-16.  
 Perona, Anthony (Gabriel's) NYC, re.  
 Peterson, Ivor (McAlpin) NYC, h.  
 Picture, Kay (Astor) NYC, h.  
 Pierce & Harris (Mayfair Casino) Kansas City, nc.  
 Piroška (French Casino) NYC, nc.  
 Plaza Four (Villeplue's) Sheepshead Bay, N. Y., re.  
 Plaut, Jerry (Dizzy Club) NYC, nc.  
 Pante, Joe (Claremont Inn) NYC, nc.  
 Pope & Thompson (American Music Hall) NYC, mh.  
 Peppy 'n' Peanut (Harbor Inn) Rockaway Beach, N. Y., nc.  
 Pickford, Merry (Ballyhoo) Columbus, O., nc.  
 Powell, Claire (Harry's N. Y. CaBARet) Chi, nc.  
 Powers, William (Club Dawn) San Francisco, nc.  
 Pringle, Uncle Josh (Hudson River Day Line) NYC, s.  
 Pritchard & Lord (Green Gables) Hazleton, Pa., nc.  
 Pryme, Alberta (Le Mirage) NYC, nc.  
 Pryor, Roger (Lyric) Indianapolis, t.  
 Pure, Victor (Castle Farms) Lima, O., nc.  
 Purl, Marie (Kearse) Charleston, W. Va., 19-21; (Arcade) Salisbury, Md., 22-25, t.  
 Purl's, Marie, Say It With Ladies (Beckley) Beckley, W. Va., 15-16; (Middelburg) Logan 17-18, t.  
**Q**  
 Queens of Rhythm (Torch Club) Atlantic City, nc.  
**R**  
 Rack, Mildred (Lookout House) Covington, Ky., nc.  
 Ramsdell Dancing Girls (Club LaSalle) Los Angeles, nc.  
 Ramon & Celeste (El Toreador) NYC, nc.  
 Randall, Andre (French Casino) N. Y. C., nc.  
 Raphael (Waldorf-Astoria) NYC, h.  
 Rasch, Alberta, Ballet (St. Regis) NYC, h.  
 Ray, Retta & Tommy Hayden (Jack Dempsey's) NYC, re.  
 Ray & Trent (State-Lake) Chi, t.  
 Ray, Vivian (Hollywood) NYC, re.  
 Raye, Gilbert & Vicky (Merry-Go-Round) Detroit, nc.  
 Raye, Prince & Clarke (Park Central) NYC, h.  
 Raye, Ruth (Beau Rivage) Sheepshead Bay, Brooklyn, nc.  
 Read, Jimmy (Silver Cloud) Chi, nc.  
 Reed, Billy (Dizzy Club) NYC, nc.  
 Reed & Blane (Wellington) NYC, h.  
 Reed, George (Palumbo's) Phila, cb.  
 Rees, Jack (Normandie) New York, nc.  
 Reese, Gail (Park Central) NYC, h.  
 Regan, Jimmy & Eileen (Little Eden) Grand Rapids, Mich.  
 Renay, Dell (Town Casino) NYC, nc.  
 Reynolds, Helen, & Champions (Pal.) Chi; (Pal.) Milwaukee 17-23, t.  
 Rhodes, Doris (Chicago) Chi, t.  
 Rhodes, Dorothy (Kit Kat Club) NYC, nc.  
 Rhythm Boys (Weylin Hotel) NYC, h.  
 Rickard, Earl (Harry's N. Y. CaBARet) Chi, nc.  
 Ricker, Abby Morrison (Cerutti's) NYC, re.  
 Rich, Gloria (Leon & Eddie's) NYC, nc.  
 Rigas, Belle (Times Square) Rochester, N. Y., h.  
 Ringer, Jimmy (Vogue Club) NYC, nc.  
 Rio, Rito, & Girl Band (Met.) Boston 13-16, t.  
 Rita & Dunn (Lake Contrary Park) St. Joseph, Mo.; (Fair) Eldorado Springs 20-25.  
 Roark, Edith (Washington Arms) Marmaroneck, N. Y., nc.  
 Roan, Mary Kay (Le Mirage) NYC, nc.  
 Roberts & Gaby (French Casino) NYC, nc.  
 Roberts, Lillian (Riverside) Milwaukee, t.  
 Robins Sisters (Michigan) Detroit 13-16, t.  
 Robinson, Evelyn (Ubangi) NYC, nc.  
 Rogers, Jimmie (Mon Paris) NYC, nc.  
 Rogers, Muriel (Chateau Moderne) NYC, nc.  
 Rohckast, Marianne (Club Normandie) NYC, nc.  
 Rolande, Mme. (Beau Rivage) Sheepshead Bay, Brooklyn, nc.  
 Rollins, Mimi (Hollywood) NYC, re.  
 Rolph, Wynne (Wivel's) NYC, re.  
 Romanceers, The (Vogue) NYC, nc.  
 Romanoif & Nana (Petersburg) Norristown, Pa., ro.  
 Rook, Isabel (Sportland) Atlantic City, N. J., cb.  
 Rosalean & Seville (Arcadia) Phila, re.  
 Rosita & Fontana (Versailles) NYC, nc.  
 Rossi, Pat (Cafe Loyale) NYC, re.  
 Rowe, Dorothy (Bossert) Brooklyn, h.  
 Roy, Virginia (Club Plantation) New Orleans, nc.  
 Royal Hawaiians (Dizzy Club) NYC, nc.  
 Royalists, Roy Campbell (Astor) NYC, h.  
 Rozelle, Mildred (Ye Olde Tap Room) NYC, nc.  
 Rush, Edna (Colony Club) Chi, nc.  
 Russell, Frank (Gay Nineties) NYC, nc.  
 Ruth & Buddy (Golden Spot) Chi, nc.  
**S**  
 Sabile, Mickey (Man About Town) NYC, nc.  
 Salazar, Carlos (El Chico) NYC, nc.  
 Sandino & Fairchild (Firenze Restaurant) NYC, re.  
 Sanelia, Andy (Delaware) NYC, s.  
 Sanford, Ralph (Chicago) Chi, t.  
 Sanford, Teddy, & Jack Twain (Villeplue'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, Jean (Earle) Washington, D. C., 13-16, t.  
 Sargent, Kenny (Radio City Rainbow Room) NYC, nc.  
 Saunders, Sylvia (Mandalay) NYC, s.  
 Savage, Jean (Southern) Baltimore, h.  
 Savoy, Jack (Villeplue's) Sheepshead Bay, N. Y., re.  
 Sawyer, Bobby (Gabriel's) NYC, nc.  
 Schluth, Frankie (Claremont Inn) Clementon, N. J., ro.  
 Scott, Kay (Queen's Terrace) Woodside, L. I., nc.  
 Scrippy & Pals (Town Casino) NYC, nc.  
 Sedgwick, Edna (Chez Paree) Chi, nc.  
 Sedley, Roy (Colosimo's) Chi, nc.  
 Seior Twins & Melita (Brun's Palm Garden) Chi, r.  
 Shade, Lillian (Fox) Phila 13-16, t.

Sharps, Three, & A Flat (Steamship Empire State) NYC, s.  
 Shaw, Helen (Weber's Summit) Baltimore, nc.  
 Shaw, Ritchie (Browning Lane Inn) Bellmawr, N. J., ro.  
 Shawn, Jack (Club Royal) McAllen, Tex., nc.  
 Shelton, James (Club Normandie) NYC, nc.  
 Sheridan, Eleanor (Stork Club) NYC, nc.  
 Sherwin, Patty (Gay Paree) Chicago, nc.  
 Shore, Willie (606 Club) Chi, nc.  
 Silver, Esther (Club Oasis) San Francisco, nc.  
 Simmons, Lee (Ubangi) NYC, nc.  
 Simon, Arlette (French Casino) NYC, nc.  
 Skelton, Red (Lido) Montreal, Can., nc.  
 Skidmore, Kay (Hotel Piccadilly) NYC, h.  
 Skinner, Freddie (Kit Kat Club) NYC, nc.  
 Slyker, Ken (Plaza) NYC, h.  
 Small, Ed (Villeplue's) Sheepshead Bay, N. Y., re.  
 Smith, Alma (Ubangi) NYC, nc.  
 Smith, Bill (Fifth Avenue Hotel) New York, h.  
 Smith, Chubby (Swanee Club) NYC, nc.  
 Smith & Sully (Dizzy Club) NYC, nc.  
 Smith Sisters Orch. (Riverside) Milwaukee, t.  
 Snyder, Marguerite (Hotel Shelton) N.Y.C., h.  
 Solar, Willie (Le Mirage) NYC, nc.  
 Sonia, Gansser, & Andre (French Casino) NYC, nc.  
 Spears, Harry (Yacht Club) NYC, nc.  
 Spelle, Mary Lou (French Casino) NYC, nc.  
 St. Clair, June (Colosimo's) Chi, nc.  
 St. Claire, Putnam (Ubangi) NYC, nc.  
 Stafford Revue—Eyer & Louise (Lyric) Indianapolis, t.  
 Stam & LaRue (Mayfair Casino) Kansas City, nc.  
 Standish, Aileen (Caliente) NYC, nc.  
 Standish, Helen (Yacht Club) NYC, nc.  
 Starnes, Annavan & Seymour (Earle) Phila 13-16, t.  
 Steele, Bill (Chez Paree) Chi, nc.  
 Steel, John (Paradise) NYC, re.  
 Steele, Don (Sardi's) Hollywood, Calif., nc.  
 Steinke, Jolly Bill (Hudson River Day Line) NYC, s.  
 Stepsons, Three (Ubangi) NYC, nc.  
 Stevens, Harry (Brown Derby) Boston, nc.  
 Stevens, Frances (Claremont Inn) NYC, re.  
 Stewart Sisters (Dizzy Club) NYC, nc.  
 Stiles, Beebe (Show Bar) Forest Hills, L. I., nc.  
 Stone, Dick (Essex House) NYC, h.  
 Stone, Harold (Chateau Moderne) NYC, nc.  
 Stone, Mary (Harry's N. Y. CaBARet) Chi, nc.  
 Stone, Neil (Howdy Club) NYC, nc.  
 Stoozes, Three (Earle) Phila 13-16, t.  
 Sullivan, Bobby (Swanee Club) New York, nc.  
 Suller, Ann (American Music Hall) NYC, mh.  
 Swann, Evelyn (Weber's Summit) Baltimore, nc.  
 Swifts, Three (Century) Baltimore 13-16, t.  
**T**  
 Table Tooners (Chateau Moderne) NYC, nc.  
 Tappen, Maxine (Essex House) NYC, h.  
 Tapps, Georgie (Chicago) Chi, t.  
 Taylor, Billie (Bonita's) NYC, nc.  
 Tekar, Serge (Radio City Rainbow Room) NYC, nc.  
 Tennial, Frank (New Yorker) NYC, h.  
 Tennis, Eleanor (Century) Baltimore 13-16, t.  
 Teplova, Schura (St. Regis) NYC, h.  
 Terry, Ruth (Washington Arms) Marmaroneck, N. Y., nc.  
 Thals (Hollywood) NYC, re.  
 Tracy, Arthur (Ritz-Carlton) Atlantic City, N. J., h.  
 Thall, Lenore (Arcadia) Phila, re.  
 Timblin, Slim (Century) Baltimore 13-16, t.  
 Travis, Jean (Mounds) St. Louis, nc.  
 Thawel, 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.  
 Timbers, Herman (Fox) Detroit 13-16, t.  
 Timblin, Charles "Slim" (Bonita's) NYC, nc.  
 Tint, Al (Palace) Lansing, Mich., nc.  
 Toots & Al (Connie's Inn) NYC, nc.  
 Torres, Ralph (Edison) NYC, h.  
 Trask, Billy (Number One Bar) NYC, nc.  
 Trent, Tommy (Roxxy) NYC 13-16, t.  
 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.  
**V**  
 Valencia, Magda (Club Gaucho) New York, nc.  
 Valency, Vivian (Club Normandie) NYC, nc.  
 Vallerie & Armstrong (Radio City Rainbow Grill) NYC, nc.  
 Van Cello & Mary (Riverside) Milwaukee, t.  
 Variety Boys (Harbor Inn) Rockaway Beach, N. Y., nc.  
 Vasilio & Yoanna (Nixon) Pittsburgh, nc.  
 Vaughn, Ray (Lyric) Indianapolis, t.  
 Velas, Ester (Roosevelt) NYC, h.  
 Vermillion, Irene (Pal.) Chi 13-16, t.  
 Verne, Miriam (Cocoanut Grove) Boston, nc.  
 Vestoff, Florida (Paradise) NYC, re.  
 Veto & Peri (Babette) Atlantic City, cb.  
 Vietro, Tony (Chateau Moderne) NYC, nc.  
 Villa, Celia (Chateau Moderne) NYC, nc.  
 Vincent, Romo (Lookout House) Covington, Ky., nc.  
 Virginia & Fanchon (Le Mirage) NYC, nc.  
**W**  
 Wacker, Bob (Lexington) NYC, h.  
 Wagne, Johnnie (Skylight Grill) Cleveland, nc.  
 Wagner, Al (Harry's N. Y. CaBARet) Chi, nc.  
 Wahl, Dorothy (606 Club) Chi, re.  
 Waldron, Jack (Hollywood) NYC, re.  
 Walker, Kirby (Hickory House) NYC, nc.  
 Wallace Sisters (Number One Bar) NYC, nc.  
 Walsh, Clara Bell (Ambassador) NYC, nc.  
 Walsh, Sammy (Arrowhead Inn) Cincinnati, nc.  
 Wana, Princess (French Casino) Atlantic City, N. J., 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. Geo. (Edgcomb Playgrounds) St. Paul 20-25.  
 Webb, Elda, & Cotton Club Revue (Washington Arms) Marmaroneck, L. I.  
 Weicker, Florence (Ambassador) NYC, h.  
 Wencil, Ray (Silver Cloud) Chi, nc.  
 Weylin Nightcaps (Weylin) New York, h.  
 White, Belba (Powatan Club) Detroit, nc.  
 White, Eddie (Pal.) Cleveland 13-16, t.  
 (See ROUTES on page 57)

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

- Boswell, F. C., 6c
Burns, J. W., 13c
Calkins, C. F., 5c
Clark, Geo., 22c
Clark, Chas., 6c
Clay, E. P., 6c
Curtis, Dennis, 5c
Dixon, Edward, 6c
Durham, Bill, 5c
Freeman, R. C., 5c
Hall, Geo. L., 2c
Harris Jr., Ray H., Express Pkg.

Ladies' List

- Abbott, Mrs. Faye
Abbott, Mrs. Myrtle
Alfredo, Mrs. Alice
Allen, Prairie Lilly
Alys, Ethel
Alpert, Pauline
Anderson, Dot
Archer, Babe
Arnold, Mary
Bailey, Mildred
Bailey, Mrs. A. H.
Baker, Agnes
Banks, Tommy
Barber, Agnes
Barlow, Mrs. Helen
Barnett, Mrs. R.
Barr, Mrs. Gertrude
Barrett, Betty
Barrett, Mrs. Lyle
Barry, Mrs. Geo.
Bays, Mrs. R. C.
Bennett, Anna
Benson, Teddy
Berker, Mauderita
Bernard, Marcella
Bersame, Esther
Bessette, Bessie
Betty, Mary
Biggs, Mrs. Hazel
Billings, Mildred
Biron, Pearl
Bistany, Mae
Bixley, Mrs. Elsie
Black, Pauline
Blackwelder, Lena
Booth, Harriett
Boswell, Mrs. B.
Bourgeois, Mrs. Laura
Bow, Bobbie
Brancher, Nell
Branchman, Mrs. J.
Brenden, Mrs. Rose Davis
Brenizer, Nelle
Bright, Alice
Brooks, Mrs. G.
Brown, Mrs. Helen
Brown, Elinor
Brown, Mrs. Jimmie
Brown, Mrs. Bobbie
Brown, Mrs. Peggy
Bryer, Mrs. W. B.
Bryer, Mrs. Carrie
Bucklin, Jeanette
Burke, Mrs. Esther
Bureson, Madam
Burke, Fernie
Burkley, Vivienne
Burlingame, Alma
Burney, Mrs. Imogino
Campbell, Mrs. M. A.
Carrejo, Fatema
Carroll, Nancy
Carter, Mae
Case, Irene D.
Castle, Dolly
Chandler, Mrs. Grant
Chapman, Peggy
Church, Mrs. Ted
Clark, Sady
Clarke, Babs C.
Clarke, Ruth
Claussen, Mrs. Theo M.
Clyde, Mrs. J. W.
Cobbs, Mattie
Coddins, Mrs. Deloras
Coddins, Mrs. Jack
Cody, Mrs. Thelma
Cohen, Mrs. Billie
Coleman, Jennie
Coleman, Virginia
Colin, Maye
Conway, Mrs. Harry
Cooper, Mrs. Fay
Cornelia, Iula
Costello, Betty
Coward, Lois
Cox, Peggy
Crieg, Vaughn
Crites, Dolly
Cruise, Mrs. H. C.
Curran, Mrs. Charles F.
Cutler, Tinnie
Darcy, Mrs. Georgiana
Dare, Yvette
Darlington, Mary
Davis, Bessie
Davis, Mrs. Anna Mae
Dawn, Alia
Deibert, Helen
Del Gardi, Rita
Deon, Dr. Myrtle
DeLano, Mrs. Elaine
DeRosia, Mrs. R. L.
Dixon, Dixie
Dixon, Mrs. Ora
D'Orto, Mrs. Jos.
Docen, Mrs. Kitty
Donia, Doral
Donohoe, Mrs. V. R.
Doria, Bettylee
Doucet, Mrs. Foley
Dunlap, Mrs. Ted
Drayton, Helene
Drohan, Margaret

- LaMarr, Mrs. J. E.
Lambert, Mrs. Usber
Lampley, Rata-Lee
Lattimore, Ruth
Lay, Evelyn
Layne, Mary
Lee, Alma
Lee, Dee
Lee, Madam Leona
Lee, Mrs. Nell
Lei Lehua, Princess
LeMar, Jean E.
LeMori, Mrs. Pearl
LeManilla, Matney
LeVette, Ann
Leonard, Iris
Leonard, Mrs. Paul
LeTourneau, Mrs. Gladys
Levy, Kittie
Lewis, Mrs. Billie
Lewis, Mrs. Bob
Lewis, Mrs. Jackie
Lieberwitz, Mrs. Gus
Lignore, Mrs. Lila E.
Lincoln, Mimi
Lockhart, Mrs. Edna
Long, Ruby
Lorenze, Pauline
Lou, June
Louise, Millie
Love, Billie
Luck, Mrs. Mildred
Luckner, Mrs. Marie
McCoy, Mrs. Mary
McDonald, Ethyle
McDonald, Ethyle
McGinty, Helen S.
McLain, Annabelle
McLendon, Mrs. R.
McPheters, Mrs. Mabel
Mahoney, Agnes
Mahoney, Anna
Mallon, Mrs. W. J.
Malloy, Mrs. B.
Malone, Vera M.
Malotte, Larry
Marion, Mrs. Evelyn
Marshall, Peggy
Marshall, Tiny
Martin, Ethel
Martini, Mrs. Joe
Mathews, Cora
Mathews, E. B.
May, Madam
May, Mrs. C. E.
Mayer, Mrs. George F.
Meibely, Mrs. Louis
Melville, Mrs. Bertha
Mercy, Mrs. Dot
Mercy, Mrs. Virginia
Meyerden, Mrs. Loyd
Michel, Leona I.
Michell, Miss P.
Milford, Lupe
Miller, Bettie
Milliken, Mrs. Flo
Milliken, Mrs. J. A.
Mills, Mrs. Sadie
Mimi, the Hippopotamus Girl
Mitchell, Marie Inga
Monroe, Mae
Moore, Polly Inez
Morris, Mrs. Corrie
Moss, Mrs. Martha
Murphy, Mrs. Warren
Mutch, Laura Ross
Myers, Kathryn
Newman, Mrs. Art
Newman, Nellie
Nica, Mrs. Freda
Nielsen, Elizabeth
Niquette, Altamae
Noble, Mrs. Hatie
Norman, Madam Fay
North, Cecellia
Norton, Mrs. Agnes
Norton, Mrs. F. B.
O'Connell, Mercedes
Oldfield, Mrs. Clara
Oliver, Mrs. Catherine
Orton, Grace, Troupe
Osborne, Edith
Osborne, Thelma
Owens, Mrs. T. R.
Parker, Mrs. H. R.
Parker, Virginia
Patrick, Mitzie
Paul, Mrs. Jonell
Peake, Gladys
Peloni, Mrs. Margaret
Peres, Lily I. A.
Perkins, Mrs. Wells
Perry, Jean
Peshong, Mrs. Josephine
Peterson, Margaret
Poli, Jean
Price, Mrs. Mildred
Price, Mrs. Susie E.
Proper, Mrs. Betty
Quick, Gladys
Rafiel, Mrs. Arline
Rauh, Dean
Ray, Rae
Ray, Virginia
Reber, Rose Lee
Reed, Betty
Reed, (Xylophonist)
Reed, Jean
Regan, Roberta J.
Reid, Earba
Reno, Mrs. Sylvia
Richards, Marie
Stewart, Lillian
Stock, Beatrice
Sutphen, Mrs. J. F.
Swift, Kay
Swinger, Mrs. Geo.
Taylor, Evelyn
Terrill, Mrs. Mary
Terrill, Mrs. Tom
Terrill, Mrs. Janet
Teska, Mrs. Bertha
Therese, Madam
Thompson, Clara
Thompson, May
Thompson, Mrs. Pauline
Thompson, Mrs. Ray
Timmers, Mrs. S. P.
Todd, June
Towne, Mrs. Boston
Townes, Mildred
Toyne, Dorothy
Tracy, Cora
Transey, Marie
Trout, Mrs. Agnes
Trunkey, Dorothy
Utropp, Jane
Vain, Janet
Vain, Jean
Valiere, Jerry L.
Van Aistyne, Mrs. E.
Van Allen, Mrs. Bertha
Van Lidth, Evelyn
Vandiver, Jessie
Villas, Alicia

Letter List

NOTE-The mail held at the various offices of The Billboard is classified under their respective heads, i. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

- Richey, Madam
Richard, Mrs. Howard
Ristee, Helame
Ritchie, Mrs. John
Robert, Ginger
Robert, Mrs. Jeannette
Roberts, Marion
Roberts, Mrs. Hall
Rock, Mrs. Pauline
Rockne, Mrs. Marion
Rodgers, Albertina
Rojas, Mrs. Mary
Rollins, Mrs. R. R.
Rees, Mrs. Daisy
Stanley (Robin-son)
Ross, Sophia
Rouhi, Dean
Rowe, Maude
Rowland, Kay
Russell, Nellie
Russell, Thelma
Ryan, Falth
Ryan, Roxy
Rudd, Mrs. Hattie
Sager, Irma
Sakobie, Mrs. Myrtle
Sanchez, Mrs. Felix
Sanders, Mrs. Fannie
Sanders, Pauline
Sattby, Inez
Saylor, Mrs. Zella
Sayres, Alice
Schaner, Helen
Schmidt, Mrs. Alma
Sells, Mrs. Jeannette
Serf, Silva
Serren Sisters
Shaffer, Mrs. Mildred
Shahni, Mrs. Signa
Shankland, Mrs. Reese
Sherman, Mrs. Carl
Sherman, Mrs. Rose
Sherman, Mrs. Viola
Sherwood, Mrs. Florence
Sims, K. B.
Sittin, Mrs. Ky.
Siade, Johanna
Smith, Anna Page
Smith, Florence
Smith, Katherine
Smith, Mrs. T. J.
Smith, Rose
Smith, Selina
Snider, Mrs. Ida
Snow, Mrs. Jeannett
Snyder, Mrs. Leo
Soniens, Mrs. Rose
Sornsen, Mrs. Ida
Sparks, Mrs. Billie
Sperring, Mrs. John H.
St. Clair, Mrs. Ernie
St. Clair, Veneta
Stanley, Barbara
Stanley, Mrs. Julia
Starr, Frances
Starr, Mrs. Lev
Stegall, Mrs. Ada
Stella, Madam
Stenson, Mrs. W. H.
Stewart, Lillian
Stock, Beatrice
Sutphen, Mrs. J. F.
Swift, Kay
Swinger, Mrs. Geo.
Taylor, Evelyn
Terrill, Mrs. Mary
Terrill, Mrs. Tom
Terrill, Mrs. Janet
Teska, Mrs. Bertha
Therese, Madam
Thompson, Clara
Thompson, May
Thompson, Mrs. Pauline
Thompson, Mrs. Ray
Timmers, Mrs. S. P.
Todd, June
Towne, Mrs. Boston
Townes, Mildred
Toyne, Dorothy
Tracy, Cora
Transey, Marie
Trout, Mrs. Agnes
Trunkey, Dorothy
Utropp, Jane
Vain, Janet
Vain, Jean
Valiere, Jerry L.
Van Aistyne, Mrs. E.
Van Allen, Mrs. Bertha
Van Lidth, Evelyn
Vandiver, Jessie
Villas, Alicia

Gentlemen's List

- Abbott, C. A.
Abrams, Noah
Adams, Budo
Adams, James
Adams, Ned
Adams, Ray
Adams, Stormy
Albino Family
Alexander, Sir
Alexander, Cecil (Comic)
Alexander, Jas. C.
Alexander, Speak
Alexander, Prof. W. E.
Allen, J. C.
Allen, Paul
Allman, Bill
Almond, Jethro
Alvris, Ray C.
Amber, Walter
Ames, E. C.
Ames, Fredrick
Anderson, Ralph M.
Anderson, Vince
Andres, Peter
Andrews, Edw. C.
Andrews, Peter
Appelbaum, Sam
Arbuckle, L. E.
Archer, Capt. D.
Archer, Joseph
Archer, Max
Ardis, Mansfield
Arenson, Barney
Argus (The Magician)
Armstrong, Milo K.
Arnold, Billy
Arnesen, The (Barney & Jimmie)
Amett, Bobbie
Arnold, Ervin
Arnold, Robert
Arnot, Jack
Arron, Moe
Asbridge, Walter
Arthur, Chester
Asher, Charles
Astrolog, James
Atkin, G.
Atkinson, Floyd (Ted)
Atlas Show
Ausiker, Bob & Mae
Axley, R. H.
Ayers, H. B.
Ayres, P. C.
Bailey, Al Hap
Baird, Bill
Baird, E. W.
Baird, L. D.
Baker, Cecil Red
Baker, Hap Jack
Baker, Joe L.
Baker, Myron Buck
Baldwin, Guy
Balfonte, Paul
Ballew, Smith
Banard, Bob
Bangs, Jerry
Barfield, David
Barlow, Billy
Barnes, Robt. B.
Barnes, Dr. W. B.
Baro, Lewis
Barr, Leonard
Barr, Ralph
Barr, B. M.
Barrone, Tony
Barry, Geo.
Barth, Jack
Barton, Frank
Bash, Ray
Bason, Giles
Bass, Gene
Baughtman, B. J.
Bausch, Roy
Baya, Art
Bayer, Speed
Beard, Walter
Beard, A. J.
Becker, George
Becker, George
Becker, H. W.
Bedford, Fred M.
Belsky, Iron Man
Beaman, Geo.
Benbow, Wm.
Bengen, Ben
Benn, Larry
Benner, Jacob
Bennis, Jack
Bentley, S. D.
Berger, W. E.
Bergman, Germain
Berkshire, H. L.
Berkshire, Jimmy
Berle, Milton
Bermer, Joe (Jew)
Bernstein, A. W.
Berry, Bert H.
Berry, Harry
Berry, O. O.
Berwer, Eugene
Bethune, Gus
Bettice, C. A.
Betticum, Gust
Beuat, Al
Bey, Ben
Bianchi, Nich.
Bimbo, Eli
Bipder, Fred
Binder, Herman
Bird, Wilk.
Bivans, W. E.
Blackaller, Arthur M.
Blackstone, Doc
Blackstone, Vick
Blair, R. M.
Blin, Ralph
Blotner Model Show
Bloomberg, Bill
Boardman, Orlando
Boden, Warren
Boidgege, W. H.
Bole, H. C.
Boila, Nick
Boloney, Vincen
Bolus, Bert
Bond, B. K.
Books, Alfred
Born, F. R.
Boswell, B.
Boswell, W. S.
Bowers, E. B.
Bowmer, Homer
Bowman, J. E.
Boyd, W. H.
Boykin, Jesse E.
Boyle, Johnnie
Bozarth, W. M.
Bradley, Niles
Bradly, Al C.
Bradshaw, T. M.
Bragg, George M.
Bramon, Eddie
Brandon, Dick
Branham, Joe
Braswell, Wm.
Bratcher, Lonnie
Breckenridge, Ed
Breden, Barry
Brennan, Joe
Brennans, Musical
Brent, Jimmie
Bridges, H. E.
Britton, Curley
Brooks, O. F.
Brooks, W. H.
Brown, Bobbie
Brown, Cecil
Brown, Frank M.
Brown, Jack
Brown, James
Brown, Roland
Brown, Sam
Brown, Scot
Brown, T. H.
Brown, Wesley L.
Brown, Willie
Bruner, Jesse
Brunk, Glen D.
Brunns, Jimmy
Brunswick, B. A.
Bryan, Jim
Bucci, Anthony
Buckanan, Wm. T.
Buffalo, Ben
Bunker, Roy Edw.

- Dailey, H. D.
Dale, J. H.
Darby, Ken
Darden, Roy
Dault & LaMarr
Davidson, J. E.
Davis, A. C.
Davis, Bob, Mgr. Varieties Revue
Davis, Garland
Davis, Gene
Davis, Jack OX
Davis, John B.
Davis, Mack
Davis, Oscar
Davis, Sam
Davis, Skeeter
Davis & Sutton
Davis, Theo (Smoky)
Davis, Tommy
Davis, Walter
Davis, William E.
Davidson, Brownie
Davidson, Morris
Davidson, Sidney
Davidson, Jimmie
Day, Tom O.
De Arvil
DeCobb, James
DeCount & Marie
DeMott, Karyl
De Rosselli, Rex
DeTrapani, Joseph
Dean, Charles H.
Debbin, Bob
Debrow, Myrl
Del Gardi, Rita
Delaney, Pat
Delmar, Gene
Calligan, J. W.
Cameron, Omen
Campbell, Arizona
Campbell, H. W.
Campbell, F. X.
Cantrell, Robert
Caress, W. H.
Carlos, Don
Carlton, Shy
Carpenter, Low
Caruthers, Johnny
Carsey, Jingle
Carter, Red
Carter, Raymond
Caruso, Johnny
Casavant, Albert
Cash (Wobbly's Pal)
Castaro, V. L.
Cates, Charles E.
Castle, Whip
Casto, Ernest
Cauble, J. M.
Cauble, J. B.
Cauble, R. I.
Cautin, Ralph (Specs)
Cavalier, B. H.
Caylor, John & Myra
Chaney, Richard
Chapman, Ike W.
Charmante
Chase, Laboratories
Chase, Frank
Chick, Ben
Cheney, Bob
Chenys, Geo. A.
Chilton, J. J.
Christo, Tom
Cinosa & Sabas
Claire, Ted
Clark, Edgar F.
Clark, Frank
Clark, John G.
Clark, Steve
Clifton, Se
Clifton, Lloyd
Cochran, Bob
Cochran, Cecil
Cockran, H. W.
Cockrell, Geo. W.
Coddins, The
Coffey, L. L.
Cohee, Rex
Cohen, Harry
Cole, George L. J.
Cole, Walter
Coleman, Bruce
Coleman, James
Collier, Doc
Collier, Robert
Collier, L. N. (Doc)
Collins, Clyde
Collins, Dick
Collins, Donald
Collins, Harry
Collins, Texas
Coloway, Gypsy
Conger, W. L.
Conn, Bob
Conn, Harry E.
Conn, Geo. C.
Cook, J. B.
Cook, J. C.
Coons, Robert
Cooper Jr., Jesse
Copeland, Cirilr
Copell, H. N.
Copperstone, T. R.
Corey, Robert
Corey, Victor
Costa, Bob
Cosmopolitans, The Four
Costello, Pete
Courtney, Fay
Cox, Walter
Coy, Bill
Craig Bros.' Show
Crain, N. A.
Crawford, B. F.
Crayne, Cicie
Cresco, Tony (Organ Builder)
Crosswhite, L. F.
Cruze, Conway
Cuff, Wm. Patrick
Cummings, Raymond
Curry, Leslie
Curry, M. L.
Curtis, M. O.
Cutler, Louie
Cutler, S. R.
Dahmer, Edward
Ford, Devey
Forth, Raymond
Fortner, Clyde E.
Foster, Kenny Doo
Foster, Victor J.
Fowler, C. J.
Fox, Major
Francesco, Tony
Francis, D. J.
Franklin, Dr.
Frantz, G. J.
Frantz, Jerry
Frazier, Art
Frederick, H.
Freud, Prof.
Freeman, Billie
Freidman, Jack
Fressner the Great
Frenti, Tonis
Frisco, Jos.
Fritzhenry, Bill
Fulkerson, Rubie
Fuller, Edw. G.
Fulton, Lester
Fulton Specialty Co.
Furati, Frank
Gallagher, Paul
Gallahan, Mike
Gardner, Frank
Gardner, Gene & Art
Garfinkle, Joe
Garner, R. B.
Garrety, Bob
Garrett, Alex R.
Gass, Joseph
Gates, Billie
Gates, M. O.
Gates, Roy
Gatwood, Clift.
Gay, Mitchell
Geoma, John
Geiss, E.
Gentry, Everett
George, Frank
George, Tom
Getty, Irving
Gibbons, Guy
Gibson, Geo.
Gibson, Edward
Gibson, Arthur C.
Gibson, J. & J.
Gilbert, George L.
Gilbert, Harry
Gill, Frank C.
Gillapin Bros.' Circus
Gillespie, Edward
Gillman, Leonard
Girman, Charles R.
Gleason, Arthur
Glendon, Donald
Glendon, Felix A.
Golden, Bert C.
Goldstein, Al
Goll, Bill
Gonella, George
Gordon, Bobby
Gordon, Chas. C.
Gordon, Lee
Gordon, Maxine H.
Gordon, Musical
Gordon, Sam
Gordon, Wm. Esq.
Goss, Robert
Goss, (Alias Erans)
Gowdy, Col. M. A.
Grawford, Russell
Graham, Jack
Grant, Fred D.
Gravis, Woodrow
Gray, J. M.
Grayson, Frank
Green, Al K.
Green, Paul
Green, Col. W. E.
Greene, Marshall L.
Gregg, Chas.
Gregory, L. B.
Gribbon, George
Gribbons, Merle L.
Griff, Geo.
Griffin, Jeff.
Griffin, James M.
Grisvold, Geo. G.
Grovis, H. D.
Grogan, LaPoint
Guerrin, Frank M.
Guyar, Ray Whitty
Gwinn, Calvin Cowboy
Haas, Frederick L.
Hackett, E. J.
Hackman, Otis
Hagen, Edward
Haines, Fred
Haith, Frank
Hale, D. D.
Hale, Raymond
Hale, Tom
Hall, Geo. L.
Hall, James
Hall, John
Hall, Justin
Hall's Colored Minstrels
Hamilton, Ollie
Hamilton, W. F.
Hamlin, Ding
Hammond, Billy
Hamon, W.
Hampton, Jack Z.
Hanley, William
Hannah, J. C.
Hanneford, Poodles
Hanner, John
Hannigan, Jimmie
Hannum, Morris
Hanson, Speedy
Hanton, Johnny
Harchelode, Harold Payton
Harden, Wm.
Hardy, Henry
Harwick, Bruce
Harley, N. C.
Harriman Players
Harrington, E. A.
Harris, Boyd
Harris, J. R.
Harris, Rudolph
Harris, Shorty
Harris, Tony
Harris, Woodard
Hart, Paul M.
Haskin, Milton
Haskins, Cy
Hatchell, Curly
Haut, George
Havana Royal Orchestra
Havens, Richard
Hawley, Ray
Hayes, Patrick
Hays, W. M. (Little Willie)
Healy, Ted
Heath, Thos. W.
Heck, L. C.
Heckendorr, Clarence
Hedrick, Freddie
Heider, Fred
Helier, Highpockets
Hellman, Frank
Helm, R.
Helwig, John H.
Henderson, Fulton
Henderson, Jack
Henderson, Lewis
Henderson, Warren F.
Hendrix, Paul C.
Hennessy, H. E.
Henrici, Russell
Henry, Hugh J.
Henry, Mike
Hopp, Bill
Herman, Eddie
Hershey, Roy
Hester, J. R.
Hewitt, Heck
Hewitt, William
Hewitt, Judkins
Hewitt, Willie
Hibbard, H. B.
Hibler, A. B.
Higgins, Frank
Hildebrand, Frank B.
Hiler, Ed
Hill, C. N.
Hill, Henry
Hilton, William
Hinkle, Mill
Hinkley, A. Lee
Hodge, Robert F.
Hoffman, Frank
Hoffman, Marvin
Hoge, Mack
Hoho, Chief
Holcombe, Roy
Holley, Agnes
Holliday, Charlie (Mr.)
Hollingsworth, Jim
Hollinger, Roy
Holly, A. F.
Holman, Harry
Holman, S. H.
Holmes, W. H.
Ceder
Hooks, R. H.
Gricha
Hope, Bob
Hopkins, H. C.
Horner, Tommy
Hornett, Bill
Horton, W. M.
Houghton, F. S.
Houghton, F. S.
Houghton, Houghton
House, Mac
Houser, Sam
Houston & Lax
Houston & Lax Show
Howard, Hollie
Howard, Joe (Whitie)
Howell, A. H.
Howell, Ed
Howell, Edgar
Howell, Don
Howey, Jack & Irene
Hubbard, H. B.
Huddleston, Jack
Hudson, T. O.
Hughes, Claude
Hugo, Capt.
Hugonnet, Roy R.
Hull's Comedians
Hull, Harold H.
Hull Jr., R. W.
Hunt, Harry
Hunt, Thomas R.
Hunter, C. L.
Huntington, Harry
Huntley, Geo. L.
Hyde, Earl R.
Hyde, Rollie
Iberson, Bert
Inman, Maurices
Isser, Phil
Jackson, Bert Lee
Jackson's Midway
Jackson, P. M.
Jacobs, Mottie A.
Jacobson, Sam
Jagers, A. E.
James, F. J.
James, Fay
James, Ivan
James, Fred
Jennings, Ted
John, Bunny
Johnson, Chas. B.
Johnson, Chris
Johnson, Harry W.
Johnson, Howard
Johnson, James
Johnson, Joe M.
Johnson, Toby
Johnson, Doc Wm.
Johnson, Allan
Johnstone, Dr. B.
Jones, Henry
Jones, Hobert
Jones, Jean
Jones, John R.
Jones, Willie
Jordan, Cleo
Joy, Billy & Juanita
Joy, Sonny
Joyce, James
Junkin, George
Kadel, Al
Kahn, M.
Kalansky, Carl
Kalua, Hawaiian
Dancer
Kaplan, Samuel
Kamack, H. W.
Kassell, Ed
Kasselle, Ed
Kaufman, Fred
Kauss, W. C.
Kellana, Norris
Keller, S. C.
Kelley, L. Clifton
Kellogg, Loyce
Kelly, Jack Pot
Kelly, J. B.
Kelly, W. K.
Kelly, Lewis A.
Kemper, Charlie
Kemper, Skeete
Kennie, Dutch
Kensy, Harry
Kepler, Harry
Kern, Jerry
Kerr, Fido
Keyes, Chas. H.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.



## Ken Maynard Show in 1937

*Planning to open in April—has more equipment to buy—is playing theaters*

LINCOLN, Neb., July 11.—Ken Maynard was vehement in a statement here this week to *The Billboard* that his circus would not come out until April, 1937. He is at present on a country-wide personal appearance tour with his horse, Tarzan, and worked here at the Varsity.

"I have at least 24 cars to buy, two tractors and a gob of other stuff. I'm not going on the road halfcocked and find I have left a hundred things undone. I leave it to anybody with intelligence that it would be a sad venture which would start this late in the season and try to lay a route. When I get ready to go, you can bet I'll be equipped. I've been with enough shows that I know how these nervous hurries to open turn out. I'm getting sick and tired of having guesses and assertions made about me and the circus. You can look for me under tent in April, 1937. I'm making personal appearances in theaters now until September, and then I have eight pictures to make."

### Ray Marlow in Charge Of Front Door on R-B

PITTSBURGH, July 11.—Ray Marlow is now superintendent of the front door on the Ringling-Barnum Circus. The late Frank McIntyre had been in charge.

A large number of circus people remained in Bradford, Pa., over Sunday to attend the funeral of Frank McIntyre. It was perhaps the most impressive ceremony ever accorded the passing of a circus man. The procession was over a mile in length and was led by the mayor and chief of police. Friends from all over the country sent floral tributes. The front-door men of the circus were the active pallbearers. He was given a Shriner burial at the new McKeon County Memorial Cemetery, with the Reverend Miller, of the Bradford Presbyterian Church, in charge of the services.

### Downie Closes Maine Tour

BIDDEFORD, Me., July 11.—Playing to capacity houses, Downie Bros.' Circus brought to a successful close in this city its tour of Maine, which started at Portland. Show played Fort Kent, the home of General Agent Jerome T. Harriman.

Favored with uniformly good weather, the management reports most satisfactory business along the route. The press of Maine has been generous in its notices.

### Main's First Week In Ohio Successful

MASSILLON, O., July 11.—The Walter L. Main Circus wound up a most successful first week in the Buckeye State here last Friday, with fair business matinee and night. Performance is much improved over a year ago. Cly Newton's Side Show stronger than last year and is doing nicely, he informed a representative of *The Billboard*. Show played day and date with the Hank Keene Radio Theater, under canvas, which was on a lot downtown.

William Newton, general manager, said business has been big all season and that show will continue in Ohio practically entire month of July. Kenton C. Delong, of *The Massillon Independent*, lent valuable assistance here day of show and gave it a first-page mention. Jack Nedrow was a visitor. R. H. (Sheeney) McCune, of Akron, spent three days with show visiting friends.

### No Action on Protest

ATLANTIC CITY, July 11.—Frank B. Hubin, old-time circus man here, this week sent a communication to city commission asking it to reconsider new mercantile tax which raises the fee for circuses. Hubin stated that the tax would be prohibitive and keep a circus from coming here. No action was taken on protest.



ERMA WARD, featured aerialist with the Tom Mix Circus. Her demonstration of strength and endurance in doing one-arm plunges never fails to elicit thunderous applause from the audience.

### R-B in Rainstorm At Youngstown, O.

YOUNGSTOWN, O., July 11.—A terrific rainstorm broke here just as the night performance of the Ringling-Barnum Circus ended here night of July 2, drenching thousands of persons and marooning the show equipment until early next day. Show was on a new lot at Belmont avenue and Gypsy lane. Scores of automobiles became mired in the mud.

Extra teams were necessary to pull several of the heavy baggage wagons out of the axle deep mud onto the pavement. The last section of the train did not leave Youngstown for Oil City until 4:30 a.m.

### Ivy Rice Managing International Circus

CHICAGO, July 11.—Ivy C. Rice writes from Omaha that the circus formerly known as Barry Breden's Olympia Circus is now the International Circus. Breden left last week, and Mrs. Rice states the circus was turned over to her. She is now the manager and also is doing publicity and the advance. The show is set for an engagement in Omaha under auspices of the Veterans of Foreign Wars.

### Ida White Recovers

LANCASTER, Pa., July 11.—Ida White, Downie Bros.' perch performer, has been released from St. Joseph's Hospital, fully recovered from a broken vertebra, which she suffered in a fall May 13 during an act with her husband.

### Three Drivers Fined For Not Heeding Warning

WESTERLY, R. I., July 11.—Failing to heed a warning that they were not to operate their trucks unless the brakes had been repaired, three drivers for the Jones Bros.' Wild West Show, which played Ashaway last Wednesday, were penalized on charges of driving vehicles with defective brakes in a special session of Third District Court. The drivers, Carl A. Nelson, Allen H. Merritt and Harry Ross, each paid a fine of \$2 and costs when they pleaded guilty to the charge.

### New Side-Show Top For Bonham Bros.

AUBURN, Neb., July 11.—The Bonham Bros.' Circus played here to a nice crowd. A new Side-Show 50-foot round top has been added. Among those with the show are the Moores, wire; Tiger Bill and cowboys; Parnie McFee, clown cop; Jack Rogers, clown; Snyder Bros., rings and traps; Rainell Bros.' troupe, doing four numbers; Don Riley, handling a large group of lions; Chief Two Feathers, Indian dance; Bob Gordon, trick roping.

BRIDGEPORT, Conn., July 11.—The birthday anniversary of P. T. Barnum, who was born July 5, 1810, is being observed here this week.

## Mix Show Sets Indoor Record

*Plays to more than 100,000 persons in 10 days at the Coliseum in Chicago*

CHICAGO, July 11.—In spite of terrific heat that prevailed during most of the engagement, the Tom Mix Circus made an astonishing record in the 10 days it spent at the Coliseum under auspices of Goldblatt Brothers, department-store firm. Total attendance was more than 100,000, which probably sets an all-time record for an indoor circus engagement in midsummer.

Starting with comparatively light houses, the attendance quickly built up, and from Fourth of July on near-capacity crowds were the rule. Tom Mix himself, the Goldblatt Brothers and Charles R. Hall, manager of the Coliseum, all were highly pleased with the unusual record made.

Show presented at the Coliseum was an excellent one and went over big with the crowds. Tom Mix, the movie cowboy, proved that he still is the idol of young America. Entering without special announcement, he was received with thunderous applause, and his every appearance thruout the show was the signal for an ovation.

Using three rings and two stages, the show, as augmented for the Coliseum engagement, included the following: Gala introductory pageant, depicting the "Parade of the Royal Mounted."

The Royal Mounted in Garland Entry. Performing dogs in three rings. Kaarin and her aerial ballet.

Clowns, with some clever numbers produced by Kenneth Waite. Among the joes were Will Ash, Jack Knapp, Roy

(See MIX SHOWS on page 37)

### Downie Show Has Two Sellouts at Bangor, Me.

CONCORD, N. H., July 11.—Bangor, Me., ran true to form and Downie Bros.' Circus had two sellouts. There was rain at night. *The Bangor News* sent Nell Penley, a feature writer, to the show. She stayed the week before the Bangor date, giving it a special story and layout for a week.

Myrtle McGuyre, who suffered a broken ankle earlier in the season, is again at work. Mac's Hawaiians joined the Side Show at Bath, Me. Rockland, Bath, Me.; Rochester and Laconia, N. H., were good. Management of Benson Animal Farm, Nashua, N. H., sent an invitation to the circus folks and many attended.

Col. Bob Spear, of Boston, visited at Nashua. Jim Swafford and wife and Walter Buckingham and wife spent day on the lot. Frank Ketrow and the advance of Kay Bros.' Circus paid the show a visit. Charles Sparks and Charles Katz are very busy as some changes are being made in paraphernalia. Nashua is the home of Jimmie Davis, who formerly had the cookhouse on the Downie show, and he was busy saying howdy to his many friends.

Jack Hoxie and Dixie have a new trailer. July 4th was a big day for the folks at Laconia—the annual Fourth dinner. Mrs. Sparks was overseer. At Concord the folks met Paul Sullivan, George Hanneford's sons, George Jr. and Tommy, arrived from college and are working in the act. No more card games among the womenfolks—someone started knitting and now one is trying to outdo the other.

Mrs. Ernie White is expected to return in a few days. The grooms, prop boys, ushers and those on front door have new outfits. Andy Anderson, of the Santa Fe Railroad, has frequently visited the show.

### Pittsburgh Very Good For Ringling-Barnum

PITTSBURGH, July 11.—The Ringling-Barnum Circus, here Monday and Tuesday, played to the best business since before the depression days in this territory. The matinees were very good and the night houses capacity. Weather was ideal. Clyde Ingalls' Side Show also reported a brisk business.

The circus on July 3 played Oil City for the first time in more than 20 years.

### Cole Still Has Badge Given to Him in 1886

CINCINNATI, July 11.—The following appeared in the 50 Years Ago column of *The Herald-Recorder*, Potsdam, N. Y., dated June 26: "Master Bertie Cole, son of George S. Cole, special manager of Robbins' new show, has made himself a favorite with the show company and the members decided to give him a token of their appreciation and esteem, and did it at Plymouth, Mass., before a large audience. Stating the high regard in which Bertie was held, Dale Ausby called the boy forward to receive a handsome uniform suit together with a gold emblematic badge and the plaudits of the audience. The badge was in the form of a golden mail bag, the locking part being studded with diamonds."

Bert Cole, who retired from circus business several years ago, still has the gold badge which was presented to him when he carried the mail with the Frank A. Robbins New Shows in 1886. James A. Whalen, boss canvasser of Ringling-Barnum Circus, was with the show and is one of the few living who were on the Robbins show that season.

### First in 12 Years At California, Pa.

CALIFORNIA, Pa., July 11.—This boro had its first circus in 12 years when Barnett Bros. showed here Monday. Advance publicity, extremely good, aided by fine weather, resulted in heavy business. Show remained around this territory all week, stopping in Monongahela Tuesday, Bentleyville Wednesday and Charleroi tonight.

### Business Is Good With Circo Modelo

LOS ANGELES, July 11.—The Gran Circo Modelo opened its fourth week of the season at El Monte June 29 after completing a profitable two weeks on the lots of downtown Los Angeles. The show opened at Montebello and business has been good, with the various Mexican centers enjoying greater prosperity than they have in years.

The program includes the Flying Abbotts, with Bobbie Behee; Velarde Family, Bill Detrich's dogs and ponies; Ruby Ward, Peg Michel and Helen Lowande, aerialists; Fermin Oliva and Manuel Velarde with their five-bar act; Little Louis Velarde, on the bounding rope. Raoul Velarde has band of eight pieces. Parades are given daily. Performance is presented in a 90-foot top with one 40-foot middle.

The personnel: Jimmie Wood, general manager; Louis Velarde, superintendent; Mike Puh, general agent; John Campillo, billing and advance; George Fabun, lot superintendent; Lloyd Scheeler, master mechanic; Manuel Velarde, equestrian director; John Bezanti, announcer and concessions.

On the Fourth show was on the beach at Oceanside. After two more weeks in Los Angeles show will head north, playing the San Joaquin valley until fall, when the equipment will be brought back to quarters at Venice and overhauled to make ready for the winter season, indoors, using the show's regular title, the Yankee-Patterson Circus.

### Silver Bros.' Show Having Good Season

GAINESVILLE, N. Y., July 11.—Silver Bros.' Circus is now in the 11th week of a very successful season. The Brisons rejoined four weeks ago, putting on pit show. Side Show was placed recently, attractions including musical, impalement, Punch, magic, mentalist and animals. New banners have been ordered. Kid Show top is 40 by 60. Ray Brisson handles openings and announcements.

E. P. Flint is a recent addition to Al Kadel's Band. Bob Russell Jr. is handling novelties for Bob Sr., who clowns in big show and is also lot superintendent. F. R. Jarvis joined the advance as billposter. Two men are ahead, billing and have a flashy trailer. A new Kohler plant now lights the show. Karl Annon is agent for show.

Visits were exchanged with Beers & Barnes Circus in Pennsylvania. Messrs. Engelder, Corwin and Stadel were recent visitors.



## With the Circus Fans

By THE RINGMASTER

CFA.

President, Secretary,  
FRANK H. HARTLESS, W. M. BUCKINGHAM,  
2930 West Lake Street, Thames Bank,  
Chicago, Ill. Norwich, Conn.  
(Conducted by WALTER HOHENADEL, Editor  
"The White Tops," care Hohenadel Printing Com-  
pany, Rochelle, Ill.)

Members of the W. W. Cole Top, Spokane, Wash., caught Barney Bros.' Circus at Coeur d'Alene, Ida., June 26 and Seal Bros.' Circus at Cheney, Wash., July 1.

Don Howland, CFA, of South Bend, Ind., has completed a circus room at his home. The place contains 100 auto-graphed pictures, all framed, and nearly 5,000 snapshots, bull hooks, whips, elephant tusks, wood carvings, old pass box and 310 elephants.

Plans are being perfected by Wisconsin Circus Fans for a smoker to be given in honor of Dexter Fellows the latter part of this month. The affair will be held at White Tops, the Braathen Circus Room on Lake Waubesa. It is the plan to invite all the editors from newspapers in the county to meet Mr. Fellows.

Justus Edwards, on advance of Rus-

sell Bros.' Circus, paid a visit at the home of W. H. Hohenadel in passing thru Rochelle evening of July 6.

A new cookhouse, erected in the backyard at the home of Walter Buckingham in Gales Ferry, Conn., was officially opened by local Circus Fans July 9. Tables are arranged the same as in a cookhouse. The flag was raised at 6:30 p.m. and a fine supper was served to the Buckingham guests.

J. A. Wagner, CFA, of Des Moines, spoke about the principles of the organization over KSO last week. He told sidelight stories of interest concerning some of the leading fans.

## Selle Stages Fan Meet at Freeport

CHICAGO, July 11.—Edwin Selle and wife, members of the CFA, entertained 150 people at dinner in the Germania Club, Freeport, Ill., July 5, the day the Cole Bros.-Clyde Beatty Circus played Freeport.

Selle, who is an ardent circus fan, sent out invitations to an intersectional Fans' meet. There were 36 CFA members in attendance, a few local friends of Selle, and the remainder of the gathering was made up of members of the Cole Bros.' show.

Selle put on the event in great style. There were lavish circus decorations, Rotzler Bros.' German Band, Joe Taggart's miniature circus wagons, shadow on dressing top sidewall effect, cookhouse, etc. Karl K. Knecht, of the CFA, presided, and there were talks by President Frank Hartless, William S. Sneed and Selle. An informal meeting of the CFA officers present was held to discuss the annual meeting of the association. While no definite place or date was settled upon, it was decided to hold the meeting in one of the Central States in late August or early September if other directors of the association vote their okeh.

The entire assemblage attended the circus at night. A banner welcoming the Fans was suspended over the reserves, and Leland White, of Monroe, Wis., distributed "Wisconsin-Cole" booster badges. All wore Selle badges as well.

Among those who attended the meet were Mr. and Mrs. Frank Hartless; Karl K. Knecht, vice-president Central Top, Evansville, Ind.; former President Clint Beery and wife; William S. Sneed, chairman John Davenport Top; Harry A. Atwell, Jack Hickey, Mayme Hickey and three girl friends, all of Chicago; Dr. and Mrs. Tom Tormey, Mr. and Mrs. Sverre Braathen, Dr. W. P. Dimond and W. L. Jackson, all of Madison, Wis.; Mr. and Mrs. Frank Magin and Mr. and Mrs. George Downing, of Milwaukee; William Kasiska, of Baraboo; Mr. and Mrs. Leland White, of Monroe, Wis.; Fred Schlotzhauer and two friends, of Oquawka, Ill.; Mr. and Mrs. J. Fred Temple, Galesburg, Ill.; Mr. and Mrs. Walter Hohenadel, Rochelle, Ill.; Justus Schlotzhauer, Peoria; Mr. and Mrs. Fred Schmoeger, Sterling, Ill.; Joe Taggart and mother, Rockford, Ill., and Mrs. B. Knecht, Chicago.

## Cole Has Five Good Days in Iowa

DES MOINES, Ia., July 11.—Terrific hot weather has had very little effect on the business of the Cole Bros.-Clyde Beatty Circus, which last night moved into Missouri after five substantial days in Iowa.

Dubuque, Oelwein, Marshalltown, Boone and Des Moines turned out handsomely. The circus was encamped here on the fairgrounds and the parade route to the heart of the city and return measured more than eight miles. Des Moines was the longest of the present season.

Fans from Wisconsin, Illinois, Indiana and Iowa were in attendance Sunday in Freeport, Ill., assembled to attend the show and also the huge party arranged by Edward Selle, one of the Freeport fans. A special menu was served to 125 fans and circus folks at the Germania Club following the night exhibition. The party was arranged and handed by Mr. and Mrs. Selle.

Among those in attendance were Frank Hartless, president of the CFA; William S. Sneed; Karl Knecht, of Evansville; Mr. and Mrs. Clint Beery; W. H. Hohenadel, of Rochelle; Joseph W. Taggart, Rockford; Justus Schlotzhauer and Fred W. Schlotzhauer, of Oquawka; Sveere O. Braathen, Madison; Dr. Tom W. Tormey, Madison; Leland White; Harry Atwell, Chicago; Grace Denman, Danville; Eldrid Rasmussen, Stoughton, Wis.; Mayme Hickey, Chicago; Elsie Sky-

rud, Blair, Wis.; Nate Gross, of The Chicago Evening American; Ted Tod, of Wilson & Company, and many others.

It was the largest circus party of the season and there have been a great number staged by the fans in all sections of the country for the Cole performers and executives. Mr. and Mrs. Bert Doss were also hosts to a large crowd at Bloomington July 4, following the exhibitions there. There were so many troupers and visitors in Bloomington that it is impossible to give all names.

The show moves rapidly into Kansas, Oklahoma and Nebraska following its exhibitions in Kansas City July 13-14. Parades are on time and arrivals and departures of show trains are on scheduled time. Trainmaster J. P. McGrath; Henry Brown, boss hostler, and Clarence Adolph, truck superintendent, are always on the job.

Frank Shepherd, who was injured last winter at an indoor circus in Des Moines, returned to the show and will assist in the ticket department until he has completely recovered. Shepherd believes he will be able to present his thrilling trapeze act within a few months.

Rex de Rosselli has also returned after being ill for two weeks in Illinois. He has resumed his work in the Public Relations Department. Major Mite won the checker championship of the show in a tournament last week, the runner-up being Jack Ryan, public-address speaker.

## Barnes on New Lot at Casper

The 14th week saw the Al G. Barnes Circus moving southward into Wyoming from Montana. The terrific heat still clings on, with the thermometer seldom going below the 100 mark.

After gazing on fields burned to a crisp thru North Dakota and Montana, it was a relief to the eyes to again see green things in the irrigated lands around Billings, Mont., and Northern Wyoming. Business at Greybull and Thermopolis, Wyo., was not so much, but at Casper on the Fourth business was all that had been expected of this thriving oil town that had not been visited by the Barnes Circus for three years. A new lot was broke in at Casper. The old one, which is inside the city limits, had been made unavailable because of building of a radio station. The new lot is outside and is known as the Polo Grounds, being some two miles from center of city.

A real holiday dinner was spread in cookhouse at Casper, roast chicken and all the trimmings.

It has been the custom over here to have on July 4 a "show for showfolks," and this year was no exception. At 5 o'clock all gathered in the grand stand in front of Ring No. 3, where an improvised curtain of canvas had been strung. Milt Taylor acted as emcee, and with Harry Bert had arranged a program wherein various acts of the show were burlesqued by others. During the entertainment Robert Thornton, Fred Ledgett, Cap Curtis and Mel Smith were called to the ring and presented with gifts from the Cristiani Family as a token of esteem and appreciation of the co-operation given by these men in their various departments. Mel Smith made a short speech, saying what a fine influence it was to have a family, down to a four-month old grandchild, with the circus. When the entertainment was completed several athletic events and races were held in the backyard and then everyone was served with plenty of ice cream, cake and lemonade. The affair was supervised by Manager S. L. Cronin.

Douglas, Wyo., for a Sunday afternoon only, was reached early. Very fair trade. Scotts Bluff, Neb., was reached long before daylight, and as had been anticipated proved a very good stand, having been several years since a big railroad show had been there.

THOMAS FEELEY, of Baltimore, writes that he made a special trip to Plattsburg, N. Y., to see C. H. Reed, who has motordrome on the Strates Shows, and Reed considered using lions in the drome. Feeley plans to join in a few weeks and train some young lionesses for the act.

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17—Mansfield.  
18—Toledo.  
19—Detroit, Mich. (East Warren & Connors).  
July—  
20—Detroit (Michigan & Wyoming).  
21—Detroit (Michigan & Wyoming).  
22—Flint.  
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# Under the Marquee

By CIRCUS SOLLY

MEMBERS of Downie Bros.' Circus recently met Arthur Borella, Captain Schultze and Charles Hunt.

JACK RIDDLE'S circus unit played at Manito, Ill., on the Fourth to a very large crowd.

DRESSEN & PURCELL Circus furnished the free acts at Eddyville, Ia., July 3-4. Show is doing fine biz thru Iowa.

JOHNNY (STILTS) DYER and Sum Sum, clown, were at Florence, Ala., July 3-4. They will appear there later at the fair.

BARNETT BROS. was the first circus at Monongahela, Pa., this season. Show, there July 7, was sponsored by the Police Department.

FRED TIMON saw Beers-Barnes Circus at Franklinville, N. Y. Reports a nice show, good crowds in big and side shows and concert.

HARRY F. LOGAN visited the Big Show at Schenectady, N. Y., and renewed acquaintances with Eddie Vaughan, Chick Bell and the late Frank McIntyre.

WIZIARDE Circus, presented in two rings and on a stage, is getting its share of business in Kansas. Two big days at Lyndon.

CONNELLY AND RADCLIFFE'S Airedale pet, "Paddy Whack," died at Syracuse, N. Y., July 3 after 13 years of trouping.

JEAN BELASCO states that he has tendered his resignation as general press agent of the Walter L. Main Circus to take effect July 22.

GEORGE BAHR states that Sells-Sterling Circus had two good houses at Wausau, Wis. The various acts and the clowns were given big hands.

CLARENCE HASHAGEN, driver of the advance car for Bonham Circus, is in a Kansas City hospital, having received in-

juries in an auto accident while leaving Pawnee City, Neb.

PAUL M. CONWAY, Macon, Ga., attorney, was in Washington, D. C., several days on some law business and while there had a visit with Melvin D. Hill-dreth, widely known circus fan.

BILL OLIVER, of Decatur Posting Company; Paul Witte, city manager of Publix theaters, and Former Sheriff Bob Penniwell, of Decatur, Ill., were guests of Cole Bros.' Circus at Springfield, Ill.

GEORGE ORAM KING is manager of Side Show with Cooper Bros.' Circus, also doing Punch and vent. His wife, Nellie M. H., is presenting musical act in kid show.

GEORGE HURLEY, with Walter L. Main Circus, was recently presented with a sleeping car as an appreciation birthday gift by "Kokomo" Andrews, of the same circus.

LILLIAN LA BLANCHE is again making her Southern trip to help book her act and three other circus acts for fairs. In Washington she called on John W. Berry, an oldtimer, who is in one of the government buildings.

TONY LAMB SHOW has been having favorable weather and excellent business in Georgia. Had a straw house at Nicholls July 4. Show is directed by Mrs. C. Morales and managed by Lester Hembel and Paul Ritterbusch.

RICH BARNSDALE (the Man from Moscow) started his fair season at the Mahnomen (Minn.) Fair July 2-4. His electrically lighted bicycle on the endless wire was one of features in Jewell Miller Revue.

MAXINE ROBBINS joined her parents, Mr. and Mrs. Milt Robbins, with Kay Bros.' Circus, after being graduated from the Harris School in Illinois June 4. Robbins reports good business and fine weather.

JOHN LANDES has closed with the Famous Robbins Circus and is in the hands of the dentist for another month at Washington, D. C. Will have his own floss and pop-corn machines at fairs and celebrations.

MRS. MILES ORTON, 82, mother of the Four Ortons, had a slight stroke a few weeks ago while the Ortons were playing at the Palladium in London, but has fully recovered. They expect to sail for home soon.

FREDDIE VALENTINE, principal flyer of the Flying Valentinos, postcards from Cameron, Tex., that the troupe will not be under the George Hamid banner this season. Instead it will remain as featured free attraction with the Big State Shows in Texas.

CHARLES B. CARSON, Youngstown, O., newspaper man and circus fan, was largely instrumental in obtaining for the Ringling-Barnum Circus the new lot on Belmont avenue and Gypsy lane, used for first time by that show on its recent appearance there.

SHELL BROS.' CIRCUS played at Hillsboro, N. D., to a capacity crowd. Show was delayed in arriving due to lack of labor. Many members of the crew failed to show up there and local labor was enlisted to erect tents and perform other duties.

GEORGE VOISE, clown, while doing advertising stunt for a Cleveland theater fell and broke his right wrist and left kneecap and is taking treatment in Charity Hospital in that city. It will be four weeks before he will be able to walk. Would like to hear from friends. Is in Room 221.

WHEN COLE-BEATTY and the Happy Days shows played day and date at Crawfordsville, Ind., Ben Beno, of the latter, attended the circus and ran across George Valentino, whom he had not seen since 1906. Beno was one of the original Four Flying Valentinos on the Van Amburgh Show in 1904-'05 and C. W. Parker Shows in 1906. He will leave Happy Days Shows in August to play

## Erie, Pa., Merchants Strong for Circuses

ERIE, Pa., July 11.—The Ringling-Barnum Circus which played here last week received splendid co-operation from the leading merchants, who are of the firm opinion that a circus is a real business stimulant for a town. They urged the people to attend the show and to come to see them after the circus.

fairs and will return to show in October.

BERT COLE has visited several shows this year. Saw Eddy Bros. at Tottenville, N. Y., and had a nice visit with Mr. and Mrs. Hunt and Mr. and Mrs. Wheeler; Kay Bros. at Woodbridge, N. J.; Cole-Beatty at Lancaster, Pa., visiting with Jess Adkins, Zack Terrell and his many other friends with the show.

A CIRCUS PARTY was given by Mr. and Mrs. Charles Beach, former Ringling trouper, for Mr. and Mrs. Merle Evans, of Ringling-Barnum, at the Cellular in Youngstown, O., July 2. Approximately 20 guests were entertained, which included several performers from the show. R. C. Read, former trouper, attended.

AL G. BARNES Circus received mention in an article, *Circus Daze in Hollywood*, by Philip Bailey, in the August issue of *The Movie Classic Magazine*. Tells about the show being used to make circus films and how stars turn out for circuses. Walter McClain obtained mention for his work directing Ruth in pictures. Ringling-Barnum, Tom Mix, Cole Bros. and Ken Maynard shows also received publicity.

## Circus Revue at Lincoln

LINCOLN, Neb., July 11.—Barry Breden's late Olympia Circus and Revue played here two days as a stage show at the Orpheum under the name of the International Circus. Company came here to fill time until August 3, when Mrs. Bill (Ivy) Rice will take it in hand for five weeks of fairs and special events.

In the circus as it showed here were the Olympia Boys, tumbling, bars and flying act; Belle Wheeler and her pets; Vivian Nelson, Spanish web; Fred Harper and his Liberty ponies; Violetta and Harry Rooks, head stands on trapeze; Three Nelsons, clowns and tumbling; Pete McMahon, equilibrist, and Lynn Hackler's Band.

Show was booked in for opposition to the Varsity's personal appearance of Ken Maynard, cowboy star.

## Mayville, Wis., Big Day Of Season for Atterbury

HARTFORD, Wis., July 11.—Atterbury Bros.' Circus gave two matinees and one night show at Mayville, Wis., July 4 to handle the business. Was a still date and was the big day of the season. The three performances were to ringbanks. The newspaper there gave the show a nice mention.

At Mt. Horeb capacity matinee and straw night house, break-in lot a half mile out; Albany, no matinee due to Madison Centennial, half house at night; Lake Mills, half house at matinee and half house at night; Delevan, capacity matinee and half house at night. Due to Madison Centennial, which has a wonderful drawing power for 150 miles around, business at three spots was off.

## Pickups From Scandinavia

STOCKHOLM, July 6.—The Cirque Orlando is touring Sweden with a big troupe, including the Wetzel Sisters, trapeze; Lill and Bill Cheronimo, knife throwing, rifle and lasso experts; Job-sky's dogs; Five Rafsnistas Brothers, acrobats; Aicardi Troupe, jugglers, and Jean Blondel, comic.

Circus-vaude show running at the Sodra Theater closed abruptly, without paying off acts, it is said. Two American acts, the Four Skating Macks and Joe Bonell and Doris Bay, acrobats, were on the bill.

Page, Powell and Nona, American wire walkers, are at the Circus Schumann in Copenhagen; the Four Skating Macks are at the National Scala, and Buck and Chic, Western novelty, are at the Arena. Several other well-known acts such as Howard Nichols, American hoop juggler; Bob Ripa, juggler; Nicol and Martin, bike act; the Albertinis, perch act, and Miss Quincy, high diver, are playing dates in Scandinavian countries.

## Dressing Room Gossip

COLE BROS.-CLYDE BEATTY—Fourth of July with the benefit show has come and gone. Folks seemed to have had a big time. Promptly at 5 p.m. George Cutshall took over the big top and had his men stationed all around to admit only ones with tickets. The back door was transformed into a marquee.

First was the candy pitch, customers receiving all sorts of prizes. Clint Barnes received a half sack of Bull Durham tobacco and he doesn't smoke it. Others received such prizes as second-hand powder puffs, sawdust, etc. After all were seated, the writer, dressed in evening clothes with silk topper, and Mary Kinko, in evening gown, entered, trying to locate a seat. The show opened with the fat lady of the Side Show coming out of the coupe impersonating George Cutshall, followed by Julian Rogers as Mr. Adkins and Helen Sharon as Mr. Terrell.

Joe Short led the chorus number that followed. Did fancy dancing and singing, assisted by Paul Nelson; Joe Reimett, John Leroy and the wrestler, "chorus girls." Otto Griebbling, Tom Allen and Bill Ward put on a water-spilling gag. Climbing the greased pole for a prize was next. The knife-throwing act by the Side Show folks went okeh. Then there was the blindfold boxing match, and as a concert a real rough-and-tumble boxing match by the colored boys.

Chester Barnett handled the band, Jack Ryan did the announcing and Ray Dean looked after the boxing. Otto Griebbling arranged the gags. Highlights of the day; hotter than two blazes; threatened rain. Bert Doss did a record business with his beer stand just off the lot.

As this is written the Kinkers are playing the champion butchers (softball). Curly Phillis was back chatting with the boys at Springfield, Ill. Jimmie Mooney spent several days visiting the gang and Orle Dobbs was also a late visitor.

The Rebel baseball gang finally got together under Ray Dean and played its first game with the Ushers. Score, 11 to 10 in favor of the Ushers. The opening pitcher deserves much credit for holding the ushers down.

Notice the women have all gone in for shorts for lot wear. Harold Nicholson is turning out some real plate lunches at his stand. Ray Dean keeps busy with his camera. Has taken some real action pictures lately.

Harry McFarlan hangs around the wardrobe tent, where the ice water is the coldest. Well, facts are facts, the Kinker-Butcher game turned out 15 to 0 in favor of the Butchers.

EMMETT KELLY.

AL G. BARNES—At Thermopolis, Wyo., 12-year-old Tosca Canestrelli had a narrow escape when she fell in one of the hot springs bathing pools and forgot to come up. A boy from a near-by CCC camp jumped in and forcibly reminded her that terra firma was a much better place.

Fay Wolcott and Dixie Whittaker were "right at home" in Casper. Fay has a brother, Dean, and also a sister living here. Dean stated that Fay used to be a call boy for the Burlington. Dixie has aunts and uncles here. This year makes Dixie's 10th with the show.

Of course, all the talk has been about the show that was put on the Fourth at Casper. Besides several cash prizes that were awarded the winners of the foot races and other events there was 60 pounds of candy donated by Harry Cande, of Chicago. He is an ardent Circus Fan and a friend of Harry Bert's and expressed the candy from the Windy City when he heard about the "show."

The first act was "Three Black Crows," put on by Tosca Canestrelli, Hortense and Porquita Cristiani, none over 12. The kids blacked up all over for their stunt and what a time they had getting washed up afterwards. This was followed by a take-off on the statue number by Bill Lennett, Roger Moore, Arthur Bursom and little Burgundy—a real laugh. Genevieve Canestrelli gave her impersonation of Charlie Chaplin, cane, mustache and all. Then a farce depicting the troubles some of the showfolk have in getting proper room accommodations on Sunday at the hotel when the show lays off. This skit was played by Bill Moore, Mel Smith, Al Weir and Harry Levy. Mrs. Pearson gave her impression of some famous English comedians. Mel Smith gave a laughable burlesque of the Canestrelli ladder act and juggling on horseback, and by (See Dressing Rooms on opposite page)

**OAK BRAND: HY-TEX  
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Man for Candy Floss. We have both electric and hand machines. Liberal percentage. Write MOSE BECKER, care Barnett Bros.' Circus, July 14, Wall; 15, Turtle Creek; 16, Braddock; 17, Rankin; 18, Irwin; all Pennsylvania.

**FLYER WANTED:**

Man Leaper who can work on 11' Fly Bar, or one who can work from 7' 6" Bar to Stationary Cradle. Act booked solid. Write JACK MULLOY, care Western Union, Parkersburg, W. Va., July 13 to 18.

# The Corral

By ROWDY WADDY

BILLY WALKER and her Texas Long-horns are filling engagements in Western Pennsylvania, presenting their roping and musical act.

SLIM MESSENGER, who dropped from the list of entries at rodeos a few years back, is an oil driller now in New Mexico.

ETHEL HART, who used to be a rider with various Wild West outfits, of late years selling specialties, has been spending a couple of weeks in and around Cincinnati.

THE CIRCLE-SIX RODEO COMPANY recently gave performances on two days at Defiance, O., in Kingsbury Park. Show under direction of N. H. Coons, with "Oregon" Presky as arena director.

SIX HARRISON, a few years ago one of the fastest calf ropers in the business and who trained and rode a wonderful roping horse, has quit the arena for the quieter life of the farm in Southwest Oklahoma.

THIS WEEK, starting Tuesday, a five-day Rodeo holds forth at Rochester, N. Y. Word from the association last week was that prize money was posted. Stock and paraphernalia furnished by Harris-Eskew, Jim Eskew the arena director.

BILL PENNY (CHEYENNE BILL) infos that he recently returned the Indians he had at Hollywood with the Ken Maynard Circus-Wild West to the reservation in Oklahoma, and then took a run down to Dallas to take in the Texas Centennial Exposition.

CHARLIE SCHULTZ, rodeo clown, received a very painful and very nearly serious injury at the Duncan (Okla.) Rodeo while clowning with a bulldogging steer, being gored in the face close to his eye and necessitating six stitches to close the wound.

DR. B. F. (JACK) HUGHES has been taking a several weeks' vacation from his dentistry and looking after his farm interests at Pahoka, Fla. (he and his family settled there last couple of years) to look over the centennials at Dallas and Fort Worth. The former trouper with many outfits just can't help from going "western" when he has the opportunity, which is during the summer months for him.

ACCORDING TO WORD regarding the recent Rodeo at Duncan, Okla., under auspices Chamber of Commerce, one or more of the promoters took a "run-out powder" with the result that contestants stood pat on receiving second-day money, also people on salary before working the last day; wasn't forthcoming, and show closed, patrons given back their admission money. Fog Horn Clancy, announcer at the mike, is credited with explaining the situation to the audience, so there would not be hard feelings toward the contestants and salaried performers.

NOTES FROM the Clyde S. Miller Show—Clyde Miller furnished stock and put on two shows lately at Estherville, Ia., for three days, and at Grand Island, Neb., July 3-5. At Estherville the following were named winners in events: Bronk riding, Bob Rahern, Ken Roberts, Frankie Campbell; bulldogging, Bob Rahern, Eddie Hovenkamp, Tex Kolbe; bull riding, Ken Roberts, Curly Ankrum, Danny Wildes; calf roping, Kenneth Williams, Frankie Campbell, Slim Pickering. At Grand Island: Bronk riding, Frankie Campbell, Eddie Boysen, Bill Fell; bulldogging, Tommy Thompson, Eddie Hovenkamp, Bill Wakefield; bull riding, Goldie Carlin, Kid Fletcher, Jim Hazen. Weaver Gray, Kenneth Williams and Earl Strause, trick ropers; Effie Dickey, Juanita Gray, Vel Hammer, Margie Bryse, Lavine Williams, Kenneth Williams, Bill Miller, Earl Strause, trick riders; high school and jumping horses worked by Clyde Miller; Walter (Red) Breckenridge, Roman-standing jump; Oklahoma Slim, clown.

LOS ANGELES—The recent three-day Redondo (Calif.) Covered Wagon Days was one of the most colorful of California events, replete with reproductions of transportation and costumes (worn by citizens) and beard and mustaches styles of many years ago. It was

stated that the daily attendance averaged over 60,000 and that more than 2,000 persons took part on the Covered Wagon parade, in which there were some historical vehicles, including stages. Tommy Sutton and Jack Casey were judges at the rodeo; Doyle Davidson, arena director; Fred Pardee and Walter Berry, timers; Red Sublette, the clown. Names of winners on contest events are not at hand; however, the following participated: Calf ropers, Noah Clayton, John Kyle, Ray Thomas, Carl Scarsdale, George Garfield, Del Thrall, Ed Jauregi, Dick Webb, Ray Bragg, Harry Snively, L. D. Thrall; steer riders, Jim Blake, Harry Logue, Rodeo Red Robinson, Hank Holquist, Snooks Cowdrey, Lew Shannon and Elmer Farr; bronk riders, Beans O'Connell, Jake Young, Hantz Hogan, Bill Callahan, Less Shannon, Chuck Shepard, Tex Moore, Charles Barnes, Harry Logue; stake race, Ted McDonnell and Tex Ashfar. The bronk stock was supplied by Andy Jauregi.

CANADIAN, Tex., — The 14th annual Anvil Park Rodeo was quite successful in every way. Attendance fair the first day, record-breaking crowds on July 3-4. "Oldtimers' Day" was a success in every way. Those who came into this area previous to 1896 were given free admission to the rodeo on July 3 and other courtesies at the City Auditorium. All live stock for the rodeo furnished by the association. Judges were Beale Queen, Glen Hopkins and Orin Thompson; arena director, Marion McLain; arena clerk and secretary, George Stevens; announcers, F. V. Studer and Lawrence Ellzey. The press was represented by Frank Reeves, of *The Fort Worth Star-Telegram*; Mason King, of *The Amarillo Daily News*; Archer Fullingim, of *The Pampa Daily News*, and Glyndon Riley, *The Canadian Record*. Specialty acts by Jack Ellzey and his horse, Pony Grey. Trick and fancy roping exhibition by Mart Stacy and Jess Nickell. Trick and fancy riding by Tad Lucas, Jack Ellzey, Wiley McCray and Virgil Stapp. Stapp clowned. Andy Curtis had foot injured during first day. Ace Henson had knee injured. Jack Obenhaus received injury over right eye in the steer riding. Results: First day—Calf Roping, Bill Van Vactor (20.4 seconds), Eddie Smith (21), Buddy Ellison (22.2); Bulldogging, Andy Curtis (6.2), Eddie Curtis (9), Bill Van Vactor (9.2); Bronk Riding, Frank Martz, Pete Forrester, Eddie Curtis, Bruce Ross, Eddie Cain; Steer Riding, Arthur Ivey, Clint Reno, Wiley McCray; Wild Cow Milking, Eddie Smith (41), Orin Thompson (50.4). Second day—Calf Roping, Buddy Ellison (19.8), Eddie Smith and Sam Krehbiel tie (24); Bulldogging, Gene Hamilton (9), Tex Doyle (10.6), Bruce Ross (11.8); Bronk Riding, Eddie Curtis, Eddie Cain, Pete Forrester, Frank Martz, Bruce Ross; Steer Riding, Bill Van Vactor, Wiley McCray, Toots South; Wild Cow Milking, George Smith (52.6), George Saye (65). Third day—Calf Roping, Lindsay Montgomery (17.8), Bill Van Vactor (20), Buddy Ellison (25.4); Bulldogging, Bill Van Vactor (10.4), Perch Porter (17.4), Tex Doyle (22.2); Bronk Riding, Pete Forrester, Tex Doyle, Eddie Cain, Frank Martz, Vernon McLanahan; Steer Riding, Toots South, Clint Reno, Wiley McCray; Wild Cow Milking, Bill Van Vactor (41), Jack Van Ryder (50). Finals: Calf Roping (three calves), Buddy Ellison (67.4), Bill Van Vactor (69.4), Eddie Smith (70.6); Bulldogging (three steers), Bill Van Vactor (31.6), Tex Doyle (43.8), Perch Porter (70.2); Bronk Riding, Pete Forrester, Eddie Cain, Frank Martz; Steer Riding, Clint Reno, Wiley McCray, Arthur Ivey.

## Around Ringling-Barnum Lot

PITTSBURGH, July 11.—The Ringling-Barnum Circus encountered bad weather first part of last week in Erie, Pa., but latter part of the week found weather conditions very favorable. Show played Ashtabula, O., for first time in 22 years. Afternoon of July 4 show played to capacity house at Bradford, Pa. There was a late setup due partly to the streets being tied up by the holiday traffic and partly to the long run from Oil City. Because of this the cook-house did not display the decorative splendor that is characteristic of its Fourth of July appearance. But the menu served made up for whatever might have been lacking in other respects. Everyone missed the customary "Fourth" entertainment between shows. There was an unusually good one planned, but due to the shortness of time it had to be called off.

William B. Meinhart and Mrs. Grace Reed, who was formerly with the Con T. Kennedy Shows and a sister-in-law of the late Frank McIntyre, motored to Bradford to attend his funeral.

Chief John Brice suffered a painful but not serious injury in Bradford, as one

of his feet was crushed by a wagon as he attempted to pull a woman from in front of it.

An addition to the menagerie is the appearance of five full-grown penguins brought from India. They range in height from about 11 to 18 inches.

Walter L. Main was a visitor at Ashtabula, O.

Polidor lost one of his trained dogs last week and almost lost the second one as, unaware of their presence, trunks were piled around their cage causing suffocation.

HUGH HART and SMILEY CARLTON.

## DRESSING ROOMS

(Continued from opposite page)

popular request repeated "hunter" act of last year. Genevieve Canestrelli, Chita and Cossette Cristiani gave a short skit of pantomime comedy. LaVerne McClain and Peggy Marshall brought down the house with their burlesque, with the aid of the donkey, of Margaret Garner and her "Yankee Doodle" horse. Don Cash as "King Cassanova" brought lots of laughs. Harvey Beach, assisted by Howard of the property department, sang some songs in grotesque costumes. Then for a finish and funniest of all was June Sergel in a short and snappy burlesque of Bert Nelson, finishing with a tussle on the ground with "Queenie," a large dog rigged up as a lion.

Peggy Marshall was whispering to one and all to be sure and see the Side Show in the backyard, where they were going to "pour it on" in a kid about Duke Drukenbrod, manager of the show. Report on this will be made later.

## R-B Animals to Erie Zoo

ERIE, Pa., July 11.—Ringling-Barnum Circus sold an elephant, hyena and a golden vulture to Gale Ross, director of the city zoo here. Ross states that a trade will be made for other animals in exchange for some now at the zoo.

## MIX SHOW

(Continued from page 34)

Brown, Joe Bowers, Abe Goldstein, Jimmy Davison, Fred Douglas, Al Sherman, Gus Bell, Tom Walters, Howard Bell, Waite, Tom Ahearn, Stanley Nichols, Julius Adair, Robert Dale, Al Friedman, Pete Nash.

Riding acts in three rings—Juanita Hobson, Herbert Hobson and Ella Davenport.

Introduction of Tom Mix, to an ovation. Mix does a shooting number, then works his T Bar M Ranch horses in center ring.

Helen Ford and company, polo girls, on track, with Joy Meyers, Jessie Arbaugh, Kathleen Turney, Anne Brown, Elsie Wairath, Darlene Harding, Flo Burslem, Carrie Royal, Vera Codona, Helen Howe, Mickey McGinley, Betty McVey, Mildred Asher, Julia Asher, Dorothy Hubbell, Lula Nowland, Elaine Linton, Wanda Bell, Vivian Jordan and Anne O'Donnell.

Burlesque boxing number, Abe Goldstein and Jimmy Davison.

Equilibristic numbers, Mickey McGinley, Charles Arley and Joy Myers.

Les Cotelettis Troupe, acrobatic knock-about comics.

Irma Ward, clever exhibition of one-arm planges.

Tom Mix's company of cowboys, with Tom Mix in person and Tony Junior.

Filbert's Funny Ford with Dale and Hardy.

The Golden Girls in the Golden Whirl, Mildred Asher and Betty McVey, and the Arley Brothers, perch-pole artists.

Rhoda Royal and his famous Liberty horses in center ring, Rhoda putting them thru some clever maneuvers. In end rings the Tom Mix ponies.

Trapeze acts. Albert Powell in center; Johnny Jordan and George Arley over end rings.

"Oddities of the Jungle," elephant and zebra worked by Max Gruber.

Bell-Jordan-Marks troupes of acrobats, tumblers and gymnasts.

The Riding Hobsons, featuring Homer Hobson II, clown rider, and Juanita and Herbert Hobson.

Bull fight.

Clown numbers on track.

Aerial number. The Flying Arbaughs, featuring James Arbaugh.

Finale.

Rhoda Royal, equestrian director, and Alfredo Codona, assistant director, put the show on at a fast clip. Carl Robinson, musical director, dishes out real circusy music.

Mr. Simon, exploitation manager for Goldblatt Brothers, did a fine job of exploitation that, together with the fine performance given by Tom Mix, was responsible for the outstanding success of the engagement.

# Dexter Fellows

(CSSCA)

## Tent Tattles

By F. DARIUS BENHAM

Dear Charlie, Al and Others:

I'm pinch hitting for Fred Pitzer. Fred's on a month's vacation. He's a tough man to bat for. Most of the Saints and Sinners are away. Bob Barlett's en route to the Arctic Circle, where he will remain until late fall. Bob's been going north since he accompanied Admiral Peary on his North Pole discovery. Letter from Sinner Martin Johnson, who with Osa is making another animal picture in Borneo—Sandakan, North Borneo, to be exact. Writes Martin:

"We selected a camp on the banks of the Kinatanga River. We have a garden but the monkeys eat everything we plant. There is never a time of the day or night that we can't see hundreds at the edge of the jungles surrounding our camp. Osa puts in her time capturing these monkeys. And snakes. We have about 20 varieties from a big python to small jungle vipers. One Hamadriah cobra is over 14 feet long."

Orson Kilborn, new president of the Fellows Tent, is making big plans for next season, which opens last Wednesday in October. . . . Hopes to have 500 members. Something like 300 now.

. . . Biggest meeting last season was when we initiated Gen. Hugh Johnson.

. . . About 175 at lunch and 50 standing. Attendance never fell below 90. . . . Joe Cook drew big house. . . . Orson is lining up Fall Guys for coming season. Some new equipment will be added, too. Calliope made a big hit at meetings.

The Fellows Tent obtained plenty of publicity last year. Movietones, radio and newspapers saw plenty of news interest. Dexter Fellows, in his book *This Way to the Big Top*, gave a couple of pages to the work of the club. Another book on the circus will be published shortly and several pages will be given to the Saints and Sinners. . . . No one has been so liberal with space as *The Billboard*. Thanks to you, Charlie, and Al. . . . It's been a struggle. . . . Your pinch-hitting correspondent has taken a lot of ribbing from Coast to Coast. You know the old saying, "He who laughs last," etc.

Bim Pond, Eddie Thornburgh, Carlton Hub, Fred Pitzer, Orson Kilborn and Tony Sarg certainly worked hard last season to put it over. . . . The Committee of 18 backed 'em up. . . . Watch us next year. . . . We experienced long hauls and much rainy weather in the past. . . . But now nothing but sunny skies and short runs. . . . The dream comes true. . . . The old trouper gets his. . . . The critics are silenced. . . . What a day it will be, Charlie, Al and others. Say, we know you are helping. Everybody drives a stake and hard, too.

Notes From France

PARIS, July 6.—The city of Amiens presents a decided circus atmosphere, as during the present week it not only witnessed the opening of the Cirque Houcke in the municipal circus building but also the convention of circus owners and managers of Europe and a big street fair. The circus convention is presided over by Capt. Russel Pickering, secretary of the Circus Directors' Union of the British Empire. Houcke Circus playing several weeks, with change of program weekly.

The big top of the Cirque Medrano is circulating in the region of Orleans and reports good business. Lambert's Menagerie and Arnos's Monkey Show are at the street fair in Bourges.

Circus acts in Paris are getting a break thru the many open-air benefit galas staged during the "Season of Paris" festivities. Louis Lavata, ringmaster of the Cirque d'Hiver, staged show at Pre Catelean in the Bois de Boulogne, with Miss Dora, contortionist; Rossi's trained pony; Garzoni, juggler, and the Athenas, hand-to-hand balancers.

## RUSSELL BROS. CIRCUS WANTS

Mechanic and Electrician. Must be first-class, sober and dependable. CAN USE few more Working Men who can drive trucks. De Kalb, July 14; Joliet, 15; Evanston, 16; Waukegan, 17; Elgin, 18; Belvidere, 19; all Illinois; Beloit, Wis., 20.

# BANG-UP FALL MEET LOOMS

## NAAPPB, AREA Comm. Active

More than 50 per cent of exhibit space at convention, Chicago, already sold

CHICAGO, July 11.—Outstanding success already looms for the annual fall meeting of the National Association of Amusement Parks, Pools and Beaches.

The committee in charge of the sale of space for the 1936 conventions of the NAAPPB and the American Recreational Equipment Association report unprecedented progress in the sale of space for the big industrial show to be held at the Hotel Sherman November 30 to December 4, inclusive, when park, pier, pool, beach, carnival and fair men will assemble in their annual gatherings under one roof. The committee in charge of handling the exhibits is composed of Harry C. Baker, president NAAPPB; A. R. Hodge, its secretary; Richard F. Lusse, second vice-president, and N. S. Alexander, chairman of Woodside Park, Philadelphia. These four representing the NAAPPB, and George H. Cramer, president AREA; R. S. Uzzell, its secretary; Maurice Piesen, of the National Skee-Ball Company, Coney Island, and Fred Fansher, of New York City, the latter group representing AREA.

A. R. Hodge, in the association's general office in Hotel Sherman, who is acting as secretary of the joint committee, advised *The Billboard* that the committee felt that those who supported the show last year were entitled to first choice of space this year and hence had been offered space some days ago with a reasonable time for refusal. The net result is that over half of the exhibition space is already sold and many applications are expected as a result of the many hundreds of letters being sent to all prospects this week. Secretary Hodge also stated that, "Whereas we have had the promise of the appearance of new devices at the show for the last two or three years, this year arrangements are actually being made for their exhibition. Most exhibitors are spreading out their displays. Those who had two booths last year are in most cases using four this year and single booths are being spread into double-booth displays." The secretary predicts a complete sellout.

Arrangements are also being made for some main lobby displays which will give outdoor show atmosphere to the entire hotel during this very busy week. It is figured that a display at this great industrial trade show offers an unprecedented opportunity for any and everyone catering to any branch of the outdoor show industry.

## Buildings Being Razed At State Fair, Wheeling

WHEELING, W. Va., July 11.—The Rainbow Dance Garden, Roller Coaster and Armory building at State Fair Park, condemned by city building inspector, W. J. Emerth, are being razed, after the March 19 flood wrecked this, the city's only amusement park. Emerth placed a round value of \$25,000 on the structures that are being razed.

Carl Bachmann, receiver for the park, believes there is little likelihood that the amusement park will be revived. The swimming pool, race track grand stand and exposition hall are the only important structures still standing at the grounds.

## Rain Spoils "Fourth" In Pittsburgh Area

PITTSBURGH, July 11.—Inclement weather on the "Fourth" all but ruined the bright business expected that day. Intermittent rains throughout the day limited the attendance in parks and cut into the ranks of holiday swimmers. Fine weather on Sunday brightened some of the holiday dullness. Sunday crowds were particularly heavy in the Kennywood and West View parks, leaders in free attractions in this territory.



HARRY DUNCAN, manager Fairyland Park, Kansas City, Mo., which amusement resort has been topping its former records this season.

## Pleasure Beach In Full Swing

BRIDGEPORT, Conn., July 11.—Pleasure Beach Park is now in full swing. In accordance with plans to enlarge the scope of entertainment, additions were made. Among the new rides are Tumble Bug, Caterpillar and Whip.

Thru the intervention of Mayor Jasper McLevy, an application by the park company to run a special bus line to the park, by the Connecticut Company, operator of practically all transportation lines in Bridgeport, was acted on favorably by the Public Utilities Commission at Hartford, and the new bus line will start immediately.

A little misfortune was suffered by the management over the week-end, when a safe in the office of the company was smashed open by yeggs and almost \$2,000 in bills and silver taken. Fortunately, the major receipts, which were exceptionally high over the week-end, were immediately banked after the park had closed.

## More Offerings at Spot in Ontario

DETROIT, July 11.—An augmented amusement park near Wallaceburg, Ont., is being planned by Morrison Irwin, owner of the Mirwin Stores, a well-known Canadian syndicate chain. Twenty acres have been acquired on the Snye Carte River, opposite the famous Indian reservation on Walpole Island.

The spot was opened last year with a hotel and a few concessions, beer garden and other attractions. Plans now call for construction of a ballroom and a number of regular amusement park offerings.

Mirwin Park housed the first Kent-Lambton County Fair last week.

## Ferguson Holding Off Rebuilding Until Fall

LINCOLN, Neb., July 13.—Bob Ferguson, owner of Capitol Beach here, announced to *The Billboard* that he does not intend to make any move toward rebuilding the area destroyed by the recent \$20,000 fire until after the park closes in the fall. When it's too cold for the outdoor business will put the building plans into operation. Instead of the separate buildings of the old layout, he is planning one large roof over about three different ride concessions, all fancifully neon.

PARIS, July 11.—The 11th annual Water Festival for the benefit of the Theatrical Artists Union was held at the big Molitor open-air swimming pool early last week. Swimming, diving and under-water contests; bathing costume parades and other aquatic events were on the program, as well as dance numbers by the American aero dancer, Dolly Arden, and the Miami Girls from the Ambassadeurs. Big crowd packed the balconies and stands surrounding the pool.

## Best Season At Fairyland

Attractions clicking and heavy special-day attendance at Kansas City resort

KANSAS CITY, Mo., July 11.—With mostly ideal weather and many major picnics and other special days, Fairyland Park here has been having the best season in its history. An average of more than 10,000 persons attended the park daily during the picnics. One of the largest events was the annual Ford Day June 21, when more than 50,000 people attended.

Harry Duncan, manager, is in his ninth year as head of the resort. Many of the big picnics now held annually, as well as many novel days held during the seasons, were originated by him. Many improvements were made for this season and three new rides were added—Loop-o-Plane, Ridee-O and Bouncing Beetles. Mystic Maze is also new in the lineup of attractions.

The beautiful ballroom, advertised as the "largest west of the Mississippi," has been doing a phenomenal business all season. Name bands have been presented at intervals, with Glen Gray and his Casa Loma Orchestra being the next in line, booked for July 24. Andy Kirk and his Decca Recording 12 Clouds of Joy furnish the music nightly throughout the season when name bands are not on tap. The personnel of the orchestra, led by Kirk, is comprised of John Williams, Theodore Brinson, Booker Collins, Ben Thigpen, John Harrington, Dick Wilson, Harry Lawson, Earl Thompson, Paul King, Theodore Donnelly, Pha Terrell and Mary Williams.

Outstanding free acts are featured from time to time, the current attraction being Rita and Dunn, sensational high-wire artists. An admission of 10 cents per person is being charged this year. Formerly the park had a free gate. The park is open every afternoon and evening with exception of Mondays, when it is dark unless a special event happens to be booked.

At the entrance to the park *The Billboard* representative found pleasant gameten and automobile parkers in Bob (See BEST SEASON on page 40)

## Amusement Men at A. C. Protest Mayor's Action

ATLANTIC CITY, July 11.—Amusement men of the resort this week met with Mayor C. D. White and registered a sharp protest against his announced proposal to do away with parking on South Side streets—that is, streets near the various Boardwalk piers and theaters. In fact, so strong was the feeling that the mayor has abandoned the plan.

However, no sooner than the amusement men left the office than he put into effect the old towing-car system, which gives the one whose car is towed no rights in the matter. Over the Fourth of July visitors by the dozens were dismayed by coming out of the piers and theaters on the Boardwalk to find their cars gone and towed to a private garage where they had to pay a big fee to redeem them.

The towing men were making merry while amusement men again began to protest—out-of-town papers carried columns and columns on the situation. Night club operators are most bitter in their denouncement of the idea of towing any car found on the street after 3 a. m., thus putting a curfew on their business.

## Coaster Safety Proposals

TOLEDO, July 11.—Three safety proposals recommended for the Roller Coaster at Walbridge Park here have been given to City Manager John N. Edy by Arnold DeFrance, city building commissioner. DeFrance suggests that the size of trains be reduced from five to four, that speed be reduced and that an attendant ride in the rear of each car.

## Comedian Has Answer

ATLANTIC CITY, July 11.—There is one man in the resort who is glad that Roger Pryor, screen star, ends his stay here. This man is the owner of a shooting gallery opposite the pier where Pryor has been playing. Pryor has been keeping in trim by shooting almost everything in the place, including guy-lines and skylight. Comedian Joe Besser was standing behind Pryor on his last visit, and after hitting everything possible Pryor politely asked if there was anything more to shoot at. Besser piped up: "Yeh, the proprietor!"

## Edgewater Having A Heavy Season

DETROIT, July 11.—Business at Edgewater Park has been double that for last year, according to report of Manager Paul Heinze. Business to date has slightly exceeded the total business for the entire season of 1935, with a steady average increase at concessions and rides.

The Fourth of July was the biggest day at the park in four or five years, Manager Heinze stated, despite a drenching rainstorm that lasted until about 4 p. m. Police had to turn people away from the park after about 10 o'clock in the evening.

A new parking field has been leased, about six acres. Total parking capacity now about 6,000 cars. The outdoor theater, devoted to "Movies Under the Stars," is to be torn down. Special attraction at park now is free fireworks show Wednesday nights. Picnics are becoming increasingly important, with every Saturday and Sunday for the rest of the season booked. Jack Cahill, manager of the Penny Arcade, has been appointed *The Billboard* agent at the park and will distribute the paper to the park staff. . . . Floyd Snyder and his Variety Orchestra, who opened the ballroom, are still drawing crowds there nightly. Decision upon the band for the remainder of the summer will be made in about a week.

## Craig Beach Park Has Record 'Fourth'

DIAMOND, O., July 11.—In spite of rain, Craig Beach Park at Lake Milton, O., did a record business on July 4, according to Art Mallory, who is in his ninth year as manager of the resort. A program of free acts, including Prince Nelson, high wire; the VFW Concert Band, of Warren, O., and varied contests on the lake, aided the business.

George Williams and his WTAM Orchestra continues in the ballroom. Several nationally known "name" bands have been presented in the ballroom on one-night stands, including Cab Calloway and the 30 Louisiana Kings. Mallory reports that Carl Denis, picnic agent and ballroom manager, has lined up the greatest amount of picnics ever booked in the park. Clint Davis is in his 10th year as manager of all park rides. O. A. Holzbach continues as the refreshment and beer-garden manager, and Sykes Thoma has all the games. A Loop-o-Plane is one of the new features.

## Rain Hurts "4th" Biz At East Ohio Resorts

CANTON, O., July 11.—Eastern Ohio amusement parks were hard hit on the Fourth of July, when all day and night rains kept patrons away from the resorts. Holiday programs were postponed until the following day or early this week.

Officials of Meyers Lake Park here report the holiday one of the most disastrous in many years, as did the management of Idora Park, Youngstown; Summit Beach Park, Akron; Chippewa Park, near Medina; Rock Springs Park, Chester, W. Va.; Brady Lake Park, Ravenna, and many smaller resorts in the district.

Park executives said that other than the rain holiday, the weather for amusement park operation this summer has been the most favorable in a long time and that the average attendance has been stimulated as the result.

## American Recreational Equipment Association

By R. S. UZZELL

Our friend Robert Ferguson, of Capitol Park, Lincoln, Neb., has had enough bad breaks there in the dry country to meet without a fire. His loss of \$20,000 is only partially covered by insurance. One could not ask for better treatment as a concessioner than he measures out to our fraternity. Altogether your humble servant was a concessioner at that park about 20 years. The place has a good tone backed by careful management. Here is a brick swimming pool. Among other things, Ferguson has a brick yard. He makes the brick with which to make the pool and has the dairy which furnishes the park with milk, cream and ice cream. He does not yet have a coffee plantation to furnish the coffee, but can get corn on the cob from his farm. He talks of rebuilding promptly. He has a park that justifies it and one that will register the return of better days for the farmer.

We were saddened to hear of the plight of Charles Duffield. He has been one of our members. Our sympathy goes out to his wife, who must have been almost overcome by the blow. It's hard to think that Charley is blind.

Mountain Park, Holyoke, Mass., is experiencing a fine substantial gain over last year, while 1935 was an advance over 1934. This is in line with the progressive parks. They have learned at this park how to stimulate business. Fireworks draw patrons. They have them once each week. As an inducement to prevent a fireworks display down in the city this park put on a double bill for July 4. Did it pay? Ask the concessioners. The concessioners and park company have learned to co-operate. Now that they have learned to work together a better day is assured for all interests in this park on the mountain side. Would the owner purchase five additional Dodgem cars if the park were on the wane?

The prognostication for rain on July 4 had our fraternity worried. Fortunately the rain came in the morning. While it cut down returns, the day was far from a bloomer. Parts of the dry area of the West would welcome rain, even on July 4. Their situation is serious and unless they get rain soon recovery is farther retarded for the present drought-stricken area. But it is well to bear in mind that right on the border of the scorched country where a crop is saved by rain it means a big price and a buyer at the door. This means that prosperous parks will be found right on the rim of the dust bowl. Don't close the book on the parched territory. They have been cooked before and recovered so they are not easily dismayed.

Playland, Rye, N. Y., has changed her spring gown of pansies and tulips for the summer one of petunias in a riot of colors. An abundance of water and scientific care have brought them to perfection. It makes this great resort on the Sound appear as a beautiful girl who has just changed to a new and becoming gown for a party. This well-kept resort has done much to put a new color scheme into parks and to show what interest and admiration for the place is produced with the procession of the flowers. Elitch Gardens, Denver, and Playland now lead all others in the attention they give to flowers and shrubs. John T. Benson had about three-quarters of a page in *The Boston Post* of July 5 given to his wild animal farm. How does he do it? Very simple. He is always doing something new and does it in an unusual way. As a press agent he is a star performer. His success with editors is due to the fact that he always has an interest-compelling story for them. He delivers just what a tired and harassed editor wants. He produces the actual before he seeks publicity and does it with a showman's instinct that satisfies the desire for the curious and mystifying.

## Palisades, N. J.

By MARION CAHN

Record-breaking Fourth of July week-end had Jack Rosenthal grinning. . . . The "Fourth" the biggest day in history, and that covers an awful lot of days. . . . Traffic was detoured for miles around park area in Jersey. . . . The supply of custard cones and franks bought to last over week-end sold out by midnight Saturday. . . . Concessioners trying frantically to get more for Sunday busi-

ness. . . . Stands were even bare of souvenirs, with Sadie Harris, among others, crying for more "Teddies."

Captain Walker started training in the new arena. Has one tiger jumping thru hoops and promises next week to have it walking on a revolving ball. . . . Golden and Fay working hard to make a go of penny pitch game, which is another of Weisman & Frankel's. . . . Duke Ellington played ballroom for one night, drawing a terrific crowd of young collegians who seemed to like to go hippity hop to Duke's music. . . . This week Ina Ray Hutton follows in for one night also. . . . Liltiest name I've heard in years, that of our current free act, Osaki and Taki—isn't it kind of cute?

Solly Solomon, recently crowned high-diving champion, came down to the park to look over the scene of his triumph. . . . Lou Strauss out of ballroom to go on tour with Hutton Band—22 gals and Lou. . . . Richard Mack follows him in. . . . Bert Nevins groaning about having to go to dentist, but finally succumbing to jabs of the novocaine needle. . . . National amateur-hour broadcast direct from the free-act platform proved a big success and will be continued indefinitely. . . . Benny Rubin and Arnold Johnson in the flesh proved a big business draw. . . . Pool biz picking up each week, with hot weather we've all been praying for. . . . Odd note over week-end. . . . There were more wives who lost their husbands in the park than there were children who lost their parents. . . . One dame came in crying, "But how will he get home—I have all the money?" So women rule the purse. . . . I'll see you again, I hope.

## Wildwood, N. J.

By ORO

Not since the fondly remembered days of 1929 has Wildwood entertained as large a holiday crowd as on Independence Day week-end. The 4th witnessed an estimated influx of 250,000 to swell the already big visitation by vacationists who came in June, providing plenty sustenance for the tills. The spending pleasure-bent throngs brought joy to the hearts of local concessioners and a most profitable and enjoyable week for all concerned.

At Hunt's Plaza Jim Fettis' Orchestra played to capacity crowds for dancing. Hunt's Ocean Pier offered week-end dancing for the first time in the remodeled and redecorated Starlight Ballroom with Rex Donnelly's Music. In addition to the Mickey Mouse movie house, the new feature picture theater is becoming a popular attraction, offering thrice-weekly change of program. Among the innovations that excited the enthusiasm of patrons are the "Witch's Forest"; the "Simpleton's Lane"; a lengthened Kelley slide, making it the longest in the United States; a bird and bunny village, and Warren Buck's animal zoo.

The Wildwood Crest Pier, at Heather road and Seaview avenue, opened with attractions of interest for every member of the family. Ballroom is under the management of Edwin Nesbitt Jr. and music is provided every night but Sunday by the Royalist Orchestra. Sunday night is reserved for a community sing. Kiddie Car Polo is the attraction on Tuesdays, basket ball games on Mondays and Wednesdays, and an amateur show on Friday nights, directed by Billy Bedell.

Roller skating in the Municipal Convention Hall continues to attract many persons each night. Special attractions and exhibitions, arranged by Joseph F. Barnes, have caused much interest to be manifested in the rink. On Saturday nights Convention Hall features wrestling bouts.

Zeke Youngblood's endurance Derby Show at Hunt's Auditorium is beginning to show interest after a slow start. Opening June 26 with 32 couples, at the 250-hour mark 16 couples and 2 solos remained. Ramagosa's Mysteries of India freak show in the Casino Arcade is also beginning to brush up on the business end. Mary Morris left the show for a Coney Island spot. Treblig the Magician, Thelma and Sonny Sherman, Kazil and Rita Ciccantelli remain with others to be added next week.

GRAND RAPIDS, Mich., July 11.—Attendance at Ramona Park here on July 4 was the largest since 1929, according to Simon Glerum, secretary and treasurer Grand Rapids Railroad Company, operator of the park. Fireworks and a parachute jump were in the list of free entertainment.

## Coney Island, N. Y.

By BERT GOODMAN

Bert Goodman, Coney showman, again writes this space for Leonard Traube, who is vacationing.

For the first time in many years Coney Island had a banner Fourth of July week-end. Weather was perfect for bathhouses, games, rides, shows and concessions, and everyone got a share, with not even a squawk from the beach peddler. Trains, busses and boats left the city all day long loaded to capacity.

Coney, always the mecca of those unable to go far for the day, had at least 1,000,000 visitors, according to Captain Michael J. Murphy, of the Coney Island police station. Extra police were assigned to the resort. Crowd came early and stayed late. By early afternoon the bathhouses had sold out their space and restaurants were proudly taunting ropes just inside their entrances and admitting customers only as tables were vacated. Beach was full of loungers, ocean was full of bathers and every business man, down to the humblest hot dog vender, was full of exultation.

One hundred or more summonses were served upon folk who tried to put on or take off their bathing suits under the Boardwalk. As a matter of fact, after coming out of the ocean myself on the Fourth and getting ready to go home, lo and behold! I found two people who were absolute strangers to me changing their clothes in my car.

A certain individual tells me that he has been lying awake nights trying to conceive and develop the idea of a union to organize freaks in Coney Island and carnivals on the road. His platform is to set a scale for salaries, to shorten working hours and all members to receive full pay for rainy days. (Of course, wax figures, illusions and "two-headed" babies would not be eligible).

Hindu Johnny, for the last 10 years in the employ of Wagner & Newman in the capacity of magician and ticket seller, passed away on July 1 at his home on 41st street, New York. Johnny was a real oldtimer in Coney Island and well liked by everyone. The body was in a Brooklyn funeral parlor being taken care of by his countrymen. The ashes were sent to his parents in Europe.

Jimmie West, producer and booking agent, cannot be found in his New York office very much during the summer

months owing to the fact that he has placed several shows and revues in and around Coney Island. His new idea of having performers doing two or three different types of acts seems to be clicking very well.

Harold Heppie has exclusive candy apples on the Island this year, and can't help but make it pay with the clean and sanitary surroundings which certainly can be observed by passers-by.

Frank Graf, veteran tattooer, is still upholding his own at the World Circus Side Show. This has much to do with his many years' reputation and his wonderful conception of art. He has tattooed some beautiful masterpieces and has one of the best clientele of any man in the

(See CONEY ISLAND on page 56)

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WATER SKOOTER.

# The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

## They Shall Pass

I suppose one of the most outstanding necessary evils in the amusement biz is that elusive pastboard known as a pass. Whoever it was who issued the first free admish ticket certainly started something. And if you are one of those amusement men who have followed the practice, and who hasn't, this lead-off article is directed to you.

Some swim pools issue no passes whatsoever thruout the season; others that I have attended honor "Annie Oakleys" on weekdays only and still other recognize guest tickets any ol' time. Just as bad as not issuing passes at all for a tank is to give them out to any Tom, Dick or Harry, for then they lose value entirely.

Amusement park men who operate aquadromes as part of the park seem to have the best ideas. They issue all the passes necessary on the various rides and make very few exceptions for the pool. In this way they are not slighting anyone and are still entertaining those necessary. But, of course, those who operate natatoriums by themselves and who haven't any side attractions to speak of have to give out swim tickets if they are to do any entertaining at all.

This business of giving out passes is a business in itself. Of course, the local newspaper men are entitled to privileges and should be given them. The way some pools are handling this is that they are issuing season tickets to the various sports editors and department heads of their local newspapers and then they have a number of daily passes available for those who are recognized staff writers of the dailies.

Some tanks report that they play "open house" to all those showing police cards. I do not advocate this practice because every community has thousands of persons carrying police cards, phony reporters' badges and traffic cards, which should not entitle them to swim at your pool free. So, you see, it's up to pool men to have someone who knows those who are and those who are not entitled to passes on hand at all times. This will protect wasting free admissions and at the same time assure that no one who really means something is slighted.

There is one other important phase of this angle, for swimming pools especially. When a person receives a pass he or she is the guest of the management and should be treated accordingly. Too often I've visited aquatic tanks and have seen men and women with passes actually cursed by the towel boy or mistreated by someone in the locker rooms. Those with passes should be given as much courtesy, if not more, than regular customers, because the passes should have been given out in the first place to create good will. And neglect or mistreatment certainly does more to create bad will than the other kind.

Yes, it's one thing to give out passes. And it's another thing to have them honored properly. Don't give out "Annie Oakleys" and they cry "They shall not pass." Verily, "They shall pass" should be the motto of every pool man.

## Scoter Lido's the Way

As exclusively reported here many months ago, the Lido outdoor pool at Coney Island, N. Y., has been turned into a water scooter. And it's being run most profitably this summer. I was down the Island one day last week and made it my business to drop in on the Lido crowd. They certainly have turned the open-air tank into a lovely

scooter ride, using the entire pool and then breaking back about a couple hundred feet for more water space. Tho they're using second-hand boats, with the entrance on the Boardwalk, they tell me they're getting a nice play. Whereas they charged 35 cents and 50 cents for swimming all day, they now operate the ride, charging 20 cents for one in a boat and 30 cents for two in a boat, each ride taking about six minutes. Small wonder they're doing better. And the beautiful part of it, too, is that they're still utilizing their bathhouses and locker rooms, renting them for beach bathers. While as a pool fan and observer it seems odd for me to praise such a move, in this particular case I think the Lido bunch was wise in changing the tank into a water scooter ride.

## Dots and Dashes

Municipal tank in Astoria, L. I., scene this week of Olympic tryouts, but not getting as much newspaper space as the Manhattan Beach, Coney Island, N. Y., did on the nationals. . . . Sol Solomon, who did 122 feet at the high-diving contests, is building two more ladders and will soon attempt a new world's mark.—Heat spell in Midwest and thruout the East brought pool owners all last week biz for which they had been praying. . . . A few tanks, tho, got caught short, with big cut-rate picnics on days when spell was hottest.—Lido open-air tank, Harlem, New York, drawing big dance crowds at night.

Grandma bathing beauty contest, annual event, on this week at Steeplechase pool, Coney Island, N. Y. . . . And that's all for now! Glad?

## Playland, Rye, N. Y.

By THE VOICE

Biz still on the upgrade. . . . Weather variable. . . . Current attraction, Sol Solomon's Water Revue. . . . Superintendent George Baker getting nicely installed and is a very busy man. . . . Frank Jaeger, veteran at the park, is again in charge of supply department. . . . The Voice is going to advocate that the name of Sergeant Tewey's force be changed to Playland Secret Service, as he has been trying for a long time to secure the names of the members, but without success. . . . Izzy (not Ike) Feuer is doing fine with *The Billboard* and has already increased his order. . . . Alec Rosla is again with us in charge of Rest Room No. 1. . . . Col. J. Austin Kelly's usual broad smile is wider than ever as the business at the cafe's Colonnade and Chesapeake increases. . . . Biz at the Beach Cafeteria is also good. . . . Ed Bogart, of the Jack and Jill, says he is off electric stoves for life. . . . Freddie Fein, son of the late Fred Fein, is following in his dad's footsteps. He is now first assistant to Walter DeLuna on the Hillbilly Farm. . . . Tim Grimes is now groom for Julius Sikas' horses, having recently been transferred from keeper of Kiddyland Zoo. . . . Edith Stewart Skaggs visited the park leading a handsome chow dog. . . . Someone said "he won't bite," but The Voice is taking no chances with wild (?) animals. . . . Harry Hudler is not at the park this season, he having accepted another position. . . . Mr. and Mrs. Morgan at the Bath House Roof Garden restaurant report good biz. . . . Lillian Duffy and Mildred Kocher are two of Arthur Abbot's attractive attendants at Tower frozen custard stand. . . . Virginia McGill is doing the mystifying at the horoscope booth in place of Susanne, the Mystic, resigned. . . . Julia Tucker and Evelyn Barnes, veteran cashiers, are still here. . . . Evelyn reports Jimmie as well as could be expected. . . . Frank Laper, of the Penny Arcade, who has been ill for some time, is doing nicely. . . . Win Sibley and Clarence Varian on the night force in the cashier's office. . . . Dan Park was injured in a fall one night last week but is able to be back at Gus Rossasco's Poker Game. . . . The veteran General (Skee-Ball) Orr has been very ill. The Voice is glad to say he is once more up and about. . . . Playland baseball league game last week between Kiddyland and Parking Space was won by the latter, 8 to 6. . . . The Westchester County Republican Convention was held last week (Thursday) at the Playland Casino. . . . A large delegation of Sunflowerites were in evidence. . . . Pete Ferrari, one of Col. Kelley's veterans, is again back of the counter for the genial colonel. . . . Johnnie Nuonno is a recent addition to Dick Kuehner's electrical staff. . . . George (Judy) Senitta and George Jensen are able aids to Chief Gardener Tiffany Lind. . . . Well, ye scribe is weary, so hasta manana.

## Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Splashes of good weather bringing merry crashes into the cash registers of the members of the local amusement gentry. . . . Abe Lyman hops over to Long Beach regularly with a retinue of Broadway friends. . . . Vincent Lopez's Ork is making music and friends for the summer at the Joe Moss Pavillon Royal, Valley Stream, Long Island's No. 1 spot.

Open-air opera and ballet at Jones Beach drew 6,000, and that's doing something these days. Bum weather, too. . . . Jack Johnson, erstwhile holder of the heavyweight title, emceed at Gus' in Broad Channel, and proving himself something of a showman, too.

The ground is being primed around Flushing Meadows, site for the '39 World's Fair. Plenty of swamps, weed and other impediments to remove before the spot can look like the architect's drawing. At present the fair execs have been working on a 24-hour basis.

A look around among the swimming pools on the Island by this column conductor shows that biz is passable but not quite what operators would like to have it. In sections of the country where the swimming-pool biz is a seasonal one the coin must be gathered in season. Receipts must be sufficient to make the natatorium a paying proposition the year round, which means the summer and spring must bear the burden of the fall and winter when the pools are closed. So it must be concluded that there must be a smash biz during the time the swimmeries are in operation.

Postmaster Fitter has ruled that Riis Park is technically a part of Rockaway. . . . Frank Buck considering '39 fair plans.

ROCKAWAY BEACH: New beach club scheduled for Jarvis Lane. . . . Good bathing pavilion biz reported at all Far Rockaway locations, tho there was a slow getaway at the beginning of the season. . . . Lorraine Hotel is lone local spot sponsoring nightly dances and doing well at that. . . . Life guards have formed an association. . . . Bill Johnson, son of Jimmy Johnson, Madison Square Garden promoter, life guarding in these portions. . . . Easily the best laugh creator in these parts is Joe Carney, who, apparently, has stolen the title away from Milt Goldberg. . . . Jack's, Edgemere drinkery, doing well, drawing most of its trade from among the transients.

John Gordon busies himself during the daytime at his kiddie park, while nights find him holding forth at his hammer game, a popular local feature for more than two decades. . . . Bill Brunner's nomination for prez of New York City's board of aldermen has happld the hearts of the local following, with whom he is plenty popular. . . . George Wolpert, exec secretary of the Rockaway Chamber of Commerce, receiving the all-round congrats for the splendid way he put on the annual dinner of the organization. . . . Steeplechase pool rivaling the Playland Park natatorium for biz volume. . . . Crowd here misses Denny Callahan, long a popular local amusement figure.

LONG BEACH: Police Chief Philip Kohut is a biggie in the regulation of amusement affairs locally, and there are fewer more competent and fair-minded people that might be desired for the task. . . . City of Long Beach is studying various angles of benefit that the World Fair will reap. . . . Work on the new Boardwalk is being sped, but local folks are certainly sad over the idea of going thru this summer without a promenade. . . . Maryland View Hotel's a popular local hang around.

## Tidewater, Va., Beaches

Virginia Beach is in the midst of one of the most successful seasons since 1929. . . . Playland is in full swing and just now is offering as free attraction Capt. Karl Sonderland's African lion and dog act twice daily. Two kiddie playgrounds prove magnets for the youngsters with special combination rates for rides and these include Ferris Wheel, Boats, Swans, Airplanes, Old Mill, Roller Coaster, Caterpillar and Chairplane. Swimmers have their choice of ocean bathing or fresh water pools. . . . One new open-air pool has new diving board and two instructors this year. . . . Village Barn and Seaside Park are the two principal dancing spots with Paul Specht's Ork broadcasting from the Village Barn over WTAR. . . . Red Evans, Lois Brady, singers, and Jay Hill, emcee, are featured, along with floor show, including Wallace and Harper, dancers. . . .

At Seaside Park, Jelly Leftwich's Band is playing, offering Sunday concerts as well.

Bubbles Becker, who blows bubbles from his tongue at will without any artificial assistance, and his ork remain one of the chief attractions at Ocean View Park, Norfolk. Bubbles, whose real name is Sam, tho he was dubbed Bubbles by "Believe It or Not" Ripley, and his boys play free concerts nightly and then adjourn to the spacious ballroom where the band plays the swing music for the dancers as well as staging novelty numbers. The boys recently finished a six months' stay at the Sir Walter in Raleigh, N. C., where they were popular with the Governor and the First Lady as well as the usual run of folks. In fact, the First Lady gave the boys a farewell breakfast at the Governor's mansion before they left for the summer engagement at Ocean View Park.

## BEST SEASON

(Continued from page 38)

Hansen, Loren Robinson, Alfred Noack, Albert Dudley, Fred Christ, Don Blum, Gene Henkel and Frank Thomas.

Crystal Pool, one of the largest swimming pools in the Middle West, is again being managed by George McMinn, his 15th year. He enjoys the reputation of managing pools and beaches in Kansas City for 33 years without the loss of a life or a serious injury to a swimmer. Bill Duncan, swimming instructor at the St. Louis University, is in charge of swimming lessons. Ralph Pusey, captain of the Kansas City swimming team, is chief life guard. Also on the staff are Nettie McClure, Helen Cresswell, Randy Caddell, John Clyde, Matthew Solo, Ada Eloison, Evelyn Faust, Bobby Dana and Mrs. Lydia McMinn.

Jimmy Porter, known as the dean of Kansas City showmen and who boasts of having shown the first motion pictures in New York City at the Hammerstein Theater many years ago, has the Teeter Dip and Round-and-Round rides, assisted by Bob Dickman and Kathlene Thomas. Laff-in-the-Dark is owned by Mrs. Brancato, Eddie House the operator and June Boyle cashier. Mystic Maze is owned by Marion Brancato, Dick Atkins ticket taker, Pauline Bogard cashier. Mill Chute, owned by Joe Brancato, has Bob McPheters, Loren Bullitt and Elizabeth Gray. R. E. Haney has the Tumble Bug and the Seaplanes, Connie Haney and Bob Happy operating the former, with Katie Ennis the cashier, the latter in charge of Robert Jacobs and Elsie James. Joe Accurso operates the pool hall, shooting gallery and Funland—Anthony Accurso manager pool hall, John Risalvato manager shooting gallery, Jimmy Doncaster manager Funland. Assistants on these concessions are Bernie Lund, Joe Risalvato and Joseph Accurso, and Mrs. E. R. Sherard cashier. Art Brainard and Lawrence Riley own the Baby Doll ride, Leon Dale operator and Marie Laughlin cashier. John Kahl has the Miniature Railroad, which is operated by Ray Estes and Ruth Bell. The Whip also owned by Brainard, in charge of E. W. Hughes and Elizabeth Stevin. The Skooter, owner by Sam Barone, with Guy Bochler, Joe Barone and Francis Rardin taking care of the customers. Mrs. Vinton Elliott has the Heyday, Jim Moffet operator, assisted by Oliver Dell and Homer Moay, Helen Arnold cashier. Chandler and Gordon Jones operate the Pony Track, Doris Bowers cashier. E. R. Sherard owns and operates the Ferris Wheel, assisted by Ted Christy and Lorraine Laughlin. Ridee-O is owned by George Tumino and is in charge of Mike Johns, Bert Goings and Thelma Cook. Joe Rosell owns Merry-Go-Round and Bouncing Bettles and has as his assistant Santina Brancato and Louis Moseau. Waltzer ride owned by Marion Brancato and Lawrence Riley. Skyrocket owned by Skyrocket Coaster Company, Holt Coffey manager, assisted by Johnny Gregg, Bob Molkey, Eddie Mayer, Irene Mosely and Margarite Fields. Harry Fogel has the Sportland, Eddie Liggett the cigar stand, Honus Houk the high striker. The Auto Races is managed by George Priestley, with Lila DeMaggio as cashier.

George and Hattie Houk continue to operate the games and all special concession stands. They have a string of approximately 25 splendidly framed and decorated concessions, all uniform, and among the agents operating these were noticed Joe Pryor, Jack Moon, Frank Gordon, Alta Nelson, Owen Johnson, Billy Heckman, Ann Edwards, Binnie Casey, Lloyd Sparks, Ethel Mateer, Margaret Seavy, Jack Ness, Bobby Sparks, Leon Times, Willie Sparks, Edna Howard, Bill Bevell, Sammy Smart, Nine Stanley, Tubby Graham, Hattie Dodsworth, Aggie White, Bill Cade, Tommy Casey, Joan Ness and Peter Sparks.

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# NEW WIS. FAIR REGULATIONS

## G. F. Ahead Of Last Year

50% increase in gate attendance and 100% at afternoon grand-stand shows

GRAND FORKS, N. D., July 11.—The North Dakota State Fair at Grand Forks June 22-27 showed a decided trend in general improvement over the past year, according to Secretary Dan F. McGowan. Of note is the 50 per cent increase in outside gate attendance over last year's mark. In addition, a 100 per cent increase was indicated in the afternoon grand-stand attendance compared with 1935. The grand-stand night-show attendance was about the same as last year's figures. The Thursday afternoon grand-stand attendance was the biggest since 1927.

The Royal American Shows were on the midway and were unanimously declared a most beautiful show. There were neon signs and new modernistic fronts.

Ernie Young's *Passing Parade* featured the night grand-stand performances. It proved a big hit with the public and rides in the same class for excellence as the Royal American Shows. Acts furnished by Ernie Young included the Libonati Trio, Duncan's Collies and Four Midnight Songsters. Don Tranger was master of ceremonies. Barnes & Caruthers free acts presented were the Michion Brothers, Joe and Pat, and the Lucky Boys.

Two days (Tuesday and Saturday) were turned over to the International Motor Contest Association sanctioned automobile races under direction of J. Alex Sloan. The biggest array of racing cars ever seen in the Northwest competed in the motor program.

Max Goodman handled concessions and stated business improved thruout the week. Slim McNight was in charge of novelty concessions. Twenty-two cookhouses were on fairgrounds.

The Automobile Building was filled to capacity with the largest showing of displays since 1928. Butts Cream Taffy, of Los Angeles; the Dakota Mills; Frank Levy, with glass rubbers, were here. The Machinery Exhibit tripled former entries and was the biggest shown in 25 years in the Northwest. The Art Building housed the Woman's Exhibit, the State Dairy Exhibit, the Homemakers' Club, Flower Show and School Educational Exhibit.

### Live-Stock Parade

The first live-stock parade in six years displayed more than 175 head of premium animals to grand-stand spectators Friday afternoon. Winners of the 4-H live-stock contests followed the premium animals in the horse, beef and dairy cattle and sheep divisions. The 4-H paraders numbered approximately 75, most entrants in the baby beef and sheep sections. Larry O'Connor, in charge of the show with William R. Page, county agent, heading the 4-H Club work.

There were race horses from 13 States and 46 cities. The Mae West Stables were featured under Art Blackwell. Horses started by R. W. Davis, of Cranston, Wis.

Captain Thomas W. James, conductor of the Princess Pat Band, of Winnipeg, Can., was judge of music contests. Captain James praised the Aneta Band, formed eight months ago, and commented favorably upon the marked musical development in the public schools. The Princess Pat Band was the only one which represented Canada at the British Empire Exhibition at Wembley, London, Eng., in 1926. The band toured the States in 1926.

### Sidelights

Notables in attendance: J. F. T. O'Connor, U. S. comptroller of the currency in Grand Forks, his old hometown, where he officiated at the after- (See G. F. AHEAD on page 44)



J. H. (HENRY) BOHLING, secretary-manager of the Eastern Montana Fair, Miles City, Mont., has one of the most beautiful plants in the country. In addition to his fair duties, he is secretary of the Commercial Club, the Elks, member of the school board and holds positions in many other civic affairs.

## Big Attendance At Moose Jaw, Sask.

MOOSE JAW, Sask., July 11.—After a lapse of 19 years from the Class B Circuit Moose Jaw exhibition came back with a bang, setting a record attendance for the whole circuit. Total paid admissions for three days, June 25-27, were 36,125. George D. Mackie, secretary and manager, and President Munn said they were more than satisfied with results and that a surplus would be assured.

Conklin's All-Canadian Shows were on the midway and DeWaldo Attractions furnished the grand-stand features, which included the Four Queens, performing from a steel tower 145 feet above the ground; the Accordion Band, Yoshida Japs and the Rhythm Revue, an eight-girl dance act.

### Boyd Adds Three

HIGH POINT, N. C., July 11.—James J. Boyd, who successfully built up the Charleston, S. C., A. & I. Fair, added three more fairs to his list and has started operations from the home office in High Point. They will be held in the following rotation: High Point, Rockingham and Laurinburg, all in North Carolina. Boyd has thoroughly investigated conditions at these cities and feels certain he can make permanent institutions of them and plans to put on some creditable agricultural, industrial and poultry exhibits.

The best amusement will be furnished for the patrons. Immediately after these fairs are held Boyd will leave for Charleston to take up his duties there. This will be his eighth year. Plans call for some colorful events.

### Chas. H. Duffield Recovering

LOS ANGELES, July 11.—Charles H. Duffield is recovering at the California Lutheran Hospital. Despite the wound that caused loss of sight in both eyes, his mentality has not been impaired and, according to Ray Anderson, it is the intention of Mrs. Duffield, with him, to go right along and that they had several choice bookings offered.

The Brotherhood of Federated Churches has not made good on the contract that, according to Anderson and Mrs. Duffield, was a bona fide sale of the show, as recently stated in these columns. Telegrams and letters in great numbers are being received daily.

### Crawfordsville To Have Fair

CRAWFORDSVILLE, Ind., July 11.—The officials of the Montgomery County Fair Association have reconsidered and have decided to have a fair here as usual. It will be held under auspices of Veterans of Foreign Wars. L. E. Roth's Blue Ribbon Shows will again play the midway.

## Agricultural Department Reps To Inspect Midways Every Day

State to pay inspector for one day, fairs the rest—school of instruction to provide for uniformity of inspection—list of approved games is issued

MADISON, Wis., July 11.—New rules and regulations to govern midways at Wisconsin county and district fairs were drafted by fair officials attending the five regional fair meetings held in the State. The regulations are the result of much study and work on the part of fair officials and directors of the Wisconsin Association of Fairs. Officials of 51 fairs were in attendance at one or more of the five meetings. Full-time inspection of all fairs was requested at each meeting and only one fair of the 51 voted against paying its share. The plan drafted for local inspection requires the Department of Agriculture and Markets to give all county and district fairs an inspector every day instead of only one day as heretofore. The department does not have an adequate appropriation to supply this service free, but can provide one day of inspection and traveling expenses of the inspector. So the fairs voted that each local fair should pay for the other days of inspection at a rate not less \$5 per day as well as the local expense of the inspector.

### Mayor McNair Against Site For Exposition Building

PITTSBURGH, July 11.—Mayor William N. McNair vetoed the legislation authorizing the city to make application for a PWA grant and loan for construction of a \$6,250,000 Exposition Building at the Point here. He is against the proposed site, which is located near the recently flooded rivers. The ordinance was passed by City Council last month by five to four votes. Six votes are needed to override the mayor's veto.

Request for use of the city's name on the application was made by the Greater Exposition Society, sponsor of the project. Terms of the bills provide that the society must put 55 per cent on the cost in trust for the city before any grant PWA may make is accepted.

### Exploiting Cleveland Expo In Pittsburgh Territory

PITTSBURGH, July 11.—Exploitation of Cleveland's Great Lakes Exposition in this territory is at its height, hotels and department stores leading with highly attractive displays of the grounds. The special excursion going to Cleveland over Sunday has been doing capacity business, with the Fourth of July trip carrying hundreds of holiday tourists to the exposition. The local publicity campaign is handled by Harry Thomas. William P. McGough is manager of the special ticket and information office.

### Taylorville, Ill., Fair Will Open on a Sunday

TAYLORVILLE, Ill., July 11.—The Christian County Fair here will open on Sunday. The WLS National Barn Dance show will play matinee and night and other entertainment is being planned for the opening day. Political days have been designated and both Governor Horner and C. Wayland Brooks, candidates for governor, will be present, as well as other notables, on these days. There will be five afternoons of running races and Society Horse Show each afternoon and night. This will undoubtedly be the largest fair in its history, both as to exhibits and as to attendance.

### Ionia Space Well Taken

IONIA, Mich., July 11.—Sale of midway concession space for the Ionia Free Fair has already crossed the 90 per cent mark, according to Fred A. Chapman, secretary.

This fair is fast becoming the most popular exposition to be held in Western Michigan and is drawing patronage from a wider district each year.

### Praise for Young's Show

CINCINNATI, July 11.—Ernie Young's grand-stand show, *The Passing Parade*, was given an excellent column and a half review in *The Brandon Daily Sun*, issue of June 30, during the engagement at the Brandon (Man.) Exhibition. The show, which the article stated had lived up to all its advance notices, has been booked for the Western Canada Class-A Circuit. This is the first time, after about 10 years' efforts, that Young has the contract for the fairs on this circuit and it was the first notice that he ever received in Canada.

Thus, if a county is holding a four-day fair, one of which is entry day and no admission is charged, the inspector would be there three days. The State would pay for one day of inspection at \$7 per day and the traveling expenses of the inspector. The fair would pay for two days at not less than \$5 or more than \$7 per day and also pay the local bill for room and meals.

A school in instruction for inspectors will be held before the inspectors are started this year so that there will be uniformity of inspection.

Fair officials at those meetings voted a ban on girl shows that are smutty, strip shows, blow-off shows and "men only shows." They also banned gypsies, fortune telling and money games.

### Midway Regulations

The regulations for 1936 as voted by the fairs and the directors of the Wisconsin Association of Fairs and approved by the Department of Agriculture and Markets call for county and district fairs to be inspected by representatives of the Department of Agriculture and Markets, said inspectors to have full cooperation of all fair officials and report any infraction of the State Department Regulations to said fair officials, who shall take immediate action and close or eliminate any concessions which are violations.

The following games are approved: Nail driving, but only when confined to the use of nails not over 20d spikes and not under 10d common nails; high strikers; weighing scales; cane racks when rings are large enough to encircle any object displayed on said cane rack; group baseball, known as corn game, where the operator uses the housey box with each player having the opportunity to pitch a baseball or like ball; milk bottle game, said bottles shall be only of the wood type and set up of five bottles with only one bottle in the set- (See NEW WIS. FAIR on page 44)

### Wallaceburg Draws 10,000

DETROIT, July 11.—Moderately good prospects for the 1936 fair season were augured last week with the success of the first fair reported in this section—the Kent-Lambton County Fair at Wallaceburg, Ont.

This was the first time a fair for these counties had been held, the event taking place at Mirwin Park, a newly promoted amusement park. Attendance was estimated at 10,000 for the four days of the fair, July 1-4.

The Cotton Model Shows played the date with three rides, two shows and nine concessions. In addition there were independent concessions, including a number of Indian concessions, with the fair drawing a large number from the famous reservation at Walpole Island, which is a few hundred feet from the fairgrounds.

Event was sponsored by the London Jersey Breeders' Association and is to be annual event.

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TAYLORVILLE, ILL.,  
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 "Illinois' Outstanding County Fair,"  
 Six Days, Opening Sunday, July 26, With  
 WLS BARN DANCE UNIT. BIG POLITICAL  
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 This Year's Fair Will Be Our Largest.  
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SEPT. 9-10-11  
 Carnival Company or Independent Shows and Concessions (no gift). Only Big Fair in Northeast Kansas. No gate charge. Average daily attendance over 4,000. **J. J. LINDSAY, Concession Committee, Horton, Kan.**

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**Texas Centennial Exposition**

DALLAS

By GREGG WELLINGHOFF, 401 Southland Life Bldg., Dallas.

**Rain Interferes July 4 Week-End**

*Second show of Queen's Night spec called off — attractions doing well*

DALLAS, July 11.—Weather took control of the latter part of the July 4 week-end (Sunday), as an all-day driving rain, that grew to cloudburst proportions in mid-afternoon and again in the early night, prevented the second performance in the two-night schedule of the gigantic "Queen's Night" spectacle. It likewise destroyed the Centennial officials' hope of a record week-end. The attendance the 4th was 114,449 and Sunday in the rain, 50,877. The week-end had been exploited as Dallas Days.

Monday's figure showed a 5,000 increase over the previous week, and Tuesday, Kids' Day, with a 40,849 attendance, was several thousands larger than the previous week's Kids' Day.

The Queen's Night program, presented in the Cotton Bowl, including the Hollywood Electrical Pageant in which Rudy Vallee, orchestra leader, and Robert Taylor, screen star, participated, played to 38,000 night of July 4, but was postponed Sunday night on account of rain. The postponed show was offered Monday night in the amphitheater to approximately 1,500, where Benny Meroff and his ork substituted for Vallee, who left after the Sunday night show.

In the Cotton Bowl a huge dance floor was built to accommodate 4,000 couples. The floor is portable and was taken up immediately after the show to clear the field for events scheduled thruout the week. The Queen's Night will be repeated weekly until July 31. The Queen's Night is sponsored by *The Dallas News*, Station WFAA, and Chrysler Motors. R. B. Snowden, of Memphis, Tenn., is general director.

The program for this week-end includes personal appearances of June Knight and Allan Jones, film stars; Virginia Verrill, of radio fame; Judith Lawton and Buddy Rogers and his ork. Bob Burns, the Arkansas comedian and bazooka specialist, will appear the latter part of July, also Ted Lewis and his band.

The substituted show on Monday night featured Robert Taylor, who was assisted by talent drafted from the various attractions at the exposition, including Mlle. Corinne, from Streets of All Nations; Mona Leslie, from Streets of Paris; Neeley Edwards, from the Texas Queen Showboat, and Carl Benton Reid, Miss Jackson Perkins and Rhys Williams from the Globe Theater.

*The Drunkard*, current at the Texas Queen Showboat, was presented at a midnight performance Sunday in honor of the birthday anniversary of Phineas Taylor Barnum, America's great showman, whose dramatic contribution to the show world included *The Drunkard*, or correctly titling it, *The Moral, Domestic Drama of the Drunkard, or the Fallen Saved*. The party was attended by the local press, numerous exposition folk, and friends of the management, Billy Collins. A cake, three feet in diameter, was cut and served by Vance Swift, 3-foot midget from the Midget City.

**The Mermaid Opens**

One of the latest attractions to open on the Midway is The Mermaid, owned

**Attendances**

Previously reported....	1,185,277
Wednesday, July 1....	21,014
Thursday, July 2.....	32,276
Friday, July 3.....	33,747
Saturday, July 4.....	114,449
Sunday, July 5.....	50,877
Monday, July 6.....	33,026
Tuesday, July 7.....	40,849
Total .....	326,238
	1,511,515

by Clyde Elliott and H. W. Beatty. The location is on the main street and in the former location of the Gorilla Village, which closed late last week. Clyde Fox is manager, assisted by Phil Riblet. Mermaids are Marion Kelley, Toni Harrison, Geneva Gamble, Evelyn DuBois, Ruth Gafford and Nina Allen. Tommy Cuckoo Dolin is making second openings; William Willis is at the controls, and Skinny (Million Miles) Rifkin on tickets.

Will Rogers' pet, Big Jim, a 3,300-lb. steer, is being exhibited on the livestock end of the exposition grounds by Tom McArdle, who represents California interests. The steer was reared by the late Will Rogers and after his death was donated to the Salvation Army Home for Orphans of Lytton, Calif., under whose auspices the exhibit is being presented.

Fourth of July was a banner day for everything at the exposition. Showboat played to capacity, turning thousands away. Streets of All Nations and Streets of Paris had throngs on the grounds from noon until the early hours of the morning; a constant flow of patrons visited Warden Lawes' Crime Prevention Show and the Ripley Odditorium, and the rides had capacity. Black Forest had its banner day, as did Hollywood, Miss X and Holy City.

**Cavalcade Turning 'Em**

The Cavalcade of Texas, now the outstanding attraction at the exposition, is turning away hundreds nightly. The historical pageant is being presented twice nightly and six matinees thruout the week. The seating capacity is 3,600. J. Ed Brown, who recently was appointed house manager of Cavalcade, states that since July 1 every performance was capacity, including the one show last Sunday, which was presented in the rain.

The matinees of Cavalcade haven't the effect of the night shows. The entire setting was built around lighting effects and at the matinees the beauty of the setting is lost.

In addition to his duties as house manager of Cavalcade, Brown is assistant to A. L. Vollman, director of Special Events.

The fireworks spectacles, presented four nights each week, were called off Sunday night because of rain, the first postponement since the opening of the exposition. The display is presented under the direction of Frank Duffield, who holds the contract for the fireworks shows for the duration of the exposition.

Big days expected in July are July 17, when the Women's Benefit Association meets at the exposition, and have engaged the Cotton Bowl for a pageant; July 19, Czeck Day, at which another pageant on Czeck history will be offered; July 31 and August 1 for the Cowboys' Reunion, at which a pretentious rodeo will be staged. The Cowboys' Reunion is an annual affair at Stamford, Tex., and their days at the exposition will be somewhat of a repeat of the Stamford show.

**Florescu Closes**

Florescu, high-pole free act, closed July 1. The act was not replaced, but the time was filled in by an increase in numbers of the present show. The Chrismans added their marksman and roping acts, presented in addition to their Aristocratic Goats. Rube Curtis is doing the clown numbers and also serving as emcee. His numbers have clicked

nicely and his novel way of presenting the show has caused much favorable comment. Joe Ambrose and his educated canines furnish a routine of dog numbers, including the "shooting dog" bit, which never fails to meet the approval of the patrons. Curtis and Ambrose are assisted in their clown antics by Alva Evans, diminutive clown. Louis A. Sales has been appointed manager of the free act stand, replacing M. D. Fanning, who was transferred to the Cavalcade division.

Hollywood Studios, a John Sirigo attraction, made several changes in the setup on the inside. The front animal cages were arranged to make room for a stage for Prince, film dog, where a regular motion picture act is presented, including the saving of a doll from a crib in a burning building, etc. Another addition is disclosing the secret of how wind, lightning, rain and other phenomena are produced in movie fashion. The backyard of the studios has been set aside for actual movie making, where screen tests are also made. The back part of the newly arranged show is called "Hollywood Nights."

The Batem Baseball, managed and manufactured by Joe Aronoff, has a very desirous location on the Midway, where a constant flow of pedestrians gives the operators a chance on even the lighter days. The Batem game, while not new in this territory, has been very successful. It affords the players a chance to play a game of baseball without moving from one spot. Another attractive game on the grounds is Screeno, with two locations—one on the main Midway and the other on the side street leading to Cavalcade. The Screeno games are in buildings of modernistic design and open on the front. The merchandise displays are on pyramid stands, with the screen on the back wall. The game has had national publicity thru its exhibitions in theaters thruout the country and because of this its popularity was assured. Clyde Elliott is local manager of the exposition Screeno attractions, as well as local representative of the Screeno Company.

The Poppy Room in the City of China opened last night to a throng of eager expo visitors, who had been deprived of the pleasure of this spot, because of the delayed opening. On Wednesday preceding the opening a prelude was staged for members of the press and theatrical notables. The sumptuous affair, which featured many savory Chinese dishes, was augmented by many of the entertainers now appearing in the regular floor show. Among them were Carol Dean, who heads the floor show; Charlie Rose, Hollis Butterfield, the Cassanevas, Roslyn Herbert and the all-girl orchestra, "The Swing-co-Paters," which plays for dancing on the City of China's Balconade. The Poppy Room is air-conditioned, overlooks the Lagoon with its ever changing color fountain, has elaborate embellishments and so many sterling accouterments. The spot should have no difficulties in getting over with expo-goers.

The Streets of All Nations admitted its 100,000th visitor Tuesday night of this week. . . . Black Forest passed 22,000 thru the turnstiles on the 4th. . . . Daily average attendance to the expo still hovers around the 50,000 mark. . . . Out of 40,000 attendance on Kids' Day this week. 25,000 were within the age limit which entitled them to the 5-cent special price on gate admission and concessions.

Streets of Paris opened Monday with the second edition of the French Revue, retaining from the previous show Mona Leslie, the Diving Venus; O. M. Smith, high diver, and Lady Godiva. The new show is under direction of Paul Bachelor. The Clymas Troupe of adagio and apache dancers have been added, also Alene and Evans, gymnastic performers, and Christina Forrester, local girl, who will present a series of dance routines.

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# Great Lakes Exposition

CLEVELAND

By BOB REED, 1679 East 82d Street, Cleveland

## Rain Cuts in On Attendance

Fourth affected by storm—  
July 5 crowd tops so far—  
many visitors in city

CLEVELAND, July 11.—Heavy rainfall on the Fourth cut in on the attendance, as more than 100,000 out-of-town visitors were here eager to see the big show. However, many braved the storm, while others remained over thruout Sunday and were rewarded with favorable weather. The July 5 attendance was tops up to present writing.

Checking up on the numerous nearby parking lots, it was disclosed that more than 40 States were represented according to the license plates on the cars.

Monday of each week has been designated as Kids' Day, a 5-cent gate for kids under 12. Numerous rides and show attractions have also established a 5-cent admission charge for the kids. Other special days are being introduced, such as Mardi Gras nights at the Streets of the World and fraternal, civic and special organization days thruout the 100-day show run.

The Marine Theater with its colorful and pleasing water ballet and Fashion Show is one of the outstanding free attractions of the expo. Next in line is the high-trapeze free act presented by the Four Lorenzos, twice daily at the amusement zone.

### Front-Page Show Closes

The Front-Page Show, operated by Mrs. John Castle, failed to have sufficient public appeal and she promptly closed the show and then reopened the spot with new Rumba Show. Associated with her in operation of new show are Warren B. Irons and George Young, who also operate 13 Spook Street, popular walkthru show.

Clif Wilson's Snake Show continues to hold the lead position for top biz of the midway area. However, Captain Christensen's Submarine S-49, 13 Spook Street, Johnny Branson's Motordrome and Stanley Graham's Midget Circus are all running strong.

Nadja is the new special added attraction at the John Hix Strange as It Seems show, which with Messmore & Damon's World a Million Years Ago and Hollywood Secrets show are building up nicely as positive winners among the larger show attractions.

Larry Collister and Bob Miller, oper-

Attendances	
Previously reported .....	149,097
Wednesday, July 1.....	23,404
Thursday, July 2.....	21,123
Friday, July 3.....	22,074
Saturday, July 4.....	54,535
Sunday, July 5.....	68,256
Monday, July 6.....	23,126
Tuesday, July 7.....	24,886
Total .....	237,404
	386,501

ators of the Loop-a-Plane, are now hitting their stride and the ride is one of the busiest spots in the rides area. Flying Scooters, the William de L'horbe Jr. ride, is another winner. Gooding's kiddie rides are getting a fair play at this writing.

All concessions on the midway and in the Streets of the World area obtained a real break July 5 when more than 68,000 persons jammed those sectors. Incidentally, those sectors are drawing a daily average of more than 55 per cent of total attendance and this would appear as being most creditable among midway records.

The Old Globe Theater is presenting seven shows daily in addition to the free show preceding each regular performance. The terrific heat of the last few days has somewhat hampered attendance at this spot, but the evening shows are holding up nicely for the management. Herman Pirschner's gay Alpine Tavern has joined the ranks of good bally paraders. This spot is one of the best eating places in the midway area and capacity biz is being registered daily, according to Pirschner.

Edward Hungerford's pageant, *Parade of the Years*, is lead show spot of the exhibit area and attendance is building up daily. Unfortunately, have not had time to review this show, but will do so in the near future.

### Admission Eliminated

Perhaps the brightest news of the week is that of the elimination of gate admission and minimum charges at Theo De Witt's swanky showboat, the Moses Cleaveland. Don Bestor and his boys continue to hold the musical spotlight at this spot and Jules Duke and ork are spotted at the exclusive Admiralty Club headquarters, located on the two upper decks.

Mike Special's ultra-snappy French Casino, in the Streets of the World section, is by far the breeziest and most colorful girl show ever to be presented in this area. Present lineup includes: Bernard Brothers and Duval Sisters, delightful satirists; Toto, "vision nude" dancer; Ivan Bankoff and Beth Cannon, the Gloomy Partner; Shirley Rust, *Broadway Rhythms*; the Four Donaldsons, sensational adagio dancers; girls—Fay Galvin, Gigi Mack, Grace Gilliland, Susan Ruddens, Corinne McCoy, Lynn Sherman, Miriam Young, Laverne Larsen, Ruth Wilkin, Janet Pierie, Arline Garfield, Judy Turnbull, Madeline Gardner, Aroutis Fuller, Noel Arden, Jeanette Korness, Irene Kenner, Jacqueline Dunsette, Lois Stately, Nadine Bonell, Peggy Kissinger, Valeria Topliff, Ann Birdnick, Ann Slack, Annabelle Jones, Ann Green, Elsie McComb, India Margot, Harriet Salkin, Ida Smithers, Ada Perkins, Hazel Flynn and May La Tour.

Staff for Mr. Special: Phil Gordon, managing director Casino; Gardner P. Wilson, director of publicity; Margo Berham, ballet mistress; costumes designed by Westart; stage manager, Fred Hall.

The Hollywood Secrets and Hollywood Doubles show has not completed organization at this writing.

### Davenport to Chicago

Orrin Davenport could not seem to get his bareback circus riding school going, so he closed and returned to Chicago. Mickey McDonald, circus clown associated with Davenport, remained here and may tie up with some other show attraction.

Murray Goldberg's guess-weight scales crew still retains its title of "most

**G**  
**A**  
**H**

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**ROBERTS EVERETT ASSOCIATES, INC.**  
232 Madison Avenue, NEW YORK, N. Y.  
and  
**KANSAS DIAMOND JUBILEE EXPOSITION**  
1020 Central Building, WICHITA, KAN.

THE BRANDON DAILY SUN, TUESDAY, JUNE 30, 1936

## SPECTACULAR GRANDSTAND SHOW IS BEST EVER CONTRACTED FOR ON WESTERN CANADA CIRCUIT

This Was the Unanimous Opinion of Those Who Saw the "Passing Parade," Outstanding Program for Evening Performances During Week; Dance Numbers and Stage Setting Most Colorful; Supporting Numbers Given Warm Applause by Crowds on Opening Day.

Building and Contracting Now for Bigger Shows for 1937  
**ERNIE YOUNG'S AGENCY, 162 N. State St., Chicago, Ill.**

## OWNERS PORTABLE SKATING RINKS

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**L. B. HERRING, JR., Secretary**  
South Texas State Fair  
Box 1648, Beaumont, Texas

Attractive Proposition Good for All Winter

## STATE FAIR OF RHODE ISLAND

Tercentenary (300) Agricultural and Industrial Celebration Settlement of Rhode Island by Roger Williams.

Dates—September 2-7, Inclusive, Kingston, Rhode Island.  
More than 3,000,000 drawing population within 100 miles radius.

WANTED—Concessions, Rides, High Type Shows, etc.  
**A. N. PECKHAM, Manager, Tercentenary State Fair, Kingston, Rhode Island.**

## FREE ACTS WANTED FREE ACTS

**KEOKUK, IOWA, ANNUAL FREE FALL STREET FAIR**  
WEEK OF SEPTEMBER 21.

Like to hear from Flying Trapeze and High Acts. Money sure, no commission involved.  
**JOHN C. FRY, Box 3, Keokuk Chamber of Commerce, Keokuk, Ia.**

## OAK BRAND: HY-TEX BALLOONS

### SOUVENIR of the FAIR .. PRINTS..

BRILLIANTLY colored balloons, printed in bright contrasting colors with series of 3 appropriate fair pictures.

A splendid flash. Profitable sellers on any fair grounds. Write for catalog of entire Oak line illustrated in colors.

**The OAK RUBBER CO.**  
RAVENNA, OHIO.  
Selling Through Jobbers Only

friendly and chattiest" crowd on the grounds. The boys are getting a good play and Harold Goldberg is the recently appointed official bookkeeper for the gang.

Earl W. Brown, managing director of the National Florida Exhibits, has been delayed for definite opening date and expects to get going this week-end. The same applies to the Sports Show and Outdoor Life Expo owned and operated by Servas & Ecker.

Intramural Greyhound busses and sight-seeing tours are getting a fair share of biz, as are the speedboats and (See RAIN CUTS on page 44)

# July 4 Big At San Diego

Events included Hawaiian Week and Jugoslav and Veterans' Celebrations

By FELIX BLEY

SAN DIEGO, July 11.—A program crammed full of exciting entertainment for the youngsters got under way Monday, Kids' Day, with a watermelon-eating contest as the feature. Hawaiian Week, a Jugoslav celebration, the July 4 celebration under auspices of the GAR, a gathering of World War Veterans and numerous free entertainment events highlighted the exposition programs during last week. The week also had the finish, in the grounds, of a Gypsy Tour staged by California motorcycles; a soap-box derby with kids vying for prizes and a hoop-rolling contest, with little Jane Withers, motion picture star, awarding trophies.

Hawaiian Week started with thousands of leis and coconuts distributed free by Tani Marsh and a group of girls. There was a showing of colored motion pictures, a program by Keaumoku Lewis and his Hawaiian entertainers in the House of Hospitality and the sound picture *Story of Hawaii*, under direction of H. F. Cullen, Hawaiian commissioner at the exposition.

Under gay beach umbrellas and bright awnings, leading California artists inaugurated a series of art marts at the Court of Honor in front of the Horticultural building, under auspices of the Art Guild under direction of Henry A. Long. Open house was held in the House of Hospitality under auspices of the women's executive committee.

The Janet Sisters, acrobatic dancers, were added to the free-attraction program last Friday and appeared in the Palace of Entertainment, the Plaza del Pacifico and in the Cafe of the World, together with the Picchiani troupe of teeterboard tumblers; Eleanor Root, accordionist; the South Sea Maidens, native songs and dances, and Jay Warde Hutton and his Exposition Orchestra. Tommy and his Wonder Horse, in the Palisades area, and Evers and Dolores, wire act, in Spanish Village. Havrah Hubbard, newspaper man and commentator for the Ford Symphonies, was interviewed by Sid Fuller, program manager for Radio Station KGGK. Jose Arias and his Exposition Troubadours furnished the musical part of the program, with Carmencita as soloist, during the San Diego Junior Chamber of Commerce broadcast from the exposition studio.

## Ceremonies on the Fourth

The Fourth of July was celebrated with impressive ceremonies under aus-

## NORTHERN DISTRICT FAIR

CADILLAC, MICH., AUGUST 25-28.  
Reorganized. Enlarged.  
Entry Lists Open to August 10.  
T. O. HUCKLE, President.

## 5th Annual Marion County Fair

JULY 28-AUGUST 1,  
Will Be Held at New Bethel, Ind., on State Road No. 29, 6 Miles Southeast of Indianapolis.  
Floyd Gooding will furnish the Rides. Concessions and Shows wanted.  
HARRY C. ROBERTS, Chrm., Wanamaker, Ind.

## THREE GREAT EVENTS in ONE WANT CARNIVAL and CONCESSIONS

OLD TISHAMINGO COUNTY CELEBRATION (at Corinth)	NORTH MISSISSIPPI-WEST TENNESSEE FAIR AND DAIRY SHOW, Sept. 28 and week or Oct. 5 and week (either date agreeable to right show).	ROSCO TURNER DAY, DEDICATING NEW AIRPORT.
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Governor and Staff, Army and Navy Officials, Famous Flyers, Fleet of Ships, Great Historical Spectacle. Greatest Fair and Program to be held in Mississippi in 1936.

Chattanooga Tri-State Fair and Power Show. J. A. DARNABY, Patten Hotel.

pices of the GAR. A spectacular fireworks display was held in athletic field at night, with seats provided for 8,000. Music by the Exposition Chorus, under direction of Harold Hodge, and the Bonham Bros.' Boys' Band, directed by Jules Jacques.

An evening amphitheater program in memory of Stephen Foster, American composer, was a concert by the 30th Infantry Band, under direction of Warrant Officer Arthur Jason, and the Exposition Chorus. The day brought to the exposition its record crowd of 1935. Executive Vice-President Elwood T. Bailey said attendance reached 40,000. Shows and concessions had a big day.

## Casa Manana Ready for Use

FORT WORTH, Tex., July 11.—No announcement has been made to date by the management as to whether the Fort Worth Frontier Centennial will be postponed again.

The Casa Manana, the circus building, and the Pioneer Palace have been turned over to the board of control by the builders as completed and ready for use. Permits have been granted this week for Fred James to erect a \$500 concession structure at showgrounds; for H. D. Terrell to construct a series to cost \$10,500, and J. H. Walton to construct another group of concessions to cost \$8,500. Application has been made by John Boggiano for permit to operate the Frontier Package Store at showgrounds.

Gomez and Winona, dance team for *Casa Manana Follies*, arrived July 4 from New York.

Sally Rand arrived here last week via airplane. She has spoken at practically every luncheon club meeting since her arrival. Miss Rand announced, too, that she would be hostess at her Nude Ranch and would do her bubble dance only at the Casa Manana.

Hearst-Metrotone newsreel men, Sanford E. Greenwald, cinematographer, and Carl Jones, sound technician, took pictures of *The Last Frontier* performance and Sally Rand last week.

It has been decided that Faye Cotton, Texas Sweetheart No. 1, is to be leading lady of the *Frontier Follies*, playing opposite Everett Marshall, singing star of the piece.

Henry Spitzer, president of the Chapelle Music Company, New York, is here arranging details of publishing of songs used in local productions.

Gareth Joplin, 13-year-old dancer, now under contract to Metro-Goldwyn-Mayer studios, has been signed by Billy Rose for a featured dancing role in *Frontier Follies*.

About 40 stagehands have arrived to work on local shows to supplement the local force of about 25.

## Manchester, Ia., Fair Bldgs. Menaced by Fire

MANCHESTER, Ia., July 11.—A fire which started adjacent to the fairgrounds here July 4 threatened for a time to sweep the entire fairgrounds. Quick work of the fire department and a few volunteers saved most of the buildings from destruction. One cattle barn, the largest on the grounds, was destroyed and the one next to it was badly damaged. Loss is estimated at about \$6,000.

SEDALIA, Mo., July 11.—The first annual State Checker Championship will be an added feature of the Missouri State Fair. The winner of the tournament will be awarded a silver loving cup, and the next three places will carry attractive premium ribbons.

## Fair at Ligonier, Pa.

LIGONIER, July 11.—The newly organized Ligonier Valley Fair Association voted unanimously at a meeting this week in favor of a plan to conduct a Westmoreland County Fair on the Ligonier Fairgrounds. This will be the first fair in several years conducted as a county project. More than \$1,500 has already been raised for the necessary repairs which are now being made. Officers of the fair association are H. J. Phillippi, president; E. G. Nicely, vice-president; D. M. Robinson, secretary, and Nevin Naugle, treasurer.

## Will Feature Floats

AUBURN, Ind., July 11.—A multitude of floats, depicting early historical events of De Kalb County, planned by types of business enterprise is planned for the finale parade on the last day of the Free Fall Fair here, H. E. Hart, president of the fair association, announced today. The 1936 festival will mark the 100th anniversary of the founding of Auburn and organization of De Kalb County.

## Fair Grounds

HARTFORD, Mich.—The 23d annual Van Buren County Fair will be held here in September, with premiums and purses totaling \$8,000. There will be racing the four last days, with purses of \$3,000.

DASSEL, Minn.—The Dassel Fair, which was to have been held October 1-3, has been canceled. Secretary O. E. Linquist states that the fair was to have been held on the streets, which are now being paved and cannot be used for that purpose.

CHESTER, S. C.—Chester County Fair for 1936, which will be conducted by the American Legion Post, will have Bunts' Crystal Exposition Shows on the midway, said Adjutant D. E. Peterson, fair secretary. Dr. W. J. Henry is fair president and R. H. Stricker vice-president.

PORTAGE, Wis.—The Snapp Shows have been booked at the Columbia County Fair, Portage, Wis. The new \$30,000 amphitheater at the reconstructed grounds will be dedicated when fair is held.

WATERLOO, Ia.—Construction of the new hippodrome and several other buildings in the Dairy Cattle Congress grounds here will be completed well in advance of the opening of the 27th annual exposition. The hippodrome will seat 8,000.

## RAIN CUTS

(Continued from page 43)  
yacht craft, likewise the Goodyear blimps and seaplane units.

The expo management is making every effort to assure the general public of fair treatment and is rigidly enforcing the rule to close any concession found guilty of gambling operations.

Complete listing of personnel for the Administration Building in amusement zone: Almon R. Shaffer, director in charge of amusements and concessions; Frank (Doc) Shean and Norman Kestner, assistants to Shaffer; Major "At Your Service" Gordon, night office manager; Mrs. Helen Blanton, secretary to Mr. Shaffer; Morris Zaidens, credentials representative; Sylvia Singer, Gertrude Rose, Ruth Dual, Bertina Small, office assistants and phone operators; Ralph Hubbard and John De Lary, information. In addition there are two pages and two Western Union messengers on duty at all times.

Sophie Tucker has been the most active woman on the expo grounds during past week. She umpired a ball game and acted as judge for a bathing beauty contest.

Dedication of Radioland, huge broadcasting station located in the public auditorium, was one of the recent expo highlights. Ray Perkins, Robert Simmons, Sophie Tucker, Stoopnagel and Budd were featured on the program.

## G. F. AHEAD

(Continued from page 41)  
noon program Friday. Barney Oldfield, who refereed the local auto races, proved a magnet of attraction everywhere. He talked over the radio, attended luncheons and meetings. He spoke at the Kiwanis meeting Wednesday in the interests of safety on the highways. Frank Talcott, secretary of the North Dakota

State Fair at Fargo; Roy E. Lee, secretary of the Minnesota State Fair; Camille Lavilla, of Barnes & Carruthers.

Rube Liebman would have celebrated his 20th anniversary at this fair but sickness interfered. However, Rube did show up the latter part of the week much improved.

Aut Swenson, internationally known auto race starter and exploitation director, was seen in many conferences with Barney Oldfield.

Henry Lund, publicity director of the Minnesota State Fair, and Harry Frost, superintendent of concessions for the same organization, renewed friendships with the showfolk.

Denny Howard, representing the United Shows of America, was a visitor. Sunny Burnett, former emcee, now with Triangle Poster Corporation, was here in the interests of his firm.

Jack Story, sports narrator, handled the mike on the opening-day auto races. Story, who annually gives an account over the mike of the National Air Races at Cleveland, was not present on the closing-day auto-race program due to a previous booking at a major Central States air meet. Harold Hagen, IMCA official, of Washington, D. C., handled the mike in Story's absence.

Al Sweeney and Jess Hartman, auto-race attaches, in and out of town in the interests of the benzine buggies.

Jack Cline, former emcee for Barnes & Carruthers' major productions, now doing his stuff with the Royal American Shows whirlly-girly review.

J. F. McGowan Jr. "going to town" in his new managerial role.

Dan McGowan seen buying handkerchiefs in the "little store" in the beer garden. Likewise Max Goodman purchased shoestrings over the same counter.

Hink Thull Day was biggest afternoon since 1927.

## NEW WIS. FAIR

(Continued from page 41)  
up, which is allowed to be loaded or weighted and the operator of the game shall post a conspicuous sign to the effect that the players must only spill or tip the bottles over and not off the pedestal; doll racks, only where the dolls are attached to the rack by means of hinges—no doll rack can be operated where the dolls are loose and set between parallel strips or in grooves; cigaret shooting galleries; dart and balloon games, only when darts are thrown at balloons or at number on a board or panel, placed in squares not less than 1½ inches square or when numbers are placed on tags 1½-inch in diameter or more with the numbers exposed toward the player—no dart game will be permitted where the numbers are turned from the player; hoopla, or pitch-till-win, when the hoops or rings to be thrown are at least ½-inch larger than the blocks or objects they are supposed to ring; basketball free-throwing game; Erie diggers or automatic merchandisers with merchandise only—no money; African Dip; pin games; pop-in-poker; Walking Charley or like game; shooting gallery, when properly safeguarded by steel side walls and backgrounds.

Games not listed above will not be permitted. No game offering or paying cash awards or cash in lieu of awards or using any buy-back merchandise prizes will be allowed. No game will be permissible where it has control devices.

Inasmuch as the State aid is contingent upon the carrying out of these rules and regulations, it is suggested that fair secretaries and concession men familiarize themselves with the approved games. It is also suggested that fair associations require that all games shall not be played for more than 10 cents per game.

Department inspectors will not approve or disapprove games, but will report those not operating according to the State laws and regulations to the local fair manager. The inspector shall not be termed as police, nor shall any fair be relieved of the responsibility inasmuch as the State inspector is on the grounds. The secretaries are to give full co-operation and shall eliminate such concessions, immoral shows or other conditions as reported to them.

No fair will be permitted to operate a girl show without posting with the Wisconsin Association of Fairs a certified check for \$200 to assure that the show will be operated in accordance with regulations. If regulations are violated the check will be forfeited to the association and the show banned from further showing in the State. Operator must show fair secretary and inspector a receipt from the secretary of the State association before show shall be permitted to open.

# Jones Expo Has Big '4th'

Heavy gate attendance all week at Springfield, O.—greatly rejuvenated show

SPRINGFIELD, O., July 11.—Johnny J. Jones Exposition had a prosperous engagement here last week, auspices International Harvester Industrial Council and located on International Harvester Athletic Field.

The midway was packed with people nightly. Friday night the crowds seemed reluctant to leave the merriment until after midnight. Business at the attractions started slow opening night, but the gate attendance was heavy. During the afternoon of the "Fourth" extremely hot weather prevailed and the showgrounds was not a magnet for local people, but at night the midway was practically jammed with amusement seekers, as noted by a member of the Cincinnati editorial staff of *The Billboard* who was a visitor.

Visiting showmen and other persons familiar with the history of the Johnny J. Jones Exposition, which, incidentally, became a much smaller organization during a few years following the death of its founder, expressed surprise at the marvelous regrowth of the show the last two years under the direction of E. Lawrence Phillips, of Washington, and his general manager, Walter A. White. Last year the Jones organization re-

(See JONES EXPO on page 51)

## World of Mirth Hits at Balto

BUFFALO, July 11.—World of Mirth Shows have played to big gross receipts during the Tonawanda (N. Y.) Centennial at Sheridan drive and Delaware avenue in near-by Kenmore. Thousands of people from Buffalo and the surrounding Niagara frontier have attended during the 10-day run of the event. Fourth of July attendance approached the 25,000 mark.

Following the centennial the shows move to the circus showgrounds in downtown Buffalo for a one-week stand, a triumph for L. Harvey Cann, general agent.

## C. Goss a Wiz At Selling Cars

ST. LOUIS July 11.—Charles T. Goss, of Standard Chevrolet Company, has averaged more than one car a day sold to outdoor showfolk during the last 60 days. Among those to whom he delivered trucks or automobiles from June 15 to 30 are Joe B. Webb, Joe B. Webb Circus, five; George Engesser, Schell Bros.' Circus, four, one each to Ben Kaplan, Majestic Mighty Midway Shows; Dee Lang, Dee Lang's Famous Shows; Charles Carpenter, Greater Exposition Shows; Sam Applebaum, Pan-American Shows; John Kern, Barney Bros.' Circus; A. J. Weise, Beckmann & Gerety Shows; L. R. Harville, C. L. Spencer Shows; Walter Sampson, Robbins Famous Circus; E. J. Fritch, concessioner; Hubert Shive, L. J. Heth Shows; Reuben Ray, Mighty Marlow Show; John S. Bullock, Small & Bullock Shows; Harry L. Small, Small & Bullock Shows.

CINCINNATI, July 11.—Charles T. Goss passed thru this city early this week after delivering two Chevrolet motor vehicles to showmen in the Central Atlantic States. While here spent about an hour at *The Billboard*.

## Neon Tube Breaks While In Swallower's Stomach

ANDERSON, Ind., July 11.—William G. Knoll, billed as "Prince Neon," sword swallower in Carl J. Lauther's Side Show with the Johnny J. Jones Exposition, playing the fair here this week and who specializes in passing a lighted neon tube down his throat, had the misfortune Tuesday of a part of the tube breaking off and remaining in his stomach. He was taken to St. John's Hospital, where surgeons removed the snapped-off tube, and unless complications develop the performer is expected to recover within a few weeks.

## Sensible Co-Operation

Members of Endy Bros.' Shows are saying praise of the co-operative spirit of William Stillman, manager Fox Theater at Burlington, N. J., while they were exhibiting at Burlington.

The theater man gave extended courtesies of his house to the staff of the carnival, visited the midway and on Friday night acted as master of ceremonies in connection with a popularity contest. He also helped put on the public wedding the same evening and complimented Endy Bros.

Members of the carnival publicly praised Manager Stillman and his theater.

## Ted Levitt in Hospital

TWIN FALLS, Ida., July 11.—Ted Levitt, of Intermountain Shows and son of the late widely known showman, Victor D. Levitt, is in Sisters' Hospital, Ontario, Ore., where he underwent an operation for acute appendicitis. Levitt was taken from the show train at Ontario while en route from Emmett to Pocatello, Ida. He would appreciate cheery letters from showfolks to relieve the lonesomeness of hospitalization.

## Max Gruberg Has 3 Canadian Fairs

HERKIMER, N. Y., July 11.—Max Gruberg, manager Gruberg's World's Exposition Shows, advises that his organization has been awarded contracts for three fairs in Canada, at Valley Field, Three Rivers and St. Hyacinthe. After playing the Canadian dates show will move to the Elmira, N. Y., Fair, then to the New York State Fair, at Syracuse, and then make a long movement to South Carolina for a string of Southern fairs.

## Firesides Has Truck Mishap

ALLENTOWN, Pa., July 11.—I. Firesides (Murphy), who has the cookhouse with Cetlin & Wilson Shows, had the misfortune Sunday while making the trip from Clearfield to Allentown of having his semi-trailer overturn, almost completely demolishing same. Three of his men were sent to hospital but fortunately none seriously hurt. Firesides had most of his equipment loaded on another truck and brought to Allentown in order to be able to open Monday.



OFFICERS of the Arthur E. Dodson Post, No. 784, American Legion (post named in honor of the late showman, brother of C. G. and M. G. Dodson, of Dodson's World's Fair Shows). Left to right: Ray Balzer, Charles Clark, Mel G. Dodson, C. E. Sherman, Howard Pearsey, Bert Miner, Johnny King, Rodney Spencer, Miles Stark, Mack McCurdy, C. McCarty, Vern Giles, Jack Page.

# Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

AVOIRDUPOIS, Pa. Week ended July 11, 1936.

Dear Charlie:

Ballyhoo Bros. certainly lived off the "fat of the land" at this spot. Population here 35,000 and not an adult weighing under 700 pounds. Even children 3 and 4 years old weighed 250 pounds. So large were they, we didn't know if under or over 5 years of age. Signs placed on all ticket boxes read, "Children in Arms Admitted Free. All Others Cash."

Auspices here the Pouch Developing and Gluttony Club. You may believe

it or not, they had IT. Opening night light as far as admissions went. Only 2,000 all told. But so large and bulky were the natives the midway was packed and jammed. Tuesday night the midway played a turnaway, with only 2,500 people on the lot. Pete Ballyhoo ordered all shows torn down and moved back to widen out the midway. This gave a walk way 400 feet wide between the show fronts and the rides. Wednesday another turnaway. The gate registered 4,000 paid admissions. Again all shows torn down and moved back, this time making the midway 900 feet wide. (See BALLYHOO on page 51)

## Newspaper Editorial Writer Outlines Merits of Carnivals

CINCINNATI, July 11.—The following human-interest editorial, giving the meritorious atmosphere of carnivals due credit, also taking exception to the bewhiskered propaganda of business interests in opposition to collective outdoor amusement organizations, appeared in *The Plattsburg Daily Press*, Plattsburg, N. Y., Friday of last week (the Strates Shows Corporation was exhibiting at Plattsburg that week), headed "ONE POINT OF VIEW":

"For several evenings we have sat on the front veranda down on Oak street and watched throngs of grownups, usual-

ly accompanied by from one to three youngsters, heading for the carnival lot. And we are led to philosophize in a mild manner upon the human urge for something to relieve the drab realities of life with which so many are faced. "The carnival seems to be a survival of the village fair that has existed in all civilized countries for generations. Some of the most widely read romances and many notable paintings have had for their subjects the village fair and its shows and games.

"In our own country the county fair (See NEWSPAPER on page 51)

## "Sucker" as Curley Wilson, Oldtimer, Would Apply It

Capt. Curley Wilson, for many years prominently identified with show business and at present superintendent of Brookside Zoo, Cleveland, unloads the following from his chest:

"I happened to be tuned in on the Rudy Vallee program on the night of July 2 and on that program there was featured a talker who said in his talk that all persons who went to see his attraction at the Texas Centennial were suckers.

"In memory of all the first-class talkers that I have known I would like to know whether this statement is correct. Before this so-called talker was born I was with several of the large carnivals and I know that talkers in that time would not insult the intelligence of the patrons of their respective attractions by calling them suckers.

"The word sucker means easy victim or green horn, which I think applies to the talker that makes a remark of that kind."

## J. L. Landes Shows Greatly Improved

KANSAS CITY, Mo., July 11.—J. L. Landes Shows were visited by a Kansas City representative of *The Billboard* when they played Leavenworth, Kan., and he was pleased to note the enlargement and improvements made during the last few years.

There were eight major rides, two kiddie rides, 12 shows and 20 concessions, requiring 32 trucks to move. There were also 16 house trailers, the majority of them factory built and up-to-the-minute in detail. Mr. and Mrs. J. L. Landes, Mr. and Mrs. C. B. Buton and Mr. and Mrs. Bert Cummings and others have trailers that are "palaces on wheels."

The Flying Valentinos presented a fine free attraction. The show carries an eight-piece band. The funhouse, "Dante's Inferno," designed and built last winter by Landes, was doing a nice business. The Cocktail Shaker ride was also designed and built by Landes last winter.

Mrs. Peggy Landes operates four concessions of her own. The corn game is operated by Charles Rotolo.

Kansas City visitors being entertained on the midway included Mr. and Mrs. Dave Stevens, Mr. and Mrs. Art Brauner, Mr. and Mrs. L. V. Riley, George Kogman, W. J. Allman, Toney Martone and Harry Altshuler.

## Was Slain Man Blacky Gonzales?

CINCINNATI, July 11.—The body of a slain man was recently found on a highway near Rutledge, Tenn. Persons at Knoxville expressed opinion that he was a veteran carnival man known as "Blacky" Gonzales. Lee Davis, correspondent for *The Knoxville News-Sentinel*, who knew Gonzales many years, had a story in that publication stating that "The general resemblance is as near that of Gonzales as it could be for a man who had been dead a week." The body, which had "J. G." tattooed on arm, was buried July 2, pending further identification.

A letter from O. E. Bradley, P. O. Box 2325, Knoxville, states, in part: "I am not certain the man was Blacky Gonzales. I was going to try to identify him today (July 1) but they had buried him. Blacky worked with me at fairs the last 12 or 14 years." Another letter, from E. W. Whitaker, 422 Locust street, Knoxville, mentioned the body being found and partly identified as being that of Gonzales.

The body was that of a man about 50 years of age; small, with Spanish-appearing features, a hook nose and high cheek bones, as described by Lee Davis in his article in *News-Sentinel*. There was a bullet wound in lower abdomen.

## Hallock, Halliday in Cincy

CINCINNATI, July 11.—Two members of the executive staff of Miller Bros.' Shows were here early this week on business. They were Bob Hallock, general agent, and Jack Halliday (former Middle West carnival owner), special agent. Stated that the show had a big week when it played Paintsville, Ky.

# Midway Confab

By THE MIXER

WOW, what a hotness last few weeks, almost thruout the country!

WHO SAID "Too hot to work?" How 'bout last winter? And what 'bout coming winter?

THOMAS AITON, after some weeks' absence, has returned to Barfield's Cosmopolitan Shows as general agent.

ANOTHER veteran and well-known Midwest showman has passed on, W. S. (Billy) Streeter.

PATRICK O'BRIEN was reported early last week as being in a critical condition at Plattsburg, N. Y., after being beaten, with skull and jaw injuries.

FRANK AND VERA VARDON, after filling some engagements for Bert Levy, joined Hilderbrand's United Shows at Kelso, Wash.

NEW SIDE SHOW, management of Zenita Zan and J. C. McPeak on the front, assisted by Vier Lask, recently joined Happy Days Shows.

WORD COMES from Frank Zorda that he is still with Gooding Greater Shows, last week at Berwick, Pa., and says he is "doing fine."

IN THE FINAL CURTAIN columns of this issue is announcement of a hotel manager who was many years a true friend to showfolk at Norfolk, Va., Charles E. Wood. Hundreds of show people who have wintered at Norfolk have talked and written praise of him.

JAMES A. MARR, concessioner with Barker Shows (fourth season), was in Cincinnati last week to get his bonus bonds. Came from Bushnell, Ill., and stayed a couple of days in the Queen City. Was a non-commissioned officer in the World War.

ALL MEMBERS of Burdick's All-Texas Shows shared the grief of little Edna Cook in the loss (by death) of her 17-year-old canine companion, Beauty, when show played Belton, Tex. Parents had a hardwood casket constructed and secured a private lot for burial.

J. A. Pearl, salesman The Billboard with Johnny J. Jones Exposition, last week scored a new high for orders of copies of Billyboy to shows during the last 10 or more years. Ward (Dad) Dunbar, of Mighty Sheesley Midway, was second. Has been a sort of neck-and-neck race between Pearl and Dunbar this season.

Department Band, reading, in part: "We were so pleased with the way your entire organization conducted themselves while showing under our auspices . . . we are writing you a letter of our appreciation."

HOMER SHARRAR, of West's World's Wonder Shows, was reunited with his father at Tarentum, Pa., for the first time in 14 years. Homer joined Walter L. Main Fashion Plate Circus in New Kensington, near Tarentum, when a boy of 16 (back in 1920) and had not seen his father until he recognized him on the carnival lot.

DETROIT.—The No. 1 and No. 2 outfits of the Mamie Krause Shows united at Grand River and St. Marys avenues for a major date for St. Mary's Church at Redford, northwest Detroit suburb. Frank Murphy, American High Commissioner to the Philippines, was a guest on the midway. Tiger Bill's Wild West, booked independently, was an added attraction.

ST. LOUIS.—Mel H. Vaught, of State Fair Shows, was confined to General Hospital, North Platte, Neb., with blood poisoning in his right hand. The show played North Platte the week starting June 29. . . . Billy and Ivy Rice spent the second successive Fourth of July in the company of Mrs. Mel H. Vaught in North Platte. . . . Arthur Hockwald, of Georgia Minstrel note, was visiting with members of State Fair Shows at Grand Island, Neb., last week.

The condition of Claude J. Oderkirk (suffered a stroke some weeks ago) has not materially improved, according to report from Billy C. Marshall last week, from Anderson, Ind.—incidentally, Billy, son of the well-known showman, Leon W. Marshall. Oderkirk "must take electrical treatments," says Marshall, "and he would appreciate cheery letters from showfolk acquaintances." His address, care of Milner Hotel, Columbus, O. Claude is 72 years of age.

HOUSTON PICKUPS—Roy Gray, Big State Shows executive, was a visitor here recently. Stated that business was satisfactory. . . . The Poole-Brewer Attractions continue pulling in sufficient shekels on Houston lots to hold the show here. . . . F. M. (Martin) Rosell, who came here more than five years ago, has "stayed put" and has equipment on South Main. Has a Merry-Go-Round, baby ride, concessions and a pony track. . . . Houston's anti-noise ordinance failed to click. The first offender haled into court was charged with "making undue noise." He was quickly cleared when it was determined that in making



CENTRAL FRONT SECTION of Congress of Oddities with Golden State Shows. Left to right: John O'Donnell, tickets; Ed Green, strong man, fire eater; Bob McClenny, "Twisto"; Alice Turner, dancer; George Christy, musician and lecturer; Barron LeDell, mentalist; Joanne Roberts, dancer; Frank Cramer, tattoo artist; Carlton Turner, tickets; sitting on dally, Jewell Hopday, "Electricia," and Verne Johnson, clowns; standing on ground, Will Wright, manager Golden State Shows, and Bill Hopday, manager the attraction.

W. P. (CURLY) SMITH, late of Dodson's World's Fair Shows, is recuperating from an infection in his foot and is spending some time at Bessemer, Ala.

JOE WRIGHT postcards that he and his brother, Marion, had good business with their rides and concessions on the "Fourth" at Peoria, Ill.

B. H. NYE infos that he is launching his own collection of amusements, titled Billy Nye's Gold Seal Shows, in West Virginia. Says, "As an innovation, will not 'stay out all winter.'"

JOHN T. HUTCHENS advises that during its 13 weeks of operation with Endy Bros.' Shows his Modern Museum has not had a bloomer. Will have a store show coming winter.

A MULTITUDE of his showfolks acquaintances regret the passing of the well-known former showman, C. (Buck) Turner (see Fjnal Curtain columns this issue).

HAPPY JACK WILSON, last season with Dee Lang Shows, lately joined Wallace Bros.' Shows with photo gallery. Happy working the front, Mary the dark room.

FRANK LICHTER, of Mighty Sheesley Midway, was in Chicago last week on business and took opportunity to visit the Tom Mix Circus playing at the Coliseum. Frank met many of his California friends on the show.

MR. AND MRS. CHARLES LEE have returned to Majestic Exposition Shows after spending several weeks at home (the missus sick—measles). Charles added two concessions. The missus opened her Midnite Frolics Show, with Cash Murphy on the front.

WILL TALLEY, who has had his Minstrel Show with F. H. Bee Shows this season (many years musician with colored troupes with both circuses and carnivals), was in Cincinnati this week to get his bonus bonds. Met a brother he had not seen in years. Is moving his attraction to the Crystal Exposition Shows.

DALLAS — June Hennies, popular among the showwomen of the Midwest and formerly with Beckmann & Gerety Shows, opened a millinery shop in downtown Dallas' exclusive women's wear district. Associated with her as buyer is Miss Brown, who held similar positions with exclusive department stores in the East.

Harry Blair informed that he had just had a visit with Cliff Lile, well-known Midwest showman, in St. Mary's Hospital, Port Arthur, Tex., at which institution Cliff was receiving treatment for an infected toe, caused by an ingrown toenail. Blair says that Lile expected to be there several weeks and would appreciate letters from showfolk acquaintances.

CRYSTAL EXPOSITION SHOWS received a commendatory letter from John C. Harman, manager Pulaski (Va.) Fire

**WHEELS**  
Park Special  
30 in. in diameter. Beautifully painted. We carry in stock 12-15, 20-24 and 30 numbers. Special Price.  
**\$12.00**  
**BINGO GAME**  
75-Player, complete. \$5.25. Including Tax.  
Send for our new 1936 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Fans, Confetti, Artificial Flowers, Noreties.  
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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120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-Page Booklet, Beautifully Bound. Samples, 25c.  
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100 CARD SET, \$3.00  
200 CARD SET, 6.00  
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All Sets complete with Calling Numbers and Tally Sheet. We pay the postage.  
Please remit with order.  
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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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**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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**FORTUNE TELLING CARDS Only**  
Real Egyptian Designs in colors, neatly boxed.  
**6c**  
Great bargain. Retail at 25c up.  
For palmists, clairvoyants, fair workers, canvassers, etc. Send 10c for sample. 100 for \$6.00 F. O. B. Philadelphia. 20% deposit.  
**DR. D. JAYNE & SON, Inc.**  
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Publishers of Jayne's Almanac Since 1842.

**SECOND-HAND SHOW PROPERTY.**  
\$1.75 Men's New White Buckskin Skate Shoes. All Sizes.  
15c Each Pennant Flags. Beau. Colors. Send List.  
\$35.00 Bumper Game, with Track and Car.  
\$37.00 Sug. Puff W'fme Outfit, B'l Trnk & Recipe.  
\$15.00 New Umb. Tent, 5x9'. Write List & Orders.  
We buy Guess-Your-Weight Scales, Concession Tents, Skates, all makes. **WEIL'S CURIOSITY SHOP,** 20 S. 2nd St., Philadelphia, Pa.

**WANTED**  
Good, reliable, sober Man to lecture in Big Snake Exhibit for Fairs, starting week of August 9. Write  
**COL. WELLIVER**  
Rubin & Cherry Exposition, as per Route.

**PEARSON'S SHOWS WANT**  
COOK HOUSE, SNAKE SHOW, FAT SHOW, CRAZY HOUSE.  
Greenville, Ill., this week; Lovington, Ill., Homecoming next.

**DU-PLEX BIG ELI WHEELS**  
Top Money Ride on many Midways and always in the lead as a payer of net profits. Ask any man who operates No. 5 Duplex Wheels. He'll tell you they are real Money-Makers.  
RIDE MEN—SEE THIS SPACE NEXT WEEK FOR COMPLETE RETURNS OF THE FOURTH OF JULY CONTESTS.  
**ELI BRIDGE COMPANY**  
Builders of Dependable Products,  
800 Case Avenue, Jacksonville, Ill.

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PROFITABLE DURABLE PORTABLE PERMANENT ECONOMICAL  
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SOUTH AMERICAN YELLOW . . . . . \$6.50  
SOUTH AMERICAN WHITE . . . . . 5.50  
JAPANESE HULLLESS . . . . . 6.00  
Per 100 lbs., F. O. B. Kansas City—sacked.  
**THE BAGNALL COMPANY**  
Station A, KANSAS CITY, MO.

the noise he "was earning a legitimate living." A local beer garden and dance hall had its ork before the judge with a semi-conviction that has been appealed. Carnival agents and other outdoor amusement representatives should look into this ordinance when booking their attractions here.

You know the old-time doctor,  
With his old-time one-loss shay;  
How the folks would send for him  
To come running, night or day.

Day and night he had to listen  
To complaints from head to toe;  
Do you know who else hears complaints?—  
The secretary on the show.

"He cuts in on my bally,"  
"Don't put that next to me,"  
"I don't like my location,"  
"Can I creep up a foot or three?"

"Can I sell tickets on the Jinny?"  
"I can't keep the front lights lit,"  
"I know pay day isn't till Monday,  
But gimme, I'm goin' to quit."

"Can you let me have ten dollars?—  
Oh, I could do with a fin,"  
"Where do we go in two weeks?—  
Got some stock I want sent in."

"How about getting some passes?—  
I've got some folks 'bin' here,"  
"Honest, Boss, I ain't drunk—  
I only had one glass of beer."

"Can I stand you off for privilege?—  
Got some blankets coming in,  
Where's that mail man with The Billboard—  
Why don't you get rid of him?"

Yes, many folks might be busy,  
On the go from head to toe;  
But they don't get questioned  
Like th' secretary of a show.

—MRS. ED DRUMM.

**Dodson World's Fair Shows**

Charleroi, Pa. Week ended July 4. Fourth of July Celebration. Weather, rain Monday, Tuesday and Saturday. Business, fair.

Charleroi would have been a banner spot and has been contracted for next year. The committee gave every cooperation, and a wonderful set of fellows. Lost Joe Baker's services at Charleroi. Ray Balzer is taking his place in the adjusting line. Mrs. Paige recovered from her accident. Denny Moore seriously ill with blood poisoning. Members of the Legion Post, Clarence Sherman, post commander, were entertained by the Charleroi Post and a most enjoyable get-together social was participated in by all. Howard Piercey, of the Dodson Post, was awarded a \$45 suit of clothes in a drawing held by the Legion. Mrs. Jessie Clark, the "Johnstown Sparrow," had a birthday on July 4. Received two handsome rings from her musician husband, a new car and loads of remembrances from the show; her sister, Mrs. Mel Dodson, and Mrs. Guy Dodson and little Ruby. The Pittsburgh Press' Secretary Hawkins' Club was entertained. The Press carried four complimentary notices. Zucchini fully recovered and does his stunt better than ever—no nerves, this boy. Ed Brewer making friends for the show in each spot he promotes. Billposter Harry E. Price making good. DICK COLLINS.

**Hennies Bros.' Shows**

Jamestown, N. D. Stutsman County Fair. Week ended July 4. Weather, hot and dry. Business, fair.

Due to a lengthy drought in this section of the country, the first fair of the season proved disappointing after a good week at the event last season. Extremely hot weather and a miserable, dirty mid-way hurt considerably and made the week's stay anything but pleasant, altho Edw. Mueller, the showman's friend and Circus Fan of Jamestown, was ever on hand to make things as pleasant as possible. Mrs. Mueller entertained Mrs. Harry Hennies, Mrs. Joseph S. Scholibo and Mrs. Art Martin at a delightful luncheon, to which Mrs. Fairly and Mrs. Orville Hennies were also invited but were unable to attend. Sorrow befell the personnel of the show Friday morning, when W. S. (Billy) Streeter, special agent, passed away in his sleep. Funeral services were held Sunday morning at 10 a.m. at the Elks' Home, his body being shipped to his old town, Marshalltown, for burial. Beautiful flowers adorned his casket from the showfolks of Hennies Bros.' Shows, a floral design from Francis Shows and other flowers from the Elks, Heart of America Showman's Club; the Molline Cafe, of Jamestown. The entire staff and employees of the show attended the services, the show remaining in Jamestown until after the funeral. Homer Gillihan, of United Shows of America, and his wife were visitors during the week, also Sam F. Crabbe, formerly secretary the State Fair of North Dakota, Fargo. All of which is from an executive of the show.

**The Great Lakes Exposition Midway**

By BOB REED

CLEVELAND, July 11.—Harry Bohn and Bob Bingham, barkeeps at the mid-day Hollywood Cafe, are the brew-dispensing champs of the expo.

"Officers of the Day" are the new titles recently bestowed upon Frank (Doc) Shean and Norm Kestner, assistants to Al Shaffer, amusement zone director.

Mrs. John Castle closed her "Front Page" show and reopened the spot with a new Rhumba Show.

Al Hall and I. B. McCoy, handling the bally at French Casino, Creations and the Nudist Colony shows, are the "beau brummells" of the amusement area.

Orrin Davenport's Circus Riding School hoisted stakes and headed for Chicago.

Merle Jacobs and his Musical Neptunes are doing a swell job at the Marine Theater.

Princess Zuleka, dancer, arrived from Chi and is being featured at Syrian Temple of Dance.

The rule of no amplification on the midway suffered a short life.

Johnny Branson recently added Jimmie, huge lion obtained from Cole Bros.-Clyde Beatty Circus, to his Motordrome.

Gardner Wilson, press agent for Mike Special's breezy's French Casino, has that spot stepping along in great style.

Monte Wax, of log-rolling note, and the missus are looking the show over with possible future connection.

The Four Lorenzos, high trapeze free act, booked in for four weeks' engagement, report that they have been offered entire run of expo.

Harold Goldberg has been elected bookkeeping exec for the guess-weight scales crew.

Hughie Mack hitting his usual stride in front of Streets of the World and the big boy is doing a real job.

J. Gilbert Noon is putting his shooting gallery across with a real bang. Peppery chatter and friendly smiles are doing the trick.

Tex Madsen, giant, is now spotted in front of Sportmen's Paradise.

M. W. Billingsley here trying to make connections with Al Shaffer for presentation of his Indian Village.

Harry Calbert, of peep show note, looking things over and may find a spot.

Nadja, special added attraction at John Hix's "Strange as it Seems," a recent arrival.

Herman Pirchner, headman of the Alpine Cafe, recently added to his records, carrying 45 steins of beer around the entire room.

Harry Hameroff, The Billboard news-stand chief, now gracing the front of Key-Hole, peep show.

The number of pitchers scattered thruout the showgrounds is steadily mounting.

Rene J. Zouary's Bouquet of Life has started to climb and now appears as one of the money getters.

Gulliverland, the Kempf Brothers' show, could stand a lot more exploitation, especially on kids' days.

Bill Hayes, the press credentials ambassador, had a very busy week greeting and meeting his numerous friends among visiting showfolk and newspaper scribes.

Warren B. Irons and George Young, operators of 13 Spook Street, are now associated with Mrs. John Castle as co-operators of the new girl show.

Major ("At Your Service") Gordon, night manager at the amusement zone administration building, is sporting a brand-new cane and Palm Beach sport suit.

Larry Collister and Bob Miller, the Loop-o-Plane boys, are now microphone broke and ready to ascend as full-fledged "barkers."

Abe Jalaty and Harry Ameen, operators of Syrian Temple of Dance, are brightening up things at that spot.

Hollywood Secrets is putting across a swell bally and will rank among the top-money getters.

**Pittsburgh Pickups**

PITTSBURGH, July 11.—Harry Dunkle, of Cetlin & Wilson Shows, has been here this week.

John Daily, local theatrical booker, joined Elane Shows in an executive capacity, it is reported.

Shirley Sherman, local night club dancer, joined Henry Cogert's girl show, now with World of Mirth Shows.

An ordinance to charge a fixed fee for carnivals playing Tarentum will be considered at the next city council meeting, President Stanley Giggs announces.

Bantly's Greater Shows will be the second carnival of the season in Monongahela. Will play under the auspices of the Post No. 302, American

Legion. The Dodson Shows were here early this month.

**United Shows of America**

Bratnerd, Minn. Week ended June 27. Paul Bunyan Exposition. Location, Bane Park. Weather, fine. Business, excellent.

The first organized show of its kind to play this event, and business "went to the skies" for three days—Wednesday, Friday and Saturday.

Several pictures were shot by The Minneapolis Journal and Tribune of the features on the midway.

Newsreel camera shots were made of Gertrude Karns, "World's Fattest Mother"; Captain Mosely, strong man, and Mary and Margaret Gibb, Siamese Twins.

Rides enjoyed a tremendous business while the shows were only favored with mediocre returns.

Elsie Calvert's Hi-Hat Revue and Rudy Coomb's Wall of the Death seemed to be centers of attraction.

Quite a few good talkers on fronts of attractions, among them are Charles Noller, Jack Melton, Charlie Docen, Rajah Gould, Joyce Reynolds, Thad Rising, Tom Stanley, Elsie Calvert, Gordon Middleton, Tex Conroy, Able Owens, Jack Wilkerson and William Thompson.

Mrs. Bob Lohmar and son arrived to spend the rest of the summer with show. Mrs. Thad Rising was hostess to a group of friends.

Max Klepper has charge of Goodman concession unit remaining with show while the others are at the Class A fairs in Canada.

Ted Ward and Billie Mahoney now in charge of photo gallery. Among visitors were several executives of the Minnesota State Fair, including Harvey Frost, concession manager; Henry Lund, publicity director; Mr. and Mrs. George Hanscom and daughter, of St. Cloud.

Mose Jones, one of the owners of The Minneapolis Journal, a visitor to the publicity wagon with his "flying squadron" of six men and the press office was taxed for space all during the engagement with newspaper men, radio announcers and newsreel cameramen.

ROY B. JONES.

**Bantly Greater Shows**

Brookville, Pa. Week ended July 4. Laurel Festival. Location, fairgrounds. Weather, variable. Business, good.

Monday the first damaging rain of the year turned loose about an hour before opening time and lasted thru the night and Tuesday forenoon.

Wednesday Governor Earl deplained and was escorted thru the midway to the stand, where he presented a popular lady from Punxsutawney with the "Queen" crown.

Saturday was practically turned over to the show and the best day of the year was the result, tho the week was somewhat of a disappointment.

The social event of the week, with the members of the troupe, was the 25th anniversary of Mr. and Mrs. Al Williams.

In one of the tops practically the entire personnel met to congratulate the popular pair and participate in a "Pennsylvania Dutch lunch."

Sam Spencer brought his Ell Wheel to this spot, while Mrs. Bantly took her Wheel and Kiddie Auto Ride to Bradford for a street celebration there, to excellent business—closed less than an hour between Friday, at 8 a.m., and 11:59 p.m., Saturday.

Mrs. Herman Bantly in charge, assisted by Ray Milliron, foreman; Bill Devise, Guy Buzzard and Finn Crisman.

CHRIS M. SMITH.

**Ladies' Auxiliary, PCSA**

LOS ANGELES, July 11.—Ruby Kirken-dall presided at last week's meeting. Plans were made for two social events (parties), the dates to be set later.

Olga Celeste invited the members out to the Zoo. All accepted, with a big time in store.

Lunch was served by Mrs. Fink and Minnie Fisher—cake, coffee and sandwiches.

The door prize, a cactus pot, was won by Pearl Jones.

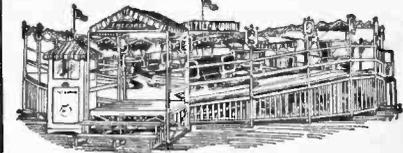
A bridge set won by Stella Lynton.

Bridge prize to Virginia Schaller, cash award to Ruby Kirken-dall.

Best story-teller, Mrs. Avalon.

Those present were Stella Lynton, Miss Brake, Olga Celeste, Vera Downie, Minnie Fisher, Virginia Schaller, Mesdames Avalon, Kline and Fink.

**"Going To Town"**



**This New TLT-A-WHIRL**

With a Blaze of Flash—Streamlined Cars—Chromium Plating—Durochrome Decorations—Animated Signs—All Timken Bearings—Masterful Engineering. 100% Portable.

SELLNER MFG. CO., Faribault, Minn.

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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. 310 East 35th St., New York City

**WANTED**

Showmen Who Are Interested in MOTORIZING Write for Our Special Finance Plan. CHARLES T. GOSS (With Standard Chevrolet Co.), EAST ST. LOUIS, ILL.

**WANT**

Merry-Go-Round Foreman, Second Man on Whip, Shows not conflicting. Concessions: Palmistry, Scales, Custard, Ball Games. Wire

**HOWARD BROS. SHOWS**

As per route. Week July 13-18, Morgantown, W. Va.

**FOR SALE UNIVERSAL LIGHT PLANT**

4 K. W.-110-D. C. Excellent condition. Mounted on 2-Wheel Trailer. \$125.00 down, bal. \$125.00. C. O. D. FRED ALLEN, Care World's Exposition Shows, Watervliet, N. Y., July 13-18, or as per route.

**REAL GIANT OCTOPUS SHOW**

Complete on late 1929 Chevrolet Truck—Banners, Ticket Box, Tank. Biggest money on midway. \$350.00 cash. BEN FEINBERG 5128 Montrose Ave., Chicago, Ill.

not to forget that big times are planned for the coming winter. Eligibles are requested to join. TILLIE PALMATEER.

**J. J. Page Shows**

Keystone, W. Va. Week ended July 4. Location, heart of town. Auspices, the city. Weather, rain two days, fair and warm on the Fourth. Business, excellent.

On Saturday 6,000 amusement-hungry folks flocked thru the turnstiles. Roy Fann and Billy Senior held down the two front-gate ticket boxes. J. J. Page under the weather the last two days of the engagement, Charlie Sutton handled all details and is an able assistant to Mr. Page. The Minstrel Show the top-money, with Hawaiian Show a close second.

Mrs. Montgomery, of Montgomery's rides, made a hurried trip to Pennsylvania on account of illness of her brother. All of the rides and show fronts getting a thoro going over for the fair season. Ben Faust, with his concessions, has been doing well, also Bill and Helen Moore. Fondaw and Gladys and Miss Jammie Graves received favorable mention in The McDowell Times.

A new office trailer has been purchased and Mrs. R. E. Savage, wife of the writer and secretary of the show, is as "tickled as a kid." Mr. Page also purchased another V-8 truck to haul excess equipment and pull the office trailer.

Visitors on the Fourth included Mr. Dize, of Dize Awning and Tent Company, and Charles Goss, Chevrolet salesman, who delivered a truck for the new Kiddie Ride.

Mrs. Opal Wall made a trip to Columbus, O., to visit with her son. R. E. SAVAGE.

# 1350 BINGO Along the Expo

## Midway at Dallas

By GREGG WELLINGHOFF

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 6 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)

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. N. checks accepted.

**J. M. SIMMONS & CO.**  
19 W. Jackson Blvd., Chicago

## WHEELS-BLOWERS-SKILLOS

The Finest Money Can Buy. Prices way below others. I specialize in making any kind of Wheel or Game you have in mind. Circular tells all.  
POP BAKER, 5161 Trumbull, Detroit.

## Fairs and Celebrations

WANTED—Loop-o-Plane, Auto Kiddle Ride, or any Ride that don't conflict. Also Stock Concessions for Orleans Celebration, this week; Hildreth Golden Jubilee, July 30-August 1; McCool, August 4-5, Celebration; McDonald, Kan., Fair, August 11-14; Culbertson, August 17-21, Fair; Stockville, August 24-28, Fair; Lexington Free Fair, September 1-4; all Nebraska, except McDonald, Kan. Headed South again, with more Fairs and Celebrations. Address **JOE'S PLAYLAND SHOWS**, as per route.

## FREAKS and NOVELTY ACTS to join at once

WANT Sword Swallower, Tattoo Man, Glass Blower.  
**BOBBY HASSON,**  
Care De Luxe Shows of America,  
Schnectady, N. Y.

## John Hix

### "Strange As It Seems"

Under canvas, playing Colorado, Wyoming, Minnesota and South Dakota. Legitimate Freaks, Novelty Acts to feature. Magician who can Pitch. CAN USE good Bally Act. Ticket Sellers that Grind. Write or wire lowest salary. Long season. Pay your own wires. Banner Man, General Agent that is sober and not full of "hot air." **JACK BURNS,** 1917 Saout St., Denver, Colo. Show opens Gering, Neb., July 16-17; then Cheyenne, Wyo. P. S.—Acts that have worked for me, come on.

## WANTED

Shows and capable Showmen, with or without own outfit. Have complete Geek Show and Grind Show. Long list of Celebrations and Fairs, starting August 1. Address all communications to

**WM. BAZINET & SONS' SHOWS,**  
626 5th Street, N. E., Minneapolis, Minn.

## WANTED TO BUY

Rides of all kinds. What have you?

**H. L. STAFFORD**

73 Hanover Street, Boston, Mass.

## NEW DOUBLE LOOP-O-PLANE

Latest model. Want to book with a first-class Show; good route of Fairs. Wire what per cent, route, etc. Join at once.

**OSCAR E. ALLEN,**  
1352 Eastern Avenue, Grand Rapids, Mich.

## Leslie, Mich., Centennial

WEEK OF JULY 20.

A very big Celebration in a very small town (once in a hundred years, you know). "On the streets." CAN PLACE a few Concessions, reasonable rates. Low percentage to Shows. All Attractions furnished by **NORTHWESTERN SHOWS**, this week, Vicksburg, Mich.

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

DALLAS, July 11.—Fourth of July proved a big day for the midway. The following day there were heavy rains from early morning until closing hours.

Walter Sibley, connected with an attraction at the Fort Worth Frontier Centennial, is a frequent visitor. . . . Mr. and Mrs. Monte Wax, log rollers, left for Cleveland, where they will be connected with the Great Lakes Exposition. Spent several days around the midway forepart of the week. . . . Paul Massmann, director of exhibits and concessions, left for a four-day vacation at Galveston. . . . Col. W. T. Johnson returned early this week to confer with officials for his engagement this fall. . . .

Lafe Levine, who has the drinking concessions in the Cotton Bowl, Cavalcade of Texas and the amphitheater, has dispensed many gallons of drinks during the hot weather. . . . The Poodles Hannefords were recent visitors from Fort Worth, where they are contracted at the Frontier Centennial. . . . Bob Crawford, stepfather of Major Mite, now with Ringling-Barnum Circus, is a recent arrival.

Wanda and Helen Kincaid, nieces of Mr. and Mrs. T. Riley, Hickman, arrived Monday to devote a week to taking in the show.

Jack F. Fenelon, who left Al G. Barnes Circus last Saturday, returned to his home in Fort Worth and this week spent considerable time on the midway. . . .

Jerrie Jerome, character singing comedian, is operating the Apache Bar in Streets of Paris. This the fifth exposition worked by Jerome, his first was at Chicago in 1893. . . . Georgia Goodell, the former Mrs. Nat Rogers, joined the Cavalcade chorus last week. . . . B. C. McDonald, publicity director of the Federal Theater, Houston, and also *The Billboard* correspondent at that city, was a one-day visitor Wednesday. . . .

Herman Rudick early last week installed five coin-engraving machines at various locations on the grounds. The machines are capable of producing a souvenir every two seconds. During the Fourth of July rush several of the machines had hours of capacity business. . . . Kitty Crawford, popular newspaper woman, last week took over the press agent job for Ernie Young's Revue, current at Streets of All Nations.

A ruling issued early this week that appeared to be a plot on the part of the centennial management to force the midway folks to ride the exposition busses was thrown into the discard. The order, issued from Manager W. A. Webb's office, instructed all passes to come thru the main gate on the Parry avenue side of the grounds. This entrance is the farthest gate from the midway and the ruling would have forced midway people to ride the busses or the rickshas, both means of transportation controlled by the Bowen Bus Lines. It was either that or walk to the gate, which, after a 12-hour working day, was anything but pleasant. . . . Jack G. Spencer, out of the show business since 1921, last week joined Billy Edward's Athletic Arena. Spencer, with Edwards, Henry Berg, Jack O'Brien, Young Tenner, Madeline Kline and other wrestlers have been presenting a series of interesting events. . . . Joe and Sol Murphy are nightly promoters along the "great white way." . . . Frank Hughes and Olan Thornton were visitors on the midway Tuesday night, coming from Fort Worth, where they are building concessions to operate at the Frontier Centennial.

### Marks Shows

*Kittanning, Pa. Week ended July 4. Auspices, Hose Company No. 6. Firemen's Celebration. Weather, rain three nights and part of afternoon of July 4. Business, good.*

The celebration was saved by two wonderful nights after rain had marred the opening and badly hampered the afternoon business on July 4. It was also a firemen's celebration, and on Thursday night a parade ending at the show-grounds gave the midway its biggest crowd of the season. Saturday night another wonderful crowd and excellent business for all departments. The committee co-operated to the limit. Another contributing element to the success, at least socially, of the engagement was Mr. and Mrs. Ed Baker, former trouper and now proprietors of the Vernon Hotel, where many of the Marks folk made their homes, and all gathered for at least one night of the Baker hospitality, a brand seldom seen in these

days of commercialism. With the Bantley Shows, West's Shows and other organizations playing near-by cities visits during week were frequent. The writer returned to the show on Thursday after a 10 days' vacation in Philadelphia, where he drew his bonus and purchased a complete "Outlaw Show," to be opened next week. On his return he found Jimmy Zebriskie presenting a reptile show and an African Village and Ubangi Savage Show, under management of James Stimson. The Monkey Circus had also been greatly expanded with the addition of Captain Schultz's performing and diving dogs, and with Jack Renneau now in charge of the inside. Charles (Boston) Towne joined in Kitting, to take the front of Doc Anderson's Harlem Dandys, which has also been greatly augmented. Concession Superintendent Joseph Payne was in his element here, with old friends in important offices. Paint still being lavishly spread and the building of outfits continues.

CARLETON COLLINS.

### Hilderbrand's United Shows

*Raymond, Wash. Six days ended July 5. Location, streets. Auspices, All Nations' Celebration. Weather, endless rain. Business, averaged fair.*

In spite of the tons of sawdust spread on the midway it was mud and slush. This failed to dampen the ardor of the Washingtonians who waded around with a nonchalance that was remarkable to witness. The committee went out of its way to assist the show in getting water off the midway and handling the crowds nightly. Umbrella salesmen reaped a harvest. Mr. and Mrs. Edward Walters and Mrs. Gertrude Walters, of Raymond, gave an elaborate dinner party in honor of Lucille King and the writer, which was attended by over a score of showfolks. William Groff added four concessions and Ben H. Martin three. T. H. Chard and William Drown arrived from Oakland, Calif., with a concession. S. A. Brooks came from the hospital, where he has been convalescing with a broken leg. The Four Jacks and Charles Soderberg went over in a big way with their acts in the rain. Dolly Martin's corn game topped the midway. Lillian La France's Motordrome a close second. Ferris Wheel and Mixup topped the rides. Lawrence La Londe on front of Jane Godfrey's Ten-in-One has increased the attendance. Mr. and Mrs. Ben H. Martin entertaining friends and relatives. Mr. and Mrs. Johnnie Miller entertained at a cocktail party. Mr. and Mrs. Harry (Polish) Fisher entertained their son, Louis, who arrived from college in California. Mrs. Irene Gibson returned to her place in the Four Jacks aerial act after two months on crutches and was given a hearty ovation. July 3 was PCSA Day and a pleasant surprise awaits the association within a week. Bessie Bessett on a trip to Los Angeles, to return at Olympia. Frank and Vera Varden were engaged for the third free act. Miles Nelson, Earl Kelly, Danny Callahan and Mrs. Neal Coffee added concessions. Tex Cordell a visitor. Wendell Foss repainted his Mixup. Mr. and Mrs. Jack Barber returned from Los Angeles. Louis Hammon joined the Groff concessions. Charles Marshall spent a few days in Kelso visiting friends. The Leon Whitneys had a good week. O. H. Hilderbrand returned from his trip to Portland. Mrs. Margaret Balcom celebrated her anniversary by a surprise for her hubby. Babe Gresham spent a busy day at the Ferris Wheel.

WALTON DE PELLATON.

### Zimdars Greater Shows

*New Ulm, Minn. Week ended July 5. Auspices, New Ulm Fair Association. Location, fairgrounds. Weather, fine. Business, fair.*

A real live committee. Best gross receipts Zimdars Shows ever had on 4th of July. Rides did fair, shows fairly well, "Bright Lights of Broadway" getting top money. Madam Freely made her own openings. Everybody took advantage of the four-day wait for the celebration to repair and paint up. Boys are using their bonus money buying cars and housecars. Harry Zimdars a busy man, this being his home State and playing his home town this week. Frank Waldron enlarged his cookhouse. Tiger Mack's business good. Enlarged his corn game to 40 feet. George Young added his Penny Arcade. Madam Wilson joined with palmistry. Ed Nugent bought a Split Coach. Henry Welki's wife and baby joined the show. Paul Henkle and Arline Van Eps, former troupers, were the guests of Rajah Radah and Madam Maxin. Were with Tidwell Shows last season, now connected with International Harvester at Mason City, Ia. Quite a few visitors from Frisk's Shows.

CHARLES SELP.

## Los Angeles

LOS ANGELES, July 11.—The Fourth of July week-end found more people at the amusement place than had been noted for years. It was estimated that over 1,000,000 persons crowded the beaches from Malibu to Newport Beach. Officials stated that 200,000 visited Santa Monica Beach, and Long Beach officials stated there were more than 125,000 at that amusement place. Lincoln City Park had a crowd of more than 60,000 on the Fourth and Ross R. Davis, who has the concessions, said it was the largest crowd he had seen in the many years he has been there. Griffith Park had thousands. California Zoo had over 35,000 in the two days, July 4-5. Joe Diehl, at the Kiddies Park, said he had to employ a double force to take care of the crowds.

A. C. Barton had his large force of novelty men at several spots, as also did George Silvers.

Doc Hall stated that United Attractions did a big business at Huntington Beach. J. R. Stephon reported his rides as doing best business for years.

Felix Burk left for the North this week. Stops in San Francisco, then takes up the beaten path at Sacramento for his usual summer and fall itinerary.

Johnny Ward now located at Ocean Park Beach. Doc Offutt still going well at same place.

Doc Cunningham and Captain Mundy working on a "carnival" film at the Columbia Studios Ranch. Bob Winslow back in town and set for a bit in a "carnival" film at Columbia.

### R. H. Work Shows

*Johnstown, Pa. (Lorain Boro). Week ended July 4. Auspices, Firemen. Weather, unsettled. Business, poor.*

The preceding week in Westmont business was poor, partly due to rain. This week, especially on the Fourth, the natives evidently went to the surrounding resorts. The engagement was climaxed with a display of fireworks. Mr. and Mrs. H. C. Hopkins and Mr. and Mrs. Harry Baker purchased new cars. Mr. and Mrs. Sol Wasserman are proud owners of a beautiful police pup. Friday midnight Mr. and Mrs. Baker entertained with an elaborate dinner in honor of their daughter, Grace Ruth, the occasion being her 17th birthday. Those attending were Manager R. H. Work, F. E. Kelly, Mr. and Mrs. Sol Wasserman, Mr. and Mrs. Baker, Grace Ruth and the writer. The next day on the lot a huge birthday cake was cut and everyone with the show received a piece. Grace Ruth received many nice gifts. General Agent F. E. Kelly has purchased a car for the advance. Mrs. H. C. Hopkins has her sister and brother, of Detroit, with her for the summer. Mr. and Mrs. Tommy Butler, with their daughter, Margie, and son, James, joined with their pitch-till-you-win. Mr. Butler is building a living trailer. Mr. and Mrs. J. E. Burt had as their guests over the week-end Mr. Burt's parents and several other relatives. HAZEL REDMOND.

### Golden State Shows

*Roseville, Calif. Week ended July 5. Auspices, Chamber of Commerce. Location, side of S. P. tracks. Weather, very hot. Business, good.*

Short trip from Sacramento, but owing to extreme heat did not set up until Monday night, everyone working in the cool of the evening. Friday, Saturday and Sunday business big, everything running until the wee sma' hours of morning on Friday and Saturday nights. Circus Side Show and Motordrome top-money shows, with the "Naked Truth" and Athletic Show running them close. Al (Big Hat) Fisher, general agent Clark's Greater Shows, and his wife were visitors and stayed over the Fourth. Al renewed many old acquaintances among the locals. C. S. Carl, old-time high diver, now resident of Roseville, had large sign erected near show lot reading, "Welcome Golden State Shows and members of PCSA." This thoughtfulness was greatly appreciated by everyone. Joe DeMouchelle, Manager Will Wright, Bill Hobday and several other members of the show were the victims of the "Whiskereno Patrol," all paying small fines for lack of whiskers. O. N. Crafts dodged the patrol by climbing a back fence and hurrying back to Stockton. General Agent Phil Williams paid a hurried visit to the show to report on bookings, also informed he had collected bonus. R. M. SMITH.

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 11.—Since writing the recent issue of this column with reference to attendance prizes, we have received word that the Massachusetts Supreme Court has within the last 11 days decided that the operation of a so-called "Bank Night" does not violate the laws of that State, particularly that participation in the prizes is gratuitous.

We learn that June, 1936, showed a higher level for railroad freight movements, which has carried operating revenues of carriers to a new high for the year and has increased the rate of gain over 1935. The figures submitted indicate that June this year was about 17 per cent ahead of June, 1935, and that May, 1936, was 14 per cent ahead of same month last year.

Some time ago, in this column, we mentioned that the position of Transportation Co-Ordinator was allowed to expire without being extended by Congress. Not only was the position allowed to end, but Congress also omitted to pass a 90-day appropriation which would have permitted Co-Ordinator Eastman to publish the reports which he has been writing about the railroad troubles.

Paul Mallon, a well-known political columnist, gives the view that the inside fact is that Congress failed to act by the unanimous consent of all concerned, including the President, the railroads, the railroad labor and the Interstate Commerce Commission. Mr. Mallon holds that the railroads were opposed to the continuance of the co-ordinator's position because they were required to pay about 10 cents a mile to finance his investigation. Railroad labor lost interest as soon as it had arrived at an agreement with railroad executives. The ICC, for the most part, felt that the co-ordinator's activities interfered with its work.

We visit the World of Mirth Shows at Kenmore, N. Y., and are rapidly completing our schedule for the visitation of other ACA member shows. If a definite date has not been scheduled for your show will you please communicate with the ACA office immediately so that your show will not be overlooked from this portion of the association's activities.

### Beckmann & Gerety Shows

Iron Mountain, Mich. Week ended July 4. Auspices, American Legion. Weather, poor. Business, satisfactory.

While loading out at Milwaukee Monday morning Trainmaster Arkie Bradford was accidentally thrown from a flat car while assisting one of the polers on one of the heavy wagons. While it was thought at first Bradford was seriously injured, a thoro examination and X-ray showed minor bruises of both thighs. He was confined to the General Hospital in Iron Mountain for three days but is again able to be around and attend to his duties with the aid of a cane. Roy Hewitt, chief electrician, is a busy man these days. Owing to increased amount of electric current being consumed on midway it was found necessary to install another "75" transformer in the light wagon. This entailed considerable extra work in changing arrangement of switches and cable connections. Sam Gordon, superintendent of concessions on the show, was host Saturday (July 4) to his entire crew of agents and show executives at a delightful dinner served in the show cookhouse, prepared under the direction of Steward George Davis. Sam was toasted as course followed course, many of his agents having worked for him since he took charge of the concessions on this show five years ago. Sam, never at a loss for words, responded gracefully to the many nice things said about him, and in return felicitated his agents and group of show executives gathered to honor him at his birthday. Another big dinner was given in the cookhouse on the Fourth, it being George Davis' big holiday repast for the working boys and girls. It was a real dinner, a most praiseworthy menu.

KENT HOSMER.

### Strates Shows

Plattsburg, N. Y. Week ended July 4. Auspices, American Legion. Weather, inclement. Business, fair.

This week marked the first celebration this show will play this season. American Legion here staged a double celebration, Dominion Day and the

usual 4th of July. On Dominion Day hundreds of Canadian visitors and midway was thronged from noon till midnight. The "Fourth" was marred by rain in the afternoon but by evening the clouds cleared away and the midway was packed till early Sunday morning. Local newspapers carried praise of the show and gave plenty of space in their columns. Word was received from the Glens Falls Hospital that W. M. Whitt, foreman of the Merry-Go-Round, was progressing nicely after his operation for appendicitis. The regular Wednesday night meetings are going over big and the show relief fund is running in the hundreds. The master of ceremonies at next week's stand will be C. H. Reed. James R. Kellehar, secretary-treasurer, will be one of the big feature acts. Kellehar is an old-time black-face comedian. Louis Teachout, mall man and The Billboard agent, also on the bill. CARL V. NOLD.

### Cetlin & Wilson Shows

Clearfield, Pa. Week ended July 4. Auspices, Legion Celebration. Location, fairgrounds. Weather, rain and cold. Business, averaged fair.

Rain on Monday, Tuesday and Saturday curtailed the week's business, which, according to all indications, would have far surpassed last year. Wednesday and Thursday fair and cold but business good. Best matinee of the season on Thursday, on which day the county orphan children were entertained. Tuesday night, which was newsies' night, was spoiled, so they were entertained on Wednesday night, when they marched from town headed by the Legion band. Threatening clouds all day the Fourth and rain at night spoiled the day, tho everyone seemed satisfied with the day's gross, with several shows and rides registering their biggest day's gross of the season. Glen Porter finished his Darkest Africa in time for opening on Saturday, and it is a real flash. Baby Lillian (Mrs. L. W. Jeannette) unable to work this week, being confined to her bed, but at this writing is considerable better, tho not yet able to work. Committee 100 per cent for the show and really worked to make it a paying engagement, also the newspapers co-operated. Art Parents' Paradise Revue top-money show, Wall of Weath second, Duke Jeannette's Side Show third. Scooter top-money ride, Caterpillar second and Merry-Go-Round third. Secretary Brice, of Bedford (Pa.) Fair, a visitor. Blair's Scottish Highlanders entertained at the Rotary meeting on Wednesday night and received very favorable comment from the local paper. GEORGE HIRSHBERG.

### Al C. Hansen Shows

Humboldt, Ia. Week ended July 4. Auspices, American Legion. Pay gate. Location, fairgrounds. Weather, very hot. Business, excellent.

A long run from Knoxville, with delays in railroad yards at Des Moines, caused late arrival, but with hard work on the part of entire personnel all attractions were ready to open Monday night. Under an almost tropical sun and with the temperature officially recorded at 105 the 14th annual Legion Play Day and July 4 Celebration will go down in the annals of this organization as a "red letter day," long to be remembered. In this little town of less than 3,000 population there were over 10,000 paid admissions on the "big day," and all shows, rides and concessions clicked from an early morning hour until late at night. Many visits were exchanged with Crowley's United Shows, playing Fort Dodge, 18 miles distant. Manager Crowley with Business Manager Ray Goldstone came over to say hello. There were also several visitors from Byers Bros.' Shows, which were at Eagle Grove for a celebration there. The writer, Walter B. Fox, desires to acknowledge his appreciation to the friends who so kindly remembered another anniversary of his natal day. WALTER B. FOX.

### Ellman Shows

Clintonville, Wis. Week ended June 27. Weather, fair. Business, good.

Show closed at Shawano Sunday night and opened at Clintonville Monday night. Frances Ellman left on a business trip to Milwaukee. Charles Ellman purchased two trailers. Mickey Stark, who has four concessions, purchased a new Dodge truck. Mrs. Stark joined Mr. Stark at Shawano. Bob Westerfield and Clifford Williams have taken charge of the Arcade. Ben Lockman framing his new shows with modernistic fronts.

## LOOP-O-PLANE

A Sure, Fast Money-Maker  
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.

Scores of single units made handsome profits for their owners. Names mailed on request.

OUT OF 14 DUAL LOOP-O-PLANES MANUFACTURED, SOLD AND EXPORTED LAST YEAR

8 GROSSED OVER \$10,000.00  
3 GROSSED OVER \$12,000.00  
1 GROSSED \$15,000.00 in nine weeks.

Special Low Terms to Parks and Permanent Locations.

PARK OWNERS—We have one or two Concessionaires that will book Dual Units with the larger Parks. Wire terms.

Write **ROBIN REED, Jobber**  
Box 237, SALEM, OREGON  
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F.O.B. SALEM  
4 Passenger with Cables \$1,800.00  
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## DEE LANG'S FAMOUS SHOWS

WANTS FOR ROUTE OF SIXTEEN FAIRS AND CELEBRATIONS:

SHOWS—Can place Manager on Side Show with People for same, but must have a worth-while Show to put in same. Will furnish new outfit complete with Banners. A beautiful frame-up, complete.

CAN PLACE any Show that does not conflict with what we have. Have complete frame-up for one more Grind Show we will furnish. Richard Bland Adam and Eve Show wire me.

REMEMBER, this Show does not carry any grift at any time, which gives the Shows and Rides a chance.

RIDES—Will book one more Ride not conflicting.

CAN USE in the Cookhouse several good waiters. Gus and Mary Foster, wire me.

All address DEE LANG, Manager.

Sterling, Ill., week of July 13th; Canton, Ill., week of July 20th; then our Fairs start at Taylorville, Ill.

## HAPPYLAND SHOWS, INC.

John Rea wants Dancers and Talker for Girl Show, also all kinds of Working Acts and Talkers for Side Show. Whitey Usher and Sam Doyle, wire. Also can place Shows with own outfits and legitimate Concessions. Will book or buy Caterpillar or Rideo for long list of Celebrations and Fairs.

HAPPYLAND SHOWS, INC., 3633 Seyburn, Detroit, or as per route.

## LOOK! CENTENNIAL CELEBRATION

Clare, Mich., in the Heart of the Oil Belt

THE BIGGEST CENTENNIAL CELEBRATION IN MICHIGAN—3 DAYS AND NITES—3 COMMENCING JULY 20 TO 22, INCLUSIVE.

CAN PLACE high-class Shows and Rides, also legitimate Concessions. No exclusives. Clare is the central point in the Oil Country. 200,000 people to draw from. Billed for a radius of 50 miles around. All address M. B. GALLACHER, Chairman of Celebration Committee.

## 4-FOR-A-DIME CAMERA

\$10.00

This Camera (without Lens) has a paper feed that will not jam or buckle the paper. Also has a cutter. Both paper feed and cutter operate from outside of the cabinet. Plans for building the cabinet FREE with every Camera. ENLARGER fitted with Lens ready to use, makes 3x4 and 5x7 enlargements from the small 1 1/2 x 2" strip photos. Now only \$10.00.

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Make \$50.00 a Day on Candy Floss

More and more people are buying our Candy Floss Machines—there MUST be a reason—we make the ONLY Original Guaranteed Machines. \$5.00 worth of sugar makes \$100.00 worth of Candy Floss. Write TODAY.

ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave., So., Nashville, Tenn.

Johnny Peoples and wife, June, have new canvas for their corn game. A wedding was performed on show at Clintonville—Al Sanderson and Tiene Dries, Shawano, Wis. A good time was enjoyed by all on show. The lineup now consists of 8 rides, 5 shows and 20 concessions; Bert Morey, free acts. Joe Matt and Hamburger Mose framing a complete new cookhouse. JIMMY FRANKLIN.



**BALL JOINT Auto Trailer Coupler \$1.95**  
 (Rocky Mt. States West, \$2.25, Postp'd)  
**Adjustable Bumper Hitch \$1.35.**  
 This hitch can be put on, taken off, or adjusted to 6 different positions with a wrench. Postpaid, \$1.35; Without Ball (Rocky Mt. States West, \$1.50.)  
 Write for Catalog on Trailer Hardware and Camping Trailers.  
**ZAGELMEYER AUTO CAMP CO.,**  
 767 South Henry Street, Bay City, Mich.

## Pacific Coast Showmen's Assn

LOS ANGELES, July 11.—Much of a stepup in attendance at Monday night's meeting, there being 41 present. First Vice-President Dr. Ralph E. Smith presided, Secretary John T. Backman the only other officer present. Many of the brothers in from Fourth of July spots or en route thru town. The attendance indicates the interest taken in the organization.

Lights were dimmed that silent tribute be paid the late Henry William Emgard, a worth-while member, always doing his bit.

Communications: Two letters from President Theo Forstall. One was relative to the annual Charity Banquet and Ball. Said he was not privileged to release news of another of the "surprise numbers" to be featured at the coming big ball. He said that he had departmentalized the duties of the ball, and would have Jack Grimes, after they had conferred in Denver, tell it, and added "you may look for a series of real surprises." So all await Jack's "another surprise." In the other letter came a check and the applications of nine new members—Charley Woods, Lewis Orville Wilhemy, Frank N. Scott, Frank Francis, Sterling S. (Duke) Drukenbrod, Fred Ledgett, J. R. Clement, Dan Parker, John Monroe Good, all of Al G. Barnes Circus. These credited jointly to Mark Kirken-dall and Cliff Clifford. From Will Wright, Golden State Shows, three applications—Homer Reece, C. E. Carl and Richard Thornton. These chalked up for Will Wright and W. D. Corbett. From Doc Hall and George Moffat, two applications—George A. Simmonds and Alfred E. Olsen. John T. Backman and Steve Henry credited with membership of John G. Ball. Earl McKinley Harvey, reinstatement. Membership of Mace Taylor

credited to Frank Henion and Hugh Wier. So it would seem that those who voluntarily set quotas for themselves are making good on their promises.

There has just been completed a survey of circuses and carnivals, as well as beaches and other places where there are troupers. This carefully compiled and sent to President Theo Forstall, and from this the president asserts the membership will reach 1,500 by November 1. Ted Le Fors writes of a "just temporary" halt in the very fine record he has been making in the membership drive and wants six blanks sent to him. From C. F. (Doc) Zeiger, of C. F. Zeiger Shows, a letter stating that Clyde (Squire) Gooding had been given the position of "Gleaner of new members," that work had just begun and that a fine record would be made by that show in the membership drive—first new member credited to "Squire" is Ed Schofield, and he adds: "Watch me!" From Johnnie LaMonte, of Tom Mix Circus, letter of interest, requesting application blanks, and he also assures that the Tom Mix Circus will be again well represented in this organization. Letters also from R. E. Anderson, of Pismo Beach, Calif., and Harry Gordon, of West Coast Shows. Announcement card of marriage of Velma Virginia, daughter of Steve Henry. From the family of the late C. O. Schulze, expressing grateful appreciation to PCSA for handling the funeral and interment of the deceased.

Time usually allotted to diversion period was given over to the committee which will handle the floor show next meeting night—a fine program arranged.

Doc Hall scored first time to win the weekly award. Refreshments served by Will J. Casey and Charles E. Cooke.

Ladies' Auxiliary softball team matter held over for another meeting, awaiting the tendering of honorary memberships to several members of PCSA.

This organization is rapidly growing. You get a lot for that \$10, that pays you up until September 30, 1937. Better get in.

## Heart of America Showman's Club

KANSAS CITY, Mo., July 11.—Word was received recently from President John R. Castle that he had secured the life membership of Walter Driver, of Chicago.

The membership drive here between Tony Martone and Harry Altshuler is creating a lot of interest. Altshuler has 20 new members to his credit and Martone has 11.

The following new members were taken in during a recent week: Ted Wilson, Charles Rotolo, Russell Smith, Max Miller, Henry Hakan, O. C. Marsh, R. E. Flannigan, Lou Walton, Whip Castle, George B. Wood, Henry C. Maserang, Jim Hart.

B. W. Wadsworth, of Krug Park, Omaha, was the first member of the club to send in his receipts of salesboard for the Hospital and Cemetery Fund.

Treasurer Harry Altshuler and his wife spent a recent week-end at Omaha visiting friends.

## Small & Bullock Shows

Madison, W. Va. Week ended June 27. Location, ball park. Weather, fair. Business, good.

Thursday the show entertained about 300 children from an orphanage. Plenty of paint on paraphernalia used during the week. On Friday another Eli tractor and trailer were delivered, which made the show completely motorized. Fourth week in West Virginia with good business at all locations. Show consists of 8 rides and 10 concessions.

C. M. MCGINNIS.

## Rubin & Cherry Exposition

Calumet, Mich. Week ended July 4. Auspices, American Legion. Location, Legion Field. Weather, first half cold; last half, warm. Business, excellent.

Fourth of July business at this mining town established a new record for any one day's business of the season. A total of 17,760 paid admissions on the day—actual attendance. Gates opened at 9 a.m. and continued until Sunday morning at 1 o'clock. Sixteen performances in the Flaming Youth, musical revue, and 15 shows in the Godino Siamese Twins. The Skooter was top money ride with the four Ferris Wheels a close second on the day. A big Fourth of July celebration, with morning parade, attracted thousands from out of town. Spanish-American veterans' convention and pay day at the Calumet-Hecla copper mines helped considerably. Friday was also a big day. Mrs. Rubin Gruberg back from attending her daughter's wedding. There were 46 couples present at the "Twins' Matinee" Tuesday in the Godinos tent theater. Usual weekly broadcast, over Station WHDF, on Wednesday by the radio unit. A surprisingly big afternoon play during Calumet week. Visitors during the week included Micky Blue, promoter, and Thomas (Skinny) Dawson, advertising agent of the Polack Bros. Circus; Art Miller, general agent Seils-Sterling Circus, and Chief of Police Jim Wills, of Flint, Mich. Long move out of Calumet, 520 miles, to Winona, Minn.

WALTER D. NEALAND.

## Philadelphia

PHILADELPHIA, July 11.—Louis Kane, operator of independent cookhouses, has been making a number of firemen's conventions and celebrations to very good success so far this season. Lately bought a new truck.

Al Fisher and wife, the latter sister of Mrs. Carl J. Lauther, arrived during the week from Valley City, N. D., where they spent the winter with Mrs. Fisher's mother. Last season they trouped with United Shows of America but have decided to retire from the road this season, Fisher following his trade in this city, where they formerly lived.

Dick Lusse, of Lusse Bros. Skooter Company, left this week for the Pacific Coast, visiting various shows and parks where they have interests in Skooters; expects to be gone 10 days or two weeks.

The death of Frank McIntyre, of the Ringling-Barnum Circus, was a shock to his many showfolk friends in this city, where he was well known.

Lusse Bros. this week shipped to Beckmann & Gerety Shows a new 25-car Skooter of the latest design structure and cars.

## Kansas City

KANSAS CITY, Mo., July 11.—L. S. (Larry) Hogan, general agent Beckmann & Gerety's Shows, spent a few days here recently.

W. J. (Doc) Allman has returned from a business trip to several shows.

George Ross is here resting up for a few days. Will return soon to Krug Park, Omaha, where he has been working a hearts concession.

Cliff Adams has recovered from his sick spell and returned to J. L. Landes Shows.

Ira Wilson, of J. L. Landes Shows, was recently sent to Bell Memorial Hospital, where he had a piece of steel removed from his eye.

Henry (Fat) Duncan is doing well with his bar at the Coates House.

## Big State Shows

Cameron, Tex. Week ended July 4. Auspices, American Legion. Location, Wilson-Ledbetter Park, one mile from town, American Legion property. Tent cent gate. Weather, two nights rained out; Saturday, July 4, deluged. Business, near unto nil.

Sorriest "Fourth" in Roy Gray's history. En route to Cameron group showfolk stopped at Schulenburg, home of Mrs. W. H. Shulz (former Ora Halleck), honoring birthday of Capt. Farnsworth. Capt. Cherry drove, Tuesday night, to his Bridgeport home, got his bonus and drove back, arriving in time to do his high dive. When he hit net, stakes pulled from soft ground. People turned away screaming but Captain Dan arose from fallen net, crying, "Not hurt." Charles Lago figuring on eat stand with Mexican menus. Roy Valentine adding dart and devil's bowling alley concessions. Big State showmen receiving bonus: Capt. Dan Cherry, D. P. Wilson, Frank (Shorty) Havens, A. H. McClanahan, Louis Bright, Ed (Snake) Ruyle, George Evans, L. A. (Rosie) Phelps and Bat McConnell. Visitors: Rev. Ralph Gray, brother of Roy Gray, his wife and daughter; Orville Sampson; W. W. Makham, Hon. Harry Daugherty, Dan Odom, Red James and Paul Hunter, with their wives; Mr. and Mrs. Henry Barrow, Mrs. Emma Parker, W. O. Ellis, W. T. McElwee, Reverends Isaac Miller, H. H. Abels and Vernon Miles; Major Young, former carnival wrestler, and Hon J. N. Wisner. "Rosie" Phelps has cotton candy. Writer preached in county jail. Happy McQuiston taken suddenly ill. Babe, performing lion, died. Secretary-Treasurer Louis Bright going to buy airplane.

DOC WADDELL.

**MOTORIZED WITH FRUEHAUF TRAILERS**  
 18, 20, 22 or 24-ft. Van or Livestock Bodies, Closed or Open Top. Pay as you earn.  
**RALPH LOWELL**  
**FRUEHAUF TRAILER CO.,** KANSAS CITY, MISSOURI

## WANTED

Experienced Ride Help for Parker Swing, Eli Wheel, Glider, Loop-o-Plane and new 7-car Tilt-a-Whirl. Must stay sober at all times. WANT Shows that do not conflict with what we have. Address

## SILVER STATE SHOWS

Powell, Wyo., week July 13; Lovell, Wyo., July 23, 24, 25; Pioneer Days, Greybull, Wyo., week July 27.



## PENNY MACHINES

Specially built to engrave pennies with "Lord's Prayer," or any cut you want. Price \$160.00, complete with L. P. Die. Power Machines, complete with Motor and Table, \$400.00. Send 10c for samples and facts to

"Blue Dot" STAMP CO.  
 124 East Larned Street, Detroit, Mich.

## SOFT DRINK AND ICE-BALL SYRUPS

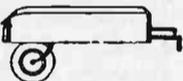
You can make your own Syrups cheaper and better by using GOLD MEDAL FRUIT CONCENTRATES. Unless you try them, you will never know how good your drinks can be made. They have the real fruit flavor, the right color and the right tang. Every concessionaire who has used them says they are the finest they have ever used.

All Flavors, \$2.00 per quart, makes 48 gallons of drink. Use GOLD MEDAL CONCENTRATES this year and you will do more business and make more money.

Send for yours today. Further details upon request.

**GOLD MEDAL PRODUCTS CO.,** 133 E. Pearl St., CINCINNATI, OHIO

## One Wheel Trailer



America's Handiest Light Trailer. Send for particulars on complete Trailers and Parts. Blue Prints, 50c.

**ECONOMY TRAILER COMPANY**

## Cabin Trailer



14-Ft. Streamlined Cabin Trailer Blue Print and Material Purchasing Guide, \$1.00.  
 Sedan, Kansas

## IMPERIAL SHOWS, INC.

WANT FREAKS FOR SIDE SHOW

CONCESSIONS: Can place American Palmist, Penny Arcade, Grab Joint, Cotton Candy, Taffy Apples and Merchandise Concessions.

Ellery S. Reynolds, get in touch with us at once.

Mankato, Minn., July 13-18; Mason City, Ia., July 20-25.

## WANTED FOR THE BIGGEST EVENT WANTED IN NEW JERSEY

PHILLIPSBURG, N. J., DIAMOND JUBILEE

Week of August 3-8—Shows, Rides, Concessions. No exclusive. Will book two Sets of Rides, Independent, or will book clean, complete Carnival. Location will be streets and lots. Want three good Free Acts. Mike Ziegler, Bosco, Gooding, Paty Reihoffer, please write. Mr. Louie Kauffman will be in charge of concessions.

Address all mail to R. H. MINER, Pennsburg, Pa., this week.

## CORRECTION STATE FAIR SHOWS

Ad on page 72, July 11 issue, should have read FOUR STATE FAIR, Tulsa, Okla.

# Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, July 11.—Another special meeting will be called at an early date, as there are quite a few applications for ballot. The past week brought returns from Brothers Sam Feinberg, Harry Ross, William J. Coultry, Louis Leonard, Tom Mix. Standing in the 1936 membership drive to date: Harry Ross, 29; Sol's Liberty Shows, 9; Maxie Herman, 8; Cole Bros.-Clyde Beatty Circus, 6; Dumas & Reid Happyland Shows, 4; Frank R. Conklin, 4; Harry Lewiston, 2; Frank B. Joerling, 2; Rube Liebman, 2; Sam Feinberg, 1; Tom Mix, 1; Joe Streibich, 1; Elmer C. Velare, 1; J. C. Simpson, 1; Max Linderman, 1; Nate Miller, 1; Max Goodman, 1; William J. Coultry, 1. Many requests are received for applications and Chairman McCaffery is confident the goal of 300 will be passed ere the year closes.

The first returns in the 1936 Cemetery Fund Drive have been received from A. Pakin and Max Brantman. Both of these were early requests for books. Actual work on mailing will be started in a few days and yours should reach you at an early date. Keep on the lookout for same and put it to work as soon as you receive it. Also, do not let up on it until the very last minute.

Brother William Claire, known among his friends as "Sheik," has been brought to the American Hospital from Austin, Minn. Is high in his praise of the care given him at Austin. Asks that his friends drop him a line at American Hospital, Chicago. Brothers Patty Ernst, Lew Keller and Jack Arenz, all of whom were hospital cases, are now up and around, feeling much improved.

Brother Ben Beno writes that applications will be forthcoming in a short time. Brother Al Wagner has written for reinstatement, making necessary inclosure. Lou Leonard working hard for new members and will give full co-operation on the Cemetery Fund Drive. Brother Charles R. Hall, of the Coliseum, celebrated his 70th birthday on the 8th. Secretary Streibich met him and offered congratulations. Charlie says the most suitable gift he could have received was the wonderful response to the engagement of the Tom Mix Circus playing this week at the Coliseum. Everyone seemed happy and well pleased.

Brother Jack Burslem asked for Cemetery Fund literature and says he will

give it his co-operation. 'Incidentally, took care of his dues at the same time. . . . Other dues received during the week were Kent Hosmer, Joe Redding, King Leon, Harold Paddock, Morris Lipsky.

This office holding mail for Mrs. Martha McKay and Arthur F. Beard. Please send for it at once.

Visitors during the week included Patty Ernst, Charles H. Hall, Harold Becker, Izzy Steier, Dave Robbins, John L. Lorman, Beverly White, Irving J. Polack, Max Brantman, Joe Murphy, Julius Wagner, Harry Coddington and H. A. Lehrter.

## NEWSPAPER

(Continued from page 45)

has always depended upon one of these carnivals and its 'midway' for its main attraction. This also applies to State and provincial fairs. Previous to the fair season the carnival plays under auspices or what are known as 'still dates.' And we know from the eager faces that children and grownups look forward to an evening or rare enjoyment on the Merry-Go-Round, the Ferris Wheels and the numerous rides and shows.

"We have heard it said that these organizations 'take money out of town.' That is a stock phrase that may have a 'comeback' of its own. We will say there are three or four hundred people with one of these organizations. They all have to live for a week and we know that several residents of our own neighborhood are picking up a few welcome dollars from these people. Hotels and stores are all getting their share and organizations such as the American Legion are sharing in the profits.

"When speaking of 'taking money out of town,' how many of us realize how much money is taken out of town by people who are going away on vacations, spending the winter in Florida and going places, wherever the fancy moves them. They are all taking money they made in town and spending it somewhere else—dollars where the one who is compelled to stay at home spends nickels or dimes. We would not like to 'say them nay,' for we would be told that they are spending their own money. Neither would we like to be the one who would try to spoil the pleasure some underprivileged kid derives from a ride on a Merry-Go-Round or any of the simple amusements which usually are found in an organization which has the sanction of reliable aus—" (Regrettably, the continuation of the editorial is not at hand. The closing word probably was "auspices."—CARNIVAL EDITOR).

## JONES EXPO

(Continued from page 45)

habilitated into the top ranks of traveling amusement companies with new and greatly augmented paraphernalia, including modern show fronts, new riding devices and modernized paint decorations. This year the progress has continued—additional attractions, gold-leaf embellished show fronts, more railroad cars and many other features. Veritably the Johnny J. Jones Exposition is an outstanding organization in its field of entertainment.

From here the show went to Anderson, Ind., to play its first fair of the season, the Anderson Free Fair, a return engagement from last year.

## BALLYHOO

(Continued from page 45)

It was then large enough to accommodate the crowds.

Much credit due the manager of our Fat People Show. The smallest girl that he advertised weighed 450 pounds. He switched his banners to "Living Skeletons" and mopped up.

The bosses so proud of our well lit-up and modern midway they bill it as "Broadway En Route." Our cookhouse took to the title right off the bat and charged Broadway prizes. The auspices and other pouch developers made the eating house headquarters. After the first night the chairs were moved out and concrete benches borrowed from the city park moved in.

The top-money show on the engagement was the All Girl Revue. Every house packed to the doors. But could only accommodate 100 of the human hogsheads at a time. This forced them to give 48 performances on the big night. Would have given 50 but the fan dancer fanned out.

The show will soon return to Canada. Just staying here until the bonus money is spent. The day that our side-show talker received his bonds he got letters from three of his ex-sweethearts and two relatives who hadn't spoken to him in five years.

Ballyhoo Bros.' Shows really enjoyed one of the best weeks of the season.

# CETLIN & WILSON SHOWS, INC.

The World On Parade

OFFER YOU THE FOLLOWING FAIRS:

- |                                       |  |
|---------------------------------------|--|
| JULY 20—WILMINGTON, DEL.              | SEPTEMBER 21—Pending.  |
| JULY 27—HARRINGTON, DEL., State Fair. | SEPTEMBER 28—ROCKY MOUNT, N. C.                              |
| AUGUST 3—LEWISTOWN, PA.               | OCTOBER 5—WILSON, N. C.                                      |
| AUGUST 10—INDIANA, PA.                | OCTOBER 12—BEAUFORT, N. C., Fair and Port Entry Celebration. |
| AUGUST 17—BUTLER, PA.                 | OCTOBER 19—HENDERSON, N. C.                                  |
| AUGUST 24—Pending.                    | OCTOBER 26—CLINTON, N. C.                                    |
| AUGUST 31—BEDFORD, PA.                | NOVEMBER 2—WILLIAMSTON, N. C.                                |
| SEPTEMBER 7—HATFIELD, PA.             |  |
| SEPTEMBER 14—READING, PA.             |  |

NOVEMBER 9 TO 14—LARGEST ARMISTICE CELEBRATION IN NORTH CAROLINA. This Show Will Go Into Winter Quarters and Positively Reopen the Middle of February. Have Beautiful Panel Front, 40 ft., and 20x30 Tent for Good Grind Show That Don't Conflict With What We Have.

WANT 7-CAR TILT-A-WHIRL AND 12-CAR RIDE. Duke Jeanette wants real Freak to feature and Bally Acts. Salary no object. We can place all Legitimate Concessions only at all times. Address this week, Chester, Pa., and as per route.

CETLIN & WILSON SHOWS, INC.

# DeLuxe Shows of America

WANT FOR THEIR STRING OF FAIRS AND CELEBRATIONS

Legitimate Concessions, such as Pitch-Till-You-Win, Hoop-La, String Game, Candy Floss, Scales, etc. Can place Concession Agents who can work legitimately and stand good treatment. Will book organized Minstrel Show that has Band, with or without own outfit, also Illusion Show and Unborn Show. Both must be high-class and in keeping with the standard of this show. Will buy Eli Ferris Wheel and Caterpillar for cash. Can place Lady Trick and Fancy Divers. Salary paid out of office. Bobbie Hassan wants to hear from high-class Side Show People, especially a Sword Swallower.

All address DE LUXE SHOWS OF AMERICA, SAM PRELL, Gen. Mgr. Schenectady, N. Y., week July 13; Poughkeepsie, N. Y., week July 20.

# WANT SHOWS WITH OR WITHOUT OUTFITS

Have Platform for Single Attraction. Can place Mechanical Show, Fun and Glass House, Illusion, Unborn and Crime Shows. Freaks for Side Show. Good opening for Ball Games, American Palmist, Iron Claws or Diggers and Hoopla, Grocery, Ham and Bird Wheels. Have fifteen fairs contracted running up to December 1, with early opening at Laredo, Texas, Annual Celebration in February. Penny Pitch Agents wanted. Wire

J. GEORGE LOOS, GREATER UNITED SHOWS ELDORADO, KANSAS

# WANTED WANTED

for JOHN HIX

## STRANGE AS IT SEEMS SHOW

GREAT LAKES EXPOSITION, CLEVELAND, OHIO.

Entertaining Acts—Strange, Odd and Curious People for Immediate and Future Engagements. State Lowest Salary—Send Photo to GEORGE T. McCARTHY.

# VOLUNTEER STATE SHOWS

WANT WANT WANT For the following Towns, well promoted and advertised: BUCYRUS, O., Veterans of Foreign Wars Convention, next week; MANSFIELD, O., to follow, under strong auspices, all uptown. Other good towns to follow. SHOWS with or without own outfit. RIDES—Special proposition to Loop-o-Plane or any Flat Ride. CONCESSIONS—Legitimate only. Performers and Musicians for Minstrel Show, also Free Acts. Taylor Bros. answer. Also Ride Help and useful Show People let us hear from you. Mt. Vernon, O., this week.

# CUMBERLAND VALLEY SHOW WANTS NOW

AND FOR 10 FAIRS STARTING AUGUST 17, SHELBYVILLE, TENN.

Rides and Shows that don't conflict. Complete Outfit for Girl Show open. All Stock Stores open. Prices right. No racket. Tom Hellner, Fat Murphy and Billy Ross answer. Address all mail Gallatin, Tenn., this week; Carthage, Tenn., next. ELLIS WINTON, Manager.

# GURL'S GREATER SHOWS

AMERICAN LEGION JUBILEE, MIAMISBURG, O., JULY 13-18.

CAMDEN, O., HOME COMING, JULY 20-25. MOOSE HOME COMING, PIQUA, O., JULY 27-AUGUST 1.

WANTED—Kiddie Ride or Loop-o-Plane. CAN USE one or two more Shows. WANT useful People for real Five-in-One Show. CAN PLACE Concessions of all kinds that work for Stock. Also Penny Arcade.

W. S. CURL MIAMISBURG, O.

End your correspondence to advertisers by mentioning The Billboard.

THERE ARE "SCORES" of REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

It maintains spacious clubrooms in the Nation's second city where members always are welcome and where they always can meet their friends.

## WANTED

Experienced Help for Baby Rides, Auto and Aero-plane. Must drive truck. Agents and Helpers for Ball Game, Penny Pitch, Percentage, Grab, Juice Joints. All Fairs after this week. Winter season in the Rio Grande Valley of Texas. All wire LEONARD McLEMORE, Care Happy Days Shows, Spencer, Ind., this week; Columbus, Ind., next week.

## WANTED WANTED For J. R. Edwards Shows

WEST ALEXANDRIA, O., CENTENNIAL, Week August 3; BYESVILLE, O., HOME COMING, Week August 10; HICKSVILLE, O., FAIR, August 18 to 22. Cook House, Shows and Concessions. Address all mail and wires to Upper Sandusky, O.

## SHIEK ROSEN WANTS AGENTS

For Wheels, Coupon Stores, and experienced Corn Game Help. Want to hear from Joe Serret. Get in touch with me at once. Will start playing Fairs in two weeks. Wire or write care Bruce Shows, Danville, Ky., this week. SHIEK ROSEN, P. S.—Claude Hughes is no longer connected with me. All of my old Agents come back home.

**36th**

**HENRIETTA FARMERS' REUNION**

(Near Martinsburg, Pa.)  
JULY 22-23.

WANT Shows, Ferris Wheel, any legitimate Concessions. Amberson Valley, Shade Gap, Greenwood Furnace Picnics to follow.  
M. A. BEAM, Windber, Pa.

# Sponsored Events

*Veteran, Lodge and Other Organization Festivities*

Conducted by CLAUDE R. ELLIS  
(Communications to 25-27 Opera Place, Cincinnati, O.)

**6 Days On Spring Street--6 Nights**  
In Heart of Town.  
FREEPORT, ILL., JULY 20 TO JULY 25.

**MID-SUMMER PRETZEL FESTIVAL**

Johnny Toffel Shows on the Midway.

Concessions wanted. Grind Stores, Merchandise Wheels, Eat Stands, Cotton Candy, Ice Cream, Etc. Anything that is legitimate. Grifters not wanted. Write or wire  
JOHNNY TOFFEL, Freeport, Ill.

**WANTED RIDES AND CONCESSIONS**

**WESTFIELD CENTENNIAL**

August 24 to 29, Inclusive.

ALFRED PYE, Westfield, Ill.

**CARNIVAL WANTED**

Annual Celebration of  
**FRATERNAL ORDER OF EAGLES**

HAZLETON, PA.,  
Week of August 24 To 29.  
Membership of 1,700 Members.

**SHOWS WANTED**

**CENTENNIAL CELEBRATION**

LADOGA, IND., JULY 21-25.

Gooding's Rides and St. Julian Attractions Booked.  
Write or wire SANDY TODD.

**AMERICAN LEGION CARNIVAL**

August 20, 21, 22, Inclusive,  
ATLANTIC CITY, N. J.

WANTED—Rides, Shows, Concessions or complete Carnival. Address  
I. M. SOLITARE, 510 Atlantic Avenue.

**DIGGINS ANNUAL PICNIC AND HOMECOMING**

JULY 27 TO AUGUST 1, INCLUSIVE.

N. P. JACOBSEN, Mgr., Diggins, Mo.

**46th Annual Reunion Mammoth Spring, Ark.**

AUGUST 17-22, INCLUSIVE.

WANTS Shows, Rides and Concessions. Two other spots close by want Attractions for first and second week of August.  
E. E. STERLING, Secretary.

**WANTED**

FERRIS WHEEL AND KIDDY AUTO RIDE FOR

Twinsburg, Ohio, Home-Coming and Centennial  
JULY 31-AUGUST 1.  
LOYD HOLT, Chairman.

**WANTED CONCESSIONS**

for  
**AMERICAN LEGION FALL FESTIVAL**

August 12, 13, 14, Main Street—Free Gate.  
Write L. E. HERBERT, Minonk, Ill.

America's Greatest One-Day Celebration

**OLD SETTLERS' DAY**

Acts and Concessions Wanted. Thursday, August 20, 1936. Acts, M. R. LORBER; Concessions, A. R. LUCKENBILL, Columbia City, Ind.

**WANTED**

To Hear From First-Class Carnival To Show East St. Louis, Ill., Between July 15th and September 15th.  
R. L. BRIGGS, Secy.

**Firemen and Legion Shows Draw Heavily in Pasadena**

LOS ANGELES, July 11.—The 14th annual Firemen's Circus at Pasadena Rose Bowl, July 4, drew 76,000 people, breaking all attendance records. The show always has presented a fine performance, and this year a considerably enlarged program was offered. Joy Holms was general manager; John T. Backman, equestrian director. Pasadena Firemen's Band of 50 played the program. Eddie Gamble selected the acts.

The following were on the program: Ken Maynard's elephants, worked by Curly Phillips and Little Shirley; Anita, high wire; Passeau Troupe, skaters; Johnson and Johnson, light and heavy juggling; Fred Foster's cross-over ponies; McNeill Skating Duo; Cal Owen, high wire; Thelma, hand balancing; Pina Troupe, Risley act; Johnny Agee and his Hackney horses and Tony, Liberty jumping horse; Flying Kitchens, return act; Adeline, hand balancing and head slide; Shattuck Troupe, jugglers; Don Baldwin's Acrobatic Arabs; Frank Sidney, high jumper; Elwald's Goats; Pauline Loretta, high aerial act; Two Whimsical Fords; Hustrel Troupe, high wire. Fine pyrotechnic display concluded the performance. Clowns were Rudy Jacobs, Tiny Farley, Harry Bayfield, Jack Farley, Sisto, Harry Cornelli.

At the Legion Show at the Coliseum, booked by Eddie Gamble, it was stated the attendance went over the 70,000 mark. The program: Dr. Stalcup's Roman Riders, 31 people; Myers' high-jumping horse; Bruce Herman's two auto-polo teams; Remy's Russian Cosacks; Brindelli and Casanova, jugglers and hand balancers; Lorrey Arab Troupe, 14 people in pyramids and the usual Arab tumbling; Jack Schaller's high act, six people. Clowns: Charley Post, Tom Plank, Lawrence Swalley, Little Leon, Ray Behee, Kling Bros., Al Minew, Dave Clarke and Windy Smiley.

**Big Free-Act Program For VFW at Vandergrift**

VANDERGRIFT, Pa., July 11.—Free acts played a big part in the second anniversary celebration of the Veterans of Foreign Wars at Athletic Field here last week. These included Charles Siegrist, flying act; Great Calvert, high wire; Kerns, high-pole act; Nancy Dernel, single traps and muscle grind; Helen Siegrist, single traps and foot revolve; Speedy Rodgers, trick and fancy rope spinning and whip cracking; Red and Ruth Malloy, ring act, closing with their teeter-board foot catch, and Slivers Johnson, clown, who worked the entire show and come-in.

Attendance the first two nights was spoiled by rain. No free acts worked the opening night. Three appeared the second night and the full program the remainder of the week. All acts were booked thru Charles Siegrist and directed by him.

Other features of the celebration, which had a free gate, were 5 rides and 25 concessions.

**Forsyth for Trail Days**

GERING, Neb., July 11.—Contracts have been made with Forsyth Amusement Company to furnish the midway attractions for the 15th Annual Oregon Trail Days here. Free acts, a parade and an old settlers' division exhibit are to be among other features. Fifty Sioux Indians will lend frontier color and governors of two States are scheduled to attend.

**Shriners' Circus Set Back**

PITTSBURGH, July 11.—The annual Shriners' Circus, which had been scheduled to be held in Forbes Field late this summer, has been moved indoors and set back. It will be held at the Syria Temple under direction of James N. McGrath Jr.

**"Fourth" Celebrations Up**

PITTSBURGH, July 11.—The ban against the sale or use of fireworks by individuals in dozens of spots around this territory greatly increased the number of Fourth of July celebrations this year. Sponsored by various organizations, fireworks displays served as feature attractions for all-day events, which engaged independent rides, shows and concessions.

**Canton, O., Homecoming Attracts 25,000 People**

CANTON, O., July 11.—Approximately 25,000 people were attracted to the Stark County Homecoming Celebration (July 4 and 5) at the fairgrounds here. The event, sponsored by a committee of more than 100 prominent citizens headed by Mayor James Seccombe, was called off on the holiday because of an all-day downpour and the program, without deviation, was presented on Sunday, including a long parade, which ended at the fairgrounds. On the midway were Buck Maughman's dwarf mule show and his pony track, an athletic arena, a dozen concessions owned by Dick Dillon, a Chairplane and a score of refreshment stands. A horse show, band concerts, drill contests and comedy by Stahler and Hohman entertained the crowds. Wallace (Doc) Elliott, manager of Warner's Alhambra Theater here, was manager of concessions.

**Sun Books Free Acts at Twinsburg Homecoming**

TWINSBURG, O., July 11.—Free acts for the two-day Home-Coming Celebration here have been booked by Gus Sun Booking Exchange. They include Jimmie Graves, high ladder; Spriggs Sisters, butterfly; Dainty Anita, iron jaw; Doss' Animal Circus and special hillbilly and clown fill-ins.

The opening day will be Boy and Girl Scout Day, when there will be a demonstration in which scouts from six cities will participate. Among other features will be a home-talent play, baseball games, two parades (one a doll buggy and bicycle pageant for children), sports program and band concerts.

This celebration, held once every three years, is put on for the benefit of the town and not for profit. It is financed entirely thru the sale of concession space, home-talent show, program book and sale of badges, all handled by professionals. The home-talent play is the only thing for which admission is charged. General committee in charge consists of two representatives appointed by each organization in the village. L. E. Holt is chairman.

**New Building on Site Of Sam Houston Hall**

HOUSTON, July 11.—New million-dollar convention hall to be erected here will house practically 100 per cent of Houston's sponsored events. Only one of the smaller auditoriums will be air conditioned. Cost of air conditioning the main auditorium, which will seat 17,000 people, is too great to consider. Building will be of structural steel and faced with brick and stone. Main building will be 427 feet wide and 450 feet long. Hall will be erected on the site of the present Sam Houston Hall, known to showmen from all points of the compass.

**Jubilee Nets Over \$12,000**

PITTSBURGH, July 11.—Net profits for the second annual Pittsburgh Jubilee and Exposition, held week of June 22, exceed \$12,000, Public Safety Director Thomas A. Dunn announced this week. The figure will be considerably higher when money still due from employees who sold tickets comes in, he added.

**Forest Festival Nets Fire Company About \$400**

MARIENVILLE, Pa., July 11.—El Rey Sisters, roller skaters, and D'Arcy Sisters, aerialists, free acts, together with the Keystone Shows on the midway, played a prominent part in the success of the recent six-day Second Annual Forest Festival here, sponsored by the Marienville Fire Company. Attendance for the first three days was poor but Thursday, Friday and Saturday drew an estimated 15,000.

Other features of the celebration included an industrial parade, which contained 25 floats and cars and marching units made up of CCC camps; amateur boxing bouts, with CCC boys as fighters; forestry exhibit; Woodford wild life exhibit; firemen's parade, in which 21 companies from as many communities thru-out Pennsylvania competed for cash prizes amounting to more than \$100; firemen's jubilee dance, skeet shooting contest and dog show.

Excellent weather prevailed thruout, and the festival was officially closed with a Mardi Gras or street dance, with music supplied by Beebe's Band. The entrance arch brought about \$175 worth of advertising. After deducting expenses there was a balance of \$75 for the committee. There were 6 rides, 3 shows and 22 concessions with the Keystone Shows and from these and the gate admissions the committee received as its share \$320 net. Committee also had four concessions of its own, two wheels and a grocery bingo on the grounds and a lunch stand outside.

**Krause at Barnesboro, Pa.**

BARNESBORO, Pa., July 11.—Krause Greater Shows have been contracted to furnish free acts and midway attractions for the Firemen's Old Home Week Celebration here. Other features of the event will include an all-home parade, firemen's parade, public wedding, auto show and merchants' exhibit. Joseph A. Rowan is in charge of advance promotion. Rowan recently finished two successful promotions for Krause at Ambridge, Pa., for the Veterans of Foreign Wars, and Clairton, Pa., for the American Legion. Public wedding at Clairton, Rowan states, was the best he has had this season.

*Shorts*

OFFICIALS of Delta Cotton Festival, Clarksdale, Miss., announce that Sam Brott Club of Clarksdale will be in charge of a two-day appearance there of Texas Rangers' Rodeo. Elwood Dillin, festival director. This year's event will also be celebrated as centennial event, with five other near-by counties cooperating for a joint celebration.

CHICKASAW COUNTY Centennial Celebration, Houston, Miss., has booked the Miller World Amusement Company to supply the midway amusements on a percentage basis. Centennial will start off with a parade in which there will be floats representing business organizations in the county. This will be repeated the second day. John B. Rogers Producing Company will stage a historical pageant depicting the early scenes of the county. Other features will include a horse show and a queen contest. All events will take place in the new municipal park. C. K. Alexander is chairman of the Centennial Celebration committee.

AN OFFICIAL stamp for the Phillipsburg, N. J., Old Home Week and Diamond Centennial will be offered to the public at small cost to use on mail matter to advertise the event. Receipts will go toward defraying celebration expenses.

A STAGE SHOW, presented by Charles Hinds, formerly with Balaban & Katz, will be a feature of the third annual McKinley Park Water Carnival in Chicago.

**LEGION-FIREMEN CARNIVAL**

Rides, Shows and Concessions Wanted. Six Big Days, July 27th to August 1st. Large crowd. Fourth successful year. \$5.00 deposit to reserve space.  
P. A. BEACH, Chairman, Ohio City, O.

**WANTED**

Large Carnival to entertain expected crowd of 25,000 AT PORT LAVACA REGATTA AND AIR SHOW, July 25-28.  
G. S. INNIS, Port Lavaca Yacht Club, Port Lavaca, Tex.

**HELP This Department by Telling Committees About It.**

ago. Event, which will run two nights, will also have a contest for the selection of a Carnival Queen. Kiwanis Club of the Archer Road District of Chicago is sponsor.

**THE OLEANDER FESTIVAL** closed at Galveston, Tex., in a "blaze of glorious royalty" following the final spectacular program of events presented during the run. Ray Noble, whose ork is headlining Hollywood Dinner Club (Galveston), presented the "Royal Cortège." Naval destroyers took part in the celebration.

**THE D'ARCY GIRLS**, aerialists, were featured as a free attraction at the annual city jubilee in Apollo, Pa., last week. A number of rides and concessions graced the midway.

**THE ANNUAL Mt. Marie Garden Party**, held on the spacious grounds of Mt. Marie College, east of Canton, O., three days, starting July 2, was very successful. A heavy rain the last scheduled night caused the committee to extend the event to include Sunday night. Larry Larrimore, Akron concessioner, provided all canvas and equipment for all of the concessions. There were no shows. R. H. Wade's four rides were on the midway for the second consecutive year.

**Port Arthur Event Big**

**PORT ARTHUR, Tex., July 11.**—Fourth of July festivities that were featured by the Greater World Shows, Harold Arias Company and Eaton Sisters, were the biggest ever given in this community. Shows gave several free performances in advance of the Fourth, and big crowds appeared on the midway, located on Pleasure Pier, as early as the first of the month. Rain on the Fourth cut only slightly with bathing revue added attraction. Show was sponsored by Young Men's Business League. Carnival had 8 rides and 10 concessions. Eaton Sisters starred in first

**What the Free Act Meant**  
**NEW CUMBERLAND, Pa., July 11.**—Officials of the New Cumberland American Legion Post and Auxilliary say the Los Aeros aerial act which they engaged for their Fourth of July celebration, was chiefly responsible for the drawing power of the celebration. Similar events were held in nearby communities, but none neared the several thousand attendance at the local event.



**RICHARDSON BALL BEARING SKATE CO.**  
 Established 1884.  
 3312-3318 Ravenswood Avenue, Chicago, Ill.  
**The Best Skate Today**

**RINK OPERATORS**  
**IT'S ROLL-AWAY**  
 (for) Skates Shoes (with) Action Quality  
 Wheels for Service  
 Be Up to Date  
**ROLL-AWAY SKATE CO.**  
 12435 Euclid Ave., Cleveland, O.

**FOR SALE**  
**Portable Roller Rink**  
 In perfect condition, complete New Tent, one year old, new music, new floor, good skates, other equipment, in first-class condition.  
 R. F. BAILEY, North 8th St., De Kalb, Ill.

**Six Mile Run, Pa.**  
**AMERICAN LEGION CELEBRATION,**  
 August 7 and 8, 1936.  
 Shows, Concessions and Rides wanted.  
**GILBERT O. MCINTYRE, Chairman.**

**Rinks and Skaters**

By **CLAUDE R. ELLIS**  
 (Cincinnati Office)

**THE CATHEDRAL Auditorium Roller Rink**, Altoona, Pa., will operate thruout the summer and cater evenings to specially booked parties. Valuable awards are on hand for winners of novel skating contests.

**THE FOUR SKATING MACKS**, American roller-skating quartet, are at the National Scala in Copenhagen. The Three Jewels, rollers skaters, are at the Majestic Cinema in Algiers.

**THE THREE SILVER CYCLONES**, Pittsburgh roller-rink act, have been booked for return engagements in three spots around that territory. Following a one-night stand at the Melody Manor, Fairmont, W. Va., they opened a three-

Texas appearance with routine atop 40-foot-high trapezes and platforms, followed by the Arias Company doing feats aboard the "cloud swing." Acts were repeated at night.

**Stinsons in Auto Accident**

**DETROIT, July 11.**—Tunis E. Stinson, manager of the Shrine Circus here, and his wife are in Dickinson Hospital, Oscoda, Mich., with injuries sustained July 3 in an auto accident. They were driving to a cottage at Lost Lake when the accident occurred. Mr. Stinson suffered jaw and leg fractures and possible internal injuries.

**Monroeville Event Off**

**MONROEVILLE, Ind., July 11.**—Plans for the Street Fair which was to be held here by the firemen this summer have been dropped, according to E. Leslie Marquart, fire chief and chairman of the committee in charge. "The committee encountered opposition from the new Town Council, which refused to allow several concessions to set up despite the fact that they had been contracted a year in advance," said Chief Marquart. "Under these circumstances we cannot continue with the street fair."

**Jubilees Big Successes**

**TARENTUM, Pa., July 11.**—The Firemen's Jubilee held here last week cleared \$350 profit from the carnival attractions, the committee of arrangements stated. About 15,000 persons visited the midway.

**MT. OLIVER, Pa., July 11.**—The Mt. Oliver Firemen's Jubilee staged here this week has been attended by large crowds and was marked down as a big success. Independent rides and concessions enjoyed very good business most of the week. Valencia, high-pole act, was the free attraction.

**Thousands Attend Opening Vancouver Celebrations**

**VANCOUVER, B. C., July 11.**—With fine weather prevailing, Vancouver's 50th anniversary celebrations were officially opened Dominion Day by Rt. Hon. R. B. Bennett, leader of the opposition, at Brockton Point, Stanley Park, in the presence of 8,000 citizens who gathered in grand stand, around which 2,000 troops and marines stood massed. Mayor Gerald McGeer, K.C., M.P., was host to Mr. Bennett and many other distinguished visitors. Prior to the opening a radio message was broadcast direct from London from the lord mayor, Sir Percy Vincent.

During the evening a great historical pageant was opened on the revolving stage at Brockton Point, and simultaneously a concert in the Marion Malkin Bowl in Stanley Park. At 9 o'clock Mayor McGeer turned the switch which operated the \$35,000 electric fountain in Lost Lagoon, also the other decorative lighting in Stanley Park, on the beaches and thruout the city. Dancing on the big platform at Lumberman's Arch occupied the attention of hundreds.

Gold Medal Shows, Ltd., opened on Cambie street grounds during the day. Free acts included Sensational Jacks, Aerial Dare-Devils, Famous Enos, Death-Defying Raemons; James Hutton, 11-year-old Vancouver tight-wire performer, and Tax D'Art, ragologist.

The general celebrations will continue until the opening of the fall fair in August.

week stay at the Italian Gardens, Pittsburgh, to be followed by an engagement at Gorley's Lake, Uniontown, Pa. Act states that conditions have improved considerably and that work is more plentiful.

**EVANS CITY (Pa.) Roller Rink** is meeting with much success in catering to private parties. Organizations, in particular, are given special attention when they turn out in a body.

**DICK DILLON**, operating Windland Auditorium Rink, East Liverpool, O., one of the largest in the upper Ohio valley, together with several others in Eastern Ohio cities, has announced suspension of activities until fall. He said there is a possibility that the East Liverpool rink will be enlarged and facilities increased. Plans are under way, according to Dillon, to add a third story to the Windland building, where athletic contests, wrestling and other sports will be staged.

**LYONHURST Rollerway**, a new rink at Marlboro, Mass., opens August 1.

A **MIDNIGHT** skating party was given at Nantasket Rollerway, Paragon Park, Nantasket Beach, Mass., night before the "Fourth."

**TRUE** to expectations, White Rose Arena Rink, York, Pa., did a capacity business Tuesday evening, June 30, when the attraction was the long-talked-of skating contest between Walter Laidlaw, 81, and Fred Murree (Bright Star), 75. Owing to a slight misunderstanding over style of skating, the judges, Charles Eichelberger, former old-time rink manager of York; George Scherer, Carlisle, Pa., and E. M. Mooar, Philadelphia, were in a quandary as to how to make a choice. Bright Star took the floor first and executed a number of difficult figures and steps familiar in the days of exhibition skaters and received rounds of applause. Laidlaw then appeared, using a small skating mat and several props which he formerly used when in vaudeville. He performed a number of very difficult stunts, the feature being inclosing his feet with skates attached in baskets, passing thru objects set on the mat, finishing by going onto the floor and performing the grapevine while still handicapped with the baskets. As this movement is an exceedingly hard trick without the skates being encumbered, he received much deserved applause.

The contrast between the two contestants was a remarkable thing. Bright Star, an Indian, with his dark skin and coal-black hair, and Laidlaw with fair skin and pure white locks. Both proved conclusively that age had not impaired their ability as skaters and that they were able to perform stunts that many younger would fail to accomplish. Also that it proved by their agility that roller skating is a health-giving exercise.

After consultation, the judges concluded that inasmuch as Murree's performance was more in line as an example of real skating, he was pronounced winner of the contest, and their verdict, when announced, was received with great applause.

Prior to the contest skaters whose ages totaled over 300 years skated together around the rink. They were Colonel Phillips, of Philadelphia; Fred Murree, Red Lion, Pa.; Walter Laidlaw, Washington, D. C.; Charles Harkins, York, and E. M. Mooar. After the contest "Poppy" Harkins, pilot of the York rink, put on a very fine exhibition of fancy skating just to show that it is not necessary

to go beyond York for expert skaters if necessary.

There were several rink managers from near-by towns in attendance and everyone agreed it was a wonderful show. Among these managers were Charles De Filippi, a real oldtimer in the business, who for many years operated a rink at Columbia, Pa., and now has rinks at Rocky Springs and Maple Grove parks, Lancaster. All visitors to the contest were royally entertained by J. W. Richly, owner of the rink, and "Poppy" Harkins, his manager, and nothing was left undone to make the event the success it was. This was the first meeting between Mooar and Laidlaw in over 20 years, the last being when Laidlaw was a patron at the old Edgewater Rink in Chicago in 1907, then under Mooar's management.

**Chicago Meet**  
 By **EARLE REYNOLDS**  
 World-Famous Roller Skater and Manager.

The *Chicago Times* roller-skating meet in Lincoln Park was again a great success, hundreds of youthful skating racers filling the events and crowds the greatest ever. The *Times* can be congratulated on taking the initiative on these roller events and holding the meet each year.

It does skating great good. I asked one man how many of the youth skated in Chicago each year on rollers and his guess was close to 500,000. I might suggest that in holding these outdoor events the track be covered with terra cotta or terrazzo top coating. It would cost very little and enable the youngsters to get greater speed and, in cases of falls, would not burn and cut their legs, as do raw cement skating surfaces.

In fact, all parks in America should make it a point to have outdoor skating places for youth. The cost is trifling, compared to their many tennis courts, etc., and the rinks would last forever.

It would be great for regular roller rinks, great for skate manufacturers and sport equipment concerns. Thousands and thousands are spent preparing places for few to play tennis and other sports, and here we have a sport and pastime that the youth of every city enjoy. Poor kids must go out on paved streets to play their little games and take chances of being knocked down every minute by motor cars.

The *Chicago Times* is a leader in Chicago for this sport. Let's get back of this great paper and see what can be done regarding a decent place for Chicago kids to skate. I personally will see Mayor Kelly on the idea within the next few weeks and I know he will be for it, heart and soul, after that great stadium reception April 6, when 25,000 kids cheered him. Just think, 25,000 patrol boys there that night, and they were the means of saving hundreds of youthful lives the past year in Chicago.

Nomination of Clifford Townsend for governor by the Democratic convention in Indianapolis on the first ballot was greeted with applause among show people of the State and fair associations. As head of Indiana State Fair he has made friends all over the State and with his right-hand kick, Dick Heller, his campaign manager, Indiana is on the map thruout the West, and if he is successful in November every town in the State that has a fairgrounds will have a fair, and Indiana State Fair, which has shown such rapid strides the past few years, will be among the front rank of State fairs.

**"CHICAGO" Racing Skates**  
 are exceptionally strong, light and speedy. Used and endorsed by the fastest skaters.  
**THERE IS A REASON**  
**CHICAGO ROLLER SKATE CO., 4427 W. Lake St., Chicago, Ill.**

**INDIANA'S FEATURE EVENT**  
**Fair Grounds, Crown Point** Day and Night, Sunday, August 2  
 Combined Auspices All Wholesale and Retail Liquor Dealers of Lake County.

**WANTED**

CONCESSIONS. LARGE COOK HOUSE FROZEN CUSTARD SHOOTING GALLERIES LEAPING LENA LARGE GIRL SHOW	SHOWS. SOFT DRINKS SCALES BALL GAMES LOOPS ANY SPECIAL FEATURE	RIDES. ICE CREAM MITT CAMP ALL EXCLUSIVE WHIP ANY NEW RIDE
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"This event has been properly booked and advertised. YOU CAN'T MISS." Address mail and wires  
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FOR THE FOLLOWING WEEK'S ISSUE.

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Cards; make \$10-\$25 daily giving away nationally advertised Bathroom Scales; \$2.00 secures sample scale and cards or write for circular. **MEACON SALES COMPANY**, 6821 N. Wayne, Chicago, Ill.

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**AGENTS — DE LUXE DIXIE DANCE WAX;**  
cleans and waxes while they dance. Unlimited market. Cafes, taverns, anywhere there is dancing. Profits guaranteed! Some territory still open. **DIXIE WAX CO.**, Dept. B, Evansville, Ind.

**AGENTS—SELL FASTEST SELLING AUTOMOBILE**  
sensations of year. Large profits. Write **LARRY ALBERT**, 8794 Bay Parkway, Brooklyn, N. Y.

**AGENTS ARE CLEANING UP BIG PROFITS**  
with these fast sellers. Write today for free details. **EXQUISITE CRAVAT CO.**, 234-B Englewood Ave., Englewood, N. J.

**FEATHER FLOWERS, HIGHEST GRADE ARTI-**  
ficial Flower. Beautiful for display; nice work for women. **DE WITT SISTERS**, Battle Creek, Mich.

**GOOD INCOME SILVERING MIRRORS, PLAT-**  
ing and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by late method. Free particulars. Write **GUNMETAL CO.**, Ave. G, Decatur, Ill.

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applying Cold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for details and free samples. **AMERICAN MONOGRAM COMPANY**, Dept. 20, East Orange, N. J.

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Jars, twelve different payouts. A natural. Details, sample free. **TOM THUMB**, Dept. BB, Nauvoo, Ill.

**SALESBOARD MEN—LARGE PROFITS FOR 10c**  
investment. Nationally advertised Packard Lektro Shaver sweeping country. Send \$1.00 for 10 attractive show displays and 10 boards prepaid; money refunded. **PARAMOUNT ENTERPRISES**, 395 Broadway, New York.

**SELL SENSATIONAL PRESIDENTIAL CAMPAIGN**  
Auto Emblems. Cost 7c, sell fast at 25c. Send quarter for your samples today. **G. BRINK**, 1454 Gratiot Ave., Detroit, Mich.

**TEXIDE, LATEX, SILVERTEX BLADES, ELECTRIC**  
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Ideas for starting your own business. Free literature. **PRUITT PRESS**, Dept. D, Elburn, Ill.

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Dual Sex, three months old, perfect health. **CUD PLEW**, R. R. No. 2, Sullivan, Ind.

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rots for Bird Wheels, Chinese Dragons, Black Iguanas, Mixed Dens Snakes, everything for shows. **SNAKE KING**, Brownsville, Tex.

**ALLIGATORS, FAT, HEALTHY, ANY NUMBER,**  
any size, immediate shipment, largest collection in world. No C. O. D.'s. **FLORIDA ALLIGATOR FARM**, Jacksonville, Fla.

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its. Baseball teams, amusement parks, children's pets. Economical upkeep. Quick deliveries. **LINDEMAN**, 63 West 11th, New York.

**FANCY SHOW MICE, ALL COLORS, 25 FOR**  
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**TWELVE SMALL ASSORTED SNAKES, \$3.00;**  
eight assorted large attractive Snakes, \$10.00. Price list on request. **ROSS ALLEN**, Silver Springs, Fla.

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let me know price. Address **E. ADDIS**, 2724 Olive Street, Kansas City, Mo.

**WHITE POLICE DOG FOR SALE—CAPABLE**  
of complete novelty act; forty different tricks and stunts. **JOE DUMILLER**, 4213 Bennett, Toledo, O.

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wanted, also Cub African Lions. Will buy small cages and arena. **GEORGE J. KELLER**, Bloomsburg, Pa.

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marvelous; just out; copyrighted; \$5.00. **PROF. O. E. LaROGE**, 1416 Evergreen Ave., Wellston, Mo.

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Good position or own business. Easily learned; low cost; particulars free. **S. MORSE**, 1009 Oak, Elmira, N. Y.

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**A-1 BARGAINS, RECONDITIONED—HIALEAH,**  
\$85.00; Tycoon, \$79.00; Red Sails, \$62.50; Peerless, \$60.00; Bally Bonus, \$60.00; Speedway, \$60.00; Ten Grand, \$60.00; Pamco Parlay, \$59.00; Jumbo, \$46.00; Electric Baffle Ball, \$38.00; Stock Market, \$38.00; Mammoth, \$37.00; De Luxe "46", \$35.00; Prospector, \$33.00; Varsity (5 ball), \$16.00; Seven-Eleven (2 ball), \$14.50; Cariocas, \$14.00; Put 'n' Take, \$14.00; Plus & Minus, \$13.00; Sportsman (black cabinet), \$10.00. **NATIONAL COIN MACHINE EXCHANGE**, 1407 Diversey, Chicago.

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Palooka Machines, used two weeks, \$100.00 each; one Six Slot Pamco-Palooka, used one month, \$75.00. Must sell. Write or wire **ROBERT EHRHARDT**, 608 N. Market St., Shreveport, La.

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types. Prices you will be willing to pay. Write **BADGER NOVELTY**, 2546 N. 30th, Milwaukee, Wis.

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Mammoth, \$42.50; New Tickettes, \$6.50; Stampedes, \$29.50; Cariocas, \$22.50; Gold Rush, Do or Don't, Put and Take, \$19.50. **PIELE NOVELTY**, 21 Van Huelval, Mobile, Ala.

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**MEN WANTED TO OPERATE DIGGER MA-**  
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Cadets, \$45 each; used three weeks, mechanically perfect, look like new. **SQUARE DEAL NOVELTY CO.**, Cave City, Ky.

**MUST SELL—USED MACHINES; BARGAIN**  
prices: 2 Hialeahs, \$80 each; 3 Multiples, \$87.50 each; All Stars, \$60; 7 Peerless, \$60 each; 7 Tycoons, \$72.50 each; 3 Bally Derbys, \$52.50 each; 5 Pamco Parlays, \$50 each; 10 Jumbos, \$37.50 each; 7 Aces, \$25 each; Daily Races, plug-in model, \$65; Prospector, \$40; 3 Bally Bonus, \$57.50 each; Triple Bank, 1 ball shot, \$15; 4 Paces Races, used 3 weeks, \$350 each; 6 Paces Races, \$290 each; 4 Paces Races, \$250 each; 25 Blue Fronts, 5c play, used 6 weeks, \$65 each; 50 Stands, \$1.50 each; 5 Gabel Entertainer Phonographs, \$125 each. All of the above machines guaranteed in A-1 condition. Terms: One-third cash with order, balance C. O. D. **WOMBLE VENDING MACHINE CO.**, 121 S. Douglas St., Wilson, N. C.

**MUST SELL—FIVE MULTIPLES, \$90.00; TEN**  
Jumbos, \$42.50; Four Bally Derbys, \$55.00; One Double-Header, \$65.00; One All-Star, \$60.00; Two Bally Bonus, \$60.00; Eight Peerless, \$60.00; Thirty Folding Slot Stands, \$2.00; Perfect condition, one-third deposit. **BOX 681**, Wilmington, N. C.

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Games of all kinds. We buy, sell, swap. **HANDBOOK COIN MACHINE EXCHANGE**, 110 East 31st St., Erie, Pa.

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any amount. Give price and serial number first letter. **BADGER BAY COMPANY**, Green Bay, Wis.

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Lines, must be in good condition and reasonably priced. **JOY AUTOMATICS**, Elmira, N. Y.

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Games. Must be in good working order. State lowest price; no dickering. **METROPOLITAN ENTERPRISES**, Box 68, Washington Bridge Station, New York City.

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**AT LIBERTY—Nellie Hilton, Med or tent, straight** or comedy. Blackface and Irish. Comedy Dancer. Sing Blue and Character Numbers. Hill Billy Act. Violin and Piano, Trumpet Calls for Bally. Address, stating full particulars in first, care **SHOW, Pennsylvania, Pa.**

**FOR MED SHOW—Team, Rube Comedy** and plenty of Singing, Dancing, Monologues, some Guitar. Up in all acts and bits. Change strong for 2 weeks. No booze. State your best. **BOOB AND FROSTY KELLEY, Ash Grove, Mo.**

**CONEY ISLAND**

(Continued from page 39) business. Frank never has a spare moment when the fleet comes in.

Hoppo's ball game on the Bowery and West 15th street always seems to be having a crowd of players standing at the counter. Hoppo is abiding by the License Commissioner's new ruling and finds that he is doing better business since the no-skill edict went into effect, with all due respect to Mrs. Hoppo, who is always right at his side and as fine an agent as ever stepped behind a ball game.

Tom Baker, of pony track fame, known in and around Coney Island for almost a half century, has given up the ponies and gone into the new gasoline motor-driven automobile line. He has two locations, one on the Bowery and

the other in Luna Park, and is contemplating opening the third in Palisades Park, N. J.

Lou Kay has taken over managership of the Whip on the Bowery and West 15th street, and will remain there for the rest of the season.

I understand that Charley Leroy and his wife, Anna, are doing nicely with their side show on the road. This is Charley's second season with the O. C. Buck Shows. Leroy is well known in the side-show business and was connected with World Circus Side Show for many years before departing for the road.

Among visitors to Coney this week were Charley Phelan, strong man, and Texas Marion, cowgirl. Both are now in their eighth week at Hubert's Museum on 42d street, New York, and came down to Coney to spend a day in the surf.

Jack Brady couldn't have used any better judgment when he took that long-awaited bonus, socked it away in the bank and went to work on the front of Wagner's.

A place of interest to bathers this year is the Irving Baths and Athletic Field, operated by Al Dworman and his wife, Rae, of Worcester, Mass. Al is now in his 16th season at Coney. One of the great features of the Irving Baths, as Len Traube has reported, is a full-time physical director, who conducts free daily gymnasium classes for reducing of the stout and building of the thin in body and health. This service, free to all, is a new feature of the Boardwalk. From the size of the classes at the Irving Baths, we think that Al Dworman has started something that bathers will demand at every bathhouse on the Island in the very near future.

George Bernert is in charge of the gymnasium classes, and from what we see and hear he is very successful at this type of work. Poker Al, of the old Atlantics, can still be found selling ducats at the Thunderbolt on the Bowery, but would much rather be found in a five-handed poker game somewhere else.

The Pig Slide, a ball game that has long been forgotten by concessioners on the Island, has come back in all its glory and is going good. One slide is being operated by Johnny Sullivan and Jimmy McLaughlan on Surf avenue, right next to their pony track. Mrs. Richman has one in Luna.

Buster Castle, manager and talker of Rosen's Wonderland Circus Side Show, is a showman supreme. With his knowledge of side shows and his many years in carnival business he could put any place on a paying basis. Buster is packing them in at this freak emporium. Billie Vivian still dresses the bally outside and works illusions inside.

Two new bingo games have sprung up on the Island and from what I understand a couple of more are coming. It is only a question of time now before the public will become bingo-conscious and then, like penny hearts, no doubt will be all over the Island.

Coney Island Chamber of Commerce has definitely decided to present fireworks in the ocean off the Boardwalk. They will be displayed every Tuesday night during July and August. This is a wonderful feature and acts as a great drawing card for the Island.

your-weight scales in front of O'Brien's ride lot. . . . Tom Harding, brother of Harry Harding, wealthy Lynn lumberman and who manages the Pretzel and Virginia Reel, says business is good. . . . Jack Hesketh, who has the Scoota Boats now ensconced in the old swimming pool of Nautical Gardens, is beaming; Jack says he's been praying for 25 years for the one-fare Boston Elevated Railway's entry into Revere, and now that it is here new people for 40 miles around are in the crowds each night; biz has stepped up not only with the Scoota Boats but the Skating Rink outdoor garden on the roof over the boat pool has zipped upwards. . . . The Bridge Beano has changed its name to Po-Keno and billed as from Atlantic City and Miami and biz is coming right along. . . . Marathon Beano claims the most attractive interior on the beach and no one has said nay to this; going to keep open all winter; building has heating plant, which was installed at big expense by the marathon promoters Ernie Mesle, Dick Edwards et al. . . . Jack Croke has the fast box on the B-K Side Show. . . . The penny Beans have "rizzed" their price, gone back to two cards for a nickel. . . . Famous Joie Mack's Bluebeard Castle a credit to him and the beach, well kept, repainted costly and lavishly, and happy because he has no jealous neighbors, he says—they're all one happy family in his immediate cluster.

**Norumbega**

AUBURNDALE, MASS.

Bryan Woods, of Bryan Bros.' Circus, Norumbega's free attraction, staged a delightful party for Billie Woods, animal trainer and wife of the genial host. The occasion was Mrs. Woods' recent birthday. Party was more circusy than ever, owing to the fact that Kay Bros.' Circus was playing in near-by Watertown and many members of the Kay show attended the affair.

Table was attractively decorated in red and white and a lavish repast was prepared and served by Fred Heir, Bryan Bros.' chef, which was thoroly enjoyed by everyone. Seated at the table were the following: Arch E. Clair, manager, and Mrs. Clair; Bill Johnston, publicity director, and Mrs. Johnston; Mrs. M. S. (Peggy) Danforth, secretary, and Mr. Danforth; Joseph Shanley, Waltham Circus Fan and political light, touted for the State senatorship, and Mary Ellen Ketrow, Ernest (Slim) Biggerstaff, Mr. and Mrs. Harry Mason, Catherine Mason, and Master Billy Mason, of Kay Bros.' Circus. Celebration lasted until the wee hours of morn and a marvelous time was enjoyed.

Inquiries for outings are greater than they have been in several years, "and it looks as tho we will have good season," reports Manager Clair. . . . Plans are on foot to have park as host during the summer gathering of the New England Section of the National Park, Pool and Beach Association, scheduled for July 28.

**Atlantic City**

By WILLIAM H. McMAHON

ATLANTIC CITY, July 11.—All the breaks were with resorts here this year with July 4 coming on a Saturday, warm weather, the bonus paid just before the holiday.

Steel Pier kept open the greater part of the night and Manager Richard Endicott reported that July 4 was far ahead of last year, altho not making known any figures.

Million-Dollar Pier, according to General Manager C. A. Hill, held a crowd four times that of July 4 last year and twice the record crowd of any season.

Both Steel Pier and Million-Dollar Pier opened doors at 8 a.m. and Steel Pier kept amusements going in three theaters until the early a.m. of Monday morning.

Two of the highlights of July 4 evening were fireworks displays by Steel Pier and City of Margate.

PHILADELPHIA, July 11.—For the eighth consecutive year Crystal pool in Woodside Amusement Park goes searching for the "Queen" of the pool. Beauty pageant begins on the first Tuesday in August, continuing each week thereafter, and finals to be held on September 1.

**Revere Beach, Mass.**

By BEACHCOMBER

Cliff Larrabee and Bill Wilkes have a pit show at Salsbury Beach. . . . Fred LaReine has a pit show on the north end, and the Bockus-Kilonis Side Show came two weeks ago located on old Lightning lot on the south end; very pretentious outfit inside and out and would win a lot of money if it could be properly located. . . . Curtis Bockus with the outfit yet; the circus revival has now been abandoned. . . . Doc Oyler, radiant as ever, is still with it as general manager, with George Manchester his aid de camp. . . . Show remains the same, as per previous roster, when show left Nashua winter quarters on its ill-fated run. . . . Seabbagh's Cyclone, the only racer dip ride here now, feels a pickup in biz since the Derby Racer was condemned and kept closed; for five years the Derby was condemned but managed to operate until this year. . . . Talkers on front of European Museum, Joe (Coney Island and Cole Bros.) Murphy, Earl (Carl Lauther, etc.) Walsh and Johnny (Coney Island) Spector. . . . Earl (Philadelphia) Kern, who did three weeks on the Museum front, is doing fine with guess-

ROUTES

(Continued from page 31)

White, Jack (18 Club) NYC, nc.
White, Jerri (Dizzy Club) NYC, nc.
White, Jerry (Gay '90s) NYC, nc.
White & Manning (Arcadia) Phila, re.
White, Olive (Trocadero) Lindenhurst, L. I., nc.
White, Teddy (Normandie) New York, nc.
Whitney, Marcia (Westchester Embassy Club) Armonk, N. Y., nc.
Wicke, Gus (Gay Nineties) NYC, nc.
Williams, Jerry (Man About Town Club) New York, nc.
William, Robert (London Casino) London, nc.
Willis, Claire (Radio City Rainbow Grill) NYC, nc.
Wilson, Beth (McAlpin) NYC, h.
Wilson, Browning & Mitchell (Leon & Eddie's) NYC, nc.
Wilson, Ward (Pal.) Chi 13-16, t.
Wolandi Troupe (Gwynn Oak) Baltimore 13-26, p.
Wolfe, Lorna (Sixty) Omaha, nc.
Woods, Ann (Paradise) NYC, re.
Woods & Barry (Northwood Inn) Detroit, nc.
Worth, Stanley (Pavillon Royal) Valley Stream, L. I., nc.
Worth, Wyle & Howe (Marbro) Chi, t.
Wray, Raymond (Spring Wheel) Seattle, nc.
Wright, Charlie (St. Moritz) NYC, h.
Wynn, Natalie (Club Deauville) NYC, nc.
Wynton, Victoria (Dizzy Club) NYC, nc.

Crickett, Ernie: (Unique Grill) Delawanna, N. J., re.
Crosby, Bob: (Lexington) NYC, h.
D
Damar: (Madeleine) New York, nc.
Dantzig, Eli: (St. George) Brooklyn, h.
Darrell, Pat: (Wonder Bar) Zanesville, O., nc.
Davis, Billy: (Anzac Club) NYC.
Davis, Eddie: (LaRue) NYC, re.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
De Salvo, Emile: (L'Algon) Chi, c.
De Torre, Emile: (El Chico) NYC, nc.
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, Bernice: (French Casino) NYC, cb.
Donahue, Al: (Rainbow Room) Radio City, NYC, nc.
Doyle & Scheels: (Palace Gardens) Chi, nc.
Dubrow, Art: (Chop House) Hartford, Conn., nc.
Duchin, Eddie: (Ambassador) Los Angeles, h.
Duerr, Dolph: (Green Derby) Cleveland, nc.

Ketchin, Ken: (Hollywood at the Beach) Madison, Wis., nc.
King, Bert: (Shelton) NYC, h.
King, Henry: (Mark Hopkins) San Francisco, h.
King, Pat: (Raffers) Phila, nc.
King, Wayne: (Waldorf-Astoria) NYC, h.
Kirkham, Don: (Blakeland Inn) Denver, nc.
Klein, Jules: (Statler) Detroit, h.
Korbin, Van: (Madison Casino) Chicago, c.
Kress, Andya: (Avon Inn) Asbury Park, N. J.
Krumin, Costya: (Russian Bear) New York, re.
Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.
L
La Marr, Frank: (Arcadia) NYC, b.
LaPorte, Joe: (Ball) NYC, re.
La Salle, Frank: (Wivel) New York, nc.
Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
Lake, Sol: (606 Club) Chi, nc.
Lande, Jules: (St. Regis) NYC, h.
Landis, Martin: (Roofe Cafe) Phila, Pa., nc.
Lang, Lou: (Bossert) Brooklyn, N. Y., h.
Lang, Syd: (Hi-Hat Club) Chi, nc.
LeBrun, Duke: (Melody Gardens) Dowagiac, Mich., nc.
Lee, Larry: (Beverly-Wilshire) Beverly Hills, Calif., h.
Lehmas, Al: (Granada) Chi, b.
Leu, Paul: (Dude Ranch) Atlantic City, nc.
Lewis, Johnny: (Netherland Plaza) Cincinnati, h.
Levis, 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: (Rice) Houston, Tex., nc.
Littlefield, Jimmy: (Arcadia) Philadelphia, nc.
Livingston, Jimmie: (Club Chalfonte) Pinehurst, N. C., nc.
Lombardo, Guy: (Palmer House) Chi, h.
Lombardo, Ralph: (Sherman's Pavilion) Caroga Lake, N. Y., b.
Lopez, Vincent: (Pavillon Royal) Valley Stream, L. I., N. Y., ro.
Love, Steve: (El Fonda) Osage Beach, Mo., h.
Lucas, Clyde: (New Yorker) NYC, h.
Lunceford, Jimmie: (Casino) Larchmont, N. Y., nc.
Lynden, Ralph: (S. S. Zee) Chi, nc.
Lyon, Bob: (Commodore) Vancouver, B. C., Can., cb.
Lyon, Russ: (Northwood Inn) Detroit, nc.

Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.
Ramos, Ramon: (Ambassador) NYC, h.
Randall, Slat: (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.
Reichman, Joe: (Pennsylvania) NYC, h.
Resh, Benny: (Times Square) Rochester, N. Y., h.
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
Ricardel, Joe: (Jimmy Kelly's) Greenwich Village, NYC, nc.
Richards, Barney: (Liraehouse) Chicago, c.
Ricardo, Don: (Starlite Gardens) Quincy, Ill., nc.
Riechie, Joe: (McLean's) Pennsauken, N. J., ro.
Rines, Joe: (Mayfair) Boston, nc.
Ringer, Johnny: (Casino Venezia) NYC, nc.
Rodrigo, Nano: (Rainbow Room) Rockefeller Center, N. Y., h.
Rodriguez, Jose: (LaRue's) New York, nc.
Romano, Phil: (Roseland) NYC, b.
Rosenthal, Harry: (LaRue's) New York, re.
Ross, Nick: (Girard) Phila, nc.
Royal Arcadians: (Circle) Newington, Conn., b.
Ruyb: (Biltmore) Dayton, O., h.
Russell, Jack: (Melody Mill) Chicago, b.
Rythmeters, The: (Colony Club) Chi, nc.

Yontz, Ducky (Roosevelt) NYC, h.
York & Tracy (Riverside) Milwaukee, t.
Young, Irwin (Valhalla) NYC, nc.
Yuen, Lily (Kit Kat Club) NYC, nc.

E
Eddy, Ted: (Feltman's) Coney Island, Brooklyn, N. Y., re.
Edmund, George: (Loyale) NYC, c.
Elkins, Eddie: (Murray's) Tuckahoe, N. Y., ro.
Ellington, Duke: (State) NYC, t.
Elliott, Lee: (Seven Gables) Milford, Conn.
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
Fallon, Bob: (Bluff House) Milford, Pa., h.
Farmer, William: (Leon and Eddie's) New York, nc.
Fenton, Ray: (Hitchin' Post) Union, N. Y., nc.
Ferdinando, Angelo: (Garden City) Garden City, N. Y., h.
Fiddler, Max: (Towme Club) Pittsburgh, nc.
Fields, Shep: (Paramount) NYC, t.
Fischer, Art: (Dutch's) Chi, c.
Fisher, Mark: (Vista del Lago) Chi, b.
Flindt, Emil: (Oh, Henry) Chi, b.
Fodor, Jerry: (Miami Club) Toledo, nc.
Fodsick, Gene: (Ross Fenton Farms) Asbury Park, N. J.
Fomeen, Basil: (Waldorf-Astoria) NYC, h.
Four Aces: (Roxly 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.
Fretas Hawaiians: (Pine Grove Inn) Klamath Falls, Ore., nc.
Frisco, Sammy: (Tuite & Dean's) Chi, c.
Fulcher, Charlie: (Greystone) Carolina Beach, N. C., h.
Funk, Freddy: (North Woods Tavern) Eagle River, Wis., nc.

S
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.
Schreiber, Carl: (Ivanhoe Gardens) Chi, c.
Schulman, Julius: (Veney Park) St. Petersburg, Fla., h.
Schuster, Mitchell: (Statler) Cleveland, h.
Scoggin, Chick: (Ringside) Ft. Worth, nc.
Smith, Bradford: (Lake Shore Athletic Club) Chi.
Smith, Harl: (Neil House) Columbus, O., h.
Smith, Joe: (Copley Plaza) Boston, h.
Smith, LeRoy: (Overbrook) Lindenwood, N. J., ro.
Smith, Little Jack: (Pocono Manor Inn) Pocono Manor, Pa., h.
Smith, Stuff: (Onyx) NYC, nc.
Snyder, Frankie: (Winona Gardens) Chi, nc.
Spaeth, Karl: (Marco's Grill) Detroit, nc.
Sprigg, Jack: (Pleasure Isle) Covington, Ky., p.
Stabile, Dick: (Lincoln) New York, h.
Steiner, Herbie: (Pavillon Royal) Valley Stream, N. Y., ro.
Sterney, George: (Plaza) New York, h.
Stewart, Jack: (Chickasaw Gardens) Albany, Ga., nc.
Stoefler, Wally: (Capitol Beach) Lincoln, Neb., b.
Stone, Al: (Leghorn 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.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)
A
Aaronson, Irving: (Nixon) Pittsburgh, c.
Adcock, Jack: (Famous Door Tavern) Phila, nc.
Aguilar, R.: (Native Sons) Orestine, Calif., nc.
Aldin, Jimmy: (Gino's Cedar Gardens) NYC, c.
Albin, Jack: (Bossert) Brooklyn, N. Y., h.
Allen, Dick: (Riviera) Burden Lake, N. Y., nc.
Alvin, Danny: (Gold Coast Embassy Club) Chicago, nc.
Apollon, Al: (Trocadero) West End, N. J.
Arden, Harold: (Rustic Cabin) Englewood Cliffs, N. J.
Armstrong, Mrs. Louis: (Silver Grill) Buffalo, nc.

G
Garber, Jan: (Casino) Catalina Island, Calif., nc.
Gasparre, Dick: (Promenade Cafe) Radio City, NYC, c.
Gentry, Tom: (Walled Lake) Detroit, b.
Gilbert, Irwin: (Coq Rouge) NYC, nc.
Gilberto, Don: (Toreador) New York, nc.
Gill, Emerson: (Lotus Gardens) Cleveland, nc.
Gill, Lester: (Club Carlota) Chi, nc.
Giroux, Al: (Blossom Heath) Buffalo) N. Y., cc.
Gordon, Herb: (Riley's Lake House) Saratoga Springs, N. Y.
Gotthelf, Manfred (Jermyn) Scranton, Pa., h.
Graffolier, Frenchy: (Roof Garden) Arnold's Park, Ia., nc.
Graham, Eddie: (Nut Club) New York, nc.
Green, Hy: (Villa) Youngsville, N. Y., cc.
Grunau, Harry: (Torch Club) Canton, O., nc.

M
McCarn, Grace: (Chinese T Gardens) Detroit, re.
McCoy, Clyde: (Roseland) NYC, 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.
Manuti, Al: (Man About Town) New York, re.
Manfield, Dick: (Governor Clinton) NYC, h.
Maples, Nelson: (Byerly Crest) Pittsburgh, nc.
Mareno, Frank: (Sweeney's) Baltimore, c.
Margaft, Irving: (Old Heidelberg) Chi, re.
Marsico, Al: (Club Mirador) Homestead, Pa., nc.
Martel, Gus: (Stork) New York, nc.
Martell, Paul: (Arcadia) New York, b.
Martin, Johnnie: (18 Club) Chi, nc.
Martin, Ted: (Childs' Paramount) NYC, re.
Mayo, Al: (House of Morgan) Atlantic City, N. J., nc.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Meadowbrook Boys: (Versailles) NYC, re.
Mee, Art: (Newport Tavern) Wilmington, Del., nc.
Meeker, Paul: (Shawnee) Springfield, O., h.
Mee, Jimmy: (Royale-Frolics) Chicago, nc.
Messner, Dick: (Park Central) NYC, h.
Meyers, Jack: (Club New Yorker) New York, nc.
Miller, Joe: (Casa Blanca) Chi, nc.
Miller, Russ: (Edgewood) Treton, N. J.
Minor, Frank: (Barrel of Fun) NYC, nc.
Mohr, Bob: (Grand Santa Monica, Calif., h.
Mohr, Jack: (Black Cat) Wilmington, Del., 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.
Munro, Hal: (Sherman) Chi, h.

T
Terry, Ron: (St. Moritz) New York, h.
Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
Thompson, Hal: (Belhaven) Rehobeth Beach, Del., h.
Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
Tinsley, Bob: (Colosimo's) Chi, nc.
Todd, Mitch: (Sky Rocket) Chi, nc.
Toppas, Al: (Nut House) Chicago, nc.
Torney, Bob: (Cosa Loma) South Bend, Ind., nc.
Trace, Al: (College Inn) Chi, nc.
Travers, Vincent: (French Casino) NYC, nc.
V
Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro.
Veil, Tubby: (Brun's Palm Garden) Chi, c.
W
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, Ranny: (Cocoanut Grove) Boston, re.
Welky, Wee Willy: (Columbia) Columbia, N. J., h.
Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
West, Nell: (Pavillon) Bear Lake, Mich., b.
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, Joe: (Mark Twain) Hannibal, Mo., h.
Williams, Ray: (Blue Lantern) Island Lake, Mich., nc.
Winegar, Frank: (Ramona Gardens) Ann Arbor, Mich., nc.
Wintz, Julie: (Top Hat) Union City, N. J., nc.
Woods, Howard: (Robert Treat) Newark, h.

B
Bailey, Bob: (Marquette Club) Chi, nc.
Bannen, Al: (Arcada) St. Charles, Ill., nc.
Barnett, Charles: (Glen Island Casino) New Rochelle, N. Y., ro.
Barr, Earl: (Ritz) Rock Island, Ill., nc.
Barr, Alfred: (Congress) Chi, h.
Bartel, Jean: (Dubonnet) NYC, re.
Bass, Paul: (Anna Held's) NYC, re.
Baste, Bob: (Campbell) Edinboro, Pa., h.
Batkin, Alex: (St. Moritz) New York, h.
Beal, Bob: (Pal.) San Francisco, h.
Becker, Bubbles: (Ocean View) Virginia Beach, Va., nc.
Beecher, Keith: (Oriental Gardens) Chi, c.
Bender, Val: (Antoine Club) San Francisco, nc.
Berkley, Duke: (Honkey-Dory) Stamford, Conn., nc.
Berigan, Bunny: (18 Club) NYC, nc.
Bilger, Bill: (Red Hill Inn) Pennsauken, N. J., ro.
Black, Art: (Yacht Club) Detroit, nc.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Bolling, Arnold: (Town Casino) NYC, nc.
Bonelli, Michael: (Ocean Forest) Myrtle Beach, S. C., h.
Boroff, Mischa: (Morocco) Mountaineide, N. J., nc.
Bow, Blanche: (Famous Door) Los Angeles, c.
Brandwynne, Nat: (Essex House) NYC, h.
Bresne, Louis: (Weyn) New York, h.
Breinholt, Verdi: (Lagoon) Salt Lake City, Utah.
Bring, Lou: (Rainbow Grill) Radio City, NYC, 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.
Brunoco, Jan: (Demsey's) NYC, re.
Bulowski, Count Josef: (El Tivoli) Dallas, nc.
Burchouk, Alex: (Russian Eagle) NYC, re.
Burkhardt, Johnny: (Springhurst) Lexington, Ky., cc.
Busse, Henry: (Chez Paree) Chicago, 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: (Roosevelt) New Orleans, nc.
Hamilton, George: (Mark Hopkins) San Francisco, h.
Handelman, Phil: (Fifth Avenue) NYC, h.
Hardie, Dick: (Club Frolics) Albany, N. Y., nc.
Hargraves, Bobby: (Kit Kat Club) NYC, nc.
Harris, Claude: (Joey's Stables) Detroit, nc.
Harris, Phil: (Adolphus) Dallas, Tex., h.
Hartley, Hal: (Meridian Club) Champlain, N. Y., nc.
Hays, Billy: (Willow Grove Park) Phila., p.
Heidt, Horace: (Drake) Chi, h.
Henderson, Fletcher: (Grand Terrace) Chi, nc.
Hendrick, Warren: (Ball) NYC, c.
Herbeck, Ray: (Multomah) Portland, Ore., h.
Herbert, Henry: (Toto's) Smith's Ferry, Mass., nc.
Hessberger, George: (Old Heidelberg) Milwaukee, re.
Hill, Harry: (Ideal Beach) Monticello, Ind., b.
Hill, Teddy: (Ubangi) New York, nc.
Hoefflinger, Al: (Clementon Inn) Clementon, N. J., ro.
Hope, Hal: (Montclair) NYC, h.
Howard, Ben: (Silver Tavern) Chi, nc.
Howard, LeRoy: (Orlando) Decatur, Ill., h.
Huntley, Lloyd: (Mount Royal) Montreal, h.

N
Nagel, Harold: (Rainbow Room) New York, nc.
Navarra, Leon: (Hollywood) NYC, cb.
Navarre, Ted: (Roseand) Brooklyn, N. Y., br.
Navarro, Al: (Belvedere) Baltimore, h.
Naylor, Oliver: (Anchorage) Philadelphia, nc.
Center, N. Y., nc.
Niebur, 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
O'Connell, Mac: (Larchmont Casino) Larchmont, N. Y., nc.
Ohman, Phil: (Trocadero) Hollywood.
Olman, Val: (Hollywood) Galveston, nc.
Olson, Walter: (New Julius) Gardenville, N. Y., re.
P
Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
Palmer, Skeeter: (Westchester Country Club) Rye, N. Y., cc.
Pancho: (Pierre) NYC, h.
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.
Pete, Warner: (Casino Moderne) Chi, nc.
Peterson, Dee: (Colonial) Rochester, Ind., h.
Peterson, Eric: (Woodlands) Ardley, 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.
Purvis, Jack: (Thru Looking Glass) New York, nc.
R
Rabucci, Paul: (Post Lodge) Larchmont, N. Y.

X
X
Yates, Billy: (Grotto) Pittsburgh, br.
Young, Freddie: (Silver Cloud) Chi, nc.
Z
Zarin, Michael: (Waldorf-Astoria) New York.
Zatour, Joseph: (Biltmore) New York, h.
Zelman, Rubin: (Caravan) NYC, nc.
Zwilling, Sid: (Bellevue) Belleaire, Fla., cc.
Zwolin, Ted: (Moulin Rouge) Detroit, c.

MISCELLANEOUS

Baker, M. L., Side Shows: Roanoke, Va., 13-18.
Becker, Magician: Duluth, Minn., 13-18; La Crosse, Wis., 20-25.
Coleman's Oddities: Coal City, Ind., 13-18.
Dressen & Purcell Circus: Adel, Ia., 15; De Soto 16; Earlham 17; Dexter 18; Redfield 19.
(See ROUTES on page 76)

# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

## Hot Weather Merchandise Sales Reach a New High

The sustained hot weather is the major influence in setting new high records in volume of sales of a wide assortment of merchandise of a more or less strictly hot weather nature. Outstanding is the demand for fans at this season, and it matters not whether it's an electric fan or the hand paper fan. Salesboard operators and concessioners doing the biggest business the past week were almost invariably those featuring electric fans. And recent orders placed for paper fans indicate no loss of appeal or serviceability in late years. In a great many styles they are being used as promotion premiums, and there is even a considerable return of the accordion-type folding fan for novelty and concession use.

Another class of goods to see a record demand the past week embraces colorful glass, china and pottery ware. Wholesalers and jobbers, particularly those located in the Middle West, are reporting unprecedented activity in these lines, and the early efforts of manufacturers in introducing a wide choice of motifs in anticipation of the hot weather demand for drink and lunch merchandise are now being rewarded. Among the most favored items at the present time are lemonade sets of pitcher and glasses in gay colors, tall, cool glasses for mixed drinks, punch bowls, iced-tea services equipped with combination glass straws and spoons, cocktail sets and beer containers of many types. A favorite plan seems to be the giving away of matched sets, one piece at a time, thus retaining the patronage of the customer and assuring the distribution of quantities of the merchandise.

Altho the hot weather had a tendency to slow up some lines, sales of swimming equipment and beach items in resort sections soared to new highs, stimulated no doubt by the full swing of the vacation season. Manufacturers of bathing caps, water wings, bathing trunks, suits

## Novelties Stronger In Amusement Biz

Regardless of the augmented demand of utility merchandise for prizes and premiums, there will always exist a demand for the trick novelty items.

The amusement industry, especially in summer, is most responsible for this demand. Sales of novelty merchandise have always been very great in this field, but this year wholesalers report an unexpected increase.

One of the very interesting developments in the novelty market this year is the fact that the ingenuity of domestic manufacturers for the first time seems to have overcome that of the Germans and Japanese. Wholesalers report a surprising number of American "hits."

**FAIRS  
CONVENTIONS  
COMING EVENTS  
And Other  
LISTS**

*Will Appear in  
the Next Issue*

and all kinds of beach wear state that merchandise is moving faster this season than in the past five years. Some of them even state that the volume to date is the best ever enjoyed and attribute much of the increase to the promotion work of the merchandise industry. This season marks the furthest venture of leaders into this field, and the hunch is proving a good one. The allied line of sporting equipment, while not setting the blistering pace of other lines in the hot-weather category, is faring better than in any recent year. Orders for fishing tackle, rods, reels, tennis, baseball and golf equipment are continuing at an encouraging rate.

Another class of merchandise which has been overlooked by many in the industry, but which is returning nice dividends to those having the enterprise and the ability to properly promote it, comprises new colorful lines of lawn and garden ornaments. The combination of better times and warm weather, calling for a more general enjoyment of the front and back yards and the garden, has created a desire for weather-resisting ornaments for adding a touch of color and smartness to the premises. They are available in many sizes and in a wide price range, ideally adapting them for promotion and distribution thru many outlets.

## Lamp Future Looks Good

Of all home furnishings the sale of lamps probably has the greatest possibilities for future sales. Carnival concessioners should be especially prone to view the broad basic merchandising opportunities inherent in the lamp field because they are constantly contacting the rural districts where electrification is just now taking place.

But even in the cities most homes contain lamps completely outmoded both as to style and efficiency. Moreover, the large majority of homes never had enough lamps in the first place.

Finally the present activities of the bulb firms, utilities, testing laboratories and lamp manufacturers must not be overlooked. Millions of dollars are being spent by these firms to educate the public on the importance of better light and on stressing the bearing of light on good health.

## Enrollment Big at N. Y. Housewares Show

Several hundred manufacturers have reserved space for the 1936 New York Housewares Show to be held at the Pennsylvania Hotel, July 19 to 25, inclusive. Mrs. Flo English, in charge of arrangements, reports that practically all available spaces have been taken.

No attempt will be made again this year to divide up floors according to type of merchandise, it being necessary to place exhibitors according to the size of the room desired. It is felt, too, that both buyers and distributors enjoy greater privacy when competitive makers of similar products are not grouped together. Housewares will occupy third, fourth and fifth floors, and china and glass will be on the sixth floor.

Main events will take place Thursday, July 23, and will include a cocktail party, banquet and boat ride up the Hudson on a chartered steamer. Friday the show will remain open till 10 p.m. for the convenience of those who cannot

## Wide Business Gains Shown in Past Week

The nation's industry last week rounded the half-year post with a great burst of contra-seasonal speed, and retail trade, altho hampered in some sectors by drought, enjoyed wide gains in the aggregate with the aid of some vigorous buying of summer merchandise.

The Associated Press index places industrial activity at a new high for the year at 92.3 percent of the 1929-'30 average. Its gain from 91.3 per cent the previous week was the fifth consecutive advance for 1936, and stands out in contrast with the 72 per cent mark of last year.

The weekly survey of business in 35 cities by the department of commerce reveals that retail trade was on advanced ground in all sections, despite conflicting factors of drought, bonus, weather and vacations. Wholesale trade is now on fall lines with earlier autumn buying than had been expected.

Substantial gains were also registered in steel mill operations, electricity production, automobile output, freight shipments and bank deposits.

## Heat Plus Crowds Holds East Biz Up

Due to last week's hot weather along the Eastern seashore, New York merchandise wholesale orders continued their six-year record and operators continued to report greater play for merchandise than at any other time since 1929.

At Coney Island the new type roll-down games continue to be one of the leading play-getters. Here the operators have been featuring better merchandise than the island has seen in many years. Moreover, New York wholesalers report that the quick replacement of the pin games with the new type roll-down games has been a leading factor in the demand for more premiums and prizes.

Altho roll-down games have gained the greatest crowds they are by no means the only games which are attracting plenty of public attention. Wheels, bowling games, diggers, etc., are also coming in for plenty of play, but here again quality merchandise dominates and plenty of ops have come to the conclusion that the good biz is not as attributable to the good weather as to the greater faith the public is showing due to the merchandise which is now being featured.

In the Rockaway and the Far Rockaway the action has been just as great. Spots that were hoping for a good break this year have exceeded their wildest dreams.

The New Jersey Shore is also reporting a great season. In fact, wholesalers last week particularly noted the large orders coming from this district. Some of the best concessions reported being cleaned out of the better prizes almost daily.

leave stores until late and for the accommodation of out-of-town buyers.

The list of exhibitors includes nearly all the nationally known makers of housewares equipment, and while many of them are not making advance announcements of what new products will be shown, it is predicted that there will be a great profusion of new items. Arrangements are being made to welcome thousands of buyers from New York State and the entire Eastern section of the United States.

Write to The Billboard, Buyers' Service Department, 25 Opera place, Cincinnati, O., for addresses of companies supplying the items in this department which interests you.

## Over the Counter

(A Column Devoted Exclusively to Merchandise Concession Operators and Helpers)

By L. C. O.

With this issue we introduce this new column—a column to be devoted exclusively to the interests of merchandise concessioners and their helpers.

True, The Billboard has covered this branch of the amusement field in past years, but not with the personal interest which it intends to instill into this column.

Everyone who qualifies as a merchandise concessioner is invited to be occasionally represented. All you have to do is write us in care of The Billboard, 25-27 Opera place, Cincinnati, O., and tell what type of game you are operating, what kind of merchandise you are handing out, names of helpers, changes made in staffs of helpers, brief accounts of humorous or other interesting experiences, etc.

If all of you concerned will give your full co-operation this column should be not only interesting but valuable in your future operations. The column is yours—we want you to make the most of it.

SYLVIA and ROY GRIES have game concessions at Rudd's Beach, near Schenectady, N. Y., and claim that they find it profitable to throw out plenty of merchandise. AL KNIGHT has the Mickey Mouse Penny Pitch at the same place, and STEVE CHLOPECKI operates a ball game. All concessions at the beach are under canvas and will continue to operate there until their fair dates start. . . . And here is some good "dope" from Marshall Hall Park, Marshall Hall, Md. The roster of concessioners there includes A. DROMBOUR, novelty booth, diggers and salesboards; JOE BYRNES, candy wheel; JOHN YINGLING, giving away canes and candy with his milk-bottle ball game; JOHN SELLA, Penny Arcade and prize goods, novelties and nuts; BILL KILLKENNY, doll wheel, with bed dolls, Shirleys and Eskimos; CHIEF J. WILLIS, guess scales, with canes and plaster; J. BURROUGHS, balloon game (darts) with plaster. Chief Willis says: "My summer hangout; doing fine." Killkenney and Sella: "Business is fine." Burroughs: "Business best in four years." Yingling: "Having fine run." Byrnes: "They like 'em" (meaning chocolates). Drombour: "Business fair."

Come on, the rest of you boys, shoot the dope in. The ones above started the thing—it is now up to you to keep it going. How about it?

## Auto Radios Will Boost '36 Sales

With the announcement by Standard Statistics that spring radio sales were far ahead of the past several years, the industry looked to 1936 as the record year for radio sales. From present indications the unit sales will reach 5,000,000.

One of the chief factors in the radio boom is the greatly increasing popularity of the automobile sets.

Sales in the auto field passed the one million mark for the first time during 1935. According to estimates, close to three million auto radio sets in this country today, and there is no doubt that the total is mounting with increasing rapidity.

Regardless, a tremendous market is open in the auto radio field. There are approximately 26,000,000 autos in this country and only about 3,000,000 now have sets. Moreover, the recent developments in this field which make the sets easily installable and easily serviceable and insuring good reception will undoubtedly do much to sell the public on the practicalness of the automobile radio.

**NEW "HOT WEATHER" SENSATION COOLIE HATS**  
 Natural Malaga Straw, American made, with bright contrasting binding and silk chin cord.  
**GROSS \$16.50 DOZEN, \$1.40.**

**MICKEY MOUSE SLIM JIM BALLOONS.** Gross \$3.25  
**POPEYE SLIM JIM BALLOONS.** Gross \$3.25  
**DEMONSTRATORS.** Each .25

**RIDE 'EM COWBOY MINIATURE FELT HATS.** Gross \$7.20  
**FUR MONKEYS.** Gross 4.00  
**TROPICAL HELMETS, White or Colored Straw.** Dozen 1.50

**LUCKY CHARMS**  
**SPECIAL IVORITE ASST. (12 Styles) Horses, Camels, Elephants, Scotty Dogs, Donkeys, Penguins, etc. Silk Cord Attached.** 85c  
**LARGE ASSORTMENT of other Lucky Charm Numbers.** Prices Ranging from 75c to \$1.00 per Gross. Send 25c for Sample Assortment. 25% Deposit With All Orders.  
 Free Price List of OTHER Fast Sellers.  
**EPSTEIN NOVELTY CO., Inc.**  
 130 PARK ROW, NEW YORK CITY

**CELEBRATION NOVELTIES**  
**NEW LOW PRICES—FAST SERVICE**

**HAT, Doz. \$1.75**  
**SPANISH HAT, Doz. \$1.75**  
**REGULATION SPANISH HAT, Doz. \$1.75**  
**NO. 122—TROPICAL HELMETS, DZ. \$1.50**  
**NO. 400—DOMESTIC COOLIE HAT, Dozen \$1.75**  
**POPEYE or MICKEY SLIM JIM BALLOONS, Gross \$3.25**  
**DEMONSTRATORS, Each 25c.**  
**NEW LARGE RUBBER COWBOY ON HORSE, Doz. \$1.75**  
**GIANT SWORD with Large Belt, Dz. 1.75**  
**12" GIANT BEADED DOLLS, Doz. 1.75**  
**NEW CLOTH SAILOR DOLLS, Doz. 1.80**  
**DIAMOND SWORDS (for Badge Board), Dozen 75c**  
**3-KEY TRUMPET, best quality, Doz. .75**

**SEND \$2.00 FOR COMPLETE SAMPLE LINE PREPAID.**  
 25% Deposit With Orders, Bal. C. O. D. NEW PARK, BEACH and CIRCUS BULLETIN FREE  
**GOLDFARB NOVELTY CO.**  
 116 PARK ROW, NEW YORK

# NEW ITEMS

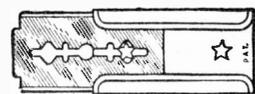
## Two Compact Novelties

Two new products adapted for novelty and other uses have just been placed upon the market by Compact Products. The first is the Com-Pat Puff, designed to combine the powder puff and the compact. It is claimed that this eliminates the often unsanitary old-fashioned compact and puff, and comes in an attractive case of its own. The puff and case are made of Du Pont fabricoid in several patterns, and the whole comes in a cellophane package. Top of the puff is of rustless steel alloy, with the fastener on the case nickel plated.

The other item is the Diamond Powder Dispenser, designed to contain a week's supply of any shade of powder. This is a small container of bakelite or plaskon, made in eight selected shades, and fixed to contain any desired powder. A special device in the cap is made of plated metal and contrived to discharge powder from the end of the container when ready for use. It eliminates waste in powder and is said to be far more convenient than the older style compact.

## Two New Specialties

John Clark Brown has taken over the distributorship of two new specialties



which at present promise to be real pitch items. The Wizard Razor Knife is a useful little gadget which enables the owner to carry the ever-handy razor blade in his pocket, purse or tool kit without fear of having it cut anything. The second item is the Wizard Scour Ball Handle. It looks like a natural for protecting the fair ladies' hands, because scour balls, steel-wool pads and even dish rags can be instantly attached to it, thus saving the hands from taking the usual and much-dreaded "dishwash beating."

## Ciggie Treasure Chest

A new cigaret container to be known as the Treasure Chest is being placed on the market chiefly for premium distribution by the Harwoods Products Company. The new product is finished in a variety of modern lacquer colors, including red, green, ivory and black, with a high finish that proves especially attractive to the novelty market. It is trimmed with brass "hardware" or ornaments to resemble the popular conception of a pirate's chest. The container holds 24 cigarets.

## Small Camp Grill

Peerless Metalcraft Company is a new company engaged in the manufacture of sheet-metal specialties. Lang E. Borden is the manager.

The company is manufacturing a small camp grill made of blue steel, with a cooking surface of 9x18 inches and sliding pan for dumping purposes. The top of the grill is made of steel, spot welded and chamfered at the edges. It is collapsible into about a three-inch thickness. Charcoal or wood is used. It can be used for grilling steaks or hotdogs and is designed especially for fishermen, hunters and campers and retails at \$1.50.

## Howdy-Doo Stool

And here is one for the boys following the fairs. A new collapsible stool has just been introduced by the Kippy Kit Company. It comes in attractive colors and folds to the size of an ordinary foot pump. They will go like hot cakes to a public weary from a day's pleasure around the midways.

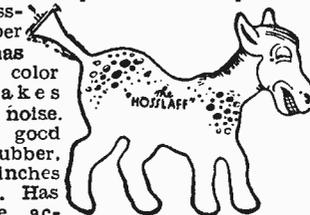
## Electric Razors on Salescards

Paramount Enterprises, New York salescard manufacturers, state that they are introducing an innovation in salescard operations. They report that they have secured the exclusive rights to distribute the Packard Lektro Shaver, an electric razor, thru salescard plans. They

offer a very novel idea to operators which they claim requires practically no investment. They feel that a nationally advertised product worked on the salescard plan will meet the demand for better type merchandise in this field. Mr. Green, of Paramount, says that the use of electric razors is fast becoming established in the country and that they are the first to use this type razor for a premium plan.

## Hossclaff Novelty

And here is another item which profits from the political developments. The "Hossclaff" rubber novelty has plenty of color and makes plenty of noise. Made of good yellow rubber, about 12 inches in length. Has the same action as the Whoopee Bag and inflates and deflates thru the tail. Being sold by Midwest Merchandise Company.



## Premium Merchandise

A. C. Dietsche and Arthur Ladd are the heads of a new firm known as the Dietsche-Ladd Company. They manufacture glass novelties and high-grade mirrors and picture frames. A novelty manufactured by them with premium possibilities is a corner bracket made entirely of glass, with flowers or initials etched on the glass. This retails at \$1.75 and up each.

## Clever Can Spout

Meets-a-Need Manufacturing Company lives up to its name with a tricky device which they have named the Pour-Well. This little gadget carries its own can opener and can be instantly attached to any can. Once attached it provides a perfect spout which prevents waste and soiled cans. It is made of stainless steel, can be removed and washed as easily as it can be attached. A superior specialty item for pitchmen, agents and canvassers.

## New Scissors Sharpener

The Colony Manufacturing Company, Inc., is introducing the H & K Scissors Sharpener. This is a new and novel item which sharpens and bevels all shapes and sizes of scissors. It is a clever item for demonstrations, and the manufacturer reports large sales in the leading department stores in the East.

## Fountain Paint Brush

Simplicity Sales Company is a new company formed by Otto E. Ivonen and William J. Martin to act as distributor for Simplicity Writing Brushes.

The Simplicity Writing Brush is a fountain brush that carries its own supply of paint like a fountain pen. It is claimed the brush can be used satisfactorily by any average person. The company uses the slogan, "Let Simplicity Brushes SELL the Story."

It is used for lettering windows, etc., (See NEW ITEMS on page 61)

**COMBINATION GLASS CUTTER KNIFE**  
 2 Blades, Clip and Pen, Glass Cutter and Cork-screw, Nickel Finish Metal Handle, Celluloid Inlay Center. Size Closed, 3 1/2 Inches.  
**B10C178 Per Gross \$12.00 Per Dozen \$1.05**

**It's New!**  
 6 1/2 in. Celluloid  
**Carnival Doll**  
 Per Gross 9.25  
 Per Dozen .80

B34N141—Has Gaily Colored Rosette Fan. Complete with Feather Dress. The Upward and Downward Movement of Doll on Spring Opens and Closes Fan, Making it an Outstanding Number.

**THE HAT**  
 of the  
**SEASON**  
 PER GROSS 8.00 PER DOZEN 70c

B45N013—Miniature Straw Hat, 6" Overall. Has Two-Color Band. Here is the Hat That Will Go to Town This Year.

**FULL LINE OF BEACON BLANKETS and SHAWLS on Hand for Immediate Delivery**

**OUR New Catalog B126**  
 Containing 1100 Pages of the Biggest Values Today  
 Is Ready for Mailing

**Don't Wait!—**  
**Send That Request Now!**  
 State Business You Are in, As We Do Not Sell Consumers

**N. SHURE CO.**  
 200 W. Adams St.  
**CHICAGO**

## French Flapper Dolls

**No. 96**  
**\$24.00 Doz.**

Beautiful Boudoir Dolls attract business. Doll 32 inches high and elaborately dressed in fine satin and lace. It outclasses anything ever offered at this price. 25% with Orders. Jobbers & Distributors wanted.

**STANDARD DOLL CO. Inc.**  
 38 E. 12 St., N. Y. C.

Miss Hollywood.

**Factory Bargain Lot PHOTO HANDLE POCKET KNIVES**  
 Assorted Models. Regular Size. Polished Steel, 2 Blades, Brass Bolsters and Lined.  
**A New Deal—Big Buy Per Dozen, \$2.25**  
**Five Dozen for \$10.00**  
 Send for New Catalog.  
**ROHDE-SPENCER CO.**  
 Wholesale House, Chicago.  
 223-25 W. Madison St., Chicago.

**JOBBER! A REAL SUMMER SPECIAL LUCKY FUR-TAIL**  
 Moth proof and sterilized, with flag streamer. Wrapped in glassine ready to attach to automobile, motorcycle or bicycle. Also flag streamers individually wrapped in glassine. You'll sell hundreds of grosses of this item in the next few months. A few large territories still open for jobbers selling agents, premium users, etc. Write us today for special discount prices—lower than you expect. There's a big profit in this for live jobbers who get in touch with us now.  
**CHARLES BRAND FURS**  
 208 West 26th Street, NEW YORK.

**Whips... Loud Crackers—Plenty Flash**  
 MADE IN U.S.A.  
 Alex Mfg. Co. 6160-80 Maple Ave., St. Louis, Mo.  
**JOBBER—WRITE FOR PRICES**

**ANOTHER PLAYLAND SCOOP**  
 THE BEST BUY IN RADIO TODAY.  
 Advanced 1937 Streamline Airplane Dial Radio amazes all who hear and see it. Volume production makes this buy possible. Take advantage now before prices advance. There's nothing in the market today costing 3 times as much that can touch it.

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 Including 1 Metal Tube. With Dynamic Speaker. LIC. TUBES  
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**NOTES from SUPPLY HOUSES**

There was glee in the Goldfarb family and a young riot along the novelty section of Park Row when word leaked out that Phil Goldfarb had decided to take the fatal plunge. The fortunate young lady's name is Helen Kline and is a resident of Brooklyn, N. Y. No one seems to know much about Miss Kline, altho it is known that Phil is very friendly with a lawyer associated in the firm of Kline, Cohen & Cassidy. Before Phil finally settled down to business in the merchandise field he was gaining quite a reputation as a comedian and served regularly at one of the prominent hotels in Livingston Manor, N. Y., and it looked as tho he had a very promising future in the entertainment field, altho he finally decided to abandon

a professional career in favor of business and today is considered, like his father and his brothers, very expert in the novelty line. Referring to his former career as a comedian, some of the boys are saying that the old gag man finally fell for the old gag.

Frank Gallo, one of America's largest importers of artificial flowers, advises that many new and novel numbers are due to arrive in his warehouse in St. Louis in the very near future from European and Asiatic countries. He has many surprises in store for his many customers for the holiday seasons to come.

Leonard J. Herskowitz, well known in the concession and drug sundry trade and president of the Imperial Merchandise Company, Inc., of New York City, announces they are extending their activities and carrying a larger and more complete line of merchandise for the concession, premium and drug sundry trade. Mr. Herskowitz has just issued a new summer catalog of over 5,000 numbers which he is distributing free to all interested.

The Everlast Pen & Pencil Company, Inc., of New York City, has an unusually large and varied line of pens and pencils, both singles and sets. This line includes the lever-type pen, a new-style visible vacuum pen, a one-stroke plunger, a pen and pencil all in one, a two-piece pen and pencil set and a combination gift set. All guaranteed for life. Mr. M. J. Waldinger reports they supply four tested sales plans which can and do bring in the dollars, and that his company gives territory protection when orders warrant it. Everlast issues a beautiful circular which can be had for the asking.

**FINAL CURTAIN**  
(Continued from page 29)

vile, Tenn., in 1897 and for many years with the Bostock Animal Show; Gaskill, Mundy & Levitt Shows; Johnny J. Jones Exposition and other amusement companies. Was a member of many Masonic bodies, IOOF, K. of P., BPOE, Eagles, Red Men and other fraternal and business organizations. Survived by his widow, Ethel, and brother, Bishop M. Turner, St. Petersburg, and sister, Mrs. Walter Sirls, Birmingham, Ala. Funeral conducted from St. Peter's Episcopal Church; interment in Royal Palm Cemetery, St. Petersburg.

UNDERWOOD—Benjamin D., 76, retired owner and publisher of *The Fergus Falls* (Minn.) *Journal* and well known to traveling stage troupes, in Los Angeles July 5.

VALLETTE—Audrey, 31, former show girl, murdered July 2 in a North Side hotel room, Chicago, where she had registered as Annabelle Blake.

WALKER—O. E. (Pappy), formerly of Doc Shugart Shows and S. B. Williams Shows, July 1 at a hospital in Dallas, Survived by his widow. Burial in Grove Hill Cemetery, Dallas.

WEISS—A. M., 58, father of Al F. Weiss, manager of the Olympia Theater, Miami, Fla., July 6 at Racine, Wis., following a long period of ill health.

WOOD—Charles E., July 3 in hospital at Norfolk, Va. Had wide acquaintance in show circles, particularly thru his managership of Lee Hotel, Norfolk. Burial at that city.

ZIMMER—M., father of the well-known French playwright Bernard Zimmer, at Paris June 24.

**Marriages**

BISHOP-ARKIN—Byron Bishop, magazine writer, and Florence Arkin, film actress, June 28 in Santa Monica, Calif.

CORBIN-COBRIC — Charles Corbin, concessioner, of Scranton, Pa., and Josephine Cobric, showgirl on Endy Bros.' Shows, at Burlington, N. J., June 26.

FULTON-BIELENBERG — Lou Fulton, radio actor, to Margaret Bielenberg, winner of amateur contest on that station, in Los Angeles July 6.

GOODWIN-SNOW—Jack Goodwin and Jeanette Snow (Madame Jeanette) June 29 in Thibodaux, La.

GOULD-BREZNER—Jay Joseph Gould, Warner Bros. cartoonist, and Dorothy Brezner, nonprofessional, in Los Angeles June 30.

GREATHOUSE-MAYE — Clyde Greathouse, nonprofessional, to Brenda Maye, stage actress, in Yuma, Ariz., July 3.

HERDAN - CAREY — Jerry Herdan, assistant Paramount Pictures casting executive, and Mary Jane Carey, former Sam Goldwyn showgirl, in Hollywood July 2.

HOLMAN-FISHER—Richard Holman, radio continuity writer and actor, and

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Ruth Fisher, former radio actress, both of San Francisco, at Yuma, Ariz., June 6.

JENSEN-ATWATER—Baroness Carla Jensen, writer, and William C. Atwater, nonpro, in Yuma, Ariz., July 1.

JOHN-DUMBRIS — Elizabeth Martha Dumbriis, showgirl, to David Russell John, nonprofessional, at Bellmore, L. I., July 5.

MASON-NYLANDER—Jack Mason and Betty Nylander, night-club dancer, in Pittsburgh July 1.

MOHAMED-MOLINOFF—M. Mohamed, nonprofessional, and Catherine Molinoff, dancer with the Six Molinoffs, in Paris June 20.

MULLINS-HELMS—Glenn Lee Mullins, second trumpet and vocalist with Jack Stewart's Orchestra, and LaDeil Helms, nonpro, in Columbus, Ga., May 25.

MURRAY-LEE—John Murray and Alma Lee, both of carnivals, June 27.

PATERSON-CLIFFORD—Walter Paterson, NBC actor, and Helen Clifford, radio actress, both of San Francisco, in San Mateo, Calif., June 4.

SARBER-JANSON—Frank Sarber, RKO sound technician, and Selma Janson, daughter of Bodil Rosing, character actress, in Santa Ana, Calif., June 25.

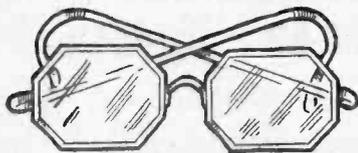
SMART - HAVENS - MONTEAGLE — Richard Palmer Smart, little theater actor, to Patricia Valerie Havens-Monteaagle, screen actress, in Yuma, Ariz., July 3.

STEIFEL-MILLER—Samuel H. Steifel, theater operator in Philadelphia and Washington, and Alberta Miller, fashion model at a Philadelphia department store, in Philadelphia June 30.

STITT-BADGER — Charles Stitt, film producer, and Betty Badger, nonprofessional, in Tijuana, Mex., June 27.

TROBAUGH-DENNEN—Lee Trobaugh, nonprofessional, was married June 25 in Chicago to Ruth Dennen, prima donna (See MARRIAGES on page 70)

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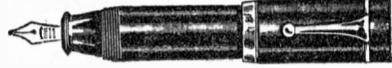
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**NEW ITEMS**

(Continued from page 59)

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(Cincinnati Office)

## Pitchdom Five Years Ago

Whoopie! Harry Maiers and Harry Corry were really fighting it out in these here columns as to what pitchmen were the greatest jam workers. . . . Colorado was putting plenty out for Doc Ed Smith, and Texas was doing the same for the Gassaways. . . . "Weather, warm; business, cold; but everybody getting by," piped Leo Deschamps from Montana. . . . Three med shows were within eight miles of each other up and round Alton, Ill. . . . Mutt Gordan was loafing around New York on his vacation. . . . There were four stores going pretty good in San Francisco, according to "Silk Hat Harry" Downing.

Doc Leon Dawson and his mother visited the Babetta Entertainers and Medicine Show at Daleville, Ind. . . . Doc Elvina was just winding up a swell two weeks' stand at Michigamma, Mich.

The Corry Kiddies, children of Harry G. Corry, were wowing the radio fans with their songs over WCKY, Covington, Ky. . . . Stanley Anderson was lying around Jersey City trying to store up enough ambition to make his annual Western and Northern trip. . . . Four towns, four shutdowns, that was Gene Golin's Fourth of July fireworks. . . .

Oklahoma Karl was tramping along in Illinois with his med opry and looking forward to the fall, when he hoped to retire from the road so he could give more time to his mail-order biz. . . . One of *The Billboard's* boys ran into Doc Thurmer in Indianapolis. . . . Doc Kries piped from way out east way that his new show was coming along mighty swell. . . . The Iowa dude ranch owned by Jack Early was the locale for quite a gathering of the paper-subscription frat.

Ernie Taylor, P. M. Nissen, Minnie Schultz, Rosko Pezonson and wife, Doc Ainsworth, Johnny Daly, Joe Shaw, Herb Nissen, C. A. Buck, Curly Gates, Carl Wendt, J. P. Foster and John Ryan all had the times of their young lives. . . . Chief Pantagal infoed that Lewiston was the only workable spot in Maine as far as he could find out. . . . Serious illness was just letting go of George B. Covell (now deceased) and he was getting ready to pick up his stripes and keister once again. . . . "Little Johnny" Hicks had definitely made up his mind to retire from pitchdom. . . . Doc R. E. Lewis and the missus and little daughter, Posie, dropped off in Cincy long enough to say hello before continuing on to Portland, Ind., where Doc was reopening his show. . . . Rajah King, Pat Dauner, Platt, Prince Rajah and Mighty Atom were working the pitch stores in and around New York. . . . Doc George M. Reed ran into Tom Kennedy up in Terre Haute, Ind. . . . That's all.

E. W. WHITAKER . . . is working in and around Knoxville, Tenn. Besides his regular work, which is coming along very good, he is filling in on auction land sales with McLean and Scott. (Whitaker—later developments concerning the questionable death of "Blacky" are reported in the carnival section of this issue.)

ACCORDING TO AL DECKER . . . Mary Ragan passed out enough books at Maxwell Market, Chicago, to make one think it was 1928 or '29. . . . And since biz was good for them, Mary and Chet gave a party the same night. Jim Ryan, Ester and Bill Zier, Walter and Patsy Gilbert, Ben and Eva McClintock, Charley Clark, Ralph Wipperley and Tom Sigourney were among those present. . . . Decker piped from Peoria, Ill., and stated that business was like the "good old times."

FOURTH OF JULY WEEK . . . was no vacation time for Warren Lewis. He took care of three auctions, and "everything sold like in the good old days," says Lewis.

AND HERE IS HOW . . . Bob Noell got his "learning": Some eight or ten years ago Doc Etling showed him the tricks about comedy and juggling and balancing. After completing his "course" Bob started out with a show of his own and worked until L. G. (Chappy) Chapman came across him and took enough interest to teach him the art of the high pitch. So, folks, Bob credits his success in Pitchdom to two real oldtimers, Doc Etling and "Chappy" Chapman.

ONLY TWO NIGHTS . . . lost on account of rain since the Harlan Med Show opened April 25. The show is making its usual rounds thru the mining towns of Southwest Pennsylvania. Doc Matt Harlan manages and lectures (under the supervision of 16-month-old Barbara Ann Harlan); Maxine Harlan is at the piano, and also in acts and sketches are Benton and Clark, song and dance team; Bruce Harlan, blackface, songs and dances; Boots and Bruce Harlan, sketch team, and Tommy Thompson, general biz. Doc says they will all work up to October 1 and then head for Hot Springs, Ark., for the winter.

A HITHERTO UNTOLD . . . story regarding the famous Jim Kelley runs as follows: Back in 1898, in the Spanish-American War days, Jim applied for enlistment in the navy. During the usual physical examination the recruiting officer asked Kelley if he used liquor. Kelley replied, "Certainly, why not?" So the officer stated, "When you get in the navy you will have to cut out drinking. There is only one man on board ship who can drink, and that's the captain." Kelley promptly replied, "If that's the case make me a captain."

THERE ARE THREE SHOWS . . . right together down in Virginia and they all seem to be having a right nice time of it visiting around together. They are Doc Jack Roach, Doc Etling and Bob Noell. Sunday, July 12, was scheduled a big day for the wives. All three of them having birthdays in the same week, so they planned to meet at some spot and wrap three celebrations into one big blowout. . . . Noell started the season in Virginia but dropped back to Georgia to join a circus. They stuck with it all the way to Minnesota before giving up all hope of good biz. Now they are back in Virginia. Their roster includes Bob Noell, Mrs. Noell and Texas Slim. They sell candy and oil. Oh, yes! I almost forgot to mention Bobbie, that 18-month-old wizard candy salesman. . . . Mrs. Noell, from whom all this information comes, also included the rosters on Doc Roach's and Doc Etling's shows. The former has Mrs. Roach, Mary Roach, John Roach, Sophie Roach



Looks like son Don is already showing his old man, I. W. Hightower, a few things. Here we see them looking over the famous Bar X Ranch located about 60 miles south of Amarillo, Tex.

## FAIRS CONVENTIONS COMING EVENTS And Other LISTS

Will Appear in the Next Issue

and Johnny and Ninky Roach. (It sure pays, folks, to have a big family.) And Doc Etling, of course, has the wife, besides the two kids, Sid and Jake.

"PLAYING TO DISCOURAGED . . . farmers in Northern Missouri," pipes P. M. (Lone Wolf) Hart. "Sorry to hear my old friend Bob Puntney had poor biz in some parts of Iowa, but glad to hear Doc Lund and Eddie St. Mathews are doing okeh in other parts. . . . Left my old pal Jack Sullivan, the Vito Oil man, at Hannibal. He is leaving the road and starting a new business with the bonus dough he received. . . . Been splitting time with Frank Milhone, of soap fame—a wonderful worker. . . . Keep the pipes

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coming, boys; I have something up my sleeve right now you'll be glad to hear about."

**DROWSINESS, YAWNING . . .** or "taking 40 winks" when one is driving or has social or business responsibilities is unpardonable since the Nodoz Laboratories announced their new product, Nodoz Awakeners. These harmless, inexpensive tablets are becoming quite popular among the druggists.

**RED ROGERS HAS BEEN . . .** laid up for nine weeks on account of sickness and no performers, but word now comes his opy is not only opening up but has a new picture machine and light plant. . . . The lineup includes Doc Red Rogers, lecture; the missus, still boss of the lot; Charles McCamarman, pop corn, and Bob Bylins, tickets and electrician. . . . Doc said he would like to read a pipe from Doc Clyde M. McMahan. He also wishes luck to Red Feather and the troupe.

**ANYONE KNOWING THE . . .** whereabouts of S. B. Bills, please get in touch with me immediately. His little girl must have a serious operation in three weeks or as soon as Bills can be found. . . . He sells knife sharpeners, drives a '35 Ford, has dark complexion and gray hair.

**AND IT WAS A RED ONE . . .** for "Frenchy" Thibaut on the "Fourth." He is still working watches and blades, but is going into a new field for the fairs. Thibaut says that he hopes by now Art Cox and Jimmie Watson are doing better.

**WHAT HAS HAPPENED TO . . .** Fred (Sizz) Cummings and Frank Vail? Two inquiries this week concerning them. Pipe in, boys.

**BILL ROBERTSON AND MAX GRODSKY** are holding down a very good corner in Columbus, O., with razor blade sharpeners, but the hot weather is putting a damper on business.

**WORD COMES FROM CHICAGO . . .** that parking lot managers are charging prohibitive rents and that the officials frown on seeing the tripes and keister boys working the spots. Milwaukee is open to parking lots with the officials frowning, too.

**INDIRECT INFO COMES . . .** from Bill Shelford from Missouri that he is making some good turns with his new outfit. Bill played wise by investing his "bonus bonds" in his new venture, besides leaving a heavy deposit with Frank Gallo, manufacturer of artificial flowers, for stock this coming winter if things do happen to break tough.

**JOHN H. JONES . . .** blew into St. Louis and found the city easy to work with some choice doorways on Broadway and other main streets. Among the knights of the tripes fraternity Jones found in St. Louis were Soapy Williams, working factories with med; Joe Smith, sharpeners; Harry (Calculator) Williams; Roy Lart, solder; Carl Heber, liquid solder, and Richard LeRoy, busking. Jones hopes Doc Tommy Atkins is still cashing in at Atlanta and would like to read pipes from Jimmy Ross, Doc Broad, Bill Cody, Mary Ragan and Panlifter Clark.

**DAYTON, O., IS OPEN . . .** to parking lots and some doorways. Reports are that the factories are running good in that city. Morain City is a good noon hour and should not be overlooked when in that section.

**FARM SALES ARE STILL . . .** running good in Illinois and from reports received from the boys working the spots with the auctioneers things are "not bad." Here's a little advice and a word to the wise: A small percentage to the auctioneers would work wonders in giving one plenty of time to work and assurance of the spots to be worked on the auctioneer's itinerary.

**GENE FREDETTE & BLACKY KESSLER** are headed for Boston and points east. Fredette was seen sporting a new car, plenty of stock and a new neat front.

**Pitchmen I Have Met**

By SID SIDENBERG

In my two decades in Pitchdom I have seen many health book workers in action. As a general rule one will always find the boys in that branch of the business clean, immaculate in appearance and careful with their language. When they are making a lecture their audiences are attentive, for when they talk on the subject of health they usually talk facts that even an M.D. would not care to contradict.

One of the best I have ever seen in this end of the game is Thomas E. Wicks, who not only talks health but lives it and is loaded with the vitality it takes to put over one of those heavyweight punching talks that make even the most skeptical take heed. Before he is thru with his conversation people in his audiences are moving their hands toward their money pockets, reaching for the necessary cash to take home one of his books.

Wicks not only lectures; he demonstrates the different food values and what effect they have on one's system.

I watched him work for a half hour and I saw a lot of good, clean action that makes an indelible impression on his listeners. Dressed in an athletic outfit, spotlessly white, clean-shaven, hair neatly trimmed and standing on his portable platform about four feet high, he stops mighty good-sized tips. There is no use talking about the take-in here, for I don't care to cut up jackpots, but I can truthfully say that he is getting his share, if not a little better than the average.

Wicks broke into Pitchdom right after the termination of the World War.

During the summer months, when the schools are out, Wicks carries his wife and two children, Thomas Jr., and Jacqueline, nine and eight years old, respectively. During the winter months the missus resides in some town where the children can attend public school while Tom is out working the spots. Wicks just passed his 38th milestone of life. Tom is a member of the Veterans of Foreign Wars and the K. of P.

**OUT IN THE OPEN**

(Continued from page 29)

Funny place to "lose" a copy of *The Billboard*. I've never lost an issue since. Next experience was leading a parade consisting of a groom and a mighty sick horse from the showgrounds of Harris' Nickel-Plate Shows to a local veterinary. I saw the matinee.

Between that time and the arrival of Frank C. Bostock and his Wild Animal Show to Richmond from Baltimore, where he had a fire, I was inactive except in the fall, when I was blindfolded at the State Fair, on a platform, with the statement that my head would be cut off and replaced without leaving a mark; when a number of folks "came in a little closer," the blindfold was removed and I went in to see the Smallest Horse in the World.

Showmen had gotten very little money from me, for the simple reason that I had none. Later I got carfare from a harness maker and saw Bostock's show by delivering a surcingle for Big Liz, elephant to you. Then to compete in the naming of a baby gorilla Bostock had received. The name was Orab, O for orphan, as the parents had to be shot to capture the baby; R for Richmond, first place of exhibit; A for Africa,

**LETTER LIST**

(Continued from page 33)

Blair, Mrs. Harry	Harmon, Mrs. Ada	Culver, Gus L.	Karr, Olan J.	Rice, G. L.
Bryer, Mrs. Carrie	Janissen, Mrs.	Dale, D. A.	Kelly, James B.	Rish, John
Calhoun Jr., Mrs.	Marge	Davis, Baron E.	Kemmerling,	Roberts, B. C.
Everett, Mrs.	J. R.	Davis, Franklin P.	Roby, Jim	Rogers, Jack
Ruddea	Lamont, June	Donn, Don	Rogers, Fred	Seabourn, J. F.
Farrell, Ruth	McClanahan,	Emahizer, A. J.	Silver Tongue,	Chief
Gilbert, Reba A.	Goldia	Fairfield, Lew	Sims, Hi	
Gordon, Mrs. Ray	Rogers, Joyce	Fields, Snow Ball	Smith, Armenia	
Hampton, Mrs.	Rivenbark,	Fletcher, Avery	Smith, Roland	
Arline	Walters, Jannie	Friend, Don	Spor, Paul	
Hilton, Daisy V.	Wilson, Mrs. Betty	Gaither, Woodie	Starr, Tarry	
	Zachery, Joninia	Goff, B. M.	Stone, Oscar L.	
		Globe, Henry	Tatum, Lloyd	
		Grant, H. D.	Taylor, Tex	
		Gropman, Harry	Terrell, Billy	
		Grugan, LaPoint	Thames, Mr. &	
		Hart, Arthur	Mrs. Gene	
		Hart, Capt. John	Thompton, Oland	
		Hart, E. J.	Tvine, Hobart	
		Hartman, Bill	Vann, Mr. and	
		Hayes, B. F.	Mrs. Dan	
		Hines, John	Walker, Duke	
		Hull, Jimmie	Wallace, H. S.	
		Johnston, Leo	Webb, Teddy	
			Zogl, Prince	

**Gentlemen's List**

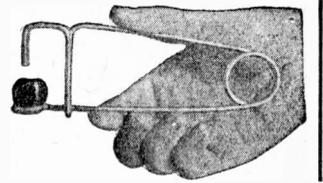
Acista, George	Braun, Charles
Allen, John C.	Bryer, R. L.
Atkin, Al	Burke, C. H.
Atkins, George	Carter, J. B.
Berkshire, H. L.	Casper, Lin
Booker, Jimmy	Cato, Henry
Bozarth, Emmett	Cable, Robt.
	Clopton, Skinny

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home of his birth, and B for Bostock, his lucky owner.

Then Frank James and Cole Younger's Wild West came to town during a riotous session of the street-car strike. A wise city official refused parade permit, but escorted one cowboy and one Indian thru the main streets; they carried banners stating that only the afternoon performance would be given. I went along and probably saved the "parade" by displaying, on my lapel, a button as small as a bale ring, and reading "Walk—I'm with you."

Later came Colonel Hall, Sig Sautelle, Buffalo Bill, Pawnee Bill and others. Bostock came back with Ferrari; had their shows on the streets for Old Home Week.

**I** KNEW Bostock, Bonavita, Weedon, Mille, Corelli and others; some wintering in Richmond. Then to a bank in Baltimore where we took cash from the show treasurers and issued New York exchange. Since that time I've met many show-folks, socially and in business. I've found them honest, friendly, intelligent and well worth knowing.

Thru *The Billboard*, Circus Fans and Saints and Sinners, my acquaintances have increased. The bank with which I am connected has as its customers men and women from every branch of show business; they are thrifty and their business is good business. It has been my privilege to help with problems.

Many star performers with circuses I've known since they were children. At every opportunity and in different cities I visit those I know on the show. I have always been treated in the friendly spirit of the circus, which equals and in some cases exceeds the far-famed hospitality of my native Southland. From the ticket wagons, main entrance, menagerie, candy butchers, ushers, inside ticket sellers to the backyard, I see people I know.

Recently I was a guest at a supper-dance after the night show. Informality, speeches, poems, good humor, old-fashioned Paul Jones dances and the finest time had by this aged correspondent in years. Incidentally, Felix Adler exposed me as J. Gaff (Old Hickory) of the mythical Gaff Brothers' '80, '81 and '82 Big Shows combined; traveling via air, land and water. I have assigned the title to Starr DeBelle, owner, manager and creator of the Ballyhoo Brothers, Drawhead Sisters and Won, Horse and Upp Shows.

**T**HERE have been so many interesting experiences and so much knowledge gained thru Al Hartmann, Charlie Blue, Andy Anderson and yourself that it is difficult to select any few highlights. May I state that I appreciate the circus, but it is not my wish to imitate it. Meaning that in conversation or correspondence with people of the circus it is necessary at times to quote the language of the circus. I believe this is generally understood, for when occasion arises for circus folk to communicate with me, they use the language of the bank. Clearing House, Uncollected Funds, N. G.'s, Transit, Prove Up, Run Down, Cross Cast, Three, Five, Seven-Day Items mean as much to me as Back Yard, Marquee, Annie Oakley, Press, Bale Ring, Rigging, Crane Bar, Upright, First-of-Mayer, Guying Out, Runs, Long String, Resinback, Hay Burners and many other expressions mean to them.

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**T**HERE are thousands of things, Leonard, that I wouldn't want to overlook or fail to credit—from the jangling of the harness and the rumberling of the wagons, which reminds me of the cavalry and artillery. Also the sight of the mule used by the clowns reminds me of the machine-gun mules from Missouri; to the business end, the efficiency, the system and the wonder that such a stupendous aggregation can be and is managed by one man, whose office, while en route, is not as large as a safe deposit vault, but, for the destinies of the circus, is just as secure.

Speaking of the army reminds me that I had the pleasant experience of renewing acquaintance with Frank Pender, who served in my regiment with distinction. Frank outranked me, but he still is a good soldier.

Leonard, you brought all of this on yourself. I like the circus and all I know connected with it. All in all, it is great but the souvenir that I recently received is my proudest possession. I take great pleasure in announcing that "Colonel" Linard Jones has sent me my Employee's Pass as Superintendent of Commissary on his Colossal Circus G'Lux. He is 14 years of age and his headquarters are in the Harry-Anna Home in Umatilla, Fla. Been on his little back for eight years. Never saw a circus, is nuts about elephants; so—let's keep on sending the circus to him. Adios, and may the dew-drops turn to diamonds for the wear of Mrs. Traube.

**EDITOR'S NOTE**—Our Mr. Traube has also been honored by "Colonel" Jones, who conferred on him the title of General Press Representative.

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**E. J. PEARCE, Clarksdale, Miss.**

**Hartmann's**  
**Broadcast**

ANOTHER voice is heard from on the subject of circus concessioners and circus trailers, discussion of which started in last week's issue. Says Howard Kashmann, a concessioner of Hartford, Conn.:

"Regarding the attitude of the larger circuses toward the trailers, I wish to have this published in your column. The majority of trailers are men with families and obligations to meet, and as a means to derive a livelihood are compelled to go out on the road in the summer months. "The circuses are using underhanded tactics too numerous to mention, which, in my opinion, are a disgrace to the show business. In regards to license fees and hiring private property, all the old-time trailers comply with city and police rules. "If the trailers are forced out of the picture, it will give the circus a monopoly, which in itself is a rank discrimination. It seems to me that competition is good all around as it makes business. The former trailers, now big-time concessioners, should have realized it before attempting too large a proposition."

+ + +

GOOD things travel far and wide, and so do bad things for that matter. Any way this concerns good things and comes from Harry F. Gilliam as a followup to his recently published words of praise about the Royal American Shows.

After a hard day's ride Harry was sitting in the lobby of the Rudolph Hotel at Valley City, N. D. (about 100 miles from Grand Forks), on a recent Monday evening reading a newspaper. A conversation by some very intelligent-looking men—men who he later learned were grain scouts of academic and analytic-trained minds—caught his ear. The conversation became quite interesting to Harry when he heard one of the men say to the others: "I was in Grand Forks this week and a bunch of us went out to the fair and, fellows, we really saw a mammoth show. None of us had ever seen anything like it before, but the thing that I really thought was the finest of all was the way they had spread shavings all over the midway, which was over a mile around, I believe. These shavings were so thick and soft under one's feet that it felt like walking on a very thick carpet. Of course, the shavings kept down the dust, but right here is what we all noticed as the smartness of the thing. We spent over two hours around that midway and were never conscious of being tired at any time—but when we went up town and began walking on the pavement, golly, did we feel sore feet! I claim the men behind that show are SMART." "I still say the Royal American ceases to be a carnival," concludes Harry. "It's an INSTITUTION."

+ + +

OUR recent appeal to his friends to send him a few words of cheer brought an avalanche of letters to Harry E. Crandell, who lies ill at Gibsonton, Fla. From all parts messages came, but we will let Harry tell it in his own words:

"Pardon my delay in writing to thank you for the item you ran in your Broadcast, but, Al, it brought so many replies that I have put off writing you until I caught up with acknowledging them. "It is wonderful the wide field *The Billboard* covers. Among the letters was one from a billposter, with me 25 years ago ahead of one of the main circuses, now in the post office at Harrisburg, Pa. Another from William (Bill) Brickall, formerly city judge in Hamilton, O., always a troupers' friend and particularly one of mine for many years. Others from a friend and wife of 30 years ago in Chicago, now in radio business in Miami; Jimmy Newsom, my right-hand man many years on the De Kreko Shows; Sally Eilers and Harry Joe Brown, who sent not only lovely letters but photos and 'check.' I could go on indefinitely, Al—it seems as tho everyone reads *The Billboard*." The doctor tells Harry he is improving but his strength has left him completely. After walking a few steps he is "all in." But the "pump" is responding to treatment and in a few months Harry hopes to be able to get out. He brings his

letter to a close with the following bits of news:

Ben Mottie and brother-in-law, Earl Shaw, left Gibsonton with cookhouse to join Dixie Expo Shows at Cloverport, Ky., Fourth of July week. Mrs. Jimmy Mottie and sister are operating Mottie's Camp, where Harry stays, this summer. Eddie and Grace LeMay left Gibsonton with cookhouse to join Marks Shows in Pennsylvania. Dad and Mother Locke are the only troupers left down there.

**West Coast Amusement Co.**

Lakeview, Ore., June 24-29. *Auspices, Rodeo Association. Weather, good. Business, good. Klamath Falls, Ore., June 30-July 5. "Fourth" Celebration. Business, best at any spot in nine years.*

Larry Ferris bought a new truck and trailer at Lakeview. Jack O'Brien and the missus visiting the near-by lakes in search of fish. George Cokan busy with his new duties as head detective on show. Louis Leos, Nick Andrews, John Petrusa, Frank Forest and several others staged a big barbecue party, Harry Meyers winning all honors as chef. Business Manager Jessup visited. At Klamath Falls: From the opening Tuesday night till 2 p.m. closing night the grounds a mass of humanity both day and night. The riding devices and shows crowded and long lines of customers waiting. George Cokan added three concessions. Ed Hearn, Louis Drescher and several other concessioners joined. Manager Krekos had his No. 2 unit at Weed and reported big business. Dick O'Brien had the soft-drink stands and couldn't keep in stock. Frank Forest packed them day and night, as did Dick Morris. Forest reports big business with his new Loop-o-Plane. Bert Claussen's Whip had the largest day's business he ever recorded. Manager Jessup had full charge of this spot, with the help of Auditor Leo Leos. The country was billed for 75 miles around, the show using 4,200 sheets of special paper. All of which is from an executive of the show.

**De Luxe Shows of America**

Troy, N. Y. Week ended June 27. *Auspices, V. F. W. Location, Baseball Park. Weather, fine. Business, excellent.* Little Falls, N. Y. Week ended July 4. *Auspices, Elks. Location, airport. Weather, hot. Business, fair.*

At Troy: Wonderful co-operation and the fact that there had not been a carnival in the city limits in six years made this a date long to be remembered. Among the recent auto purchasers: Harry Fox, manager Whip; Eddie Devine, concessioner; Joe Smith, of the Arcade; James Morgan, concessioner, a new truck; Jack Russell, secretary the show, purchased a new Covered Wagon de Luxe trailer. Paul Prell installed loud-speaker and electrical equipment in his corn game. At Little Falls: A lukewarm committee, bad location, excessive heat and poor transportation facilities. However, the Fourth of July celebration pulled the week out of the red. Skeeter Garrett purchased a new living trailer. Manager Prell purchased a new office trailer, equipped with every device to assist in the work, such as electric money-counter and wrappers, adding machine, typewriter, etc. A new 50-foot round top now houses the Monkey Speedway, also has a new set of banners. Bobbie Hassan's Side Show suffered a blow-down, damaging his top considerably. Immediately wired Baker-Lockwood for a new one. All of which is from an executive of the show.

**Wallace Bros.' Shows**

Sullivan, Ill. Week ended July 4. *Location, City Park. No gate. Auspices, American Legion. Weather, hot. Business, averaged fair.*

After working the week to only fair business the carnivals were greeted with an attendance which commenced weakly about 10 a.m. Saturday and increased steadily thruout the day until the midway became packed with people about 4 p.m. and continued so until after midnight. Spending money was fairly well distributed among all shows, rides and concessions. Ice cream and drink stands did great business on account of the hot weather. Among new arrivals on concession row were Art Doggett, Al Stein and L. Miller. Shorty Barbee, of Barker Shows, was visiting old friends Saturday. Roy Wilson away on a trip home, Alabama. M. F. (Dutch) Tillotson doing nicely at special agenting and banners. Frank Moss made a trip to Missouri and returned with a truck purchased by E. E. Farrow, the manager, to be used to haul the concessions now owned by the management. William Wallace's new house trailer nearing completion.  
MARTIN A. WIRTH.

**Start a POTATO**  
**CHIP BUSINESS**  
IN YOUR KITCHEN and  
**MAKE MONEY!**

Buy Potatoes for  
**2c A POUND**

Sell Them as  
**Vite-Sealed Chips**  
for 35c a POUND



There's big money in Potato Chips for any man or woman who wants a business capable of paying as much as \$23.50 a day in profits. Just think of it. You can install the wonderful new machine in your kitchen—just manufacture and sack a sensational new kind of "Greaseless" Potato Chip—and let the stores sell them for you. Only \$2.50 invested in raw materials brings back \$10.00 in cash. **EVERYTHING FURNISHED.** You don't have to have a lot of money to start this business. A small investment in the machine puts you in a big profit business of your own. I send you everything including speed-slicer, cooker, oil-extractor (for making new "GREASELESS" chip), a big supply of printed bags and free advertising material. No experience is needed as I send complete, simple instructions showing how to make a profit the first day. Prices, pictures and complete plans will be sent free for the asking. **DON'T BUY ANYTHING.** Just send your name and address on a postcard for all this Free information including the "Secret of Making Greaseless Potato Chips." No obligation, but hurry and you may become independent as so many others have done with these fast-selling new "Greaseless" Chips. Address your card to G. H. HARDT, 325 W. Huron St., Dept. B-127, Chicago, Ill.

**RIP WEINKLE**  
**WANTS**

Capable Coupon and Wheel Agents. Come on; I will place you. Don't wire. Care Wm. Glick Exposition Shows, Kingston, N. Y., week of July 13.

**FAMOUS ROBBINS CIRCUS**  
**WANTS**

For Big Show Band, strong Trombone and Clarinet that doubles Sax. House Car Sleeping accommodations. Man to handle Cook House and First Cook Assistant. Boss Canvasman. Seatmen and Riggers, Workmen in all departments. Useful Circus People wire. For Sideshow, Ticket Seller to make openings. Oriental Dancer. Colored Musicians for Sideshow Band. Long season. Wire, July 16, Biwabik; 17 Grand Rapids; 18, Cass Lake; 20, Crookston; all Minnesota.

**TUSCOLA, ILL.**  
**HOMECOMING**  
Week July 27th

Third Annual Homecoming. Parades, Free Acts All Week 25,000 Attendance Expected.

WANTED—Concessions of all kinds, several Shows, Rides all booked. Ted Wheams Orchestra, W. L. W. Performers, 10 Free Acts. Write or wire L. R. McNEEL, Chairman Concessions Committee, Tuscola, Ill.

**ELANE'S EXPO. SHOWS**  
**WANTS**

Ferris Wheel, Flat Ride, Shows and Concessions of all kinds. No gift. Masontown, Pa., this week; Jefferson, Pa., next week.

**HUGHEY BROS. SHOWS**

WANTS strong Grinder to take charge or turn-over Crazy House. WANT Colored Musicians and Performers for Minstrel Show, also Talker-Manager for same. **CONCESSIONS**—Want Block or Heart Pitch to Win, String Game, High Striker, Popcorn, Frozen Custard. Kokomo Sullivan wants Wrestlers and Boxers for Athletic Show. Address Morton, Ill., this week.

**FOR SALE**

Merry-Go-Round, Ferris Wheel, 12-car Whip, Electric Light Plants. Can now be seen in operation in Brooklyn. Address MRS. FRANK J. MURPHY, 341 West 45th St., New York City. Phone: Chickering 4-2066.

**WANTED**

MAN TO MANAGE COOKHOUSE, ALSO GRID-DLE MAN AND WAITERS. For No. 2 Cookhouse on L. J. Heth Shows. Address PETE PULLMAN, care L. J. Heth Shows, Ashley, Ill., this week; Golconda, Ill., next.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

**L. J. Heth Shows**

Taylorville, Ill. Week ended July 5. Combined auspices, American Legion Drum Corps and Elks. Weather, hot. Business, fair.

Celebration, which was widely exploited, was not up to expectations. Sunday's business was only fair and prevented the show from opening Monday at next stand. Mrs. H. T. Reeves (Daisy Sparks), sister of Mrs. L. J. Heth, called to Birmingham on account of sickness in her family. All hated to see Daisy leave, as she has developed into a real trouper who is well liked by the entire personnel. Specs Groscurth commuted between Belleville and Taylorville while handling the advance for Belleville. The free acts are the Flying Lesters and the Crawfords. Mr. Crawford received a painful injury while performing in front of the grand stand at Taylorville and was not able to go thru his entire routine the last two performances. AL KUNZ JR.

**Dixie Exposition Shows**

Cloverport, Ky. Week ended July 4. Auspices, Fire Department. Business, very good.

Manager Scott has decided to try Illinois and Indiana, the drought having hit Kentucky and Tennessee. Quite a few visitors this week as the show was within 16 miles of Wallace Bros.' Shows. Manager Jack Oliver, Happy Jack Ekhart and several others were on the midway. The "Squeakers Club" had its first big party Thursday night, being entertained by Diamond Tooth Billy Arnte and his minstrels. Everyone had a big time and a collection was made up for an unfortunate member of the show. Mrs. Thresa Mackerel joined and will work a concession for the office. Manager Scott buying a new car. Ernest Hampton is sporting a new Cadillac. BOB MACKERAL.

**Endy Bros.' Shows**

Burlington, N. J. Week ended June 27. Auspices, Neptune Fire Department. Location, playground in center of city. Weather, one night rain. Business, excellent.

One of the most pleasant engagements this show has ever had. Fine co-operation from the committee, headed by Ed Rhoda, who had 25 uniformed men out every night to handle the attractions. Major Miller, a showman of over 20 years, now 76 years of age, was out every night as guest of the management. All newsboys were the guests of Mr. Lippman on Friday night and had the "time of their lives." Hutchin's Modern Museum continues to do good business, as does the Hot Harlem Revue, headed by Lee McDaniels. Public wedding on Friday night, also popularity contest, with William Stillman, manager of the Fox Theater, acting as master of ceremonies. Wonderful tribute paid to Mr. Stillman for coming out and taking such an active interest. All promotions handled here by Mr. and Mrs. Jack Wright Jr. Many visitors, including the Swoyer aerial artists, who stopped while passing thru to New York. Another front just finished here for another new show, built by the management, called "Death Valley." A thing of beauty, being 60 feet long. Bill Quigley still doing well with the cookhouse, as is Frank Voltagio with custard. J. J. (IRISH) KELLY.

**Frisk Greater Shows**

Montgomery, Minn. Week ended June 29. Auspices, American Legion. Location, school grounds. Weather, fair. Business, good.

The lot location ideal, one block from the heart of town. Mrs. Frisk's corn game played a real red one, topped all other spots this season. The writer and wife and Mr. and Mrs. Frisk made a trip to the Twin Cities, mostly for pleasure, but turned out to be a business trip, as Mr. Frisk purchased a new Dodge truck to add to the fleet. The Drive-Yourself Autos, purchased the first of the week by Mrs. Frisk, were delivered Saturday and put into action that night and had a very good business. Show stayed over for Sunday night and had a fair business, altho spoiled by a rain which came about 9:30. Mack Harvey has his Girl Show lined up. The rides have been touched up where needed and everything looks spick and span. R. B. THOMPSON.

**Georgia Attractions**

Pelzer, S. C. Week ended July 4. Weather, showers. Business, averaged fair.

This being the first carnival to play this Fourth of July celebration, the mill company could not furnish lights, which caused some inconvenience and the loss of Monday night. Mr. Weisman rented a light plant and a tractor for the remainder of the week. Saturday morning rain started about 7 o'clock and continued until about 3 p.m., then Old Sol cleared things up and the natives began to turn out in droves. Rides, shows and concessions kept going until midnight. Owing to a misunderstanding about working agreement, the writer is no longer connected with the office of the show, but will continue to be with the Minstrel Show. JACK WHITE.

PARIS, July 11.—Abundance of carnivals and street fairs thruout France during July. Big street fair in the Montmartre cabaret belt and smaller carnivals at all the squares and open spaces in Paris opened on Saturday for the "Dastille Day" (July 14) festivities. Big street fairs on at Belfort, June 27-July 19; Besancon July 11-21; Bourges, June 24-July 24; Chalon sur Saone, June 21-July 21; Colmar, June 21-July 19; Mayenne, July 12-August 2, and at Strasbourg June 20-July 19.

**WANTED AT ONCE**

FREAKS—Fred Ralph, Elephant Boy; Ward's Pinheads, Hilton Sisters, Jager-Toney-Selo, Jimmie MacCauley please get in touch with me at

**CASINO ARCADE**

Wildwood, N. J. O. L. PINKHAM.

**WANTED CONCESSIONS**

FOR NINTH ANNUAL WATERMELON DAY August 13, Sanborn, Minn. Write HERB. WEBER, Sanborn, Minn.

**Harris Amusements Want**

Kiddie Ride and other Rides with own transportation. All legitimate Concessions open at \$7.00 per week. CAN USE two good Agents who sing and play, to help out in free acts. Marysville, Tenn. this week; Strawberry Plains, July 20-25; Danbridge, July 27-August 1.

**WANTED**

CONCESSIONS AND FREE ACTS FOR HEBRON VOLUNTEER FIRE DEPARTMENT FOURTH ANNUAL PICNIC, WEDNESDAY, AUGUST 12, 1936. J. H. STEWART, Chief, Hebron, Neb.

**WANTED RIDES**

For Three-Day FALL FESTIVAL CELEBRATION September 3-4-5. R. W. MILLER, Chairman Concession Committee, Elmwood, Ill.

**WANTED**

CONCESSIONS AND RIDES. NO GRIFT. WOLCOTT FALL FESTIVAL AUGUST 20-21-22. Write CHARLES MARTIN, SR., Wolcott, Ind.

**WANTED TO HEAR FROM CIRCUSES and RODEOS**

That Have Open Dates, August 16 to 23, Inclusive. FOR LA SALLE COUNTY FAIR and EXPOSITION, OTTAWA, ILL. CAN ALSO PLACE A FEW CONCESSIONS AND EATING STANDS. This will be one of the Biggest Fairs in Illinois. Johnny J. Jones Exposition Booked for the Midway. All address: TONY R. BERRETTINI, General Manager, Streator, Ill.

**Kalamazoo Free Fair**

KALAMAZOO, MICH., AUGUST 11 to 15.

WANTED — Concessions of All Kinds, also Shows, Ten-in-One, Girl Show and Minstrel Show.

**Genesee Co. Free Fair**

DAVISON, MICH., AUGUST 7 to 9.

H. T. CRANDELL, Manager, Caro, Mich.

**ANNOUNCING**



**BALLY-ROLL**

Greatest Money Maker in Amusement History

- COIN-OPERATED—NO ATTENDANT NEEDED
- FULL-AUTOMATIC-ELECTRIC
- ABSOLUTELY NOISELESS OPERATION
- GUARANTEED TROUBLE-PROOF

BY WORLD'S LARGEST MANUFACTURER OF AUTOMATIC PIN GAMES

SEE OUR AD ON PAGE 90

TERRITORIES GOING FAST! WIRE!

**BALLY MANUFACTURING CO.**

2640 BELMONT AVE.

CHICAGO, ILL.

**WANTED! SHOWS, RIDES AND CONCESSIONS NOTICE!**

ESPECIALLY INTERESTED IN HEARING FROM LEGITIMATE GRIND SHOWS, MECHANICAL CITY, ETC. LOOP-O-PLANE—LOOP-THE-LOOP—CONCESSIONS THAT DON'T CONFLICT—WHAT HAVE YOU? LOOK THIS ROUTE OVER! THEN WRITE QUICK!

OGDENSBURG, N. Y.—AMERICAN LEGION CELEBRATION. All This Week—First Carnival in 3 Years—Washington Street, Center of City.

MASSENA, N. Y.—BIG PROSPERITY CELEBRATION. Aluminum Works Now on Full Time. Everybody Working—Importing Help—All Week July 20.

ROUSE POINT, N. Y.—AMERICAN-CANADIAN ST. LAWRENCE BRIDGE CELEBRATION. Thousands Employed. Highest Salaries—All Week July 27.

SARANAC LAKE, N. Y.—GREAT SARANAC LAKE FAIR AND EXPOSITION. Nothing Like It in Years—Thousands of Summer Residents—All Week August 3.

ALEXANDRIA BAY, N. Y. (America's Greatest Summer Resort)—CENTENNIAL CELEBRATION. Auspices Chamber of Commerce—Being Advertised Thruout America—Heart of The Thousand Islands—All Week August 7.

KEESEVILLE, N. Y.—AMERICAN LEGION BIG MID-SUMMER FESTIVAL AND ANNUAL BLOWOUT—Everybody From Everywhere Will Be There—All Week August 17.

WESTPORT, N. Y.—ESSEX COUNTY FAIR—Always Big—This Year Bigger and Better Than Ever—This Starts Off Our Fair Season—Then All Fairs Until November—Ten Real Fairs Follow—This One Is Week August 24.

IN ALL ABOVE WE ARE FIRST AND ONLY CARNIVAL ON SEASON—NONE OTHERS ALLOWED IN, ONLY

**O. BACH SHOWS**

TRULY AMERICA'S FINEST TEN-CAR OUTFIT—FULLY MOTORIZED, AND WE WILL NOT ACCEPT ANY SHOWS, RIDES OR CONCESSIONS FOR OUR FAIR CIRCUIT UNLESS THEY JOIN FROM TWO TO FOUR WEEKS BEFORE WESTPORT.

TERMS REASONABLE—STATE ALL IN FIRST LETTER. We Show Only Under Auspices—Everywhere—We Carry Motorized Public Address Unit—Motorized Electric Transformers and Complete Electric Equipment. Bill Like a Circus—Use Newspaper Advertising Profusely.

**CALLIOPE BARGAINS**

We have six factory rebuilt Calliope Outfits, complete with power units, for sale at low price for quick cash deal. There are three 43-whistle outfits and three 53-whistle outfits. We also have one 43-whistle and one 53-whistle demonstrator outfits at low price. All are real bargains and in splendid condition. These outfits won't last long.

**NATIONAL CALLIOPE CORP.**

729 Baltimore Street,

Kansas City, Missouri

**AL G. HODGE SHOWS, Inc.**

WANT TWO MORE SHOWS, CONCESSIONS OF ALL KIND. GOOD PROPOSITION FOR CUSTARD AND DIGGERS.

FAIR SECRETARIES—We have 16 Paid Attractions. We invite your inspection. Have some open dates. Sturgis, Mich., this week; then Indiana Harbor, Ind., week July 20. Steel center, all working; July 27, Jasper County Fair, Newton, Ill. W. M. TUCKER, Owner; CECIL C. RICE, Manager.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

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.

## GIVE AND GET!

Pinball location owners, operators and manufacturers realize, for the greater part, that the healthy, commendable desire to win is the stimulus that does most to keep the great American public interested in the marble games. The public plays for amusement, and every player's enjoyment is increased by his ability to "beat the game" upon occasion.

Not that the pinball fan thinks the games were designed to pay him more money than he pays for his fun, not at all. The average player is an intelligent person and he knows that the games are placed on location for the purpose of returning a profit to the location owner and operator. Being a reasoning individual, he knows that any game which paid out more than it took in would be withdrawn from play in a hurry. Being a reasonable person, he takes it for granted that he won't make a living out of his pastime and he sees no cause for complaint in that.

He has his own ideas about fair play, however, and he is in a position to dictate his own terms in regard to the matter of "giving the customer a break."

He objects most strenuously to the operator and location owner who play the game with all "take" and no "put," for he feels that he is entitled to a skill award schedule that will enable him to win a fair percentage of games.

Seldom does he argue this point with the location owner. He knows that the location owner doesn't have to set the skill award figures to suit the player's fancy and he doesn't want to appear ridiculous. Furthermore, he knows that he doesn't have to argue. All he needs to do—and what he almost invariably does do—is avoid the machines that he regards as "too tough."

No operator can be expected to put games on location with the prospect of paying out such heavy awards that neither he nor the location owner will have a fair profit. But for his own financial well-being and that of his location man he must be sure that his games are easy enough to beat for players to be attracted to them.

A game that can rarely be beaten is a dead game. Pinball fans will not only refuse to play it, but I've seen them steer prospective customers away. "Lay off that game, stranger. It can't be beat one time outa 50," is neighborly advice that is passed out daily in game locations thruout the country.

Far more insidious than the game that can't be beaten is the game that is "just a little" too difficult. It draws a fair play, discouraging one customer source of revenue after another, slowly but surely. It is the game that sends players away in disgust, muttering that they'll "never play the blankety-blank things again." It is the game that makes men mad instead of giving them entertainment. It usually pays out under 10 per cent, and it sometimes appears to be directly profitable altho its life in a location is short.

Conscientious leaders in the pinball industry will find interesting and informative reading in files of *The Billboard* if they will turn to the pages of the Carnival and General Outdoor departments.

Let them remember the days when the carnival merchandise store with its wheel or skill game was a generally accepted and enthusiastically played amusement institution. Those days are within the memory of almost everyone connected with the industry.

Some operators became too greedy. "If we can make money putting out all this merchandise," they reasoned, "we can make still more money if we put out no merchandise at all. The fewer winners, the higher the profit."

It sounded logical, and it worked for a while, too. The "get-all-you-can-and-give-as-little-as-possible" theory of operation drew more and more followers.

*The Billboard* Carnival and General Outdoor departments viewed the trend with alarm, and *The Billboard* editors warned the concession operators that the system wouldn't last. There appeared in *The Billboard's* pages a series of hard-hitting editorials concerning the lack of foresight being shown by men who wouldn't give the customer a chance.

Sadly, the campaign had little effect until the inevitable customer reaction struck the concession men. Games were outlawed from many of their previously most remunerative stands and would have made no money had they been allowed to operate. Where they did operate customers stayed away by the thousands.

This customer reaction against "too tough" games hit the legitimate operators almost as hard as those who had wanted to give nothing in return for money received.

*The Billboard* told the concession men what was wrong, and a good many of them began to clean house. Today, with many operators converted to the policy of putting out plenty of merchandise, they are still feeling the effects of customer disapproval caused by earlier policies. The public, like the elephant, remembers things for a long, long time—and when the amusement fan decides that a certain type of entertainment has not been giving him full value he's a hard customer to win back.

In pinball it is impossible to set up any hard and fast rule as to what constitutes a fair percentage of skill awards. A percentage that might be so low as to discourage play in one territory might be higher than necessary in another. Financial conditions, temperaments of the majority of customers and many other things which must be taken into consideration make it impossible to apply any infallible yardstick to the machines.

One location owner tells me that the game that comes closest to paying out 50 per cent almost invariably shows the greatest net profit in his store. For him that percentage is evidently proper—which means nothing at all when we consider the location owner two blocks up the street whose appeal is to an entirely different class of trade.

His percentage seems higher than I would think necessary in many locations, but the amazing success of the new multiple-play type machines which deliver a skill award on almost every play shows that the frequency of awards is a vital factor in the success of games. In the case of these multi-play tables, it is interesting from a psychological standpoint to note that even when the award represents less than the amount of money ex-

### Calais' New Sportland Proves Popular to Fans

ST. JOHN, N. B., July 11.—A new coin-machine sportland recently established at Calais, Me., by Joseph Furfuro is unique. The building taken over by Furfuro was the base for many years of the U. S. immigration and customs inspectors, and the location is directly at the U. S. end of an international bridge spanning the St. Croix River and connecting the United States and Canada and Calais, Me., with St. Stephen, N. B. The United States Government has recently opened a new and elaborate customs and immigration station directly across the street from the old base. Furfuro has leased the discarded building from the United States Government.

Installed in the new sportland are 28 coin machines of various types, ranging from venders to tests of strength and including pinball and other games. On the platform at the street a punching bag has been installed, this being coin-operated. On a list the punching power on the machine of Max Schmeling, Jimmy Braddock, Joe Louis, Max Baer, Primo Carnera, Jack Dempsey, Jack Sharkey, Tony Canzoneri, Jimmy McLarnin and other fistic luminaries is shown and the opportunity is given to compare with the ring stars.

The punching bag on the street is a big attraction for both pedestrians and motorists and never fails to attract a crowd to the new sportland. The location is believed to be nearer Canada than any other U. S. sportland or individual coin machine, the building being the first over the St. Croix entry. In connection with his sportland and in the base of the customs and immigration inspectors for so many years, Furfuro is selling hot frankfurters and coffee, also candy bars and smokes. The international bridge is heavily traveled between 9 a.m. and midnight and the sportland is open during those hours. Parking space is provided at the front and rear of the building for customers of the sportland to the extent of about 50 vehicles, and customers are privileged to leave their cars for an hour without charge. Motorists while having their baggage inspected play the machines.

### Werts, the Dog Picker!

CINCINNATI, July 11.—One of the happiest men at the dog track at Harrison, O., near here, Tuesday night was Fred W. Werts, president of Werts Novelty Company, Inc., of Muncie, Ind. For a \$2 ticket he collected \$932.20 on five and seven. "I always thought dog tracks were crooked," said Werts, "but I am now thoroughly convinced that they are on the up and up." He and his wife, Mr. and Mrs. Samuel Bemenderfer and Mr. and Mrs. John Brown have been attending the Harrison dog races about twice a week.

### Pa. Machine Tax Case Goes to Supreme Court

HARRISBURG, Pa., July 11.—A recent decision of the Dauphin County Court holding that bagatelle machines are not taxable under the State's 1907 tax law has been appealed to the State Supreme Court by Attorney-General Charles J. Margiotti.

Margiotti said the decision "meant the loss of several thousand dollars in revenue to the State."

### Payout Pete's Coin Comment

(Flashes of the Coin Machine Industry From the Hillbilly Sector)

Play of pinball games at the Scroggs Cafe and sewing-machine agency has fallen off during the heat wave. Altho location owner Lem Scroggs stoutly denies it, a pinball fan informed the writer that one of Mr. Scroggs' games paid out a slug that my informant had deposited in the machine over two weeks ago.

Operator Wilbur Wheeney over at Lazy Corners has taken the coin chutes off his games and is selling punch tickets good for 20 plays. "My new system is working out wonderfully," he says. "Now that I've done away with all the exertion of shoving nickels into the coin slot, more and more Lazy Corners people are becoming pinball addicts. The punch tickets also save me the trouble of making change and I've eliminated all the work of emptying the cash box by selling 20 games at a time and putting the money directly into the cash register. The new system has had no effect on payouts, as my customers have always refused to go to the trouble of bending over and opening the payout chute anyway."

Location owner Zeke Smyth refused to make any wisecrack last week when he read that an attempt was being made to outlaw cranes from a certain seaside resort. "I haven't sunk to punning yet," he insisted.

Operator John MacGogging, of Four Corners, is suffering from a nervous breakdown. He went into a new location owner's place to collect one day last week and found the coin box practically full.

"How many jammed coins have you had to refund?" John asked.

"Not a one," this new location owner replied.

"Well, I suppose you've had a few refunds on the tilting device."

"Nope," the location owner answered. John was just getting ready to leave when the location owner called him back. "I almost forgot," the fellow said, handing John six nickels, "the machine spit 10 nickels once when it was only supposed to eject four."

With food prices going up every minute, operator Oscar Wurfle is thinking about putting foodstuffs in his digger machines in place of the merchandise (See *PAYOUT PETE* on page 68)

### Ordinance To License Ops, Also To Tax Games Income

MILWAUKEE, July 11.—Alderman Martin M. Higgins has proposed an ordinance here to license operators of pinball machines and impose an amusement tax on the income of the machines.

According to Higgins, there are 5,000 pinball machines and 200 digger-type machines in the city. The proposed ordinance has been referred to the judiciary committee and the city attorney for redrafting.

ended on one game the customer is made happy and enthusiastic by virtue of any return at all.

The multiple-play idea seems to prove the contention that the average pinball player does not play to beat the machines but does play to win as many games as possible, and there is a vast difference between those two intents.

The operator who offers machines scientifically constructed so as to give the player an opportunity to win a reasonable percentage of games will be rewarded by steady play. He will be offering his public what that public wants to buy, and he will consequently make plenty of sales.

An old Methodist minister in a little country town in Nebraska had the right idea. Always, just prior to the taking up of the offering, he made this brief statement: "If you wanta get, you gotta give."

SILVER SAM.



## Men and Machines in Chicago

By CHARLIE RILEY

The coin-machine industry moves along here in the midst of a gorgeous heat wave that makes your reporter feel as gay as a stalk of Kansas corn. Yet business among the coin-machine folks seems to match the dizzy marks of a rather enthused thermometer.

However, there are still a few breezy sanctuaries in this hinterland. The Bally "conference room" for one. Jim Buckley, as usual, holds forth quite salubriously and Al Tate manages to keep a rather arctic appearance as he enters and exits without any breakage.

You will probably read a few things about Genco's new Scotty game in this issue of *The Billboard*, but I simply have to put in a few extra flashes about it. I went out to the Genco plant the other afternoon and had the time of my life playing the game. It is really a winner. It is a clever game with a great deal of appeal and had an utter fascination that kept me playing it until I simply had to drag myself away and get on to the next stop.

Next stop, incidentally, was the Daval Manufacturing Company, where your overheated scribe discovered that Al Douglas was doing a bit of a cruise on a yacht and that strikes this commenorator as something quite a bit better than ordinary with the thermometer cutting those fancy didoes.

Al left word, however, that if anyone asked about Auto-Punch to let him know that this counter game has turned out to be a sure-fire hit. Well, I will tie right in with Al because all reports have been highly satisfactory, but what worries me is what am I going to do with the 20 cents I won last week on Al's latest game?

Made a tour of inspection of the Rock-Ola plant the other afternoon with Jack Nelson and to start at the beginning where I started, watching the fine woods being unloaded from spur siding direct-

ly into the Rock-Ola plant and marching along with each step of progress in the construction of a pinball game, I found it more than interesting.

First we stepped into the milling rooms where the wood is cut and sanded with the finest array of automatic equipment. We went on to the spray booths and the polishing branches, then to the wiring and assembly departments, where we watched the units go into cabinets and saw them put on a conveyor belt that stretched 150 feet, and so on along the line until the finished product was packed and ready for shipment. Paused at the experimental rooms, where all products are improved and refined by a large staff of skilled research men, and observed considerable in the way of how things are narrowed down to minute details to achieve mechanical perfection in the Multi-Selector and pinball games.

Stopped in Al Silverman's office while at the plant and had an interesting discussion of parking meters. Al, who was on the eve of departure for Minneapolis to talk to city officials there on installing these devices, recounted a number of things in connection with the new meters that I think are worth passing on.

One instance was that of a group of women in Miami Beach, Fla., who dropped a nickel in the parking meter and in lieu of driving an auto into the place allotted for parking set up a bridge table and diligently began dealing the cards. The traffic officer, Al reported, was a bit startled to find this feminine contingent at a bridge session but averred that as long as they had put their nickel in the slot there was nothing to keep them out of the parking space.

Had luncheon with Sam Kressberg, of the Chicago Coin, who has just returned from a two weeks' stay in Texas and Oklahoma. Sam reports an extraordinary business with the machines in the Lone Star State and also reveals that he had

GET YOUR CREDIT

★ You can't beat this new Rock-Ola Pay Table for player appeal and low price. Big net profits (proved by test on location) will put you in the big money class. It gets the repeat play—and that's what you want. Low price guaranteed only on orders placed now.

National Scale Co.

ROCHESTER, MINN.

The Northwest's Dependable Jobber. Merchandise sold by us must be good or we make good. NO RED TAPE.

A BUSINESS POLICY

12 YEARS SERVING THE NORTHWEST

SELLING OUT

All Used Machines—To Make Way for New and Up-to-date Equipment.

Sunshine Derby	\$35.00	Prospector	\$22.50	Grand Prize	\$25.00
Big Richard (New Mod.)	50.00	Kingfish	12.50	Daily Limit	30.00

All Used Machines in Guaranteed A-1 Condition. One-Third Deposit, Balance C. O. D.

Write Us for Prices on New Pace's Races and Other New Machines—We Are Distributors for Leading Manufacturers.

COX VENDING MACHINE COMPANY - 115-117 East Fisher St., SALISBURY, N. C.

an enjoyable motor trip thru the South. He returned to Chicago just in time to enjoy the delights of the heat wave we've been having up here and to divulge the fact that he is going to make another trip to Texas in a few weeks.

### Operator Shot to Death

HEMPSTEAD, Tex., July 11.—C. N. Proctor, well-known marble table operator, was shot to death here recently. He is survived by his widow.

**AMERICAN SALES CORPORATION**  
CHICAGO, ILL.  
936 WRIGHTWOOD AVE.,

Are your profits below par because of inferior games? . . . why not do as other successful operators are doing—buy our location-tested profit-making games . . . buy them without extra cost on our convenient extended payment plan?

WRITE US TODAY!

ASK US FOR CREDIT!

*Lee D. Jones*

P. S.—It's a wise operator who sticks to quality.

# Wurlitzer in Game Field; Buys National Skee-Ball Co.

**Inaugurates new division headed by Paul Bennett—launching new line of devices to meet present needs of industry—coin-operated Skee-Ball redesigned**

NORTH TONAWANDA, N. Y., July 11.—The Rudolph Wurlitzer Manufacturing Company has entered the amusement-game field by creating a new division, headed by Paul Bennett, formerly of Rockola, whose reputation for sound and successful merchandising of coin-operated devices is well known. As the first step in a comprehensive program, the firm has purchased the National Skee Ball Company, of Coney Island, N. Y., and will manufacture in the huge Wurlitzer plant here the game covered by patents and sold under the names of Skee Ball and Skee Roll, both registered. According to Homer E. Capehart, Wurlitzer vice-president, National Skee Ball was the pioneer manufacturer of Skee Balls, starting in business in 1908. "Up until 1935," he said, "they confined their efforts to the amusement park field, where these games have been big money makers. Then, realizing the possibilities in taverns, restaurants and other locations, they perfected a coin-operated Skee Ball and began pioneering it last fall. Altho production was limited, the profits were so big in locations where it was installed that we recognized it as a device that fit our ideas for the kind of merchandise to be manufactured by our new Games Division, then in the process of organization. Because the tremendous possibilities for Skee Ball games in the coin machine industry required the manufacturing facilities and financial resources of an organization such as Wurlitzer, we were able to acquire the company.

patronage of the public. Operators have had tough sledding in many parts of the United States, due to the lack of new ideas, limited territory and restrictions of one kind or another. It will be the aim of the new Games Division to help change these conditions. Wurlitzer's research organization, manufacturing facilities, financial resources are solidly behind the new department, and this means that no stone will be left unturned to bring to operators devices that will make real money.

"Altho the Wurlitzer-Simplex Automatic Phonograph is setting new sales records every month, the manufacturing facilities of Wurlitzer are so tremendous that by discontinuing the manufacture of radio cabinets for radio manufacturers and moving the Tonawanda piano manufacturing division to De Kalb, Ill., where an addition is being built to take care of the entire piano business, it has been possible to devote all the space required for the Games Division and to hold plenty more in reserve, both for the growing Simplex Phonograph business and the expansion of the Games Division. Both divisions will have the benefit of Wurlitzer's designing department, with a trade-wide reputation for creating merchandise with striking eye appeal; its facilities for fine cabinet work, and its electrical and engineering organization.

"It will not be the policy of the Games Division to bring out a number of ideas merely for the sake of having something to sell, but to introduce new ideas at reasonable intervals, each measuring up to certain definite requirements we have established, chief of which is the power of the idea to be a permanent and profitable producer for the operator."

### New Ideas at Intervals

In discussing plans for the Games Division, Paul Bennett, its manager, said: "Wurlitzer plans to launch a new line of devices to meet the present needs of the industry. The purchase of National Skee Ball, pioneer Skee Ball manufacturer, is an indication of the type of devices operators can expect from Wurlitzer.

"From my long association with the industry, I am convinced that big profits for the operator do not lie in putting new clothes on old models, but in ideas that are so basically new that they will challenge the interest and win the

### License Fees Vary In Arkansas Cities

HOT SPRINGS, July 11.—A yearly license fee of \$2.50 is levied in most places in this State on pinball machines. In other towns and cities a fee ranging from \$1 to \$5 is assessed the operators.

## CREDIT YOURSELF

★ You're no exception. You can get CREDIT from us just the same as any other coin-machine operator. ★ ★ ★ Glance over bargains below in used equipment and then order direct from Fayetteville.

MILLS TYCOONS . . . \$89.50	PAMCO PARLAY . . . \$57.50
CASH JUMBOS . . . 49.50	BALLY DERBY . . . 67.50
TICKET JUMBOS . . . 57.50	"A" TRAFFICS . . . 14.50
ROCKETS . . . 8.95	"B" TRAFFICS . . . 9.95
DAILY LIMITS . . . 57.50	"C" TRAFFICS . . . 4.95
DAILY RACES . . . 77.50	ABT AUTODARTS . . . 9.95
BALLY HIALEAH . . . 93.50	RELIANCE 50 . . . 89.50
DOUBLE HEADERS . . . 77.50	RELIANCE 250 . . . 94.50
BALLY RAMBLER . . . 42.50	TEMPYR VENDERS . . . 8.50

TERMS: 1/3 Certified Deposit With Order, Shipment C. O. D. for Balance Due.

CREDIT is the game you want for big net profits. It's new—with a repeat-play appeal that can't be beat. Order yours TODAY. In stock, ready for shipment.

**THE VENDING MACHINE CO., Fayetteville, N. C.**

## INVITATION TO ALL!

# BABE KAUFMAN, INC.

BABE KAUFMAN personally invites everyone in the Coin-Machine business to attend the **GALA OPENING** of the new offices on **JULY 29TH**

**250 WEST 54TH ST. NEW YORK CITY**

Come on in, boys—You know how Babe runs an affair!  
New equipment and games on display for the first time. ★ ★ ★

## TRAFFIC MODEL "A" \$10.00 EACH

LIBERTY BELL (10 Ball) . . . \$7.50 ea.	SPORTSMAN . . . \$10.00 ea.
PLUS AND MINUS (1 Ball) . . . \$7.50 ea.	ROCKETS . . . \$10.00 ea.
TREASURE HUNT (1 Ball) . . . \$7.50 ea.	RED ARROW . . . \$10.00 ea.

TERMS—One-Third Deposit With Order, Balance C. O. D.

**HY-G GAMES CO., 1641 Hennepin Ave., MINNEAPOLIS, MINN.**

ELECTRIC EYES, Special . . . \$75.00	RAPID FIRES . . . \$15.00
JUMBOS . . . 40.00	TEN GRANDS . . . 50.00
ACES . . . 25.00	1 MILLS PUNCHING BAG, Like New . . . 35.00
DE LUXE "46" . . . 35.00	

Write us your needs, we have it. One-third deposit with all orders.

**T. & T. NOVELTY COMPANY**  
114 NORTH MAIN STREET, JOPLIN, MO.

## WANTED For CASH

Mills Blue Fronts and Extraordinary Mysteries, War Eagles, 20 Stop Reels and Jennings Chiefs in 5c, 10c and 25c play. Also Mills Late Model Q. T's in 1c and 5c play.

When writing give full particulars such as serial numbers, type of machines and rock bottom prices.

**BAUM NOVELTY CO.**  
2012 Ann Ave., St. Louis, Mo.

### PAYOUT PETE

(Continued from page 66)

he's been using. "If food costs get much higher," he says, "a potato or an egg will be a major prize award."

The boys around here are all taking their hats off to the Bally Manufacturing Company for smart publicity work in having put out that song about Bally-Bally. (Ed. Note—Payout Pete evidently refers to *On the Beach at Bali-Bali.*)

A fellow from the city tried to sell Cy Higgins over at Clem Landing a strip photo outfit, but Cy says he's always had respectable machines and he isn't going to stoop to making money out of nudist pictures.

Operator Lucius Murgatroyd has been elected president of the county operators' association. There was some objection because he gets his operator's classification by virtue of owning four penny peanut venders, but inasmuch as his father-in-law is county attorney, a majority of the members backed him for the job.

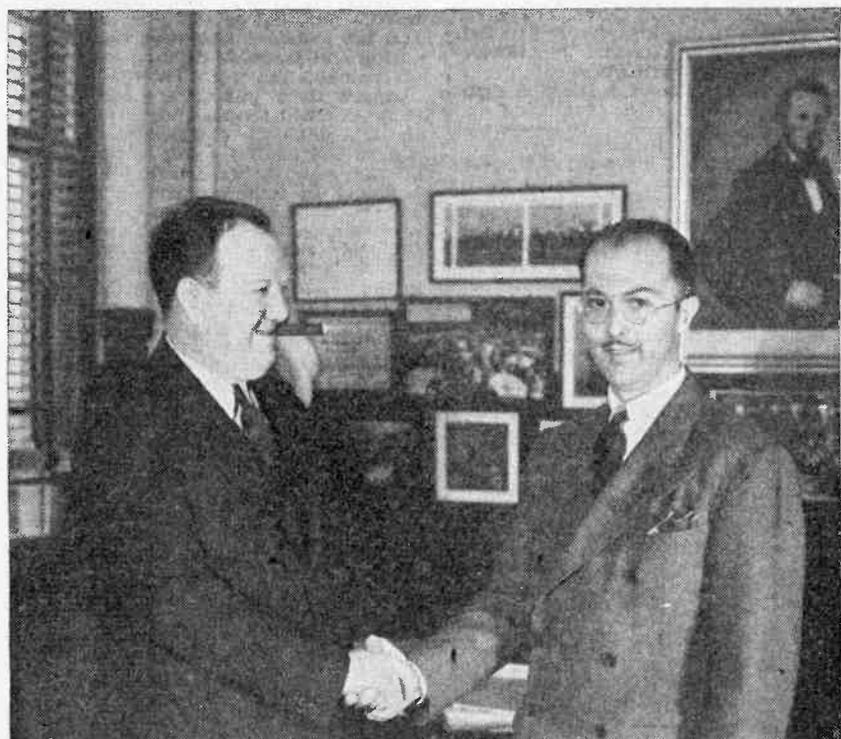
## PONY DICE, HORSE RACE GAME.

One Dice Tells Winning Horse. Special Dice Tells Whether Horse Finishes 1st, 2nd or 3rd. WIN 20—PLACE 10—SHOW 5

Any Number of Persons May Play. One Roll of Dice Goes for All Players.

A LIGHTNING FAST TRADE STIMULATOR. Price With 1/2" Dice and Chart, \$1.00. With Special Large Size Dice, \$5.00.

**L. GARVEY, 38 Franklin Street, Brockton, Mass.**



HOMER E. CAPEHART, vice-president of the Rudolph Wurlitzer Manufacturing Company, shakes hands with Paul E. Bennett after signing of a contract whereby Bennett heads Wurlitzer's new Games Division.

# Credit Going Big With Ops

**Rock-Ola's newest 1-shot pay table said to be receiving exceptional response**

CHICAGO, July 11.—Rock-Ola officials state that it has been a long time since any one machine has received such an immediate response as seen in the reception given their new one-shot pay table Credit. The coin-machine industry, they say, has given the game a solid nation-wide stamp of approval.

Rock-Ola's snappy slogan, "Give Yourself Credit," has taken hold of the fancy of operators all over the country, and distributors report that the operators are coming in and "taking Credit" in large numbers.

The attractive simplicity of the game is said to be so enticing to players on hot days like these that they keep playing Credit over and over again. The lazy, teasing movement of the big 1 1/4-inch catline ball over the huge colorful playing field, operators report, has a lot to do with the success of Credit. Also the game's special credit register that ingeniously credits the player with 5 cents for every lost ball has an appeal that few players can resist. For with this clever system players automatically receive 50 cents when they lose 10 balls straight. If on the 10th losing shot they make the big Credit double-score pocket they collect \$1 just for losing! Besides the big beautiful 50-inch cabinet, with rich fittings and trimmed in the most appropriate colors, has a lot to do with the wonderful reputation Credit has made for itself in such a short length of time.

As evidenced by the several announcements in this issue of *The Billboard*, jobbers and distributors thruout the country are displaying their approval and enthusiasm for Rock-Ola's new Credit.

Jack Nelson, general sales manager of Rock-Ola, speaking for the factory, says: "The fine reception Credit is getting everywhere and the great record it is making for itself on location just goes to show what a real job can be done when the manufacturer, jobbers, distributors and operators all work together!"

## Rock-Ola Visitors

CHICAGO, July 11.—Among prominent visitors to the Rock-Ola plant during the last few days was S. G. (Sam) Cohen, of the Atlanta Coin Machine Exchange, well-known Rock-Ola distributor in Atlanta.



N. MARSHALL SEEBURG, president of the J. P. Seeburg Corporation, who was re-elected chairman of the convention committee at a recent committee meeting. This is the third year that Mr. Seeburg has been elected by members of the NACOMM to this important office. Each year under his steady and aggressive leadership various new features have been introduced at the annual show which are always pleasant revelations to the entire trade.

During the week the plant was also visited by that Kentucky hustler, Carl A. Hooper, Rock-Ola distributor in Louisville. Earl Montgomery, Rock-Ola Multi-Selector representative in the Mid-south, made a rush trip to the factory to check on deliveries for his many Rock-Ola Multi-Selector operators. R. Warneke and W. J. Bachtel, representing the Santone Coin Machine Company, of San Antonio, and the Carolina Automatic Sales Company, of Asheville, N. C., also were visitors this week at the plant. They took an escorted tour thru the entire area of the huge factory and expressed great admiration for the marvelous facilities and the efficient high-speed production they witnessed.

Another visitor was Herman Rollfink, of Milwaukee, one of the biggest coin-machine men in Wisconsin. One of the biggest in the country, in fact, as he weighs 347 pounds. On his business trips to Chicago he is accompanied by his charming daughter.

# \$25 Award Bally Roundup Feature

CHICAGO, July 11.—Celebrating the anniversary of Prospector and Jumbo, which were released just a year ago, Bally Manufacturing Company goes into full production on a new one-shot payout game, Roundup, which Bally officials claim will duplicate or surpass the popularity of last summer's Bally hits.

Describing the new Roundup, Jim Buckley, Bally sales manager, stated that the machine was carefully calculated to appeal to the same players who were attracted to Bally's earlier successes. "Roundup," Jim pointed out, "is Jumbo-size and has the same slow and easy Jumbo action and the Jumbo \$1, \$1.50 and \$2 winners right smack in the middle of the board. And it also has the double payout feature which has kept Prospector on location 12 long months. Only this time it's not a \$5 mystery award, but a big, blazing \$5 to \$25 payout that no player can resist.

"Two fiery red lights flash every time a coin is deposited, and if either light remains lit the mystery pocket pays out a special token which may be valued at anywhere from 100 to 500 free games. If light is not lit this pocket pays only two free games, but those flickering lights dramatize the possibility of big winners, and anybody who thinks 50,000 per cent return on a nickel investment will not attract repeat play simply doesn't understand pin-game psychology. Operators and jobbers who have seen Roundup call it the most sure-fire profit producer since Jumbo. I hate to give Jumbo a back seat, but the way orders are already coming in on Roundup it looks like I'll have to. The boys are all getting 10-gallon cowboy hats to carry home their collections."

## Ops Like Hurdle Hop

NEW YORK, July 11.—The Hurdle Hop machine of the International Mutoscope Reel Company, Inc., has been praised by many leading operators here as one of the most outstanding games in many years.

This pin game, which is actually a miniature skee-ball alley, licensed under the patents of the larger skee ball, is creating new playing appeal wherever it is placed. Operators here who have been among the first to place the game on location report that the play has been excellent and that the public is going after the game like no other they ever played.

Bill Rabkin, president of Mutoscope, attributes this fact to the new trend in play which the public is looking for at this time. He feels that with the growing popularity of the bowling-type games the Hurdle Hop has entered into the market at the most appropriate time and that the operator is bound to enjoy a tremendous increase in profits from this absolute skill game.

The people want games that will definitely test their ability to place their shots. This has become fact when the earning reports of operators now using Hurdle Hop are studied. There is a surety that this game is getting greater play than many other games have received in a long while.

The firm is in high-speed production and large volume orders of the games are now being snipped to distributors in leading centers in the country. Many orders have been doubled after results of the first shipments have been turned in by operators.

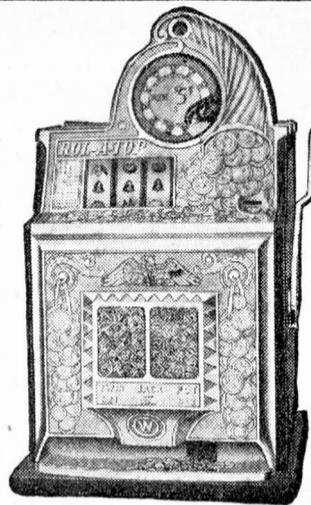
In New Jersey the game is rapidly becoming a favorite and hundreds of locations are expected to be using Hurdle Hops within the next few weeks.

## Toledo Licenses Games

TOLEDO, O., July 11.—City council by a vote of 7 to 2 has approved an ordinance requiring a \$10 license for all pinball games. A proposal to boost the fee from \$10 to \$50 was voted down 8 to 1.

The ordinance provides that all devices be approved by the police department and a license obtained from the city treasurer. No machines that even extend the lure of any reward may be licensed, and the penalty for violation provides a maximum jail sentence of 30 days and a fine of not more than \$50.

Martin Dodd, law director, has declared that the jail sentence may complicate prosecution because it will enable persons charged with violations to demand jury trials in Police Court. John Forshy, attorney for manufacturers of the devices, objected strenuously to the



# 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. FULLON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLumbus 2770. Cable address "WATLINGITE" Chicago

# ★ BIG ★ BARGAINS

ASSORTMENT OF 300 PIN GAMES \$2.00 to \$10.00

1933 MUTOSCOPES	\$ 35.00
1934 MUTOSCOPES	50.00
1935 MUTOSCOPES	85.00
1936 HOISTS, Used 3 Weeks	100.00
Glass Clocks	.90
Assorted Catalin Clocks	.95
Assorted Bronze Figure Clocks	.80
Assorted Metal Figure Clocks	.80
Wood Clocks	1.00
Glass Thermometers	.45
Catalin Thermometers	.38
Metal Figure Thermometers	.38
Ranson Combinations	3.25
Ranson Lighters	3.25
Evans Table Lighters	.80
Onyx Ware	1.00
Banks	.15
Liquor Sets	2.00

Keystone Toys. Also Full Line of Toys. We Carry a Complete Line of Merchandise at Low Prices. 25% Deposit. Bal. C. O. D.

**I. F. TRADING CO.**  
18 East 17th St. NEW YORK, N. Y.

INSIST ON-

# STANCOR UNIVERTERS

IN ALL YOUR GAMES!

They're BEST by TEST

ordinance, saying licensing of the machines would not bring in the anticipated revenue but would tend to eliminate use of the machines for amusement.

The JACK POT

★ The Newest and Most Interesting Publication in Coin Machine History!

Contains all the Latest and Best New Bells, Venders, Pay Tables, Counter Games and Reconditioned Machines! 48 pages in color. Snappy, peppy illustrations! Intimate, inside articles and editorial! While this FIRST EDITION lasts . . .

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THE VENDING MACHINE CO. FAYETTEVILLE NORTH CAROLINA

GET YOUR CREDIT Here!

★ We will take your Used Automatics or Slots as part payment on any orders for CREDIT.

Send us your List of Used Equipment, and get our Liberal Trade-In Allowance.

BESSER NOVELTY CO., 3020 OLIVE STREET, ST. LOUIS, MO.

# Weekly MUSIC Notes

## Arkansas Phono Biz Is Hitting Popularity Peak

HOT SPRINGS, Ark., July 11.—With the State reported to be "full of them," the coin-operated phonograph business in Arkansas is experiencing the greatest popularity in years. Operators declare the demand is constantly increasing and that practically every town of any size has one or more machines.

Phil Marks, manager of the National Park Company, the largest operator of automatic phonographs in the State, reports that "the phonograph business in Arkansas is good." The company, which covers the northern half of the State, has more than 300 machines in operation and is achieving marked success.

"Locations have been practically all taken up and there is plenty of competition," says Marks. The National Park Company, with headquarters in Hot Springs, operates Wurlitzer automatic phonographs exclusively. The Wurlitzer is very popular in Arkansas, Marks declared, but there also are a number of other manufactures in operation over the State.

The phonograph business, reports Marks, began to take on life with the beginning of 1935 and the automatic, coin-operated machines have been constantly growing in popularity and demand. They are still going strong, he said. The repeal of prohibition laws in the State has helped considerably and the machines are greatly in demand in taverns and other places of amusement. Many pleasure resorts have installed

automatic phonographs, which are taking the place of orchestras, with outdoor pavilions using them almost exclusively and the idea making a great hit with dancers.

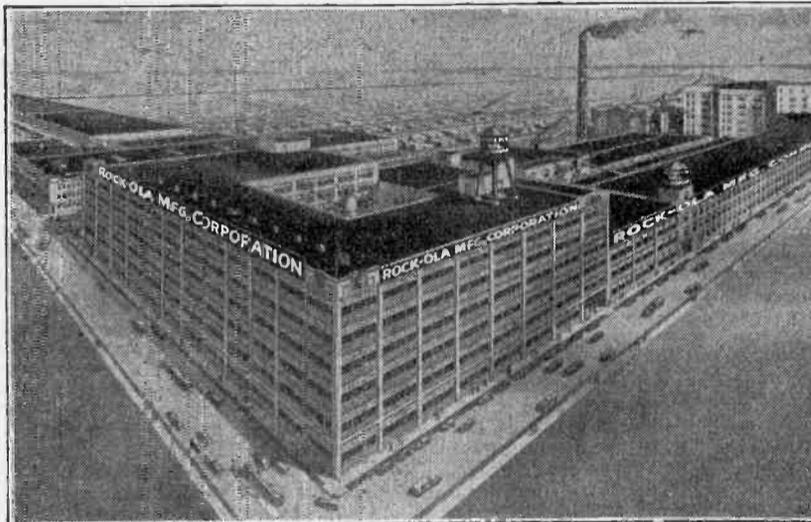
Change of programs weekly and cater-

ing to locations has contributed much to the success of his company, Marks declared. There are about a half dozen other operators in the southern half of the State who also report good business.

## Baltimore Firm Handling Rock-Ola Multi-Selectors

BALTIMORE, July 11.—An announcement has just been made by Eddie Rosenstein, head of the Automatic Music Company, Inc., that his firm is now handling Rock-Ola Multi-Selectors exclusively.

At the same time Mr. Rosenstein announced that a special service and delivery department is being maintained at 1310 North Charles street, Baltimore, and that it is in a position to give immediate service to all Rock-Ola Multi-



THE HUGE ROCK-OLA PLANT in Chicago is alive with activity these days. Its entire production area—over 600,000 square feet—is going full swing. The big reason for all this activity, according to officials of the company, is the increasing demand for Rock-Ola Multi-Selectors and the tremendous reception being given Rock-Ola's new one-shot pay table, Credit.

Selector operators in its territory. These Multi-Selectors are carried in stock for immediate delivery.

## Detroit

DETROIT, July 11.—Jack Dempsey was a patron of pinball games while visiting in Detroit recently. He was in town in connection with refereeing General Motors' bouts at Flint and was an enthusiastic pinball player on his trip.

Sam Rosenthal, Detroit coin-machine operator, of the General Novelty and Amusement Company, was the hero and victim of a fire rescue last week. A house three doors from his own home caught fire. He broke in the door in attempting to notify the people in the house and the glass from the door severely cut his leg. Despite the injury, he went into the house, saved one woman and notified the other inmates before being taken to the hospital himself. For a time it was feared amputation of his leg would be required, but this was avoided. Sixteen stitches were taken and he is now at home again.

Plans for a thoro standardization of margins allowed the location owners were to be discussed this week at a meeting of the Greater Detroit Vending Machine Operators' Association. The present local conditions allow a wide variation in percentage and nearly every operator has at some time or other complained about the situation, but none has been able to do anything about it individually. Complaints of undercutting and excessive commission have been frequent and the association leaders have now determined to do something about the condition. Exact plans have not been agreed upon to date, however, and the meeting looms as one to be devoted to a general discussion.

Business in the manufacturing field has been showing a steady improvement lately, J. J. Schermack, head of J. J. Schermack, Inc., stated this week. The company is a large manufacturer of stamp vending machines.

Horace E. Grasseck, well-known local coin-machine operator and jobber, who has been ill for some time, is now re-

## Radio Song Census

Selections listed represent The Billboard's accurate check on three networks, 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, July 3, to Thursday, July 9, both dates inclusive.

Take My Heart (32)	40
On the Beach at Bali Bali	37
You Can't Pull the Wool Over My Eyes	37
These Foolish Things (31)	31
Glory of Love	27
Is It True What They Say About Dixie? (26)	26
There's a Small Hotel (28)	26
Crosspatch (17)	25
Let's Sing Again	22
Afterglow	20
It's a Sin To Tell a Lie	19
No Regrets	19
Would You? (28)	19
You (19)	19
She Shall Have Music (22)	17
Shoe-Shine Boy	16
Did I Remember?	15
Sunshine at Midnight	15
All My Life	13
Melody From the Sky	13
The State of My Heart	13
I'm Just Beginning To Care	11
There's No Limit to My Love	11
My First Thrill	10

## Sheet-Music Leaders

(Week Ending July 10)

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

ported as improving rapidly in Henry Ford Hospital here. Mrs. Grassack is managing the business for the time being.

C. H. Potter, veteran operator, has just returned to Detroit after a month's visit at Montreal. His son, who underwent a serious operation in a hospital there, is recovering nicely. Eddie Barent, operator, handled the business for Potter during his absence. "We are placing machines in new locations all the time," Potter said. "Competition is keen in the city now for locations. While we were in one place last night six different operators came in to solicit the location. This was a new grill just opened which looked like a good spot for business, but the situation with so many operators after it was typical." Potter operates pinball games, pistachio and peanut machines.

The Automatic Distributing Company is completing development of a new machine to market storage batteries for

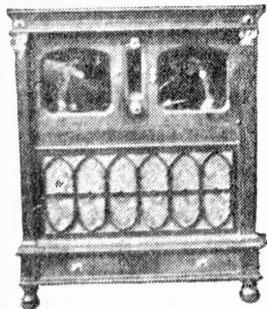
The Seeburg Franchise is more Valuable!

Symphonola SUPER DELUXE MODEL "F"

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1502 DAYTON STREET CHICAGO ILLINDIS

**READY FOR IMMEDIATE DELIVERY**  
 Stoner's } **TURF CHAMPS \$137.50**  
 New } (Ticket Model)  
**SHORT SOX 49.50**  
 (Novelty Pin Game)

**SPECIAL SALE**  
**COIN-OPERATED PHONOGRAPHS**



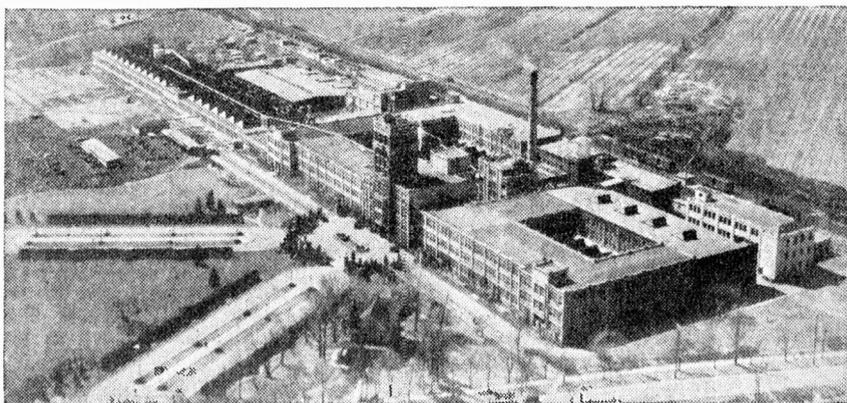
**MILLS TROUBADOUR ...\$75.00**

**OTHER BARGAINS**

MILLS MODEL No. 801 HI-BOY \$ 65.00  
 MILLS DANCE MASTER ..... 125.00  
 SEEBURG AUDIPHONE, with  
 Radio ..... 65.00  
 SEEBURG, Model "E" ..... 75.00  
 SEEBURG SELECTOPHONE .. 110.00  
 CAPEHART NON-SELECTIVE . 30.00

All these Phonographs are reconditioned and guaranteed to be in A-1 mechanical condition. Terms: 1/3 deposit, balance C. O. D.

**W. B. SPECIALTY** 3800 N. Grand Blvd.  
**CO.** ST. LOUIS, MO.



THE RUDOLPH WURLITZER Manufacturing Company plant at North Tonawanda, N. Y., boasting over 700,000 square feet of floor space, now being rearranged to house Wurlitzer's new Games Division.

flashlights. The product has been turned over to the patent attorneys and it is expected that it will be ready for the market very shortly.

Joseph Whelan, son of the late Walter E. Whelan, well-known Detroit operator, who died several months ago, is managing the business temporarily. An experienced route man is handling routine operations, while Joseph Whelan is spending most of his time at present in Battle Creek.

Brede, Inc., one of the largest jobbers and manufacturers of nut products, is moving to a new location on West Larned street. The company is expanding its plant considerably and taking over a five-story building, with about 16,000 square feet of floor space, at this location. The manufacturing equipment will be considerably enlarged, with orders for new equipment being placed at present, Edward Brede, manager, stated. This company is a full member of the Automatic Merchandisers' Association of Michigan, altho it does not operate any machines itself.

The National Dispensing Corporation, manufacturer of a new soap dispensing machine for industrial locations, is practically confining distribution at present to Michigan. Company has some active

operators, particularly in the Detroit territory, who are placing the machines in a number of new factory locations, as well as increasing the machines in the first established spots.

Archie Goldberg, former coin-machine operator, is now doing service work for other operators in this territory. He has moved to a new address on Monterey street.

Detroit Skill Game Operators' Association held its monthly meeting last week as strictly a social affair. About 35 members attended the meeting, which was voted a success. No business action was taken, but various problems of interest to the trade were discussed.

**French Firm Bankrupt**

PARIS, July 6.—The Societe d'Appareils de Distribution, distributor and operator of all types of coin-operated merchandise venders, was recently declared bankrupt by the Paris tribunal. The firm was capitalized at 25,000 francs (\$1,666.66) and had offices at 54 Rue Armand-Sylvestre, in Courbevoie, suburb of Paris.

*Save*

service charges on your machines

Victor and Blue Bird Records

**WARP LESS!**

*Save*

on record costs

Victor and Blue Bird Records

**WEAR LONGER!**

*Earn*

more profits per record

Victor and Blue Bird Records

**FEATURE BIGGEST MONEY MAKING ARTISTS**



RCA MANUFACTURING CO., Inc.  
 Camden, N. J.

*Demand*  
**PERMO-POINT PHONO NEEDLES**  
 FOR YOUR AUTOMATICS!  
**2000 PERFECT PLAYS**

**Ten Best Records for Week Ended July 13**

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B6353—"Let's Get Drunk and Truck" and "Maybe It's Someone Else You Love." Tampa Red and Chicago Five with orchestra.	7634—"There's a Small Hotel" and "It's Gotta Be Love." Hal Kemp and orchestra.	829—"On the Beach at Bali Bali" and "I Met My Waterloo." Connie Boswell with Bob Crosby Orchestra.	25342—"It's a Sin To Tell a Lie" and "Big Chief De Sota." Fats Waller and orchestra.	3256—"Sweet Violets No. 2" and "Down by the Old Mill Stream." The Sweet Violet Boys.
2	B6417—"Do You or Don't You Love Me?" and "On the Beach at Bali Bali." Shep Fields and Rippling Rhythm Orchestra.	7676—"These Foolish Things" and "Take My Heart." Nat Brandwynne and Stork Club Orchestra.	751—"It's a Sin To Tell a Lie" and "The Call of the Prairie." Victor Young and orchestra.	25348—"Let's Sing Again" and "The More I Know You." Fats Waller and orchestra.	3254—"If I Had My Way" and "I Nearly Let Love Go Slipping Thru My Fingers." Bunny Berigan and Boys.
3	B6359—"You Started Me Dreaming" and "Tormented." Wingy Mannone and orchestra.	7651—"Is It True What They Say About Dixie?" and "Streamline Strut." Ozzie Nelson and orchestra.	820—"Let's Sing Again" and "You Can't Pull the Wool Over My Eyes." Ted Weems and orchestra.	25343—"Guess Who" and "Take My Heart." Eddy Duchin and orchestra.	3252—"All My Life" and "It's a Sin To Tell a Lie." Putney Dandridge and orchestra.
4	B6416—"The State of My Heart" and "You're Toots to Me." Shep Fields and Rippling Rhythm Orchestra.	7633—"On Your Toes" and "Quiet Night." Ruby Newman and 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.	3253—"When I'm With You" and "But Definitely." Bunny Berigan and Boys.
5	B6435—"Cross Patch" and "Mary Had a Little Lamb." Willie Bryant and orchestra.	7640—"Christopher Columbus" and "All My Life." Teddy Wilson and orchestra.	830—"Sing Me a Swing Song" and "Facts and Figures." Chick Webb and orchestra.	25349—"On the Beach of Bali Bali" and "No Regrets." Tommy Dorsey and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.
6	B6378—"It's a Sin To Tell a Lie" and "Would You?" George Hall and Hotel Taft Orchestra.	7669—"Let's Sing Again" and "You Can't Pull the Wool Over My Eyes." Music in the Russ Morgan manner.	729—"Christopher Columbus" and "Froggy Bottom." Andy Kirk and 12 Clouds of Joy.	25350—"House Hop" and "I Would Do Anything for You." Benny Goodman and orchestra.	3255—"Mess-a-Stomp" and "Blue Clarinet Stomp." Andy Kirk and 12 Clouds.
7	B6431—"It's Hard To Laugh or Smile." Benny Moten's Kansas City Orchestra, and "Hot Town." Fess Williams and orchestra.	7649—"Robins and Roses" and "Everything Stops for Tea." Orville Knapp and orchestra.	823—"No Regrets" and "Dream Time." Henry King and orchestra.	25340—"These Foolish Things Remind Me of You." Roy Fox and orchestra, and "Sing Me a Swing Song." Benny Goodman and orchestra.	3244—"You" and "Would You." Henry Allen and orchestra.
8	B6418—"A Rendezvous With a Dream" and "Us on a Bus." Shep Fields and Rippling Rhythm Orchestra.	7658—"She Shall Have Music" and "My First Thrill." Lud Gluskin and Continental Orchestra.	776—"Robins and Rose." and "Sing, Sing, Sing." Jimmy Dorsey and orchestra.	25270—"It's Got To Be Love" and "There's a Small Hotel." Paul Whiteman and orchestra.	3169—"I'se a-Muggin'" and "I'se a-Muggin'." Stuff Smith and Onyx Club Boys.
9	B6448—"Empty Saddles" and "I'm an Old Cow Hand." Charlie Barnet and Glen Island Casino Orchestra.	7675—"I'm Just Beginning To Care" and "The State of My Heart." Orville Knapp and orchestra.	798—"Let's Sing Again" and "It's a Sin To Tell a Lie." Bobby Breen with orchestra.	25327—"It's a Sin To Tell a Lie" and "Small-Town Girl." Ruby Newman and orchestra.	3219—"She Come Rolling Down the Mountain" and "Hop Pickin' Time in Happy Valley." The Sweet Violet Boys.
10	B6449—"The Blue Room" and "China Boy." Isham Jones and orchestra.	7656—"Organ Grinder's Swing" and "You're Not the Kind." Hudson-DeLange Orchestra.	824—"Rhythm Saved the World" and "Mahogany Hall Stomp." Louis Armstrong and orchestra.	25347—"I Can't Escape From You" and "I'm an Old Cowhand." Eddy Duchin and orchestra.	3246—"Stompin' at the Savoy" and "On the Sunny Side of the Street." Chick Webb and orchestra.

**IT'S NOT A SALE UNLESS YOU'RE SATISFIED!**

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Week

FOR THE **DIAMOND SPECIAL!**

- HOLLYWOOD . \$42.50
- DOUBLE SCORE 42.50
- JUMBO . . . . 42.50
- DAILY DOUBLE 34.50
- BIG RICHARD  
(one week) . 49.50
- PALOOKA SR. . 99.50
- BALLY DERBY . 64.50
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MULTIPLE . . 84.50
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- ROCKETS  
(PERFECT) \$ 6.95
- TRAFFIC A . . 8.50
- PEARL HARBOR 18.50
- AUTODART . . 7.50
- KLONDIKE . . 17.50
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HOUR . . . . 44.50
- BALLY ACE . . 23.50
- BALLY  
PROSPECTOR 32.50
- PINCH HITTER 55.00

1/3 Down, Balance C. O. D.

**GERBER & GLASS** 914 DIVERSEY BLVD., CHICAGO, ILL.

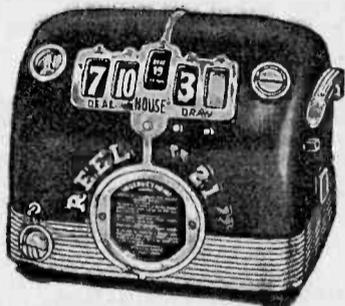
**FREE 7-DAY TRIAL!**

REEL "21"

YOUR FULL AMOUNT Refunded if you are not fully satisfied. IT'S NOT A SALE UNLESS YOU ARE SATISFIED!

**\$23.75**

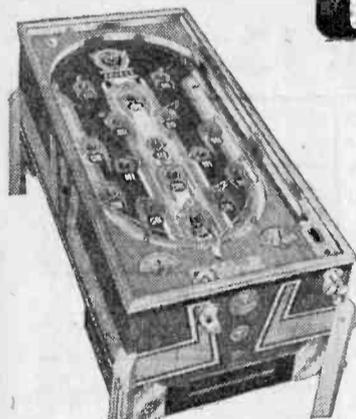
Tax Paid, 1/3 Deposit With Order.



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914 DIVERSEY BLVD., CHICAGO

We have **CREDIT**



**READY FOR DELIVERY**

Order your machines now! CREDIT has been tested on location and will net you bigger profits with more repeat play.

Winners of leading manufacturers only. Get on our mailing list. We have many bargains in new games, floor samples and factory closeouts, reconditioned automatic and novelty games.



**ACME NOVELTY CO.** 23 & 25 North 12th St. Minneapolis, Minn.

**EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY**

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| Bally Mfg. Co.     | J. H. Keeney & Co. | Exhibit Supply Co. |
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**KEYSTONE NOV. & MFG. CO.** 26th and Huntingdon Sts. PHILADELPHIA, PA.

We have **CREDIT**

**READY TO SHIP!**

★ You can't beat this new pay table for repeat play and earning power. Order yours today.

★ We have a complete line of all new and used machines. Write or wire NOW.

**H. & D. SALES CO.,** 1715 E. FIFTH AVE., KNOXVILLE, TENN.

**Ops' Sharp Suggestions Aid Daval's Reel 21 To Be Hit**

CHICAGO, July 11.—A. S. Douglis, of Daval Manufacturing Company, reports that since Reel 21 has been accepted by the industry as "a hit game" he feels free to divulge the fact that leading operators had much to do with its construction.

According to Mr. Douglis, Reel 21 was built on the suggestion of certain leading coin-machine operators who wanted a popular-priced counter game that "would really play Black Jack or the old army game according to Hoyle. He claims that these men approached him when the firm was hard put to make deliveries on its sensational Penny Pack machine and that he accepted the suggestion but was forced to put it aside until the rush for Penny Pack somewhat slackened.

The engineers of Daval Manufacturing Company went to work on this game immediately, Mr. Douglis reports, and the firm produced its first model some weeks ago. These same leading operators who suggested the game were then called in and were asked to criticize the first hand-made model.

"They certainly tore that game to pieces," Mr. Douglis stated. "They did everything to it but throw it out of the window. After they were finished with their blast of criticism they pointed out to us where we hadn't made any different game from some of the '21' games which had already appeared on the market and asked us to start all over again.

"From then on some of these men were at our factory every week. They worked right with the engineers explaining the action they wanted and the way they wanted the game to play. They put us thru more difficulties than we believed possible in the construction of any game.

"It was therefore with their help that we were able to produce Reel 21 in its present form with changing dealer odds and the general draw play which is strictly the way 21 is actually played.

"The player cannot draw any more cards after he has opened the dealer's shutter. All other shutters lock automatically. He loses if he draws over 21. He does not play against a fixed award card, but actually against a changing dealer hand which he cannot see until he is satisfied with his hand, exactly the way the game itself is played.

"The operators in the country should

know this fact, we believe, and therefore we are telling the industry in general that Reel 21 was built by operators for operators, and certainly the operators who instantly made it a great counter-game hit realize this today."

**Paris Show Brings Orders For Many American Machines**

PARIS, July 6.—As a sequence to the recent automatic machine exposition in Paris, the Novelty Automatic firm reports that its showrooms on the Boulevard Malesherbes, in Paris, and Boulevard des Dames, in Marseille, have been cleared out of practically all new machines and most of their rebuilt and second-hand stock.

Since the close of the exposition Oscar Yeni and Marcel Challier, directors of the Novelty Automatic firm, have ordered 450 new machines from American manufacturers but are still behind in deliveries. Biggest demand is for payout machines of various types. There is a boom on in the payout machine field.

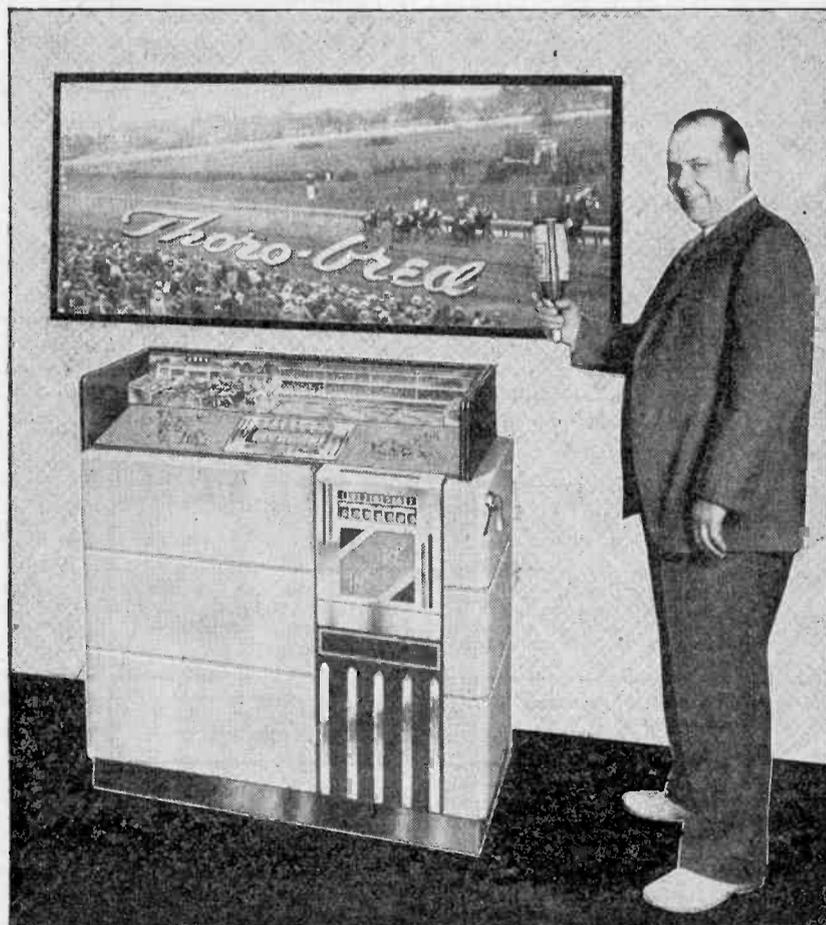
The Novelty Automatic stand at the exposition displayed a fine lot of American payout machines, as well as a few new pin games and other coin machines, and the firm was awarded an honor prize for its fine display.

The recent strikes in Paris and thruout France did not directly affect the distributors or operators of coin machines, but the resulting new labor laws voted and the salary increases granted to practically all classes of labor will undoubtedly increase considerably the production costs of French manufacturers of automatic machines. Increased wages and the added leisure time resulting from the 40-hour week labor law should prove a boon to all forms of amusement.

**Babe Kaufman Flying to Chi**

NEW YORK, July 11.—With the new offices of Babe Kaufman, Inc., at 250 West 54th street completed, Babe Kaufman and her associate, Sam Rabinowitz, are flying to Chicago. They are to arrive Thursday morning, July 16.

Babe intends to visit the leading manufacturers to complete arrangements for shipments of new equipment to be displayed at her gala opening, which has been definitely set for July 29. Babe will personally invite all her friends in Chicago and mail invitations to those around the country she cannot visit to come up and have some fun at her new beautifully furnished offices. Babe says that not only will her visitors enjoy the usual Babe Kaufman hospitality but the new games she will have on display will be a surprise to everyone in the industry.



JIMMY JOHNSON, owner of Western Equipment & Supply Company, appropriately launching Thorobred by breaking a bottle of imported champagne over the first machine off the production line.

# DOWN! ...On America's GO PRICES! Finest Reconditioned GAMES

Extremely low prices on Electro-Ball reconditioned games, which means you get games that are worth as much to you as brand new ones at a fraction of the cost.

### SUPER-RECONDITIONED

ELECTRIC EYE . . . . .	\$79.50	BIG RICHARD, Dice Panel . .	\$99.50
TROJAN . . . . .	29.50	HOLLYWOOD . . . . .	42.50
DAILY LIMIT . . . . .	42.50	BONUS . . . . .	52.50
RED SAILS . . . . .	59.50	DAILY DOUBLE, JR. . . . .	24.50
FORTUNE . . . . .	39.50		

### BRAND NEW COUNTER GAMES

SHIP AHOY . . . . .	\$ 5.95	CLEARING HOUSE . . . . .	\$ 9.95
TIT-TAT-TOE, Plain . . . . .	10.95	BIG GAME HUNTER . . . . .	19.50
With Register . . . . .	12.50		

Terms—F. O. B. Dallas. 1/3 Cash With Order, Balance C. O. D.  
Write for List of New Games at Reduced Prices.

**ELECTRO-BALL CO., Inc. 1200 Camp, DALLAS**

## Western's New Thorobreds Are Announced by Jimmy Johnson

CHICAGO, July 11.—Appropriately launching Thorobred on its career, Jimmy Johnson, owner of Western Equipment and Supply Company, celebrated the occasion by breaking a bottle of imported champagne over the first Thorobred machine to come off the production line. While the spectators were sweltering with the summer heat all agreed it was a marvelous sendoff to this great new Western production.

The story of Thorobred is very interesting. Many months ago the idea was conceived in the experimental laboratories of the Western firm. At first just an idea, it blossomed into a reality. Western engineers set to their task with a definite promise to produce "the greatest automatic machine the industry has ever seen." Step by step, devising, inventing, proving new mechanical principles as they went along, these engineers had the first hand-made model ready for display at the 1936 Coin Machine Convention in Chicago.

Compliments and backslapping were the response by the operators when Thorobred was demonstrated in the Western Equipment rooms at the convention. However, Mr. Johnson and his engineers were not satisfied that this first model was the best they could produce. Refusing to take heavy advance orders for Thorobred at the time, because he knew that he could offer them a far superior machine, Mr. Johnson with definite mechanical improvements in mind instructed his engineering staff to forget that first model and "start from scratch." The Western engineers again set to work, and the Thorobred machine, now ready for immediate delivery, is conclusive proof that "Western did it, and how!"

### Unusually Attractive

Thorobred is unusually attractive. Designed by one of the nation's foremost designers of fine furniture, the cabinet is 43½" in height, 41½" in width and 18" in depth. The chromium and black stripings, the vividly colored background and horses, and the shining chromium fittings combine to emphasize one of the finest looking machines ever produced. Western offers Thorobred in a pearl-gray model and a matched-walnut model. Either model readily adapts itself to the furnishings of exclusive locations.

Seven players may play Thorobred at the same time. They drop their coins in the multiple, visible slug-proof coin chutes and then slightly press a convenient lever. The mutual odds, from 2 to 30, change and the horses are off on an exciting run along the illuminated chromium track. The horses give the players many exciting thrills because of the uncertainty until the very finish. Many real race tracks are now using the "photograph finish" or "eye in the sky" to determine a winner. Thorobred adopts this same principle in a "lighting eye." Immediately upon a horse winning the "lighting eye" illuminates the number

of the winner and likewise the mutual odds automatically paid out in the front-swinging payout drawer.

### Rigidly Constructed

The new Western double-action payout unit is used in Thorobred. This unit, rigidly constructed of all steel, disperses coins twice as fast as any other motor-driven payout unit manufactured, according to the makers. Specially designed shunt wound motor with an 11-segment commutator that delivers twice the power of ordinary motors and runs half as long. The Western motor-driven double-action payout unit functions perfectly with any coin-tube load. It has a clearance adjustment feature which insures correct payout of coins. Tilted coins, bent, linoleum, paper or cellophane slugs will not jam or clog because the clearance adjustment device automatically adjusts itself to any thickness. An automatic brake insures perfect reloading after each payout.

Another new feature of Thorobred is the convenience of collecting the receipts. Instead of the conventional metal receptacle, each Thorobred contains a beautifully designed duck canvas bag (\$1,000 in 5-cent-coins capacity), which is hooked up to receive the coins. When the operator makes his collection all he has to do is remove the bag with the receipts in it and hook up the empty bag. Two duck canvas bags are shipped with each machine.

### Scotty Latest Genco Game

CHICAGO, July 11.—Meet the purp, Scotty, a newcomer to the pin-game world, with personality that serves as a nickel-magnet on a grand new scale.

Scotty takes one to three nickels—and every time another nickel is deposited new and exciting things happen. A maximum of two lights can be bought for two additional nickels, making a total investment of 15 cents. The original "Buy-a-Lite" feature swings into action—the numbers on the double-award panel beckon the player on to make it easier to spell "p-u-p" on the playboard for a double award.

About 75 per cent of all orders received are from veteran operators who are enthusiastic about Scotty's many shrewd features designed to increase play, according to the makers.

Scotty, awarded the Blue Ribbon Winner prize, is being manufactured and sold by Genco, Inc.

### Ops After Short Sox

BROOKLYN, July 11.—Due to the advance publicity and promotion Dave Robbins, of D. Robbins & Company, has been doing on Stoner's Short Sox, operators and jobbers thruout his territory have been clamoring for deliveries.

"Stoner's reputation for making novelty pin tables is so high in the estimation of the operators that so many or-

# We have CREDIT

**YOU** should have CREDIT—in all of your locations. It's the greatest pay table ever built. Big net profits and a repeat play appeal that can't be beat. Order yours today.

"DEAL WITH CARL — ALWAYS A SQUARE DEAL"

### OTHER NEW MACHINES I RECOMMEND

Challenger . . . . .	\$137.50	Velvet . . . . .	\$159.00	Pamco Chase . . . . .	\$189.00
Galloping Plugs . . . . .	149.00	McCoy . . . . .	130.00	Multiple . . . . .	142.50

### RECONDITIONED GAMES

Prospector . . . . .	\$35.00	Traffic, Model A . . . . .	\$10.00	Rockette . . . . .	\$ 5.00
Seeburg's Sweepstake . . . . .	30.00	Red Arrow . . . . .	10.00	Jig Saw . . . . .	3.00
Range . . . . .	30.00	Neontact . . . . .	10.00	Blue Ribbon . . . . .	5.00
Jennings Hunter . . . . .	27.50	World Series . . . . .	5.00	Barrel Roll . . . . .	12.00
Giant . . . . .	30.00	Monarch Just-Rite . . . . .	15.00	Big Game . . . . .	12.50
Ace . . . . .	22.50	Lightning . . . . .	3.50	Army & Navy . . . . .	5.00
Match the Dial . . . . .	20.00	Fleet . . . . .	3.00	Sensation . . . . .	7.00
Fairway . . . . .	15.00	Pay Day, 5 Balls . . . . .	25.00	Sure Shot . . . . .	17.50
Sportsman . . . . .	3 for 20.00	Put 'N' Take . . . . .	14.00	Daily Limit . . . . .	57.00
Rockets . . . . .	3 for 20.00	Master Contact . . . . .	10.00	Cannon Fire . . . . .	5.00
Liberty Bell, Gottlieb . . . . .	19.50	Castle Lite . . . . .	8.00	Action Jr. . . . .	4.50
Cross Roads . . . . .	17.50	Champion . . . . .	10.00	Skyscraper . . . . .	4.00
		Star Lite . . . . .	8.00		

### COUNTER GAMES

Rellance . . . . .	\$79.50	Natural Dice, Bally . . . . .	\$ 5.00	Kentucky Derby . . . . .	\$ 4.00
Punchallie . . . . .	39.50	"21" Venders . . . . .	5.00	Sweet Sally . . . . .	3.00
Hold and Draw . . . . .	12.50	King Six, Jr. . . . .	11.00	Hit Me . . . . .	8.00
Evans Darby . . . . .	15.00	Duetto Peanut Mach. . . . .	10.00	Gypsy Fortune Teller . . . . .	4.00
Wagon Wheels . . . . .	10.00	Columbus Peanut Mach. . . . .	3.50	Jennings Target . . . . .	4.00
Texas Leaguer . . . . .	8.00	Cent-A-Pack . . . . .	8.50	Booster . . . . .	3.00
Purlan Girl . . . . .	7.00	Tickettas . . . . .	8.00	Dice-O-Matic . . . . .	3.00
Silver Strack . . . . .	8.00	Chicago Club House . . . . .	8.00	Pipe Eye . . . . .	2.00

### SPECIAL

PEARL HARBOR, new, original carton . . . . .	\$27.50
CHAMPS . . . . .	39.50

### ROCKOLA'S Multi Selector Phonograph

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 STATES OF MISSOURI AND KANSAS. "NEVER OPERATE OR SEND SALESMAN IN YOUR TERRITORY."

## UNITED AMUSEMENT CO.

3411 MAIN STREET, KANSAS CITY, MO.

ders have been placed for Short Sox it is impossible to satisfy all on deliveries," states Mr. Robbins.

The company has received its first shipment, which was soon distributed among the jobbers and operators who had their orders on file first. However, Robbins expects deliveries to be coming in regularly and everyone will be taken care of, he says.

### Hercules Sales Searching For New Pin Games for Ops

NEWARK, N. J., July 11.—Hercules Sales Organization reports that it is in desperate need of new games to meet the demand of its operator customers at this time.

Irv Orenstein, of the firm, claims that operators have been coming into the firm's offices in great numbers these past weeks demanding new games for their routes. He believes that the manufacturers can assure themselves of a fine sale for straight pin games at this time with the introduction of new ideas which will replace the present games on location and which will allow many operators a chance to remove games which have been on location for some time.

### Electropak Opens Offices In New York and Chicago

DETROIT, July 11.—Due to the tremendous increase in Electropak sales since these units were adopted as original or optional equipment by almost every coin-machine manufacturer in the country, Electrical Products Company has found it necessary to expand its sales outlets and reports the opening of branch offices in Chicago and New York.

Chicago office, at 626 W. Jackson boulevard, is under management of Harold E. Johnson. Leon Berman is in charge of New York office, at 152 W. 42d street. Both men are highly trained in the electrical operation of pin games and are in an excellent position to give Epco customers technical information and help, as well as, to make prompt deliveries from emergency stock. Electrical reports further that the



and cash in on bigger net profits (proved by test on locations) with the newest in pay tables. CREDIT gets the repeat business and that's what you want to make money. Get your CREDITS from us . . . in stock . . . ready for shipment.

**BEN LOUCK**

408 West 14th St., JOPLIN, MO.

### OPERATORS... EARN \$900 PER MONTH

with our RED CROSS SANITARY VENDING MACHINE. Sample Machines, \$5.00; Lots of 5, \$4.00 each; Lots 10, \$3.75 each. Cash with order, F. O. B. New York.

JACQUES PRODUCTS 27 Bleecker St., Dept. BB7, N. Y. C.

Electropak is now being installed as either original or optional equipment on new games manufactured by Mills, Jennings, Bally, Stoner, Pacific, Gottlieb, ABT, Daval, Genco, Shyvers, Stirling Novelty, George Ponser, Rock-Ola, A. L. Games Company and the Neutron Engineering and Manufacturing Company.

In an interview A. B. Chereton, president of the company, revealed that he strongly believes the industry is going to enjoy a prosperous summer, basing his belief on the fact that sales of Electropaks to both manufacturers and distributors have reached a new high and that "hold-back" distributors are coming into the Electropak fold in surprising numbers. His company, he said, is now working two shifts to fill orders.

# GIVE YOURSELF CREDIT

## \$60,000 Addition To Werts Plant

MUNCIE, Ind., July 11.—The Werts Novelty Company, Inc., is enlarging its plant here due, Fred W. Werts, president of the company, states, to increasing sales of the firm's jar deals, namely, Jar-o-Smiles, Pick-a-Tick, Ro-Wo-Bo and Jumbo Jar. Dimensions of the new three-story building are 75 by 40 feet. This will about double the size of the main building. Total cost, including fixtures, will be \$60,000. Building is being constructed of brick and steel with concrete floors. Present buildings have been completely air conditioned with Fresh'nd-Aire units and the same system will be used in the new building.

Because of increased sales and crowded working conditions the Werts people have been unable to fill orders as promptly as desired, but this situation will now be remedied. They have several new deals to introduce as soon as they are able to take care of present orders. They are also increasing their list of jobbers and distributors in the United States, Canada, Mexico and South America.

They have been granted trade-marks and patents on their jar deals, which they say are going fast in Indiana and Illinois and fast becoming popular in other States. According to Mr. Werts, the jar deals are here to stay.

When the new building is completed it is intended to entertain all customers and employees with a banquet.

## - the best to-day EXHIBIT'S

### 'BAMBINO'

10-Ball Payout...\$125.00  
Ticket Combination...\$135.00

### 'TOP ROW'

1-Ball Payout.....\$89.50  
Ticket Combination..\$99.50

### 'GUSHER'

5-Ball Novelty Game...\$59.50

### NEW COUNTER GAMES

'BASEBALL' .....\$12.50  
'TANGO' .....\$12.50  
'WIN' .....\$12.50  
'KEYHOLE' .....\$12.50

ORDER FROM YOUR JOBBER—or write  
**EXHIBIT SUPPLY CO.**  
4222-30 W. Lake St., Chicago

Be good to yourself. Get in on the biggest pay table profits of today — with ROCK-OLA'S new CREDIT!

"Just back from a trip to the ROCK-OLA factory, where I arranged for fast and continuous deliveries of CREDIT for my customers. So place your orders here now—immediately — for the finest money - making pay table on the market —CREDIT!"

Sam Cohen



## Gerber & Glass Offer Seven-Day Trial on Reel 21

CHICAGO, July 11.—Gerber & Glass, who are direct factory representatives of Daval Manufacturing Company for the Reel 21 counter game, announce a seven-day trial for the game. As explanation for this most unusual offer for a counter game Gerber & Glass reveal the following facts. 25 Reel 21 counter machines were placed on 25 locations for a one-week test. Some of the machines took in up to \$44 daily. The gross daily average for the 25 games was \$18. Each machine had a 52 per cent payoff.

Gerber & Glass have been factory distributors for Daval on all of their counter games, including Penny Pack, Tit Tat Toe and Clearing House. However, Gerber & Glass say the response the operators are giving to Reel 21 is far beyond that of any of Daval's previous games.

Altho the factory is about eight days behind on the delivery of Reel 21 counter games, Gerber & Glass have enough of these marvelous counter devices stocked up in their warehouses to guarantee operators almost immediate delivery.

## Roll-a-Ball Ups Production

NEWARK, N. J., July 11.—George Ponsler, of the Roll-a-Ball Sales Company here, has leased new factory space in order to facilitate the production of Roll-a-Ball, the new bowling-alley game. He states this new factory occupies 20,000 square feet.

"We shall continue to build and assemble our cabinets at the old factory, after which they shall be sent over by truck to our new factory, where the mechanism will be installed," says Ponsler. "With these added facilities I shall be able to turn out Roll-a-Balls to keep up with my orders. The orders have been coming in so fast up to date that the greatest difficulty has been to satisfy everyone. However, with the added space, if I cannot keep pace with the orders I have another 20,000 feet available in the same building."

Ponsler intends to do quite a bit of personal solicitation by traveling thruout the country. "I have letters and telegrams and have been receiving phone calls," says George, "from all over the country and in order to do the job completely I shall be traveling thruout the entire country within a short time."

## Boston Goes Electric Eye

BOSTON, July 11.—"This city has gone for the Electric Eye game of the Exhibit Supply Company," Ben D. Palastrant, president of Supreme Vending Company of New England, Inc., reports. He claims that since his arrival from Chicago with the first Electric Eye games there has been a daily rush at his offices for these games, which was climaxed last week

with a wired order to the Exhibit factory for two carloads.

Last week, too, one of the leading operators of this city, Louis Jacobs, who purchased a sample machine, returned to Ben's offices with his check for immediate delivery of 25 more.

"The Electric Eye is one of the greatest games since Ballyhoo in this city," Ben reports. "I believe that before the summer is over most worth-while locations thruout New England will be using this game. The territory has gone head over heels for the Electric Eye and our firm is busier than we have been in the past six months just trying to complete orders. If the rush continues as it has at this time I'm going to make it my business to sleep at the Exhibit factory so as to be certain that every one of the games is shipped to my offices for the rest of the year."

## Ster-L-Way Expands

DETROIT, July 11.—Expansion program was announced this week by Ster-L-Way Products, Inc., to take over the business of Ster-L-Way, Inc. The company has as its officers H. Charles Edwards, president and general manager; W. G. Gerrard, vice-president and treasurer, and Frederick G. Beattie, secretary.

The company is planning immediate erection of a new building on East Grand Boulevard to house the factory. This will be a four-story structure, about 30 by 110 feet. It will include many new features in modernistic factory construction, including specially adapted lighting.

The company produces a toothbrush distributed thru coin-operated machines. In the past this product has been restricted largely to school use, but it is now to be distributed on a wider basis. A number of machines will be placed, particularly in railroad stations. The Ster-L-Way Company operates its own machines nationally.

A radio advertising campaign is also planned, which will be devoted to educational work in the use of the toothbrush and other dental accessories manufactured by this company. Hitherto the advertising has been directed solely to the dental profession and direct educational work with children.

## \$40 a Throw!

WICHITA, Kan., July 1.—Tavern owners who paid \$40 a throw for this information ask that it be passed on.

Recently a salesman sold roadside places a dice board on which small dice encased in a rubber cup topping a spring spindle were stuck on the board with a vacuum cup.

Object of the game to place money on numbers 1 to 12, upper and lower numbers paying heavy. Take was good.

Along came well-dressed shark who sank a couple of dollars on board, then bought beer. While owner was busy at bar the spindle and dice were removed by spiking vacuum cup and a cup with loaded dice stuck on board. This racket cost several proprietors \$40 a piece and has been played thruout the State.



Atlanta Coin Machine Exchange, 136 Piedmont Ave., S. E., Atlanta, Georgia

# THE MARKEPP COMPANY

is now located at

3328 CARNEGIE AVE.  
CLEVELAND, OHIO

Greatly Enlarged Display of

COIN OPERATED MACHINES

Novelties—Premiums—Prizes—Salesboards

Leading Distributors for Leading Manufacturers

Cincinnati Branch—1410 Central Parkway

# CREDIT YOURSELF

★ Real appeal—CREDIT makes them play again and again. Bigger net profits—earning power checked on regular locations and proved higher

than average. And, a very low price! CREDIT is the newest thing in pay tables. Order yours today. In stock ready to ship.

Visit our salesrooms. A complete line of all the latest machines always on hand.

VIKING SPECIALTY CO., 530 Golden Gate Ave., San Francisco, Calif.

## SALESBOARD OPERATORS WAKE UP

YOU TOO CAN EARN UP TO \$1,000.00 A MONTH—WITH THE LINE OF LIVE CASH SALESBOARD DEALS CREATED BY "UNIQUE" FOR THE OPERATOR ONLY

Write now for FREE Illustrated Catalogue showing latest line of non-competitive cash salesboard deals.

UNIQUE DISTRIBUTING COMPANY - 239-40 LOEB ARCADE BUILDING MINNEAPOLIS MINNESOTA

(The Best Friend the Operator Ever Had)

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

# Take CREDIT

**For Bigger Net Profits and Satisfied Locations**

CREDIT is the Newest Thing in Pay Tables and at a Very Low Price.

**WIRE FOR PRICES**

We Are Factory Distributors for All Latest Machines and Games.

**LOOK AT THESE BARGAINS OFFERED SUBJECT TO PRIOR SALE**

- |    |  |               |
|----|--|---------------|
| 1  | Reliance Dice Game, F. S. 25c Play         | Each, \$83.50 |
| 1  | Reliance Dice Game, F. S. 5c Play          | 77.50         |
| 6  | Little Dukes, Single J. P. Vender, 1c Play | 15.00         |
| 5  | Whirlwinds                                 | 4.00          |
| 1  | Mills Blue Front, 25c Play                 | 75.00         |
| 1  | Mills Blue Front, Like New, 1c Play        | 40.00         |
| 2  | Duchess J. P. Vender, 1c Play              | 20.00         |
| 5  | Mills Goose-neck J. P. Vnder, 1c Play      | 15.00         |
| 1  | Waiting Gold Award, 5c Play                | 35.00         |
| 2  | All Stars                                  | 55.00         |
| 3  | Tycoons, Plug-In Model                     | 57.50         |
| 1  | Pamco Parlay                               | 50.00         |
| 1  | Pinch Hitter                               | 50.00         |
| 1  | Speedway                                   | 50.00         |
| 5  | Daily Races                                | 67.50         |
| 1  | Rambler, Tick. Mod., Like New              | 40.00         |
| 6  | Halechs, F. S.                             | 95.00         |
| 1  | Frisky                                     | 8.00          |
| 5  | Double Headers                             | 65.00         |
| 5  | Multiples                                  | 85.00         |
| 16 | Pearless, Cash Payout                      | 50.00         |
| 4  | Pearless, Ticket Model                     | 52.50         |
| 1  | Big 5                                      | 25.00         |
| 1  | Liberty Bell                               | 10.00         |
| 1  | Giant                                      | 25.00         |
| 1  | Big League                                 | 20.00         |
| 1  | Mammoth                                    | 30.00         |
| 6  | Paces Races, 5c Play, Mechanically Perfect | 200.00        |

1/3 Cash Deposit, Balance C. O. D.

**MOSELEY VENDING MACHINE EX., Inc.**

00 Broad St. RICHMOND, VA.  
Day Phone 34511; Day & Night Phone 55328.

## Groetchen Launches New Silent Bell Payout Machine

CHICAGO, July 11.—Columbia, a new silent bell payout machine, manufactured by the Groetchen Tool Company, made its bow to the coin-machine fraternity last week. A number of prominent operators had known about this machine for some time and had watched its development with keen interest and co-operated in making thoro location tests.

Columbia, according to its makers, creates a favorable impression immediately. Of medium size, built into a smartly streamlined cabinet, it exemplifies present-day style trend toward compact efficiency. The complete silence under which Columbia operates is said to be a distinct advantage. The bell fruit characters spin rapidly and noiselessly, stop perfectly and payouts are quickly made. Particular credit is claimed for the smooth handle action, whose effortless operation appeals particularly to the fair sex. Columbia has a gearshift type handle of unbreakable airplane tubing, with black composition ball. A clever safety clutch protects it against rough play.

Columbia is said to have a marvelous new precision mechanism. The customary coin tubes and slides have been discarded in favor of a new horizontal wheel-type magazine. Richard Groetchen, head and chief engineer of the firm, states: "It took vision and courage to build Columbia. When we decided to go into the manufacture of bell machines we saw a need for a brand-new type of mechanism which would enable us to build a machine especially fit for today's changing operating needs. We reasoned why not give the operator a new machine which he can operate as a penny or a nickel machine, or change to a dime or quarter machine. This would provide him with a machine for any occasion, for prosperity or depression. We gave our engineering staff a free hand and we believe the results have amply justified the wisdom of our decision. Columbia is engineered right; its cam movements are the last word in mechanical reliability; hundreds of hours of location tests have proved the unfailing reliability performance of this machine and its money-earning capacity."

To combat the slug evil the payout on Columbia is so arranged that it pays out first the coins which have been played last.

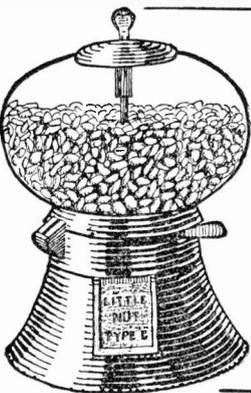
An extra new floor with 10,000 square feet of space has been added to the Groetchen plant for building Columbia alone, and the plant is humming with activity to supply the demand for this new machine.

## CALGARY GROSS

(Continued from page 3)

visited the fairgrounds tonight. Concessions experienced a very satisfactory week. Exhibition officials said the midway record may exceed the all-time high in 1929. Weather has been perfect except for one hour on Saturday, when excessive winds clouded the grounds in dust that drove a throng of visitors to temporary shelter.

Final reports from Brandon, Walter DeVovne said, showed nearly 12 per cent ahead of last year.



## LITTLE NUT

Type C is one they're all talking about. Will vend anything. All cast aluminum, highly polished. Distributors wanted.

LITTLE NUT VENDOR CO.  
Lansing, Mich

## GREENLAND SHOWS

Will book or buy Merry-Go-Round and Ferris Wheel, Shows that don't conflict, Stock Concessions all kinds. Fair secretaries and committees, we have open dates in September. Write or wire Sperryville, Va.

End your correspondence to advertisers by mentioning The Billboard.

# GIVE YOURSELF CREDIT



ROCK-OLA'S great new 1-shot pay table—CREDIT—is endorsed and recommended by the entire ELECTRO BALL COMPANY organization

"Give Yourself CREDIT"—that's our advice to every pay table operator in the business. We're backing it 100%. We are in touch with the ROCK-OLA plant daily by direct wire—so you can be sure of getting all the CREDITS you need from any ELECTRO BALL office.

★ Distributed in the Southwest by

**ELECTRO BALL CO., Inc.**  
Main Office:  
1200 Camp St., DALLAS, TEXAS

**BRANCH OFFICES:**

- |                   |                        |                 |                      |
|-------------------|------------------------|-----------------|----------------------|
| 517 Canal Street  | New Orleans, Louisiana | 804 Tenth       | Wichita Falls, Texas |
| 407 Main          | San Antonio, Texas     | 527 N. W. Ninth | Oklahoma City, Okla. |
| 125 South Seventh | Waco, Texas            | 593 Linden      | Memphis, Tennessee   |
| 1706 Fannin       | Houston, Texas         |                 |                      |

## INDEPENDENCE



### with TOM THUMB

Many have started with one Tom Thumb Vendor, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy.

All of them your prospects—The 1936 Tom Thumb is the finest miniature vendor you have ever seen—15 exclusive features, including "Magic Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where unsightly machines are barred. Exclusive features, precision manufacture, lasts years. Write immediately for bulletin giving you the inside story.

**FIELDING MANUFACTURING CO.**  
Dept. 630, Jackson, Mich.

# Take CREDIT

... AND CASH IN ON THE PAY-TABLE WITH THE GREATEST APPEAL ... THE BIGGEST EARNING POWER ... AND THE LOWEST PRICE ON THE MARKET!

**SUPREME VENDING CO.**  
of NEW ENGLAND, Inc./  
1254-56 Washington St., Boston, Mass.

## BANNER MAN

Sober, reliable Banner Man that can and will put up paper. 50/50 proposition, who can join our wire. With car preferred. Also Ball Game Agents. Wire to

**JACK DUANE**  
MABEL R. WEER SHOWS, Charlotte, Mich.

## GRUBERG'S WORLD'S EXPOSITION SHOWS

PLAYING 16 FAIRS, COMMENCING AUGUST 3, IN CANADA, FOR THREE WEEKS, FOLLOWED BY THE LEADING COUNTY AND STATE FAIRS IN THE UNITED STATES.

WANTED—Motor Drome, Monkey Circus, Fun House and a few Outstanding Grind Shows. Jean Nadreau wants Dancing Girls for "Night in Paris."

RIDES—Will book Tilt-a-Whirl, 12-car Rideo and Kiddie Rides of all kinds.

CONCESSIONS—All open. No exclusive, including Roll-Downs, Blowers and all kinds of Coupon Stores.

Write or wire MAX GRUBERG, World's Exposition Shows. This week Watervliet, N. Y.; next week, Saranac Lake, N. Y.

## Wanted Shows and Concessions

For Allegany, New York, Old Home Week, July 20-25; Bolivar, New York, Old Home Week, July 27-31; Eldred, Pa., Old Home Week, August 3-8; Canaseraga, New York, Old Home Week, August 10-15. Four Ace Spots.

KARL MIDDLETON, Portville, N. Y.

## WANTED FOR CHELSEA OLD HOME WEEK

JULY 16, 17 AND 18

A few more legitimate Concessions. Will book Balloon Ascension or any Sensational High Wire Act. Write or wire

C. D. CAMERON, Secy., Chelsea, Mich.

## DICK'S PARAMOUNT SHOWS

Playing Fairs and Celebrations in Vermont and New Hampshire, also starting first Fair Morrisville, Vt., August 13 to 16.

WANTED—Shows with or without own outfit; liberal percentage. HERB TAYLOR, write or wire. Wheel and Grindstone Agents; good treatment. Will buy 20x40 or 30x60 Show Tent; must be in good condition. DICK GILDORF, Manager, Littleton, N. H., July 13 to 18.

## MAJESTIC SHOWS WANT

Whip, Tilt-a-Whirl and Kiddie Rides. WANT Girl Show, Ath. Show, Blue Eyes, or any money-getting Shows. Have outfits for the above-named Shows. Also Ten-in-One and Five-in-One, on account of disappointment. CAN USE three high-class Free Acts, Concessions of all kinds. Charlie Lee wants Agents. Harry Harris wants Geek. Ralph wire. Ticket if known. R. L. Eavis wants Performers and Musicians for Minstrel. Salary and percentage. WANT the following people to get in touch with this ad: Taylor Bros., Lee Cresson, Miner Parsons, Jack Holston. Our string of 15 Fairs starts in three weeks. Routes furnished to interested parties. All address

EDWARD A. SABATH or R. G. McHENDRIX, Pennington Gap, Va., this week.

# A SQUARE DEAL ALWAYS

NEW PIN GAMES		NEW COUNTER GAMES		NEW AUTOMATIC GAMES	
Big Shot (5 Ball) . . . . .	\$55.00	Bally Baby, 1c . . . . .	\$17.50	Airplane (10 Balls) . . . . .	\$ 87.50
50 Grand . . . . .	59.50	Buckley Puritan Venders . . . . .	12.00	Challenger (1 Ball) . . . . .	137.50
Great Guns . . . . .	62.50	High Tension . . . . .	Write	Multiple . . . . .	142.50
Mad Cap . . . . .	47.50	Horses (Buckley), 1c . . . . .	17.50	Natural (1 Ball) . . . . .	139.50
Scotty . . . . .	54.50	to 25c . . . . .	33	Ray's Track . . . . .	500.00
Totalite (Plain) . . . . .	49.50	Northwestern Model 33 . . . . .	5.50	Reliance . . . . .	119.50
Totalite (with Register) . . . . .	54.50	Peanut . . . . .	23.75	Velvet (1 Ball) . . . . .	159.00

TRIPPE'S SENSATIONAL BARGAINS IN GUARANTEED USED MACHINES					
AUTOMATIC GAMES		PIN GAMES		COUNTER GAMES	
Ace (1 Ball) . . . . .	\$20.00	Dealer . . . . .	\$ 5.00	Hold and Draw . . . . .	\$11.00
All Stars . . . . .	60.00	Drop Kick . . . . .	4.00	Win-A-Pack (Divider) . . . . .	10.00
Bally Derby . . . . .	70.00	Fifty-Fifty . . . . .	10.00	Horseshoes . . . . .	6.50
Big Leaguer . . . . .	20.00	Five & Ten . . . . .	12.50	King Six (Dice, 1c to 25c) . . . . .	5.00
Big Richard . . . . .	45.00	Frisky . . . . .	6.50	Little Merchant . . . . .	8.50
Big Five Senior (2 or 5 Ball) . . . . .	42.50	Fifty Grand . . . . .	38.50	Little Duke (New Mod.) . . . . .	17.50
Carleca . . . . .	12.50	Genco Baseball . . . . .	8.00	Mills Puritan Bell, 25c . . . . .	3.50
Double Score . . . . .	50.00	Punch-A-Lite . . . . .	25.00	Mills Target, 1c . . . . .	4.50
Eclipse (2 Balls) . . . . .	12.50	Pamco Palookas . . . . .	100.00	Magic Barrel . . . . .	5.00
Electric Eye (Exhibit) . . . . .	100.00	Peerless . . . . .	70.00	Mills Bell Boy . . . . .	4.00
		Play Ball (10 Ball) . . . . .	25.00	Number Puritan (5c) . . . . .	6.50
		Plus and Minus . . . . .	15.00	Natural (Dice) . . . . .	5.00

STRAIGHT PIN GAMES—LOTS OF 10 OR MORE 10% OFF		SUPPLIES	
Action, Jr. . . . .	\$ 4.00	Ball Gum (Half Case) . . . . .	\$ 6.00
Action, Sr. . . . .	7.00	Batteries, Case of 25 . . . . .	5.00
ABT Special . . . . .	2.50	Battery Testers . . . . .	.90
Angle Light . . . . .	4.00	Coin Wrappers (5c or 1c) Per M. . . . .	.65
Auto Bank (Tape) . . . . .	7.00	Collection Books . . . . .	.10
Auto Count (Tape) . . . . .	7.00	Electropaks (All Sizes, Write for Prices) . . . . .	4.00
Auto Dart (ABT Tkt.) . . . . .	10.00	Marbles, Per Case . . . . .	8.50
Baby Lite-A-Line (Ctr.) . . . . .	5.00	Mix. Glass Cleaner . . . . .	1.25
Ball Fan . . . . .	12.50	Spray & Filler, Set . . . . .	.60
Barrel Roll . . . . .	12.50	Phonograph Needles, Ea. . . . .	1.00
Beacon . . . . .	5.00	Phonograph Records, Dz. . . . .	1.00
Beam Light . . . . .	4.00	Tickets, All Makes . . . . .	1.00
Big Game . . . . .	10.00		
Big Shot . . . . .	27.50		
Big Bertha . . . . .	4.00		
Cavalcade . . . . .	6.00		
Cheer Leader . . . . .	6.50		
Champs . . . . .	30.00		
Contact, Jr. . . . .	4.00		
Colors . . . . .	15.00		
Crack Shot . . . . .	3.00		
Criss Cross-A-Lite . . . . .	6.00		

MISCELLANEOUS		TERMS: 1/3 Deposit with Orders, Bal. C. O. D. State Whether 1c or 5c Slot—Method of Shipment.	
Ball Gum Venders (1c) . . . . .	\$ 1.50		
Cortex (25c) . . . . .	10.00		
Capehart Phonograph (Non-Selective) . . . . .	30.00		
Electric Piano, Wurlitzer Exhibit Phonograph . . . . .	25.00		
Hot Peanut Machines (5c Play) . . . . .	1.50		
Iron Claws (Mod. D) . . . . .	15.00		
Master Cigarette (6 Column) . . . . .	35.00		
Model "E" Seeburg . . . . .	95.00		

**NEW ROCKOLA PHONOGRAPHS**  
 MODEL No. 2 . . . . . \$235.00 | MODEL No. 1 . . . . . \$215.00  
 DISTRIBUTORS FOR GAYLORD FANS AND SUPERIOR SALESBOARDS  
**IDEAL NOVELTY COMPANY**  
 1518 Market Street Phone, Garfield 0072 ST. LOUIS, MO.

## Oriole Corp. on the Air

BALTIMORE, July 11.—Probably for the first time in the history of the amusement machine business a coin-controlled equipment firm is using the radio.

This innovation has been launched by Eddie Ross, the live-wire head of Oriole Coin Machine Corporation, which handles all kinds of coin-controlled equipment. The firm has a program on Station WCBM every Wednesday from 1:30 to 2:30 p.m.

## ROUTES

(Continued from page 57)

DeCleo, Harry, Magician: Constantine, Mich., 13-18.  
 Dixie Revue: White Sulphur Springs, W. Va., 13-18; Rainelle 20-25.  
 Daniel, Magician: De Land, Ill., 13-18.  
 Fred's Kiddie Circus: Burke, S. D., 15.  
 Happy Days Minstrels: Seattle, Wash., 13-15.  
 Hunsinger, Harry, Magician: Monroe, Mich., 13-18.  
 Karlene: Menasha, Wis., 13-18.  
 Lewis, H. Kay, Hollywood Varieties & Reno Racketeers Orch.: (Empress) Spokane 13-15.  
 Mel-Roy, Magician: Worland, Wyo., 16; Gillette 17; Newcastle 18; Custer 20; Rapid City 21; Crawford, Neb., 22; Torrington, Wyo., 23; Cheyenne 24-25.  
 Newmann, Great: Langdon, N. D., 13-17; Grafton 18-24.  
 O'Neill Circus Unit: Mankato, Minn., 13-18.  
 Ricton's Show: Chestnut Mound, Tenn., 13-15; Gordonsville 16-18.  
 Silvers Fun Show: Lehigh, Ia., 13-18.  
 Swift, Herbert, Vaude Circus: Pithian, Ill., 13-18.  
 Van Arnam's, John R., Show: Van Buren, Me., 15; Madawaska 16; Ft. Kent 17; Ashland 18.

## DRAMATIC AND MUSICAL

Broken Dishes: (Blackstone) Chi 13-18.  
 Cornell, Katharine: (Curran) San Francisco 13-18.  
 Emperor's New Clothes: (Manhattan) NYC 22-27.  
 Triple-A Plowed Under: (Great Northern) Chi 13-18.  
 White's, George, Scandals: (Grand) Chi 13-18.

## REPERTOIRE

Bush-Byrne Players: Center Lisle, N. Y., 13-18.  
 DeForrest Show: Maynardville, Tenn., 13-15.  
 Ginnivan, Frank, Dramatic Co.: Auburn, Ind., 13-18.  
 Ginnivan, Norma, Dramatic Co.: Adrian, Mich., 13-18.  
 Hale Comedy Show: Rohrerstown, Pa., 13-18.  
 North, Ted, Players: Emporia, Kan., 13-25.  
 Princess Stock Co.: Salisbury, Mo., 13-18.  
 Roberson Players: Chippewa Falls, Wis., 13-18.  
 Toby Players: Steelville, Mo., 13-18.  
 Tolbert, Milt, Players: Princeton, W. Va., 15; Bluefield 16; Wytheville, Va., 17; Gate City 18; Sevierville, Tenn., 20.

## CIRCUS AND WILD WEST

Barnes, Al G.: Holdrege, Neb., 14; Hastings 15; Marysville, Kan., 16; Hiawatha 17; Nebraska City, Neb., 18; Lincoln 20; Council Bluffs, Ia., 21; Fremont, Neb., 22; Grand Island 23; Norfolk 24; Cherokee, Ia., 25.  
 Bonham Bros.: Red Cloud, Neb., 14; Franklin 15; Minden 16; Holdrege 17; Elm Creek 18.  
 Cole Bros.-Clyde Beatty: Kansas City, Mo., 14; Ft. Scott, Kan., 15; Springfield, Mo., 16; Joplin 17; Tulsa, Okla., 18; Oklahoma City 19-20; Enid 21; Wichita, Kan., 22; Hutchinson 23; Salina 24; Manhattan 25.  
 Cooper Bros.: Kinstino, Sask., Can., 15; Shelbrook 16; Blaine Lake 17; Hafford 18; Rabbitt Lake 19-20; Medstead 21; Glaslyn 22; Turtleford 23; St. Walburg 24; Meota 25.  
 Hawkins, Bud: Washington, Ind., 15.  
 Main, Walter L.: Bryan, O., 16.  
 Mix, Tom: Alliance, O., 14; Meadville, Pa., 15; Warren 16; Jamestown, N. Y., 17; Dunkirk 18; Niagara Falls 20.  
 Polack Bros.: Hancock, Mich., 13-18.  
 Ringling Bros. and Barnum & Bailey: Indianapolis, Ind., 14; Lima, O., 15; Akron 16; Mansfield 17; Toledo 18; Detroit, Mich., 19-21; Flint 22; Battle Creek 23; South Bend, Ind., 24.  
 Seal Bros.: Eatonville, Wash., 18.  
 Tiger Bill: Algonac, Mich., 15.  
 Webb, Joe B.: Niobrara, Neb., 14; Creighton 15; Randolph 16; Columbus 17; Fullerton 18.  
 Wizard: Erie, Kan., 17; Moran 18; Blue Mound 19-21; Mound City 22; Pleasanton 23-24.

## CARNIVAL COMPANIES

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)  
 Alamo: Buford, Ga.  
 All-American: Duncan, Okla.  
 All-American Expo.: Bottineau, N. D., 16-18; Bisbee 20-22; Park River 23-25.  
 American United: Helena, Mont.  
 Anderson-Strader: Wichita, Kan.; Downs 20-25.  
 Arena: Stoneboro, Pa.  
 Bach, O. J.: Ogdensburg, N. Y.; Massena 20-25.  
 Bantley's Greater: Williamsport, Pa.  
 Barfield's Cosmopolitan: Manchester, Ky.  
 Barker: Winchester, Ill.; Chandlerville 20-25.  
 Barkoot Bros.: Saginaw, Mich., 13-15.  
 Beckmann & Gerety: Racine, Wis.; Milwaukee 20-25.  
 Bee, F. H.: Nicholasville, Ky.  
 Big State: Hearne, Tex.



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WANT TO BOOK OR BUY small Merry-Go-Round, 7-Car Tilt-a-Whirl, Musicians and Performers for Minstrel, legitimate Concessions. Want Manager with boxers and wrestlers. Have new outfit. Twelve Fairs. Bicknell, Ind., next week; Flora, Ill., this week. Address C. D. SCOTT.

**WANT CLARINET**

to Double Sax. Other Musicians write. Damariscotta, Friday; Camden, Saturday, both Maine.

**KAY BROS. CIRCUS**

Blue Ribbon: Marlon, Ind.; Columbus 20-25.  
 Bowen & Lane: Houston, Miss.  
 Bremer Midway Attrs.: Cass Lake, Minn.  
 Brown Novelty: Dayton, O.; Loveland 20-25.  
 Bruce: Danville, Ky.  
 Fuck, O. C.: North Adams, Mass.  
 Burdick's All-Texas: (Fair) Riesel, Tex.; Moody 20-22; McGregor 23-25.  
 Evers Bros.: Emmetsburg, Ia.  
 Campbell United: Monticello, N. Y.  
 Capital City: Williamsburg, Ky.; Jellico, Ky.-Tenn., 20-23.  
 Cetlin & Wilson: Chester, Pa.



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 DID YOU GET OUR LATEST CATALOGUE?  
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 OUR LADY OF MT. CARMEL CELEBRATION  
 FULL WEEK, JULY 20 TO 27, INCLUSIVE.

Attendance Last Year 52,000. Bigger This Year. Followed by 100th Anniversary Celebration, Newton, N. J., did some Week and Fair, Week August 10-15. Largest Bona-Fide Celebration To Be Held in North Jersey This Year. We Hold Exclusive Contracts on These Two Big Dates. 14 Fairs To Follow.

CAN PLACE one more Ride. Good Show to feature. Legitimate Concessions. Will sell exclusive Novelties.

ENDY BROS.' SHOWS, INC.,  
 SOMERVILLE, N. J., THIS WEEK.

P. S.—Want Minstrel Performers, also John Hutchins' Modern Museum Wants Freaks and Acts. Join on wire. Long winter's work.

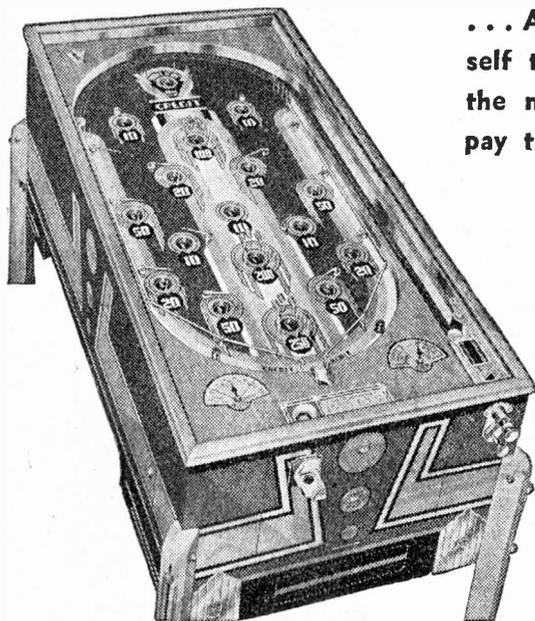
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 COMBINED EXPOSITION, INC.

WANT Outstanding Freak for Side Show. Also Dancing Girls for Oriental. CAN PLACE Trombone and Baritone to strengthen Band. WANT Half-and-Half. Have opening for one or two Grind Shows. CAN PLACE 4 Promoters capable of putting on New Deal Fairs.

CONCESSIONS—Custard, Photo Gallery, Cotton Candy, Pitch-Till-You-Win, or any legitimate Concessions. WANT Talkers and Grinders. CAN USE Working Men in all departments.

WANT High-class Free Acts that are spectacular. This Show has 14 Fairs in Virginia and North Carolina, commencing August 1. Address all mail and wires to COL. J. F. DENNERT, General Manager, Oak Hill, W. Va., until July 18; then Smithers, W. Va.

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AMERICA'S NEW BOWLING GAME SENSATION



NOT A PIN GAME  
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LEGAL EVERYWHERE  
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Go places with ROLL-A-BALL in 1936—and for years to come! Plays 9 wood balls for 5c. The FIRST and ONLY completely automatic, 100% electrically operated bowling game. Needs no attendant. Its many patented features put it in a class by itself. Comes in two sizes: 12 ft. or 14 ft. long by 29 inches wide. ROLL-A-BALL attracts like a magnet... invites action... lines 'em up for game after game.

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ACT AT ONCE! RUSH REQUESTS for Photo and Details!

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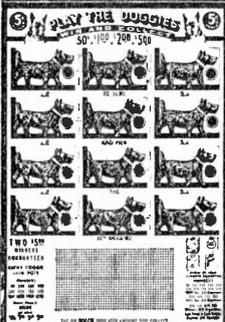
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- ONE-HALF DEPOSIT ON ALL ORDERS
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- Cat Toss-Ups, First Quality. Gro. 4.00
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- Original Mae Dolls, Necklace, Earrings, Bright Feather Dress. Gr. 8.00
- MICKEY MOUSE SLIM JIM BALLOONS. Gro. 3.25
- Large Workers. 25c Each.
- Felt Spanish Hats, All Colors. Doz. 1.75
- Sun Glasses, Heavy Frame. Gro. 9.00
- Lucky Charms, Good Asst. Gro. .75
- Secko Punching Cat Balloons. Gr. 3.00
- New Stock Jap Inflat. Animals. Doz. 2.00
- No. 70—Circus Balloons, good flash. Gr. 2.50
- 24" Silk Parasols, Special. Gro. 12.00

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- Christ United: Hillsboro, O.
- Coleman Bros.: Hartford, Conn.
- Colley, J. J.: Purcell, Okla.
- Conklin's All-Canadian: Melford, Sask., Can.; Lethbridge, Alta., 20-22; Red Deer and Vermillion 23-25.
- Corey Greater: Homer City, Pa.; Berlin 20-25.
- Crafts 20 Big: Sacramento, Calif.; Hayward 20-25.
- Crowley United: Des Moines, Ia.
- Crystal Expo.: Roanoke, Va.
- Cumberland Valley: Gallatin, Tenn.; Carthage 20-25.
- Cunningham Expo.: Bysville, O.
- Curl Greater: Miamisburg, O.; Camden 20-25.
- Daily Bros.: Yites Center, Kan.
- Dandy, Dan: Phoenixia, N. Y.
- De Luxe Shows of Amer.: Schenectady, N. Y.; Poughkeepsie 20-25.
- Dennert & Knapp: Oak Hill, W. Va.
- Dixie Belle Attrs.: Vanceburg, Ky.
- Dixie Expo.: Flora, Ill.; Bicknell, Ind., 20-25.
- Dixie Model: Beckley, W. Va.
- Dodson's World's Fair: Butler, Pa.
- Edwards, J. R.: Upper Sandusky, O.; Bellefontaine 20-25.
- Eliane Expo.: Masontown, Pa.; Jefferson 20-25.
- Endy Bros.: Somerville, N. J.; Roseto, Pa., 20-25.
- Enterprise: Downing, Mo.
- F. & M. Am. Co.: Du Bois, Pa.
- Fairway: Great Falls, Mont.
- Frederick Am. Co.: Central City, Neb.
- Frisk Greater: Watertown, Minn., 13-16; Arlington 18-19.
- Gibbs, W. A.: Nebraska City, Neb.
- Glick, Wm.: Kingston, N. Y.
- Gold Medal: Bessemer, Mich.; Kingsford 20-25.
- Golden State: Redding, Calif.; Chico 21-26.
- Golden Gate: Wheatland, Ind.
- Golden West: Deerwood, Minn.; Moose Lake 20-25.
- Great Coney Island: Baton Rouge, La.
- Great Olympic: Sullivan, Ind.
- Great Sutton: Ridgway, Ill.
- Greater Expo.: Waukegan, Ill.
- Greater United: Eldorado, Kan.
- Greenland: Sperryville, Va.
- Gruberg's World's Expo.: Watervliet, N. Y.
- Hansen, Al C.: Webster City, Ia.; Newton 20-25.
- Happy Attrs.: Roseville, O. (See ROUTES on page 78)

### MARRIAGES

(Continued from page 60) and former star of Pick's Club Madrid in Milwaukee.

### Late Deaths

(The following items were received at press time. More details in the next issue.)

MURRAY—James, 35, former motion picture actor, who starred in *The Crowd* in 1928, drowned in North River, New York, July 10.

### LAST CALL

RIGHTWOOD, W. VA., JULY 20-25. Big Combined Legion-Firemen Celebration. Want MOTORDROME. Special proposition. PLACE Rides except Merry-Go-Round, Ferris Wheel, Chair-plane, Kiddie Autos. Few more Shows. Any legitimate Concessions. Sixteen weeks of Fairs and Celebrations to follow. Get Busy! B. H. NYE, Mgr. Cold Seal Shows, Richwood, W. Va.

### WANTED CONCESSIONS

For balance of season and Williamstown, N. J. Firemen's (Old Home Week) and 25th Anniversary, real bonafide, legitimate celebration, July 27 to August 1. Small Grab, Popcorn, High Striker, Fish Pond, Candy Floss, Cookhouse, Cigarette Gallery, Duck Pond, Diggers. Want Ferris Wheel and Chair-plane foreman. JERE SHAW, July 13, Merchantville, N. J.; July 20, Media, Pa.

### CARNIVAL BOOTHS-RIDES

FOR RENT. Complete Unit—12 Concession Booths, enclosed, size 9x14, including Radio and Ball Games, Refreshment Stand, Electrical Equipment, Decoration. Will set up, take down and haul. Carnival Wheels and Games of every description. JERE SHAW, Real Estate Trust Bldg., Philadelphia, Pa. Phone, Pennypacker 2177.

### KRAUSE GREATER SHOWS WANT

Photo Gallery, Long Range Shooting Gallery. Will sell exclusive. Want several Shows. See ad in Billboard week June 4. Opening for Legitimate Concessions. Address this week Barnesboro, Pa.; next week Altoona, Pa.

### J. HARRY SIX ATTRACTIONS

WANT to join at once, for long season South, Shows and Legitimate Concessions. Want Chair-plane Foreman for Travers Model. Shoals, Ind.; July 20 to 25; Seymour, Ind., July 27-August 1; Oakland City, Ind., this week.

### W. S. Malarkey

Can place for Susquehanna, Pa., Celebration, July 20-26; Roscoe, N. Y., Celebration, July 27-August 1. Shows and Concessions. Address W. S. MALARKEY, Ackerman Building, Binghamton, N. Y.

### NOTICE CONTEST HANDS!

Rodeo at Flint, Mich., July 25 to August 2, inclusive. \$2,200 in bank by American Legion for purses in three events, Bulldogging, Calf Roping and Bronk Riding. Other events. Contracted by Col. Gatewood. COL. A. L. GATEWOOD, Arena Director, American Legion auspices.

Buy BLANKETS direct Double Woven JACQUARDS and INDIAN Designs. B1108—64x78", Hemmed, Ea. \$1.25 B1112—66x80", Hemmed, Ea. 1.35 B1215—66x80", Bound with 3" Sateen, Ea. 1.45 BEAUTIFUL BED SPREADS. B0901—84x108", Special by Nat'l Mfr 1.15 E. H. YOUNG, Mill Agent, 275 Forest Ave., Portland, Me. Order from Ad. 1/3 Deposit, Balance C. O. D.

### JOHNNY J. JONES EXPOSITION

CHAS. SIEGRIST WANTS FOR HIS CIRCUS Clowns, Acrobats, Wire Act. Family that does two or more Acts. WILL BUY Bucking Mule, Football Pony, or any small Animal Act. Long season. Write CHAS. SIEGRIST, Evansville, Ind., Week July 20.

### BARFIELD'S COSMOPOLITAN SHOWS WANT

One or two more Shows. Good opening for Revue or first-class Girl Show, small Dog and Pony or Monkey Show, Motordrome or Monkey Autodrome. WANT Kiddie Rides, also Man who can repair and operate Little Pal Cars. Several openings for capable people. Address Manchester, Ky., this week; Whitesburg, Ky., next.

GOLDEN GATE SHOWS WANT Stock and Grind Concessions \$10.00. Corn Game, Taker for Minstrel Show, Colored Performers, Piano Player and Drummer and Cornet Player, Girls' Revue, Hawaiian or Okek Show or any Show that does not conflict. Have outfit for same. Good Banner Man. Wheatland, Ind., week July 13. Fair secretaries in Indiana and Illinois, have few open dates. Wheatland, Ind., coal fields working full time. FRANK A. OWENS, Manager.

### WANTED

Eli Wheel Man to join immediately. HUGHEY BROS. SHOWS Morton, Ill., this week.

### WANT GROOM

Experienced with Dogs, Ponies; also Young Man or Young Lady assistant; preference to one that can present Animal Acts. State experience, age, weight, height, salary. Address MANAGER DOG AND PONY SHOW, General Delivery, Reading, Pa., July 18 to 21.

### Solicitor and Circus Acts

Space, Banner and Telephone. Preference to man that worked for Bill Rice, Irv. Polack or Bob Morton. Circus Acts, especially Comedy. Colorado Springs, Colo., week of August 24. Address MANAGER CIRCUS, Elko Club.

*"The best game that your money can buy"*

# OPERATORS EVERYWHERE ARE GETTING ON-VELVET

Keeney's  
1 BALL PAYOUT WITH THE "CASH IN" OR "REPLAY" FEATURE

On June 27th, Velvet was introduced by select jobbers and distributors everywhere. Operators were quick to visualize the outstanding advantages offered in Velvet and immediately responded with orders for plenty. We have already received earning reports from those operators, and you can believe us when we say that they are exceeding our own estimates by far!

**"CASH IN" OR "REPLAY" FEATURE**

The player by pushing the "Award" button collects any winnings he may have made on his first play. Or, he may let his winnings "ride" and by pushing the "Replay" button secure a second play without inserting another coin, and the other awards of 10c to \$2 are jumped to 20c to \$20.

**PLAYER COLLECTS OR LETS IT RIDE**

*and DON'T FORGET*

**KEENEY'S**

GRAND SLAM—7 nickel multiple slot, \$127.50.  
RAINBOW—2-play slot, \$105.00.  
BOOSTER—odds boosting 5 ball, \$99.00.  
The above 3 payout games also available in ticket models at a small additional cost.  
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No Extra Charge for Check Separator Equipment. Powerpak Equipped. "ALL TICKET" Model \$7.50 extra

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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.

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## PAN-AMERICAN SHOWS WANT SHOWS

Will furnish complete outfits for Girl Revue and Circus Side Show with Acts. Want Colored Musicians and Chorus Girls for Minstrel, Office Show. Can place sober, reliable Special Agent and Billposter. Concessions—Want Frozen Custard, Floss Candy, Scales and Long-Range Gallery. Can place Wheel and Grind Store Agents. Also Girls for Ball Games, Griddle and Counter Man Cookhouse. Address Pekin, Ill., this week; Bloomington, week of July 20.

### ROUTES

(Continued from page 77)

Happy Days: Spencer, Ind.; Columbus 20-25.  
Happyland: Dearborn, Mich.  
Harris Amusements: Marysville, Tenn.; Strawberry Plains 20-25.  
Heller's Acme: Passaic, N. J.  
Henke's Attrs.: Cudahy, Wis., 13-16; (3d Ward) Milwaukee 17-19.  
Hennies Bros.: (Fair) Langdon, N. D., 13-15; (Fair) Hamilton 16-18.  
Heth, L. J.: (Fair) Ashley, Ill.; (Fair) Goldconda 20-25.  
Hilderbrand's United: Tacoma, Wash.; Bellingham 20-25.  
Hodge, Al G.: Sturgis, Mich.; Indiana Harbor, Ind., 20-25.  
Howard Bros.: Morgantown, W. Va.  
Hughey Bros.: Morton, Ill.  
Hurst, Bob: Gunter, Tex.; Granbury 21-25.  
Inperial: Mankato, Minn.; Mason City, Ia., 20-25.  
Intermountain: Twin Falls, Ida.; Oakley 20-25.  
Joe's Playland: Orleans, Neb.  
Jones, Johnny J., Expo.: Owensboro, Ky.; Evansville, Ind., 20-25.  
Joyland: Charlevoix, Mich.  
Kaus: Corning, N. Y.  
Keystone: Sipesville, Pa.  
Krause Greater: Barnesboro, Pa.; Altoona 20-25.  
Lagasse Am. Co.: Brockton, Mass.; Cheshire 20-25.  
Landes, J. L.: (Fair) South Omaha, Neb.  
Lang's, Dee, Famous: Sterling, Ill.; Canton 20-25.  
Leggette, C. R.: Bald Knob, Ark.  
Lewis, Art: New Bedford, Mass.  
Liberty National: Campbellsville, Ky.  
M. B. Am. Co.: Flat River, Mo.  
Majestic Midway: Pinckneyville, Ill.  
Malarkey, W. S., Attrs.: Owego, N. Y.  
Marks: Hammonton, N. J.; Trenton 20-25.  
Metropolitan: Perry, Ga.  
Middleton, Karl: Portville, N. Y.; Allegany 20-25.  
Midwest: Rushville, Ind.  
Midwest: Las Animas, Colo.; Springfield 21-27.  
Miller Bros.: Newcastle, Ind.  
Miner Model: Pennsburg, Pa.  
Mohawk Valley: West Point, Va.  
Northwestern: Vicksburg, Mich.; Leslie 20-25.  
Page, J. J.: Williamson, W. Va.  
Pan-American: Pekin, Ill.; Bloomington 20-25.  
Fearson: Greenville, Ill.; Lovington 20-25.  
Pollie & Latto: Port Huron, Mich.; Clare 20-25.  
Poole & Brewer: Houston, Tex., 18-Aug. 1!  
Ray's Am. Co.: Tenstrike, Minn., 16-18.  
Reading's United: Munfordville, Ky.  
Reid Greater: Jacksonville Beach, Fla.  
Rogers & Powell: (Fair) Reyno, Ark.  
Royal American: (Fair) Edmonton, Alta, Can.; (Fair) Saskatoon, Sask., 20-25.  
(See ROUTES on page 80)

### RIALTO Assortment

Extension Edge Box. Assorted Colors. Packed with 2 Layers of High-Grade Assorted Chocolates. 4 Doz. to Carton.

**DOZEN, \$1.25**  
**CARTON, \$4.80**

25% Deposit with Order. Balance C. O. D. Send for Free Illustrated Catalog.

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101-103 Wooster St. New York City

### SPERONI SHOWS WANT

Wheel Foreman, join at once. Second Man. Concessions, Pop Corn or Carmel Corn, Swinging Ball and Nail Joint Agents. Milan, Ill., this week; Oswego, Ill., next.

### BUD HAWKINS CIRCUS

Wants one more Team doing two or more with housecar. July 14, Dwight; 15, Momee; 16, Gilman; 17, Hooperston; 18, Rantoul. All Illinois.

### SPECIAL 39¢ A GROSS

No. J66—Bird Warbler. Known as a ventrillo whistle. Imitates the calls, cries and songs of birds. Regular price, 75¢ a gross.

Item	Doz.	Gross
C209—Rayon Silk Tie	\$.63	\$7.45
C354—Men's Cotton Hose	.58	
M243—Octagon Shaped Lighters		3.95
J209—Playballs, 7 inch.	.72	8.50
Reproduction Pearl Necklaces		2.25
N297—Clip Combs	.45	5.25
H232—Toothpick Knives		.69
Saxon Plaid Blankets, any quantity		1.05
N375—10 Sewing Needles to Package.		
100 Packages		.29
N369—20 Sewing Needles to Package.		
100 Packages		.58
Double-Edge Razor Blades. Per 1,000		2.99
S157—22-Year Calendar		.57

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Pick your horses! Place your Bets! . . . and they're OFF! What a Game! TURF CHAMPS takes in up to 35c on Every Race! One to seven players can play at once, or one player can "bet" at once, or one player can "bet" on any number of "horses", up to seven. Odds change automatically with every race. Winner pays out up to 40 to one.



## THE CABINET

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playing field affords easy servicing

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Every year by operators not giving real thought where to buy! Dealing with us you never lose, as we endorse "only the best" coin-operated machines of every description. Immediate Delivery!

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"Nationally known for HONEST DEALINGS IN EVERY RESPECT"

## ABANA BROS. FAMOUS SHOWS

PLAYING SIXTEEN STREET FAIRS AND CELEBRATIONS IN MISSOURI, ILLINOIS AND ARKANSAS, RUNNING CONSECUTIVELY.

CAN FURNISH New Tents, Fronts, Banners for Athletic, Five-in-One, Illusion, Snake, Half-and-Half, Hawaiian, Hill Billies, Crime, Octopus, Submarine, Fat Girl Shows. WANT experienced Operator for Cook House, York Custard, Ball Game, Sober, capable Help on Merry-Go-Round, Eli Wheel, Chair-plane, Carpenter, Organ Repair Man, Ten Cent Grind Concession, \$11.00 weekly. WILL PLACE Banner Man. We travel in railroad baggage cars. Clarence, Mo., Street Celebration, this week; Hunnewell, Mo., Golden Jubilee, on Streets, next week.

## Al C. Hansen Shows, Inc.

Can place Workingmen for Rides, Legal Adjuster. Pete Wheeler, wire. Will furnish outfit to capable Man for Snake Show. This is a flat car show, nothing to gilly. Address Webster City, Ia., this week; Newton, Ia., week July 20.

## BROWN NOVELTY SHOWS

WANT—Legitimate Concessions working stock only. Can use 5-in-1, Snake and Illusion Show or small grind shows. Can use Kiddie Ride. This week Dayton, O.; July 20, Loveland, Ohio, Firemen's Celebration; Chevrolet car given away. Doc Finch, Decorator, write relative to 14 weeks' work on Fair Circuit. Address inquiries to F. Z. VASCHE, Manager Brown Novelty Shows, 1006 Central Ave., Cincinnati, O.

## FOR SALE

12-Car Dodgem, perfect condition. Can be seen in Racine in action. Reason for selling, we have new 20-Car Skooter. Opens in Milwaukee.

Can place a sober Ride-o Foreman. Have opening for two worth-while Shows of merit.

Address  
**BECKMANN & GERETY**  
Racine, Wis., week July 13; Milwaukee, Wis., week July 20; Sheboygan, Wis., week July 27.

## COREY GREATER SHOWS

HOMER CITY, PA., THIS WEEK; BERLIN, PA., OLD HOME WEEK, NEXT WEEK.

WANTED—Plantation, Fat Girl, Half-and-Half, Ten-in-One, or any Shows not conflicting. Loop-o-Plane, Cook House, Grab, Juice, Stock Wheels, Ball Games and legitimate Grind Stores of all kinds. Playing all Celebrations and Fairs now. Address E. S. COREY, as per route. P. S.—We hold contract for Cambria County Firemen's Convention at Cresson, Pa., week August 3-8, which will be the first Carnival in sixteen years.

**AUTO-PUNCH IS THE FIRST AUTOMATIC PAYOUT, CHANGING ODDS, LIGHT-UP, LIFE-TIME SALES BOARD MACHINE**



**EARN MORE MONEY Than a BELL and SALESBOARD COMBINED**

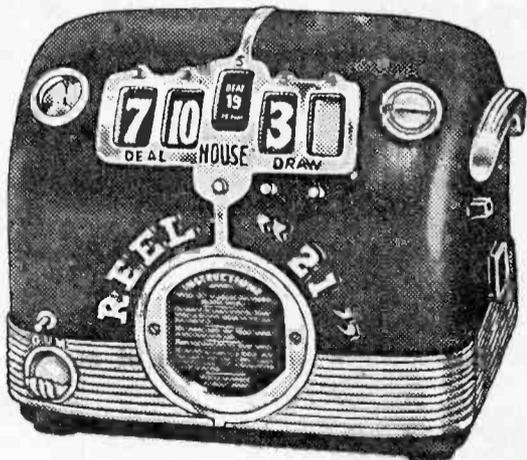
Odds as high as \$7.00 for 5c! It's sensational! Numbers ending in 8 in 0 and in 50 are Winners! Number 250 or 3 Red Lights entitles player to punch in Jackpot compartments. Jackpots are \$50 and \$1.00. \$2.00 Jackpot plus GOLD AWARD of \$5.00! The greatest payout come in history WITH "REGULATED PERCENTAGE" FEATURE! A Better and Faster Money-Maker than a Bell and Salesboard COMBINED!

**\$69.50**  
TAX PAID

**GET BUSY—RUSH YOUR ORDER NOW!**

DAVAL MFG CO. 200 SO. PEORIA 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!

**IT'S A HIT!**

**\$23.75**  
TAX PAID

**RUSH YOUR ORDER NOW!**

**Bond Boosts Keeney's Newest Game, Velvet**

CHICAGO, July 11.—Jack Keeney's man Becker received an enthusiastic letter from David S. Bond, of the Tri-mount Coin Machine Company, of Boston, attesting to the marvelous operation of Velvet in the New England territory. Mr. Bond stated that he and his organization are enthusiastically recommending Keeney's Velvet to the operators because it has proved its dependability and money-making ability. He further states that the "cash-in" or "replay" feature has clicked with his operators' players, who appreciate the opportunity of the possibility of a \$20 award for a nickel play.

Becker says that this letter from Bond is just one of the marvelous testimonials the Keeney firm has received from prominent distributors regarding Velvet. All heartily indorse this new Keeney game and are recommending it without and reservations whatsoever.

Mr. Becker goes on to say that the production of Velvet has been stepped up to meet the increasing demand for the game, which will not reach its full sales peak for quite some time to come, as operators everywhere are fully appreciating its outstanding advantage.

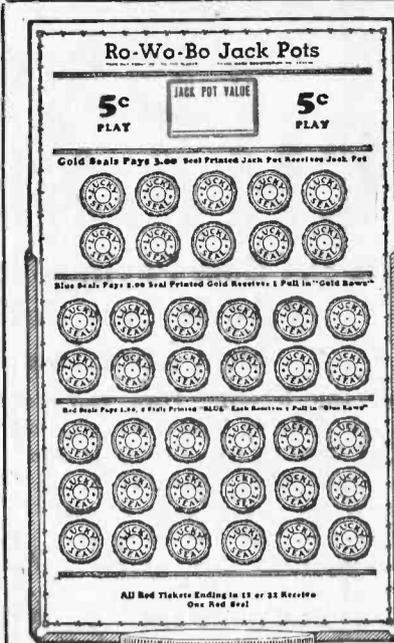
**ROUTES**

(Continued from page 78)

- Royal Palm: Birmingham, Ala.
- Rubin & Cherry: Waterloo, Ia.
- S. S. Am. Co.: Lewry City, Mo.
- Santa Fe Expo.: Cheyenne Wells, Colo.
- Savidge, Walter, Rides: Sac City, Ia., 13-15; Manson 16-18.
- Sheesley Midway: Benton Harbor, Mich.
- Siebrand Bros.: Harlem, Mont., 18-19.
- Silver State: Powell, Wyo.; Lovell 23-25.
- Six, J. Harry, Attrs.: Oakland City, Ind.
- Small & Bullock: Ansted, W. Va., 13-18.
- Smith Greater Atlantic: Washington, Va.
- Sol's Liberty: Stevens Point, Wis.; Green Bay 20-25.
- Spencer, C. L.: Noblesville, Ind.
- Speroni, P. J.: Milan, Ill.
- State Fair: Beatrice, Neb.
- Strates Shows Corp.: Watertown, N. Y.
- Sunset Am. Co.: Centerville, Ia.
- Tidwell, T. J.: (Fair) Anthony, Kan.
- Tilley: Marseilles, Ill.
- United Shows of Amer.: Miles City, Mont.
- Volunteer State: Mt. Vernon, O.; Bucyrus 20-25.
- Wade, W. G.: (Orleans & Hale sts.) Detroit, Mich.
- Wallace Bros.: Brazil, Ind.
- Ward, John R.: Slater, Mo.
- Weer, Mabel: Charlotte, Mich.
- West Bros.: Am. Co.: Grand Forks, N. D.
- West Coast: Seattle, Wash.
- West Coast Am. Co.: Eugene, Ore.
- West, W. E., Motorized: Marion, Kan.
- Western State: Sheridan, Wyo.
- West's World's Wonder: Mingo Junction, O.
- Weydt Am. Co.: Chilton, Wis., 16-19.
- Weyl's Attrs.: Lowellville, O.
- Wilson Am. Co.: Cissna Park, Ill., 13-18.
- Winters Expo.: Canonsburg, Pa.
- Wolf Greater: Granite Falls, Minn.
- Work, R. H.: Rural Valley, Pa.; Butler 20-25.
- World of Mirth: Buffalo, N. Y.
- Yellowstone: Anaconda, Mont.
- Zeiger, C. F., United: Rapid City, S. D.
- Zimdars Greater: Red Wing, Minn.; Owatonna 20-25.

**Additional Routes**

- (Received too late for classification)
- Bragg Bros.' Show: Williston, Vt., 13-18.
  - Brown Family Rides: Adrian, Ga., 13-18.
  - Donley, Capt. Porter, Circus: Martinsburg, W. Va., 13-18.
  - Dore Sisters: Treynor, Ia., 13-18.
  - Felton, King, Magician: Manchester, Ia., 13-18.
  - Harlan Med. Show: Brownsville, Pa., 13-18.
  - Harris Road Show: Perham, Minn., 13-18.
  - Haviland, Magician: (Brooke Johns' Old Barn) Norbeck, Md., 13-18.
  - LeVant Show: Vanderbilt, Mich., 13-18.
  - McCall Bros.' Show: Matawan, Minn., 15; Waldorf 16; Otisco 17; Hope 18.
  - McNally Show: Salisbury, Vt., 13-18.
  - Miller, Al H., Show: Roberta, Ga., 13-18.
  - Original Floating Theater: Irvington, Va., 13-18.
  - Palmer & Doreen: (Club Circus Night Club) Mansfield, O., 14-20.
  - Pavan Show: Schulenburg, Tex., 13-18.
  - Princess Edna Show: Moody, Tex., 13-18.
  - Reno, Great, & Co.: Sabetha, Kan., 13-18.



**Each Card \$25.00 Jack Pot**  
Brings In . . . . . \$90.00  
Average Payout . . . . . 55.00  
Profit . . . . . \$35.00  
Complete Sample Deal \$6.00  
**WERTS NOVELTY CO., Inc.**  
Dept. BB, Muncie, Indiana



Place it in your locations for bigger net profits! You can't beat this newest of pay tables for repeat-play appeal. On hand—ready for delivery.  
Good reconditioned games of all kinds in stock. A square deal to all. 1/4 deposit with each order. Write for list.  
**VEECH SCALE CO.**  
DECATUR, ILLINOIS

Scottie's Comedians: Harlan, Ia., 15-18.  
Sharpsteen Show: Monroe, Mich., 13-18.  
Springtime Revue, with Taylor & Martha Trout, Betty Till, Six Southern Darlings, Lyons & McDowell, Johnson Sisters, Verne Adams Band, Bennett & Allen: (Pal.) Jacksonville, Fla., 25-26.  
Ta-Co Med. Show: Temple, Tex., 13-18.

**JOBBERS--- OPERATORS !!**  
**RUSH YOUR ORDER NOW**  
FOR IMMEDIATE DELIVERY OF  
**AUTO PUNCH \$69.50** Tax Paid  
and **REEL "21" \$23.75** Tax Paid  
**EXCLUSIVE NEW JERSEY DISTRIBUTORS**  
**ROYAL DISTRIBUTORS, Inc.** 1125 Broad Street, NEWARK, N. J. Tel.: Bigelow 3-3508.

ODD PENNIES

PUT & TAKE

PUT



TAKE



JAR CONTAINS 2,000 TICKETS

Takes In .....\$75.00  
 Pays Out ..... 43.30  
 Profit .....\$31.70

Sample Jar Complete .....\$3.50  
 Refills .....\$3.25

SEND 1/3 CASH WITH ORDER, BALANCE C. O. D.

DISTRIBUTORS, JOBBERS, OPERATORS—  
 WRITE FOR QUANTITY PRICES

INDEPENDENT NOVELTY CO.

220 North Fifth Street

SPRINGFIELD

ILLINOIS

N. Y. Distributors  
 Form Association

NEW YORK, July 11.—Metropolitan distributors have formed an association called the Metropolitan Distributors, Inc., with the intention of controlling the distribution of all coin-operated machines in this territory and also to concentrate the power of the industry in one group. The new group is expected to prove of distinct benefit to the industry. First meeting was held Wednesday night.

The following officers have been elected: John A. Fitzgibbons, of Fitzgibbons Distributors, president; Babe

Kaufman, of Babe Kaufman, Inc., vice-president; Dave Robbins, of D. Robbins & Company, secretary; William Blatt, of Supreme Vending Company, treasurer.

Smallest Counter Game Gave  
 Bally Engineers Huge Task

CHICAGO, July 11.—When the Bally Manufacturing Company developed Bally Baby, which it claims to be the world's smallest counter game, it presented a real engineering problem to its printers.

Bally Baby is three games in one machine, change from one game to another being made by simply changing reels and coin chute caps. One set of reels is for penny cigaret play and reproduces in full color the six most popular cigaret packs. Bally wanted life, flash, color and unbeatable play-appeal on these reels. But—and here's the catch—all this had to go on a reel only 5/8 inch wide, less than half the length of of the smallest joint on your little finger. The artists, photo engravers and printers scratched their heads. Then they went into a huddle. The ink and paper people were called into it. For days and weeks they experimented. Finally they were able to offer the finished product—a masterpiece of the printer's art and everything that Bally had demanded.

Bally Baby Cigaret Reels not only carry the live, vibrant colors of the actual cigaret packs, but carry them clearly and easily readable to the smallest important detail. Each package measures only 3/8 of an inch in width, and altho the name of the maker of one of the brands is only about 1-64 of an inch high it can be read.

Because of this workmanship Bally was able to present the coin-machine industry with what it describes as the world's smallest counter game (only 6 inches by 5 inches and 7 inches high) . . . one that could be fitted into any location, no matter how crowded, yet lacking none of the necessary attraction elements needed in building steady profits month after month.

Says Jim Buckley, Bally's sales manager: "Bally Baby is also equipped with spell-award reels for 5-10-25-cent trade-stimulator play and numbered reels for the Treasury Balance numbers game. Production on Bally Baby has been going at full tilt ever since the Baby's announcement."

DICE! DICE! DICE! DICE! DICE!

DICE!

DICE!

DICE!

DICE!

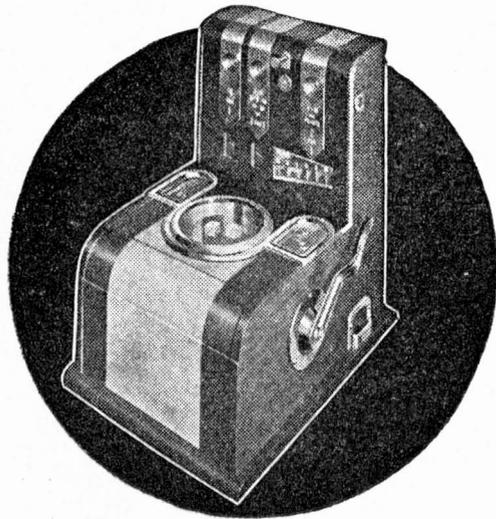
DICE!

DICE!

DICE!

DICE!

Mills Novelty's Complete  
 Automatic Payout



Play a complete game of Dice, with all usual bets. Three different players can start off the game, and on the "Come" bet, while still open, six can play at once. Dice is 25c play exclusively and that's why it often takes in \$40 to \$60 in a single night. Every operator should have at least one of these elaborate, comprehensive machines, the most ingenious coin machine ever built and a great attraction for the better location. Write us at once for our special offer to bona fide machine operators.

Mills Novelty Company

4100 Fullerton Avenue, Chicago, Illinois

DICE!

DICE!

DICE!

DICE!

DICE!

DICE!

DICE!

DICE!

DICE!

GET YOUR  
 CREDIT  
 HERE!

GREATEST 1-SHOT PAY TABLE EVER,  
 WITH MARVELOUS REPEAT PLAY AP-  
 PEAL. BIGGER NET PROFITS (Proved by  
 test on location).

PRICE ONLY \$99.50

RUSH YOUR ORDER TODAY!

Write for Prices on All New Games, Latest  
 Used Games, Columbus Venders, North-  
 western and Ad-Lee. Distributors and  
 Jobbers for Leading Manufacturers.

B. M. Y. NOVELTY SALES CO.

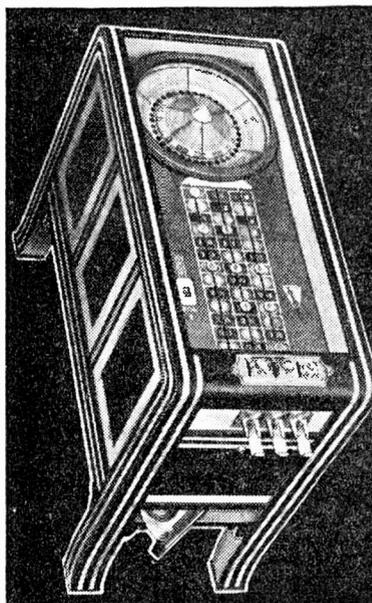
3008 Payne Ave. Cleveland, Ohio

LOOK

IN THE WHOLESALE  
 MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES  
 PREMIUMS AND SPECIALTIES



EVANS'  
 ROU-LETTE

World's most popular game for  
 America's finest locations! ROU-  
 LETTE offers realistic roulette made  
 completely automatic by Evans' in-  
 ingenious craftsmanship. A super-  
 attraction embodying a regulation,  
 inlaid roulette wheel; substantial  
 odds; automatic payout; indirect il-  
 lumination; impressive 45"x20" size;  
 all-electric operation . . . and beauty  
 that is worthy of a \$500 value.  
 ROU-LETTE is designed to be a per-  
 manent investment; to return an  
 income far in excess of the ordinary  
 game. Investigate ROU-  
 LETTE'S marvelous op-  
 portunities—today!.....

\$262.50

At Your Jobber or  
 H. C. EVANS & CO.,  
 1522-28 W. ADAMS ST., CHICAGO, ILL.

SALES BOARD OPERATORS

SEND FOR OUR NEW LARGE CATALOGUE FULL OF NEW 1-2-5c SALES  
 BOARD ASSORTMENTS SEE THE LATEST AT THE LOWEST PRICES

LEE MOORE & CO. 180-182 West Adams Street  
 Chicago, Illinois

# Extra PROFITS for Summer!

A few Bally MULTIPLE COIN-CHUTE Games on your route, taking in 4 to 10 NICKELS PER GAME, will keep your earning average UP, regardless of weather. Try it and see for yourself.



PAYOUT  
**\$137<sup>50</sup>**  
TICKET  
**\$155<sup>00</sup>**

NO EXTRA CHARGE FOR CHECK SEPARATOR  
F. O. B. CHICAGO

53 in. by 24 in.

## CHALLENGER

1-Shot Payout—Changing Odds—Multiple Coin Chute—Mystery Pockets—\$6.00 Top. CHALLENGER has "that certain something" that gets constant REPEAT PLAY.

## NATURAL

1-Shot Payout—Changing Odds—Multiple Coin Chute—Light-up Totalizer. Plays REGULATION DICE GAME—win on 7 or 11 or by "making your point." Earnings as high as \$50.00 daily reported.

## RELIANCE

Sensational Payout Dice Counter Game—going stronger than ever in typical summer spots.

## BALLY BABY

Now 3 Great Games for Price of One! Requires only 6-in. by 5-in. space, but how it takes in the cash!



**\$139<sup>50</sup>**

COMPLETE WITH ELECTRO-PAK.

NO EXTRA CHARGE FOR CHECK SEPARATOR  
F. O. B. CHICAGO

50 in. by 26 in.



# BALLY MFG. CO.

2640 BELMONT AVE.  
John A. Fitzgibbons, Inc.

CHICAGO, ILL.  
453 W. 47th St. New York, N. Y.  
Eastern Distributor

## 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.

## PENNY CIGARETTE SALE

NUMBERS 100-200 EACH RECEIVE 60 CIGARETTES  
NUMBERS 300-500-700 EACH RECEIVE 40 CIGARETTES  
NUMBERS 25-75-125-175-225-275-325-375-425-475-525-575-625-675-725-775-825-875-925-975 EACH RECEIVE 20 CIGARETTES  
LAST SALE IN EACH SECTION RECEIVES 30 CIGARETTES

## 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

## GET YOUR CREDIT Here!

★ Visit our sales room and get CREDIT. Complete line Newest One-Ball Automatics and Latest 5 and 10-Ball Novelty Games. Enormous stock Used Machines of every type. Liberal trade allowance on your Used Pin Ball Games, Venders or Bells. Bring them in.

**KENTUCKY AMUSEMENT CO., Inc.** 226 West Walnut St., Louisville, Ky.  
Phones, Jackson 4636; Wabash 2570

**MONARCH RECONDITIONED GAMES MAKE MONEY—BUY THEM!**  
Exhibit Whirlpool, Rodeo, Football, 10-Ball Payout, Like New, with Check Separators, \$22.50.

\$3.45 Blue Ribbon Golden Gate Pushover Merry-Go-R'd. Fleet Am. Beauty	\$4.45 Action, Jr. Drop Kick Contact Criss Cross Register Relay	\$5.45 Castle Lite Flying Trap. Signal, Jr. Rebound Sensation Scorealite	\$6.45 Signal, Sr. Major League Traffic C Kelly Pool Army & Navy Rockola 21	\$7.45 Globe Trotter Beamlite Mills Impact Beacon Angellette Rockelite	\$8.45 Griss-Cro's Lite Kings Roxolite Action, Sr. Dealer Kings of Turf
\$9.45 T N T Trialite Jockey Club Jungle Hunt Sink or Swim Skyscraper	\$10.45 Tit for Tat Spotlite Balance Line Big Game Par Golf Cannon Fire	\$11.45 Spelling Bee 3 in Line Tickalite Auto Fl'h, tpe. Auto Dart, tpe. Auto C'nt, tpe.	\$12.45 Cheer Leader Ball Fan Domino Champion Treasure Hunt Man in Moon	\$13.45 Quicksilver Manhattan Splitfire Screamo Skill Circle Liberty Bell	\$14.45 Banker 666 7-11 Five & Ten Sportsman, p.o. Put 'N' Take

All Games in Perfect Working Order! 1/3 Deposit with Order.  
**MONARCH COIN MACHINE CO., 2308 Armitage Ave., CHICAGO, ILL.**

## THRILLER

HIT No. 1  
**It's a THRILLER**  
Here it is! The hottest Novelty Game in the Coin Machine Industry. The price, Oh, the price! **\$49.50**

## MONOPOLEE

HIT No. 2  
Monopolee, the King of Payout Tables, **\$115.00** each  
No depression when you operate this machine.

BE THE FIRST IN YOUR TERRITORY!

**Mc CALL NOVELTY CO., 2230 Pine St.**  
Phone ST. LOUIS, MO. Wire

Thank You for Mentioning The Billboard.

GENCO, Inc. fascinating new "BUY-A-LIGHT" feature is the "MONEY-MAKING MAGNET" that draws the crowds

# Scotty

**TAKES ONE TO THREE NICKELS — AND EACH NICKEL CREATES NEW AND NOVEL EXCITEMENT**

Talk about personality or "come-on," Scotty has everything it takes to attract more nickels per minute than a street car conductor. Looks so easy to spell "P-U-P" in any of the six possible ways—with six balls to do it. It even looks easier to land a double-award.

First the player deposits one nickel—the six balls are released—and a number on the double-award panel lights up. If, for example, Number 6 lights up, the player can double his award by spelling "P-U-P" six or more times. If he is not satisfied with the number he gets, he deposits another nickel, the first number flashes off and a new number appears. At the same time this second nickel has purchased one "Pup." A third nickel buys another "Pup," and the lights on the double-award panel change again, possibly to Number 4. The player has invested fifteen cents and now has two Pups to begin the game, making it easier for him to get his award, since four Pups start the pay-off.

A Pup is made and lights up a little Scotty on the light-rack each time the word "Pup" is spelled either vertically, horizontally or diagonally. However, if you make either top or bottom skill-hole, all "Ps" register automatically, therefore play for "Us" only, as each "U" made will light a Pup.

**ORDER NOW FOR IMMEDIATE DELIVERY**



**\$54<sup>50</sup>**  
F.O.B. CHICAGO

**GENCO Inc.**

2621 N. ASHLAND AVE, CHICAGO, ILLINOIS

ALL MODELS MUTOSCOPE CRANES \$ **25** ONLY...  
ALL MODELS ELECTRO-HOIST DIGGERS AND UP  
MIKE MUNVES, 145 PARK ROW, NEW YORK, N. Y.

BIGGEST PIN GAME STOCK IN AMERICA. WRITE FOR PRICE LIST

GET YOUR **CREDIT** **HERE!**

\* TICKET MODEL \$109.50 . . . PAYOUT MODEL \$99.50. OPERATORS, we will give you credit on your old machines. Visit our display room or write for special trade-in allowances.

Rush your order today. 1/3 deposit, balance C. O. D.

DEL SIGNORE SALES CO., Broadway, Fort Edward, N. Y.  
Vermont Branch—66 Wales St., Rutland, Vt.

A SENSATIONAL "GENERAL" SALE!  
TRAFFIC - \$12<sup>00</sup> | HIALEAH \$99<sup>00</sup> Ea.

MODEL "A" EACH BALLY TICKET — LATEST MODEL  
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** 999  
637 ALBANY AVE., HARTFORD, CONN.

**SLOT MACHINES \$10.00 up--all makes, all play**

Double Jack Mills, \$45.00; all Play. Advance Cigarette Machines, like new, \$17.50 each. All kinds of Counter Games and Pay Tables, new and used. Latest Pin Games. Write us your needs.

**LEHIGH SPEC. CO.** 2nd and Green Sts., Phila. Pa.

## An Announcement

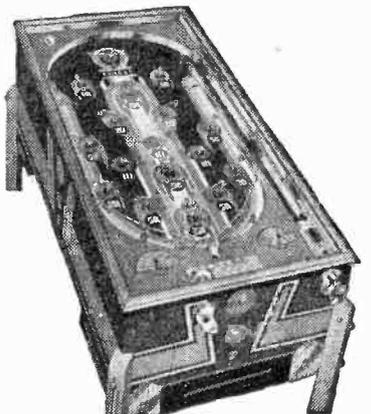
**WORTHY OF NOTE**



It is with the greatest pride that we announce to the coin-machine dealers and operators our appointment as sole and exclusive Northwest distributor for all the products manufactured by the world-wide leader, Rock-Ola Manufacturing Corporation.

By combining the type of service which we are prepared to render in backing up the outstanding profit producing machine hits, such as the new "Credit" and others continually being presented in the Rock-Ola line, every demand of coin-machine operators throughout the Northwest will be answered with an assurance of profit building success.

In addition to our unusual offering of Rock-Ola Multi-Selector Phonographs, we also carry complete lines of pay and novelty tables, counter games, sales-boards and vending machines made by leading manufacturers in stock at all times. Also supplies and parts for all coin-controlled machines. Bargains in fine reconditioned machines of all types. Write today for descriptive literature and special prices. Our complete line assures you of immediate service!



FEATURING **CREDIT** THE MACHINE THAT HITS 'EM RIGHT

**La Beau Novelty Sales Co.**  
1946 University Ave. ST. PAUL, MINN.

*It took one and a half years to design*  
**and - HERE IT IS**

**BOWLING**

with ten ball fascination  
 and better than  
 one ball receipts

**A TWO BALL GAME**



**LEGAL EVERYWHERE--YET IT PACKS REAL ACTION  
 PLAYED JUST LIKE REGULAR BOWLING**

Skillful play of the first ball enables the player to make a STRIKE just like on a regular bowling alley. Hitting all ten pins with two balls will score a SPARE. Scoring is based on the number of pins hit.

**FAST ACTION BALL**

There are no holes on the board, and the ball bounces from pin to pin, making a score of the back board every time it hits. The flashing of the lights on the back board and the fast action of the ball all add to the thrill that holds the players in suspense and means more profits to you.

**SCORE PADS FURNISHED**

Regular bowling score pads are furnished with each game and additional pads may be had

at cost. These pads induce competitive play and swell the receipts. At two balls for a nickel this game takes in 50c per frame, while a full-sized bowling alley that costs \$1,200 only takes in 20c. Just think—four players each playing a full game will play Two Dollars, and the game is played faster than a One Ball. The gutters on the side represent the biggest outs ever placed on any game, yet the players like them because they add to the thrill of the game.

**MAY BE PLAYED WITH FIVE BALLS**

For territories where five balls are required, this game has been arranged so that the change of score cards and the insertion of three balls will make it ready for action. No alteration of the game required.

**Popular  
 Size  
 22x42**

**WIRE  
 WRITE  
 PHONE**

**PACENT NOVELTY MANUFACTURING CO.**  
 "A NEW COMPANY WITH NEW IDEAS"  
 1410 LINCOLN AVE. . . . . UTICA, NEW YORK

**SOME  
 DISTRIBUTOR  
 TERRITORY  
 STILL OPEN**

# PAMCO "CHASE"



50"  
x  
24"

VISIBLE  
CHUTE  
TAKES  
SINGLE  
COIN.

SUPER  
DE-LUXE  
IN  
EVERY  
DETAIL.

U. S. Patent  
2029177

...and

## PALOOKA "JUNIOR"

GOING BETTER THAN EVER—

Repeat Orders Tell the Story of Pamco "CHASE". Out in the field just a few weeks—Operators report collections steadily INCREASING! Now is the time to invest in Pamco "CHASE"—for this game of MOVING LITES is a LONG DISTANCE 'runner'. Nothing can catch it!

**PAYOUT MODEL \$139**

**TICKET MODEL \$149**

Electropak & Check Separator Equipped

## PALOOKA "JUNIOR"

Bowl Type—with Single Unlimited Capacity Coin Chute — Automatic Changing Odds—has PROVED EARNING POWER of Bell Machines. It's a staple article and a REAL INVESTMENT in either

**PAYOUT MODEL \$159**

**TICKET MODEL \$169**

**Palooka "SENIOR"**

6 Coin Chutes—and MORE of those Bell-Real Earnings!

**Price \$189.50**

Get IMMEDIATE DELIVERIES Today !!!



SINGLE  
UNLIMITED  
COIN  
CHUTE

SIZE  
50"  
x  
24"

# PACIFIC AMUSEMENT MFG., CO.

4223 West Lake St.  
Chicago, Ill.

1320 South Hope St.  
Los Angeles, Calif.

**BARGAIN SPOT**  
PEERLESS  
**\$60.00**

## ONE BALL AUTOMATIC PAYOUT TABLES

THOROUGHLY RECONDITIONED BY FACTORY MECHANICS

Tycoon .....	\$79.00	Mammoth .....	\$37.00
Red Sails .....	62.50	De Luxe "48" .....	35.00
Bally Bonus .....	60.00	Prospector .....	33.00
Speedway .....	60.00	Varsity (5 Ball) .....	18.00
Ten Grand .....	60.00	Seven-Eleven (2 Ball) .....	14.50
Pamco Parlay .....	59.00	Carloca .....	14.00
Jumbo .....	48.00	Put 'N' Take .....	14.00
Electric Baffle-Ball .....	38.00	Plus & Minus .....	13.00
Stock Market .....	38.00	Sportsman (Blk. Cab.) .....	10.00

1/3 Deposit, Balance O. O. D., F. O. B. Chicago.

**NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey Blvd. CHICAGO, ILL.**

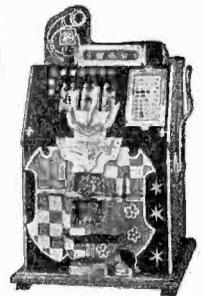
## REEL "21"

Is BLACK JACK or the Old Popular 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.



## BALL GUM

15c a Box  
(100 Pieces)  
Case Lots  
100 Boxes  
**\$12.00**  
1/3 Deposit  
With Order.



ALL TYPES OF  
**Mills Bells & Venders**  
AT FACTORY PRICES  
Write for Complete Catalog

**\$23.75** DOUBLE DOOR AND REGISTER \$2.00 EXTRA  
Rush Your Order Now

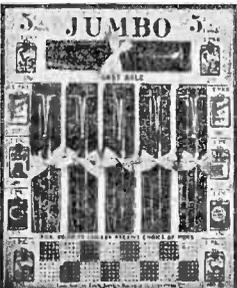
**SICKING MFG. CO., Inc., 1922 Freeman Ave., Cincinnati, Ohio**

## GET YOUR CREDITS

Here!

★ From the South's Leading Distributor. CREDITS in stock, ready to ship! A Rock-Ola product — it must be good. CREDIT represents the newest in pay tables—order yours today and watch them make a hit. We have a large stock of all machines new and used. Write, wire or phone.

**BIRMINGHAM VENDING CO., 2117 Third Avenue, North, Birmingham, Ala.**



## 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.**

## 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.

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248 Marietta Street, ATLANTA, GA.

3502 1/2 McKinley Street, TACOMA, WASH.





# WURLITZER

*extends its leadership into*

## **GAMES FIELD**

★ With the inauguration of a Games Division, Wurlitzer brings to the amusement games field a fresh viewpoint, unfettered by past practices, products, or tradition, plus the same leadership that has made "Wurlitzer-Simplex" the outstanding success in automatic phonographs. A success that witnesses an ever-increasing operator demand for these instruments month after month.

★ It will be the aim of this new Department to provide new products designed to win widespread and lasting public acceptance. Back of the new division is the long experience, the vast designing, engineering and manufacturing facilities, the unlimited financial resources, and sound merchandising policies of The Rudolph Wurlitzer Manufacturing Company. Factors responsible for its pre-eminent position in the music field—advantages that likewise meet every requirement for leadership in coin-operated games.

★ The initial product to be offered by Wurlitzer's Games Division will be "Skee Ball," redesigned from the original coin-operated "Skee Ball"—introduced last fall by the National Skee Ball Company of Coney Island, N. Y.—recently acquired by Wurlitzer. "National" were the creators and original "Skee Ball" manufacturers. Their product which, until its recent perfection as a coin-operated device, required supervision by

attendants, has been a big money-maker in the amusement park field since 1908.

★ As successors of National Skee Ball Company, Wurlitzer can assure its customers not only complete security and protection on patents but, based on the twenty-eight year success of the "Skee Ball" idea in the amusement park field, a permanently profitable investment as well.

★ Next month, through the pages of this and other coin machine journals, Wurlitzer will make a complete announcement of its new "Skee Ball"—redesigned by Paul Fuller, whose creation of the beautiful cabinets and lighting effects of the Wurlitzer-Simplex has played no small part in its tremendous and ever-growing popularity. Combining striking eye appeal, intriguing play appeal and a record for permanent, sizeable profits, Wurlitzer's "Skee Ball" should prove to be one of the biggest money-makers that has ever been brought to the coin machine industry!

*Games Division*

**THE RUDOLPH WURLITZER MANUFACTURING CO.  
NORTH TONAWANDA, NEW YORK**

**WURLITZER...A NAME THAT STANDS FOR PROFITS IN AMUSEMENT PRODUCTS**

# Columbia *New Silent Jack Pot Bell* by Groetchen

Already hundreds of Bell Machine Operators have inspected COLUMBIA, and acclaimed it as the most important step forward in 30 years of Bell Machine History. Here at last, is a Bell specifically designed

for today's changing operating conditions. Small enough in size for closed territories, light in weight, yet alive with sparkle and zest, full of player appeal to command immediate attention in every location.

*Columbia is a new machine from the ground up*

★ Its surprising, ingenious simplicity of construction, achieved by full utilization of Cam action movements, is admired and praised by leading mechanical authorities, as well as experienced operators (including our competitors).

Cam movements throughout assure positive action at all times; result in completely silent operation.

*Columbia has none of the customary coin tubes or slides*

★ Instead, coins are stored and carried in a horizontal Wheel Type Magazine with 80 partitions, coins standing on edge within individual compartments. NO COIN TOUCHES THE NEXT ONE, worn coins work equally well as coins fresh from the Mint. Positively correct number of coins paid every time.

*Each Columbia machine plays pennies, nickels, dimes and quarters*

*Change from One Kind of Coin to Another Can Be Made Right on Location Within Less Than Five Minutes*

★ Think of it: Every Columbia machine which you buy gives you the service of four individual machines. Only two parts are needed to make the change; no experience required. These extra change parts furnished free of charge with every Columbia.

*Columbia Gives Positive Protection Against Slugs*

★ Columbia pays out first the coins which have been inserted last, after they have passed through Escalator. This means that any Player who plays tokens in Columbia and hits a winner, is paid in his own tokens. Just like paying "from the top of the Tube" in other machines.

*Figure the Extra Profits from Slug Elimination Alone!*

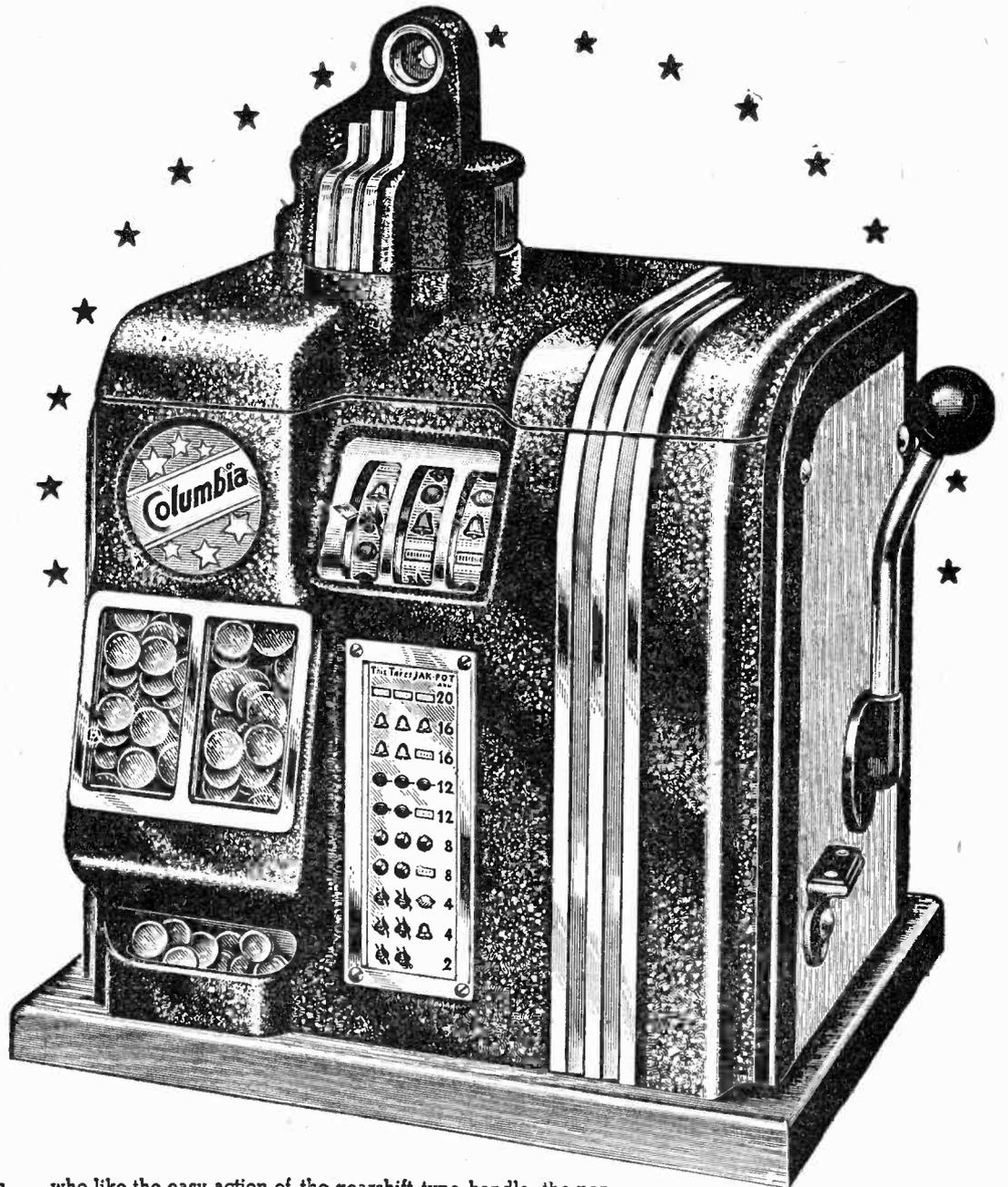
*Turret type escalator*

★ Shows last six coins played. Coins visible from three sides, especially from behind of counter or Bar, most important of all. Mirror is used when machine is placed in safe or against wall.



*Columbia's smartly designed cabinet commands immediate attention*

★ Beautifully lacquered Cabinets for your ultra-smart Night Clubs, or Natural Oak for your Taverns, Columbia is at home in every type of Location. Built strong enough to withstand the grip of a prize fighter, yet delightfully attractive especially to Ladies,



who like the easy action of the gearshift type handle, the non-tiring, swift play, the magnificent money display of its Double Jack Pots.

*Double Jack Pots pay alternately*

★ Columbia has two flashy Jack Pots side by side. Jack Pots pay alternately left and right. Always sufficient coins on display to attract player.

*Jackpot Capacity adjustable*

Because Jackpots on Columbia may be loaded with dimes or Quarters, Nickels or Pennies, they are adjustable in capacity, simply turn hexagon Nut in rear. Top capacity 40 Quarters each. Contents of Jack Pot paid in addition to 20 Payout from Magazine.

*Columbia sold under money back guarantee*

★ Order Columbia with the understanding that you can try it under your own conditions for 15 days; if not completely satisfied, return it prepaid within that time for full refund of your purchase price.

## Features

- ★ COLUMBIA is a fully automatic Payout Bell, with double Jack Pots.
- ★ Reels have ten stops, but 20 Symbols each.
- ★ Available in either Standard or Mystery type Payout.
- ★ Double Jack Pots pay alternately, in addition to 20 Payout on Three Bar Combination. Capacity of Jack Pots easily adjusted.
- ★ Size: 12 1/4" wide, 11" deep, 16" high.
- ★ Weight: 38 lbs.
- ★ Heavy Steel Doors, Illinois Superduo Locks.
- ★ Cash Box Capacity \$80.00 in Nickels.
- ★ Columbia's Mechanism is protected against rough play by safety ratchets on handle and specially constructed slipclutch on handle. It protects itself.

*Attention Foreign Buyers:*

Columbia can be furnished to work with any Coin up to 26mm in Diameter, send sample coins with your inquiry.

**GROETCHEN TOOL Company**  
126 N. UNION ST. CHICAGO, ILL.

# ALL AMERICA'S HEADIN' FOR BALLY'S *Roundup*



SHOWS  
LAST  
12 COINS



1-Shot  
PAYOUT



44 in. x 22 in.

PAYOUT TICKET  
**\$9950 \$10950**

NO EXTRA CHARGE FOR CHECK SEPARATOR  
F. O. B. CHICAGO

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521)  
and Ace Pat. Corp. (Pat. No. 2,010,966).

## EXTRA PAYOUT! EXTRA THRILLS! EXTRA PROFIT!

What a game! Jumbo-size, Jumbo-action! Big eye-smacking \$1.00, \$1.50, \$2.00 WINNERS down the middle! Brilliant SCENIC PANEL! DOUBLE PAYOUT feature that kept Prospector on location 12 long months—plus \$5.00 TO \$25.00 MYSTERY AWARD!

Two fiery red LIGHTS FLASH for every coin—and if either light remains lit, Mystery Pocket pays out Special Token good for 100 to 500 Free Games. Can be adjusted to pay \$10.00 top or \$5.00 top—but any way you operate

ROUNDUP the big juicy Jack Pot gets REPEAT PLAY BY THE HOUR. You'll need a cowboy's ten-gallon hat to carry home your collections! And your collections are protected by the 12-Coin Escalator and NEW A.B.T. 400 COIN-CHUTE, which defeats "Test" Slugs, Cellophane, Shims and all other slugs in common use.

For bigger, steadier profits—profits that will surpass even Jumbo's record—order ROUNDUP today!

For IMMEDIATE DELIVERY order by WIRE TODAY!



# BALLY MFG. CO.

## 2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.

# DAILY RACES FENCE BUSTER

WITH MOTOR DRIVEN PAYOUT UNIT!

Either Game **\$125**

Check Separator, no extra cost; 2-ball play, \$2.50 extra; Ticket Game, \$10 extra; Electro-pak equipped (Batteries optional), D. C. Adapt-opak, \$5 extra.

## MYSTERY SINGLE COIN SLOT

Taking The Country By Storm

Available no extra cost. Single coin gives 2 to 8 horses at odds high as 40 to 1.



### DAILY RACES

Play 'em across the board with Daily Races, the game with real race track Mutuals! Odds up to 40-1 pay off on Win, Place and Show. Multiple Coin Slot accepts as much as \$1.00 or more on each play. Mystery Coin Slot optional. Get in on this "sure-thing" — place Daily Races today — the game that accomplishes more than products selling for as high as \$500.00.



### FENCE BUSTER

Something new in baseball! Player acts as manager of one or more baseball teams out to win the championship. Pays for Championship, Runner-Up and Third Place. Odds up to 40-1. Multiple or Mystery Coin Slot optional. Just see what this remarkable baseball game does for you when you put it to bat in your toughest spots!

AWARDS MECHANICALLY ADJUSTABLE

when you put it to bat in your toughest spots!

## PLAYER CONTROLLED CHANGING ODDS SUNSHINE BASEBALL

WITH MOTOR DRIVEN PAYOUT UNIT!

SUNSHINE BASEBALL is a one ball automatic payout at a price far below its true value! Player can leave odds stand or has one opportunity to change them by successfully hitting "Change Odds" pocket. Leading Major and Minor League teams are represented. Pays 2-1 for Cellar position and up to 40-1 for League Championship. Pennant Winner and Series Winner. Mystery Payout Holes provide additional thrills. Order now!



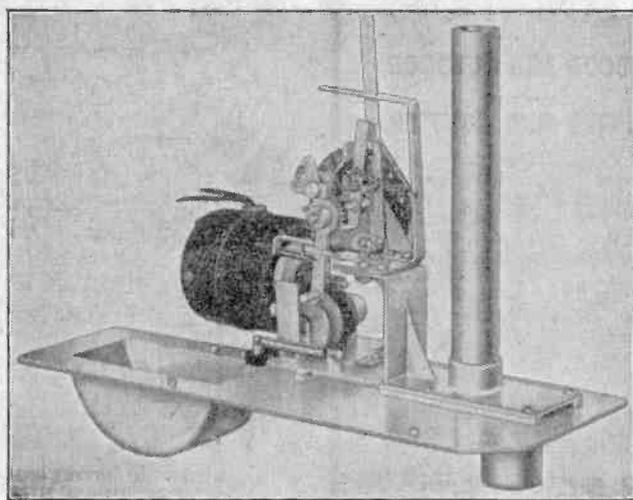
LOW PRICED!  
**\$99.50**

Check Separator, no extra cost; 2 ball play, \$2.50 extra; 5 ball play, \$10 extra; Ticket Game, \$10 extra; battery equipped; Electro-pak, \$5 extra; D. C. Adaptopak, \$10 extra.

The game with more action than a 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!

## Lifetime Service With Gottlieb MOTOR DRIVEN PAYOUT UNIT



A true engineering achievement! Proven and tested on locations, this unit has been acclaimed a remarkable success. It is precision built, all steel and die cast construction, with case hardened stampings. Absolutely clog proof and jam proof, the Gottlieb unit has a smooth, positive action. Equipped with a sure-action, accurate step-up switch.

### TICKET UNIT

is identical in construction to that of the payout unit, but has a more powerful motor. The simplest, most positive ticket unit on the market today. Gottlieb Motor Driven Payout and Ticket Unit now standard equipment on Daily Races, Fence Buster, Sunshine Baseball and Brokers Tip.

**D. GOTTLIEB & CO.,** 2736-42 N. PAULINA ST. CHICAGO, ILL.



Now Ready! America's greatest money-maker!

# BALLY-ROLL

CHEAT-PROOF  
SHOWS LAST 5 COINS

FULL-AUTOMATIC-ELECTRIC

GUARANTEED TROUBLE-PROOF

NOISELESS

NEW "MAGIC LANTERN"  
Super Visible  
LIGHT-UP  
SCORE  
BOARD



PORTABLE!  
ALLEY AND FIELD  
LOCK TOGETHER HERE  
Net Easily Removed

SIZE: Length, 14 ft.  
Width, 28 in.  
Height, 6 ft.  
Weight, 300 lbs.

9 BALLS  
FOR 5 CENTS

## THOUSANDS of LOCATIONS

INDOOR AND OUTDOOR

WINTER AND SUMMER

BALLY-ROLL'S portability and noiseless operation opens doors to—DRUG-STORES—TAVERNS—HOTELS—CLUBS—LODGE HALLS—CIGAR STORES—SPORTLANDS—PLAYLANDS—BILLIARD PARLORS—BOWLING ALLEYS—and similar spots. Practically any large or medium-sized pin-game location is now a BALLY-ROLL spot!

ALSO Amusement Parks, Carnivals, Fairs, Excursion Boats, Picnic Grounds, Dance Halls!

ALSO any VACANT LOT or VACANT STORE can be turned into a gold-mine with BALLY-ROLL. A moderate investment will make you independent. Get details quick!

## EXCLUSIVE Bally Features Open Countless BIG PROFIT Locations!

STRICTLY LEGAL! LOCATION TESTED!

NOW you can really cash in on the NATION-WIDE CRAZE that piles up BIGGEST PROFITS in history! POSITIVELY NOISELESS OPERATION sets BALLY-ROLL in thousands of NEW LOCATIONS! And BALLY-ROLL is REALLY PORTABLE—rigid, rugged, yet LIGHTEST WEIGHT machine of its kind—with SECTIONAL CONSTRUCTION insuring QUICK, EASY INSTALLATION through average store-door. Above all, BALLY QUALITY guarantees YEARS of service-free BIG PROFIT PERFORMANCE!

**FULL-AUTOMATIC-ELECTRIC:** no handles or knobs to slow up play! Merely deposit coin and 9 balls are instantly released. Scoring device 100 per cent electric-optical—silent, simple, positive!  
**NOISELESS:** scientific acoustic insulation eliminates ball-banging and ball-return-rumble. Quiet operation enables you to place BALLY-ROLL in spots where noisy machines are not allowed.  
**FREE-PLAY:** balls which fail to score SILENTLY return to player.  
**LIGHT-UP SCORE-BOARD:** gorgeous eye-appeal provided by flashing MIRRORS—sparkling lights—brilliant colors. New mystifying "Magic-Lantern" occupies tiny space but projects point-by-point score in 4-INCH FLAMING LETTERS!  
**SOUND-EFFECT:** electric chime sounds when 50-pocket is made.  
**CHEAT-PROOF:** special anti-slug coin-chute SHOWS LAST 5 COINS.

**9-BALL VISIBILITY:** all balls released in front, entirely visible to player and within easy reach. This convenience alone creates player prejudice in favor of BALLY-ROLL.  
**WIDE TARGET:** no squeezing in at end of alley. Target field FULL WIDTH of alley, providing MORE ACTION, MORE SKILL APPEAL—another reason why the public prefers BALLY-ROLL!  
**PORTABLE:** as easy to install as average payout pin table, due to light weight, sectional construction and removable parts.  
**SMART MODERN DESIGN:** streamlined but not "extreme-lined"—richly grained walnut with vivid color accents.  
**TROUBLE-PROOF:** engineered and built by organization responsible for world famous Bally Payout Pin Games. BALLY-ROLL is GUARANTEED 100 PER CENT MECHANICALLY PERFECT—and has already gained endorsement of leading operators of this type of equipment.

LOCATION TESTS PROVE amazing EARNING POWER of BALLY-ROLL. And it's ALL PROFIT, as BALLY-ROLL gets CONSTANT PLAY WITHOUT AWARDS. 100 per cent SKILL APPEAL stimulates COMPETITIVE PLAY—and the crowds keep on playing to beat the other fellow's score! Get in on the ground floor for a fortune in fast-flowing nickels. TERRITORIES GOING FAST, so act at once!

WIRE or write for price and details of EXCLUSIVE FRANCHISE!



# BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.

# CREDIT

APPROVED

APPROVED

*by pay table operators everywhere!*

## ROCK-OLA'S GREAT NEW ONE-SHOT PAY TABLE SCORING SWEEPING NATION-WIDE TRIUMPH!

★ CREDIT no more than hit the market when—**BANG!**—it was an instant success! It immediately received the stamp of approval from the most experienced coin machine men in the country. And today CREDIT is the leading 1-shot on the market in popularity, appeal, big play and profits! And no wonder! CREDIT simply couldn't miss. It's perfect. Look at the appeal of the big wide-open double score pocket that returns the ball for another play—and then doubles the value of every pocket—making a top award of \$5.00! And look at CREDIT'S ingenious system of crediting the player with 5c for every lost ball—so that, when he loses 10 straight, he collects 50c—and \$1.00 if he gets the double score! You can't beat that for the kind of appeal that means big profits to you! Then there is CREDIT'S exceptionally low price—a price that means a clean savings of \$50.00 on every CREDIT you buy. At only \$99.50, CREDIT is undoubtedly the greatest pay table value on the market today! Give Yourself CREDIT—NOW!



*Only*  
**\$99.50**

Ticket Unit, \$10.00  
Mint Vendor, \$10.00  
Additional.

MFD. BY  
**ROCK-OLA**  
MANUFACTURING  
CORPORATION

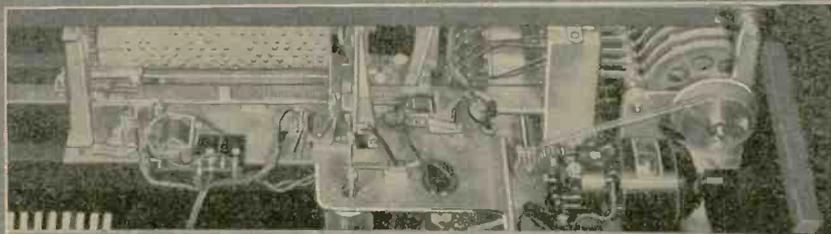
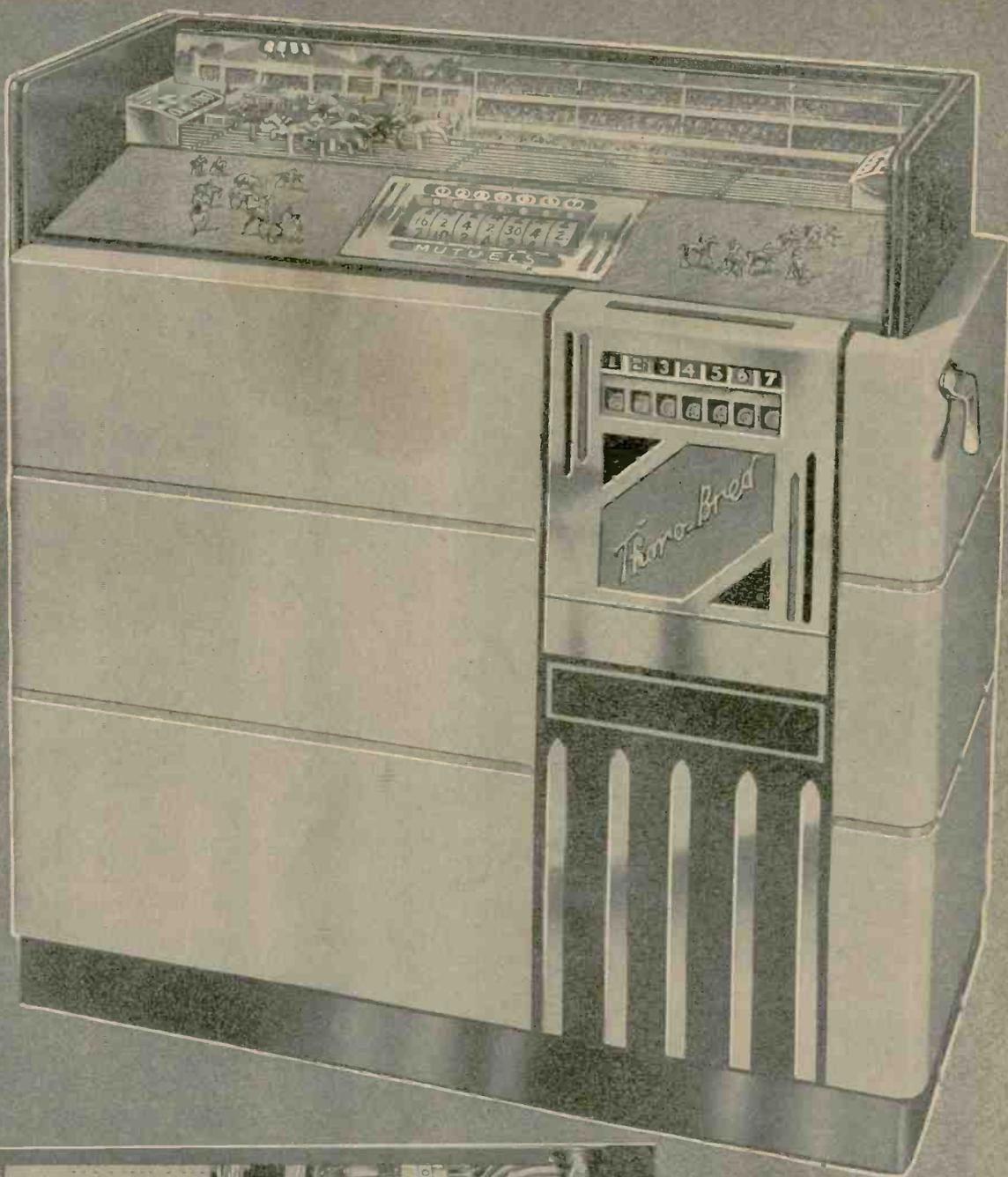
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**IMPORTANT!** CREDIT'S low price of only \$99.50 cannot be guaranteed except on orders placed immediately!



*The*  
**GREATEST  
 MACHINE  
 THE INDUSTRY  
 HAS EVER  
 SEEN!**



• **SIMPLIFIED MECHANISM**  
 No tapes or refills necessary. Fully  
 electrical and automatic. No se-  
 quences or charting. Guaranteed  
 mechanically perfect.

# *Thoro-Bred*

• The supreme achievement of the automatic field . . . multiple visible slug-  
 proof coin chutes, seven coins . . . a press of the lever sends the THOROBREDS  
 racing away . . . real race track thrills because winner is not determined until  
 finish . . . mutuels change with every race . . . odds from two to thirty automatically  
 paid out on winner . . . a masterpiece of design and mechanical perfection . . .  
 all electrical . . . no tapes or refills . . . no sequences or charting . . . additional  
 information upon request . . . write or wire . . . immediate delivery.

**WESTERN EQUIPMENT & SUPPLY CO.**

**925 WEST NORTH AVE.  
 CHICAGO, ILLINOIS**

*Quality knows no Substitute!*