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The Billboard

The World's Foremost Amusement Weekly



THE RIMACS
Ciro and Charlie Boy Rimac

—Photo Norman Parkinson, London.



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AFM IN CONSERVATIVE MEET

Musicians Win Suit Vs. 802

Burlesque house players awarded decision, but case will be appealed by union

NEW YORK, June 13.—Three musicians suing Local 802, American Federation of Musicians, to restrain the union from interfering with the resumption of work at the Gaiety, New York burlesque house, this week won the decision and a judgment for \$5,300. The men were removed from their positions in the pit in September, 1935, when the union was battling the kickback situation in burlesque houses. Acting under a by-law, the governing board set new men into the Gaiety, a power given the board under a provision which says that when an emergency exists the board may regulate conditions in any field in which its jurisdiction reigns. Decision, handed down this week by Judge Aron Steiner in the New York Supreme Court, will be appealed by the local, according to Harry Sacker, attorney for the defendants.

Altho at first sight it would appear that the judge's decision is precedential in that it removes control of members by a union, such is not the case. The judge ruled on an oral contract which was offered at the trial by the plaintiffs
(See MUSICIANS WIN on page 17)

Continued Federal Aid Is Asked by Arts Committee

Authorities offer Congress as only way out—meanwhile, New York plans continue according to schedule—project show taken over by professional managers

WASHINGTON, June 13.—Aubrey Williams, assistant WPA administrator, yesterday stated to a delegation made up of representatives of many New York City professional organizations asking for increased funds for the various drama, arts and writers' projects that the allotted sums will likely be decreased rather than increased after July 1. Further saying that he agreed with Morris Watson, delegate of the American Newspaper Guild, that current sums were unable to fill the gap in the arts unemployment fields, he advised contact with Congress as the best way to obtain more money. Watson, representing 20 unions and organizations with a combined membership of 45,000, presented a five-point program providing for (1) additional funds and expansion of the arts projects; (2) control to be vested in joint committees comprising professionals; (3) continuance of federal supervision over projects; (4) dismissal only after a hearing and vacations on the scale of one and one-quarter days per month; (5) creative freedom.

David Freed, speaking for New York City musicians, said that only 800 of those qualified were placed on work-relief projects, with more than 400 remaining musicians forced to accept home relief. Ethel Ahrens, expressing the opinion of theater people, declared that the work of the various theater projects was very commendable, notwithstanding red tape and regimentation.

Organizations connected with show business represented at the meeting included: The American Writers' Union, the Authors' League of America, the Dramatists' Guild, Federation of Mu-

(See FEDERAL AID on page 10)

Tenn. High Court Rules Bank Nights No Violation

NASHVILLE, June 13.—Tennessee Supreme Court today entered an opinion that there was nothing in State statutes on gambling or lotteries which would affect "bank nights" at movie houses.

Opinion, by Special Justice R. A. Davis, involved cases brought up from Maury County, where the district attorney had sought to have the practice discontinued under the Nuisance Act, charging "bank nights" were in nature of gambling or lotteries. Cases were State ex rel. vs. Crescent Amusement Company and State ex rel. vs. A. E. Shortley et al.

Court's opinion refused to recommend the practice as wholesome, but left the way clear for continuance without restriction from gambling or lotteries statutes.

Graham Heads Supply Dealers

CHICAGO, June 13.—New officers of the Independent Theater Supply Dealers' Association for the ensuing year were elected at the sixth annual convention held at the Edgewater Beach Hotel here last week. They are H. W. Graham, Denver, president; K. R. Douglas, Boston, vice-president; J. E. Robin, New York, continues as executive secretary, and W. J. Katz, New York, elected to fill the treasurer vacancy caused by the death of Clem Rizzo. The board of directors is composed of J. C. Hornstein, New York; George McArthur, Detroit;

(See GRAHAM HEADS on page 15)

Nixes Attempts To Further Restrict Traveling Bands

Heeds Weber's warning against "driving out" traveling members—stand-by radio rule eased—ban on instrument doubling killed—ASCAP tie nixed—Weber re-elected

DETROIT, June 13.—In its biggest convention in history, the American Federation of Musicians this week at the Statler Hotel tackled vexing problems brought up by the terrific popularity of traveling bands and the tendency of locals to keep them out of their territories, by the alleged menace of recordings on the radio and in pictures and by the attempts of locals to devise all sorts of laws to build up their treasuries. President Joseph N. Weber, elected unanimously for the 36th time, spent most of his time warning the locals that continued legisla-

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(See AFM MEET on page 10)

Billboard Tax Bill In Pa. Is Up Again

HARRISBURG, Pa., June 13.—The proverbial billboard tax bill has again appeared in the Pennsylvania Legislature. The measure just introduced would place under State regulation all billboards in the Commonwealth and provides for an annual license and a square-foot tax.

(See TAX BILL on page 75)

Probe of Circus Musicians' Pay Likely Result of AFM Convention

DETROIT, June 13.—An investigation into alleged underscale wages of union musicians in the circus field will be made by the American Federation of Musicians.

At its annual convention here delegates from South Bend, Ind.; Danville, Ill.; Wheeling, W. Va.; Fort Wayne, Ind.; Birmingham, Ala.; Bremen, Ind.; and La Porte, Ind., introduced a resolution asking the AFM to enter into a working agreement with the International Alliance of Bill Posters and Billers. The convention voted down the resolution, but President Joe Weber promised the federation would look into the matter of working conditions on circuses.

One delegate said "not one circus is paying the scale" and that musicians "are not getting paid for third shows and Sunday shows." Weber asked if he had actual proof of such a condition, but the delegate said he knew of the condition but could not prove it. Weber then asked the delegates to try to

dig up proof of such a condition. The resolution was intended to force circuses to live up to musicians' union conditions by working hand in hand with the billposters, whom the musicians consider powerful in the circus field.

Act Taxing Midways Threatens Ga. Fairs

MACON, Ga., June 15.—Officials of Georgia State Fair and Exposition and other Georgia fair executives are faced with a serious added problem in the form of State taxation on midway attractions. E. Ross Jordan, secretary-manager of the State fair, has been notified that under the tax act passed in 1935 midways at fairs were not exempted from the State occupational tax for riding devices and shows or tented inclosures for which an admission ticket must be purchased.

Tax provision as to carnivals has been in effect for several years, but heretofore agricultural fairs have been exempted, it was stated. When the bill was re-enacted the exemption of fairs was omitted from the act, Mr. Jordan said.

"This tax may mean the end of many county fairs," Mr. Jordan commented. "It will be a serious handicap to many of the larger fairs."

If the tax is collected at the Macon fair the association will be required to pay about \$1,000. Georgia State Fair, (See TAXING MIDWAYS on page 79)

Mme. Schumann-Heink Is 75

HOLLYWOOD, June 16.—Mme. Ernestine Schumann-Heink celebrated her 75th birthday at her home here yesterday with a family dinner, at which she was surrounded by her sons and daughters and her grandchildren. Her birthday is tomorrow.

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Introducer of 7,000 Ams Finds Only One With Talent

Georgie Hunter tells Detroit AFA meeting amateurs "stink"—pro acts at \$1.50 a night—\$4 a night is heaven, says agent—Whitehead gets musicians' support

DETROIT, June 13.—"I have introduced 7,000 amateurs in New York theaters the last year and I think they stink," was the startling statement made by Georgie Hunter, emcee, speaking at a mass meeting of performers held by the American Federation of Actors in the Hotel Wolverine yesterday. Actors applauded enthusiastically when Hunter exclaimed: "They may be hot for a minute and a half but after that they stink. I believe amateurs have no place in our business!" He added that of the 7,000 amateurs he introduced only one had real talent and he is Jack Gilford, now working with Milton Berle.

The Hunter bombshell was only one of the highlights of the AFA meeting conducted by Ralph Whitehead. The low salary situation was brought out into the open when one agent present, Harry Russell, said he had paid a four-girl act a total of \$51 a week in an act and that he could "buy acts in Chicago for \$1.50 and \$2.50 a night." He told performers present that "you are living in heaven even on \$1 a night here because you'd get less playing elsewhere."

Whitehead urged acts to hold out for more money and promised the AFA would soon be in a position to establish and enforce minimum wage and other AFA standards locally. He attacked the "film monopoly" as keeping vaude out of theaters and told of the plan he is working out with the New York musical. (See 7,000 AMS on page 15)

Raggio Recital June 23

NEW ORLEANS, June 13.—The semi-annual recital of the Ida Raggio School of Dance at the Jerusalem Temple will be held June 23. Every effort is being made to make the occasion the city's outstanding children's revue.

Musician Conventionites Go Nerts Over Hotcha Floor Show

DETROIT, June 13.—The annual musicians' convention has been always been pretty sober affairs, due perhaps to the dominating personality of President Joe Weber, who never did

IBM Conclave Draws 400 Magi; Durbin and High Point Winners

BATAVIA, N. Y., June 13.—International Brotherhood of Magicians brought to a close its 11th annual convention in this city last night with a six-act magic show at the Lafayette Theater, followed by announcement of trophy winners. The three-day session marked another IBM success in every way. Although actual registration numbered 359, there were at least 50 others who failed to sign in at headquarters, thus bringing the total attendance well over 400.

As a result of election returns announced at the Friday afternoon business meeting, W. W. Durbin, of Kenton, O., retains his post as IBM head, this being his 12th consecutive term in the president's chair. Other officers chosen for the ensuing year were John H. Davison, T. J. Crawford and Harry Cecil, vice-presidents; Ted Houbor, secretary; Billy Russell, Burt Barr, Percy Abbott, Max

go in for high jinks and tomfoolery. Nevertheless each convention has a certain amount of social life to keep the delegates' wives and children happy and to give the boys a chance to swap stories and mugs of beer.

The current convention stepped out Wednesday, when close to 1,000 delegates and guests took a 10-hour ride aboard the Showboat Tashmoo. It soon turned out that their greatest fun was critical, but friendly, watching of the Sammy Diebert rhythm band and the floor show. With Diebert doing sax and xylophone, in addition to leading and waceraeking. (See CONVENTIONITES on page 15)

Equity Suspends Four In Coast Amateur War

HOLLYWOOD, June 13.—First official action by Actors' Equity and the Screen Actors' Guild in their current warfare on the little theater situation was taken this week with the temporary suspension by Equity of four members of the cast of *The Law Demands*, James Timony production at the Hollytown Theater.

The suspended Equity members are Francis Sayles, Willie Wilson, Hugh McArthur and Gertrude Walker. They had refused to withdraw from the production after warnings by Charles Miller, local Equity head, that continued appearance in the show, which opened Monday, would cause their suspension.

Next move by the local office will be the forwarding to Equity Council in New York the temporary suspension announcements and the charges for action by the Council.

Only other organization player in the cast was Highe Lewsmith, member of the Actors' Guild, who left the production during the week upon orders from the Guild.

Honeymooning Manager Invites Honeymooners

DENVER, June 13.—With the showing of "And So They Were Married" at the Aladdin, 50 couples married in Denver between June 5 and June 11 were invited to be the guests of Sterling Way Jr., manager of the Aladdin, who himself was just married to Sally Hitt, Broadway theater cashier.

Catalina Island Stock

LOS ANGELES, June 13.—Julian Fowlkes has contracted to take over the Riviera Theater at Avalon, Catalina Island, July 1 for stock company revivals of stage hits. William Jeffrey, now appearing in *Three Men on a Horse* at El Capitan, Hollywood, will co-direct with Fowlkes.

French Newsreel For U. S. Distribution

NEW YORK, June 13.—John S. Taperoux, president of the French Motion Picture Corporation, this week completed agreements with French Gaumont for the American distribution of the first all-foreign newsreel, which will be produced in weekly editions for showing three days after they are on view in Paris. If present deals are consummated with Herbert Rosener, who covers the West Coast; Wesley Greene, of International Film Bureau, covering Indiana, Wisconsin and Illinois, and the Capital Film Exchange, routing Eastern Pennsylvania, Southern New Jersey and Delaware. Distribution in New York will be handled by French Motion Picture Corporation.

Sponsored by Havas News Agency, contracts for the newsreel call for English titling.

Re-Elect Brown, Dempsey At IATSE Convention

KANSAS CITY, Mo., June 13.—Nine hundred delegates to the convention of the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators of the United States and Canada concluded their official business today. All sessions were held at the new Municipal Auditorium. George B. Brown and Fred J. Dempsey were re-elected president and secretary-treasurer, respectively. The executive board of seven members was also re-elected.

Definite Programs Drawn Up In Flood of Cowbarn Activity

NEW YORK, June 13.—Summer theater activity is crystallizing into definite seasonal programs, with most of the leading centers forsaking nebulous announcements in favor of concrete statements of engagements, plays and dates. In addition to many openings already recorded around the barn circuit, many are imminent while others will not function until July. Once more starting north and traveling a devious line south, the important listings will be given.

At Bar Harbor, Me., *Three-Cornered Moon* starts June 23, with Louise Segal, Geoffrey Lind, Leslie Adams Jr., Beth Newens, Clara Waring, George Dickinson and Hall Kennedy. At Ogunquit Walter Hartwig will present Euripides' *Medea* during the season, and at Skowhegan Melville Burke's Lakewood Players are well in their groove and will be aided by Ben Lackland and Charles Laite when O'Neill's *Beyond the Horizon* is presented June 16.

In Vermont the Newport Casino, under the auspices of Actor-Managers, Inc.,

Music Hall Still Leads Baseballers

NEW YORK, June 13.—Music Hall and Columbia remain unbeaten to date and maintain first and second place standing, respectively, in the Motion Picture Baseball League. Skouras last week made a third advance in its game with Consol. Lab., and now ties for third place with MGM. Last week's scores, with dates played, are: Columbia 7, Paramount 4, June 5; Skouras 8, Consol. Lab. 6, June 6; NBC tied with United Artists, game to be replayed, June 8; Music Hall 4, Loew MGM 1, June 9.

Team	Won	Lost	Pct.
Music Hall	5	0	1000
Columbia	4	0	1000
Loew MGM	3	2	600
Skouras	3	2	600
Consol. Lab.	2	3	400
RKO	1	3	333
NBC	1	3	250
Paramount	1	4	200
United Artists	0	4	000

Theater Authority Planned

HOLLYWOOD, June 13.—Plans will be put into operation shortly by Actors' Equity and the Screen Actors' Guild to organize the handling of film and stage players' appearances at charity benefits along the lines which have been so successful in New York: thru the Theater Authority, Inc. Arrangements for investigating benefit shows will be made upon the arrival here soon of Frank Gillmore.

Manager-Stagehand Peace

NEW YORK, June 13.—The contract between the League of New York Theaters and the stagehands' union has not been protested thus far by either party, and, barring unforeseen developments, will automatically be renewed on Labor Day.

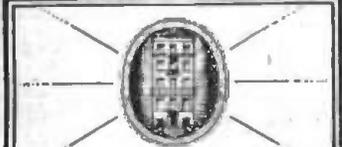
THE RIMACS (This Week's Cover Subjects)

THE RIMACS, foremost exponents of South American and Latin music rhythms in the show business, have been in Europe now for almost a year, repeating the success they made in America and Canada. When the rumba was first introduced into the United States the Rimacs were one of several groups to come up from South America, but were practically the only troupe to achieve lasting success. They played for all the leading vaude circuits—RKO, Loew's, Warner's, B. G. & P. Paramount, repeating several times for each chain. In Europe they have played at the Paramount, Paris; Casino, Monte Carlo; Kurisk, Geneva; Knocko and Ostend Casino, Belgium; Tuschinsky Theaters in Holland and the Fovarosi Orfeum, Budapest, among others. Currently they are with Charles Cochran's revue, "Follow the Sun," at the Adelphi Theater, London.

Ciro Rimac is the organizer and leader of the troupe. His wife, who dances in the act, is now enjoying a holiday at home. Charles Boy (Rimac Junior) is the comedian who triples on the saxophone and as dancer. Carito, a leading rumba dancer, works solo and with Ciro Rimac. Additionally, there are 10 Latin musicians.

opens an eight-week season July 7 with a company including Doris Dalton, Stano Braggiotti, Edgar Kent, Elizabeth Desb Cerf, Phillip Tonge, Elizabeth Farrar, Stephen Ker Appley, Octavia Kennore, Franklin Gray, Hayden Burke, Shirley Osborne, Charles Trexler, Perry Wilson and Jus Adhis, in addition to guest players to be announced later. Plays scheduled so far are *When Ladies Meet*, *Accent on Youth*, *Pursuit of Happiness*, *Kind Lady*, *Berkeley Square*, *Brief Candle*, *Personal Appearance* and *The Critic*. At Brattleboro, the theater of that name has slated definitely a five-week season, starting July 15 with *Tomorrow's Monday*, a new play by Paul Osborn, followed by *Noah*, *Yellow Jack*, *Serena*, *Blondish* and *Bury the Dead*, the last performance being August 16. Shows will be given from Wednesday to Saturday of each successive week.

In New Hampshire the Peterborough Players start July 7 with *Kind Lady*, continue with *Noah*, *Squaring the Circle*. (See DEFINITE PROGRAMS page 19)



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Federal Music Project's Two Operettas Click in Stem Start

NEW YORK, June 13.—The Biltmore Theater, with the Federal Music Project's two one-act chamber operas, *The Princess on the Pea* and *Abu Hassan*, and the Adelphi, where the Children's Theater Unit is presenting Charlotte Choppening's adaptation of Hans Anderson's fairy tale, *The Emperor's New Clothes*, house the current Broadway WPA productions.

more marks the first presentation of Ernest Toch's *Princess in America*, and the success of the satiric adaptation of Hans Anderson's story of the princess whose royal ancestry was proved when
(See MUSIC PROJECT'S on page 79)

"Men" To Close Philly Legit

PHILADELPHIA, June 13.—Three *Men on a Horse*, making a marathon run of it at the Broad, will sound the last note of the Philly legit season on June 27, breaking all records with a 17-week stay. *Force* will provide the only footlight fare for the Democratic convention visitors here next week.

George White is reopening his *Scandals*, with Willie and Eugene Howard and Helen Morgan, at the Garden Pier Theater in Atlantic City on June 20 for convention week.

Guild Asks Equity To Suspend 21

HOLLYWOOD, June 13.—Board of directors of the Screen Actors' Guild last week recommended to Actors' Equity that 21 members of the latter organization now working in pictures be immune
(See GUILD ASKS on page 79)

Marc Klaw Dies In Sussex, Eng.

NEW YORK, June 15.—Marc Klaw, of Klaw & Erlanger, which attained in its heyday such widespread power over the country's theaters that it was referred to as a trust, died yesterday at Bracknell Hill, his home in Sussex, Eng., of a heart attack.

Klaw, who was 78 and had been inactive during the last 10 years, was born
(See MARC KLAU on page 84)

"Scandals" in Chicago June 28

CHICAGO, June 13.—With the closing last Saturday of *Awake and Sing*, the Loop is now down to one legit show, Katharine Cornell in *St. Joan*. Show is practically sold out for two weeks.

Only other show set for early opening is George White's *Scandals*, which opens at the Grand Opera House June 28. This is the first time in four years that the *Scandals* has visited Chicago. Last time there was trouble with the union and white vowed he'd never show Chicago again.

Two WPA shows are still running but uncertain how long they will continue.

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450 ROOMS WITH BATH
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SPAGHETTI and Meat Balls.....25c
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Subway Connections to All Theaters.
Newly Remodeled and Refurnished
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Newport News Nixes Sundays

NEWPORT NEWS, Va., June 13.—Altho several other Virginia cities are operating Sunday movies, there will be no Sunday showings in Newport News. Managers of all four local theaters stand firmly united on this score. Formal statements were issued last week to the effect that no Sunday films are contemplated, on the ground that there is no demand here for them, and managers further say they will give no further consideration to Sunday movies until the public shows definitely that there is a sentiment in favor of them.

Auction Night Starts in Detroit

DETROIT, June 13.—Auction Night got under way in Detroit this past week with its introduction here by Dave Manley, with offices in the Film Exchange Building. Manley is acting as representative for Michigan and Ohio and is
(See AUCTION NIGHT on page 79)

N. O. Little Theater Closes Good Season

NEW ORLEANS, June 13.—With the showing of *Clear All Wires*, the Le Petit Theater du Vieux Carre has closed one of the most successful winter seasons in its history. The board of governors has already renamed Bernard Gould as director for the coming season and is planning a summer workshop series beginning on June 19.

In *Clear All Wires* Leo C. Zinsler gave
(See LITTLE THEATER on page 84)

SHOW OWNERS and MANAGERS

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50 Rolls 12.00
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Wanted Colored Performers and Musicians
Trumpet, Trombone, Comedian and Bass Conductor that can keep up repairs; Chorus Girls.

JIMMY SIMPSON MIGHTY MINSTRELS
Hampton, Va., this week; Exmore, Va., follows.

B'way Biz Off; Grosses Average

NEW YORK, June 13.—Business characterized Broadway activity the past week, with all categories suffering gently and comfortably. Legit is practically in limbo as far as urbanites are concerned, but the provinces are just about working up to a good froth. The little dramatic news of interest hereabouts is non-commercial and concerns the Federal Theater Project, which is currently showing a few items at the Vanderbilt and Adelphi. A former WPA show will have its commercial premiere at the
(See B'WAY BIZ on page 79)

TENT OUTFIT FOR SALE
60x150 Baker-Lashwood Tent (good shape), complete with side walls, poles, stakes, marquee, Pro. scum, 90 Folding Benches (four people), 350 Folding Chairs, 10 Sections Blue, Wine, Benches, Portable Stage, Set Scenery, also 1000 Charcoal, Semi-Truck, 24 Body (good tires). Complete Show outfit as bargain for quick sale.

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WANT FOR TOBY'S PLAYERS
NO. 1 SHOW.
Modern Rhythm Drummer for Orchestra, to double Juvenile and General Business, I have Drums. Also want modern Transport for Orchestra, Double Parts and Specialties. Week stands. Tent Theater. Wire or write, stating lowest and all essentials.
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REVUE OR TAB
ORGANIZATION WANTED
Capable of giving one and one-half hour show, I have 2,000 seating capacity Tent, etc. Will play Reception. Write what you have to offer.
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Artistic Talent Individuals, Not Ad Agency Employees

N. Y. State Unemployment Insurance Director hands down ruling for the AAAA which apparently also applies to broadcasters and saves thousands of dollars in taxes

NEW YORK, June 13.—The complicated status of the artist in regard to the New York State Unemployment Insurance Law has been clarified insofar as the advertising agencies are concerned and presumably for the broadcasters as well, with the result that both agency and radio should save many thousands of dollars in taxes and the inconvenience of bookkeeping and tabs on the considerable talent that each handles throughout the year. It saves 1 per cent of such talent's pay roll each week. Clarification and ruling have departments of National Broadcasting Company, Columbia Broadcasting System and the American Association of Advertising Agencies.

The ruling handed down to George Link Jr., counsel for the AAAA, by the Director of Unemployment Insurance of the state definitely stated that "Artistic talent engaged by advertising agencies, etc., should be considered independent persons rather than employees," for the purposes of the New York Unemployment Insurance Law.

While the ruling does not specifically mention broadcasters, radio officials do not see why it shouldn't apply to them equally, and altho the ruling is limited to New York State it is believed that it will serve as a precedent in other States that have unemployment insurance laws and the resultant tax upon the pay rolls. Under the various social security laws throughout the country networks especially stand to save considerable money.

Legal departments of the webs have always held that artistic talent should be considered individual persons, but all concerned co-operated in obtaining a definite ruling.

Lady Author Sues Lady Author on Plagiarism

LOUISVILLE, June 13.—Whether "Si" and "Melissy," WHAS radio characters for a short time last winter, are close enough literary relatives of "Lum" and "Angeline" to cause copyright infringement is a question now being studied by Federal Court here.

Mrs. Katherine Herriot Eastin, local author, who has done theatrical work with the characters "Si" and "Melissy" intermittently since 1929 and conducted the WHAS sketches, claims her characters are different from the other writer's, but Mrs. Cordia Greer-Petrie, also of this city, claims they are the same.

Mrs. Petrie, who has been named in a petition filed last April by Mrs. Eastin asking \$15,000 damages because the author allegedly brought about cancellation of the radio contract, filed a petition in the Federal Court alleging copyright infringement and named Mrs. Eastin and the Louisville Times Company, proprietor of WHAS, defendants, alleging employees of the station helped with presenting the sketches. Mrs. Petrie's petition asks an injunction to prohibit Mrs. Eastin from using the characters "Si" and "Melissy" and asks payment of damages to be determined.

KOIL Manager Shines As Convention Talker

LINCOLN, Neb., June 13.—John M. Henry, station manager for KOIL and KFAB in Omaha, was the feature of H. V. Kaitenborn's GOP convention prelude in Cleveland. He was called upon to talk for Governor Landon. Henry, who has been acting as station manager here for KFAB and KFOR in addition to other duties while Reg Martin was being brought in from the Iowa network of KSO and others to fill the job, was given a big blurb in the local sheets which own the stations.

Sears, Roebuck Still Buying

PHILADELPHIA, June 13.—Sears, Roebuck & Company continues to grab up local air time. Having set a half-hour daily of canned music on WFIL mail order house buys three 15-minute spots weekly on KYW for a live show. Will use the *Sally at the Switchboard* dramatic serial script, same having been used by the company on Chicago stations. Starts June 22, Lavenson Bureau placing the account.

Another Newspaper Station; Lindsay Nunin Buys WLAP

LEXINGTON, June 13.—J. Lindsay Nunin, who with his son, Gilmore Nunin, recently bought *The Lexington Herald*, has purchased Radio Station WLAP here. The newspaper and the radio station will be operated in connection with each other, it was said.

The sale is subject to approval by the Federal Communications Commission, but no difficulty is anticipated in this connection.

The station is located in the Walton Building on the Esplanade and was purchased by Mr. Nunin from the American Broadcasting Corporation of Kentucky. It will continue operation on its present wave length of 1420 kilocycles with 250-watt power until sunset and 100 watts thereafter.

Chevy Dealers Augment Local Disk Broadcasts

PHILADELPHIA, June 13.—With the Rubinfoff platters spotted on all local stations for tri-weekly spots, the Chevrolet dealers of Philadelphia plan to buy their own time on the off-days. Dealers are sponsoring Harold Simonds and his news comments on the 20th century high-lights for three 15-minute periods on WFIL. A local Chevy dealer will guestar on each chatter period. Deal arranged by Charles Bledell, manager of the Philadelphia dealers' group, and placed direct for 26 weeks, starting June 15.

Feenamint Sponsors a Four-Way Talent Hunt

NEW YORK, June 13.—Four-way tieup among *The Brooklyn Daily Eagle*, RKO Theaters, Health Products Company and WOR has been made for an amateur talent hunt, starting tomorrow. Contest will run all summer long in RKO houses in Brooklyn, Queens, Nassau and Suffolk counties, as well as some indie houses in locales where RKO has no spots. Winners will get contracts from WOR. There are four classifications of talent, male and female singers, novelty and instrumental acts. Girl vocalist winning gets the best break, a 13-week contract from the station's artists' bureau and date on the amateur show Feenamint sponsors on Mutual.

Engineering Hearings Opened; FCC Delving Into All Phases

WASHINGTON, June 13.—Keen advance interest is being manifested in the informal engineering hearing scheduled by the Federal Communications Commission to begin today by interested organizations, and a pretty impressive list of witnesses is expected to have been compiled by the time the hearings actually begin. The widespread interest in the future of television, as well as in the future of radio generally, from the standpoint not only of broadcasters and the public, but of the radio industry in all its phases, could not fail, as has been demonstrated, to serve to center the attention of a big part of the public in testimony submitted.

Following formal opening of the hearing, or more properly the conference, a review of the technical developments of radio in the past, a discussion of present practices, and of future "probabilities" by the chief engineer of the commission, will be had. Information as to requirements of departments of the govern-

WLVA Sponsors Entry in National Marble Tourney

LYNCHBURG, June 13.—When the local dailies dropped out of the national newspaper promotion, the National Marbles Tournament, WLVA stepped in and sponsored a local entry in the tournament, first time a radio station has ever tried such a stunt. The marbles championship has been a newspaper promotion for about 15 years.

Recreation department of the city is conducting the playoffs and about 500 kids have registered. Shot by shot broadcasts are being given by the station, with Glenn Jackson, sports announcer, at the mike. Pat Taylor (Uncle Pat) and Jim Howe, station production man, who has worked for dailies on similar promotions, are assisting on the broadcasts.

Pa. Backs Disks In Auto Campaign

PHILADELPHIA, June 13.—For the first time in local radio dealings political pressure went for naught and a contract was awarded on merit. Highway Safety Council of Pennsylvania, appointed by Governor Earle, is planning an air campaign for safety on the highways, being in the market for a series of transcribed dramatizations to be placed on all Pennsylvania radio stations by the Barnes-Aronis Agency, of Philadelphia. Contract calls for a six-month series of five-minute ET's, platters to be placed on a sustaining basis on the stations.

Groups competing with rehearsed scripts represented WCAU and WIP, Philadelphia stations, and the John Morgan Davis and Frank Wellman agencies, of Philadelphia. In spite of the acknowledged in that Dr. Leon Levy, WCAU proxy, has with the State Democrats, and John B. Kelly, State secretary of Internal Revenue, sponsoring the council, contract award was split evenly between WCAU and the Frank Wellman Agency. Greater significance lies in the fact that Frank Wellman split with Kelly last year when the politico made an unsuccessful play for the mayor's post, Wellman losing the Democratic radio business plum.

While three of the groups treated auto accidents from a negative angle, script playing up the horror phase with the collision as the dramatic climax. Frank Wellman called on Dr. Twittmeyer, psychology professor at the University of Pennsylvania, to supervise the script written by Margaret Schaeffer. Psych professor advised that the accident be glossed and concentration be at the hospital depicting the scene of the mother and an injured child. Attack on the problem from the positive angle, committee had to forget political favors and awarded the Wellman group their just share.

Recording contract for the platters, numbering several hundred, awarded to the Robison Recording Laboratories at Narbeth, Pa.

WGH Adds an Hour

NEWPORT NEWS, Va., June 13.—WGH has added another hour a day to its operating schedule. Station is now on the air from 7 a.m. to midnight instead of signing off at 11 p.m. as formerly.

Coast Chief Set by CBS

Thornburgh to head Pacific offices and is made a v.-p.—Akerberg promoted

NEW YORK, June 13.—D. W. Thornburgh has been elected a vice-president by Columbia Broadcasting System, which plans to place him in charge of its West Coast activities. Thornburgh will leave on a preliminary tour of inspection early in July and later on will establish his residence and CBS executive offices in Los Angeles. New Pacific Coast head was formerly assistant manager of the CBS Chicago office and joined the organization in June, 1931. He has also served as executive assistant to H. L. Atlas, CBS vice-president in Chicago, since March, 1935. CBS will have four big shows originating on the Coast when Camels get under way there. The others are Lux, Campbell Soup and Tomato Juice programs.

Another new vice-president elected by CBS is H. V. Akerberg, in charge of station relations. Akerberg until a few weeks ago was assistant to Sam Pickard, recently resigned station relations head, and before joining Columbia as assistant chief engineer in October, 1929, he was associated with Bell Laboratories, Inc. and worked on CBS technical details. Pickard continues with CBS in an executive capacity for the time being.

ASCAP Not Rushing For New Attorneys

NEW YORK, June 13.—Altho the board of directors of the American Society of Composers, Authors and Publishers met last Monday relative to the demise of its general counsel, Nathan Burkan, resolutions of regret were passed, but no word was mentioned as to any possible successor. According to Gene Buck, president of ASCAP, nothing whatsoever is contemplated for the time being, but it is possible something may come up at the monthly board meeting the last Thursday in the month.

Depositions were to be taken this week in the Warner Brothers' suit against two stations, one being WHEC in Rochester, which ASCAP is helping to defend. This had to be adjourned. It is presumed that the able Burkan associates, Louis D. Frohlich and Charles Schwartz, also Arthur Schwartz, who have handled practically all of the ASCAP cases under Burkan's direction, will continue as in the past. Some talk of a "front man" has been heard, but this may eventually apply to actual court appearances. To date all ASCAP officials appear too dazed to think about the matter.

Thornburgh CBS V.P.

CHICAGO, June 13.—D. W. Thornburgh, who has served as an executive assistant to H. L. Atlas, CBS vice-president here since March, 1935, has been elected vice-president of the CBS network and will leave for California early next month to take charge of Columbia's increasing activities on the Pacific Coast. His headquarters will be in Los Angeles. Thornburgh joined the Chicago sales force of CBS in June, 1931, and became H. L. Atlas' assistant in 1935. H. V. Akerberg will assume charge of station relations.

NBC Disk Service Adds Subscribers

NEW YORK, June 15.—NBC Thesaurus subscribers has passed the 150 station mark with the addition this week of nine additional outlets taking the service. New subscribers are: WJLL, Urbana, Ill.; KGOP, Coffeyville, Kan.; WBCN, Bay City, Mich.; WDAY, Fargo, N. D.; KGKL, San Angelo, Tex.; JFRG, Kingston, Ont., and CKSO, Sudbury, Ont.

Linton WIP Rep

CHICAGO, June 13.—Ray Linton has been appointed sales representative here for Station WIP, Philadelphia, which he will handle in connection with WMAC, New York City, which he has represented for the past year. Both stations are part of the Inter-city network.

New Syndicated Script Service

NEW YORK, June 13.—New angle is being injected into the radio script business by Star Radio Programs, an organization recently formed here, with Burke Boyce as program supervisor. Boyce was continuity editor for National Broadcasting Company for eight years.

New plan is somewhat along the lines of syndicated newspaper features and will be a script service for radio stations. Altho somewhat similar setups have been attempted in the past, Star's plan appears to be more ambitious and extensive in scope. Apart from having writers of known ability, a sales plan for the scripts when produced by a group of stations can be bought outright in bulk by a national advertiser, thus eliminating the difficulties attached to handling scattered programs.

It is believed that the Star plan will aid local stations in putting on dramatic shows on limited budgets and stand a chance of competing with similar type shows on networks. Prices are graduated according to station power with different scales for sustaining and commercial broadcasts.

Number of stations have evinced interest in the plan, and at present Star is offering quarter-hour scripts covering sports, homemaking, scientific worlds and others, each prepared so that they can be produced at a minimum expense and are virtually "one-man" scripts. Scale for 100 to 500-watt stations is \$1 each for five scripts weekly for sustainings; commercial rate is \$2.50 each. Higher wattage pay a little more.

More KYW Sustaining Being Fed NBC Web

PHILADELPHIA, June 13.—KYW, local Red outlet, continues to originate shows for the NBC waves in increasing numbers. The list includes Dress Parade and the Top-Hatters Ork on Mondays, Top-Hatters again on Tuesdays and Fridays, "Thursday Matinee" with Anthony Candelori conducting on Thursdays, "Candelori Presents" on Fridays Jimmy Littlefield Ork and Let's Hear Rhythm on Saturdays.

James Begley, program director, is readying another sustainer to start June 16. Will have Wilbur Evans vocalizing and the Candelori studio crew.

In addition, KYW will do the pick up for NBC when Mayor Wilson speaks at the Flag Day ceremonies (June 14) and on July 4 when the mayor will deliver an oration and strike the Liberty Bell in a ceremony to be relayed to the British Broadcasting Company.

WIP Buildups for Staff

PHILADELPHIA, June 13. — WIP's move to personalize its announcers and build them up as mike personalities finds three of the word splitters with their own spots. Howard Jones, production demo, has been given complete charge of the weekly Street Interviews; Alun Williams, night supervisor, blossoms forth nightly as a news conferrer, and Edward Wallace, announcer, will report on his pecking-thru-keyholes activity on a weekly man-about-town spot.

Clyde Coombs Appointed Chairman Coast Ad Club

SAN FRANCISCO, June 13. — Clyde Coombs, NBC-KPO salesman, has been appointed chairman for the radio department of the Ad Club here, succeeding Rippli Brunton, head of the Northern California Broadcasting System.

Other members of the committee are Edward McCallum, manager, KYA; Philip O. Lasky, manager, KSFO; Glenn Ticer, NBC salesman; Henry Jackson, KPRC commercial manager; Carleton Coveny, Northern California Broadcasting System commercial manager; Lindsey Splight, Pacific Coast manager, John Blair & Company; Walter A. Burke, radio research manager, McCann-Erickson, Inc.; Frank Huseman, district sales manager, Champion Shoe Machine Company, and Will Russell, president Will Russell Company, advertising agency.

Pet Milky Way and Bennie Walker's Tillamook Kitchen sponsored broadcasts over the NBC-Pacific Red network at 10:30 a.m. Thursdays and Fridays, respectively, under Walker's direction, will continue on the air as in the past.

Philly Radio Men Aid Finger Print

PHILADELPHIA, June 13.—Dr. Leon Levy, KYW general manager, and the entire office crew and broadcasting staff were first to heed the plea of Judge McDevitt and Reed E. Vetterlo, special agent for the Federal Investigation Bureau, and permitted themselves to be finger-printed. Jurist and C man made a radio appeal to the public on KYW for volunteer cooperation in having everybody finger-printed. Dr. Levy and company showed the way en masse.

Several Switches in Hearst Radio Editors

SAN FRANCISCO, June 13. — J. E. (Dinty) Doyle, radio editor of *The San Francisco Chronicle* since April 1, has resigned to take a post on *The New York American* on July 1. His successor at *The Chronicle* is Herb Caen, formerly radio editor of *The Sacramento Union*. Darrell Donnell has been appointed radio editor of *The San Francisco Examiner*, succeeding the late Oscar N. Fernbach. His assistant is Frank Smith. Donnell is also news editor of KYA's five nights weekly broadcast. He recently signed his third contract with the Hearst organization as newscaster and commentator.

NEW YORK, June 13.—Louis Reid, present radio columnist of *The New York American*, may continue in that capacity after Dinty Doyle arrives in the east. Doyle, instead of doing editorial work, may go into radio promotion activities in connection with *The American* and Hearst radio interests.

Correspondence School Tests Program in Pa.

SCRANTON, June 13.—International Correspondence School, steady magazine and newspaper advertiser, is testing radio with quarter-hour spots on WGIB, local 500-watt. ICS, consistent publication space buyer, has taken two spots, one of which is in question and answer form, the other a serial.

N. W. Ayer & Son handle the account.

Warners Sue WDEL

WILMINGTON, Del., June 13.—The Remick Music Corporation of New York City, filed suit in the United States District Court here against Radio Station WDEL, of Wilmington, for damages arising from alleged violation of the U. S. copyright laws. The plaintiff alleges that two copyrighted songs, *If I Could Be With You* and *Please Don't Talk About Me When I'm Gone*, were played over the station without the permission of the copyright owners.

New Biz, Renewals

NEW YORK, June 13.—One renewal on the Columbia network: WARD BAKING CO., thru Fletcher & Ellis, renews, effective June 16, Tuesday, Thursday and Saturday, 6:15-6:30 p.m., on WABO and 20 stations. *News of Youth*.

NBC Accounts

FRIGIDAIRE CORP., thru Lord & Thomas, Chicago, starts June 26, Friday, 9:30-10 p.m., on WJZ and 60 stations. Ted Flo-Rito Orchestra and Clara, Lu 'n' Em.

PRINCESS PAT, Ltd., thru McJunkin Adv. Co., starts June 21, Sunday, 6:30-7 p.m., on WFAF and five stations. Sketch.

Newark

B. G. REMEDY CO., thru Charles H. Hoyt Co., started June 9, 9:15-9:30 p.m., for duration of Republican convention. Arthur (Bugs) Baer, WOR.

A. SARTORIUS CO., thru Monroe F. Dreher Co., starts July 21, Tuesday and Thursday, 12:15-12:30 p.m. Fashion talks. WOR.

ZENTH RADIO CORP., thru H. W. Kastor & Sons, starts August 10, Monday, Wednesday and Friday, five-minute spots. WOR.

TIDE WATER OIL CO., thru Lennen & Mitchell, renews, effective July 1, news broadcasts. WOR.

WISS STORES, thru Bess & Schillia, announcements. WNEW.

VINODD STUDIO, thru Bess & Schillia, announcements. WNEW.

AMERICAN RANGE CO., thru Bess & Schillia, announcements. WNEW.

(See NEW BIZ on page 9)

Political Conventions Hit Broadcasters for a Million

Total time loss will probably exceed this sum after Democrats hold their gathering—uncertain Republican schedule created havoc on all networks

NEW YORK, June 13.—The total time business lost by broadcasting thruout the country may amount to as much as \$1,000,000 by the time both major political parties complete their conventions. The Republican party already has taken a big bite out of the sales, with the major networks alone reporting over seven hours lost this week because of cancellations of paying programs to pick up the special event. Multiplying this by the huge number of stations that carried the political powwow and the fact that the Democrats will probably equal if not exceed this inroad has led observers to estimate the \$1,000,000 loss.

This loss is not all on paper. Much of it is, since the advertisers, while not given a cash rebate, are not billed for the time or take the canceled periods at the ends of the contracts. However, both NBC and CBS have emergency clauses in their contracts which provide that in the event advertisers are not given 48 hours' notice of cancellation the networks will absorb the talent charges. In this connection NBC took it on the chin more than Columbia, since some of the cancellations on NBC were expensive hour shows.

CBS log reveals that among the commercials forced off were Kleenex, twice, each time 15 minutes; Mohawk Rug, three times, each 15 minutes; Wrigley's, three times, each time 15 minutes; Hormel, half an hour; Colgate-Palmolive, half an hour, and Stewart Warner, half an hour. NBC was nicked during the evening spots for an hour each on Kraft Phenix, Maxwell House coffee and Lucky Strike ciggies, and a half hour each on *Death Valley Days*, Bristol-Myers and one of two daytime spots.

Talent charges for which NBC must stand include such names as Bing Crosby, Al Goodman, Lanny Ross and the *Showboat* cast, as well as the guest-star acts set for the Crosby show. This payment to the visitors may not be needed if they are booked for the following week.

WOR also was nicked, especially on its daytime coverage, with the station heav-

ily sold during daylight. Mutual would not release any data as to programs canceled because of the Cleveland conclave.

Not only were the commercial programs upset, but the sustaining schedules were milled around plenty. Convention usually ran late, started late and was irregular thruout. While the stations may get some of their money back, it takes a long time for the political parties to settle their accounts. Added is the cost of radio men covering the conventions.

NBC Kiddy Program Contest

NEW YORK, June 13.—As part of its 10th anniversary celebration, National Broadcasting Company is sponsoring a contest for kids' programs. Total of \$2,500 is being awarded, closing date being September 1. In addition to awards winners will get \$50 for a quarter-hour program per broadcast and \$100 for a half-hour show.

Council Bluffs 100-Watter

OMAHA, Neb., June 13.—Well-founded rumors have been sprung here that a move is being made by a Nebraska or Iowa chain of radio stations to plant a 100-watt in Council Bluffs. Understood the proposition will be laid before the FCC very shortly.

The RUSTIC RHYTHM Trio

Featuring

PAUL ROBINSON

The Ultra Modern Harmonicist

(Hohner Harmonicas)

with the

HORTON BROTHERS

(Gibson Instruments Exclusively)



RUDY VALLEE says:

"Paul Robinson is the most unusual and sensational harmonica player I have ever heard."



A Musical Melange of 27 Different Instruments! NOVELTY! COMEDY! SONGS! CHARACTERIZATIONS!

A Class Act!

Broadcasting three times weekly CBS * * * Coast to Coast Recording for BRUNSWICK

Personal Manager C. B. MADDOCK

551 Fifth Ave., New York, N. Y.

New Under Two-Year Contract With COLUMBIA ARTISTS' BUREAU, Inc.

ED WEEMS

AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA

ON TOUR

VARADY OF VIENNA, SUNDAYS, MBS.

JOHNSON'S WAX, MONDAYS, NBC.

WINGY MANNONE

(The New Orleans Swing King and His Swing Band)
New Playful at the Hickory House.
Pers. Mgt.—MILLS ARTISTS, INC.,
789 Seventh Ave., New York, N. Y.

Alexander GRAY

Baritone

Pers. Mgt. CBS Artists Bureau

HUGH CROSS AND HIS RADIO GANG

Courtesy GEORGIE PORGIE cereal
10 A.M.—WWVA—4 P.M.
ERNIE BRODERICK, Personal Representative.

TED JENNINGS AND HIS ORCHESTRA

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

ROY GOBEY

Dramatic Baritone
SALLY'S MOVIELAND REVIEW
WMCA

LEITH STEVENS

Conductor
exclusive management
COLUMBIA BROADCASTING CO.

COAST to COAST TETLEY

Radio's Outstanding Boy Actor
FRED ALLEN 8:00 p.m. Wed. NBC
SHOW BOAT 9:00 p.m. Thur. NBC
PAUL WHITEMAN 10:30 p.m. Sun. NBC
BOBBY BENSON 9:15 p.m. Mon. CBS
DUCK ROGERS 6:00 p.m. Mon. CBS
Wed. Fri.

TOMMY DORSEY AND HIS ORCHESTRA

NOW ON TOUR
Management MCA

Ether Gives the Texas Expo Opening a National Sendoff

Full hour programs on major networks plus many local shows put the exposition on the map officially—WFAA, KRLD and WRR handle big job in faultless fashion

DALLAS, Tex., June 19.—Radio played a vitally important part in the opening, June 8, of the \$25,000,000 Texas Centennial Exposition at Dallas. From the early hours of the morning until late at night the ether waves carried news and descriptions of the festive occasion to all parts of the nation. Full hour programs over both Columbia Broadcasting System and National Broadcasting Company gave the world all the color and glamour of the world's fair of 1936 and included a good bit of the Lone Star State's four centuries of romantic history for good measure. Three Dallas radio stations, WFAA, KRLD and WRR, finished the job in excellent order. The first news came from an airplane over the Exposition grounds as Titcha-Goettinger's, local merchants, sponsored a bird's eye view of the park and early preparations for the gala holiday declared by Dallas for the opening day.

Ted Husing, CBS announcer, handled the two top spots of his system's noonday program which formally opened the Exposition itself. After his brilliant description of gate-opening ceremonies which included a round the world message, a whirlwind tour of the grounds was supplied by Gulf-Exposition announcers. Then, after 20 minutes on the air, Husing again took the microphone to give listeners a vivid word picture of the colorful flag ceremony, in which the story of Texas under the flags of Spain, France, Mexico, the Lone Star Republic, the Confederacy and the United States was told in pageant and speech. This included remote pickups from Spain and France.

At 8:30 p.m., Dallas time (10:30 EDST), NBC hit the air with a broadcast involving 15 remote pickups from all parts of the grounds. This show included scenes and entertainment peculiar to Texas and to the Centennial Exposition. Norman Barry, of NBC's Chicago office, assisted staff announcers—nine of them.

At 10 p.m., KRLD broadcast the intricate maneuvers of U. S. Army floras as they made a sham attack on the Exposition grounds. In addition to two transcontinentals a dozen local programs

dealing directly with the Exposition were put on the air.

An avalanche of long-distance telephone calls that tied up the Gulf radio building lines for more than an hour followed the official opening of the Texas Centennial Exposition as a nationwide Columbia Broadcasting System hookup gave it to the world.

Backing up Exposition radio director Clyde Vandenburg in his conjecture that the program was highly satisfactory in every way were telephone and telegraph messages from all parts of the nation. Officials of the Columbia System in New York, Chicago and California were joined by dozens of individuals in lauding the broadcast. Particularly liberal in his praise was Ted Husing, CBS announcer, who flew to Dallas from New York to handle part of the program. Husing was at the microphone for the official opening and the pageant of flags, two of the seven pickups constituting the show.

The program was written by Art Linkletter and Margerie Leuthi. Linkletter, Vandenburg and Lewis Lacey supervised production and Carl Langevin and Tom Brown directed technical operations. In addition to Husing the announcers were Linkletter, Vandenburg, Bob Coleson, Dudley Williamson, Martin Provonsen, Jimmy Crocker and Ramona Brady.

The broadcast was made thru the facilities of the Gulf radio and public-address system and KRLD's Columbia broadcasting lines.

now operates with 50,000. KRBC, Abilene, Tex., began operation this week on 1420 k. c., 100 watts. Station is operated by the Reporter Broadcasting Company. Another new 100 watt station in the South is WJRD, Tuscaloosa, Ala., with 100 day-time license. JAMES H. BOSS JR. is owner. WSGN, Birmingham, recently sold to The Birmingham News by the Broyles Furniture Company, has asked for an increase in power from 100 to 500 watts night and 1,000 day on 590 k. c. The News was once the owner of WAPI but shifted its control as a "donation" to the State because its newspaper president did not think radio was a good thing to mix with newsprint. The station has also asked the FCC to allow it privilege to re-broadcast daily programs from DJD, Berlin, and COOH, Havana. JAMES P. WILLIAMSON, formerly of KARK, Little Rock, has become program director of WHBQ, Memphis.

CHUBBY KANE, juve entertainer, returns to WPTL, Philadelphia, for a spot on the Mutual net. BOB HALL, former WOR announcer, joins WIP, Philadelphia, for a similar post. BEN GIMBEL, prez of WIP, Philadelphia, will return from a European jaunt in time to attend the NAB convence. Freihofer (bread) show and Abbotts (milk) stanza on KYIV, Philadelphia, continue for the summer, but without the customary weekly visual broadcasts. ALAN SCOTT, news commentator on WCAU, Philadelphia, takes a European vacation for the summer months. With the change of name of JOHN H. KUNSKY, founder of the chain of 13 theaters now known as United Detroit Theaters and head of the Michigan network, the operating company for Station WXYZ, Detroit, has also been changed. The former Kinsky-Trendle Broadcasting Company becomes the King-Trendle Broadcasting Company.

CJCB, Sydney, N. S., recently installed a new 1,000-watt Marconi short-wave transmitter. Location of the station is closer to Britain than any other Canadian station and within a few miles of the site of the original Marconi wireless station. Emerson Bros., sponsors, and CHSJ, St. John, N. B., have started checking on users of telephones into the station in connection with a daily game of Lucky, broadcast each evening for 10 minutes. Much trouble has been experienced in persons holding telephone wires to the station during the Lucky time and refusing to answer the announcer, giving a palpably wrong solution of the game or handing the announcer the ha-ha. This despite the announcement of the telephone number only on start of the game. It has been necessary to change the number several times because of the annoyance. The threat of checking up on the stations whence the fake calls are coming has acted as somewhat of a deterrent. CARYLL KELLY, blues singer, after a siege of illness is again back to her regular schedule on WJCC, Bridgeport, Conn. JAMES DUDLEY, staff announcer on WIXBS, Waterbury, Conn., has just resigned to take a similar position with WYFR, Syracuse, N. Y. BRUCE KERN, formerly a member of GUY HEDLAND'S WYTC, Playhouse, Hartford, Conn., takes the position. Without advance ballyhoo, the Connecticut Broadcasting System has extended beyond the State and added WSPR, Springfield, Mass., to its hookup. Altho practically ready for business, WHTH, Hartford, Conn.'s, new broadcasting station, will wait a while before taking the air.

Station Notes

Address All Communications to the New York Office

LEW STARK, chief announcer of WHAM, Rochester, N. Y., is taking the summer off due to ill health. TOM MURRAY is filling in for him. Carolina Beach, near Wilmington, N. C., is sponsoring a series over WPTF, Raleigh, N. C. JACK ZEIGIN has resigned as announcer and publicity director from WIBM, Jackson, Mich. Date for the opening of the new studios at WBT, Charlotte, N. C., is July 12, when a gala affair will be held. Among those expected to attend are WILLIAM S. PALEY, president of CBS; EDWARD KLAUBER, vice-president; PAUL KESTEN, vice-president; MEFFORD RUNYON, treasurer, and other executives. State and local officials will also attend. CLIFF CARR, formerly of Carr, Clifford and Carr and Jackson and Clifford, has been on KEW, Mexico City, for over a year with his orchestra. CARR directs and sings in both English and Spanish.

WALLY WARREN has been transferred from the Omaha to the Council Bluffs studios of KOIL. Snowball and Sunshine, black-face team, back on the air at WSB, Atlanta, Ga. HUGH CROSS and his Gang, of WWVA, chartered a plane to hop from Wheeling, W. Va., to the Indianapolis auto races. TOMMY PRITCHETT, SHUG FISHER,

RAY GULLEY and ERNIE BRODERICK went along. BURLY LOTTRIDGE, general sales manager of the Central States Broadcasting Company, is on a business trip thru Oklahoma, Kansas and Missouri.

CARL KALISH, NBC violinist in San Francisco, member of the Beaux Arts Trio, is recovering from an appendicitis operation and will be away from the studio several weeks. FRANCES WIENER is filling the Beaux Arts spot. BEN HARKINS, formerly of KOMO, Seattle, production staff, has a one-man quarter-hour show, The Minstrel, on KJRS, San Francisco, sponsored by Belix Clothing Company for 25 weeks. He combines chatter and ballads and is heard Sundays at 1 p.m. BILL FULLER has joined the continuity and announcing staff of KJBS, San Francisco, coming over from KYA, that city. Owner WESLEY DUMM and Manager PHIL LASKY of KSFO, San Francisco, will be in New York by June 18 to sign the proper articles for the local station's switch to CBS. They'll also attend the NAB convention in Chicago, July 5-8, inclusive.

Controversy between WSMB, New Orleans, and WHO, Des Moines, each accusing the other before the Federal Communications Commission of interference, seems to have been amiably settled, with renewal of WSMB's license with 1,000 watts on 1320 k. c. without restriction of radiation toward the South. First station in the South to ask for big wattage is WHAS, Louisville, Ky., which last week asked the FCC for grant to erect new 500,000 watt. This pioneer station of the Green Grass State was formerly an NBC outlet but later switched to become a member of the CBS basic group. Station

JAYSNOFF SISTERS

★ IRIS and JUNE ★
The Leading International Duo Pianists
Radio • Concert • Stage

ARTHUR KAY

Radio Mimic - Characterizations
Character Voice of Texbury Cartoons and Varied Max Fleischer Cartoons.

DONALD BAIN

(IMITATOR-COMEDIAN)
UNUSUALLY LIFE-LIKE IMITATIONS OF BIRDS, ANIMALS, WILD BEASTS, ETC.
Room 802, 723 Seventh Ave., New York City.
BYrany 9-5107.

Program Reviews

EDST Unless Otherwise Indicated

"Good Will Court"

Reviewed Sunday, 10-11 p.m. Style—Legal advice. Sponsor—Macfadden Publications. Station—WMOA (Inter-city network).

Macfadden Publications, for their True Story magazine, have taken over the effective Good Will Court series on WMOA and adding to the Inter-city coverage that of Mutual, which gets the last half of the program.

Quite a tieup. The personalized bludge of a pulp magazine published on slick paper, combined with the best human-interest program in radio. Hoke is one thing, and this may be called hoke by some, altho it actually isn't. It is a masterful use of radio, and also people have always gathered enjoyment, even the morbid, from listening to or watching the troubles of others, it combines entertainment with actual legal advice by judges of the various courts in the city. From the standpoint of responsibility, Good Will Court is made by having those legal names as its arbiters. Without them, of course, it could not gain credence. But it does have them and has had them and the program has a vast following.

Nature of the program is well known now. Two judges as advisers in civil and criminal matters, mostly petty, often tragic. No names of the proponents are mentioned. Each case is simply numbered and each tells his own story. Voices of the various speakers make for more drama than a good cast could. A. L. Alexander handles the show, opening and closing announcements. He gives it an air of superinduced tragedy that is out of place. J. F.

"Scoreboard of the Air"

Reviewed Friday, 11:15-11:20 p.m. Style—Baseball results. Sustaining, qn WOR (Network).

Fast five minutes of major league baseball scores and in addition to the National and American Leagues those of the International are also given. Spot is cleverly handled by Joe Tobin, who does not attempt to reproduce any games nor indulge in undue dramatics or dramatizations. Straight from the shoulder results, after a general glance over the situation for the day. At the close one player is selected for special mention, one who did something that merits him as the hero of the day.

For the average person interested in baseball the five-minute spot is an interesting one and follows the Trans-radio news flashes. Seems that maker of men's products, one that does not conflict with the sponsor of the news flashes, would have a good bet in The Scoreboard. M. H. S.

"Gloom Chasers"

Reviewed Wednesday, 12-12:30 p.m. Style—Music, song and novelties. Sponsor—Participating show. Station—WWSW (Pittsburgh).

The Gloom Chasers program, conceived and emceed by Dutch Haid, is now 3 1/2 years old and still one of the most popular noon programs. Dutch, a busy WWSW staff man, gained a large listening audience with his pleasant emcee work. With him on this program are Kenny Martin, pianist; Eddie Noah, guitarist; Toby Seeley, trumpet player; the Two B's (Beeby and Betty Wise), vocalists, and Zeta Wise, personality girl. The crew usually has on hand an entertaining concoction of popular melodies and novelty work. The Wise girls are good enough singers whose voices register quite well. Dutch Haid also acts as announcer, the present sponsors including a grocery firm, clothing store and a beauty shop. Spot announcements are brief, breezy and not annoying. S. H.

Powers Gouraud

Reviewed Wednesday, 12-12:10 a.m. Style—Man about town chatter. Sponsor—Yellow Cab Company of Philadelphia. Station—WCAU (Philadelphia).

There is nothing that Powers Gouraud talks about on this nightly midnight chat to give the listener anything to hoot about. There is not even the semblance of sustained interest during the 10-minute stretch. But it's a voice, and a welcome one, to break up the monot-

onous din of fox-trots on the ether band.

Possessing all the charm of the old school and an English accent that is not infectious, Gouraud strikes a harmonious note as he rambles about the town's doings. It's pretty much the same old run-of-the-mill chatter, but the mike personality counts on this one, and he scores again in his own typical style.

For the past seven years Powers Gouraud has been with WCAU as dramatic critic and news confederator, and his smooth, suave splicing has carved a comfortable niche for him among listening audiences.

Yellow Cab Company having no competition in town, his job is strictly a good-will gesture. When caught he must have lost his place in the copy, and for no good reason at all asked the announcer for a telephone and dialed for a Yellow Cab. Otherwise Gouraud barks with a nicety of diction and tonal modulations to stress what one man-about-town considers of importance in the day's happenings. ORO.

Arthur (Bugs) Baer

Reviewed Tuesday, 9:15-9:30 p.m. Style—Comedy chatter. Sponsor—E. C. Remedy Company. Station—WOR (MBS network).

One of the few commercials to come out of the Republican convention was this commentary series by the Hearst syndicated columnist, Arthur (Bugs) Baer. It provided a welcome relief from the steady barrage of political palaver that started with the convention and is now in store for the listeners until November. B-C will probably sell a lot of headache stuff and gain considerable good will if it continues with Baer on the air.

Baer is funny on the air and spares no one. His line of chatter is fast and loaded with chuckles. His style of delivery fits in with the semi-abruptness of his punchy lines. Baer is unmatched in his ability to provide a laugh in a few words of comment and he is generally recognized as the king pin of them all in the way of gag similes.

Political drum beating or not, Baer should be on the air as a comedy commentator. J. F.

NEW BIZ

(Continued from page 7)

Schillie, participating on Joymakers' program. WNEW.

Cleveland

EILERT BREWING CO., announcements. WHK.

DANFORTH REFRIGERATION CO., thru Fuller, Smith & Ross, announcements. WHK.

GEORGE WORTHINGTON CO., announcements. WHK.

McKESSON & ROBBINS, thru N. W. Ayer & Son, New York, announcements. WHK.

WHITE SEWING MACHINE CO., thru Campbell Sanford, announcements. WHK.

STRONG, OARLISLE & HAMMOND, announcements. WHK.

BANK OF CLEVELAND, announcements. WHK.

STEELCOTE MFG. CO., announcements. WHK.

PROCTER & GAMBLE, announcements. WHK.
HARVARD MOTOR SALES, announcements. WHK.

Dayton

SEARS, ROEBUCK & CO., one 72-minute circus broadcast. WHIO.

ARCADE CO., half hour five days weekly. WHIO.

DAYTON CAMERA SHOP, announcements. WHIO.

H. NIKIDES, announcements. WHK.

South

SHINOLA SHOE POLISH, Gold Dust Corp., New York, thru Batten, Barton, Durstine & Osborn, Inc., New York, five one-minute transcriptions weekly for 12 weeks. WWL, New Orleans.

DRUMS CLEANING FLUID, Drums, Inc., Detroit, thru C. C. Winingham Agency, Detroit, five-minute dramatized transcriptions weekly. WFLA, Clearwater, Fla.

ALL-WHITE SHOE CLEANER, Griffin Mfg. Co., Brooklyn, N. Y., thru Birmingham, Castleman & Pierce, Inc., New York, one-minute spot daily except Sunday, began May 25. WLAC, Nashville; WGST, Atlanta, and WDOD, Chattanooga.

ICE CREAM MIX, Burnett Co., Boston, thru Batten, Barton, Durstine & Osborn, Inc., New York, five one-minute spots daily, began June 1. WSMB, New Orleans, and KPRC, Houston.

CLOVERLAND DAIRY CO., New Orleans, direct, three five-minute transcriptions a week for 13 weeks. "Minute dramas." WSMB, New Orleans.

HARRINGTON HOTEL, Washington, D. C., thru Romer Adv. Service, Washington, 15 one-minute spots, began June 1. WWL, New Orleans.

CHAMBERLAIN SUNBURN LOTION, Des Moines, thru Coolidge Adv. Co., Des Moines, five one-minute spots weekly for 13 weeks. WWL.

WHITE HOUSE, Bloxi, Miss., direct, two one-minute spots weekly for three months. WWL.

FOUR WAY MIXTURE, Beaumont Laboratories, Chicago, direct, three one-minute spots daily for 13 weeks. WWL, New Orleans.

SCHOLL FOOT PADS, Scholl Mfg. Co., Inc., Chicago, thru local agent, 10 one-minute transcriptions weekly. WWL.

Philadelphia

SUNSET MEMORIAL PARK (cemetery), thru Robert Clutch Agency, started June 7 for indefinite period, Sundays, 10:45-11 a.m. ET. WIP.

JOHN DOWNIE (night club), placed direct, started June 9 for indefinite period, remote control dance music nightly. WIP.

PHILADELPHIA AND SUBURBAN SWIMMING POOLS, INC., placed direct, starts June 16 for one week, daily participation in Uncle WIP's program, full sponsorship June 22, 7-7:15 p.m. WIP.

SEARS ROEBUCK AND CO. (department stores), thru Lavenson Bureau, starts June 22, Monday, Wednesday and Friday, 12:15-12:30 p.m. Serial script, "Sally at the Switchboard." KYW.

KUGLER'S (restaurant), placed direct, starts June 15 for indefinite period, daily spot announcements. KYW.

CHEVROLET DEALERS OF PHILADELPHIA, placed direct, starts June 15 for 26 weeks, Monday, Wednesday and Friday, 7:15-7:30 p.m. 20th Century Hi-Lights. WFIL.

OLD GUARD PETROLEUM CO. (gasoline), placed direct, started June 12 for indefinite period, daily except Sunday, 5:45-6 p.m. Horse racing results. WDAB.

Chicago

GOLDBLATT BROS., The Golden Hour, a local commercial, taking 7 to 8 a.m. Monday thru Saturday, started June 8 on WGN.

West Coast Notes; Tele Shows Start

LOS ANGELES, June 13.—Under the direction of Harry R. Lubeke, the Don Leo technical staff has developed a new type television transmitter and receiver and thru its experimental television station, WGNAO, the network will begin this week a twice-daily broadcast into. The public is invited to sit in on the broadcasts and it is understood that this is the first public demonstration of high-definition television in the country.

Young & Rubicam Agency, recently opening on the West Coast, is lining up a weekly hour period featuring Joe E. Brown. Show will carry a story thread along the lines of Maxwell House Showboat, will bring on guest stars, Don Stauffer, of the agency, is arranging the production and a complete initial program will be ready for potential sponsors soon.

Every radio station in Southern California is participating in a safety campaign this week by spinning one-minute transcriptions created by Chet Mittenдорff, KPWB executive. Eighteen stations will run off three to five disks daily, under the title of Death's Diary. Series of platters were done under the supervision of the local auto club and will be given nation-wide release following the Coast break-in.

Quarter of a million dollars, it is reported, will be expended in the next two months by Hearst radio interests for improvement of KEHE. New studios will be built and 5,000-watt vertical radiator erected, with the new antenna soaring to 350 feet, the tallest in city limits. Studio site is still undecided.

Tow Breen and Hal Chambers have been added to KPWB's announcing staff.

Paul Pierce, at same station, is father of a boy, Paul Jr. Ed Gardner planning east to handle Ripley show. Harriet Harris of KOIL-KFAB-KFOR, Omaha, making local radio rounds.

New Los Angeles studio of KGER, Long Beach, to be located in Hotel Clark. Sam Moore, of William Eby Agency, will produce Camel show when it makes its Coast bow July 2.

Joe Parker is new production manager of KGFJ. George Gruskin, of William Morris Agency radio department, has been transferred to Hollywood in charge of radio.

San Francisco

SAN FRANCISCO, June 13.—Because sponsors and dialers set up such a beef when he was yanked as editor (emsee) of the five-day weekly NBC Woman's Magazine of the Air, Bennie Walker returns to that spot next Monday.

Walker, who for several years emceed the popular afternoon show over the NBC-KFO Pacific Coast network, was replaced in April by Ned Tollinger, emcee of the transcontinental Carefree Carnival and other featured broadcasts. Result was an avalanche of protest mail from listeners and much squawking from participating sponsors and agencies, too, who wanted Bennie back. Tollinger was very much on the spot inasmuch as he's a good friend of Walker's.

Bob Bence, KPFC's chief announcer and funny man, and Murray Bolen, formerly of the CBS-Don Lee network comedy team of Murray and Harris, have joined forces and are featured over that network in The County Fair under sponsorship of Golden Glow Brewing Company. They're heard Fridays at 8:30 p.m. Lou Tobin, "Man of a Thousand Voices," emceed the 30-minute airshow, which includes Bill Davidson, Ralph Edwards, Virginia Spencer, Arnold Maguire, Helene Hughes and Claude Sweeten's, ork.

Michael Raffetto, NBO actor and producer, on July 1 becomes production manager in charge of all radio programs sponsored by the Sperry Flour Company (subsidiary of General, Inc.), including the NBC Sunday Special, week-day special broadcasts and Martha Maede program. He'll continue to play the role of Paul in NBC's One Man Family, serial sponsored by Standard Brands, Inc., over the Pacific Red network, in which he has appeared since its inception four years ago.

Eldon Bertram, son of Florence Kaufman, well-known operatic singer of a generation ago, has joined KOOC's staff. He's a baritone and began his career as a church singer at 12. Cora Leo Scott, blue singer, is pinch hitting for Agatha Turley, KYA vocalist, while the latter is on a concert tour of British Columbia. Jeannette Maschio, KROW mezzo-soprano, will sing with the San Francisco Opera Company this fall.

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, June 5, to Thursday, June 11, both dates inclusive.

Robins and Roses (25)	27	You Can't Pull the Wool Over My Eyes (16)	19
All My Life (36)	24	On the Beach at Ball-Ball (19)	17
Take My Heart	24	Glory of Love	16
Is It True What They Say About Dixie (25)	22	It's a Sin to Tell a Lie (23)	16
You (25)	20	Let's Sing Again	15
She Shall Have Music (28)	19	No Regrets	15

SHEET MUSIC best sellers will be found on page 13.

Air Briefs

By JERRY FRANKEN

THE city of Schenectady paid for a half hour on NBC Red Friday (12) in a tieup with the Edison series now on the air. Done as a publicity plug for the city, program used half the City Service hour. . . . Bobby Benson script will probably revert to type in the immediate future, the experiment in fantasy with the midgets not drawing up to expectations. Back to blood and thunder. . . . National Biscuit auditioned at NBC last week program similar in setup to the series previously sponsored by Consolidated Gas of New York. On the same day Phillip Morris heard a thrill-a-minute series dramatized by Charles Martin as a candidate for the Tuesday night spot heretofore filled by Phillips Lord.

Don Voorhees goes on the Jello program in the fall in place of Johnny Green, who shifts to the Packard series with Fred Astaire. . . . Ted Fio-Rito and Clara, Lu 'n' Em start on NBC June 26 for Frigidate out of Chicago. . . . One of the principal reasons for the split between a comedy star and his author is said to have been the constant scraps between the author and the star's wife. . . . Marion Wall leaves WOR to go with the World's Fair as assistant to the personnel director. . . . Glame cosmetics are sponsoring Jack

Berch on NBC mornings, starting June 18. . . . Brooke Temple is handling a new hour and half sports series on WHN, New York. Goes on every afternoon. Temple is the announcer who, when Pallades Park recently ran a high-diving contest, climbed up to the top of the ladder with the divers. But he walked or climbed down.

Frank Fay's program changes format in that it will no longer be a one-man show. Yacht Club Boys may also be added as permanent features. . . . Peter Van Steeden's 9-year-old daughter is recovering after an appendectomy. . . . Due to taking a cancellation for the Louis-Schmelling fight, Bing Crosby will be off the air two weeks in a row. Last week he was canceled because of the Republican convention. . . . Jack Skinner added to the CBS press department, subbing for Shep Traube, who is going to Philadelphia for the Democratic get-together. . . . Jack Poppele, chief engineer of WOR, has been elected a member of the board of directors of the station, as well as being named secretary of the operating corporation. He has been with the station since it was first organized. . . . CBS artists' bureau has signed several new performers. Included are Willie Morris, Leo Wiley and Doris Kerr.

they considered to be excessive stand-by charges by various locals. The board held that the charges were regularly made and denied the appeals.

The convention accepted Weber's "fundamental rules covering radio rates," as listed in last week's issue of *The Billboard*.

Ask Curb on Records

Recordings took up a lot of time. Weber attacked "unfair" use of recordings, citing the AFM's support of Fred Waring's test cases in Pennsylvania courts, and pledged the AFM to attempting to establish favorable decisions nationally against those who try to use records commercially without compensation to musicians.

Jacob Rosenberg, New York delegate, told of his local's attempt to "cut out double sessions" and of bands which "knock out 15 or 20 numbers in three hours." Richard McCann, also of New York, said "we are combating use of records to alternate with bands in dance halls." J. W. Gillette, of Los Angeles, praised RCA and Brunswick for "fighting to keep records out of radio stations" and said "radio killed the record business."

A New York resolution seeking to set up a price scale for wax-recording commercial accounts was left to the executive board for action. One delegate warned that film companies were accumulating huge libraries of records which would some day be a menace to musicians.

Doubling Ban Defeated

New York's attempt to put thru a ban on doubling on instruments on radio, symphony, theaters, opera, records and vitaphone was defeated immediately after delegate Edward Canavan revealed that Local 802 was holding a special meeting to reconsider this particular situation.

Apparently satisfied with the way the new licensing system was working, the convention voted to place more disciplinary power in the hands of the executive board and the president. Several resolutions were adopted urging locals to collect evidence on license law violations and giving the executive board power to expel members guilty of violations.

Weber's suggestion that members have the right to sue their leader, contractor or agent for the money difference in under-scale dates was approved.

Several attempts were made by delegates to have the AFM extend its jurisdiction and open a big membership campaign. The idea of a membership campaign was voted down. The AFM now has about 110,000 members, a gain of 13,000 over the previous year, even though it lost 31 locals last year. According to Weber, it has a general fund well over \$220,000, as contrasted to the deficit of \$40,000 two years ago.

Extending Jurisdictions Nixed

Resolutions to have the AFM extend its jurisdiction over band entertainers was voted down, Weber explaining that the AFA had this jurisdiction. The convention also voted down extending jurisdiction over "the operation of music amplifying systems." It voted against a reciprocal working agreement with the billposters' union. However, it voted in favor of assuming jurisdiction over music arrangers, copyists and orchestral librarians.

ASCAP Tieup Defeated

A resolution citing "inequitable methods of forcing licenses upon employers of members of the AFM are causing many establishments to discontinue hiring musicians" and that the AFM should support the ASCAP financially so that "the necessity for splitting their rewards with high-powered attorneys" would be abolished, and that ASCAP should grant special privileges to AFM members, was defeated by the convention.

The convention voted for indorsement of the Frazier-Lundeen social insurance bill. Weber later said the AFM was still absolutely nonpartisan.

Birnback New Secretary

Fred W. Birnback was elected secretary, succeeding the retiring William J. Kerngood. He received 487 votes, as against 106 for Leo Cluesmann and 10 for Walter F. Daney. Charles L. Bagley was re-elected vice-president, without opposition, while Harry E. Brenton was re-elected treasurer with 466 votes, as against 138 for Moses E. Wright. J. Edward Jarrott was re-elected executive board member from Canada.

Vote for executive board members, of

which the first four are the winners, is: James C. Petrillo, 496; A. C. Hayden, 441; Chauncey A. Weaver, 443; John W. Parks, 339; Jacob Rosenberg, 166; Oscar Hill, 157; Edward F. Ringius, 140; Frank B. Field, 129, and George Gibbs, 83.

Delegates to the AFL convention elected are: Harry J. Steeper, 366; Edward Canavan, 406; Charles L. Bagley, 426; Otto L. Kapl, 288, and C. A. Weaver, 401. Unsuccessful opponents are C. F. Thiemonge, 87; Jerry Richard, 234; Vincent E. Speciale, 110; Vincent Castronovo, 241; Leon Hirsch, 49; Roy W. Singer, 64; Bannie C. Young, 171; H. A. Rensch, 49, and Glenn Kay, 76. A total of 806 votes were cast by the 426 delegates.

FEDERAL AID

(Continued from page 3)

sicians Local 802, American Newspaper Guild, Federal Theater Projects Supervisors' Council, Federal Writers Supervisors' Council, Association of Music Project Employees, Dancers' Association, Federal Arts Project Local 1, Federal Theater Projects Locals, Stagehands' Union.

NEW YORK, June 13.—Outside of the Biltmore and Adelphi Theater openings, reviewed elsewhere in the paper, and news that the Popular Price unit of the Federal Theater Project will extend *Class of '29* at the Manhattan Theater to June 29, the only other items of immediate interest to Broadway concerns *Backback*, formerly called *Baekcash* when presented in Brooklyn by the Managers' Try-out Theater, and which now goes under the management of Paul Groll and Harvey Blum at the Ritz Theater June 17 with a cast including Maurice Burke, Walter Scott Weeks, Diana Tempst, Mary Hutchinson and Robert Harrison, and the All-American Minstrels, opening at the Majestic June 15. *Help Yourself*, the fourth production of the Popular Price Theater, is an adaptation by John J. Coman from a Viennese comedy farce by Paul Vulpius and is tentatively scheduled for a July opening under the direction of Lucius Moore Cook.

Regarding the summer theater program of the Federal Project, all units not working during the summer months will be at the disposal of the portable theater, which will give free plays in various Metropolitan parks. Chosen so far are *The Comedy of Errors*, *The Barker*, *Conjure Man Dies* and, when its run at the Adelphi is completed, *The Emperor's New Clothes*.

According to Philip Barber, regional director for New York, the continuation of the Federal Theater Project after June 30 has not been definitely decided upon by officials, but insofar as no word to the contrary has been received the New York authorities are assuming that no hitch will occur and have gone ahead with plans for moving 10 shows on trucks to different open-air spots roundabout. Some of these will be *Lights o' London*, *Murder in the CCC Camps*, *The Bad Man* and *Kempy*.

Otto Metzger, incidentally heads the Preview Theater unit, with headquarters at the Arter Theater in 48th street, and will supervise the non-public performances.

RALEIGH, N. C., June 13.—Ann Briders' *Quicksand* will be tried out during the latter part of June at the Raleigh Little Theater under supervision of the Federal Theater Project.

BRIDGEPORT, June 13.—The new policy of the WPA Federal Theater Project at the Park Theater here of having each production in for for a two-week run is clicking. First production under that policy was *Blind Alley*, by James Warwick. All productions are now under direction of Walter Bradley Kilvan. New members of company are Ellen Love, Roger Fox, Charles Atkin, Helen Shea, Earl Barnes, Louise Gilchrist, Sylvia Framson, Lew Loomis and Donald Burns. The surprise hit of the company this week was the appearance of little Donald Burns, five years old, who made his debut on the stage. He is the son of Joe Burns, well-known vaudevillean. So great was his success that he has been cast for *Good-Bye Again*.

B. Bernardi's 21 Shows

NEW YORK, June 13.—B. Bernardi is now touring 21 floor shows, ranging from five to 20 people each, in night spots throught New England and the New York era. Shows playing Bridgeport, Binghamton, Keansburg, Westchester and other cities.

Chi Air Notes

By NAT GREEN

The band concerts inaugurated last year at Grant Park, the broadcasts of which proved one of the most popular features on the air last summer, will open their second annual series on the lake front July 1. They will be heard in part over NBC and probably WGN, WBBM and WCFL. The concerts, which are given under the auspices of the city of Chicago, the Chicago Park District and the Chicago Federation of Musicians, employ the services of the Chicago Symphony Orchestra, the Chicago City Opera Orchestra, the Chicago Woman's Symphony Orchestra and concert bands under the direction of Max Bendix, A. F. Thaviv, P. A. Cavallo, Bohumir Kryl and George Dasch.

Ted Weems' Orchestra will make its debut on the *Fibber McGee and Molly* program June 15. Ted has written a rousing hillbilly musical story for the occasion. . . . Al Rey, guitar strummer for Horace Heidt, is building another amateur radio transmitter. . . . Lum and Abner haven't had a vacation in five years of broadcasting and they won't get one this year either. . . . Announcers Charlie Lyons and Stew Dawson are staging a week-end fishing contest. . . . Lyons is up two cropples and a bullhead on Dawson so far.

Keith Beecher, whose orchestra is heard over NBC from the Oriental Gardens here, is a direct descendant of Henry Ward Beecher, and Joan Blaine, NBC actress, is a great great granddaughter of James G. Blaine, one-time Presidential candidate. . . . Pat Barrett (Uncle Ezra) did one of his broadcasts this week from the GOP convention at Cleveland. . . . Russ Hodges, WIND sportscaster, was secretly married the other day to "Midge" Williams, so 'tis said. . . . Attilio Baggioro, operatic tenor, returns to WGN after an extended concert tour. . . . Mary Ann LeMay, feminine commentator heard over WISN, Milwaukee, and known on the air as Ann Leslie, recently celebrated a birthday.

Bess Johnson, NBC actress, is vacationing at the Grand Canyon, Ariz. . . . Don Jacks and Lois Malstrom, winners of a WCFL talent contest, are making their stage debut at the State-Lake Theater here this week. . . . Richard Humber dropped into town this week to talk with his sponsor's representatives. . . . His Studebaker program has been renewed for the remainder of the year but will be switched from its present Friday evening NBC spot to a Monday schedule June 20.

WLS NOTES — Mikeman Howard Chamberlain and his misas are bound for the Texas Centennial at Dallas. . . .

George Cook, WLS treasurer, is back on the job minus an appendix. . . . The Joe Kellys, he's a WLS announcer and Barn Dance emcee, are expecting a little stranger. . . . Pat Buttram is back from a month's vacation spent in his native Winston County, Alabama. . . . The Prairie Ramblers are off the air at present are appearing in WLS road shows. . . . Allic Sturman, one of the winners in the WBBM Twin Winner Contest, is now singing three times a week over WBBM.

Those excellent Twilight Musicales from the Edgewater Beach Hotel and long a feature on the old KYW wave-band, will return to the air June 14 over WBBM. . . . Frank Westphal, one of the air's veteran musical directors, will be heard with his orchestra over WIND from the Hop-Air Country Club. . . . Announcer Truman Bradley leaves the CBS pay roll to work for Procter & Gamble, who have bought his idea for a human-interest news commentator job this summer, which will be heard over WBBM beginning June 29. . . . His contract will permit him to resume announcing the Ford symphony series when it returns to the air next September. . . . Estelle Barnes returns to WAAP June 18 as staff pianist following her Cuban vacation. . . . The Valparaiso University, the poor man's college, has inaugurated a new Saturday morning series over WIND. . . . Gene Arnold, NBC narrator, has received what he believes to be a record-breaking fan letter. . . . It covers 83 pages of closely written script, running to more than 15,000 words, and took the writer two months to complete it.

AFM MEET

(Continued from page 3)

Several resolutions on traveling bands were left up to the executive board for action.

Tackling the radio situation, Weber told of the hardship to traveling orchestras when assessed stand-by bands on broadcasts. He said it cost one orchestra \$50,000 for one year and that "17 per cent of its gross price was confiscated from a certain orchestra." "Most of the stand-by orchestras are paid out of contract money," he added. "Even 50 per cent is too high." He warned that the tax is "in the nature of exploitation," and recalled that "we represent a monopoly of good musicianship" and that this should be all the more reason why the AFM should seek to be "absolutely fair" in all its dealings.

Last week the AFM executive board had considered the appeals of Fred Waring and of Wayne King against what

N. Y. Showboats Get Under Way

Looks like three-cornered battle for biz—rate of \$1 for three-hour trip

NEW YORK, June 13.—The Hudson River Day Line opened its summer night "showboat" cruises up the Hudson Wednesday, likewise the Kay Parsons showboat on the S. S. Bear Mountain. Next week Bobby Sanford gets his boat under way, which creates a three-way battle for the showboat biz and one that may develop additional competition.

Sanford until this year produced for the Hudson River Day Line but broke away to handle his own project. Parsons' outfit is backed by the McAllister line. Situation has the Hudson Line holding a monopoly on the best piers, such as West 42d and West 129th streets. Parsons' boat has to leave from downtown at the Battery. It also may touch port at Hoboken for additional passengers. Its uptown pier is West 132d street. Some piers are not available to those other than Hudson Day Line until after 9 p.m.

Day Line has done away with the producer overhead and started its show by hiring the Julie Wintz Orchestra. Wintz brought in Al Davis, who sold a few more acts. There is no floor show on this boat. In addition to the Wintz Orchestra, which creates excellent dance music on a spacious dance floor, a trio of Hawaiians roam about entertaining groups of passengers. There is a "country store" presided over by "Joah" Pringle, who operates a free bingo game. Prizes include anything from a box of corn flakes to a well-known brand of ham. Games are on about every half hour or so. Checker expert battles four opponents at a once. This is also free. Artist roams about making pictures of patrons, and other forms of entertainment and recreation are on tap and more are scheduled to be added.

Bar, cafeteria and dining room, a la carte or table d'hôte, are available, also stateroom. Cost per trip is \$1, and this is considered a good buy for a three-hour-and-twenty-minute trip up the river. It is especially inviting on a hot night. Boats are roomy and well appointed, with first-rate service and good management. The operators of the boat will use whatever ship happens to be scheduled for a late trip that particular day and will concentrate chiefly on private parties. Special reduced rate will prevail for such biz, and if any individual patrons are around so much the better.

Chi Loop Spots Set for Summer

CHICAGO, June 13.—With numerous suburban spots opening, Chicago's Loop night spots have shaped their summer shows to meet this competition and they are now getting into full summer swing.

Among the downtown spots College Inn, in the Hotel Sherman, probably has the most elaborate summer show, tagged George Givot and his Radio Circus. In addition to Givot's show, with Joy Hodges, songstress; Frank Payne, talented impersonator; the Heat Waves, a trio of vocalists and instrumentalists that whoops things up; the Four McNally Sisters, clever dancers, and the College Inn Blondes, a line of nine girls, the Inn is continuing its Ice Carnival, now entering its second sensational year and featuring Evelyn Chandler and Bess Ehrhardt, figure skaters; Roy Shlipstad, "human top"; Eddie Shipstad and Oscar Johnson, comedy skaters, and Duke and Noble, teacher-pupil comedy duo. The ice show alone tops any night-club show in town.

The Blamrock Hotel has brought back to its Walnut Room George Neldoff and his troupe, long popular there, and still has Phil Levant's top-notch orchestra. When Phil closes late this month the King's Jesters, who were so popular at the Morrison, move in for the summer. Levant is considering an offer to play at the Texas Centennial at Dallas.

The Continental Room of the Stevens Hotel will have Ben Pollack's Orchestra

(See CHI LOOP SPOTS on page 13)

Novel Strike at Lido, Paris

PARIS, June 8.—Scenario writers are offered a new gag in the world strike called at the Lido last week.

According to the Lido management, the gay night spot during the last 18 months has paid around 800,000 francs (\$53,333) in taxes, and, in spite of good business, was losing money at the rate of more than 10,000 francs (\$666) per month.

Leon Volterra, manager of the Lido, threw up the sponge and announced the closing of the club, but the 128 employees of the joy spot refused to leave and are camping on the floor.

The strikers declare that their only demand is for work and that they have no grievances against Volterra or the Lido. Strikers at least have a gorgeous setting for their sit-out—you can't call it a walk-out, as they refuse to walk out—and, as the 22 members of the two orks are with the strikers, they should be able to while away the time agreeably.

Howard With Morris Agency

CHICAGO, June 13.—Jay Howard, publisher of *The Rounder*, local night-life magazine, advises that he is joining the William Morris Agency and will have charge of night club, hotel and cafe booking. He expects to continue publication of his magazine, making it a monthly.

Astor Roof, New York

Renovated as part of the general re-organization which the Astor Hotel recently underwent, the new roof gardens atop the hotel offer themselves as one of the loveliest spots in the city for the summer season. Only one drawback exists. That is that the place looks too long. Withal, tho, it's intimate and informal and the decor is bright and cheery. The Astor's kitchen is known the world over and needs no further recommendation. Couvert is 75 cents after 10 p.m. and \$1 on Sundays. Cocktails are reasonable enough.

Bands succeeding Rudy Vallee have a difficult mark to hit. Since the opening June 2 Vallee has been turning the trade away, which is to be expected. In addition to the orchestra, which packs the floor when dance sessions are on, and Vallee himself, there are five acts. These include Judy Starr, the Ritz Quartet (at the Astor), Albert Campbell or Campabelli from the band, Cyril Smith and Leo Dixon. Miss Starr is a diminutive, attractive and cute personality, short on the voice but plenty powerful on the personality. Her delivery is a mixture of several other femmo warbling styles. Four men harmonize okeh, while Campabelli is an entertaining and amusing satirist on hot singers. Introduced as "the foremost baritone of the day," he tears into *Sweet Sue* and *Dinah* with a raft of mugging and posturing. He's good for a belly laugh at any kind of a show. Smith's work is well known and his rhymed fables of Albert and the Lion, the stubborn Yorkshireman, etc., are always entertaining regardless of how many times they may have been heard in the past. Dixon, rated as one of the up and coming young hoofers, did not show on the night caught (June 11). Kay Cody, harpist, works during the off sessions on a small stage, about 10 feet above the band stage, and immediately in the back thereof. Stewart Sisters, Vallee's regular trio, and the Ritz group also work up there. Other on the floor.

Place deserves a rating as one of the best in town. Frank.

Broadway Hofbrau, N. Y.

Located in the Loew's State Building on Broadway and 45th, this spot has been a consistent money maker. With a seating capacity of around 800, it is usually crowded for both the dinner and supper show.

Current show is conventional Bavarian entertainment except for a single novelty, an unusual cat act, which does much to give the show life. Novelty turn is Balassi and Skaron. Balassi works in a big black tom-cat skin, hopping all over the dining tables and

AFA Uncovers Night Club Contract Breaking Methods

Claims trick clauses make contracts worthless when invoked by owners—nixes Detroit rotating show idea—warns members against doubling and showing clauses

NEW YORK, June 13.—American Federation of Actors, in its campaign to organize the night spot field, is uncovering a vast number of gyp methods used by bookers and operators to avoid living up to contract. Trick clauses that actually make contracts worthless when invoked by the club operators are the most common abuses. Other gyp angles are sudden cancellations, refusal to pay salaries, insistence on playing free shows, unearthly hours. In Detroit the AFA has turned down overtures from two

Cohen Operating Mardi Gras

NEW YORK, June 13.—Irving Mills, head of Mills Artists, has called attention to a report in the June 13 issue of *The Billboard*, wherein, in a review of the Mardi Gras Ballroom, Palisades Park, it was stated that Mills is operating the ballroom. Mills advises that his only connection with the spot is that he is booking the bands and that the firm now managing the enterprise is headed by Leo Cohen.

Night Club Reviews

panicking the diners before making his actual entrance on the floor. Finally when he gets to the floor he has an aroused audience waiting for his acrobatic, tumbling, head stands and comedy capers. Miss Skaren, costumed as a pert kitten, aids in the final bits. A well novelty turn perfectly adapted to the night club floor.

Show opens with singing writers of a fering engaging numbers from *The Desert Song*, followed by Scotty Duncan, singer. Then Mitzie and Freddie come thru with a pleasing Bavarian slip dance, done with zest and skill. Big Don displays a lusty basso voice leading the male vocal group, followed by Perry Mayo doing an applause-getting impersonation of Eddie Cantor in addition to a bit of singing. Alan Greene, formerly of *Hit the Deck*, contributes some effective vocalizing and is later joined by Duke Leonard and blond little Miss Joyce Chandler in nice trio harmonizing. Leonard, who also does emcee, leads the group in his own queer version of the *Schnitzelbank*, which is good for laughs.

Walter Frankl and Continentals, four men, handle the dance music capably, providing mostly waitzes for the conservative crowd here. Three Sorenaders, a combo of pretty girls, alternate with pleasant instrumental music. Comprise violin, piano and accordion.

Serbigar and Oufrecht the owners. Dinners at 85 cents. Denis.

The Coconut Grove, Boston

The renovated Coconut Grove in the Boston film district is perhaps the most picturesque spot in the Hub drawing a general night club patronage. The grove, managed by Angelo and operated by Ben Welnsky, who also heads a local theater circuit, combines a blue and silver color motif with an equally attractive no-cover-charge policy. A sliding roof furnishes dancers on the moderately large dance floor with Atlantic breezes and a true celestial ceiling. Atmosphere is increased by the simple method of cording the pillars in the place with black hemp rope and turning them into palms with silver leaves and golden cocoanuts. Terrace effects are at one side and one end. A bar, its back decorated with caricatures of screen stars, rambles along the south side.

There is a ceiling of star-studded blue cloth, a corrugated roof of red tile in another place, trailing vines of red and silver flowers and stucco walls of a creamy hue. The marvel is that altho no particular scheme of design seems to be followed, the result is remarkably harmonious.

Two floor shows are put on nightly. The sliding ceiling closes and a rich golden tangerine glow predominates the place. Larry Funk and an eight-piece orchestra furnishing the music at present. It is ample but not noteworthy.

beer garden owners' associations asking for tieup permitting clubs to rotate shows nightly. Owners wanted two different shows each evening and planned to swap shows in the middle of the night, with the acts getting a single salary. AFA ordered performers to resist the move, figuring this would mean less work.

Another Detroit headache has been certain operators urging acts to double, and later pointing to contract clause forfeiting the act's salary when doubling.

Walter Ryan, Detroit AFA rep, is advising Detroit acts they have a right to quit after the first show if playing on a contract providing for one night plus a week's option. Up to now operators have insisted this type of contract permitted only the club owner to cancel.

AFA has settled the complaint of Miss Roselyn Fields, booked by Harry Kilby into the 20th Century Cafe, Philadelphia, for two weeks. Act was canceled after the first week and not even paid for it. Louis Mosconi, AFA rep in Philadelphia, handled the complaint for Miss Fields and thru negotiations with Kilby and AFA New York office a settlement was effected.

Local office of AFA also settled complaint of Miss Phoebe Webster, who paid \$7.50 to Metropolitan Employment Agency for a summer job and after failing to get job was refused return of the fee. AFA complaint to License Department brought results, with License Inspector Galvin handling the case.

Zucker in Charge Of CRA Cleveland

NEW YORK, June 13.—Charles E. Green, head of Consolidated Radio Artists, Inc., has purchased the business of the Universal Feature Attractions in Cleveland, which was headed by Stanford Zucker. Zucker will henceforth be the Cleveland representative of CRA under a five-year agreement and will handle all the Consolidated booking in his territory as a branch office in the Keith Building. He will have a staff of several bookers and salesmen.

Zucker has been unusually successful in Cleveland and is credited with doing over \$250,000 business annually.

Less stereotyped orchestrations should lift the orchestral renditions.

Lorraine and Manners open the show with a dancing routine to a round of applause. The pair is smart in appearance. The dancing was routine, however, and lacked a technique that either may be born of more practice or is lacking in this particular floop. Particularly in their appearance later during the show, Manners is clumsy on his feet and a bit awkward in his handling of the girl. Their co-ordination is such that noticeable effort is required on his part to lift her from the floor. The act, in a word, lacks finish.

Miriam Verne tops the current show. Somersaults and one-handed cartwheels drew the only spontaneous applause from the early evening gathering, but her second appearance, in diaphanous black that clung seductively in a Turkish effect over nude trunks, seemed more in keeping with the night club spirit. It is easily the outstanding act of the show. A puckish smile, an implied nonchalance and plenty of provocative, not overdone, crested Miriam Verne.

Joey Dean, a slender youngster with curly black hair, is spotted third on the program and rattles off plenty of taps. Has plenty of confidence and registers well in a nonsensational but expert bit of dancing. Rose and Ray Light do two pleasing dance routines, smiling their

(See NIGHT CLUB on page 12)

Club Chatter

CONSOLIDATED RADIO ARTISTS, INC.
 30 Rockefeller Plaza, New York, N. Y. Tel. Circle 7-8300.
 Write, Phone, Wire for Orchestras Available. Open Dates and Prices.

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

BILLY VINE is in his ninth month at the Colonial Inn, Singac, N. J., and doubling into New York for Dave Vine's Sunday night broadcasts. . . . **Robert Blake**, mimic, is playing a few vaude dates before opening a six-week run at the Radio City Rainbow Room, New York. . . . **Rita Bell**, singer, opened last Thursday at the new Club Trocadero, West End, N. J., with Al Apollon's Band. . . . **Benito Collada**, owner of the El Chico, New York, sails in August for Spain on his annual hunt for talent worth importing. . . . **Jenn and Jane Farrar**, song-and-dancers, closed at the Bradford, Boston, Sunday and open at the 1523 Club, Philadelphia, this week for a three-month engagement. . . . **Dell Renay**, singer, has opened at the Town Casino Club, New York.

THEODORE AND DENESHA, who completed 20 weeks at the Hotel Montclair, New York, are now at the Beaux Arts Club, Atlantic City. . . . This dancer now at the Hollywood Restaurant, New York, is introducing new numbers. . . . **Collette and Barry** have dropped out of the Hollywood show. . . . **Arthur Argyrios**, Rochester booker, blew into New York last week to look over some floor shows at Juliet Heath's studio. . . . **Gomez and Winona** replace **Rosita and Pontano** June 20 at the Riviera, Fort Lee. Current show will be revamped at that time.

CONNELLY AND RADCLIFFE, comedy musical not labeled *Notes and Nerts*, recently closed an eight-week RKO tour in Claremont, N. H., to go into Eastern night clubs for the summer. Opened a limited engagement this week at the Moon Glow Club in Syracuse. . . . **Sally Rand**, appearing for eight nights at Biltmore Bowl, Los Angeles, will collect \$2,500 for the chore, said to be top individual coin paid since opening of the room. She will do both bubble and fan dance. . . . **Georges and Jalna**, dancers, will appear in *Born to Dance* for MGM. . . . **Three Berry Brothers**, after several months of West Coast night clubs and vaudeville, will tour the East. . . . **Vickie Joyce**, New York club singer, vacationing in Hollywood.

JEANNE KELLER and **Velva Halley**, known as California's sophisticates of song, open at the Bon Air, Chicago suburban spot, last week. . . . **Eddie Sligh**, of Sligh-Galkin, Chicago, was in Dallas for opening of the *Chez Maurice*. . . . **Moe Lucky**, of the same office, setting a new show for Sam Pick's Club Madrid, Milwaukee.

CHICAGO—White City's outdoor dancing garden recently opened its summer season, with **Lotus Panico** and his band furnishing the music. A new maple floor has been installed. Con-

fortable accommodations have been provided for several thousand dancers.

NIGHT CLUB
 (Continued from page 11)
 way to handclaps with an air of casual sophistication. The snappy gaiety of the first adagio is followed by a Spanish number with considerable clicks and a lot of white teeth. A trio, drafted from **Larry Funks' Band**, fills in. It's just another trio, if that. Funk emceeds the show, snapping it together as much as possible. The floor offering as a whole could stand more personality, spoiled "S. A."

Oriole Terrace, Detroit
 This classy, uptown spot is one of the largest and most elaborate night clubs in the city of Detroit. Under the capable direction of Manager **Joe Becker**, a smart, courteous atmosphere prevails thruout. Minimum charge of \$1.50 on week days and \$2 Saturday and Sunday is a bargain considering the good cuisine and reasonable charge for drinks. . . . **Anthony Trini** and his 14-piece orchestra capably handle the dance tunes as well as the music for the floor entertainment. Trini has a well-rounded-out combo that can be soft and sweet one minute and burning up the place the next.

The current floor show, a **Jack Pomeroy** production, labeled *Manhattan Capers*, altho not as large as some offered during the winter months, is cleverly presented in typical Pomeroy fashion and is kept moving at a fast pace by **Frank Hall**, the emcee. A line of eight cute Pomeroy-Earle Girls opens the program with a well-executed novelty strip number. Wardrobe is good. **Charles and Celeste**, a ballroom team possessing unusual grace and zest, come on next for a couple of swell waltz routines. Their posturing and hand movements are especially commendable. **Ann Paige**, brunet contralto with the Trini aggregation, scores well with vocal renditions of *That's How Rhythm Was Born* and *After You've Gone* in powerful blues style. Next comes **Red Morrow**, a local amateur dance-contest winner, who goes thru a couple of extra-fast tap routines like a veteran. His closing number on a regular cafe chair gets him plenty of patron acclaim and solidly establishes him in a class definitely above the average tyro entertainer.

Charles and Celeste are back again in a tango number with the Pomeroy-Earle gals. Their closing aerial whirl is a honey. **Frank Hall**, emcee, closes the show with three popular songs in a pleasing tenor voice. *Littleford.*

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AMERICAN MUSIC HALL
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CONWAY and PARKS
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 NOW PLAYING **CLOVER CLUB, HOLLYWOOD, CALIFORNIA**
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SYLVITA FINA
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BURNS and WHITE**

10 Weeks at the Famous
HOLLYWOOD RESTAURANT
New York

Week of June 12
METROPOLITAN, BOSTON

Opening **PAVILLON ROYAL,**
Valley Stream, L. I.
June 25 for indefinite engagement
Thanks to Joe Moss

Bands and Orchestras

JEAN BARTEL and his orchestra hold over for the summer at the Dubonnet, New York. . . . Russ Morgan and his band returned to the Biltmore Hotel, New York, last week. . . . Sid Franklin, at the Callente Club on 82d street, New York, goes into the cocktail bar at the French Casino, New York, this week. In July, Rubinoft is taking a European vacation. . . . Al Apollon is at the Trocadero, West End, N. J. . . . George Hall, with Dolly Dawn, vocalist, and his band just made a short for Paramount in New York. . . . Lou Bring succeeded Ruby Newman at the Rainbow Grill, Radio City, New York. . . . The Louisiana Kings, 30 Louisiana University students, have been set by Richards & Goldford to play the week of August 9 at Manhattan Beach. Conductor is A. M. (Pop) Culppepper. . . . Gay Adams is now vocalist with Rainon Ramos and his orchestra at the Ambassador. She's a socialite. . . . George Sterney and his orchestra in their 27th month at the Plaza, New York. . . . Frank Kinsella has booked the California Ramblers into the Westchester Country Club, Rye, N. Y., for the summer season. . . . Ray Noble and his orchestra are at the Hollywood Dinner Club, Galveston, Tex. Set for five weeks. . . . Louis Armstrong is playing theaters, dates including the Michigan, Detroit; Shea's Hippodrome, Toronto, and the Palace, Chicago, each for a week. . . . Bob Crosby follows Ozzie Nelson at the Paramount, New York, opening July 1. . . . Al Donahue, who opens at the Rainbow Room, New York, July 1, is touring New England now.

ment Park, Flint, Mich. Is using 11 men at present.

THE ROYAL ARCADIANs are set for the summer at the Circle Ballroom near Newington, Conn. Band is doing a weekly studio broadcast over WNBC, New Britain. . . . Ed McGraw is filling an indefinite engagement at Long Point Park near Geneseo, N. Y. Dan Gary, Walt Norris and the Manhattan Trio are being featured. . . . Shively-Yates dance combo, featuring the singing of Johnny Stone, one-nighting thru Ohio and Pennsylvania. . . . Cliff Carr and his Modern Mexican Music Makers have been playing for several weeks at the El Patio Club in Mexico City. Carr, who has been in Mexico since leaving the American vaude stage more than a year ago, has assembled 13 Mexican musicians and is handling the vocals himself. . . . Jerry Olibert is back on Long Island for another summer season, this time creating the dance tunes at the Club Atlantic in Rockaway Beach.

CHI LOOP SPOTS

(Continued from page 11)

as its summer attraction, along with a new floor show. Polinek opens there June 25.

Sophie Tucker and her orchestra close their engagement at the Terrace Room of the Morrison June 21 and probably will play a summer engagement in Detroit. The Terrace Room will be closed for the summer.

At the Palmer House Guy Lombardo and his orchestra and a classy show will keep the Empire Room secure in its place as one of the class spots of the city. Medrano and Donna, Argentine dancers, are the feature attraction and have their own tango orchestra. Others in the show are Milton Douglas, Oliver Wakefield and the Abbott Dancers.

Just outside the Loop the Chez Paree will continue thru the summer. Henry Busse is still furnishing the music, and Paul Draper and Ella Logan, Scottish radio singers, are features of the show.

On the Gold Coast the Beach Walk of the Edgewater Beach Hotel opens to-night with Bernie Cummins and his orchestra and a big floor show that will include Enrica and Novello, dance team; Countess Emily Von Losen, ballerina; Harriette Smith's 12 Lovely Ladies; the Sherr Brothers, comedy dance artists; the Bonners, song duo, and Paul Gordon, ukelelist. Highlight of each night's performance will be a huge production number.

FREDDY HANKEL and his orchestra opened at Otto Singer's Coconut Grove, Evanston, Ill., June 11. . . . Frank Westfall's Orchestra is slated to succeed Earl Hoffman's Band at the Bon Air Country Club, Wheeling, Ill. . . . Carl Schreiber's Orchestra, which closed recently at Oriental Gardens, Chicago, goes on tour of the one-nighters before opening at the Club Ivanhoe, Chicago in July. . . . Tom Gentry and his Ambassadors, currently playing an indefinite engagement at the New Casino, Walled Lake, Mich., broke all attendance in their few pre-season weeks and on Decoration Day played to an absolute capacity crowd. . . . Tom and his gang leave on the seventh to fill an engagement at Field Beach in Cleveland, but reopen at the Casino June 20. . . . Along with Tom is featured the orchestra of Carleton Coon. . . . Petite Patricia Norman and Frank Raye are the soloists with Gentry.

THE TEXAS CO-EDS, five-piece all-femme combo, left their native State recently to fill a month's engagement at Miller's Supper Club in Marion, Ind. The unit toured Europe during the summers of 1934 and 1935 and just recently completed a long season at DeMonte's in Dallas. Personnel includes Dorothy Hudel, Alysene Hooker, Faye Parsons, Natalie Mathews and Grace Long. . . . Ted Flo-Rito is one-nighting thru the South. . . . Paul Leu will supply the dance melodies this summer at the Dude Ranch Club located on Atlantic City's Boardwalk. . . . Howdy Wilcox is set for the summer at Flint Amuse-

Miller, Inc., has accepted a new number bearing the caption of *Sing Diddle-dee, Diddle-dee Dum*. It is by Paul Robinson, of the Rustic Rhythm Trio, with Miller providing the tune.

There is a new number in the Clarence Williams catalog which is already showing encouraging promise, despite the fact that it is less than two weeks old. It is called *More Than That*, with a characteristic melody by Williams and appropriate lyric to match. A typical fox-trot ballad of sentiment.

Marty White has turned over his song, *My Heart Won't Stop Beating for You*, to the Mayo publishing firm. The same concern is also considering another White composition, *You Can't Be Arrested for Thinking*.

Instead of curtailing their output thruout the summer as has been customary in the past publishers, or at least those that have their main headquarters in New York, are going right ahead getting out new numbers. Such a procedure seasons ago would have been hailed as suicidal. Things and conditions have changed so that there is no particular period for a song. If it is a good one, different or possesses some element of value it will soon find its niche. Then there are enough bands to go around, with "name" organizations currently on the air and elsewhere invariably on the lookout for new material. On the other hand, many sponsors of the latest ditties claim that this time of the year is really most opportune to give their wares a real test.

The Sam Fox Publishing Company has taken over *The World Is Mine Tonight*, from the Pickford-Lasky talkie *Gay Desperado*. Nino Martini is featuring it.

Popularized by George Edmunds' Band, the Jewel Publishing Company has acquired *My Heart's on Strike*. The same concern reports that *It's Gratitude* is finding plenty of favor.

Marie
Almonte



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FAVORITE
SONGSTRESS

NBC ARTIST

Currently
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N. J.

RAMON RAMOS
AND HIS CONTINENTAL ORCHESTRA
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AND
DENESHA**

★★★★

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presenting her own original
dance creation.

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Music News

E. B. Marks is in receipt of a cable announcing the safe arrival of his son, Herbert, who sailed on a brief European trip recently. Young Marks states that he has closed several important deals involving a number of successful foreign songs for publication in the United States.

Odd titles for songs seem to be once more in favor. Blame this on the current swing popularity. At any rate Bob

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Taste & Top
Dancing.

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CARMYLE**

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ALYCE CRANDALL
INTERNATIONAL DANCE STARS,
With Their Own Revue.
New Nightly **GREAT LAKES**, S. S.
Scandinavian Line.
Address Care **Billboard**, Cincinnati, O.

Larry Sittenberg

Personal Manager of This, was erroneously referred to in an advertisement that appeared in last week's issue as Larry Littenberg.

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"exceptional dances."
AND MODERN
DANCERS
—New York American.
Now at
TOP HAT CLUB,
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Oh! Boy! They Are Knockout! Newest Orchestra Designs: Four Plushy Colors; 300 14x22 Window Cards, \$8.00; 1,000 Paper, same, \$14.00; 5,000 22-in. Cards, 70¢; 1,000 Paper, same, \$12.00. Cash with order. Special Bills engraved to order, \$12.00 up. Wire your order NOW, or write for samples. New Date Book and Price List.

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Sheet-Music Leaders

(Week Ending June 13)

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; Cori Fischer, Inc.; Gambia Hinged Music Company and Western Book and Stationery Company, of Chicago.

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

PHONOGRAPH RECORD best sellers will be found on page 72.

Other Talent Outlets Wide Open to Vaude Performer

Agents and acts alike cheered by interest of legit and pix fields—circuits becoming more flesh-minded because of film grosses—specialties better off

NEW YORK, June 13.—While the field has practically slowed up to a standstill, much optimism is being felt by performers and agents alike as regards their chances for next season. Reason for much of the optimism is the fact that this past season showed that the avenues to other talent outlets were open to the vaude people, particularly the legit and picture fields. Furthermore, indications are that the circuits, beset by poor box-office grosses because of weak film product, are becoming more stage-show-minded. However, it has been pointed out that bright hopes are only held for acts that are adaptable to other fields and not acts that are limited in makeup only to vaude, which, of course, makes the outlook brighter for the specialty person.

With most of the better agents and quite a few performers being called to the Coast, the East affords little competition for the agents and acts now here. Whereas in previous seasons it was extremely difficult to gain entrance into legit offices or in seeing Eastern talent scouts for the film studios, this past season found those doors wide open. Most of the vaude agents have become anything but vaude agents, selling talent to legit, films, clubs and other fields. And most vaude performers have been busy auditioning for these other fields right along.

The specialty artist has been getting the biggest breaks of all acts. First, they have fitted into the stage shows the picture houses have been putting on lately, and also fit easily into the unit shows. Furthermore, specialty talent is usually given more of an o. o. by the legit and picture scouts. The latter have been stating right along to agents and acts alike that their doors are open wide at all times to any likely talent and they are always ready to catch any such people.

Loew's awakening to stage shows augurs well for the vaude field, for that circuit, more than all others, definitely was picture-minded and had little desire to throw flesh policies into its houses. However, poor grosses with weak film product brought them to an about-face. RKO, on the other hand, has been desirous of playing stage shows, but has been having difficulty in lining up the "name" talent it wanted. Yet that circuit intends using a lot of combo policies next season.

Ripley Unit Clicks At Montreal House

MONTREAL, June 13.—The No. 1 *Belle-Hor-Not* Ripley unit, produced and booked by the National Broadcasting Company Artists' Service, opened here yesterday at Loew's (Paramount date) and was enthusiastically received by a capacity house.

According to Murray Bloom, of NBC, who is in charge of the unit, all of the acts clicked and only one or two minor changes will be necessary. This is the first date for the unit since it had a preliminary break-in a few weeks ago and since revamp. Show goes to the Metropolitan, Boston, from here and then to Fay's, Providence.

Rose Signs Wahl and Lime Trio for Texas

FORT WORTH, June 13.—Two comedy acts have been signed by Billy Rose, managing director of the Fort Worth Frontier Centennial, for the show at the Casa de Mañana. They are Walter Dare Wahl and the Lime Trio.

Besides these acts, the show will also include Everett Marshall, a girl singer, and a dance team, as yet unselected, and guest stars each week.

Chi Uptown All Pix

CHICAGO, June 13.—Balaban & Katz have decided to drop vaudeville and stage shows for the summer at their Uptown Theater at the conclusion of the current bill, which ends next Thursday night. There has also been some talk that the Marbro Theater would discontinue vaudeville during the summer months, but nothing definite has been decided as yet. Both of these houses are full-week dates.

Material Protection Bureau

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

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

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

Wolfson To Join Foster in London

NEW YORK, June 13.—Lou Wolfson, of the William Morris office here, will leave in two weeks to work in the Coast office for several months before leaving in October to locate permanently in London. Abroad he will be affiliated with the Foster Agency.

While on the Coast Wolfson will study the film industry, altho he will also agent acts into clubs and theaters out there. He has been with the Morris firm since 1928 and represented the office for four years in Paris.

Joe E. Brown to London

NEW YORK, June 13.—Joe E. Brown, film "nams," has been set for two weeks in London during his vacation trip abroad. Morris office has arranged for him to play the Palladium for two weeks, starting August 17. It is understood that he is getting in the neighborhood of four grand a week.

Duncans Get Four Weeks

NEW YORK, June 13.—The Duncan Sisters will return from the Coast to pick up four vaude weeks arranged by the Morris Agency. They are scheduled to open July 3 at the Chicago, Chicago, and will follow with bookings for Loew in Baltimore, the State here, and Washington, D. C.

Dickie Moore's Dates

NEW YORK, June 13.—Dickie Moore, child film actor, has been set for several weeks of personal appearances by the Simon Agency. He will open June 19 at the Century, Baltimore, and the following week goes to the Fox, Detroit. The Steel Pier, Atlantic City, has been booked also.

"Show Boat" Ousts Flesh

NEW YORK, June 13.—Bayshore and Patchogue, Long Island, on Arthur Fisher's books, are not using any vaude shows today, despite their Saturday vaude policy. Booking of the film *Show Boat* took out the vaude.

Vaude for Louisville

CHICAGO, June 13.—Beginning June 19 the Brown Theater, Louisville, will inaugurate a vaudeville policy using six acts, full week, booked by John Benson from here, starting June 19.

Phil Baker Unit

NEW YORK, June 13.—Phil Baker's unit for RKO in Cleveland and Chicago weeks of June 26 and July 11 has been practically set. Connie Boswell will be the added attraction, and others on the show will be Bettie and Bottle, Agnes Moorehead, Ward Wilson, Helen Reynolds and her skaters, Irene Vermillion and trumpeters and Ruth and Billy Ambrose.

Steel Pier's "Names"

ATLANTIC CITY, June 13.—Five shows have already been lined up by Eddie Sherman for the Music Hall on the Steel Pier here, which opens June 27. Opening show will be headed by Ted Pirrito and ork, with following shows to be headed by *NTG Revue*, Dickie Moore, Belle Baker and Ina Ray Hutton and ork together with the Three Stooges.

Hipp, Baltimore, Stays Open

BALTIMORE, June 13.—The Hippodrome, Baltimore, did not go dark yesterday as was published in last week's issue. House is continuing open with its vaudefilm policy, altho there was some thought of shutting down for about five weeks during the hot months.

Circuits Nix French Unit

NEW YORK, June 13.—The major circuits have nixed a number two company of the French Casino's *Filles de Femmes*, the show being submitted this week. Circuits feel they have had their fill of French shows and besides the asking price was too steep.

Schenkein Now Agenting

NEW YORK, June 13.—Al Schenkein is now vaude agenting out of the Morris Agency, assisting Nat Kalmehin in coverage of the Warner and F. & M. offices. Formerly Kalmehin's office assistant, he returned to the office last week after a month's illness.

Jacksonville's Summer Shows

JACKSONVILLE, Fla., June 13.—Vaude returned to the Palace Theater last Saturday with the presentation of *Disana Revue*, featuring Dan Fitch. According to John Thomas, manager of the Palace, many other stage units have been booked for the summer months as added attractions to Saturday and Sunday screen programs.

Unit Tour for the Catskills; Twice Around 5 Weekly Stands

NEW YORK, June 13.—A circuit of five weeks at Catskill Mountain resorts has been lined up for units, with the shows to play twice around during the season, by the Rotary Productions, Inc., headed by William B. Friedlander and J. Harry Levine. Shows, while essentially vaude, will also do dramatic stock, offering a three-acter once a week on the tour. The project starts July 1, Friedlander and Levine finally putting into operation an idea they conceived four years ago.

For the five weeks already lined up there will be five companies, each to play twice around or 10 weeks on the season. The resorts scheduled to play the shows are the Napanoch Country Club, Napanoch; Stevensville Lake House, Swan Lake, and the Ambassador, Brick-

man House and Plaza in Fallsburg.

Starting July 1, the season is until Labor Day. The stands are full week, tho there are sufficient performers to be employed so that the individual artists will only have to work about two days a week. On the repeat over the circuit the shows will be entirely new, including a new three-acter also. The shows set so far are *The Locked Room*, *Wild Party*, *Before Dawn*, *Good-Bye Again* and *10-Minute Alibi*. Hotel owners will co-operate on transporting the companies from place to place.

Among the performers set to play this tour are Dave Kramer, Joe Morris, Josephine Curroll, Milton Douglas, Florence Moore, Charles Neal, John Foeter, Charles Leeper, Panco and Dolores, Jane Brennan and Helen Beverly.

Loew Leaning More to Flesh

Extends Met third week—may use the same idea in other local theaters

NEW YORK, June 13.—After its first week of a supposedly two-week playing of "name" vaude grossing a little better than \$15,000, Loew's Metropolitan, Brooklyn, has decided to extend the vaude for a third week. Studying the first week, Loew execs are reported as being in favor of restoring vaude to the house this fall as a permanent policy and also apamodically using stage shows at its other local theaters.

The Met's 15 grand week last week was somewhat disappointing, but the management found the policy drawing a new patronage and also saw indications that the business will build on the following weeks. The third week's show, opening this Friday, will be headed by Ed Sullivan and the Three Ritz Brothers, with others on the show including Harold Stern and ork, Robbins Family and Ethel Shepard.

A vaude policy this fall for the Met seems very likely in view of the situation in the downtown section of Brooklyn, the opposition being too keen. For this abbreviated playing of vaude it is reported that Loew made an arrangement with RKO, the deal calling for the *Show Boat* film going into the Albee instead of the Met.

In view of weak film product and the poor grosses in the straight picture houses, Loew is becoming more stage-show-minded. It is expected that vaude troupes will be staged at the Paradise, Bronx, and the Valencia, Jamaica. There is also a possibility of Loew's 175th Street being given a crack at it. This augurs well for next season's possibilities as regards the use of vaude by Loew.

Inasmuch as the circuit is beating pit musician costs by booking stage bands, which are members of the local unit, and doubling them into the pit, the gamble is not as heavy as it ordinarily would be.

Detroit's Artists' Service Bureau Adds Amateur Dept.

DETROIT, June 13.—Artists' Service Bureau, operated by Chuck Stanley, Art Rowland and Eleanor O'Rourke, moved to larger quarters in the Capitol Theater Building. The firm of Collins & Nelson is now an affiliate, handling the amateur department exclusively. The firm is also affiliated with Joe Mail, of the Associated Amusement Office in Cleveland.

The amateur department is specializing in theater dates, booking the Lasky Granada, Buchanan, Lasky Sun, Harmony and Buchannan theaters.

Ruth Ambrose's Injury

NEW YORK, June 13.—Sustaining an injured toe on the opening day last week at the Roxy here, Ruth Ambrose, of the dance team of Ruth and Billy Ambrose, had to drop out Wednesday for the balance of the week because of the soreness of the foot. Billy Ambrose continued on, using a Gae Foster girl, Genevieve Haverty, for the two days. The injury also forced the Ambrose team to cancel their Versailles opening Thursday, but they are scheduled to open there this Monday.

Harmonica Act Squabble

NEW YORK, June 13.—A controversy arose last week between Carl Freed's harmonica act and the Cappy Barra Ensemble harmonica act at the Roxy last week. Five of the boys in the latter act were formerly with Freed, and Freed claims they are using property belonging to him. This information was relayed by Freed to the bookers last week, warning against playing the act.

Rudow Books Willow Grove

PHILADELPHIA, June 13.—Jan Rudow is booking Sunday shows into the Willow Grove Park and bands the rest of the week, having started last Sunday. He is also booking the floor shows at the Walton Hotel here.

License Dept. Loses First Round to Shilling in Court

NEW YORK, June 13.—The case of the People against Bill Shilling for operating a theatrical employment agency without a license came up again yesterday in Special Sessions, the action being dismissed when Shilling's counsel, I. Robert Broder, pulled a surprise move. He moved for dismissal on the grounds that the information was insufficient in law in that it failed to state the facts which constituted the crime.

Coming up before Judges Solomon, Nolan and McInery, the first witness was called after almost a five-hour wait. Before Billy Wells, of the act of Billy Wells and the Four Fays, got to the stand, Broder made his motion, citing a recent case from the New York Court of Appeals as the basis for his motion. The judges granted his motion after a hasty conference.

However, the judges instructed the assistant district attorney to prepare a new information, setting forth the facts, and to present this to the court this Friday, at which time Shilling is to plead again. The case will most likely not be called until September, which will be a year since Shilling was served with a summons by the License Department.

In addition to Wells, other witnesses subpoenaed by the License Department were Fantino Brothers, Douglas Leavitt, Lou Goldberg, of the Morris Agency, and Miss Hall of the Warner contract department. Leavitt did not appear because of his daughter's illness.

To establish information for the court the license inspectors must actually catch Shilling at selling an act to a booker and subpoena all parties present during the booking.

New Acts

Benny Davis Revue

Reviewed at Loew's State, New York. Style—Variety revue. Setting—Full stage (special). Time—Sixty-four minutes.

Benny Davis has been fashioning revues with promising young talent for years and years, and this newest one of his rates tops in his efforts. He certainly assembles lively talent, the kind that's applause-winning, and what's more he stages a revue that can't miss in any theater. Also, he's an A-1 showman in selling these kids to the audience, which is a big help in pulling the applause.

On stage all the time, Benny devotes himself primarily to selling his future stars. Of course, he takes time out during the closing minutes of his act to sing a medley of the hit tunes he wrote. Still can sing and sell a number and the tunes he wrote are always assured of audience recognition.

Now to get back to his youngsters, outstanding in this revue are the Three Wiles. They have a European flavor, doing a novel turn that's mostly dancing. Dance straight, dance while impersonating Chaplin, Durante and one of the Marx freres, and wind up as French wooden soldiers, the latter the best. Tony Angelo, reminding of Jackie Heller, is a big hit with his beautiful singing and he's a nice looking and personable kid. Manhattanites are a grand harmony singing trio, whose arrangements are indeed clever and who furthermore sell their turn like veterans. David Dawson is a pleasant chap, clever at mimicry. His best are Fred Allen and Roosevelt.

Joe Dorris, recently in *Sho-Windoo*, goes big with his perfect takeoff of Ray Bolger, and Bee Kalmus is another heavy applause-getter with her excellent blues singing. Plenty on the ball as for delivery. In addition, Rosamonde does swell accordion playing; lovely Barbara Blane offers neat acro dancing; Catherine Harris does fair toe-tap work, and Alice Miller does nice enough stepping.

S. H.

Frederick and Rankin Co.

Reviewed at the Grand Opera House, New York. Style—Dance fash. Setting—Full stage. Time—Thirteen minutes.

Nice five-people flash with two mixed items, one of which does three ballroom turns, clicking nicely with a waltz and tango, and a good eccentric team which scores twice with soft-shot numbers. Third man, a pianist, fills in with a classical aria and accompanies himself at the mike with a guitar.

Act is well dressed, fast and possesses sufficient variety. At this catching all the routines were well applauded.

P. A.

Wonder Midgets

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

A honey of an act, a European importation, which shows off two little fellows in a light that stamps them as able performers, which, together with cute-assures healthy audience reaction. Mainstay is acrobatics and balancing, but they also get in some dancing, amusing light comedy and a bit of music. A normal fellow works with them, and the act definitely has a foreign flavor. The normal is on with a couple of

suitcases, from which spring the two little chaps. They break into a tap dance, good for little fellows like them, and then swing into acrobatics. Most of their acro work is done with the taller male, who is the understander for their stunting. They also do a neat perch trick, one of the kids atop the pole playing an xylophone-like instrument and the other doing the acro stunting. Bust into dances quite a bit and keep running off and on stage for neat comedy effect. Went over well here.

S. H.

Two Jockeys and a Tout

Reviewed at the Grand Opera House, New York. Style—Dancing and acro. Setting—In two. Time—Eight minutes.

Three colored boys, one of whom is a stooge but later comes on to take the act, in a turn which is a combination of hoofing and acro. Two of the boys, dressed as jockeys, open with soft-shoe dancing and vary their routines with tumbling and general acrobatics. The stooge at first only handles props and walks across the stage, but later does a bit of beautiful cane twirling topped off with marvelous slow-motion tumbling. A speedy finale, aided considerably by the last mentioned performer, drew down a fine hand for an opener.

P. A.

London Bills

(Week of June 8)

Palladium has a strong bill playing to capacity business and headlined by Jimmy (Schnozzle) Durante, who again lays them in the aisles with likable nonsense. Harris Twins and Loretta Allen are a popular, holdover with their unusual acro-dance novelty. Six American acts are in the 10-turn lineup. Other Americans are Lois and Jeanne Sterner, personable blond acrobatic and tap dancers, who have an attractive and finely routined act that stands out even in such good company; Molly Picon, returning here after a four-year absence, show-stopping with her excellent impressions; Three Sailors making an early repeat with their okeh hoke nonsense, all of which clicks heavily, and Bobby May hitting solidly with his amazing and sleek juggling enhanced by strong comedy relief.

Sylvia and Clemence make their European debut at the Savoy. Girls present a peppy dancing, acrobatic and comedy vehicle that holds many original bits expertly handled.

Barr and Estes are the predominating feature at the Grosvenor House, where their unique comedy dancing is heartily applauded.

Four strong American acts are on view at Manchester Palace, with the Four Franks taking first applause honors. Morton Downey scores well as does Billy (Pop-Eye) Costello with his comedy singing and impressions, and Buck and Chic and Company with their dandy Western act full of thrills and originalities.

Pat Henning and Betty, presenting one of the most versatile acts yet seen in England, hit heavily at Swansea Empire; the Kafka, Stanley and Gray Sisters headline a strong bill at Hackney Empire, where their sensational aerial revue is heavily applauded, and the Blitmorettes click well at Liverpool Empire.

GRAHAM HEADS

(Continued from page 3)
A. P. Morrone, Pittsburgh, and B. F. Shearer, Seattle.

Altho the meeting was scheduled to adjourn on Monday of this week, the board of directors stayed over an additional day to meet and clean up all unfinished business. It was voted that the 1937 convention would be held here, altho no decision was reached as to the time and place. It is generally assumed, however, that it will take place the first week in June and will be either at the Stevens or Edgewater Beach Hotel.

CONVENTIONITES

(Continued from page 4)

the band blared away to the delight of the delegates.

Corinne Muer, local agent, presented a 100 per cent AFA show. And the applause proved that musicians still love a good variety show, even if at times they do get sore and mess up an actor's music. Show comprised the Novelle Brothers, who whistled without striking a single flat note and then displayed the easiest way to break your neck while playing the violin; the two Bertray Sisters, who do swell acrobatic and novelty dancing; Vera Fern, lovely blonde, doing sweet tap and acro dancing; Nelson and his amusing cats in a boxing ring; George Latour, club and cue-stick juggler and comedian; Sally Joy and the blonde doing novelty dancing; Billy Bray and Frances Woods, ballroom team offering unusual numbers combining grace, timing and clever exhibition flourishes; Dorothy Berlin, an ingratiating accordionist, and the six Muer Girls doing nifty ensemble numbers.

Albert Luconi, president of the local musicians' union, which played host to the convention, was ever present with his smile and Italian dialect. His brother officers, George V. Ciancy and Louis Motto, also did much to help conventionites feel at home.

7,000 AMS

(Continued from page 4)

clans' union to sell all-union stage units to second-run houses.

Others who spoke were Lionel Kaye, of the Gus Sun Agency; Joe Novello, AFA council member, and Paul Denis, of *The Billboard*. Walter Ryan is the AFA's local representative.

While here perking up his Detroit branch Whitehead has been appearing at the American Federation of Musicians' convention to lobby for his organization. He appeared before the AFM executive board Tuesday night and received the board's permission to ne-

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» » » *au revoir to all our friends!*
» » » *sailing from Los Angeles,
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Personal Management: ALEX HANLON
SAM SHEPARD

R K O THEATRES

1270 Sixth Ave.

Radio City, New York

Loew's State, New York

(Reviewed Friday Evening, June 12)

The State can't miss this week either, for it has a show that spells heavy box office. Picture is *Show Boat* and the vaude is an 84-minute layout that will more than please the exacting fan. The State fans, tho, are pushovers, seems like the entire vaude populace of this city is concentrated here. Benny Davis, headlining with his revue, does a whole show himself, running 64 minutes, but in addition there are two other acts ahead of him to give the show a grand start. Business tonight was big, as it should be with this layout.

Monroe and Orant, representatives of vaude as it will always be known and loved, open great with their trampoline bouncing act, the same as they've been doing for years. Just as effective as ever. The audience took to them tremendously, pounding palms vigorously for their stunting and finding amusement in their comedy touches.

Slim Timblin wallops in the next spot with his familiar turn, that of a darky preacher giving the lowdown on the "book," all about A-dam, etc. He pulled laugh after laugh with his amusing monolog and his expert handling of the material. Still follows up with his comedy marriage of Val Russell and Sam Ward, tho that lessens the hand he'd get for just his monolog.

Benny Davis and *Star Dust Revue* follow, a show in itself, in which Benny still expertly sells a group of talented youngsters, working in a night-club setting, with the pit ork on stage. Aside from Benny's masterful selling of these kids and his singing of his own hit songs, he presents 14 youngsters, who keep the house resounding to heavy plaudits. In the order of their appearance, there are Alceo Miller, tapper; Rosamonde, accordion; Catherine Harris, toe-tapper; Tony Angelo, singer; Barbara Blane, dancer; David Dawson, mimic; Manhattanites, harmony trio; Joe Dorris, eccentric dancer; Bee Kal-mus, singer, and Three Wiles, novel dance act. All are swell, tho applause honors went to the Wileas, an outstanding trio bound to go places, with Angelo, Manhattanites, Dawson and Dorris running them a close race. All in all, Benny has done a grand job in selecting the talent for this act and it's one that should be kept busy and espouse the cause of vaude.

SIDNEY HARRIS.

Chicago, Chicago

(Reviewed Friday Afternoon, June 12)
(First Show)

Opening number is based on the song *She Shall Have Music* and opens with Bert Granoff, tenor, singing the tune backed by the Eight Ladies of Song, a singing ensemble attired in summery dresses. As snatches of *Song of Love*, *Sfony* and *Christopher Columbus* are sung by the group the Evans Girls changed their dancing tempos to fit the tunes. A revolving globe, set in center stage, revealed Rudolph Wagner, pianist, who did *She Shall Have Music* with variations, and all were on for the curtain.

The Three Funzals danced. Opening as a harmony trio and then switching to a bit of hoofing, they got down to an enjoyable session of clever tumbling, knockabout stuff and comedy acrobatics that kept the audience laughing and garnered a good hand.

Next scene was a production number and showed Bert Granoff as a Persian potentate and the Eight Ladies of Song as harem ladies or damsels of the court singing in a *Persian Market*, by Kotelby. The Evans Girls did a colorful Oriental dance and were followed by the Rendinger Twins with a neatly done Oriental routine. The number was beautifully costumed, and the scene closed with a few strains of *The Song of India*.

Fred Sanborn and Company opened with a few rope tricks by Milbourne Christopher, which were interrupted by Sanborn with his inimitable panto and zany bits. Later Fred did some comedy business with the xylo and then legitimately played several tunes, ending with *Somebody Stole My Gal*. Big hand.

Closing number was done in honor of the soldiers' bonus and opened with Granoff singing *Roses of Picardy* before a battlefield drop. Quickly changing to a modern scene, the Evans Girls did a military tap that elicited much applause. Johnny Burke came on in his misfit doughboy uniform and had the audience in stitches with his monolog. Altho his material is as old if not older than the

Armistice, the customers howled. Closed with his piano and orchestra specialty, with the Evans Girls on for a dancing finale.
F. LANGDON MORGAN.

Stanley, Pittsburgh

(Reviewed Friday Afternoon, June 12)
(First Show)

A first-rate show headed by Pittsburgh's own rising celebrity, Little Jackie Heller, among other swell acts, and a splendid line of girls is on view at the Stanley this week. Few vaude bills in this house have had so much good talent on the same program.

The show is opened by a line of 18 Bebe Barri Girls in black and white outfits doing an excellently trained high-kick number. Their work reaches a new high in unison and rated the heavy hitting given them at this viewing. The Berry Brothers, three Negro lads, followed and had no trouble scoring with their hot and fast acrobatic work mingled with typical Harlem strutting. Did three numbers and exited to heavy applause.

Cass, Mack, Owen and Topsy were next and show-stopped with their nondescript tomfoolery that includes first-rate exhibitions in control acrobatics. High spots in the act are the splits performed by the two girls, one atop the other, and the slow-motion bit by the two men and one of the girls. Plenty of other bits, executed in lightning-speed fashion, brought thunderous rappings. Four bows.

Little Jackie Heller followed, coming on to a good entrance hand. The local pride is at his best, his voice never having been smoother and his stage presence a real delight. He is gradually developing into a funster as well, a good help between songs. Piped *You, Melody From the Sky and Is It True What They Say About Dixie?* Hand clapped back to sing a medley of *It's a Sin To Tell a Lie* and *She Shall Have Music*. A real hit.

Jackie introduces the Bebe Barri line in their next number, a well-trained routine danced to the tune of *Lost*, and sings a chorus behind the scenes. Bob Hull, the extemporaneous rhytmist, is next-to-closing with his intimate line of chatter that kept the customers amused. It is Bob's first engagement here in more than two years and his appearance was highly welcome. Closed with his usual request of the audience for topics of interest, which he conceals into rhyme. The line of girls closes with a colorful military number that is a credit to both Miss Barri and her shapely workers.

Dave Broudy and the house orchestra, in addition to playing great music for the acts, overture with a clever medley of popular tunes.

The screen has *The Case Against Mrs. Ames* (Paramount), and house was good at first show opening day.

SAM HONIGBERG.

Earle, Philadelphia

(Reviewed Friday Afternoon, June 12)
(First Show)

House is marking time for the Democratic convention mobs to get in town and show this week has been cut to four standard acts, with no marquee value for the come-on. In fact, none of the names get any billing in lights out front. A badminton match between Jess Willard and Bill Hurley, national and Pacific Coast champs, respectively, added for a novelty filler, house running a movie short of the game last week. Acts run for 45 minutes, short for this house, and the badminton match follows for another 20 minutes, with Jack Negley, NBC sports commentator, calling the goose-feathered ball shots. Game well received by the half-full house at the opening show, but can hardly be classed as a vaude turn.

Topics in Rhythm, five girls and a boy, take the stage in full with a tapping flash for the opener. Don and Pappy Lee return for another tapping session neatly routined, and Pearl Reynolds follows with an acrobatic turn strictly in dance-school style. Other half of sextet, billed as the Three Brunettes, step out in black pajamas for a challenge tap period. Youngsters work smoothly, altho they present nothing that is new or novel. Lee's back again for a turn on boxes, and close has the group tapping away.

Maud Hilton and Ethel Costello, doucours, get their quota of cackles with the same gabfest as heard here on their last visit, casting caustic remarks at each other in the comic category, with a kiss-and-make-up on the end.

Radio Ramblers, trio, consisting of Sid Rice, Irving Lane and Sammy Vinc, on next. Boys go in for bokum impersona-

tions of ctherites, their own radio connection having been with WINS, New York. Nut member of the trio spels goofy commingral announcements, the others going in for vocal calisthenics. Best bit is the impersonation of pit players (Henry Armita, Herman Bing, Charles Butterworth and Charles Laugh-ton) singing a dippy ditty. As a whole material is only mildly effective, but the lads make a good attempt at selling what they have to sell.

Lew Parker closes with his Antics of 1936, with Marian Baier and a trio of stooges. Act moves slowly and needs material desperately. After some hard-to-take gags the Baier mis comes on for some stage-struck Dumb Dora patter. Parker next brings on a stooge, the others planted in boxes. Crossfire just so-so. Closes singing a pop while the stagehand keeps moving the mike up and down. Very weak for comic relief and the vocal value is blotto.

Pix is Speed (MGM). ORO.

Roxy, New York

(Reviewed Saturday Afternoon, June 13)

Paul Ash is held over for a second week as emcee and band leader, with a top-notch show behind him this season. It's labeled International Varieties, and it packs a sock wallop in any language.

Probably the applause hit of the show—the every item on the bill aloked solidly—was Honor Venes, the ventriloquist who combines juggling with his voice throwing. An unusual effect is achieved when, instead of the regulation dummy, he uses his hand as the dummy's face; his crossfire is bright and constantly amusing, and he throws his voice while smoking and while doing pinte twirling that's definitely superior in its own right. He's an ace, class performer.

Raphael, the rotund and bald-headed master of the concertina who made his American debut in the full-length International Varieties that introduced Lucienne Boyer, plays three numbers with consummate artistry on his tiny push piano, including items by Kreisler and Chopin. It's swell stuff for those who can take a concertina solo and, surprisingly enough, the Roxy mob went for it heavily, giving him a terrific send-off.

Comedy is handled by Frank Conville, who is at his best with his comedy dancing and his excellent pantomimic work in a Charlie Chaplin impersonation. Aily assisted by Sunny Dale, a statuesque blonde, he eloked solidly.

Marie Hollis, an amazing acrobatic dancer, opened the proceedings in a flash with the One Foster Girl's house troupe. The crowd went heavily for her routine, which is a stand-out. The week's amateur air winner is Norma Bugo, a charming Italian lass who sang a song in Italian, displaying a sweet, well-modulated voice. Roy Campbell's Eight Continentals, male octet, sing during the finale, a battleship number in which the One Foster Girls do a signal-flag waving routine, plus some intricate gyrations up and down little flights of stairs, including an ensemble star tap. It's a grand windup.

Ash this week confines himself strictly to leading the band and introducing the acts, doing good jobs of both. Picture is Secret Agent (OB), and house was excellent the first show second day. EUGENE BURR.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, June 11)

Business light at this third show opening day, the picture being Private Number (Fox), starring Robert Taylor and Loretta Young. The stage show is good, the usual in Music Hall presentation, elaborate on scenery, lighting and costuming, a stage crowded with house people, and a vaude specialty interjected to pep up the going. Stage show runs 32 minutes, longer than usual, and, in addition, there are three shorts, the newswreel, the console and symphony ork.

The symphony ork this week takes on Die Fledermous by Johann Strauss, and, as ever, the audience showed true appreciation.

A Summer's Day is the title of the stage presentation, the starter, Flowers At Dawn, being excellent. This reviewer has some idea that he's seen it here before, but in any event it's worth repeating. A Strohlite number (or black magic) in which the ballet corps are made to resemble flowers. Done very well and made very interesting and beautiful.

Mid-day's Sun is next, with the glee club working as boy scouts—the good turn variety. To special music by Maurice Baron and Albert Stillman, they

Gilbert and Sullivan-esque the life of a scout. Also amusing and sung very well. The End of a Perfect Day is the big finish, the audience finding the elaborate set breathtaking. Looks like a takeoff of the Claremont in Central Park, overlooking the Hudson River. Spectacular also is the flashy car driven on stage. In this number Jan Peerro does outstanding singing of an Italian operatic number, the Wonder Midgets do their act, and the Rockettes go thru one of their imitable precision numbers. The two midgets, aided by a normal fellow, do a swell act, and it's not so much their cuteness as it is the fact that they are capable performers. They tap dance, do acrobatic stunts and other keen balancing tricks. SIDNEY HARRIS.

Marbro, Chicago

(Reviewed Friday Afternoon, June 12)

This is now the only full-week stage show date outside of the loop and if there is any contemplation of dropping them here it would be a shame as the audiences at this house seem to enjoy vaudeville so much. Present bill is played before the stage band and is top-heavy with men, there being 12 men and but two women in the five acts.

The Grenadiers and Louise opened with a nicely done walk to Melody of Love, showing some graceful lifts. The two boys followed with their dandy fencing routine to Song of the Vagabond and featuring one-leg turns. Louise took the spotlight for an artistically done toe number and they closed with the three of them dancing to Beautiful Lady. Nice hand.

Sybil Bowan held the next spot with her impressions. Opening with a clever impersonation of Beatrice Lillie, she followed with the dancer—who looked like Gloria Swanson and showed marked dramatic ability with her portrayal of the old-time movie star seeking a job. The delight of the act was her caricature of Mrs. Roosevelt at a Girl Scout rally. It was a sly bit of humor done in a swell manner. Four bows. A hit.

Charles Carver, trickster de luxe, showed a variety of excellent juggling that included work with filled glasses; the juggling of eight balls at one time, a trick with a long flexible pole and others. He works fast, has a very pleasing personality and left to a good hand.

Clyde Hager, in the next-to-closing niche, had no trouble in keeping them laughing with his tried and true pitchman monolog. Clyde has been doing this so long and does it so naturally it ought to be easy for him to really sell Idaho potato peelers and Mulligan's Arabian aromatic itching soap if he tried. Drew a healthy quota of laughs and took two bows and a very good hand.

California Varsity Eight, recently caught at the Palace, repeated their success here with the singing of selections from The New Moon and closing with the Song of the Vagabond. A swell singing octet. Good hand. F. LANGDON MORGAN.

Metropolitan, Brooklyn

(Reviewed Friday Evening, June 12)

Well, this is one for the boys to figure out, the boys being the fellows who always can tell you why is something, especially when that something isn't what many may want it to be, and more may have expected. They have to figure out why the Metropolitan, in its second week of a return to vaude, ended its supper show tonight to less than half a house, and with an excellent show on the boards. The same show in the State, New York, same picture and everything, would undoubtedly do a good trade. But at the Met tonight at 8 o'clock less than half a house and slow on the incomers. The boys might tell you that it takes time for people to get accustomed again to seeing real people entertain in a theater; or that it's the off season, or a weak picture. One Rainy Afternoon, or that they want two pix of nothin' or that 50 cents is too much. True enough, the house, with vaude, is getting a different crowd than with the bargain policy, but it just looks tough to figure out. And heart-breaking, too.

Benny Fields packed the State on Broadway for two weeks in a row. Lucky Millinder and the Mills Blue Rhythm Band, and the Three Swifts are standard acts and people know 'em. With Lew Duthers and Jean and Joan, and Carroll and Howe, and Pops and Louie (with the hand) it's good vaude. Still, the till talks, and you can't get away from that. Duthers and the two blond girls are a bright opener, nothing sensational, but satisfactory enough. Seven minutes of

plain and fancy hoofing, individually and as a trio and they put the house in a good mood. Carroll and Howe, next, scored very well. Miss Carroll's comedy delivery and chatter being good entertainment. Howe foils well enough, and his acrobatic hoofing and tumbling breaks up the routine of the act to add the needed spice, but it's Miss Carroll who is primarily responsible for supplying that rarity, a really good new act.

Then Benny Fields, repeating his success at the State and the Hollywood Restaurant, selling his songs and satisfying the customers in a brilliant half-hour's work. The Three Swifts, next to closing, one of the few remaining standard vaude acts and one of the best.

Lucky Millinder and the Mills Blue Rhythm Band, which played in the pit for the rest of the show, do the usual melange of scorching Harlem stuff, with Henry Allen copping much of the glory with his trumpet rassing. Edith Wilson sings one tune, about the kind of man she wants, worked for good comedy results with the drummer. Chuck Richard high tenors Alone and Pops and Louie close with their class hoofing and singing.

Loew's is giving the Met a three week vaude try. Much depends on it. And, maybe it isn't fair—vaude deserves a longer time to establish itself. Especially when it may mean that because of too short a period a major circuit won't try it again. JERRY FRANKEN.

Grand Opera House, N. Y.

(Reviewed Friday Evening, June 12)

Management has brought together a nice bill this week, considering the spotty summer attendance, and offers four acts headed by the juggler, Davey, who is worth the admission alone.

Two Jockeys and a tout open. A couple of colored boys in soft-shoe hoofing and tap routines varied by tumbling and assorted aero work. A stooge who fills across the stage while the first pair work later comes on to take the act with a marvelous bit of cane twirling and slow-motion tumbling. All three on for a speedy finale which drew down a good response.

Deuce spot to Pinto and Della, a platinum blonde and two Italians, who first heckle the girl from the orchestra and later come on stage to play a banjo and trunk-like bag with a sound like a bass fiddle. Banjoist did fairly well with Luik's Back in Town, and all three, with the girl singing, closed with Goody Goody. Combination of gags and instrumental.

Two Daveys in next to closing, with the master juggler working under the handicap of an injured right-hand finger and clicking in his usual tremendous fashion. Davey's sarcastic patter is extemporaneous, varies according to his audience, and takes all the patrons for a ride, which they love. One heckler in the orchestra backed down indignantly before Davey's wit and furnished a few good laughs. The routines come prize work with disks, heavy and light balls, cigarets, cane and top hat, and sock terrifically. Should be grabbed by a swanky night spot, and will do just as well there. As he says himself, "Don't confuse me with the small acts."

Frederick and Rankin Company, five-people flash, comprising a mixed ballroom team doing a waltz, a fox-trot and tango, a mixed eccentric team scoring nicely in two soft-shoe eccentric turns, and a pianist who fills in vocally with an operatic aria, accompanying himself on the guitar. Does nicely too, and the act in general pulled down a good hand.

Pix were Roaming Lady and Too Many Parents. Business at supper show not so good. PAUL ACKERMAN.

Paris Bills

(Week of June 1)

Big-time vaude is singing its swan song this week as the Empire Music Hall is slated to shut for the summer on Friday and the ABC switched to revue on Tuesday. The Ambassadeurs Theater announces summer vaude starting next week, but vague on caliber of acts to be used. Ambassadeurs Restaurant is at present offering the best grade of acts, and the Bobino, European and Petit-Casino continue to offer good neighborhood fare. Mogador Cinema running four or five acts and picture.

Best show is the Ambassadeur's floor show, including Jigsaw Jackson, the Miami Girls, Chaz Chase, Grace Poggi, Red Dust and the Holley Sisters.

Bobino program is headed by the poet Maurice Rostand, supported by local favorites—mostly warblers. The European bill features comedy, with Charpini and

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Bracato, and the clowns Geo and Mistral. Petit-Casino has the American contortionist, Chester Kingston; the excellent hand-to-hand balancers, the Three Marcellos, and the comedian, Little Bara.

Picture houses, with the exception of Paramount and Mogador, offering small stage shows. Paramount holding over the dance team of Seagrave and Ford and the Seven Starvillas, equilibrists. Mogador has Fox and Rasco, comedy acrobats; Reine Faulet, singer; Palamas, card manipulator, and the Oriental dance trio of Chandra Kaly, Lulu Hugu-buru and Pierre Migand, revue stars, are at the Rex, and the Gypsy ork of Szilalygi is at the Gaiumont Palace. Professor Robertson, illusionist, and Giselo Arley, singer, are at the Oigale.

Summer season on the Riviera under way with the Casino Municipal, Nice; Palm Beach Casino, Cannes, and the Casino, Juan-les-Pins, running full vaude shows. Casino in Juan-les-Pins featuring the single trio, Desty, Delso and Juan; the nut comedians, Vitch; the singer, Patricia Russet; and the Three New Yorkers. Palm Beach headlining Pills and Tabet, piano and songs. The Rigoletto Brothers, American comedians, are at the Pathe-Palace, Marcellis.

MUSICIANS WIN

(Continued from page 3)

but which, according to the union, was previously not mentioned either in appealing to the executive board of the AFM or in the papers filed by the plaintiffs. Musicians stated that by removing them the local had brought about a breach of the contract existing between the musicians and Thomas Peluso, leader and house contractor. The union has a ruling that contracts must be on file at union headquarters and that oral contracts are not recognized. Attorneys for the musicians were Lewis Nadel and Leo O. Oruber. The judgment of \$5,300 represents back pay lost by the musicians since their replacement by others at the house.

Reason the union put new men in the various burly houses was that it felt by appointing men who were neither under obligation to employers or contractor there would be no incentive to kicking back part of the salaries.

Equity Starts Fight To Bring Back Legit Place

Frank Gillmore's trip may develop into field campaign for return of road—Equity editorial argues for united theatrical forces—says time is ripe to strike

NEW YORK, June 13.—If present plans materialize, the Coast trip of Frank Gillmore, president of Actors' Equity, will be largely devoted to reconnoitering and contacting to arouse theatrical and general public interest with a view of reviving the road. During the past 10 years three such plans were attempted, the chief idea being a system of rotary stock. Whether or not the current calculations will shape along similar lines is not definitely known. The opening gun of the Equity campaign is in an editorial published in the current issue of *Equity Magazine*, where there is given a resume of opportunities and circumstances which, if approached with the right spirit by a united theatrical front, will aid considerably in lifting the theater from its present condition. Commenting on the recent healing of the breach between the dramatists and managers, the editorial pleads for burial of differences among actors, playwrights, producers and various other factions and declares the time is ripe for a season of concerted accomplishment.

This argument is supplemented by a reference to William A. Brady's speech at the annual Equity meeting May 25, on which occasion Brady eloquently scored factional differences at a time when, according to *Equity Magazine*, "The theater is given another opportunity to emerge from the slough of depression. It is an opportunity that has to be grasped or it will escape as have so many other opportunities before it."

"Mr. Brady says, and Equity is in no mood to dispute it, that this is the opportunity of half a century for the theater to make a comeback such as has never before been witnessed. But it can only be made if producers, playwrights, actors and others can plan and move together."

Referendum on Jr. Rule Expected

NEW YORK, June 13.—When Equity's Council meets for its regular weekly session Tuesday it is likely that the proposed junior membership ruling, specifying 50 weeks of paid work in addition to two years' apprentice standing, will be thrown for final settlement to a national referendum by virtue of a clause in the constitution making such action mandatory on the receipt by the council of signed petitions totaling 100 names. This procedure is deemed authoritative by the Equity administration under another constitutional proviso which states that such action is possible when ballots on the provision were cast by less than 750 members. This was the case at the last election meeting May 25.

Queried on the referendum yesterday, Frank Gillmore, Equity president, said that petitions had been coming in but that no official computation would be taken before June 15, which is one day before the council's scheduled confab.

Opponents of the measure see in it another plan to keep the insurgent younger members under control by lengthening the apprentice period and denying them the right to vote on Equity problems. Other protests are directed against the fact that summer stock engagements are not included in the 50-week stipulation, that it deprives actors of decent livelihood by keeping them in the \$25 a week wage class, and that the retroactive feature of the amendment, which would make it applicable to all juniors who joined under definite conditions and abided by them, would constitute a breaking of contract and faith on the part of Equity and would leave the organization open to legal suit on that ground.

Those favoring the measure see in it a protection against loose voting by those not conversant with theater problems.

'Chalk Dust' Again Extended

CHICAGO, June 13.—*Chalk Dust*, the WPA Federal Theater play now in its seventh week at the Great Northern Theater, has again had its run extended, this time for another two weeks. After announcing that the show would close June 13 to make room for *Triple A Plowed Under*, WPA officials now say that it will positively close June 27. The house will be dark for a week before *Triple A Plowed Under* opens June 6.

Old-Time Meller Clicks in Village

NEW YORK, June 13.—The Gillmore Cherry Lane Music Hall last night presented an old-fashioned melodrama, *No Mother To Guide Her*, concocted of an oily villain, a sprinkling of illegitimate babes, a marvelously dumb and bovine hero and a couple of dames pursued. This hiss-the-villain-applaud-the-hero opus was performed by an enthusiastic cast with very apt additional dialog supplied by an audience completely immune to stage fright and ready at all times to offer sound advice. John Livingston, a city slicker and bank robber, creates the excess population, marries and poisons a second girl, kills her father, commits robberies and finances most of the blame on Ralph Carlton, whose I. Q. is negligible. The final unwinding of the plot reverses the current order of the living, the dead prove to be among the living, and the cops get the right people. That is about all except that everybody carries a gun and a few gypsies get tangled up in the three acts.

Outstanding performers were Frank Thun as the maniac who spared nobody and Eddie Murphy and Giselede Bochevet, a couple of old rusties who are "Sweetheartin'" for 20 years." Others in the cast are Henry Andros, Charles Willis, Collin Drake, Charlotte Nolting, Leo From, Helen Hickey, Sidney Street and Raymond Giblin.

With the aid of an impossible piano the cast at the conclusion of the performance led the audience in *The Man on the Flying Trapeze*, *A Thousand Times No*, etc. All in all it's a fairly good time.

PAUL ACKERMAN.

Income Tax Tangles Clarified For Actors by Note to Equity

NEW YORK, June 13.—Income tax rulings affecting actors who accept engagements in foreign countries are clarified in the appended letter, sent by the office of the Commissioner of Internal Revenue to Frank Gillmore, president of Actors' Equity, and quoted in the current issue of *Equity Magazine*:

"Reference is made to your letter of March 26, 1936, in which you state that the British Actors' Equity Association, of London, Eng., is anxious to learn the taxable position of the American actor who goes abroad to work. You inclose copies of some correspondence in connection with this question and request to be furnished a correct answer.

"Your attention is directed to Article 11-2 of Regulations 86, pertaining to the income tax under the Revenue Act of 1924, which reads in part:

"Citizens or residents of the United States liable to tax. . . In general citizens of the United States, wherever resident, are liable to tax, and it makes no difference that they may own no assets within the United States and may receive no income from sources within the United States. . ."

"One of the exceptions to this general rule of liability to tax is provided by Section 116 of the act which provides in part:

"In addition to the items specified in Section 22 (b) the following items shall not be included in gross income and shall be exempt from taxation under this title:

"(a) Earned income from sources without United States. . . In the cases of an individual citizen of the United States a bona fide nonresident of the

"We Who Live" Is Given Two Showings

NEW YORK, June 13.—An inept little piece called *We Who Live*, the work of Norman Collins, was presented for two performances, last night and tonight, at the New School for Social Research by an outfit calling itself Mannel Associates. A sparse audience applauded enthusiastically on opening night, but it will take more than applause to make anything out of *We Who Live*.

Mr. Collins had a good idea for a play; he had one character which, if surrounded by anything approaching theatrical competence, might have been a terrific figure, and he is certainly intelligent. Yet despite all that his play is a feeble little effort, more to be pitied than censured. Chiefly, that is because Mr. Collins seems to have no faint idea of how to write for the stage.

He tells of a pitifully poor couple on a Pennsylvania farm, the wife driven close to madness by the everlasting poverty, and the husband a good-natured, easy-going, loving hulk. To them come the wife's son by another marriage and the son's fiancée. The lad earns fair money in the city, and it is the mother's warped plan to leave her husband and force herself on her boy. But her boy, brought up a convert to the great American creed of get-what-you-want-no-matter-how, tells off his old lady brutally, ending up with the suggestion that, since she has nothing left to live for, she might as well stop living.

Ma, surprisingly enough, takes the hint and does herself in quite handsily. Bonny-boy, shocked, thinks things over, and he and his fiancée come to the conclusion that it's all caused by dat ol' debil Economics and that everybody ought to try to do something about it. Or words to that effect: it's hard to tell just what is what in Mr. Collins' mud-dled dramaturgy. Having talked things out to their hearts' content (if not to the audience's) the youngsters leave, with Ma's newly-made widower sadly watching over the corpse.

Mr. Collins himself staged the play, thereby proving that his lack of theatrical knowledge extends devastatingly to direction. The four-character cast worked valiantly, with Vivian Mayo, who played Ma, showing indications of power when the lines didn't get her, and with Ruth Chapman, a cute youngster who played the fiancée, suggesting that she may be an ingenue possibility when she gets more experience.

The show rang up at 9 o'clock and ended by 10:30. At least that's something.

EUGENE BURR.

Campaign Hits Stage, Swears

League fights attempt to force aldermanic measure banning all profanity

NEW YORK, June 13.—Alignment of Broadway's theater business against an anti-profanity campaign sponsored by a purist named Arthur S. Colborne, of the Studio of Paris Art Galleries, took a definite turn when Dr. Henry Moskowitz, executive adviser to the League of New York Theaters, sent a letter outlining the attitude of the League to Harry Imre Kohn, aldermanic examiner, who is conducting a survey for Aldermanic President Timothy J. Sullivan on the use of profanity on the New York stage. Whatever legislation if any will be passed will be dependent on the findings of the examining committee.

The protest of the League, whose stand is essentially that of the National Council for Freedom From Censorship, voices succinctly the attitude of all those having a genuine interest in the stage and is quoted below:

"I have your letter under date of May 22 referring to a proposed statute prohibiting the use of profanity on the stage and requesting the attitude of the theater on such an ordinance.

"We are opposed to any additional ordinances which impose a censorship on the theater. We believe that there is sufficient power in the provisions of the penal code to prevent the indecent use of profanity on the stage. We are opposed to the use of profanity as a method of providing an audience with an illicit thrill, but we can readily appreciate a legitimate use of a profane word if it is an integral part of a situation or a character. We are opposed to the exploitation of profanity as such but do not believe it can be done away with by special censorship ordinances.

"I would suggest that you get in touch with Mr. Clifton Reed, secretary of the National Council on Freedom From Censorship, as he has considerable material on the subject which would be of use to you."

The letter is signed by Dr. Moskowitz. Reed stated in effect that such power vested in the hands of "irresponsible bureaucrats might become dangerous." License Commissioner Paul Moss, who recently was unsuccessful in clamping down on burlesque houses, takes his stand this time with the League forces.

Should sufficient protests be sent to the office of the board of aldermen at City Hall it is probable that the whole movement will be dropped. Dr. Moskowitz has asked League members to state their attitude to Examiner Kohn in writing and file duplicate letters with the League.

Report Made On Arbitrations

NEW YORK, June 13.—Rebecca Brownstein, legal representative of Equity, in a report on the year's arbitrations published in the organization's official paper, *Equity Magazine*, congratulates the American Arbitration Association on its work and states that the number of arbitrations of the current year show a decrease of 42½ per cent as compared with the figures of the previous year. Similarly the number of cases involving actors and agents or managers settled without recourse to the arbitration body has increased in proportion. In the majority of cases where other than minimum conditions were involved settlement was made by payment of the full amount stipulated by Equity.

Records of the American Arbitration Association filed with Equity for the period beginning April 6, 1935, and ending April 1, 1936, indicate a total of 23 arbitrations begun, with claims totaling \$8,788.78 in addition to points pertaining to rights of contract. Thirteen of those were arbitrated, 11 were decided in favor of Equity; two, involving \$195, were decided in favor of the manager, and one, thru permission, was taken care of by a personal attorney.

Syracuse WPA Is Hit by Stock

SYRACUSE, June 13.—Two of the strongest props have been pulled away from the local WPA company at the Civic Theater by openings in stock.

Pitt went to Urban's, at Yonkers, for a 10-week engagement directing and Miss Carney went to Guy Palmerton's Manhattan Players at the Lake Wbalom Theater, Fitchburg, Mass.

Denis Gurney directed last week in Pitt's place and no announcement of a replacement for Miss Carney has been made.

Among the new faces this week are William Foster, character man; Ackland Powell and Frank Daley, juveniles, and Richard O'Connell, general roles.

"Winterset" Returns to New York for Two Weeks

NEW YORK, June 13.—Maxwell Anderson's first poetic drama on a modern subject, Winterset, returned to the Martin Beck Theater last Monday for a two-week run.

Several changes in the cast have been made. Burgess Meredith, who created the role of Mio, has been elevated to stardom.

The cast as a whole performed smoothly, an indication of its profiting from the long road tour.

Kussell Has "Night of 16th"

LOS ANGELES, June 13.—Rights for all States west of Kansas City have been acquired for The Night of January 16th by Maurice L. Kussell from A. H. Woods.

Cast will include several picture names. Bookings are being set by Matt Kussell.

OUT-OF-TOWN OPENINGS "Contracts"

A drama in three acts. Author: Florence B. Diffenderfer. Producer: Kilbuck Players. Director: Robert Alan Greene.

Cast: Charles Kerns Jr., Mary Jo Rodrigues, Mary M. Hopper, Leonard Talenfield, Kay Harmon and Eula Mae Jackson.

The story concerns a husband and a faithless wife who come to the parting of ways when hubby discovers on an unexpected visit to his home, a wild party arranged by his partner.

Alviene SCHOOL OF THE Theatre

(Stock Theatre Appearances While Learning) Graduates: Lee Tracy, Fred Astaire, Peggy Shannon, Una Merkel, Zita Johann, Etc.

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Table with columns: Dramatic, Musical Comedy, and New Faces. Lists plays like 'Boy Meets Girl', 'Call It a Day', 'The Children's Hour', etc., with dates and performance counts.

Chorus Equity Notes

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

On July 6, 1936, all mail held in this office prior to January 1, 1936, will be sent to the last address on file for the member.

We are holding mail for Betty Allen, Marlon Allen, Adrian Anthony, Frank G. Budd, Jack Bennwell, Chet Bree, Katharine Baker, Dawn Bravk, Fred Bush, Marie Clyde, Jay Conley, Frank Clark, Frances Comstock, Marjorie Crane, Tamara Charic, Francis Conway, Marie Clyde, Phyllis Carroll, Mrs. W. Harrison Cole and Charles Conklin.

Chorus Equity members are again reminded that they must call at the Chorus Equity office on the day of their first rehearsal and sign in the rehearsal book.

We do not check companies until the eighth day of rehearsal, and we have no way of knowing then the date on which each individual member started rehearsing.

There still appears to be some confusion in the minds of our members as to when rehearsal pay starts.

Members who are out of work and unable to pay dues should apply immediately for an extension of time.

wife to go to Reno with her gigolo and marry him after securing her divorce. To teach his wife a lesson, the husband takes unto himself a flirtatious wife.

The affair is not strong enough to interest a critical audience and, in its present form, has little interest even in the hinterlands.

Definite Programs Drawn Up In Flood of Cowbarn Activity

(Continued from page 4) etc. One Sunday Afternoon, He Who Gets Slapped and The Warrior's Husband, closing August 29.

Raymond Moore's Cape Playhouse at Dennis, Mass., opens June 29, with Song and Dance Man a possibility, starring Donald Brian.

In Westport, Conn., Lawrence Langner will offer vaudeville's Jimmy Savo in Mollere's Would-Be Gentleman at the Country Playhouse during the latter part of July.

Definite and profuse plans concerning New York summer theaters have already appeared. Messrs. Skinner and Tuttle have altered the seating arrangement of the auditorium of the Ridgeway Theater at White Plains so that all patrons will have an excellent view and are also enhancing the lighting arrangements.

Other scattered items concern Arden, Md., where the Robin Hood Theater, managed by Edwin Ross and Robert O. Schnitzler and directed by Thelma Chandler, gets under way July 1 with 16's a Wise Child, followed by other Broadway successes.

a group called The Players at the Ambassador Music Hall. Paul A. Foley will direct the Rockridge Indoor Barn Theater at Carmel, the season beginning July 6 with Personal Appearance, and Green Grow the Lilacs opens the Rockridge Outdoor Theater July 20 under the same direction.

Cleon Throckmorton was so impressed with Atlantic City's Repertory Theater's production of Kindling that he offered to donate for the company's summer season any lighting equipment not currently used in his New York studio.

William Lovejoy has been engaged as the leading man for the stock company at Deer Lake, Pa., which opens June 22 with January 16.

Other scattered items concern Arden, Md., where the Robin Hood Theater, managed by Edwin Ross and Robert O. Schnitzler and directed by Thelma Chandler, gets under way July 1 with 16's a Wise Child, followed by other Broadway successes.

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Exhibitors' Organizations

MPTOA's trade-practice confabs with major distributors came to an end June 12 when the committee met with 20th Century-Fox and United Artists following a talk with Gaumont-British the day before. Thus far Warners has continued to remain impervious to advances.

Just how the final settlements regarding concessions will be made is not yet clear to Ed Kuykendall, MPTOA president, who would like to proceed along the lines of a joint meeting rather than have the committee go thru the trouble of contacting the companies individually once more.

During the past few weeks the committee of the MPTOA, headed by its president, Ed Kuykendall, and composed of Lewen Pizor, Philadelphia; Oscar Lam, Rome, Ga.; L. C. Griffith, Oklahoma City; Charles Williams, Omaha, and Jack Miller, Chicago, have met with Columbia, RKO, Universal, Paramount and MGM for preliminary discussions of the 10-point program adopted by the MPTOA at its recent national meeting in Miami.

Three major points of the program—elimination of score charges, adoption of a local conciliation board in the various zones and increased unrestricted cancellation privileges—were matters of first importance discussed. From all reports there is a strong indication that there will be a modification of score charges and certain of the majors will eliminate the same. The present cancellation clause is 10 per cent, and while the MPTOA committee demands a 20 per cent clause, there is no question but that a point midway will be reached. Since local conciliation boards will do away with court litigations, all the majors have indicated a favorable reception for their establishment.

Fred Wehrenberg, president of MPTO of St. Louis, visited Harry Arthur, Fanchon & Marco exec. in an attempt to seek a solution to the evils of dual features and cut-rate admissions. The problem will be simplified if Fanchon & Marco agrees to follow the policy of MPTO of St. Louis regarding first-run pictures.

ITOA at its board meeting Wednesday at the Hotel Astor, New York, presided over by Maurice Fleischman, took note of the fact that both MGM and 20th Century-Fox were contemplating product increases of 75 per cent and 25 per cent, respectively, for next season. Nothing was decided upon, but the matter will be considered next meeting, which will be a general membership session.

Cleveland Indies are charging independent circuits with freezing out small men by means of putting off the designation of play dates to such a point that a product shortage results. The majority of independent exhibitors in the affected area are members of Cleveland Independent Exhibitors' Association, which is a body affiliated with Allied. No definite action has been decided upon.

Reorganization of the Independent Motion Picture Theater Owners' Association of Delaware and the Eastern Shore of Maryland was discussed at a meeting of independent managers and owners from Wilmington, Harrington, Seaford, Lewes, Del., and Salisbury, Md., at Harrington last week. The group discussed informally several problems, including double features, prize offers and film-selling practices.

A. Joseph DeFlore, president of the organization and manager of the Park Theater in Wilmington, presided. Others attending the meeting were Ben Shindler, Ben Seligman and A. J. Belair, Wilmington; Reese Harrington, Harrington; Tom Ayers, Seaford; Cornelius Marshall, Lewes, and Lee Inaley, Salisbury, Md.

The organization hopes to be able to call a general meeting at Rehoboth Beach, Del., late in June or early July for a complete reorganization.

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"HEARTS DIVIDED"

(FIRST NATIONAL)

TIME—71 minutes.

RELEASE DATE—June 20.

PRODUCER—Frank Borzage.

PLOT—Napoleon's brother, Jerome, comes to America incognito and is smitten by the buxom charms of little Betty Patterson and becomes her tutor. After an off-again-on-again courtship, done in the manner that's supposed to be charming when accompanied by costumes, he is ordered away. But he returns, wins the gal and then appears in his true colors. Napoleon forbids the match, but little Betty sails to France with Jerome anyhow. There Napoleon tells her how dreary it all would be for Jerome and she pulls an Ann Harding renunciation scene and sails back home.

CAST—Marion Davies, Dick Powell, Claude Rains, Charles Ruggles, Edward Everett Horton, Arthur Treacher, Henry Stephenson, Clara Blandick, Walter Kingsford, Etienne Girardot and others. The support is far better than the leads, with Rains magnificent as Napoleon. Davies okay, but hardly happy in the part. Powell, as a crooning brother of the Little Corporal, is something to behold.

DIRECTOR—Frank Borzage. Pictorially effective.

AUTHORS—Screen play by Lucid Doyle and Casey Robinson, from the play by Rida Johnson Young. Saccharine-coated teardrops.

COMMENT—Not even the names can help this one, once the word gets around.

APPEAL—Susceptible spinsters.
EXPLOITATION—Marion Davies and the crooning brother of Napoleon in their big busted romance.

"MURDER BY AN ARISTOCRAT"

(FIRST NATIONAL)

TIME—60 minutes.

RELEASE DATE—June 13.

PLOT—One of those old and fading aristocratic families has a black sheep who blackmails all the other members, but gets himself shot for his pains. A doctor and nurse are called in. The wound is a small one, and the patient is on his way to recovery and renewed activities when various strange events occur. Eventually the guy is shot again and this time put away for keeps. Some more odd things take place, including the near poisoning of a servant girl and an attack upon the nurse, before the latter finally puts two and two together (the customers have been shouting "four" for a long time) and solves the mystery.

CAST—Lyle Talbot, Marguerite Churchill, Virginia Brissac, Claire Dodd, William Davidson, John Eldridge, Stuart Holmes and others. Routine with the exception of Churchill, who still can't make it.

DIRECTOR—Frank McDonald. Does pretty well with the shudder-and-aud-gue stuff, considering the material.

AUTHORS—Screen play by Lucid Ward and Roy Cansler, from the novel and play by Mignon G. Eberhart. The customers can call the shots at the halfway mark.

COMMENT—An inferior hokus-pokus opus.

APPEAL—May get by in lower brackets.

EXPLOITATION—Mystery routine.

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 shoutings, conflicting publication dates, etc.

Name	Favorable	Unfavorable	No Opinion	Comment
Dancing Pirate (Pioneer)	5	1	5	"Slim material."—Hollywood Reporter. "Beautiful."—Film Curb.
The Princess Comes Across... (Paramount)	17	2	2	"Slightly confusing."—Hollywood Reporter. "Delightful."—Box Office.
Fury (MGM)	13	1	1	"Powerful drama."—Daily Variety. "Powerful and impressive."—Box Office.
Little Miss Nobody (20th-Fox)	6	4	9	"Fair entertainment."—Showmen's Trade Review. "Good entertainment."—Harrison's Reports.
Florida Special (Paramount)	5	3	9	"Didn't seem to jell."—M. P. Herald. "Program."—N. Y. Exhibitor.
The Law in Her Hands (First National)	4	6	5	"Fairly profitable dueler."—Hollywood Reporter. "Breezy."—Harrison's Reports.
Luck of the Irish (Metropolis)	2	1	1	"Interesting novelty."—The Billboard.
The Revolt of the Zombies (Halperin)	0	7	4	"Generally ridiculous."—Times. "The bottom."—The Billboard.
Treachery Rides the Range... (Warner)	10	0	1	"Good, fast-moving."—Film Curb. "Good Western."—Film Daily.
Secret Patrol (Columbia)	1	0	5	"Fair mountie stuff."—N. Y. Exhibitor. "Usual mountie."—The Billboard.

News of the Week

Following a recent meeting at the Hays office, New York, it was learned that the change to 2,000-foot reels has been put off to September 1 instead of August 1 as was originally announced. Cause lies in the fact that manufacturers will not be able to furnish the shipping boxes and reels in time for the previously designated date. Under the new ruling distributors may expect cases to arrive by the middle of August so that ample time will be allowed for placing the films on the large reels.

At the meeting were J. S. McLeod, of MOM, chairman; Robert Hilton, United Artists; Harry Mersay and D. J. Smolen, 20th Century-Fox; Sam Sedran and O. C. Binder, Universal; B. E. Zeeman, Max Seligman and Joseph Brennan, Columbia; J. P. Skelly and S. Kramer, RKO, and C. C. Ryan, of Warners, in addition to A. S. Dickinson representing the Hays office.

The decision the Appellate Division will hand down in the case of United Artists against the New York City 2 per cent sales tax will affect the industry to the extent of \$1,500,000, which is the sum of money representing levies in arrears. The city has stopped trying to collect the protested tax until the courts decide its legality definitely.

When the Columbia sales convention gets under way June 23 at the Drake Hotel in Chicago it is expected that the attendance will be around 250, which will include a large representation from New York headed by Abe Montague and Jack Cohn. Tentatively scheduled to go in the contingent are A. Schneider, J. McConville, R. Jacker, Hy Danb, N. Spingoid, L. Weinberg, L. Barbano, M. Welsfeldt, L. Astor, M. Warmser, M. Grad, L. Jaffe, M. Hannock, H. C. Kaufman, V. Borrelli, C. Roberts and others. Harry Cohen, Columbia president, will probably go to the convention from Hollywood.

Attorney John Wharton, representing both Pioneer and Selznick International, scotched the rumor of a contemplated merger between the two companies. He said: "Both will continue as separate organizations, but we would like both units to work in closer co-operation with regard to the interchange of creative and artistic talent."

Paramount will release the product of Major Pictures, the new company headed by Emanuel Cohen. Present plans call for the making of 24 pictures within the next three years at a cost calculated to be about \$10,000,000. Stars who will appear in the company's product include Gary Cooper, Mae West and Bing Crosby, whose first film will be released by Columbia.

In addition to President Cohen, officeholders are Ben Piazza, vice-president; Lloyd Wright, secretary; Wilfred Pincus, treasurer; Victor Shapiro, publicity and advertising; Veronica Quisling, casting; Leonard Spielglass, scenario; William Thnen, art; Joseph Nadell, unit production; Robert Pittack, camera; George Palmer Putnam, Eastern editorial representative, assisted by Walter Schmidt, and Ernest Gann, Eastern talent scout.

RCA Photophone has contracted with both 20th Century-Fox and Columbia to use High Fidelity equipment. Another major company expected to take advantage of the lower rates offered by RCA is RKO. The agreement with the first two mentioned organizations and RCA will hold for 10 years.

The Kentucky admission tax, applicable to theaters, night clubs, bathing parks, rinks, etc., went into effect recently, with the levy schedule calling for 1 cent on admissions between 11 and 18 cents; 19 to 28, 2 cents; to 38 cents, 3 cents, and another cent for increases in units of 5 cents. Charity affairs which donate 75 per cent of the take, as well as grosses turned over to educational purposes, do not come under the taxable category.

Warner Bros. report that there will not be as many closings this summer as last owing to increasing the number of air-conditioned houses.

Leo Blank is the new Warner Bros. district manager, with headquarters in Chicago, succeeding James Winn, who resigned to accept a similar position with the new Grand National outfit.

"PRIVATE NUMBER"

(FOX)

TIME—80 minutes.

RELEASE DATE—June 5.

PLOT—An Uncle Tom's Cabin sort of story, the Simon Legree butler, the little Eva maid, the hero, etc. Our heroine is in a wealthy household, the service staff being ruled over by a tyrant of a butler, who makes unsuccessful advances. The wealthy son falls for our heroine, marries her secretly, goes off to school, and unknown to him his bride is to have a baby. His parents learn of it and thru the activities of the butler take her to be a gold digger. She's never to darken their doorstep again, but, ah, annulment proceedings start. After a hectic trial her character is whitewashed and our hero asks for her forgiveness. And so the happy fadeout.

CAST—Robert Taylor and Loretta Young as stars, supported by Patsy Kelly, Basil Rathbone, Marjorie Gateson, Paul Harvey, Joe Lewis, Monroe Owsley and others. Kelly romps off with the picture on comedy, the Taylor, Young and Rathbone do brilliantly with the little they have with which to work.

DIRECTOR—Roy Del Ruth. Direction that dates back to the days of old, when villains were hissed and heroes applauded. Surprising for Del Ruth.

AUTHORS—Based on Clèves Kinkaid play, with screen play by Gene Markey and William Conselman. The less said the better, for it is hokey-pokey stuff that shouldn't be wished on average intelligent audiences.

COMMENT—An Uncle Tom's Cabin vehicle in modern dress, a wishy-washy mellow from start to finish. In general, a Fox pas.

APPEAL—Very little—all audiences will be sure to kid it. Can get by as the tall ender of a double feature.

EXPLOITATION—Opportunity for debate on social equality, from the angle of can wealth marry a domestic. Otherwise, it's routine.

"BUNKER BEAN"

(RADIO)

TIME—67 minutes.

RELEASE DATE not given.

PLOT—Bunker Bean, timid secretary to J. C. Kent, head of an aircraft corporation, is left \$5,000 and a patent for an invention by a deceased uncle. In his efforts to become forceful Bunker falls foul of a fortune teller who, sensing the lad's belief in reincarnation, tells him his ancestor was the great Egyptian Pharaoh Ram Tah. Bunker purchases the spurious sawdust mummy of his supposed progenitor from the faker and proceeds to absorb ambition, determination and vigor, going so far as to spank his boss' daughter when the gal goes out with the wrong people. She subsequently falls in love with Bunker, having never before met anyone with his combination of naivete, stupidity and decision, but on the eve of her marriage to him he suffers a relapse when, thru the mischievousness of his dog, he finds that Ram Tah, who is responsible for his transformation, is a fraud. The girl, however, makes him buck up and he finally sells his uncle's patent to Kent for a lot of dough.

CAST—Owen Davis Jr., Robert McWade, Louise Latimer, Hedda Hopper, Jessie Ralph, Sibley Harris, Berton Churchill, Luella Ball, Eddie Nugent and others. Very able performance by leading players and good support.

DIRECTORS—Team of Killy and Hamilton. Good, and in spots quite subtle.

AUTHORS—Novel by Harry Leon Wilson, play by Lee Wilson Dodd, screen play by Dorothy Yost, Edmund North, James Gow and John Grey.

COMMENT—Good romantic comedy with some hilarious moments.

APPEAL—Fairly wide general draw.

EXPLOITATION—Office boy marries heiress, and related angles.

"BELOW THE DEADLINE"

(CHESTERFIELD)

TIME—66 minutes.

RELEASE DATE not given.

PLOT—The deadline is Canal street, New York, and below it is the diamond district, scene of police and criminal activity. Flash, a crook, goes to the office of Abrams, a diamond merchant, to get a squint at the layout, make a few amorous passes at Molly Fitzgerald, the secretary. The holdup occurs in due time and the guilt is pinned on Molly's boy friend, Terry Mulvaney, a cop. Terry, to clear himself, escapes in a police car, catches a train which later gets wrecked, and winds up with a new face given him by a plastic surgeon. Returns with his hair dyed to fool his girl friend for a while and, with the aid of insurance company detectives, rounds up Flash and the gang. Reward, promotion and marriage.

CAST—Cecilia Parker, Russell Hopton, Theodor Von Eltz and Warren Richard. Satisfactory.

DIRECTOR—Charles Lamont. Nothing much to do with a yarn so commonplace.

AUTHOR—Adapted from story by Ewart Adamson.

COMMENT—Strictly a pattern job.

APPEAL—Lower spot on dunks.

EXPLOITATION—Underworld stuff.

"THE BRIDGE OF SIGHS"

(INVINCIBLE)

TIME—64 minutes.

RELEASE DATE not given.

PRODUCER—Maury M. Cohen.

PLOT—The heroine's brother is framed on a murder and her fiancé, a prosecutor, has him condemned, without of course knowing who he is. So the heroine uses her influence to get herself popped in jail in the same cell with the lass who is serving as necessary after the fact, she taking that rap to shield the real murderer, whose moll she is. The heroine wins her confidence and escapes with her, being protected by the real murderer. The prosecutor meanwhile gets an inkling of the truth, investigates, and gets to the shack in time to rescue his lady love, get a confession from the moll and phone the governor to stay the execution.

CAST—Onslow Stevens, Dorothy Tree, Jack LaRue, Mary Doran, Walter Byron, Oscar Apfel and others. Tree is charming end worthy of far better things. Rest all better than their material.

DIRECTOR—Phil Rosen. Routine.

AUTHOR—Story and screen play by Arthur T. Homan. Every stale cliché imaginable has been raked up and thrown in.

COMMENT—The sighs are furnished by the customers.

APPEAL—Lower brackets, in a pinch.

EXPLOITATION—Central situation.

"THE LAST OUTLAW"

(RADIO)

TIME—73 minutes.

RELEASE DATE—June 19.

PLOT—Dean Payton, old-time Western badman, is released from jail and finds things greatly changed. The only people he knows are Cal Yates, the kind-hearted sheriff, who captured him, and Dr. Mason, who is bringing up his daughter.

He also falls in with Chuck Wilson, a young ranchman. A gang of bank robbers enlists Mason in to treat one of their members, kills him and abducts Payton's daughter as a screen for their robbery. They crack the bank and beat it, with the modern methods of law enforcement unable to do anything about it. But Payton, Yates and Wilson trail them in the good old way and finally get them, rescuing the girl. Plenty of dry humor all thru.

CAST—Harry Carey, Henry B. Walthall, Hoot Gibson, Tom Tyler, Margaret Callahan, Frank Thomas Sr., Russell Hopton and others. Excellent work, with the cast opera boys forced to turn actors and doing such good jobs of it that it seems a shame to waste them on any more Westerns.

DIRECTOR—Christy Cabanne. A grand job.

AUTHORS—Screen play by John Twist and Jack Townley, from a story by John Ford and E. Murray Campbell. Unusual twist to the usual mellow, plus some swell characterization and comedy.

COMMENT—It's so infectious that you have to like it.

APPEAL—Everybody.

EXPLOITATION—Play down the Western routine, but play up the Western boys as actors. The general situation offers plenty.

"THE LAST JOURNEY"

(TWICKENHAM)

TIME—55 minutes.

RELEASE DATE not given.

PLOT—Driver of a locomotive, about to be retired because of age, thinks his wife is cheating on him. On his last trip he plans to get even by running the train into the ground, killing himself and the suspected freeman. On the train, in the Grand Hotel pattern, are a doctor rushing to an emergency operation; a pair of crooks, male and female; a honeymoon couple, husband being a crook also, and others. The pair of thieves are trying to roll a lush, who turns out to be a cop. As the train nears the terminal and sure ruin the medic goes into the engine, hypnotizes the driver by making him look at the rails and it's all safe again. The driver is pensioned, proof coming his wife wasn't cheating.

CAST—Godfrey Tearle, Hugh Williams, Judy Gunn, Mickey Brantford, Julien Mitchell, Olga Lindo, Michael Hogan, Frank Pettingell, Eliot Makeham, Eve Gray. Last two, as the crooks, okeh. Others as bad as Hollywood's worst.

DIRECTOR—Bernard Vorhaus. Old English style.

AUTHORS—Story by J. Jefferson Pargson, adapted by R. Fowler Mear and John Soutar. Tripe.

COMMENT—Shows that London makes its potboilers, too. Not worth playing even on the double bills. They'll laugh. Distributed here by Atlantic

APPEAL—None.

EXPLOITATION—If you must, try to sell the hypnotism. Does it work, and all that.

"FOR THE SERVICE"

(UNIVERSAL)

TIME—60 minutes.

RELEASE DATE—May 6.

PLOT—Buck O'Brien, a United States army scout at a Western outpost during the tinetics, tries to make an Indian fighter of the chief's son, George, recently arrived from the East. George is a nice fellow but can't stand bloodshed, so he faints during a battle with Bruce Howard's band of drink-crazed renegades and Indians. Buck, aware that the youth is unfit for the life of a scout, advises Penny, who loves and is loved by George, to make the latter propose and take him east for a professional career. They are about to be married when further hostilities break out and the whole post, including George, heads for the battle ground known as Hell's Half Acre. George is valorous this time and stops a bullet which kills him.

CAST—Buck Jones, Fred Kohler, Beth Marion, Frank McGlynn Sr., Clifford Jones, Ben Corbett, Edward Keebe and Chief Thunderbird.

DIRECTOR—Buck Jones. Co-director, Leslie Selander. Plenty of action, Indians and dead men.

AUTHOR—Ladore Bernstein.

COMMENT—Straight Western thriller with no misdirected emphasis.

APPEAL—Alfalfa ellekor.

EXPLOITATION—U. S. army scouts. G men of their time.

"THE MAD PARADE"

(IMPERIAL)

TIME—62 minutes.

RELEASE DATE—May 15.

PLOT—Monica, Janet, Dorothy and a few other girls working in a canteen in France during the last great war service the doughboys with food and occasionally love. Plot centers around their quartets over men, who belongs to whom, etc., and is one long succession of the most obnoxious kind of henny talk. Most of action and dialog takes place in a trench between the lines while a heavy bombardment is going on. One girl, wounded previously by a bursting shell, dies; Monica kills another named Snoopy when the latter threatens to divulge Monica's love life to a superior officer, and the high spot occurs when circumstances reveal that Monica has grabbed up Janet's boy friend. Repenting when Janet behaves nicely, Monica volunteers to carry the message ordering the Allied troops to cease firing so that the girls can scam for safety. She gets thru but is killed.

CAST—Evelyn Brent, Irene Rich, Marceline Day and others. No men and you can imagine.

DIRECTOR—William Beaudine. In a tough spot.

AUTHORS—Screen play by Gertrude Orr and Doris Malloy.

COMMENT—Too much dumb dialog by the femmes, even if it is realistic. Old film on recent release.

APPEAL—Under spot on dunks.

EXPLOITATION—Inside on gals in France during the war.

Opposition Ticket Split

Harmon, Cook, Faye, and Moore withdraw—Leonard against Harris for treas.

NEW YORK, June 13.—With the ballots about ready to go out for the annual election of officers of the Burlesque Artists' Association, the opposition ticket suffered a severe blow this week when four members of its ticket asked that their names be withdrawn. Furthermore, a petition was filed to include on the official slate the name of Murray Leonard for the office of treasurer. Chorus girls held a meeting last night, primarily called for the purpose of being enlightened as to the reason for opposition ticket.

Marvin Harmon and Johnny Cook, alleged president and second vice-president, respectively, of the opposition ticket, notified the BAA that they were not consulted in the matter and were not interested in being on the opposition ticket. They asked that their names be withdrawn as they were satisfied with the present regime. Herbie Faye and Bonny Moore, nominees for the executive board on the regular ticket, revealed that they want to retain those nominations and are not desirous of being affiliated with the opposition ticket.

Faye and Moore revealed that it was not their intention to have an opposition ticket and that they thought the private meetings were called to ask for a general meeting of the BAA to discuss general problems. The chorus girls, as was mentioned last week, held their meeting last night and at their request Tom Phillips addressed them. In view of the fact that the opposition ticket nominated a treasurer, a petition signed by 12 members was presented to the BAA nominating Murray Leonard for the office on the official ticket.

The ballots went to the printer Thursday night and are scheduled to be sent out to the members either Monday or Tuesday. They must be returned to the office not later than June 28.

Hirst's Next Prospecting Trip

PHILADELPHIA, June 13.—Iszy Hirst, head of the Independent Burlesque Circuit, is figuring on another prospecting trip in a couple of weeks. He recently returned from the Midwest, where he spent several days looking over that territory with a view to including it on his circuit. His next trip is slated to be by car and into Toronto, Buffalo and other spots in that territory.

BEVERLY CARR, pro at the Etinge, New York, was paid a lovely tribute by the entire house staff and performers last week in a farwell party on the eve of her departure for a two months' vacation. Refreshments served on stage and much hurrah followed. Others at the affair were Mr. and Mrs. Max Rudnick, Mr. and Mrs. Joe Quittner, Mr. and Mrs. Ed Madden, Moe Costello, Max Goldstein, Charles Lauk, George Katz, Artie Touhey and Gladys Douglas.

Empress, Detroit, Remains Open Despite License Jam

DETROIT, June 13.—The Empress Theater continued open last week despite the failure to secure an injunction against enforcement of Mayor Frank Couzens' revocation of the theater license a week previous. The house was kept open on attorney's advice.

A new cast was brought in, consisting of Charlie Robinson, Bobby Jennings, Bob Clark, Mabel Butterfield, Rose Robinson, Billie Doyle and Kay Miller. Manager Joseph Elliot stated that he plans to bring in a new cast shortly from Cleveland.

DOTTIE FLUFFY GRAY, Almy Albert, Mickey O'Day and Ruth Freberg Freeman, four Ida Rose-Ettes, glad to be back in New York from Chicago. Joined the Gaiety lineup for two weeks, after which they and four other Rose-Ettes go to 500 Club, Atlantic City, in a revue to be produced by Ida Rose, who closed recently at the Rialto and Colosimo's, Chicago.

U-Notes

By UNO

MARVIN LAWLOR, singer-dancer, left the Apollo, New York, recently to join the Ray, Prince and Clark trio at the Coconut Grove, Park Central Hotel, New York. Takes the place of Buster Clark in the combo.

PHIL SILVERS, comic, is also a script writer. What he calls a feature drama under the title of *No Harm Was Done* is now under consideration by the production department of the Warners for a movie.

HARRY REED, versatile comic, and Elva Ryan Reed have leased a house in Lake Hopatcong for the summer.

MADGE CARMYLE, who advanced herself from burlesque to Leon and Eddy's night club, New York, a few (See U-NOTES on opposite page)

EBMA to Hold Vital Meeting

To meet Saturday—out of office—may be showdown on continuing group

NEW YORK, June 13.—The members of the Eastern Burlesque Managers' Association will meet next Saturday morning in the offices of the Actors' Fund of America, with Sam A. Scribner presiding. With the managers already out of the office they shared with the Theater Authority, there is indication that next week's meeting may decide as to whether the organization should continue or not.

The EBMA shared office space with the Theater Authority, group regulating benefits, in the Brill Building, but this week the EBMA's name went off the door. Furthermore, there is a general report that several members are no longer desirous of continuing in the organization, with the result that next week's meeting will probably be a showdown as to whether the organization should continue.

The Burlesque Artists' Association again called on Scribner to ascertain what the managers intend doing about the present basic agreement and that the actor group does not intend to talk about an agreement for next season until it knows whom it is dealing with among the managers.

Scribner has been attempting to hold the managers together and effect harmonious relations between them and the BAA, but little progress has been made in that direction.

MOE COSTELLO leaves the management of the Etinge, New York, June 25 to perform similar duties at the Earle, Atlantic City, which opens June 26, this time under Jules Leventhal and Max Rudnick's supervision with legit road plays. The opening bill will be *Three Men on a Horse*. Costello will also be company manager. The same day will reopen Quittner's Globe in Atlantic City again with burlesque stock produced by Paul Morokoff and again with Lauk and Levy managing.

Burlesque Reviews

Gaiety, New York

(Reviewed Tuesday Afternoon, June 9)

Business light at this second show catching, the hot weather generally sloughing the biz in town. Show, tho, hasn't been sloughed any, for it's still a lively hour and 25-minute layout (at times, much too lively), is peopled with good talent, and is dressed in a fashion expensive for burly. Dialog and strip girls predominate over everything else, but there is a sufficient amount of picture numbers to dress up the show.

Comic staff is a most able one, comprising Art Gardner, Tommy Raft and Herbie Faye. A glance at these three names and you know you are sure of belly-laughs, but quite frequently the boys dip too deeply into the blue. It's not necessary for them to get as many laughs with less suggestive material. Faye and Gardner are old reliables, always sure of their laugh score, while Raft, new around these parts, is another socko addition to burly's comies, a little fellow who gets big laughs.

The funsters are expertly fed by Jimmy Francis and Phil Stone, the latter doubling towards the finish in singing roles. Francis does most of the feeding and does it well, while Stone's feed assignments are handled cleverly and he also nukes a good song. Practically all of the strip girls double into bits, with Diane Johnson contributing outstanding work.

Strippers are six in number, comprising, in order of appearance, Mary Brown, Diane Johnson, Dolores Dawn, Bubbles Yvonne, Sunya Smiles Slane and Louise Stewart. Even-Stephen on blonds and brunets, and they are a pretty lot, dressed tastefully, and disrobing expertly. Blonds are Mary, Diane and Smiles, with the latter doing a very smart tease. Brunets are Dolores, Bubbles and Louise. They're all eye-openers for the customers, some of them working in a way as to make the boys' eyes pop out.

In addition to Stone's singing, Gordon Clark, a dude in appearance, warbles the production numbers, wielding a lot of class and a nice voice, tho without a mike it's not audible enough. Then, too, there are the 14 chorines, who, while not up on looks, more than make up for it by their energetic handling of nice ensemble numbers. They work hard, for which they rate a hand. One of the kids doubles out of line to do an effective sensuous dance routine.

It's a Billy Koud production, and good.
SIDNEY HARRIS.

Rialto, Chicago

(Reviewed Friday Evening, June 12)

An enthusiastic audience greeted the new summer cast which opened today and if the reception given them at the first show tonight is any criterion they are bound for immediate popularity. Outside of June St. Claire, who was held over after replacing Ada Leonard as the featured woman artist, all are new faces here. Jack Diamond and Joey Fnye, head comedians, were thru here last with *Life Begins at Minsky's*, which played the Oriental Theater.

Ethel De Vaux, a lively and personable soubret; Ione O'Donnell, prima

donna; Ray Parsons, straight man; George Kaye, juvenile, and the new women, Gay La Barr, Gloria Gayle and Mickey Dennis, complete the fine cast of principals. Jack Richards does most of the singing over the mike, and a good job of it, too.

There is a noticeable improvement in the dance numbers, now staged by "Chuck" Gregory, and Fred Clarke has concocted some outstanding production numbers, particularly the *Great Waltz*, ballet and the *Garden of Roses*. Both were equal to presentations in do luxe houses and were beautifully staged.

The show's opening number has the chorus in red and yellow costumes, with songs by Ethel De Vaux and George Kaye and the chorus doing a routine on large dice and later parading with cutouts of hearts, clubs, spades and diamonds and most of the new principals showing themselves on the runway. A "hotel scene" with Diamond and Faye, Jack Richards, Gay La Barr, Gloria Gayle, Ray Parsons and Ethel De Vaux (See Burlesque Reviews opposite page)

Burly Briefs

JOAN CARROLL and George Broadhurst replaced Bubbles Yvonne and Herbie Faye Friday at the Gaiety, New York. . . . Jay Hornick, Iszy Hirst's aid, was presented with a 10-pound daughter last week at the Jewish Hospital, Philadelphia, by his wife, Ruth. . . . Jules Arliss, Bijou, Philadelphia, cxc, has treated himself to a new car. . . . Frank Bryan, producer, has been enshing in on the dog Rushaway presented to him by his father-in-law. . . . A horse of the same name has been paying some fancy prices at the tracks and Bryan has been playing him on a hunch. . . . John McGuinness, IA rep on the indie one-nighters, left last week for Kansas City as a delegate to the IA convention. . . . He intends to stay there 10 days and then go on to Texas to view the celebrations there. . . . Artie Touhey, of the Gaiety, New York, is mourning the disappearance of his Welch terrier Breezy. . . . Jacob Goodstein, attorney, getting along okeh after an appendicitis siege at the Jewish Hospital, Brooklyn.

showgirl at Ben Marden's Riviera in Jersey. . . . Mack Sisters opened at the Bijou, Philadelphia, last week, coming in from Boston. . . . Mary Murray was a holdover on the Bijou show, filling in for Jean Caton, prevented from opening due to illness.

LOU COSTELLO has exited from the Republic, New York, with Bob Ferguson, recently at the Bijou, Philadelphia, getting his spot. . . . Marshall and Leonard, after dickering with Joe Quittner, will go into the Globe, Atlantic City, June 26 on a four-week contract. . . . Among Nat Mortan's recent bookings were Dorothy Weeks, Billy Fields and Louise Phelps, Etinge, New York, and Joan Carroll for the Gaiety, New York. . . . Billy Foster leaves the Etinge, New York, this Friday to team up with Johnny Cook at the Bijou, Philadelphia, for two weeks. . . . Annette will bring her sister, Christine, to New York with her from Miami, with Nat Mortan figuring her to be another strip find. . . . Among Phil Rosenberg's bookings were Bob Ferguson, Mary Murray, Toots Brawner and Joe Wilton, Republic, New York, and Vilma Horner, Bijou, Philadelphia.

MAXINE FIELDS, who recently closed as chorus producer at the National, Detroit, is now producing the dance numbers at the Palace, Buffalo. . . . Arthur Cilmage and Edward Weinstock were recent Chicago visitors. . . . Frankie Ralston is closing a night-club engagement in Kansas City to become producer at the National, Detroit, succeeding Paul Morokoff, who has been engaged to produce. (See BURLY BRIEFS on opposite page)

PROFESSIONAL CARDS

BOOTS BURNS

THE GAL FROM GALLAS.
A New Independent Circuit Sensation.

NELLIE CASSON

Stripling, Singing, Talking, on the
Indie Circuit—Dir. PHIL ROSENBERG.

JEAN DELMAR

The Million-Dollar Personality Stripper.

PRETTY PATTIE LEE

BURLESQUE'S NEWEST TEASE SENSATION.

EVELINE DAILEY

Formerly of the Dainty Twins,
Five Foot of Dainty Acro Strip-Tease.

BOWER SISTERS

HARMONIZING STRIPTEES.

Tab Tattles

MARIE PURL opened her new show in Ohio June 10. She has five weeks in the Buckeye State before jumping into New England for the summer. In the new unit are Julian Stanley's Swing Band, the Six Gloria Dupont Dancers, Waies and Brady, Reggie Vestal, Doney Truax and True Samuels, Happy Ray, the comic, and wife, Clara, who have been playing clubs for the last year with their own line of girls, will shortly augment their unit to play a string of fair dates for the Barnes-Carruthers office. The folks at the Joy Theater, Oklahoma City, tossed a farewell party the other night in honor of Imogene Floyd, who is taking a four weeks' vacation to visit her parents in Terre Haute, Ind. Those present were Vera Reed, Charles Rider, Imogene Floyd, Herbus (Doc Ice) Clark, Ida Mae Cantrell and Kenneth (Elmer Whiffenag) Cantrell. There was chicken and plenty of the necessary refreshments. Elmer and Ida Mae Cantrell are in their fifth year at the Joy. The first Wilbur Cushman unit to invade Western Pennsylvania this year is *Silhouette Frolics*, which played the Lyceum, Kittanning, Pa., last week. Freddie Hason heads the cast.

CLAUDE H. (KID) LONG, pioneer tab manager and producer, is located in Fort Worth with the veteran Ned Alvord, who is head publicity director of the Fort Worth Frontier Centennial show being presented by Billy Rose. Long is doing all the special newspaper work outside of Fort Worth and will make all newspapers out as far as El Paso and Denver, back to Kansas City and St. Louis and down to Memphis and New Orleans. "Everything is great here," The Kid writes, "and, boy, this is going to be about the biggest thing ever to come off in the amusement line, as Rose is a great promoter and has big ideas and has gone thru with them here in his fullest capacity." *Mardi Gras Nights* garnered a flock of swell press notices during its stand at the Rialto, Beaver Falls, Pa., last week. Show features Glen Dale and his Masqueraders, stage band; the Great Hadji Baba, magician; George LaTour, juggler; Dorothy LaRue, acrobatic dancer, and Jack Lowe, "gentleman of rhythm." Headlined with *The Song Shop Revue*, currently in Pennsylvania, are Nat Nazarro Jr., emcee; Ed Taylor's stage ork; Marjorie Nelson, songstress, and Body and King, comedians.

FRED HURLEY and Norma Phillips were hosts to a gay party at their beautiful cottage in Island View on Indian Lake, near Russell's Point, O., Sunday of last week. Those who participated in the festivities were Homer and Nina Neer, Bill and Ruth Morgan and Kathryn Phillips, all of Springfield, O., and Mr. and Mrs. Wilfred J. Riley, Billy Riley and the tab editor and his family of Cincinnati. Everyone went away dizzy from riding around in circles on the lake as the result of Hurley demonstrating his new outboard motor no less than a dozen times. He is now carrying his cranking arm in a sling. After eating and drinking Fred and Norma out of house and home the well-filled gang departed at midnight. The Solle Childs and members of his *Parisians Folies* are donating their services for the Hal Hoyt benefit show to be held at the Fairbanks Theater, Springfield, O., June 23, proceeds of which will be turned over to Mrs. Anna Hoyt to pay all un-

paid bills left by her late husband. Another contributor to the cause is the Triangle Poster Printing Company, which is furnishing all the paper gratis. All of Hoyt's friends in the Springfield area are behind the benefit and indications are that the show will be a complete sellout.

STANLEY MONTFORT, well-known tab and burly straight man and tgnor, who closed recently at the Empress, Cincinnati, is now producing supervisor of the vaudeville division of the Federal Theaters Project in the Cincy area. Assisting him is Cliff Cochran, comic, also well known in tab and burlydom. Billy (Boob) Reed pipes in to let his many friends know that he's still alive and that he's now bowling 'em over at the Avenue, Detroit. Rusty Williams and wife and their two daughters, Billie and Wilma, are working thru North Carolina and doing okeh, they say. Cotton Watts' new show at the Bonita, Chattanooga, comprises Curley Burns, Alino Walker, Rudolph Paul and Pat McCarthy, with Jan Bradley, Lorraine Tumlin, Ruby Bettie, Sally Walker and Lettie Kirk in the chorus. Art Almond, pianist, is still handling Cotton's interest at the Chattanooga end, besides holding down the pit with the assistance of Dan Styppe, drummer.

BURLESQUE REVIEWS—

(Continued from opposite page) followed that got lots of laughs, but some of the suggestive stuff seemed a bit too broad. A clever military drill tap by the chorus, with a session of taps without music, was next and got a nice hand. Gloria Gayle was the first of the strippers and worked in a fashion pleasing to the customers. Other disrobers were Mickey Dennis, who mixed her strut with wiggles and bumps and drew heavy applause into the next scene. Gay La Barr, a redhead, was the best singer of the flesh purveyors and sang *Goody, Goody* before doing her neat strip that was greeted with whistles and cheers.

The first of the two outstanding production numbers was the *Great Waltz* ballet. Before an attractive garden setting six girls did a toe number, Marjorie Clay did some solo toe work, and Tone O'Donnell, a statuesque brunet, sang *When I Grow Too Old To Dream* and played the violin. The number got a nice hand. The *Garden of Roses* was one of the most colorful numbers seen here for some time. The costumes were particularly effective, and combined with a good dance routine by chorus and a dandy scenic production it was an ideal buildup for June St. Claire, who looked like a million dollars with her platinum blond hair and her midnight blue metallic gown. She wowed 'em with her strip and revealed an interesting and voluptuous figure.

Other comedy scenes during the show were the *Deaf Old Man*, with Diamond and Faye, Parsons, De Vaux and La Barr; the *African Dodger* scene, with Diamond and Faye, Parsons, De Vaux and Gayle; *Dance Your Way Over*, with Diamond, Parsons, Dennis, Kaye and De Vaux, which gave Diamond a chance to do a good eccentric soft-shoe dance, and *Flugel Street*, with Diamond and Faye, Parsons and De Vaux, which was the laughing hit of the comedy scenes.

The biggest hit of the evening was gathered by little Marjorie Clay with fine acrobatic control work and a chair split done in the finale, in which the entire company participated.

F. LANGDON MORGAN.

Republic, New York

(Reviewed Tuesday Afternoon, June 2)

"The Original Billy Minsky's," says the Minskys, is doing very well by itself under the supervision of the Weinstein clan. Lower floor standing room at this first show, seating at 25 and 35 cents, and plenty of value in the hour and 22-minute show. Show paced at a fast tempo, bedecked with colorful costumes and sets, and peopled with good talent. Only rub is the sinking too deep into the blue, especially the dance-hall bit.

Comic division comprises Mike Sachs, Lou Costello and Irving Selig. They are as splendid a trio of funmakers as you could want, getting the most out of stand-by material. And this is one house where dialog is of paramount importance to the customers, and they were satisfied. Sachs' dance-hall bit is too raw, and he's a comic who doesn't have to resort to that to poll laugh returns.

The comics are more than ably fody by Buddy Abbott and Floyd Hailley, with

Abbott getting the major assignments. Both fellows are experts in their line, observing the fast tempo of the show. Stanley Simmons, show's singer, helps out in the bits also. Alice Kennedy works well along with Sachs in a couple of the bits, as do most of the disrobing lassies.

The stripping crew is an excellent one, girls who don't just rely on parade strips but whose talents also include song and dance specialties and handling lines. The girls are June White (the other White sister only taking finale bows), Joan Carroll, Pat Pareo, Ann Valentine, Lillian Murray and Betty Rowland. Latter has no stripping spot, but she does near-nudes in excellent dance specialties, including tap and toe work. She's a lovely miss. The Misses White, Carroll, Pareo, Valentine and Murray are all expert disrobers, pulling much applause from the folks. In addition, Miss Pareo does a swell cooch specialty. Miss Valentine sings nicely, and the Misses White and Carroll are active and swell workers in bits.

Simmons sings the show well enough, doing the production numbers creditably and also doing quite a bit of trailer singing for the strippers. The show's production value is enhanced by the 11 chorines and the six showgirls. They're on often and they are observers of precision and attempts at liveliness.

Show is a credit to Freddie O'Brien, producer. SIDNEY HARRIS.

BURLY BRIEFS—

(Continued from opposite page)

duce at the Apollo, Atlantic City. . . . Harry Hirsch, who operates the Gayety, Minneapolis, has closed a deal for the Empress, Kansas City, which he will run next season. . . . Charlie Fox is dickering to put a burlesque stock in the Garden, Milwaukee. The house has been dark for several months. . . . Bobbie Pegram closed at the Roxy, Cleveland, June 16 and is vacationing in Cincinnati and later intends to visit her home town, Little Rock, Ark. She is signed with Harry Hirsch for next season. . . . With the changing of the entire cast at the Rialto, Chicago, for the summer, the former principals are scattering all about for their vacations. Charlie Country will visit the old folks in Baltimore and motor thru the East; Marlon Morgan, Buster Lorenzo and "Peaches" Strange are headed for California; Jack Buckley intends to burn up a few country roads with his new bus; Kenny Brenna will putter around his new home at Long Lake, Ill., and Dorothy Sevier and Harry Jackson will spend the summer at their home in Colorado Springs. . . . Wally Brennan, Canadian burly comedian and one of the "King's Own," was a dressing room kiltzer at the Rialto, Chicago, last week but was no match in the battle of puns and quips against such veterans as Country, Brenna and Buckley. He opens soon at Milt Schuster and Jimmie Lennon's Ptomaine Pete's night spot at Fox Lake. . . . Lonnie Fisher, comic on the old Columbia wheel, is now managing the Ritz Club, a cafe, in Pittsburgh.

U-NOTES—

(Continued from opposite page)

weeks ago, has had numerous offers since then for still better engagements. One from a British film firm. Another from Colosimo's, Chicago. Also pictured and storied in several New York dailies and for the International News Service.

JERYL DEAN replaced Louise Kellar at the Star, Brooklyn, June 5, when June Morgan, late Indie show dancer, opened for just one week's stay, with an Atlantic City night club in prospect out

of the Pomeroy office. Georgia Sothorn left a week later to return to the Wilners. Other exits the same time were Lee Laurel and Eddie Kaplan. Replaced by Roxanno and Peggy Reynolds.

JERRY ADLER, operator of the Star, Brooklyn, with the Raymonds, has booked passage with his dad for European sailing July 3. To return in September. First time across the ocean for Jerry.

BOWER SISTERS left Newark, N. J., after a visit to the folks for a 10-week run at the Commodore Hotel, Swan Lake, N. Y.

HERBERT FAYE, comic, booked himself for the summer into the Wiles, Berkshire Mountains, Conn. Left the Gaiety, New York, Thursday after 12 weeks. Replaced by George Broadhurst.

SYLVIA, dancer, writes that she is spending a few weeks at Bar Harbor, Me., to be in good shape for a return to burlesque in the fall.

TONY MICCIO, operator of the Irving and People's, New York, has just bought six acres and a nine-room house in Monticello, N. Y., for a summer home. Will raise chickens and install a golf course on the premises.

GINGER SHERRY writes she is happy to be back to the night club Eberhardt's Midnite Sun, Buffalo, where she worked last year.

EVELYN MYERS congratulated by co-workers at the Apollo, New York, June 3 when she returned from New Castle, N. Y., where she became the wife of Jerry Stralo, a Wall Streeter.

DIANE JOHNSON, at the Gaiety, New York, enjoyed an unusual experience, showing members of royalty who happened to be passengers on the new steamer Queen Mary the sights of the city when the boat was in New York on its maiden voyage.

GLORIA WILSON back to burlesque, this time at Minsky's Gotham, New York, after a year's retirement at her Boston home.

JACK MOSSER, costumer at the Apollo, New York, leaving June 22 on a motor trip to the Texas Centennial and the San Diego fair. Back to the Apollo in September.

SUNNY SLANE will call it a season after her present four weeks at the Gaiety, New York, the end of June; a week at the Star, Brooklyn; two at the Apollo, New York, and two at the Republic, New York. Then to vacash until September.

SKIP CARTER, a tenor from many tab shows, new to burlesque, replaced Andy Anderson at the People's, New York, June 5.

BOBBY MORRIS, comic, leaving the Apollo, New York, the end of June to open together with Florence Fawn (Mrs. Morris) for the summer at the Lakeside Hotel, Lake Huntington, N. Y. Returning to the Wilners to start a new contract of 40 weeks.

MAC BARRON, comic, engaged for the summer at the Riverview Hotel, South Fallsburg, Sullivan County, N. Y.

FRED SEARS in the managerial chair of the Apollo, New York, pending the return of Emmett Callahan from a two-month trip that started June 6.

Lempi Pernu Unit No. 2

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Revamped De-El-Be Troupe Reopens for Wisconsin Trek

SCHOFIELD, Wis., June 13.—The De-El-Be Players, who closed their circuit out of Wausau, Wis., May 3 after a poor winter season, reopened June 5 with a completely reorganized rep. Company has been enjoying excellent weather and good business since the opening and the outlook for the summer is extremely favorable.

Show is managed and directed by Don L. Beran. Roster includes, besides Beran, Luther Beran, Helen Jylland, Lynn Carlyle, Don Gene and Dennis Gregory. Outfit is equipped with all new scenery.

With the Tolbert Show

UNIONTOWN, Pa., June 13.—Made a peach of a leap in here, 285 miles over the mountains of West Virginia, but nevertheless everything sailed along in fine shape.

Cauley Bridge location was a "lulu." Business was good and all the gang took advantage of the situation, and bathing, boating and fishing were in vogue. During the course of some of the special events Bessie Leighton still retained her title as heavyweight champ of the opry.

Slim (Hi Pal) Williams was caught several times washing off the cork, as the top dropped on him.

The working crew has about decided to get work in the State highway department. They have had plenty experience building roads into some of these funny lots.

Red and Marie Corley have replaced Big Boy and Tiny Brown.

Red Jenks stepping out in a new car. Of course, Bea Husky holds down the opposite seat.

Ella Wagoner returned to the show after a long siege of illness, but moving on today to Akron, O., where she will remain until able to travel again.

Low Childre, featured in the concert with his fast-stepping Radio Revue, sure holds them in.

Fred T. Griffith, now connected with Latlip's attraction, was a welcome visitor in Smithers.

From route card just issued, it looks like the Keystone State for some time. TOM HUTCHISON.

Brooks Stock Begins Tour

SABULA, In., June 13. — Jack and Maude Brooks Stock Company opened the canvas season here recently to a capacity audience. More than 1,000 persons caught the opening performance, *Her Unborn Child*. Roster includes Jack Brooks, manager; Maude Brooks, Al Unruh, Jimmy Parsons, Don Clark, Tom Brooks, Barbara Lee, Mary Wellman, Sue Carroll, and Fred Dunning, director. Show carries a seven-piece orchestra, a crew of workmen and is transported on its own trucks.

JIMMY HEFFNER JR. joined his dad's show at Olive Hill, Ky., last week, after winding of the school year at the Georgia Military Academy at Millidgeville, Ga.

Rep Ripples

ROY BUTLER, erstwhile rep trouper and for the last 25 weeks on tour with a unit sponsored by the Crosley Radio Corporation, is now manager of Richey and Company, currently touring under the General Electric Company banner. Writing from St. Louis, Roy says: "Caught the Choate comedians in Karnack, Ill. A more congenial group is hard to find. Show pleases and the natives love it because it's Illinois-owned. Roster includes Mr. and Mrs. Choate Sr., Mr. and Mrs. Arlie Choate Jr., Mr. and Mrs. Welby Choate, the La Theys, the Dick Butlers, Billy King (our host) and others."

JACK PETERKIN, leading man, is with the Fitch-Provo tent show touring the Tennessee country.

AL GRANT, for the last 15 years field representative for the Universal Theater Concession Company, is now working in the same capacity with Sidney C. Ansell's General Concessions Company, of Cleveland. Al says that all the tent shows he has called on so far this season are drawing good crowds.

MILTON HASKINS, leading man with the Bryant Showboat east last season, is now on tour with the Ollie Hamilton Players.

BEN HEFFNER, this season ahead of the Heffner-Vinson Show, was a visitor at the rep desk last Saturday while in Cincinnati to pick up a new automobile to replace the one which was wrecked to the tune of \$350 recently when a truck crashed into him, head-on, near Paintsville, Ky. His loss was covered by insurance. Ben sustained a badly gashed leg in the crash and for a time made the rounds hanging onto one end of a cane. He reports that business with the show has shown a decided improvement in recent weeks. The outfit is still in Kentucky.

NORMA GINNIVAN COMPANY, playing its 33d annual tour thru Ohio, Indiana and Michigan, is this season presenting a show which will interest magic fans. Tommy Windsor and wife, Jeanne, are in their third season with the Ginnivan troupe. Tommy, of "one-man chautauquin" fame, closed his auditorium season in May. He presents magic, ventriloquism, rag pictures and blackface. Mrs. Windsor aids her husband and also presents a toe-tap routine. LeRoy and Sharp, ventriloquists, present a specialty, using life-size dolls. Greg Rureau, Ginnivan leading man, has been addicted to magic since seeing the Marquis Show in Wisconsin last winter and practices sleights when not studying his script.

LOLA E. PAINTER, former well-known stock and rep actress and now associated with the WPA Emergency Schools in Cincinnati, was tendered a surprise birthday party by members of the Cincinnati Federal Theaters Project at her apartment in Cincy Thursday night, June 11. Among those who engineered the affair were Mr. and Mrs. Walter Redhill, Mr. and Mrs. William Cassidy, the Lamberts and others. Lola was the recipient of several presents, as well as a huge birthday cake with all the candles and trimmings. She denies the report that her apartment became uncomfortably warm when all the candles were lighted.

BENTON AND CLARKE, who closed with the Doc Keith Show in Arkansas recently after a two-year run with that troupe, are now with the Matt and Maxine Harlan Show in Pennsylvania. In the Harlan roster are Matt and Maxine Harlan, Bruce Harlan, Beulah Harlan, Barbara Anne Harlan, Tommy Thompson and Benton and Clark.

Kansas City Jottings

KANSAS CITY, Mo., June 13.—Don Mario, formerly with the Kennedy Sisters' Stock Company, has joined the Wallace Bruce Players in Western Kansas.

Sam Bright, formerly with Brunk's Comedians, has joined the Neil Schaffner Players.

Al W. Clark, for many years with the Hugo Players, will not troupe this summer. He has accepted the management of a movie theater in Newman Grove, Neb.

Frank O. Britt, of the J. Doug Morgan Show, was spotted on the local raito recently.

Rosewell-Terhune Show is making tentative arrangements to move into Springfield, Mo., at an early date for a run of stock under canvas.

The local Federal Theater Project, a unit of 30 persons, is playing one-night stands thru Northern Missouri.

Judy and Mac Green Players, who started the canvas season in Arkansas this spring, have invaded Missouri.

J. Doug Morgan Show is playing one-nighters thru Arkansas and Missouri, headed for Illinois and Iowa.

Jack Daul Players are in their third week under canvas at Wassau, Wis. Reports are that the show is doing well.

Jimmy Murphy, who recently closed his South Dakota circle, has reopened in Montana.

Ruah Crawford, former manager of Crawford's Comedians, has charge of the local band at Nevada, Mo.

Gagnon-Pollock Show is opening this week at Shawano, Wis., for the summer tour under canvas.

Harry (Ding) Hamlin, comic, made a hurried trip to Omaha last week to visit friends and relatives.

Winifred Stillwell, formerly with Chase-Lister, was spotted on the local raito the other day.

Randalls Andy has closed with Haverstock's Comedians to join the Jimmie Warren Show.

Harry Blethroade has closed with Porter's Comedians on the West Coast and is joining the Collier-Duvall Show in Kansas.

Hazel Hurd Players opened the canvas season recently at Kingman, Kan.

Earl Chambers, musician, formerly with Princess Stock Company, is now fiddling at the Hollywood Club here.

Pete Borgen opened the canvas season last week at McIntosh, Minn.

Mr. and Mrs. Harry Sohns, former rep Yoiks now in commercial lines, sojourned here briefly last week en route to an Eastern spot.

Mary Kay Hand, ingenue, is now with the Federal Theater Project touring in and around this city.

Billroy Show Briefs

SALEM, N. J., June 13.—Trekking northward, we add two new States to our list—Delaware and New Jersey. Business in former, while not up to expectations, was satisfactory. Latter State has yet to prove itself one way or the other, tonight being our third stand within its borders.

Senator E. C. Wehle is on from Louisville, Ky., to spend a few weeks vacationing with son, William, and family.

Pat Gallagher and the missus caught the show recently in Easton, Md., and were afterwards repaid by a visit from most of the company members to the Gallagher Showboat Cafe. Pat has a swell setup and if appearances mean anything is getting more than his share of the business in that town. Incidentally, Pat has a couple of new stories that are darbs.

To the Van Arnam and other companies boasting of softball teams: Have a care! Cal West, Ray King, Harry Rollins and numerous others on here are seen daily tossing or knocking the old apple around. Cal at present is a little hoarse, but as soon as his voice gets back in shape the gang will be ready to challenge all comers—if you get what I mean.

Hats off to Sid Lovett, brigade manager, and crew. I've heard the expression "billed like a circus" time and again but have never seen it carried out in effect like Uncle Sid and his boys manage to do. I don't know what it takes, but they seem to have it, and in abundance. In one town recently Tom Gunnels and Si Sowash, Sid's aids, were seen posting a seven-high daub at 2 a.m.

Mr. and Mrs. Charles Underwood, too, have been doing very well by themselves of late turning in banner sales that top any records in this respect pre-

Van Arnam's Radio Barn Dance

NORTHVILLE, N. Y., June 13.—Ideal weather the last few days, but it looked for a while as the Old Man Winter would play a return engagement. At Bath, N. Y., we had a light flurry of snow in the morning and overcoats were very much in evidence. However, attendance has been surprisingly good even on the cold nights.

Happy Ray, well-known comic, and wife, Clara, were visitors in Newark, N. Y. Welcomed guests at Oswego were Colonel Bill Bates and wife and Mr. and Mrs. Frank Rooney. Other visitors the past week included Arnold and Leamy, w-k. dance team, at present playing clubs in this section.

Our genial general agent, Rex Lee, spent Sunday on the show in Herkimer, N. Y. Rex spent many years on the advance of the Ringling Bros. Circus and knows how to bill the towns in apple-pie order. He and his crew are getting up lots of paper and making a great showing in all the spots. Besides his duties as general agent, Rex is arranging a schedule of soft-ball games along the route, with town teams to play our boys, who are under the management of Bob (Crazy) Driscoll.

Russell Ansell, of the General Concession Corporation, Cleveland, was on the show for several days in the interest of his firm's latest novelty package, "Cheat of Gold."

As soon as Uncle Sam pays the bonus Earl Martin will be in the money. Earl says he will still be the same democratic commoner as before and wants his old friends to feel free to speak to him, regardless of his wealth.

Billy Hall, a Southerner from Maine, is having a hard time adjusting himself to the quietude of the summer tour after his hectic trip thru the South. With the least encouragement Billy will recount for all who will listen the story of his many conquests. Billy gets younger each year and at the rate he is going will soon be younger than his son Wally.

Vandals did quite a bit of damage to the outfit at Herkimer, cutting many ropes and stealing keys to all the trucks.

A new ton truck was delivered to the show the first of the week to be used as a pickup.

Northville is the boyhood home of the boss, Mr. Van Arnam, and many old friends are on the hot today to bid the show welcome. According to the route card, we are headed for the show's established New England territory and by the time you read this we will be in Vermont. MACK D. FERGUSON.

MGM May Operate Rotary Stock in Worcester, Mass.

WORCESTER, Mass., June 13.—Representatives of Metro-Goldwyn-Mayer in a recent visit to this city conferred with Everett Hildreth, manager of the Worcester Theater, relative to the rental of the house for the installing of stock next season.

The still in the discussion stage, MGM is said to be planning a rotating stock company here and in other near-by cities in order to try out plays thought suitable for movie purposes.

THE ROADSIDE, Washington's barn theater, opened Monday night with a revival of Jules Verne's *Around the World in 80 Days*. Production will run for two weeks. Cast of 30 is composed entirely of local actors, all of whom have had previous dramatic experience in Washington organizations or with university and little theater groups thruout the country. The Roadside, located on the Rockville pike, midway between Rockville, Md., and Washington, is managed by a board of seven. They are Anton Hardt and Harold A. Weinberger, play directors; Edith I. Allen, designer-technician; Richard Greyke, business manager; Catherine Pritchard, publicity director; Edwin H. Elz, treasurer, and Ralph Fowler. A season of 14 weeks is scheduled.

Archo and Edith Parley, back on the show, have the "shorts."

Day and dated Jack Van's *Glorified Girls Revue* in Salisbury, Md., and met quite a few of the company members but missed the names. Silly, wot? JOHN D. FINCH.

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Thru Sugar's Domino

The Broadway Beat

By GEORGE SPELVIN

TIME does indeed march on. It seems like yesterday that the Burlesque Artists' Association was an infant in swaddling clothes; articulate to an extent but sadly lacking in power and prestige as is the lot of any brand-new organization of actors in an atmosphere of antagonism. The calendar and its telltale digits assure us that in a few weeks the BAA will have passed its third milestone. Yet emphasis on the lightning passage of time is somewhat unfair to the BAA. If one were to measure the BAA's record with a rod marked off with spaces of achievement it would be just as difficult to believe that in the brief space of three years a combine of actors could have accomplished so much to better conditions generally.

Tom Phillips, president and executive secretary of the BAA, will give an account of his stewardship to his colleagues on June 28 at the annual meeting and elections. Because two men proved themselves true blue in a time of crisis the election portion of the meeting will be marked by less danger to the future of one of the most progressive organizations in the movement to organize the performer. These men—Merwin Harmon and John Cook—were selected to run as president and second vice-president respectively on the opposition ticket gotten up by a group of malcontents. As soon as Harmon heard of his selection he lost no time wiring to the BAA that he is not in sympathy with the opposition movement and will not permit his name to be used in connection with it under any circumstances. Cook acted similarly. It is at times like this, when the ego of men is being fervently courted and when temptation is great to advance one's selfish interests above that of a group, that men show their true colors. Harmon and Cook acted with wisdom and sportsmanship. They are to be congratulated by all who have close to their hearts the best interests of the burlesque performer.

In order to avoid creating the wrong impression by the foregoing we hasten to assure those of our readers with rebellion nesting in their hearts that we take Phillips with a grain of salt as we do every leader in the actors' movement. We concede human frailties in the man who has led the BAA from verbose nothingness to a state of practically impregnable strength. Phillips is not at all times as easy-going and diplomatic as many rightfully claim he should be. To which we reply that it is far better for the burlesque performer that a man of unimpeachable character and guts hold down Phillips' post than one with a charming Park Avenue manner and petty larceny sticking out of his sleeve.

Phillips has not (he will himself confess) been as kindly and tolerant of managers as one who doesn't know what it is all about would expect in an actors' leader. But he hasn't had to deal for the most part with managers who are frank and open in their negotiations and whose word can be depended upon in matters that affect the welfare of men and women who look to burlesque as their only means of livelihood.

The minor revolt that has fizzled and will probably be extinguished completely when the annual meeting takes place would ordinarily be open to interpretation as a healthy phenomenon. No organization can be expected to make progress unless there is always in the process of ferment a constructive minority. Such a condition places the administration on its guard; acts as a check against rashness, bureaucratic tendencies and extravagance.

We don't regard the BAA administration as being infallible to the extent that opposition, regardless of its motive or the character of its proponents, is to be decried. By no means. However, it is shabby taste in procedure as well as poorly advised tactics for a group in the BAA to lift at this time even a finger in real or threatened opposition to a man who has done more for the burlesque performer than any single individual in the history of this peculiar and much-maligned industry. Many years from now, when the infantile days of the BAA will be history, high above all the others in retrospect will appear the figure of Tom Phillips, divested by kindly time of all of his condonable faults. And those who tried to oppose him in the days when he needed co-operation most will be charitably forgotten. What will remain in the memories of those who are today working out a new destiny for the burlesque performer will be a hazy recollection of a crown of thorns a leader was forced to wear during the early days of struggle; few will have even a vague recollection of the identity of those who gave false hope to managers who would see the actor in chains and fetters—the ill-advised trouble brewers who fashioned the crown in the dark corners of Broadway's beer joints.

THERE being no major vaudeville offices worth talking about and no central agency for the regulation of relations between performers and bookers in the night club field, it is understandable why the squawks are loud and numerous on the part of agents in vaude and bookers in the night club field about the difficulty of collecting commissions.

The actor attracts sympathy because of his helplessness in the usual situation bereft of booking regulation by a disciplinary body. But the actor is by no means an angel with a mortal frame. The actor is unbusinesslike; he is, as a class, ungrateful, and his peculiar way of offing it fighting back at the manager who withholds his salary or cuts it arbitrarily is to stick another manager who is as innocent as a new-born babe by holding out commissions. With all that can be truthfully said in protest against conditions in the days when vaudeville circuits were going full blast we maintained then and still insist that Pat Casey's Joint Complaint Bureau functioned efficiently and fairly. If favoritism could be imputed to the bureau it was most assuredly on the side of the actor rather than the manager. There is no Joint Complaint Bureau today. There is nothing resembling it. Which means chaos for the actor; insecure incomes for the active agents and a gold mine for the stalling, lying and cheating shyster lawyers who encourage litigation that anybody with common sense and without the slightest amount of legal acumen can see is hopeless.

The re-establishment at this time of a Joint Complaint Bureau or a regulating or arbitration agency even slightly resembling it is out of the question. Major Donovan's bureau had the blessing and eudged backing of the circuits. Donovan's decisions, made under the protecting wing of The Pat, were enforced by the circuits tied up with the Variety Managers' Association. There is really no VMA today—at least as applied to theaters using stage shows. Therefore any attempt to build up on the ashes of the defunct JCB a new regulation agency would be doomed to failure. Just as any laws passed by a legislature are worthless if not backed up by enforcement machinery.

A Joint Complaint Bureau being inconceivable, the outlook for stabilizing actor-manager relations in the shell known as vaudeville is dark indeed. But this isn't by any means the only way out of the present mess. There is the opportunity for the formation of a powerful agents' organization covering both theater and night club booking. The realization of this might not be fraught ipso facto with good for the actor. Yet there is nothing to indicate that astute leadership could not eventually reflect benefit for both the actor and the men who buy and sell his services.

Agents have tried often to organize. Activity was greatest at the time the NRA codes were being formulated. As we look back on the various attempts we find that the fault lay chiefly in the character of the men who were behind the (See SUGAR'S DOMINO on page 28)

DURING the next few months the affairs of Local 803 of the AFM are expected by the boys to be even more exciting than they were during the autonomy battle in 1934. Elections are coming up. Incidentally, Saul Mills, former 802 press agent, is back working for City News. Kay Hansen's Senlyham is blessed-astering. Jack Berger and his band ran for six weeks at the Hotel Astor previous to the Vallee opening. The only other band at the Hotel Tam after six years. A Brooklyn theater manager recently fired two ushers, and they promptly got a gang to threaten him to take them back or else. So the home office transferred him to another house for a few weeks until the affair blew over. Nice boys, huh. Peggy Dalton, who was in Gay Paree, Bunk of 1926 and others, has organized a professional girls' baseball team for exhibition games. There's supposed to be heavy commercial sponsorship. The promenade of the RCA Building has various unusual window displays, including that of a new golf equipment store wherein two dummies on a miniature golf course smack a small steel ball into the cup. They miss sometimes, the ball fails to return and then they stand there swinging at space while the passers-by go into stitches. A few stores away is a shop that features a jovial fat man laughing himself silly, his imposing ombonpoint shaking all over the place. His antics are infectious, and everybody joins in, tho it's anybody's guess as to what he's laughing at. Mickey Rosner, who was chief of police at Long Beach from 1934 to 1936, has hitched up with Charles Jones and opened Charilo's Italian Kitchen, a spaghetti spot on Eighth avenue.

Add Unsung Heroes of Broadway: Charles Muller, who has been with the American Society of Composers, Authors and Publishers for 19 years, doing plenty of leg work. As legman he has been tactfully visiting night spots, theaters and other music-using places in the New York area, pacifying squawkers, collecting license fees, arranging to have licenses taken out, etc. His work never figures in the ASCAP stories, and probably few members outside of the officials know him. Yet his patient and persistent efforts in the early days did much for the organization, way back when even \$5 was a lot of money and there was no dough to pay salaries. The ASCAP now collects nearly \$5,000,000 annually but someone must still do the leg work.

A suit is threatening over a recent boner in *Stage Magazine*, when the sheet used a picture of the Bebe Barri girls, then with the *Folies Conquest* unit, and called it the line of the *Ziegfeld Folies*. Pictures were taken in Boston when both shows were there, and were mixed up by the local photog. When, after countless postponements, Ralph Whitehead finally took off on his cross-country trip Saturday—the car caught fire. A few hours of work by the mechanics fixed it up, tho. Dave Vine is raving over his son Billy, insisting that he's the greatest up-and-coming comic on the Stem. They're paying "professional amateurs" \$150 a night now, with prizes extra. Mario, former bartender at the Club Richman, has opened his own cafe, the Chalet, near Radio City.

When an agent taunted Bill Feinberg, of the musicians' union, for allowing members to play the mountain resorts at \$12 a week, Feinberg cracked, "What can we do? Send pickets to the mountains?"

Chicago Chat

By NAT GREEN

RADIO news anything but dull these early summer days. Coca Cola looking for new ideas for air show and will be back on the ether when and if it gets what it wants. Ford has dropped the idea of recordings for the summer. Benny Goodman probably will succeed Casa Loma ork on the Camel program in the fall. Casa Loma set to reopen the Urban Room (enlarged by addition of Pompeian Room) at the Congress next autumn. Dick Himber was in town plugging his new song, *Am I Asking Too Much?* and to chat with a sponsor. Himber may resume guest stars next fall. Rumored that the Ezra Buzzington band may be launched by Lum and Abner as the Pine Ridge Silver Cornet Band. A new band probably will be heard on the Chesterfield air show when Kostelnetz goes to the West Coast for recording the new Lily Pons picture.

Billy House, rotund comedian, around his old haunt; here. Arthur Gordon no longer with the William Morris Agency. Goldblatt's to throw big party for newspaper men a week prior to opening of Tom Mix Circuit under its auspices. George Campbell, personable young MCA novelty sales manager, is the proud papa of a son born last week. Mike Special, Cleveland agent, in town looking for talent for his new French Casino at Great Lakes Expo. Willard Ruitzen, assistant to Leonard Hicks, of the Morrison, back from a visit to NYawk and Traverse City. Hank Linder, out of CBS when the band booking department closed, will manage Frog Hop ballroom, St. Joe, Mo., starting next September. Charles Green in town to open an office for Consolidated and will handle the NBC band catalog. Charlie Duffield left last week to handle show in Los Angeles, and Frank Duffield returned Saturday from Dallas with glowing accounts of the Texas expo. Harold Essex, formerly *Daily Times* night club ed., now doing publicity and advertising for Chez Paree since Dorothy Gulman left to do Harry Richman's publicizing. Roy LaPearl still hard at work on that lake front circus and understood to have a lot of State street merchants lined up.

C. S. Rose, general manager State Fair Park, Milwaukee, visited the Loop en route home from Dallas, where the Miller-Rose ride enterprises have installed a Coaster at the expo. Charles Miller, MCA executive, back from a trip to Broadway. Orville Stamm, dancer, making strides as inventor. Has patented dog exerciser and athletic supporter on the market. Horace Sistars back from New York City, where he is said to have obtained capital to produce a show in Chicago. *Lover's Leap*, now playing in London, is the show, and Leona Hogarth will be featured. Ward Bishop will direct. Johnny Black, *Dardanelles* author, who died the other day in Hamilton, O., was half Cherokee Indian. Who said a woman couldn't keep a secret? Mrs. Babo Delgarian has been married to Nell Hoffman since April 28 and only a few of her friends were aware of it. Mrs. Eugene Field, widow of the poet, had the satisfaction of knowing before she died last week that her beautiful north woods home in Wisconsin was saved when representatives of Phi Delta Theta, Field's fraternity, paid the \$2,600 mortgage. A temporary injunction, operative until July 1, is expected to reopen dog racing at Hammond, Ind. A memorial to the late Richard B. Harrison, colored actor, who was "De Lawd" of *Green Pastures*, was unveiled recently at Lincoln Cemetery. Jack Hickey, brother of Bob (Coco Bros.) p. a., with his mother and sister spending a month at Hot Springs.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

HARRY BLACKSTONE and wife, Billie, and their young son will go to their home in Colon, Mich., after winding up a successful tour at the State-Lake Theater, Chicago, next week. Harry has an ambitious program mapped out for the fall and will spend much time this summer building new effects and equipment.

TOMMY MARTIN sailed June 12 on the Ile de France for a string of European dates.

A GERMAN MAGICIAN working under the name of Cantaroli has been giving performances at the leading Havana theaters and is meeting with success. His show is well staged, with appropriate scenery and lighting effects. He carries a number of stooges who help with the performance, in which his wife takes a leading part. He gives a two-and-a-half-hour show. He will tour the island before leaving for Mexico and other Spanish-speaking countries.

EL-WYN (E. C. Peck), who has just finished a string of Canadian dates with his spook-show feature, is set on one-nighters in Iowa, Minnesota and Wisconsin until July 4. He is planning another trip into Canada after that.

RAJAH RABOID, recently taken to West Penn Hospital, Pittsburgh, with a serious case of pneumonia, passed the crisis June 6 and is now reported on the road to recovery. He had no recent visitors. Princess Yvonne, well-known mentalist, and her hubby-manager, Doc M. Irving, at present playing the Pittsburgh area. After leaving the hospital, Raboid will go south for several months to regain his health.

KING FELTON is this season presenting his magic specialty with the Illia Morgan tent show in Iowa. He is featuring his own version of sawing a woman in four parts and the piercing a woman illusion. Felton is doing a nightly change on the week stands.

MADAME ZAIDA, mentalist, who has been located in Dayton, O., since closing at A Century of Progress, Chicago, is now vacationing in the hills of West Virginia before hitting the road under the direction of Walter O. Deering. They were the recent guests of Hap Moore on the Majestic Showboat during the boat's recent engagement at Parkersburg, W. Va.

PRINCE ELMER, midjet magic worker, is this season doing his tricks in Topsy McGee's Midget Village on the C. F. Zeiger United Show.

HARRY ROUCLERE, veteran magician now living in retirement at his home in Ridgewood, N. J., was the subject of lengthy, illustrated human interest story in *The Bergen (N. J.) Evening Record*, June 3, on the occasion of his 70th birthday.

GREAT HADJI BABA, billed as a Hindu magician, is heading the cast of the *Mardi Gras Nights*, which played the Rialto Theater, Beaver Falls, Pa., last week.

BANQUETS AND OTHER FORMS of entertainments are using many magic acts in the Western Pennsylvania territory, a checkup reveals. Magic offerings are among the most popular features at such affairs in Pittsburgh, with almost every important banquet billing a magic act.

CONSIDERABLE PRE-CONVENTION publicity is being enjoyed by the Pacific Coast Magicians' Association, which holds its annual conclave in Seattle July 9, 10 and 11. A few of the events scheduled for the big session are a show at the Women's University Club for the

benefit of fellow magic makers, July 9; a show for the public at the Metropolitan Theater, July 10, and a big show and dance at the Olympic Hotel, July 11, where the convention is to be staged. In addition, the spacious square space in front of the Metropolitan Theater will be the scene of a prolonged outdoor show July 9 and 10. Among the celebrities scheduled to attend are Mrs. Harry Houdini, the Great Raymond and Carl Fleming, of Hollywood.

TWO MYSTICS, just back from the West Coast, have gone into Leon and Eddie's swank night club, New York, where their mental and mathematical routines are mystifying the customers.

PRINCE HASSAN, mentalist, working at the Merry-Go-Round Bar on the Atlantic City Boardwalk, will go to the West Coast into this summer.

AMEDEO, magician, is playing vaudeville and night clubs in Montreal after a tour of New England. Playing the Piccadilly Club now.

THE GREAT MAURICE is back in New York and closing a deal to play a summer resort in Pennsylvania.

LAMPINO has been booked for Oamble Inn, popular Detroit nightery, by Peter Iodice. He is doing a variety magic number, with illusions, a specialty mental and escapes. Lampino, incidentally, brought evidence against his own ability as a mentalist in private life when he remembered that he can collect \$1,400 veterans' bonus, which he had not thought of before. He also discovered that he has apparently never been formally discharged from the army, where he was in a special category as an interpreter for about eight languages, and that he may be entitled to about 18 years' full pay.

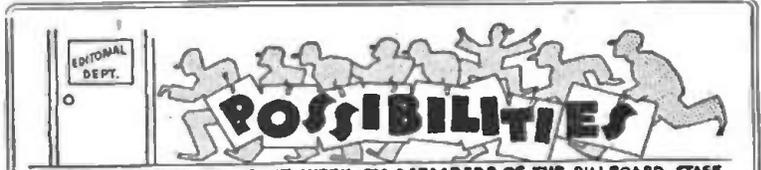
GEORGE LA FOLLETTE (The Great LaFollette) has an interesting letter in *The Forum* in this issue. There is another letter from Will L. Lindhorst, too. Don't fail to read them.

JACK AND ANN OWYNNE will spend several weeks with their daughter, Peggy, and their new granddaughter at Pawtuxet, just outside of Providence, R. I., before beginning on fairs for the George Hamid office. Peggy's husband, Frank Cole II, is a well-known amateur magician and the owner of stock and dairy farm near Providence, which is one of the show places of that section.

T. NELSON DOWNS, "King of the Coins," of Marshalltown, Ia., recently suffered a stroke of his right side, which has rendered useless his working hand with which he entertained audiences in this country and abroad with his manipulative efforts more than 30 years ago. Altho in retirement for many years, Tommy, as he is affectionately known in magicdom, always delighted in entertaining his many friends with his dexterous feats with the coins. Now even that little pleasure is denied him. Financially Mr. Downs is fairly well fixed. What he needs now, however, is cheer. His many friends in the magic fields are urged to drop him a cheery note. Mail will reach him in care the B. F. O. Elks' Lodge, Marshalltown, Ia.

RALPH PIERCE is still presenting his hour and a half show in churches thru Pennsylvania, New York and Massachusetts. He reports that he has sufficient bookings to keep him going thru the warm months. Assisting him is his wife, Lois Lake.

KIORI, fakir and mentalist, is on tour in France with the Cirque Waldor.



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

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

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

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

For FILMS

ANN MASON—legit actress who has taken over the Lily Cahill role in *First Lady*, now playing at the Music Box, New York, and is doing a splendid job of it. Has had plenty of legit experience and should go over in pix in the Mary Boland type of stuff. Is also a good dramatic actress. Should screen well.

VAN HEFLIN—young legit actor now appearing for the Theater Guild in *End of Summer* at the Guild Theater, New York. Turns in an excellent performance. Has a likable personality and is unquestionably a good actor and one who has improved with each succeeding performance. Nice looking. Films could use him in either character parts or juve leads.

ARTHUR KAY—mimic and dialectician who has been heard on the air with Eddie Dowling and who also entertains the Chrysler CBS studio audience after the other stanza. Has also done comedy voice doubles for cartoons. Is more than capable of handling a series of comedy shorts on his own if given suitable scripts. Has good appearance.

dling a series of comedy shorts on his own if given suitable scripts. Has good appearance.

For LEGIT MUSICAL

LYDA SUE—acrobatic dancer caught recently at the Roxy, New York, whose talents rate a nod from revue producers. An acro specialist who blends her gymnastic ability with real dancing—one of the few who actually has her acrobatics synchronized. Her one routine at the Roxy was typically modern and showed much creative handling.

For NIGHT SPOTS

LOLA RENOFF—acrobatic dancer caught at Tony Sarg's cabaret in Luna Park's Streets of Paris. Also does a veil dance. A cute lass who has talent. Okeh for night clubs.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

BYRON GOSH, minstrel vet, currently touring New Hampshire with his Seldom-Fed Minstrels, shoots from Keene, N. H., as follows: "Some enterprising manager could interest the New York City Elks Club to tour its annual minstrel show to play the key cities and could get great results, providing said manager could pay the salaries of James A. Farley, James J. Walker, F. K. La Guardia, Judge Ferdinand Pecora, Al Smith and the cast of 100. They put on a great show annually, with Eddie Dowling at the helm. A genuine treat for all interested in minstrelsy and well worth a 10-spot of any minstrel man's money."

BILLY R. GOHO, formerly with the Al G. Field and John W. Vogel minstrels, is in his second year at the Checker Box Cafe, Buffalo, N. Y., with his own orchestra and the Brewster Three. With him are Bob Ziegele and Nick Miller, erstwhile minstrel lads.

DOC WADDELL, who did advance for Quinlan & Wall Minstrels and the Ted E. Faust burnt-cork opera back in 1902, 1903 and 1904, types: "Never will be a first part to equal Dan Quinlan's masterpiece, *Reception to the Diplomatic Legion*. This old master thought out those with which Al O. Field made his big money. And wasn't Uncle Daniel some stage director? Believe he is still living at Elmira, N. Y. Grand old man. Al love him. Ted E. Faust Minstrels had greatest singing group of all minstrel operas. William Pattle, whom I titled the 'Southern Nightingale,' now has a movie theater at Leland, Miss. I trust Cien De Bruin still lives. My, he could sing! What a pair Castle and Collins were. I discovered them. Castle is gone on, but Collins lives at 1349 Lake avenue, Rochester, N. Y. Vic Faust is still going. And that live wire, James D. Winnie, who did second fiddle and drums, is residing at 417 E. Main street, Marion, Va. Second man to me were Ted Galbraith, now a big shot in business world in Birmingham, Ala., and John Nedrow, owner of a billposting plant at Massillon, O."

"a Merry Christmas and a Happy New Year, 1936-'37, to you all." What is it, Deac, the heat?

PROF. WALTER BROWN LEONARD is back in Ithaca, N. Y., where his wife has entered a hospital for an operation. Professor Leonard says he has just received a letter from Sam Criffin in Frisco, who intimates that he may soon launch an old-time minstrel show to play his old territory in the Northwest and Southwest. Sam knows the game and has a big following west of the Mississippi. "Glad to see that Gus Hill and John W. Vogel contemplate taking out a '40-count 'em-40' outfit," Leonard postcards. "Don't hear anything more about the proposed Hollywood minstrel association. Have Al Tint and Sam Gill got together on something?"

COLONEL BILL BATES, for many years in advance of John R. Van Arman's Honey Boy Minstrels, is now manager of the Seymour Hotel, Syracuse, N. Y.

ARNOLD AND LEAMY, dancers, formerly with the Van Arman minstrels, are currently playing clubs thru New York State. They are slated to work a string of fair dates for the Ous Sun office late in the summer.

HENRI NELSER is still with Ches Davis' *Chicago Follics*, now en route thru Tennessee after recently completing an extended swing around the Cushman Circuit.

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DEACON LIVINGSTON postcards from Pittsburgh under date of June 5 to wish

Saranac Lake

By BETTY HUNTINGTON

Once again may we express our gratitude to Jerry Vogel, of Vogel Music Company, New York, for the candelas and novelties which he continues to send each week to the NVA Lodge, Ray Brook San, Stony Wood San, the Saranac Lake County San and many others. Jerry is a gracious little fellow and very modest, too. He'll just about "fold up" when he reads this.

Happy (News) Benway is in and around again and helping Johnnie Highland at the St. Regis Hotel doing odd jobs. His specialty is blowing the foam off the top.

Eddie (Iron Man) Ross goes to General Hospital this week for his fourth rib section. He takes to it like a duck to water and is now medical exhibit A, B, C and D. Gosh! Eddie, how you do go on!

Ben (Vell-I'll-Tell-Yer) Shaffer is up now for occasional bus trips to town and enjoys his daily bagatelle game in the lounge room after each meal. Looks like the doctor will get him up for meals, which means, eventually, the favorable okeh. Good luck, Ben.

Joe Dabrowski, Milton Pollak and George Wicks, all ex-NVA patients, are now employed by Warner Bros. New York office. They're holding up well on the job and send best regards to all.

Bob Farley is the proud owner of a gold tie pin which he won in the Greek fraternity contest held in St. Paul last week for his copy of the best and shortest sentence while using all letters in the alphabet.

Doris Shrage is another phrenic victim and doing well.

Minna (Morse) Morse returned last week after a brief visit with her husband at Glens Falls with the added weight of seven pounds. Just another case of beneficial change. Oh, for a day in the country.

Hannah (Zimmie) Zimmermen is now showing improvement and has been moved to the Ambulatory Department, where she is at present sharing a suite with Margaret Newell.

Tommy (Daneling Feet) Vicks will leave Saranac Lake for a short visit to New York City, Boston, thence to Manchester, N. H., where his brother has opened up a night spot. Tommy will fill the bill as m. c. with some light hoofing and maybe a ditty or two.

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

Adding Kentucky Tax To Admission Prices

FRANKFORT, Ky., June 13. — State amusement taxes, which went into effect Sunday, will be passed on to the patron as a sales tax, it seems certain here from announcements from amusement operators over the State.

Only one important exemption to the amusement tax has been reported. Amusements of which 75 per cent of the gross receipts or more are given to religious, charitable or educational institutions are exempt from the tax.

EFFECTIVE

This issue I am resigning as an associate editor of The Billboard. It has been a real pleasure to work with and for Endurance Shows and many of the operators and workers in the field. Will always be glad to see friends when in or near the Queen City.

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Robert Treat Hotel, Newark, N. J.

Hotels as Users of Open Acts on Grass

NEW YORK, June 13.—Summer booking of outdoor acts by hotels the latest wrinkle, with nation's capital the leader. Shoreham Hotel, Washington, successful the past March with circus layout in dine-dance division of its hotelery, goes itself one better by arranging for aloft turns on its lawn while patrons sip and watch. May be first Mine Host pavilion to go novelty act on big scale.

First act in the Flying Flemings, playing for a week beginning June 29. Other acts weekly during July and August. Figuring on finishing with a one-ringer and kindred alfresco stuff atmosphere. George A. Hamid, Inc., booked the March marquee and is also supplying the turns for the current medley on the meadows.

New P. A. Org Ices Theatrical Grabmen

NEW YORK, June 13.—A new organization of press agents got under way last week when the Association of Accredited

Publicity Directors met June 1 at the Hotel Shelton. Most of the lineage grabbers hailed from the commercial field. That theatrical press agents, with the exception of the better knowns and those working for the larger outfits such as radio networks, stations and pix films, may not be voted membership is possible. Membership requirements are to be "rigid."

Purpose of the association is to "create a better understanding of publicity and publicity agents and to formulate a code of ethics for press agents and to develop new standards of relationship with editors and publishers." The officers and titles of the officers are to be kept secret. Press agents keeping secrets! Eligible members, it is explained, are "independent agents," corporation press agents, advertising agent p. n.'s when the agencies do not claim to render free service to clients. It is believed the independent agents apply mainly to commercial and industrial space wangles.

A temporary board of directors was named to nominate officers and to draw up a set of by-laws. On the board are Howard Acton, Earle Ferris, F. D. Benham, Fred Baer, Harry Bruno, Worth Colwell, Charles Heaslip, Elmore Lefingwell, George Sutton and Sam Wingfield. R. E. Riley is temporary secretary.

Endurance Shows

Conducted by DON KING, Cincinnati, Office

Ruty Wash. Walkie Off to Fast Start

WASHINGTON, D. C., June 13.—The walkathon under the promotion of George L. Ruty which opened on May 12 in Turner's Sports Arena continues to please the capital fans. The 600th hour was passed on June 6, with 13 couples and three boy solos remaining in the contest. Show has been playing to good houses with an ever-increasing attendance.

The following teams are still in the going: Tad Black and Betty Lee Dorin, Benny Norris and Frances Leonard, Al Gilbert and Eleanor Johnson, Jimmy Moran and Carol Courtney, Bob Douglas and Molly Horn, Orrie Bayless and May Eason, Muggay Hurley and Rosie Pink, John Reed and Frenchy Lehman, Buddy Saunders and Alice Krug, Itay Bacharach and Mary Kamar, Eddie Talley and Winnie Baker, Eagle Miller and Audrey Kines, George Smith and Bobbie Smith. The three solos are Cliff Real, Buddy Kuster and John Oliver.

Jim Coffey and Jim Clifford have been doing their usual efficient work as judges and the nursing end is being taken care of by Christine Coffey (King Kong's better half) and Ann Molash.

Phil Murphy as clever as always in the role of emcee, with Irving Feinberg handling the daily broadcasts over WOL. The comedy of that famous team, Itay and Muggay, is worthy of special mention. They have the fans rolling in the aisles.

So far the only kind of heat has been that supplied by the vagaries of Dame Nature. The kids are worked in three groups, with 11 minutes' rest out of each hour, and in this way a goodly number are on the floor at all times and there is always something of interest going on.

The Premier Cab Association has sponsored the broadcasts and five of the 13 teams have been sponsored by local merchants.

Tidbits

By RICHARD S. KAPLAN
NEAA General Counsel

Evidently the idea promulgated by this writer with reference to the starting of a National Steeplechase Derby to replace the commonly known Walkathon and thus give a rebirth to the endurance contest game was a sound one. This idea in a small way was started on May 16 at 10:30 a.m., when Mayor La Guardia of New York City fired a gun to start off Bernarr Macfadden's second annual cracked wheat walking derby in New York City. Seventy-five men, old and young, started off on a 410-mile walk to Dansville, N. Y. One of the men was a veteran walker of 85 years. Another was a 200-pound police official from Cleveland. Among the 33 women were

(See TIDBITS on page 28)

Burke-Gentry Take Honors at Clinton

CLINTON, Ill., June 13. — Jimmie Burke and Esther Gentry won the local show after a hard, fast grind lasting 996 hours. Eddie McBride and Leona Scholl finished in second place, with show money going to Dick Davis and Thelma Moran. The management stated that all prize money was paid in full and that business people of Clinton praised the show to the fullest extent.

In a recent issue it was erroneously stated that Art Wolf was chief emcee. It should have read, "Eddie Leonard, head emcee, assisted by Art Wolf."

15 and Two Still on Rock Island Floor

ROCK ISLAND, Ill., June 13.—With crowds growing nightly, 15 couples and two solos entered their 287th hour in the Derby Show, sponsored by the S. P. Miller Amusement Company, of Chicago. Housed by a huge tent of circus proportions, the Derby Show opened May 20 with more than 30 couples.

Patrons of the derby were treated to extra thrills on June 9 when the aidermen, flanked by several Rock Island policemen, marched into the tent and attempted to shut down the show. Mayor Bengston's dramatic arrival and his declaration over the p.-n. system that "I'm mayor of the city" blocked the action of his subordinates.

King Brady, Hal Brown and Eddie Leonard are sharing honors as masters of ceremony and music is supplied by Lew Caskey and his Melody Boys. Radio broadcasts are made twice daily from WOC, Davenport, on 1370 kilocycles. John Agrella is having a friendly battle with the fans as the stern night judge and Mickey Brennan is doing the day trick.

Contestants remaining are Teddy Webb and Birdie Webb, Larry Kendall and Eleanor Baird, Johnny Williams and Betty Fabin, Joe Blake and Toots Miller, Jess (Pop Eye) Neely and Viola Nollis, Roy Stevenson and Betty Brown, Helnie Rink and Juanita Jarrett, Kenny Laug and Evelyn Thompson, Lee Marion and Nora Branch, Jimmy McFarland and Jackie Anderson, Hank Allison and Bea Green, Pinkle Madison and Gene Betherd, Bill Fite and Mary Rock, Charles Smalley and Vivian Branch, Jack Glenn and Margie Bright and solos Tommy Martin and Lawrence Reiley.

DICK CONWAY is working in Chicago and would like to hear from Bob Courson, Doc Foster, and other friends.

GLYDE MORSE, St. Louis, would like to hear from Wesley Bryan, Skippy Williams and Jimmy Burke.

BOB SCOTT writes from Kinston, N. C.: "Have a real act now—buried alive in 350 pounds of bread. Besides I still do my lee act. Have beaten my old

(See ENDURANCE SHOWS page 28)

LAST CALL FOR THE BIGGEST SHOW OF THE YEAR

Opening JUNE 18th

New York and New Jersey's Popular Resort and Playground at ATLANTIC HIGHLANDS, N. J.

JOSH KITCHENS

Battle of the Champions-The European Type

WALKATHON

World's largest and finest equipped Big Top

\$2,000.00

GUARANTEED PRIZE MONEY

One Fall Sprint Show, Swim in the Ocean Every Morning, The Nearest Show to Metropolitan New York and a VIRGIN Spot in the Heart of the Jersey Resort District. A Short Boat Ride From Coney Island and Battery, Railroad and Main Shore Road.

Don't Write or Wire But Come on at Once

Deadline for Contestants, Saturday Midnight, June 20.

Officially Opening Season at Picturesque ATLANTIC BEACH PARK ATLANTIC HIGHLANDS, NEW JERSEY

Sponsors Guaranteed After 500 Hours or Money Paid From the Box Office. Capacity 7,000.

HURRY — HURRY — HURRY

CONTESTANTS NOTICE!

"ROOKIE" LEWIS

Announces the Opening of America's Most Elaborate

SUPER-WALKATHON

To Be Held in the Beautiful GENTRY BALL ROOM, Tacoma-Salt Lake Highway, TACOMA, WASH., Opening June 25.

Entertaining Teams with Good Wardrobe, People in Other Capacities Communicate at Once.

Duke Hall, on M. O. Staff, wishes to hear from Flah Teams who know him. Duke says: "Was here last year; great spot. Don't miss this one."

P. S.—Pacific Coast Contestants Contact: BILL OWENS, Woodrow Hotel, 14th and Grove Streets, Oakland, Calif.

CONTESTANTS WANTED

Up to \$1,700 in Prize Money

Show Held Open Until JUNE 21

Come on. Don't hesitate. Emsees communicate with

Bob Cole or Wm. Mishkind
1207 Main, Asbury Park, N. J.

CONTESTANTS ATTENTION

Wildwood, N. J.
Opening Friday, June 26

In Hunt's Beautiful Auditorium on Boardwalk, Best location.

Will take care of you on arrival. Communicate at Wildwood by air mail or wire. Nobody barred. Sponsors look good.

Up to \$1,750 Prize Money. A short one-fall show. Three daily broadcasts over WPG.

JERSEY AMUSEMENT COMPANY
Zeke Youngblood, Mgr.
Atlantic City, N. J.

-- LOOK --

Contestants
Another Big Show at

North Bend, Oregon.
Opening Around June 27.

Only Reliable Teams Wanted.
JIMMY JOHNSON
Community Hall, North Bend, Ore.

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. Notice will 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 572, Cincinnati, O.

Many opinions have been expressed regarding the publication of circus routes, but apparently nothing has been done in this direction by a number of shows. This is discouraging to many circus fans who, like those in this territory, do not have opportunity to see many circuses. Minneapolis did not have a tented circus last season, so most of us have to be contented with the Shrine Circus and a few circus acts that appear in theaters. I am very much interested in and do enjoy circus acts. Only last summer a railroad show that is now not on the road failed to list its route in *The Billboard* until after it had played near the Twin Cities. Although the few dollars that we would have spent on the lot would not have kept this show on the road, it might have shaved the nut a little. I would suggest that smart managers of truck shows arrange a mailing list of CFA members and see that postcards are sent to them when the shows are near by so that they, their families and friends will be able to attend the performances. I caught a big motorized circus last season only because I happened thru the town where it was showing. I hope managers when nearing the Twin Cities will find some way in which to advise us, as there are many who would like to see some tented circuses this summer. **CLAUDE TONOLLI**

St. Louis. It is very interesting to note who's who and who's going to be the successor to Thurston. It seems a shame the way everybody seems to be fighting for the Thurston name to reap the profits. I am inclosing a folder which Howard Thurston helped me plan. In it is a letter signed by Thurston, in which he stated that he had me in mind for one of his shows. I want it known that if anybody has any authority to use the phrase "Successor to Thurston" it is I. **WILL L. LINDHORST.**

Jeffersonville, Ind. A letter in The Forum recently from E. G. Smith, Huron, S. D., mentions the Great Dode Fisk Circus. He recalls it was the first circus he ever attended, and adds: "To a small-town lad it was the parting of the portals that afforded a glimpse of a land of wonders beyond description." I can give some data of this fine show, season of 1910, the show being at its best that year and the last season it was en route. I joined that summer in Mount Vernon, Ia. Winter quarters were in Wonewoc, Wis. Advertising car No. 1 was two weeks in advance, and back with show were 10 60-foot cars and all railroad equipment the very best. This was a two-ring show, presenting a splendid performance, four-pole big top, menagerie and side show. Dode Fisk was sole owner and manager; W. O. Tarkington, general agent; T. W. Ballenger, assistant manager; Mike Rooney, equestrian director; Bill Delevan, superintendent of stock (this show had some beautiful ring and baggage stock); W. J. White, boss canvasman; Chauncey VerValm, cornet soloist, leader of side-show band and presenting the New Orleans Minstrels. A few performers I recall were Loretta Twins, aerialists and bar performers, later a feature act with Sella-Floto show; the Stones, aerial loop walking and traps; Chapman and Berube, high perch and balancing; Nola Satterfield, high-school manager rider and equestrienne; the Williams, contortionists; Dick Williams, comedy mule hurdle; Albion Sisters, iron jaw and traps; Four Williams Family, marvelous acrobatic act. A few

clowns I recall were George Weyman, Jack Albion, Albert Gaston, Foster Brothers and Boots Washburn. The latter sang *Meet Me in Rose Time, Rosie*. The old-time leaps were presented and this show really had them, all doing doubles to the strains of *DeWitt's Reels and Jigs*. The big-top musical organization was W. F. Weldon's Concert Band of 20 musicians, a real circus band; in all newspaper advertising the band was mentioned. Weldon had been bandmaster in the '30s with Ringling Bros. and was still using some of the same music. Blue and gold coats and white helmets worn by the band had also seen service with the Ringling show, likewise a big mirrored band wagon and eight-horse team. Doc Coates was big-show announcer (later on with Mighty Haag Railroad Show) and Mr. Blush superintendent of reserved seat tickets. Menagerie consisted of one large performing elephant, Gyp; two camels, one zebra, one sacred ox and a few cages of animals. Show went as far west as New Mexico, Santa Fe and Albuquerque were two of the banner stands of the season. Late in September the show entered Texas, playing in every section of the Lone Star State (59 stands in all), including all the important towns in the Panhandle country, and I will say that some of these were really wild-looking places 26 years ago. Closing date was December 14 in Bronham, Tex., on a rather cold day. That was the last year the Great Dode Fisk Circus was on the road. Dode Fisk has resided for some years in Columbus, O. Any show-folks over connected with that show during its career will admit that there was no cleaner nor better managed circus with which to troupe than that fine organization. **C. E. DUBLE.**

Bradford, Pa. I have read with much interest the letter of Kellman Houston relative to a possible successor to Howard Thurston. Much contained in his article is true. On the other hand, there are several important facts which he has overlooked or probably is not aware of. Previous to entering the mental business Rajah Rabold was a magician and an illusionist and from my association with him of late years I am in a position to know that should he decide to present a big magic show that he is showman enough to put it over. The other important item is the conditions that exist in present-day show business. When Thurston succeeded Kellar as America's foremost magician Kellar had something to hand him—a season's routing in the legitimate Klaw & Erlanger and the Stair & Haviland theaters and with a clause in the contract that the circuit could not play any other magician. This was one of the setbacks to both Blackstone and myself, as well as to Servis LeRoy, one of the greater magicians of all times. Now with the legitimate circuits practically closed, what is there to succeed to? Vaudeville and unit bookers and managers are the ones who have the situation in hand and it is the magician they book and play who will be outstanding. At the present there is no doubt in my mind that Harry Blackstone is the outstanding magician. He is a finished artist and showman and he has his show organized at the present time. As stated above, it is the bookers and managers who have the matter in their hands. The effects and apparatus of Thurston, outside of a few items, will not mean much to a real showman, as his show has been done for years and the theater-going public is crying for something new. Mr. Houston mentions that Harry Blackstone might feel that he does not need the Thurston name. I think he is right, as Harry has gone along for years successfully without it and doesn't need it now. There will be plenty of room for Harry Blackstone, Rajah Rabold or any other magician, myself included, who presents a unit that is approved of and booked by the circuit heads, for they hold the reins. **GEORGE LA FOLLETTE.**

Puts Up Lots Of Paper for Old Fisk Show

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Successor to Thurston Up to Circuit Heads

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SUGAR'S DOMINO

(Continued from page 25)

movements and, as a consequence, the attitude of the average, wisecrapping agent and booker toward the would-be lenders. An attempt at this propitious time to organize agents in key spots should have as its first essential the type of men at the helm who look upon their responsibility as something not allied in any way with a sinecure or enrichment of their business thru politics and the by-products of power. There are men in the agency field today who have the brains, character and business and organizing ability to see the project thru. If such men can be interested to take the lead in a movement to make more stable and ethical an industry that represents the insuring of their future we entertain no fears about the consequences both for the actor and the man who thrives on a diet of commissions.

ENDURANCE SHOWS

(Continued from page 27)

record by 49 minutes. Am booked as the Human Icicle."

JIMMIE FARRELL, Dayton, O., writes that he is definitely out of the field now. He is working in Libertyville, Ill., and would like to hear from Red Skelton and Slim Hanson.

SYLVIA McCALL, Hartford, Conn., would like to hear from King Kong Wright, or anyone knowing his whereabouts. Sylvia has a letter in the Letter List for him and says it is important that he receives it.

CLARA KORBEL, in for a visit a couple of days ago, tells that she is leaving Cincinnati, where she has for some time been employed in a local chain store, the 26th for a vacation and rest in Minneapolis. Clara would like word, care the Cincinnati Letter List, from Dorothy (Akam) Atkins, as she would like to stop over to see Dorothy's mother en route.

JACK CURLEY has left Los Angeles for the Jack Steinel show in Des Moines. He wants word from Tee Tyler.

DIDA JUDD writes from Falmouth, Mass., that she is very glad to write that the rumor of Mickey D. Sheehan's death was untrue.

TEE TYLER is with the Derbyshow at Proctor, Minn.

JOHNNY MARTIN, Newark, N. J., writes he would like to see the word from Duffy and Tillie Tarrantino, Kenny Laux, Evelyn Thompson, Mike Gouvas, Marion Kirk, Margaret Smith, Louie Shoushook, George Grant, Lucille Mason, Billy Willis, Jack Kelly, Jo Jo Hitt and Maxie Capp.

ERIC LAWSON dropped in the Cincy office for a chat last week. He has been doing quite a bit of pro fighting since his last show (the Ross Oklahoma City walk) and has been pushing the boys around with a more than fair degree of success. Eric tells that he contemplates making Cincinnati his home and that he already has a fight booked in the local arena this Wednesday.

JIMMY SCOTT, who is said to have written several million words of walkathon publicity, writes from New York that "emerging from a series of huddles in Gotham and Boston with various powers—that he in the theatrical world, I am announcing the conception, organization and imminent birth of *Walking Stars*, an elaborate revue unit built around some of the foremost luminaries of the Endurance field. Unit scheduled to go into rehearsal about July 1." Jimmy is directing operations from the Lincoln Park Hotel, Worcester, Mass.

TIDBITS

(Continued from page 27)

a grandmother and a number of young girls.

It will be noted that these walkers would average about 28 miles a day so that they would anticipate completing the entire walk in about 20 days. During the walk they were supposed to eat only cracked wheat and skim milk in order to reduce.

It will also be noted that this walking contest is taking place in New York City, which bars all endurance contests from running more than eight hours per day. If this is lawful and public officials, including the mayor, participate in it, isn't it clear to see that a Steeplechase Derby that is a walking contest from Coast to Coast carried on inside an enlarged building under proper auspices where the contestants are fed properly

42d YEAR

The Billboard

Founded by W. H. DONALDSON

The Largest Circulation of Any Amusement Weekly in the World

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SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the United States, D. C. Possessions, Canada and Countries in the Pan American Postal Union. Rates in other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING—Minimum Charge per Acolt Line, Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising term closes Monday. Last ad-vertising insertion is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. XLVIII, JUNE 20, 1936, No. 25

(and not on cracked wheat and skim milk) would go over in a splendid manner.

In a letter received from Bob Cole, who is well known in the endurance field, it is suggested that such cross-country walking derbies be run in the building. Well, that is the general idea of my National Steeplechase Derby.

When will operators, participants and emcees wake up to the fact that they are missing a golden opportunity? Every large city containing a large building is ripe for one of these shows, which are perfectly lawful and should be productive of tremendous financial returns to the city, to the participants and to the operators. Think it over, operators.

We've heard so much in the past about disturbances at endurance contests and so we come to the Saturday night of May 16 in Madison Square Garden, New York. At the end of the second round of a certain boxing match (I'll call it that to be charitable) the chairman of the boxing commission ordered the referee to enforce quicker breaks. The referee attempted to do so in the third round and aroused the ire of the rooters in the gallery. Let me quote from the *New York American*, which gave a description of what followed: "A beer bottle hurled down and struck in the middle of the ring, just missing the fighters, and skidded off the canvas into the ringside seats. A moment later a whisky bottle struck almost the same spot. Ringside patrons became panicky and many left their seats. Plain-clothes men were hurriedly dispatched to the galleries and remained thereafter, removing one of the bottle throwers."

Can any of the readers possibly imagine ministers, P.-T. A.'s or public officials passing legislation to stop boxing matches because of this terrible incident? That's just as possible as it is for Halle Schlasie to become Czar of Russia. Why? Because the boxing industry is well organized. The roof would be raised in this country if anyone ever attempted to do such a thing. Because boxing can be carried on in a decent manner if properly regulated.

That is what I have been saying and writing for years regarding the endurance contest game. The industry itself can be regulated in such a fashion as to protect everyone in the industry as well as the country at large. The moment operators wake up to the fact that they are losing a wonderful opportunity to conduct a clean enterprise in an honorable fashion with proper regulation under a good organization, the sooner will the endurance contest game have a rebirth that will astound everybody. Another thought for operators!

The Final Curtain

BADGLEY—Henry Tilden, 60, formerly a stunt man, circus performer and prize fighter, who under the name of Tilden was well known to circus audiences a generation ago, of injuries sustained in an accidental fall in Orange, N. J., June 9. One of Dare-Devil Tilden's best known turns was called "Shaking Hands With the Devil."

BAKTER—Billy, in show business for 43 years and formerly associated with the late Charles E. Mack as a member of the Two Black Crows, June 4 in Denver. Survived by his widow, Georgia.

BLACK—Johnny, 44, author and composer of the song *Dardanella* and for the last several years proprietor of Club Dardanella, Hamilton, O., at Mercy Hospital, that city, June 9 of multiple fractures of his skull sustained early Saturday morning, June 6, when he was struck by a patron of the club during an argument. Black's head struck a cement sidewalk as he fell. His alleged assailant has been arrested and charged with murder.

BODINE—Loy, 30, radio singer, was shot to death in Dayton, O., June 5 following an argument.

BROWER—Alfred S., 66, for years with outdoor shows, including runs as mail man and salesman of *The Billboard* with A. F. Crounse Shows and O. J. Bach Shows, May 30 after a lingering illness. Interment in Ballston Spa Cemetery, Ballston Spa, N. Y.

CINELLI—Pietro, 68, motion picture theater owner of the Bronx, New York, June 8, Bronx.

CLEMENS—Mary Sue, 10, daughter of George T. Clemens, Paramount pictures executive, in Los Angeles June 7.

COLMAN—Nicholas, 49, Paramount pictures publicist, in Hollywood June 5 of complications resulting from pneumonia.

CUKOR—Mrs. Helen, 63, mother of George Cukor, motion picture director, at her son's home in Beverly Hills, Calif., June 6 after a two months' illness.

DARLING—Ida, 61, stage and screen character actress, at St. Vincent's Hospital, Los Angeles, June 5 following a lingering illness. Miss Darling had been on the New York stage for 40 years before going to California for picture work several years ago.

DARROW—Mrs. Harriet Louise, 71, formerly well known in vaude as a shadowgraphist, at Croton, N. Y., June 1. Together with her husband, billed as Mr. and Mrs. Stuart Darrow, shadowgraphists, she played at Koster & Biol's, Tony Pastor's, Miner's and other leading theaters of the United States. She retired from the stage in 1925. In addition to her husband, she is survived by her son, William.

DAVIS—Burton Maxwell, 53, acrobat and wrestler, at his home in Gouverneur, N. Y., June 2 of a heart attack. He was formerly teamed with Thomas Barber in an acrobatic act.

DAYTON—Earl (Pinky), drummer, in a Des Moines, Ia., hospital recently. His last engagement was at the Paramount Theater, Des Moines, as a member of the stage band. Before settling in Des Moines he trouped with many shows, among them Ringling Bros.-Barnum & Bailey Circus, Terry's Uncle Tom's Cabin Company and others. Dayton was for many years a member of Local 72, A.F.M. Surviving are his widow, father and a brother, Cleve Dayton, director of the Ottumwa, Ia., Municipal Band. Burial in his home town, Brighton, Ia.

DONNELLY—Edward T., 73, gate attendant at the 20th Century-Fox picture studio, in Los Angeles June 9.

DRAKE—Ernest W., 65, musician, at his home in Syracuse, N. Y., May 30. Under professional name of Whitney Bennington he conducted for Anna Held, Melba, George M. Cohan and directed Lillian Russell in her first American revival of *Ermine* in 1903. He started Paul Whiteman on his career when he hired him as a sax player while directing *The Merry Widow* in Denver. Christian Science funeral services June 2. Burial in Oakwood Cemetery, Syracuse.

EARLE—Chester, of Chester and Leone Earle, aerialists, June 3 at his home in Marietta, O. They were for years with the Charles Sparks and Downie Bros.' circuses and also played vaudeville for Keith and Loew and fairs for Wirth & Hamid. Survived by widow, mother and daughter.

EDMUNDS—Harry, 53, of the team of Edmunds and Gaylor and formerly with *The Missouri Girl*, *Old Arkansas* and other touring companies, in Richmond, Ind., June 6. Burial in Richmond.

ELDRIDGE—Harold, opera singer well known in Utah, recently in Tutzing, Germany. A baritone soloist, he first went to Germany as a missionary for the Mormon Church. He had resided in that country for years. Eldridge came into prominence when he made his debut in

grand opera in Eibersfeldt, Germany, in 1908 in *The Master Singer of Nuremberg* and was later acclaimed in *Tannhauser*. He devoted many years to the study of Brahms. His last visit to the United States was in 1922. Surviving are his widow, two brothers and two sisters.

FAUFEL—George, 46, projectionist at the Colonial Theater, Milwaukee, for three years, June 7 in a local hospital from injuries sustained in a fall in the theater projection booth June 3.

GARDEN—Captain Douglas, leading player in the Westchester, N. Y., WPA production, *Criminal at Large*, now current, June 3 in St. Luke's Hospital, New York, after having collapsed on the stage. Garden was born in India, served in the British Army during the World War and returned to America in 1919 to again take up the stage. His last Broadway appearance was in support of Katharine Hepburn in *The Lake* a few years ago. Survived by his widow, actress, formerly known as Rebekah Charlotte Jacob, with whom he was active in Westchester dramatics.

GEAREN—Joseph, 73, composer and bandleader, recently in Chicago.

GRAHAM—John H., 69, pitchman for more than 35 years, after a lingering illness in Mercy Hospital, Milwaukee, May 7. Burial in Mt. Olivet Cemetery, Utica, N. Y.

HARRISON—George (Roelle), 38, partner with Happy Harrison in Happy Harrison's Circus at his home in Hartford, Mich., June 8 from heart trouble. Two brothers survive. Interment at Mount Carmel Cemetery, Chicago.

HARRISON—William, 50, property man, of a heart attack while shifting scenery in the St. James Theater, New York, after a performance of *May Wine*.

HARWOOD—Dr. William H., explorer, game collector and animal trainer, who trained most of the animals used by Allen King at Chicago's World's Fair, in Chicago May 28.

HELLER—Dr. George, 60, former chairman of the Maryland State Board of Motion Picture Censors and a politician of note, June 10 in Baltimore from injuries sustained in an auto accident. Survived by his widow, two daughters, a son and nine grandchildren.

HORTON—Bess Clark, 44, wife of Murray Horton, former well-known Cincinnati orchestra leader and now assistant to the president of the Cincinnati Musicians' Union, June 11 at Christ Hospital, that city, after a week's illness. Surviving, besides her husband, are two daughters, a sister and two brothers. Funeral services and burial in Cincinnati June 13.

HOWLAND—Jobyna, 56, veteran character actress of the stage and screen, at her home in Hollywood June 8, apparently of a heart attack. A native of Indianapolis, Miss Howland began her career as an artists' model. Her first stage appearance was at the Lyceum Theater, New York, as Princess Flavia in Daniel Frohman's *Rupert of Hentzau*.

Among other plays in which she appeared were *The Whirl of Society*, *The Painful Woman*, *Ruggles of Red Gap*, *The Gold Diggers* and *Kid Boots*. Miss Howland also played for two years on the London stage. She had been working in pictures in Hollywood for a number of years. She had a part in *Honey, Dixiana*, *The Guekoo*, *Jenny Lind*, *The Virtuous Sin*, *Stepping Sisters*, *Once in a Lifetime*, *Silver Dollar*, *Topaz*, *The Cohens and Kellys in Trouble* and other screen plays. Her last appearance on the New York stage was in *Zoe Akins' O'Leary's Star*. She was formerly the wife of Arthur Stringer, novelist.

ISENBERG—Christian, 70, for a number of years in charge of the Ringling Bros.' wagon building and repair department when it was located in winter quarters at Braboo, Wis., at his home in Braboo June 3 after a week's illness of heart disease. For some years after the circus quarters were moved he traveled to Sarasota or Bridgeport to continue his work during the winter season. Survived by his widow, three sons and a brother.

KNIE—Mme. Marie, 79, mother of the owners of the Swiss tent circus, Cirque Knie, at Rapperswil, Switzerland, May 27.

LEEFER—Mary, 26, staff pianist of Station WJBO, Baton Rouge, La., and before that organist for several Louisiana movie houses, June 6, after extended illness, in a New Orleans hospital. Interment in New Orleans.

MacFAYDEN—Alexander, 50, pianist, composer and member of the faculty of the Wisconsin College of Music, at St. Luke's Hospital, Chicago, June 6 after a short illness.

MATCHETT—A. L., 63, father of Eddie Matchett, pianist with Fort Worth night club orchestras, at his home in Fort Worth June 6.

McCOOL—James J., 61, veteran vaudeville performer, who in recent years operated Tabor Inn, Philadelphia, dropped dead of a heart attack in Philadelphia June 10. With Charles (Red) Doolin, catcher and one-time manager of the Philadelphia National League baseball team, he formed the team of Doolin and McCool, which played the vaude circuits for a number of years. At the age of 14 McCool joined the Concourse & Dixie Minstrels. He entered vaudeville 10 years later. Deceased also operated a saloon at 11th street and Girard avenue, Philadelphia, for many years. Funeral services at St. Ambrose Church, Philadelphia, June 15, with interment in Holy Sepulchre Cemetery there. Survived by two daughters, Jean and Dolores McCool, and two sons, Bernard and James J. Jr.

MORAN—John Patriek (Pat), 36, formerly bandsman with Johnny J. Jones Exposition and Rubin & Cherry Shows, at a Chicago hospital recently of pneumonia. Survived by his widow, two children, Norman James and Joseph Patriek; his father, of Baltimore, and a brother, Frank, Akron, O. Interment in Mount Rose Cemetery, Chicago.

NATHAN BURKAN

Nathan Burkan, the nation's leading theatrical lawyer, who during his career represented leading figures in the world of show business such as Charles B. Dillingham, Florenz Ziegfeld, Al Jolson, Ernst Lubitsch, Walter Wanger, Mae West, Charlie Chaplin, the Four Marx Brothers, Arthur M. Loew, Mary Pickford and Victor Herbert, died at his summer home in Great Neck, L. I., N. Y., June 6 of acute indigestion, as mentioned in a news story in last issue. He was 58. At the time of his death he was counsel for the American Society of Composers, Authors and Publishers, which organization he helped found in 1914, and was a member of the legal counsel for Columbia Pictures and MCM.

Burkan, who was Tammany leader of the 17th Assembly District South, in Manhattan, came to this country from Roumania in 1879 and was admitted to the bar in 1902. Altho he did not confine himself to theatrical litigation, his knowledge of copyrights, contracts and matters affecting show people was such that he quickly assumed a leading role in this specialty. The Copyright Act of 1909 was aided considerably in its passage by Burkan's support, and in 1917 Justice Oliver Wendell Holmes, before whom he argued, put the official ok on his copyright theories. Burkan's club affiliations included the Lambs, the Friars, the Motion Picture Club, the Grand Street Boys' Association, the Manhattan Club, the Masons, the Jewish Theatrical Guild, the Wilchits Club and the Federation for the Support of Jewish Philanthropic Societies.

Funeral services at Temple Emanu-El, New York, June 9 were attended by 2,500 people, including Mayor Ls Cusardi and former Mayor Walker, who led a line of 90 honorary pallbearers, including Postmaster-General James A. Farley, former Governor Alfred E. Smith, Senators Royal S. Copeland and Robert F. Wagner, Gene Buck, Irving Berlin, Deems Taylor, Otto A. Harbach, Gustav Schirmer, Nicholas M. Schenck, Sigmund Romberg, Sidney R. Kent, Thomas Meighan, Sam H. Harris, Charles L. Kohler, Samuel Goldwyn, George J. Schaefer, Spyros P. Skouras and numerous others. The ceremony, officiated over by Rabbi Nathan A. Peirman, was marked by a eulogistic speech by Buck, president of ASCAP, following which the body was interred at Union Field Cemetery, Queens.

Survivors are Nathan Burkan's widow, formerly Marianne Alexander; two brothers, Joseph and David, and a son, Nathan Jr., 5.

NOWITZKY—Raymond S., until recently electrician at the Norva Theater, Norfolk, Va., and who formerly operated several theaters in Pennsylvania, suddenly at his home in Norfolk June 1. He had been in ill health for some time.

NUNAMAKER—Russell, 44, former circus strong man and for more than 20 years identified with the Canton, O., Fire Department, was killed June 4 when an aerial ladder he was inspecting splintered at the base and dropped him 60 feet to the pavement. He had traveled with several circuses. His widow and several children survive. Funeral services and burial in Canton.

OGRADY—Patrick J., 57, June 7 following a heart attack in the Little Club, well-known Detroit night spot, of which he was the owner. He was former superintendent of police and one of the best known law-enforcement officials in the history of Detroit. His widow survives.

PARNELL—Johnny Stewart, 24, widely known to showfolks for his bright personality, following a two weeks' illness from spinal meningitis, in Duke Hospital, Mebane, N. C., June 2. He was only son of Mr. and Mrs. Charles L. Parnell and grandson of C. S. Parnell, secretary-manager of Six Counties Fair, Mebane, and other fairs, and secretary of North Carolina Association of Fairs.

PETROWSKI—Teosel, 49, Polish actor, suddenly in Chicago June 8.

RAIS-BOUILLON—Leon Amand Joseph De, motion picture actor under the name of Norme Le Strange, in London June 5.

RAYBON—Mrs. C. R., mother of Mrs. Al Morin, of Strates Shows and known to many outdoor show people, May 30 at her home in Bogalusa, La.

RONALD-POIGT—Gaston-Rene, young French dancer of the team Ronald and Lyott, following an attack of appendicitis in Paris June 1.

RUGG—William Wesley, 67, operator of the Rugg System, poster advertising firm, at his home in Newark, O., June 6 after several months' illness. Rugg had been associated with the outdoor advertising business nearly all his life and was the oldest member of the State Outdoor Advertising Association. Funeral services June 9, with interment in Cedar Hill Cemetery, Newark. Surviving are his widow, Helen L. Rugg; one daughter, Mrs. J. William Hohl, Newark; a brother, F. E. Rugg, Mt. Vernon, O., and one sister, Mrs. Mary Alexander, Newark.

SHEPHERD—Joseph William, 75, one of the founders of the Midway Fair, Memphis, in that city June 5 after long illness. Interment in Memphis.

SKARRON—Armand J., 61, secretary of IATSE, Local 39, New Orleans, of a heart attack. A veteran stage worker, he was nationally known for work in theatrical union work. Interment in New Orleans.

STRAHL—Marc M., formerly well known on the New York stage as Robert Dalton, suddenly in Los Angeles June 4 while on a visit there. Body was cremated and the ashes sent to relatives in New York. Four brothers survive.

THOMAS—Jack (Scotty), musician, for many years with Charles Redrick's Band on the Al G. Barnes Circus, June 6 in Mercy Hospital, San Diego, Calif. He recently worked on the midway at the California Pacific International Exposition. Body sent to Los Angeles for funeral June 11, conducted by Pacific Coast Showmen's Association. Interment in Showmen's Rest, Evergreen Cemetery, Los Angeles.

THOMSON—Rosa M. (Candy), of the Thomson & LaMonte Show, at Veterans' Hospital, Columbia, S. C., June 6 after a week's illness. He was well known in the circus and med show business. Trouped with the Sparks Circus for a number of years, later with Downie Bros.' Circus. The last two years he had been managing his own show. Survived by his widow, Beatrix S. Thomson; son, Jesse C. Thomson; mother, two brothers and three sisters. Body was taken to his home at Cooperdale, O., for services, and interment was at Warsaw, O.

TRADO—Mother of the Trado Twins, now with the vaude act of Chick York and Rose King, May 28 in the East.

WALTON—Al, 63, at his home in Perry, Ia., June 3 after an illness of three days. Deceased years ago was identified with medicine shows, built up a modern billboard plant in Perry territory and was manager of the Grand Theater there for 20 years. He introduced moving pictures to Central Iowa. Survived by his widow, one son and two daughters.

WHITE—Thomas F., 74, in Bridgeport, Conn., after a long illness. He was a well-known composer of song hits many years ago and of late years has been a city official in Bridgeport.

WYNKOOP—O. Earl, 42, a member of

(See FINAL CURTAIN on page 67)

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A
ABC Trio (El Chico) NYC, nc.
Abbott Dancera (Palmer House) Chi, h.

Abbott & Tanner (Royale-Frolics) Chi, nc.
Adams, Gay (Ambassador) NYC, h.

B
Bacon, Faith (Paradise) NYC, re.
Badrington Players (Earle) NYC, 15-18, t.

C
Caldwell, Edith (Waldorf-Astoria) NYC, h.
California Variety Eight (Marbro) Chicago, t.

D
Davis, George (Pal.) Chi 15-18, t.
Davis, Lew (Longo) Albany, N. Y., h.

E
Earl, Fred (New Yorker) NYC, h.
Eaton, Fred (New Yorker) NYC, h.

F
Farrar, Jean (Swansea Club) NYC, nc.
Farrar, Martha (15th Avenue) NYC, h.

G
Gaby, Frank, Co. (Michigan) Detroit 15-18, t.
Gaylord, Slim, & Jackie Johnson (All-Stars Club) NYC.

H
Hankon, Paul (Pal.) Chi 15-18, t.
Hacker & Sidel (Chez Paree) Chi, 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; t—theater.

Burr, Russ (Gay Paree) Chicago, nc.
Burrage, Alice Hathaway (Chateau Moderne) New York, nc.

C
Caldwell, Edith (Waldorf-Astoria) NYC, h.
California Variety Eight (Marbro) Chicago, t.

D
Davis, George (Pal.) Chi 15-18, t.
Davis, Lew (Longo) Albany, N. Y., h.

E
Earl, Fred (New Yorker) NYC, h.
Eaton, Fred (New Yorker) NYC, h.

F
Farrar, Jean (Swansea Club) NYC, nc.
Farrar, Martha (15th Avenue) NYC, h.

G
Gaby, Frank, Co. (Michigan) Detroit 15-18, t.
Gaylord, Slim, & Jackie Johnson (All-Stars Club) NYC.

H
Hankon, Paul (Pal.) Chi 15-18, t.
Hacker & Sidel (Chez Paree) Chi, nc.

I
Idolita (Silver Tavern) Chicago, nc.

Davis, George (Pal.) Chi 15-18, t.
Davis, Lew (Longo) Albany, N. Y., h.

E
Earl, Fred (New Yorker) NYC, h.
Eaton, Fred (New Yorker) NYC, h.

F
Farrar, Jean (Swansea Club) NYC, nc.
Farrar, Martha (15th Avenue) NYC, h.

G
Gaby, Frank, Co. (Michigan) Detroit 15-18, t.
Gaylord, Slim, & Jackie Johnson (All-Stars Club) NYC.

H
Hankon, Paul (Pal.) Chi 15-18, t.
Hacker & Sidel (Chez Paree) Chi, nc.

I
Idolita (Silver Tavern) Chicago, nc.

J
James, John (El Chico) NYC, h.

K
Kane, John (El Chico) NYC, h.

Fortune, Earl, & Pope (Michigan) Detroit 15-18, t.
Fowler & Walsh (Madison Casino) Chi, nc.

G
Gaby, Frank, Co. (Michigan) Detroit 15-18, t.
Gaylord, Slim, & Jackie Johnson (All-Stars Club) NYC.

H
Hankon, Paul (Pal.) Chi 15-18, t.
Hacker & Sidel (Chez Paree) Chi, nc.

I
Idolita (Silver Tavern) Chicago, nc.

J
James, John (El Chico) NYC, h.

K
Kane, John (El Chico) NYC, h.

L
Larkin, John (El Chico) NYC, h.

M
Mason, John (El Chico) NYC, h.

N
Nelson, John (El Chico) NYC, h.

O
Olsen, John (El Chico) NYC, h.

J
Jacks, Don (State-Lake) Chicago, t.
Jackson Boys, Three (Hipp.) Toronto 15-18, t.
Jackson, Lawrence (President) New York, h.
Jackson, Irving & Revue (Yacht Club) NYC, nc.

K
Kaiser & McKenna (Prolics) Niagara Falls, N. Y., c.
Kalmus, Ben (Callente) NYC, nc.
Kaloah (Connie's Inn) NYC, nc.
Kane, Patsy (Roseville) NYC, h.
Kane, Sam Jack (Book-Cadillac) Detroit, h.
Kay, Beatrice (Tony's) NYC, nc.
Kay, Dolly (Marden's Riviera) Fort Lee, N. J., nc.

L
Lafayette (Theatrical) NYC, h.
Lafayette, Charles (Day Parade) Chicago, Dc.
Lafayette, Charles (Day Parade) New York, nc.
Lafayette, Charles (Day Parade) New Orleans, nc.
Lafayette, Charles (Day Parade) New York, nc.
Lafayette, Charles (Day Parade) New York, nc.

M
MacCabe, Sara Ann (Biltmore) NYC, h.
McCoy, Frances (Broadway Room) NYC, nc.
McClully, Jeanne (Plaza Cafe) Pittsburgh, Pa., nc.
McElhane, George (Marine Park Grill) Brooklyn, nc.
McGill, Billie (Wonder Bar) Owaso, Mich., nc.
McGlynn Sisters (Broadway Room) NYC, nc.

N
Nadine, Mildred (Silver Cloud) Chicago, nc.

O
O'Neil, Cackles (Hollywood) NYC, re.

P
Palmer, Kay (Vanderbilt) NYC, h.
Palmer & Peaches (Connie's Inn) NYC, nc.
Parker, Lew (Earle) Philadelphia 15-18, t.
Parr, Emilie (Starland) Winnipeg, Can., nc.
Pat & Marilyn (Vandy Fair) Cleveland, nc.

Q
Quinn, Harry (Beverly Bar) NYC, nc.

R
Rack, Mildred (Lookout House) Covington, Ky., nc.
Radio Ramblers (Earle) Philadelphia 15-18, t.
Rakoma & Co. (McVan's Padlo) Buffalo, nc.
Rakoma, Dancy (Club LaSalle) Los Angeles, nc.
Ramon & Celeste (El Torador) NYC, nc.
Randall, Andre (French Casino) N. Y. C., nc.
Randall & Banks (Oaks Club) Winona, Minn., nc.

S
Santillo, George (Marine Park Grill) Brooklyn, nc.

T
Tanya & Emmett (Club Troika) NYC, nc.

U
Ullrich, Bill & Ed Furman (Gay Nineties) NYC, nc.
Ullrich, Bill & Ed Furman (Gay Nineties) NYC, nc.
Ullrich, Bill & Ed Furman (Gay Nineties) NYC, nc.
Ullrich, Bill & Ed Furman (Gay Nineties) NYC, nc.
Ullrich, Bill & Ed Furman (Gay Nineties) NYC, nc.

V
Valencia, Magda (Club Gauthon) New York, nc.

W
Wages, Johnny (Wagon Wheel) Akron, O., nc.

X
Xavier, Norman (Chez Ami) Buffalo, nc.

Y
Yakovlev, General (Waldorf-Astoria) NYC, h.

Z
Zack, Edith (Marden's Riviera) Fort Lee, N. J., nc.
Zack, Edith (Marden's Riviera) Fort Lee, N. J., nc.
Zack, Edith (Marden's Riviera) Fort Lee, N. J., nc.
Zack, Edith (Marden's Riviera) Fort Lee, N. J., nc.
Zack, Edith (Marden's Riviera) Fort Lee, N. J., nc.

AA
Able, Mikey (Man About Town) NYC, nc.

AB
Abel, Billie (Wonder Bar) Owaso, Mich., nc.

AC
Academy (Theatrical) NYC, h.

AD
Adams (Lookout House) Covington, Ky., nc.

AE
Adele, Billie (Wonder Bar) Owaso, Mich., nc.

AF
Adele, Billie (Wonder Bar) Owaso, Mich., nc.

AG
Adele, Billie (Wonder Bar) Owaso, Mich., nc.

AH
Adele, Billie (Wonder Bar) Owaso, Mich., nc.

AI
Adele, Billie (Wonder Bar) Owaso, Mich., nc.

AJ
Adele, Billie (Wonder Bar) Owaso, Mich., nc.

AK
Adele, Billie (Wonder Bar) Owaso, Mich., nc.

AL
Adele, Billie (Wonder Bar) Owaso, Mich., nc.

AM
Adele, Billie (Wonder Bar) Owaso, Mich., nc.

AN
Adele, Billie (Wonder Bar) Owaso, Mich., nc.

AO
Adele, Billie (Wonder Bar) Owaso, Mich., nc.

THE THREE NONCHALANTS
dir. MUSIC CORPORATION OF AMERICA.

MAIL ON HAND AT CINCINNATI OFFICE

- 20-27 Opera Place Parcel Post Barton, May, G. 50 Goodwin, Mark, 200

Ladies' List

- Adams, Kate Gordon, Betty
- Allen, Dorothy Gordon, Mrs. C. W.
- Allen, Mary Nell Gordon, Lillian

- McAuliffe, Mrs. Ruth
- McDaniel, Grace (Mule-Face)
- McDonald, Mrs. Ethel

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.

- Shubin, Mrs. Signa
- Shan, A. E.
- Sherman, Mrs. Bernice

Gentlemen's List

- Abbot, C. A.
- Abraham, Noah
- Adams, Basil

- Bilson, Percy W.
- Blaker, Herman
- Blunk, Geo.

- Deering, Walter
- Deley, Fern
- DeLoraine, W. A.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Mix Show Is Set for Chi

Department store sponsoring 10-day engagement—circus to be augmented.

CHICAGO, June 13.—The Tom Mix Circus is definitely set to open at the Coliseum here June 29 for a 10-day engagement under auspices of the Goldblatt stores.

Goldblatt's, operating nine large popular-priced department stores, has bought the show outright and is going to put on a tremendous promotional campaign which is expected to attract many thousands into the Goldblatt stores. While no definite figure has been given out, it is reported on good authority that Mix is to receive \$30,000 for the engagement.

The show is to be largely augmented and Mr. Simon, promotional manager for Goldblatt, states that it will be second only to the Ringling show. In addition to using large newspaper space Goldblatt's will stage many novel publicity stunts. The show will come into Chicago with every truck bannered "Goldblatt's Presents the Tom Mix Circus."

Instead of the usual teap whereby a coupon is given with every purchase and is good for a ticket to the circus on payment of a small charge at the box office, the tickets are to be sold outright.

"There are to be no strings to it," said Mr. Simon. "Tickets will be sold at 15 or 25 cents, only in Goldblatt stores. No purchase of any kind will be necessary. The object, of course, is to get people into the stores. Tickets sold at the Coliseum will be at the regular price."

"We expect the circus to be very successful," Mr. Simon stated. "We don't expect the admissions to pay the full amount the show is costing us, but if it falls short several thousand dollars we still will regard it as a very good investment."

For several years Goldblatt's have staged parades and other stunts of a circus nature and they are fully sold on the value of such exploitation.

Ringling-Barnum Not Going to Coast in '36

CINCINNATI, June 13.—The Ringling-Barnum Circus will not go to the Coast this season, and there has been absolutely no foundation for stories in circulation to the contrary.

Denver is the farthest west the show will go, according to present plans.

Dexter Fellows' Book

CINCINNATI, June 13.—Dexter Fellows, on the press staff of the Ringling Bros. and Barnum & Bailey Circus, has written a very interesting book, *This Way to the Big Show* (The Life of Fellows). It was done in collaboration with Andrew A. Freeman and published by The Viking Press, of New York. Book tells all about the people he has met, has 362 pages and 60 illustrations.

The contents follow: Ring No. 1—Rehearsal; Display No. 1, Forty Times Farewell; No. 2, Ambassador of Spring; No. 3, A Press Agent Is Born.

Ring No. 2—Herald of the Wild West; Display No. 1, The Tenderfoot; No. 2, Kie Carson's Mantle; No. 3, Local Boy Makes Good; No. 4, A Scout Takes Down His Hair; No. 5, The Customer Is Always Wrong; No. 6, A Whiteskin Bites the Dust; No. 7, Whooping It Up in England; No. 8, Buffalo Bill Goes West.

Ring No. 3—The Big Show; Display No. 1, Taking Barnum in Hand; No. 2, Truly the Greatest on Earth; No. 3, Secuipedalianism; No. 4, Laugh, Paglaeci; No. 5, Man and the Schedule; No. 6, Death in the Ring; No. 7, The Tenting Ark; No. 8, Elephants I'll Never Forget; No. 9, Queer People; No. 10, They Shall Not Pass; No. 11, Tears in the Garden.

MIKE CULLEN, former circus man, who is now manager of Loew's Penn Theater, Pittsburgh, copied plenty of space in a recent issue of *The Pittsburgh Sun-Telegraph* when his career was reviewed. He started in the circus business with his father, who was paymaster of the Forepaugh-Sells Circus and later assistant general manager of the Barnum & Bailey show.

Cole-Beatty First Rail Show at Wooster in Years

WOOSTER, O., June 13.—For the first time in almost 10 years Wooster is to have a rail circus, the Cole-Beatty show having been contracted for the fairgrounds June 23. Last big show here was Sells-Floto.

The stand has been billed for 30 miles, much of the paper for Canton, 30 miles away, having been redated for the stand here.

E. St. Louis, Ill., Best Of Season for Rice

ST. LOUIS, June 13.—The Dan Rice Circus played to the best business of the season at East St. Louis, Ill., June 8. Matinee performance was capacity, and at night folks were on the straw. The show purchased some new canvas from Milford H. Smith, of Fulton Bag and Cotton Mills, St. Louis.

Walkimirs Recovering

SCRANTON, Pa., June 13.—The Walkimir family will be back under the big top of the Ringling-Barnum Circus within a month, it was indicated Thursday.

Katho Sterling Walkimir and Mrs. Ida Ambrose Walkimir, who were injured in a 50-foot fall before 16,000 spectators at the circus matinee here last Friday, are recovering rapidly and probably will leave their private rooms at the State Hospital within a week. Both women fell after a handstrap used by Katho snapped while she was balancing on a beam atop a 50-foot steel pole held by Qualitro Walkimir. Her fall unnerved Ida, who subsequently plunged to the earthen ring. Walkimir then collapsed and the pole fell across Ida's body.

Ida suffered two fractured ribs and a fracture of the left wrist; Katho a fracture of the left wrist.

Sues Cole for \$10,000 on Claim Photo Used on Litho

NEW YORK, June 13.—Maude Cromwell, of the Aerial Cromwells, is suing Cole-Beatty for \$10,000, charging illegal use of her picture on billing matter in Ithaca, Elmira, Jamestown and Binghamton, N. Y., this season.

Show was attached in Elmira on Wednesday, when show played there, by plaintiff's attorney, William J. Rapp, general counsel American Federation of Actors, of which Mrs. Cromwell is a member. Complainant's partner in the act is Frank Cromwell, her husband. They are not on the show. Suit will come before Nassau County Supreme Court in Long Island, where the Cromwells make their residence.

Top Packed at Gainesville Opening; Program Broadcast

GAINESVILLE, Tex., June 13.—The Gainesville Community Circus opened its seventh season here night of June 4 before the largest crowd that has ever witnessed the show in its home city, packing top to capacity.

The opening was coincident with the beginning of Gainesville's Centennial Celebration with a parade before the circus performance. In afternoon prior to opening the Texas Centennial Commission sponsored a broadcast of a special 30-minute program of acts from big top. Merle Tucker, director of program, which was sent out over Station WFAA, Dallas, and the Texas Quality network of NBC stations, said it was the first time in the history of radio that a circus program had been built especially for a radio broadcast. Acts were arranged to lap in such a manner that the two announcers were able to describe the most thrilling features in rapid-fire order.

The circus has been dressed up in preparation for its engagement at the Texas Centennial Exposition in Dallas June 25-27. Ring cloths in red, white and blue bear the lone star of Texas. Opening spec. *Texas Under Six Flags*, is gorgeous and costuming of performers is far superior to previous years, with attendants in attractive new uniforms. There are 150 people, including 45 performers, 20 clowns, 25 musicians, 14 ticket men, 15 prop men, 10 back-yard people and 21 on staff.

Rain Encountered By the Barnes Show

HELENA, Mont., June 13.—With 10 weeks under its belt, the Al G. Barnes Circus came into Montana with an average daily mileage of approximately 100 miles.

Logan, Utah, proved to be a very good stand. Blackfoot, Ida., followed with only fair trade. Idaho Falls, a good stand last year, was a good repeater. This being a Saturday, the merchants had requested Manager S. L. Cronin to hold his night show at 9 p.m., which he did, the merchants retaliating with lines in their newspaper ads to that effect. Rain, that has been following the show the past week, came down here intermittently during the day, and at times of almost cloudburst proportions.

Dillon, a Sunday afternoon only date and first town in Montana this year. The lot is the fairgrounds and is a short haul. Because of the hard rains, the infield was in no condition, and the much smaller space in and around the grand stand was utilized. It rained off and on all day. The smallness of the lot necessitated a two-pole menagerie with the Side Show near entrance to the grounds, and the cookhouse and stables at some distance to the rear. And not to help matters any, a strong wind came up at 3 p.m. as the show was getting under way. With exception of some small concession tents and bucking of the Side Show bannerline, everything held. With a soft, muddy lot to move from and the fact that a wagon was down between the flats, departure from Dillon was not until 9 p.m.

With over 150 miles to cover and a change of railroads at Butte, arrival at Helena for a Monday date was not until 7:30 a.m. Haul here was a short one. The lot owner, Ben Roberts, is an interesting character. He knows circus agents and managers who have come to Montana for many years. "Uncle" Ben, 81, is a reader of *The Billboard*.

Since show was last in Helena, June 6, 1935, a friend of the show for many years, Judge Galen, of the Supreme Court of Montana, drowned. He was a personal friend of Manager Cronin and had expressed a desire to Mr. Cronin, shortly before his death, to bring some 60 orphans to the show. His wish was carried out when children from St. Joseph's Orphanage were guests of the circus at afternoon performance.

Dusty Rhodes, all-round circus man, joined the show here. Since departure of Bill Colp to Hot Springs because of sickness, Bill Moore has been discharging the duties of legal adjuster.

ATLANTIC CITY, June 13.—Circuses will be hard hit by the new mercantile ordinance passed by the city commission, which at the present time limits the appearance of circuses to one a year. License fee more than trebled.

Windstorm Hits Lewis

Big top torn to shreds at Galesburg, Ill. — quarter poles broken—no injuries

GALESBURG, Ill., June 13.—Damage of \$3,000 was caused to tents and equipment of Lewis Bros' Circus by a windstorm of cyclonic proportions here June 9. The wind tore the big top to shreds, bending the four main poles to such an extent that they had to be replaced. Quarter poles were broken, part of the bleacher section demolished, the concession section wrecked and damage caused to wardrobes, aerial act equipment and the lighting system.

The storm broke just as the patrons were arriving, but the tent was safely emptied before the wind reached its height. No one was injured. The Side Show escaped damage by a freakish turn of the storm. Animals were also unharmed.

A performance was staged in the evening, using what little sidewall was left and the sky for a top.

Cole Repeaters Bigger This Year

YORK, Pa., June 13.—The substantial reputation left by Cole Bros.-Clyde Beatty Circus has resulted in wonderful business in New York State, also Eastern Pennsylvania. Binghamton, Ithaca, Elmira, Niagara Falls and Williamsport were played in 1935 and this year they produced bigger attendance and a greater reserved-seat sale.

The show moves from here to Lancaster, then turns and moves rapidly into Western Pennsylvania, Ohio and Indiana. By June 28 it will be in Hammond, Ind., and plenty of Midwest cities will follow.

Only one advertised parade has been called off, that at Niagara Falls, due to rain and an eight-mile hike. Under Harry McFarlan, all other marches have been practically on the minute. The entire show received a new coat of paint Sunday at Binghamton. The menagerie will soon have a special juvenile department. The three lion cubs born in Dayton were placed on exhibition in Elmira, under care of Eugene Scott, menagerie superintendent. A Shetland pony was born at Corning and named Mary Lou, in honor of Mary Lou Nelson. The pony and its mother are now in the menagerie.

When L. C. Gillette appeared in Hornell, N. Y., June 5 it was a short distance from the town where he started in show business in 1884. Luke said he started as a programmer for the Whitney Family Circus and this is his 60th year in the business. He was general agent of the Cole Bros' Circus many years ago and is now one of N. D. Burkhart's assistants at main entrance.

Al Dean's cookhouse is getting a steady play from all members of the show. Special parties are a daily occurrence at the staff table. In Corning Bob Hickey had 12 newspaper men and their wives for dinner. Ora Parks and Rex de Rosell also entertain dignitaries practically every day. Dean says his staff of chefs and waiters are the best he has ever assembled with a circus.

Visitors have been numerous. At Binghamton George Duffy and Bill Linney, of Fort Plain, spent the day. George Barlow III, of Binghamton, had a busy day Monday and gave a special cocktail party for a number of circus folks Sunday. Tom Hutton, editor of *The Binghamton Press*, and Walter Lyon, editor of *The Binghamton Sun*, also appeared to greet their friends. Les Kinkle, editor of *The Corning Leader*; John Osborne, advertising manager; and Walter Valerius, city editor in Corning, were joined by Tom Kane and his sister, of Phelps, N. Y. Kane is a theatrical agent, being with Brock Pemberton offices. Mr. and Mrs. Keith Buckingham also were visitors.

Glen Sherwood, sporting editor of *The Elmira Advertiser*, and a party of six drove to Corning for a preview of the Cole Circus. Glen wrote several laudatory articles on the merit of the party (See *COLE REPEATERS* on page 55)

RINGLING BROS. AND BARNUM & BAILEY COMBINED CIRCUS

June 10—New Bedford, Mass.	June 23—Schenectady, N. Y.
17—Fall River, Mass.	24—Utica, N. Y.
18—Worcester, Mass.	25—Binghamton, N. Y.
19—Hartford, Conn.	26—Syracuse, N. Y.
20—Springfield, Mass.	27—Rochester, N. Y.
22—Albany, N. Y.	

THE GREATEST SHOW ON EARTH



With the Circus Fans

By THE RINGMASTER

President. FRANK H. HARTLESS, W. M. BUCKINGHAM, 2910 West Lake Street, Chicago, Ill.

Secretary. THOMAS BANK, Norwich, Conn.

(Conducted by **WALTER HOENADEL**, Editor "The White Top," care National Printing Company, Rochelle, Ill.)

Lorabel Richardson, CFA, of Marshalltown, Ia., reviewed Dexter Fellows' book, *This Way to the Big Show*, for *The Des Moines Register* in the June 7 edition.

The Alfredo Codona Tent recently gave a dinner in honor of Major Lloyd Besse, visiting circus man of Fort Leavenworth, Kan., and John McSweeney, who was king of the *Battle of Flowers* celebration in San Antonio on San Jacinto Day. Twenty-five were present.

Stopped at the boundary of Maine, the trucks of Downie Bros. Circus were lined up along the road. The governor of Maine was in Washington, D. C. A telegram from Jerome Harriman, general agent, to Harry A. Allen, chairman of the James E. Cooper Top, CFA, resulted in an interview with Governor Brann at the Mayflower Hotel. Within half an hour a telegram was en route to the secretary of state directing the admission of the trucks to Maine. This quick and effective service was appreciated by Charles Sparks.

At a District of Columbia election held recently Melvin D. Hildroth, chairman of the legislative committee, CFA, was selected as a member of the Democratic delegation to the Philadelphia convention, representing the District of Columbia, and pledged to the renomination of President Roosevelt.

Sverre O. Branthen, CFA, Madison, Wis., is in charge of the Scandinavian Day parade to be held July 2 in conjunction with Wisconsin Centennial that starts June 27 and runs thru until July 5. All the store windows will have exhibits, and Branthen has lined up a circus window to represent the circus, which has played such an important part in the history of Wisconsin.

Mr. and Mrs. O. S. Primrose were dinner guests of Mr. and Mrs. Sverre O. Branthen at the circus room evening of June 6. Primrose is general agent for Lewis Bros. Circus. Later in the evening Dr. and Mrs. Tom Torney and Mr. and Mrs. L. D. Butler dropped in for a circus gabfest until a late hour.

Sverre O. Branthen, of Madison, Wis., states that the Fans in those parts have been having a pretty fair circus season. Atterbury was thru that territory, also Sells-Sterling. Branthen adds that the latter has a fine display of canvas, trucks are painted in real circus style and performance is excellent.

S. H. Shultz Jr., of Galesburg, Ill., on June 8 drove 50 miles to Canton, Ill., to see Dressen & Furell Circus, which was routed to play there. States that the show was not there or even billed.

Injuries on Maynard Show

LOS ANGELES, June 13.—The Ken Maynard show returned to the ranch after a successful three-day stay at the California Pacific International Exposition, San Diego, Calif.

There were several injuries there. Rubo Dalroy, clown, suffered a broken arm and bruises in one of the scenes; Bill Nelson bucked off a bronk and Jack Casey injured by bronk falling on him. Dalroy was left in hospital at San Diego.

Guests noted at San Diego engagement were Frank Downie, Mr. and Mrs. John J. Kleine, Mr. and Mrs. Bud Priest and Mrs. Steve Henry, all of Los Angeles. Natalie Townsend, Miss Jack Maynard, sister of Ken Maynard, were guests of the Maynards.

Three tigers born at the ranch were smothered by mother. A zebra was born last week and Charley Murphy is giving talks for the kids.

Attacks Pittsburgh Officials For Arrest of Clyde Beatty

GREENSBURG, Pa., June 13.—Featuring the story in a two-column spread on the first page, *The Westmoreland Observer*, local weekly, attacked the Pittsburgh city officials who had any part in arresting Clyde Beatty during his recent visit with the Cole Bros. show there and defended the animal trainer and his tactics in the cage. In addition, the article urged every citizen to see the show, which will play here June 10.

Program, Personnel Of Wiziardo Circus

ST. MARYS, Kan., June 13.—The Wiziardo Novelty Circus opened at Westmoreland, Kan., May 23, in a downpour and the lot was flooded. Everybody lent a hand and the show made Frankfort on time to turnaway business. A bad storm at Holton cut biz. The pit show has been doing okeh. Show moves on nine owned show trucks. Lyndon, Kan., has been booked for July 4.

The program in order: Entry, with pigeon finish; Baldwin Duo, comedy globe; pony drill in rings; clown number; trained spitz dogs; Murjorie and Cathlene Cordts, on Roman ladder; Miss Porton and Sidney Rink, on dancing horses; clown basket horses; Jack O. Wiziardo, on balancing traps; clowns; concert announcement, Frank and his Gang; Three Cordts Sisters, acro number; Ralph Kirk and his mule, Moe West; second concert announcement; clown entry; Travelair, the rumba horse; clowns; Four Cordts Sisters, on stage; trained emals; Wiziardo Family, on high tight wire; clown gag; football horses and bucking mules.

The Personnel

Band: Billy Brown, leader and trombone; Roy E. Lee, trumpet; Bob Thrasher, calliope; George Nickum, baritone; Richard Nickum, drums; Buzz Holtzman, bass; Herman Miller, trumpet.

Canvas: Charley Parker, boss; Russell K. Quinn, Gro Spicer, Bill Evans, Gail Simonn, Herald D. Nickum. Props: Ed Murry, boss; Spicer, Frank Kirk. Cookhouse: Mrs. Charley Parker, chef; Mrs. Nickum, Mrs. Kirk, Bill Evans.

Performers: Mr. and Mrs. Jack O., Jack Jr. and Frank O. Wiziardo; Sidney Rink, Vivian Pein, Ralph Odell; Mrs. Walter, Annabel, Margery, Kathryn, Jean and June Cordts; Ralph Kirk.

The staff: Jack O. Wiziardo, manager; Mrs. Wiziardo, secretary-treasurer; advance, Clarence Auskings; tickets, Mrs. Wiziardo; front door, Irma Nickum; merchants tickets, Grace Brown; reserves, Mrs. Ralph Kirk; concert, Frank Wiziardo.

Around the Lot With Ringling-Barnum

PATERSON, N. J., June 13. — Merlo Evans, bandmaster of Ringling-Barnum Circus, visited the Mastbaum vocational school in Philadelphia May 28 and led the school band of 75 members.

Patients of the General Hospital and the Jewish Hospital, Philadelphia, were entertained by the performers May 28 and 30. A one-ring show was presented and was in the nature of a benefit performance.

George Blood is again serving the bill of fare that is so characteristic of the R-B. cookhouse.

Of much interest to the women of the show is the Beauty Salon, which is an addition to the back yard.

Much interest has been displayed the past week in local politics of Sarasota, Fla., by those who work at the quarters and live in that city during the winter months. A very large percentage of absentee ballots were cast.

The latest innovation of Clyde Ingalls to the Side Show is the Makoana troupe of native South Sea Island dancers, eight girls.

Proof that the circus is still the outstanding form of entertainment in America was evidenced by the enormous crowds that attended the show during (See AROUND THE LOT on page 58)

WANT

Biz Show Act doing two or more. Prefer Wire Act or strong Novelty. Good Circus Cook, Bow Caravan, Working Men that drive trucks. Useful people with. Positively no boozers.

BUD HAWKINS CIRCUS

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WEEK JUNE 15th, ELKS' CIRCUS, DECATUR, ILL. FANS' FIELD.

WEEK JUNE 22nd, ELKS' CIRCUS, WAUKEGAN, ILL.

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Enlarging Menagerie WANT Camel, Cane Animals, Menage Horses. BARNEY BROS. CIRCUS MISSOULA, MONT., JUNE 20.

CARNIVAL OR CIRCUS LOT FREE—No License. One-Half Mile South West Frankfort, Ill., at Russell's Park, on Route 97—45 Acres. Plenty of Parking Space, Shade, West Bros. Carnival, Russell Bros. Circus have shown here this spring. BARNEY BROS. CIRCUS, MISSOULA, MONT., JUNE 20.

A. LEE HINCKLEY WANTS Musicians, account of enlarging Band. Also Scampiano Player. Real Cook House and salary sure. Reason runs until Xmas. Will advance transportation. CAN ALWAYS PLEASE real Musicians. BARNEY BROS. CIRCUS, MISSOULA, MONT., JUNE 20.

CHIEF CRAZY BULL CHIEF NEEDABEH CHIEF WHITE HORSE Wire immediately. IMPORTANT. L. C. BAILEY, Hotel Waldron, Pontiac, Mich.

Under the Marquee

By CIRCUS SOLLY

RINGLING-BARNUM had two capacity houses at Scranton, Pa.

GEORGE ATKINSON, general press agent for the Bockus & Kilonis Circus, has left the show.

B. F. LEMON saw the Rice show at Danville, Ill., and says that it is one of the best truck shows on the road.

TOM IRVING, of Irving Bros.' Shows, attended Walter L. Main Circus at Syracuse, N. Y., and renewed acquaintances.

J. C. WOODARDS, piano-accordionist, is in his fourth season with the Ringling-Barnum Side Show.

EVERETT BLANSHAN and family were guests of Frank A. Cook, of Ringling-Barnum Circus at Poughkeepsie, N. Y.

AL G. BARNES CIRCUS had very good business at Salt Lake City, altho the day was rainy.

FRANK B. HUBIN states that he will go before the city commissioners in Atlantic City and object to the increase of the circus license.

A HYENA of Joe B. Webb Circus escaped from a trailer cage when it crashed into a bridge eight miles west of Spearfish, S. D.

RALPH HENDERSHOT, Phil Garkow, musicians, and Buck Leahy, clown, were recently in New York strolling down Broadway and taking in the sights.

FRED T. SLATER, of Johnson City, N. Y., attended the Cole Bros.' show at Binghamton, N. Y., and met many trouper acquaintances. He enjoyed both the big and side shows.

ED HILER, general agent of Norris Bros.' Circus, spent a recent Sunday afternoon with Car Manager Williamson and his billers of the Tom Mix Circus in Kansas City.

BOB PRINTRY, wrestler, last season with the Rice show, is managing the family hardware interests at Lagro, Ind., while his father is seriously ill in an Indianapolis hospital.

FRANK BURST, who was agent for Ralston, magloian, when Ray Brison was with him, visited the latter at St. Thomas, Pa., June 5. Burst is now agent for the George Bishop show.

KARL D. YOUNG caught Russell Bros.' Circus at Huntington, Ind.—matinee excellent and straw at night. For cleanliness, style and precision, this show has it, says Young.

DAIL TURNEY, manager for Tom Mix, and P. N. Braunson, general agent of the Mix show, have been in Chicago in connection with the forthcoming engagement of the show in the Coliseum.

GROVER McCABE is assistant lot superintendent of *The Parade of Years*, at the Cleveland exposition. Grover says there are a number of circus hands working on the show.

ROBERT D. GOOD spent June 4 on the lot with Ringling-Barnum at Easton, Pa., renewing acquaintances and taking photos. Show played to two very good houses, and the excellent performance was well received.

CHARLES BAKER, of Kenneth Waite Troupe of clowns, met many old friends at Victoria Hotel, Oklahoma City, when playing that city for Barnes-Carruthers. The troupe will play the Chicago date with Tom Mix Circus.

TWO OUTSTANDING features in night performance of Dan Rice Circus are the "electric" Yankee Doodle horse of Victor Bedini and the electrically illuminated bicycle of "Kozak's," which he rides with all lights out in big top. The lights also are cut for Bedini's horse.

VEO D. POWERS, with Cole-Beatty Circus, had following visitors at Erie, Pa., and Jamestown, N. Y.—His daughter, Mary Ann Powers, of Corry, Pa.; his aunt, Mrs. Elva McCray, and Mrs. Velma McCray and family; his mother, Velma J. Powers, of Westfield, N. Y.

HENRY BARTH, of Tom Mix advance, recently ran a big splinter in his hand and was given attention by Dr. E. J. Goteh, of Shenandoah, Ia., personal friend of J. A. Wagner, well-known Circus Fan of Des Moines. He was in hospital several days.

WALTER B. LEONARD caught Cole Bros.' show at Ithaca, N. Y., and was given every courtesy by his old friend Ora Parks. Business was good. He visited with Vic Robbins and Emmett Kelly. Leonard is at Ithaca with his wife, who is in hospital for an operation.

TED MERCHANT, trick roper and rider, who was in charge of concert on Bockus & Kilonis, left the show in Skowhegan, Me., and went back to New York to ready for park, fair and circus engagements with his own Wild West unit.

ALBERT MOORE, midget clown of Ringling-Barnum, while playing his home town, Philadelphia, had his little partners at home for dinner, and in addition celebrated Albert's brother's wedding. Present were Henry Bodow, Prince Paul, Frankie Saluto, Howard Marco and Paul Horampo.

G. KEMP HART caught Bockus & Kilonis Circus when it played Skowhegan, Me. He states that for a small show it gave a very creditable performance and all acts well dressed. Among others he met George Manchester and Doc Oylor.

AL SILVERMAN, Billy Gallagher, of Gallagher's Trained Animal Show, and Fuzzy Thompson, formerly with Ringling Bros. and other shows, saw Barney Bros.' Circus at Oskaloosa, Ia., and spent a great day on the show. Lawrence Cross is with show and does some good clowning.

GRACE AND JESS MORRIS are in their fifth week with W. G. Wade's Shows in and around Detroit. Grace is working the free act (high tower rigging of Julia Peterson, who was seriously

hurt last July). She is improving and able to walk without crutches. Jess has charge of rigging. The trailer which he built last winter is a dandy.

SIDE-SHOW band and minstrels of Bockus & Kilonis include Bill Freeman, Leo Bontner, comedians; Billie Ware and Jessjo Clark; Pat Shelton, first trumpet; George Mann, second trumpet; Carl Ware, trombone; David Booker, drums; Frank Donaldson, tenor sax; Billy Freeman, manager and bass drum.

WALTER LEVINA and Lola Levina (Princess Lola) are with King Baile's Side Show on Sells-Sterling. Walter, magic, vent and emcee; Lola doing her spirit cabinet and palmistry. Kid show has 14 acts on elevated platforms and 26 people are in the show. Minstrel show has 12 performers.

CRAWFORD BROEGE and Frank Centner, former troupers, and Jack Harris and P. A. Norton, fans, spent June 4 on the Cole-Beatty Circus at Jamestown, N. Y., and renewed acquaintances with Trainmaster McGrath. He and Charles Brady are to be complimented on fine condition of train and wagons. Show offers a fine street spectacle. The visitors enjoyed the performance.

WHEN MAYNARD BROS.' Circus closed recently at North Stonington, Conn., the stranded showfolk were shown hospitality by the citizens there and also by Circus Fans. Mrs. Ethel Mousille, proprietor of the Dew Drop Inn; her sister and parents provided food for 22 members, who attended the show. Their inn has been the home of the troupers. Thanks are extended to them and to the Fans.

RAYMOND L. BICKFORD, Circus Fan, says that Downie Bros., at Northampton, Mass., played to poor business on a field that was under water during the flood. Show had a straw house at Pittsfield night of June 1; tent half filled at Greenfield night of June 3, due in part to a severe electrical storm at show time. Greenfield fans, thru Bickford, were responsible for schools being closed at Greenfield, first time for a circus in that city.

BRUCE RINALDO saw Cole-Beatty Circus at Erie, Pa., where it played to two large houses. Says there is one word to fitly describe the show from start to finish—class. To Rinaldo one feature of marked importance is wire act of Harold Barnes. It was with keen interest and admiration that he viewed the work of a finished young artist, seen for the first time since being present at time of birth of Harold 16 years ago at Talladega, Ala.

RICHARD A. LEMIEUX and wife visited Sells-Sterling Circus at Fond du Lac, Oshkosh and Appleton, Wis. Business fair in afternoons and big each night. Reports fine show with many new acts this year. A new truck, with a load of new blues, arrived at Oshkosh. Many folks from Sheboygan, home of the Lindemann Bros., were back and forth to the show. Lemieux saw Mr. and Mrs. R. J. (Ech) Erdlitz and Dr. Taylor each night on showgrounds.

NORTHAMPTON, Mass.—Altho a representative of Downie Bros.' Circus, which exhibited here Decoration Day, returned June 3 and removed the direction markings placed on electric light poles, and in some instances on public buildings, Mayor Charles L. Dunn stated he was taking no chances of a repetition and refused to grant a permit to Gorman Bros.' Circus to play here June 15. Complaints had reached the mayor concerning the markers and he had ordered that a representative of the Downie show remove the signs.

HARRY LaPEARL, with Walter L. Main Circus, states that his clown numbers have been given good spots and are going over big, also that it is a great laughing show, plenty of clown numbers and comedy acts. Show has a snappy band. Joe Hodgini family of riders is the feature. Program closes with Hodgini's Indian act in center, featuring Joe's Indian riding act in center. Irah Watkins presented his wife with a new covered wagon trailer. His big ohimp, Mickey McGuire, is a big hit in program. Toy Wallace and wife visited at Amsterdam, N. Y. Toy, a former clown, is in jewelry business at Albany, N. Y. Doc Keene, clown, visited at Syracuse, N. Y. did Frank Wirth, Charles Smith and wife, aerialists, visited at Gloversville. Charley is recuperating from a serious operation.

Dressing Room Gossip

AL G. BARNES—Morgodor Cristiani fell at Pocatello, Ida., bruising his face quite badly against a quarter pole. Davilio Cristiani, who was laid up with a sprained ankle, is back in the act. Jun Sergej fell on a turn in the Roman standing races at Pocatello but was not injured. Doctor Boyd has a few added duties to perform now that he is associated with Bill Moore in legal department. That big spotted dog of Terrell Jacobs is going to be of some use after all. Don Cash has rigged up Queenie for a lion walkaround. Verne Newcombe, who is managing a "doings" at Pocatello, visited friends in the backyard when show was there.

Earl Chapin May and wife, together with Guy Toombes, manager of Utah Hotel in Salt Lake City, and Mrs. Toombes, took in afternoon performance in that city. Jewel, one of the first two elephants owned by Al G. Barnes, stepped on a laying-out pin in Logan, Utah, with her right hind foot. The foot is mighty sore and Walter McClain gave it medical attention. He also has it bandaged and a big leather boot on it. Ted Elder visited at Idaho Falls. He is making some fairs for Barnes-Carruthers. Manny Gunn and wife were around to say hello to their many friends. Manny, for years a circus trouper, has been connected with a Western carnival the last several years.

Just as Walter McClain finished working the elephant act in Dillon a man got out of the seats and followed him into the managerie. He proved to be Walter's brother, John, whom he had not seen in 23 years. John is in the mining business near Dillon. Joe B. Webb and wife visited at Dillon. Tunnels have a strange effect on some people. There is a long one between Dillon and Butte. Percy Merrill ("Big T") ran up and down the car aisle gasping for breath while others slept peacefully. Guess he can't take it. Fred Ledgett has given up his California "undies" in disgust and gone back to his Indiana flannels.

A "blessed event" is soon to take place in Milt Taylor's "quints." Maybe he will have a new act. Milt has been noticed lately cutting down on all his props. What is the idea, Milt, are you going to join a midget circus? Claude Elder, accompanied by his daughter, Katherine, drove from Missoula to Helena to take in the afternoon show.

COLE BROS.-CLYDE BEATTY—The arrival of hot days finds some sun-tanning going on. Pat Lindsey leading. Lawn chairs are springing up like mushrooms in backyard. Some of the sitters don't own chairs. Some horseshoe pitching is going on—Tom Allen, Wells Brothers, Sylvester and Kinko. Last named claims to be champion. Daily card game—Hilda Burkhardt, Mrs. Partello, Julian Rodgers, Virginia Ward, Pauline Sylvester and Gertrude Scott use mostly pennies. Mrs. Partello furnishes the doctor's shingle to play on.

The baseball fever certainly has hit the show, with (major league style) schedule posted each day on Nicholson's eating emporium (backyard stand). Following teams are vying for the honors: Dressing room, ushers, butchers, ticket sellers and prop men. Joe Lewis deserves much credit for arranging schedules and organizing the dressing-room bunch. He had a long face when butchers beat 'em 23 to 5.

Gazing around, I see quite a bit of practicing between shows. Just saw Harold Barnes do two beautiful forward somersaults on the wire without a mechanic. Out for menage is Gladys Wykoff. Wanda Wentz, Andria Gallagher, Mabel Keester and Dorothy Carter are practicing something or the other. Late visitors, Percy Smith and Dr. Nesbitt from Toronto; Charles Lewis, of Pittsburgh. Have a new Joey. Phillip Sweet, joining at Erie, Pa. Esma Maley is back in program with her muscle grinds. Had an injured knee.

Kinko bumped into the marquee and bunged up an eye, but kept on working. Bill Harddig is again working after a sick spell. Looks like a cold winter. The kniflers are really making the needles fly. Elizabeth Clarke, Martha Joyce, Bertha Denham, Jessie Good-enough, Viola Barnett, Betty Stevens, Jean Allen, Mabel McGraph and Mary Kinko are at it daily. Otto Greton and Ray Dean keep busy with their cameras. Gladie Beatty and Harold Barnes, with their movie camera, have made some nice shots. The writer is now going (See DRESSING ROOMS on page 38)

OAK BRAND HY-TEX BALLOONS

MICKEY MOUSE

TOSS-UPS



Marvelous silhouettes. Complete figures, or heads only, with cardboard feet. One size in fancy cellophane package, others in bulk. Leading jobbers have them in stock.

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Geo. ENGESSER,
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Cooks and Waiters that have worked for me before. CAN USE Soupsphone for Big Show Band.

W. E. SINNOTT

Kane, Pa., June 10.

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General Agent, Family Acts, Clowns, Legal Adjutants, Band Leaders, Calling Players, useful Circus People all departments. Show opens June 28.

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1936 CHEVROLET TRUCKS



NEW PERFECTED HYDRAULIC BRAKES

always equalized for quick, unswerving,
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NEW HIGH-COMPRESSION VALVE-IN-HEAD ENGINE

with increased horsepower, increased
torque, greater economy in
gas and oil

FULL-FLOATING REAR AXLE

with barrel type wheel bearings on
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Think of a truck that is engineered in every feature to prevent waste and save money! That is the new Chevrolet truck for 1936! With greater power than ever, its High-Compression Valve-in-Head Engine reduces gasoline and oil consumption to new low levels. New Perfected Hydraulic Brakes, permanently equalized, give quick, safe, "straight line" stops, get thousands of extra miles from tires and brake linings, and practically eliminate adjustment expense. A demonstration will show you the *extra strength* built into every part . . . to enable Chevrolet trucks to "stand the gaff," keep costs down and give you maximum service! The new Chevrolet line of half-ton and 1½-ton trucks includes a wide variety of models for practically every haulage need.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

GENERAL MOTORS INSTALLMENT PLAN—
MONTHLY PAYMENTS TO SUIT YOUR PURSE

POWER • ECONOMY • DEPENDABILITY • LONG LIFE

The Corral

By ROWDY WADDY

RODEO FOLKS should watch the Letter List in *The Billboard* each week.

AL JONES, advance agent for the X Bar X Show, arranged a two-day engagement (this week) at Lakeside Stadium, home playing field of the Canton Terriers baseball team, at Canton, O.

DURING THE RECENT Arkansas-Okla-homa Rodeo at Fort Smith, Ark., about 100 select members of the Mounted Troops of America (juveniles) were invited guests of the Fort Smith Chamber of Commerce and were allotted a 15-minute period at each performance to present their acts.

LEO CREMER, who furnishes stock for the Livingston (Mont.) Roundup, is shipping in some new dogging steers and Brahma bulls for the 14th annual show. Among contracted performers this year are Allee Slaty, Montie Montana, Ed Guelick and his son, Buster, and George Walker.

FT. WORTH, Tex.—The complete list of performers selected to take part in the Last Frontier here on a salary basis for the musicalized rodeo is as follows, according to Verne Elliott, co-director: Mabel Strickland, Dick Griffith, Buck Stuart, Ward Watkins, Paul Carney, Joe Welsh, Chuck Wilson, Roy Matthews, Olive Kelley, C. O. Lechner, George McIntosh, Chuck Williams, Lynn Huskey, Gene and Don McLaughlin, Ruth Roach, Lucyle Richards, Von Kregg, Dick Shelton, Rusty McInty, Hub Whiteman, Rube Roberts, Donald Nesbit, Buck Lucas, Chester Byers, Tommy and Bea Kirnan, Bob Calon, Rene Shelton, California Frank Hailey, Mamie Francis, Louis Kubitz and Creta Elliott.

WINNERS at the recent Corona (Calif.) Rodeo: Bronk Riding—First day, Earvin Collins (79 RAA points), Leonard Ward (47), Walt Stunrt (32); second day, Leonard Ward (79), Blondy Brunzell (47), Canada Kid (32). Bull Riding—First day, Smoky Snyder (38), Al Hayes (23), George Yardley (15); second day, Smoky Snyder (38), George Yardley (23), Nell Wagner (8), Canada Kid (8). Bare-back Bronk—First day, Leonard Ward

(47), Al Hayes (28), Ned Ferraro (10); second day, Smoky Snyder (47), Leonard Ward (28), Fritz Truan (19). Calf Roping—First day, Hugh Strickland (18), Breezy Cox (11), Andy Jauregui (7); second day, Lawrence Conley (00), Jess Hill (04), Charlie Jones (36). Steer Wrestling—First day, Holloway Grace (18), Canada Kid (11), Earvin Collins (7); second day, Mickey McCrorey (18), Canada Kid (11), Earvin Collins (7).

AMONG the annual attractive cowboy sports and Western atmosphere summer events in the Lone Star State is the Anvil Park Rodeo at Canadian, Tex. Inspired by prospects for this year, Secretary C. A. Studer and his co-workers are energetically and extensively preparing for the 14th annual, the dates of which were officially announced by the committee as being July 2-4 in a recent issue.

RECENT HOLLYWOOD PICKUPS, by Buck Moulton—Buster Steele leaving for Lake Tahoe for the summer to entertain duces. . . . Midge and Ray Blatherwick, after laying off for some time since returning from Australia, were booked at the Reno Country Club at Reno, Nev. After giving one show the club caught fire and Midge and Ray lost all of their new wardrobe. . . . Breezy Cox, Ike Rude, Buckshot Sorrel, Mielde McCory, Bill and Fritz Truan, Dick Robbins and Johnnie Slater have been staying at Andy Jauregui's at Saugus. . . . Sam Garrett will play Cheyenne, Wyo., in the afternoon and Ogden, Utah, at night on same dates—will fly from Cheyenne to Ogden and return to Cheyenne by train. . . . At the El Monte Rodeo, Fritz Truan was kicked by a steer and received a broken arm. . . . The last ad rites were conferred upon Clarence (Blackie Thompson) Degen by George (Buck) Conner, chaplain of the Riding Actors' Association, May 22, at Strother's Undertaking Parlor, Hollywood. A burial at Valhalla Memorial Park, Burbank, Pa. Bearers were Major Kiefer, Curley Gibson, P. Goldstone, Len Sowards, Mike Supine and Chuck Furrell. . . . Trick riders with the Ken Maynard Wild West, Nick Nicolls, Jack Williams, Paris Williams, Bill Nelson, Ed and Buster Guelick, Hazel McCart and Betty Roth. . . . Word reached Hollywood from Gallup, N. M., that Joe Kerlick sustained a broken back and Bill Gillis had contracted pneumonia. Both with The Texas Ranger company from Paramount. . . . Johnnie and Frankie Schneider, Herman and Warner Linder, Johnnie Bartram, Joe Burrell, Shorty Cisco and Charles Stickney returned from Australia. All were with McCall's Rodeo Company. . . . The second quarterly dance of the Riding Actors' Association, held at Hollywood Masonic Temple May 23, was an outstanding success. More than 100 couples were present. Johnnie (Arkansas Johnnie) Luther furnished music.

PAMPA, Tex.—The rodeo held the last three days (June 3-5) of the Panhandle Centennial Celebration here was a complete success. This second Centennial Celebration here was originally a program of the Junior Chamber of Commerce but was handled by various civic bodies this year, with Dick Hughes as general chairman; Col. H. Otto Studer (chairman), Lon Blancett, Aubra Bowers, Carlton Nance, M. A. Graham and O. K. Gaylor, the rodeo committee, Lon Blancett was arena director; Bert G. Pritchett and C. A. Studer, arena clerks and secretaries; E. Pardee, Glen Hopkins and Eddie Smith, judges; W. W. Maddox, C. N. Brewer and Lemar Dunn, timekeepers; stock furnished by Beutler Brothers, augmented by stock of Red Lyons and Jess Howard. The list of participants contained 105 names. Trick and fancy riding (exhibition) by Pauline Nesbitt, Jimmie Nesbitt, Opal Woods and the Rammy Family. Trick and fancy roping (exhibition) by Eleanor, Maxine, Joyce and Marvin Ramsey, Opal Woods and Jimmie Nesbitt. Reproduction of the End of the Trail by

G. L. Ramsay, Jimmie Nesbitt was clown, with his mule "Will Rogers." Contest winners: Calf Roping—First day, Jim Snively (16 2/5 seconds), Jess Goodspeed (17 1/5), Clyde Burke (18). Second day, Homer Pettigrew (15 2/5), Buck Goodspeed (15 4/5), Eddie Smith (17 1/5). Finals (on three calves), Clyde Burke (24 2/5), Jim Snively (57 1/5), Buck Goodspeed (61 4/5). Bronk Riding—First day, Vic Swartz, Burl Mulkey, Nick Knight. Second day, Vic Swartz, Milt Moe, Slaty Jacobs. Third day, Earl West, Milt Moe and Nick Knight and Vic Swartz tied for third. Finals, Vic Swartz, Nick Knight, Slaty Jacobs. Bulldogging—First day, Shorty Creed (9 1/5), Bill Van Vactor (13), Bruce Ross (17 3/5). Second day, Slaty Jacobs (9 4/5), Bill Van Vactor (14 3/5), Andy Curtis (15 3/5). Finals (two steers), Bill Van Vactor (27 3/5), Slaty Jacobs (31 4/5), Andy Curtis (34 1/5). Steer Riding—First day, Shorty Hill, Jake Beutler, Slaty Jacobs. Second day, Bill Van Vactor, Jimmie Olsen, Whitey Stewart. Third day, Hoyt Hefner, Jack Ohenhaus, Bob Murray.

Dexter Fellows (CSSCA) Tent Tattles

By FRED PITZER

NEW YORK, June 13.—We received a nifty invite to the Cozy Corner Club outing, held today on the Petersburg pike. . . . glad to hear that Harry Tucker is up and around again. One notices the gap whenever Harry is missing. . . . we are glad to record that Jolly Bill Steinke, who is the Tent's Perpetual Barker, is to play Manhattan Beach beginning July 15. On his program will be some of the country's biggest ork leaders. Or will he be on their program? . . . Genial Jim Chloupek is now the proud father of a fine bouncing half pound of books—Greenwood's *The Circus* and *Coups and Spangles*. . . . one can always expect a fine newsy letter from Baraboo Kasiski. Circusy and warm.

Already the rigid governing hand of President Kilborn is being felt. At a meeting of the new executive committee, held at Hotel Gotham last Monday, the members were on the job for two hours on new business. Many committees were appointed which we will give as soon as the minutes are received from the secretary. He suggested new stationery, a modern bulletin board for the luncheon room and many other innovations. Eltinger heads up the finance committee, the writer the membership committee, Robbins the publicity committee. He showed to the meeting a copy of the outline for the prospectus soon to be issued, the picturization for which will be done by that clever young civil engineer, Al Sielke. The last Wednesday in this month the last meeting of the Fill Guy has not yet been decided upon. For the first fall meeting all new props will be designed and new gags inaugurated. There will also be a more serious note thrown into the meetings. Eduardo Thornton-borough submitted a fine report of the treasury's condition, which was very encouraging.

We want to congratulate Mary Ellen Ketrov, daughter of the owner of the Ketrov or Kay Bros.' show, not only for the splendid house-wifery manner in which she keeps her special trailer, but for her fine work on the ladder swing, sleek wire and handling of the two big elephants on the show. Besides, we learned that Mary does all of the marketing for the cook tent. The day we saw Mary Ellen she had just come from the Big Show's matinee, playing at Newark, N. J., and she was high in her praise of some of the acts.

Sunday at Poughkeepsie, on shores of Sylvan Lake, Promoter Johnny Grady, assisted by the backyard G man, Earl Phares, led a flock of circus folks out to a good day's fun. Swimming, soccer, baseball and acrobatics (to the delight of the Sunday crowd), topped by a lot of food and Pabst, were the order of the day. The payoff was the group of Tarzans who emerged from the woods after lunch, led by "Head Tarzan" Rudy Rudynoff. A center-ring act if there ever was one. Those present were Art and Toni Concello, Mickey King, Louis Rosen, Tuffy and Grace Genders, Everett and Gladys White, Lavonne Bornhauser, Bob (Sea Wolf) Porter, Rudy and Erna Rudynoff, with Rudy Jr., Beau and Pusha; Lydia, Ike and Fred Romeo; Art Wallenda, Hank Code, Johnny Caderno, Emmanuelle and Katie Dal Pass, Mrs. Spurgat and Annise, Willie Ludwig, Alfred Maschino, Amelia Zaccini, Eugene Wallenda, Melvin Burgot, Con. Bill, Alred and Frank Otaris; Jack Voice, Dick Talley, Santos Glorilo, Clarence Saunders, Bebe Siegrist and Ralph Gram.

DeLong Sisters, with the show for many seasons, spent two days on the lot in Philadelphia renewing acquaintances. After Joe Minchin's party in Paterson Ella and Fred Bradna and Bluch Landolf spent the night with the mayor of Mountain Lakes, whose daughter's life was saved from drowning three years ago by Fred. The following afternoon they drove to Joe Cook's home on Lake Hopatcong, where they enjoyed the comedian's hospitality until Monday morning, when they rejoined the show in Poughkeepsie. Friends of the Walkmir Trio, who suffered a minor accident in Scranton, will be pleased to know that they are progressing in fine style and expect to rejoin the show shortly.

R. A. GRAM.

TOP PACKED

(Continued from page 34)

tables on track, Johnny Young; single trapeze, Doris Marie Norman, six years old; loop-the-loop trapeze, Jimmie Scruggs; chair balancing on trapeze and upside-down footloops, Glenn Wilson; rolling globe, Jerry Spence, Elizabeth Garrett; hand balancing, Bill Ritchie and Evelyn Welborn; aerobats, King Sisters; clown walkaround; Jerry Murrell Troupe of bareback riders, including Jerry Murrell, Portis Sims, Mary and Bob Clements, Verne Brewer and Joe Zwingli; Chick Sale house, clown creation; three acrobatic acts, finishing with teeterboard acrobatics to shoulders and chair, with 15 people in the number, and Newman Shell, somersaulting acrobat; trick and fancy roping, Capt. Tom Hickman, former head of the Texas Rangers; George Tyler and Joe Zwingli, with John McMurry's rope-skipping act; clown cannon act; aerial ballet, with five-people trapeze and two sets of aerial ladders mounted on revolving frame. There are 20 in clown alley, headed by J. B. Saylor, Ira McGehee, boss prop man, has three assistants, F. H. Boeber, Davis Olney and I. M. Rushing, with five men to each ring.

The Staff

George J. Carroll is manager; Dr. J. O. Price, medical adviser and assistant manager; David E. O'Brien, secretary-treasurer; Leon M. Gilmore, general agent; Cecil Murphy, legal adjuster; Luther D. Turner, superintendent of transportation; Glendon D. Bell, ticket superintendent; Roy P. Wilson, front door; Roy A. Stamps, reserved seats; J. N. McArdle, equestrian director; A. Morton Smith, announcer and general press representative; Glenn Davis, public-address system; Carl Kaden, superintendent of personnel; W. Alex Murrell, superintendent; G. R. McKissack, backyard superintendent; Mrs. Yancy Culp, wardrobe mistress; J. Ben Saylor, principal clown; Spencer Kempin, head usher; Henry Briggs, boss hostler; Leonard Thurman, chef.

DRESSING ROOMS

(Continued from page 36)

over to the butchers-prop men ball game.—EMMETT KELLY.

RINGLING-BARNUM—Ella Bradna was welcomed back upon her recovery from a minor operation to her eye. Joseph Minchin, circus fan of Paterson, N. J., was host at a party held at Alexander Hamilton Hotel following the night show. The guests were Mr. and Mrs. Carl Wallenda, Naitto Troupe, the Buemerangers, Fred and Ella Bradna, May Clark, Paul Jerome, Everett Hart, Felix Adler, Bluch Landolf, Art and Antoinette Concello, Torrence and Dolores, Rudy and Erna Rudynoff, Mr. and Mrs. Maschino, Albert Incan, Henry Bedau, Jimmy Reiffenack, Teddy Ernesto, Jack LeClaire, Dorothy Herbert, Andy Anderson, Lou Jacobs, Phyllis Werling, Chester Westcott, Mrs. Arley, Mr. and Mrs. Art Hamilton, John Beaty and Len Van Houten.

Merle Evans has had Johnny Sugar Brown and Chief Little Peter, two of the juvenile stars of the Wild West Show, as his guests on the band stand for last few weeks. Imagine his surprise the other evening when he found Marco the Midget in the group in full makeup. Merle swears Fred Bradna had a hand in the doings. The Ringling Ramblers took it on the chin from the Saxonia Soccer Club, of Paterson, 3 to 1. Maybe the revised lineup made the difference. The season's first picnic was held

COWBOYS

THE PRIZE LIST IS READY. MONEY IN THE BANK. IT'S AN R. A. A. SHOW. COME AND GET IT.

POCATELLO, IDAHO

JULY 2, 3, 4 and 5

WRITE CHAMBER OF COMMERCE CELEBRATION MANAGER.

STRYKER & COGGER RODEOS

NORTH PLATTE, July 3-4-5; RALSTON, July 20-August 2 OAKLAND, NEB., August 26-27; MEMPHIS, September 14-18. Total Prizes in four Major Events, \$8,075.00, plus all Entry Fees. Contestants act on credit. Free fares for limited number Oakland to Memphis and back north. Fair Managers see these for future possibilities. We book direct from North Platte, Neb.

Border Days Celebration and Rodeo

ORANGEVILLE, IDA., JULY 2-3-4. Write AL J. WAONER, Secretary, for Concessions, Acts, and for Prize List. The Biggest Celebration in the Northwest. "Cat in the Hat" and "Let 'Er Buck."

14th ANNUAL ANVIL PARK RODEO

JULY 2-3-4. For Prize List write G. A. STUDER, Secretary, Canadian, Tex.

WANTED

RIDERS, ANIMALS, ROPERS, SHARPSHOOTERS, ANYTHING TO FIT IN WILD WEST.

WOODBRIDGE STADIUM SHOWS JUNE 27 TO JULY 4, INCLUSIVE

Can use Wild or Tame Animal Act or Small Show. Two more Rides. Any Curiosities. Others communicate.

WOODBRIDGE STADIUM COMMISSION, INC. Woodbridge, N. J.

More in Michigan

LANSING, Mich., June 13.—Eighty-five agricultural fairs have been planned in Michigan for this year, said James F. Thomson, State agricultural commissioner. This compares with 76 in 1935. Through depression years, it was said, many counties and districts dispensed with fairs. Increased number is accounted for by resumption. State has appropriated \$80,000 as its share for premiums on Michigan products exhibited and \$35,000 for 4-H Club awards.

New Gadgets In Band Shell

CNE will have engineering departures in novel stand—English group dedicates

TORONTO, June 13.—Features never before embodied in a band shell are included in the mammoth structure now in course of construction for Canadian National Exhibition, Toronto, and the result of three years' research. Acoustics engineers from several universities have been consulted and Fred Mayberry, chief electrician of the big annual exposition, has utilized best lighting features from Swift and Ford shells at A Century of Progress, Radio City Music Hall, San Diego exposition and in addition visited Paris, Amsterdam, Brussels and Karlsruhe in search of most modern methods. These have been elaborated and special electrical equipment built to order.

Band and orchestra conductors will have a miniature simplified switch-board immediately in front of the podium from which they will be able to manipulate lighting effects to suit moods of music as they change during playing of selections.

The CNE has engaged Kneller Hall Band from Royal Military School of Music, Twickenham, Eng., to dedicate the shell, the organization being composed of handmasters taking courses at the school. This ensemble will be under the baton of Maj. H. E. Adkins, Mus. B., L. R. A. M., who will be remembered by bandsmen of America as guest conductor at the American Bandmasters' Association convention in Cincinnati two years ago.

Circuit in Minnesota Rules To Penalize Game Offenders

WADENA, Minn., June 13.—In a stand for clean midway, Minnesota Pine Belt Circuit has gone on record, said Secretary Whitney Murray, with a ruling against controlled devices and concession money games.

Only merchandise games with a 10-cent limit will be permitted, he said, and premiums of reasonable value must be given, with no buy-backs or pyramiding. Circuit has voted to bar any offenders from future fairs in the loop.

"We believe that under such conditions concession games can make money and that our patrons will be protected and satisfied," added Secretary Murray.

Chippewa Has Later Dates

CHIPPewa FALLS, Wis., June 13.—For Northern Wisconsin District Fair, which has moved its dates to a week later than last year, Beckmann & Gerety's Shows have the midway contract. Barnes-Carruthers will present vaudeville acts and night performance, Show of a Century. Grounds are undergoing improvements.

ALBION, Neb.—E. J. Millie, Loretta, was elected secretary by a new board of Boone County Agricultural Association, presenting the annual fair here.

THE REVUE AS A FAIR FEATURE

By WILL L. DAVIS

Watch for This in The Summer Number Of The Billboard

STRIDES BIG IN OHIO

Minnesota Annual Once an Itinerant

MINNEAPOLIS, June 13.—Minnesota State Fair, which will observe its 50th anniversary in its present location when it opens on September 5, was first held on the present grounds in 1885, which would make this the 51st year, but one year was skipped in 1893 because of the World Fair in Chicago.

This will be the 77th annual Minnesota State Fair. Before settling down, the fair was something of an itinerant proposition, being held in Rochester, Red Wing, St. Peter, Fort Snelling, St. Paul and Minneapolis before taking its present site just beyond St. Paul city limits.

Present agricultural building, first unit built on the new grounds, is the only one of the buildings to remain of the first fair on present grounds. It is a huge wooden structure, branching out under a large wooden dome, second largest dome of wood construction in the world.

Part of the present administration building also still stands from the first fair on this site. Dirt track is still in its original place but has been vastly improved. Several new grand stands have been built and present one is being remodeled now. The plant now comprises 250 acres and several score permanent buildings.

Centen Aids Ark. Revival

RISON, Ark., June 13.—Plans for the first Cleveland County Fair in five years were announced by a reorganized association, of which Max M. Smith is president. It will be combined with the county's observance of the Centennial, said James C. Mosley, secretary-manager.

Advances Have Been Great in 4 Years, Hanefeld Tells Managers

Better business methods and increased merit are lauded at Buckeye summer conference—Kahn tells of schedule for different attractions on six nights and Sunday

COLUMBUS, O., June 13.—Reviewing the field in the Buckeye State, Director of Agriculture Earl H. Hanefeld told the Ohio Fair Managers' Association in annual summer conference in the ballroom of the Desiter-Wallick Hotel here Wednesday afternoon that great progress had been made by county fairs in Ohio in the past four years, both as to added educational features, increased attendance and better business methods. He complimented all fair boards for their co-operation with his department and promised future support in all things that will continue Ohio as "the great fair State in the Union."

Comeback Set in Quincy, Ill.

QUINCY, Ill., June 13.—After five years of inactivity Adams County Fair takes form again this season. Directors of new Adams County Fair Association, sponsored by Quincy Chamber of Commerce, closed negotiations with Tom Baldwin for lease of Baldwin Park. Under the name of Singleton Park it has been home of county fairs at different times since the '70s. O. C. Mast is again with the organization as employed secretary, with Perry Hoefler, president.

Nevius Danbury Secretary

DANBURY, Conn., June 13.—The 67th annual Danbury Fair in October will have a new directorial head, G. Mortimer Rundle, who has been president and secretary many years, having resigned as secretary to be succeeded by George M. Nevius, who had been assistant secretary.



AS THE NEW BAND SHELL FOR CANADIAN NATIONAL EXHIBITION, Toronto, will look upon completion. It is now under construction, is the result of three years of research and its builders claim for it a number of features never before embodied in a band shell.

Work Rushed on Frontier Show For Opening Scheduled on July 1

FORT WORTH, Tex., June 13.—As the deadline, July 1, for Fort Worth Frontier Centennial draws near, work on all phases of the show is being rushed. Billy Rose and the board of control say the show positively will be ready. Final touches of carpentry have been made to Casa Manana and Jumbo buildings. Corrals are being made at Rodeo Building. Sally Rand's Dude Ranch has just been started. All of the light, water, gas and telephone work is completed. Turnstiles go in this week. Rehearsals for all shows are to be switched to buildings on the grounds by June 15 if possible.

As part of street entertainment on Sunset Trail, real weddings will be performed in the pioneer village church free of charge. When the supply of real weddings is exhausted Director Ed Lilley is to stage a fake wedding as weddings were performed years ago.

Between 50 and 60 concession buildings are being erected at a cost of about \$30,000. J. C. Cornish is to manage the Crime Show. A midway feature will be an old-fashioned Jenny Wheel, operated by Harry Morris. Irving Kahal, who wrote the music for Sweet Music, is here to help out with songs and lyrics for Last Frontier.

Billy Rose is also turning out lyrics for songs to be used, and among tunes already out are Toy Balloon, You're in Parce, There's a Little Old Cowboy and Lone Star. All have been recorded for March of Time and will be shown here next week.

Walter Dare Wahl and Company, comedy acts, and Lime Trio, comedy contortionists, have been signed for Casa Manana stage show. Assisting Robert Alton, dance director, in rehearsals are Chick Millang and Lauretta Jefferson, New York.

"Fairs are going forward," he declared, "and interest in them among the public is increasing. In this State they have made great progress in four years, especially in good business methods. Indebtedness of many has been decreased more than 50 per cent in this time and increased attendances are the rule each year."

Agents Show Doubt

A highlight of the session, which developed into a clearing house for ideas and round-table discussions, was the announcement of Secretary Harry Kahn, Auglaize County Fair, Wapakoneta, that the 1936 fair there will be "the only fair in the world to present a different attractions program each of the six nights and Sunday afternoon." He said that the schedule of acts has been completed and will be carried out, "altho several veteran booking agents said it could not be done."

Asked by Secretary W. B. Richmond, Elyria, regarding his Sunday program, Secretary Kahn replied that until two years ago, with no Sunday attractions and no gate charge, no more than 5,000 people ever visited the grounds, but that with Sunday attractions there has been 10,000 paid admissions on that day. Auglaize Fair is using 28 signboards, descriptive of its daily programs and with no pleterial matter, in four counties, he said.

Director Hanefeld held out little hope that admission to Ohio State Fair here would be raised from 25 to 50 cents, some secretaries complaining that their 50-cent gates are hurt by the lower price at the State show. He pointed out that county fairs receive \$2,800 annually in State aid and that Ohio residents travel (See STRIDES BIG on page 55)

Darnaby Describes Exhibit Structure for Chattanooga

CHATTANOOGA, Tenn., June 13.—Members of the agriculture committee of the Chamber of Commerce listened with interest to a description by Fair Manager J. A. Darnaby of the big electrical exposition and exhibit building planned for this fall's Tri-State Fair. The building, a huge circular affair, is on the same order as one of the principal buildings at San Diego Exposition. It will be near entrance to Warner Park. Mr. Darnaby said, and will in reality be two buildings, an inner circle displaying the educational power demonstration, showing progress of power, and the outer rim of the circle surrounding this display will be industrial and agricultural exhibits.

Mr. Darnaby explained that the building would be large enough to accommodate the industrial and business exhibits, one for a half-circle, and the next would be given to agriculture. He announced he had signed a contract with another grand-stand show of a size and class equivalent to that of last fall, which was the best grand-stand performance ever witnessed at a Chattanooga fair.

J. Alex Sloan will conduct auto races on Thursday of fair week.

INCLUDED in attractions for Greenbrier Valley Fair, Lewisburg-Ronocoverts, W. Va., will be a George Hamid revue, Revue of 1936; Robert's Circus, Jerry the Monk and programs by Ohio Display Fireworks Company, said Edward L. Blake, fair publicity director.



Texas Centennial Exposition

DALLAS

By GREGG WELLINGHOFF, 401 Southland Life Bldg., Dallas.

Nights Having Heaviest Play

Over 75% of daily attendance comes after 6 o'clock—midway biz starts light

DALLAS, June 13.—While every Tuesday at the exposition is scheduled for children, it was postponed this week, largely because of school examinations, but when a number of kids turned up at gates expecting admittance on special prices, officials changed their decision and inaugurated Kid's Day prices. Day crowds have been weak. More than 75 per cent of daily attendances came after 6 p.m. With President Roosevelt's visit yesterday, Presidential Day, a big week-end was expected. While days have been around 90 degrees, nights have been pleasant.

Midway business has been rather light but not discouraging. Readjustments as to arrangements, personnel and price have been going on and more are due. Fair officials were busy all week ironing out minor difficulties. Warden Lewis E. Lawe's Crime Prevention Exhibit and Show, a Dufour-Rogers attraction, and Ripley's Believe It or Not Odditorium are the two largest shows on the midway, excluding Villages. Crime Show reenacts the Last Mile, with Floyd Woolley in the leading part. Terry Turner, New York, associated with Dufour-Rogers, is

Total Attendance	
Saturday, June 6	117,625
Sunday, June 7	87,801
Monday, June 8	40,322
Tuesday, June 9	29,425
Wednesday, June 10	22,495
Total	297,668
Average Daily Attendance	59,533

handling advertising and publicity, with Hamilton Thompson as personal representative of Warden Lawe. Lieut. Charles Ronberry, Wichita (Kan.) police department, who is on a six-month furlough, is conducting a scientific laboratory. Paul Hillis is floor manager, assisted by Ned Haverly, Dard F. Norcross and Frank (Doc) LaMarr; Johnny King and Don Adrian on the front.

Skooter on Corner

Dufour and Rogers also operate Garden Cafe, Life Show and the Monster Show.

Life attraction has Mrs. Ada Dufour as business manager; Robert Curtis, Guy

benches and other park equipment. Present rides include Allan Herschell Blue Goose, Drive-It-yourself-cars, Kiddie Auto, Merry-Go-Round, Ferris Wheel, Airplane and Pony Track.

Luise Bros. Auto Skooter occupies a corner location near center of the Midway, in a building 50 by 97 feet. Front is of modernistic design with a high round tower at the corner with the name of the attraction in bold letters. Nate Miller, manager, said the ride has been doing excellent business.

Advance Ducats Gone

In Admiral Byrd's Little America front and all inside sets are glacial white. Feature is the big plane in which the Byrd party covered 250,000 miles of Antarctic country. Major George H. Black, chief supply officer on the expedition, is president and active manager; Pete Demas, Joe Hill and Fred Dustin, of the exploring party, are with the exhibit.

Advance exhibition tickets are sold out, the 2,000,000 quota having been disposed of, according to Harry P. Harrison, sale director. On basis of advance sales, total attendance will exceed 10,000,000, said Mr. Harrison, who handled the sales in Chicago and San Diego and is also handling the Great Lakes Expo sale, Cleveland.

Centennial Housing Bureau has 250 guides who will guide guests to rooms. Bureau has over 50,000 rooms registered in addition to those in hotels. Wheel chairs and rickshaws and the sight-seeing buses are modes of transportation around grounds. Bowen Bus Lines has concession for all inside transportation.

Norman Bartlett told *The Billboard* that his Rocket Speedway topped all rides and was second in receipts, only to Believe-It-or-Not Show on opening day.

Displays Placed At Great Lakes

Buildings now housing many exhibits—landscaping program employs 600

CLEVELAND, June 13.—Lincoln G. Dickey, general manager of Great Lakes Exposition, announced that exhibitors had started installation of display programs in Public Auditorium, Hall of the Great Lakes, Lakeside Exhibition Hall, Hall of Progress and Automotive Building.

Landscaping program, which included setting of 400 large trees, 6,000 shrubs, 4,000 square yards of sod and planting of 108,000 annuals of various colors, is nearing completion. More than 600 men were employed in the landscaping program, according to executives.

Peg Willin Humphrey, associate director in charge of space sales, announced the exhibitors who will present their displays in the various buildings.

S. S. Moses Cleveland, million-dollar showboat, was opened for delegates during the National Republican Convention. Captain Christensen's giant submarine has arrived at the East 12th street dock.

John Elliot, former manager of RKO Palace Theater here, has been named manager of the Horticultural Building, and Frank Hines, another former RKO exec, migrated to Chicago during the week to line up attractions for Marine Theater.

Associate Director Humphrey returned from a flying trip to Texas Centennial Exposition, Dallas, as official representative of Cleveland and Great Lakes Exposition at the Dallas opening.

Colored Expo in Ft. Worth

FT. WORTH, Tex., June 13.—Fort Worth Negroes are building A Century of Negro Progress on a 10-acre tract near Lake Como, Arlington Heights. Plans are for opening on June 15, with big day on June 19. There are two major buildings, open-air amphitheater and auditorium and dance hall. John Roxborough, Joe Louis' manager, said he would bring the boxer here after June 18. Others coming include Ralph Metcalfe, Marquette University's dash star; Jesse Owens, captain of Ohio State track team, and Eustace Peacock, Temple University. Dr. T. S. Boone, sponsor of the exposition, is negotiating with name Negro bands, and stage and screen stars. Carnival and concessions are being arranged by Kenneth Franklin and Aaron Gates. A. R. Griggs, Dallas, will direct principal pageant, with Edward H. Bontner in charge of music and George Crowder in charge of ticket sales.

FAIR SECRETARIES

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The Summer Special will be distributed Mon., June 22

Waters, inside lecturers; Barry Gray, Max Martin, front.

In the Monster Show, a neatly framed reptile attraction, center pit is worked by Carey Jones (Snakeoid), manager of the show. Julius Kuehnel is assistant manager and manager of Susie, added attraction, and billed as "The Human Reptile Enigma." Front is handled by four talkers.

Gorilla Village, co-owned-managed by Toi Teeter and Denny Cullahan, has a collection of apes, chimps, monkeys, elephants and features a 325-pound manx kutus, of the gorilla species, and thought to be the only one in captivity. Specimens were brought from Africa, China and other Far Eastern countries by Denny Cullahan, who spent six months in making the collection. Elephants are two pygmies and a white one. Dick Stewart, Frankenstein, and Price Na-Da-San, also in charge of the white elephant, handle front and bally; Whitey Rodenburg, Ray Ramson, inside lecturers; Murad Karam, bally.

On the lower Midway Tom Morris has a kiddie park, with seven rides. He has additional equipment on route, kiddie

Bay State Fairs

By L. B. BOSTON

Director Division of Fairs Massachusetts Department of Agriculture, M. H. Murphy, Commissioner; A. W. Lombard, Assistant Director

Fair officials assume considerable responsibility which may not always be apparent or at least considered when the gates are open for the reception of the public. A few matters in this connection may not be amiss to present at this time.

Not all fairs carry insurance to protect themselves against the possibility of accidents liable to happen to their guests or employees. It is not uncommon for a person to be injured on a fairgrounds. The public is entitled to all protection against defective floor boards, bleachers or grand stands, as well as from the possibility of being hit by flying objects. While accidents of this nature are not common, yet if they do happen and the person injured feels inclined to claim damage the fair management may be considerably embarrassed if the bank balance is low and fair is not protected by insurance. Every fairgrounds should be carefully inspected and all element of danger eliminated as far as it is physically possible to do so before the public is admitted.

It is to be regretted that more attention is not given by a few of our fairs to the comfort of their guests. It is so much more natural for a fair committee to concentrate on exhibits, premium (See BAY STATE FAIRS on page 55)

Fair Grounds

DARLINGTON, Wis.—Improvements on Lafayette County Fair grounds here include a new amphitheater, roof, remodeling of floors and renovations of cattle, sheep and swine departments.

CEDAR RAPIDS, Ia.—A hippodrome to seat more than 8,000 spectators will be built in Waterloo on grounds of the Dairy Cattle Congress, it to be 204 by 304 feet and have an arena 100 by 200 feet. An effort is being made to float a \$150,000 bond issue to pay for the improvement, part of the amount to be used in retiring old bonds.

BLACK RIVER FALLS, Wis.—Jackson County Fair Association, which purchased the American Legion pavilion on the grounds, will operate it this year. Work is progressing on a new 36 by 150-foot cow barn and new grand stand seating 2,000, while midway is being graded with a 21-inch drop to aid in draining.

LONGVIEW, Tex.—Church Day, to which all pastors of the section have been named on a committee to work out special plans, including a choir of 1,500, a Centennial pageant and band contest are to be features of the annual of East Texas Exhibit Association.

SHREVEPORT, La.—With \$100,000 appropriated by the Legislature, officials of Louisiana State Fair are drawing plans for immediate construction of a permanent building for the fall annual, to (See FAIR GROUNDS on page 55)

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S. D. Nearing Million Mark

Expo attendance for 1936 season more than 970,000 —Maynard Circus draws

By FELIX BLEY

SAN DIEGO, June 13.—Attendance at California Pacific International Exposition for the 1936 season neared the million mark, as last week-end brought year's figures to 970,269. Week's total thru Sunday was 61,710, according to Wayne W. Dallard, executive manager. Olsen and Johnson, appearing to overflow crowds in *Anything Happens* at the Organ Amphitheater three times daily.

assisted by their company of 50, were re-engaged for five days, starting on June 10, to appear in Ford Bowl twice daily and inter each evening will take their show to the Cafe of the World. Wednesday saw return to the south pool stage in the Plaza del Pacifico of *Modern Varieties*, sophisticated Continental presentation, including the dancing team Don Julia and Marjorie; Barbarina and her Poms; Chiquita, soprano; Pat O'Shea, Irish tenor, and Jay Warde Hutton and his orchestra. On Wednesday the United States Marine Corps Band, conducted by First Sergeant August A. Olaguez, was heard in concert at the Organ Amphitheater. Another feature was two night ball games on the Athletic Field.

Orphans See Circus

On Friday 1,500 men of the CCC, arriving in a caravan of trucks, struck camp in the Gold Gulch and demonstrated how forest fire camp equipment is used in times of emergency. Tom Collins, exposition department of special events, welcomed the visitors. Entertainment was provided by Larry Westmore, accordionist; Sam Damashofsky, violinist; Minnewawa Octet; John Bourdrie, vocalist, and Franklin Wilson, pianist. Clarence F. Desmond was emcee and program was broadcast over KFSD.

A gala event Friday night was the first performance of the Ken Maynard Wild West Show and Indian Congress on the grounds north of the Fun Zone gate. Capacity greeted the show. Maynard, heading a company of 300, rode Tarzan, his motion picture horse, and gave a fine exhibition of shooting from horseback, lassoed horses and riders at full gallop in groups of three, five and seven and carried off honors of the show. Cowboys and cowgirls in exhibitions of trick and fancy riding, roping and other stunts included Jack Cavanaugh, Bill Nelson, Niek Nicholas, Jack Williams, Ed Gulick, Guinevere Henry, Vernease Mitchell, Rhea Jack, Shirley Griffin, Gladys Griffin, Peggy Baker and juvenile star of the pony express, Buster Gulick. Elephant act presented by Anna Veidt and trained by Joe Metcalfe was an outstanding feature. Saturday afternoon show had 3,000 orphans as guests of the American Legion and Kiwanis Club, who purchased the tickets. Harry L. Foster had charge of the event. Maynard show played to good business on Saturday and Sunday, giving five performances, under contract with the exposition management.

More Free Attractions

Navy Week started on Sunday with a round of entertainments for officers and men of the fleet. With 70 vessels in port after an absence of six weeks, the grounds were thronged with bluejackets once more. Executive Manager Dallard announced Rosita Royce, "Garden of Eden" girl from Earl Carroll's *Vanities*, will appear as a free attraction for six days, starting on June 15, and Picciani Troupe, Royal Samoans and Evers' Horse, week of June 27. Silvano Bara Gonzales, secretary of state of Mexico, accompanied by Mexican Consul Ruben C. Navarre, visited the exposition and were received by Frank G. Belcher, president; Elwood T. Bailey, executive vice-president, and Frank Dragan, executive secretary.

SAN FRANCISCO, June 13.—Leland W. Cutler, president of Golden Gate International Exposition here in 1939, was re-elected with other officers who served the past year: Atholl McBean, chairman; B. B. Meek, Kenneth R. Kingsbury, George D. Smith, vice-presidents; John F. Forbes, treasurer; Col. Allen G. Wright, general counsel.

CADILLAC, Mich.—Northern District Fair directors elected Fred P. Hibst, president; Henry Miltner, vice-president, Cadillac County; Hjalmer Johnson, vice-president, Wexford County; George Stout, vice-president, Missaukee County.

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Risk Committee and Brokers Report Finish of First Round

Liability insurance setup of National Association of Amusement Parks, Pools and Beaches is declared to aid operators from Coast to Coast—satisfaction expressed

FROM NAAPPB JUNE BULLETIN

CHICAGO, June 13.—After more than a year of intensive work, the public liability insurance committee of NAAPPB, N. S. Alexander, chairman; Leonard B. Schloss, vice-president; Richard F. Lusse, E. B. McSwigan, Fred W. Pearce, H. P. Schmeck and Edward L. Schott, and enthusiastically supported by President Harry C. Baker and Secretary A. R. Hodge, have brought to fruition something tangible to relieve the industry from the burden which it has carried during the past years because of the terrific rates charged by report the complete listing of parks, pools, beaches and concessioners who have availed themselves of the opportunity afforded. John Logan Campbell reports that the results have been most gratifying.

Carriers Change Front

Many wrinkles have had to be ironed out, and more than 10,000 letters were mailed by the secretary's office to bring the plan to attention of all owners and operators of amusement parks, piers, pools, beaches and concessioners throughout the country. Certain districts, because of delay in brokerage arrangements, did not obtain particulars until an advanced date. In other instances it was found that certain big carriers were cutting board rates by taking advantage of certain technicalities so as to compete with the new NAAPPB plan.

In this connection, it is amusing to recall the attitude taken by these same carriers in the past years when they would convey the impression that they were carrying the business of the industry somewhat as a favor because they were losing money year after year, and now when they encounter some competition they begin slashing rates, to prove that they really do want the business because it is profitable; at least, that is the natural supposition, as most business men do not want business at a loss.

This action on the part of the big carriers was, however, anticipated by the committee and other officials of NAAPPB and the wise operator sees in it an attempt to block the growth and success of the NAAPPB plan in the hope that the association can ultimately be gotten out of the field and leave everything as of old.

Better Rates Seen

The association is insisting upon careful investigation of all risks, prompt handling of all claims and constant vigilance so that a good showing may be made, to the end that all policy holders will receive a good check at the end of the year as a dividend for participation in the first year's operation of the plan.

It is expected, too, that better rates will be available for 1937 because the association, thru its most able committee, will have something to say about basic rates, as well as individual operations. Hats off to the NAAPPB and those of its leaders who have taken this most progressive step, and by their unselfishness and unselfish effort have brought relief to the industry!

Cote Rides in at Tashmoo

DETROIT, June 13.—In Tashmoo Amusement Park, Larson's Island in Lake St. Clair, reopened on Thursday, Elmer F. Cote, Detroit operator, again has all rides, with five to be operated this season, Chairplane, Ferris Wheel, Whip, Merry-Go-Round and a kiddie ride.

HOUSTON.—At Sylvan Beach several large organizations are beginning to hold monthly outings and dances. George Wilson is public relations director.

DRINKING SANITATION AS A BUSINESS ASSET

By EMBREE G. JAILLITE

Watch for This in
The Summer Number
Of The Billboard

Park Born of Fame

MOOSE RIVER, N. S., June 13.—An old gold mine here has become nucleus of an amusement park, with prospects of the Nova Scotia government providing park facilities this year. Decision to capitalize on world-wide publicity focused on the little mining village has been followed by establishment of guide services, canteen, refreshment stands and souvenir booths, and plans for a Merry-Go-Round and Ferris Wheel. It was from 142 feet below the surface that Dr. D. E. Robertson and Alfred Scadding were rescued by Nova Scotia miners after being entombed 240 hours. Road into the village has been repaired and on it come motorists in volume undreamed of before the village hit page 1. One proposed attraction is to be a tent in which several dragsmen (mine rescuers) will demonstrate how they released the men.

Derby Park in Galveston Prepared for Great Season

GALVESTON, Tex., June 13.—Barfield's Racing Derby Park opened on Splash Day, May 17, to capacity business. Bathing Beauty Style Show, sponsored by Galveston Beach Association, brought thousands to the beach and business in the park surpassed any Splash Day of former years.

Mrs. Pearl Barfield added a Loop-Plane to the park, with Mr. and Mrs. Charles Kettle in charge.

Evelyn Rogers (Madame Wanda) has exclusive on all concessions, which include ball game, penny pitch and cigarette wheels. An added feature is Tokyo Gift Shoppe, owned by Mr. and Mrs. Kay Yoshida. Don McCorvey and Carl Thiem are back with a remodeled modernistic shooting gallery and Mr. and Mrs. Broyer have pop corn and snow machines. Albert's Grill is still catering to visitors.

Racing Derby, under supervision of Mrs. Barfield, assisted by an efficient crew, had a wonderful beginning Splash Day and is doing good week-night business. Bus and railroad companies have decided on excursion rates from Dallas, the Centennial City, and indications are for the best season here in years.

Lakeside in Port Dalhousie Has Best Opener Since '29

PORT DALHOUSIE, Ont., June 13.—Reopening of Lakeside Park here on May 25 was the best since 1929 for everyone connected with the spot, reported H. McGeachie, vet concessioner.

A record crowd with ideal weather also marked De LaSalle Day on May 30. Park roster is about the same as last year. Big outlay has been made in painting and redecorating. List of picnic bookings is heavier, park being booked solidly from June 4 until late in August.

Hal Davis and his nine-piece orchestra are drawing heavily with entertainment in the Casino.

Marshall Hall in Its 52d Season

Resort near Washington on Potomac reopens with Addison as manager again

MARSHALL HALL, Md., June 13.—Marshall Hall Amusement Park, near Washington, opened its 52d season on May 30, with a crowd of Young Democrat Clubs of the District of Columbia and the Wilson Line steamer City of Washington, with Captain Emoring, made four trips with capacity crowds. Wilson Line reports biggest bookings in its history. Harry H. Baker will be in charge of the Washington district for the line again. Severe ice last winter made it necessary to rebuild the dock on the Potomac River.

J. E. Drambour, park superintendent the past three years, will be in charge of concessions, which include beer garden, where H. A. (Bookie) Collar will greet patrons, and restaurant will be under supervision of Mrs. H. A. (Sue) Collar. J. Byrnes will again be at (See MARSHALL HALL on page 46)

Carlin's Showing Increase

BALTIMORE, June 13.—For the past six weeks Carlin's Park has shown steady increase in business over the same period a year ago. Last ride to open after repairs was the Old Mill and newest concession a corn game. Outdoor arena opened this week with capacity crowd to witness a feature wrestling match. Forest Gardens is also in full swing. Current froe act is Osaki and Taki, balancing.

Swim-for-Health Week Campaign

FROM NAAPPB JUNE BULLETIN

National Swim-for-Health Week, sponsored by the National Association of Amusement Parks, Pools and Beaches and National Knitted Outerwear Association, will be conducted on June 22-28. The campaign has received indorsement and active support of the Associated Wool Industries and has been recognized by the National Retail Dry Goods Association in its official Retailers' Calendar and Promotional Guide. Headquarters have been established at 122 East 42d street, New York City. More than 6,000 department stores and specialty shops have been notified of Swim-for-Health Week, as were about 3,000 pool and beach operators.

The purpose of the campaign is to increase the number of persons participating in the sport and recreation of swimming. To bring this about, it is hoped that every pool and beach operator in the United States will make every effort to successfully promote novice, junior and senior swimming meets for boys and girls. In many instances it may be possible to stage meets for men and women.

To arouse interest of youngsters throughout the country, a series of feature articles are to be released to newspapers thru syndicates, relating to the experiences of past Olympic stars, such as Johnny Weissmuller, Martha Norelius, Elinor Holm, Helen Mcany, Ethelda

Bleibtry and many others. The articles will bring home to kiddies that they are never too young to compete in nationals or in Olympic meets. We are stressing the fact that the champions, in many instances, competed in the Olympics at the tender age of 16 and some in the nationals at ages of 13 and 14.

If youngsters are sold the idea that they have a possible chance of competing in the 1940 Olympics, if they start training at the present time under jurisdiction of a competent instructor, they will immediately enter novice, junior and senior meets and will help build up the attendance at your gate. Feature articles on *Swim for Health and Beauty* will be directed towards the women of the country. These will contain information that a woman can either gain or lose weight thru swimming.

Pools should take advantage of bringing these facts to attention of the public, taking advantage of these news items, radio talks by health authorities and broadcasts of commercial products allied with swimming, with statements issued by heads of civic organizations, recreational directors, etc.

Bathing suit manufacturers are distributing to department stores, specialty shops, sporting goods stores, haberdashers and other outlets for sale of these products a series of six-color window (See SWIM-FOR-HEALTH on page 45)

Park Island Outings Soar

Lake Orion, Mich., spot is heavily booked—advertising drive precedes opening

DETROIT, June 13.—Park Island Amusement Park, Lake Orion, 40 miles north of Detroit, which reopened on May 29, had a special celebration, pre-season opening on May 16 being literally "by popular demand" of young patrons of the ballroom. Decoration Day business crowded capacity in all departments, with more than 1,200 ballroom admissions. A Battle of Music between Red Thoms' Orchestra, Detroit, and Don Phillips' Minute Men, late of Indiana Roof, Indianapolis, was won by Phillips and also the engagement for the season.

More than \$500 was spent for advertising before the opening, with extensive billing in many northern communities. Park has booked every picnic of last year and many new ones, 22 being scheduled for June with as many as four in one day. A handicap to the number of picnics is limited parking space to handle larger industrial outings. Erected this year, adjoining entrance to ballroom, are a photo gallery and pitch-till-you-win, high striker, chain scales and penny board stand to be added. A new basket-checking system, in addition to the old locker system, has been installed in the bathhouse.

Dance Plan Drawing

In the ballroom Penny Night, a feature that drew capacity last year, is being (See PARK ISLAND on page 46)

Boat To Beat Bridge Toll

EAST LIVERPOOL, O., June 13.—Rock Springs Park, Chester, W. Va., across the river from here, after being handicapped a quarter of a century by a toll bridge across the Ohio, has hit upon an idea that will stimulate patronage, it is believed. Toll charge is 10 cents for an auto and 6 cents additional for each passenger. Bus fare between the cities is 7 cents. For years the park has been denied patronage from the Ohio side because of the bridge toll. Park executives have arranged with operators of the excursion steamer George Washington to ply between the two towns, charging 10 cents a round trip when big outings are booked involving patronage from Ohio.

Pretzel in at Des Moines

DES MOINES, Ia., June 13.—A Pretzel ride was installed in Riverview Park for the opening on May 26 by Leon Cassidy. Manager Abe Frankis reported work on enlarged ballroom and restaurant completed except for installation of new decorations and lighting. A new boat-house has been built. Improvements this year cost about \$15,000. Jan Garber and his band played for opening of the ballroom, accommodating 1,000 couples.

Clementon Plays for Kids

CLEMENTON, N. J., June 13.—Clementon Luke Park is making a play for youngsters, having engaged Wayne Cody, radio kiddies' entertainer, to provide a free show, starting on June 19, when he will supervise weekly shows. Gus Bohn, magician, is to assist. Park figures in grabbing plenty good will in entertaining youngsters, who are more apt to plug its features to adult patronage.

Dividends Arc Paid in Paris

PARIS, June 8.—Stockholders of the company operating Luna Park approved the annual report showing profits of 130,918 francs (\$8,738) during 1935, and voted dividends of 20 francs (\$1.33) and 12.50 francs (\$0.83) per share on the two classes of stock.

PARIS.—In the huge indoor amusement resort, operated by Faure and Fort in the Palais Berlitz building, Water Shooter tank and Auto Scooter have been overhauled and all shows, stands and coin-operated amusement machines have been cleaned up and shifted into different spots, making the resort appear completely altered.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Transportatoriums

I'd like to devote a little space to a new swim-pool classification, tanks operated by railroad, trolley-car and steamboat companies. Many in this classification were among the first in their communities. Before the automobile became so popular transportation companies got the bright idea of building pools on outskirts of cities to increase their revenue. Many built and successfully operated entire amusement parks, and railroads, trolley cars and steamboats carried a great many persons to and from amusement parks and pools operated by the companies.

With advent of swim pools in the heart of cities and with additional competition of community parks and tanks, many transportation companies had to give up these sidelines. None of the bus companies, even the in a major industry, have attempted to operate their own amusement enterprises where they could transport persons to and from, preferring to operate to and from privately owned or even municipal pools and beaches.

Day Line Pool

However, the Hudson River Day Line, one of the originators of the movement, is still a big leader in the field. It is running daily trips this summer, as it has done for many years, to Indian Point and Bear Mountain. There gorgeous modern swimming pools await the excursioner. And many private pool owners can take a leaf from the operators of these tanks. A trip up the Hudson is most invigorating, and when one arrives a cool, refreshing swim is just what one wants. Small wonder that the Day Line cruises are most popular. Hats off to Jim Kenyon, of the

RUN-OF-THE-SEASON FREE ACTS IN PARKS

By WILLIAM MUAR

Watch for This in The Summer Number Of The Billboard

Day Line, who certainly knows what the public wants and gives it to them.

Luna Tank

They tell me Charlie Miller has done wonders at the salt-water aquadrome in Luna Park, Coney Island, N. Y., this summer. Haven't had the good fortune of seeing the changes there, but I intend to visit real soon and will have a complete report. Incidentally, Mack Rose, of twin Cascades swim pools, New York City, took in Luna and all of Coney last week-end.

New and Better Riviera

Among first outdoor pools I've visited this summer is the Riviera in uptown New York. New management certainly has done wonders and it looms to become one of the outstanding open-air bathatoriums in Gotham town. Anthony Miducci is operator, having taken it over last year from the Inverbro Company, owner of the property, and if the changes he's made are a sample of what a garage man can do with a pool, then I'd like to see many, many more garage men take over pools in New York. Buddy Kirkpatrick, who has charge of the filters, is the only holdover from the last regime and it is a wise move, for Buddy is a good man. Staff wasn't complete at time of my visit, but Edna Deppe, formerly with Park Vendome indoor tank, is in charge of swimming instructions.

CAPS and lower case—SHELTON INDOOR TANK, ONLY ONE ON EAST SIDE OF NEW YORK, BROKE OUT WITH BIG ADVERTISING COPY LAST WEEK IN ATTEMPT TO GET PLAY AWAY FROM OPEN-AIR OPPOSISIL.—Pro divers who competed in recent high-diving champs might be interested to know that reason Bea Kyle didn't compete is that she's playing engagement in Japan at present, from where she sent picturesque post card other day.—INCIDENTALLY, THEATERS THRU-OUT COUNTRY THIS WEEK ARE SHOWING NEWSREEL SHOTS OF HIGH-DIVING TOURNEY AND CAMELS WILL SOON RUN CAMPAIGN ON INDOORSEMENTS FROM SOL SOLOMON AND LUCILLE ANDERSON, MALE AND FEMALE VICTORS, RESPECTIVELY.—Harry Shepard has been made director of Palisades Sun and Surf Club, official organization for Palisades (N. J.) Amusement Park.—PARK CENTRAL INDOOR TANK, NEW YORK CITY, FEATURING MUSIC UNDER WATER, AS RELATED HERE FEW ISSUES AGO, DOING TERRIFIC BIZ AS A RESULT, AND LEE STARR, MANAGER OF THE PARK CENTRAL, ON BRIEF VACASH.—Art Goodfellow, praise agent last year for Cascades pools, New York City, returns with two duties, that of exploiter and chief accountant, which is a swell combination, take it from one p. n. with an expense account.—AND THE NEXT TIME A FELLOW ASKS YOU "WHAT'S THIS?" AND STARTS MAKING MOTIONS WITH HIS HANDS (WHICH IS THE LATEST CRAZE IN THE EAST) ASK HIM IF HE KNOWS THE ONE ABOUT THE POOL OWNER PRAYING FOR HOT WEATHER.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Nice weather, the yet unseasonable, starting in to make an appearance.—About 75 swimming pools operating around Long Island, which is a healthy figure for the territory.—There's a shortage of ashes and topsoil needed for the meadows site of the 1939 World's Fair. Probably will be necessary to carry much of it in from the surrounding country.

Long Island Tercentenary was a success if you look at it one way and the reverse if o.-o.-d from another slant. Got to admit, tho, that there were two or three good banquets and at one of them the ice cream was delicious.—Jamaica Exposition at the Jamaica Armory gives

local merchants a chance to show off their wares, but not so much opportunity for the amusement folks. Marathon dance going on at Ocean-side, with Ernie Meale, of Iowa, doing the conducting.—Edgemere Archa, with the Seldoman Brothers, of Rockaway Park, as sponsors, scheduled to open with boxing, wrestling and roller skating. Al Wilde named as match-maker.—Two new beach clubs scheduled for the Atlantic Beach territory, and they discount (we think) from the original snootiness of the resort.—There's a shill working around the Island who could step in for Buster Keaton any time.—Maybe we're acquiring attention, maybe. Maury (Ocean-side) Kanner named a sundae after us, just for a week-end.—Experimenting with opera at Jones Beach, and the cultured clique is clapping.

ROCKAWAY BEACH: Playland Park's biz has been pretty fair, considering weather obstacles and that the town has not really hit a good swing. Manager Misel has done remarkable things with the big emporium and he should manage to avert use of red ink.—Faber Brothers have been taking a number of spots on the Walk, and this year their specialty is cranes.—Who stole all the plumbing fixtures on the Boardwalk?—Hot dogs are a standard 5 cents, beer a dime and custard cones the same.—Who rapped that refreshment stand feller with a monkey wrench and why did it have to be a large-size one?—John Kelly'll be around soon, we expect.—Several golf driving ranges on the Peninsula and they appear to be faring well.—Kate Smith will put up for a while at Neponset with the Ted Collines.—Suggestion: How about someone trying a tomato juice drinker on the Boardwalk? Such a type of place was made to pay handsomely before.

LONG BEACH: Jack Dempsey around briefly with the missus and the baby.—Stan Ross and his ork will hold forth for the summer at the Long Beach Casino.—Group was considering the sponsorship of boxing and then, after learning how it fared in the past, dropped the idea like a hot potato.—Tony D'Aceto, who looks enough like New York City's Mayor La Guardia to frighten the cops in that city, is back here after a two-year stay in Florida.—Life guards are on duty and their ambition is to require better coats of tan than the Jones Beach brigade.—Lafayette Pool open.

Hostelry Notes

ROCKAWAY BEACH, N. Y., June 13.—Harbor Inn, Rockaway Park, night spot, opened this week-end. Al Almbinder, who had it several seasons ago, is running it again. . . . Henry Prince, hotel entrepreneur, and his son, Irving, have opened new Park Inn Hotel. They recently returned from Miami Beach and are building hotel in Florida to add to their string. . . . Judging by reservations, quite a number of showfolk and Broadwayites will summer it here. New York Hotel, Seaside hostelry under management of Metropole & Cholakis, has been renovated and is open for the season.

Famous landmark at Seaside, Wainright & Smith's, presided over by J. W. Wainwright, well-known restaurateur, will open officially around June 25. . . . William Tobias Butler, for many years associated with Vitagraph Company, now p. n. and educational director for the National Americanization League, was on hand to usher in the season under auspices of Rockaway Carnival Association, Inc., and Beach Time, Rockaway's official guide which is published by A. Edward Alices and boosts the resort. . . . E. W. Schilling, head of Seaside Improvement Company, reports rentals exceeding last season's. A new boat ride has been installed on their Walk property.

INDIANAPOLIS.—Articles of incorporation have been filed with the secretary of state by Trier Amusement Park, Inc., Ft. Wayne. Corporation has 1,000 shares of no par value capital stock and incorporators are given as George F. Trier, also named resident agent; Vivian J. Trier and Edwin H. Dickmeyer.

MARION, O.—Crystal Lake Park dance pavilion has been reopened for a season of social-plan dancing by Manager Fred E. Scherff.

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JULY 3 and 4 LOWELL, MASS.

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American Recreational Equipment Association

By R. S. UZZELL

As an opportunist John T. Benson still leads the procession. He supplied the animals for Jumbo, the show that was in the Hippodrome in New York City. While the animals were at the show the big flood hit Benson's Wild Animal Farm in Nashua, N. H., and drowned some of his animals. When the animals were returned from New York John built an ark, on the deck of which stands Noah proclaiming: "Hear ye! Hear ye! Behold and you shall see, two of every kind shall come unto thee. These animals come out of the ark two by two every day at 2 p.m."

Needless to say that pleases his patrons, especially children. The animals made the headlines in Boston papers because they had played in the New York Hippodrome. Our modern Barnum hitched his ark to this publicity. He announces that he is ready for the next flood. He drew a paid admission of 18,000 people at 25 cents each on the last Sunday of May.

On Buying Prospects

New York Hippodrome has been an elephant to handle from its inception. It put Thompson and Dundy, the builders, on the toboggan and into untimely graves. No venture with it has been an outstanding hit. Vaudeville, pictures, the *Fascions Play*, light opera and *Jumbo* all gave it a strenuous trial but could not make the grade. Now it becomes a sports arena for boxing, wrestling and sports contests. It may go over. If it holds out until the Sixth avenue elevated railway comes down and the Sixth avenue subway is completed the place will be worth some real money.

The activity that assures the New York exposition is here. There is a scrap as to who gets the filling and grading contracts. The publicity it is getting rather assures us that these contracts will be let on merit. Every day sees new progress on this colossal undertaking.

As the weather grows warmer we gain in favorable results from operation. Despite cold afternoons and evenings, we are getting the business. Next week the soldiers' bonus will get into circulation. It is sure to help general business and that in turn soon reaches our industry. The last half of June and July should show a marked increase over 1935, and if this desirable result is obtained it will get outdoor amusement men in a better buying mood than they have known since silk-shirt days.

Freight Rate Boost

Railroads have put over a fast one on us. A portable ride cannot now be so classified unless loaded on wagons. All of us know that a very large contingent of portable rides gilt and are just as much entitled to a portable rate as are those on wagons. With wagons a third-class rate, with 14,000-pound minimum on car, lot can be had, but without wagons the rate is fifth class, with a boost to 28,000-pound minimum. How come?

The American Carnivals Association and AREA will have to join forces and go after a revised rate. Page Spillman Engineering Corporation, Eli Bridge Company, Seltner Manufacturing Company, Allan Herschell Company, Robin Reed et al. Freight rates are not revised in our favor without efforts. Many parks use portable rides and many shipments to them would come under the 14,000-pound minimum.

Palisades, N. J.

By MARION CAHN

Observation: Jack Rosenthal works from 8 in the morning until long after park closing time the following morning. . . . Managers to be everywhere at once to put over his park this season. . . . Anna Halpin says he is being rewarded with figures so early in the season \$35,000 over those of last year for a corresponding period.

On tip from me to me I found out that chief bartender at Park Casino Bar is M. Carroll. . . . Formerly of Sherry's and Brevoort House and owner of four of his own bars abroad. . . . His boast is that he never poured a drop of liquor during prohibition. . . . Another tip from me to me is to go into the new Hill-

billy House. . . . Just opened. . . . Looks very exciting and line waiting all the time. . . . Biz must be tremendous. . . . Miniature circus in this week. . . . Cute new office boy having much fun building miniature Ferris Wheel, carousel, etc., for the mice in circus.

Note to people in park: In case you've wondered where we are (or do you care?), we've moved the publicity office out to a very cute shack right between the town fire department and the new park zoo. . . . We wanted to be alone. . . . Opened the bottom drawer of my desk yesterday and what walks out but a very cute gray squirrel. . . . Is that a form of criticism? . . . He couldn't have been looking for nuts, could he?

Saw Tom White, of the Loop-o-Plane, getting a big kick out of holding a much-terrified couple upside down for what seemed like hours. . . . And by the way, Kohr Brothers are in this year with a number of shiny white-tiled stands. . . . Personally, I like chocolate, but judging from the waits for service biz must be tremendous. . . . Doc Morris, promotion director, tells me he already has 40 days booked for the park.

Kimris proving sensational. . . . They are to be followed in by the Races, making one of their first American appearances specially arranged for by George Hamid. . . . Aside to Frank Cushing and Helen Osborne: Where are you? I have mail for you. Pool and beach mobbed over week-end, with park itself equaling its biggest day of 1935 season. . . . What press agents went where, for what reason, with whom Saturday night and who cares?

Asbury Park, N. J.

By RICHARD T. HOPPER

Unseasonably cool weather, holding back the forward rush of summer biz here, resulting in a surprising low in amusement news. . . . Municipal Casino definitely set to open with name orks on June 26, with selection narrowed down to two or three of the better known bands, altho Tom Burley, beach-front director, still not revealing who will be in the opening spot.

Bob Cole in town with the new walkathon, a Wilkins Mushkind production, "Smiling Smitty" Zatti and ork booked for the attraction, which hopes to present at least 35 couples. Vaudeville shows will be presented nightly. Grind will have been under way when this column appears. Will be aired three times a day over WCAP and WBRB.

Hyman Ruben, operator of a kiddies' amusement ground on the Boardwalk at Fourth avenue, has leased a new plot on the Walk at Seventh avenue for construction of a similar venture except that the new one is to be for older people. Hy plans to build shuffleboard alleys, bowling green and the like. May include a bicycle track.

City fathers handed the State alcoholic beverage control administration a setback last week when they dismissed charges against two tavern operators and reserved decision on two more cases based on similar evidence. . . . Understand well-known night spot in back of the shore will not open because of trouble with the music union. . . . Jay Mills Ork gaining popularity at Colony Surf Club, West End, while Al Apollon still drawing at the Trocadero, also West End.

Paragon, Mass.

By ARTHUR L. GAULIN

Opening with a real bang, Paragon Park for the first time in years, has been jammed with patrons, despite cool weather. Fireworks on Decoration Day were supervised by Joseph Mussere. Giant Conster has been praised after close inspection by engineering experts. Every ride opened on schedule after being prepped by George Youngberg and crews.

General Manager Dave Stone has purchased a new streamlined Whip. All concessions are operating under Charlie Blum. Unusually good business is reported by Lawrence Stone, kiddie park manager.

Palm Garden Grill, under management of Joseph Cohen and drawing 'em nightly, has a new heating system. Paul Zara and his Sorenaders furnish dance music. Floor show includes Joan Parrish, Douglas Woodman, Bert Foster, Bernie Wayne and Walter Cullity. Warm weather was okeh for opening of Metropolitan Bathhouse on June 7.

Playland, Rye, N. Y.

By THE VOICE

Concessionors report biggest business in five years. . . . Thomas Woodward, bathhouse manager, and staff busier than proverbial bee taking care of bathing end of spot. . . . Current free attraction, Four Queens of the Air, taking very well with thrill seekers. . . . Loop-o-Plane and Paddle Boats, new rides, strongly patronized, as is the Hillbilly Farm. . . . Kenneth Nelser, picnic booking manager, reports increased bookings. . . . Abbott's frozen custard and Arthur Marras' Playland Spa reaching new highs. . . . There are so many performers here this season that a Playland Tent, CPA, is within bounds of possibility before summer ends. Among trouperers are General Manager Lee Brown and Mrs. Brown, Madam Jordan and Yogi, Walter and Mrs. De Luna, Jack Fraser, Walter Millard, Norman Nelson, Ed Halliburton, Irving Weissmuller, Gus Bergman, Namy Saxon's entourage and Jack Cliffe.

Boats, canoes and launches on Playland Lake well patronized under management of Alex Walters, whose crew consists of John Walters, Irv Weissmuller and Harold Whitmire. . . . Ike (Whitney) Feuer back at novelty shop on Boardwalk. . . . The Voice sends his best to Mr. and Mrs. Minert De Oro and his many friends on Downie Bros' Circus. . . . Three Musketeers—Anna Lipsett, Marie Rocco and Liz Brady—will have to carry on as a duo, as Annie doesn't live here any more. . . . Jack Fraser and Walter Nichols made a hurry-up trip to the Big City the other night. There are many vague guesses as to the reason, but 'tis rumored that it had to do with the weaker sex. . . . It is with deep regret that ye scribe notes that Susanne the Mystic, of horoscope fame, has deserted us this season and is snugly ensconced at Savin Rock.

Badalato & Sons report greatly increased biz at Playland Casino. . . . News of the first of the summer's budding romances is leaking out. We are not at liberty to disclose names, but the young man's first name begins with "J" and he is stationed not far from center of park. . . . Well, The Voice has to page a lost youngster, so hasta manana.

Revere Beach, Mass.

By BEACHCOMBER

Widening of Ocean avenue descended on us suddenly, the big scoops "eating" up the streets and sidewalks, and what we are all happy to see it, as it will afford extra free parking space for thousands of cars right back of the ocean front concessioners, it appears it will be late summer before completion. . . . Wonderland Racing Park (the doggies) opened first week in June, Suffolk Downs (horses) track in mid-June. Followers of these two major enterprises here are beach-front patrons, play the grog-shops heavy. . . . Wonderland packed them in, dogs running until midnight in spite of the 11 o'clock quitting time "arrangements."

Marathon Building reframed and is now a beautiful Beano setup, seven big powerful Beans now on the beach front, and one wag says let's change the name to "Beano Beach." . . . Paul Murphy's Cafe now in Hurley's building, his old stand demolished with Ocean avenue widening. . . . Lavish setup known as the Frolic, a dine-dance place with name bands, floor show and singing waiters, is located where McGuinness for years had the side show. The late Whitey Austin and many other notables had their outfits ensconced therein under the McGuinness lense and banner for the better part of 20 years. . . . Two major Beans in hot zone dived to a penny a card. . . . This was anticipated and predicted because of what happened last year, shortly after the big July 4 two-day biz, when same ring leader price cutters went to the copper and dragged others right down there with them. . . . Marathon Beano seems to be holding tops 't date, followed by Louis Fox's lavish new Bridge Beano.

Bob Simon managing the Ferris Wheel, ride doing fine. . . . Charles Bucillis, Ripley's Rice Carver, sensation of the beach. Proclaimed by Major Healey, the State censor, the greatest attraction ever to exhibit at Revere. . . . James O'Brien, son of the mayor of Revere, has leased the John Hurley Beano for the season. . . . Cyclone Racer doing big biz on north end of the Beach since the Derby Racer failed to secure opening permits, after condemnation proceedings were carried into the courts, Racer will draw the cloud riders to the north end

and help that section of the beach considerably.

Barney Scheff's place busy for the time of year. . . . The 42 bands and drum corps on the beach, together with the governor of the State, afforded a fine draw, then the fire killed everything for at least three hours. . . . No other beach in the East has more beautiful boulevard approaches than Revere. The new shrubbery planted two years ago at completion of these fine two-lane highways with the center parkway lawns is beginning to take on size and beauty. Optimism prevails and a big season is looked for, what with the bonus and circulation of federal project money.

Kaydeross

SARATOGA SPRINGS, N. Y.

Madam Jones, mentalist, located in modernistic building beautifully decorated in high-colored drapes of Oriental design and artistically furnished. . . . Burt Pfeiffer, who has frozen custard, is housed in a building affording cool atmosphere, with decorative scheme of cutouts resembling icicles hanging from ceiling beams on all four sides. Creation of this natural-looking ice effect was conceived by Ray Miller, who's in charge of dance floor of park ballroom, while Mrs. Miller is drawing them at her milk bottle game. Millers are in vaude greater part of year.

Rex Eddy, Beau Brummell life guard here for seven years, again on job. Never a serious accident at beach during his regime. . . . Charming Virginia Wamer presides over restaurant and refreshment stands with a number of competent assistants. She's the daughter of E. A. Walker, park owner, and has been associated with its activities for many years. . . . Bathing beach busy catering to girls from Skidmore College. Park popular with Skidmore girls. . . . Charles Wegner and Betty Young, of promotion staff, busy booking organization outings and meeting with unusual success, having signed up orgs who have not held an outing in five years or more.

Harry Brown reports fine biz with his four flashers. His stores attractive, creating no little interest. . . . Fred H. Ponty, manager of park, planning bathing beauty contest early in August during racing season. Baby Show and parade of floats being arranged for July. . . . Dave Kaufman has had exceptionally good business in his sportland and arcade. . . . Joe Reiser has one of latest strip photo outfits on the market and reports good patronage.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, June 13—First of summer openings is scheduled for this week-end, with a large crowd in town and prospects of a lot of loose money around. Next week-end will see the National Headliners' Frolic, with leading newspaper and newsreel men in attendance at the Shelburne and Ambassador, opening of George White's Seandals at Garden Pier Theater, opening of Apollo Theater as a road-show house; opening of Warner Theater, near Million-Dollar Pier; opening of Globe Theater, with Joe Quttner in charge, and burly revues set for summer; re-opening of Steel Pier attractions and opening of Rotary International Convention.

Morrow Brothers brought one of the most unique ideas to the Boardwalk with the opening of the "Bird in Hand," a glorified fried-chicken setup with novelty and entertainment. . . . Atlantic City will get a preview of Roger Pryor over the week-end when he appears at the Hollywood; he is booked for opening of Million-Dollar Pier. . . . Kongo Land is the new mechanical exhibit opened by Steel Pier. . . . Louis St. John, Contra Pier, announces signed Cyph Trade of America exhibit.

Steeplechase Pier will have its liquor license renewed, it was announced by Mayor C. D. White, altho it was the last time, he said, that any such beach-front structure would have this privilege. Garden Pier has been turned down on a like proposal. Bill Hamilton, who manages the Ambassador Hotel, is putting over the pool in a big way.

Steel Pier played host to 800 children of school safety patrol this week. . . . President Frank P. Gravatt being on hand to greet them. . . . Johnny Burke made a hit on ace spot of Steel Pier vaudeville bill last week-end. . . . Jack Pepper played one of his many return dates to the pier and, as always, clicked. . . . Jules Falk announces Martha as first Steel Pier opera of season.

Preparing Swim Pool for Opening

By HARRY A. ACKLEY
FROM NAAPPB JUNE BULLETIN

This subject is so broad that to advise pool owners, without a survey of each individual pool, would not be practical, but there are some general conditions which do apply to nearly every swimming pool, and the writer can suggest some pointers as follows:

Inspection: The filter plant should be opened and drained during the idle season and, before introducing any water, the sand should be examined by taking a light into the filter and raking over the top sand. If the filter sands have been replaced within the last five years the inspection should look for mud balls and concentration of hair or lint which form the nucleus for mud balls. The sand should be raked over and all foreign lumps thrown out and the sand bed leveled.

Filter Examination

If it has been five years or more since the sand was replaced, care should be taken to dig rather deeply into the filter sand strata, looking for mud balls and for any possible mixture of gravel with the sand. The condition of the filter beds just as they were when operation was closed down should be noted, and any piling up of sand or formation of craters or any other unusual conditions should be noted, as they indicate something wrong in the substrata or under-drain system of the filter.

The circulating system should be checked carefully before water is put into the pool, and water should be pumped thru the circulating system and run to waste until it is certain that the

circulating pipes are free from obstructions and accumulations of scale or other material. Nozzles or strainers should be removed for this clean-out operation.

Survey on Painting

Expansion joints can be rescaled by use of a large blowtorch and a suitable iron which can be a smooth bar about three-quarters of an inch in diameter and about three feet long, shaped at the end to form a small curve or rocker. By keeping this iron hot and the blowtorch on the iron and the points of contact with expansion joint seams, the materials can be rescaled and the winter cracks closed up, very often without addition of any new material. This sealing should be done just ahead of filling the pool, so that the finished work will not be exposed to the hot sun before it is covered with water. Overhauling of bathhouse, equipment, etc., is a matter which each manager has under control.

The subject of painting swimming pools is an annual topic, and this office has carried on an extensive investigation during the past several months. We have arrived at several conclusions which include the fact that a set recommendation for painting will not apply to all swimming pools alike, and that the condition of the concrete and the character of any previous applications, that is, whether oil or cement base, and several other factors must be considered before a paint is selected; also the cost statements of paint salesmen should be subject to close examination before their material is purchased.

into bold relief a situation which has happened in Coney before. No sooner had Kahn incepted the game than half a dozen other impresarios started to ape him under different labels and various frameups, but with the same general idea of play and operation. Right now the tide is flooded with the shops and the folks are going for them in heap huge way. The same condition held when the Penni-Arts game was brought out. In the end the law was forced to step in and the Penni-Arts are now a thing of the past.

One of the evils detected by the license commission, among other law-enforcement agencies in the city, is the old army game of buy-backs. In this case cigarret cartoons are changing the complexion of things. Buy-backs mean gambling and gambling, while not in the same class as murder, is no go with the city pappies. What will happen if the boys don't watch their step is that this the most profitable game in a decade will be disallowed. Those impresarios who know their onions will take the tip and reform.

The aforementioned license commission is also raising Harry with false banners at side shows. A cleanup is in process. Commissioner Moss has the boys in his Manhattan office every now and then to deliver a scolding which is very scalding indeed.

Louis Rifkin and Willie Engelson, otherwise known as Babyface, have opened a Skill Bingo, a new item, at Surf and 12th, adjoining their two other stands. . . . Saehs and Sieberling, who have the Poker Tables on the Walk, installed a Bingo in Brighton. Like Revere Beach, the playground of America is Bingo and Fascination crazy. . . . Fred Fansher, who is flooding the country's parks with Hillbilly Farm walkthrus (he has one at Luna), came down for a visit. . . . Julius Tolces, manager of Feltman's Gameland, is improving the spot from day to day. . . . Bob Kirshman continues at Luna Park with his celebrated shooting gallery. . . . Dave Rosen, manager of Palace and Wonderland side shows, seen walking on the avenue watching passers-by, finally getting a box-office view of a brawl during which two policemen ushered a fem over to the station domicile. . . . Sam Wagner, manager of World Circus-Side Show, all set to bring in an outstanding attraction, Eddie Aekerson, mentalist of the same freak shop, wowing the customers with his conversational didos on the platform, assisted by the capable and suave Thomas O'Reilly McNeill. . . . That was Billy Sandler, former talker-lecturer here, promenading hither and thither in search of diversion. . . . Billy Jackson's Midget Village looks like a winner, with week-end play "most gratifying," says Billy the Kid.

Dodgem Corporation is responsible for the Dodgem Boat Ride at the Lido pool, Boardwalk and 15th street. Lido location affords one of the longest marine stretches in the country for a craft of this type. It's a serene, peaceful jaunt over the waterways, and the pool management has dressed up surroundings in fine style. Lighting, subdued, adds to the interest of the place. Customers are going for the self-driving boats, too.

Special Labor Day Body Gets on Job

FROM NAAPPB JUNE BULLETIN

CHICAGO, June 18.—The prize-winning program appearance at the last convention was that of J. E. Lambie Jr., chairman of the special Labor Day committee, appointed as a result of his most able paper on *Does Labor Day Come Too Soon?* Remaining members of the committee, appointed by President Baker, are C. C. Macdonald and Fred W. Pearce.

A campaign designed to obtain co-operation of more than 100 prominent trade organizations, who are interested in changing the date of Labor Day to the extent that amusement resorts are, is being sought by Mr. Lambie's committee. In addition, the presidents of all concerns manufacturing automobiles are being contacted for the same purpose.

It is recognized that this is a tremendous undertaking, which will involve a lot of work by a lot of organizations. However, it is realized that the prize is worth the battle. If Mr. Lambie's handling of the subject at the last convention is any indication of the work which will be done by his committee, the industry has the assurance that no stone will be left unturned to bring about desired results.

Space Sale Starts For 1936 Conclave

FROM NAAPPB JUNE BULLETIN

CHICAGO, June 13.—Ground plan of exhibition space available for the next conclave of outdoor showmen to be held in the Hotel Sherman, Chicago, on November 30-December 4, has just come from the printer. The secretary's office is writing immediately to exhibitors last year offering them first refusal on the space they occupied at the last convention. After a limited period space will then be available to others.

Arrangements have been made for 120 booths. Since the last convention a number of applications have been made by new exhibitors and, from present indications, the secretary's office feels justified in anticipating sale of not less than 100 booths and perhaps a complete sellout.

A device in operation has been planned for the main lobby of the hotel which, in itself, will be an innovation, and the space, incidentally, has already been booked by one of the industry's most progressive manufacturers. Exhibitors using space in 1935 are cautioned to be prompt in making their reservations this year.

Coney Island, N. Y.

By LEONARD TRAUBE

The big noise of the week is—you guessed it—Luna Park's Streets of Paris, a Tony Sarg conception patterned after his attraction of the same name at Chicago's World's Fair. On the night of June 10 a press party was staged, followed the next evening by a preview for the Beaux Arts social registerite fraternity at five bucks a smack. The illusion layout itself, listing an even dozen shows and housed in fine-looking buildings down the center of the park, where for years the Willow Grove was the big works, won't be ready for perhaps another 10 days. Featuring the evening, therefore, was Mr. Sarg's cabaret style program produced on a square commodious stage lined with iron railings, the customers peering up from below, where there is a spread of tables for the beer-inclined gentry.

Show was abbreviated but breezy, complete facilities for production having not as yet been installed. A precision line of 12 girls opened the bill with a naughty but cute routine during which the pretties relieve themselves of their outer trappings and prance about in super-nudist colony style, or at least very near the same. It's super because it's happening in Luna, which isn't exactly accustomed to this kind of offering. After the usual on, but whether it will probably catch on, but whether it can show a profit, what with the overhead in the fancy class, is another question.

Principals of the show, booked by Carlton Hub, are Frances and Carroll, apache dancers; Lola Renoff, veil and acrobatic dance; William Tuck and dog; Rudith Williams, fan and cellophane dancer; Ann McKernan, flirt number in cellophane dress and parasol, and music by the Continentals. The dozen dainties go under billing of the Mendez Dancers.

Surrounding the cabaret proper are a semi-enclosed circular bar, a refreshment stand and the various structures of the Streets of Paris. Charlie Miller, Luna's manager, did a swell job on the paint and carpentry scheme, with decorations and designs by Sarg, famous as an illustrator, caricaturist and marionettist. Sarg induced a number of his artist friends to supply some terrific wall drawings, which are plenty splay. Even Soglow and his kingle are represented. More anon.

Syd Kahn, who introduced the Fascination game to Coney Island last season and who's still on Surf avenue with a modernistic shop bearing the electrically operated rollidown, was the vector in a legal tussle with the Tiffett Brothers in which he charged infringement. As a result, Kahn gets 15 per cent of the earnings of the Tiffetts this season, tho an appeal looms as a possibility. Decision is important because it brings

THE GREAT LOOP-O-PLANE

- 4 Passenger With Cables, \$1,800.00.
- 4 Passenger Without Cables, \$2,000.00.
- 8 Passenger (12 Children), \$3,200.00.



VETERANS INVEST IN THIS FAST MONEY MAKER

I Will Accept BONUS BONDS At Par Value as Payment on or in Full on This Ride.

PARK OWNERS AND SHOWMEN Desiring one or two weeks' demonstration of our dual or single Loop-O-Planes write or wire **ROBIN REED, Salem, Ore.,** for dates.

Sales of dual units this year are double those of 1935 season.

SPECIAL LOW TERMS TO PARKS AND PERMANENT LOCATIONS.

PARK OWNERS—We have one or two Concessionaires that will book Dual Units with the larger Parks. Write terms.

ROBIN REED, Jobber

Box 237, SALEM, ORE.
Solely Loop-O-Planes.
Foreign Representatives Wanted

POOL MEN

PROTECT YOUR PROFITS WITH THE INTERNATIONAL PASS-OUT CHECK. Write today for FREE SAMPLES, Details and New Low Prices.

International Seal and Knel Protector Co.
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better than expected. On down the walk one meets Forrest D. Robinson, back in Riverview Park guessing weights after spending the winter in California, his third year here.

Thomson's Motordrome has an entirely new front, enlarged pictures of all riders, decorative pedestals, new lighting effects and a new troupe of dare-devils. Dorothy Stone, London, is featured rider. Maurice Osborn and Speedy Pierce race between miniature auto and motorcycle, and Texas Del Crouch and John Peluso are trick riders. Daley Vaughn is emcee. Charles LePon and R. B. Thomson, tickets. Show is getting a lot of favorable comment from patrons and nice publicity in newspapers.

SWIM-FOR-HEALTH

(Continued from page 42)
and counter cards, 2-color window strips and triangular pennants. Department stores and other establishments selling bathing suits, bathing caps, shoes, beach robes and pajamas, beach umbrellas and chairs and numerous other items are taking additional newspaper advertising lineage and are using additional window space to promote Swim-for-Health Week.

Associated Wool Industries has bulletinized Swim-for-Health Week news to every department store thruout the country and is following this with news flashes to fashion pages of newspapers. They are also releasing style photos to newspapers, showing latest models of bathing suits, beach pajamas and other beach sports wear.

Pools can co-operate with the national movement thru purchase of a unit of advertising material consisting of 50 four-color window cards with two-line imprint; 15 four-color one sheets with two-line imprint; 100 two-color window strips; one advance article for release to local papers; seven articles for daily release to local paper; one exploitation sheet giving detailed information regarding every possible tieup. This unit sells for \$30, F. O. B., New York.

GANTON, O.—Lawrence Craney is manager of bathing beach in Meyers Lake Park for the fifth consecutive season. Facilities have been greatly improved and capacity more than doubled.

NEW YORK.—St. Louis Zoological Garden has added to its collection of trained chimps Janette, reputed to have the longest hair and finest coat of any chimp in captivity. Animal was imported and shipped by the George Wohlstadt Bird Company, animal dealers. Firm also made a shipment recently to Belmont Amusement Park, Montreal.

Chi Riverview

CHICAGO, June 13.—A stroll thru Riverview Park reveals many new attractions for '36. President George Smith certainly has been busy the past winter getting the park in the wonderful condition it is.

Lots of oldtimers here. Henry Belden, with three big shooting galleries; William Country, with his four large photograph galleries; Ed Hill, manager of concessions, assisted by Oscar Nelson and Charlie Martin; S. W. Thomson, with Motordrome and six riders (male and female); all the old rides and lots of new ones.

Among big attractions is the Circus Side Show. It opened May 20 under managing ownership of Harry Dunse and enjoyed a banner Memorial Day. Everybody happy and looking forward to a fine season. Personnel includes Martha Morris, armless wonder; Great Gravity; Jerry Gould, singing vent; Johnny Foreman, muscle control; Princess Marie, reader; Christine James, bally and sword box; Jack Leiper, Louie Sorensen, talkers; Bobby Landis, Johnny Wytko, tickets; Carl Foreman, inside lecturer; Ruth Olson, ticket taker; Ray T. O. Edmondson, lecturer on annex.

Charles Nicholas and Eddie (Stagonia) Lazar, operators of the Rings game, better known as the Clothes Pin Pitch-Tilt-U-Win, are now in Riverview. Business has been fairly good and the boys are looking forward to a good season for everybody. After eight years out of the business they find conditions far

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

AFTER MUCH negotiation Fred (Bright Star) Murree, 75-year-old Indian manager of Red Lion (Pa.) Roller Rink, advises that the much-discussed contest between Walter Laidlaw, 81-year-old Washington (D. C.) speed and fancy skater, and himself will be staged in York (Pa.) Roller Rink on June 30 at 9:30 p.m. "Rink officials will put up a gold medal and split 30 per cent of the gross," he writes. "Everything appears satisfactory to Mr. Laidlaw and this contest will be to decide the champion pioneer roller skater of America. We may have to have local talent for official judges. They try to be fair but often do not know their stuff. If there are any oldtimers near by we will gladly make them welcome. If I win I will defend the title against all comers here and abroad for real artistic and fancy skating. I think we can make it interesting to all who come to see us."

TWO RINKS are being managed by Leo (Doyle) Deitelbaum, former Ohio State speed champ, Babb's Beach Rink, Lake Congonond, Southwick, Mass., and Lake Spafford Rink, near Keene, N. H., advises S. F. Morse from Springfield, Mass., who says business is good in Southwick and that the Keene rink opened on May 30.

A SPORTS arena that in winter will be home of Hershey (Pa.) Hockey Club and in summer will be used for roller skating and indoor sports, is expected to be complete by November 1. Auditorium is of reinforced concrete, height from ice to roof, 100 feet; 243 by 385 feet, and of seating capacity for hockey, 7,000. Hockey rink will be 200 by 85 feet.

GEORGE A. CORBEIL writes that 60 members of White City Roller Club, Chicago, on a motor trip over the Decoration Day period, visited Arena Gardens Roller Rink, Detroit, receiving a cordial welcome from club members of that rink of General Manager Fred Martin. Some novel entertainment features were introduced during a regular session. The Chicagoans were guests at a buffet lunch as a final gesture of friendliness, and Mr. Corbeil says Fred Martin and his skaters will be welcomed in Chicago when they visit White City Rink on July 4.

FOUR SKATING MACKS, American roller skaters, are at the Bodra Theater in Stockholm. Skating Hamiltons, American roller-skating duo, are playing two weeks at the Tuschinski Theater in Amsterdam. Chick Finks, American roller skater, and partner are at the Galty Cabaret in Brussels.

AFTER a two-year tour of the States and recently closing with Cole Bros-Clyde Beatty Circus in Chicago, La. Benton Trio, girl roller-skating act, which originated in Austria and Germany, has been given indefinite booking at Texas Centennial Exposition, Dallas, advises Miss Juanita La Benton, who holds record of weight lifting (325 pounds) on roller skates. Others in the act are Alva Darnell and Nettie Perry.

BUSINESS so far has been the best since summer of 1930, writes Jack Dalton, widely known for his roller-skating act and manager of Puritas Springs Park Rink, Cleveland. "We are skating from 200 to 400 a night," he advises. "It appears that a new generation has arrived and, naturally, we must teach them the art, as well as the rules, of roller skating. I advise all rink managers to put their men in strict training so as to observe every courtesy toward new skaters. The rough element should be kept out; everyone should be made to abide by good rules. I have found that in many places old patrons

feel that they should be allowed more privileges than others. I do not approve of this attitude because of my experience, as I have found that they really do more harm than good. So rules and regulations must be enforced upon all, regardless of position or relationship of patrons, if managers are to succeed in a clean and respectable business."

On Rollers in England

By CYRIL BEASTALL

On May 16 I visited Trindle Rink, Dudley, when Derby Myers roller hockey team defeated Dudley L 17 goals to 1. Same evening I went along to Colonnade Rink, Leamington Spa, to officiate as referee on the occasion of the Northern and Midland counties championship between Sheffield and New Derbians. Derbians eventually passed into the final as result of a convincing triumph by eight goals to one, Bob Hulme, English international captain, being responsible for no less than seven.

As I write I am spending a week-end in London with the Lees, Benny, national pro speed champion, is in strict training for an attack on the one-half and one-mile paced records. Just had a run around the 14-lap Brixton (London) track and one is convinced that Benny has a good chance of success if fitness is any indication. I will report on the events to be held at the Hastings outdoor rink; track is concrete and four and one-half laps to the mile. I shall be an interested spectator when Benny Lee takes the tracks.

In New York

By EARLE REYNOLDS

World Famous Roller Skater and Manager

Back in New York after a few weeks in Chicago and in Indiana. Fine engagement with Cole Bros-Clyde Beatty show in Chicago Stadium for 23 days, where I produced two acts for this great circus, Helen Reynolds and her World's Champions on one stage and Nellie Donegan and her Wonder Skating Girls on the other.

Have had a chance to look over skating angles here. Al Flath went on a fishing trip after closing his Brooklyn rink for the season. A fine ice show at the New Yorker with Baplie and Lamb and good supporting company; business said to be excellent.

Le Maire and Reynolds are in Dallas, booked for six months at Texas Centennial Exposition in the Black Forest show, same one with which they played at A Century of Progress in Chicago and called the greatest money winner of all big concessions at that fair. It has been made portable and will be seen at other big fairs and expositions.

Around Madison Square Garden district all one can hear is roller hockey. It's certain the coming year, and I hope to see many leagues and scores of teams in action. Al Flath, the Careys and E. M. Moor will do their utmost to place the game up front in American sports. Helen Reynolds and her World's Champions are set for a trip abroad next winter after they finish 10 weeks of fairs for George Hamid.

Mike Jacobs, boxing promoter, who has taken over New York Hippodrome, will put in an ice arena, in addition to using it for sports events. I understand a large ice ballet will be featured, with a number of star ice skaters engaged for next winter. Seating capacity is said to be close to 7,000.

Plans for an ice arena in Chicago show that it is to set 2,500. It may be new home of the Chicago Black Hawks.

MARSHALL HALL

(Continued from page 42)

the candy wheel, W. Killkeny will have the doll stand, his fourth year, Frank Yingling has a ball game and William Fosetta is again topping them with the balloon game, his third year. Drambour is installing a modernistic

cigaret shooting gallery and new type string game. Concession attendants are in uniforms and the setup makes a good impression on customers.

Royce A. Nokes, veteran showman of Washington, manager of the park a number of years, will continue to run his rides and shows in the park. Conster will be managed by R. Henderson; second fares and head brakeman, J. Baldwin. Pretzel ride will be under direction of William (Tinker) Baldwin, Milton Welch is engineer on the Miniature Railway. E. Little looks after Honey-moon Trail. Uggie Etchison keeps Custer Cars on the go. Snake Pullion has the Whip, Earl Dudley operates the Venetian Swings. Sis Slusher runs the fruit stand, John Sella, who has a beautiful Arcade, added more than 50 new units; this is his fourth year in the park. H. Simpson is with Mr. Sella, M. F. and Mrs. Harp again have the pop-corn stand.

Park staff includes L. C. Addison, general manager, fourth season; J. Warren Featherer, office manager and cashier; park cashiers, Mrs. H. Sipes, Francis and Dorothy Bryan, Mary and Lillian Boswell; operators, (park) Claude Henderson, Skooter; Robert Baldwin, Ferris Wheel; Lawrence Mattingly, Aeroplane; Frank Bowie, Carousel, Harry Sipes, shooting gallery, Head electrician and engineer, Earl T. Roberts, fourth season; C. Leister, Dangler; Richard and Carrie Washington, restrooms. C. Mattingly, sheriff; M. L. Henderson, repair department. Many new shrubs and flowers have been planted, new picnic tables built, parking enlarged and additional baseball field provided. Marshall Hall has nearly 400 acres, mostly wooded. Arrangements are being made to provide speed boats. Many new devices have been added to free kiddie park.

PARK ISLAND

(Continued from page 42)

continued on Mondays. This is free admission, with charge of a penny a dance at inside ticket windows. Event has consistently drawn more than 6,000 dancers, as shown by gross records. Tuesday, Wednesday and Thursday nights park plan is being introduced, having been tried out on Thursdays last year and proving popular. A 3-cent charge per dance is made on these nights. Friday is Guest Night, with special tickets allowing payment of admission for one couple to admit another couple free.

Park is being operated for the ninth consecutive year by Park Island Amusement Company, of which Douglas Glazier is president and general manager, and Mrs. Dorothy Glazier, secretary and treasurer, the two taking direct charge of all operations. Roster: General staff, Louis Rossman, electrician; Byron Anderson, carpenter; George Lafayette, parking lot; Robert (Hustling) Haynes, promotion manager; William Durst, watchman.

Rides and concessions owned and operated by the company: Airplane, Louis Rossman, manager; Maud Lafayette, tickets; William Bliss, assistant; Whip, Byron Anderson, manager; Ida Sheldon, cashier; pitch-till-you-win, Noel Rhindorspacher, Emil Rhinderspacher; ball game, Dorothy and James Bradley; penny arcade, Wayne Bradley.

Lessees of Attractions

Ballroom is operated by the park management with Douglas Glazier, manager; Al Camp, Russell Bradford, floor managers; Raymond Sweltzer, Ernest Sweltzer, Eldon Dodge, Theodoro Hennig, ticket takers; orchestra, Don Phillips, leader; Glenn Curtiss, entertainer; Frank E. Bolinger, Walter Wright, R. D. Chenoweth, Earl D. Crane, Charles H. Phillips, William H. Plogero, Billy Martin, Eddie Eggerman, Aaron Cox.

These rides and concessions are leased: Joseph Riggs, skating rink; R. W. Haynes, bathhouse; Mrs. Haynes, assistant; Donald Haynes, Harold Bradley, life guards; Robert Haynes, manager pop corn and peanut stand; Robert McArdle, Merry-Go-Round; Thomas Bradley, refreshments in midway building and ballroom; Ruth Hollands, Doris Layton, Donna Bliss, assistants; Sam Siegel, photo gallery, assisted by Fanny and Albert Siegel; Wayne and Rona Bradley, Skee-Ball Alley; William Bliss, Shoot-Till-You-Win; George and Frank Nicholas, high striker, pitch and phrenology; Emil Rhinderspacher, restaurant, with staff; Mrs. Frances Rhinderspacher, cashier; George Rhinderspacher, head waiter; Fred White, bartender; Mrs. Minnie Lathrup, cook; George Smith, waiter; Jean Lenord, Hazel Wood, Doris Bradford, waitresses; Bruce Parsons, griddle man; J. E. Carter, shooting gallery; Anna Carter, assistant; Doc Holmer Stanabach, Lee Anderson, speedboats; Pat Babcock, assistant; Raymond Sweltzer, rowboats and canoes, assisted by Ernest Sweltzer.

Big Aud May Be Dark

ATLANTIC CITY, June 13.—Atlantic City Auditorium is still open for propositions for summer—providing each proposition is accompanied by \$25,000 in cash. Manager P. E. Thompson declared that, although it is getting late in the season, the big hall refuses to gamble on a summer attraction. He said all propositions to date, including the much-heralded jal jal, the Cuban game, and indoor baseball, were turned down because promoters could not put up that much cash. He added that it would not be fair to other local amusement interests to put in something on speculation and without a very substantial down payment. Indications are the hall will be dark until early fall save for an exhibition tennis match or convention.

Garden Pier, A. C., Starts Big Beautification Program

ATLANTIC CITY, June 13.—More than \$200,000 is being spent on Garden Pier in a beautification program. At one time the pier was one of the outstanding amusement places, with all name acts, Keith vaudeville, name bands and numerous national exhibits.

This season the entire center part will be torn down and a large flower garden and fountain will occupy the spot. In the theater will be flesh attractions, while a European novelty, big-time girl cycle racing, is set for the ballroom. Concessions will occupy the two large buildings at either side of the pier and coming out onto the Boardwalk. There will be no admission charge to the pier. Season is planned to start on June 22.

In charge of concessions is Sam Gordon, who at various times has controlled leading concession spots here. There will be kiddie rides and a checking station for children. Building where races will be held is over the water, 185 by 97 feet and 75 feet high, of concrete and steel.

On Concession Row in Cincy

CINCINNATI, June 13.—Among operators and agents on concession row in 'Coney Island here' this season are Ben Segal, Mabel Dignon, Joe Baum, Bill Roberts, Harry Levitt, Dave Settel, Bob Snedeker, Florence Terry, Charles McDonald, Frank Fredericks, Eddie Dignon, James Long and James Graham. Bill Roberts reports excellent biz with bubble-ball game. He is assisted by A. Owens, formerly in charge of rides in Chester Park.

DARE-DEVIL NIXES, in Enna Jettick Park, foot of Owaaco Lake, Auburn, N. Y., were featured twice on Decoration Day.



The First Best Skate

QUALITY
RICHARDSON BALL BEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Avenue, Chicago, Ill.
The Best Skates Today

ROLL-AWAY WHEELS
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ROLL-AWAY SKATE CO.,
12435 Euclid Ave., Cleveland, O.
Be Up To Date

RINK OPERATORS ATTENTION!
BILLY CARPENTER
THE WORLD'S GREATEST EXHIBITION SKATER.
Positively the Finest and Classiest Rink Attraction.
Now Available for Engagements.
Address One BILLBOARD, Cincinnati, O.

For Health's Sake Roller Skate

ROLL ON Rubber

Physicians recommend roller skating as the most healthful exercise. Develops mental joy and physical strength.

CHICAGO ROLLER SKATE CO.
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No. 785

De Luxe Early Season Okeh

First five weeks reported satisfactory — additional outfits being constructed

WEST ORANGE, N. J., June 13.—De Luxe Shows of America, which exhibited here last week under auspices of Elks, had satisfactory business for the first five weeks of the season, in consideration of encountering some inclement weather, according to Assistant Manager Harry Ramish.

The show opened at Elizabeth, N. J., a 10-day engagement, auspices Elks. The next stand was Staten Island (Stapleton location), auspices Jewish Community Center. Then to Summit, N. J., auspices Summit Baseball Club. Had a "wonderful week" at Princeton, N. J., and from that city to West Orange. After the summer and early fall months in the North the show will make a Southern tour, probably to terminate at a special event engagement in South Carolina, in November. Mr. and Mrs. A. W. Howell, formerly with Cetlin & Wilson Shows, joined here, and their son joined with his Wax Show. Harry Mears, also formerly with Cetlin & Wilson, joined as special agent. Two attractions, A. W. Child's Minstrel Show and Hasson's Circus Side Show, are being prepared to join the lineup at Bayonne, N. J. The Caterpillar ride will not be brought from winter quarters until Fourth of July week. Manager Sam Prell recently purchased a new Chrysler auto. Al Lubin (See DE LUXE EARLY on page 63)

Cirks and Menageries At French Carnivals

PARIS, June 13.—Cirque Bureau, one of the most important of the French tent circuses, Pezon's Menagerie and Gallon's Animal Show are at the street fair in Aurlillac.

Vignolle's Menagerie and Van Ben David's Animal Show are playing one-month stand at the street fair in Limoges.

Cirque Zanfretta playing street fairs in Paris and Cirque Fanni playing carnivals in the suburbs.

Five Weeks in Ill. Good for Hennies

ELGIN, Ill., June 13.—With their engagement here last week, Hennies Bros. Shows completed a most profitable five weeks in Illinois, playing East St. Louis, Granite City, Kewanee, Rockford and Elgin, in order named. According to an executive, their weeks at East St. Louis and Rockford were the banner ones of the five, and the show being the first in at East St. Louis, Kewanee and Rockford. Kewanee, with a population of 17,000, gave the show a bang-up week.

Hennies Shows are now in Iowa for three weeks, playing Marshalltown, Waterloo and Fort Dodge, and then into their fair season, starting at James-town, N. D.

McDonald Much Alive

CINCINNATI, June 13.—A report appearing in the Final Curtain of last issue that "Albert Macdonald," of Kaus United Shows, had died at Stroudsburg, Pa., recently, of a knife wound, evidently was in error. A letter this week from Tille E. Kaus informs that Albert McDonald, of the Kaus Shows, "is very much alive." Also, "It is true that he was cut, but to date has not lost an hour of work, nor was a stitch taken in the cut, as it was merely a scratch."

Blake on Business Trip

CINCINNATI, June 13.—H. L. Blake, manager Volunteer State Shows, was a visitor here this week while on a trip looking over territory in advance of his organization. Blake advised that the show's Fourth of July stand this year will be a celebration at Wellston, O. He also informed that the season so far has been highly satisfactory and he is optimistically looking forward to the summer and fall months being far ahead of the last few years.



FRONT and some of the personnel of Pete Thompson's "Havana" show with Art Lewis Shows. Standing between ticket boxes, Pete Thompson (left) and Art Lewis.

Royal Palm Shows Ending Cuban Tour

HAVANA, June 13.—Berney Smuckler, manager Royal Palm Shows, which have been making a tour of Cuba since last fall, was here a few days ago and informed a representative of *The Billboard* that his organization would soon be on its way to take up its summer and fall season in the United States, to sail some time this week from the Port of Cienfuegos, on the south coast. Probably its destination will be Mobile, Ala.

During the seven months' tour the show has exhibited in many places in Cuba, practically covering the island. Mr. and Mrs. Smuckler and members of their company have gained many sincere friendships among the people of Cuba, and Berney expressed his intention of returning for another tour next winter, bringing along motor trucks as an aid to transportation. He also advised that work on paraphernalia was under way at winter quarters at Dothan, Ala., under the supervision of John Deak, and is nearly completed.

Among the attractions on the Cuban tour are Doc Carver's Diving Horse, Red Lips; Pat DeLaney's Side Show, Alfred Doublefeu's Illusion Exhibition, Rodriguez's Pinhead Wonder and Ethiopian Savage Show. The rides consist of Tilt-a-Whirl, Ferris Wheel, Merry-Go-Round, Chairplane, Pony Ride and Kiddie Rides, all of which have been recently painted and done over during the last month.

Impressive Funeral For Bill Roberts

JACKSONVILLE, Ill., June 13.—Impressive funeral services were conducted last Saturday for Bob Roberts, well known sword swallower, with Bill Chalkins' Side Show, who died June 4 at Our Savior's Hospital here, from injuries sustained during his feat of firing a charge of powder from a gun barrel during his act. It is thought that the gun was too heavily charged, causing him to lose control of the barrel and dealing internal injury. The services, at which Rev. M. L. Pontius officiated, were attended by many members of Snapp Shows. There were many floral tributes. Pallbearers were Chuck Ruppert, Bob Lawhead, Berle Haskins, Tom Bradon, Bill Morley and Earl Burke. Interment was in East Cemetery, this city. He is survived by his widow, Annette, who left Sunday for her home at Milwaukee.

Roberts had presented his act about 30 years. Of late years was with L. B. (Barney) Lamb's Side Show, with Rubin & Cherry Shows; Pete Kortas, with Beckmann & Corey Shows, and last two years with Bill Chalkins' Side Show, with Snapp Greater Shows.

CINCINNATI, June 13.—A telegraphic communication from Manager J. W. Laughlin of West Bros. Amusement Company advised that fairs at the following places had been added to that organization's list for this year: New Ulm, Appleton, Waseca, St. James and Garden City, all in Wisconsin.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

BROKEN RAIL, Mo., Week ended June 20, 1936.

Dear Charlie:

This State new for the Ballyhoo Bros.' Shows, but the territory not new for the title. Thirty years ago the famous brothers' father and uncle played the fairs up here with a black-top, featuring the *Great Train Robbery* moving picture. Their mother did a serpentine dance and their aunt sang the words for the illustrated songs. Many oldtimers thru here still remember the name.

This town located at the end of the Great Broken Rail and Northern Railroad. Show moved over 200 miles of this road, but due to the fact that 40 of our ears were in the shops in the last town the train had to double back, making two trips to bring in all the wagons. The first trip made in 15 hours without a hitch. On the second trip the fireman ran out of wood 50 miles out, delaying the train. In order to open Monday night all hands were called out, armed with axes, and their wood chopping moved the show.

So pleased were the railroad officials with the good work they decided to furnish the auspices. It was first offered to the stockholders but they reneged. The yardmen, the firemen, the brakemen and on down all refused to be the committee. Finally got down to the section hands. They were our last out. By

promising each one a new tie tamper as a bonus they accepted.

Auspices known as the Gandy Dancers' Jubilee. Cheap excursions on all railroads, "providing you bring your own wood." The funds raised to go toward buying a new hand car. Our trackmen on the Rocky Road to Dublin and the Miniature Railroad acted as the welcoming committee. The lot located alongside of the tracks. This made it easy for the train crew. Everyone carried his stuff from the wagons without unloading the last section.

Our banner and program man got out a new time table, selling over 600 ads. Also placed midway round-trip tickets on sale in the depot ticket office.

Monday business was marred by a washout on the road, keeping our auspices away. Also held up the excursions. Tuesday the Flagmen's Ball and the Brakemen's Clam Bake gave us a bit of opposition.

Wednesday the railroad pay day. This would have been big but all got derailed at a local gin mill and couldn't track.

Rain the last three days. Wound up grossing two barrels of signal oil and 100 pounds of waste.

Both the show and auspices ended with an even break. We lost the week and they the hand car.

MAJOR PRIVILEGE.

Madison Good For R-C Expo

Gross 20 per cent ahead of last year, despite some inclement weather conditions

MADISON, Wis., June 13.—Altho handicapped by some rain, Rubin & Cherry Exposition had what was called a "fine engagement" here last week, ending Sunday, under auspices of Zor Temple, Shrine, and located on the Sherman and Commercial showgrounds. Rubin & Cherry exhibited here last year under the same auspices and on the same location. The gross receipts were said to be 20 per cent ahead of the 1935 showings.

Crippled children from the Longfellow Home were guests of the show and Shriners Wednesday afternoon, and children from *The Capital Times* Children's Camp were guests Friday afternoon. William T. Evjuo, editor-publisher *The Capital Times*, was a guest of Walter D. Nealand, the show's press representative, who some years ago managed the three Paramount theaters here—the Parkway, Madison and Majestic.

Monday night there was threatened rain, cool evenings Tuesday and Wednesday, and a thunderstorm hampered the Saturday matinee sponsored by a local store, with thousands of youngsters on the grounds. There was a surprisingly large attendance Sunday.

Rubin Gruber left for New York on a business trip. Mrs. Annie Gruber left on a visit. Manager Joe Redding remains in charge. C. W. (Boston) Towne arrived and was installed as talker on the Royal Russian Midget Circus. John Schnberger, district manager of the Parkway and Strand theaters, entertained Mr. and Mrs. Gruber at a luncheon. F. J. McWilliam, Art Desarmou, High Flannery and other theater managers were visitors on the midway. There were daily broadcasts over Station WIBA. Local newspapers, *The State Journal* and *The Capital Times*, extended splendid co-operation. D. D. (Red) Mich, managing editor *The State Journal*, and Bill Doudna, feature writer (and Circus Fan), went to town on stories and pictures during the week. J. C. McCaffery, the show's general representative, made a brief visit and returned to Chicago.

Vaught Combines Cheyenne Auspices

CHEYENNE, Wyo., June 13.—A novel booking for this city was arranged by State Fair Shows, of which Mel H. Vaught is manager, for the coming week at Frontier Park. The engagement, consummated some time ago, is under the combined auspices of Francis E. Self Post No. 6, American Legion; Francis E. Warren Post No. 1881, Veterans of Foreign Wars, and Camp No. 22, United Spanish-American War Veterans. Formerly veterans' posts have individually sponsored amusement organizations during engagements here.

In the combined booking the Vaught company probably overcame competitive shows contracting engagements here this early season under auspices of one of the posts. Also the State Fair Shows are the first for the season except the Tom Mix Circus.

HENDERSON, Ky., June 13.—L. Ed Roth, manager, Blue Ribbon Show, advised this week that his organization had been awarded contracts for the Lawrenceburg (Tenn.) Fair, Jackson (Tenn.) Fair and Florence (Ala.) Fair, making 11 fairs so far for this year, the first at Crawfordville, Ind.

THE CARNIVAL PASS QUESTION

By WALTER D. NEALAND

Watch for This in The Summer Number Of The Billboard

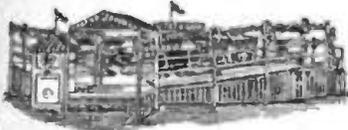


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NO TWO ALIKE

Circuses, Coliseums, Carnivals, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks
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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.
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CONCESSION TENTS
CARNIVAL
Our Specialty for Over 40 Years.
UNITED STATES TENT & AWNING CO.
701 North Benjamin Street, Chicago, Ill.

MOTORIZED
Write for our Special Finance Plan.
CHARLES GOSS
STANDARD CHEVROLET CO.
EAST ST. LOUIS, ILL.

LIPSKY & PADDOCK

With Johnny J. Jones Exposition
Want Agents for Grind Stores, Bowling Alley and Roll-Downs. Wire Meadville, Pa., this week.

WANTED
FREE ATTRACTIONS
Must be outstanding, and High Acts.
Address Inquiries
F. E. GOODING,
Box 386, Columbus, O.

CENTRAL STATES SHOWS
WILL HOOK Loop-o-Planes and other rides that do not conflict, also shows that do not conflict. Legitimate Concessions of all kinds. Palmistry, Bowling Alley, Flower, Snow Cone, Cigarette Gallery, Suede Edwards come on. Holton, Kan., this week; Sabbath, Kan., next; then the Dix July 4 Celebration, Rockport, Mo. Write or wire P. M. MOSER.

BADGER STATE SHOWS
Opening Ripon, Wis., Eagle's Annual Celebration, Opening Ripon, Wis., Eagle's Annual Celebration, Opening Ripon, Wis., Eagle's Annual Celebration.
WANT Shows—Hawaiian, Athletic, Girl Show, Half-and-Half and Shows of all kind. Picture Gallery and legitimate Concessions come on. WILL HOOK Loop-o-Planes. Good Fairs and Celebrations to follow.

It Helps You, the Paper and Advertiser to Mention The Billboard.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, June 13.—The 1936 membership drive is beginning to hit most speed and each week will now show the results of a concentrated effort. Just advised that Brother Harry Ross is coming thru with another 25. He is sure after one of those gold life membership cards. They go to members bringing in 100 applications. Brother Elmer Velare promises to get into action, as he also has his mind set on one of those cards. Several other brothers are working with the same thing in mind, among them being Brother Max Linderman.

Busy on literature for the Cemetery Fund Drive. This will soon be ready for mailing, so keep your eyes open and when you receive yours get busy. Chairman Joe Rogers and Co-Chairman Jack Benjamin are working hard to put this over bigger than last year, and President Patty Conklin says that if his efforts will help, this will be the "biggest and best ever."

Standing in the membership drive to date: Harry Ross, 13; Maxie Herman, 8; Sam Solomon, 9; Harry Lewiston, 2; Frank Joerling, 2; Nate Miller, 1; Max Goodman, 1; Rubie Liebman, 1; E. O. Velare, 1; J. C. Simpson, 1.

Brother Lew Keller is in the American Hospital, for attention, with hope that his stay will be short. Brothers Patty Ernst and Alex Wilson both are planning leaving the hospital in a few days.

Brother A. F. Davidson is working at Riverview this summer and finds time to drop in for a visit.

Lou Leonard still in town but expecting to leave most any day.

Brother Nate and Mrs. Engle in town on business. Nate says he will be heard from in League activities ere the season is over.

L. S. (Larry) Hogan in town for a short time and dropped to say hello.

Walter F. Driver called during the week. Among other visitors were Charles H. Hall, Isay Steier, Larry O'Keefe, Morry Brod, M. J. Doonan.

Of course, like to hear from the brothers at all times, but how nice it is to open the mail and find some brother saying "inclosed please find dues."

LADIES' AUXILIARY

CHICAGO, June 13.—Members are carrying on with the summer socials every Thursday evening. Luella Pope was hostess at last week's meet and President Mrs. Lew Keller this week. Both affairs well attended and many nice prizes.

Dear friend Harry Coddington has been of valuable assistance in handling these affairs.

President Keller paid a visit to the Honnics Bros.' Shows at Elgin. She reports a pleasant visit with Mrs. Noble Furry and others of the show.

Mrs. Tom Rankin was a Chicago visitor for a few days recently.

Letters of thanks are being mailed to members who have already sent in returns for their drawing books. Books are being returned to those who had returned them without results, as the time has been extended to early December.

A number of the members attended a dance given by the American Hospital Nurses' Alumnae in College Inn on Wednesday.

THERE ARE "SCORES" OF REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

Reason No. 3—

It is based upon the greatest three graces God has given to man, faith, hope and charity; and the greatest of these is charity.

Imperial Shows

La Crosse, Wis. Week ended June 6. Location, Winter Garden showgrounds. Auspices, American Legion. Weather, cool nights, rain Monday night. Business, fair.

First show in here this season. Good attendance on the midway. Business good for shows, rides and concessions. The Arabian Nites show enjoyed one of the best weeks of the season so far. Alon, the Alligator Boy, with Mac McKinney on the front, is now framed and has one of the strongest single attractions on the midway. Soldier Andrews, with his Harlene Show, is constantly improving his show and is enjoying good business with Doc Ohlment on the front. New banners arrived for Andy Gump's Side Show, and Andy has the show on the upgrade. Nensia is doing very good with her mental act. Great Danio (Fred Mortenson) and his son, Leo, and daughter, Clara, draw big crowds every performance with his wrestlers and boxers. Jimmy O'Neil, with his Barnyard Circus, is holding his own and has plenty of comment on his show. Jimmy Jr. is The Billboard agent. Everyone is getting ready for the special dates, with new paint and general repairs. First fair is Barnesville, Minn. The new Rideco-O arrived and is doing a good business. Special Representative Ernest (Rubie) Liebman has been under the road to recovery. Alon bought a new truck. Mac McKinney is building a new house trailer. J. T. McClellan and wife arrived from Dallas, bringing back their grandson, Jimmy, who is now on the show. Mrs. John Starkey and Mrs. Tom Potwood are on the front-gate ticket boxes. John Starkey and Ray Davison always busy looking after trucks or repairing fronts. **DUKE WILSON.**

J. Harry Six Attractions

Milltown, Ind. Week ended May 23. Auspices, Baseball Club. Weather, rain and cold. Business, poor.

Heavy rainstorm and turning cold ruined the opening Monday night, and weather was cool the remainder of the week. Walter Ward's calloppo proved its worth in the out-of-town attendance Saturday night. Taylor Brothers' free acts were highly commended. The show altho it has been small has been growing each week and the outfits present an attractive appearance. Gabe Harrell's cookhouse did a good business at Milltown, also Edward Jessop's corn game. Art Kreiger joined with one concession. The staff includes: J. Harry Six, manager; Monroe Elkenman, general agent; Henry Sordelet, 1st superintendent; Ray Jackson, electrician and mechanic. G. R. Hasley is foreman the Merry-Go-Round; William Gunn, Ferris Wheel; A. G. Lowe, Chairplane; Seymour Naveau, Kiddie Ride. All of which is from an executive of the show.

Lagasse Amusement Co.

Haverhill, Mass. Week ended May 30. Auspices, French Legion and St. Joseph's Club. Location, Broadway and Oak Terrace. Weather, rain late one evening. Business, good.

The show opened its season at Haverhill on May 22 for a run of eight days. Business was double that of last year. New canvas arrived from the United States Tent and Awning Company, and now all concessions are equipped with new tops, etc. The show operates its own rides and carries its own light plant. The Blottit Troupe was the free act at Haverhill. Joe LaPearl is chief electrician. Manager Eli N. Lagasse returned from a successful fair booking trip in New Hampshire. Mr. and Mrs. Frank Curley have two concessions; Capt. Jack Valley, two; Mrs. John L. Downing, two; Mrs. Marie Lagasse, corn game; Henry Lagasse, pop corn, peanuts, etc.; Mr. Hebert, candy apples; other concession operated by the show. All of which is from an executive of the show.

Carl Greater Shows

Waverly, O. Week ended June 6. Auspices, American Legion. Location, on streets. Weather, cool. Business, good. Show has had good business since opening at London, O., May 16. The midway was crowded every night and Saturday night was especially good. Doc Lowell and Alline gave a fine party and Mr. Lucas had a birthday party at which all the personnel of the show took part. The lineup includes 4 shows, 4 rides and 22 concessions. **DOC EDWARDS.**

Los Angeles

LOS ANGELES, June 13.—Fine business report from beaches, parks and special events the past week.

Ross Davis' new setup in Griffith is a nifty one. He also has rides at Lincoln City Park. Joe Diehl added a new kiddie ride at the Beverly Boulevard Kiddie Park.

Joe Glancy and Cal Lipes all set for the Great Lakes Exposition at Cleveland. Joe will be associated with George T. McCarthy at the John Hix "Strange as It Seems." In same show Lipes will have his Flea Circus—Cal said that a dog act at the show would provide the cookhouse for the fleas.

Several local people attended the public wedding of Johnny Hines, brother of Mardon, of the Mardon show, at San Diego.

Ben Dobbart, back from visits to carnivals, said Clark's Greater Shows, 20 Big Golden State Shows, West Coast Amusement Company, West Coast Shows, the Monte Young show and Foley & Burk Shows were all doing good business, and that Ed Burk, improved in health, was on the lot for a time.

Frank (Overland) Murphy back in town for a short stay. Will join West Coast Shows, owned by W. E. (Spike) Huggins. Doc Hall, with United Rides, had a big week at La Habra and has the equipment at Balboa Beach this week.

Henry Engard still in Antelope Valley Rest Sanitarium. Not much change in condition.

Harry Sober left for San Francisco, where he will be associated with Mike Golden's interests.

Mr. and Mrs. Harry Lyons back from San Diego. Taking their new luncheonette truck to contracted spots.

Diek Parks came to town. Temporarily out of the show game. Sitting on his acres in the oil belt awaiting a "gusher." Capt. Mundy with crew on a movie location.

Will Harvey, on a trip to carnivals and outdoor amusement spots, stated that business with all encountered was much in excess of same period for several years.

John T. Backman still making special events with the Glass House.

Ed Spurgeon in from Sacramento, where he has a promotion.

Mike McAndrews left for trip east. May locate at the Cleveland show.

C. E. Steffen has rides in the Beach district. Whitey Olson has the concessions on the United Attractions, playing suburban spots. The Claude Barix leaving for a trip to High Sierras. Capt. W. D. Ament doing the night clubs. Felix Burk making a trip north. Jack Schaller on trip looking over acts he has with Western carnivals.

Tom (Quincy) Doyle en route to Yokohama.

Chevrolet's Record Sales

DETROIT, June 13.—Records that have stood ever since 1929, when the automotive industry enjoyed the greatest year in its history, are being surpassed in 1936, according to an analysis of Chevrolet sales records announced by M. E. Coyle, president and general manager.

Altho the total sales for the industry as a whole are running behind the peak year record, Mr. Coyle pointed out that in three successive months, March, April and May, Chevrolet's sales have exceeded the 1929 records for those months, and set a new high record for any three months' period in the history of the company.

Northwestern Expo Shows

Englewood, Colo. Week ended June 6. Auspices, American Legion. Weather, unsettled. Business, fair.

Show had fair attendance despite the adverse weather conditions. Three rides, five shows and 21 concessions adorn the midway. Rides, leased and managed by William Martin, had fair business; shows and concessions fair. The lot directly behind the City Hall and the fire department quarters. Wednesday and Friday afternoons were kids' days for the Mullin's Home and the State Home for Dependent Children. Ice cream and cotton candy served the tots after they had been taken on the rides and into the shows. A windstorm hit the midway on Thursday and blew down some canvas, but no material damage was done to the equipment. The staff includes W. T. Martin, leasor; Jack Burns, secretary; Rose Winn, treasurer; Guy Winn, superintendent; Karl (Whitey) Johnson, general agent; the writer, Dale Schnecko, press agent.



Pacific Coast Showmen's Assn

Along the Expo Midway at Dallas

LOS ANGELES, June 13.—There were 36 present when Dr. Ralph E. Smith got Monday's meeting under way. Ross Davis gets favorable mention for attending meetings. The chairmen of standing committees had little of moment, except Claude Barie, chairman of the entertainment committee, who advised that he and associate members were working out a plan incorporating the ideas of J. Doug Morgan—the "show within a show" idea, and that there would be presented locally "a real big show," with members of PCSA as principals, and that the physical equipment necessary would be provided by members. The show to be under canvas. Tickets would be sold locally and to members on the circuits and carnivals which have members of this organization.

Communications: Fred S. (Happy) Myers, managing director Bonus Jubilee at Blaboo, Ariz. Fred J. Codd, a recent short-time visitor in Los Angeles, now back home in Tucson, was much impressed with his visit to PCSA. Wire from Tom Atkinson, ordering floral offering for Mrs. Lorenzo Gutierrez, who died here last week, three of her children being on Tom's show. Jimmie Dunn writes of affairs with the whole unit in Western Canada. Letter from Carl Langford, from San Luis Obispo, Calif. President Theo Forstall wrote a regular "rainy Sunday" letter of length and great interest. Complimented Dr. Ralph E. Smith for the manner in which he handles club affairs; also inclosed a check covering the results of Mark Kirkendall's opening barrage in the new membership drive—seven new members and one old member paid year in advance—the new members (of Al G. Barnes Circus), William Moore, Ed Grady, George (Red) White, Harvey Hart Beach, V. E. Hemphill, Dan White and John Alva Jones—Robert Mitchell's dues for 1937. Kirk drew a big hand for his intensive efforts. Another new member is Herbert Dunn, of Mel Vaught's State Fair Shows, credited to Ted La Fors and Chris Olsen. Ted has sent one or more weekly since the drive for new members started. Letter from Ruby Kirkendall, first vice-president Ladies' Auxiliary, expressed thanks for use of the clubrooms for the Auxiliary's party on May 28.

It is the wish of the organization that a point of the membership drive be clarified. A new member paying \$10 will have the initiation fee waived and the sum will pay the member up to September 1, 1937—this does not apply to present members or reinstatements. It is the wish also that members send, from time to time, addresses where mail can be sent them. There is mail being held here that will be returned to writers if the addresses are not forthcoming soon.

President Forstall, in a second communication, stated that thru his chairman of the 15th annual Charity Banquet and Ball, Jack Grimes, important announcements will be made soon, and that the 15th annual will be something to "write home about."

The diversion period, announced by Dr. Smith as "Things one can't forget," never got started. In discussing one of the business details, in which the word "emergency" was of much importance, many gave their interpretations as to the meaning of the word. Milt Runkle, Dr. Smith, Charles E. Cook, Joe Glacey, Harry Wallace, Cal Lipes, Claude Barie, Doc Cunningham, Harry Levine, John T. Beckman and others tried to enlighten brother members. Ed Walsh, who had been an interested bystander, remarked that Webster, in giving the definition of that word, was much ahead of his time, for he had "not heard one person tonight who had not in his own thought, a later day, much better definition, and anyway, the word could not be used advantageously in the club matter because it seemed that from past record the word "never happened."

After adjournment the weekly award went to Milt Runkle. Refreshments and lunch served by Joe Glacey and Cal Lipes, with Lew Keller and Alva Baba the donors.

CAN PLACE FOR SANDY BEACH PARK

RUSSELLS POINT, O.
Capable Couple to operate our own Four-fee-Dime Photo Show on \$0/\$0 basis. Would consider party with own outfit on percentage. Harold Weeks wire immediately. Also contact Agents for Grand Shows. Write to AL WAGNER, Concession Manager, Sandy Beach Park, Russells Point, O.

DALLAS, June 13.—Murray Goldberg has his eight mammoth scales properly located and operating to good business. He leaves next week for Cleveland, where he has another group of scales booked at the Great Lakes Exposition. Mack (Doc) Zeitlin will accompany him.

Jack Smith left early Sunday morning for Hot Springs, Ark., but is expected back in a few days. Big Britton, who accompanied Smith here, is connected with one of the departments in Streets of Paris.

A. (Booby) Obadal, of San Antonio, on the grounds daily, visiting with showmen and taking in the scenery. In all probability will be connected with one of the attractions later.

Dick Stewart closed with Greater United Shows at Wichita Falls, to take over the front of Gorilla Village on the midway.

Benny Levine, who has the X on candy pitches, leaves next week for the Cleveland show. Joe Levine will be in charge of his Dallas interests.

Denny Callahan, who made a trip to the Orient for the animals for the Gorilla Village, brought back with him a picture claimed as taken from the Temple of Tour Lem See at Singapore. Twenty-two years ago, on a trip to Singapore, Callahan tried to purchase the picture, but at that time the natives refused to part with it.

Olan Thornton was on the grounds several times the early part of the week. Came from Amarillo, Tex., where he had concessions with Western States Shows.

When Lady Godiva rode the horse at Streets of Paris last Saturday showmen were numerous in the audience—which proves that even showmen can be attracted to a good attraction.

Fritz Carlie, who worked at the Brussels Exposition last year, is a recent arrival here. Carlie expects to line up with something at the exposition here.

Milo Corrine, blond dancer at the Streets of All Nations, is getting publicity breaks. In a recent photo that made the wires, Nat D. Rodgers, managing director of the Streets, was seen giving Milo Corrine her costume, an apple.

Joe Rogers, of the Dufour & Rogers combination, has been "swiping" one of the Drive-It-Yourself kiddie cars to make the long run from the midway to the Administration Building.

Miller Bros.' Shows

MaRoberts, Ky. Week ended May 30. Auspices, Recreation Commission of Consolidation Coal Company. Location, inclosed midway in baseball park, heart of town. Weather, some rain. Business, profitable.

All attractions opened Sunday night to fair returns. Prof. Alfredo joined with Side-Show attractions. Juno Earl took over Flaming Youth, girl revue. Aerial Lapidaries, high-wire act, managed by V. B. Thomas, joined as free act, replacing Sol Solomon and Company. Management has decided on definite policy of inclosed midways for all still dates and women ticket sellers at shows and rides. New, brilliantly illuminated entrance to midway draws praise from public and visiting show-folks. Minstrel Show, Flaming Youth and Athletic Arena all have new colorful panel fronts. Show had a profitable week at Norton, Va. (week ended May 16), auspices Fire Department. Jockey and Ethel Roland, with Motordrome, Walter E. Batey, assisted by Roy Bailey, repainted double Loop-o-Plane. Eric H. Hyde painted Tilt-a-Whirl. Mrs. Hyde received big shipment of items for her fishpond. Next stand was Jenkins, Ky., auspices Recreation Commission; located mile from town; business, good. Mlle. Burleson joined with Minstrel Show and band. Jack Trainer's Athletic Arena augmented by boxers and wrestlers. Mrs. Hazel McDonald, manager Filipino Midgets, has put the attraction into the money class. Sol Solomon and his divers left to enter diving contests at Palisades Park. N. J. Show's staff includes Morris Miller, general manager; John T. Tinsley, business manager; R. F. McLendon, secretary-treasurer; Herbert Tisdale, general superintendent; Hank Stuekier, lot superintendent; George Bennett, chief electrician; Paul Curtis, master transportation; James J. Boyd and Al Cole, special agents.

WILLIAM JUDKINS HEWITT.

IMPERIAL SHOWS, INC. WANTS FOR

Wisconsin and Red River Valley Better Fairs Circuit Opening at Barnesville, Minn., June 18.
SHOWS of Merit with or without outfits. Andy Gump can use Side Show Attractions; money sure. Gene DeKreko can place Dancing Girls.
CONCESSIONS—Ponny Arcade, Cotton Candy, American Palmist and Legitimate Merchandise Games.
Address Warren, Minn., June 22-24; Hallock, Minn., June 25-27.

WALLACE BROS. SHOW

WANT FOR ANNUAL 4th OF JULY CELEBRATION, In City Park, Sullivan, Ill.
Free Gate. Plenty Shade. A Red One.

CAN PLACE Merchandise Concession only. NO EXCLUSIVE AT THIS DATE, EXCEPT Cook House, Corn Game, Erie Digger. WANT Monkey Drome, Mechanical City, Outlaw Show, or any small Grand Show not conflicting. CAN PLACE Tilt-a-Whirl or Whip, with or without transportation. Will advance transportation to lot. Can guarantee 10 Fairs. WANT Act for Ten-in-One, Musician and Performer for Minstrel Show. Salary out of office. Write or wire E. E. FARROW, Danville, Ill., this week; Urbana, Ill., June 22-27; Sullivan, Ill., June 29 to July 4.

BIG STATE SHOWS

SHINER AGRICULTURAL FAIR, SHINER, JUNE 22-27; AMERICAN LEGION FOURTH OF JULY CELEBRATION (CITY PARK), CAMERON, JUNE 20-JULY 4; FOLLOWED BY HEARNE, MARLIN, MEXIA. ALL TEXAS.

WANTED—Shows with own outfit and transportation. Liberal proposition to same. Frank Goodman wants for Circus Side Show, one good Freak to feature, also A-1 Talker, Chet Becca, Johnny Howard wire. WANT Musicians and Performers for Minstrel Show. WILL BOOK Loop-o-Plane or any Ride not conflicting. Opening for a few legitimate Concessions, Custard, Candy Floss, Candy Apple open. Fair Secretaries communicate with us, we may leave your date open. Address Gonzales, Tex., this week.
WANT Tilt-a-Whirl Foreman to join on wire. Help in all Departments.

DICK'S PARAMOUNT SHOWS

WANTED FOR JULY FOURTH CELEBRATION AND TWO STATE CONVENTIONS TO FOLLOW.

RIDES—Loop-o-Plane or Tilt-a-Whirl
SHOWS with your own outfit on liberal percentage. This is real show territory. WANT Grind Store Agents. WILL BUY for CASH KIDDIE AUTO RIDE.
Write or wire DICK GILSDORF, Manager, Barro, Va.

WANTED C. L. SPENCER SHOWS WANTED

BLOOMFIELD, IND., WEEK OF JUNE 15.
SHOWS AND CONCESSIONS. Can use small Band and Free Act that has Concession. WANT Acts to feature in Pitt Show. Have Top for any money-getting Show. Committees, have few open dates in Indiana. Write or look us over. All letters or wires C. L. SPENCER, Bloomfield, Ind.

MOHAWK VALLEY SHOWS

WANTS FOR
RICHWOOD, W. VA., FOURTH OF JULY CELEBRATION
and seven weeks in the heart of the coal mines, with eight Southern Fairs to follow. Can Place Ferris Wheel (Mace wire), Tilt-a-Whirl, Loop-o-Plane, Kiddie Rides. Can Place Shows with their own outfits or will furnish same. Like to hear from good, up-to-date Girl Show, Side Show, Athletic Show, Leo Daniels, wire; give you good proposition. Can use Motordrome—maiden spots for some. Smithy wire. Concessions: Can Place anything legitimate. If you have not got it yet this season—come and get it! Sol Harrison, get in touch with Ralph Corey. Billie Clarke would like to hear from agents. Ray Schomaker, can place your show—you and wife on concessions. Like to hear from High Dive or any Sensational High Free Act, Long season. Write or wire LEO BISTANY, Warsaw, Va., June 15; Farmville, Va., June 22; Richwood, W. Va., June 26.

WANT FOR BIG MIDDLETOWN FIFE, DRUM AND BUGLE CORP.

MIDDLETOWN, N. Y., JUNE 22 TO 27, INCLUSIVE, AN LONG SEASON OF CELEBRATIONS AND FAIRS SOUTH, AS FOLLOWS:
LANCASTER, WATERTOWN, ITHACA AND EAST AUBURN, N. Y.; HUNTINGDON, SPENSBURG, HUGHESVILLE, PA.; LINNINGTON, FARMVILLE, CHASE CITY AND WOODSTOCK, VA.; LITTLETON, GREENVILLE, WARRAW, NEW BERN, BOXBOLO AND WINSTON-SALEM (colored East), N. C.
Shows and Rides that don't conflict. Legitimate Concessions of all kinds. No exclusive. Kirby wants to buy Weight Scales. Leslie Weaver, Secretary, wants to hear from Free Acts. Address KAUSS SHOWS, INC., Port Jervis, N. Y., This Week; Middletown, N. Y., Next Week.

VOLUNTEER STATE SHOWS WANT

FOR McCONNELLSVILLE, O., NEXT WEEK, LEGION STREET CELEBRATION AND HOME-COMING. THEN THE BIG ONE, SWELTON, O., LEGION HOME-COMING AND FOURTH OF JULY CELEBRATION.
Only Fourth Celebration in Southeastern Ohio. Over One Hundred Legion Posts Invited. RIDES that don't conflict. SHOWS with or without own outfits. CONCESSIONS of all kinds, also Free Acts for these towns and 19 Celebrations and Fairs to follow. Address MIDDLEPORT, O., This Week.

Strates Shows' Roster

BINGHAMTON, N. Y., June 13. — Strates Shows Corporation exhibited to fair business here last week, located in Bennett's Field. Following is a roster:

Staff: James E. Strates, manager; Matthew J. Riley, general representative; C. F. Bell, special agent; the writer, Carl V. Noid, press representative; James R. Kelleher, secretary-treasurer; Florence Diekens, auditor; Nat Worman, lot superintendent.
(See STATES SHOWS on page 55)

WANTED FOR PITTSBURGH JUBILEE AND EXPOSITION

PITTSBURGH, PA., JUNE 22-27, INC. Location by Forbes Field. Outstanding Shows and Rides that do not conflict with what we have. Greatest Event of the Season. Other High-Class Territory to Follow. Address GOODING GREATER SHOWS, Box 380, Columbus, O.

Midway Confab

By THE MIXER

SOON the start of the early fairs season. Work, don't "tour."

GOOD ENTERTAINMENT in shows, merchandise to customers at concessions—that's the ticket!

JOHN ROBERTSON'S Circus Side Show joined the Joyland Shows at Mt. Pleasant, Mich.

RUBIN GRUBERG has some ambitious plans for his Toronto engagement this year.

A. C. BROWN, concession worker, late of J. J. Page Shows, passed thru Cincinnati last week. Was en route to join some show in the Central States.

Outdoor seasons are akin to three-heat races, in opportunities—spring, summer and fall.

WILLIAM (BILL) DOLLAR is general-acting spots in Alabama Ride Company, playing spots in Alabama with rides and free acts.

MIDWEST SHOWS played Crawfordsville, Ind., last week to fair business. Opened the engagement on Sunday, June 7.

good business at Emeryville and Elmhurst (suburb of Oakland), respectively, week of June 1.

Claude J. Oederick is still at Hurst Snyder Hospital, Hazard, Ky. Early last week there was some thought of moving him to another city, but a phone call from the hospital to Billy C. Marshall, at Huntington, W. Va., caused a change in the plans. At last report Oederick, who recently suffered a stroke, was not much improved.

FRED BEAUDAUN, lately working with Federal Theaters Project, left Cincinnati last week to join L. J. Heth Shows, where he will orate on the front of the Girl Revue. Was with Heth about 14 years ago.

AMONG VISITORS to Kaus United Shows at Dunmore, Pa., was K. W. Steigener, from Scranton, formerly in show business, writes praisingly of the Kaus entourage, including W. O. Parent's cannon free act.

H. G. STARBUCK was recently called home, Memphis, Tenn., because of illness of his wife, who was placed in St. Joseph Hospital and at last report was improving. While away from Rogers & Powell Shows his concessions are being supervised by Barney Tate.

'24, during which he gained a host of friends.

WALLACE COBB, with Dodson's Shows, has a corps of colored men who, in addition to serving as helpers at the train, police the grounds outside the midway. Mel Dodson found one of them not attending to his duties and said: "You're fired!" "No I ain't," countered the man. "yu can't fire me, I works for Mr. Cobb!" Mel smiled. The man still has his job.

RAY JOHNSON inoed from Los Angeles that he had closed his show—Memories of the Old South—for the summer, after playing stands since last September 26. To again open in September. Says he will have about the same personnel. Last fall bought a large bus for transportation and is greatly pleased with this addition to his outfit.

MRS. J. T. HUTCHENS (J. T. Hutchens' Modern Museum) had a birthday (June 4) during the engagement of Endy Bros. Shows at Norristown, Pa. She received remembrances from acquaintances and relatives. These included a floral token from Mr. and Mrs. J. H. Evans and daughter (Mrs. Evans is daughter of Mr. and Mrs. Hutchens), sent from Memphis. Recent additions to the Hutchens attraction were Mr. and Mrs. Jess Weir—Jess on a ticket box and the missus working a mystery box inside—and John Bolin, a ticket box.

Doc Hall has been a show agent many years. Never a salesman of wares—until, by chance, recently. Doc, piloting the United Tent and Awning Company attractions unit (United Attractions), was booking the show into a town in California and called on the mayor, who owned a furniture store. Mayor wanted to buy an awning for his store, also 100 folding chairs for the City Hall. The showman didn't know costs but told His Honor, "We will take care of you at the market prices." Made the sale and was handed a \$25 deposit.

According to word from Los Angeles, when Hall told the story at the Pacific Coast Showmen's Association quarters listeners voted him either "a good salesman or a d— liar."

PICKUPS FROM Dodson's World's Fair Shows' midway at Uniontown, Pa.—Opened Monday night to big attendance. Charlotte Tindall, painter, rejoined after spending a week with another show. Mr. and Mrs. Billie Sr., who were visiting their son, Jack, have returned home. Mr. and Mrs. Al Crane, of frozen custard note, doing okeh. Charles Clark and his Zouave Band making friends everywhere. Feggie Hayes is at the bedside of her daughter, who has been seriously ill at Frankfort, Ind. Mr. and Mrs. Jack White have no less than six concessions, including scales. Nancy Miller topping the midway with her Gay Parade. Jack Paige's Show Beautiful well up in the running; also Sandy Hogan's Oddities. Bill Davis, of Vampire Show note, has had minor operation on his lip; improving slowly. Ruby Dodson rehearsing a posing

WHEELS

Park Special

30 in. in diameter, Beautifully painted. We carry in stock 12-16, 20-24 and 30 numbers. Special Price.

\$12.00

BINGO GAME

75-Player, complete, \$6.25, including Tax.

Send for our new 1936 Catalogue, full of new Games, Dolls, Binoculars, Lamps, Aluminum Ware, Candy, Pillbox, Toys, Balloons, Paper Hats, Fans, Cones, Artificial Flowers, Novelties.

Send for Catalog No. 136, Heavy Cardboard Catalog Covers, Dark Mahogany Finish. Price Per Gross, \$24.00.

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120 Pages, 2 Sets Numbers, Binding and Pockets, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, \$0.18

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Shipments Made to Your Customers Under Four Labels. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise.

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Instant Delivery. Send for Wholesale Prices.

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100 CARD SET, \$3.00
200 CARD SET, \$6.00
300 CARD SET, 9.00

All Sets complete with Calling Numbers and Calling Sheet. We pay the postage.

Please remit with order.

GEO. W. BRINK & SON
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Dept. 60.
(Over Thirty Years in Business.)

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"Happy Days," the flashy three-color regulation size box with four delicious eatables was paper wrapped. Molasses Kisses, Pack of 200 boxes to carton. Unbeatable in price, incomparable on quality.

HEX MFG. CO.
2000 (200) . . . \$1.90
Thousand Boxes, \$9.50.

470 Seneca St., Buffalo, N. Y.

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Buddha Papers, 1-4-7 and 35-page Readings. Zodiac Display Charts, Horoscopes in 11 styles, Apparatus, Mind Readers, Mental Magic, Spirit Etc., Mitt Camps, Books, Graphology Charts.

NEW 124-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

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SHOOTING GALLERIES

and Supplies for Eastern and Western Type Galleries. Write for circular.

G. W. TERPENING
118 Marine St., Ocean Park, Calif.

Original Mid-West Shows WANT

Shows of all kinds that don't conflict. Have complete frame-up for same. Concessions that work for you. Own Game open. American Palms, Candy Flava, Novelties, Stock Wheels, Grifters save stamps. Loop-o-Plane or other Rides with own transportation that don't conflict. Ride Help that has been with me before, come on or wire. Grant June 11-13; Omaha, 15-17; Charpell, 18-20; all Nebraska. Crawford, Neb., Golden Jubilee for the 4th. 15,000 guaranteed attendance. Biggest thing in the country. Fairs to follow. P. S.—Bill Simpson come on.

W. S. MALARKEY

CAN PLACE SHOWS AND CONCESSIONS FOR DELHI, N. Y., CELEBRATION.
June 20-July 4 and 12 Weeks To Follow, including 9 Fairs.

WILL BOOK Loop-o-Plane. Have good spot for a small Carnival week of July 4.

W. S. MALARKEY
Ackerman Bldg., Binghamton, N. Y.

It Helps You, the Paper and Advertiser. See Mention The Billboard.



MARKS SHOWFOLK went a-fishin'. Left to right: George Hartley; Jackie, Walter and Will Holliday, James A. (Shorty) Anderson, W. T. Powers, Happy Millicoanah; standing in rear, James (Turk) Laird, James A. Rosch, also of the party, not in photo. Claimed getting 283 pounds of the funny tribe, and the catch looks it.

HARRY RAY visited Blue Ribbon Shows at one of their Kentucky stands. Among concessioners met Marty Rose, Mel Harris, Harry Ruben and Mike Rosen.

A MEMBER of Della and Clark Hearn's Minstrel Show with Great Sutton Shows postcarded that the attraction had good business during the spring season.

LUDY KAESER and wife, late of Blue Ribbon Shows, have joined Happy Days Shows, Ludy taking over the front of the Girl Show and the missus added to the entertainers' roster.

CAPT. SIDNEY HINMAN, who has spent many years in show business, is still operating his aquarium and museum at Hookereek, between Jamaica and Far Rockaway, N. Y. Third year at that spot.

BUDDIE VALLIER, late of West Bros. Shows, while en route to join John R. Ward Shows, visited acquaintances with Snapp Shows, among them Billie Wingert, of Bill Chalkias' Side Show.

HARRY R. SWANK has been appointed to help Dick Collins and the press department of Dodson's World's Fair Shows with interesting photographs. An expert photographer and already some of his creations have been placed.

LAWRENCE LA LONDE inoed that after spending about six weeks in hospital at Oakland he was leaving that city to resume his regular work as show talker and publicity with one of the shows in the Northwest. Said that Crafts Shows and Foley & Burk Shows were having

GOOD BUSINESS was reported for the Girl Revue with Joe's Playland Shows in Kansas. Harry Bailey on front; Gloria and Virginia and Ruby Adams, dancers. Baileys bought a new Hupmobile car and Mr. and Mrs. Ted Timmons a Hudson car while at Ellenwood.

CHARLES B. REEVES, concessioner with Pierson Shows, made a motor trip from Pontiac, Ill., to Cincinnati. Returned to show same week. Charles has been looking forward to bonus payments, with plans to add a new show to the midway.

Some weeks overflows of show letters are received, with the result that some of them get crowded out in makeup of the pages. Shows whose "letters" fall in placement get first consideration in the following issues. Last issue (and, resultingly, this issue) an instance. The only "out"—in fairness to all—is to sort of alternate.

CHARLES BALLARD, during the early season second man on Eli Wheel with Max Gruberg's World's Exposition Shows, returned to Cincinnati early last week. A part of last season Ballard was with Rubin & Cherry Exposition.

THE MADISON (Wis.) stand of Rubin & Cherry Exposition was veritably an "old-home week" for Walter Nealand. Besides his previous visits to Madison, with various shows, Walt was manager of the three Paramount theaters there in 1923-

"IN LINE OF DUTY—"

for twenty consecutive years, writes P. E. Gooding, regarding some of the six BIG ELI Wheels owned by the Gooding Greater Shows, Inc. "They still have the appearance of a new wheel, and this is, I believe, evidence in itself of the workmanship incorporated in BIG ELI Products."

Write for information about the Ride Man's best investment, the No. 6 BIG ELI Wheel.

ELI BRIDGE COMPANY,
Builders of Dependable Products,
800 Case Avenue, JACKSONVILLE, ILL.

Wanted J. R. EDWARDS SHOWS

Loop-o-Plane, Athletic Show, Snake Show.

CONCESSIONS—Bertha's Bowling Alley, Pitch-pond, Pitch-Till-You-Win, Palms, Seals, High Striker, Hoop-a-La.

Ask Allen and Benny Jean come on.

North Baltimore Legion Celebration, week of June 22; Uen Leipsic, O., Fourth of July Celebration; West Alexandria, O., Centennial and Byaville Homecoming to follow.

CAN PLACE Seasonal Free Act. Address all mail to J. R. EDWARDS, Portola, O.

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:

38 cards, \$5.25; 50 cards, \$7.75; 75 cards, \$9.50; 100 cards, \$12.00; 150 cards, \$17.50; 200 cards, \$21.25; 250 cards, \$27.50; 300 cards, \$32.50. Remaining 700 cards and 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theaters, etc. They are marked and punched in playing size and are discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 80c.

Automatic Bingo Shaker, real class, \$12.00

Bingo Blackboard, cloth, size 24x30 (Rolls 100 up) \$2.00

Bingo Record Sheet, 24x30, 20 for \$2.00

Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

HOWARD BROS. SHOWS WANT

For Mammoth July 4 Week, Spencer, W. Va., or join per route. WANT Athletic Shows, 10 or 15-in-1. Will furnish outfit for same or any Shows not conflicting. CONCESSIONS: Pitch, Tilt-You-Win, Ball Games, Palmistry, Seals, Pyrotechnic, Deyll's Bowling Alley, Dancers.

HOWARD BROS. SHOWS, week June 15, Barnsville, O.; week June 22, Yorkville, O.

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GOOD RIDES AND CONCESSIONS FOR JULY 4TH CELEBRATION HAXTUN, COLO.

One of best locations in Colorado. Address J. W. MEAKINS, Haxtun, Colo.

W. E. WEST MOTORIZED SHOW

Can Place capable and clean man and wife for Cook House, also Dancing Girls, Show people in all lines with or without own outfit. Will Book Shooting Gallery and all clean stock items. No graft. Have five rides, six shows. Concessions, open for dates in Kansas, Nebraska and Oklahoma. See my carnival. Okawatomie, Kan., all week.

COMMITTEE MEN and FAIR SECRETARIES

I can furnish you complete Carnival Unit for your entertainment—RIDES, SHOWS, CONCESSIONS. Now on tour. WANT—RIDERS and CONCESSIONS that do not conflict with what I have.

Wm. E. JACOBS, 432 Walbridge Ave., Toledo, O.

BRONSON, MICH.

American Legion Annual Celebration, June 22-27. CAN PLACE legitimate Concessions of all kinds, very reasonable rates. Ball Games and small gifts. \$10.00. Our 4th set in one of the best in Michigan. NORTHWESTERN SHOWS, this week Coldwater, Mich.

WANTED CHORUS GIRLS and MUSICIANS

For tab. musical comedy, under canvas. Long, sure season. Money every night if you want it. Want Four Musicians and Six Chorus Girls. Producer and Comedian. **YEO WILSON, J. L.** Landis Shows, Pittsburg, Kan., June 15-20; Leavenworth, Kan., June 22-27.

ZIMDARS GREATER SHOWS WANT

Rides, Pony Track, Shows, Fun House or any show that won't conflict. Will Buy Late Model Kolor or New Way Pyrotechnic Machines also Small Wild Animals. Address Cedar Falls, Ia., this week; Mason City next week.

TILT-A-WHIRL FOREMAN WANTED

Must be reliable and capable of handling 8-CAR TILT-A-WHIRL "GILLY" to positively open on SUNDAY NIGHT. ALSO WANT a Chief. Show foreman, Johnny Desack vice. No Second Men need apply for either position. Address **ERIO H. HYDE**, Miller Bros. Shows, Pineville, Ky., this week.

Pine Tree State Shows

CAN PLACE Colored Show with Band, Five or Ten-in-One, Illusion, Pit or Platform Shows, Long Range Shooting Gallery, Photo Gallery, Seabos, Candy Flona. Join Pine Tree, N. H., this week.

A. S. PERHAM, Manager.

SAM SPENCER SHOWS

WANTS Kiddie Auto, Drive Yourself Ride, Chairmans, Merry-Go-Round, for July 4th Celebration, Phillipsburg, Pa.; Trains to follow. Concessions of all kinds. Must give out stock. PLACE BINGO. Will have 5 Pennsylvania Fairs. WANT Wild West Show to feature, with own outfit, 25% to office. Address Phillipsburg, Pa. P. S. Want Bandmen.

Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, Calif., June 13.—George T. McCarthy, who succeeded J. Ed Brown as director of shows and concessions, is in Cleveland building Hicks' "Strange as It Seems" museum and theater and has been replaced by Eddie Wakollin.

Al Humpke, former manager of Days of '49, returned as treasurer of Ken Maynard's Wild West Circus and received reception by his friends on midway.

Fred Wolf has revamped front of Boulder Dam, making it appear like a free exhibit and has topped the midway.

Jerry Carmen, of Granada Cafe, has joined the Show Boat of Stanley Graham at Texas Centennial, Dallas.

Grayce Holm and Mickie Whitmore, in charge of the Administration Building reception desk, have done wonders in helping to locate showmen for visiting trouper. A. J. Cohen has gone to Dallas to open the television show in Electrical Building.

Prof. Harry Mays has moved his Robot Show to the Electrical Building. Will open his Death Ray Show June 26.

George Dobbs opened a candy wheel in Tin Pan Alley with Jack Brackett in charge. Floss White engaged at the Poppie Trull pottery store in Spanish Village. Alto (Sunshine) Cook has moved her graphology concession to Tin Pan Alley.

Billy McMahon's show, Frisco Nell, opened with Ruby Pleebler as featured performer; Bob Sanders, talker; Jack Bailey, tickets.

Gloom was cast over the entire midway by the death of Jack (Scotty) Thomas.

Little Egypt Show opened—Howard Foot, owner, Happy Johnson, front; Geri Hughes, Jeanette Pife, Dolores Moffett and Pat Rao, dancers; Jeano Durncate, tickets; Nell Carter, musician. Larry King and Flerrie Saleno opened their "Dope" show in Tin Pan Alley, with Babe Evans inside.

Ernest Lane, who has the amber concession in the Palace of International Arts, gave a birthday party to 40 employees of the building at the Granada Cafe. Jerry Canner and Happy Johnson furnished the entertainment. Days of '49 enjoying good business. Entertainment includes Frances Johnson, Barbara Brant; Latio and Ardo, Argentine dancers; Moana, Hawaiian dancer, and Bobbie Rice and his band.

Gertrude Galt, tap dancer, made her appearance with Olsen and Johnson in Anything Happens and won tremendous applause. Betty Healy, leading lady with Laurel and Hardy, visited the midway and was the guest of Mrs. Bello Benchley, zoo curator.

Bruce McDaniel, general manager Citrus Growers' Association, entertained members of organization at special dinner in Casa del Rey Moro. J. S. Madill, of Madill & Davis Enterprises, gone to Denver and on to Cleveland on business.

Cal Lipo, who formerly had the Copenhagen Flea Circus with Hicks' "Strange as It Seems," returned with Ken Maynard's Wild West Side Show, using three of his banners on the front.

Bantly Greater Shows

Kittanning, Pa. Week ended May 30. Auspice, VFW. Location, circus lot. Weather, cold. Business, fair.

Early arrival. No engine to spot the cars. Very late unloading but show ready on time due to extra effort on the part of all members of the crews. Business improving gradually, despite unfavorable weather, and Saturday, the big day, put the gross a few dollars above last year. Nightly parties—which many of the members attended—at the Vernon Hotel, operated by Mrs. Baker, an ex-troupier, who has a "houseful of showfolks" whenever a show plays Kittanning. Larry Miller made a number of photos of the midway. Larry was on the B. & B. Shows with the writer last fall. Public wedding day failed at this spot—the bride weakened at the last minute on account of the "cold weather." Kid's day was up to the average. Among visitors were Mrs. Bert Rosenberger, for a week with "Rosoy"; Mrs. Ben Smith and son from Cleveland, who will be with the show at the close of school; Mrs. Carrie Cole, Guy Knopp and wife, Mr. and Mrs. Greenway, of Clearfield, relatives of Mrs. Babe Foreman, spending a few days with Bud and Babe Foreman. Pauline Knepp remained on show and will probably assist Babe with her concessions. Mr. and Mrs. A. J. Williams, who were called to Akron to the bedside of their son, report his improvement. Mrs. Naomi Bantly and Mrs. Babe Foreman have added house trailers. Mrs. Bantly's new "home" is especially well appointed, and Herman says, "It has everything." Ben Smith ordered a new Silverdome, expecting it to arrive next week. The writer's wife arrived here, having stopped over in Pittsburgh among friends and relatives on her trip from the South. CHRIS M. SMITH.

R. H. Work Shows

Waynesboro, Pa. Week ended May 23. Auspice, firemen. Weather, one night of rain. Business, very good.

Jump from Baltimore made by trucks and baggage car. Monday night at 8:30 midway was hit by quite a storm which ruined business for the night. McTear's Dragon Show joined. J. E. Saxe joined with long-range shooting gallery. Mrs. J. E. Burt opened her bumper concession here. Thad Laseur, with candy-flows machine, getting his share of business. The Connelly Brothers were visitors. Helen Carson now has her Girl Revue completed, with Sammy Cohen on the front; and on the inside, Gwen Dawson, Rosalie Gee Boff, Nellie Avery and Helen (Bubbles) Carson. George Shearer, with his Hill Billy Show, got a nice week's business, his family of musicians putting on a real show. Mr. and Mrs. H. C. Hopkins purchased a car here. Willie Green still working hard to put his Minstrel Show over.

Somerset, Pa. Week ended May 30. Weather, cold three nights. Business, good. Clymer, Pa. Week ended June 6. Auspice, firemen. Weather, good. Business, fair.

Move from Waynesboro, Pa., over mountain roads. Cliff Stuffs and helpers had the Ell Wheel up and operating in three hours and 20 minutes. Mr. and Mrs. Stuffs' home town. Their daughter, Virginia, having finished school, will be with her parents during the summer. Dutch Stuffs joined and will work with Joe Ible in photo gallery. Tilt-a-Whirl got top money for the rides. Al Gordon's Hoop-La got a big Saturday night, putting out plenty of stock. Bert Rosenberger, general agent Bantly Shows, a visitor. At Clymer: At the marriage (in Indiana, Pa.) of Florence Devine (penny pitch) and Sammie Kahn (front of Girl Revue) the best man was Harley Devine. Florence's brother, and the bridesmaid was Helen Carson. Thursday night Mr. and Mrs. Kahn entertained with a party in the revue top. The newlyweds received many good wishes and presents. Clymer being only nine miles from Indiana, home town of several of the showfolks, including Manager Work, visitors were numerous. Mr. and Mrs. H. E. McNaughton had as guests Mr. McNaughton's mother and sister, the latter from Hoquiam, Wash. Mrs. Thad Work a nightly visitor. Mr. and Mrs. J. J. Allen joined here with palmistry and scales. Mr. and Mrs. Harry Baker entertained Mr. and Mrs. Price and family of Burnside, Pa. Mr. Bailey and Don Patchin, of Burnside, were visitors. HAZEL REDMOND.

Endy Bros.' Shows

Tamaqua, Pa. Week ended May 23. Location, in ball park, center of city. Auspice, Citizens' Fire Company. Weather, good. Business, excellent.

Had a hard move over mountains but most everything was set to go by Monday noon. The seventh week out for the show, making the hops from Miami to this section in four jumps, using railroad and trucks. Fine co-operation here from the committee, headed by George Meredith and C. Zimmerman—40 men out nightly for ticket takers and to police the grounds. Both free attractions, Edythe Siegrist Company and Captain Swift and Family, elicited and drew and held the crowds. Many visitors this week, as Harry (Pop) Endy, who died several years ago, had many friends in this town. Mrs. Jack Wright Jr. handled popularity contest here to big success, as also was the public wedding handled by Mr. Wright, which drew over 6,000 folks Thursday night. Mrs. Ralph N. Endy, wife of the treasurer, spent a few days visiting her husband, as did Mrs. David B. Endy, the show being not far from the home of the Endy Brothers. Top money honors on shows went to the Modern Museum of John Hutchins; Eddie Lewis next, with his Follies Revue. Motordrome had big business, also the Tilt-a-Whirl. Ernie Buzzella says this is really candy apple country. Bill Quigley, cookhouse, purchased a new truck last week, as also did Mr. Hutchins, and the Endy Brothers bought two new Chevrolet to add to their fleet. Mrs. Eddie Lippman still selling tickets at the front gate. Eddie Lippman entertained all newsmen here and there was fine co-operation from the papers. Chick Allen's corn game doing business, also Dinty Moore's digger. J. J. (TRISH) KELLY.

CARNIVAL

Owners and Managers

Next Issue Will Be Big Annual

SUMMER SPECIAL

Wire your advertising copy Saturday morning if possible. We will be able to handle only a few late ads received after Saturday noon.

World's Exposition Shows

Shamokin, Pa. Week ended May 30. Location, Luke Fidler field. Business, fair.

Shamokin accorded the Max Gruberg organization a very nice reception, with no outbreak of trouble the entire week. There had not been a show on the lot for six years, with a roadbed that had accumulated to such proportions that in some places it was 30 feet wide and at least 10 feet high from the regular contour of the grounds and running straight thru the center. A tractor was brought into use and by the time the show arrived everything was shipshape. Leo Bros. Circus, booked to day-and-date this show on Saturday, passed thru. The advance staff, of which the writer, J. E. Tierman, is doing second work and advance press, had nice response from the local newspapers. The billposting crew encountered quite a bit of difficulty, with local theater plastering the town and surrounding country with paper in opposition to the show.

Freeland, Pa. Week ended June 8. Auspices, Tigers' baseball club. Location, ball park. Weather, fair. Business, fair—wonderful gate.

Gene Nadreau's Hawaiian Village and Jimmie Hodger Side Show running neck and neck for first money. The show now jumps out of the coal regions for the first time in four weeks. Business Manager E. B. Braden attending to his duties in his customary pleasing manner. Show now has two billposters and the engagements are extensively billed.

United Shows of America

Davenport, Ia. Week ended May 30. Location, Rockingham road show-grounds. Weather, perfect. Business, fair.

Two kiddies' matinees late in week and both good. Newspapers responsive to first show in town with news stories and art. Radio Station WOC, owned by Dr. B. J. Palmer, a real friend to showmen, accorded the midway much air publicity. Dr. Palmer a nightly visitor, renewing acquaintances on the midway. WHPF sent an editor behind the scenes on train and lot to pick up human-interest material for a 30-minute broadcast on Wednesday. Rubin & Cherry exhibiting a few miles away, East Moline, and inter-visits were in order. Unique occurrence at Madigan's midway cafe when the Godino Brothers and Gibb Sisters, comprising two sets of grown-together twins, had dinner together. Members of Grotto delegated to take tickets and performed an admirable job. W. R. Hirsch host to officials of Mississippi Valley Fair, consisting of Mazie Stokes, Pete Jabonson, Hugh Harrison and Harold Power. Horace Carpenter, of Shreveport, on way to Michigan, stopped to pay his respects to friends. Other visitors included Frank Putman, Sunny Burnett, Neil Regan, Bob Clour, Curly Vernon, Jack Dadswell, Sam Ouskin, Dr. Sunshine, Dick Best, Carl Sedlmayr, Elmer Velare, Gerlie O'Rillon, of Hi-Hat Revue, left for home in Baton Rouge, La. Bobby Kall, feature dancer in same show, underwent a slight operation. Thud Rising replacing Boston Towne as manager of Harlem on Parade. Helen Middleton confined to stateroom with an affected eye. Tom Sayler now lecturing on front of Vegetables Revelation. Murray Lorber golging good with prize candy. Victor Lacouture proving adept driver on show bus. Joe Goodman enjoyed wonderful week on corn game. Shanty Mahoney has a new shipment of reptiles. Charlie Deen's Freak Animal Exhibit, with 120-foot front, one of the topnotchers. Slim Chandler's train crew proving a wonderful asset on front gate and parking. Pop Campbell, superintendent Pullmans, has his crew in wonderful shape.

ROY B. JONES.

Winters Exposition Shows

Penn. Pa. Week ended May 30. Weather, cold. Business, fair.

Arrived on Sunday after a 40-mile move from McDonald, Pa. Sunday night a birthday dinner was given to Mr. Winters at the Walster Hotel. Was attended by about 40 members of the show. He was presented with a beautiful Gidstone bag, a gift from the showfolks. A celebration was taken on the show for a floral tribute to be placed on the grave of Chester Calhoun at Berlin, Pa., who died last October. "Cal," as he was known, had been Mr. Winters' secretary for the three seasons. Among visitors this week were S. Bergdorf and wife, on the promotion end of Krause Shows, and Lloyd Reese, also well known in show

promotions. Weather turned cold on Tuesday and everybody got our their "bonnies." Contract was completed by Mr. Winters with the Eli Bridge Company for a new sever-car Tilt-a-Whirl to be delivered not later than June 5.

ALICE J. WINTERS.

Big State Shows

Yokum, Tex. Engagement ended June 8. Auspices, "Tom Tom" Centennial Celebration Organization. Location, Loft street, center of town. Weather, some rain. Pay gate. Business, good.

Opened by special permission May 28. A deluge of rain prevented getting off Eagle Lake lot until Tuesday. Moved to Hallettsville. Another downpour stopped moving on grounds, so moved here. Birthday party for A. H. (Ham and Bacon) McClanahan. Happy McQuestion has another snow stand. Edward Rife, A. H. and Jody McClanahan and Mr. and Mrs. Lee Vernon bought new house trailers. New typewriters installed in office wagon for the secretary-treasurer and publicity departments. Otto Schrader new addition to Tilt-a-Whirl. Jack Robinson took over "Crime" show. Madame Eunice, sword walking, and Mrs. Goodman, sword swallower, added to Circus Side Show. Jack Mason joined as chef in Rife's dining tent. Visitors: Harrison Walte, Emily Swentzel, R. A. Somerville, Meyer Schlem, W. R. Jordan, J. L. Black, Harry and Bessie Mae Smith Dawson, Mrs. E. R. Curbello, Dewitt Poth, H. G. Duke, Hattie Mausperger, Mrs. Ella ("Mother") Walters, P. R. DeVore, Ernest Underhill, with his mother and sister, Dorothy; Harry Gray II, Dick Arn, Marie Barnes Scott, Floyd Simmons, Dutch and Bonnie Smith, Ella Goltz, Nellie Coop, and the Kyles, from California. Loaned trucks to "Tom Tom" parades. King and Queen of "Tom Tom," with court, took in midway. Massed crowds on midway the two big days—nearest approach to carnival turn-away the writer ever experienced. Birthday party for Peggy Fine. Folks from Shiner, Tex., nativity of Woodruf Southern, Ferris Wheel ticket seller, gave him surprise greetings—first meeting in 30 years. Mr. and Mrs. Blackie and Jane Emsmiller in first place with photo gallery. Bob Paulson directing cigar shooting concession. Mrs. Paulson assistant manager strings concession. Bert Coppage quit fishpond. Mrs. Ora Halleck Schultz, wife of police chief and filling station owner at Schultenburg, tendered surprise party. In turn 20-odd old show friends entertained at her home. Pass-out and rain check adopted. Rubber stamp principle. New idea, preventing cheating and good only for day used.

DOC WADDELL.

Diamond Midway Shows

Lone Tree, Ia. Week ended May 30. Auspices, American Legion. Location, on streets. Weather, favorable. Business, good.

Show had satisfactory business at Clayton and also at Astoria, Ill. the opening stand. Following is a roster: Shows include Davenport's Society Circus and Dog Show; Fisher Bros. Athletic Show, with Red Holt, Kid Ross and "Missouri" Buck; Tom Williams' Geek Show. Rides, Wayne Hale's Merry-Go-Round and Ferris Wheel, C. G. Wyrlick's Chairplane, Frayer's Pony Ride and Kiddie Autos, William Diamond's Kiddie Chairplane and Auto Ride (on platform). Free acts, Christy Duo and Betty Lee Diamond's acrobatic and dancing acts, J. R. Rose is now with the show, doing general advertising and banners. Concessions include: Mr. and Mrs. C. D. Fisher, two; Mr. and Mrs. Ed Kelsey, three; Wright, two; Dad Ritzert, pop corn and candy floss; Max Maxam, photos—Kathryn Maxam (operator), Sue Maxam (tinter); Madam Eva, one; P. P. (Oats) Oostrecher, one, with Happy Miller and Bill Swain; William Diamond, three, including lunch stand; Mr. and Mrs. Sam Perry, three; Dickerson, one; Mr. and Mrs. Carl Little, two.

MRS. S. S. PERRY.

F. & M. Amusement Co.

Danville, Pa. Week ended May 30. Auspices, Riverside Fire Department. Weather, cool. Business, good.

Altho F. L. Faust had been away the biggest part of the time, the show kept going under the management of Mrs. F. L. Faust. Faust returned Saturday morning with his son, Junior, who will work the summer out with the show. Among the latest arrivals, M. Craig with his 50-foot corn game and sound system.

GERALD PINNEPROCK.

VETERANS ATTENTION!

Invest Your Bonus Money Wisely

ALLAN HERSCHELL KIDDIE AUTO RIDE

The biggest money maker per dollar invested of any ride on the midway. Write for further information and list of shows and parks ready to book. \$400.00 to \$500.00 investment sets you up in business. Healthy outdoor work. Summer season just starting, fairs following. Most owners pay for ride out of profits in one season.

ALLAN HERSCHELL CO., INC., No. Tonawanda, N. Y.

FRUIT CONCENTRATES

Don't start the season without trying GOLD MEDAL FRUIT Concentrates for your Soft Drink or Ice-Ball stands. They all have the natural fruit flavor, that extra-rich goodness that you have never been able to get heretofore.

It costs you nothing to try them out. Absolute satisfaction guaranteed or money refunded. All standard flavors shipped the same day order is received. Price, \$2.00 per quart, makes 48 gallons of drink. Terms: Half Cash with Order, Balance C. O. D., F. O. B. Cincinnati.

Get your order off to us today. There's no risk. The concentrates make good or we do.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, Ohio

America's Cleanest Carnival

GREAT SUTTON SHOWS

WE HAVE 8 RIDES — 10 SHOWS

We want clean Concessions and 2 or 3 more Shows. Will buy Turn-Over Crazy House. We are booked solid, except 4 weeks, from July 20 to August 15. Want Colored Musicians and Girls for Minstrel. Jacksonville, Ill., June 15-20.

ATTENTION CARNIVAL MEN ATTENTION

BEFORE PURCHASING SEE

THE JOHN ROBBINS COMPANY

340-42 THIRD AVE. PITTSBURGH, PA.
LOWEST PRICES 'LOWEST PRICES
Largest Line of Fair — Carnival — Bazaar — and Bingo Merchandise

TILLEY SHOWS WANT

ONE OR TWO SHOWS OF MERIT TO FEATURE.

Have outfits for same. Bob Katell wants for Side Show, strong Half-and-Half, good Opener, Grinders, Ticket Seller, Mental Act. Good proposition for Sword Box Girl, Jimmy Schaefer, Georgia Spears, Mabel Fowler, Dean Raubi wire act once. Also other useful Acts. CAN PLACE experienced, sober, reliable Help in all departments. Concessions: Candy Floss, Candy Apples, legitimate Wheels. Address **TILLEY SHOWS**, Highwood, Illinois, this week.

Zimdars Greater Shows

Aurora, Ill. Week ended May 30. Auspices, VFW. Location, baseball park. Weather, fine. Business, good.

The committee composed of hustlers and their families and friends took interest in making the engagement a success. On Wednesday night some damage was done to the Merry-Go-Round top by fire. Quite a number of visitors, among them Sonny Barrett, of Globe Printing Company, Manager Harry Zimdars added 500 feet of stringer pennants to decorate the midway. Doc Tyro bought a Ford V-8 truck; Henry Smith, a Dodge truck; Budd Mann, an International truck, and Vic Miller, 24-hour agent, a Ford sedan. Mann added another midget auto to his side, making seven.

Joliet, Ill. Week ended June 6. Auspices, Odd Fellows. Location, Rivals Park. Weather, rain one day, two days cold. Business, fair.

The committeemen did all in their power to make the engagement a success. A celebration event down in the city hampered attendance to some extent. N. W. Selmer was a visitor and Mr. Zimdars placed an order with him for a new Tilt-a-Whirl to be delivered in the near future. Among visitors were J. Crawford Francis, John Francis and others from Greater Exposition Shows; Mr. and Mrs. Oscar Bloom, Gold Medal Shows; some members of Wallace Bros. Shows, playing Peru, Ind.; Curly Lee and wife, Barker's Shows; who visited Mr. and Mrs. Henry Smith. An attempted stickup of the office wagon Saturday night was frustrated by quick action of Joliet police.

CHARLES SEIP.

Dodson's World's Fair Shows

Rankin, Pa. Week ended May 30. Auspices, Firemen. Weather, fairly warm. Business, averaged fair.

The final week at Pittsburgh on the Exposition Park lot was excellent, all satisfied with results. Showmen want



Make \$50.00 a Day on Candy Floss

More and more people are buying our Candy Floss Machines—there is ONLY one 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.** 262 Twelfth Ave., So., Nashville, Tenn.



PENNY MACHINES

Specially built to engrave pennies with "Lord's Prayer" or any cut you want. Price \$150.00, complete with L. P. Die, Power Machine, complete with Motor and Table, \$286.00. Send 10c for samples and facts to **"Blue Dot" STAMP CO.** 124 East Larned Street, Detroit, Mich.

to be careful when visiting Pittsburgh to have nothing to do with the kids who want to carry water or do anything else. Plenty of fee grabbers looking for "easy money." Recent visitors included Mr. and Mrs. Dodson Sr., who spent a week with the show. Mrs. Al Crane is establishing a record for efficiency with her beautiful wagon-front frozen delight—first on the lot on Sundays and doing business with showfolks and locals before any of the other equipment arrives. Madam's Guy and Mel Dodson have a cigar shooting gallery that is doing a nice business, and the "show's sweetheart," Ruby Dodson, is the biggest kind of drawing card when she is permitted to put in an appearance in it. Mrs. Ray Balzer is "queen of the dairy" at her splendidly framed bottle game. Mrs. Al Crane had a birthday and was the recipient of many tokens of friendship from members of the show. The Arthur Dodson Post, American Legion, held its first dance of the season. Was a great success, financially and otherwise. Jack White and family operating no less than six concessions, including scales. Jessie Clark and sister, Ella Dodson, have blossomed out as real performers. Charlie Clark's band going stronger than ever.

DICK COLLINS.

NOW BOOKING SPACE
OWOSSO CENTENNIAL
 and
1st ANNUAL STREET FAIR
 JULY 1 TO 4
 WILL PLACE CONCESSIONS OF ALL KINDS. NO EXCLUSIVE. NOVELTIES AND SCALES OPEN. CHAMBER OF COMMERCE, OWOSSO, MICH.

WANTED FOR DELAWARE, OHIO SUMMER FESTIVAL
 Main Streets, JUNE 22-27, INCLUSIVE.
 Legitimate Concessions and some good small Shows. Gooding Rides booked.
 Address inquiries
 J. D. MALONE, Route No. 1, Delaware, O.

WANTED RIDES AND CONCESSIONS.
V. F. W. ANNUAL PICNIC, Severance, Kan.
 July 18 and July 19.
 H. E. COY, Sec'y, Severance, Kan.

WANTED ATTRACTIONS
 SHOWS, RIDES AND CONCESSIONS.
CHRISTIANA LAKE CELEBRATION
 JULY 3, 4 AND 5.
 In Michigan, Near Elkhart, Ind.
 Address M. M. GARMEN, B20 E. High St., Elkhart, Ind.

WANTED ATTENTION!
 Shows, Carnivals, for 2 nights and one day picnic 4th of July, American Legion auspices.
 Send all inquiries to
 DR. A. E. MOSLEY, Com., Waldron, Ark.

FALLON '49 SHOW and RODEO
 SEPTEMBER 5-9-7.
 WANTS Merry-Go-Round, Ferris Wheel, Pan Dance on attractive premises.
 IRA L. KENT, American Legion, Fallon, Nev.

WANTED
 Carnival, Rides, Shows and Concessions for
RODEO AND CELEBRATION
 JULY 3, 4, 5, WAUKON, IA.
 A. M. MONSERUD, Secretary.

WANTED FOR WAYNEDEALE FESTIVAL
 JUNE 22-27.
 Clean Shows, Rides and Concessions. Big Free Act Program booked. Address
 O. O. SIOKAFUS, Ft. Wayne, Ind.
 R. R. Waynedale.

AMERICAN LEGION HOMECOMING AND 4th OF JULY CELEBRATION
 WANTS Shows, Rides, Concessions and Free Acts.
 Address
 NINA SCOTT, Wellston, O.

WANTED
 Shows, Rides, Concessions, Free Acts, Outdoor Dance Platform for
Streator, Ill., 4th of July Celebration
 Fourth Year, 30,000 Crowd.
 F. J. HART, Secretary-Treasurer.

CARNIVAL WANTED
 For Week June 29-July 4.
BIG CELEBRATION JULY 4.
BARRY FIRE DEPT., Inc.
 Write K. P. WAGY, Secy., Barry, Ill.

LOOK
 IN THE WHOLESALE MERCHANDISE SECTION
 for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
 (Communications to 25-27 Opera Place, Cincinnati, O.)

Keller, Va., Fete Chalks Up Profit

KELLER, Va., June 13.—A profit was realized from the Potato Blossom Festival here on May 20 and 30, sponsored by Aeomack Post, American Legion, as a major community activity, said L. F. Purvis, of the committee. Crowds estimated at 25,000 to 30,000 witnessed a parade of floats and acts presented on the fairgrounds.

Continental Revue, starring Miss Bonnie Brownell, and Four Laddies, aerialists and teeter-board, were booked thru George A. Hamid, Inc. Concessions were in charge of and booked by five companies from Onancock, Tasley and Parkley, Va. Rides were furnished by Granville Trimmer, Ocean City, Md.

There was big attendance from Maryland and Delaware, and autos from 14 States were observed. Publicity end went in extensively for newspaper space in the territory and window cards. A big local pageant supplemented the pro acts.

Dayton, Minn., Will Repeat

DAYTON, Minn., June 13.—Mayor Cecil Boilo and business men, who donated for free acts and cash-prize races at Dayton Street Fair on May 28-31, plan a repeat next year, said E. J. McArdell, who directed the event. Cady Family eight-people revue furnished six acts and seven-piece concert band. Associated with Mr. McArdell were Bill Kelley with Merry-Go-Round, Chalroplane, Ferris Wheel, bingo and other concessions; Ivan Garlin, pop corn; Mrs. Clifford Dunn, cookhouse; Herbert Dunn, concession games and ice cream; F. Fazalind, country store; H. Scholker, hoopla; J. E. Land, ball game; balloon darts and hoopla; Clifford G. Dunn, scales and grab. P. Speckman, who was electrician, had a ball game.

Funds for Wisconsin Event

FOND DU LAC, Wis., June 13.—City council approved appropriation of \$3,500 to Fond du Lac Centennial board towards financing the Centennial Celebration here, \$1,142 to be spent for music, \$486 for decorations and \$786 for fireworks.

Vets in Bridge Dedication

WINNECONNE, Wis., June 13.—A three-day celebration to observe Winneconne's 90th anniversary and dedication of new Merritt F. White Bridge across the Wolf River is being sponsored here by Arthur E. Gilles Post, American Legion, and will include fireworks, free acts, parades and music.

Stamps, Coins for Centen

WALLA WALLA, Wash., June 13.—Whitman Centennial Pageant here will be directed by Mr. and Mrs. Jack Geller, associated with John B. Rogers Producing Company, and they have begun work on the Pioneer Mother pageant, a feature of the Centennial celebration. Sponsors are looking forward to issuance of a special Marcus Whitman stamp by the post office department and bills are in Congress providing for minting of 25,000 commemorative half dollars.

Piu Games in at Festival

CANTON, O., June 13.—Mt. Marie Festival, to be held here three nights, has Joseph Guht, Canton, and Jim McCormick, Massillon, as co-chairmen. As in former years there will be concessions, shows, rides, free attractions, dancing in an open pavilion and pin games. Event will be on grounds of Mt. Marie College, Canton-Massillon highway, west of here.

HELP This Department by Telling Committees About It.

Airplane Giveaway

PUNXSUTAWNEY, Pa., June 13.—Firemen's Convention to be held here is fast shaping into a real six-day celebration. Committees say each day will be a special day with one headline event to feature. In addition to an airplane, which firemen are giving away in conjunction with Veterans of Foreign Wars, an automobile will be given away during the week. Hundreds of dollars are to be given in parade and contest prizes, said L. R. Eberhart.

"Wampum Money" To Exploit Pioneer Celebration in Wash.

CENTRALIA, Wash., June 13.—For Centralia's sixth annual Pioneer Days' Celebration at newly constructed Borst Park Project with a new grand stand with seating capacity of 4,500 and a half-mile race track, there are new stables, rodeo equipment, park and carnival grounds as part of the setting for the outstanding celebration of Lewis County each year, said President Huber E. Grimm, Centralia Pioneer Celebration Association. It has drawn 20,000 to 30,000 annually.

The celebration is held in conjunction with Southwest Washington Pioneer Celebration, American Legion Post is in charge of the parade, floats from business houses as parade entries being backed almost 100 per cent by commercial organizations. Prizes are offered to attract outside communities. Southwest Washington Pioneer Association and Centralia Pioneer Association are in charge of merchant window displays.

West Coast Amusement Company, of which W. T. Jessup is general manager, has been booked for midway attractions. Besides a rodeo, there will be many novel contexts and races. Wampum "money" has been designed to aid exploitation and will be good for "all debts, public and private" within the city, being issued by the committee in small denominations.

Candidates Hustling Ducats

MANITOWOC, Wis., June 13.—Sale of 25,000 tickets for Manitowoc's four-day historical pageant in conjunction with the eight-day Manitowoc County Centennial Celebration are being sold by candidates for the Court of Honor. Winners will reign during the pageant. Tickets are being sold in books of three for \$1, while regular admission price is 50 cents.

4-H Display at Homecoming

BROWNSTOWN, Ind., June 13.—Having booked Gooding Amusement Company rides and one indie show, Camp Jackson Post, American Legion, has arranged with Jackson County Fair Association for a county-wide 4-H Clubs' exhibit for Brownstown Soldiers' Reunion and Homecoming here. Exhibits will be in 200-foot top and \$400 in cash awards will be made, said R. A. Brodhecker.

Shorts

COMMANDER S. I. M. Major is general secretary of a celebration to mark the 150th anniversary of Frankfort, Ky.

ONE of the meccas at Back Home Week and Centennial Celebration in Owosso, Mich., will be Curwood's Casino, unusual home of the late James Oliver Curwood, noted writer.

ADDED to pro acts in the lodge auditorium, Brownsville (Pa.) Moose Circus and Bazar will present an outdoor free attraction at 10:30 each night, advises Director Frederick DeCoursey.

COMMITTEES for George McBaner Post, American Legion, Street Fair in East Palestine, O., are: General, Henry Ashbridge, Bruce Fountz, Howard Gar-

MARDI GRAS & JULY CELEBRATION
 MARION, OHIO
 JUNE 29-JULY 4, Inc.
 WANTED—More Shows, Rides and Concessions. WILL BOOK Free Acts, Candy Butcher and Agents, Auspices Jr. O. U. A. M. Benefit Children's Home. ED WEYLS, Dir., Jr. O. U. A. M. Rooms Marion, O.

WANTED CARNIVAL
 for Moose and Merchants' Fall Festival and Home Show, to be held in business district of ATTICA, INO. ON AUGUST 5-6-7-8, 1936
 No money gambling will be allowed.
 For information write F. M. MILLER, Secretary, L. O. C. M., Attica, Ind.

WANTED FOR LEWISTON AND ROCKLAND, ME. V. F. W. CONVENTION, ROCKLAND, ME., LEWISTON, ME., JUNE 19 TO 20, JUNE 22 to 27.
 Shows, Rides that do not conflict. Frozen Custard, Legitimate Concessions, Beans, Wire what you have. MOLLY YORK, Rockland, Me.

WANTED CARNIVAL OR SMALL CIRCUS, Week of July 4th, AUGUSTA FIRE DEPT., Augusta, Ky.

WANTED SENSATIONAL FREE ACT, August 13, 14, 15, ANNUAL CORN CARNIVAL, PETE WOLLESEN, Sec'y, Gladbrook, Ia.

WANTED FOR CELEBRATION WEEK OF JULY 4, WHEELER, MONT.; FT. PECK DAM, Carnival Company, or Shows and Rides. E. R. COOPER.

RIDE WANTED FOR ANNUAL 4th OF JULY CELEBRATION, MAYSVILLE, KY.
 Auspices Legion's Club.
 Merry-Go-Round or any other Ride will get good money here. Can stay following week. Write, giving full particulars, to O. D. RUSSELL, Maysville, Ky.

WANTED FOR HOME COMING, JUNCTION CITY, PERRY COUNTY, O. AUGUST 8 TO 15, INC.
 Three Rides, five Shows, including Athletic Show; fifteen or more legitimate Concessions. Must furnish Light Plant. An annual affair. Good growth Sponsors, Business Aico. Write E. O. CLARK.

Eighth Annual Celebration ASHVILLE, OHIO
 20 Miles South of Columbus, O.
 JULY 2-3-4
 CAN USE more Concessions that are legitimate. Also Free Act for the 4th only. Must be reasonable. Address CLOYE BRINKER.

WANTED CIRCUS AND CONCESSIONS
 For two big days, 4th and 5th July Celebration and National. No sale.
 Concession Committee:
 PETERSEN & BAKER, Hampshire, Ill.

CONCESSIONAIRES NOTICE!
 OPPORTUNITY TO CLEAN UP JULY 4-5.
 Retire on Indiana's Outstanding Lake Resort. Space now open for all Concessions. Write immediately. JOHN ESHOLS, Ft. Wayne, Ind. 4428 Tacoma Avenue.

STOCK COMPANY TENT SHOW WANTED
 Soldiers' Reunion, August 3-8, Hooper Springs, Ark. Auspices American Legion. O. M. REAVES, Post Commander.

WANTED GOOD CARNIVAL FOR MARSHALL COUNTY CENTENNIAL
 Sponsored by American Legion, June 29-July 4.
 Write TOM ODWNEY, Plymouth, Ind.

WANTED
 Merry-Go-Round or other rides for 2-day celebration, July 4th and 5th. Free grounds and concessions.
 C. A. RINGOHL, Fourth of July Committee, New York Mills, Minn.

rod, arches and advertising, Harry Borabala, Ray Davis. There will be independent shows, rides and concessions and free acts.

CELEBRATION sponsored by Delaware County Fair Association, Manchester, Pa., says Secretary E. W. Williams, will have Tharloe-Duffield fireworks, program of acts and gate giveaways, with Donald McGregor Shows on the midway.

PRODUCTION of Jasper (Tex.) Centennial Pageant of Texas history on June 3 and 4 was by John B. Rogers Producing Company, accompanied by parades, queen coronation and music contests, said Secretary O. E. Sawyer.

BUDGET for Wisconsin Centennial in Madison has been set at \$62,000. Free acts will be presented and a pageant, *Cataleque of Wisconsin History*, with 2,500 characters on a monster stage, will supplement parades and other events.

SIXTY fire companies are participating in Westmoreland County Firemen's Convention and Jubilee Week Celebration in Irwin, Pa., in appreciation of services rendered by Capitol Fire Company, Irwin, to near-by cities during the flood catastrophe last spring. City park playgrounds are illuminated for night programs.

Legion Is Sponsoring Dates in Detroit Area

DETROIT, June 13.—Berger & Ziegler Shows are playing a series of three dates for local American Legion posts. Closing on Sunday at Michigan and Coolidge highways for Dearborn Post, the same shows opened for the week on Monday at Dix and Mulkey, also for a Dearborn Legion Post. Next week they move to Lincoln Park, playing for the Legion Post in that suburb.

Albert Baker Post sponsored a showing of W. G. Wade Shows last week at Michigan and Eighth avenues to very good business. The Wade Shows moved to Ann Arbor to play for Veterans of Foreign Wars at the circus lot on Packard street.

Incidentally, the shows played across the street from Russell Bros.' Circus on Wednesday. Next week Wade goes to River Rouge to play for the American Legion Post there.

STRIDES BIG

(Continued from page 39)
many miles at considerable expense to visit the State Fair, which, altho the gate is low, has high grand-stand charges.

Subject to Sales Tax

Discussion regarding a move to exempt county fairs from the State sales tax on their supplies probably will lead to appointment of a committee to confer with legislators and tax department regarding relief. It has been ruled that county fairs that are sponsored by private corporations not formed for profit are not exempt from the sales tax. Talks on this subject were led by Walter J. Buss, Wayne County Fair, Wooster; Director Hanefeld; Judge I. L. Holderman, Dayton, president of the association, and Mr. Kahn, Executive Secretary Mrs. Don A. Detrick, Bellefontaine, secured the interpretation of the law from the attorney-general's office.

Numerous secretaries reported extensive WFA work on plants, and it was said that a number of grounds would eventually be made into parks where the titles laid in the county commissions.

D. R. Van Atta, new secretary of Hamilton County Fair, Carthage, lauded work and policies of his predecessor, the late D. L. Sampson, who was in the harness 54 years.

Among other speakers were Secretary Ralph C. Haines, Dayton; Mr. Kahn, who praised *The Billboard* as an advertising medium for securing acts, other attractions and concessions; Fred Terry, Indianapolis, and Claude R. Ellis, fair editor of *The Billboard*, Cincinnati.

President Holderman, who has recently returned from an extended sojourn in the Southwest, said he was most impressed with the rodeo he had witnessed in Phoenix, Ariz. An effort will be made by secretaries to have Director Hanefeld visit as many county fairs as possible this season.

FAIR GROUNDS

(Continued from page 40)
be used for exhibits and administration offices. Legislature also contributed

\$30,000 for maintenance of East Feliciana Parish Fair.

MILWAUKEE—An additional \$10,000 has increased to \$55,805.50 prize money to be distributed at 88th annual Wisconsin State Fair. Demand for exhibition space has been brisk, said Manager Ralph E. Ammon. Grand Circuit harness racing will return after a lapse of 10 years. Attractions include automobile and motorcycle races, circus acts and fireworks.

SPRINGFIELD, Mass.—Offering a total of \$59,795 in cash premiums, specials and trophies, the general prize list of the 20th anniversary Eastern States Exposition here has been issued.

FAIRBURY, Ill.—American Legion Post has purchased the local fairgrounds and will sponsor Livingston County Fair, known as Fairbury Fair. There will be a Legion Day and two Political Days.

CRAWFORDSVILLE, Ind.—No 1936 Montgomery County Fair will be held here. It was announced by Secretary Ward McClelland.

BAY STATE FAIRS

(Continued from page 40)
lists, tickets, amusements and the rental of space than it is to think of what would afford comfort, convenience, joy and pleasure to the physical and mental state of those who patronize the fair. A few benches, seats or chairs placed at strategic points would be greatly appreciated, as well as sanitary provisions, cold drinking water and elimination of dust and dirt.

A fair can be as alive and interesting as its program of events is arranged. While it is difficult for the smaller fairs to have something doing every minute, it should be possible for all to have some kind of a well-arranged and timely program adequately announced. Long delays, tiresome waits and lack of information regarding the schedule of events are not conducive to the highest satisfaction of the visiting public.

It is well to realize that the concessions are the only points of contact between the majority of your patrons and your organization and the public will judge your fair by this standard. While the larger number of our concessioners are honest, there are a few who need watching. A game of whatever kind the character of which may be questionable should not be tolerated. As a general rule Massachusetts fairgrounds are relatively free of objectionable features, but occasionally an unworthy amusement or an unsuitable concession occupies a portion of the midway, the effect of which, on the general public, is positively harmful to the future prosperity of the fair. The fault cannot be passed on to the concessioner. The public will hold the fair management responsible.

Robert P. Trask has been selected to manage the Topsfield Fair. Ralph Gaskill, the secretary, is such a busy man and the other officers not being in a position to give the time they felt the fair needed to make it operate successfully, Mr. Trask will handle the work for them. He has had a lot of experience in fair work, dating back to the time of his 4-H Club work in connection with the Middlesex County Extension Service. Mr. Trask is a live wire, full of pep and energy and will certainly do all in his power to put Topsfield across next September.

Shirley R. Crooze, secretary Marshfield Fair for the last 16 years, resigned and Horace C. Keeno was elected in his place.

STRATES SHOWS

(Continued from page 49)
perintendent; Mike Olsen, superintendent rides; Gifford Ralyea, electrician; Al Morin, paint department; James Yotas, construction; Tom Evans, master transportation. Riding Devices: Merry-Go-Round—W. M. Whitt, foreman; Charles Mowery, Frank Hance, Red Snow. Twin Ferris Wheels—Mr. and Mrs. Joe Viator; Jerry Miller, David Glasamoyer, Harry Thorpe. Whip—Jack Carey, foreman; Edward Meehan, Ralph Fravel, John Brady, Samuel Black. Lindy Loop—Stuart Sanborn, foreman; Ted Koenig, Leslie White. Tilt-a-Whirl—Reese Lewis, foreman; Joseph Petlio, William Tabor, Leslie White. Dangler—Eascom Wells, foreman; John St. Dennis. Loop-o-Plane—Ray Ester, manager; George Bruc. Loop-o-Loop—James Carr, owner-manager; R. E. Boyd, Skooter—Mr. and Mrs. B. E. Spencer, Harry Clayborn. Kiddie Autos—Donald Frear, owner; Leo Cox, manager; Donald Frear Jr. Kiddie Airplane—Chester McCrea, owner-manager.

WANTED BIG CARNIVAL
Three Big Events in Six Days.
THE WILL ROGERS MEMORIAL * * * RODEO
Craig County Free Fair and Homecoming
SEPTEMBER 8, 9, 10, 11, 12 AND 13.
Carnival must have plenty of Shows, Rides, Acts and Concessions. 20,000 paid admissions last year. Rodeo sponsored by the American Legion.
Write FRANK BAILEY, Secretary, Vinita, Okla.

HOOVERVILLE, PA., CENTENNIAL, JUNE 22nd to 27th DAY-NIGHT
BIGGEST CELEBRATION WESTERN PENNSYLVANIA THIS YEAR.
CAN USE 2 SHOWS, FERRIS WHEEL, Scales, Ball Games, American Palmistry, BINGO, other legitimate Stands. BIG JULY 4 CELEBRATION, starting June 29, to follow, with 6 Big Celebrations thereafter. All are community sponsored events, no promotions. Privileges so you can make money. Use big Free Acts at all Celebrations. Write or wire M. A. BEAM, Hooversville, Pa.

Shows: Circus Side Show — Fred J. Thomas, owner; Mrs. Fred J. Thomas, secretary-treasurer; W. E. Delory, announcer; Frank Paluga and Pat O'Brien, tickets; inside, Beasie McKinney and Jerry Jones, also doing outside bally; W. M. Green, canvas; entertainers, Charles Shackles; Diamond Ray, tattooer; Madam Zanda, mentalist; Princess Margaret, electric chair; Loeite Ray, impalement act; Freddie, armless wonder; Bula-Bula, magic; Doral Dina, in annex. Hawaiian Show—Bobby Mansfield, manager; Motordrome—C. H. Reed, manager; C. V. Noid, announcer; Harry Woodman and Tommy Marlin, tickets; O. K. Hager, Joe Allen and Donald Thompson, riders; Mrs. Dot Reed, auto driver. Caroca Show—Etta Louke Blake, manager; Homer Acuff, front; Bill Dres and Bill Mallon, tickets; Lou Powers (producer and comic), Johnny Denree, Renee Roberts, Rhea Deareo, Bee Powers, Bobby Foster, Snidles Von Day, Dorothy Allen, Eve Miller, Con Applegate (orchestra director), Bagnano and Ramirez (musicians), Bill Mallon (canvas). Minstrel Show—F. Bennett Hargraves, manager; Jack Root, front; Berry Sparrow, Sparkplug Goodman, Elizabeth Sparrow, Clarice Young, Catherine Schaffer, Mabel Jones, Minnie Smith, on stage; Russell Schaffer, Joe Harley, Sammy Young, F. B. Hargraves and William Mitchell, orchestra. Athletic Show — Steve Rogers and Kid Adams, managers; Scott Holdfast, wrestler; Jack Davis, boxer; Eddie Kreder, tickets. Tarzan Show—Otis J. Prink, manager; E. Kruder, front. Arcade—Donald Frear, owner-manager; Mrs. Donald Frear, cashier; Kenneth Fravel, mechanic. Ossified Leo—A. E. Collins, manager; Mrs. A. E. Collins, nurse; J. J. Kelly, tickets. Snake Show—A. E. Collins, manager; Bill Harris and Pat Jullin, tickets; Mrs. Doretta Baxter, lecturer. Concessions: Cookhouse—Mr. and Mrs. Carl Davis, owners and managers; Glenn Walrath, general manager; waiters, Henry Cater, Pat Riley, George Bates, griddle man, J. C. Smith, cook, Cy Perkins; kitchen manager, Teddy Coyer; Mrs. Carl Davis, cashier. Mr. and Mrs. E. W. Jones, corn game—John Lowe, Mrs. John Lowe, Calvin Eckert, J. R. Kollerhor Jr., Frank Turner, Paul Witt, George Spirides, frozen custard—O. J. Ewinger, Bill Jones, Joe Meade. L. D. Powers, cigar gallery—E. L. Krause, C. R. Jewell, G. W. Speaker, candy apples—John Carr, Peter Christopher, 1; Chester McCrea, 1; Leo Hirsch, 1—Whitely Bush, Teddy Ross; M. G. Wilson, ice cream; Smokey DeCaplo, pop corn; Bill Malarky, novelties—Leonard Loyd and son; Mrs. Pauline Lennon, 2—Mrs. Peggy Hirsch; Mr. and Mrs. K. B. Barnhill, 1; E. L. Blackman, 1; Mr. and Mrs. William Cowan, 2—Ray Harrington, Dick Burns, Barney Schwartz, Ralph Miller; Mrs. Frances Fornier, 1—Mrs. Eleanor Eckert; Fred Fornier, 1—Francis O'Brien; Charles James, scales. Front gate: Sam Lovell, manager; Mrs. Stella Viator, Mrs. Alice Miller, tickets.

COLE REPEATERS
(Continued from page 34)
formance, which helped business in Elmira. George Bubb, old-time showman, visited at Williamsport.

The Sawdust Ring
By FRANK (DOC) STUART
OKLAHOMA CITY, June 13.—Now that the three big railroad shows have begun their long tour under canvas, it appears about time that a long, loud blast should arise from around these parts notifying the cock-eyed world that life is again worth living. So gather around, all you lovers of the Big Top and listen to a tale—a true tale which is symbolic of this column—regardless the

fact that I was once a press agent. This piece has to do with Cole Bros.' World-Toured Circus and Clyde Beatty's Trained Wild Animal Exhibition Combined and the "two" Cole brothers, who are not brothers at all except to the press agents' public. It is of note that the title of this big new railroad show has been shortened and I'll tell you why. The reading public complained that when the full title was used they found no news of any kind in the newspaper. There wasn't room. The publishers found that when the snid full title was used the paid advertising was shoved clear off the newspaper and many publications faced bankruptcy. That is what the newspapers thought of the new Cole Bros.' Circus last season and they begged little Jesse Adkins-Cole and his little pal, Zackie Terrell-Cole to shorten the blooming name.

We all like these two circus men and if they like you they will give you the circus during your visit. Of course, they expect you to give it back to them when you leave. This they did to me and hence the tale. The first of this month I became homesick, so I flew to Chicago at the smart speed of three miles per minute, and after a quick journey I found myself at the Stadium looking the brothers square in the eye. They knew what this speed journey meant—so they opened the cookhouse and Jesse Cole says: "Better come along for a two-day stand—two days under canvas." I did and here is a little secret. No lion ever roared as loud as one of the brothers can snore. Not an animal slept on that 23-car train that night because of the vibration. Neither did I, but I like that brother like a brother and one should remember snoring comes to they who sleep soundly and one must have a clear conscience to sleep soundly. That is why I stayed awake.

Well, the next morning was Rochester, Ind., the opening stand, and are the "brothers" liked in Rochester? Even the bankers insisted on entertaining them, but it was the opening stand so they delegated me. The less said about this the better, except they stopped a thru U. S. mail train (Chicago-New York) and poured me on at midnight and—Rochester is a lovely town. And I like their bankers, too.

Now for the circus. The canvas is new and what a flash! The big top a 160 with three 60-foot middies. The marqueses (plural) between the big top and menagerie and the front door are twins. The bankers told me the marquee colors were red, blue and somethin' else and I guess that is right. Then Jesse "Cole" pulled a new one. He lighted up a lane direct from the marquee back to the street just so the folks would not get lost on the night "come-out." Smart, eh? And the bankers said the lights worked. The parade is just the kind of parade you thought would never return. It is full of flash, color, music, circus folks, elephants and pretty girls. The paint job looked exactly as it should and the paint used was GOOD!

The wardrobe is fully equal to the best ever seen with any circus and they have enough actors hanging around the big top by their heels, toes, elbows, hands, knees, jaws, etc., to satisfy even me. That's sayin' somethin'. And that new Italian importation, a riding act, is wonderful. The bankers said it numbered seven people and they all tried to bust the back of a beautiful bay ring horse at one time, but they were not successful. This is also of note, this foreign act has snappy wardrobe. It was a great two days' visit. Yes, Cole Brothers' is a circus which will delight one and all. You'll like it.

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FOR THE FOLLOWING WEEK'S ISSUE.

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No Ad Less Than 25c.
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ACTS, SONGS AND PARODIES

DEMONSTRATORS, AGENTS—NOVEL 10c
Popular Songs; profit 4 to 5c. List of 50 and
sample 10c. **RESTPARK**, Box 315, Forest Park,
Springfield, Mass. ju20x

MODERN DANCE ARRANGEMENTS, 75c;
postage 10c each; 20 for \$10.00. More than
100 tunes ready. **ROBERT PERRY**, Bowling
Green, Ky.

PIANO ARRANGEMENT FOR YOUR MELODY,
\$.50. Guaranteed. Send four measures for
free sample. **MAXWELL**, 517 West 8th Avenue,
Flint, Mich. ju20

PRICES REDUCED ONE-HALF FOR LIMITED
time on guaranteed music arrangements and
revising. Sample arrangement sent free. **EARLE**
SMITH, Hamburg, Pa.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—DE LUXE DIXIE DANCE WAX;
cleans and waxes while they dance. Un-
limited market. Cafes, taverns, anywhere there
is dancing. Profits guaranteed. Some territory
still open. **DIXIE WAX CO.**, Dept. B, Evans-
ville, Ind. ju20x

ASTONISHING HAIR PREPARATION—RE-
stores original color to all Gray Hair, Ban-
ishes Dandruff, Stops Falling Hair, etc. Easy
to sell under money-back guarantee. Write for
free literature and liberal distributors propo-
sition or send \$1.00 for large bottle. **PRESIDENT**
Box 538, Jackson, Tenn. ju27x

BIG MONEY APPLYING GOLD INITIALS ON
Automobiles. Easiest thing today. No ex-
perience needed. Free samples. **"RALCO"**
1084 Washington, Boston, Mass. t1mx

BLADES—TEXIOE, LATEX AND SILVERTEX
Blades, Electric Razors, Perfume, Sundries,
Bandages, Novelties, etc. **KEARNEY WHOLE-**
SALE DRUG, 456 Kearny, San Francisco. ju27x

CARTOON BOOKLETS, \$1.50 HUNDRED; FUN
Cards, Peppy Diplomas, Generous samples
and list, 25c. **BUK**, Box 2, Station W, New
York. ju20

GOOD INCOME SILVERING MIRRORS, PLAT-
ing and Refinishing Lamps, Reflectors, Autos,
Beds, Chandeliers by late method. Free par-
ticulars. Write **GUNMETAL CO.**, Ave. G,
Decatur, Ill. t1x

LOCAL AGENTS WANTED TO WEAR AND
demonstrate Free Suits to friends. No can-
vassing. Up to \$12 in a day easy. Experience
unnecessary. Valuable demonstrating equip-
ment, actual samples free. **H. J. GRAVES**,
President, 1300 Harrison, Dept. F-807, Chicago,
Ill. ju27x

MEDICINE AGENTS—OUR LUCKY FIVE
Remedies pays 100% profit daily; repeats.
Write for convincing circulars. Address **MOD-**
ERN PHARMACEUTICAL CO., Dept. B, Columbus, O.
ju27x

NO PEDDLING—FREE BOOKLET DESCRIBES
107 money-making opportunities for start-
ing own business, home, office. No outfits.
ELITE, 214 Grand, New York. ju27x

RARE PHOTOS—100, \$5; CARTOON BOOKS,
100, \$3; Catalog Assorted Novelties, \$1 up;
via Express, P. B., 468-B, New Haven, Conn. x

SALESBOARD MEN—NEW PUT AND TAKE
cars, twelve different payouts. A natural,
details, sample free. **TOM THUMB**, Dept. BB,
Nauvoo, Ill. ju27x

SALESMEN, PITCHMEN—QUICK TURN OVER
selling Snap-Tite Coffee and Soda Bottle
Stopper. Just on market. Sample, 15c stamps.
SNAP-TITE MFG. CO., Box A, Racine, Wis. x

WHERE TO BUY AT WHOLESALE 500,000 ARTI-
cles. Free Directory and other valuable in-
formation. **MAYWOOD B. PUBLISHERS**, 925
Broadway, New York. ju27x

WHERE TO BUY THOUSANDS OF ARTICLES
at lowest wholesale prices; valuable infor-
mation free. **RAYSER**, 5 South Sixth Street, Cran-
ford, N. J. ju27x

101 PROFITABLE MAIL ORDER AND LOCAL
ideas for starting your own business. Free
literature. **PRUITT PRESS**, Dept. D, Elburn, Ill.
ju27x

1,000 BARCAINS—DRYGOODS, NOTIONS,
Sundries, Specialties, School Supplies, Sales
Boards, Razor Blades, Cosmetics, Food Products,
Soaps, Carded Goods. Free catalogue. **JOBERS**,
Dept. 459, 304 South Crawford, Chicago, Ill. x

ANIMALS, BIRDS AND PETS

ALL READY FOR SHIPMENT—DWARF PAR-
rots for Bird Wholes, Chinese Dragons, Black
Iguanas, Mixed Dens Snakes, everything for
shows. **SNAKE KING**, Brownsville, Tex. ju27

ALLIGATORS, FAT, HEALTHY, ANY NUMBER,
any size, immediate shipment, largest collec-
tion in world. No C. O. D.'s. **FLORIDA AL-**
LIGATOR FARM, Jacksonville, Fla. au1x

ARMADILLOS, \$1.50; HORNED TOADS,
Ninety Cents per dozen. Other big bar-
gains. Write for Price Lists. **ZOOLOGICAL**
SUPPLY COMPANY, Laredo, Tex. ju27

CANARIES, 90c; LOVE BIRDS, \$1.50; RED LIN-
nets, 90c; other fancy birds, \$1.50 each.
Ship anywhere. **VAHLE'S**, 319 Market, Phila-
delphia, Pa.

PLENTY SNAKES, IGUANAS, ARMADILLOS,
Horned Toads, Alligators, Monkeys, Leopards,
Bear Cubs, Wild Cats, Prairie Dogs, Ocelots,
Kangaroo Rats, Squirrels, Parakeets, Peafowl,
Parrots. Wire **OTTO MARTIN LOCKE**, New
Braunfels, Tex.

SMALL CUB BEARS FOR SALE—SPECIAL RE-
duced price, \$20.00 each; cash with order.
Write now. **RELIABLE BIRD CO.**, Winnipeg,
Can. ju20

BIG BARCAINS—ANIMALS, BIRDS, REPTILES
at wholesale. Live arrival guaranteed. Every-
thing for shows. Send for new price list.
ZOOLOGICAL SUPPLY CO., Box No. 705,
Laredo, Tex. ju20x

SNAKES, HORNED TOADS, GILA MONSTERS,
Snake Fangs in Frame, Venom. Larger or-
ders for your money. **SAN ANTONIO SNAKE**
FARM, San Antonio, Tex. ju4

TWELVE SMALL ASSORTED SNAKES, \$3.00;
eight assorted large attractive Snakes;
\$10.00. Price list on request. **ROSS ALLEN**,
Silver Springs, Fla. ju20x

WANTED—ALIVE SLOTHS AND OTHER
strange small animals. Will buy good Jungle
or Museum Show. **BOX C-61**, Billboard, Cin-
cinnati, O.

BUSINESS OPPORTUNITIES

FOR SALE—ESTABLISHED ROUTE CIGARET
Vending Machines, Texas city, two hundred
thousand population. Unusual opportunity.
BOX C-60, Billboard, Cincinnati, O.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

YOU CAN ENTERTAIN FOR ALL OCCASIONS
with Trick Chalk Stunts and Rag Pictures.
Catalog free. **BALDA ART SERVICE**, Oshkosh,
Wis. ju20

COIN-OPERATED MACHINES SECOND-HAND

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Only advertisements of used machines
accepted for publication in this column.
Machines of recent manufacture and being
advertised extensively in The Billboard by
manufacturers, distributors or jobbers, may
not be advertised as "used" in The Bill-
board.

A BARCAIN—MILLS TYCOONS, SLIGHTLY
used, \$89.50; Pamco Red Salls, like new,
\$77.50. **RUFUS M. WHITE**, 582 S. Salina St.,
Syracuse, N. Y.

ALL LIKE NEW—MUST SELL. COTTLEBS
Dally Races, two weeks old, \$75.00 each;
Bally Derbys, \$60.00; Bally Derbys Ticket,
\$65.00; Prospectors, \$35.00; Daval Penny
Packs, \$7.50 each. One-third deposit with
order. **H. YORKE**, 11521 Tuscola Ave., Cleve-
land, O.

AUTOMATIC BARCAINS—ONE BALL GOLD
Rush, Put 'N' Take, Do or Don't, Caricoe,
\$12.50 each; Ten Ball Rockets, \$8.00; Cham-
pions, \$9.00. Also other bargains. One-third
cash with order. **HISER SALES CO., INC.**, 319
Fourth St., Ft. Wayne, Ind. x

BARCAINS RECONDITIONED MACHINES, ALL
types. Prices you will be willing to pay.
Write for new list. **BADGER NOVELTY**, 2546
N. 30th, Milwaukee, Wis. ju4

BARCAINS, LIKE NEW—JUMBOS, CASH,
\$46.00; Rambler Ticket, \$70.00; Bally Re-
liance Dice, \$70.00; Jumbo Tickets, \$56.00;
Slots, all kinds, Match Play Payout, \$12.00;
Golden Harvest, \$48.00; Pamco Palookas,
\$110.00; Peerless Ticket, \$75.00. **CHARLES**
PITTL, New Bedford, Mass. ju18x

CAILLE BIG SIX, CAILLE CENTAUR, CAILLE
Peerless, Caille Eclipse, Caille Roulette, all 5c
play; five large floor machines all for the first
\$100.00; Little Six 5c 6 Ways to Play, \$20.00;
4 Mint Venders, Slot Machines for \$90.00.
O'BRIEN, 97 Thames, Newport, R. I.

CASH FOR PACES RACES—GIVE SERIAL AND
condition. Must be priced reasonable. **YAN-**
KEE SALES CO., 111 Merriman Ave., Syracuse,
N. Y.

COIN-OPERATED MACHINES BOUGHT, SOLD,
exchanged. Highest prices paid for Escalators.
In business since '91. **JARL**, 1704 Leav-
enworth, Omaha, Neb. x

FIVE JENNINGS FIVE-CENT CENTURY, SKILL
Control, Double Jack Pot Front Venders, per-
fect condition, \$47.50 each; One Jennings Little
Duke, 1 cent play, Triple Jack Pot, \$15.00;
Six Mills 1 cent play blue front Mystery Golden
Vender, perfect condition, newly painted,
\$57.50 each; Two Mills Q. T.'s 1 cent Side
Vender, \$31.50 each; Two live front Q. T.'s Side
Vender, \$27.50 each; 1 Watling live cent play
Regular Twin Jack Pot, Front Vender, perfect
condition, \$42.40; Two Pamco Parlay, \$52.50
each; 1 Cottlieb Liberty Bell Eight Ball, Auto-
matic Pay Out, \$8.00; One Jennings Hunter,
with Pay Out Meter, \$25.00; Two Bally Rock-
olis, latest models, \$6.00 each; Two Exhibit
Diggers, numbers G309 and G310, \$25.00 each;
Two Bally Aces, perfect condition, \$17.50 each;
Three Mills Tickettes, \$3.50 each; One Baby
Light-A-Line, \$5.00. **SOUTHERN VENDING**
MACHINE CO., 514 Main St., Danville, Va. x

FOR SALE—ONE HUNDRED MILLS TEN
Grands, like new, \$67.50 each; half cash,
balance C. O. D. **YENDES SERVICE COMPANY**,
1813 W. Third St., Dayton, O. ju20

FOR SALE—MERCHANDISE, MOTOSCOPE
Cranes, Electric Hoists, all late models, thor-
oughly overhauled. **EXHIBIT NOVELTY CO.**,
1123 Broadway, New York, N. Y. ju4

LATEST MODELS MILLS TYCOONS, \$100.00;
Bonus, \$55.00; Daily Races, \$70.00. Write us
your wants. **ROCKPORT NOVELTY CO.**,
Rockport, Tex. x

MASTER PEANUT AND PISTACHIO MA-
chines, chromium, light green base, like new,
\$4.00. **ST. LOUIS COIN MACHINE**, 1420 N.
Grand, St. Louis, Mo.

MILLS SMALL SCALES, \$25.00; WATLING
Penny Nickel Double Jackpot, \$25.00; Little
Dukes, 1c Jackpot, \$15.00; Puritan Ball Gum,
penny, nickel, dime through the same slot,
\$5.00; Mills Escalator, Double Jackpot, \$39.50.
O'BRIEN, 97 Thames, Newport, R. I. x

MILLS SC SILENT ESCALATOR VENDORS,
\$29.50; Pacer 5c Comet 20 Stop Mystery Pay
\$26.50; Watling 5c Twin Jackpot, \$22.50; 5c
Duchess, \$19.50. **KENTUCKY GUM**, Louisville.

ONE PAMCO PALOOKA, NOT FIRST MODEL,
has odd, changing unit in center, \$84.50; one
Exhibits Electric Eye, \$84.50; three Cottlieb
Electric Baffle Balls, \$19.50; one Eclipse Two-
Ball Automatic, \$9.50; one Jennings Skyway
Three-Ball Automatic Pay, \$12.50; two Seaburg
Grand National Automatic Pay, \$10.50; one
Buck-a-Day Dice Game, \$7.50. Order under
\$20.00 all cash; over \$20.00 one-third de-
posit. **MILAM MUSIC COMPANY**, Cameron,
Tex.

SPECIAL SALE OF PIN GAMES AND SLOT MA-
chines; large variety of Counter Games. Write
for list. **A. E. KROPP**, Box 584, Meridian, Miss.
ju20

THE FAMOUS \$250 MODEL ROLL CHUTE
Electro Hoist, factory guaranteed. Only 26
slightly used machines at \$100 each. **F. O. B.**
New York. A rare opportunity. **ROOM 610**,
949 Broadway, New York.

WANTED—BLUE FRONT MILLS ESCALATORS,
any amount. Give price and serial number
first letter. **BADGER BAY COMPANY**, Green
Bay, Wis. ju20

WANTED—WILL PAY CASH FOR USED PACES
Races. State price and serial numbers in first.
SANTONE COIN MACHINE CO., 1524 Main
Ave., San Antonio, Tex. ju4x

WANTED—JENNINGS BIG CHIEFS, MILLS
Escalators, Daval's Penny Packs, Jennings
Win-a-Packs. Give serial numbers, prices.
SOUTHERN SALES, San Juan, Tex.

WANTED—BOWLS, SKILLS, TRIPLE SLOT
Lite-a-Lines. **BROOME SERVICE CO.**, 838
Chenango St., Binghamton, N. Y. x

WE ARE OVERSTOCKED WITH USED PIN
Tables. Send stamp for our bargain list.
GOODBODY, 1826 East Main St., Rochester,
N. Y. ju11

WE BUY ANYTHING IF THE PRICE IS RIGHT
and pay spot cash. Paces Races, Slot Ma-
chines, One-Ball Games, Phonographs, Cigarette
Machines, Scales. **CHARLES PITTL**, New Bed-
ford, Mass. ju18

WHILE THEY LAST—PAYOUTS, JENNINGS
Sportsman \$15.00; Rockets, \$8.00; Q. T.
Tables, \$20.00; Kings of the Turf, \$35.00;
Non-Payouts, Neontacts, \$10.00; Subway,
\$5.00; Time, \$7.00; Twenty-One, \$7.00; Safety
Zone, \$5.00; Rebound, \$5.00; Kings of Turf,
\$7.00; Autodart Tickets, \$12.00; Autocount,
\$7.00; Autobank, \$7.00; Angelite, \$5.00. De-
posit required. **AUTOMATIC COIN MACHINE**
CORP., 369 Chestnut Street, Springfield, Mass.
ju27x

5c MILLS BLUE FRONT COLO AWARD,
\$5.00; 5c Mills War Eagle Escalator, \$50.00;
2 Triple Jackpot Dukes, \$25.00 each; 2
Watling Double Jackpots, 5c and 1c, \$27.50
each; like new, 1/3 deposit. **SCHURTZ**, 742
Wilson Ave., Columbus, O.

6 EXHIBIT, 20 CENTURY PENNY DIGGERS,
perfect, \$25.00 each; Motoscope Cranes
cheap. **NATIONAL**, 4242 Market St., Philadel-
phia, Pa.

25 PACE BANTAM DOUBLE JACKPOT, \$22.50
each; 25 Mills and Jennings Goose-Neck Twin
Jackpots, \$15.00 each; 10 Dukes with Coin
Selector, \$12.50 each; 20 Rockets, \$6.50 each;
30 Novelty Pin Games, \$5.00 each; all ma-
chines in good condition, look like new.
SCHWARTZ & CO., 401 Bidwell, Fremont, O.
ju27x

COSTUMES, UNIFORMS, WARDROBE

MULAS, \$4.00; CAPES, \$2.00; TRUNKS,
Society, Band Coats, Caps, Tents, Orientals;
Men's jackets, \$2.00; Chorus Costumes cheap.
Free lists. **WALLACE**, 2416 North Halsted,
Chicago.

FORMULAS

ANY FORMULA 25c, OR 5 \$1.00 POSTPAID,
or any 5 formulas, \$1.00 C. O. D. and postage.
FORMULA WIZARD, Parksville, Ky.

EXPERT ANALYSIS, RESEARCH, ESTIMATES
furnished. Newest guaranteed formula;
biggest catalog free; special prices, leads. **GIB-**
SON, Chemist, BH-1142 Sunnyside, Chicago, Ill. x

FORMULAS—LATEST MONEY MAKERS.
Write for free literature describing newest
formulas for fast sellers. **M. BELFORT**, 4042
N. Keeler, Chicago. ju27

FROZEN CUSTARD AND ICE-CREAM MA-
chines, \$150.00 and up. Write or wire
FROZEN CUSTARD MACHINERY CO., 869
Thomas, Memphis, Tenn. ju27

MAKE FAST SELLING PRODUCTS AT HOME
without machinery. Easy, interesting, profit-
able. Guaranteed formulas. Catalog free.
KEMICO LABS., 50 Park Ridge, Ill. t1nx

MATERIALS TO MAKE EIGHT GALLONS
Strong Vanilla Extract sent postpaid for
\$5.00. **ASSOCIATED CHEMISTS**, Indianapolis,
Ind.

SUCCEED WITH YOUR PRODUCTS—MAKE,
sell them. Learn how. Formulas, Processes,
Analyses, Catalogs, circulars free. **Y. THAKLY**
CO., Washington, D. C. ju27x

WANT TO MAKE MONEY? SEND \$1.00 CUR-
rency or money order for recipe how to
make Broadway Sausage Sandwich. Do it now!
Get started! **T. SANDERS**, Parrish, Ala.

FOR SALE—SECOND-HAND GOODS

AIR CALLIOPE, GOOD CONDITION, WORKING
every day on show front, \$150 cash. **BANT-**
LY GREATER SHOWS, per route.

BARCAINS—GENERATORS, MOTOR GEN-
erators, Exhaust Fans, etc. Ask for postal
literature on your needs. **ELECTRICAL SURPLUS**
COMPANY, Dept. 50, 1885 Milwaukee Ave.,
Chicago.

CORN POPPERS—FEARLESS, ROTARY, ALL
kinds, geared popping kettles, candy kettles,
furnaces. Our prices are lowest. **NORTHSIDE**
CO., 2117 Harding, Des Moines, Ia. ju18

NEW "VELVO" FROZEN CUSTARD AND ICE-
Cream Machines, complete Freezing and
Storage Unit, \$159. Write **FROZEN CUSTARD**
CO., Gastonia, N. C. ju27

POPCORN CRISPETTE MACHINES, CORN POP-
pers, Carmelcrisp, Potato Chip, Cheese Coat-
ed Corn Equipment. **LONG EAKINS**, 1976 High
St., Springfield, O. au15x

PUBLIC ADDRESS SYSTEM, ELECTRIC FLOOR
Sander, Janette Converter, Seaburg Junior
Audiphone, Two Speed Boats. **J. S.**, 206 Ameri-
can State Savings Bank Bldg., Lansing, Mich.

TRAILER, FULLY EQUIPPED, EAT STAND;
sell cheap or swap for house-trailer. **R. F.**
TILLMANN, Palmer House, East Orange, N. J.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 HUMAN EMBRYOS—TANGARA
Chinese Mouse Circus, Mummies, Nudist
Colony, Crime Shows, Human Fly, Tents, Bam-
ners. **UNIVERSAL**, 849 Cornelia, Chicago.

GIRCU BLEACHER SEATS, ALL SIZES, NEW
and Used, out or indoors, with or without
foot rests. **PENN BLEACHER SEAT CO.**, 1207
W. Thompson, Philadelphia, Pa. ju27

FOR SALE—EIGHT SKEE BALL ALLEYS, ALL
in good shape. Write **M. KUTZEN**, 3345
Cortland Ave., Detroit, Mich.

FOR SALE—COMPLETE SHOW, TRUCKS,
Tent, Light Plant, Picture Machine, Films,
Seats, Piano, Trailers, Part or whole, cash. **JOE**
PITTS, Sharon, Tenn.

BASSONIST—SEVERAL YEARS EXPERIENCE. Travel or locate. W. M. O'NEILL, 740 N. Dearborn, Chicago, Ill. ju4

SAX TRIO AT LIBERTY—ALL CO. DOUBLE Clarinets and some Fiddle. State all first time. Cut or else. Write, wire **MUSICIANS**, 615 N. Nevada, Colorado Springs, Colo. ju27

THREE AMBITIOUS, RELIABLE BRASS MEN. Earned three years. Legit and ride Trumpets, two Singers, sweet Trombone, Sound man, can double your Brass Boss. Interesting inquiries answered fully. **BOX C-54, Billboard**, Cincinnati, O. ju20

TRUMPET PLAYER FOR SEVEN-PIECE BAND—Start June 27. Summer location in the Catskill Mountains. State lowest salary, age, experience, etc. Don't misrepresent. Write or wire **MI HENRY**, 48 Clermont St., Saugerties, N. Y. ju20

TRUMPET—EXPERIENCED. WRITE FULL PARTICULARS. F. BELL, 806 Howard Ave., Altona, Pa. ju20

VIOLINIST DOUBLING FLUTE AVAILABLE July 1. Experienced, age 35. Only good orchestra on location with substantial remuneration. Great Lakes territory preferred. Union. **MUSICIAN**, 253 W. Larch Avenue, Muskegon, Mich. ju27

ALTO TENOR. Clarinet and Flute, any chair, all experience. 27. Have car, no suitcases. **MORRIS BENZ**, Hotel Saranac, Saranac Lake, N. Y. ju27

DRUMMER—Swing two or four, read, library, experience good bands. Outfit mostly new Leedy's. 25, neat, sober, work hard. Married and has daughter; can't stand. **DICK MORROW**, 1204 Grand, Stuttgart, Ark. ju27

MUSICAL ACT—A girl, want summer hotel, reasonable above or night club. Entertain and play for dancing. Novelty numbers. Address MARVEL HAYE, General Delivery, Columbus, O. ju27

SAX TEAM—Both play Alto and Tenor, one double Clarinet and other Saxophone, Cello and Viola. State on location, but desire suburban resort preferred. Wire or write **MUSICIAN, Court Place Hotel, Apt. 23, Denver, Colo. ju27**

THROMBONIST—Tone, range, read, appearance, solo voice, Young, union. Go anywhere. **MUSICIANS** in both stage and dance work. Will join immediately. **AL PALKA**, 6922 Princeton Avenue, Chicago, Ill. ju20

TWO HAWAIIANS—Experienced light readers. Sing and Play Steel and Spanish Guitar. Go anywhere. State all in first letter. **PAUL AND LARRY**, care The Billboard, Cincinnati, O. ju27

AT LIBERTY
PARKS AND FAIRS
BALLOONISTS AND PARACHUTE Jumpers operating from balloons and airplanes. Book early. Builders and operators since 1903. **THOMPSON BROS. BALLOON CO.**, Aurora, Ill. ju20

BALLOONIST—PROF. **CHAS. SWARTZ**, Committees write. Permanent address, Humboldt, Tenn. ju11

AMERICA'S FOREMOST AERONAUTS—BALLOON ASCENSIONS reasonable. **TYRONE BALLOON CO.**, Toledo, O. ju11

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. **ROSCOE ARMSTRONG**, Montezuma, Ind. ju4

BALLOON ASCENSIONS FURNISHED, REASONABLE. Death-Defying Parachute Acts. **ARMSTRONG BALLOON CO.**, New Canton, Ill. ju27

BALLOON ASCENSIONS, THREE TO SIX PARACHUTE Drops each ascension. Two riders on one balloon, doing Triple Drops. **O. E. RUTH**, 1021 Collier St., Indianapolis, Ind. ju20

COMBINATION FLYING CASTING ACT—Parks, Fairs, Celebrations. **FLYING LEROYS**, 109 Le Roy St., Jackson, Mich. ju27

COMEDY TIGHT WIRE AND CLOWNING—BELMONT, 2750 Yard St., Oroville, Calif. ju27

FOUR HIGH-CLASS FREE ACTS—DOCS, PONY, MULE. Fairs, parks, celebrations, circus. **HAPPY DAY SHOW**, Blanchard, Mich. ju4

COMEDY SLAP STICK ACROBATIC ACT—Fast work in comedy. Open for all occasions. Literature. Prices reasonable. **LEMMBECK AND LAYMAN**, 2025 Lafayette St., Ft. Wayne, Ind. ju27

DOUBLE TIGHT WIRE—LADY, SLACK WIRE. Rolling Globe, Cent. Juggler, Magician. As good as the best. Write for prices and literature. **THE CHRISTYS**, Keokuk, Ia. ju20

THE ROSARDS—THREE GUARANTEED DIFFERENT ACTS. Lady, gent. Comedy, Rube, Trick Funhouse Acrobatic Act. Lady, Acrobatic Iron Jaw Act and other Acrobatic, Balancing Trapeze Act. 100% satisfaction. July later open. Folder. General Delivery, Quincy, Ill.; General Delivery, Des Moines, Ia. ju4

A THREE ACT COMBINATION, consisting of a High Trapeze and Swinging Pole, 130 feet high, with a 500-foot Slide for Life as a climax. A spectacular exhibition of skill and daring, without any music or music accompaniment. Also exceptional drawing power. Also have two platform acts, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Hokey and Juggling on the Wire; the other a Lord Balancing Act doing Handstands on Tables, Chairs, Blocks, Hokey Skates and many other feats of strength. Beautiful scenery and fine equipment. Also insurance to guarantee our appearance. Address **JOE O'BARR**, Billboard, Cincinnati, O. ju27

AT LIBERTY FOR Parks, Fairs and Celebrations—Comedy Black Wire Combination Juggling, Indoors or out. **CECIL WOODS**, P. O. Box 513, Poplar Bluff, Mo. ju27

CHARLES LINCOLN—Original Novelty Trapeze Act. Also fast Comedy Wire Act, high-class Celebrations. High-class platform free attraction. Have own electrical display on apparatus for nights. Special attractive posters free for advertising. For full particulars address **CHARLES LINCOLN (First Floor)**, 104 East Columbia St., Ft. Wayne, Ind. ju27

CLOWN MOTORCYCLE COP on Funny Machine—Also fast Comedy Wire Act, high-class Celebrations. Juggling Act, Walk-around, Comic, etc. reasonable. **ART ATTILA**, Billboard, Chicago. ju27

LINSEY OAYNER TROUPE—Produce Five Piece Clown Band, three different acts, Clown numbers. Billboard Office, Chicago, Ill. ju27

FLIP, THE WONDER DOG, and Rex—Aerial acrobatics, Balancing, Dive, Wire, Larkie, Color pictures, Clowns, Original. Ten-minute minutes; feature great appeal. Bill-in or free act. Play location. Single dates contract. Clean outfit, new trailer. Clean troupe, humorous. Bookies. Bill that lecture, sell, advertising publicity. No music. **HODCO**, Fair, write **FLIP**, General Delivery, Stockton, Calif. ju27

PAMANASKA'S DOG, Pony, Monkey, Bird Circus. Can work anywhere. Party beautiful performance animals and birds. Address **GOZ & L. ERIC**, Mgr., 515 W. Erie Ave., Philadelphia, Pa. Telephone, **NATIMORE 8536**. ju27

THE CLAYTONS—Four Acts: Double Trapeze, Double Tight Wire, Single Trapeze, Iron Jaw Butterfly. Billboard, Cincinnati, O. ju4

AT LIBERTY
PIANO PLAYERS
YOUNG LADY PIANIST—AC-companied, Trio, Violinist, Singer. Classics, semi-classics. Experienced, reliable managers only. Address **BOX 147**, Blue Mountain, Miss. ju20

PIANIST, AGE 26, EXPERIENCED, UNION—Rhythm is my business. **BOX C-59, Billboard**, Cincinnati, O. ju27

PIANO PLAYER DESIRES CHANGE WITH dance orchestra, hotel, resort, etc. Location preferred. Young, neat, genial. Sight read, transpose. Experience shows, etc. Play modern style. Present location 3 months. Week's notice. **EDDIE FELLOWS**, 3962 Wallace St., Philadelphia, Pa. ju27

AT LIBERTY
VAUDEVILLE ARTISTS
AT LIBERTY—Comedy Singing and Talking Team. Man, Black, Irish, Russian, A-1 Straight, and Character acts, piano, guitar. Play on acts, sober, reliable, experienced. Car and living trailer. State your salary limit. **TEAM**, Box 244, Campbellsport, Wis. ju27

AROUND THE LOT—
(Continued from page 35)
its stand in Philadelphia. The attendance for the week was greater than any in that city since 1929.

Mr. and Mrs. W. J. Twyford were hosts to 36 circus officials, ticket sellers and front-door men, together with their wives and other women friends, at a party held at their home at Port Richmond, S. I., May 31. The party assembled on the circus midway and had a police escort to the home of the Twyfords. Frank Cook responded on behalf of the party to the address of welcome. The women were presented with white gardenias and the men with novelty hats. The menu consisted of lobsters, potato salad, etc. The Twyfords have been giving a similar party for a number of years.

Ralph Clawson, former manager of Hagenbeck-Wallace, is now on staff of the Big Show. The show was grieved to learn of the death of Mrs. Lamoureux, of Pawtucket, R. I., June 9. She was a sister of "Frenchy" Haley, who has been connected with the show for many years.

The menagerie was the scene of much excitement when the "blessed event" arrived in the form of a baby porcupine. Harry Cramer spent the week-end at home in Newark with his family.

The Walkair Trio is expecting to rejoin within the next 10 days. They are out due to injuries suffered in an accident at Scranton. Mickey King visited her sister, Antoinette Concello, on the lot in Paterson. Young Rudyoff and Paul Horompo are now working the pony acts on the stages immediately preceding the Liberty horse number, each receiving much applause.

The show had a late arrival in Paterson, the fourth section not arriving until 11 o'clock. There was also a long haul to the lot, which delayed opening of doors for about an hour. Good business at both performances.

The mayor of Easton entertained 75 children at matinee performance when show played there. Many of the circus personnel spent Sunday at Woodcliff Amusement Park in Poughkeepsie.

The new cooling system used in the big top makes it a much more pleasant place to work. There is a new type of fan on each of the red quarter poles. Mr. and Mrs. Bertram Mills, of Mills Olympic Circus, London, were guests of Mr. and Mrs. S. W. Oumpertz and Clyde Ingalls at Waterbury, Conn.

was the first circus here this year. Mix took a quarter-hour spot on KFH, local station, and later in an interview told of plans for building a better circus next year. Elsie Walrath, sister of Mrs. Grace Baker, press agent, has joined and is getting in form for a riding act. A canopy over the band stand attracted attention of local musicians. A number of show people, including the Hobsons, had reunions with friends.

Acts are clicking, and "Little Eva," the trained elephant, is a favorite. It was reported in the night crowd that the zebra trained act has been taken out of program, as the zebra, now in menagerie tent, was injured in a highway spill when "Little Eva" fell upon him. Reported that Mrs. Mix is at the Mix home in Beverly Hills and will rejoin in Chicago.

Spikes Report of Closing Of Ivan Circus, Australia
NEW YORK, June 13.—An item from Sydney, Australia, dated April 29, stated that the Ivan Bros.' Circus closed in Melbourne late that month after Major F. W. Condor, its head, found that he was "unable to bear up under the loss that the show was sustaining."

When Phil Wirth, of Boyd & Wirth Attractions, booker of the American acts on the show, was confronted with the report he declared that after laying off a week the show reorganized. Major Condor taking over the interests of other directors of the corporation. In the reorganization, he said, Naida and Perez, perch act, and the Declos, casting turn, left to play vaudeville dates, while the Dematis, tumblers, were dropped some time previous to the revamp, with four obligated to go to Morocco for immigration reasons and three on their way to the States. Wirth's fourth booking, the Dutton Troupe, continues with the show. Circus opened past January for its maiden tour, bowing in Liverpool, New South Wales. Wirth said that it is now "merrily on its way again."

According to the Sydney correspondent, the recent Royal Sydney Show was a great success despite two days of inclement weather. Most of the side shows did good business, including Dollita, miniature Mae West; Princess Pontus, Tallest Woman in the World; Wec Jimmy, World's Smallest Race Horse; Abdullah, Indian magician; Wall of Death, Globe of Death, Aleko and Panthea and Jimmy Sharman, attractions having been presented by Arthur Greenhalgh. E. H. Jackson and Dave Meekin, in addition to other prominent carnival promoters.

Wirth Bros.' Circus provided hot cross buns and lemonade to underprivileged children living near the show on Good Friday. Back here Wirth, whose uncle owns the show, said that it is an annual custom half a century in practice. A free matinee is also provided.

Cass Mohomet, singing Anzac, was married to Ina Clayton, Maori dancer. Both are side-show people. Event attended by troupers, including Dollita, Princess Pontus and Isom.

Peru Pickups
PERU, Ind., June 13.—George Clark, vet eight-up driver, arrived from Buffalo. Jack Campbell is now manager of a real estate business. Cal Blankenship, recovering from loss of leg while with H-W past year, is confined to Duke's City Hospital with double pneumonia. Omer Holman and Frank Days caught the Rice show at Marion, Ind.

Sunday matinee performances at farm—with thousands in attendance at opening of season, dwindling to less than a hundred—again revived with Legion built-up show, have been discontinued. No statement given but curtailed advertising account hinted.

Hurley Woodson is superintendent of the bull barn. John Riley and Lou Clayton assistants, with Nicholas De Ambrosio night watchman. Jess King is carrying bug on all buildings. Pinky, baby hippopotamus, stated has been leased to Chicago Zoo for this season. Jerry Grant is visiting here for several weeks.

"Dinty" Moore, for many years night watchman at circus railway shops, has been given release and is now with the Cooper Kids in Arkansas.

Mix First Large Show At Atchison in Five Years
ATCHISON, Kan., June 13.—The Tom Mix Circus, the first large show to play here in the last five years, was here June 7. Show used the Goodhue Park circus lot, and according to Edward E. Hiller, old-time circus troupier and advertising man, it was one of the best performances presented here in years. Business very good in the afternoon and night crowd was fair. Hiller also compliments the advance on having the best showing since the Ringling show was here years ago.

Mix had children of the State Orphan Home, located here, as his guests for afternoon performance. After the show Mix used a number of his trucks and took a group of performers, clowns and ropers to the home, where they presented a special performance for the shut-ins. The Fleming-Jackson-Seever Post of the American Legion co-operated with the show and furnished transportation for the children.

Riddle Unit in Illinois
FARMER CITY, Ill., June 13.—Jack Riddle's Circus unit will play this State, Iowa, Wisconsin and Indiana this summer, and then to Texas for the winter on indoor dates. Roy McCollum has joined with concessions. Show has been getting some good notices in the press.

Peg Stoltz and Pat Rowe visited at Lexington, Ill. They have a nicely framed pit show mounted on a trailer. Members of the Dresden-Purcell Revue also were recent visitors.

Schell Bros. in West
WOLF POINT, Mont., June 13.—Schell Bros.' Four-Ring Wild Animal Circus has been doing excellent business in Wyoming and in this State. Several afternoon performances have been lost owing to bad roads in Montana and there have been several blowdowns. Two lions were born here.

Show is managed by George E. Engesser, assisted by his wife; Curly Brown has charge of cookhouse, Doc Mincey is legal adjuster, Mr. and Mrs. Carl DeVere are doing 24-hour work, Capt. Matt Kohler is ring director and handles big lion act, George L. Barton is brigadier manager in charge of No. 1 car, L. G. Massey is assisting him with a force of five men. Gee Gee Engesser does bareback riding, performs on rings and works her pony, Princess.

Zack Miller Back to La.
SHREVEPORT, La., June 13.—Zack Miller came back to Louisiana this week following his eviction from the Kay County Ranch by the federal judge at Oklahoma City last week. He plans to renew his fight to set aside deeds to the lands he once owned, now held by a large insurance company and a Ponca City oil millionaire.

Cole Show to the West
CANTON, O., June 13.—The Cole Bros.-Clyde Beatty Circus will move into the Midwest fully a month ahead of the Big Show, executives informed a representative of *The Billboard* here. Another full week in Ohio is planned for late this month, then Indiana for a few stands, after which the show will head direct west to play the farm country. At present Denver looks like the Western terminal, altho a change in plans may send the show to the Coast.

Executives asserted that careful routing is expected to put the show into the crop and grain country at a time when farmers will have most of their hard work done and will have money to spend.

RICE BROS.' CIRCUS was at Terr Haute, Ind., June 1, and played to very good business, reports John A. Schmidt. Mary Miller, one of the performers, is a local girl, and she and the show were given a nice mention in the press. In *The Tribune-Star*, May 31, was a story, almost a column long, of William J. Hilliar, advance press agent. The children of the Chauncey Rose and the Glenn Orphans homes, and the Boys' Club of the city were guests of the management and Mary Miller at the matinee. Carriers of the newspapers were guests at night performance.

Mix Business Tops At Salina, Hutchinson
WICHITA, Kan., June 13.—Tom Mix Circus, moving across Kansas, has played to capacity since hitting the prairies, it was revealed at a showing here. Business was tops at Salina and Hutchinson. Matinee here was light and dark clouds threatened rain, but the downpour held off until the last act, and the night house was all that could be asked. It

ROUTES

(Continued from page 31)

White, Helba (Potawatomi Club) Detroit, no.
White, Eddie (Pal.) Chi 15-18, t.
White, Jack (Broadway Music) NYC, no.
White, Jerry (Dizzy Club) NYC, no.
White, Jerry (Oxy 90s) NYC, no.
White, Olive (Village Barn) NYC, no.
White, Teddy (Normandie) New York, no.
Whitney, Nina (Pal.) Chi 15-18, t.
Wicks, Gus (Cay Nineties) NYC, no.
Williams, Frances (Hollywood) NYC, re.
Williams, Jerry (Man About Town Club) New York, no.
William, Robert (London Casino) London, no.
Williams, Herb, G. (Fox) Washington, D. C., 15-18, t.
Wilson, Beth (McAlpin) NYC, h.
Wilson Bros. (Ocean Beach) Clark Lake, Mich.
Wilson, Browning & Mitchell (Leon & Eddie's) NYC, no.
Winter Sisters (Frances) Monroe, La., h.
Woods, Ann (Paradise) NYC, re.
Wright, Charlie (Weylin) NYC, h.
Wynn, Natalie (Club Deauville) NYC, no.
Wynn, Ruth (Queen's Terrace) Woodside, no.
Wynon, Victoria (Dizzy Club) NYC, no.

X Sisters, Three (Century) Baltimore 15-18, t.
Yates' Mucking (Roosevelt) Fox) Detroit 15-18, t.
Yonks, Ducky (Roosevelt) NYC, h.
York & King (Pal.) Chi 15-18, t.
Young, Billy (Club Minuet) Chi, no.
Young, Erwin (Valhalla) NYC, no.
Zay, Freddy (French Casino) NYC, no.
Zella, Madame (New Howard) Baltimore, h.
Zudella (Palmetto Cafe) Detroit, no.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

Aaronson, Irving: (Piazza) Pittsburgh, e.
Adams, Johnnie: (Merry-Go-Round) Dayton, O., re.
Adecek, Jack: (Yorktown Tav.) Elkins Park, Pa., no.
Aguilar, R.: (Palm Room) San Bernardino, Calif., h.
Albin, Jack: (Bossert's Brooklyn, N. Y., h.
Allen, Dick: (Jimmy's Frolics) Troy, N. Y., no.
Allen, Ralph: (Country Inn) Pittsburgh, no.
Alvin, Danany: (Gold Coast Embassy Club) Chicago, no.
Aronoff: (Rustic Cabin) Englewood Cliffs, N. J.
Armstrong, Louis: (Pal.) Cleveland, t.
Armstrong, Mrs. Louisa: (Silver Grill) Buffalo, no.
Archem, Gus: (Rainbow Terrace) San Antonio, no.
Austin, Claude: (Kit Kat) NYC, no.

Bailey, Bob: (Marquette Club) Chi, no.
Barnett, Charles: (Glen Island Casino) New Rochelle, N. Y.
Barr, Dick: (Bill Green's Club) Pittsburgh, no.
Barton, Blue: (Colvin's Oables) Buffalo, N. Y., no.
Bask, Joseph: (Country Inn) Pittsburgh, no.
Bass, Paul: (Anna Held's) NYC, re.
Bastie, Bob: (Club Parlia) Erie, Pa., no.
Batin, Alex: (St. Moritz) New York, h.
Batt, Bob: (Pal.) San Francisco, h.
Becker, Bubbles: (Ocean View) Virginia Beach, Va., no.
Becker, Val: (Antoine Club) San Francisco, no.
Berkeley, Duke: (Honkey-Dory) Stamford, Conn., no.
Bernie, Ben: (Ambassador) Los Angeles, h.
Berrigan, Bunny: (18 Club) NYC, no.
Biagini, Henry: (Roseland) NYC, b.
Black, Art: (Yacht Club) Detroit, no.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Black, Michael: (Ocean Forest) Myrtle Beach, S. C., h.
Dontoe, Larry: (Kentucky Grill) Covington, Ky., no.
Eprofil, Mischea: (Morocco) Mountinside, N. C.
Erdon, Ray: (Club Del Rio) Chi, e.
Eox, Blanche: (Famous Door) Los Angeles, e.
Erandyenne, Nat: (Stork) New York, no.
Ereese, Loula: (Weylin) New York, h.
Eunholt, Verd: (Lagoon) Salt Lake City, Utah, no.
Bilgode, Ace: (Spring Lake) Oklahoma City, Okla., no.
Britt, Ralph: (Blue Moon) Tulsa, Okla., no.
Broncker, Sammy: (Von Thenen's) Chi, no.
Brook, Billy: (French Casino) Virginia Beach, Va.
Brooks, Bobbaw: (Weylin) NYC, h.
Brown, Tom: (Bal Tabarin) San Francisco, no.
Brunoco, Jan: (Dempsey's) NYC, re.
Buncho, Alex: (Russian Eagle) NYC, re.
Burkhardt, Johnny: (Troquois Gardens) Louisville, no.
Busse, Henry: (Chez Paree) Chicago, no.
Burd, George: (Old Country Club) Phoenix, Ariz., no.

Calloway, Cab: (Criterion) Oklahoma City, t.
Campbell, Jimmie: (18 Club) Chi, no.
Carr, Cliff: (El Patio) Mexico City, Mex., no.
Carrigan, Jimmy: (El Coronado) Houston, Tex., no.
Carr, Frank: (Maples Inn) Lakeside, Que., no.
Caruso, Ben: (Old Algeria) NYC, re.
Carey, Ken: (Half-Moon) Coney Island, Brooklyn, N. Y., h.
Carrington, W. V.: (Greenbrier) White Sulphur Springs, W. Va., h.
Childs, Reggie: (Sky Club) Pittsburgh, no.
Christie, Geo.: (Club Silhouette) Chicago, no.
Childs, Louie: (Club Orleans) Bloom, Miss., no.
Clark, Mac: (Aracoo) Houston, b.
Clemente: (Versailles) NYC, no.
Coburn, Jolly: (Claremont) NYC, re.
Coffey, Cornelius: (St. Regis) New York, h.
Coffe, Eddie: (Panama Cafe) Chi, no.
Collins, Harry: (Glenwood Springs) Glenwood Springs, Colo., h.
Conn, Irving: (Arrowhead) NYC, no.
Conventional Oystres: (L'Aliglon) Chicago, e.
Conland, Eddie: (Beau Rivage) Sheepshead Bay, Brooklyn, N. Y., re.
Cornelius, Paul: (4444 Club) Cincinnati, no.

Crawford, Jack: (Lowry) St. Paul, h.
Crest, Gill: (Ballroom) Georgia Lake Park, O., b.
Crickitt, Ernie: (Unique Grill) Delawanna, N. J., re.
Crooby, Bob: (Lexington) NYC, h.
Cugat, Xavier: (Stein) Chi, h.
Cusick, Bill: (Zarc Rathskeller) Zanesville, O., h.

Damar: (Madeleine) New York, no.
Danzik, Eli: (St. George) Brooklyn, h.
Darrell, Pat: (Wander Bar) Zanesville, O., no.
Davis, Clyde: (Capital Beach) Lincoln, Neb., b.
Davis, Eddie: (La-Rue) NYC, re.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., no.
De Torre, Emil: (El Chico) NYC, no.
Depina, Mort: (Statter) Detroit, h.
Dejny, Jack: (French Casino) New York, eb.
Dickerson, Carroll: (Dave's Cafe) Chi, e.
Dictators, The: (885 Club, Chicago, no.
Dixon, Dick: (Oloria Palace) NYC, no.
Doelen, Bernie: (French Casino) NYC, cb.
Doyle & Scheidt: (Fence Garden) Chi, no.
Dubrow, Art: (Chop House) Hartford, Conn., no.
Duchin, Eddie: (Piazza) NYC, h.
Dunlop, Johnny: (St. John's College) Brook-lyn, N. Y.
Durst, Henry: (Colonial Club) Jackson, Miss., no.

Eddy, Ted: (Feltman's) Coney Island, Brook-lyn, N. Y., re.
Edmund, George: (Loyale) NYC, e.
Edwards, Eddie (Showboat) Baltimore, p.
Emery, George: (Four Tours) Cedar Grove, N. J., no.
Engle, Charles: (Yacht Club) Chi, no.
Erenbach, Les: (Arrowhead Inn) Cincinnati, no.
Ernie, Val: (Riviera) Englewood, N. J., re.

Fan, Billy: (Club Hollywood) Springfield, Mass., no.
Farmer, Willie: (Leon and Eddie's) New York, no.
Feinando, Angelo: (Garden City) Garden City, N. Y., h.
Fiedler, Max: (Towne Club) Pittsburgh, no.
Fields, Shep: (Pierre) NYC, h.
Fischer, Art: (Dutch's) Chi, e.
Fisher, Mark: (Roosevelt) New Orleans, h.
Fluker, Red: (Boulevard) Pittsburgh, e.
Fodor, Jerry: (Veteran's Club) Toledo, O., no.
Fomein, Basil: (Waldorf-Astoria) NYC, h.
Four Aces: (Roxy Club) Chi, no.
Francisco, Don: (Bal Tabarin) San Francisco, no.
Franklin, Sid: (Yacht Club) NYC, no.
Fray, Jacques: (St. Regis) NYC, h.
Frederic, Marvin: (Sak's) Detroit, no.
Freeman, Jerry: (Paradise) NYC, cb.
Frenzy, Sammy: (Walled & Dean's) Chi, e.
Fulcher, Charlie: (Greystone) Carolina Beach, N. C., h.
Funk, Freddy: (Club Paramount) La Salle, Ill., no.

Gasparr, Dick: (Savoy Plaza) New York, h.
Gendron, Henry: (Guyon's Paradise) Chi, b.
Gentry, Tom: (Club Lake) Detroit, b.
Gilbert, Irwin: (Coq Rouge) NYC, no.
Gilbert, Jerry: (Atlantic Rockaway Beach, N. Y., no.
Gilberto, Don: (Toreador) New York, no.
Gill, Emerson: (Lexus Gardens) Cleveland, no.
Gill, Lester: (Club Carriaci) Chi, no.
Gleann, Buddy: (Churchill Downs) Chi, e.
Goho, Billy: (Checker Box Cafe) Buffalo, e.
Gordon, Herb: (Rilly's Lake House) Saratoga Springs, N. Y.
Gordon, Madred: (Jermyn) Scranton, Pa., h.
Graham, Eddie: (Nut Club) New York, no.
Grant, Douglas: (Leonardo) Newbury, Mass., re.
Gravel, Lou: (Normandie) Montreal, h.
Gray, Glen: (Rainbow Room) NYC, no.
Grünau, Harry: (Torch Club) Canton, O., no.

Hall, Ewren: (Piazza) San Antonio, h.
Hall, George: (Tati) New York, h.
Hall, Sleepy: (Lord Baltimore) Baltimore, h.
Hallett, Mal: (Trianon) Chi, br.
Halstead, Henry: (Chez Maurice) Dallas, Tex., no.
Hamilton, George: (Mark Hopkins) San Francisco, h.
Handelman, Phil: (Fifth Avenue) NYC, h.
Hargrave, Bobby: (Kit Kat Club) NYC, no.
Har, Ruth: (Pinehurst Supper Club) Bridgeport, N. C.
Hartley, Hal: (Meridian Club) Champlain, N. Y., no.
Harris, Claude: (Joe's Stables) Detroit, no.
Harris, Phil: (Adolphus) Dallas, Tex., h.
Harrison, Ralph: (Webster Hall) Pittsburgh, b.
Hays, Billy: (Willow Grove Park) Phila., p.
Heidt, Horace: (Drake) Chi, h.
Henderson, Fletcher: (Grand Terrace) Chi, no.
Henry, Tal: (Cavalier Beach Club) Virginia Beach, Va., no.
Herbeker, Ray: (Mulltman) Portland, Ore., h.
Herbeker, George: (Old Heidelberg) Milwaukee, re.
Hill, Harry: (Fairview) Rochester, Ind., h.
Hill, Teddy: (Ubang) New York, no.
Hoagland, Everett: (El Patio) San Francisco, no.
Holmes, Herbie: (Ringside Club) Ft. Worth, Tex., no.
Horne, Hal: (Montclair) NYC, h.
Hopkins, Josh: (Club Ocean) Pawtucket, R. I., no.
Howard, Ben: (Silver Tavern) Chi, no.
Howard, LeRoy: (Orlando) Decatur, Ill., h.
Hunt, Joe: Golden, Californians: (Mineral Hot Springs) Haxsonburg, Pa., h.
Huntley, Lloyd: (Mount Royal) Montreal, h.
Hutton, Ina Ray: (Lyric) Indianapolis, t.

Janis, Freddie: (Parody Club) Chicago, no.
Johnson, Charlie: (Small's Paradise) New York, no.
Johnson, Jerry: (Levaggi's Showboat) Boston, no.
Johnson, Johnny: (Vardly Garden) Chi, no.
Jones, Isham: (Palomar) Los Angeles, Calif.
Jones, Faye: (Edgewater Club) Lafayette, La., no.
Juele, Frank: (Bellevue-Stratford) Phila., h.

Karas, Jay: (Oakford) Greensburg, Pa., p.
Kassel, Art: (Washington-Youree) Shreveport, La., h.

Kavanaugh, George: (Blossom Heath) Detroit, no.
Kavelin, Al: (William Penn) Pittsburgh, Pa., h.
Kaaling, Fred: (Alymer Aquatic Club) Ot-tawa, Can., no.
Kane, Les: (Madison) Jefferson City, Mo., h.
Kestner, Will: (Silver Slipper) Pittsburgh, no.
King, Bert: (Shelton) NYC, h.
King, Henry: (Mark Hopkins) San Fran-cisco, h.
King, Wayne: (Waldorf-Astoria) NYC, h.
Kirchham, Don: (Blackland Inn) Denver, h.
Klein, Jules: (Statter) Detroit, h.
Knapp, Orville: (Ritz-Carlton) Boston, h.
Korbin, Van: (Madison Casino) Chicago, e.
Kraus, Buzz: (The Pine) Pittsburgh, no.
Kraus, Eddie: (Coconut Gardens) Chi, no.
Krunin, Costya: (Russian Bear) New York, re.
Kuenzler, Robert: (Martin's Rathskeller) NYC, no.

La Marr, Frank: (Arcadia) NYC, b.
LaPorte, Joe: (Ball) NYC, re.
LaSalle, Frank: (Wivel) New York, no.
Lagman, Bill: (Club Triton) Mobile, Ala., no.
Lamb, Drexel: (Club Lido) Jackson, Mich., no.
Lanc, Jules: (St. Regis) NYC, h.
Lang, Lou: (Rosette) Brooklyn, N. Y., h.
Lang, Syd: (Hi-Hat Club) Chi, no.
Lauran, Dick: (Melody Gardens) Dewey Lake, Mich., no.
Lee, Larry: (Beverly-Wilshire) Beverly Hills, Calif., h.
Lehman, Al: (Oranada) Chi, b.
Leigh, Arnie: (Clocat Beach) Clcott, N. Y., h.
Leu, Phil: (Dude Ranch) Atlantic City, no.
Levant, Phil: (Bismarek) Chicago, h.
Lewis, Johnny: (Netherland Plaza) Cincin-nati, h.
Lew, Ted: (Earle) Washington, t.
Lewin, Victor: (Ontario Beach Pavilion) Rochester, N. Y., e.
Light, Enoc: (McAlpin) New York, h.
Lindeman, Udo: (Gloria Palace) New York, cb.
Lipnard: "Chuek": (Club Byron) Chi, no.
Little, Little Jack: (Casino) Catalina Island, Calif., no.
Littlefield, Jimmy: (Arcadia) Philadelphia, no.
Livingston, Jimmie: (Club Chalfonte) Pine-brook, N. J., no.
Lombardo, Guy: (Palmer House) Chi, h.
Lombardo, Ralph: (Sherman's Pavilion) Caroga Lake, N. Y., b.
Lopez, Vincent: (Fox) Philadelphia, t.
Loveland, Archie: (Benoni) Portland, Ore., h.
Lucas, Clyde: (New Yorker) NYC, h.
Lucas, Nick: (Hollywood) NYC, cb.
Luceford, Jimmie: (Casino) Larchmont, N. Y., no.

Lynn, Bob: (Commodore) Vancouver, B. C., Can., cb.
Lyon, Russ: (Northwood Inn) Detroit, no.

McCann, Orace: (Chinese T Gardens) Detroit, re.
McCoy, Clyde: (Roseland) NYC, b.
McDonald's Music Mixers: (Hi Hat Club) Boaz, W. Va., no.
McMill, Bill: (Savola Cafe) Detroit, e.
McGowan, Loop: (Exchange Club) Tampa, Fla., no.
McGraw, Ed: (Long Point Park) Oenesco, N. Y., b.
McKee, Red: (18 W. 52d St.) NYC, no.
McKee, Austin: (Harry's N. Y. Cabaret) Chi-cago, e.
Madiguera, Eric: (Riviera) Englewood, N. J., re.
Maland, Johnny: (St. Paul) St. Paul, h.
Mann, Milton: (Village Barn) New York, no.
Mannone, Wingo: (Hickory House) NYC, no.
Manuel, Al: (Man About Town) New York, re.
Mansfield, Dick: (Governor Clinton) NYC, h.
Maples, Nelson: (Myerly Crest) Pittsburgh, no.
Maracle, Al: (Club Mirador) Homestead, Pa., no.
Martel, Gus: (Stork) New York, no.
Martell, Paul: (Arcadia) New York, b.
Martin, Ted: (Childs' Paramount) NYC, re.
Masterson, George: (McPherson's Point) Co-nneus Lake, N. Y., no.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Meadowbrook Boyz: (Versailles) NYC, re.
McDel, Art: (Newport Tavern) Wilmington, Del., no.
Meeker, Paul: (Shawnee) Springfield, O., h.
McGee, Jimmy: (Royale-Frolics) Chicago, no.
McKeroff, Benny: (Loew) Richmond, Va., t.
Messner, Dick: (Park Central) NYC, h.
Mielch, Bob: (Pantlind) Grand Rapids, Mich., h.
Meyers, Jack: (Club New Yorker) New York, no.

Miller, Joe: (Casa Blanca) Chi, no.
Miller, Tom: (Edgewood) Freton, N. J.
Millinder, Lucky: (Met.) Brooklyn, t.
Minor, Frank: (Bare of Fun) NYC, no.
Mollina, Carlos: (Lookout House) Covington, Ky., no.
Montee, Jerry: (Varsity Casino) NYC., b.
Mooney, Art: (Oasis) Detroit, no.
Moore, Carl: (Normandie) Boston, b.
Morgan, Russ: (Biltmore) New York, h.
Motheway, Harold: (Pershing) Chi, b.
Moyer, Ken: (Open Air) Roof) San Antonio, no.
Mullaney, Johnnie: (Bryant) Chi, h.

Nagel, Harold: (Rainbow Room) New York, no.
Napf, Bill: (Cascades Plunge) Birmingham, Ala., b.
Nash, Joe: (Castle Farm) Cincinnati, no.
Navarre, Ted: (Roseland) Brooklyn, N. Y., bt.
Navarro, Al: (Belvedere) Baltimore, h.
Newberry, Ruby: (Rainbow Grill) Rockefeller Naylor, Oliver: (Anchorage) Philadelphia, no.
Center, N. Y., no.
Neel, Pete: (Dude Ranch) Pennsylvania, N. J., re.
Nichour, Eddie: (Casino Moderne) Chicago, no.
Nina Rinaldo: (Yacht Club) Chi, no.
Noble, Ray: (Hollywood Dinner Club) Galves-ton, Tex., no.
Norris, Stan: (Merry Garden) Chicago, b.
Norvo, Red: (Commodore) NYC, h.

O'Connell, Mac: (Larchmont Casino) Larch-mont, N. Y., no.
Ohman, Phil: (Troador) Hollywood.
Olman, Val: (Sul Jen) Galveston, Tex., e.
Olson, Walter: (New Julius) Gardenville, N. Y., re.

Pablo, Don: (Rendezvous) Hattie Creek, Mich., no.
Palmer, Freddy: (Colonial Inn) Singae, N. J., re.
Palmer, Skeeter: (Westchester Country Club) Rye, N. Y., ce.
Palmer, (Pierre) NYC, h.
Pamico, Louis: (White City) Chicago, b.
Paul, Eddie: (Columbia) Cleveland, b.
Parham, Tiny: (Club Havana) Chi, no.
Parker, Johnny: (Stables) Chi, e.
Pearce, Red: (Francis) Monroe, La., h.
Peary, Bob: (Granite) Chi, h.
Pecoraro, Dick: (Monte Rosa) NYC, re.
Perry, Ron: (St. Moritz) New York, h.
Peterson, Dee: (Bartlett's Pavilion) Jackson, Mich., b.
Peterson, Eric: (Woodlands Ardley, N. Y., no.
Pett, Emil: (Savoy Plaza) NYC, h.
Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
Podolsky, Murphy: (Villa Moderne) Chi, no.
Provost, Ed: (Donahues) Mountain View, N. J., no.
Pryor, Louis: (Rustic Tavern) Jasper, Ind., b.
Purvis, Jack: (Thru Looking Glass) New York, no.

Rabucci, Paul: (Post Lodge) Larchmont, N. Y.
Rachon, Hoyd: (Muehlbach) Kansas City, h.
Rainbow Ramblers: (Club Moose) Haverhill, Mass., no.
Ramos, Ramon: (Ambassador) NYC, h.
Rapp, Barney: (Olsson) Cincinnati, h.
Ravassa, Carl: (St. Francis) San Francisco, h.
Red, Kemp: (Tivoli) Oak Bluffs, Mass., h.
Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
Redell, Herbie: (Casino) Chicago, e.
Regal, Johnny: (Syracuse) Syracuse, N. Y., h.
Regis, Gene: (Bowman Club) Detroit, no.
Reichman, Joe: (Pennsylvania) NYC, h.
Resh, Benny: (Times Square) Rochester, N. Y., h.
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., no.
Ricardo, Don: (Oranville Gardens) Steuben-ville, O., no.
Ricard, Joe: (Jimmy Kelly's) Greenwich Village, NYC, no.
Rich, Count: (Zig Zag) Chi, e.
Richards, Harry: (Edinburgh) Chicago, e.
Rines, Joe: (Mayfair) Boston, no.
Ringer, Johnny: (Casino Venezia) NYC, no.
Rodrigo, Namo: (Rainbow Room) Rockefeller Center, NYC, no.
Rogers, (LaRue's) New York, no.
Rogers, Sy: (Club Joy) Lexington, Ky., no.
Rollins, Bill: (West Lake Park) Birmingham, Ala., b.
Romano, Phil: (Roseland) NYC, b.
Rosenblat, Harry: (Lakota) New York, re.
Royal Aradians: (Circel) Newington, Conn., h.
Ruby: (Biltmore) Dayton, O., h.
Russell, Jack: (Melody Mill) Chicago, b.
Rythmeters, The: (Solony Club) Chi, no.

Sabin, Paul: (Lo Mirage) NYC, no.
Sala, Lew: (Cluo Minnet) Chicago, no.
Sard, Carl: (Chicago) Chicago, no.
Sandra, Joe: (Blackhawk) Chi, e.
Scheider, Sol: (Old Rumanian) New York, re.
Scholl, Jack: (Coronado) St. Louis, h.
Schulman, Julius: (Veney Park) St. Peters-burg, Fla., h.
Schuster, Mitchell: (Statter) Cleveland, h.
Scoggin, Chis: (Olmos Dinner Club) San An-tonio, no.
Scars, Walt: (Westview Park) Pittsburgh, p.
Seaton, Lonnie: (Blue Cat) NYC, no.
Sky, Freddie: (Cava) New Orleans, no.
Smith, Harl: (Hollenden) Cleveland, h.
Smith, Joe: (Copley Plaza) Boston, h.
Smith, Leroy: (Connie's) NYC, cb.
Smith, Lattie Jack: (Pocoan Manor Inn) Pococan Manor, Pa., h.
Smith, Stuff: (Onyx) NYC, no.
Snider, Billy: (Pleasure Isle) Covington, Ky., b.
Snyder, Frankie: (Winona Gardens) Chi, no.
Spaeth, Karl: (Marco's Grill) Detroit, no.
Stable, Dick: (Lincoln) New York, b.
Steiner, Herbie: (Pavilion Royal) Valley Stream, N. Y., re.
Sterney, George: (Piazza) New York, h.
Stewart, Jack: (Chickasaw Gardens) Albany, Ga., no.
Stock, Bert: (Oranstone) Detroit, b.
Stone, Al: (Leshorn Farms) Trenton, N. J., re.
Stufand, Steve: (Silver Cloud) Chi, no.
Stuenkel, Bud: (Winter Casino) Buffalo, N. Y., br.

Terry, Ron: (St. Moritz) New York, h.
Texas Co-Eds: (Miller's Supper Club) Marion, Ind., no.
Thorn, Tito: (Alpine Village Hofbrau) Clevel-land, N. Y., re.
Tinsley, Bob: (Colosimo's) Chicago, no.
Todd, Mitch: (Sky Rocket) Chi, no.
Toppa, Al: (Nut House) Chicago, no.
Torney, Bob: (Cra Loma) South Bend, Ind., no.
Toscano, Tommy: (All Stars) NYC, no.
Travers, Vincent: (French Casino) NYC, no.
Tremaine, Paul: (Seaside Park) Virginia Beach, Va.
Turner, Jim: (Bachelors Club) Pittsburgh, no.
Turner, Jimmy: (Vanity Fair) Cleveland, re.

Valley, Rudy: (Astor) NYC, h.
Van Duzer, Rorer: (Larchmont Casino) Larch-mont, N. Y., re.
Vell, Tubby: (Drums' Palm Garden) Chi, e.
Wald, Jean: (To Jo Farms) Detroit, no.
Wallace, Roy: (Avenue Tavern) Indianapolis, no.
Wagner, Billy: (Twilight Inn) East Paterson, N. J., re.
Warren, Arthur: (Hollywood) NYC, cb.
Waterhouse, Frank: (400 Club) Wichita, Kan., no.
Watts, Kenny: (Dick's Wells) Harlem, New York, no.
Webster, Ralph: (Puritas Springs) Clevel-land, b.
Weeks, Anson: (Rice) Houston, no.
Weeks, Ranny: (Coconut Grove) Boston, re.
Weikly, Wee Willy: (Columbia) Columbia, N. J., h.
Weiser, Leo: (Michigan Tavern) Niles, Mich., no.
White, Dave: (Oasis Grill) New York City, re.
White, Ed: (Club Gourmet) Cleveland, no.
Wipmer, Sus: (Gladstone) Casner, Wyo., h.

(See ROUTES on page 70)

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

Knock the Mystery Out of Radio Selling

By MAX H. STEINBERG

A message to concession and premium men:

Thru the many years that I have happily devoted to activity within the radio industry I have often been approached by those on the threshold and desiring to enter into the radio business with the following questions:

Is radio a hard business to go into? Hasn't it reached a saturation point? Isn't there a lot of trouble about servicing, etc.? Aren't people tired of radio?

Doesn't it seem that almost everyone in the world already has one?

The space allotted to this article does not permit a full answer to these leading questions one by one, therefore I will wrap them all into one bundle and give you a bird's-eye view of the subject under the following headings:



Max H. Steinberg

1. What is radio and its functions?
 2. Radio takes its place in the life of man.
 3. What is its potential market?
 4. How this affects you and me in the concession and premium field.
1. Offhand, to give a definition of a radio is to say that it is an electro-mechanical device for the purpose of receiving invisible sound impulses sent out from broadcasting stations. In this respect it is very similar in construction and nature to an electric iron, clock or a door bell, a cooking stove or a heating pad and yet none of these devices have received the concentrated effort and the benefit of the greatest scientific minds of the age as in the case of radio. Neither have the above devices reached the point of standardization or perfection as compared to this powerful new energy tapped by man under the simple five-lettered word, RADIO.

Thus far we have merely compared radio with other useful and familiar articles only in the matter of construction, but when an attempt is made in finding objects with which to compare its function we are forced to reach out to higher and greater fields and only such objects as the modern automobile, airplane, printing press and gigantic telescopes are a fair comparison.

But the service, power and potentialities of radio exceed and reach beyond and above these objects in its (See **KNOCK THE MYSTERY** page 63)

New Catalogs Indicate Growth of Mdse. Field

The new catalogs being prepared for the fall season by the wholesale firms at this time tend to more than ever show the tremendous growth of the premium merchandise industry.

The variation of merchandise is in itself unusually interesting. Where formerly, as one large wholesaler explained, it was possible for his firm to feature all its merchandise in a 32-page catalog, it is getting ready to publish a catalog almost three times this size.

Other firms preparing new catalogs are also meeting with this condition. Generally it is stated to be a very favorable condition, due to the fact that it opens the promise of many more markets for the wholesaler and thereby assures greater profit possibilities.

Never has the great amount of merchandise which has been introduced to (See **NEW CATALOGS** on page 62)

Papers Report 5.9% Gain In Retail Advertising

Retail advertising linage in newspapers during the week of June 1 was 5.9 per cent above the corresponding period of 1935, Advertising Age reports.

The tabulation shows a total for the week of 15,795,346 lines, compared with 14,902,287 lines during the corresponding week of 1935. The tabulation is based on the display advertising placed by retailers in all the newspapers of 65 major cities throughout the country.

For the year to date retail linage in reporting cities has totaled 360,879,974 lines, compared with 348,783,059 during the same period of last year. This is a gain of 12,095,915 lines, or 3.5 per cent.

New-Type Campaign Proves Successful

The Wayne County Produce Company, New York, producer of Wayne County Ciders, reports that the premium campaign which it conducted, wherein it offered a copper skillet for a nominal sum and three gift coupons, proved unusually successful.

The firm gave away 15,000 of these copper skillets. They are contemplating a similar campaign for their fall advertising program of Wayne County cider.

The success of the Wayne County Produce Company is but one of many which has been enjoyed this past season by leading advertisers. The unusually successful feature being that most of the national advertisers have obtained a nominal cash sum plus a certain number of coupons before shipping the merchandise.

It is generally believed that such campaigns are unusually profitable from every standpoint. The wholesale merchandise industry has been contacting some of the large national advertisers in an attempt to produce small premium catalogs which would result in a steady flow of the premium merchandise to the public.

Campaigns of this type have helped to educate the public to premium merchandise and the industry has benefited to a large extent.

Sales Near Peak Proportions In Summer Drink Merchandise

As spring swings into summer and hot weather there's a great variety of summer drink merchandise of which the public becomes acutely aware and which affords the industry an excellent opportunity for profit. Many orders have been placed for china, glass and pottery in motifs fresh and cool in anticipation of the advent of hot weather. The whole summer-struck world is conscious that now is the time to begin using airy tableware in china, glass and pottery of a kind bright and colorful, and leaders in the premium-merchandise industry are taking full advantage of this trend. This merchandise, even when not so expertly shown, is immensely attractive, but when arranged in actual table settings or in groupings suggestive of informal or outdoor service, it registers with almost irresistible appeal.

There are schooners of glass and pottery for beer, pitchers and glasses for lemonade and ginger ale, tall glasses for long cooling drinks of more or less alcoholic concoction, punch bowls for fruit punch and other punches, hors d'oeuvres dishes, iced tea services, cocktail sets and swizzle sticks, all sorts of

Brisk Demand Seen for Motion Picture Cameras

Wholesale merchandisers in New York City report an unusually fine demand for motion picture cameras this season.

The only hitch in large volume sales of this type of merchandise at this time, these men say, is the fact that there are very few proven motion picture cameras on the market at a popular price.

It also seems, according to their reports, that the buyer demands a popular-priced product. As yet the larger manufacturers of this merchandise haven't featured motion picture cameras at low prices to meet the volume orders which have been received by some of the leading wholesalers.

Demand is heavy enough, it is said, to bring large volume production possibility to some manufacturer who will present a motion picture camera to the market at a low price.

Most of the cameras are being featured by carnival concessioners. It seems that the demand is coming from the smaller cities, thruout the country, that these men cover.

Displays of motion picture cameras have brought concessions tremendously increased play in most instances. But the necessity to award the merchandise for difficult possibilities has somewhat discouraged the players.

The demand, it is believed, is therefore mostly from this direction. But, wholesalers state, if the popular-priced camera were placed on the market many other outlets would also be available and there would be a certainty of increased business from other sources.

Small retail outlets, which many of the wholesalers service, also demand a low-priced motion picture camera of proved quality. Some have been introduced but haven't passed beyond the "toy stage" in the belief of the wholesaler.

Chase Brass and Copper Opens Premium Division

The Chase Brass and Copper Company has established a premium division, prepared not only to offer a great many items already manufactured for premium (See **CHASE BRASS** on opposite page)

Dates Set for Big Gift Shows

Preparations are already well under way and dates have been set for a number of gift and smallwares shows and exhibits during the summer months, to be held in various cities thruout the country.

Los Angeles will be host to a great number of premium and novelty buyers during the California Smallwares Show to be held at the Biltmore Hotel July 26-29. Eighty exhibitors will show hundreds of new lines.

Another outstanding merchandise display will be the Eastern Manufacturers and Importers' Exhibit to be held at the Palmer House, Chicago, August 3 to 14. Plans are also fast taking shape for the semi-annual Gift Market to be held simultaneously with the China, Glass and Pottery Market and the Housefurnishing and Electrical Appliance Market in the Merchandise Mart, Chicago, August 3-15. Exhibitors are ready for both of the Chicago events with merchandise revealing the results of months of preparation during which the designers, stylists and production experts have been exerting all possible power to bring out lines that will in every respect excel those of previous years.

The New York Gift Show this year will be held at the Hotel Pennsylvania from August 24 to September 2, inclusive. The time limit of the event has been lengthened to include nine business days in order to give buyers from a wide territory the opportunity of seeing the new and interesting merchandise assembled.

Other shows to be held late this summer include the Kansas City Gift Show at the Hotel Baltimore, August 23-29, and the Southwestern Gift Show, to be held at the Baker Hotel, Dallas, Texas, September 13-18.

Harvard Prof. To Discuss Premiums at PAA Meet

Prof. Neil H. Borden, Associate Professor of Advertising, Harvard Business School, Cambridge, Mass., will address the Premium Advertising Association of America, Inc., departmental meeting, held in conjunction with the Advertising Federation of America Silver Jubilee Meeting at Boston, June 28 to July 2, on a subject of interest to the advertising and sales executives of America, **Basic Problems of Premium Advertising.**

Professor Borden has very carefully observed, over the period of the last seven years, the trend to premium advertising. He will develop a careful analysis of the whys and wherefores of its use—the sound reasons for its present popularity—and point out, we believe, based on his observations, that because of certain basic factors, the medium will continue to be used increasingly. Professor Borden feels that the medium, properly used and supported properly by promotional efforts in newspaper, magazine, billboard and point of sale (See **HARVARD PROF.** on opposite page)

MERCHANDISE THE BACKBONE OF GAME CONCESSIONS

By KARL GUGGENHEIM

Watch for This in
The Summer Number
Of The Billboard

REMEMBER Immediate Delivery at Advertised Prices!

Our Customers Satisfied For Over 10 Years.
No. 4114—SUN GLASSES—75c
Cure Glass Lens, Doz., 75c
SPORT GOGGLES—Chrom. Rim,
Glass Lens, Doz. \$1.40
LAPEL WATCHES—Airt. Colors,
American make, Lapel Cord to
match. Each 95c
RAZOR BLADES—Double-Edge,
not distressed side, Double Wedge
Paper Wrapped, Quality Guaranteed,
Per 1,000 75c
MEN'S HANKERCHIEFS—15x15,
100 20c
ADHESIVE PLASTER—1 1/2x3, 1/2
or 3/4, 100 45c
SHOE LACES—27", Imp. Gro., 300
FLY SWATTERS—With Loop, 20c
FLY RIBBON—Best Quality, 73c
100
SEND FOR FREE CATALOG,
3,000 Items,
25% Deposit With Orders.

BENGOR PRODUCTS CO.
10 E. 17th St., Dept. K, New York City

MEN'S POLO SHIRTS

Fine Cotton and Mesh Weave, Colors: Blue, White and Yellow. Sizes: Small, medium, large. Price \$3.75 PER DOZEN. Retail Polo Shirts (Maroon and Black), \$4.00 PER DOZEN. 50% Deposit with all orders, bal. C. O. D., P. O. B. New York.
MAJESTIC NOVELTY CO. Bronx, N. Y.
1343 Intervale Ave.

Watch Them Go For These

"LEATHER TIES"
Genuine leather, plain and combination colors. Plenty of shades and appeal. Show something different to the customers.
1 Dozen, \$1.00; 6 Dozen, \$6.00; 12 Dozen, \$12.00 per Dozen.
Bow Ties are \$1.00 per Doz.
LEATHER BELTS
Variety of shades and colors.
1 Dozen, \$2.00; 6 Dozen, \$12.00; 12 Dozen, \$24.00 per Dozen.
High Grade, Genuine Leather Merchandise. None better. Money-Back Guarantee. Send for Sample Belt. The and Bow Tie, 50c.
Acme Leather Novelty Co.
152 Washington Street, Salem, Mass.

French Flapper Dolls

No. 96
\$24.00 Doz.
Beautiful Blondie Dolls attract business. Doll 32 inches high and elaborately dressed in fine satin and lace. It outclass anything ever offered at this price. 25% with orders. Jobbers & Distributors wanted.
STANDARD DOLL CO., Inc.
112 11 St., N. Y. C.
Miss Hollywood.

WRITE with LIGHT
Become the Penell and It's a Pocket Flash Light.
\$4.50 Doz. Special Quantity Discounts. For Sample 50c each, \$1.00.
Pat. & Mfg. by
NITE LITE PENCIL PRODUCTS
65 W. 42nd St., N. Y. City.

ELGIN WATCHES, \$1.65 EACH
7-Jewel, 14 Size, White or Yellow Cases.
7-Jewel, 16 SIZE ELGINS A WALTHAM, \$2.35.
FLASH QUARTZ WATCHES, 50c Each.
Send for Price List.
Your Money Back If Not Satisfied.
FRESCENT CITY SMELTING CO.
Old Gold and Silver Buyers and Refiners.
118 N. Broadway, St. Louis, Mo.

SPECIAL 39c A DOZ. GROSS
No. J06—Bird Warbler. Known as a ventrillo whistle. Imitates the calls, crys and songs of birds. Regular price, 75c a doz.
G209—Rayon Silk Tie, 8.83 \$7.45
G354—Men's Cotton Hose, .58 3.05
M243—Oval-Shaped Lighter, .72 8.60
J200—Playballs, 7 inch, 2.85
R202—Clip Combs, 45 5.25
M232—Toothpick Knives, .68
R100—Piled Blankets, any quantity, 1.05
R375—10 Sewing Needles to Package, 100 Packages, .20
R380—20 Sewing Needles to Package, 100 Packages, .25
Double-Edge Razor Blades, Per 1,000, 2.89
S157—22-Year Oldenda, 5.25
PRICE: Wholesale Catalog of 3,000 Fast Sellers. Send for a copy today.
SPORS CO., 6-36 Erie St. LeCenter, Minn.

NEW ITEMS

Emergency Rain Cape

A new emergency rain cape to retail at a dime with over 100 per cent profit is one of the latest novelty items. Strictly an emergency cape, made of special, scientifically impregnated paper that sheds water like a duck's back. It affords men and women perfect rain protection for wearing apparel. Just the thing for that unexpected shower or sudden downpour at the baseball game, circus, fair, carnival, football game or any outdoor attraction. Designed to give water protection for 72 hours' constant service, it is to be worn once and thrown away. It is light in weight, folds to small size to fit pocket or purse, or to slip in the golf or overnight bag, and is ideal for carrying in the auto. Especially appealing to premium buyers.

Egg-Timer That Rings

Here's news for every housewife. Royal Enterprises, thru their premium division Modern Specialties Associates, have a new one called the Royal Bell-Ringing Egg-Timer. Can be regulated for any time. As the sand flows from one container to the other it overbalances the sand glass, causing it to topple, swing back and forth and ringing the bell from 10 to 12 times. Very convenient for boiling eggs, cooking cereals, minute steaks and general household use where timing is an element of importance.

New Bridge Chair

A portable bridge chair that can be used for an exceptionally attractive high-grade premium has just been placed upon the market by Prestyle Metal Specialties. The product is a tubular metal chair, designed with a U-shaped frame. The same piece composes the legs in such a manner that when the rear legs are folded they pack the seat right into the body of the chair compactly. Folded in this manner it occupies no more thickness than the diameter of the tubing used. It is finished in modernistic black enamel, with a back of sheet-metal stamping and a patented spring seat. Both back and seat are covered with decorated leatherette. A bridge table of similar material, designed to match the chairs, is shortly to be developed for the market also.

Cowboy Monkeys

One of the season's fastest moving numbers, on midways and salicard deals, according to Hex Manufacturing Company, is the large cowboy monkey. Item stands 35 inches high and comes with a natural colored monkey face, with large ears, sombrero with cord, suede chaps, nickel-plated studs, fur and red suede trimmings, lariat and holster, complete with gun belt and metal gun. Item is said to already be moving well at the Dallas Expo.

Hammered Kitchen Ware

Aluminum Products Company recently announced a new line of popular priced hand-crafted hammered Lifetime Ware in kitchen utensils. Items are made of 18-gauge Alcoa aluminum, with no-burn, handfitted, black bakelite handles molded on. Bails are of heavy flat ribbon stainless steel and cover lifts are streamlined in black bakelite. Line has appeal of beauty, design and quality, premium merchandise that speaks for progressiveness and the value-giving that builds sales. Comes in individual pieces or matched sets.

Siren-Type Whistle

The new Siren whistle, placed on the market by Autopoint Company, reproduces a true siren sound with tremendous volume. It is made of molded bakelite, with a metal ring for attaching to cord or chain. Looks like an excellent premium for the younger generation.

Flashlight and Key Case

Another novelty flashlight and key case is introduced by Edward J. Cadigan, Inc. The key case is made of genuine leather and holds five keys. The flashlight is unusually powerful and is made of standard parts renewable for a few cents. The entire unit fits the smallest pocket and comes individually wrapped in cellophane, packed in gift box. Should make a good digger and salesboard item.

HARVARD PROF.

(Continued from opposite page)
publicity, has a very definite place in the whole scope of advertising.
The departmental meeting of the Premium Advertising Association of America, Inc., will be presided over by William L. Sweet, treasurer the Rumford Company, Providence, R. L. and president of the association. It will be addressed further by its general counsel, Charles Wesley Dunn, also general counsel of the Associated Grocery Manufacturers of America, the American Pharmaceutical Association, etc.

There will be a third address, short and to the point, by a manufacturer who has recently adopted the premium method of advertising, telling of his experience with the medium.

CHASE BRASS

(Continued from opposite page)
um use, but to present ideas and sketches for individual requirements or ideas. A group of expert designers will work out items to be produced in brass, copper or their alloys, to fit any particular requirements as to product, design and price, and working with the premium division are a group of merchandising authorities who will develop channels for distributing the items devised. Headquarters of the premium division is in New York.

RED HOT ITEMS FOR BINCO.

Beacon Magnet Blankets, Case	\$1.50
Beacon Mingo Blankets, Case	1.50
Beacon Teba Blankets, Case	1.25
Rambling Blankets, Case	1.10
Large Arabians Tablecloth	1.00
38x36" Tro Dye Tablecloths	1.10
Silk and Plush Wall Hangings	1.00
70x90 No. Tablecloth	1.10
Bath Doll Bed Lamps	.75
Extra Large Fur Dogs, Harness	1.35
Extra Large Cowboy Monkey	1.35
Gilbert Kitch. Kitchen Clock	1.10
Gilbert Long Mantel Clock	1.70
Bronze Coach Clocks	1.65
Gloss Base Pleat Lamp, Large	.85
Silk Shade Seltuna Lamps	.75
Extra Large Modernistic Lamps	1.75
Chromium Dish Lamps	.80
Large Size Wicker Hamper	.90
Copper Singing Kettles	.85
24-Qt. Gold Pack Canners	.90
Chromium Sanfitch Toasters	.90
Chromium Bread Toasters	.85
Full Size Waffle Irons	1.45
All Chromium Cocktail Sets	3.80
Chrom. and Gold Cocktail Tables	1.25
Chrom. Choker Ewers	.90
Ladies' Fancy Parasols	1.00
Extra Heavy Grain 18" Dags	1.10
Bath Room Scales	1.60
3-Piece Kitchen Ensembles, Set	1.60
8-Qt. Combination Cooker, Cloth-Lined Box	.75c
12-Pc. 8 1/2" Set, Cloth-Lined Box	.85
Full Size Checkboard Card Tables	1.90
Wreath Scissors and Tables	1.10
Walnut Magazine Racks	1.00
Chromium and China Casseroles	.95
23-Pc. Gold Trim China Set	1.85
17-Pc. Gold Trim China Set	1.80
8-Pc. Cocktail Set, Chromo Tray, Set	.70
7-Pc. Copper Mug Set	1.28
Chrom. Hostess Tray Set	.95

The Above Items Picked at Random from Our 1936 Catalog. Years Free. Write for One Now MFG. CO., 418-47 Street St., BUFFALO, N. Y.

Here's The Greatest 25 Cent SUN GLASS VALUE

Ever Offered
Per Gross 10.50
Per Dozen .90

B201J99—Heavy Shell Colored Celluloid Frames and Temples with Large Glass Lenses, in Assorted Colors. Each in Glassine Envelope, 1 Dozen in Box.

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.

It's New!

6 1/2 in. Celluloid Carnival Doll
Per Gross 9.25
Per Dozen .80

B34N141—Map Gaily Colored Rosette Fan. Complete with Feather Dress. The Upward and Downward Movement of Doll on Spinning Gears and Cloves Fan, Making It an Outstanding Number.

DON'T FAIL TO SECURE A COPY OF OUR New Catalog No. B126
1100 Pages Full of Top Values
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

REAL FELT COWBOY NOVELTY HATS
Hats blocked in assorted colors, with Silk Ribbons, at \$5.00 per Gross. Will postpay sample Down for \$1.00. Any title printed on ribbon on cross orders.
E. NAGELE
Box 755, Station M., Los Angeles, Calif.

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.

5 TUBE RADIO | 5 R C A
With Dynamic Speaker | LIC. TUBES
Beautiful Streamlined Veneer Cabinet, 10" wide, 7" high, works on A, C or D. C. Current. Super-Tone Quality. Powerful Dynamic Speaker. No ground or aerial required. Hat and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons. Catalogue on request.

PLAYLAND SUPPLY CO.
115 E. 28th St., NEW YORK CITY

\$6.45 Model 65 BL. In Lots of 6
\$6.95 Sample Order
F. O. B. New York. 25% Deposit. Order Now Before Price Advance.

KNOCK THE MYSTERY—

(Continued from page 60) construction. A radio is as simple as ABC. It can be produced accurately and speedily at the rate of 10,000 a day at a cost to the consumer (considering the length of its life) far less than the average person spends for chewing gum a day, so standardized is its production. It can be seen from this that building of radio is no longer a mystery and therefore there should be no thought of mystery in the selling of radios. The writer has for years borne in mind the thought that some future day a radio the size of your fountain pen will be built and it will keep you in constant communication with current events wherever you may happen to be. It has

not entered the heart of man to fully conceive as to how this invisible power of radio shall serve him. How it brightens the sick and blind and those confined to institutions. 2. Man is essentially a social animal. No one knows that better than the showman. Radio has taken a definite and important place in the life and heart of man. It serves him with instant inter-communication. It has become an inseparable part in the life of every human. Think what it means in holding together members of a family by its fireside. What it means to the lonely watchman of the lighthouse, the hermit, the explorer of the earth's poles, the explorer of uncharted seas and lands. What it means to the ships prowling the oceans and in the heroic work of rescuing passengers from ships in distress. It serves as a guide to the pilot of an airship and is applied as a substitute for the surgical knife. It is even useful in the curing of deafness and other ailments.

Imagine that by the mere touch or movement of a dial, almost like magic, you are instantly put in contact with any part of this great globe, the world that we live on. And that anyone of these points, like servants in a fairy book, stand ready to serve you with entertainment, mirth, drama, comedy, tragedy, music, art, the voices of Presidents and kings, the nation's games, football, tennis, baseball, etc.; the voices direct from battlefields, revolutions, parades and marches and other dramas while they actually take place in the affairs of the world.

It puts you in direct contact with great amateur hours that you watch with mental eye as with a microscope and enables you to judge the development of the latent talent of the future stars. A farmer in the outmost hinterlands knows what his product brings on the New York market by the use of radio. The slick Wall street broker keeps one at his desk. He knows the baseball scores as the game is played. The news commentator and weather man guides his decision whether to buy or sell the stock he trades in. You can learn from professors and lecturers how to grow, develop, educate, maintain your health and beauty and learn foreign languages.

In 1935 advertisers thru the radio spent over \$90,000,000 for talent to bring to your home the greatest entertainers in the world at absolutely no cost to you. And all this is at your command by the mere touch of an almost magic dial that scans the world for the point you want to reach. Is there any device that by the longest stretch of the imagination would equal or match this simple but powerful device, radio?

3. To say that radio has a potential market is like repeating the trite saying that "there is gold in them thar hills." But what good is that gold in the hills to you and me unless we can translate it in terms of profit? And there is the key to the situation. Aside from the formal radio store that can only exist in larger centers, the following channels in the scheme of distribution are dispensing radios in a constant stream to the public via the department store, public utilities, furniture store, electrical store, chain store, drug store, tire store, gasoline station, hat store, jewelry store, mail-order house and scores of others. They are now and constantly playing all around you to the sweet tune of hundreds of millions of dollars annually. Mind you, not in far-off places, but right around you in your own family circle and friends. But this should not discourage you. Rather come up and reap a share of that profitable playing.

4. Frankly speaking, I cannot believe the premium and concession man is lagging so far back of the good and simple folk engaged in the other channels of distribution that he could not catch up with them. Yet there is no need of haste. Just step in from being out of step and radio will serve you well. The modern trend is toward extra radios in every home. Particularly the small radio that can be easily carried from room to room. And here is where the premium and concession man steps in. Radio is still just about the best premium in the field today. Everyone wants a radio. The fact that they may already have one makes no difference. Another is always desired for some use or other, and it is still the radio premium that gets the big play today.

has been greatly aided by the powerful promotion provided by the displays of gift shops and the china-and-glass shops in department stores. Manufacturers of these items believe the season's orders will be by far the greatest in history for the premium division of the industry.

DE LUXE EARLY—

(Continued from page 47) is still at winter quarters, working on additional show fronts.

Campbell's Diving Sensations, with Sonny Campbell and Jimmie Jamison, high divers; Danny Davonport, clown, and Toots Carson and May Livingston, trick and fancy divers, is being featured on the midway. The Monkey Circus is managed by Ray Williams. Lew Eckles is manager the De Luxe Rovus and Mr. and Mrs. Joe Smith have the Arcade. Rides: Merry-Go-Round—Walter Preston, manager; Jack Norman, assistant. Ferris Wheel—Skeeter Garrett, manager; Alford Craft, assistant. Whip—Harry

(See DE LUXE EARLY on page 65)

KNOCKOUT PRICES IMMEDIATE DELIVERY! LAPEL WATCHES—Assorted colors, American made, Lapel cord to match, Each... 95c SUN GLASSES—(Lenses, assorted color frames, Doz.)... 85c LUCKY CHARMS—Imitation ivory elephants, dog, horses, etc. (Gr.)... 75c COLLAR & TIE SETS—Each set in box, Doz... 30c 4-PIECE PIPE SET—Consisting of 2 pipes, case and cigarette holder in silk lined box, Per Set... 35c JAPANESE LAQUER CIGARET CASE—Individually boxed, Doz... 36c MEN'S NEWSWEATHER—These beautiful patterns, in ass. colors, Ds... 75c POWDER & PERFUME SETS—Cellophanned, Dozen... 45c RAZOR BLADES—Double edge, blue steel, cellophane wrapped, Per 1,000... \$2.65 LUCKY RABBIT FEET CHARMS—Dozen... 50c OIANT SIZE NEEDLE BOOKS—Dozen... 24c GENUINE LEATHER WALLET—Dozen... 60c FOUR-PIECE PERFUME & POWDER SETS—Dozen... \$1.80 MEN'S HANDKERCHIEFS—Large size, Dozen... 28c CHROMIUM-PLATED COLLAR PINS—Dozen... 15c FOUR-PIECE DICE AND TRAY SETS—Dozen... 35c 2-BLADED POCKET KNIVES—Dozen... 60c LARGE BOTTLE PERFUME—Boxed, Dozen... 36c PROPEL & REEL PENCILS—With Erasers, Dozen... 38c Write for Free Catalog of 5,000 New Numbers 25% Deposit, Balance O. O. D. IMPERIAL MERCHANDISE CO., INC. 593 Broadway (Dept. M) New York, N. Y.

O. K.'s SPECIALS Redco Doll, complete with felt hat, Larlet & Gun, 24". Each... \$.70 Sailer Doll, Blue Velvet Costume, 12". Dozen, \$2.00. Dress... \$22.50 Mechanical Mula Doll, Dozen... 2.00 Com. Carson Silb Parasol, 28"; Dz... 1.75 Silb Parasol, 24". Dozen... 1.25 Street Man Special Ballroom, Gr... Baseball, Oms... 5.40 Special BINGO Items Electric Fan, 8" blades, A. O. current, Each... \$1.10 Gilbert Kitchin Quack, Each... .95 Revolving Atlas Globe Lamp, Parchment Shade, height 17", Each... .85 Aluminum 3-Pc. Sauce Pot Set with Covers, Per Set... .85 Write for catalogue of BINGO Merchandise, 25% deposit with order, balance O. O. D. OSCAR KAUFMAN & BRO., Inc. 630 5th Ave., nr. 44th St., New York City

WALTHAM 10 Size, R. B. movements, in case, new chrom. engraved case, Complete with chain to match. In lots of 3: 17 JEWELS... \$3.25 Ea. 25% Deposit, Balance O. O. D. SEND FOR NEW 1936 CATALOG. PILORIM WATCH COMPANY, 381 Canal St., New York City.

SELL NAP-TA-KING CLEANING CRYSTALS Makes Cleaning Fluid, 2 1/2 Gallon. New Startling Discovery. NAP-TA-KING COMPOUND, Cleans Silks, Woollens and other fabrics by dissolving same as with Martha, Gony, Iron, non-explosive, 25c Package makes 10 Gallons Fluid. Fast sell. Wonderful repeter. Attractive by boxed Trial Order \$1.00 per Dozen, postpaid, 25% Deposit, Balance O. O. D. NAP-TA-KING, 1800 W. Madison, Chicago.

CARTON BOOKS. 16 Pages, per 100, \$1.25, or \$10.00 M. Cartoon Set, P. C. Size, 50, \$2.00, or \$17.50 M. SEPIA PRINT Postcards, 100, 50c, or \$3.00 M. Trans-parent Cards, comic, 100, 35c, or \$3.50 M. 8x11 Sheet 50 Pictures, 100, 40c, or \$3.00 M. Action Card, Feet, Nudist Colony, Boy Meets Girl, 3 Pict. Prep Sheet, etc., 50c, 30c, Gr., \$2.75. Sold by Novelty, Picture, Letter, China's Answer, Vitaphone, Inheritance, \$2.00 a 1,000. Rush Your Order for Post Prints or Send 25c for 10 Samples and Catalogue. Catalogue, 10c. T. R. PAYNE, 25 Cardinal Place, New York.

SALES NEAR— (Continued from page 60) ers anticipate no letup in demand for several months to come. The industry

B & N'S MONEY MAKERS SUN GLASSES—Adult Size... \$.65 Assld. Colors, 1 Dzl. to Card BLUE STEEL DOUBLE-EDGE RAZOR BLADES—Gello Wrapped... 2.50 WHITE SHOE POLISH—4oz... 4.50 Size, Oros. GENUINE RAIN PIPE—Dozen to Display Card... 1.80 BLACK PEPPER AND CINNA-MON—3-oz. Can, Dozen... .50 MEN'S HOSE—Assd. Patterns—Full Length—Limited Quantity... .60 Dozen Please include 25% Deposit on All C. O. D. Orders. All Shipments by O. D. Branches. Order From This Ad. Or Write for Our Big Free Catalog. B & N SALES—Same Day Service CLEVELAND, O.—1444 West 93 St. CINCINNATI, O.—117 South Wells St. DETROIT, MICH.—627 Woodward Ave. GINGINAWAY, O.—4005 Vine St. ST. LOUIS, MO.—412 North Broadway. MILWAUKEE, WIS.—1000 No. 36 St. PITTSBURGH, PA.—267 Liberty Ave. DALLAS, TEX.—1974 Main St. Order From Your Nearest Branch

NEW! 1937 MODEL GREAT RADIO BUY! 5 TUBE GENERAL RADIO SMART! MODERN! BEAUTIFUL! High Quality Genuino General Radios at the Prices of Ordinary Sets. You Can't Beat That! GENUINE WALNUT CABINET Powerful Dynamic Speaker, Big Cabinet, Super Tone Quality, 11 C. A. Licensed Tubes and one Metal Tube, New large illuminated Air-plane Dial, A. C. D. C. Built-in Antenna. Packed in Air-Cushioned Carton, Fully Guaranteed. ORDER TODAY! FREE NEW 1937 CATALOG. A Urgeite Catalog Just Out, Showing 6 New 1937 Models. Modern, Beautiful, Sensational Values. 25% with order, balance O. O. D. GENERAL WIRELESS LABORATORIES, Inc. 240 W. 23rd St. (Dept. 4-C) New York, N. Y. Size: 11x7 1/2 x 5 1/2

NEW! 1937 MODEL GREAT RADIO BUY! 5 TUBE GENERAL RADIO SMART! MODERN! BEAUTIFUL! High Quality Genuino General Radios at the Prices of Ordinary Sets. You Can't Beat That! GENUINE WALNUT CABINET Powerful Dynamic Speaker, Big Cabinet, Super Tone Quality, 11 C. A. Licensed Tubes and one Metal Tube, New large illuminated Air-plane Dial, A. C. D. C. Built-in Antenna. Packed in Air-Cushioned Carton, Fully Guaranteed. ORDER TODAY! FREE NEW 1937 CATALOG. A Urgeite Catalog Just Out, Showing 6 New 1937 Models. Modern, Beautiful, Sensational Values. 25% with order, balance O. O. D. \$6.95 LOTS OF SIX \$7.45 SAMPLE SET

Your New MONEY SAVING GUIDE IS NOW READY! Send for it Today! Everything that's new in fast-selling Novelty, Concession Goods, Premium Merchandise and Specialties, will be found in Our New 1936 Catalog. The book presents the finest and most extensive lines of imported and Domestic Merchandise we have ever offered. OUR PRICES DEFY COMPETITION! If you're a Wirewire Concessionaire, Pitchman, Demonstrator, Novelty Worker or Hustler, you simply can't afford to be without our New General Catalog. Don't fail to send for your free copy. GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

Mickey Mouse Silb Parasols, Dozen... \$ 1.05 Silb Parasols With Flowers... 1.20 Bamboo Walking Canes, Gr. Polished Metal Walking Canes, Gross... 8.00 Mickey Mouse Tossups, Oro. Tossup, Assd. Animals, Oro. Mula Mouse, Dancer, Oro. Straw Hats with Feathers, Gross... 3.75 Lucky Fur Tail (Like Out) Oros... 7.50 Roach Bouncer Night, Doz... 1.10 Swagor Sticks, Gross... 4.80 Blade Shell Knives, Oro. Flying Birds, Gross... 2.00 We carry a complete line of Chrome Ware Lamps, Watches, Clocks, Beacon Blankets, Plaster Goods, Fountain Pens, Leather Goods, Umbrel-les, Body, Aluminumware, Dolls, and Assorted Stuff from 75c per Gross and Up. 25% Deposit Required on All Orders. M. GERBER, Inc., 505 Market St., Philadelphia, Pa.

NEW BASEBALL LIFT BOOK 120 Tickets to Each Book, A New Baseball Book That Will Sell. Books may be run off at any established price from 50 up, giving high and low prize. The cost of these Books is the lowest ever known. Send \$1.00 for 4 Books, prepaid, and Quantity Prices. Full instructions with every shipment. Get started today and enjoy this extra profit which is awaiting you in your territory. Send Cash or Stamps with order. Use Aid Mail. Sample, Prepaid, 25c in Stamp. WE ARE DIRECT IMPORTERS OF FIREWORKS. SEND FOR LIST. MIDWEST MERCHANDISE CO. 1026-28 BROADWAY, KANSAS CITY, MISSOURI.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

OAK BRAND HY-TEX BALLOONS

STARS and STRIPES

Bureau sellers for the Fourth Available in four and five-color effects, and in patriotic colors.

Also patriotic designs in two-color print on two-color balloons.



At Leading Jobbers.

The OAK RUBBER CO. RAVENNA, OHIO. Selling Through Jobbers Only

RING WORKERS



Our No. 54 is truly in a class by itself, and still the best selling White Stone ever shown. Rhodium finish, three tiny sets, also gold finish. \$2.00 Sample Line will bring you 20 new styles.

We carry the most complete line of Rings and Novelty Jewelry.

HARRY PAKULA & CO. CHICAGO, ILL. Five North Wabash Avenue.

RADIO PLUG... DEMONSTRATORS

Get the Money with the SUPER LINE Our Latest Product!

ANY WAVE FILTER



A Powering Filter that positively eliminates Noise and Gives Clearer Reception—Your Demonstration Shows It and Brings in the Money. Contains a 600-Volt Mercury condenser—The Bakelite Finish and Mechanical Construction will convince both yourself and the Buyer that this device is a substantial Scientific Product.

\$5.95 Per 100

SAMPLE, 25c.

25¢ dep. bal. C. O. D. Immediate shipments.

Also order our new ALL-METAL Filter, same size at other, at \$6.75 per 100.

SUPER ENGINEERING CO. CHICAGO, ILL. 600 W. 128th St. (Cor. N. Way.)



HEADQUARTERS FOR SPECTACLES and GOGGLES

We carry a Complete Line of Spectacles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO. Write for Catalog 8748. Optical Specialties 17 N. Wabash Ave., Chicago, Ill.



HAND STROPPERS \$6.00 per Gross. RAZOR STROPPERS \$4.80 to \$72.00 per Gro. WALLENBEEK HOLLAND MFG. CO. Sandwich, Ill.

ALWAYS AT THE HEAD OF THE PEN PARADE. Banker Pens and Banker Blades, Plungers, Vacuum and Combination, My Fens Ball, etc. It's All in the Pen Point Demonstrators, get in touch now for your Fair Pitch Package.



JAB. KELLEY, The Fountain Pen King, 487 W. Way, N. Y. C.; CHICAGO, 180 W. Adams St.

PITCHMEN

by BILL BAKER

(Cincinnati Office)

JOHN H. JONES... Piping from Murfreesboro, Tenn.: "Would like to read a pipe from the boys in Detroit relative to how business is and how steep the nut runs. Joe Morris should be there by now and I know Joe doesn't shoot left handers. Maybe Ed Shook is also there. I am still making a pitch now and then between sick spells. Here is the latest drop on town: I have been thru. Dalton, Ga., was fair and free on the streets. Fayetteville n. g., no money. The same for Pulaski. Columbia is closed tight. Shelbyville. 'Pencil City' was the red one and is the busiest small town I have been in for some time. Howard Robinson, the card and billiard ball manipulator, was in my tip while in Atlanta and gave me quite a few compliments while I was working paddles with cards as a bally. He was with Chl Meyers' Greenwich Village Follies. Old Bill Edwards and I expect to reach Dayton, O., soon and will remain there for a while."

"HAS BEEN EIGHT... years since I shot in a pipe to 'Ye Good Old Billboard,'" tells Herman Seigl, Washington. "Have lost track of so many oldimers since I quit the road I would probably be lost now if I were to start out again with the stripes and keister. Have been working for the government since I gave up my arcade here three years ago. Washington is pretty quiet now due to the heat. The only ones I know working here are George Hess and Mac Wilson, cleaner and polish. Saw a real item for Ripley's Believe It or Not last Saturday. A pitchman getting a present from his customers as a farewell gift. Didn't get a chance to meet him but found out later that he had been working tricks on the same parking lot for seven weeks, giving such a good show and making so many friends that when he left his customers chipped in and bought him a couple cartons of cigars. He had a flash stand with two large umbrellas and pictures of movie stars on his table, as well as cartoons of himself. He had a new car, with Hollywood, Calif., plates and a big sign on it reading: 'Personal appearance. Eddie Galliard presents his magical tricks.' He must have been very good or very conceited. I have been wondering which ever since. Suppose the boys will soon need a press book and an agent to book a doorway act next. Would appreciate reading pipes from old friends."

"STEEL PLANTS HERE... are working the best in eight years," pipes Doc George M. Reed, from Youngstown, O. "All factories and shops are going full blast. But try to find a place to pitch. There are two spots you can work. East Federal street is free on your own o. m., but if you can get a dime you are a wizard, as these spots are out of the business district and you cannot get a tip on the sidewalk. If you are lucky enough to find a doorway you can rent you must then pull your tip all in it, off the street. The law positively will not allow them to congregate in front of you on the sidewalk. This is the tightest closed town I know of and they enforce it. Plenty of work and big pay days but no good for a pitchman. Maybe some of those fixers could square it. If so I want their photos. Recently they caught one fellow here who was buying cheap

tea from a local retail store, altering the labels and reselling 'em in offices, etc., for several times the price he paid. They checked up and now he is where he belongs. Fellows like this don't help pitchmen any either. I have given you the honest dope on Youngstown, boys, so use your own judgment and come on if you want to. I am here because I am not as yet able to work. But feel better and hope to leave soon. Had a letter from Bert Hull recently. He and the missus are in Bellaire, O. He is working okeh. Says the town can be worked but it is hard. Bert and the missus are clean hard workers, never work for five cents, and neither do they ever close a town. More power to them. Had a nice letter from Art Cox the other day. Says he hopes to be able to tell it to the natives before Christmas. Sure glad to get the news as Art is one swell fellow. Wonder if Tom Kennedy, Frank Libby and Charles Price have broken their arms. Or is it too hot to write a pipe? Wonder where George Meyers, of spark plug fame, is. Also Bill Sachs of coil fame. The ace coil worker would like to hear from him thru the Letter List. Here's hoping all the boys get their bonus and have a big year."

JAMES L. OSBORNE... shoots from Tracy, Minn.: "Have been in Minnesota since March and haven't met a single pitchman. Am working cream days and guess I am the only one to ever make them. On Monday, Wednesday, Friday and Saturday the farmers deliver cream and from six until nine I have from three to five hundred men to work to and as they all get cash for cream every day it automatically makes every day a pay day. And it has been the cream for me, too. I have worked almost every creamery in Southern Minnesota and am moving farther north. Farm and community picnics are going full blast and so far I have had them to myself. When I left Bob Poey in Western Oklahoma he was heading for Oregon. Now he pipes from Eastern Louisiana. How come, Bob? Would like to see pipes from Eddie St. Matthews, Shorty Treadway, Al Whitten and some of the other boys who are long overdue."

"CONDITIONS HERE... are not so hot but cheap living for the boys balances the ledger a little," tells Hot Shot Austin, from Buffalo Gap, Okla. "Bologna is 10 cents a pound and tourist cabins are two bits and you can write up the storekeeper on the sheet for your gas and oil. Made the big day at 'Gallop' Saturday. All four section hands got paid off. They are working eight full days a month. Water is scarce but hard water being in this section makes it okeh, for it lays so heavy on your stomach it lasts a long time. Sardines here are high. Looks like a bad day for the boys working hones and blades, for all the natives seem to belong to the House of David. They never shave or cut their hair. Boys seen at the Bentonville, Ark., Confederate Reunion last week were 'Box Car' Whitey, 'Death Valley' Blackie, 'Jo Town' Jimmie, 'Ten Grand' Red, 'Middle of the Road' Shorty, 'Pistol Pete', Buffalo Slim, Rattle Snake Bill, Yakima Jim and a few others who arrived too late. Am leaving for Colorado. Will drop a line later."

JOLLY BERT STEVENS... pipes from Syracuse, N. Y.: "The Williams Show opened the season at Cortland, N. Y., for two weeks to fair business with rain and cold weather; then on to McGraw for one week's fair biz. Playing here this week and it looks like it might turn out good. Personnel includes Doc Floyd Williams, manager and owner; Lulu Williams, secretary; myself, producing black and white comedy; the Ariel Akers, Eddie and Kit, traps, rings, bumps, ladder and straight in acts; the Kakel Princess and Dave, Hawaiian songs and dances; Bob, the high-diving dog; Queenie, the trick bull; Vernon Sadler and missus, concession, and a four-piece orchestra with Dave Kakel, Floyd Williams, Eddie Aker and Wheeler. June 8 was a great day—three of our people having birthdays on that date. After the

IT SELLS PLUNGER FILLER VAC ZIPI ONE PULL—IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS. JOHN F. SULLIVAN NEW YORK CITY. 458 Broadway. Fast Service Sully.

Save 80%

Buy your Bundles, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed prepaid by us. We have everything. Send for FREE mail-order catalog.

THE N-R MFG. CO., Dept. H-61, Box 363, Hamilton, Ontario.

NUDIST TIES... This new sensation comes in all colors. Only one of its kind on the market. \$1.25 Doz., \$12.00 Doz. Texas Centennial Tie (All Colors) \$1.25 Doz., \$12.00 Doz. Silk Lined Fancy Ties (Assorted Patterns) \$1.00 Doz., \$8.00 Doz. Single Sample Ties, 25¢ Each. 25¢ Per Doz. Balance C. O. D. LEGION TIE CO. 703 BROADWAY NEW YORK CITY

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE Write us your needs. ARGO PEN-PENCIL CO., Inc. 206 Broadway, NEW YORK CITY.

IF YOU ARE A CIRCUS PITCHMAN STREETMAN Or A Dealer In Novelties The Profile. Our 15c Emergency Paper Balloon sells to every man and woman. Every rainy day you clean up; also steady sale to novelty stores, advertising firms, others. GET THE BEST. BIGGEST SELLING SPECIALTY IN 10 YEARS. Exclusive territory if you write at once. THE HAWKINS MFG. CORP., 342 Madison Ave., New York City.

FOUNTAIN PENS

Western buyers order from us and save time 58 varieties in every desired color, all equipped with improved Durium points. Two-tone points in desirable colors. Get Our Newly Reduced Price List STARR PEN CO., Dept. 7 300 W. Adams St., Chicago, Ill.

ELGIN—WALTHAM WRIST WATCHES Brand-New Cases, Metal Bands. Send for Catalog. Largest assortment in U.S. Best Watches and Diamonds in the Country. H. SPARBER & CO., 108 North 7th Street, St. Louis, Mo. 2.95

Fountain Pens, \$5.00 per gross; Vacuum Fillers, \$12.00 gross; Plunger Fillers, \$18.00 per gross; Combination Pen and Pencil in One, \$15.00 per gross; Stylo Penell Pointed Pen, \$27.00 per gross; Fountain Pen and Pencil Set, complete with extra point and folding carton, \$18.00 per gross. Large stock either bulk or 12 on a card order shipped same day as received. NASSAU PEN & PENCIL CORP., New York City, N. Y. 115 Nassau St.

MEDICINE HEADQUARTERS

A Complete Medicine Show and Office Special Line. SUPERIOR SERVICE. Wholesale Catalogue and Office Special Price List upon request. GENERAL PRODUCTS LABORATORIES, Mfg. Pharmacists, 137 E. Spring Street, Columbus, O.

HERB WORKERS

Experienced Pitchmen have endorsed MOUNTAIN HERB TEA a Genuine Remedy, Classy Packaging. Allows you a large Margin of Profit. Write for Prices. Include 10c if you want sample. MOUNTAIN HERB REMEDY CO. 2371 Eighth Avenue, New York City.

AGENTS! CREW MANAGERS!

Make money fast with this new mechanical device that repairs runs in silk stockings without thread, sell every woman you see. Organize a crew, employ other people. Sample, 25c. REYNOLDS SALES CO., Cleveland, O. 810 Finance Bldg.

STAR SAPPHIRE RINGS Beautifully finished—White Stone at each side Gold and Rhodium Finish. \$14.40 GR., \$1.25 DOZ. 1/2. Catalog, 25¢. Demand with orders. PHILIP FIGARSKY 147 Canal St. NEW YORK CITY

FAIRS CONVENTIONS COMING EVENTS And Other LISTS Will Appear in the Next Issue

show we celebrated with a big party. Special guests included George Lytle and wife and son, Jack, and Mr. and Mrs. Earl Crumley. Birthdays celebrated were those of Mrs. Vernon Sandler, Princess Kakel and myself."

"NOTE WHERE Ballyhoo Bros. Carnival is lost and doesn't know what town or State it is in," pipes Leroy C. Crandall from Round-up, Mont. "I'm just about as bad off out here in Montana. Today's town had no telephones, telegraph or railroad. The nicest thing that happened this week was the arrival of the mail stage, which delivered 25 copies of The Billboard to the show. Am with the Joe B. Webb Circus."

"READ SOME TIME back where my old friend Al Decker wanted to see a pipe from me," writes Mickey Walker, Lexington, Ky. "Have been working spots all the way up from Atlanta and haven't run into a single member of the tribes and kelster fraternity. Have found all spots good and have been getting a little scratch all along. Most spots in Kentucky have a small reader but can be worked okeh. Due to the drought down this way they do just a little thinking before turning loose, but if you have what they want, and can make them want it bad enough they will kick loose. Had the pleasure of working with Ethel Hart on the lot in Atlanta several times and want to say she is a very capable worker and gets her share of the mazzama. Also had the good fortune of working Calhoun, Ga., this spring with George Mayer, one of the neatest working boys I have ever met. If all the boys would only work a spot as quietly and easily as the boy

does (and still turn stock) things would be great, because this type of worker never closes a town. He does get a passout (and by the looks of his car and trailer he has been getting the long green, too). Heading from here up to Indiana, where I expect to work for a few weeks. Let's have pipes from Al Decker and Jack Flowers."

PIPES HAVE BEEN a little light the past few weeks. Come on, you oldtimers, let's hear what you're doing and how goes it out there.

"I BECAME ILL... three months ago and was in pretty bad shape," scribes Morris Kahntroff from Bay Pines, Fla. "Am recuperating now and reading The Billboard every week. It has helped me a lot in overcoming my condition. Hope to be out before long. There are several carnival troupers here in the hospital with me. This is a beautiful hospital and the good doctors on the staff have sure put me on my feet. Glad to see Salem Bedonie is doing well. Hope he finds the Dakotas better than I did. Only three spots there were good for me. Bennie Weise, Fritzie Brown, Chick Allen, Slim Berry, Bill Bartlett and Ollie Trout and missus were mighty nice to answer my letters from here. In addition to my bonus I am getting a year's back pay for total disability and \$30 per month. It will be hard to take. First I will take care of my family, then get stock enough to last me a month. All firms I am buying from carry ads in The Billboard and that is how I found them to be reliable and right in their prices. Have booked seven large fairs from here in addition to the ones I have made before. Have had a new sale made up while here and will spring it at the first fair on my list. Will work those that have been closed by other jam men who didn't use good judgment. My old partner Sam Jones is now a circus owner. Hope he has lots of good luck. He sure deserves it. He and his wife make a great couple and are real folks. I taught him how to pitch and in 1925-'26 we were the best in our line. Would like to hear from brother pitchmen in all lines as I am lonesome here. Can be reached card hospital at this town. Hope to read 'em from the following about conditions thruout the country: Leroy Crandall, Jerry Russell, Harry Corry, Salem Bedonie, Bill Sherwick, Johnny Hicks, Whitey Johnson, Robert M. Noell, Doc J. C. Miles, Doc Spiegler, Jimmy Miller, Art Cox (hope he is put of the hospital), the Goldstein boys, Leon Hirsch, Fido Kerr, the Haltzingers and plenty more."

"IT SURE WOULD be too bad if I were to ever miss my weekly copy of The Billboard," tells Al Ross from Chicago. "Nothing like it to rest my mind. The boys here are not getting it and they all know the reason—just too tough on the lots. I am still doing advertising for the Food Mart restaurants but will make the Cleveland Expo. Have booked my wife, Princess Carmelita, there on the Cairo show. I will make openings on one of the fronts. I visit The Billboard offices here frequently as they are right near my work."

BEN LACHER cards in from Columbus, O., that he tried to work coin boxes but couldn't break the ice. He writes: "One fellow seemed to have an X on all the money on High street with a novelty bird jumping device. Got two bits most of the time. An item that we worked most of last winter in New York for a nickel. Never saw anyone work it like he does. Going to Cleveland from here."

"WE ARE HAVING a \$10,000,000 rain thru the Western States," tells Joe Barell from Torrington, Wyo. "Made the stockmen's convention at Sheridan. Among those present were Joe Williams, A. G. Goldberg, Huff, Cappell and Dick Wells. Things out here now look good for present and future."

"THE STRAWBERRY BELT is a little above the average this year," pipes Bob Posey, West Point, Miss. "Southern Mississippi and Western Alabama, truck crop territory, are also okeh. Don't see anyone else in these hills. All these spots are open to your o. m. or to a reasonable reader. Would like to read 'em from Al Decker, Al West and Jim Osborne. What has become of Alex McCord, of the West Coast? Pipe in, boys."

DEMONSTRATORS, AGENTS, CANVASSERS...

Here's Something NEW TAKING THE COUNTRY BY STORM—SELLS ON SIGHT...you'll get PLENTY ORDERS and more REORDERS with these STAPLE MONEY-MAKERS because they're in demand

LITTLE MARVEL REFRIGERATOR PURIFIER

A chemical block, absolutely guaranteed to kill all odors instantly. Once a purchaser uses the Little Marvel he will never want to be without it again. Block lasts thirty days, assuring you a steady repeat business. New low price, allowing big profit margin for you \$12 Gross Sample Dozen \$1.25 Prepaid

LITTLE MARVEL AUTO AIR PURIFIER

Is a new natural or scented block attractively packaged in a suede case with strap for fastening around steering column. One refill furnished with original purchase of Little Marvel Auto Air Purifier. At 25c a piece you'll clean up with this \$18 Gr. Refills all Sample Dozen \$1.75 Prepaid



Order Today Start making big money now. Write today for descriptive illustrated literature and full particulars FREE!

JOBBERS PROTECTED THE LITTLE MARVEL CO. INC. 715-716 Guarantee Trust Bldg. Atlantic City, N. J.

BALLOON MEN The biggest money getter to hit the streets in years POP EYE SLIM JIM Balloon "The Famous Funny Cartoon Character" Printed in two colors. Get in on this new live wire item and bring back the good Slim Jim Money Days. NO. 440—Inflates 4x44 inches. Assorted Colors. Gr. \$3.25 GIANT SIZE DEMON-STRATOR WORKERS Inflates 6x72 In. Printed Two Colors on Two Sides. Each. \$25c Same Day Shipments. Mickey Mouse Slim Jim Balloons, Gr. 3.25 MIKEY MOUSE 25c DEMONSTRATORS, Etc. NEW SMASH HIT JUMBO SUN GLASSES & NOSE COMBINATION, made of Celluloid. Attractive Color. Very Funny. Gr. No. 122 New White Straw TROPICAL HELMETS, Double Eyelots—Adjustable Elastic Head Bands. Full Crown and Beism Shape. Boston. \$1.50 SUN GLASSES No. 8054—Heavy Shell Mottled Amber Rim. Conv. (R'nd) Lens. Oz. No. 8044P—Pastel Frames. Oz. \$1.00 No. 110—Sport Sun Glasses. Non-Far-sighted Metal Rim. Convex Lens. Shell Temples. Assorted Colors. With Free Display Card. Boston. \$1.25 25% Deposit With Orders. Bal. C. O. D. NEW PARK, BEACH and CIRCUS BULLETIN FREE TEXAS CENTENNIAL NOVELTIES 6 New Items..... Just Arrived GOLDFARB NOVELTY CO. "The House of Service" NEW YORK 116 PARK ROW

PLUNGER FILLER VAC EASY SALES—QUICK PROFITS. The Grodin line is "Tops." Don't buy anything in Pen or Pencils till you get our high quality, low price list of bargains. Write today. GRODIN PEN CO., 308 B'dway, New York, N. Y.

MEDICINE MEN PRIVATE LABEL TONICS. Immediate Shipments. New Price List. WHITE OR WIRE. NUTRO MEDICINE CO. 18 South Peoria Street, CHICAGO.

FunMAGIC Mystery "The Book of 1,000 Wonders" explains and describes hundreds of amazing Tricks for Orantrators and Magicians. Get the crowds with Magic. Send 10c today for this marvelous book containing over 800 illustrations. Boston's largest line. LYLE GOUGLASS, South A-9, Dallas, Texas.

The pitch of the century-FIBROX

WETPROOFS, SWEATPROOFS and SPOTPROOFS FABRICS and SHOES! GREAT DEMONSTRATOR! A quick, sure seller for Pitchmen, Agents, Fair Workers, Demonstrators, etc. Fibrox for Fabrics. Next remarkable invention for making fabrics water resistant. Instantly wet-proofs, spot-proofs and perspiration-proofs without injury to the cloth. Treats fibers themselves. Makes them stronger and resistant to moisture. Easily demonstrated. Drop water on material and allow water to run off into basin. Fibrox for Shoes. Solution for leather. Pour into shoe and shoe is sealed against water. Also prevents shoe lining from perspiration rotting. Cash in with FIBROX today! 1/3 Deposit, Balance C. O. D. Send 25c for Samples, 1 of each, of Fibrox for Fabrics and Fibrox for Shoes. Prepaid. J. W. GEIGER, Inc., 122 Fifth Ave., New York, N. Y.

Brand NEW for AGENTS and DEMONSTRATORS

SENSATIONAL NEW PATENTED TIE FORM The AL-JO. Hailed the Fastest Money Maker in years. Makes natural, permanent knot. Made for Big Profits. Fastest, easiest demonstrator. Sells on sight. Order sample Boston today. 3 Dozen AL-JO in Carton with Free Tie. \$2.25 per Carton. Or about 10c for Sample AL-JO on attractive self-selling card. You'll clean up with AL-JO. Try with AL-JO inserted \$2.50 Dozen. Sample AL-JO Tie. 25c. 1/3 Deposit, Balance C. O. D. Special Price in Quantities. The AL-JO COMPANY 710 SIXTH AVE., NEWYORK, N.Y.

BULBS FOR CONCESSIONAIRES AT PARKS, CARNIVALS, FAIRS

50% OFF STANDARD LIST PRICES We carry a complete line of Bulbs in all colors, shapes and sizes. Immediate delivery guaranteed. Make National your Bulb Headquarters and you will be assured Rock Bottom Prices and Satisfaction. Money order required with orders to assure prompt shipments. ALL BULBS MADE IN U. S. A. NATIONAL BULB CO., Inc., 870 Broadway, New York City

DE LUXE EARLY (Continued from page 63)

Fox, manager; Jack Herring, assistant. Kiddie Auto Ride—Will Carpenter, manager. Rideo — Ben Check, manager; Franchy McQuade, assistant. Joy Ride—Finky Kennon, manager; Harry Thompson, assistant. Lindy Loop—A. W. Howell. Loop-o-Plane — Lew Langen, manager. Pony Track—Mr. and Mrs. Harvin. Concessions: Paul Prell, several, including corn game. John Gravis, cookhouse. Mrs. Jack Russell, one; Mr. and Mrs. James Morgan, two; Ray Kelly, two; Mrs. Harry Ramish, two; Harry Finnigan, one; Mrs. Harry Finnigan, pop corn; Tony Vivano, custard; Al Maskin, one; Mrs. Sonny Campbell, one; Eddie Knight, one; Wengate Brothers, eight. The crew in charge of the electric arch and stock truck consists of Motty Maso-to, Curly Boneberg, Will Davenport and Charles Alexander. The staff includes

Get Set for Life! IN COUNTER CARD BUSINESS

MAKE up to \$65 Weekly In new kind of wholesale business. Place famous Rio 5c-1c goods with stores. Merchants grab our FREE GOOD Deal. World's finest, largest, best selling line. Almost 200 daily necessities. All mounted on new style, sales-making, self-help Counter Displays. Up to 140% profit for you and merchant. No investment to start. Facts and big Catalog sent free. World's Products Co. Dept. 658-D, Spencer, Ind. Have a BIG-PAY STORE ROUTE Sam Prell, general manager; Harry Ramish, assistant manager; Jack Russell, secretary-treasurer; Slim Clark, electrician; Harry Mears, special agent.

DeLUXE SHOWS OF AMERICA

(UNIT No. 2)

WANTS Rides that do not conflict and Shows of merit, for big American Legion Celebration at Southampton, L. I., week of June 29 to July 4. Also legitimate Grind Shows.

Unit No. 2 is playing Long Island and Jersey Shows, with Fairs to follow. Selected territory.

Help on Morry-Co-Round and Swings wanted for Unit No. 3.

36 Green St., Newark, N. J.

BREMER MIDWAY ATTRACTIONS

WANTS Duborn Show, Wax Show, Clean Concessions, WILL HOOK Loop-Plane, FOUR RAILS, Chair-o-Plane, Route: Little Falls, Minn., this week; then West St. Paul, then the biggest 4th in the Northwest, Duluth, July 1 to 5.

Chalklas Bros. Odditorium WANTS

Franks to feature and Novelty Acts, Maudean, Dancers for Girl Show, Solid Fair bookings. Salary paid each night, Lincoln, Ill., week June 15 to 20; then West St. Paul, week 22 to 27; then Wisconsin, 26th St. Charles, Ill., week 22 to 27.

WANTED

First-Class TALKER for Girl Revue. REID McDONALD. Care Coleman Bros. Show, June 15-20, New London, Conn.; June 22-27, Rockville, Conn.

LIONS CLUB

with support of all merchants, etc., fireworks and billed for miles around, want for their celebration June 29th, including July 5th, Concessions, Shows with own outfits, Sensational Free Acts, Advertisers for Agents and Contest Workers. Eight more weeks following this. All replies JAS. R. WARREN, Secy., Crawfordville, Ind.

WANTED TO BUY TRAINED POSING HORSE

For Statuary Work. Color: White, Cream or Buck. Write, wire or phone. A. FOX, 40 W. 17th St., New York City. Choice 3-6444.

WANTED GIRL NOVELTY ACTS

and Hawaiian Troupe for Side Show, Dancing Girls who Ride Menage for Big Show. Address per route.

AL G. BARNES CIRCUS

NAPOLEON, OHIO, JULY 1 - 2 - 3 - 4

VETERANS AND AMERICAN LEGION COMBINED

Four-Day Mammoth Street Celebration on the Main Streets of Napoleon. Each Day a Big Day. Good Locations Going Fast.

WANTED—Shows of All Kinds with own outfits on low percentage. Will furnish Top and Banners for high-class Ten-in-One, CONCESSIONS of all kinds that use stock, Diggers, Bowling Alley, Fish Pond, Biring Game, Cook Gallery, Hoop-La, Novelties, Frozen Custard, or any other Concessions. RIDES—Will book every day for one or any other Ride and Concessions. We have a long string of Fairs and Celebrations, closing with Lagrange, Ind., October 10. Get in on the Big One. Write or wire.

MABEL R. WEER

Fremont, O., Week June 18; Tiffin, O., Week June 22; Then Napoleon.

RUBIN AND CHERRY EXPOSITION WANT

Chorus Girls, Specialty Dancers, Sister Teams, must be young and attractive; also Blues Singer that plays Guitar or Banjo and Tenor Saxophone, and Trap Drummer who has complete set of drums. Also man to operate Funhouse. State all first letter. Salary sure.

Green Bay, Wis., this week; Negaunoc, Mich., next week.

BROWN NOVELTY SHOWS

WANT—Legitimate Stock Concessions. Have splendid opening for Cookhouse. Want Ten-in-One or small Grind Shows. Milford, O., American Legion 4th of July Celebration. Chevrolet Car given away. Piqua, O., following. LOVELAND, O., Firemen's Celebration, July 20. Chevrolet Car as Grand Prize. Rushville, Ind., this week; Brookville following. Can use competent Ride Help. Address inquiries to F. V. VASCHE, Mgr., Brown Novelty Shows, 1006 Central Ave., Cincinnati, O., or Rushville, Ind.

Hartmann's Broadcast

THAT the carnival form of amusement today has as great an appeal to the masses, old and young alike, as it has ever had, there is not the least doubt. Evidences of this come to hand weekly. To publish all would consume more space than is available, but we cannot resist letting you know the observations made by a Texas newspaper publisher on a recent visit to a carnival. The publisher concerned is H. D. Meister and the paper is The Youkam Daily Herald, of Youkam. Here's what Mr. Meister had to say on the front page of his issue of June 3, in his own column, *Build Youkam!*: "Thru the graciousness of Doc Waddell we enjoyed press courtesies to

day who seemed to be as lively as some of the youngsters and she said that she was there to see it all. How fortunate such people who are physically able and mentally inclined to enjoy life even tho the number of their years have been many."

A sure-fire friend of shows and show-folk, this H. D. Meister. His native home is Ohio, and he once had a paper at Wauseon. Incidentally, Wauseon was the home town of the late Colonel Hagar and "Woody" Campbell, both of whom ran the Buffalo Bill Wild West side show.

After many years in the circus, carnival, minstrel, legit, burlesque, vaudeville, stock and motion picture fields, Fax Ludlow is now deputy probate judge of Urbana, O. Fax's oldest boy is winding up his high-school days at Urbana and his dad has the foundation laid for a West Point appointment for him.

WE CONGRATULATE the fairs of the Minnesota Pine Belt Circuit on the stand they have taken ruling out controlled devices and money games. Fairs are educational institutions and they cannot function as such

Nat Green and Jack Sloan Promoted

Nat Green, for the past eight years Chicago editor of The Billboard, has been appointed manager of the Chicago office, succeeding Jack Nelson, who has resigned to accept another position.

Jack Sloan, who has been with The Billboard for six years, has been made manager of commercial advertising for the Chicago office.

Roy Gray Shows last night and we enjoyed looking around, seeing the shows and watching and studying the people, both those with the shows and those who were there to enjoy the shows. We were delighted to see our friend Doc Waddell escort The Herald carrier boys and their subs all over the grounds. He showed them all of the shows and permitted them to enjoy the various concessions. The boys are happy over the courtesies shown them.

"We observed also that none are too young nor too old to enjoy the shows because we saw babes in arms that could not yet walk and we saw one of our esteemed friends who has passed his 84th milestone stepping it off lively among the crowd and he said he was having a good time. Then, too, we saw a lady who recently celebrated her 87th birth-

If not conducted with the greatest degree of cleanliness and fair dealing.

Only merchandise games with a 10-cent limit are to be allowed at the Pine Belt fairs, and the awards must be of reasonable value, not just "stick pins and promises." And there are to be no buy-backs, another "thorn."

Now if the prices for space at these Pine Belt fairs will be in keeping with this new ruling, thereby giving the game operator a reasonable profit, everything should work out well in that regard.

When a circus is praised by a newspaper for its performance and panned for its management, both in the same story, it's not doing the circus business any good, you can bank on that.

HARRY E. CRANDELL, we're sorry to say, is still in a bad shape, physically, at Gibsonton, Fla., where he is being given every attention by Ben and Jimmy Mottie, who operate Mottie's Camp, a dine and dance spot there. A short time ago Harry's doctor forbade him to sit up for a few days, but Harry is now permitted to do this 30 minutes each day.

"My 'innards,'" says Harry, "are pretty well shot to pieces and the croaker does not run rampant with enthusiasm as to the chances of any improvement. He has removed the swelling from my feet and legs, but my liver is almost entirely useless and heart in bad shape—have a heck of a time breathing."

"While time goes slowly I have plenty of reading matter and a radio and the dozens of letters from my friends to keep my mind occupied, so it could be worse and I try to grin and bear it. Miss the fishing most right now, as it is so good, and right at my door my boat is swinging at its anchor wondering why I'm not taking it out."

Let's cheer Harry along, folks. If you haven't written him, do so today, and if you have, write him again.

Beckmann & Gerety Shows

Galesburg, Ill. Week ended June 6. Auspices, American Legion. Location, Grand avenue and Knox street. Weather, cool and clear.

An immense crowd of carnival fans greeted the arrival of the show train late Sunday afternoon and wagons on the two-mile haul to the lot had to move slowly to avoid the traffic jams caused by automobiles following the route from the runs to the lot. Fred Erickson, alderman of the Fourth Ward, who has done much good work in Galesburg for the benefit of carnival owners and their agents, was a nightly visitor, as also were several of his colleagues on the city council. Sonny Gerety, young son of Mr. and Mrs. B. S. Gerety, who had been attending the San Antonio (Tex.) Military Academy the past year, arrived on the show to spend the summer vacation with his mother and father. Sonny is a husky young chap who goes in strong for all forms of athletic sports and was cap-

tain of the Junior Baseball Club of his school. Word came from the American Hospital, Chicago, that A. (Dutch) Wilson, a member of the concession staff on this show for a number of years, was getting along as well as could be expected. Wilson is suffering from a serious leg infection caused by a fall several years ago. Jimmy Limbaugh, ambitious young showman, manager of "Creation" show, is meeting with well-deserved success, ably assisted by Doctor Rogers, who handles the inside lecturing. Carl J. Sedlmayr, manager Royal American Shows, while en route from Peoria to Davenport stopped for a few minutes' chat Monday morning. During the Hannibal engagement Harry Potter, manager of the Peerless Pottery, was visited by his sister, Mrs. M. G. Blake, and her husband and their three daughters from Berry, Ill. KENT HOSMER.

Grand-Stand Regulations To Be Enforced in Pa.

HARRISBURG, Pa., June 13.—Enforcement of Pennsylvania's grand-stand regulations, which have existed since September 1, 1934, but have heretofore gone almost unnoticed, is under way as the result of serious casualties during recent months, which were attributed to faulty grand-stand construction.

Robert F. Ross, acting chief of the building section, Pennsylvania Department of Labor and Industry, told The Billboard correspondent that a rigid inspection is under way, affecting circuses, tent shows, carnivals and all other traveling shows using portable stands or bleachers. Permanent grand stands, unless they are concrete, are subject to the same regulations, Ross said.

"The larger circuses and carnivals have nothing to fear from the enforcement of this law," Ross declared. "They have already complied with the State regulations. Some smaller shows, however, are using portable grand stands and bleachers that are a hazard to public safety. This condition must be corrected."

Plans for the construction of portable stands to be used in Pennsylvania must be approved by the Industrial Board of the Department of Labor and Industry. J. S. Arnold is secretary of this board, which is appointed by the governor. There is no fee for the approval of portable stands. Plans for permanent grand stands must be approved by the building division of the department, for which a fee of \$20 is charged.

Portable stands now in operation in traveling shows thru Pennsylvania are being inspected and those found to be below the standard required are taken out of service until improvements have been approved by the State inspectors. The continued use of a portable stand after it is condemned carries a penalty of \$10 for each day of operation, to which may be added a maximum fine of \$300 and not more than three months' imprisonment for violating provisions of the law.

Officials believe that Pennsylvania is the only State in the Union to enforce grand-stand and bleacher regulations.

Miller Showfolks in Cincy

CINCINNATI, June 13.—Niek Petrinco, cookhouse operator; Jockey Roland and wife, who have the Motordrome, and V. B. Thomas, of the Aerial LaPrede high-wire free act, all of Miller Bros.' Shows, motored to this city on a shopping trip from Winchester, Ky., Thursday.

Claire Shot in Knee

MINNEAPOLIS, June 13.—William Claire, a wheel concessioner with C. J. Bremer Shows, playing Austin, Minn., was shot in the knee today, allegedly by Louis Mallory, with a shotgun. Mallory was arrested. Claire is reported recovering in hospital.

LETTER LIST

(Continued from page 33)

- | | |
|---------------------|----------------------|
| Noore, Tom A. | Scott, Fred |
| Moulet, Frankie | Seabourn, J. F. |
| Stallan, Joe | Shart, Bert |
| O'Malley, J. E. | Silver Thorne, Chief |
| Park, J. A. | Sims, H. |
| Parrish, Dale | Smith, Roland |
| Perper, Ato | Spur, Paul |
| Perry, Joe | Stanley, Jack D. |
| Pitt, Billy | Starr, Harry |
| Phillips, Orelia R. | Sterell, Billy |
| Pitchman, W. H. | Turner, Jack |
| (Billy) | Twine, Hobart |
| Rice, G. I. | Walker, Dick |
| Rish, John | Walsh, Harry |
| Roberts, E. G. | Webb, Jack Darby |
| Rogers, Jack | Wells, Lionel |
| Ryan, Howard E. | Webb, Teddy |
| Sanders, Lillard | Wells, Fred L. |
| Seegins, Robert | |



First Milestone

THIS is the first birthday of All-Time Favorites, which made its debut in the issue of June 22, 1935. It has been fun chalking up the choices of the alfresco show fraternity, but it has been work, too. More than 1,000 names have been balloted, approximately one-fifth of which has been cast for persons who have passed on. This is a healthy percentage and proves that the business does not lose sight of the people who made history in it.

The first 10 leaders, in the order of their ballot strength, are as follows:

Charles Sparks (circus), Jess Adkins (circus), John Ringling (circus), Jerry Mugivan (deceased—circus), John M. Sheerley (carnival), I. J. Polack (circus), Fred Beckmann (carnival), J. W. Conklin (carnival), Charles T. Hunt (circus), and Tom Mix (circus).

Top men in the circus roost are the above-mentioned sawdusters, plus S. W. Gumpertz, Carl Hathaway, Zack Terrell, Al P. Wheeler, Arthur Hopper, Duke Drukenbrod, Ralph J. Clawson, Fred Bradna, S. L. Cronin, Bob Morton, William Ketrov and Dexter Fellows.

Favorite sons in the carnival industry, in addition to those listed among the first 10, are Bennie Krause, W. C. Fleming, Matthew J. Riley, Rubin Gruber, Max Linderman, Doc Waddell, Eddie Hoek, J. Ed Brown, Henry Meyerhoff, Sam Anderson, K. O. Barkoot, Frank Bergen, Leo Bistany, Bernie Smuckler, Thomas Coleman, Carl Sedlmayr, Oscar Buck, John R. Castle, Ben Williams, J. F. Dehnert, Alfred J. Dernberger, Guy and Mel Dodson, Barney Gerety, William Glick and Max Goodman.

In the field of agricultural fairs the rating chart contains the names of Elwood A. Hughes, Charles B. Ralston, Will L. Davis, Norman Y. Chambliss and Charles A. Somma. Actually the leader is George Hamid, but his booking business, assumed to be greater in scope than his operation of fairs, would place him in the talent bracket, where he is in turn led by his office manager, Herman Blumenfeld, with Joe Hughes, of the sales staff, being third.

In parkdom the ranking nominees are Rex D. Billings, Herbert F. O'Malley, Frank W. Darling, Jack Rosenthal, Leo Brown, Arch E. Clair, Harvey J. Humphrey and Dudley H. Scott.

Rodeo and Wild West satellites are Col. W. T. Johnson, Frank Moore, Guy Wendick, Tad Lucas and Zack Miller. Among the circus deceased we find the following pacesetters: Jerry Mugivan, James A. Bailey, Al G. Barnes, P. T. Barnum, Al Ringling, Bert Bowers, Sam B. Dill, Edward C. Warner, Andrew Downie, W. W. Cole, Adam Forepaugh, Lew Graham, George F. Meighan, Joseph C. Miller, Col. W. F. Cody (Buffalo Bill) and a string of others with scattered votes. Your correspondent doesn't know exactly where to place Will Rogers, who ranks high up. The late great humorist and rope spinner possibly belongs to every amusement field.

The two outstanding carnival names in the deceased class are Johnny J. Jones and Clarence Wortham, with George F. Schott, deceased, ahead in the amusement park business and Edward F. Curriters, deceased, in the booking field.

While it is difficult to classify Charles Bernard, circus historian and ex-circus agent, he has enough votes to put up a fight for a niche among the first 25 battling for the mythical crown.

For the benefit of the casual reader, any person in show business is eligible to select his 10 favorite outdoor showmen, living or dead, mentioning a part

or present connection for each and indicating those who have passed on, as well as stating his own position in the profession. All communications must be signed and an address given, thus insuring good faith.

"Your recent article on cleaning up the midway is in line with what we have been doing for 10 years or more," writes Will L. Davis, president of Rutland (Vt.) Fair. "We were one of the pioneers in getting concessioners and showmen to do as we asked."

"When we make a contract with a carnival company we tell them just what can be operated before the contract is signed. The same applies to our independent midway. Our prices for space are in keeping with what we expect them to do. Our troubles are very slight and we feel proud of it."

IN A RECENT issue of *Sales Management* the late Joseph Mayer, whose sons, Harvey and Frank, are carrying on with publication of the Ringling program, is given a tremendous sendoff. Many interesting figures in connection with the program's advertising and circulation are revealed. Joe Mayer started practically from scratch and built up one of the most profitable advertising and circus propaganda media in the annals of American publishing. That two stalwart sons remain not only to carry on but to enhance the production and improve the revenue must be marked down as another feather in the cap of a man who was, after all, responsible for extending the Mayorian dynasty now overlorded so capably by Harvey A. and Frank J. Courtney Ryley Cooper, the author, caught tarpon down in Boca-grande, Fla., arrived back in New York and then skipped out again, bound for a lecture tour. "All I am is a traveling salesman," says he to me.—Ora Loretta and daughter, Minerva, aerialists, put in a week at the Shoreham Hotel, Washington, setting up down the center of the dance floor. Audience swell to them, she reports.—Bess Castello, equestrienne, is doing her act at Benson's Wild Animal Farm, Nashua, N. H. John T. Benson arranged for the building of a fine-looking ring and also made her a beautiful set of trappings done in white and silver.—Overheard at an Eastern park: Customer—"The service here is terrible." Park Executive—"What do we care—you come only once a season, anyway." Maybe that's why the place is practically starving down to a skeleton. Talking about parks, the poor man's playground, a youngster entered one of them with 10 cents in his kick and was heard to say something to the effect that "before you knew it I had it all spent."—Eddie Bennett, scale worker, is trailing the Ringling Show and doing okeh, he chirps.

FINAL CURTAIN

(Continued from page 29)

the Flying Scaries, aerialists, at his home in Marietta, O., June 3 following an illness of more than a year. Burial at Marietta.

ZASLAWSKI—Rudolph, 50, Jewish actor, director and founder of the People's Theater, Buenos Aires, and a Jewish theater in Warsaw, June 7 in Danzig. In 1926 Zaslowski appeared in New York, Philadelphia and other key cities during an American tour.

Marriages

BONDI-McANULTY—Ray Bondi, violinist and member of Dave Broudy's Orchestra at the Stanley Theater, Pittsburgh, and Erma McAnulty in Pittsburgh recently.

COUNTS-WYMAN—Rudolph Counts and Margaret Eleanor Wyman, members of the cast of the federal theater production of *Follow the Parade* at the Hollywood Playhouse, in Hollywood June 8.

DORAIS-STEVENS—Sidney Dorais, NBC assistant auditor, San Francisco, and Jessica Stevens, of that city, in Reno June 6.

ESTY-STEVENS—William Esty, advertising man of New Canaan, Conn., and

Travel in COMFORT . . . GO COVERED WAGON and SAVE!



Long hops or short—a Covered Wagon Home on Wheels supplies you with economical, flexible transportation—complete with kitchen, dining room, bedroom and bath . . . ready to go at a moment's notice. No more waiting for trains, cramming clothes into suitcases, expensive hotel accommodations, indifferent restaurant meals. And you can advertise as you travel. Send 10¢ postage for our 4 color, 23 page Travel Book today.

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WANT—Merry-Go-Round, Ferris Wheel, Kiddie Rides, Loop-o-Plane, or any new Rides. Legitimate Concessions of all kinds, Marshmallow Wheels, Corn, Game, Grind Stores, Ball Games, Grab joints, Juice, Novelties, Etc. WILL BOOK clean, meritorious Shows. Give full particulars in your first letter. Address

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WANT GOOD, SOBER WORKINGMEN IN ALL DEPARTMENTS.

WILL BOOK three more Shows with own outfits. CAN PLACE Custard and other Concessions, Fair and Celebration Committees, we have some open time in Michigan, Indiana or Illinois. Write or wire as per route in Billboard. La Porte, Ind., this week; Niles, Mich., next week.

WELFARE CELEBRATION, HAYMARKET, NASHVILLE, TENN.

FOLLOWED BY CHAMBER OF COMMERCE CELEBRATION IN CITY PARK, MARTIN, TENN., JUNE 29-JULY 4.

WANT SENSATIONAL RIDE, LOOP-O-PLANE OR LOOP-THE-LOOP. WANT SHOWS, MECHANICAL CITY, BIG SNAKE, FAT SHOW, OIARTESS, or any good Grind Shows. Have brand-new beautiful Panel Front Outfit with Stage, Seats, etc., will furnish for high-class GRIND, HAYETS. WANT SIDE-SHOW ACTS, MAGICIAN, TATTOO ARTIST, ETC. ONE GOOD STRONG ACT OR BREAK TO FEATURE. CAN PLACE Legitimate Concessions. Stock Only. 14 bona-fide Celebrations and Fairs. Address ROEGERS GREATER SHOWS, 814 Clark Place, Nashville, Tenn.

POLLIE AND LATTO SHOWS CAN PLACE

Loop-the-Loop or Loop-O-Plane, Ten-in-One Show and Legitimate Concessions. Week of June 22d, Home Coming Celebration at Frelound. Then West Branch, best oil town, four days. Then positively the Biggest Fourth and Fifth Celebration in Michigan, on the Main Streets of Coleman, in the heart of the oil country. Saginaw, week of June 16th. Address HENRY J. POLLIE, as per route.

Alice Stevens, New York singer, in New York recently.

GILCREST-COONEY—Harry Gilcrest, of Kent, O., leader of a dance orchestra bearing his name, and Thelma Cooney, of Connetquot, Pa., May 14 at Ripley, N. Y.

HELM-CAMPBELL—Roy S. Helm, Mt. Aetna, Pa., manufacturer, and Rebecca Dressler Campbell, of Harrisburg, Pa., known professionally as Mlle. Roba, magician, in Mt. Aetna June 5.

HIMMELEIN-GREINER—Charles Himmelein, theater executive with the Notopoulos-Altoona Public Theaters, Inc., Altoona, Pa., and Marie Greiner, associated with one of the circuit's theaters, in Altoona June 3.

HINCKLEY-ZEHNER—Homer Hinckley, nonpro, and Marveen Zehner, daughter of Harry Zehner, Universal pictures censor executive, in Los Angeles June 9.

HOFFMAN-DELGARIAN—Neil Hoffman, showman, and Mrs. Baba Delgarian, widow of Baba Delgarian, ride owner, in Chicago April 26, but kept the fact from all but their close friends until a few days ago.

JOHNSON-MEINKE—Silvers Johnson and Myrtle Meinke, performers, at Pekin, Ill., June 8. They were with Lewis Bros.' Circus, closing at Kewanee, Ill., June 10 to play parks and fairs.

KATZ-KORN—Al Katz, traveling representative for the Jay Emanuel motion picture exhibitor publications, and Sophie Korn, at Philadelphia June 14.

LANDIS-COOPER—Milton Landis, nonprofessional, and Kitty Cooper, radio songstress at KYW, Philadelphia, in that city June 17.

MADIGAN-MITCHELL—Colt Madigan, wild-animal trainer, formerly with J. T. Benson, and Genevieve Mitchell, of New York, in New York June 6.

ROSENBLUM-DE LEATH—Irwin Rosenblum, Pittsburgh musician, and Vaughn de Leath, radio singer, known in private live as Leonore Gerr, in Bel Air, Md., June 6.

WANT

High-class Free Act. Salary or percentage. Have Ladder and Tank for High Dive. Happy Merry wire. Can Use your Act. WANT experienced Wheel and Swing Man. Wire

SILVER STATE SHOWS

Basin, Wyo., this week; Lovell, Wyo., Next week; Red Lodge, Mont., July 3, 4, 5.

TED MERCHANT & CO.

presents Trick and Fancy Horse Roping, Whip Cracking, Sharp Shooting and Rough Riding. Two horses ridden by Cowboy and Cowgirl. Open for Parks, Fairs or Wild West Concert. Care The Billboard, 1564 Broadway, N. Y. C.

Downie Bros. Circus Wants

Novelty Acts, Musical Acts, Singers, Dancers and Comedians for Minutal Show. Address W. E. DeDARRIE, Sideshow Manager, Route: Waterville, June 18; Ellsworth, 19; Orono-Faircroft, 20; Presque Isle, 22; Van Buren, 23; Fort Kent, 24; all Maine.

ROSS-SUCH—Sam Ross, leader of the Goodrich Silvertown Orchestra, and Naomi Fernandez Such, daughter of the late Herbert Granville Such, musical comedy producer, May 24 at Fort Lee, N. J.

SNYDER-RUPERT—Frank Snyder and Marie Rupert, of the Warner Brothers' Exchange, Pittsburgh, in that city June 6.

WILLIAMS-GARRISON—James Williams, outdoor showman, professionally known as Jimmie Brown, and Billie Garrison, nonprofessional, at Harlan, Ky., June 9.

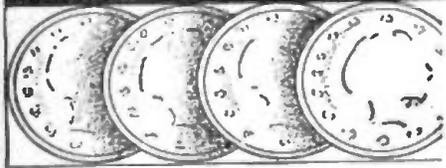
WILSON-KOSHIAY—Jack Wilson, non- (See MARRIAGES on page 77)

If You Are Interested in the Festivities of Veteran, Lodge and Other Sponsoring Groups Where Professional Amusements Are Concerned Read

"Sponsored Events"

This Department Immediately Follows the Carnival Section

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.

HARMONY PREFERRED

Astute political leaders learned long ago that party supremacy is virtually impossible without harmony. While there are still a few short-sighted business men who will announce to the general public upon the slightest encouragement that their competitors are unethical bums, most financially successful merchants know that knocking a fellow merchant to the world at large is really nothing more nor less than acquainting the public with that merchant's existence and thereby indirectly contributing to his success.

Not that political party disputes have ceased to exist. The important issues of political campaigns are debated just as hotly as ever, but behind closed doors and with every possible safeguard against what might be damaging publicity.

And not that merchants have ceased to have differences of opinion. Merchants are still human beings. But merchandising problems and grievances that once were aired to the world are now discussed by trade committees and ironed out in the privacy of merchants' meetings.

These men found out that you can't hit a competitor without expecting a blow in return and they learned that you can't engage in mud-slinging without dirtying your own garments.

No industry, regardless of its size or condition, can withstand the damage which must inevitably develop from quarrels within its ranks. Particularly is this true of an industry which has risen so rapidly and has prospered so greatly as has the coin machine business.

It is not reasonable to expect operators can agree in every case where a dispute arises. Two competing operators who were in complete harmony would be either too dumb or too good to be true. It is entirely reasonable and wise, however, to expect operators to settle their differences between themselves without carrying the fight to the location owner. The operator who knocks his competitor to location owners must expect that the other fellow will retaliate, and location owners will eventually decide that both operators have too many faults to be good business men.

I know of a profitable territory that has been completely closed simply because two operators tried to outdo each other in the invention of fantastic tales of fraud and corruption. The aim of each man, apparently, was to convince the public that his competitor was a conniving low-life of the worst degree. Both operators were so convincing with their stories and gave them such widespread circulation that public opinion forced the closing action despite the fact that the tales were entirely without foundation.

Of course, a drug store manager whose employer lives in a city 500 miles distant fanned the sparks into a blaze of gossip. The petty operators' squabble was all he needed for an opportunity to show his boss that he could do his share to cut down the profit sources of the small independent retailer and thus eliminate him from the field.

As matters stand each of the two operators under discussion has the doubtful consolation of having seen his competitor forced out of business. And there was plenty of room for both men to have made a good living had they only had the foresight to settle their differences in private.

In the case of a dispute between manufacturers over patentable phases of any game I cannot feel that a law court

is the proper meeting place for settlement of the argument. Here is another instance of airing grievances in public, and it is bound to react to the detriment of everyone concerned. It brings unwelcome publicity to the entire industry. Distributors and jobbers are afraid to make purchases until settlement has been made and litigation is usually drawn out over a long period of time. Business is retarded for both litigants.

Most manufacturers of my acquaintance are reasonable, reasoning business men. It seems entirely possible that lawyers for two disputing firms could reach a satisfactory agreement without spreading the argument before the world. Court battles are welcome news to foes of the industry: to the heads of large groups of stores which seek monopolies in their fields, to misinformed but none the less zealous fanatics, to all those people who want to see the small business man eliminated and who see in coin machines the profits that are keeping him on the black side of the business ledger.

More and more leaders in the industry are coming to see the folly of publicizing the internal dissension which must naturally arise from time to time, particularly while the business is still a comparative infant. Men who are making a serious study of the coin machine industry realize that a united front is an absolute necessity. Coin operated amusement machines have come to be a sound, profitable means of making a living. Rise of the industry has been so phenomenal as to attract a vast amount of attention.

Whenever any profitable enterprise is placed in the spotlight it becomes the target for a myriad of sharpshooters. The people who are out gunning for the coin machine industry have had little to talk about, but they have shouted long and loud about that little. They are missing no opportunities to damage the tremendous popularity of the machines.

The Billboard subscribes to a clipping service which furnishes this office with clip sheets of all news published in the United States that has any direct bearing upon the industry. It is a sad but true commentary on the public relations efforts of the coin machine business that a great many of these clippings are detrimental to the best interests of the industry.

Professional enemies of coin machine welfare must undoubtedly be responsible for a large part of this objectionable publicity, but I cannot help feeling that the industry itself has been to blame for much of it. Many of the derogatory news stories deal with legal entanglements which could by no stretch of the imagination be called anything other than private, personal business. The fact that members of the industry have made them public property by airing them to the world at large is solely the fault of parties concerned in the controversies. It is unfortunate that the entire industry must suffer for the sins or short-sightedness of a few.

The coin machine business can keep its family troubles to itself. Courts, newspapers and retail business houses are not the places for the solution of differences of opinion. For lasting harmony and mutual understanding difficulties can best be ironed out in privacy.

Opposition to the industry is united in a common if misguided cause. With a unity of purpose and a hearty determination to keep private misunderstandings in the realm of privacy nearly all of the unfavorable publicity which menaces the advancement of the business can be eliminated. The easiest possible way to beat the enemy is to give them no weapons with which to fight, and the coin machine industry has advanced to the point where it need not present to the public at large the impression of any internal strife. There are big days ahead. Let's meet them together.

SILVER SAM.

Capital License Commish Head Favors Annual Pinball Levy

Solon recommends tax on each game to District License Commission—commish ruling to follow report by lawmakers after a study of skill involved in games

WASHINGTON, June 13.—Altho the bill introduced early in the session by Congressman Alfred F. Bieter of New York to levy a \$10 tax on coin machines in the District has been definitely pigeonholed for this session, District License Commissioner Wade H. Coombs, in an exclusive interview with *The Billboard*, declared that he has sent a recommendation to the commission board whereby pinball games in Washington will be taxed \$12 per machine a year. "The matter is now pending consideration by the board," Mr. Coombs said, "and after it has had a chance to study all angles it will make a report."

Mr. Coombs stated that while he had been under the impression for a long time that the pinball was a game of chance, he has nevertheless concluded since that there is more skill attached to it than appears on the surface.

"Twelve dollars," Coombs said, "is all that can be taxed on such games under the existing law. Of course this all depends upon whether or not the higher court finds that the game is one of skill."

Adequately armed with law books, notebooks and statistics, Mr. Coombs this week began a series of huddles with other District officials to determine how a tax, if any, should be levied. Madison, Wis., levied a \$50 license fee on each machine and the number of games dwindled from several hundred to 40. Madison found that school children were playing the games. Mr. Coombs has no worries on this score so far as District operators are concerned, however, because they do not allow minors to play.

Los Angeles and Detroit levy \$3 each on pinball games, and Dallas gets \$5 to \$10, depending on the cost of playing the game.

"Oilhand," Commissioner Coombs said, "I favor the same tax as applies to billiard tables and bowling alleys, \$12 yearly on each device. I am not anxious to have the games ruled as games of chance."

Police in the District of Columbia are now guided by the district attorney's office in the matter of the pinball game. Previously, Commissioner Coombs stated he would take no action himself, but was waiting for some step by Inspector Edwards, who is the representative of the police department on the license committee.

Acting Corporation Counsel Vernon E. West said he believed there should be a final ruling, but that before he made one there should be a formal request from some responsible District agency. Inspector Edwards, however, solved this question by announcing his plan to bring the question before the license committee.

Representing a fair cross-section of the Washington operators, Hirsch de La Vez, secretary of the Amusement Machine Operators' Association of Washington, declared that the District of Columbia men probably would not be in favor of a tax as high as \$12 per machine per year.

Mr. de La Vez disclosed that he was a member of the committee which, together with Congressman Bieter of New York, considered the possibility of a tax

Modern Vending Enjoys Rush on New Ticket Game

NEW YORK, June 13.—Nat Cohn, of Modern Vending Company, reports that the firm is enjoying the best sales of the year with its new ticket game, Red Man.

This is the new five-ball machine manufactured by O. D. Jennings & Company and which Cohn has been promising to the operators: here for some time.

"The Red Man," Nat states, "is one of the greatest ticket games that we have ever handled. From the very first shipment our offices have been crowded with a demand for the game. 'The five-ball' is approved and is considered one of the best skill ticket games the operators have ever enjoyed. New York has always liked ticket games and many of our customers waited a long time for Red Man. The firm has ordered large shipments of the game and believes it will reach a new record for ticket game sales with Red Man."

The first carload shipments are expected this week and orders have already been taken for them. Plans for future carload orders are now being made by the firm.

on Washington machines. All the operators contacted at that time, Mr. de La Vez said, expressed views in favor of a tax at under \$2.

"Such a tax should be transferable, too," Mr. de La Vez continued, "from one machine to another. In fact, to go a bit further, I feel that a tax on the location would perhaps be even more fair. Congressman Bieter, after due consideration, was inclined to agree with me along these lines."

Jacob Sandler, legal adviser for the association, brought a new angle into the picture by stating that he could not see how the pinball game could be brought into the same classification as a bowling alley or a billiard table.

"Pinball machines," Mr. Sandler said, "are constantly being changed. Once a man sets up a bowling alley or a billiard parlor it is there for good, but the pinball game is a little different. The public demands different machines all the time. Naturally it would be most unfair to tax each new machine."

Mr. Sandler stated that he was in close touch with the situation and was watching developments daily, in an effort to bring about a situation which will meet with the approval of all concerned.

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There's plenty of money in circulation this summer... you can get your share if you use quality games—the only kind we handle... Every game we sell has been thoroughly tested on locations... and you can buy on the extended payment plan... work... and you can buy on the extended payment plan... WRITE TODAY... CREDIT IF YOU WANT IT.

Lee D. Jones

P. S.—You'll have plenty of folding money if you use our quality games.

HERB BESSER'S \$2.50 A \$7.50 SALE OF GUARANTEED RECONDITIONED MACHINES

THESE MACHINES WILL GO IN A HURRY AT THESE LOW PRICES. THEY ARE SUBJECT TO PRIOR SALE. SO ORDER TODAY.—DON'T BE LEFT HOLDING THE BAD."

<p>\$2.50</p> <p>Exh</p> <ul style="list-style-type: none"> Fifty-Fifty Beamite Safety Zone Golden Gate Spotlight Three-in-Line Action Signal World Series Neoniac 	<p>\$7.50</p> <p>Exh</p> <ul style="list-style-type: none"> Beacon Lightning Rebound Electro Drop Kick Grid Iron Subway Starlite Army & Navy Cyclone 	<p>\$7.50</p> <p>Exh</p> <ul style="list-style-type: none"> Cue, Jr. Base Hit Kings Score-a-Lito Crisis-Crisis-Lite Tilt-for-Tat Wingnuts Chow Leader Tri-a-Lito Splitfire
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Full remittance must accompany all orders.

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THE OPERATOR GROWS UP

By SILVER SAM

Watch for This in
The Summer Number
Of The Billboard

Toledo Makes Move To Legalize Games

TOLEDO, O., June 13.—Pinball games here are to be declared legal if legislation now pending in council is passed. Machines are to be licensed under the proposed law. At a council rules committee meeting several days ago an outside speaker suggested that the legislation be amended to permit machines which pay off in tokens.

Since presentation of the legislation several reports have been spread that a campaign will be launched to prevent adoption of the pinball licensing regulation. Action has been postponed indefinitely on the measure. Meanwhile relatively little action is being taken against machines still in operation throughout the city and patronage is heavy on all types of machines.

Bally Releases New Games

CHICAGO, June 13.—"A one-shot payout pin game that really 'rolls the bones' and gives all the suspense and thrills of dice!" That's how Jim Buckley, sales manager of Bally Manufacturing Company, describes Bally's newest game, Natural.

As the lone ball zigzags down the field it rolls thru two rows of contacts and corresponding numbers are flashed on the light-up scoreboard—first the number scored in the top row, then the total of that number plus the number scored in the bottom row. A total of 7 or 11 results in a payout immediately. The numbers 2, 3 or 12 constitute a losing score. But if any other number, such as 4, 5, 6, 8, 9 or 10, is made player must "make his point" to win—that is, ball must end up in a pocket corresponding to total score flashed on board.

Natural features the multiple coin chute, enabling player to change the odds by depositing additional coins. First four coins also multiply the payout by number of coins played. Thus, as Jim Buckley points out, Natural is a Jumbo for simplicity, a Bally Derby for odds-changing suspense and a Multiple for extra earning power.

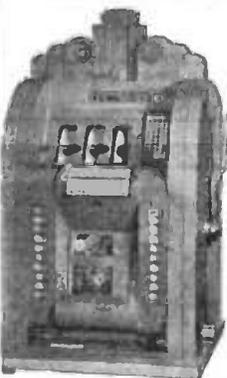
The other new Bally game is Air Lane, said to have one of the most beautiful scenic panels ever created—an airplane view of half a continent, with silver airplanes soaring above mountains and rivers. Awards are based on player's ability to hit various types of planes. Scores are recorded on a light-up totalizer. Several separate payouts can

SELLING OUT

ALL PIN GAMES
and SLOT MACHINES

MILLS FINEST SLOTS
(Like Picture)
ALL FLOOR SAMPLES
cannot be told from New

\$74.50
NO TAX



Signals \$ 3.85	COUNTER GAMES
Oscolors 4.85	Turf Flash . . . \$10.00
Jungle Hunts . . 6.85	Discs 7.00
Star Lights . . . 6.85	Discs 10.00
Tri-A-Lights . . . 7.85	Tilt-Tot-Top . . . 10.00
T. N. T. 8.85	3-BALL PAYOUTS
Manhattans . . . 8.85	Put and Take \$10.85
Twenty-One . . . 8.85	Do or Don't . . . 19.85
1-2-3 8.85	Shed's 20.85
Fair Plays 8.85	Pay Day 24.85
Tilt-for-Tata . . . 8.85	SLOT MACHINES
Chow Leaders 11.85	Mills, Single J . . \$16.50
	Mills, Single J . . \$16.50
	P. 25c play 15.00

Terms: One-third deposit with order, balance C. O. D. All machines guaranteed good condition.

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MANUFACTURERS AND JOBBERS

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SUMMER SPECIAL

If you haven't as yet mailed your advertising copy

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SPECIAL DELIVERY TODAY

The Summer Special will be distributed Mon., June 22

OPERATORS

We are distributors for all coin-operated machines—new and used. Buy where you got 24-hour service.

STERLING SERVICE
ROCKY GLEN PARK, MOBILE, Pa.
Centrally Located Between Scranton and Wilkes-Barre.

be made on one coin, ranging from 10 cents to \$1.50 per payout.
Both Natural and Air Lane are Electropak equipped and feature all the recent refinements developed by Bally engineers.

Weekly MUSIC Notes

Rock-Ola Machine Aboard Queen Mary

NEW YORK, June 13.—Probably one of the most effective contributions to the building up of national and international good will for coin-operated machines occurred during the past week in New York City.

With hundreds of New York City policemen coping with the tremendous masses of visitors struggling to get aboard the famous Queen Mary, a Rock-Ola Multi-Selector was hoisted up onto the decks of the ship, the lettering on the packing case standing out in bold relief.

To give the background of this event the scene shifts to the offices of the Capitol Automatic Music Company, exclusive distributor of Rock-Ola products in New York. Here there is hurried

and mysterious conversation. The time is only two hours before the Queen Mary's sailing time! No trucks were available at this late hour. Taxicabs had to be ushered in for the fast service that was necessary—so that the Rock-Ola Multi-Selector Phonograph could be rushed to the waiting decks of the beautiful Queen Mary.

Great secrecy necessarily had to surround this move. Due to the tremendous interest aroused by the public in this wonderful ship a special squad of private detectives had to assist the regular police department in clearing the way so that the taxicab carrying the Rock-Ola Multi-Selector could reach the decks of the Queen Mary. After some maneuvers representatives of Rock-Ola's product dashed thru the crowds and reached their goal—the mighty Queen Mary at the largest existing pier in the world. The Rock-Ola Phonograph was immediately loaded by mechanical donkey and hurriedly pushed up to the edge of the high-powered airplane hoists which convey merchandise from the ground into the holds of the gigantic liner.

Receive Two Carloads Of Wurlitzers Weekly

NEW YORK, June 13.—Nat Cohn and Irving Sommer, of Modern Vending Company, report that due to the record orders which they have signed with the Rudolph Wurlitzer Manufacturing Company for 2,080 of the new 1936 models they are now receiving two carloads of the machines each week.

Since the firm has already completed its first contract for 1,040 of the Wurlitzers in less than four months, at the present rate they will have completed their second contract for 1,040 of the machines within two and one-half months.

This will keep them on their schedule to use approximately 5,000 of the new 1936 Wurlitzers before the end of the year, they say.

Nat Cohn claims that this is the largest shipment ever made to any firm by the Wurlitzer factory at a steady rate. The two-carload order per week remains in effect until the second 1,040 machines have been used.

Modern Vending Company believes that it will use about 10,000 of the new 1936 Wurlitzers before it will be able to safely say that the metropolitan New York area is sufficiently covered with the music machines.

They hope to create a record for consistent shipment of two carloads per week of the new Wurlitzers to them until the last week of the year. In this fashion, they say, they will have accumulated a tremendous shipping record for the coin-machine industry.

The firm will photograph the first two carloads shipment which will arrive this week to start their new contract. They believe that this picture will be one they will want to remember.

Coin Machine Quartet Find Wurlitzer Plant Interesting

NEW YORK, June 13.—Nat Cohn, Irving Sommer, Bill Gersh and J. A. Darwin flew to the Wurlitzer factory this week, where matters pertaining to speedier delivery of the new 1936 Wurlitzers were discussed with the officers at the Wurlitzer plant by Sommer and Cohn, of Modern Vending Company, while Bill Gersh was present as the Modern Vending Company advertising agency representative to discuss future advertising plans.

The plant covers almost 300 acres of ground. The railroad station, which serves as an entrance to the town, bears a Wurlitzer name sign. The whole town is owned by the company, approximately 700 acres surrounding the plant itself.

There are baseball diamonds, tennis courts and football and other sport fields for the employees. The length of the office floors can best be visualized when it is noted that the office boys use roller skates to get from office to office. Some of the shop floors are more than 700 feet long.

The firm is internationally known for its organs. Approximately 90 per cent of the larger theaters in the country feature the Wurlitzer organ. The factory produces hundreds of the new 1936 model Wurlitzer coin-operated phonographs daily and all the parts are manufactured right in its own plant.

A trip thru the factory is considered one of the most thrilling experiences any operator could wish for, due to the fact that it gives him a much better understanding of the breadth and scope of

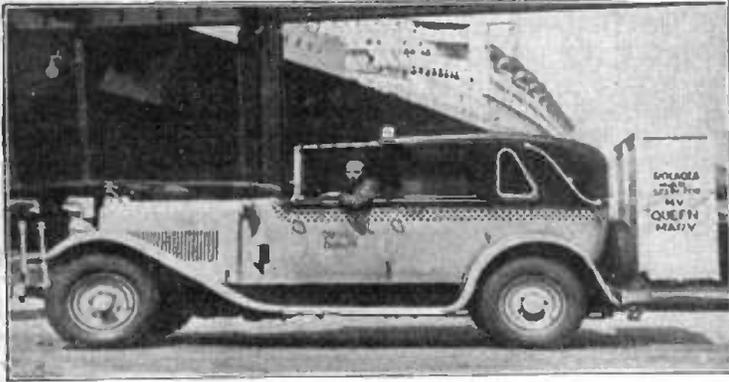
Sheet-Music Leaders

(Week Ending June 13)

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.

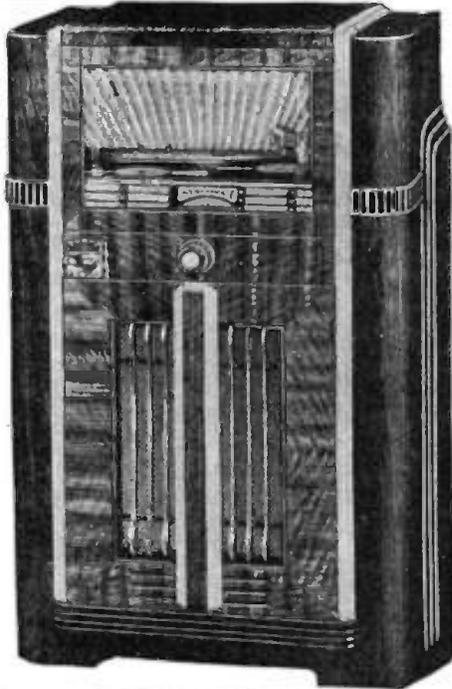
Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fisher, Inc.; Cambie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

1. Is It True What They Say About Dixie? (2)
2. Robins and Roses (3)
3. Melody From the Sky (1)
4. Glory of Love (10)
5. All My Life (4)
6. It's a Sin To Tell a Lie (16)
7. Would You? (9)
8. Lost (5)
9. You (7)
10. She Shall Have Music (8)
11. You Started Me Dreaming (11)
12. Tormented (12)
13. You Can't Pull the Wool Over My Eyes
14. There's a Small Hotel (15)
15. These Foolish Things



TAXI PRESSED into service to rush Rock-Ola Multi-Selector phonograph aboard the giant liner Queen Mary shortly before it left New York for its return trip to England.

THE SEEBURG FRANCHISE IS MORE VALUABLE



HIGH FIDELITY SYMPHONOLA STANDARD - "A"

The Instrument without Service Headaches
J. P. SEEBURG CORPORATION
 1502 DAYTON STREET · CHICAGO ILLINOIS

the industry and of the type of firms connected with it.

J. A. Darwin, special factory representative of Wurlitzer; Bill Gersh, Nat Cohn and Irving Sommer spent four hours going thru the factory to see the various important divisions of the organization.

One of the most thrilling features to Nat and Irving was to see the monstrous conveyor system which handles 500 phonographs just as if they were small toys and which guides them into the spraying and finishing chambers. It so happened that both Nat and Irving were present while the phonographs for their next carload were going thru the conveyor and the men therefore had the opportunity of inspecting their own machines in the process of manufacture.

Upon their return from the factory the men reported that Homer E. Capehart and his capable assistants were most hospitable hosts. They believe that there are few organizations in this country that offer so much of interest to the coin-machine operator.

Huber Offers Money-Making Tip to Phonograph Ops

CHICAGO, June 13.—Leave it to Joe Huber, of the Huber Coin Machine Sales Company here, to show operators new ways to make greater profits with music. He now comes along with an idea which he has tried out in Chicago in operating music machines and which has gone over big.

The best way to let you in on this (See HUBER OFFERS on page 72)

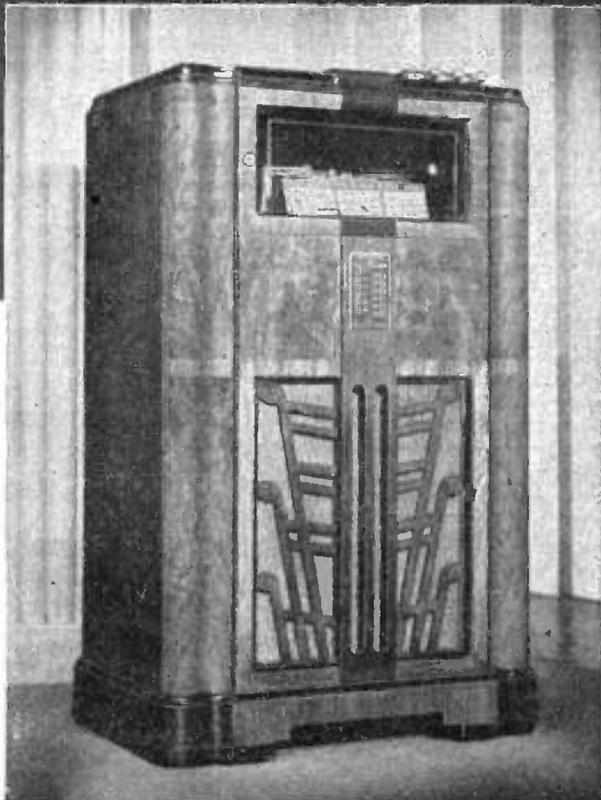
Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, June 5, to Thursday, June 11, both dates inclusive.

Robins and Roses (25)	27
All My Life (36)	24
Take My Heart	24
Is It True What They Say About Dixie? (25)	20
You (25)	20
She Shall Have Music (23)	19
You Can't Pull the Wool Over My Eyes (16)	19
On the Beach at Ball-Ball (19)	17
Glory of Love	16
It's a Sin To Tell a Lie (23)	16
Let's Sing Again	15
No Regrets	15

... and the Queen shall have music
wherever she goes



What's more, the Queen can have the best there is in music—just as every music operator can have the best there is—with ROCKOLA MULTI-SELECTOR Phonographs! They can have the very finest tone quality ever reproduced by a musical instrument. Truly, music fit for a Sovereign!

ROCKOLA MULTI-SELECTOR Phonographs are famous for the true mellow quality of their tone. Wherever they are played—aboard a mighty ocean liner, or in the smallest location—everyone within hearing immediately recognizes the perfection . . . the distinction . . . the superiority of these beautiful instruments.

Not only can the Queen have the best there is in music—but she can have her own choice of music. Just the touch of a dainty finger instantly selects any number on the program—and plays it to the Queen's taste!

It is indeed very fitting to compare the mighty Queen Mary—Mistress of the Seas—with the mighty ROCKOLA MULTI-SELECTOR—the greatest phonograph of them all! And it is a tribute to the fine judgment of the thousands of progressive operators who are placing ROCKOLA MULTI-SELECTORS in the most profitable music locations everywhere!

Distributed in New York by
The Capitol Automatic Music Company, Inc.
460 West 34th Street, New York, N. Y.

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue, Chicago, Illinois

The ROCKOLA MULTI-SELECTOR

MUSIC OPERATORS HERE'S WHY IT PAYS YOU TO BUY Victor AND Bluebird Records

- 1 They feature biggest "name" artists and orchestras.
- 2 They warp less.
- 3 They save you money.

(Two price ranges to suit your needs)



RCA Manufacturing Co., Inc., Dept. B, Camden, N. J.

Please put my name on your free mailing list.

Name

Street

City

State..... No. Machines Operated.....

MAIL THIS COUPON TODAY

Western Kentucky Music Op Builds Big Biz in 2 Years

UPTON, Ky., June 13.—One of the foremost music operators in Western Kentucky is O. W. Green, of Upton, who started in the music-operating business a little more than two years ago with only one second-hand automatic phonograph. Today his route of machines numbers close to 100 units.

He has built up an efficient operating organization which is on its toes 24 hours a day, seven days a week, and, as a consequence of the brand of co-operation rendered his location, Green today occupies an enviable position in his territory.

His music equipment is practically all of the fully selective type and Wurlitzer-Simplex machines constitute a very large portion of his units. New delivery equipment further enhances the prestige of this operator.

On a recent trip to the Wurlitzer plant at North Tonawanda, N. Y., Green was

accompanied by one of his service men, R. L. Jenkins, who went along to see the country and to keep C. W. from going to sleep while driving.

HUBER OFFERS

(Continued from page 70)

idea is to let Joe tell it to you in his own words:

"I have rented several of my Wurlitzer-Simplex machines to companies holding fashion exhibits. Appropriate music is selected for the models who strut their stuff when they model the various sport gowns, furs and what not.

"I have no difficulty in getting as high as \$10 a day for a machine. As a rule the show runs about four days. Each time I have worked the plan it has proved most satisfactory and the merchants have commented on the clarity of the instrument. In fact, some of the people who view the style shows thought an orchestra was playing behind the screen, as that is where we located the phonographs."

Detroit

DETROIT, June 13.—Business here in the coin machine industry seems to have toned up considerably in the last few weeks, according to reports of majority of the operators in and around Detroit.

Frank D. Noble, one of Detroit's newest operators, has just bought a consignment of Mills music machines. He is operating entirely in taverns and beer gardens and plans to continue in the same field with a gradual expansion.

The Stoner Madcaps, altho on the market for four months, are reported by various operators to be one of the best money makers in the local field. Henry Lemke declares that it is making twice as great a return as any machine he has ever operated.

As far as pistachio nut vending machines are concerned, R. S. Johnson, well-known local operator, reports them to be very good. "There are many operators in the field and new ones starting up all the time, but one thing about the pistachio vender is that these nuts will sell in almost any location, as the public seems to like them," Johnson states.

Vern L. Joslin, manager of the Puck-It Company of America and president of the Greater Detroit Vending Machine Operators' Association, has been out of the city for the last two weeks.

Detroit Skill Game Operators' Association held its monthly meeting last week. The session was postponed as the State Association meeting held at Flint conflicted with the SGOA's regular meeting night.

Wilfred Kennell and Charles Martin are among new operators in pin games and Rock-Ola phonographs. Kennell, formerly operator of a small confectionery, is well pleased with his new business and plans to remain in it permanently. The two men report that they have made a study of pin games over a long period of time and believe that music machines offer a better return.

Magnet Draws Youth's Arrest

DALLAS, June 13.—A new way of making marble machines anything but "games of chance" was discovered recently by a young man whom police arrested here for making machines pay off with a constant regularity.

A radio technician and jobless, the enterprising young man had devised a magnet system with which he could direct the balls into the high-paying slots. He is now trying to magnetize his way out of a cell.

They base this thought largely on the total investment and depreciation involved in the two classes of machines. They plan to switch over to the music machine operation entirely in a few months.

Frederick E. Turner, president of the Nik-o-Lok Company, reports a rushing business. The company is opening up many new locations for the summer. They reveal that there is a large volume of stable business in the field, while reasonable locations practically all become active in summer time only.

Rudolph Scherrock has established a new and candy machine route, with headquarters at 4031 Clements street here.

Big Demand for Skill Ball

NEW YORK, June 13.—Stirling Novelty, Inc., manufacturer of the bowling game Skill Ball, reports that there is a heavy demand for this type of game, which is generally conceded to be legal everywhere in the country.

At the present time the new Stirling factory is in high-speed production and within a short time will be producing 100 games per week. They feel that the demand which has been created by Skill-Ball is sure to capture the country.

The firm has spent more than six months already in the development of the product and claims a scoring device which has never previously appeared in the coin machine industry. Other features of the game have brought in many out-of-town visitors to see the samples on display in their showrooms.

All the features of the game are based along amusement lines.

Ten Best Records for Week Ended June 15

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B6359—"You Stated Me Dreaming" and "Tormented." Wingy Mannone and orchestra.	7667—"Oh, Babel Maybe Some Day." Duke Ellington and orchestra, and "Monopoly Swing." Hudson-DeLange Orchestra.	754—"All My Life" and "I Don't Have To Dream Again." Ted Fio-Ritto and orchestra.	25316—"The Glory of Love" and "You Can't Pull the Wool Over My Eyes." Benny Goodman and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.
2	B6378—"Would You?" and "It's a Sin To Tell a Lie." George Hall and orchestra.	7634—"There's a Small Hotel" and "It's Gotta Be Love." Hal Kemp and orchestra.	729—"Christopher Columbus" and "Froggy Bottom." Andy Kirk and his 12 Clouds of Joy.	25320—"Star Dust." Benny Goodman and orchestra, and "Star Dust." Tommy Dorsey and orchestra.	3137—"Keyhole Blues" and "Melancholy Blues." Louis Armstrong and orchestra.
3	B6396—"Jazz Lips" and "Sloppy Joe." Duke Ellington and orchestra.	7661—"I've Got a Heavy Date" and "I'm Pixilated Over You." Johnny Green and orchestra.	794—"You Started Me Dreaming" and "Mommy." Connie Boswell, Bob Crosby and orchestra.	25313—"Is It True What They Say About Dixie?" and "The Moment I Saw You." Rudy Vallee and orchestra.	3136—"Between the Devil and the Deep Blue Sea" and "Sweet Savannah Sue." Louis Armstrong and orchestra.
4	B6400—"She Shall Have Music" and "There Isn't Any Limit to My Love." Chicago Rhythm Kings.	7651—"Is It True What They Say About Dixie?" and "Streamline Strut." Dzzio Nelson and orchestra.	751—"It's a Sin To Tell a Lie" and "The Call of the Prairie." Victor Young and orchestra.	25291—"You" and "You Never Looked So Beautiful." Tommy Dorsey and orchestra.	3134—"The Music Goes 'Round and Around" and "I'm Shooting High." Wingy Mannone and orchestra.
5	B6362—"Is It True What They Say About Dixie?" and "Moon-rose on the Lowland." Willho Bryant and orchestra.	7668—"I Nearly Let Love Go Slipping Through My Fingers" and "Got To Dance My Way to Heaven." Hal Kemp and orchestra.	798—"Let's Sing Again" and "It's a Sin To Tell a Lie." Bobby Breen.	25315—"Cross Patch" and "Cabin in the Sky." Fats Waller and orchestra.	3135—"I've Got My Fingers Crossed" and "You Let Me Down." Wingy Mannone and orchestra.
6	B6363—"Drifting Too Far From the Shore" and "What Is Home Without Love?" Monroe Bros.' Orchestra.	7656—"Organ Grinder's Swing" and "You're Not the Kind." Hudson-DeLange Orchestra.	768—"Welcome, Stranger" and "Is It True What They Say About Dixie?" Jimmy Dorsey and orchestra.	25284—"You Started Me Dreaming" and "Robins and Roses." Tommy Dorsey and orchestra.	3124—"Blue, Turning Grey Over You" and "New Tiger Rag." Louis Armstrong and orchestra.
7	B6393—"Isn't Love the Strangest Thing?" and "Every Once in a While." Wingy Mannone and orchestra.	7669—"Let's Sing Again" and "You Can't Pull the Wool Over My Eyes." Music in the Rust Morgan Manner.	738—"The Best Things in Life Are Free" and "Jealous." Jimmie Lunceford and orchestra.	25296—"All My Life" and "It's No Fun." Fats Waller and orchestra.	3125—"Home" and "All of Me." Louis Armstrong and orchestra.
8	B6394—"Sing Me a Swing Song" and "Hesitation Blues." Wingy Mannone and orchestra.	7670—"Jubilee Stomp" and "Take It Easy." Duke Ellington and orchestra.	727—"Goody, Goody" and "What's the Name of That Song?" Boy Crosby and orchestra.	25295—"Us on a Bus" and "Christopher Columbus." Fats Waller and orchestra.	3111—"Vspominky Lasky (Thoughts of Love)" and "Prstnyek (The Ring)." Jaroslav Cimerka.
9	B6383—"Mother Came To Get Her Boy From Jail" and "Just as the Sun Went Down." Wado Malner and Zeke Morris.	7633—"On Your Toes" and "Quiet Night." Ruby Newman and orchestra.	786—"Everything Stops for Tea" and "There'll Never Be Another You." Roy Fox and his band.	25275—"She Shall Have Music" and "When the Rain Comes Rolling Down." Jack Nylton and orchestra.	3119—"Moro Good Whiskey Blues" and "Sorrow-Hearted Blues." Peatie Wheatstraw.
10	B6381—"Robins and Roses" and "I'll Stand By." Dolly Dawn with orchestra.	7662—"A Rendezvous With a Dream" and "We'll Rest at the End of the Trail." Johnny Green and orchestra.	764—"You" and "You Never Looked So Beautiful." Jimmy Dorsey and orchestra.	25247—"Stompin' at the Savoy" and "Breakin' in a Pair of Shoes." Denny Goodman and orchestra.	3113—"You Ain't Livin' Right" and "Lino-o-live." Blanche Calloway and her band.

Paris Coin Show Is Huge Success

PARIS, June 1.—Second Exposition of Automatic Machines, held in the salons of the Hotel Continental May 25, 26, 27 and 28, was a decided improvement over the show held last year at the Hotel Modern.

Promoted and supervised by Rene Godin, publisher of the French coin-machine paper *La Revue de L'Automatique*, the show was remarkably well organized and attracted distributors and operators not only from all parts of France but from England, Belgium and other countries of Europe. The delegation from England was headed by Edward Graves, of *The World's Fair*, and Phil Sheffras, president of the BAMOS.

L. V. Hodgson, special representative of the Buckley Manufacturing Company, Chicago, was also very much in evidence at the show.

While more than 60 firms had stands at the show, only one American manufacturer, Jennings, of Chicago, had his own exhibit, altho American-made machines of all types were in the majority. Several cranes, Bell Fruits and pin games of French manufacture, as well as a few English, Belgium and German machines, were on view.

The show offered no great novelties, but many stands exhibited de luxe cranes offering various ideas in construction or operation. "Russian Billiard" tables transformed into new table games of different forms were also on view. Majority of machines on exhibit were payout machines of various types, with American-made machines of the Bell Fruit type in the lead. Apparently the crane vogue is passing, as only a few new de luxe models of French make were on display, while several stands offered bargains in second-hand models. However, there were many stands exhibiting crane merchandise. Very few straight merchandise vendors on exhibit and it would seem that this field of the coin machine is being overlooked.

One of the most interesting stands was that of the Novelty Automatic, which had exhibits of a big line of American machines of all types. Other well-stocked stands were those of Boudot, with fine assortment of cranes; Bonzini and Soprani, cranes and phonographs, and Scott, Adiekes & Company, American and English-made machines.

On Wednesday night the annual banquet was held at the Hotel Lutetia. More than 160 guests assisted at the banquet, which was a gay and lively affair. Brief speeches were made by Rene Godin, organizer of the show; Edward Graves and Phil Sheffras, of the English delegation, and various other notables. Oscar Yemi and Marcel Challer, of the Novelty Automatic, had a party of 51 guests at their tables and scored a great hit by distributing to all the diners novel paper hats and noisemakers of various sorts. Dancing and vaudeville entertainment followed the banquet.

Exhibitors at the show included the following: Automatic machines; De Neuter, Dunkerque; Raymond, Maisons-Laffitte; "O.F.A."; Courson, Neuilly-sur-Seine; Gehan & Company, Stela; Novelty Automatic; Bonzini & Soprani; Bagnolet; Boudot, Pre-Saint-Gervais; Gastaud & Robaut, Nice; Scott, Adiekes & Company; O. D. Jennings & Company, Chicago; "Otomato"; Cousin-Kienz, Lille; Generale Automatique de France; Negoco

Nat Green and Jack Sloan Promoted

Nat Green, for the past eight years Chicago editor of *The Billboard*, has been appointed manager of the Chicago office, succeeding Jack Nelson, who has resigned to accept another position.

Jack Sloan, who has been with *The Billboard* for six years, has been made manager of commercial advertising for the Chicago office.

Automatic; "LeCosaque"; Jadap; Mabilie; "Autoroute"; Societe "Ropa"; Etablissements "Nova," Lille; Muller; "F.E.B.A."; Diffusion Centrale des Inventions; Kniggenik; Gouby, Vincennes; "Assurex."

Crane merchandise; Wolf; Enriquez & Company; Drimmer, Bost; "C.F.R."; Glasinger; Houpaix; Kauffmann; Arwil; Chab; Manufacture Generale, Oyonnax; Soveno; Ravoux, Levallois; "I. C. E. B."; Rotschild; Mico; Gerance Francaise; "Minerva"; Sandberger.

Watches and clocks; Schaul; Horlogerie de Bethune.

Candy; "C.I.D.A." Montmagny. Electric lamps; "Energio."

Electric football; "Foot-Elec." Radio; "S.E.T.A.C." Lyon.

Roulette; Roulette "M.M." Vitry-sur-Seine; Ducros, Pantin; Foresty & Company.

Perfumes; "C.A.P.A." Arcade games; Etablissements Bosser, Ilzach (Haute-Rhin).

Table legs; L'Automatique de France, a Montmarault; Automatie "Samp." Juvisy-sur-Orge; Societe "D.I."

Table legs; L'Automatique de France, a Montmarault; Automatie "Samp." Juvisy-sur-Orge; Societe "D.I."

Those execs attending the banquet for Nelson were David C. Rockola, president of the corporation; T. Leon Marada, George Graf, Bill Schick, Harry Williams, D. C. Baggary, J. J. Sears, I. F. Webb, A. Crown, M. E. Sifen, Milton Swanstrom, F. Spooner and J. D. Lazar, president of the NADA.

Toasts and speeches to Jack's ability and future success were made by both Rockola and Lazar and all those present assured Nelson of complete co-operation and support in his new incumbency.

Eastern Coin Men Visit Pamco

CHICAGO, June 13.—Max Kenner, of Amusement Novelty Supply Company, Elmira, N. Y., and Sam Letsig, of Scranton, Pa., were visitors at Pacific Amusement Manufacturing Company's Chicago plant last week. Simultaneous with their arrival came Jack Staples, of Coin-o-Matic Distributing Company, Washington, who has the "ex" for national distribution of Pamco Handicap, new ticket game. The Elmira concern handles national sales on Lite-a-Line, many of which have already been sold by the Kenner organization. Coin-o-Matic has played no small part in the distribution of Lite-a-Line for Kenner.

It is said that a deal has been closed by both Kenner and Staples for heavy

deliveries on Pamco Chase, Falooka Junior and other new numbers, negotiations being made thru Ken Willis, chief field representative for Pacific Amusement Manufacturing Company. Willis reports preliminary arrangements closed on a big Pamco game deal and that Kenner, Letsig and Staples left for Elmira, where Jack spent a few days before returning to Washington. In addition to business, the boys from the East took time out for a goodly round of toasts at the good old Celtic Bar in ye old Sherman Hotel, Chicago.

Kenner and Staples called on other Chicago manufacturers, and, 'tis said, they've closed negotiations on various other new items. Both Kenner's company and Coin-o-Matic are rapidly coming to the fore as coin machine distributing agencies. Both men are highly popular in their respective communities and have done much to better operating conditions in the territories they cover.

COUNTER GAME SENSATION



FOO-CHUNG

Most Fascinating Counter Game ever devised — gets and holds the play indefinitely. Highly popular in all popular forms of Counter Dice Games. Player places coin or token on number he selects, flips the dice shaker and is rewarded for his skill to the extent of odds indicated on number played.

SAMPLE PRICE \$3.50

1/3 with order, balance C. O. D.

WINNER NOVELTY CO.

4701 Beacon St., Chicago, Ill.

SUPER-VALUES

In Some of the Recent New Games That Have Been Super-Reconditioned!

Write for list and prices! They'll "floor" you!

NEW GAMES IN STOCK AT ALL OUR OFFICES

Alamo Daily Races Play Ball Grand Slam

Rithmatic Auto Punch and Others!

Superior Sales Boards Now in Stock at All Electro-Ball Offices.

Order From One Nearest You.

ELECTRO BALL CO., Inc. 1200 CAMP, DALLAS

Fort Worth, Waco, San Antonio, Houston, Wichita Falls, New Orleans, Memphis, Oklahoma City.

HEADS or TAILS

Counter Sensation of the Year

It's Different Fun To Play

Profitable to Operate

Not Complicated

Operators, Jobbers, Distributors, write for territory and particulars.

"The House of Service"

COIN AMUSEMENT SUPPLY CO.

1353 Sylvania Ave., Toledo, Ohio.

COX'S BARGAINS IN USED MACHINES!!!

GUARANTEED IN A-1 CONDITION, LIKE NEW.

Pamco Speedway	\$50.00	Ivory Golf	\$20.00	Big Five	\$20.00
Pamco Parlay	50.00	Prospector	35.00	Ace	20.00
Peewee	55.00	Kingfish	30.00	Roadster	40.00
Grand Prize	40.00	Sunshine Derby	45.00	Jennings' Daily Limit	40.00

One-Third Deposit, Balance C. O. D.

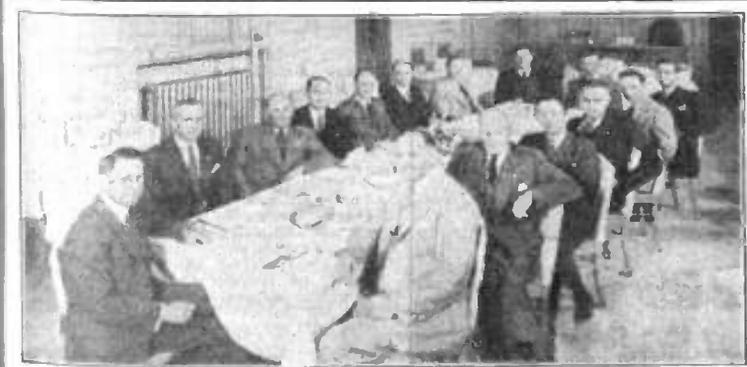
MONARCH JUNE SPECIALS FOR ALL SUMMER PROFITS!

Exhibit Whirlpool, Rodeo, Football, 10-Ball Payout, like new, with Check Separators... \$27.50

\$3.45 Blue Ribbon Golden Gate Pushover Merry Go-Round Fido	\$4.45 Action Jr. Drop Kick Oris Cross Relay Contact	\$5.45 Castle Lite Flying Saucer Trepzo Signal Jr. Recliner Rebound	\$6.45 Signal Sr. Major League Sensation Kelly Pool Army & Navy	\$7.45 Globe Trotter Beamite Mills Impact Beacon Rock-Ola 21 Rockette	\$8.45 Criss-Cross-Lito Kings Photofix Chicago E Press Kings of Turf
\$9.45 T. R. T. Trillite Jungle Hunt Jockey Club Sink or Swim	\$10.45 Tit for Tat Spoofix A. B. T. All Stars Big Game Par Golf	\$11.45 Barred Roll Man 'n Moon Auto Flash (tape) Auto Dart (tape) Auto Count (tape)	\$12.45 Cheer Leader Ball Fan Domino Champion Treasure Hunt	\$13.45 Quick Silver Homelretch Fairway Scrimmage Scrimmo	\$14.45 Banker 666 Rapid Transit Five & Ten Sportsman Payout

All games in perfect mechanical condition 1/3 deposit with order.

MONARCH COIN MACHINE CO., 2308 Armitage Ave., Chicago, Ill.



EXECUTIVES OF THE ROCK-OLA CORPORATION, Chicago, are pictured at the welcome banquet for Jack Nelson on his first day as general sales manager of the firm. Among those seated at the table are: David C. Rockola, president of the corporation; T. Leon Marada, George Graf, Bill Schick, Harry Williams, O. C. Baggary, J. J. Sears, I. F. Webb, A. Crown, M. E. Sifen, Milton Swanstrom; J. D. Lazar, president of the NADA; E. Spooner and Jack Nelson.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



Merchandiser Sales Rise Predicted by Dave Stern

NEWARK, N. J., June 13.—Dave Stern, of Royal Distributors, Inc., this city, who created a fine record for merchandisers with his purchase of 2,000 of the Northwestern machines within a month, believes that the bulk vendors are due for a great upturn in sales.

He declares that the large sales which have been made are really small in comparison to what the sales will be by the time the fall season rolls around. He reports that sales are already showing a remarkable increase and that the interest in the bulk vendors is continuing to grow every day.

He has been receiving mail, he says, from everywhere in the country. Operators have been writing him regarding the use of the merchandisers in their area. He feels that his firm is about ready to install a complete service organization for these machines and that the operators will soon have an information bureau where they will be able to gather the latest news concerning merchandisers.

Ventriloquist Has Avocation As Vending Machine Operator

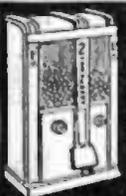
CHICAGO, June 13.—Valentine Vox, well-known ventriloquist, devotes his time between engagements in theaters and smart night clubs to supervising



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



READY FOR DELIVERY!

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with TOM THUMB

Many have started with one Tom Thumb Vendor, ornate 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 these tiny machines are barred. Exclusive features.

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precision manufacture, lasts years. Write immediately for bulletin giving you the inside story.

FIELDING MANUFACTURING CO.
Dept. 620. Jackson, Mich.

BLOOD PRESSURE

COIN MACHINES. Original, patented. The biggest hit of the year. Hundreds now on display. Ideal for resorts, amusement centers, etc. Operated with or without an attendant. Income as much as \$100 per week. Now at \$30.50. Send for illustrated circular. **LAUFMANMETER CORP.**, 4532 Park Avenue, New York City.

the operation of more than 350 Northwestern merchandise vending machines in several Eastern cities.

Vox started in the vending business a number of years ago while he was vacationing at his Long Island home. He purchased a dozen or so machines and so fascinated did he become with the business that he bought additional machines until he is now the possessor of merchandising vendors totaling well over the three hundred and half mark.

Vox declares that what started out to be a side line with him turned out to be so steadily lucrative that it could easily make a side line of his ventriloquist profession if the voice thrower permitted it to do so.

London

LONDON, June 11.—Treasure Cruise is one of latest British amusement machines. It is a merchandiser of the push type, but instead of a finger or arm the prizes are moved forward by a small model of the new British liner Queen Mary. This is actuated by an electro magnet beneath a sea green field, which creates an impression that the model is moving without assistance. Player is able to direct model into position before inserting coin. At close of each play a bar drops and pushes merchandise back. Treasure Cruise is marketed by British-American Novelty Company, Ltd.

When business claims have permitted L. W. (Hopscotch) Hodgson, of Buckley Manufacturing Company, has been looking around London. Latest sight-seeing was visit with well-known organization executive to Madame Tussaud's well-known waxwork show. Hodge, as the folks here call him, is going to Paris exposition with the Bamos party.

Next London coin-machine show in February, 1937, will have special merchandise section, a room adjacent to main halls having been taken for the purpose.

All coin-operated amusement machines for Empire Exposition to be held at Johannesburg, South Africa, September 15 to January 15, are being supplied by Brecknell, Munro & Rogers (1928), Ltd., of London and Bristol. A collection representative of British manufacturers is being sent out.

New Orleans

NEW ORLEANS, June 13.—Slugs, slugs and more slugs. Complaints on top of complaints. And New Orleans ops are up in arms. What can they do about this racket that is steadily cutting into their returns and is daily becoming too serious a matter to continue at present gait without at least some dire measures to stop it? The laws covering such misdemeanors are rather vague and there

appears to be little help to them in this direction. One operator showed *The Billboard* correspondent more than \$7 in lead nickels which he found in three days' play with one of his best machines. "And the worst part of it, the location owner refuses to co-operate with me in spite of the fact that I have already threatened to blacklist him," this op says with a meaning tone.

New Orleans' three sportlands are going at full blast. All report the biggest play of their existence. At the Sport Center on lower St. Charles avenue the Bousberg find play so heavy that new machines have been installed and three nickel changers are always on the job to accommodate patrons. Harry Batt says that at Pontchartrain Beach and at his B. & M. Sportland on Canal street, main stem of the town, the coin machines are his best bets. Both of these ops say they believe business is good because they keep new ideas on tap and that new machines are brought in at the first sign that the fascination of a game runs low.

Charles Miller, formerly of Houston, has joined the office force of the Louisiana Amusement Company as assistant to Manager Melvin Mallory. Miller is well known thruout the Lone Star State and is a good friend of Stelle & Stelle & Horton, controllers of the local amusement company which distributes Rockola Multiselectors in Louisiana.

A new coin machine operating firm has been organized in New Orleans by Donald Duthu and Robert Blush Jr., who have opened an office on Poydras street in that section which is quickly becoming the center of New Orleans' coin machine circle. There are within a radius of three blocks more than a half dozen of the biggest operators and distributors in the city, including Coin Machine Row in the 800 block of Carondelet street, where the Standard, Crescent and Louisiana amusement companies are situated within five doors of one another.

Julius Paet, president of the Coin Machine Operators' Association of New Orleans, reports continued success with co-operation of members. All locations are adhering to rules of the organization or are being blacklisted, and when that happens, Julius says, there is not another member of the association who will deal with the owner. The membership continues to grow each month and, despite hot weather, attendances at summer meetings thus far has been very encouraging.

There have been no new developments at the State capital where the Legislature has yet to bring up for consideration three bills of direct interest to the coin machine operators of the city and State. One bill asks for direct legalization of machine operations "so that the State may derive a steady revenue." The other bills place a license tax on machines, the bill saying nothing about the fee on slots, and a third bill asking for the fixation of a \$2.50 tax on sale of mechanical musical instruments.

D. T. Cardinale, Independence (La.) operator, was a visitor here this week. D. T. is one of the biggest Do-Re-Mi operators in the strawberry belt. He finds the play at present the best since he entered business.

Hank Friedburg, the "acting" coin machine op of the Crescent Novelty Com-

pany, again starred in the Civic Theater play presented this week, receiving high praise by the local dailies for the fine part portrayed as Don Jerome in Richard Brinsley Sheridan's century-old comedy, *The Duenna*. "Mr. Friedberg gave a most impressive performance in last night's play," the biggest paper in town said.

It looks like New Orleans will join other Southern cities in installment of the coin-operated parking meter system ere long. Most of the civic bodies of the city have approved adoption of the plan and the commission council members seem to be ready to vote in the purchase of 500 to 1,000 such machines immediately to install them on principal downtown thoroughfares. Beaumont, Tex., is installing 1,000 at once for an experiment, reports from that city say.

New Orleans operators find business rather good, tho there are growing complaints of slugs being found in large numbers. The city's three sportlands are doing a brisk business. Louis Bousberg reports play so heavy that new machines have been added to his new sport center, opened less than a month ago.

J. Fred Barber, New Orleans branch manager for Electro Ball, and J. P. (Buster) Ciesl, owner of the Great Southern Novelty Company, left Thursday for a two weeks' vacation in Dallas, where they will renew old acquaintances and take in the Centennial. Fred was located with the main office of Electro Ball in Dallas for several years and has many friends in the Texas city.

Garage and parking-lot operators have given their approval to the installation of the coin-operated parking meters in downtown New Orleans. The city council will probably put the matter to a final vote at its next regular meeting and New Orleans will probably join a dozen other Southern cities in using this means of conquering a serious traffic problem.

Harold H. Horton, of Stelle & Horton, Houston, and Louisiana distributor of Rock-Ola products, is spending a few days in New Orleans conferring with Melvin Mallory, local branch manager. Horton says that business is humming for Rock-Olas thruout his territory and sees no danger of a letdown in the fascination of pin or music machine playing.

"The new games being put out by Rock-Ola and the excellent quality of the Multiselectors," he says, "is too fine a combination to feel any letup in hot weather. The new ideas manage to keep player's interest at high pitch."

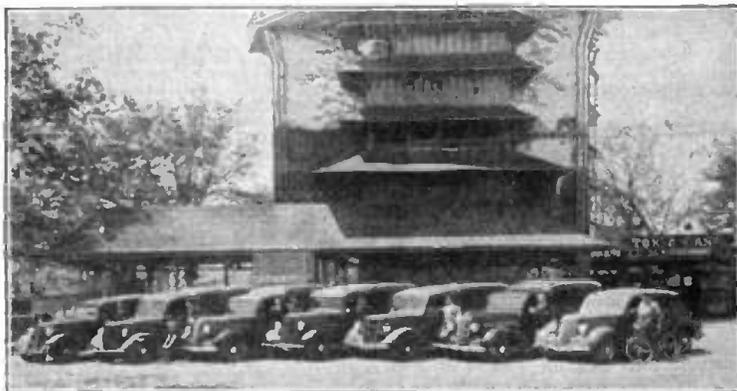
Ben Naubar, Thibodeaux (La.) music operator, was in New Orleans last week and bought some new Seeburg machines and a large order of Decca records. Ben says that he finds his business as good as ever, otherwise he wouldn't be buying so many new machines and records regularly.

Pacific's new Galloping Plugs is proving a decided hit as first shipments are being distributed. At the sport center on St. Charles street and other big downtown locations crowds are found around each machine. "The game at first glance seems to strike the player as a bit puzzling, but when he soon realizes what fascination it holds repeat plays follow," one op says.

The Four Horsemen of the New Orleans operating game are Joe Isaacson, Otis Marshall, Robert Blush and Gus Lamantia, all mechanics for the four largest operators in the city. Here is a combination that would be hard to beat anywhere in the country.

Baton Rouge operators led by Martin Tortorleh voice the fact that they wish there would be a gubernatorial inauguration every week-end. During the recent ceremonies, when Governor Leche was inaugurated, the addition of thousands of visitors to the State capital, plus the holiday feeling, brought out the biggest machine play in the history of the pin games there.

Herbie Mills is one of those guys who "sure can talk a good game of baseball," according to Louis Bousberg, who, by the way, doesn't seem to think that Herbie can play quite so well. And while we are on sports, Mel Mallory is still trying to break 100 in the grand old game of golf.



FLEET OF TRUCKS USED BY BENJAMIN STERLING, of Sterling Service, Rocky Glen Park, Scranton, Pa.

WANTED

SHOWS, RIDES AND CONCESSIONS FOR HAMMONTON, N. J. CELEBRATION, WEEK JUNE 22. WANT TO BUY CHEAP 1,000 Feet Siderall. CAN USE Merry-Go-Round for No. 2 Unit. Address: EXHIBIT PRODUCING CO., 207 Shubert Theatre Bldg., Philadelphia, Pa.

WANTED for JOE B. WEBB CIRCUS

EARL SALTER, Brigade Agent. Browsers and Hikers who can cut it. Low salary. Salary sure. Answer as per route: Salmon, Id., June 18; Challis, 19; Hanley, 20; Shoshone, 21; Jerome, 22; Buhl, 23; Rupert, 24.

Broun Digger Devotee

NEW YORK, June 13. — Heywood Broun, Broadway columnist and avid digger fan, writes the following in his Manhattan column in *The New York World Telegram*: "Courts have recently informed Commissioner Valentine that contract is a game of skill and not a vulgar venture into chance. Both my mother and I rejoiced in this decision and found release to continue in those habits to which we are addicted. "As far as I know, my mother shoots no nickels in the claw machines, but the

question does concern me not a little. While loitering about in drug stores, intent on a first-aid bandage to stop razor cuts, I generally find some time to kill. Again and again I have had to wait because the clerk was busy trying to convince a customer that *The Hunchback of Notre Dame* would be a fine story for a 10-year-old child. Or he might have been engaged in frying a steak for a short-order customer. At such times I turn to the dredge machine. "Never yet have I excavated the green enamel clock, but once I got a hand mirror. And even when I failed to secure a capital prize the machine disgorged small sugared pebbles which passed as candy. It is true I didn't want the candy, but, for that matter, I wasn't really very passionate about the clock. "Nevertheless, until such times as drug stores put in extra clerks to measure the patrons for double-breasted blue serge suits I think there ought to be something around the place with which the waiting customer can amuse himself."

TAX BILL

(Continued from page 3) The previous bills were always hotly contested and they usually died in committee. The bill was introduced in the House and is sponsored by Assemblymen Nagle, Beaver and Gates, of Armstrong. It provides for a \$100 annual license for billboard companies and the tax is three cents a foot on each board with a minimum of \$2 a board.

Sam Banks Visits Eddy Bros.' Show

CINCINNATI, June 13.—Sam J. Banks recently made an all-day visit with his long-time friend Charley Hunt and family, of Eddy Bros.' Circus, at Babylon, L. I., N. Y., and met many old-timers of the circus world, including Mr. and Mrs. Frank Cronwell, aerialists, who also were visitors, and Al F. Wheeler, of Wheeler Circus fame. The Cronwells and Banks had dinner with the Hunt family and Mr. and Mrs. Wheeler.

"Presented in an 80-foot round top, with one 40 and two 30-foot middles, the program is very satisfying and pleased two good-sized audiences," states Banks, who adds: "And a third of each audience remained for the concert. The seats are eight high. With all new tops by Baker-Lockwood, the spread of canvas makes an imposing appearance. And the 'wagons' is hard for a man who has tramped with overland circuses to say auto trucks are attractive and typically colorful. The ring curbs are especially good looking. A formidable line of kid-show banners appreciably helps to attract crowds and veteran Al F. Wheeler, annex manager, knows how to get 'em in.

"Incidentally, after getting 'em in Mr. Wheeler gives 'em this fine array of talent, attractively staged; Jimmy Campbell's Glangary lassies, Belmont's bird circus; Millie Belmont, mystaria illusion; Catherine Hunter, sword box; Musical Rays, hillbilly entertainers; Bennie Bernard, Punch and magic. Don Wilton, Mr. Wheeler's assistant, makes second openings, and Mr. Bernard is inside lecturer. Floor good measure management throws in six cages of wild animals and an elephant.

"Hazel Williams, aerialist, is the feature of big show. Other acts are Aerial Smalls, LaNole Duo, Welby Cooke, Merwyn-Ray Trio, Five Riding Eddys, Belmont's dancing horses and trained ponies, Cooke's 'Sydney,' Australian wonder horse; Hunt's elephant act and ponies. Cooke is equestrian director. Charley, Harry and Eddie Hunt and Small do satisfactory clowning. Show has an excellent band. Robert C. Stanley is legal adjuster; Don Wilton, press agent back; Harry Sells, superintendent of canvas; Everett Lowe, boss canvasman on kid top; Robert Dickman, steward; Jimmie Winn, boss prop man; Nick Oughton, chief mechanic.

"All in all, the show is a real credit to the management and Charles Hunt Sr. and Mrs. Hunt and the sons, Charles Jr., assistant manager; Harry, treasurer, and Edward, superintendent of inside tickets, may well be proud of their offering.

"Equipped to make as long jumps as any motorized circus, Charley Hunt can hit the high spots and go where the business is. He informed me that biz so far, in spite of long-continued unreasonably cold weather, has exceeded that of last year's record patronage."

AUTOMAT VENDOR

Endorsed by America's Leading Jobbers as the most practical and outstanding value in vending machine circles. Its beautiful ultra-modern design and mechanical operation is incomparable. Simplicity, low priced, built for operators. No expensive globes to replace. Holds 5 pounds of merchandise. Compact size 6" wide, 6" deep, 12" high. Automatic agitation assures positive delivery, single screw portion adjustment. Simplified slug ejector which will not accept washers, paper or slugs of any kind. It's almost human. See your jobber at once or order direct. Send \$1.00 cash deposit on each machine, balance C. O. D., F. O. B. our factory.



PRICE ONLY \$5.75 ea. AUTOMAT GAMES CO. 3214 N. California Ave., Chicago, Ill., U.S.A.

GOOD-BYE to "multiple" or "mystery award" coin chutes!

"VELVET"

introduces the "Best Yet" play principle in slot innovations!!! SEE NEXT WEEK'S BILLBOARD

WANTED SHOWS, RIDES and CONCESSIONS

for Celebration at Wheeler, Mont., June 27th to July 31st. Over 10,000 workmen at Fort Peck Dam will have Pay Day and thousands of tourists, big rodeo and air fair. A good Minutrel Show sets 250 in this country. Show 25% and concessions are reasonable. No gift wanted. Good still spot to follow. Write or wire JACK GUTH Owner of BIG STEER MONTANA. at Fort Peck, Mont. You pay your wires and I'll pay mine.

Evangeline Shows

WANT Merry-Go-Round with own transportation, organized Minutrel Show, cow boys, circus and performers. Big Snake or Geck Show, McClay answer. Illusion Show, Mickey Mouse, White Vaudeville or Musical Comedy, Ten-Ten One, Cockhouse, Ball Games, Prison Outcast, Ice Cream, Flaw Candy, Novelties, Knife Tack; any legitimate concession. No exclusive except Corn Game. Vinita, Okla., week June 18th; Claremore, Okla., week June 22nd; Pawnee, Okla., week June 25th; Pawnee, Okla., week June 29th. Fourth Celebration around the square, week July 25th-July 31st. Address: MANAGER, Evangeline Shows

WANTED

Capable Banner Solicitor. Must have Car. To sell Merchant's show. George Chapin, Al Starboe wire. RIDDLE'S CIRCUS UNIT Hammond, Ill., June 19.

CARNIVAL BOOTHS-RIDES FOR RENT

Complete Unit—12 Concession Booths, enclosed, size 8x14, including Radio and Ball Game, Refreshment Stand, Street Vocal 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, Pennsylvania 2177.

THREE DAY CELEBRATION

at Thorp, Wis., July 3-4-5. Theatre wants all Girl Show July 3-4. Concessions of all kinds; have line opening. RIALTO THEATRE, Thorp, Wis.

W. A. GIBBS SHOWS WANT

Talkers, Eddie Kather wire. WANT Concessions. Big 3-Day Fourth Street. Playing first in all towns; downtown locations. No grill or drinks wanted. CAN USE SHOWS not conflicting. WILL DOOR No. 5 Hill. WILL BUY Merry-Go-Round if priced right. Clarinda, Ia., this week.

CARNIVAL WANTED

To play on Malone, N. Y., Fair Grounds Week of June 29 to July 4.

TWO CELEBRATIONS

One Canadian Good Will on July 1, Dominion Day. Free Fireworks July 4.

Address H. B. KELLEY, President.

Franklin County Agricultural Society, Malone, New York.

MARKS SHOWS, INC.

Can place one more major Ride, Rideco, Hey-Day, Scooter or any Novel Ride; will furnish trucks for same. Have complete new outfits for same. Have complete new outfits for money-getting shows. We are playing the best celebrations and still dates in the East, to be followed by 16 weeks of the best bona-fide fairs in the South, starting in August and continuing to late November. Can always place legitimate Concessions. Address JOHN H. MARKS, General Manager, This Week, Harrisburg, Pa.

DENNETT & KNEPP COMBINED EXPOSITION, INC.

FAIR SECRETARIES IN VIRGINIA AND NORTH CAROLINA WE HAVE A FEW OPEN DATES.

Can place shows that do not conflict, Minutrel, Illusion, Monkey Drome and Motor Drome or any show of merit. Can place Custard, Penny Arcade or any legitimate Concessions. Rates reasonable. Can also place Talkers and Grinders. Verne Lavernd wife Doc Seymour at once. Can also place four high-class Free Acts. Must be spectacular. Week June 22. Firemen's State Convention, Hagerstown, Md.; 50th Anniversary and Mardi Gras Celebration, Annapolis, Md., week June 29 to July 4, inclusive. Can place Promoters that are capable. All mail and wires as per route. Alexandria, Va., this week.

DIXIE MODEL SHOWS

Pocahontas, Va., Wants for American Legion Celebration, Week June 22 to 27—Dual Loop-o-Plane, Baby Eli Wheel, Rideco and U-Drive-It Autos. Also Fat Show, Monkey Show, Midget Show and Mechanical City. Can use a well-framed Penny Arcade, also Long-Range Gallery, one Ball Game, etc. Want eight-piece Band to join on wire for balance of season. Address all communications to J. P. BOLT, Vivian, W. Va., this week; next week, Pocahontas, Va.

WANTED FOR LONG SEASON'S WORK

FREAKS, NOVELTY ACTS, ANY ACT SUITABLE FOR HIGH-CLASS SIDE SHOW. Good Mind Reading Act, Glass Blower, Tattooed Man, Half-and-Half for Annex. Guaranteed good treatment and sure money. Address BOBBY HASSON, DE LUXE SHOWS OF AMERICA, Bayonne, N. J., this week.

ENDY BROS. SHOWS, Inc.

WANT FOR

JULY 4TH CELEBRATION, STRODSBURG, PA.

Monkey Show. Will furnish new Top and Front for Wax Show. WILL BOOK Loop-the-Loop. Concessions come on. Long Range Shooting Gallery, Cigarette Shooting Gallery, Candy Flaw, Glass Blower, String Game. John Hugelina wants Freaks for Ter-Indone, Ardmore, Pa., this week; Northatou, N. J., week June 22. Fifteen Fairs start July 27, Roseto, Pa., closing Anasitico Week, Montrossy, Ala.

Broudy Chosen Distrib for Bell Motion Picture Camera

NEWARK, N. J., June 13.—Sam Broudy, of Jersey Trading Company, well-known premium firm for coin operators, has been chosen distributor for the new Bell motion picture camera. Their territory for distribution of the product will be the State of New Jersey and Philadelphia proper, where Jersey Trading has a branch.

The firm reports that there is a great demand from salesboard and other operators for a good motion picture camera at a popular price. They claim that the Bell motion picture camera fills this need and believe that they will sell thousands of the cameras to salesboard operators.

Broudy reports that from the first announcement made they have received many requests for samples of the camera. They will be making quantity deliveries very soon and also hope to have a large stock of the new camera on hand for the benefit of the coin-machine operators who will be using them in quantity during the summer.

ROUTES

(Continued from page 59)

- Wilcox, Howdy: (Pilat Amusement Park) Pilat, Mich. b.
Williams, Griff: (Aragon) Chl. b.
Williams, Hod: (Wagon Wheel) Nashville, Tenn., nc.
Williams, Joe: (Mark Twain) Hannibal, Mo. b.
Williams, Ray: (Blue Lantern) Island Lake, Mich., nc.
Winegar, Frank: (Ramona Gardens) Ann Arbor, Mich., nc.
Winston, Jack: (Heidelberg) Baton Rouge, La., h.

Illustration of a man holding a sign that says 'WE'LL HAVE JITTERS AVAILABLE IN A Great New Five Ball Automatic Payout Table and TICKET MODEL Ready Next week! WESTERN EQUIPMENT AND SUPPLY CO. 225 W. North Ave., Chicago, Ill.

- Wintz, Julie: (Top Hat) Union City, N. J., nc.
Woods, Howard: (Robert Treat) Newark, N. J.
Yates, Billy: (Grotto) Pittsburgh, br.
Zarib, Michael: (Waldorf-Astoria) New York.
Zalour, Joseph: (Biltmore) New York.
Zelman, Rubin: (Garvan) NYC, nc.
Zwick, Charlie: (Silver Grill) Ann Arbor, Mich., c.
Zwilling, Sid: (Bellevue) Belleaire, Fla., cc.
Zwolin, Ted: (Moulin Rouge) Detroit, c.

DRAMATIC AND MUSICAL

- Awake and Sing: (Shubert) Newark, N. J., 15-20.
Boy Meets Girl: (Cass) Detroit 15-20.
Cornell, Katharine: (Grand) Chl 15-20.

MISCELLANEOUS

- Baker, M. L.: Side Show; E. Radford, Va., 15-20.
Becker, Magician: Oxford, Wis., 15-20; Rochester, Minn., 22-27.
Chriaman's, Milled: Goats; (Centennial) Dallas, Tex., 15-July 5.
DeCleo, Magician: Adrian, Mich., 17-27.
Harlan Med. Show: Republic, Pa., 15-20.
McL-Roy, Magician: Dickinson, N. D., 17.
Beach 18; Glendia, Mont., 19; Culbertson 20; Plentywood 27; Sobey 23; Nashua 24; Malta 25; Harlem 26.
Marine-Prestone Co.: San Angelo, Tex., 15-20.
Marjah, P. A., Magician: Williams, Ventriloquist; Walter Del Oro, Morris, Ill., 15-20.
Montague, Springfield, Utah, 17.
Hurricane 18; St. George, 20.
Original Floating Theater: Cricket Hill, Va., 15-20; Urbanna 22-27.
Ricton's Show: Tellico Plains, Tenn., 15-17; Vonore 18-20.
Swift, Herbert, Vaude Circus: Fabland, Ill., 15-20.

REPERTOIRE

- Billy Comedy, Billy Wehler's: Mt. Holly, N. J., 17; Freehold 18; Plainfield 19; Somerville 20.
Chutes Comedians: Elizabethtown, Ill., 15-20.
DeForest Dramatic Co.: Monterey, Tenn., 15-20.
Favorite Players: Oakland, Ill., 15-20.
Ginnivan, Frank, Dramatic Co.: Biltsfield, Mich., 15-20.
Ginnivan, Norma, Dramatic Co.: Butler, Ind., 15-20.
Hale Comedy Show: New Providence, Pa., 15-20.
Princess Stock Co.: Odeasa, Mo., 15-20.
Sadler's Own Co.: Canyon, Tex., 15-20.
Blava, Spencer, Ia., 15-20.
Tolbert, Milt, Players: New Brighton, Pa., 17; New Castle 18; Greenville 19; Grove City 20; Titusville 22.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Acc-Hil: Lindale, Ga.; Rome 22-27.
Acme United: West Lafayette, O.
All-American Expo.: Groton, S. D., 17-18; Ellendale, N. D., 19-20; Ipswich, S. D., 22-24; Moberge 25-27.
American United: Whitefish, Mont.
Anderson-Strader: Newton, Kan.; Great Bend 22-27.
Arena: Butler, Pa.
Bach, O. J.: Watertown, N. Y.
Badger State: Ripon, Wis., 22-27.
Bandy Greater: New Bethlehem, Pa.; Kane 22-27.
Barfield's Cosmopolitan: Pruden, Tenn.
Barker: Havana, Ill.
Barkoot Bros.: Rogers City, Mich., 15-18; Mio 20-21; West Branch 22-27.
Beckmann & Gerety: Jansenville, Wis.
Bee, F. H.: Georgetown, S. Y.
Berger, Louis J.: Lincoln Park, Mich.
Big 4: Rome, Ga.
Big State: Gonzales, Tex.; Shiner 22-27.
Blue Ribbon: Brazil, Ind.; Evansville 22-27.
Bremer Midway Attrs.: Little Falls, Minn.; W. St., Paul 22-27.
Brobeck Am. Co.: Gypsum, Kan.
Broughton Bros.: Port Arthur, Tex., 17-27.
Brown Novelty: Rushville, Ind.; Brookville 22-27.
Bruce Greater: Lynch, Ky.
Buck, O.: Gering, N. Y.
Buckeye State: Florida, Ia., 22-27.
Byers Bros.: Ft. Dodge, Ia.
Campbell United: Nanticoke, Pa.
Capital City: Liberty, Ky.
Central State: Holton, Kan.; Sabetha 22-27.
Cetlin & Wilson: Lebanon, Pa.
Christ United: Bucyrus, O.; Kenton 22-27.
Coleman Bros.: New London, Conn.; Rockville 22-27.
Colley, J. J.: Weleaska, Okla.
Conklin's All-Canada: Port William, Ont., 22-27; Mooresburg, N. C., 27.
Corey Greater: Nanticoke, Pa.; S. Fork 22-27.
Cote's Wolverine: Tecumseh, Mich.
Crafts 20 Big: Alameda, Calif.; Richmond 23-28.
Crosley's United: Boone, Ia.
Crya's Expo.: Radford, Va.; Pulaski 22-27.
Cumberland Valley: Tullahoma, Tenn.
Cunningham Expo.: Athens, O.
Curl Greater: Lynchburg, O.
De Luxe Shows of America: Bayonne, N. J.
Denner & Knepp Expo.: Alexandria, Va.; Hagerstown, Md., 22-27.
Dick's Paramount: Barre, Vt.
Dixie Belle Attrs.: Paoli, Ind.
Dixie Expo.: Dawson Springs, Ky.; Morganfield 22-27.
Dixie Model: Vivian, W. Va.; Pocahontas, Va., 22-27.
Dodson's World's Fair: New Kensington, Pa.; Johnstown 22-27.
Dudley, D. S.: Wheeler, Tex.
Edwards, J. R.: Fostoria, O.; North Baltimore 22-27.
Elyne's Expo.: Bridgeville, Pa.
Elman: Shawano, Wis.
Eddy Bros.: Ardmore, Pa.; Burlington, N. J., 22-27.
Enterprise: Quincy, Ill.
(See ROUTES on page 78)

HOLLYWOOD CHOCOLATES Double Layer Ass. Chocolates, 4 Doz. to Garton, Ass. Boxes, Cellulose Wrapped, 20¢. Despatch with Order. Balance O. O. D. Send for FREE Illustrated Catalog. Doz. \$1.20 Per Garton of 4 Doz. \$4.80 DELIGHT SWEETS, Inc. 60 East 41st St., New York City.

Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRAND STORES, WHEELS, PARKS, COGN GAMES, ETC. Catalog with New Low Prices THE TIPP NOVELTY COMPANY TIPP CANON CITY, OHIO

KRAUSE GREATER SHOWS WANT SHOWS AND CONCESSIONS. Opening for Loop-Plugs, Penny Arcades, Large Amusement Galeries. Will furnish Tents for Shows, CAN PLACE Country Store, Fish Pond, String Game, Merchandise Wheels and other legitimate concessions. General for State and Ill. Shows and one more Billy-Hoo Show. Address This Week, Irwin, Pa.; Next Week, Ambledo, Pa.

WANTED FOR VETERANS FOREIGN WARS AND G. A. R. COMUNITED STATE CONVENTION, BLOOMINGTON, IND. Ten Thousand Veterans With Bonus Money. WANTED - Freden Custard, Pitch-Tilt-Hit-Hop-La, Canton Candy, Novelties, Fish Pond, Legitimate Concessions. Everything open except Cook House and Corn Game. Positively no more Grand Shows with own outfits, Mickey Mouse, Monkey Circus, Motorcrome, organized Minstrel, Ferris Wheel Foreman. WANTED Ride Heli in all departments. CAN PLACE one more Flat Race American Legion and Chamber of Commerce July of July Celebration on Streets of Edinburg, Ill. Full week's program, with the following Illinois Fair to follow, starting last week in July: Peoria, Mt. Sterling, Lewistown, Farmington, Knoxville, Noble, Augusta and 8 more Southern Fairs, GREAT OLYMPIC SHOWS, Washington, Ind., This Week.

BURNS & MARTIN INDEPENDENT SHOWS WANT Outstanding Freaks and Acts to feature for The West's Best Side Show. Dating Girls, Girl Show, Fire, Stomach, Must be good. We have Greeley, Dyer, Halls Bourke, S. D.; Gering, Neb.; Monte Vista, Colo.; Mitchell, Neb., 22 Weeks of Fair and Celebrations, 200 and board. Wire, don't write. Pay our own. JACK BURNS-TERRY MARTIN, 800 15th St., Denver, Colo.

RIDES FOR LEASE To organize Carnival Company with string of Fairs, Hides now working near Springfield, Mo. At Liberty July 4. One Act "Little Beauty" Merry-go-round. (Line No. 5 Ell Fairs Wheel One Chair Plane. Terms: 75¢ cash to you, 25¢ to us. Require \$200.00 cash deposit, returned on end of week. BOB E. ROGMAN, 210 W. Eighth St., Kansas City, Mo.

WANTED Shows, Hides and Concessions for week of June 29-July 4, for Annual Fourth of July Celebration, Three Blocks from Heart of Chicago. \$5,000 Come on boys, we will place you. Frank Mullen and wife, I. H. Butler, William Krueger and Fred Russell, please communicate with us. Write or wire R. E. BUCK, Manager, Union City, Tenn.

Happy Days Shows, Inc. WANT Concessions, Diggers, Custard, etc. Best Drummer and Clarinet for White Hand, Cante and Musicians for Colored Minstrel. All salaries. Want Shows with own outfits. Martinsville, Ind. (2nd week: Worthington Ind.) Fair next week.

GLORIA BAILEY WANTS Posing and Oriental Dances, join our wire. Our Place Good. Big show balance of season. Liberal proposition to Loop-Plugs and Auto Kidney Hides. JOE'S PLAYLAND SHOWS Bldg (Kan.) Celebration this week Oakley (Kan.) Celebration week July 4.

WANTED For Big 4th of July Celebration, any Hide not over filling. Shows of all kinds, Concessions of all kinds, except cook-house and corn game. Slim Milligan answer. GUNNINGHAM SHOWS, Athens, O. This week; Pomeroy, O., June 22-27.

WANTED CONCESSIONS Candy Apples, Pop Corn, Fish Pond, Duck Pond, Candy Flows, Diggers and others. JERE SHAW Weatherly, Pa., this week; week June 22. Marsh Shade, N. J.

SMART BETS FOR SMART OPERATORS DID YOU GET OUR LATEST CATALOGUE? Be the first in your territory with "DE LUXE"—Season's Top Money Getters—Hot Leaders—for every type of Concession. The Sweetest New Line of Plaster Novelties. WISCONSIN DELUXE CORP. 1902 North Third St., Milwaukee, Wis. "IF IT'S NEW, WE HAVE IT"—One Day Service

CETLIN & WILSON SHOWS WANT Five-piece White Band to join immediately, also want seven-car Tilt-a-Whirl and twenty-car Rideco. We can place Diggers and one small Grand Show. This week, Lebanon, Pa., then Punxsutawney, Pa., followed by Clearfield big Fourth of July Celebration. Fairs start July and end November.

COREY GREATER SHOWS NANTYCGLO, PA., this week: SOUTH FORK, PA., next week (Celebration). WANTED—Kiddie Rides, Acts and Manager for Ten-in-One, Plantation Show, Juniors Youngs, come on: Fat Chl, Cook or any worthwhile Shows not conflicting, Candy Apples, Candy Flows, Snowballs, Stock Wheels, Ball Games and legitimate Grand Shows of all kinds for a long season. Reasonable rates. High Dive or real High Free Attractions. Address E. S. COREY, as per route.

WANTED ACTS, RIDES, SHOWS AND CONCESSIONS Of all kinds for six big consecutive dates, starting June 22d, under strong auspices and thoroughly promoted. First four dates closed towns. First real attraction in years. Can use good Builder, Electrician and General Help. Will work good Concessions on percentage, that's how good we believe these dates are. Positively no graft. All information given those that qualify. All wire or write CIRCUS AND EXPOSITION, care The Billboard, 1564 Broadway, New York City.

BARKOOT BROS. SHOWS WANT SHOWS Grand and Billy; Merchandise Concessions of all kinds. CAN USE two Kiddie Rides with own transportation, Ride Help for Merry-Go-Round, Ferris Wheel, Karket & Gorden wants Agents. Harry "Popple" Bligg writes, Rogers City, Court Square, First Carnival in Fifteen Years, June 15, 16, 17, 18; Mio Bass Festival, Saturday and Sunday, 20-21, on Streets, West Branch, week June 22; then the Biggest Fourth in Michigan, Oscoda Silver Jubilee, Five Days, on Streets. We positively have contract for Oscoda. Then Fairs and Celebrations, and watch our Centennials.

BARKOOT BROS. SHOWS, PER ROUTE

BARFIELD'S COSMOPOLITAN SHOWS WILL PLAY WILLIAMSBURG, KY., NEXT WEEK, FIRST SHOW THERE THIS YEAR. THEN COMES THE BIG ANNUAL JULY 4 CELEBRATION AT STEARNS, KY. THIS IS ONE OF THE OLDEST AND MOST OUTSTANDING JULY 4 CELEBRATIONS IN THE STATE. ALWAYS SATISFACTORY TO SHOWMEN AND CONCESSIONAIRES WANT Shows, especially small Wild West, Monkey Circus, Motor Brooms, Fat or Midget Show. CAN PLACE any Flat or Novelty Ride, also Kiddie Rides and legitimate Stock Grand Concessions. CAN PLACE sober, capable Contracting Agent. Those who write, communicate again. Give references. Address O. E. BARFIELD, Pruden, Tenn.

50 Grand Has the Genco Factory Humming

CHICAGO, June 13.—Genco, Inc., reports that its factory is working steadily on two shifts a day in order to keep up with the demand for 50 Grand, which leading jobbers all over the country are featuring.

50 Grand, the makers say, has proved one of the greatest successes the firm has had in recent years—successful not only from the manufacturer's standpoint but also from the operator's.

One operator from the East who wanted to thoroughly test the game before putting a large number of them in his locations sent in the following report: One machine was clocked at \$9 an hour. This was the average for the one week of the test. Other operators have informed Genco that they, too, have had remarkable returns on their 50 Grand games.

The outstanding feature of the game is the multiple play idea. That is, it can take from one to five nickels per game. In this way it is enabled to make a much larger profit than the ordinary game. The makers say that 50 Grand has proved to be perfectly bugless on all locations, and that the mechanical and electrical parts are dependably constructed so as to eliminate any possibility of unnecessary repairs.

MARRIAGES

(Continued from page 67)

professional, to Barbara Keshay, film actress and former Olympic Games swimming contender, in Hollywood June 9.

Coming Marriages

Joe Burke, auditor for 20th Century-Fox Picture Corporation office in Philadelphia, and Evelyn Fitzgerald, of Boston, this summer.

Carl Scabaretto, of the New Penn night club, Pittsburgh, and Dorothy Einloth, acrobatic dancer at that spot, this summer.

James S. Tining, 20th Century-Fox director, to Josephine Johnson Murphy, nonprofessional, in California soon.

Louis Alter, songwriter, and Madeline Talcott, film actress, in Los Angeles June 20.

Florence Angelina Serpe, dancer known professionally as Nubia, and Jack Leeper, night-club emcee, at the St. Maria Incononata Church, Chicago, June 21.

Births

To Mr. and Mrs. Charles Fagan May 9 at Good Samaritan Hospital, San Diego, Calif., an eight-pound daughter. Father is a well-known burlesque comedian.

To Mr. and Mrs. Walter Murley a girl June 4 at Coney Island Hospital, Coney Island, N. Y. Father is connected with rodeos and mother, the former Sally Miller, was formerly a dancer.

Nine-pound boy to Mr. and Mrs. Paul Pierce in Los Angeles June 8. Father is KWBB announcer.

Six-and-a-half-pound son to Mr. and Mrs. Warren Yapley in Van Nuys, Calif., June 4. Father is technical worker for Warner pictures.

To Mr. and Mrs. Norman Foster a 6½-pound daughter in Los Angeles June 6.

WANTED FOR BASS LAKE CELEBRATION

JULY 4 AND 5, BASS LAKE, IND. Com Game, Rides, Shows, Concessions. Address HARRY WANNELLS, Knox, Ind.

CARNIVAL WANTED

WEEK JULY 4, Under auspices American Legion. GRANTSVILLE, W. VA. Write or Wire W. O. UMSTEAD, JR.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Father and mother, Sally Blane, are film players.

Son to Mr. and Mrs. Pandro Berman in Los Angeles June 3. Father is an RKO producer.

A daughter, Roxanne Helene, to Mr. and Mrs. Jay Gould Jr. at the Fairmont Hospital, Fairmont, Minn., June 2.

A six-pound daughter to Mr. and Mrs. Paul Turner in Seaside Hospital, Long Beach, Calif., June 4. Father had leather goods concessions at Chicago A Century of Progress and California Pacific International Exposition, San Diego.

A six and one-quarter-pound son, Tommy J., to Mr. and Mrs. Bon L. Williams, concessioners at Winslow, Ind., recently.

A boy to Mr. and Mrs. Dick Smith in Pittsburgh June 6. Father is a trumpet player with Etel Covato's Band at the Plaza Cafe, that city.

Divorces

Leona Hogarth Doyle, actress, from Leonard Doyle, actor, June 5.

OLYDE A. NORTON, of Western States Shows, from Madeleine Norton at San Antonio May 5.

Romalda Stetsky, concert singer, from Alexander Kuvetsky, mechanic, in San Francisco June 3.

Frances Elbertson, former actress, from George Marshall Elbertson in Los Angeles June 8.

Virginia Bowen, screen actress, from Robert C. Bowen in Los Angeles June 10. Mary Donovan Howard, stage dancer and actress, from Ross Howard in Los Angeles June 10.

Sandra Lydell Davis, dancer, from Robert Davis, producer, of Savannah, Ga., at Chicago June 10.

Hedassa Alma Pawley from Anthony Pawley, motion picture actor, in Chicago June 10.

Mary Charters Puglio, of Bridgeport, Conn., from Benjamin Puglio, saxophone soloist of Bridgeport, in Superior Court there June 5.

Gladys M. Forrest from Charles A. Forrest, circus performer, in Garland County, Calif., May 23. Her name of Waddell was restored.

Mary Brown, Notice!

CINCINNATI, June 15.—The following telegram was received yesterday from J. A. Marshall, undertaker, Memphis, Tenn.: "Please place this in your weekly. Locate Mary Brown on a carnival show. Her sister, Janis Mae, was killed in Memphis June 13. Baby Moore friend."

Gran Circo Razzore In Dutch West Indies

CINCINNATI, June 13.—Robert N. Mayer, who is located at Aruba, Dutch West Indies, recently had the opportunity of getting his first impression of a South American circus, the Gran Circo Razzore, which exhibited at Orange-stadt, capital of the island. He writes:

"Tent is a two center pole affair, 50 by 110—two 40-foot round poles and a 30-foot center pole—one line of quarter poles, made of 3-in. or 4-in. bamboo material; side walls, 12 feet high. Seats are laid out in European style—encircling; show presented in one ring, including platform. Center poles are of metal pipe construction, well guyed with cable and turnbuckle, which is quite necessary when one considers the steady, heavy trade winds which blow steadily from northeast direction. A six-foot barbed wire fence is erected, encircling big top and prop tents. There is no side show. Beer, soda pop and ice cream are sold inside main tent near entrance. Change of program daily.

"Metal and wooden chairs are used, encircling ring, similar to our reserved seats and grand stand as used in the States. Blues encompass these to the side walls. American advertising products banners hang over performers' entrance. A steel arena, not as heavy as in States, is used for lion act—two female Nubians. Food given wild animals is one burro or small donkey, one killed every other day. Three people in band—two cornets, trap drummer. Band stand is located over performers' entrance. Among people with show are Chaparrino, Spanish speaking clown; Argentinos; Jaroley family, roller skaters, clowns and cycling acts; Razzore troupe, tumbling, hand-to-hand balancers, teeter-board, somersaults to shoulders and leaps; Captain Rogelio, lion act. Two performances daily, starting at 4:30 and 9 p.m. The performers stay in

rented village houses. Show equipment is hauled from ship at dock by rented trucks."

Cedlin & Wilson Shows

Darby, Pa. Week ended June 6. Auspices, Darby Fire Company No. 1. Location, McClure Athletic Field. Weather, good. Business, poor.

This week's poor business was laid to the fact that it was the week following a holiday, as business showed improvement on Friday and Saturday after pay day. Speedy Merrill's Wall of Death top-money show. Art Parent's Paradise Revue second and Duke Jeannette's Side Show third. The Scooter top-money ride; Caterpillar second and Merry-Go-Round third. James Sakobis now has a new Aircraft "home on wheels," and Jack Wells a new Covered Wagon. Hot Harlem Revue has all new wardrobe, with entire changes for each night. The band also has green flannel coats, with cream-colored trousers as a change. All employees now have uniforms. Marquee people have brown, while the ride help have a dark gray. Art Parent also has new wardrobe for the Paradise Revue. Mrs. J. W. Wilson had the pleasure of a visit from her sister, who resides in West Orange, N. J. Quite a number of visitors during the week, as there are still several shows in the near vicinity. The "Scandal Club" meets nightly in "Murphy's" midway cafe, and the "Jack Pot Club" at Merrill's lunch stand. Smilo, the clown, still entertaining the kiddies. GEORGE HIRSHBERG.

Marks Shows

Camden, N. J. Week ended June 6. Location, Woodlyn avenue and Black Horse pike. Auspices, Woodlyn Fire Department. Weather, rain early Wednesday night; fair rest of week. Business, excellent.

Biggest opening night in the seven years he has exhibited here. The Jack Schaller free act unit, headed by Eddie Viera, going over big. Bud Turner again riding in Beaudet's Autodrome, but still sore from his fall at Vineland. Mrs. Jimmy Zebrieskie, operated on for appendicitis in Vineland, returned to show here. Public-address outfits installed at Monkeyland, the free act and Jimmy Murphy's Lilliputia. Doc Anderson's Harlem Dandies overhauled and the sound truck, management of Tex Leatherman, equipped with 60 new band records (including six by Merle Evans). Mr. Marks purchased four new monkeys and an infant mandrill baboon from Warren E. Buck. Charles (Doc) and Madeline (Emily) Hudapeth were visitors. Colonel and Mrs. LeRoy Greene, of The Philadelphia Evening Ledger, visited the writer. Joe Pomeri and his committee, from Trenton, visited, also Charles Wolfe, Norristown newspaper man, and Donald Hankins. Being close to Philadelphia, Concession Superintendent Joe Pyno had busy week entertaining friends. Mrs. William Broose, with Billy Jr., went home to Augusta, Ga. She is expected to rejoin the show later. Woodlyn firemen proved a helpful committee in many ways. Under direction of Allen B. Carr, chief, they were on hand early each evening. Mrs. Rose Leatherman was moved to the Caterpillar. Jean Tisdale shifted to the Ferris Wheels and Mrs. Hazel Zebrieskie's place was taken by her mother at the Merry-Go-Round. CARLETON COLLINS.

Bantly Greater Shows

Petrolia, Pa. Week ended June 6. Auspices, Fire Company. Weather, variable. Business, averaged fair.

Truck move from Kittanning and show ready to go early Monday. First two nights warm weather, Wednesday cold and business dropped off. Thursday, Firemen's Parade, with 10 uniformed companies, some with ladies' auxiliaries, ended at the lot. Show installed two extra front-gate ticket boxes to handle the rush. Shows, rides and concessions had a big day. Fred Reckless, on the high pole; Captain Phoenix, net high dive, and Mettler's Family Band held the crowd till midnight. Mary Bell's Motordrome had the biggest day of the year so far. Among visitors, Ollie Hager and Dudley Lewis, of Johnny J. Jones Exposition, who spent a day with Miss Bell, Fearless Kellar and Mrs. Chris Smith; Mr. and Mrs. Joseph Baker and Larry Miller, ex-troupers from Kittanning, visited the members of the company Thursday night. CHRIS M. SMITH.



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 Vendor and Gold Award Built for 1c-5c-10c-25c Play Made Only By WATLING MFG. CO. 4640-4660 W. FULTON ST. CHICAGO, ILL. Est. 1889—Tel. COLUMBUS 2770. Cable address "WATLINGITE" Chicago

BILLPOSTERS WANTED

Lee Kraft, Lee Molloy, Dick O'Brien, Herbert Wilson and others who have worked for me before, wire or air mail at once. JACK B. AUSTIN 3406 Main Street, DALLAS, TEXAS.

BARKER

July 4, 5 and 8 by ADLER'S READY-TO-WEAR STORE Kansas City for Store Rent Must be best in the business. WANTED FREAKS AND WORKING ACTS FOR SIDE SHOW. Ideal territory. All winter's work. Richard Jump, Jack Huber wire TOM SCULLY Care GREATER EXPOSITION SHOWS, Freeport, Ill., week June 15; Waukegan, Wis., week June 22; Knoch, week June 29.

WANTED

HIDDEN for the Eagles' 33d Annual Outing, July 4, Fairgrounds, Hamilton, O. Estimated crowd 25,000. Write HARRY W. HETTERICH, Secretary, Eagles' Temple, Hamilton, O.

WANT CARNIVAL

WITH LIGHTING PLANT for four-day picnic. Eagles' Promenade for July 2, 3, 4, 5. See 505, Quisnow, Ohio.

WANTED

Rides, Shows and Concessions for 38th Annual Soldiers and Sailors Four County Reunion and Home Coming AUGUST 27-28-29. Write J. M. GREER, Priv. Com., Stouffert, Ill.

FRISK GREATER SHOWS

WANT for excellent route of Celebrations and fairs. Shows: Mechanical, Magnet, 10-in-1, others. Concessions that use stock, no racket. Book or buy Tilt-a-Whirl and drive yourself cars. WANT Experienced Wheel and Merry-Go-Round Men. Berlinfield, Minn., week June 15th.

GENERAL AGENT WANTED THAT CAN BOOK

Police and Marine Auspices. Must know East. Frontier that is Electrician, Billposter with cast. No collect wires. Also operate and manage Prison Custard Machine. Salary or percentage. AL PORTER or BILL BARRETT, 2050 N. St., N. W., Washington, D. C.

TIE SCORE

A NEW THRILLING 5 BALL LITE-UP BASEBALL GAME that's Banging out Big Profits wherever it's Placed!

All the player has to do is keep the **SCORE TIE**—and do they go for the unusual and exciting play! The beautiful lite-up backboard records the score of the Giants Vs. the Dodgers. Mechanically perfect — **IMMEDIATE DELIVERY!**

Jobbers! Distributors! Write for Special Proposition.

\$44⁵⁰



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Blankets—Lamps—Clocks—Chromes—China—Aluminum
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3RD & WELLS STS., MILWAUKEE, WIS.

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ASSORTED FRUITS

JELLOETTS

Round packed, and each piece individually cupped. A Big Fluffy Pack, size well worth the money. A Wonderful Summer Number that will stand up in all weather. Hot makes a handy floating basket when emptied.

\$1.75 Doz.
Packed 3 Doz. to Carton.

\$5.25 Per Carton

Send for Free Illustrated Catalog. 25% Deposit with All Orders.

MARVEL CANDY CO., Inc.
101 WOOSTER ST., NEW YORK

New Stock for Besser Firm

ST. LOUIS, June 13.—Besser Novelty Company here is cleaning house of all of its used machines to make room for a large stock of the new automatic payout and novelty pin games.

According to Herbert Besser, the main idea of removing the used machines he has in stock at present is because he expects to acquire a great deal of used equipment from operators during the next several months as part payment on the new winners coming out. Besser still adheres to his policy of testing all new numbers shipped to him by manufacturers before recommending them to his customers. In this manner his many customers are seldom disappointed on their purchases.

- ROUTES**
(Continued from page 76)
- Evangeline: Vinita, Okla.
 - Exhibit Prod. Co., No. 1: Olenodon, Pa.
 - Exhibit Prod. Co., No. 2: Phoenixville, Pa.
 - F. & M. Am. Co.: Emporium, Pa.; Philadelphia; Greater: Springfield, Minn.
 - Georgia Attrs.: Travelers Rest, Ill.
 - Glick, Wm.: Albany, N. Y.
 - Gold Medal: Muskegon, Mich.
 - Golden State: Reno, Nev.; Sacramento, Calif., 22-28.
 - Golden Valley: Savannah, Tenn.; Waynesboro 22-27.
 - Golden West, Wm. Barnhart's: Fairmount, N. D.; Verdale, Minn., 22-27.
 - Gooding No. 1: Zanesville, O.
 - Great Coney Island: Hazlehurst, Miss.
 - Great Olympic: Washington, Ind.
 - Great Sutton: Jacksonville, Ill.
 - Greater American: Moline, Ill.
 - Greater Expo.: Freeport, Ill.
 - Gruber's World's Expo.: Pottsville, Pa., 15-23.
 - Hansen, Al C.: Fairfield, Ia.; Knoxville 22-27.
 - Happy Days: Martinsville, Ind.; Bloomington 22-27.
 - Happyland: Pontiac, Mich.
 - Happy's Attrs.: Genevaville, O.; Pleasant City 22-27.
 - Harris Amusements: Ocoee, Tenn.
 - Heller's Acme: West Haverstraw, N. Y.; Carlstadt, N. J., 22-27.
 - Henke Bros. Attrs.: (8 7th & Washington sts.) Milwaukee, Wis.; Sturgeon Bay 22-27.
 - Hennes Bros.: Waterloo, Ia.
 - Hilderbrand's United: Astoria, Ore.; Kelso, Wash., 22-27.
 - Hodge, Al O.: La Porte, Ind.; Niles, Mich., 22-27.
 - Howard Bros.: Barnesville, O.; Yorkville 22-27.
 - Hughley Bros.: Decatur, Ill.; Fairmount 22-27.
 - Hurst, Bob: Frankston, Tex.
 - Imperial: (Fair) Barnesville, Minn.; (Fair) Warren 22-24; (Fair) Hollock 25-27.
 - Joe's Playland: Beolt, Kan.
 - Jones, Johnny J.: Expo.: Meadville, Pa.
 - Joyland: Holland, Mich.
 - Kaus: Port Jervis, N. Y.; Middletown 22-27.

WANTED FOR RIMERSBURG PA., FIRE-MEN'S JUBILEE AND FOURTH JULY CELEBRATION

Concessions and Shows. Parades, Bands, Free Acts daily. Big Fireworks Display. Everybody working in this territory. Concessions and Shows playing here last year. Write or wire **DON MORGAN**, Pres., Rimersburg, Pa.

WEST'S WORLD'S WONDER SHOWS WANT

Reliable, sober Electrician, also Ride Foreman, Cy Holliday, Ben Cheek, wire. All Concessions open. **FRANK WEST**, Gen. Mgr., Carbondale, Pa., this week; McAadoo, Pa., next week.

BILL WILCOX WANTS FOR SEAL BROS. CIRCUS

All-around Billers. Must drive trucks. Long, sure season. Pay your own wires. Positive no tickets. Wire Brigham, Utah, Saturday, June 20.

It Helps You, the Paper and Advertiser to Mention The Billboard.

- Keystone: Marienville, Pa.; Falconer, N. Y., 22-27.
- King's United: Terre Haute, Ind.
- Krause Greater: Irwin, Pa.; Ambridge 22-27.
- Lagasse Am. Co.: Marlboro, Mass.; Pitsburgh 22-27.
- Landes, J. L.: Pittsburg, Kan.; Leavenworth 22-29.
- Lang, Dee, Famous: Iowa City, Ia.
- Lewis, Art: North Adams, Mass.
- Liberty National: Munfordville, Ky.
- M. B. Am. Co.: Piedmont, Mo.
- McGregor, Donald: Eldon, Ia.
- McMahon: Jefferson, Ia.; Battle Creek 22-27.
- Mellette Midway: (15th & Mullamphy sts.) St. Louis, Mo.; Maplewood 22-27.
- Majestic: Pulaaki, Va.
- Marks: Harrisburg, Pa.; Lock Haven 22-27.
- Metropolitan: Homerville, Ga.
- Middleton, Kart: Smithport, Pa.; Batavia, N. Y., 22-27.
- Midwest: Elwood, Ind., 15-20.
- Miller Bros.: Pineville, Ky.
- Miser Model: Amber, Pa.
- Mohawk Valley: Warsaw, Va.; Farmville 22-27.
- Northwestern: Coldwater, Mich.; Bronson 22-27.
- Original Mid-West: Ogalalla, Neb., 15-17; Chappell 18-20.
- Page, J. J.: Oak Hill, W. Va.; Logan 22-27.
- Pan-American: Woodstock, Ill.
- Pearson: Chillicothe, Ill.
- Peerless Expo.: Salem, W. Va.
- Pine Tree State: Franklin, N. H.
- Polite & Lato: Saginaw (West Side), Mich.; Freeport 22-27.
- Poole & Brewer: Houston, Tex.
- Reading United: Livingston, Tenn.
- Regal United Am. Co.: Republic, Mo.
- Reid Greater: Jacksonville Beach, Fla.
- Rogers Greater: Nashville, Tenn., 15-27.
- Rogers & Powell: Imboden, Ark.
- Royal American: Cedar Rapids, Ia.
- Rubin & Cherry Expo.: Green Bay, Wis.; Negaunee, Mich., 22-27.
- Rhealey Midway: Lansing, Mich.
- Shugart, Dr.: Norman, Tex., 15-16.
- Steband Bros.: Missoula, Mont.
- Silver State: Basin, Wyo.; Lovell 22-27.
- Sims Greater: Lachute, Que., Can.
- Six, J. Harry, Attrs.: Hardtown, Ky.
- Small & Bullock: Chelynn, W. Va.
- Smith Great Atlantic: Windber, Pa.
- So. Liberty: Madison, Wis.
- Spencer, C. L.: Bloomfield, Ind.
- Spencer, Sam E.: Phillipsburg, Pa.
- Speroni, P. J.: Morris, Ill.; Plano 22-27.
- State Fair: Cheshenno, Wyo.; Torrington 22-25.
- Stratton Bros. Corp.: Cohoes, N. Y.
- Sunset Am. Co.: (E. 10th & University sts.) Des Moines, Ia.
- Thomas, Dug: Ozark, Mo.
- Tilley: Highwood, Ill.
- United Shows of America: Sioux Falls, S. D.
- Valley: Rankin, Tex.; Iran 22-27.
- Volunteer State: Middleport, O.; McCohneville 22-27.
- Wade, W. O.: (W. Verner & Waterman sts.) Detroit, Mich.; Rivier lounge 22-27.
- Wallace Bros.: Danville, Ill.; Urbana 22-27.
- Ward, John R.: Montgomery City, Mo.
- Weer, Mabel R.: Ferguson, O.; Tiffin 22-27.
- West Bros. Am. Co.: Leeds, N. D., 15-17; Rugby 18-20; Dunselth 22-24; Rolla 25-27.
- West Coast: Hoquiam, Wash.
- West, W. E.: Motorized: Osawatomic, Kan.
- Western State: Ft. Collins, Colo.
- West's World's Wonder: Carbondale, Pa.; McAadoo 22-27.
- Weyd Am. Co.: Pennimore, Wis.
- Wilson Am. Co.: Eureka, Ill.; Atlanta 22-27.
- Wilson: Fishing, Mich.; Frankemuth 22-27.
- Winters Expo.: Corapolis, Pa.; Springdale 22-27.
- Wolf Greater: Virginia, Minn.
- Work, R. H.: Spangler, Pa.
- World of Mirth: Bloomburg, Pa.
- Yankee Expo.: Eastport, Me.; Island Falls 22-27.
- Yellowstone: Buffalo, Wyo.; Hardin, Mont., 22-27.
- Zelger, G. E.: United: Dillon, Mont.
- Zimara Greater: Cedar Falls, Ia.; Mason City 22-27.

- CIRCUS AND WILD WEST**
- Barnes, Al O.: Pergus Falls, Minn., 16; Little Falls 17; Bemidji 18; Hibbing 19; Duluth 20; Minneapolis 22-23; Mankato 24; Watertown, S. D., 25; Aberdeen 26; Mandan, N. D., 27.
 - Cole Bros.-Clyde Beatty: Altoona, Pa., 16; Johnstown 17; Uniontown 18; Greensburg 19; New Brighton 20; Alliance, O., 21; Steubenville 22; Wooster 23; Lima 24; Hamilton 25; Marion, Ind., 26; Ft. Wayne 27.
 - Cooper Bros.: Beardmore, Ont., Can., 17; Nipigon 18; Port Arthur 19.
 - Cottleville Community: (Fair) Dallas, Tex., 22-27.
 - Hawkins, Bud: McHenry, Ill., 17; Antioch 18; Libertyville 19; Oenosa 20.
 - Mix, Tom: Huron, S. D., 17; Aberdeen 18.
 - Polack Bros.: Decatur, Ill., 15-20; Waukegan 22-27.
 - Hingling Bros. and Barnum & Haller: New Bedford, Mass., 15; Fall River 17; Worcester 18; Hartford, Conn., 19; Springfield, Mass., 20; Albany, N. Y., 22; Schenectady 23; Utica 24; Binghamton 25; Syracuse 26; Rochester 27.

MERCHANDISE THE BACKBONE OF GAME CONCESSIONS

By **KARL GUGGENHEIM**

Watch for This in The Summer Number Of The Billboard

In Wholesale Merchandise Department

WANT

Ferris Wheel and other Rides for No. 2 Unit. Attractive proposition. Playing all year round for Churches, Fire Companies, Legion, V. F. W. Posts. Write or wire.

BARNEY TASSELL
2035 Green Street, Philadelphia, Pa.

WANTED

Fast-Stepping Circus Contractor with car who can and will keep show posted. Other useful people write or wire Yasinski, Ill. Will be at Grand Hotel Friday and Saturday. Boss Casavaman. Red Monroe come on. OAN PLACE some Concessions, also neat Hula.

REUBEN RAY, Mgr.
MARLOW'S MIGHTY CIRCUS

BOOK OR BUY LOOP-O-PLANE

PLACE Shows: Ten-in-One. Histo new outfit for Girl Rescue. WANT Operator for Fun House. Also want Hula Help. PLACE Stock Concessions. Plaster, Cotton Balls wire. WANT Aerial Free Act for season. Address **JOHN R. WARD, Manager.** Montgomery City, Mo., this week; Fulton, Mo., week June 22; Big Fourth July Celebration, Trenton, Mo., on Street.

Gillespie, Ill., This Week

ALTON (ILL.) EXPOSITION, on River Front, next week.

ABANA BROS. FAMOUS SHOWS

WANT—Concessions, Ten-in-One, Illusion, Snake, Half and Half, Millibiles or any good single Pit Show. Can place one more Ride. Have ten Street Celebrations and Fairs.

WANTED

Show, Rider and Concessions not conflicting. Also legitimate Grind Store Agents. Ball Game Grid, Corn Game, Photo, Fishpond, Buzzer, Knife or Chain Ruck. Nails, Slum or Glass working for stock. Come on **J. L. JOHNS**, Atoms Show, Decatur, Ga.

WANTED McMAHON SHOWS

Cookhouse, complete, or capable people to handle open. Concessions: Ball Games, Candy Flow, Candy Apples. Also Ride Help. Two Seasonal Free Acts for Onawa, Ia. Largest three-day Celebration in Western Iowa, July 2-3-4. Write or wire **WAYNE ROPER**, Onawa, Ia. Battle Creek Celebration on Street, June 26-27-28.

WANTED

Hula, Fat Girl and Snake Shows, Talker and Act for Pit Show, Palmist, Hush Grind Store Agents, Stock and Grind Store, Brain, Colo., for Fourth; a real celebration. **Syracuse, Kan., This Week.**

SANTA FE EXPOSITION SHOWS

WANTED

For our Homecoming Celebration and Street Fair. **WILL BOOK** Rides, Shows with own outfit, legitimate Concessions of all kinds, and also Free Act. I have some of the best spots and I can give you a season's work. Will stay out till November. **WILL BOOK** Rides on 20%; legitimate Grind Store, \$10.00 per week. Legitimate Stock Wheel, \$10.00 per week. Grille Large Free Act wire at once. **L. O. POPKINS**, 340 3rd Ave., Pittsburgh, Pa.

Seal Bros.: Park City, Utah, 17; Coaville, Ia.; Morgan 19; Brigham 20; Preston, Idaho, 22; Miami City 23.

Vanderburg Bros.: Reinbeck, Ia., 18.

Additional Routes
(Received too late for classification)

- Almond, Jethro, Show: Standfield, N. G., 15-20.
- Bishop Tent Show: Middleburg, Pa., 15-20.
- Bush-Byrne Players: Ludlowville, N. Y., 15-20.
- Dandy Dixie Show: Burlington, N. C., 17-20.
- Fulton, King, Magician: Dewitt, Ia., 15-20.
- Harris Road Show: Flom, Minn., 15-20.
- Hi-Way Variety Show: Pittsfield, Ill., 15-20.
- Hunsinger, Harry, Magician: Ypsilanti, Mich., 15-27.
- McCall Bros.: Dog & Pony Show: Greenfield, Minn., 16; Cedar Mills 17; Bucay 18; Stewart 19-20.
- McNally Variety Show: Shushan, N. Y., 15-24.
- Miller, Al H., Show: Shady Dale, Oa., 15-24.
- O'Neill Circus Unit: (Fair) Batesville, Minn., 18-20; (Fair) Warren 22-24.
- Scotter's Comedians: Smithland, Ia., 15-20.
- Steifer Trio: Owensboro, Ky., 15-20.
- Ta-Co Med. Show: Taylor, Tex., 15-20.
- Tab's Players: Cassville, Mo., 15-20.
- Wizards Circus Unit: Delphos, Kan., 19.
- Olasco 20; Miltonvale 22; Clyde 23; Chapman 24-26.

Fort Worth

PORT WORTH, June 13.—Practically the entire group of Fort Worth coin-machine men turned out for the get-together dinner and floor show June 8 at the Texas Hotel here. One count was that more than 60 members attended the stag affair, which was organized by H. J. Cloer and Harry Hoosier, president and vice-president, respectively, of the local coinmen's association. The floor show, along with the eats and drinks, will be long remembered, according to those present.

Jack Maloney, enterprising young head of the Panther Novelty Company here, has about recovered from a case of bad tonsils which, altho they did not keep him away from his business, were disagreeable nevertheless. He has one more treatment on them and then the doctor says they will be okay.

TAXING MIDWAYS

(Continued from page 3)
which has had several winning years, faces another burden this year in the form of a license fee of \$600 set by city council a few months ago. Fairgrounds are in the city-owned Central City park.

Saltair and Lagoon Reopen To Best Patronage in Years

SALT LAKE CITY, June 13.—Saltair and Lagoon reopened on Decoration Day with largest crowds in many years. Saltair featured dancing at 25 cents admission, with a traveling MCA orchestra, Carol Lofner and his band, who will play two weeks. Harold Pickering is publicity manager and Thomas M. Wheeler again manager. Water is still low at Saltair, but a little train takes patrons to deep water.

Lagoon is featuring free dancing with Verdi Breinholt's Orchestra. Pavilions have been redecorated and floral displays are beautiful. Polley as last year, with free days and no gate admission on Sundays and Mondays and a 2-for-1 day on Monday will prevail. Previously up to 8 o'clock gate admissions have been free; this year 25 cents a car and 50 cents after 6 will be the rule.

Sunset Beach and Black Rock, bathing resorts that sprang up the last two years since water has been shallow at Saltair, opened to big crowds. New bathing pavilions at Black Rock and free dancing at Sunset Beach are featured. Later owned by Harold Thompson and Ed Dern, and Black Rock by a corporation, with Gail Smith as publicity manager.

With the Zoos

CLEVELAND.—William C. Schmidt, managing director of the Grotto Circus; William C. Williams, monarch of Al Strat Grotto, and Harry T. Lathey, chairman of circus committee, head a Grotto group making a donation to Brookside Zoo of a lion, Sultan, acquired from circus winter quarters in Peru, Ind.

Machine Gunner Buell

Ask His World War Comrades This Question: "If You Spend All Your Bonus Money Round House, How Is That Going To Help You Make a Better Living in the Future?"

YOU CAN'T BUY A JOB

For you can buy our great WALK-THRU Attraction, **OUTLAW WAR**, and make every week the year round, two to four times what others are making who have jobs. Also you are the better informed man on earth to run this show. Write right hand in—Amesley Leitch—V. F. W.'s, whose program is to **OUTLAW WAR**.

Make From \$50.00 to \$100.00 a Week. Others Are—You Can, Too.

Write today for FREE information on our New Show—**OUTLAW WAR**, G-M-E-N, and A TRIP THRU A NUDIST CAMP.

Attention: Every CRIME Show Manager! Push your show with our Big 8x10' World's Greatest Crime Scenes, Actual Photographs. List Mailed Free.

CHAS. T. BUELL & CO.,
Box 306, NEWARK, O.
For 14 Years America's Show Builders.

WANTED

Independent Shows, Rides and Concessions, or good organized carnivals, week June 29, including the largest Fourth of July Celebration in this part of the country. Auto Races, Band, Ball Game and everything to make this a big celebration. We will make care of license. **PHONE 9182, N. HALL,** 110 1/2 Broadway, Paducah, Ky.

CANTON, O.—Carl O. Wels, superintendent, held a two-day open-house inspection of Nimisilla Park Zoo, when thousands viewed the enlarged plant.

PARIS.—A large shipment of rare animals arrived for the zoological park in Bois de Vincennes, including a male giraffe, panther, two chimpanzees, two gazelles, tapir, jackal and many others.

Two years ago the Grotto Circus donated a baby camel and recently presented the zoo with a chimpanzee and cat. Capt. Curley Wilson, zoo superintendent, is pleased to add Sultan to his zoological family.

SAN FRANCISCO.—Capt. George Whittell Jr., millionaire sportsman, who has had a private menagerie of jungle cats in Woodside, Calif., has presented three Indian cheetahs to Fleischhaecker Zoo here.

MADISON, Wis.—Birdhouse in Vilas Park Zoo has been remodeled and varieties of new birds include South American crested doves, Mexican Pope cardinals, Brazilian crested cardinals, Bengal magpies, Mandarin ducks and Japanese robins.

MILWAUKEE.—Egrets have been hatched in Washington Park Zoo, and Dan Lawler, aviary keeper, said the zoo here is the only place where egrets have been hatched and raised in captivity. Three matured last year.

AUCTION NIGHT

(Continued from page 5)
emerge for the show at the Ohio Theater in Toledo.

Detroit opened with the Rio, Roxy and Mayfair theaters of the Cohen Brothers' Circuit signing up, while three houses of the Krim Circuit were expected to follow suit.

According to Manley, the Colonial Theater, operated by Jacob Schreiber, has been using Auction Night without using the actual name, because of the similarity of features, and Manley stated to *The Billboard* that he is planning to seek an injunction against the house. He stated that the fact of this allegedly unauthorized use at the Colonial had lost five houses which would otherwise have signed up.

B'WAY BIZ

(Continued from page 5)
Ritz—Kieckback, and formerly known as *Backwash* in Brooklyn. The Federal Theater's summer circuit of open-air performances will run as per schedule in the event finances are not held up.

The Music Hall opened just fair Thursday with *Private Number*; *Roxy's Secret Agent* seems weak; *Hearst's Divided*, at the Strand, got a wonderful sendoff from the Hearst papers; and the Capitol still holds *Fury*. The State had a big opening yesterday with the combined draw of *Showboat* and a vaude bill headed by Benny Davis, while out in Brooklyn, the Metropolitan Theater, new vaude house, grossed between \$15,000 and \$17,000 the first week and opened lightly with its new show yesterday.

Burlesque continues light, with night clubs faring slightly better than was expected owing to a break in weather.

MUSIC PROJECT'S

(Continued from page 5)
who developed insomnia atop a pen was such that the composer on opening night was obliged to take bows for his delicately conceived score. Written for the Baden-Baden festival in 1927, the opera is deft, modern and almost continuously engaging during its 40-minute span.

Karl Maria von Weber's *Abu Hassan* did not fare so well with the critics, who damned Weber's score with faint praise, finding it spotty and of only momentary significance. The plot, which details the Eastern yarn of the couple who cannot pay their debts and play dead in order to receive the Caliph's bounty, ordinarily reserved for funerals, is rather puerile. It lacks sustained interest, and pulled down the entertainment level set by the fanciful *Princess*. The Gotham Symphony Orchestra was capably conducted by Paul Vellucci, the English librettos for *Abu Hassan* and *The Princess* were prepared by John Alan Houghton and Marion Jones Parquar, and outstanding singers during the evening were Wells Clary, William Kurz, Guy Nankivell, Anthony Aloia, Margaret Stevenson, Terry Horne, Kathleen Christman, Forest Huff, Tatyana Hukowska

and Verna Carega. The double bill will be extended to June 20, according to an announcement yesterday by Lee Pattison, director of the music project.

At the Adelphi, Abel Plenn and Turner Bullock have contrived a gossamer piece of *The Emperor's New Clothes*, which, because of the inversion of childish taste accomplished thru the medium of gangster films and Dillinger worship, probably appeals more to grownups than to the children for whom it was intended. An adult cast, headed by Sam Bonnell, Jules Dassin, Joseph Dixon and Philip Robinson, maintains thruout the play a high order of Thespian ability while enacting the story of Zan and Zar, who chase a ball into a kingdom and become involved in a plot dealing with some minor political villainies aimed at a couple of simple weavers who supply the emperor with cloth.

The play has music by A. Lehman Engel, settings and costumes by Andrei Hudlakoff, and may come back to Broadway again in the fall following a round of engagements at playgrounds and parks. Admission is scaled down to five cents. P. A.

GUILD ASKS

(Continued from page 5)
diately suspended, thus barring them from working on the stage. This move is a final step toward tightening up the Guild-AEA agreement under which members of each body must join the other when working in its jurisdiction.

Notification that charges have been preferred against them will be immediately sent the players by Equity council in New York. Unless they answer and straighten out their refusal to join the SAG, the 21 will be suspended from Equity membership.

Players are: Lionel Atwill, James Burtis, Harvey Clarke, Roy D'Arcy, Del Henderson, Arthur Hoyt, DeWitt Jennings, Al Hill, Dorothy Lee, Sharon Lynne, William V. Mong, James McDonald, Nat Pendleton, Marion Shilling, Frank Sully, Harry Worth, Eric Linden, Ruby Keeler, J. Farrell MacDonald, John Aledge and Jack Oakie.

DON'T WORRY!

You'll Soon Be on

"VELVET"

Ask Your Jobber or See Next Week's Issue of *Billboard*!!!

JOYLAND SHOWS WANTED

Concessions of all kinds, Shows with or without outfits, Small Band and one more High Act for fairs and celebrations starting in July. Holland, Mich. this week.

PULASKI, VA.

JUNE 22 to 27

ON THE STREETS

GALAX, VA., JUNE 29 TO JULY 4

The Best Celebrations in Virginia. WANT Legitimate Concessions and Shows not conflicting. Will furnish outfits. Address

CRYSTAL EXPOSITION SHOWS

This Week, East Radford, Va.

WANTED - RIDES

THREE OR FOUR, FOR BIG BONUS CELEBRATION, JULY 2-3-4.

Independent Operators w/o. State terms. CAN USE several independent shows. AMERICAN LEON, Edina, Mo.

WE FURNISH 2 KEYS WITH EVERY USED MACHINE

Checkers	\$9.00	Big Game	\$12.00	Tomber	\$15.00
Checker-Lite	EACH	Other Leader	EA.	Globe Trotter	EA
Crisis Cross-Lite	2 for \$16.00	Cross Country	2 for \$22.00	Jimmy Valentine	2 for \$28.00
Dealer	3 for 21.00	Five and Ten	3 for \$30.00	Jungle Hunt	3 for 39.00
Kings-a-Lite		Genco Baseball		Lucky Stars	
T. N. T.		King of the Fun		Screamers	
Tix for Yat		Per Golf		600	
Treasure Hunt		Rapid Transit		Wing Lite	
Tri-a-Lite		Splitfire			
		Spot-Lite			

One of each in Selection. Full cash with \$10 orders. 1/3 deposit, bal. O. O. D., F. O. B. Hartford, Conn.

V. F. W. BONUS FESTIVAL

TOLEDO, OHIO, JUNE 22-27, INCLUSIVE

Wanted—Shows and Concessions. Can use Popcorn, Cracker Jacks prefer nice wagon. First carnival in four years. Address **J. F. MURPHY, care GOODING GREATER SHOWS** Zanesville, Ohio, This Week.

Want for Big 4th of July Celebration and Home-Coming

AT RICHLANDS, VA., JULY 2, 3, 4, 5.
We will show Sunday. Free Acts of all kinds. Fifteen weeks' work. **WANT**—Electrician. Have complete outfit for Girl Show, Cack Show, Illusion, Ten-in-One, or will furnish outfit to reliable showmen. Want Musicians and Performers for Minstrel Show. All Concessions open. Our Fairs start second week in August. Write or wire R. C. McHENDRIX or CANDY SABATH, Saffville, Va., this week.

WEST BROS. AMUSEMENT CO.

Wants Concessions that work for stock, good Hawaiian Show. Must have music. Shows that don't conflict, come on. Ride Help that Drive Trucks; single preferred. Rugby, June 18; Duasalth, June 22; Rolla, June 25; all three-day celebrations; all North Dakota.

DIXIE EXPOSITION SHOWS WANT

Musicians and Performers for Minstrel. Salaries and percentage. Have now outfit for Girl Show. Have new outfits for Snake Show, Ten-in-One complete. Want capable people to take charge of same. Want Rides and Kiddies Rides, legitimate Concessions. Denton Springs, Ky., this week; Morgantfield follows; then the big one, Cloverport, biggest Fourth of July spot in Kentucky. One hundred hogs and sheep will be barbecued. Advertised hundred miles.

Evans' ROU-LETTE



\$262⁵⁰

H. C. EVANS & CO. 1522-24 W. ADAMS ST. CHICAGO, ILL.

WORLD'S most popular game for America's finest locations! ROU-LETTE offers realistic roulette made completely automatic by Evans' ingenious craftsmanship. A super-attraction embodying a regulation, inlaid roulette wheel; substantial odds; automatic payout; indirect illumination; impressive 45"x20" size; all-electric operation . . . and beauty that is worthy of a \$500 value. ROU-LETTE is designed to be a permanent investment; to return an income far in excess of the ordinary game. Investigate ROU-LETTE'S marvelous opportunities—today! At your jobber, or

Men and Machines in Chicago

By CHARLIE RILEY

Action is the tempo in the coin-machine sector. A series of stops this past week has convinced the new boy, who did some tall hustling with the coin-machine fraternity.

Now that Bally plant, for instance. Never a dull moment with such a hospitable host as Ray Moloney to make one feel at home and Jim Buckley on hand to cut up a few touches for the assembled guests, whether they be customers or editors groping for a few paragraphs. While "in conference" with Messrs. Buckley and Tony Gasparro, of the Weston Novelty Company, London, a quick decision was reached to give Jack Nelson at Rock-Ola an "ocean-to-ocean" call, with Tony giving Jack several minutes of smart talk on the phone before Jack called the turn, with laughs for everybody the result.

Herb Jones, Bally advertising ace, had his little daughter in the hospital for a tonsillectomy and gave her to understand in advance that it was sort of a pleasant affair. From the looks, however, Mr. Jones has been getting from the young lady these mornings at the breakfast table, he is firmly convinced that she has her own ideas on the pleasantries of yanked tonsils.

Oh, yes, as Bally afterthought, a salute to Al Tate, who came in and out several times during the tete-a-tete to enliven things with a few parlor tricks.

A brief visit to salute Jack Nelson on the day he took over his new position as general sales director of Rock-Ola. Jack's office was banked with flowers and his desk loaded with sheaves of wires. Not only the good wishes of his many friends in the industry followed Jack to his new berth, but a great number of his boosters showed just how they felt about him by accompanying their heartiest wishes with many a hearty order.

Perc Smith took the writer on a trip of inspection thru the Exhibit Supply plant, where there were a great number of interesting things to see. Perc has a new vendor called Tonsta, which vends some clever verses on cards that are meant to eliminate groping for the proper words while tipping. The cards suggest that one drink eloquently and not dumbly, and the cardboard gags are all bright ones and will no doubt be responsible for a lot of laughs that will be heard in taprooms and taverns when Perc installs his machines in these spots.

Jimmy Johnson, president of the Western Equipment and Supply Company, is a natural showman. When one gets around to seeing the clever array of props Jimmy has used from time to time in various display and exploitation stunts the answer to Jimmy's fine success is a ready one.

Claude Kirk, of Exhibit Supply, is devoting his time to the Rotary Merchandiser these days. It is a fine-looking machine with many radical departures from the diggers. It is lower in construction for one thing and enables more folks to gravitate around it and its action appears to be obviously a vast improvement in player appeal—and right now it is Claude's baby.

A few minutes with that dynamic duo, Gerber and Glass, both found in their office at the same time and both in the same fine fettle. The pair have an ambitious sense of humor, which one realizes when he finds a coat hanger on the radiator of his car when he is a few blocks from their busy plant.

A trip to the Mills Novelty Company was definitely in the nature of a treat this week. James Mangan, who so capably guides the advertising destinies of this great firm, devoted a bit of his valuable time to cast some pearls about things in general in the industry. Your correspondent came away from the interview with Mr. Mangan with the mental notation that the time was certainly well spent.

Walter Tilda, publicity man at Mills, is liable to candid-camera you any time you drop in to see him, as he is a devotee of the shadow and shutter. Walter has an entertaining collection of informal and unposed shots taken in spare moments and it is quite amusing to thumb thru them. Walter is kept quite busy with *Spinning Reels*, Mills' house organ, the last issue of which reveals some splendid material about coin-

machine personalities in addition to excellent photographic art.

Grant Shay, also on deck at Mills and quite interested in an institutional baseball schedule, promised to take your roving reporter on a personally escorted tour of the plant in the near future with the provision that the starting point would be the McCoy bar, so, as Grant phrased it: "The pupils of the eyes would be opened wide enough to see everything."

A pleasant visit with George Adams, of the Garden City Novelty Mfg. Company, to discover that George has a number of new games that will soon have their premiere on movie screens and one is that of Home Run, with the bouncing ball effect. A preview of it proved it to be a game with action, speed, thrills and a lot of appeal. It is a swell game for a theater and should do mighty well.

Nate Gottlieb To Make Tour Of Southwest and West Coast

CHICAGO, June 13.—In the summer, as well as spring, a young man's fancy turns to thoughts of travel. And so it is with Nate Gottlieb, of D. Gottlieb & Company. Nate will leave soon on an extended trip thruout the Southwest and Pacific Coast.

"This trip," said Nate, "is supposed to be a vacation, but I've been commissioned by Dave to make a casual survey cut West. However, I will manage to find a little time to do some vacationing. Seriously speaking, however, I want to find out for myself, sort of incognito, what the boys out West are doing and incorporate a few ideas I may gather."

Nate will leave Chicago and head for the West Coast, stopping at principal cities en route. He will take time out to investigate the "Honeys of Hollywood" and will also go down to see the horses run at Tijuana. While in San Diego he will visit the California Exposition and compare it with the Texas Centennial when he gets to Dallas.

Nate's friends are wishing him a real nice trip.

Gerber & Glass Distribs for Booster and Palooka Jr.

CHICAGO, June 13.—Days reminiscent of Contact and Lite "A" Line return to Gerber & Glass in the form of J. E. Keeney's Booster and Palooka Jr. Paul and Max say both of these automatic payout tables have taken on with Illinois operators and are heavily demanded, and in their opinion will set a sales record for 1936.

Al Douglis Lauds Panama

CHICAGO, June 13.—Al Douglis, of the Daval Manufacturing Company, joins the great number of boosters of the game Panama. Al says he ties right in with Panama, as he has proved the fact which has proved itself a natural money getter. One of the salient points of its success, Al declares, is the fact that it is a genuine skill game and players go for it for this reason.

Pulling Power!

MINNEAPOLIS, June 13.—Harry H. (My) Greenstein, Minneapolis coin machine jobber, is a firm believer in the value of advertising, both by direct mail and thru national magazines. With regard to national magazines, however, he registered a complaint when a representative of The Billboard recently talked with him.

An advertisement in this magazine had brought him a letter from New Zealand in which was included a remittance, and an order for 10 machines. When the letter arrived, however, the machines which had been advertised were already sold and he was unable to fill the order.

Of course, My didn't mind returning the price of the 10 machines, but he doesn't like to disappoint anyone. Therefore, he feels that The Billboard's advertising manager should tell him, when accepting an advertisement, how many sales will result from it, so he can arrange to stock enough merchandise to take care of them.

INSIST ON-
STANCOR
UNIVERSAL
IN ALL YOUR GAMES!
They're BEST by TEST

WHAT WE MEAN!
"VELVET"

for YOU!!!

Ask Your Jobber or See
Next Week's Issue
of Billboard!!!

BASEBALL SALES TALLY CARDS

and all kinds Coupons for Operators. Daily and Weekly Series. Names, and Numbers in Nat. and Amer. Leagues, with other Amer. Ass'n, Pacific Coast, International, Western, N. Y. P., Southern or Texas Leagues. 2, 3 or 4-way Baseball Series and Pull Tickets. 2 Aces, 3 Aces, Square Deal, Raffle Cards, Seven Lucky Numbers, Economy Play, Newspaper Headlines, Bally Double, Toss Games, etc. 25-cents. Get now copyrighted confidential Course of Instructions. Just out—"HOW TO START IN THE BASEBALL TICKET BUSINESS." Price, \$50.00. Full particulars FREE! Make \$300.00 weekly. Spend \$2.00 NOW for \$5.00 worth Assorted Samples, Catalog, Rules and Particulars. Return this order. (Est., 4019, Rte. One & Bradstreet). Season is here. Rush! Wire or write
FERGUSON MFG. CO., Dept. 10
322 N. Senate Avenue, Indianapolis, Ind.

Thank You for Mentioning The Billboard.

Poster Attracts Players To Rotary Merchandiser

CHICAGO, June 13.—A new idea for the attraction of players of coin-operated machines is being used by Kirk & Company, manufacturers and distributors of the new machine Rotary Merchandiser.

"The basis of good merchandising," says Claude R. Kirk, "is to advise the prospective purchaser or customer of the merits of the goods you have to sell, also how they may be used to the benefit of the said purchaser or customer."

"In most cases coin-operated machines are placed on location and no further attempt is made to attract the players to the machine. Mr. Gillette is not content with just having his razor blades on the shelves, and Mr. Cocola also plasters up the whole store with his signs. This is advertising the merit of their goods. The coin machine must also speak for itself!"

"In the case of the Rotary Merchandiser, each machine is accompanied by a large 40x30-inch poster. The poster is furnished in five different colors and is a beautiful piece of art work."

"The operator is instructed to place his poster as near the coin machine as possible. The player then is not only attracted by the machine but is also attracted by the large poster, which explains the operation of same. To make it even more clear, there are examples of other skill operations with which the player is familiar and which operate in much the same manner as the Rotary. This immediately intrigues the player to try to duplicate the performance indicated on the poster. It also makes it unnecessary for the merchant to take his time to explain the operation of the machine. Wherever the machine is viewed from the point of legality if explains in detail the basis on which the manufacturer feels that the machine is 100 per cent legal and is entirely a game of skill."

"We feel," continues Mr. Kirk, "that the coin-machine manufacturers have been 'hiding their light under a bushel' too long. There is no reason why we should not tell about our goods in a store the same as any other good merchandiser."

Ro-Wo-Bo Jack Pots

5¢ PLAY JACK POT VALUE 5¢ PLAY

Each Card \$25.00 Jack Pot
Brings In \$90.00
Average Payout \$5.00
Profit \$35.00
Complete Sample Deal \$6.00

WERTS NOVELTY CO., Inc.
Muncie, Indiana

Panico Chase Is Big "Catch," Says McClellan

CHICAGO, June 13. — With the announcement of another original idea in payout tables by Pacific Amusement Manufacturing Company comes word from Fred McClellan, president, that he's springing something this time that's going to start heads bobbing and tongues wagging all over America. For, as Fred puts it: "Panico Chase has a multitude of new ideas in ball and light animation that players on test locations are calling the 'catchiest' of all."

The game incorporates Pacific's new "odds-commutator" bigger than ever before and easy to check at any distance. According to advice, its spinning action carries the same appeal of bell-reel machines on the commutator, plus a lot of different scoring features thruout the playboard that players follow with the keenest of interest from beginning to end of its play. McClellan qualifies his statement that heads will be "bobbing" in that Panico Chase attempts to refute the old adage that "the hand is quicker than the eye."

And it's easy to connect this old saying with Panico Chase in lieu of the following description: There's a half-circle comprising eight payout pockets in the upper field, each backed up by an identifying signal light of one of two colors. As soon as a coin is inserted two lights on the board illuminate and move in rotation from left to right in the upper circle, and from right to left in the lower field. Meanwhile the commutator spins and indexes the odds payable, as lights continue to move back and forth across the board. Two lights only illuminate at a time, one at the top and one at the bottom of the board. Should a ball enter any pocket the lights stop moving with the last light remaining illuminated in fixed position. Should the player prove "the hand is at least as quick as the eye" and exercise enough skill to propel the ball into one of the upper rows of pockets at the same time the light patters to illuminate said pocket a payout is automatically accomplished in accordance with odds posted on the commutator at the rear. Should a ball enter a "dark" pocket in either upper or lower circle it's a "house shot" and a new game begins. If the ball gets thru this upper row the lights keep right on flashing and the secondary arena offers frequent low payments surrounding the "Golden Egg" which is good for a \$1.00.

Let's suppose the ball comes thru the secondary defense and enters the third, which consists of another row of semi-circle pockets with lights rotating from right to left. Here the element of chance offers another opportunity to land in a pocket at the same time a light goes on.

Sample machines are reported to be moving in carload lots.

Ray's Track Gets \$100 Test

CHICAGO, June 13.—Step into the Ray's Track department at the Bally Manufacturing Company factory and you will see dozens of machines all busily operating by themselves, with the electric coin chute going in and out as if by magic and the nine horses galloping up the track and back in a never-ending "inspection sweepstake."

These machines, according to Ray Moloney, Bally president, are being given the "\$100 test" prior to being shipped. "Each and every Ray's Track," says Ray, for whom the game was named, "is automatically operated the equivalent of \$100 worth of nickel play. There is nothing on the machine that can wear out, so the test does not in any way affect it. But it will reveal any parts which may not have been perfectly adjusted and enable us to correct it before the game is shipped."

After each machine is run 2,000 times it is again thoroughly inspected, relubricated and ready to go out and bring home the bacon for the many operators who are placing Ray's Tracks in all parts of the country.

S & M 2-in-1 Distributor

NEW YORK, June 13.—Dave Robbins, of D. Robbins & Company, states that he has appointed S & M Vending Company, Newark, N. J., as distributor for his 2-in-1 Vender. This company has been operating vending machines for many years and is familiar with all types. After testing other machines and having a number of 2-in-1 Venders on actual location for 30 days, S & M placed an initial order for 500 machines.

Pittsburgh

PITTSBURGH, June 13.—The exhibitors' committee of the National Association of Retail Druggists, holding its annual convention at the William Penn Hotel here for four days beginning September 21, is inviting coin machine manufacturers to use a booth for the display of the latest in games. An attendance of 3,000 is expected.

The Automatic Canteen Company invaded the radio station buildings here by installing candy, gum and peanut machines in radio studios.

Fritze Zivic, peanut machine operator in this territory, is a well-known fighter here. He scored a technical knockout over Tony Falco in the eighth round at Hickey Park here on Tuesday.

Local papers are giving the parking meter idea wide publicity. The Pittsburgh Press published a news story on the meter operation in Dallas and explained how traffic regulations improved. The city averages about \$400 revenue daily from 8,000 coin-operated parking meters located in the busiest streets. The police chief there revealed that the department will receive upward of \$120,000 a year from the devices and said that 98 out of 100 persons in Dallas are "sold" on parking meters. El Paso and Houston have now installed the nickel-in-the-slot devices which were originated in Oklahoma City.

Sam Getlan Proud Papa

NEW YORK, June 13.—Sam Getlan, of the United Automatic Sales Company, announces that his family was increased Thursday by the addition of a bouncing boy. Sam says it looks as if he'll have to sell more Mills products now that expenses at home have upped.

SEATTLE, June 13.—License committee of city council has recommended an amendment to the license code increasing the annual fee on nickel-operated pinball machines and creating a levy on penny amusement games.

JOBBER!
OPERATORS!
DISTRIBUTORS!

NOT A PIN GAME

"America's New Bowling Game Sensation"

ROLL-A-BALL

TERRITORY GOING FAST - - -
A FEW CHOICE LOCATIONS STILL AVAILABLE
FOR OPERATORS WITH CAPITAL TO INVEST
IN EXCLUSIVE TERRITORY ARRANGEMENT

- for TAVERNS
- POOL ROOMS
- CLUBS
- RESORTS
- ROADSIDE STANDS
- STORES, ETC.

LOCATION-TESTED . . . already a proven sensational profit-earner! Absolutely legal . . . can be operated in closed pin game territory. Portable . . . completely electrically controlled. 100% skill game. Nine wood balls for 5c. Registers number of plays and winning scores. Flashing arrangement of scoring lights. Coin-operated; no levers; no plungers. 12 ft. or 14 ft. long by 29 in. wide. An indoor or outdoor money-maker! Immediate delivery—No Delay. Rush request for photo and full details.

GEORGE PONSER CO.,
(ROLL-A-BALL SALES DIVISION)
11-15 EAST RUNYON ST., NEWARK, N. J.

Wheel of Fortune Fascinates Home Run Ready

CHICAGO, June 13. — Western's recently announced Wheel of Fortune has already proved an overwhelming hit with the players, according to the makers.

The principal idea behind the game has been borrowed from the carnival stands. Western has taken the same "Step right up, folks, 10 cents may win the beautiful doll, a basket of groceries or a trip thru Indo-China" and cleverly arranged it in a one-ball automatic payout machine.

The game is made in three different models, as an automatic payout table, ticket model and free game model. The automatic payout model is equipped with Western's new motor driven automatic payout unit.

The free game model automatically records the payouts in addition to many other features it has to offer. Western's ticket model is equipped with a proven ticket-dispensing mechanism. All models are optionally equipped with the Stancor Univerter or batteries.

BROOKLYN, June 13.—Home Run, the new pinball feature of the Scientific Machine Corporation, this city, is now ready for delivery.

It is a 10-ball game, attractively finished in six different colors with a baseball background with players in various positions. By using skill the balls can be advanced to first, second, third base and so on. Each hit goes into a numbered pocket, so that the game can also be used for weekly high-score awards. In addition to awards for making a various number of home runs.

Scientific reveals that it has tested the game on locations and it has proved to be mechanically perfect. They are now appointing exclusive distributors for the new product.

Eddie Ginsberg Travels

CHICAGO, June 13.—Upon his return here from a flying trip to leading jobbing centers in the Middle West and East, Eddie Ginsberg, of the Atlas Novelty Corporation, will make an extended tour of Illinois, Indiana and Kentucky on business.

The Stoner Corporation is now building an especially constructed Turf Champs in order that Eddie may take it along with him in his automobile for demonstration purposes.

Wurlitzer Branch Moves

LOS ANGELES, June 13.—The Rudolph Wurlitzer Company here has moved its Coast office to a new location at 1025 North Highland avenue in Hollywood.

ABT Game Hunters Go Well

NEW YORK, June 13.—Charles Lichtman, of New York Vending Company, New York, announces he has sold a great many ABT Game Hunters. This is the machine with the gun target which revives the interest in gun machines as originally manufactured by ABT about 10 years ago.

Charles Lichtman has traveled thruout the entire Eastern territory and has made many favorable contacts for the disposal of the Game Hunter thru jobbers. New York Vending is the Eastern distributor for ABT.

IT'S A HIT!
FULL OF ACTION!

Scientific's
HOME RUN
\$ 42.50

10 BALL PIN GAME
EXCELLENT FOR
HIGH SCORE

Immediate Delivery!

SCIENTIFIC MACHINE CORP.
1072 ATLANTIC AVE.
BROOKLYN, N. Y.

NEW EXHIBIT COUNTER GAMES



"BASEBALL"
A fast game—right in season—where HOME RUNS and HITS—make up the winning scores. Easily understood. Plays all coins. **12.50**



"TANGO"
Another winner to make fast profits. Has all the zip of the tango—and fascination to keep players at it. Plays all coins... **12.50**



"KEY HOLE"
NEW and NOVEL. To win cube must rest on KEY HOLE section of spinning disc. Odds given on cubes. Plays all coins... **12.50**



"WIN"
Three white cubes—to spell WIN to collect award on BLACK ODDS cube. Joker included on white cubes. Plays all coins... **12.50**

ORDER NOW FROM YOUR JOBBER OR
EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago

Anderson Joins Stirling Novelty

NEW YORK, June 13.—D. M. Steinberg, secretary-treasurer of the Stirling Novelty Company, here, announces the appointment of L. G. (Andy) Anderson, sales promotion manager and former Eastern advertising manager of *The Billboard*, as general sales manager for the Stirling firm, of Newark, N. J., which manufactures the popular Skill-Ball machine.

"Andy," as he is known in the advertising and amusement coin machine worlds, is one of the most widely traveled men in the business. "It was certainly hard for me to leave *The Billboard* where I have enjoyed the most pleasant associations of my career," he said, "but the wonderful offer which I received from Stirling Novelty Company, Inc., who I believe have a great product for continuous profits in their remarkable Skill-Ball game, and the many other games the firm is planning at this time, actually forced me to accept the position of general sales manager. I want to assure my friends thruout the amusement industry that I shall have their interests at heart at all times, and that in my new position I will bring them in close contact with an organization whose remarkable expansion is making amusement history."

Mr. Anderson was responsible for the organization of the Metropolitan Skill Games Board of Trade of New York and was the organizer of the National Sports-Inds Association. It was as chairman of the board of the Metropolitan Skill Games Board of Trade that he met with D. M. Steinberg, who at that time was president of the New Jersey Amusement Board of Trade. They collaborated in many important events in the coin-machine history of this area.

Mr. Steinberg, in speaking of Mr. Anderson, said:

"We believe that the appointment of Mr. Anderson, who is without any doubt one of the best known men in the amusement industry, will immeasurably help this firm in its present expansion program. We are certain that under his guidance operators, jobbers and distributors will be offered remarkable opportunities in the products which the Stirling Novelty Company, Inc., is presenting and will present to the amusement world. At present Mr. Anderson will devote himself to establishing contact with his friends by regular airplane flights thruout the country. He will be in complete charge of all sales and advertising for the firm."

Waiting for Short Sox

NEW YORK, June 13.—Dave Robbins, of D. Robbins & Company, Brooklyn, distributors for Stoner Manufacturing Company in the East, informs that jobbers and operators in this territory are looking forward to the arrival of the new baseball game, Short Sox. Dave has been the only person in this territory to see this new game and has put on such a strong campaign and has pepped the jobbers up to such a pitch that they all are anxiously waiting the arrival of the first few cars.

REBUILT GAMES

THIS WEEK'S SPECIALS

- JUMBO\$47.50
- PEARL HARBOR ... 23.50
- BAFFLE BALL 42.50
- JUMBO TICKET ... 59.50
- DOUBLE SCORE59.50

EXTRA SPECIAL !

- TYCOON\$89.50
- MAMMOTH 37.50
- DE LUX 46 37.50
- TRAFFIC A 14.50
- ROCKETS—Brown Cabinet 9.95
- PUNCHETTES 8.50
- A.B.T. WAGON WHEELS 8.50
- RAMBLER 49.50
- BIG FIVE—JR. & SR. 34.50

RUSH YOUR ORDERS

1/3 Down, Balance C. O. D.
IT'S NOT A SALE UNTIL YOU'RE SATISFIED

GERBER & GLASS

914 DIVERSEY BLVD. - CHICAGO

Hughes Gives Real Info on Symphonola

CHICAGO, June 13.—A. C. Hughes, manager of the phonograph department of the Electro-Ball Company, Inc., gives real honest-to-goodness facts in a sales letter which he sends to operators interested in automatic phonograph operation. The letter, accompanied by a beautifully illustrated brochure of the four Symphonola High Fidelity models, gives facts and figures as to phonograph averages gathered particularly from Texas, Oklahoma, Louisiana, Arkansas and Tennessee since January 1 and is understood to be proving very effective.

"To the operator who is already in the coin-phonograph business," says Hughes, "this information should convince him that it pays to buy the larger and finer models. Another thing, don't overlook the fact that the operation of phonographs is stable."

Rock-Ola Product Only

NEW YORK, June 13.—The Capitol Automatic Company here is clearing its stockrooms of all other makes of phonographs to specialize on the selling and operating of Rock-Ola machines exclusively.

- | | | |
|--------------------------------------|---------------------------|---|
| ELECTRIC EYES EXHIBIT \$100.00 | SPORTSMANS \$ 15.00 | GRAND PRIZE \$ 35.00 |
| PACES RACES 200.00 | PUT TAKES 12.00 | A. B. T. COMBINATION TIGONS 25.00 |
| JUMBOS 45.00 | RAPID FIRES 15.00 | TEN GRANDS 60.00 |

- SLOT MACHINES**
BLUE FRONTS, 5c Play, \$92.50 LITTLE DUKES, 1c play \$25.00 Q. T., 5c play, \$95.00
ONE GROUP OF SINGLE JACK POT NIKEL MACHINES, ready to go.....\$17.00

- COUNTER MACHINES**
DADY SHOE Once Mech. \$5.00 THREE & FIVE JACKS, 5c. 21 VENDERS \$5.00
Write us your needs, we will have it. We buy all kinds of Slot Machines. (One-third deposit with all orders. We will Trade Electric Eyes for Slot Machines)

T. & T. NOVELTY COMPANY
114 NORTH MAIN STREET, JOPLIN, MO.

CANADIAN DISTRIBUTORS FOR PACE MFG. CO.

- | |
|--|
| PACE COMET DOUBLE JACK POT \$ 91.50 |
| PACE MYSTERY DOUBLE JACK POT 08.50 |
| PACE ALL-STAR DOUBLE JACK POT 108.50 |
| PACE GOLD REWARD MYSTERY 110.50 |

All Makes of Reconditioned Machines, same as new, \$20.00 up.
SPECIAL 1936 PACE COMET, Same as New, \$50.00.
All Machines F. O. B. Windsor, Ontario.

DONALD FIELDING CO., 604 HALL AVE., WINDSOR, ONT., CAN.

- | | | |
|-----------------------------------|------------------------------|----------------------------|
| Sportsmans, Visible \$ 2.00 | Signals \$ 3.50 | Rockettes \$ 6.00 |
| Coin Chutes \$12.00 | Starlites 6.00 | Travels 7.00 |
| Champions 0.00 | Sensation 6.00 | Golden Gates 3.00 |
| Hi Pocket 22.00 | Cross Country 9.00 | Lightnings 3.00 |
| Oddy Double 20.00 | Mills' Balance 8.00 | Radio I. O. U. 4.00 |
| Golden Harvest Cash 45.00 | Red Arrows 9.00 | American Beauty 5.00 |
| Scorelites 5.50 | Mills' Equities 11.00 | Tremc O 9.00 |
| King of the Turf 5.00 | Q. T. Pay Tables 21.00 | Twenty-One 7.00 |
| Electros 3.00 | Ivory Golf 29.00 | Chain a Lite 15.00 |
| | Daily Limits 35.00 | |

CONNECTICUT AMUSEMENT MACHINE CO., 294 N. MAIN STREET WATERBURY, CONN.

New Bally Peerless, Original Crates \$90.00

Reconditioned A-1 Bally Peerless, \$55.00; Reconditioned Bonus, \$60.00.
OPERATORS' SERVICE SYSTEM
719 Walnut St., Houston, Texas.

DISTRIBUTORS OF SUPERIOR SALESBOARDS

GIFTS—NOVELTIES—PREMIUMS—PRIZES.
Write for Catalog.

MARKEPP Co. 3902-4-6-8 CARNEGIE AVE. CLEVELAND, O.
O. 1410-12 CENTRAL PARKWAY CINCINNATI, O.

Is Your Subscription to The Billboard About To Expire?



PHOTO TAKEN in front of Jack R. Moore's dealer display rooms in Portland, Ore., showing Moore bidding good luck, good speed and good business to Ralph Brent, one of his star salesmen, going on the road as the skipper for the initial voyage of the good ship Lolly Pop in the Northwest territory.

PANAMA

"THE BIGGEST PIN GAME HIT OF '36"

RUSH YOUR ORDER TODAY! GET PAY TABLE PROFITS AT A STRAIGHT AMUSEMENT PIN GAME PRICE!



DAILY, BIG REORDERS OF PANAMA MAKE IT "THE BIGGEST HIT GAME OF '36"

For Your Own Good-- Get Started With Panama Today!

52⁵⁰

TAX PAID ELECTROK EXTRA

DAVAL MFG CO. 200 SO. PEORIA ST. CHICAGO

Treadway, Tatum Join Hands

JOPLIN, MO., June 13.—J. L. (Bones) Treadway and G. H. Tatum, well known in Southwestern Missouri coin-machine circles, have formed a partnership under the name of the T & T Novelty Company. They have moved their headquarters to a new and larger location at 114 North Main street here. Treadway was formerly in business at 413 Main street, this city. The boys have one of the best equipped coin machine layouts in this part of the State, and report that they are doing a flourishing jobbing business.

Atlas Team Challenges

CHICAGO, June 13.—In their first official game played at Humboldt Park here the Atlas Novelty soft-ball team defeated the Daval Manufacturing Company nine in a hotly contested battle by a score of 9 to 3.

The game was full of excitement and from the first inning until the final interest and the old-time fighting spirit were at high pitch, according to the players.

The Atlas team wants to take the opportunity of challenging any soft-ball teams in the coin-machine industry in and around Chicago to a contest.

Mills Has Softball League

CHICAGO, June 13.—Employees of the Mills Novelty Company play softball every Monday and Wednesday evening at the Mills Stadium here. The fans among the coin-machine men and their families are invited to come out and watch the game with free grand-stand seats.

IBM CONCLAVE

(Continued from page 4)

loving cup donated by Antoni, of Quebec, for the best magic performance presented on any bill at the convention. Prize for the best new trick given during the three-day session went to Ellwood and Ripel for their marionette magician

act. Award was a silver cup donated by the H. Lemieux Company, Quebec.

One of the most interesting events of the IBM conclave was the amateur contest, which was held each morning of the three-day session at headquarters under the direction of Leslie P. Guest, of Cincinnati. The Caryl S. Fleming trophy, which is to be a perpetual IBM award for the best original trick performed by an amateur, went to Scotty Lang, of Hamilton, Ont., for his combination card and mental trick. John Williamson, of Utica, N. Y., took second prize, a cash award of \$12. In addition to awards already mentioned, more than \$700 in valuable tricks were donated by the dealers as prizes to the contesting amateurs performing in the various events.

To Billy Russell, chairman of the Batavia convention, goes the credit for making the conclave the tremendous success it was. The entire session echoed with the spirit of camaraderie and good-fellowship and it seemed unanimous that everyone had a great time.

Among the representatives attending the IBM convention were many distinguished members of foreign rings, including Mr. and Mrs. A. J. Brago, of Singapore; John Ramsay, Ayr, Scotland; Will Blythe, London, and Dr. and Mrs. K. A. Heinrich, Berlin. Press notices, both locally and in Rochester and Buffalo, were very good. All papers used front-page copy and pictures on the conclave.

The convention started off Tuesday night at 8:30 o'clock with a night-before party at St. Anthony's Community Center. Emmett J. Olmstead served as emcee, and music was furnished by the American Legion Band, of Batavia, and the Dorscheld Orchestra. Mayor James J. Mahaney gave the official civic welcome and designated W. W. Durbin, IBM president, honorary mayor of the city of Batavia during the three-day session.

Wednesday's Activities

Wednesday morning was given over to registration, opening of dealers' displays and the first session of the amateur contests. In the afternoon a business meeting was held at the Lafayette Thea-

ter, which included memorial services for deceased IBM members, appointment of various committees and the financial report. Following the business meeting was a tour of the Holland Land Office Museum, of Batavia. On the program at Wednesday night's show, staged at the Lafayette Theater, were Antoni and Company, John Ramsay, Ellwood and Ripel, Max Holden, Gene Foley, Percy Abbott, Paul Noffke and Jack Owyne and Company. Sid Lorraine did the emceeing.

Thursday's Activities

Thursday morning amateur contests continued. The afternoon was given over to the magicians' only session, under the direction of Elmer Eckam. The program was primarily of an instructive nature, dealing with various phases of magic and its presentation, and was enthusiastically received by the audience. Lesta gave an enlightening talk on *Booking and Playing Schools*. Charles J. Jones spoke on *Stagecraft* and was followed by Will Blythe, who gave an illustrated lecture on the *Art of Misdirection*. Next on the program was E. J. Oeinch, who demonstrated the skill of the professional gambler in his act, *How To Lose at Cards*.

Late Thursday afternoon all dealers at the IBM convention met for a short session to discuss plans for the organization of a dealers' association which would aid in eliminating unfair price cutting and other unethical practices. A committee was selected as a working nucleus to formulate further plans for the association. Members of the committee are: R. A. Nelson, chairman; Max Holden, Percy Abbott, Horace Marshall and U. S. Grant.

The Thursday night show comprised the following acts: "Uncle" John Davison, Will Blythe, Al Saal, Lesta; Ireland, of Chicago; the Alpine Trio, Larry Hess and Company, Bernard Zufall, Pinxy and Ben Yorky. Charlie Beckler presided as emcee.

Friday's Activities

Completion of the amateur contests occupied the morning. The early part of the afternoon was taken up by the regular annual business meeting, during which time the report of the committee selected to count election votes was made, selection of the next convention city, report of resolutions committee and miscellaneous business.

The business meeting was followed by a children's show at the Lafayette Theater under the direction of Amy Lockwood. The following comprised the program: Percy Abbott, Johnny Giordmaine, Amy Lockwood, Chucky Koontz, A. Coke Cecil and Ellwood and Ripel. Charlie Beckler emceed.

The Friday night show included the following acts: Tom Crawford, Kenneth Sheeler, Colta and Colta, John Booth, Red Lynch and Antoni. Charles Leedy was emcee.

Gene Gordon was in charge of free outdoor attractions, which were presented twice daily. Among those who gave their services were Elmer Eckam, John Booth, Herman Bonnett, Dodson, Norman Sehm, Frank Bunker, Ken Punnett, Fred De Muth, J. Allan Shaw, Rev. Epler, John B. Williamson, Ellwood and Ripel and Red Lynch.

Magie dealers who had display exhibits at convention headquarters were: Percy Abbott, Donald Holmes, Elmer Eckam, Pinxy, Rice, Antoni and Company, William Wilson, Horace Marshall, George Kring, Max Holden, L. L. Henry, U. S. Grant, Billy Russell, Joe Berg, Jack Chanin, Arthur P. Felsman, Syl Rolley and Ireland Magie Company.

LITTLE THEATER

(Continued from page 4)

a performance that takes equal rank with anything this up and coming young star has done at the playhouse in the Old French Quarters. The play had to be repeated for two nights beyond the original week schedule to house all ticket holders.

The first play of the summer series will feature Szold himself as the hulking stoker who revolts against class discrimination in Eugene O'Neill's *The Hairy Ape*. Szold played the role when director several seasons ago at the Community Playhouse of Omaha.

MARC KLAW

(Continued from page 8)

in Paducah, Ky., entered the law profession when he was a young man and turned to the theater when he became interested in a litigation involving non-payment of royalties for the play *Hazel Kirke*. Forming a partnership with



WANT TO BUY FOR CASH 100 PENNY \$5 EACH PACKS at... 5 EACH

Delivered to us in Richmond. Guaranteed to be in first-class mechanical condition and appearance, with all keys attached.

WILL ALSO BUY OR TRADE 100 slightly used JUMBOS, DERBYS, BONUS, PEERLESS and GOLDEN HARVEST, either reel or ticket models—prefer ticket models. Will make liberal trade allowance on any of the latest games out. Wire or phone us what you have to offer. We are manufacturers' authorized distributors for all the latest new bits ready for delivery.

SLIGHTLY USED AND FLOOR SAMPLES.

5 Jumbos, Cash Payout	48.00
10 Tit-Tat-Toe, Brand New	42.50
2 Stock-Old Black Magic	20.00
10 Penny Packs	7.50
1 Pace's Races, 2-10 Play, Perfect Condition, Nils Improved Horse	325.00
3 Daily Limits, Floor Sample	65.00
2 Peerless Cash Pay Out	85.00
1 Scippo	15.00
2 Stock-Old 21	7.50
5 Big Game, To Play	7.50
5 Traffic A Cash Pay Out Only	9.50
2 Traffic C	8.00
10 Red Arrows	9.00
10 Champions	8.00
8 Rockits	7.50
1 Mills Dial Vender, So Play	22.50
10 Tycoons, Battery Model	88.00
10 Tycoons, Plug In Model	59.00
5 Palookas, Like New	67.50
2 Ramblers, Ticket Models	60.00

SUPPLIES

Ball Per Case 10,000 Balls	\$12.00
Pistachio No. 1 Grade, Per 100	39.00
Batteries, Case of 25	5.00
1/2 cash discount with order balance 6 in	

We are manufacturers' authorized distributors. Jobbers, write for quantity prices.

MOSELEY VENDING MACHINE EXCHANGE, INC.

OO Broad Street, RICHMOND, VA.
Office Phone, 34514. Residence Phone, 85328.

Abraham L. Erlanger in 1888, they operated as booking agents in 14th street, New York, and soon routed the Augustin Daly Company, which then included John Drew and Adm Rehan, on a Southern tour.

Other early activities they handled were German opera; *Beauty and the Beast*, an English show, and various road troupes. Actors under their banner were Grace George, James O'Neill, Clara Morris, Margaret Hillington and many others.

Branching out into the production field, the partners managed what was probably the outstanding road company of all time, *Ben-Hur*.

The formation of the booking syndicate of 1896, with which such men as Al Haymans and Charles Frohman were associated, was an important factor in organizing the then muddled condition of the booking business. Their control was finally disputed by the Shuberts with the result that both interests emerged from the conflict with definite pieces of the theatrical pie.

After the dissolution of the partnership in 1919 Klaw remained active for a while as an independent producer, but he gradually faded out of the picture, selling the Klaw Theater and disposing of his share of the New Amsterdam.

Klaw was married twice, to Antoinette M. Morris and, when he was 67, to Blanche Violet Day Harris, an English girl. He was a member of the Plains, Green Room, Rye, Lotus, Democratic and London Country clubs, was a trustee of the Actors' Fund and was president of the United Managers' Protective Association of America.

He is survived by his second wife and two sons by his former marriage.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

DAILY RACES RACES • BUSTER

Either Game \$125

Ticket Game, \$135.
Electropak Equipped (Batteries Optional)
D. C. Adaptopak, \$5 Extra.
Cheek Separator, \$5 Extra.
2 or 3 Ball Play, \$5 Extra.

MYSTERY SINGLE COIN SLOT

available no extra cost. Single coin gives 2 to 8 horses at odds high as 40 to 1.

DAILY RACES

Play 'em across the board with Daily Races, the game with real race track Mutual Odds up to 40-1 pay off on Win, Place and Show. Multiple Coin Slot accepts as much as \$1.00 or more on each play. Get in on this "sure thing" — place Daily Races today — the game that accomplishes more than products selling for as high as \$500.00.

FENCE BUSTER

Something new in baseball! Player acts as manager of one of more baseball teams out to win the championship. Pays for Championship, Runners-Up and Third Place. Odds up to 40-1. Multiple Coin Slot equipped. Just see what this remarkable baseball game does for you when you put it to bat in your toughest spots!

AWARDS MECHANICALLY ADJUSTABLE

D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago

Heavy Summer Business in Sight

NEW YORK, June 13.—John A. Fitzgibbons, factory representative for Bally Manufacturing Company here, reports that, in his belief, the present summer season will be the biggest in coin-machine history.

He bases his claim on the fact that his firm has been receiving more orders from operators who use the outdoor locations than ever before. The operators report that outdoor resorts are using the games

in greater fashion than at any time in the history of the business.

The firm's offices in the new Bally Building on 47th street are busy with shipments of all the new Bally games. Most of the shipments are addressed to the resort country, where many operators have been spending the last few weeks getting locations. Mr. Fitzgibbons has found it necessary to rush to the Chicago factory twice in the last few weeks to arrange for speedier delivery of the new games.

He is also keeping a large stock of games on hand at all times, due to the many orders which are pouring in. Carloads of games are being shipped him constantly by the Bally factory to accommodate the demand of the outdoor operators.

Because of the huge increase in general sales, Jack believes that this summer season will be the greatest the industry has ever enjoyed. He also says that more money will be spent playing the games than in the past few seasons and that the operators will be in fine shape this fall.

Demand for Pokerino Game Causes Volume Production

NEW YORK, June 13.—The Pokerino roll-down game, made by the International Mutoscope Reel Company, Inc., is now in large volume production, due to the demand which it has created.

Bill Rabkin, Mutoscope president, reports that operators from many cities have been visiting the factory and have ordered Pokerinos shipped to their territories after seeing the successful operation of the machines in this city.

The machines are recognized as legal in every respect because of the fact that the players manipulate the balls themselves without the use of a plunger. This places the machine in an entirely different class, allowing the use of prizes for skillful play. Prizes are allowed by the authorities on these machines in this city.

The Mutoscope factory has been at work on the machine for some time. They have been selling most of them in the local market.

Rabkin believes that Pokerino is a certain money maker anywhere in the country. His firm is encouraging opera-

tors to set up batteries of the games, as is done here, and to use seals with them for the convenience of the players.

The general recommendation is for the games to be mounted on the regulation wooden "horses," with an apron about the bottom to dress this part of the setup. Leather back seats are also encouraged to be placed in front of the games.

There are 36 holes on the board. The player is given five balls which he rolls down the field in an attempt to make one of many regulation poker hands. The scoring on the blue mirror light-up backboard starts with the 10 and follows thru to the ace. In this fashion the player is given every possible chance to score. The play is simple to understand and very interesting.

Play is started by insertion of a nickel into the regulation coin chute and the balls are then given to the player. He can become very skillful at the game after some practice.

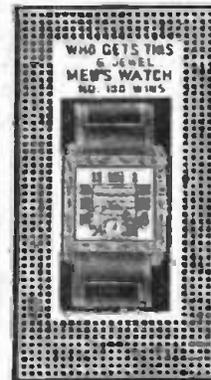
Pokerino is one of the most attractive of the roll-down games which have yet been presented to the market. It is chromium trimmed and well polished with an attractive blue mirror background. A natural finish on the playing field is also attractive and provides contrast to the beautiful mahogany of the game cabinet.

National Coin Reports Foreign Market Increase

CHICAGO, June 13.—Just as Joe Schwartz, head of the National Coin-Machine Exchange, finished filling out the last export blank for a shipment of 28 reconditioned games consigned to South Africa the mailman brought in another batch of mail. One letter proved to be an order for 50 reconditioned games from a firm in Belgium.

"We have been shipping games quite regularly to France and England," said Schwartz, "but the trend seems to be spreading. The order we received opened up a new field in South Africa and the order from Belgium shows an increasing tendency of foreign markets towards the use of reconditioned games. We are looking forward to the expansion of our foreign markets and expect to be shipping more games to all parts of the world within a short time."

OPERATORS



MAKE BIG PROFIT

With Total Gross 6 Wheel News Watch. High-Grade Movement, and 50 Ball-board. Complete. No. 8110.

\$3.65

(Average Profit, \$1.00)

Send for Our New Bargain CIRCULAR.

Full of Many New 1c-2c and 5c Salesboard Assortments

Send 25¢ Deposit with Order. Balance C. O. D. **LEE-MOORE & CO.** CHICAGO. 100-182 West Adams St.

Every Operator will soon be "VELVET" Ask Your Jobber or See Next Week's Issue of Billboard!!!

DIXIE VENDING COMPANY ALBEMARLE, N. C.



"HIT" OF SOMETHING OR OTHER—Henry Hite, giant, and one of his partners, Love, and H. O. Fischer (behind the counter), getting a great kick out of Jumbo Sweepstakes, counter dice game, distributed by the Fischer Sales Company, of which Phil and O. K. Fischer are the heads, just as thousands of the public are doing.

50 GRAND

GENCO'S CLEVER NEW 5 BALL NON-PAYOUT GAME

50 GRAND MAKES FASTER, BIGGER PROFITS BECAUSE IT TAKES IN FROM 1 TO 5 NICKELS PER GAME. 50 GRAND IS MECHANICALLY PERFECT. ORDER YOURS TODAY.

\$59.50
TAX PAID F.O.B. CHICAGO

GENCO, Inc.
2625 N. ASHLAND CHICAGO, ILL.

OFF THE PRESSES NEXT WEEK



A NEW 48-PAGE MONTHLY PUBLICATION FOR PROFESSIONAL COIN MACHINE OPERATORS. WRITE FOR YOUR FREE COPY TODAY!

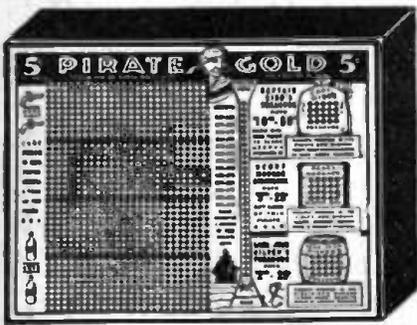
You know it's chockful of real information—it's published by

THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA

PICKING WINNERS

Is no easy task. You are sure to get them from us because we ENDORSE NO OTHERS. Always first with large stock of the BEST Jackpot Bells—Counter Machines—Amusement Pin Games—Automatic and Ticket Tables of every description. Buy from a COMPANY known for its HONEST DEALINGS.

BANNER SPECIALTY COMPANY, 1530-32 PARRISH ST., PHILADELPHIA, PA.



AHOY, MATES! HERE'S PIRATE GOLD WITH ITS TREASURE OF PROFITS!!!

Takes in \$50.00
Average Payout 15.19
Aver. Gross Profit \$34.81
(Highest Possible Payout \$25.25)

Price Each **\$3.86** Plus 10% Tax

A Harlich Jumbo Board

No. 1187—1000 Holes

Our General Catalog and Supplements Illustrate Over 100 Boards Designed Especially for Operators. Send for Them Today!

HARLICH MFG. CO. 1401-1417 W. Jackson Blvd. Chicago, Illinois

CRANES

WHILE THEY LAST! FIRST COME — FIRST SERVED

ALL MODELS—'34s, '35s, '36s.
Phone—Wire—Write For Prices.

BRAD KRAUFMAN Tel. 455 West 42nd St. Medallion 3-0468
NEW YORK CITY

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. J. H. Keoney & Co. Exhibit Supply Co.
Pacific Am. Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.
Groetchen Mfg. Co. A. B. T. Co. Western Equip. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

Lemke Coin Takes Over H. E. Grasseck Business

DETROIT, June 13.—A tieup between two well-established operators and jobbers in Detroit was completed this week, establishing what is probably the biggest operating organization in the pin-game field in Michigan.

Lemke Coin Machine Company has taken over the business of Horace E. Grasseck, one of the best known operators and jobbers in the Detroit territory. Grasseck is seriously ill and at present is in the hospital. Mrs. Grasseck has operated the business herself for the last three months but has decided that it will require additional capital and management.

Both stores will be continued as at present. The new company is being formed as the Grasseck-Lemke Corporation, with Mrs. E. Grasseck as manager of this part of the business.

The change will have no effect upon the present Lemke Coin Machine Company, which will continue on as well, and, in fact, the new company will be a subsidiary of Lemke's company, he stated.

The Lemke Coin Machine Company has just bought four new trucks, three of the panel type and one pick-up truck, for servicing operators in the territory. Plans for further expansion call for complete coverage of the operating field for about 75 miles from Detroit in all directions in Michigan.

Additional plans are under consideration for establishment of a number of operating routes in Canada. Business has been very good, Lemke says, thereby justifying the plans for expansion.

Personnel changes were also announced by Lemke as follows: Jack Meyers, junior member of the Lemke Company, has been promoted to the post of superintendent of all operations in Detroit and Wayne County. George Rambaum, who has been with the company for eight years, starting as an errand boy, has been promoted to the post of superintendent of repairs and overseer of all routes outside of Wayne County. He is now the oldest employee of the company.

The operations of the company consist entirely of machines legal in Michigan, Lemke pointed out.

The newly formed Grasseck-Lemke Corporation will continue as a member of the Skill Game Operators' Association, according to Henry C. Lemke, head of the company. Horace E. Grasseck, original owner of the Grasseck business, was a member of the organization and his membership will continue.

Lemke also stated that he is applying for association membership for the Lemke Coin Machine Company. Lemke has not been an association member for about two years.

Electropak Now Featured By Leading Manufacturers

DETROIT, June 13.—A. B. Chereton, president of the Electrical Products Company, this city, reports that many leading manufacturers are now using the Electropak and the Adaptopak in their machines.

"Many outstanding manufacturers," Chereton says, "are placing the Electropak on machines at the factory and therefore saving the operators time and trouble to install the units themselves."

The manufacturers also report that the Electropak is responsible for "helping the operators to earn thousands of extra dollars every day."

The Electropak is considered one of the most popular accessories to the pin games, pay tables and other coin-operated devices which has ever been developed.

The manufacturers are meeting the requests of their distributors, jobbers and operators by installing the unit in their factory. In this fashion the operator is assured of the unit being properly connected.

The Electrical Products Company has also created another organization which is proving unusually popular with the operators. This is the firm's Epco products division, where the operators may obtain all electrical information they seek and all electrical parts they wish for their games.

Ohio Distrib's Daughter Weds

SPRINGFIELD, O., June 13.—Emma-line Thomas, daughter of Bill Thomas, Ohio distributor for O. D. Jennings & Company, was married June 6 to Dr. Charles J. Griffin, one of the best known veterinarians in this State.

Naturally, Herb!

CHICAGO, June 13.—Herb Jones, advertising manager of Bally Manufacturing Company, says he has proof that operators are careful readers of The Billboard.

"They don't stop with the headlines," declares Herb, "but go down into the small type. I'm convinced of that since the typographical error in our June 13 ad on Natural. You printed it 'player wins on 7 or 11' instead of '7 or 11,' as it should have been—and I wish you could see the stacks of letters received from operators who wanted to know where we learned our 'crap-shooting' rules."

"But I guess they knew what we meant, because Jim Buckley says the orders are pouring in and it looks like Natural is going to be one of the biggest one-shot hits Bally has ever had."

SUNSHINE BASEBALL

With Player-Controlled Changing Odds!



LOW PRICED!

\$99.50

2-ball play, 3 2.50 extra
5-ball play, 10.00 extra
Check Separator, \$5.00 extra.
Battery Equipped Electropak, \$5.00 extra.
D. C. Adaptopak, \$10.00 extra.

SUNSHINE BASEBALL combines today's most popular features into a sensational, profit-making machine. A fast-action, One-Ball AUTOMATIC PAYOUT at a price FAR BELOW its true value. Leading teams of the Major and Minor Leagues are colorfully presented on the board. In Sunshine Baseball the player has an opportunity to change odds from 2-1 (Cellar position) up to 10-1 (League Champs) by shooting for the "Change Odds"

hole. If successfully hit, the "Change Odds" hole is then closed by a trap door lid and the ball returns for play. No matter which team comes through, the payout is based on the odds shown. The Pennant Winner and Series Winner Payout Holes add even more mystery and excitement by paying out additional rich awards.

Get behind a real game... pitch your locations right into bigger money... place **SUNSHINE BASEBALL** today... the game with more action than Dizzy Dean's last ball... the most generous value in the baseball payout field! Order now!

D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago, Ill.

Rollstein and Party Snag 289 Fish in Record Catch

PHILADELPHIA, June 13.—I. H. Rothstein, of Banner Specialty Company here, reports that last week-end he and 10 friends established a record catch of 289 fish. Some of the fish are being mounted for future appraisal.

Rothstein is noted as an expert fisherman and one of the greatest sportsmen in the coin-machine industry. Trophies of his fishing and hunting skill adorn the walls of his private offices, as well as his home. Salt water fishing is proving more popular than ever this year and many of the coinmen in this section are reporting record catches.

As one operator here stated: "Rothstein can give every operator a free fresh fish with every machine he buys if he continues to do as well every week-end."

Racine Expected To Pass Ordinance Oking Games

RACINE, Wis., June 13.—A pin-game ordinance has been given first and second readings before the common council here without any opposition being voiced and the measure is expected to be put upon final passage June 16.

The ordinance under which pin games will be licensed if registered with the city clerk by August 1 permits only amusement machines. A license tag must be affixed to the machine in plain view of all.

Amusement devices which may be licensed are defined as "any coin-operating machines (pin games, marble games, shovels digger games), the operation of which involves a skill feature, which are operated for 5 cents or less. . . . They must permit the player not less than 10 plays for the insertion of one coin."

The mayor, chief of police or special

investigators may seize or cause to be seized any machine not carrying a license tag after August 1. Violators are subject to punishment by the confiscation and destruction of the machines and a sentence of 60 days in the county jail or a fine of \$200.

The common council in Milwaukee June 8 received by title an ordinance by Alderman John A. Schultz to license pinball and other amusement machines.

Seek Life Sentence for Pair Charged With Game Thefts

WICHITA, Kan., June 13.—An attempt was under way here this week to get a life conviction sentence for Alfred J. Crowe, 32, and Albert H. Giles, 31, alleged coin machine hijackers charged with highway robbery and impersonating officers at Kingman, Kan., 50 miles west of here.

The Kansas Coin Machine Men's Association, which aided last week in the arrest of the men in Wichita by police and recovery of machines, have offered Clement Clark, Wichita attorney, as special prosecutor if Kingman County officials want his services. Life sentence will be sought on the Baumers habitual criminal law, as Crowe and Giles each have two previous felony convictions. A preliminary hearing before a Kingman justice of the peace was set for June 12. Warrants issued at Kingman charge the defendants with two counts of highway robbery, two counts of embezzlement, kidnaping and impersonating State officers. Five warrants have been issued by Sedgwick County, Wichita.

During the past week the Wichita police department has been flooded with inquiries for information, pictures and with reports of warrants for the men from South Dakota, Minnesota, Kansas and Oklahoma.

It was revealed the alleged hijackers operated an amusement company here, receiving shipments from Newton, Hutchinson and Garden City in Kansas; Omaha, Sioux City; Kansas City, Mo.; and Montevideo, Minn.

Coin-machine operators here say for the first time in many weeks there has been no hijacking. Among identifications of the men as those who stole machines have been those of victims at Garden Plains, Kan., and Greenwich, Kan.

"SPIN-A-PACK" CIGARETTE MACHINE WITH GUM VENDER

Hundred of locations waiting for this new 10 Stop (10) Cigarette Machine. Can be had with Double Door and Register, allowing operators to leave key with location for lower door. Register keeps track of all plays.

Plain Model, **\$12.00**

With Register and Double Door, **\$1.50 Extra**

BALL GUM
15c a box (100 pieces)
CASE LOTS.
100 Boxes, \$12.00.
1/3 Deposit With Order.



SICKING MFG. CO., Inc.

ALL TYPES OF Mills Bells & Venders AT FACTORY PRICES

Write for Complete Catalog



MILLS BLUE FRONT MYSTERY

Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Coin Machine operators who complain about trouble will buy "Mystery" and take a vacation. Made in U.S., 10c and 25c Play.

1923 Freeman Ave., Cincinnati, Ohio

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 case, \$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.
3302 1/2 McKinley Street, TACOMA, WASH.

227 S. Pennsylvania Street, SAN ANTONIO, TEX.
22 West 23d Street, NEW YORK, N. Y.
248 Mareletta Street, ATLANTA, GA.



LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

**WAKE TO THE DAWN
OF A NEW PROFIT DAY...**

PAMCO CHASE!

**GIANT TWICE-SIZE
"ODDS COMMUTATOR"**



**50"
x
24"**

**A
SUPER
DE LUXE
JOB
!**

All the MONEY POWER of Bell-Reel Machines and MORE when coin is inserted and that BIG "ODDS-COMMUTATOR" SPINS! Eight Lites guard these Upper Payout Holes. Lites MOVE in ROTATION—one at a time—from LEFT to RIGHT. Ball MUST engage a Payout Hole AT THE SAME TIME. Life goes on, as demonstrated at Pocket No. "6". Then odds are paid as posted on Commutator—and a New Game begins! If ball hits a "dark" pocket there's no payout—but the life stops moving and stays on. It's a game of "CHASE" and "catch if you can"!

If it misses above...

"In-Between" Pockets Pay Low Awards Often enough to KEEP 'EM RIGHT AFTER IT! "GOLDEN EGG" Pocket good for \$1.50—and THEY MAKE IT, TOO!!! A "Winner" here—and the Lites stop rotating.

When ball filters down all the way...

Another eight pockets in half-circle—another Eight Lites ROTATING, this time from RIGHT to LEFT! Again there's a chance to "CHASE" and "Hit" these MOVING ROTATING LITES for payouts posted on Odds-Commutator! These closing lights CAPTURE PLAYING INTEREST and MOLO PLAYER PATRONAGE from Top to Bottom of Pamco "CHASE"! Try It and SEE!

**EVERY MODERN OPERATING
FEATURE - EVERY MECHANICAL
AND ELECTRICAL IMPROVEMENT**

PAMCO "CHASE"

*Furnished in Two Snappy Models—
Get Your GUARANTEED SAMPLE NOW!*

U. S. PATENT
2,029,177

PAYOUT MODEL— \$139

ELECTROPAK AND CHECK SEPARATOR EQUIPPED—PAYOUT UNIT BEST OF ALL

TICKET MODEL— \$149

Your Distributor or Jobber Will Deliver TODAY!

**and RISE AGAIN with
PAMCO PALOOKA
"JUNIOR"**

PAYOUTS \$159 MODEL TICKETS \$169 MODEL

AWAKENS "NEAR-DEAD" LOCATIONS INTO LIVE ACTIVE SPOTS HUMMING WITH ACTIVITY! TAKE IT! IN HEAVY PRODUCTION FOR QUANTITY DELIVERY!

PACIFIC AMUSEMENT MFG., CO.
4223 West Lake St. Chicago, Ill. 1320 South Hope St. Los Angeles, Calif.



STONER CORPORATION

Aurora, Illinois

READY NEXT WEEK!
SHORT SOX Stoner's New Baseball Game

Operate 1c & 15c Cigarette Machines, Gum and Peanut Machines, and Scales, in addition to Pin Games! Write for our Complete Catalog of New and Used Vending and Amusement Machines.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

America's Most Practical Bulk Merchandise

CIGARETTES

Steady Money Maker

JUMBO PROFITS

Fastest Selling Novelty Item of Today

400-Hole Six Six Cutout Board, complete with 6 JUMBO FOUNDATION PENS, four times as large as ordinary pens. 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.

NO LESS THAN \$10.00 ORDER ACCEPTED!
 FULL CASH WITH \$10 ORDER—OVER 1-3 DEPOSIT, BAL. C. O. D., F. O. B. N. Y.

Fleet \$2.05	Electro \$3.95	Rebound 5 4.05
Contact 2.05	Golden Gate 3.95	Checkers 4.95
Jig Saw 2.95	Lightning 3.95	Time 4.95
Streamline 3.95	Super "8" 3.95	Sink or Swim 4.95
Spin-Line 3.95	Signal 3.95	Spot Light 4.95
Beacon 3.95	Action 3.95	Drop Kick 4.95
Star Lite 3.95	Kings of the Turf 4.95	William Tell 5.95
Action 3.95	Combination 4.95	Chris Cross-A-Lite 5.95
World's Series 3.95	Q. O. D. 4.95	Wing Lite 5.95
Official Baseball 3.95	Criss Cross 4.95	Green Leader 8.95
Flying Trapeze 3.95	Dealer 4.95	50-50 5.95
Cannon Fire 3.95	Score-A-Lite 4.95	Wild Lite 5.95
Mail Keys 3.95	Time Table 4.95	Gold Medal 8.95
Safety Zone 3.95	Builder Upper 4.95	Hi-Lo 9.95
Fire Chief 3.95	Shill Circle 4.95	Traffic 14.95
Tilt-Tax-Tie 3.95	Rock-Ola "29" 4.95	Que 19.95
Anglo Lite 3.95	Boamito 4.95	Leap Frog 29.95
Sensation 3.95	Balance Line 4.95	Harvest Moon 29.95
Army & Navy 3.95	Tri-A-Lite 4.95	

SUPREME VENDING COMPANY INC.
 557 Rogers Ave. Brooklyn, N. Y.

ACME VENDING CO. 922 - 8th Avenue. New York, N. Y.
 1131 ST. NICHOLAS AV., N. Y. C.

OPERATORS! MEET the BAR-BOY

The brand **NEW VENDER FOR TAVERNS**

Barrels of Player Appeal in BAR BOY and Barrels of Profit for both operators and locations.

It's a brand-new fast action four reel game for taverns and bars. Gets the Best Spots. Three-of-a-kind beer emblems pay variable odds of 2 to 20. 5c Play.

Legal Ball Gum Vender, 75-25 Coin Divider. Beautiful, all-metal cabinet in dark maroon.

PRICED AT ONLY \$14.95 F. O. B. CHICAGO

7-Day Trial Offer.

GARDEN CITY NOV. MFG. CO.
 4329 E. RAVENSWOOD AVE. CHICAGO, ILL.

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 CARO HOUSE in the WORLD
 6320 Harvard Ave., Chicago, U. S. A.

PUT 'N TAKE
 JACK POT

100¢ Pot Pays \$5.00
 10¢ Pot Pays \$1.00

LAST PRIZE OF 500¢ CASH CUP GOES TO ONE PLUCKY IN RED CLOTH TOP

Bally THROWS A NATURAL!



Sensational New DICE GAME EARNS UP TO \$50.00 DAILY!

ANOTHER great Bally 1-SHOT success! Announced last week—and already a nation-wide hit! All the thrills of real rattling bones; WIN ON 7 OR 11—WIN WHEN YOU “MAKE YOUR POINT”—lose on 2, 3 or 12! CHANGING ODDS flashed on LIGHT-UP TOTALIZER BOARD—from 10 to 100! PAYOUTS MULTIPLIED by number of coins deposited, up to 4. Odds-changing feature collects 6, 8, 10 OR MORE COINS PER GAME—up to \$50.00 DAILY PROFIT! And earnings are protected by exclusive escalator — SHOWS LAST DOZEN COINS PLAYED! Act quick to get your share of profits that actually top Jumbo, Bally Derby and Multiple earnings! Order NATURAL now!

COMPLETE WITH ELECTRO-PAK. **\$139.50**

No extra charge for Check Separator. P. O. B. CHICAGO.



50 IN. BY 26 IN.

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966).



RELIANCE

PAYOUT DICE GAME Duplicates every play known to dice! \$25.00 GOLD AWARD! Both bell and table operators call it greatest money-making idea in 40 years. A few RELIANCE machines will put you on easy street for years to come.

NICKEL, \$119.50; QUARTER, \$124.50.



BALLY BABY

NOW 3 MACHINES FOR PRICE OF ONE—Fenny Cigarette Game—5-10-25-Cent Sales Stimulator—new NUMBERS GAME with 400 to 1 odds! Needs only 6" by 6" counter space. COMPLETE for 3 interchangeable games. ONLY \$17.50.

MULTIPLE

Now going into its 12TH WEEK and earning bigger profits than ever. Not too late to start getting \$50 to \$60 daily profit!

AIR LANE

10-BALL PAYOUT GAME

- MULTIPLE AWARDS
- LIGHT-UP TOTALIZER

TEN-BALL territory again pays rich dividends when you place this beautiful, speedy game on location. You'll see why when you see and play AIR LANE—with every hit instantly flashed on the Light-up Back-board—and the possibility of scoring SEVERAL SEPARATE PAYOUTS PER GAME—ranging from 10 to 150 POINTS! It's definitely the biggest buy in the 10-ball class. Get yours today—and start “getting yours” from the big AIR LANE cash-box!



42 IN. BY 20 IN.

COMPLETE WITH ELECTRO-PAK **\$97.50**

TICKET MODEL \$107.50
Check Separator \$5.00 Extra.
P. O. B. CHICAGO.

BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE

CHICAGO, ILLINOIS

John A. Fitzgibbons, Inc., Eastern Distributor, 463 W. 47th St., New York, N. Y.

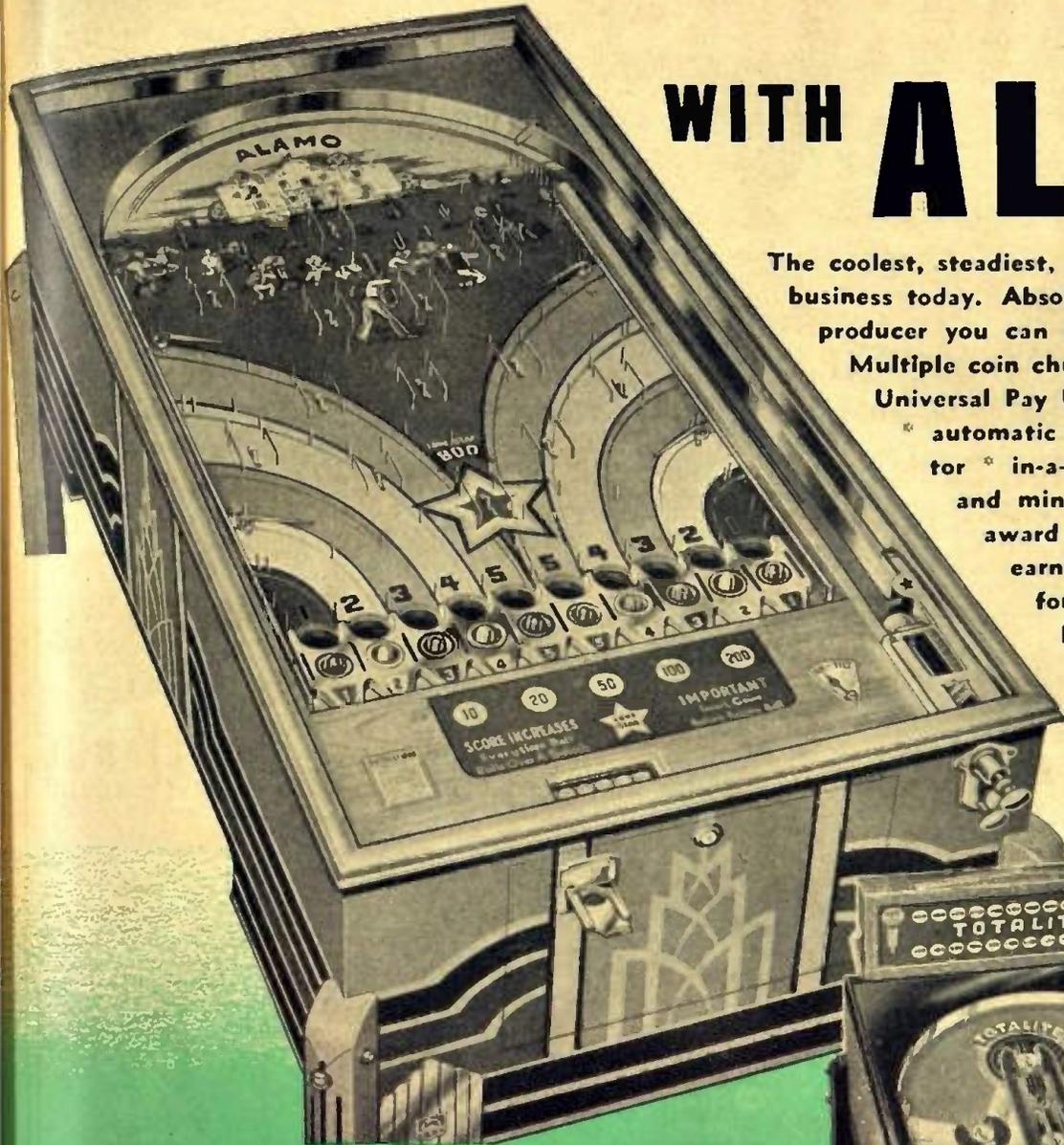
KEEP MAKING COOL PROFITS NOW and ALL SUMMER!

WITH ALAMO

The coolest, steadiest, one-shot money-maker in the business today. Absolutely the finest Summer profit-producer you can operate! Remember ALAMO'S Multiple coin chute * the 5-coin escalator * the Universal Pay Unit * the score-increasing odds * automatic switch from batteries to eliminator * in-a-drawer mechanism * ticket unit and mint vendor optional * \$10.00 top award * \$40.00 a day . . . or more earning power! Have plenty ALAMOS for all your locations—and clean up big cool profits every day, all summer long!

\$149⁵⁰

Complete with ROCK-O-PAC Battery Eliminator.
Ticket Unit, \$10.00
Mint Vendor, \$10.00



\$49⁵⁰

Special Score-Keeping Register, \$5.00 Additional.

TOTALITE!

with the "Score-Keeping Register"

You couldn't have TOTALITE at a better time. Right now when the public demands a pin table that's easy to understand—fascinating to play—with plenty of fast action and appeal—TOTALITE gets the biggest play and the biggest profits wherever it is placed. And no wonder * Fast 5-ball action * Score-increasing switches * Score-totalling light-panel * Elevated runway for special ball that steps up score 3 times * and the special Score-Keeping register that protects and increases your profits by showing you, at all times, the exact number of winners and amounts. NOW—Go to town with TOTALITE!

ROCK-OLA MANUFACTURING CORPORATION



800 North Kedzie Avenue, Chicago, Illinois

CASH *or Sympathy* in the event of..



ACCIDENT *or* **SICKNESS?**



\$25⁰⁰ WEEKLY BENEFIT
also **\$10,000 Principal Sum**

SUPPOSE you meet with an accident or sickness *tonight*—will your income continue?

Remember, few escape without accident—and none of us can tell what tomorrow holds for us. While you are reading this warning, somewhere ghastly tragedy, flood or fire, some automobile or train disaster, is taking its toll of human life or limb.

Now is the Time to Protect Yourself!

If you suddenly became ill—would your income stop? What if you suffered from lobar pneumonia, an appendicitis operation, or any of the many common ills which are covered in this unusual policy; wouldn't you rest easier and convalesce more quickly if you knew that our com-

PREMIUM \$10 A YEAR
Payable \$2⁵⁰ Down
Balance in Monthly Payments

pany stood ready to help lift from your shoulders the distressing financial burdens in case of a personal tragedy?

**A Sudden Accident! A Sudden Sickness!
Can You Say Neither Will Happen to You?**

Then don't delay another day. Protect yourself by insuring in the largest and oldest exclusive Accident and Health Company in America. Send the coupon NOW for complete information about our new \$10,000 Accident and Sickness Policy.

SPECIAL AUTOMOBILE CLAUSE
for disabling injuries sustained while riding in or driving a private automobile or by being struck by any moving conveyance.

Some of the Features of This Limited Policy
No Medical Examination
No Dues No Assessments
MEN AND WOMEN
16 to 69 Years Accepted
\$10,000 Principal Sum.
\$10,000 Loss of hands, feet or eyesight.
\$25 Weekly Benefit
for stated accidents and sickness
Doctors' Bills, Hospital Benefits, Emergency Benefit and other liberal features to help in time of need—all clearly shown in policy. This is a simple and understandable policy—without complicated or misleading clauses. You know exactly what every word means—and every word means exactly what it says.
**Over \$21,000,000.00
Paid in Claims!**

Under Direct Supervision of 46 State Insurance Departments
Largest and Oldest Exclusive Health and Accident Insurance Company in America
NORTH AMERICAN ACCIDENT
Insurance Company (of Chicago)
369 Title Bldg., Newark, New Jersey
Established Over 49 Years :: AGENTS Wanted for New Territory

FREE Booklet Coupon

North American Accident Insurance Company
369 Title Bldg., Newark, N. J.

Gentlemen:
At no cost to me mail copy of your FREE booklet "CASH or Sympathy." There is no obligation.

Name.....

Address.....

City..... State.....