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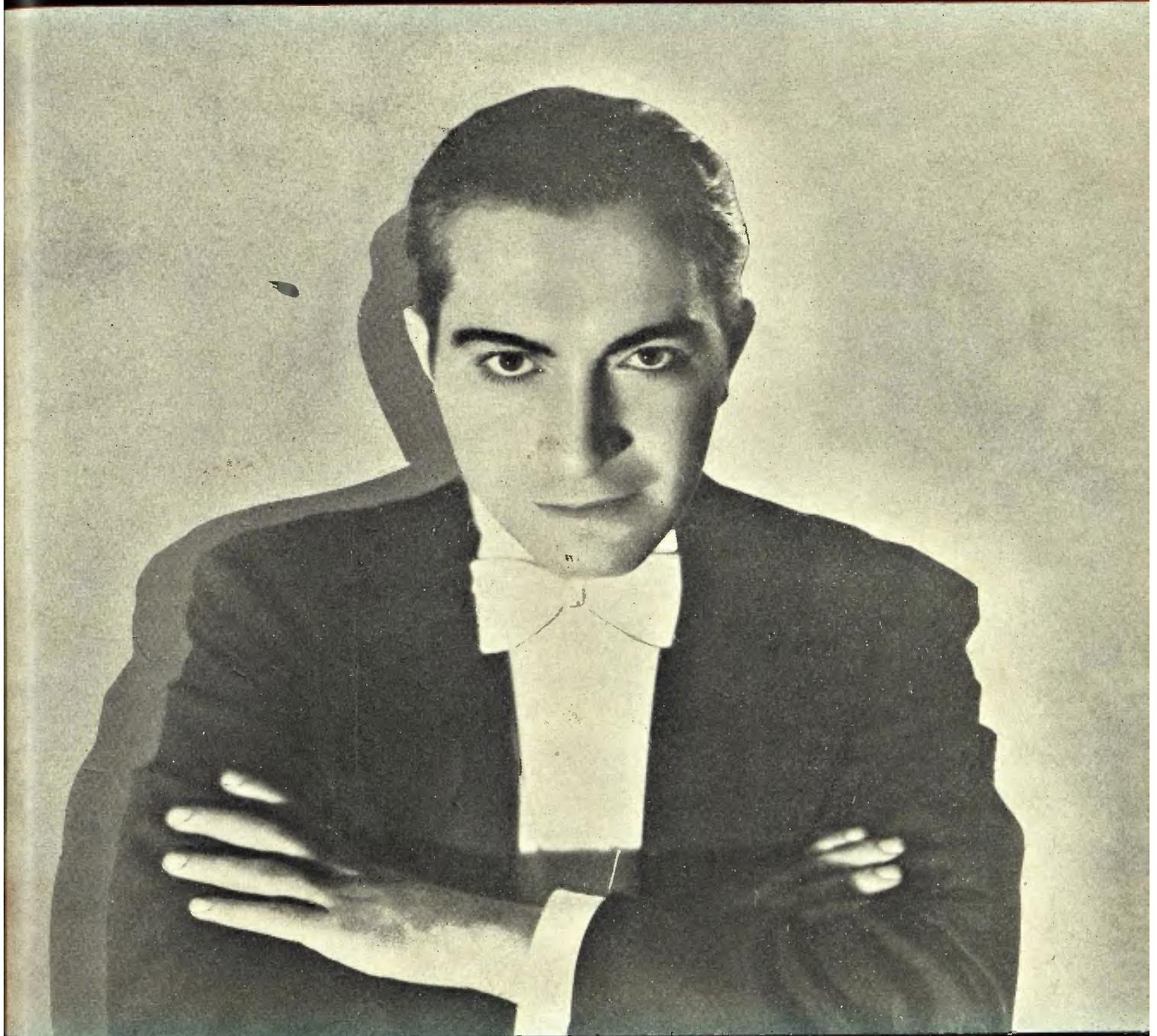
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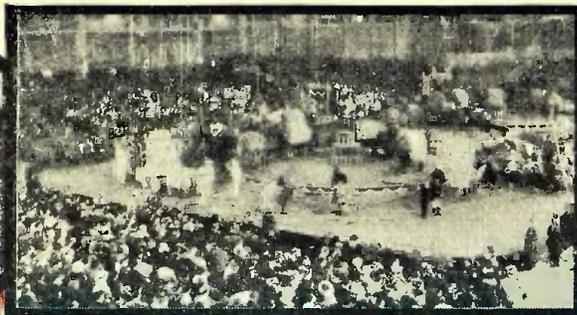
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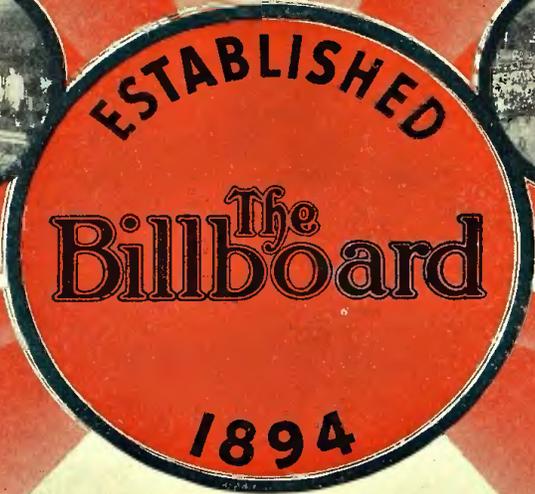
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The World's Foremost Amusement Weekly

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August 7,
1937

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NEW 4A SETUP OKEHED

Jack Hoxie Show Reopens

Salem, O., first stand, matinee light, night good—signs IABPB agreement

SALEM, O., July 31.—Jack Hoxie Circus reopened here today. Matinee was light, but night crowd nearly filled tent. Weather was ideal. Program ran 1 hour and 40 minutes, with some feature acts to join first of week. Many visiting friends, Circus Fans and showmen were all enthusiastic over the newly framed show and predicted a bright future for it.

R. M. Harvey and Jack Hoxie have done wonders in two weeks reorganizing and rebuilding show, really a revelation. Short move to Youngstown Sun day, tieup there with *The Vindicator*. The show, which is to appear at Youngstown August 2, has signed an

Big One Tops Previous Biz in Chi Opening

CHICAGO, July 31.—Ringling-Barnum Circus opened its Chicago engagement today to the biggest business it has done here in years. Show arrived late and the matinee started at 4 o'clock. Several thousand people tired of waiting for the show to start and left, but there was excellent house. Night house was approximately nine-tenths despite competition of Lily Pons in a Grant Park concert near by. Fine level lot and ideal weather for opening.

New menagerie top was raised here for first time. All indications point to biggest engagement the show has ever had in the Windy City. S. W. Gumpertz, Roland Butler, Dexter Fellows and the entire show staff was here for the opening.

agreement with Bill Posters' Local No. 31, E. J. Edwards, business agent there, announced today. Edwards said stickers reading "Unfair to Union Labor" had been put on many of the show's litho- (See JACK HOXIE on page 85)

Gillmore To Head International; Organization of Radio Field Set

To be managed by Four A's, with SAG, Equity and Musical Artists contributing—latter group figured as succeeding to GOAA charter—Equity prez sought

By PAUL ACKERMAN

NEW YORK, July 31.—As forecast in last week's issue, realignment of the entertainment field under a revitalized Associated Actors and Artistes of America cropped into the open as a result of conferences during the week between representatives of the Four A's and the American Guild of Musical Artists. Yesterday a meeting of the Four A's board received word that Equity had relinquished its radio jurisdiction and agreed to give it to the American Federation of Radio Artists as soon as the new group is sufficiently organized. Frank Gillmore, president of AEA and the Four A's, was given a five-year contract, beginning November 1, as executive director of the international body, for which he will receive \$13,000 per year, his present salary as AEA president. Until now Gillmore's post as chief of the Four A's has been, according to Equity spokesman, honorary.

In order to raise the money necessary for the increased scope and duties of the international, the Four A's per capita levy is to be upped, probably to \$1.50. It is now 75 cents. The smaller units are calming themselves as best they may with the hope that they will receive something in return for this additional outlay.

GOAA Investigation

Part played by the Grand Opera Artists' Association is causing a few stray tears, but not enough to augur any change in what is in the cards, namely, loss of GOAA's charter. The organization in one month will be required to (See NEW 4 A SETUP on page 10)

Bill To Help Robot Victims

McFarlane presents measure to give relief to all thrown out of jobs

WASHINGTON, July 31.—A bill to relieve unemployed workers deprived of their jobs thru the mechanization of industry, which may have sweeping effects upon the thousands of musicians and theater workers who have been un- (See BILL TO HELP on page 7)

Rodeo To Dedicate Shrine to Will Rogers Outside Denver

COLORADO SPRINGS, Colo., July 31.—Following a three-day Will Rogers rodeo to be held on the grounds of the Broadmoor Hotel here, dedication services for the Will Rogers Shrine of the Sun on Cheyenne Mountain will be held Labor Day, September 6. Highlight of the rodeo will be a cowboy ball in the Broadmoor Riding Academy. Speaker at the dedication has not been selected as yet.

Mrs. Lasca Luckett, niece of Will Rogers, is hostess at the shrine and describes its features to visitors. Altho Mrs. Rogers probably will not attend, other members of the family are expected at the services.

The shrine is being financed by Spen-

cer Penrose, local millionaire and a close friend of Rogers. Penrose also owns the Broadmoor, where the rodeo is to be held. At present there are being installed in the tower a vibraphone, chimes and complete equipment to present and amplify any type of program.

Just before the dedication services a procession led by a saddled riderless horse will go up the mountain.

Specials are being featured by the railroads for the rodeo and dedication services.

During the recent national Elks' convention in Denver a day was set aside for a pilgrimage to the shrine and thousands made the trip and attended services there.

Winnipeg's Midsummer Fair Gets Going; Prospects Very Promising

WINNIPEG, Man., Can., Aug. 2.—Indications are that Western Canada's top-flight metropolis is well on its way to resumption of a provincial midsummer fair.

The event got under way this afternoon with Ernie Young's *Cavalcade of Hits* as the grand-stand feature. Harness racing, Royal American Shows on the midway and Captain Bob Ward's Hollywood Dare-Devil Thrill-Show Aces complete the daily amusement features.

An exceptionally large advance sale of grand-stand tickets was reported last night by R. James Speers, well-known grain and race leader, who is managing director of the first annual Winnipeg Summer Fair and Carnival.

The event is staged at Polo Park, virtually in downtown Winnipeg, where one of the finest tracks in Western Canada has for years enjoyed excellent popularity.

Speers incidentally has been identified with horse racing for a number of years. He brought Al Pendleton here to handle the harness races which run four afternoons. Pendleton is a leading starting judge of the Grand Circuit.

All available exhibit and display space was sold out a week ago. Bill Singleton, veteran showman and for years identified with exhibitions, is Speers' ground

man. In the organization are many of this city's leading grain men and merchants.

The opening today is a national holi- (See Winnipeg's Midsummer on page 85)

AFA, BSEIU Settle Differences To Avert R-B Picketing in Chi

CHICAGO, July 31.—Threatened picketing of the Ringling Bros. and Barnum & Bailey Circus by an organized ushers' union during its current nine-day engagement here was averted at a last-minute meeting yesterday when a jurisdictional dispute between the American Federation of Actors and the Building Service Employees' International Union, both American Federation of Labor affiliates, was reported to have been amicably settled.

Andrew Frain, local head of the Building Service Employees, which has or-

ganized under its wing all but theater ushers, demanded that the circus employ local union ushers only. He claimed that the AFA, which recently organized the employees in the Ringling-Barnum show, had no right to organize anyone but performers. The AFA, thru its local representative, Guy Magley, pointed out, however, that the AFL granted them rights to unionize all circus employees with the exception of musicians and billposters.

Ralph Whitehead, executive secretary of the AFA, arrived in town yesterday to discuss the dispute with Frain. Ringling-Barnum executives stayed in the clear, leaving it up to the AFA and local building employees' union heads to reach an agreement. Communications with William Green, AFL president, speeded the way to peace, it is reported.

AFA was ready to take out an injunction to curb any attempts to picket the circus at its opening performance this afternoon when Frain threatened such action.

Alfredo Codona Funeral Public

LONG BEACH, Calif., July 31.—Funeral services for Alfredo Codona, well-known aerialist, set for next Tuesday, will be public. The body will be buried beside that of his second wife, Lillian Leitzel, at Inglewood Cemetery. Lalo Codona, a brother of Alfredo, who is now with a (See ALFREDO CODONA on page 85)

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MUSIC'S LATEST HEADACHE

Jazz-Playing Electric Organs Loom as Substitutes for Bands

Hammond selling many to hotels, clubs—displacing relief bands—when perfected may replace entire bands—not so hot on radio—shortage of organists

NEW YORK, July 31.—Will the electric organ become the orchestra of the future? Or if the modernized peal-box fails to reproduce successfully the tones of every known jazz instrument, is the organ, expensive and difficult to play, destined to develop into an integral part of every important dance band? These questions are arousing much heated discussion among farsighted band leaders who are aware of the startling inroads the electric organ has made into music entertainment the past year. Leader in this field is the Hammond Organ Company, Chicago, which has been grabbing most of the biz. It makes a small and compact organ which, because it amplifies the sound thru an electrical pickup instead of the old-type churchly pipes and air pressure, permits fast and danceable music to be played. In the last 12 months more than 80 hotels and night spots have installed Hammonds, including the Bismarck and Stevens hotels, Chicago, and the St. George, Montclair and Pennsylvania hotels, New York. Fifty-two important radio stations have bought electric organs, 20 band leaders have paid their \$1,250 (or more) for a Hammond and at least four name bands are featuring organs for chorus and background work in their arrangements.

If the electric organ gets much better it may turn into a real headache for musicians because of the well-known ability of the organ to reproduce almost every sound and tone known to musicians. But whereas the old pipe organ could only successfully simulate reed instruments, the electric Hammond apes stringed instruments, xylophone, vibraphone, tuba and various tympani. Some jazz organists claim they can play the trumpet and trombone, but so far have failed to imitate a brass. The vibrato and throaty intonation of a jazz brass seem to be beyond the scope of the organ, so Louis Armstrong and Bunny Ber-

(See MUSIC'S LATEST on page 28)

31 Years in One Spot
 LYONS, France, July 28.—M. Moncharmont, who has managed the Theater des Celestins, municipally owned playhouse of Lyons, for the last 31 years, has had his appointment as director of the theater renewed for a period of seven years.

W. Va. IATSE Fighting CIO

Plans to battle threat of rival union—front-of-house organizing progresses

PITTSBURGH, July 31.—Plans are afoot for a parley of West Virginia front-of-theater unions and other IATSE affiliates to fight invasion by the CIO into the movie field as begun in Clarksburg recently, District Secretary-Treasurer Lawrence Katz of the motion picture operators' union said yesterday in commenting on accomplishments of the District 4 convention held here this week. Attended by 75 delegates from locals of Pennsylvania, West Virginia, Virginia, Delaware and Washington, D. C., the MPEE two-day sessions in the Fort Pitt Hotel revealed that 30 of 86 towns in the areas represented were already organized in the front-of-the-house, with theater unionizing under way in Parkersburg, Richmond, Huntington and other localities yet unorganized. All exchanges in the territories affected, which include Pittsburgh, Philadelphia and Washington, are signed to agreements, according to Katz, who has headed the organization drives.

The West Virginia AFL-CIO tussle, awaiting only the return of IATSE mogul George E. Brown from the Coast before getting under way, is the result of Clark Robinson's two Clarksburg theaters, the Grand and the Opera House, having signed concords with the Lewis group. Evidently little concerned about CIO invasions, Katz said: "We'll have the Mountain State organized and straightened out in short order."

Hosted by IATSE Local 3 and MPOU 171, this week's confabs were addressed by President John A. Phillips of the Pennsylvania Federation of Labor, Vice-President Andrew Bauer of the PFL, Business Agent Felix Snow of Kansas City MPOU 31 and Secretary Oscar Olsen of Milwaukee MPOU Local 164. The delegates were welcomed by George Kuntz, secretary to Pittsburgh's Mayor Cornelius D. Scully, and Michael J. Cullen, of the Theater Managers' Association.

RKO Boston Opens Sept. 2

BOSTON, July 31.—RKO Keith Boston Theater begins its 12th season on Thursday, September 2, with the Three Stooges and Ethel Merman set by Charles W. Koerner, New England RKO division manager, to head the first show. Last season ran from September 3, 1936, thru the week of April 22, 1937 (34 weeks) and was the best grosser since the turn of the decade. Eddie Rosenwald's house ork will be in the pit again.

FTP Supes Are In Line for Cut

NEW YORK, July 31.—Supervisory and administrative workers on the WPA Federal Theater are in line for a pay cut, bringing them down to the security wage category of \$23.86. Ruling is in line with the recent order that administrative and supervisory workers shall not number more than 10 per cent of the FTP personnel. If enforced to the hilt, 580 workers will be affected. Total in the two classifications is 980.

Wages of the workers currently range from \$105 per month for technical craftsmen up to \$3,000 per year for local administrative officials. Average wage among the latter group, however, is \$2,400.



DAVID BERNSTEIN, vice-president and treasurer of Loew's, Inc., with Mrs. Bernstein and David Bernstein Jr., at the Vichy Sporting Club in France.

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Screen Writers Get Financial Autonomy

HOLLYWOOD, July 31.—Authors' League has granted financial autonomy to Screen Writers' Guild, following a meeting here last night. According to Marc Connelly, president of the League, the Guild will collect dues and pay the expense of a Hollywood office. Guild's autonomy will be complete, with the exception of situations involving other League units.

Guild, according to execs, now has a membership of some 269 now connected with the studios. Dudley Nichols, Guild's president, stated the board of directors was of the opinion that the regional labor board election to determine who would be the bargaining agency for screen writers would be won by the Guild. Opposition group is Screen Playwrights, Inc. Dorothy Parker, of the Guild's membership committee, said that of the 455 writers now with the studios 269 were Guild members and 87 of the Playwrights' group. About 125 are understood to be unattached.

London Hipp Goes Pics

LONDON, July 28.—Hippodrome, key house of Moss Empires, which has been dark since the closing of the short but successful season of the Philadelphia Ballet, goes temporarily to films with Grace Field's new picture, *The Show Goes On*. No flesh shows have been arranged, altho there are proposals to run a musical in September, followed by the customary annual pantomime in December.

Theater Porters Vote To Strike

NEW YORK, July 31.—Meeting of over 1,000 theater porters and cleaners, held Tuesday night at Union Church under the auspices of Local 54 of the Building Service Employees' International Union, unanimously voted strike action. Chief complaints were low salaries and alleged miserable working conditions in some smaller theaters where porters, according to Local 54, work as many as 16 to 18 hours.

Lou Conway, president of Local 54, claims that 85 per cent of the field is organized currently, with membership increasing. Negotiations are now going on with theater circuits.

Conway's local claims it has the backing of the International Alliance of Theatrical Stage Employees. Further claims that some circuit officials have already expressed a desire to enter into collective bargaining with Local 54.

MCA Books Jubilesta

CHICAGO, July 31.—Kansas City Jubilesta, to be held in the municipal auditorium of the Missouri city for nine days, beginning September 18, will have an imposing array of attractions. Talent is being booked by MCA, and among those who will appear are Gertrude Nielsen, Frances Langford, Isham Jones and orchestra, Benny Goodman and orchestra, Rubinoff and Edgar Bergen and Charlie McCarthy. Negotiations are on for several movie names.

Blackstone Readyng Show

CHICAGO, July 31.—Blackstone, magician, is readying a show which is set to open late in August at Battle Creek, Mich., to play the Butterfield houses. Ed Milne, Blackstone's agent, is in town arranging details of the tour.

Vamp 'Til Ready Riley
 PITTSBURGH, July 31.—They've rechristened band leader Mike Riley "Vamp 'Til Ready" now, and all because a water bottle sprang a leak. At the New Penn, where he closed last night, Riley had been donning a raincoat for a song about wet weather and finishing bang-up with a shower dropping overhead from a rubber pouch carried under the coat. The other night, ready to begin his number, the maestro tested his bottle, found it wouldn't work. He pulled, plugged, to no avail. Eddy, he motioned his music-makers to "vamp 'til ready." They vamped for what seemed like hours to Mike. Now he's "Vamp, etc."

56,000,000 Radio Receivers Thruout World; U. S. Owns Half

WASHINGTON, Aug. 2.—Of the approximate 56,225,000 radio receiving sets owned thruout the world about 30,000,000 are within the borders of continental United States, according to the Electrical Division, Bureau of Foreign and Domestic Commerce. The ownership of radio receiving sets has increased materially during recent years in those foreign countries where possession is not hindered by the economic status of the population or by some unnatural restrictive measures.

According to available statistics, the United Kingdom ranks next to the United States in the ownership of radio sets, with the records showing approximately 10,000,000 units in the possession of residents of Kingdom countries, it was stated.

Germany is credited with 8,200,000 units; France, 2,626,000; Czechoslovakia, 928,000; Canada, 867,000; Belgium, 746,000; Australia, 745,000; Denmark, 651,000; Italy, 530,000; Poland, 519,000; Switzerland, 434,000; Hungary, 365,000; Union of Soviet Socialist Republics, 360,000; Mexico, 250,000; Norway, 240,000; New Zealand, 194,500; Roumania, 150,000; Union of South Africa, 137,000; Finland, 144,000; Uruguay, 115,000; Irish Free State, 104,000, and Cuba, 100,000. Arabia has but 25 radio receiving sets installed, according to the best available information; Ethiopia, 25; Swaziland, 15, and French Guiana, 8.

British Somaliland and Seychelles, a minute British Island of Zanzibar, with

but two receiving units each, have the smallest number of radio sets among the world's political subdivisions shown in the tabulation.

Many of the receiving sets in use thruout the world at present originated in the United States, according to the Bureau. Exports of American-made sets in 1936 numbered 635,984 units, valued at \$16,041,147, a high figure for all time.

USSR First To Take Space at N. Y. Fair

NEW YORK, July 31.—The Russian Government was the first foreign nation to be allocated space for participation in the New York World's Fair when representatives contracted this week for 100,000 square feet on which to exhibit Russian industries and to exploit the Soviet Government. Under the agreement signed yesterday in President Grover Whalen's office, 10,000 of the 100,000 feet will be in a "covered area" in the government section of the grounds and will be used to house a national or governmental exhibit.

Contract calls for the Russians to erect buildings covering at least half of their total plot. While no plans have been announced regarding the scope or exact nature of the exhibit, it was made known that the Russian Government intends to be represented by a large display of its industries, arts and crafts.

Closely following the signing of the Russian contract, Whalen received a cablegram from Buenos Aires announcing that Argentina had accepted an invitation to participate in the 1939 world event. This raises to 14 the number of nations which have officially or unofficially accepted invitations. The accepting countries so far include Great Britain, Italy, Russia, France, Brazil, Argentina, Paraguay, Cuba, Guatemala, Roumania, Dominican Republic, Haiti and Uruguay. Thirteen other nations have assured the fair that they will be represented at New York in 1939.

Warner Denies Deal For Fay's, Philly

PHILADELPHIA, July 31.—Fay's Theater here, Comfordor combo house which is dark for the summer, is to be taken over by the Warner Circuit, according to local reports. However, Warner denied the rumor this week thru its operating department in New York.

Sid Stanley, who manages Fay's, is currently at the Riviera, Scranton. Deal is in the wind for Sam Steifel to bring Stanley into the Nixon-Grand here for a policy of white vaude to replace the colored shows of last season.

Fabian Managers Shift

ALBANY, N. Y., July 31.—A shift of managers of St Fabian theaters in this area puts Harry Black, of the local Palace, into Proctor's, Troy, N. Y. Alex Sayles was transferred from Hermanus Blecker Hall here to the Palace as general supervisor as well as advertising manager, with George Lofink assisting as house manager. Oscar Perrin takes over Sayles' post at the Hermanus.

"Direct From Rainbow Room"

PHILADELPHIA, July 31.—Nitery patrons can hardly believe what they read in the newspapers any more. Nickel beer joints advertising singing waitresses as being "direct from the Rainbow Room" was bad enough. Now the daily sheets are becoming careless with the publicity puffs for the weekly spreads of nitery news.

Record columnist didn't care where Frances Carroll locates. Gal ethers her vocalizing locally via WIP and doubles the nitery field. Paraglyph on Benny the Bum's made her a member of the cast. Following stick devoted to the Little Rathskeller, a next door neighbor to the Bum's, advises the presence of Frances Carroll, "radio blues singer, fresh from a New York tour."

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Band Jams, Dancer Jeeps; Lady Socked in the Nose

BUFFALO, July 31.—International Society for the Prevention of Benny Goodman got another member this week. She is Mrs. Alice Moriarity, who came into court here with two black eyes and a broken nose and made some nasty accusations against George Gaunagel, a hot swing dancer.

It seems that while George was doing a jeep number the band got into the groove and began jamming, which fact so inspired George that he began to swing wildly around; and before you could say scaddiyah he had jeaped right into Mrs. Moriarity's face. Mrs. Moriarity, however, claimed otherwise. "Judge," she said, "this man deliberately aimed his fist right at my nose."

The judge turned the case over to the probation department for investigation.

Sacher Defends Equity FTP-ers

Hays also aids "stoppers" — suggests that Gillmore acted without authority

NEW YORK, Aug. 2.—Announcement recently that Actors' Equity would prefer charges against 30 of its members of the Federal Theater Project who participated in the "stoppage" May 24 has led to these members retaining Harry Sacher, labor counsel, to defend them. Arthur Garfield Hays has also come to the aid of the boys on the spot with a letter addressed to Equity Council, the gist of which is that Frank Gillmore, Equity president, acted without authorization in ordering that no Equity members could strike or picket without direct okeh from the association.

Sacher claims the charge against his clients is that they failed to obey the instructions "not to stop work." Says Sacher: "In the absence of a contractual obligation on the part of the accused members to work, I know of no authority, either in or outside your association, which may lawfully require individual members not to stop work and to punish them for their failure to obey such an order." Sacher further points out that the laws of Equity do not give the council or president any power in this case to determine for individuals whether they shall or shall not work, particularly when working means breaking thru picket lines.

Hays says: "It can hardly be possible that Equity would under all circumstances compel its members to act as scabs in the case of a labor dispute."

Grant Martin Under Knife

CHAMPAIGN, Ill., July 31.—Grant A. Martin, city manager for the Champaign Orpheum Company, operating the RKO Virginia and RKO Orpheum theaters here, is confined at Carle Clinic, this city, where he underwent an operation today for hernia and appendicitis today. His condition is reported as good. Martin was formerly associated with stock companies around Pittsburgh for many years.

It Can Happen!

CHICAGO, July 31.—Ida Belle Graham, local store clerk, hummed a tune at her table while out as a guest in the Villa Moderne. Paul Meeker, spot's orchestra leader, heard her and was convinced that he made a discovery. He signed her up and now Ida Belle is humming in front of a mike as the band's vocalist.

Importing European Acts

NEW YORK, July 31.—European acts are being brought to this country by the William Morris Agency, with Paramount helping to make it worth while by handouts of three weeks to each act. Scheduled to arrive here in the fall under this arrangement are the Lal Founs, Rebla and the Rigoletto Brothers. Last-named act has been here before, but for the other two it will be a first time.

Frank Smith Vacationing

CHICAGO, July 31.—Frank Smith, manager of the RKO Palace, left yesterday for South Haven, Mich., where he will spend a two-week vacation with Mrs. Smith.

Sally Rand's Band Tour

NEW YORK, July 31.—Sally Rand will start her dance tour August 15 following the completion of her vaude tour. Opens in New England for the Shribman office for the first week and follows with a two-week tour of Pennsylvania and Ohio. Bookings handled by Dave Wallace Attractions, Allentown, Pa.

Dorsey, McCoy for Para

NEW YORK, July 31.—The Tommy Dorsey and Clyde McCoy bands have been booked for engagements at the local Paramount. Dorsey is scheduled to open the latter part of September, while McCoy comes in during November.

Anderson's Wife Injured

HUNTINGDON, Pa., Aug. 2.—Mrs. Ernest Anderson, wife of the show builder, is in a hospital here suffering from severe lacerations of the head and legs sustained in an auto accident. According to her husband, the driver of a car moving in the opposite direction lost control and crashed into their machine.

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Special—2 Oct. Orph. Piccolo Cow Bells, leather handles, \$22.00; Oct. Orph. Organ Pipes, \$20.00; 17 Organ Pipes S. H., \$12.00; 3 Oct. Octarimba, \$10.00; 4 1/2 Oct. Marimba (new), \$225.00; 3 1/2 Oct. special Radio Xplo., \$80.00 (new); 3 Oct. Oase Vibra, \$125.00 (new). Est. 1886. THE XYLOPHONE SHOP, 28 Brook St., Hartford, Conn.

MILT TOLBERT SHOW

H. D. HALE, Owner
WANTS Charly Girls, Specialty Teams, Working-men to drive trucks. Join immediately. Wire, don't write.
FRANK (RED) FLETCHER, Colquitt, Ga.

WANTED

For Platform Med Show, Blackface Comedian or Team. Change 10 days. People in all lines write or wire via Western Union.
DOC FLOYD WILLIAMS
Bradford, Pa.

WANTED AT ONCE

Acts of all kinds for Fairs, Radio, Theater and Night Clubs. State an amount in first letter.
BURRELL BOOKING AGENCY
420 Iowa Bldg., Des Moines, Iowa.

EARL D. BACKER FAMOUS MINSTRELS

Under Canvas
Wants Colored Musicians, First Trumpet and Trombone. Wire Newbern, N. C.

QUALITY STOCK TICKETS ONE ROLL...\$ 5.00 FIVE ROLLS... 2.00 TEN ROLLS... 3.50 ROLLS 2,000 EACH. Double Coupons, Double Price. No C. O. D. Orders Accepted.	Ask For Our New 6-Page Announcement. Our Specialties Are RESERVED SEAT ROLL AND FOLDED TICKETS	SPECIAL PRINTED 10,000...\$ 6.95 30,000... 9.95 50,000... 12.75 100,000... 20.00 1,000,000... 150.50 Double Coupons, Double Price.
	THE TOLEDO TICKET COMPANY TOLEDO, OHIO.	

The Last "Word" in Your Letter to Advertisers, "Billboard".

SET RADIO ACTORS' UNION

Organization Plans Complete, National Drive To Start Soon

Equity relinquishes radio jurisdiction, but retains television rights—three other actor unions to finance new group, with interchangeability of cards

NEW YORK, July 31.—Actors' Equity yesterday relinquished its radio but not its television jurisdiction to the Associated Actors and Artistes of America, AFL International, which, in turn, will grant a charter to the American Federation of Radio Artists as soon as the new group is sufficiently advanced in its organization. This development, known to be coming last Saturday, was discussed at a special Equity meeting Tuesday and formally acted upon yesterday at another special Equity meeting. A meeting of delegates of the Four A's, the same afternoon, was informed of the decision.

Federation will be autonomous, just as the other units within the Four A's, and will have a board of 45 which is to include some six or seven representatives of the American Guild of Musical Artists, group which will probably receive the charter now held by Grand Opera Artists' Association. National organizational set-up also provides for geographical representation, regional locals being specified in the plan. Two already set are the New York and Los Angeles bodies. Locals will be given a great deal of autonomy, but will not be empowered to sign contracts without the oke of the national office, the angle being to stop loopholes whereby stations might dodge around looking for soft spots.

Potential membership of the radio organization was estimated Friday at 5,000. To tie this up, an organization drive will be underwritten and financed by Actors' Equity, Screen Actors' Guild and American Guild of Musical Artists. Latter group, while as yet not a sister organization of the Four A's, is apparently sufficiently certain of its charter to be in the dough angle.

Original governing board of the American Federation of Radio Artists will be appointed by SAG, AEA and AGMA, but the Federation will later run its own affairs.

New setup is expected to eliminate fights over jurisdiction of performers on radio shows, interchangeability of cards being one of the prime considerations in the entire Four A's realignment.

Radio charter will cover everybody appearing before the mike with the exception of members of the American Federation of Musicians.

Group representing the radio division of Equity at the Tuesday meeting, during which the plan was outlined, included Mark Smith, temporary chairman of the board; George Heller, of Equity council, and Lucille Wall and Linda Carlom.

Technicians

George Browne, president of the International Alliance of Theatrical Stage Employees, is expected momentarily to announce his support of the Radio Federation and, at the same time, announce the IA's intention to organize radio technicians. The IA and the new radio union will probably sign a pact whereby neither will accept radio contracts without the other's approval. Possibility that the American Federation of Musicians will jump into the puddle is not unlikely, in that the AFM is seeking allies in its fight on mechanization. Backing of mike performers in the AFM's dickering with broadcasters and recording companies will naturally be welcome.

Spokesman for the American Radio Telegraphers' Guild, CIO union, claims the ARTG is not opposed to other union's organization drives. Angle is that the ARTG looks with favor upon unorganized people joining a union, but later on hopes to take them under its wing.

HOLLYWOOD, July 31.—Eddie Cantor, of the American Federation of Actors' council and formerly AFA president, and Bing Crosby, member of Screen Actors' Guild, have both signified their willingness to become part of the national governing body of the American Federation of Radio Artists.

Writers Sue NBC For 200 G Libel

WASHINGTON, July 31.—Drew Pearson and Robert S. Allen, authors of the newspaper column *Washington Merry-Go-Round*, filed a libel suit in District Court against Arthur Reilly, radio commentator, and the National Broadcasting Company July 27 in connection with a broadcast by Reilly last week concerning an article they had written about the illness of Anning S. Prall, chairman of the Federal Communications Commission, who died July 22.

Writers asked \$200,000 damages for Reilly's comments, inspired by the vigorous denials of the serious illness coming from Prall's summer home in Boothbay, Me., and his Washington office immediately following Pearson-Allen's report of Prall's partial paralysis.

Gable Gabs for Silver; Two Firms Using Radio

NEW YORK, July 31.—Two silver accounts, International and Oneida, will air programs this fall. Clark Gable and other Hollywood flicker players will be used in the International show, still to be selected. Show will be built to appeal to the 16 to 25-year group—diagnosed as best potential silverware buyers. International is handled by Young & Rubicam.

Oneida will use a disc show, *Peggy Tudor*, on a list of stations. E. B. D. & Co. is the Oneida agency.

Television

NEW YORK, July 31.—Highly significant in the radio actors' union setup is the retention by Actors' Equity of its jurisdiction over television. Equity cedes its rights in radio to the Four A's, in turn granted by the Four A's to a new body. By keeping its finger in the radio pie, to the extent of holding on to tele jurisdiction, Equity might, if it chose, precipitate a glorious free-for-all when television is finally achieved.

Chevalier May Head Chi Show

CHICAGO, July 31.—Maurice Chevalier, now heading a musical show in Paris, will be brought back to this country in the fall by the William Morris Agency to headline a new radio show which may originate in the local NBC studios, it is reported.

Current plans call for a name band on the same program. Sponsor's name is being withheld by the local Morris office.

Duart Shifts, Leaves MBC For MBS; Nesbitt Starred

SAN FRANCISCO, July 31.—Howard Williams Agency is shifting the Duart Company, cosmetics show, from National Broadcasting Company Red to Mutual starting September 12. John Nesbitt's *Passing Parade* will resume and will be heard Sundays for 52 weeks over the Don Lee and Eastern Mutual stations.

All Mutual stations will not be used. Contracted for so far are WOR, WGN, CKLW and WBBM. Others may be added later. Reasons given for the web shift are: NBC was unable to clear desirable time in the East, and sponsor wanted coverage in specific areas. Nesbitt's last NBC airing was July 27. He plans to spend most of the next six weeks in Hollywood where he has a deal with MGM for a series of shorts.

Dave Chrisman Walks

NEW YORK, July 31.—Dave Chrisman, Mutual salesman, resigned this week. Plans aren't set, but he'll vacation for a while. Chrisman was with Mutual since it started, being that chain's first-time seller in New York. Previously he was with WOR, doing the same work.

Radio's Labor Situation

Perhaps the most important thing for radio station and network execs to keep in mind in connection with the newly organized radio performers' union is that it's going to be a closed and tightly closed shop. It's a quick change, for, until now, radio has operated, with the exception of its musicians, on a wide open-shop basis. But one highly important factor in this new radio union is the interchangeability of performers' union cards. That will take care of the closed-shop angle.

Radio production costs must now inevitably rise. The new union is one factor and the new regulations covering recordings, transcriptions and house bands, coming from the American Federation of Musicians, provide the other. House band will increase the station's nut. And the performers will, unquestionably, not only ask for pay increases from those stations that pay their talent, but will insist on an end of that long standing radio disgrace, the use of talent without pay. Not even burlesque did that. And remember, under the Wagner act no employer can refuse to deal with a union representing the majority of his employees. From the strike angle, radio stations are particularly vulnerable. This was shown recently when the American Radio Telegraphers' Association closed two stations when its men were pulled.

Along with the activity on the performers' front is coming unionization of technicians. It's almost too obvious that NBC saw some handwriting in agreeing last week to a new contract with its engineering crew, granting, of course, improved conditions all around. The ARTA is a CIO affiliate, and there will probably be a tangle between the CIO union and the AFL's technical union in organizing the engineers. But either way they'll be organized. The odds favor the AFL, firstly because the radio actors' union is an AFL unit, as is the musicians' union, and secondly because it's likely that radio's employers will prefer dealing with the AFL.

Intelligent leadership on both sides is called for. If the radio employers can't take a strike, that goes, too, for the employees.

JERRY FRANKEN.

Lots of Bally for NBC Changes

Southern stations using newspaper space, spots, car cards, in joining

NEW ORLEANS, July 31.—Full-time facilities of National Broadcasting Company in the Gulf area becomes a reality tomorrow when 10 of Dixie's indies, mostly newspaper-owned, become members of the Blue network. All of the stations' managements have given plenty of publicity in the past 30 days to the new set-up. Promotion has ranged from full-page ads in dailies to a local station's pasting the fronts of all street cars in the city. In addition to becoming NBC affiliates several of the stations are also making other changes.

WJBO, *Baton Rouge State-Times* outlet, will dedicate its new home and will take the air with a new transmitter with an increase in power from 100 to 500 watts and transfer from 1420 to a more desired frequency of 1120 kc. *State-Times* has been carrying full-page ads almost daily since the beginning of the month in addition to a daily comment by leading citizens on the value of the NBC facilities.

WAGA, formerly WTFL, of Athens, Ga., will take the air for the first time since its transfer to *The Atlanta Journal*, also owner of WSB, Atlanta's other NBC station. Will be located on the 1450 band with 1,000 watts day and 500 night.

WDSU has been announcing the fact that the station would join NBC every half hour since the beginning of the month and in addition has been using the street-car system of New Orleans for front platform ads.

KKYZ, Houston, has been advertising with full pages in *The Post* and in addition is conducting a contest entitled *The Lady in a Blue Gown* with awards for best letters. Contest is held in conjunction with a large Houston department store and closes August 3 with awards of blue gowns.

WGSN, another daily paper owned station, has been receiving daily half-page press notices in *The Birmingham News*. Likewise tomorrow WBRC is scheduled to switch from CBS to NBC, carrying the Red network, while WAFI, heretofore optional NBC outlet, replaces WBRC as CBS' Birmingham link.

At Memphis *The Memphis Press-Scimitar* announced early this week the outright purchase of WNER, also due to join the Blue network. Effective with affiliation with NBC, station's call letters will be changed to WMPS.

Better KSFO Reception Hoped With New Plant

SAN FRANCISCO, July 31.—Philip G. Lasky, manager of KSFO, stated this week that the new \$100,000 transmitter should be in use by August 15. On that date the power of the station will go from 1,000 to 5,000. H. J. Zane, of Hartenstein-Zane & Company, New York, arrived here a few days ago to supervise actual construction work of the 400-foot tower. New plant is being built at the opening of Islais Creek in China Basin, a few miles south of San Francisco.

James Middlebrooks, CBS consulting engineer, has been supervising the KSFO job since it started. New plant will be welcomed, as KSFO, the lesser of the two CBS outlets in California, is poorly received, even in many Bay area homes. In fact, on some sets it can't be pulled in in any form. Lasky said that this condition will continue for only a couple of weeks more.

It is expected that CBS will shortly start construction of the new studios and offices now that the hotel strike is over. They will be built in the Palace Hotel. Present KSFO studios are in the Russ Building.

Hood Offer Gets NAB Query

NEW YORK, July 31.—Offer by Hood Educational Broadcasts, Inc., of half-hour discs cuff to stations has "interested" more than 125 stations, according to S. S. Levisse, vice-president, tho the National Association of Broadcasters, in its July 22 bulletin, reported: "Members are urged to refrain from entering into any agreements with Hood Educational Broadcasts, Inc., of New York, pending a careful investigation of the service. The NAB is requesting this organization to furnish it with full particulars concerning the offer which it has made to broadcasting stations." NAB is expected to issue a further report soon, following a conference with Hood officials.

Script shows to be issued by Hood will consist of half-hour programs intended for high-school students and suited for afternoon broadcasts. Firm plans five half-hour shows weekly and intends to issue records for use in schools lacking radio facilities.

Organization, headed by Dr. Archer Leslie Hood, publisher of *World Trade Review* and director and treasurer of *Mobile Advertising, Inc.*, will be, it was said, partly philanthropic and it will not be expected to be a money-making proposition for some time. Hood is declared to be willing to \$50,000 to see the idea thru. Programs dealing with such subjects as safety, science and other topics will be compiled with co-operation of civic and business groups. Present plans do not call for securing help of individual firms but trade groups. Any profits to be made from the plan, according to the Hood office, will probably come from "sale of reprints" of programs in printed form. Such profits would come from trade groups interested in the program, in addition to profits from actual sales of reprints.

Hood office has arranged to have the advisory board of the Paine-Hall school supervise and okeh all production. Board consists of educators and business men and it is understood that credit is given to the school board on the discs.

First contemplated program will be on safety. Waxing by Radio Corporation of America.

NBC Sets Harry Rose For New Sustainers

NEW YORK, July 31.—Harry Rose, known in vaude as the Broadway Jester, will get his first chance in radio on a new sustaining series starting on the NBC Blue August 11, an evening show. Rose will do an emcee and comedy chore, with Bill Wirges and his orchestra and guest stars on the program.

Billy Jackson set the deal.

ACCOUNT PLANS

PETRI Cigar Company, thru Emil Brisacher and Staff, San Francisco, has purchased 100 announcements to be spread over a year period on KGO.

RICHARDSON & Robbins Company, thru Charles Hoyt Company, New York, has purchased 273 35-word announcements with time signal on KPRC. Three daily.

MEYER Bottling Company, of San Francisco, presenting a new type of program over KJBS each Wednesday at 5:45 entitled *Where To Go and What To Do This Week-End*.

CHEMO-RAY Manufacturing Company, thru Firus Rhoades, San Francisco, has bought 104 broadcasts of a quarter-hour transcription drama *The House of MacGregor*. On KPRC Monday and Friday at 8 a.m.

FAGLIACCI Company placed two daily spot announcements in Italian on WHOM, Jersey City, as part of its test campaign. Other spots in Italian will probably be put on more stations. J. Franklyn Viola placed.

PHILADELPHIA & Reading Coal and Iron Company account goes to MeKee, Albright & Ivey Agency, Philadelphia, effective September 1.

FOOT Health Institute is back again on WIP, Philadelphia, sales chart. Starting August 2, takes a daily quarter-hour shot for 52 weeks, placing the account direct.

WCAE, Pittsburgh, has added several new sponsors during the past week. Jerome Wolf Furriers; Max Zen, another

C. P. A.

NEW YORK, July 31.—Jim Sauter, of Air Features, points out an error in the story concerning radio performers and the social security tax in last week's issue of *The Billboard*. Story said that some actors "might be paying 10 per cent on the S. S. if they worked for 10 employers and paid 1 per cent on each." As Sauter, who's a CPA, pointed out, it still adds up to 1 per cent.

Showing that some reporter of *The Billboard* can't even use adding machines.

WKY Dedicates New Transmitter

CINCINNATI, July 31.—WKY, Covington, Ky., "one minute from Cincinnati," dedicated its new 10,000-watt transmitter with a program emanating from its Hotel Netherland Plaza studios here Tuesday at 8:27 p.m., with the pomp and pageantry, elaborate banquet and lengthy speeches usually accompanying such events being conspicuously absent.

The set dedication time was the result of orders from L. B. Wilson, president and general manager of the station. Greeting the other Cincinnati stations, Wilson gave a brief resume of the station's history and his hopes for its future, with the entire ceremony taking less than two minutes. At the end of Wilson's talk a switch was thrown and the station was on the air with its new transmitter and its regular schedule was resumed.

Only guests at the dedication were radio editors of local newspapers and

See Clean Victory for AFM In Radio, Wax Regulations

Use of transcriptions to be reduced—only 780 staff radio musicians now employed, but expect 5,000 as result of new regulations

NEW YORK, July 31.—A tremendous increase in musicians' employment by radio will evolve from the radio-music conferences being held between American Federation of Musicians and radio executives of various companies. Exercising its strict control over the organized musicians of the country, the AFM is setting forth the regulatory steps by which it expects to achieve these results. Licensing is the main point, covering radio stations, networks, recording and transcription companies. It is now believed that some small transcription companies may be unable to operate when the AFM gets its setup thru, and that the number of transcriptions being broadcast will be materially reduced.

L. B.'s Royal Sendoff

CINCINNATI, July 31.—L. B. Wilson and his new 10,000-watt transmitter for WKY received a royal sendoff in *The Radio Dial*, local program sheet. Other stations, including WLW, WSAI and WKRC, ran ads congratulating WKY on its new juice plant.

BILL TO HELP

(Continued from page 3)

employed as the direct or indirect result of sound equipment, was introduced in the House by Representative W. D. McFarlane, New Deal Democrat from Texas, Tuesday (27). The bill states that because of the 5,000,000 employable persons who have been permanently unemployed thru the displacement of labor by machines a tax of \$85 per year shall be imposed upon each industrial horse

Highlights of AFM-Radio Talks

All broadcasting stations, networks, recording and transcription companies are to be licensed by the American Federation of Musicians.

In the 600 radio stations in the country, there are only 780 staff musicians employed, according to a census taken. As a result of the meetings now going on, it is felt that this employment will be boosted so that between 5,000 and 6,000 musicians will be working as radio station staff men.

As outlined, a station failing to take an AFM license will have to bootleg its music. Networks will not be able to supply them, nor will stations without house bands be able to take music from networks. Recording and transcription companies will not be able to sell recordings of their product to unlicensed radio station music users.

AFM musicians will not be able to play for any station or chain transmitting music to an unlicensed broadcaster.

Stations not in an economic position to support live orchestras will have to answer for themselves, not thru the NAB.

After the radio situation is settled, the AFM will unquestionably, it is stated, take action to increase musicians' employment by picture producers, seeking to end dubbing, etc.

trade press and station staff members. Later in the evening the radio lads were presented with French hand-made cravats and a box of candy-souvenirs of the occasion and then introduced over the air in an informal broadcast.

WKY personnel includes L. B. Wilson, president and general manager; Lloyd G. Venard, sales director; Lee Goldsmith, studio manager; Elmer H. Dressman, continuity and publicity director; Mabel Fields, musical director; Charles H. Topmiller, chief engineer, and Jeanette Fuller, network traffic manager. Announcers are Frank Zwygart, Arthur Ainsworth, Elmer Baughman and Ken Williams.

WKY is now the second most powerful station in the Cincinnati area.

WMCA Plans Lit Digest On N. Y. Dailies' Editorials

NEW YORK, July 31.—New program of WMCA's will furnish a "digest of editorials" appearing in local dailies. Un-sponsored series will make no attempt at interpretation of newspaper opinions but will merely quote them, somewhat after the manner of the old *Literary Digest*. Consent of local editors has been asked and okehs are coming thru. If idea clicks, editors of London newspapers may also be quoted.

Mention of newspapers and occasional air guesting of editorial writers may mean more box listings for station.

furrier, and Natural Gas Company placed shows.

DUQUESNE Brewery has placed two shows on WWSW, Pittsburgh.

power utilized in goods involved in interstate commerce. The bill was referred to the Committee on Ways and Means, where it is hoped by McFarlane that it will receive prompt consideration and approval.

The tax imposed shall be paid into the Treasury of the United States to the credit of the United States Employment Service by any person, firm or corporation engaged in a business for profit for which it uses power other than man power for the production of goods. The United States Employment Service would receive applications from citizens who can show that they are unemployed by reason of displacement thru the mechanization of industry. To each person so displaced a minimum income of \$800 per year would be given. Each qualified person under the plan would receive a monthly check of \$66.66. However, any person enrolled under this fund would be barred from receiving any benefits or payments from Social Security Board.

McFarlane says that due to lack of time he was unable to make specific provisions for people in the amusement industries, but he stated that these will be included, as well as other types of employment, when the bill gets to the floor. He estimates that most if not all employees on WPA music and theater projects lost their jobs in the nation's theaters because of talkies and other forms of mechanization.

At the end of May of this year there were 13,622 persons employed on music projects and 11,829 employed on theater projects thruout the United States. Since April, 1936, with few exceptions, each month has seen a slight decrease in employment figures for both types of projects.

It appears definite that any stations refusing AFM licensing will be forced to bootleg music in the future, since neither licensed networks nor transcription companies will be able to supply such stations with music. If they do, they, in turn, will lose their licenses. AFM musicians will not be able to play for unlicensed stations or licensed stations supplying those without AFM franchises.

Observers at the conferences termed this step by the musicians' union "the greatest thing to happen for musicians in 15 years." Figures offered claimed that of all the radio stations in the country, there were only 780 staff musicians steadily employed. As a side-light, radio men in New York attending the meetings were strong in criticizing WCAU, Philadelphia, a 50,000-watt station which has been at loggerheads with the Philadelphia local for some time and, despite its size, does not have a house band. As to the employment factor, the AFM is cited as foreseeing between 5,000 and 6,000 radio station musicians employed as a result of the present negotiations.

Further control to be exercised by AFM will come thru insistence that the terms under which musicians are employed to make recordings of any nature be included in any contracts signed. Remote broadcasts (night clubs, etc.) will not be permitted unless a station is licensed and employs a house band.

At no time heated, the discussions were so conducted as to recognize mutual problems and problems peculiar to each side.

Those officials called in by the musicians' union, according to information, recognized with no exceptions that the musicians have the upper hand.

By September 16 the broadcasters will report to AFM on the situation. In the meantime the radio industry as a whole is to be advised of what the AFM expects from the broadcasters. Networks will advise their own and affiliated stations, with the National Association of Broadcasters, represented at the conferences by Managing Director James A. Baldwin, to advise all its members.

The musical picture, from the standpoint of live radio production, should be graphically changed within the next six months. There is a large number of stations today without house bands and, according to information, only those stations which cannot, by virtue of their economic status, afford to maintain a musical staff will be exempted. Such geographical limitations resulting from lack of organization by the musicians' union may make other stations exempt.

A minor stumbling block existed, it is reported, for a while due to the attitude taken by the networks that they couldn't enforce any regulations on their stations other than those owned or operated by them. It was said that the executive board of the Federation felt that the networks could enforce such regulations if they felt so inclined.

Bum Gag

PHILADELPHIA, July 31.—When a local radio artist, who is noted more for his imbibing than his artistry, seated himself in Harold Davis' office, the WDAS program director topped his tipping. Told that a new type of program was being planned for him, he asked eagerly, "Commercial or sustaining?"

"Neither," replied Davis, "Abstaining."

CBS ADVERTISERS' FIGURES

(First Six Months 1937)

Figures below represent expenditures by advertisers on the Columbia Broadcasting System, comparing amount spent for the first half of this year as against last year. The list is, necessarily, not complete, some 40 accounts either not using radio this year or using a small budget having been deleted. In practically every case, increased expenditures were occasioned by larger network buys.

	First 6 Mos. 1936	First 6 Mos. 1937
American Home Products:		
Edna Wallace Hopper	\$ 79,994	\$171,744
Kissproof, etc.	71,929	83,646
Philippe	65,498	
Blisodol	133,148	150,425
Kolynos	137,097	144,906
Anacin		52,530
Colgate-Palmolive-Peet Company:		
Palmolive Soap	321,870	196,574
Dental Products		204,575
Shaving Creams	196,754	176,535
Super Suds	338,100	347,817
Kirkman's Soap		22,480
Gillette Safety Razor Company		393,671
Lady Esther Company	192,263	152,890
Lehn & Fink Products Company:		
Hinds Honey and Almond	54,756	71,218
Pebeco	124,983	166,039
Lysol		117,335
Lever Brothers Company:		
Lux Toilet Soap	351,470	267,366
Lifebuoy	60,480	112,660
Spry		209,505
Vick Chemical Company		114,475
A. S. Boyle	112,055	35,568
Cudahy Packing Company		87,872
Fels & Company	13,000	81,345
J. B. Ford Company		29,100
Lever Brothers	60,480	443,571
Swift & Company	24,564	75,125
Atlantic Refining Company	133,592	256,300
Barnsdall Refining Company		44,175
Gulf Refining Company	179,361	179,755
Phillips Petroleum Company		68,640
Sinclair Refining Company		125,350
Stewart Warner Corporation	169,000	194,567
Texas Company		280,800
Chevrolet Motor Company		224,635
Chrysler Sales Company	91,978	430,768
Ford Motor Company	738,882	870,074
Nash-Kelvinator Corporation		185,823
Pontiac Motor Company		217,375
American Tobacco Company	159,880	620,943
Liggett & Myers Tobacco Company	540,685	951,828
Philip Morris & Company, Ltd.		151,845
R. J. Reynolds Tobacco Company	526,595	439,173
U. S. Tobacco Company	183,885	193,935
Campbell Soup Company	633,653	649,932
Continental Baking Company	223,339	357,814
Corn Products Refining Company	196,480	92,505
R. B. Davis Company		123,930
General Baking Company	99,280	76,766
General Mills, Inc.	195,502	631,742
Great A. and P. Tea Company	316,125	275,275
H. J. Heinz Company	98,955	321,628
National Biscuit Company		114,810
Pet Milk Sales	84,230	302,218
Ward Baking Company	103,010	52,303
Wheatena Corporation		89,625

Air Briefs

New York By BENN HALL

PAUL WHITEMAN talking it over with several of the agencies. . . . That report of Myrna Loy and William Powell being sold for radio didn't look kosher in the first place, and then the MGM office denied it. Report didn't jibe with MGM's attempt to sell talent and program in package form. . . . That record that WNEW played of Amelia Earhart was entitled: *Future of Aviation*. . . . Nat Brustloff to WMCA as musical director.

Lux radio people seeing the Gotham sights. Frank Woodruff, Sandy Barnett and Danny Denker in for short visits. . . . Peg Murray and Ozzie Nelson on the new J. Walter Thompson show replacing Ripley. . . . Loretta Hopton resigned from WMCA's publicity department to switch to J. Walter Thompson as John Gourlie's secretary. . . . Bob Welch of Young & Rubicam, holding off that vacation until next year when he'll Europe. . . . Murray Grabhorn looking over California scenery. . . . Lonny Worth now WNEW's studio manager. Former assistant to Stan Shaw.

A queer, alleged "radio language" will be tried out by WMCA for international use thru a hookup with amateurs. Probably will sound like a collection of spot announcements in double talk on any of the one-lungers. . . . Tim and Irene didn't go on the Vallee show as guests. Will go on at a later date, when better scripts are ready. . . . Gene King and Bill Resnick, of WEVD, counting the hours until the trek to Mexico starts. . . . WEN's Hal Stretch Jr. to be away from one to eight weeks covering the Midwest and East, but mostly on business. . . . Want an "Autographed Recording?" Jack Bennett's passing 'em out to fans of his WINS *Noon Day Frolic*. . . . Add inventions: WNEW had been having occasional headaches with its air-conditioning system. Moisture from air collected by system had been overflowing and causing minor floods. Max Weiner devised a clever overflow alarm which sounds a warning when the waters rise.

Chicago By SAM HONIGBERG

E. H. BROWN AGENCY is planning a big Zenith show for the fall which will be miked over the NBC airwaves. . . . Russ Marks is writing special lyrics for each song used by Louise and the Lads, a new radio act now doing a three-week sustainer over CBS. WJJD's Harry Zimmerman is managing the outfit. . . . Quite a number of radio notables on hand at the College Inn, Sherman Hotel, on Wednesday to welcome back Jackie Heller and Frankie Masters. Among them were Gale Page, Eddie and Fannie Cavanaugh, Morrie Amsterdam, Judy Starr, Bill Thompson and Earl Rickard. . . . George Roesler sold out his interest in the Van Cronkhite foreign language station rep division and left the firm this week.

Philadelphia and his musical director's post on the Carnation program will be handled temporarily by Roy Shield. . . . Harold Stokes and his orchestra will be featured in a new musical series, originating at WGN, starting August 27. Schaeffer Pen Company footing the bill. . . . Many radio celebs are coming thru for Jimmy Petrillo, head of the local musicians' union, in guest starring in the current series of Grant Park concerts. . . . Elinor Harriot, of the *Amos 'n' Andy* cast, and Frank Nathan, of Los Angeles, announced their engagement. . . . New singing teams at the local NBC studios: Clark Dennis and Fran Allison. Also Jack Baker and Annette King. Spotted on the *Breakfast Club* and *Club Matinee* sessions.

Upon returning from his vacation, Donald B. Albert will learn that he has been promoted from assistant manager to the managerial post of WTMJ, Milwaukee. . . . Eleanor Steinert now handling promotion work for Princess Pat's *Tale of Today*. . . . Alice Hill is on a Panama Canal cruise and on her way to Los Angeles. . . . Frank Black is turning farmer for a three-week period near

Brooks Conally, WIND announcer, has been selected emcee of the Grand Theater (Gary, Ind.) amateur hour, which bowed in Friday. . . . Virginia Seeds resigned as publicity rep for WLS to free-lance. . . . Margery Williams' latest radio drama, *Prelude to Love*, has been given an airing by the WJJD Radio Playhouse.

From All Around

ANN-FORD, WSN, Nashville, announcer, interviewed a friend whom she hadn't seen for 10 years—till both met before the mike. Her girlhood chum had also taken to the air—as an airline stewardess. . . . WB's Martha Dulin had one swell time in Chicago. . . . Eddie Butler is that KOIL "Mystery Pianist." . . . Miriam Erickson and Rampton Barlow on KSL's *Fireside Reveries* for a Salt Lake City sponsor. . . . Chesta Fulmer handling continuity for WAGA, Atlanta.

Lloyd Morse, WEEI, suffered injury when a table loaded with transcription files collapsed and fell on him. . . . Paul Curley, WMEX, mikeman, back on the airwaves after a serious throat infection. . . . Johnny Sneebarger, sports commentator at KFRC, Columbia, Mo., was returned to the mike after a six weeks' vacation.

John Shepard III, proxy of the Yankee-Colonial networks, left Boston on his vacation to Havana. . . . Keyes Perrin, formerly of WPRO, Providence, has joined the WBZ and WEBA staff as a mikeman to fill in during vacations. . . . Ruth Chilton, WEEI songstress, was given a farewell party by station pals. She affiliates with WSYR, Syracuse, N. Y.

Buddy Twiss, West Coast NBC commentator, averaging 300 miles daily on his car. . . . Edith Drydon, of Berkeley, has replaced Theresa Aezar as music librarian at KFRC. . . . Dr. William Van Wyck, literary commentator, loaned to KSFO by KFRC for a couple of lectures on Shakespeare. . . . Meredith Willson off the Carefree Carnival for a couple of weeks during which Jack Meakin will direct the music. . . . Merton Borles, program chief of KGW and KEX, Portland, Ore., visiting San Francisco. . . . Al White, KSFO orch leader, out for a time with badly cut hand. L. M. Medsen handling the stick meantime. . . . M. A. Sears, KJBS announcer, has joined the staff of KYOS, Merced. . . . P. G. Housler is the new KJBS account executive. He was formerly with Brown-Bigelow advertising agency. . . . Paul Martin, of the local NBC conducting staff, won a bet that he could hold hands with an air hostess while flying east. He reads fortunes and roused her interest by reading the palms of fellow passengers. . . . Eileen Pigott has returned to her old role of Ma Smithers in Memory Lane. . . . James McCulla, staff announcer at WCPO, Cincinnati, leaves July 31 for a two weeks' vacation at his home town in Iowa.

was no formal issue of stock, all shares being split between Rev. Crawford, Dr. Wright, Olson and Duvall.

Olson is no neophyte in radio, despite his business. Fitch Investment Company had been using Intercity time for the past two years, taking a quarter hour daily, recently going off. However, Olson still carries on his religious stint on Sunday ayems, *Meditations in Psalms*, over WMCA and WIP.

Selling his religion via radio, Rev. Crawford is hardly what one might call on friendly terms with the local ministry. In asking for FCC sanction, the Young (See **EXPECT BEEFS** on page 10)

Expect Beefs on New Philly Religious Group's Station Bid

PHILADELPHIA, July 31.—Newest combine seeking a radio station here comes from the religious front. FCC sanction is sought by the Young People's Association for the Propagation of the Gospel to operate unlimited hours on 1220 kc. at 1,000 wattage. Heading the incorporators of the religious group is Rev. Percy B. Crawford, who has been a consistent buyer of air time for radio sermons on WIP and WMCA, New York, and at one time utilized all of the facilities of the Intercity net for his preachings. At present Rev. Crawford is heard Sundays on WIP for the summer months running direct lines to his conference camp at East Stroudsburg, Pa., more than 100 miles distant. In addition to the summer camp, Rev. Crawford has his own church in Philadelphia and is owner of the Pinebrook Bookstore here, merchandising religious literature. How-

ever, the actual business connection of the radio religious group is mentioned as maintaining King's College, a seminary in Belmar, N. J.

Other incorporators are his wife, Ruth Crawford; Fenton Duvall, who is associated with Rev. Crawford in conducting the air sermons, and George H. Plum and Howard L. Hager, who are reported to be Camden, N. J., realtors.

Board of directors shows interesting alignment, which already has many religious groups in Philadelphia thinking of protesting when the application comes up for a hearing before FCC. Rev. Crawford is president; Ruth Crawford, treasurer, and Duvall, secretary. Other directors, reported as being backers, are Dr. Ralph Wright, a Collingswood, N. J., medico, and C. Erling Olson, president of the Fitch Investment Company, with Wall Street offices in New York. There

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Promotion Shorts

A collection of Ripley items fills a window of the Postum Building, 250 Park avenue, New York. Display includes many of the wonders, photographs and a facsimile reproduction of his newspaper feature. His *Huskies* stanza is also plugged by a small card on one side of the display.

Each week 800 copies of the Radio Belgrano LR3 printed program are mailed to American agencies and advertisers. Buenos Aires station is represented in the States by Fally Markus, who uses the programs, printed in Spanish, to catch the eye of potential South American market-minded advertisers.

A "discovery contest" is being conducted by KFOX and a Long Beach, Calif., department store and the State Theater. Hopefuls receive blanks from the store, are auditioned by station and daily broadcasts are held at the emporium. Winners are grouped for a Friday broadcast and finalists receive theater bookings.

A weekly quarter-hour spot has been given to the Charlotte Chamber of Commerce's Better Business Bureau by WBT, Carolinians are told of the ways of racketeers and chiselers.

KDAL, Duluth, has a vox popper who gives tourists a novel treat. An occasional interview is recorded and the disc is given to visitor as a souvenir. Local papers have given feature stories to the stunt, giving KDAL publicity breaks thruout the country.

Record programs on KDAL, Duluth, Minn., have been pepped up to resemble live programs. One stanza uses dance tunes over subdued crowd sound effects to produce impression of an orchestra playing in a crowded dance hall. Another series of waxings, *The Pan Alley Parade*, features artists who composed the numbers played. Gossip about composers is added to make the discs more personal.

An "Are you listening?" idea is being aired currently by KPRO, Longview, Tex. Morning, noon and evening announcements are made that theater tickets await certain listeners whose names are called. Fans must, however, phone station within five minutes after their names have been called.

When Craig Lawrence, commercial manager of KSO-KRNT, went on his vacation Secretary Amber Brown sent out letters—110 of them—on personal stationery to ad agency execs. Letter was signed by "Mr. L's Gal Friday" and consisted of promotion material for station, giving a picture of the Iowa farm woman's pin money.

United Broadcasting Stations of Canada furnish accounts with merchandising service and promotional tieups. Web of seven Canadian stations uses billboards, dealer tieups and other stunts to boost accounts.

Copyright Service

The *Billboard* maintains a free copyright information service. Any question covering any phase of copyright should be addressed to Arthur E. Garmaize, in care of the New York office of *The Billboard*. Garmaize is a noted copyright expert and a member of the New York bar.

Pittsburgh Unionization So-So; Cites Internal Employer Woes

PITTSBURGH, July 31.—Attempted unionization of radio station employees is a near flop here.

Claiming 70 per cent of the 70 mechanical employees of the city's five broadcasters as members, Business Manager M. P. Gordan, of the International Brotherhood of Electrical Workers, Local 5, yesterday also informed that organization of the air-lane folks is at an impasse, with strong opposition being shown by station managers and announcers.

"We are only awaiting the return of International Vice-President Arthur Bennett, who started the organization last March, to resume activities," Gordan stated. At the same time, he revealed that all meetings of the radio union, which also numbers about 20 per cent of the five stations' program department employees in membership, have been postponed because of supposed sniping from within the ranks.

Biggest internal dissension comes from the announcers, who after being almost 100 per cent for the organization in March, have retreated because of alleged pressure from station managers, and because of unequal wage scales in effect which prevents action uniformly affecting the mikesmen.

When asked about unionizing, announcers of KDKA, WCAE, WJAS-KQV and WWSW were unanimous in their noncommittals. Some stated there is no evidence of AFL activity, others maintained they've been getting a five-day week and overtime, and all denied knowledge of any potent local. In the mechanical departments, the story is a bit different, with some pro sentiment shown.

Strongest management opposition is said by Gordan to come from NBC-owned KDKA, with Hearst's WCAE lukewarm, and the indie WJAS-KQV combine and *Post-Gazette* WWSW claiming that they pay more than the ordinary radio station salaries.

CIO activity among the radio stations is likewise dormant, according to Public Relations Director Vin Sweeney, with organizing at present being confined in the Western Pennsylvania district to the Westinghouse Electrical and Manufacturing Company, and other firms making radio sets, under the aegis of the United Electrical and Radio Workers of America.

Also organized by the IBEW recently were the eight employees of WPPDU, Pittsburgh police department station.

Script Library Expands

NEW YORK, July 31.—Script Library is developing a department to create and prepare sales-promotion material for station and sponsor use. Material will be a separate service to be sold with or apart from the regular service.

Performers' Rights Groups Blast Principles of Each Other

Society of Recording Artists attacks Association of Performing Artists and vice versa—ASRA says, "Waring trying to establish a monopoly"—reorganize ASRA

NEW YORK, July 31.—The two performing artists' rights societies locked horns this week, accusing each other of bad faith in attempts to secure performing rights for artists making records. American Society of Recording Artists, with headquarters in Hollywood, now awaiting outcome of several suits it has pending thruout the country, started off with a vigorous blast against the National Association of Performing Artists here. It began when the ASRA discovered that Fred Waring, head of the NAPA, had called together a group of band leaders to discuss the recording situation. Arthur W. Levy, executive secretary of the ASRA, declared his organization "would fight any move for monopoly by a group that did not represent every branch of the recording industry in its membership," and that it would stop Waring from "grabbing control of the recording situation thru his membership in the musicians' union."

Levy claims ASRA "was the first and strongest organization in the field. It

represents the bulk of opera and concert group as well as popular artists and orchestra leaders and it will resist efforts of any minority group to set itself up to represent the recording artists in any official capacity."

Referring to claims that even if performing artists' rights are established legally individual members of an orchestra may also sue for their particular performing rights, Levy says: "Recording companies, when contracting with an artist's name, in every instance musicians employed by the artist receive full compensation, as stipulated by the union. As long as they get what they ask for their services, in accordance with the stipulated terms, they have no further claims against the artist who engages them.

"Since ASRA represents hundreds of individual artists who might be forced into an inequitable position as a result of the efforts of the Waring group our society sees no other course open but to protect its members by resisting any monopolistic moves by minorities," claims Levy, attacking NAPA.

NAPA Answers

Maurice J. Spieser, general counsel for NAPA, answered ASRA's allegations, pointing out, "NAPA is by no means the instrumentality of any individual or small group of artists. Its hundreds of members include vocalists, virtuosi, actors, lecturers and other types of performing artists who are not members of the AFM and have no connection with that union. . . . While many NAPA constituents are AFM members, their dual interests are not in conflict. AFM is fighting its own private battle to reduce unemployment among musicians. . . . It is absurd that NAPA is furthering the ends of a fraction of its membership thru the activities of AFM on behalf of more than 125,000 musicians. It is the old cry of the tail wagging the dog."

Spieser says further, "It cannot be argued seriously that Waring, who has not made a phonograph record for five years, can reap personal gain from AFM activities. If musicians as a group derive any benefit from AFM's new regulations the advantages will be widespread and will serve to alleviate national unemployment distress. Is this a 'monopolistic practice' by a 'minority' group?

"ASRA is a private business corporation holding contracts with a limited number of so-called members who do not constitute the stockholders and management. . . . NAPA is not a corporation, has no stockholders, paid employees or overhead. Perhaps ASRA's death rattle may now be comprehended."

On the other hand, Levy says: "ASRA is due for a reorganization at the next meeting of its board of directors. Plans are being formulated to dissolve the corporation, do away with the point system of collection and revert to the collection and disbursement system now used by ASCAP. Also the 45 per cent guarantee to members will be removed and the full amount collected will be distributed among the members, with only enough deducted each year to take care of operating expenses. This course is contemplated as a means of defeating unfair and subversive attacks, such as have been made in the past by forces antagonistic to ASRA's all-inclusive protective institutional policy.

"Immediately following the reorganization the ASRA plans to launch an intensive membership campaign in addition to extending the scope of its operations to cover the entire United States. At present it is operating in 14 States, but expects to have full coverage by September 15."

Ball League Kicks To FCC Over WJBK

WASHINGTON, July 31.—According to one of Washington's many confidential news letters, William Harridge, president of American League Baseball, has filed a complaint with the FCC, charging that the Detroit Station WJBK was sending unauthorized broadcasts of the play-by-play results of the out-of-town games of the Detroit Tigers. It was reported that the radio station obtained the baseball game results from outside sources and then had these results telephoned to the studio.

WJBK is the station which had allegedly complained to the FCC about Western Union baseball service. All attempts to confirm or deny this report were refused at the FCC. Officials in the FCC legal section stated that all complaints were kept confidential until formal action by the commission is taken, and that this confidence is maintained for the protection of parties involved.

WTAQ Throws a Party

GREEN BAY, Wis., July 31.—Two days of shindigs will inaugurate new studios of WTAQ and WBY August 15 and 16. Penthouse studios have been redecorated and new furniture and equipment will be used. In addition to special bands and vocalists all staff members of both stations will be interviewed.

WWL Names Katz

NEW ORLEANS, July 31.—Vincent Callahan, manager of WWL, Loyola University-CBS station here, announced that the E. Katz Advertising Agency, Chicago, has been appointed exclusive national representative for the station. Eugene Katz, manager of the New York office, recently consummated the appointment while in this city.

Carl Wheat Out as Candidate For FCC? Michelson Criticized

WASHINGTON, Aug. 2.—It has been reported that President Roosevelt has received applications or recommendations of more than 10 people for the Federal Communications Commission's two vacancies. A new name, that of W. D. McFarlane, Democratic congressman from Texas, was added by Washington rumor during the past week. However, he denied he was seeking the post. McFarlane got into the radio spotlight as a result of his recent attempts to resuscitate the Connelly resolution to investigate radio from the pigeon holes of the House Rules Committee. The Texas congressman expressed the belief that the rumor was started in an attempt to discredit his speech on radio monopoly.

Washington observers noted that Carl Wheat, telephone rate counsel for FCC,

has left for a vacation in California. It is believed in some quarters that this indicates he is no longer a possibility for a commission post, because it was reported that the vacation was being delayed until something definite on appointment was forthcoming.

Most Washington comment at present is centering on the appointment of Charles Michelson as publicity consultant to the Crosley Radio Corporation in addition to his post as publicity director for the National Democratic Committee. Much concern is expressed by Congressional Democrats that any action taken by Michelson in behalf of Crosley will have a distressing action upon the party. However, it has been reported that the agreement specifically frees Michelson from doing any radio lobbying or any other Washington duty.

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Program Reviews

EDST Unless Otherwise Indicated

"The Neal O'Hara Radio Gazette"

Reviewed Monday, 7:30-7:45 p.m. Style—Variety program. Sponsor—Brown & Williamson Tobacco Co. Agency—Batten, Barton, Durstine & Osborn, Inc., New York. Stations—WEEI (Boston) and CBS network.

Program is "For men, about men, by men," and is edited and conducted by Neal O'Hara, *Take It From Me* columnist of *The Boston Traveler*. Joe Tove, *Boston Traveler* editorial writer, spels *Tomorrow's Editorial Tonight*; Edson B. Smith on *Today in Finance*, a digest of financial developments, and Jay Wesley, WEEI sports commentator, on *Today in Sports*. O'Hara is emcee and gives a radio version of his newspaper column on varied items of interest.

Program is thoroughly interesting, each man an expert in his department. Highly informative and to the point without any elaborate wordage. Each stanza presents something new and refreshing, and this quartet of different features weaves in to make a pleasant tri-weekly period. Voices okeh. S. J. P.

Nathen Fleisher

Reviewed Friday, 9-9:15 p.m. Style—News. Sponsors—Sears, Roebuck & Company. Agency—Lavenson Bureau, Philadelphia. Station—WDAS (Philadelphia).

Its first buy in the foreign language field on a spot basis, mail order house tries the tried and true news period to make 'em cup an ear. While there is a bumper crop of headline readers in the Jewish language range on local airlines, throwing the toss to Nathen Fleisher proves an ace for the draw.

Former editor of *The Jewish World*, local language daily, and now directing the WDAS programs in his native tongue, Fleisher shows a keen insight on news that makes the news. With the Jewish newspapers limited in editions and hence behind on the last-minute dispatches, Fleisher has an easy time of it in keeping 'em informed. Never pitches to a domineering tone for editorializing, rather keeping it factual. Aids daily in the late evening spot, starting off a full hour of Jewish programs.

Commercials handled by announcer Cy Feldstein, copy plugging easy payment plan for refrigerators. Spiels spliced neatly, slotted only at open and shut. And that, for Philly, in any language, is sumptin. Oro.

"Microphone in the Sky"

Reviewed Thursday, 12:45-1 p.m. Style—Questions. Sustaining on WNEW (New York).

These novel interviews transform the man-in-the-street idea to a man-in-the-sky atmosphere to good results. Earl Harper plants a mike atop the Empire State Building and questions rubber-neckers. Care is taken in the selection of subjects and a wide variety of types, including many foreign visitors, is secured.

Harper has a mild tendency to force a laugh, but apart from this show runs along quite naturally and smoothly. Some of the subjects don't speak English, so a wife or friend does the interpreting job. Questions are simple and trivial—Who are you? Why did you come?, and more of this order.

Fans are given a chance to secure tickets to Empire State Building by sending in questions to be asked. Two tickets weekly to right questions. B. H.

Professor Puzzlewit

Reviewed Tuesday, 7:30-8 p.m. Style—Question and answer. Sponsor—Gallenkamp Shoe Stores. Station—KCO and Coast NBC Blue network.

This program is somewhat on the order of *Professor Quiz*, with a few minor and one major variations. The six participants are all introduced; then the Professor asks each a few questions on home, marriage, occupation, etc.

Major difference between this and other quiz-type shows is the dramatized *Tale of Yesterday* that is injected, without apparent reason, near the end of the

program. Tonight's bit from history dealt with a feud between Bismarck and Dr. Virchow, of Germany, in which politics and diseases of meat were dragged in and paraded past the mike for several moments. It almost appeared as if another program had suddenly been cut in—all very fine historical drama, but what was it doing on a show where six people were busy answering questions? Probably a weekly variable feature for the use of the press department.

Professor's a bit too matter-of-fact and ultra-brisk, but quick to rise to any situation and cope with it nicely. Commercials, one of which was dramatized, were acceptable enough. Prizes for participants and questions sent in by listeners. P. K.

"Young Playmates"

Reviewed Thursday, 5:30-5:45 p.m. Style—Interviews with children. Sustaining on WICC, Bridgeport, Conn. (Yankee network).

George Tompson, WICC script writer, has built a novel interview show. Youngsters from 8 to 18 are questioned on their hobbies, interests and all that goes with their daily lives. Some sing or do their pet recitations and time is given of any juveniles figuring in the week's news, with the kid involved on the air.

It's a novel idea up here and Tompson handles it well. S. A. L.

Ray Gerosa

Reviewed Friday, 7-7:15 p.m. D.S.T. Style—Songs. Sustaining on WICC, Bridgeport (Yankee network).

This is the initial broadcast of this tenor, who is assisted at the piano by Bess Newell. Confines himself to the sentimental and reminiscent type of songs. Has a nice voice and knows how to sell it. Program needs a fast number or a pop as Miss Newell's solo. S. A. L.

"Musical Clock"

Reviewed Thursday, 8:20-8:30 a.m. Style—Music. Sponsor—Penn Tobacco Company. Agency—Ruthrauff & Ryan. Station—KDKA (Pittsburgh).

Called by a seeming misnomer the "Musical Clock," this thrice-weekly program is only a trio of ordinary musical numbers and three plugs for the sponsor's tobacco and pipes, its only individuality being the voice of "Green

River Charlie," who spels the ad copy in a friendly deep voice that probably would make most listeners believe the advertiser sells a palatable product.

This morning included two semi-hill-billy stanzas by an unnamed orchestra and one pop tune, with commercials before, in between and after numbers, all good but one too many for so short a period.

Sponsor uses same time six days weekly, alternating Charlie Webster and the ork with an unannounced announcer and transcriptions. M. F.

EXPECT BEEFS

(Continued from page 8)

People's Association for the Propagation of the Gospel, whose given address is the home of Rev. Crawford, aims to service local listeners with "educational and vocational programs for advanced students of Eastern institutions of learning with public presentation."

Its given object is "to establish an outlet for practical broadcasting programs adapted to the training given in schools of music, colleges, universities and accredited engineering schools of the East; and to provide for the dissemination of proper religious programs with a non-profit objective."

Intending to operate 13 hours of the day, program policy outlined has only 10 per cent of the programs to be aired on a commercial basis. Remainder of the broadcasting day will be sustaining, also they promise no chain shows, no player piano nor records or transcriptions. Breakdown of the sustaining program sheet calls for 35 per cent of entertainment value; 25 per cent educational; 20 per cent religious and miscellaneous category getting the remaining 10 per cent.

NEW 4A SETUP

(Continued from page 3)

show cause why the charter should not be revoked, the outfit's job being to prove that it has been actively engaged in organizing the field. Such proof is seemingly a hopeless task. Leo Fischer, executive secretary of the American Guild of Musical Artists, was in on yesterday's meeting despite the fact that the Guild is not as yet a member of the Four A's. Guild, however, is helping to underwrite the radio campaign and seems therefore assured of getting the charter if and when it is taken away from the GOAA, possibly sharing it with the radio division.

Kenneth Thomson, of the Screen Actors' Guild, who suddenly swung the business by virtue of SAG's voting strength in the Four A's, denies any desire on the part of the Screen Guild to become a controlling factor in the actor-union field. According to Thomson, the chance for clearing up a deplorable condition existed and was met.

Current Program Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

HELEN MENKEN and her SECOND HUSBAND emoting for Bayer's Aspirin is not actually a headache show, as might be supposed from the nature of the product. But Miss Menken is just the least bit too sweet and it makes this routine script production rather cloy and obvious. Miss Menken, who believed her first husband dead, married again but is for some reason separated from Mate No. 2. To support her children she lands a berth in a dressmaking shop. There the crafty boss signs her up to model clothes in order to attract attention—as Hubby the Second is a Big Name. Then there's a hint that Hubby the First may still be alive. It's not a particularly vigorous bit of playwrighting for the talent of Miss Menken and her fellow players. They deserve better, but script does rank above many others of its ilk.

BETTY AND BOB, Betty Crocker, cooking authority, and a choir group blend together a homey show. Simply constructed serial is easy to follow and holds interest. Betty and Bob are curious about a certain farm house, but are advised against purchasing it. Simple narrative is well handled and done with restraint. Whole production makes a nice, easy moving afternoon show for the girls.

WTMJ's 10th birthday anniversary party at its transmitter grounds 12 miles west of Milwaukee was attended by about 25,000 radio fans July 25. Switch-over to the station's new 400-foot radiator transmitter was made in the morning, while a three-hour anniversary program featured the afternoon entertainment. A WTMJ radio progress exhibit and 23 displays on the "Advertiser's Midway" were highlight attractions with Louis Roen and Don McNeill, of NBC; Merle Blackburn, of WCFL, and Johnny Olson, free lancing WTMJ "alumni," participating in the program.

GENE MORGAN rides for the second year as the Tydol News Reporter via WFIL, Philadelphia, Lennen & Mitchell renewing for Tidewater Associated Oil Companies. Half hour daily spread into four spots between 7:55 a.m. and 11 p.m. It's straight news flashes, hot off the International and Universal teletypes, with an interspersing of flashes for Tydol and Veedol. Noonday stint, running for 15 minutes, brings on a guest reporter each day to give a one-minute view on the outstanding news item of the day. Listeners form lines for this promotion stint, and commentator getting a cuffo leather wallet for the effort.

SAG, according to Thomson, has enough problems of its own and will not hog the whole show. He also stated that the problem of interchangeability of cards, rampant now in the Four A's, will be ironed out.

Gillmore, commenting on the realignment, stated: "This may offer better scope to help the entire theater. I welcome the opportunity." Also said he would be able to give more time to advancement of the American Theater Council, watch legislation more carefully and assist the various branches of the Four A's.

Equity Head Sought

Problem of who will now become active head of Equity is the matter of the moment, with Mrs. Emily Holt being contacted currently. Mrs. Holt, formerly of Equity counsel and actively in charge of all the association's legal affairs, is now in Fort Worth, Tex. She is understood to have the confidence of both factions within Equity, but the likelihood of her taking the helm is regarded as slim. Despite the fact that Osgood Perkins is Equity first vice-president and Paul Dullzell is executive secretary, officials are seeking a special appointee to fill Gillmore's place.

Observers point out that the rapid developments, particularly the radio organization, are a vindication of the stand of the Equity opposition, whose leading spirits, George Heller, Philip Loeb and others, made an election issue of the radio drive. Administration had always been reticent about organizing radio, and what has been accomplished thus far is credited largely to the younger Equity men who got behind the wheel.

5,000 Maybe for Radio

Also pointed out that the potential membership strength of the radio organization is 5,000. Had Equity held on to this jurisdiction these votes, together with Equity's current voting strength, might have enabled AEA to be the top unit in the Four A's, a spot now held by SAG with some 9,000 members.

How long Gillmore will remain nominal president of Actors' Equity is unknown, altho it is said that he has stated his intention of retaining office thruout his present term, which, beginning with his re-election last June, expires in three years. What will officially be done to name his successor has not been determined, a position of executive director or acting president or other specially created post being indicated if Gillmore continues as nominal president. Status of Paul Dullzell, executive secretary of both Equity and the Four A's, is not clear in that his relative importance under the new arrangement is unknown. Unauthenticated rumors claim that he will be relegated to a position of no major importance.

Exact role Thomson will play in the Four A's is also somewhat in doubt, rumors of a continued active participation being borne out by the fact that he is slated to appear in a Broadway show this fall. Understood, however, that he may obtain a three months' leave of absence from SAG's board, and in the event the show is a success a further extension. Lawrence Bellenson, SAG counsel, is reported as likely to take over much of SAG's business in the absence of Thomson.

Radio group, to be known as the American Federation of Radio Artists, will be autonomous, nationally organized and have geographical representation and regional boards. Details of the setup will be found in the radio department.

Those Present

Present at the special Equity meeting Tuesday at which the radio organization and Four A's reorg was outlined were Frank Gillmore, Paul Dullzell, Paul Turner and Dorothy Bryant for Equity and Chorus Equity; for SAG, Ken Thomson, Lawrence Bellenson and Mrs. Florence Marston, latter in charge of SAG's Eastern office; for AGMA, Leo Fischer, executive secretary, and Henry Jaffe, counsel, and for the radio division of Equity, Mark Smith, temporary chairman of the board; George Heller, of Equity council, and Lucille Wall and Linda Carlow.

Present at yesterday's meeting of the Four A's, according to the Equity press department, were Gillmore, Dullzell, Turner, Mrs. Bryant, Thomson, Mrs. Marston, Tom Phillips, of the Burlesque Artists' Association; Otto Steinert, of the German White Rats; Dan Hurley, William J. Rapp and Harry Calkins, of the American Federation of Actors, and Giuseppe Interante and Nino Ruisi, of the Grand Opera Artists' Association. However, Fischer was also seen leaving the meeting.

INSTRUMENT SALES INCREASE

1-Niters Only Fair in Midwest

Harry Moss claims not enough clean-up dates — dearth of names in N. W.

NEW YORK, July 31.—Harry Moss, president of Associated Radio Artists here, just returned from a six-week trail-blazing tour for one-night engagements that took him thru Minnesota, Iowa, Wisconsin, Missouri, Nebraska, Illinois, Indiana, Michigan, Ohio, Pennsylvania, North Dakota and New York.

Conditions thruout his 6,000-mile trip he reports as only fair for dance tours, blaming the difficulty of closely routing a band due to the inconvenient jumps and the small number of actual "clean-up" spots where a band can be reasonably assured of a profitable take.

Also noticeable was the dearth of "names" in the North Central States, Fats Waller and Jimmy Dorsey being about the only two big bands to have invaded the territory. Moss claims, however, that the inaccessibility of name bands to that section only enhances their appeal and that with proper and diligent exploitation the area could be transformed into one of the most lucrative for one-night dance dates.

Mechanical Tuner— Upper on Market

NEW YORK, July 31.—Science, which is ever making the lot of humanity more bearable, has finally turned its attention to the musician and decided to remove all uncertainty from tuning-up. The Resonoscope (made by the Dumont Laboratories and distributed by Epiphone) makes tuning absolutely accurate.

Contraction, which looks like one of Rube Goldberg's nightmares, picks up notes with a small mike and transmits them to a black box which turns the sounds into wave pictures of the note under observation. Waves are flashed on a 12-inch screen, and when they move forward or backward it indicates that the note is sharp or flat. No matter how slightly a note is off pitch, the Resonoscope will register the deviation.

Here's the catch: they cost \$450 apiece.

Football Team Adds Floor Show

WASHINGTON, Aug. 2.—As further inducement to ticket purchasers, the professional football team of George Marshall's, the Washington Redskins, promises "to provide such embellishments as popular band and orchestral music, vocal music by talented individuals and groups, such as choirs and glee clubs, and other forms of entertainment in keeping with the occasion."

The team was brought here last year from Boston after winning the Eastern championship of the National Football League. Marshall believes that Washington will support his team better than the Bostonians did.

Hear Ye!

NEW YORK, July 31.—A Society for the Suppression of Swing is understood to be formed on the Coast, according to the American Creative League of Music Students. League takes this very seriously, adding that swing is a horrible caricature of Tin Pan Alley's jazz.

Arthur Cremin, dean of the New York Schools of Music and proxy of the League, adds to the harsh words: "Swing is the greatest libel upon modern civilization that has ever been perpetrated."

Bruno Kern's Forecast

Note: This new weekly feature is designed as a service for band leaders, enabling them to anticipate songs that should reach front ranks of popularity in the near future.

This week's selections:

AFRAID TO DREAM, from the RKO film, "You Can't Have Everything," published by Miller, and **LET'S HAVE ANOTHER CIGARET**, from the RKO film, "The Life of the Party," published by Irving Berlin.

Arden Smith's New Band

SPOKANE, Wash., July 31.—Arden Smith and his new band opened to a capacity crowd Tuesday night at the Dessert Roundup room. Arden, a Spokane boy, was very popular last summer as an entertainer at the Dessert Round-up, altho he did not have a band.

Sets Colored Bands

CHICAGO, July 31.—Ed Fox, operator of the Grand Terrace, local edition of New York's Cotton Club, reports the booking of three colored bands to follow Fletcher Henderson, who closes August 18. First to move in will be Andy Kirk, to be followed by Louis Armstrong and Earl Hines. A new show will open with each band.

Reviews of Records

By M. H. ORODENKER

Bluebird

Swing takes a holiday in this label's lot. The temperature being what 'tis, all the platters are styled for tripping the fantastic lightly. Urge to take to the polished boards is provided by SHEP FIELDS, cutting four sides with *Smarty*, Billy Hill's sentimental cleffing titled *Till the Clock Strikes Three*, *Born to Love*, *Little Heaven of the Seven Seas* (7051, 7052); JOLLY COBURN couples *Gone With the Wind* and *Having Wonderful Time* (7049), and OZZIE NELSON doubles the Jerome Kern ditties, *Can I Forget You?* and *The Folks Who Live on the Hill* (7060). Harriet Hilliard teaming with hubby Ozzie on the latter side for the boy-girl song selling.

Looking for the unusual, the Venutibound fiddlers would do well to investigate BILL BOYD and his Cowboy Ramblers cutting *Little Wooden Whistle* and *Dance to Those Sobbin' Blues* (7053). Maybe it is home-on-the-range stuff, but the bronco-ridin' fiddler tears off a mean bowing in a moderne manner that's lick meat for the musical Milton Berles.

Decca

ELLA FITZGERALD and her Savoy Eight, a Chick Webb clambake, is big news to the wax cult. The swingiest of swing canaries pipes indigo for *All Over Nothing at All* and *Deep in the Heart of the South* (1339), setting a new high for the low-down blues. GLENN MILLER continues to dress up the oldies, making spirited steppings for *Peg o' My Heart* and *I'm Sitting on Top of the World* (1342).

Styled for smoother dancing, LENNIE HAYTON doubles *Gone With the Wind* and *What a Beautiful Beginning* (1341). And with a Hawaiian twist, keeping pace with the trend, HARRY OWENS serenades with his original cleffed *Hawaii Calls* and the waltzer *Imi Au Ia Oe (King's Serenade)* (1285), a male quartet from the band giving vocal force to the Waikiki-inspired romanticism.

Squeeze-boxers get another sampling of the accordion artistry of PIETRO (DIERO), soloing with a march medley of *Giovinazza*, *Giovinazza* and *Facetta Nera*, doubling with the tanguish medley in *Tango of the Roses* and *Who'll Serenade You?* (1345). MILT HERTH offers rhythmic stylizing at the Hammond electric organ in the acceptable hot jazz genera for the raggy *Twelfth Street Rag* and the bluesy *Basin Street Blues* (1344).

35% Rise in Sales of Band Instruments, Convention Reports

Either musicians have more dough or more kids are studying—music merchants' convention biggest ever—looks like music business boom is here

NEW YORK, July 31.—Sales of band instruments are 35 per cent ahead of last year, it was revealed at the 36th annual convention and trade show of the National Association of Music Merchants, which came to a close Thursday night with the election of officers for the various groups in the association. Jerome F. Murphy was elected president of the NAMM; George Byerly, of Peoria, Ill., elected president of the National Retail Musical Instrument Dealers' Association, and C. Frederick Martin was re-elected president of the National Association of Musical Merchandise Manufacturers, Inc. Opinions of authorities speaking at the convention as well as exhibitors led to the estimate that the music industry, as a whole, had shown an increase of 50 per cent over last year and substantial promise of continued progress as evidenced by the rise in the past two years. Especially true was this in the case of pianos and phonographs, whose revival meant an increase in sales of 554 per cent since 1932.

Rubinoff Dates Set

CHICAGO, July 31.—Dave Rubinoff will fill three engagements here next month. He will be guest conductor of the Chicago Philharmonic Orchestra at Grant Park August 6, will star at *The Chicago Tribune Music Festival* at Soldiers' Field the 21st and will direct the orchestra for the local charter jubilee's Carnival of the Lakes August 23 to 29. Rubinoff came in from Hollywood this week, where he finished work in the 20th Century-Fox production *You Can't Have Everything*.

A tour of the exhibits, numbering 2,500 and valued at \$350,000, showed that among the instruments enjoying increased popularity were the accordion, guitar and ukulele. Among the smaller instruments there are harmonicas, ocarines, Jew's-harps, kazooos and tin whistles.

Fred A. Holtz, president of the National Band Instrument Manufacturers, predicted that if the present popularity of music in the schools continues this nation may become the greatest musical nation in the world. Holtz estimated that there were now from 35,000 to 40,000 school bands in the country, with the number increasing.

James Francis Cooke, president of the Theodore Presser Company, told the convention that the trade must co-operate with the professional musician. He claimed that the trade must work hand in hand with teachers and that the piano's best salesman is the teacher's recital. Figures provided by Cooke tended to show that there are about 3,000,000 pianos in the United States, but that about a million of them are not in operation.

Ben F. Miessner, president of the Miessner Inventions, started the convention by saying that most musical instruments today had reached the limit of development, that the musical instrument industry had been stagnant for the past 100 years, but that a renaissance was on its way with the development of electronic instruments. The latest, he said, was the electronic piano.

Thomas Joyce, advertising and sales promotion manager of RCA-Victor, speaking on the revival of the phonograph and record business, warned dealers that unless they displayed greater sales ability they might find the radio dealers taking the phonograph and record business away from them.

According to M. H. Berlin, president of the Chicago Musical Instrument Company, a "wedding" between two types of music, the classics and jazz, is creating a new and expanding native art that is rapidly becoming the most popular form of music in America.

Songwriters Open Club

NEW YORK, July 31.—Songwriters' Guild of America will open a clubhouse next week at the Bryant Hotel here. This is understood to be the first time the songwriters will have had a gathering place.

One Way To Hold a Job

CHICAGO, July 31.—At least one band has its engagement cinched for another three months at a local spot. The boss left for Europe, where he will stay until late in October, and no one else in the club has the authority either to hire or fire an orchestra.

Vocalion

After making an auspicious impression on the *Bluebird* label TEMPO KING returns to wax, featuring Queenie Ada's keyboard whippings with a jam-up combo of 52d street cats. In gusto fashion, Tempo tempers the lyrics of *I'm Gonna Put You in Your Place* and *Don't You Know or Don't You Care?* (3595). HENRY (RED) ALLEN blows a beat-up trumpet in a roundup of sepiu swing stars for a jam-up *You'll Never Get to Heaven* and *The Merry-Go-Round Broke Down* (3594).

BILLIE HOLIDAY, with Count Basie's aces cutting in advantageously, filters her pipes Harlemese for *Me, Myself and I* and *Without Your Love* (3593). And for that ear-pleasing and generally foot-lifting rhythmation CLAUDE THORNHILL has a dandy double in *Gone With the Wind* and *Harbor Lights* (3595).

Victor

Return of BENNY GOODMAN to the wax fold is an item of major import from this front. Solid rhythmic sendings on both sides for *Peckin'* and *Can't We Be Friends?* (25621). There's a terrific lifting spirit to the Goodman syncopation that defies one to refrain from rockin' in the rhythm. Each inspires each for a brand of swing that sets the pace for all other cats, B. G. further enhancing the double with his broad-toned clarinet licks.

TOMMY DORSEY, a serious contender for the swing diadem, cuts four sending sides. With the full ensemble, the Dorsey dandies subdue their swingcooping for the tuneful *The Things I Want*, getting more spirited for *Allegheny Al* (25623). His Clambake Seven, typifying the jam music that am, has a dream disc in *My Cabin of Dreams* and *Am I Dreaming?* (25620). Edythe Wright turns in svelte canarying for all the wordage. Pianology of Howard Smith, backing the vocals with the swing octet, will find the cats cupping an ear-closer. His black and white whippings well deserve solo spottings.

Everything that is holy, musically, has been desecrated in the name of swing. And now the soulful and melodic strains of Chopin's *C Sharp Minor Waltz* are up for fived doings at the hands of an ace barrel-house gang who swing with a spirit of abandon in a classic style. BERT SHEFFER and his Rhythm Octet call it *Chopin's Ghost*. It's a twist that's a major note in swingophile and will undoubtedly twist the old master out of his resting place. Label is split with (See REVIEWS OF RECORDS page 29)

Songs With Most Radio Plugs More Philly Cafes Go Union

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WBEA (NBC) and WABC (CBS), between 8 a.m. and 1 a.m. daily, from Friday, July 23, thru Thursday, July 29, and also, for comparative purposes, from Friday, July 16, thru Thursday, July 22. Ratings are based on the number of combined network plugs for each song.

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

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

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

Position	Title	Publisher	Plugs	
			July 23-29 Net. Ind.	July 16-22 Net. Ind.
1.	It Looks Like Rain	Morris	32	12
1.	Where or When? (M)	Chappell	32	36
2.	Sailboat in the Moonlight	Crawford	29	34
2.	I Know Now (F)	Remick	29	18
3.	Merry-Go-Round Broke Down	Harms	24	26
3.	The You and Me That Used To Be	Berlin	24	20
4.	Whispers in the Dark (F)	Famous	22	11
5.	Stardust on the Moon	Marks	22	24
6.	Stop! You're Breaking My Heart (F)	Famous	20	11
7.	All God's Chillun Got Rhythm (F)	Robbins	19	19
8.	Satan Takes a Holiday	Lincoln	18	23
9.	Gone With the Wind (F)	Berlin	17	26
9.	Cause My Baby Says It's So (F)	Remick	17	21
9.	Yours and Mine (F)	Robbins	17	18
9.	Tomorrow Is Another Day (F)	Robbins	17	9
9.	Can I Forget You? (F)	Chappell	17	8
9.	First Time I Saw You (F)	Santley-Joy	17	5
10.	So Rare	Sherman Clay	16	17
11.	Our Penthouse on Third Avenue (F)	Feist	15	12
12.	Good Mornin' (F)	Famous	14	23
12.	Caravan	Exclusive	14	18
12.	Am I Dreaming?	Davis	14	7
12.	Harbor Lights	Marlo	14	5
12.	Miller's Daughter, Marianne	Shapiro, Bernstein	14	4
13.	Me, Myself and I	Words & Music	13	16
13.	A Message From the Man in the Moon (F)	Robbins	13	12
13.	They Can't Take That Away From Me (F)	Chappell	13	8
13.	Affraid to Dream (F)	Miller	13	4
14.	Till the Clock Strikes 3	Shapiro, Bernstein	12	11
14.	Smarty (F)	Popular	12	9
14.	Image of You (F)	Feist	12	3
15.	My Cabin of Dreams	Berlin	11	16
15.	I'm Feeling Like a Million (F)	Robbins	11	13
15.	Strangers in the Dark (M)	Crawford	11	11
15.	They All Laughed (F)	Chappell	11	10
15.	You're My Desire	Mills	11	7
15.	Lady From Fifth Avenue	Shapiro, Bernstein	11	6
15.	Dancing Under the Stars	Select	11	5
16.	Don't You Know or Don't You Care?	Feist	10	4
16.	Lovellness of You (F)	Robbins	10	3
17.	September in the Rain (F)	Remick	9	13
17.	Johnny One-Note (M)	Chappell	9	11
17.	Love Is Never Out of Season (F)	Feist	9	10
17.	Heaven Help This Heart of Mine	Chappell	9	8
17.	You Can't Run Away From Love	Remick	9	6
17.	You'll Never Go to Heaven	Donaldson	9	8
17.	Have You Got Any Castles, Baby? (F)	Harms	9	5
17.	Toodle-oo	Shapiro, Bernstein	9	3
17.	That Old Feeling (F)	Miller	9	3
18.	The Shag	Ager, Yellen	8	20
18.	There's a Lull in My Life (F)	Robbins	8	11
18.	When Two Love Each Other	Davis	8	10
18.	Love Me	Red Star	8	9
18.	Cuban Pete	Hollywood	8	7
18.	Moon Got in My Eyes (F)	Select	8	4
18.	Moon at Sea	Mills	8	4
18.	Night Over Shanghai (F)	Remick	7	13
19.	Having Wonderful Time	Paul-Pioneer	7	10
19.	Your Broadway and My Broadway (F)	Robbins	7	9
19.	Never in a Million Years (F)	Robbins	7	8
19.	Folks Who Live on the Hill (F)	Chappell	7	13
19.	Blue Hawaii (F)	Famous	7	10
19.	What a Beautiful Beginning (F)	Hollywood	7	6
19.	Love Is a Merry-Go-Round	Shapiro, Bernstein	7	4
19.	I Hum a Waltz	Miller	7	4
19.	I Can't Give You Anything But Love	Mills	7	1
20.	Peckin' (F)	Mills	6	13
20.	Scatlin' at the Kit-Kat	Exclusive	6	9
20.	Posin (M)	Chappell	6	8
20.	Born to Love (F)	Harms	6	7
20.	Honeysuckle Rose	Santley-Joy	6	6
20.	When Day Is Done	Warner	6	5
20.	Summertime (M)	Chappell	6	4
20.	Hot Lips	Feist	6	4
20.	How Could You?	Remick	6	3
20.	Last Night I Missed You in My Dreams	Gilbert	6	0

Turn to our Amusement Machines, Music Section, for listing of five best-record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ending August 2.

Local Bands Get Break in Detroit

DETROIT, July 31.—Local bands are getting some good breaks currently. Mike Falk has been booked for Eastwood Gardens, hailed as America's biggest outdoor ballroom, immediately following Rudy Vallee on August 18. Glen Gray and his Casa Loma Band follow Falk. Johnny Hamp is booked for the gardens next week, followed by Rudy, with

Jimmy Dorsey probably following Casa Loma.

Ray Gorrell opened last week for a special one-week stand at Jefferson Beach Ballroom, also a major ballroom engagement.

Interesting feature about both bookings is that the two band men each have their own booking organization, and have accepted few steady dates for a long time, only taking these available open dates on major spots using solely name band policies and proving their own right to a top billing.

More Philly Cafes Go Union

Musicians' local picketing does trick—higher scale set for September 1

PHILADELPHIA, July 31.—Picketing has proved most successful to musicians' union, Local 77, in regimenting nabe neries. Since the 20th Century Tavern fell in line earlier this month, most nabe clubs have been following suit. Those canning the non-union boys include the College Inn, Bombay Gardens, Lexington Grill, Broad Street Rathskeller, Old Fire-side Club, Maggie's Cafe, Hogan's Grill and the Arrow Cafe.

Save the 20th Century Tavern, spots come under a Class C classification, calling for a scale of under \$30 per. With the picketing campaign meeting with such success, A. Anthony Tomel, musicians' prexy, anticipates little opposition when a new cafe price list is put in effect September 1.

Tooters taxed themselves 2 per cent last fall to finance the campaign for live entertainment in the theaters and recently voted to continue the levy.

Victor Reissuing Old Jazz Records

CAMDEN, N. J., July 31.—With the swing cycle and the hot club clans creating an unprecedented demand for the masters who recorded their jazz before it was spelled "swing," Victor is making available pressings of discontinued records out from its regular catalog listings. Since it costs as much to set up a press to produce one record as it does to prepare for several thousand, price for a copy of the master has been high. But the collectors and cats figure the end worth the means.

A single-faced pressing costs \$4, having been reduced recently from \$5.50. But with the market on the run for historical platters of swingical interest, dealers can now get them in job lots of 25 for \$1.25 each, plus a 25 per cent discount on order.

Goldman Winter Concerts

NEW YORK, July 31.—Fall and winter concerts will be given by the Franko Goldman Band, starting October 17. Dr. Goldman has in mind a 75-cent admission for the winter session, the idea being to reach more people and democratize music of this type. Previously attempts were made to organize a season of winter concerts, but because of the depression all arrangements were discontinued. Coming winter concerts will be the first time a regular season has been attempted.

Kismet Temple, Brooklyn, will be the place.

Talk Music Code Again

NEW YORK, July 31.—Long-awaited action of the projected music code is expected momentarily, a delegation from this city having gone to Washington recently to confer with the Federal Trade Commission. Included were John G. Paine, general manager of American Society of Composers, Authors and Publishers and leading spirit in the move for the code; E. B. Marks, of Marks Music Co.; Harry Fox, chairman of the board of Music Publishers' Protective Association, and Joseph V. McKee, counsel for MPPA.

"They Hate Me"

NEW YORK, July 31.—One-man picket campaign against American Society of Composers, Authors and Publishers was conducted this week by Ira B. Arnstein, who says he is the composer of *A Mother's Prayer*. ASCAP, says Arnstein, collects millions, and adds, "I protest against the pirating of all my songs by ASCAP."

Questioned as to why he was not a member of the Society, Ira said: "They hate me."

Sheet-Music Leaders

(Week Ending July 31)

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

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

1. It Looks Like Rain (Morris) (1)
2. Merry-Go-Round Broke Down (Harms) (2)
3. Sailboat in the Moonlight (Crawford) (3)
4. Blue Hawaii (Famous) (4)
5. Sweet Lelani (Select) (5)
6. Where or When (Chappell) (7)
7. I Know Now (Remick) (8)
8. The You and Me That Used To Be (Berlin) (6)
9. Gone With the Wind (Berlin) (10)
10. Caravan (Exclusive) (14)
11. So Rare (Sherman Clay) (13)
12. Was It Rain? (Santley-Joy)
13. September in the Rain (Remick)
14. I Hum a Waltz (Miller)
15. Strangers in the Dark (Crawford)
16. Our Penthouse on Third Avenue (Faist)

PHONOGRAPH RECORD best sellers will be found on page 81.

Bestor's \$2,500 Pittsburgh Date

PITTSBURGH, July 31.—Don Bestor is still Pittsburgh's most popular band, according to Manager Lou Passerello of the New Penn. Booking in the orchestra that jumped to radio fame with Jack Benny several years ago after an unusually long stay at the Hotel William Penn here, Passerello upped his nightly tariff from \$1 to \$1.50 minimum for Don's two-week stay starting tonight and reported one of the heaviest reservations in many moons.

Passerello says his two months' old policy of using only name bands has boomed attendance, but he's still wondering whether it's profitable. Bestor's take is reported \$2,500 weekly here. Other high-priced outfits in the New Penn recently have been Clyde McCoy, Johnny Hamp and Mike Riley.

WPA Tooters To Serenade Congress

PHILADELPHIA, July 31.—Encouraged by the favorable impression created in Washington Friday when a symphonic band of 60, recruited from the Philadelphia and New York musicians' locals, gave a concert in Lincoln Park as a protest against dismissals on the WPA music projects, A. Anthony Tomel, Local 77 prez, advised that the stunt will be elaborated upon and repeated.

Washington press and public had been generous in their applause and several members of Congress advised the unions that they would lend their support for the Schwellenbach-Allen bills to return the needy tooters to the WPA rolls.

Philly Union Eyes Weddings

PHILADELPHIA, July 31.—With Jewish wedding receptions once again an important source of revenue for jobbing musicians, A. Anthony Tomel, Local 77 prez, has inaugurated a drive to effect a closed shop at all catering establishments and to curb the talent booking of the caterers.

Colonial Cafe, Himmelstein's Restaurant, Alex's and Uhr's were the first caterers to sign an agreement with Local 77.

Band Reviews

Barry Walker and Orchestra

Reviewed at the Stork Club, Chicago. Style—Dance band.

Instrumentation: Barry Walker, leader; Lawrence Hartsfield, Dick Simms and Joe Polski, saxes; Bob Bushnell and Dick Faulkner, trumpets; Charlie Wood, trombone; Lester Spears, bass viol and horn; Arthur Robertson, drummer, and Bill Mashburn, piano. Arrangements by Walker, Sims and Faulkner.

A youthful and ambitious aggregation which stems from Florida, where it carried the "Stetson Orchestra" label. The leader is personable and has a winning smile that goes well with the modern dancing crowd. Band dishes out lively dance tunes, both hot and sweet, and plays them smoothly.

Some of the band's arrangements are quite catchy and induce patrons to head for the dance floor. A number of the tunes carry a collegiate atmosphere picked up during the band's campus days and are delivered with admirable reserve. *Hontigberg.*

Eddie LeBaron and Orch.

Reviewed at the Radio City Rainbow Room, New York. Style—Tango dance band.

Personnel: Nick Navarro, piano; Nick Escalante, string bass; Joe Heredia, drums and vocals; Ramon Torres, violin and vocals; Morris Perelmutter, violin; Bert Veal, trumpet; Ferde Roper, marimba; Dave Ostrow, accordion, and Eddie LeBaron, leader; vocals and arranger.

LeBaron is a Mexican, who organized his band in Los Angeles and brought it to the New York Waldorf-Astoria Hotel several months ago. A limited booking stretched into several months and then the band shifted to this spot. Holding down long engagements in the city's two classiest spots is something, and the LeBaron Band rates it. It is a versatile, competent and smooth outfit that can provide tangos, rumbas, semi-classics with equal facility.

The music is delicate, the lone trumpet being muted and the good lively rhythm being wrapped in melody that is easy to hear. Although seeking primarily to get the dancers out onto the floor, LeBaron's Band also makes sure the music is always unobtrusively pleasant for the non-dancers. The arrangements are quite distinctive, some pop numbers, such as *Caravan* for example, being set to interesting Latin tempos. LeBaron, tall and Latinish, sings occasionally, but most of the time he is busy jiggling on the band stand.

Easily one of the finest Latin bands seen in the East. *Denis.*

Phil Napoleon and Band

Reviewed at the Terrace Room, Hotel New Yorker, New York. Style—Dance band.

Instrumentation: Phil Napoleon, lead and trumpet; Milt Yaner, Donald Watts and Johnny Sedola, saxes; Mac Ceppos, Frank Siegfried and Henry Kails, violins; Billy Pritchard and Ford Leary, trombones; Fulton McGrath, piano; Monroe Kasse, drums; Ted Addis, bass, and Vincent Ragusa, guitar. Vocalists, Dorothy Howe, Pritchard (ballads) and Leary (novelty). Arrangers, Bernie Mayer, Bill Challis, Ted Raph, Bill Barford and "Red" Bohn.

With a reputation as a trumpeter and as the organizer and leader of the Original Memphis Five of some years back, Napoleon assembled his present crew a few months ago and is now here presenting it in its debut as a hotel dance band.

The aggregation is not bad, impressing as a pulsing, swingy outfit with promise of rounding out into a hot dance outfit. Boys produce energetic work, and the entire offering is dominated by the sweet and hot trumpeting and style of the leader. The big disappointment lies in the fiddle section. In the hot tunes their effect is entirely drowned out, and in the less frequent sweet numbers are hardly given the prominence they should get for an effective and contrasting bit of stylism that would make for a unique style.

Besides the work of the leader, other outstanding performances were by saxophonist Yaner, who also did a bit of fancy clarinetting, and by Kasse at the traps.

Possibility of being developed into a

Professor To Teach Kiddies Electric Organ

NEW YORK, July 31.—New York Schools of Music, popular-priced academy whose nabe quarter lessons teach the masses their sharps and flats, has inaugurated what is probably the world's first department of the electric organ with the appointment last week of Milt Herth, CBS electric organist.

The pint-size organ has lately become a featured instrument in many orks because it adds a sustained throb to jazz rhythms. Seems, according to the press agent, that the two-bit academy has been "literally besieged by boys and girls," all anxious to become electric organists.

Herth will be chairman, professor, instructor and lecturer of the new department. His full title is Honorary Professor of the Electric Organ.

sock novelty offering is the baritone of Leary. His delivery is contagious. Pritchard handles the ballads simply and capably. Dorothy Howe is a decided asset, not so much for her soft, small voice of pleasing, enough quality, but as a decorative addition. She is pretty and charming.

Tho it did not get a chance to show this opening night, the band incorporates a seven-piece swing outfit called the Emperors and composed of McGrath, Addis, Kasse, Ragusa, Leary and Napoleon. Addis also offers comedy bits in dialect.

With the present setup using but one trumpet (Napoleon), should the rhythms be held slightly in check and at the same time pronounce the softening effect of the strings the band could easily lay claim to "whispering rhythms." Too, as a hotel dance band it should not lose sight of danceability in its efforts to produce torrid swing, Benny Goodman notwithstanding. *Colson.*

Ray Gorrell and Orchestra

Reviewed at Jefferson Beach Ballroom, St. Clair Shores, Mich. Style—Dance band.

Instrumentation: Ray Gorrell, leader; Julie Sabourin, vocalist; Carl Lafell, piano; Ray LaBarre, bass; Frank Bredau, drums; Jack Gerard, first trumpet; Milt Youngs, second trumpet; Vic Prather, first trombone; Gordon Pryor, second trombone; Milt Hack, property man.

This aggregation, usually in heavy demand for major one-nighters around the Michigan territory, is staying put long enough to fill an engagement at this lake-shore ballroom and is making the grade capably.

Gorrell has a nonchalant style of conducting, lacking excessive histrionics; that is, he's more of a musician than an actor with the baton, but he turns out a good job of interpretative comedy directing when the theme calls for it.

The band is heavy on the brass, but nearly every man doubles and a good balance is achieved by this means. Fingerwork on trumpets is fast and tones are clearly distinguished without being plain staccato. Both trumpets did solos during the evening, with ability to keep the dance rhythm going at the same time. Julie Sabourin has several numbers and plenty of personality. She is best in the sweet rhythmic style of *Love and Kisses*.

Adequate balancing of rhythm and harmony is the keynote of Gorrell's band, which doesn't favor typical swing style. They can do it as a clever swing version of *When You and I Were Young, Maggie*, as a fast fox-trot rhythm, with trumpets and sax alternating in the principal voices in a sort of theme-and-variations style, the basic melody being clearly carried under the overlying voices of the fast modern additions. The band has versatility, too, running the range from a slow sweet waltz style to a rumba where the percussion seemed to lead the band, other instruments playing secondary voices. Tonal quality in this novelty was given by the saxes, with section after section coming in at short intervals in perfect rhythm.

Well-rehearsed ensemble playing rather than sensational individualism gives the band opportunity to go places and assimilate about any kind of a good orchestra assignment. *Reves.*

Now Jack Benny Can Play "The Bee"—Thanks to Mr. Pochapin

Combo violin-kazoo perfect for jittery radio violinists—kazoo blowing covers up bow scraping—sax with decoy valves among other kazoo creations

NEW YORK, Aug. 2.—For guys like Jack Benny who are always claiming they can play *The Bee* on a violin, M. M. Pochapin has devised a subtle instrument that will relieve their embarrassment. No longer will the scoffers (like Fred Allen) be able to scoff. All Benny need do is buy one of Mr. Pochapin's new Bee-o-lins, which is a gilded violin with kazoo stuck smack in its sound box. Then he may pull the bow ever so gracefully and soulfully over the strings and at the same time sing into the kazoo. For the radio, where you can't see a violinist violin, it's perfect. Mr. Pochapin is already planning to offer Benny one of the new Bee-o-lins free—and then will Allen be stumped!

Music Items

VANGUARD SONGS, newly organized publishing firm, with headquarters in Hollywood, is featuring numbers by Lysle Tomerlin and Andy Iona Long, writer of *South Sea Island Magic*. Initial releases of the company are *Polynesian Romance* and *Just About Right*. Dance orchestrations on both songs are by Bill Lava. Vanguard's professional manager is Julio Alonso, brother of film actor Gilbert Roland.

AS A MUSICAL tribute to the ill-fated aviatrix Amelia Earhart, Lou Baer, WDAS, Philadelphia, has written *In the Heavens*.

MOE JAFFE and Clay Boland, Philadelphia tunesmiths, collabored for *The Morning After*, which Red Norvo will introduce on a Brunswick label.

E. B. MARKS is publishing an album of piano, accordion solos arranged in bass clef by Armando Bergo. Book contains 15 famous songs, including *Cavalleria Rusticana*, *Flight of the Bumblebee*, *La Comparsita* and *Under the Double Eagle*.

ROY MUSIC COMPANY has released E. P. La Freniere's latest song, *Ji-Ji-Boo*. It is a novelty in swing, but employing a different lyrical background.

MOSE GUMBLE, who has severed his connection with the firm of Donaldson, Douglas & Gumble in order to devote all of his time to the Professional Music Men, Inc., an organization composed of employees of the various firms publishing popular tunes, announces that his association will move into the RKO Building.

ANDY RAZAF is going to head his own band. Before writing some of the country's most popular ditties he was in vaudeville and concert, possessing an excellent baritone voice.

MORTON GOULD has been appointed educational director of the standard catalog of the Jack Mills Company. Gould, who is only 23, is a noted composer and arranger and responsible for *Chovale and Fugue*. He has just completed *Swing Symphonette*, developed in a symphonic setting but for popular taste.

AL COMPARTE has been assigned to represent Words & Music in the territory embracing Cleveland, Pittsburgh, Detroit, Cincinnati and Toledo.

ANDY IONA, with a number of hits to his credit, is going to publish several of his latest compositions, including *Just About Right*. He also has placed *Polynesian Romance* and *South Sea Lullabies*, authored by Lysle Tomerlin.

HAROLD LEE, who recently came from Chicago, where he represented Witmarks, has been advanced to the post of professional manager of the firm. His initial assignment was to work on the score of *Mr. Dodd Takes the Air*, a Warner release. Kenny Baker's first starring vehicle. The songs are *Remember Me?*, *Am I in Love?*, *Here Comes the Sandman* and *The Girl You Used To Be*.

BOBBY GREGORY, in collaboration with Joe Davis, has a new tune out entitled *Am I Dreaming?* Two slated to follow are *Riding on the Old Ferris Wheel* and *There's a Sign on the Old Ranch "For Sale."*

For those not in the know, Pochapin used to be a violinist in the Paul Whiteman Band. But more recently he has found it more profitable to manufacture kazoo novelties. His Bee-o-lin, which will be launched formally in the fall and which was on display at the National Association of Music Merchants' convention last week, is his latest. But he is also proud of his Kazoocone, which is a combo of kazoo and walking stick. It's wonderful for professional paraders, giving them a chance to blow their own music.

Then there's the Megazoo, which is a combination megaphone and kazoo. You sing in it (if such a thing as singing is possible with a kazoo) and you can yell in it and—and this is a typical Pochapin triumph—you can also wear it for a hat!

Of course, if you press Pochapin he will admit that his streamlined kazoo creations are not really musical instruments at all. "They're really a 'staple novelty that is marketed in every corner of the globe.'" But, he adds proudly, the kazoo "has achieved great prominence both here and in England and France because of its adoption by schools as part of the development of sound and rhythm in elementary training. Rhythm bands are growing more popular daily in the public schools." Any minute now you'll be hearing kazoo rhythm bands serenading you in the nicest places.

There are all sorts of "kazoo creations," as Pochapin calls them, such as three-horn kazoo, slide-trombone kazoo, clarinet kazoo and saxophone kazoo. The sax even has movable valves. But again if you press Pochapin for the real dope he will admit the valves "are just decoys." The kazoo's the thing, gent.

Chi Music Notes

CHICAGO, July 31.—Fred Dempsey, of Words and Music, leaves for the Cleveland expo this week, where he will warble the ditty *Little Fraternity Pin* over an NBC hookup.

Irving Siegel and Joe Dunnam have penned and published a new one titled *Idaho Moon*.

Ted Brown, local publisher, will release Charlie Harrison's latest called *Found My Heaven Blue*. Charlie and Earl Houbrich just returned from Rochester, Ind., where they were visiting the King's Jesters.

Helen Morgan will return for a second guest appearance at the Grant Park concerts next Monday evening to celebrate her birthday and appease thousands of requests.

Songwriter Becomes a Cop

BOSTON, July 31.—Barnett B. Lester, co-writer of tunes in the A. B. Marcus musical, *Continental Vanities of 1937*, now on world tour, has been elected a member of the International Association of Chiefs of Police. A tune detective thus becomes a real detective.

Lester is currently working on an authorized series and book, *Secrets of the G-Men*, in collaboration with J. Edgar Hoover, director of the Federal Bureau of Investigation.

"POLYNESIAN ROMANCE" "JUST ABOUT RIGHT"

By
LYSLE TOMERLIN and ANDY IONA LONG
(Writers of "South Sea Island Magic")
VANGUARD SONGS
8411 Hollywood Blvd., Hollywood, Calif.
JULIO ALONSO, Prof. Mgr.

Int'l Casino Opening Starts 5-Cornered N. Y. Cabaret War

French Casino readies "biggest ever" show—Cotton Club again sets Calloway-Robinson — Hollywood and Paradise lay low—break for talent and girls

NEW YORK, Aug. 2.—With the opening of the fall season near, indications point to a new high in local night club patronage and a terrific competition among the big Broadway spots due to the opening of the new International Casino. The big spots that will be affected by the debut of the International into the field this month are the French Casino, the Cotton Club, the Hollywood and Paradise restaurants, each of which is undergoing extensive alterations and making lavish production preparations. International Casino is expected to be the last word in cabaret extravaganzas. Two leading Parisian impresarios, Sandrini and Charles, are in charge of production. Cast and novel feature plans are being kept in the dark as much as possible, but a group of 40 European artists arrived today, headed by Vera Broinsky, Leonce, Artini, Delladaini and Sonia and Elizabeth, as the first contingent of the revue cast. Sandrini and Charles have for the past two weeks been selecting the American show and line girls, and rehearsals are expected to start immediately. Dance numbers will be under the supervision of Marcel Berger, former partner of Fawcett and present ballet master at the Bal Tabarin, Paris.

Management of the French Casino, tho affecting a nonchalance about having its prominence as the leading Broadway mass cabaret usurped, confesses that its coming show, the fifth, which assumes the title of the first revue, *Folies Bergere*, will be the most costly to date. The last show, *French Casino Folies*, had a production cost of over \$140,000. It garnered a gross take of \$2,000,000, playing to 615,000 people in 421 performances. The previous show had a production cost lower than the past show and took in \$1,750,000. Beyond the fact that extensive alterations are taking place and that Lou Breese and Russ Morgan will be the music makers, nothing else of the production and cast is being made public, tho the Casino claims that the coming show will have a personnel of over 100 persons, including the stagehands. Opening date is set for August 19.

The Cotton Club announces that it will have in its next show Cab Calloway and Bill Robinson, the pair that are openly accredited with the click last season of the transplanted Harlem spot. Their return to the Cotton Club is another indication of the imminent war for patronage and existence. The Hollywood and Paradise spots have so far remained unperturbed. George Hale and N. T. G. have been retained by the Paradise and Hollywood, respectively, as supervisors of the new season's shows. Whatever the outcome, one thing is certain, and that is that the excited preparations have meant brighter outlooks for many performers and specialties, and especially for line and chorus girls. There has been a decided increase in the number of girls used in production floor shows of late.

Antigo Club Opens
ANTIGO, Wis., July 31.—Lonnie Powell has opened his remodeled night club here with nightly dancing, except Mondays, to Harold Stevens and his orchestra. In addition, Zig and Zag, strollers, are being featured nightly.

Cafe Owner Turns "Sheriff"; "Pinches" Emsee for Bad Debt
DETROIT, July 31.—Still another unique way of settling debts in show business was contributed Monday by Frank Barbaro, operator of the Bowery, night spot, when he walked into another tavern in the city here and, posing as a deputy sheriff, "arrested" Lou Captain, emsee. Sam L. Frontiera, operator of the second tavern, instituted a search, and found Captain was not in any jail. Police ultimately located Barbaro back at the Bowery. He claimed the "arrest" was just a way of getting Captain to pay off a debt to him. Barbaro was formerly a deputy sheriff, but no longer held the position. It was stated by the sheriff's office, and he was booked at police headquarters on a kidnaping charge.

400-Mile Jump; Line Canceled

DETROIT, July 31.—Charges of failure to pay for a line of six girls after they were booked are made by Betty Bryden, veteran booker here, against the Hollywood Club at Tonawanda, N. Y. The line, billed as Mildred Lake and her Des Moines Girls, was received by the manager, given directions to find hotel accommodations and returned for rehearsal.

Before even starting rehearsal the manager told the girls he wanted only tall girls, gave them \$25 and then put them out, according to Miss Bryden.

Miss Bryden claims the spot had no chance to see the girls work and that the shortest girl in the line was five feet four inches.

N. O. Club Destroyed

NEW ORLEANS, July 31.—Gipsy Tea Room, Negro night club, was destroyed by fire that did close to \$30,000 worth of damage to the club and adjoining property. John Tessitore is owner of the club. No early rebuilding is planned, he said.

Ciggie Girl Circuit

CHICAGO, July 31.—Cigarette girls working night clubs here are reported to be members of a regular circuit moved about in the same manner as a stage unit. Operators of the circuit supply these girls to club operators and make changes when new faces are desired. Circuit, in addition to Chicago, is said to include Cleveland, Detroit, St. Louis and other cities in the Midwestern area.

Pittsburgh Hotel Bands Face Strike

PITTSBURGH, July 31.—This city's largest hotel, the 1,600-room William Penn, and the 800-room Fort Pitt, both Pittsburgh Hotels Corporation properties, will face a walkout of cooks and other kitchen employees soon unless Manager Gerald O'Neill signs an agreement for higher wages presented by the Hotel and Restaurant Employees' Alliance, Local 237, Business Agent John Bookjans stated here today.

All other hotels and restaurants who fail to sign the contract, which seeks an average increase of 15 per cent, will face similar strikes and sympathy walkouts, Bookjans maintains.

Already pacted on agreements effective until October 1, when further pay raises will be asked, are hotels Henry, Webster Hall and Schenley, the Nixon Restaurant, the Hofbrau, the Willows, Bland's and Dutch Henry's, all paying entertainment bills.

New Kind of Payoff

DETROIT, July 31.—New way of settling accounts was tried by the Bowery, local night spot, this week. When Baron Emerson got his pay envelope it had \$2 too much. The manager discovered the mistake, too, and decided to take it out of the commission paid Val Campbell, booking agent of the Gus Sun Office, resulting in a private debt settlement between Campbell and Emerson.

Acts Form Own Units

Spontaneous movement on in Detroit—hope to lessen rehearsals, cancellations

DETROIT, July 31.—Remarks passed by numerous acts in the past couple of weeks indicate a new fashion toward act-produced units for fall bookings. The movement is spontaneous among the actors themselves, the proper combination of acts being individually assembled without the activity of any agent.

Many acts are getting tired of the problem of fresh rehearsal with each show on the quick-change night spots, and feel they have a better chance to do justice to themselves when they can work for several weeks with other acts.

Danger of last-minute cancellations because too many acts of the same type were included on the bill would also be eliminated. The shows would be sold as a whole, giving a properly balanced and carefully rehearsed bill.

Dry State Double-Crosses Wichita Open-Air Spots

WICHITA, Kan., July 31.—Ray Fleming, manager of the Blue Moon, open-air dance place, believes that he has done his part in bringing Kansas a fortune in crops this summer.

He opened last month in the rain, with floor and furnishings exposed to the weather. Night after night since he has fought rain. When the nation reads of bumper wheat crops in Central and Southern Kansas they won't know the part Fleming played.

"Just because I built this place this summer see what the weather man did," he commented. "A year ago the precipitation was 5.95 inches, compared to the normal of 18.72 inches. This year it has rained so far 18.49 inches compared to the normal 18.24 inches and has no intention of letting up."

New Club in Bronx

NEW YORK, July 31.—Embassy Club, Fordham road and Southern boulevard, Bronx, inaugurates a revue policy tonight under the guidance of Colonel Feodor Maybohn. Show will be given twice nightly and consists of Jean Austin, Prince Serge, Julia Mona, Maurice and Nadja, Dinty Moore and music by Murray Green and band.

Names for Philly Clubs

PHILADELPHIA, July 31.—Undaunted by the disastrous summer spell, local night spots are preparing to open this fall with the proverbial bang. Harvey Lochman, operating the Ubangi Club, has booked Louie Armstrong for the September 15 unshuttering. Harry F. Hahn expects to reopen his Cocomanut Grove September 8, with Marty Bohn and Nancy Lee headlining the show.

Club Has "Fair Nights"

NEW MONTEREY, Calif., July 31.—Latest of the mania for different "nights" indulged in by night spots to stimulate business on off nights is the Fair Night and is credited to the Knotty Pine Club here. Manager Jack Pruitt, thru arrangement with the Monterey District Fair, offers on the appointed eve a pair of season pass books to the fair.

Win Exposition Medals

CHICAGO, July 31.—Ted Weems and his orchestra were each awarded a gold medal at the Great Lakes Exposition, Cleveland, for staying on the job at the Aquacade despite a 52-mile gale that whipped the grounds. They staged a regular performance and entertained the customers despite the storm. Lincoln Dickey, general manager of the exposition, and Billy Rose, producer, presented the medals.

Club Chatter

New York:

LATHROP BROTHERS AND LEE will be featured with the Ozzie Nelson crew when it replaces Ted Lewis and his bunch at the Astor August 2. . . . HENRY YOUNGMAN is the first emsee to stay longer than a week at the Surfside since the opening. Policy has been to change every week. . . . CAROLYN HUGHES has been added to the entertainment at the Glen Island Casino. This spot has also thought it best to drop the cover charge for dinner guests who remain late. . . . THE GREAT LESTER returned to the Wivel Restaurant July 22. . . . STANLEY BURNS AND WILLIE, ventriloquist act, booked by Harry Seamon into the New Frolics, Union City, N. J. . . . CLEO FLORENZE and Norma Shea open at the Wivel Restaurant August 4. Spot is being altered to accommodate an additional 100 persons. . . . CHARLES WALTERS began an engagement at the Viennese Roof, St. Regis Hotel, August 2, marking his first appearance in a cafe. . . . ZITA AND MARSEILLE closed their engagement at the Meadowbrook, Cedar Grove, and are now working in Atlantic City.

Chicago:
CATHLYN MILLER, tap dancer, is in Detroit filling an engagement at the Blossom Heath Club. . . . BARBARA PARKS filled an unscheduled engagement at the Chez Paree last week, substituting for the ailing Lillian Carmen. . . . GAY DIXON is the new featured vocalist at the Hi Hat. . . . DORIS RHODES has followed Jean Travers into the Bon Air Country Club. . . . SLIGH & TYRRELL deny the report that they lost the Beverly Hills Country Club, Southgate, Ky. Office states it is booking in acts thru Noah Schechter, in charge of the spot's entertainment and publicity. . . . SUNNIE O'DEA goes into the Drake Hotel Wednesday for two weeks with a two-week option. . . . RENEE RAYNE, formerly with A. B. Mar-

cus Show, and her husband, Charles Soutie, former musical director in B. & K. houses and for RKO here, signed for eight weeks of falls with Ed Schooley's *Revue of 1937*. Opened in Chippewa Falls, Wis., Monday. . . . GLORIA SETTER, dancer, had her stay at the Edgewater Beach Hotel extended another four weeks. Booked by Sligh & Tyrrell. Moe Lucky, of that office, incidentally is vacationing in New York.

MARY JANE DODD left the 885 Club to join Henri Lisbon's Band as vocalist. . . . RODRIGO AND FRANCINE, dance team, are now under personal management of Rockwell-O'Keefe. . . . THE RANDALLS (Marion and Martinez) open at the Stevens Hotel Thursday. . . . SEROR TWINS AND MALITA are leaving for Dallas next week to fill a three-week engagement at the Road to Rio, starting August 13.

Here and There:

EARL MOSSMAN has worked Peoria, Ill., for the past two and a half years without break and is now in his fourth month at the Club Silhouette. . . . TOD LIEBLING will be in the new show at the Cocomanut Grove, Hollywood, together with the Slate Brothers, opening August 28. . . . GINA AND GIANO are playing the Esedna Theater in Rome. . . . BUDDIE SUMMERS, Genevieve Mercer, Oma Murillo, Dorothy Bishop and Sunshine Sisters opened last week at the Bluebell Club, Monterey, Calif. . . . HARRY RUSSELL'S revue has returned to the Purify Cafe, Detroit. Unit headed by Jack Adams. . . . TOM HARTY, dancer, will be "guest artist" at the Cavalier Beach Club for an indefinite period. Following this date he returns to the Club Sunbeam, Swampscott, Mass. . . . BURNETT AND MANDEL are held over at the Golden Gate Club, Salida, Colo. Show includes Ellison Sisters and Billy Amidon. New show, August 5, will feature Russell and Christine. . . . JAY PALMER AND DOREEN are being held indefinitely at Gorley Lake Hotel. (See HERE AND THERE on page 21)

60 Acts Set For Australia

Frank Neil made deals in London—30 are American—vaude flourishing there

LONDON, July 24.—Frank Neil, who books and directs the Tivoli, Melbourne, and Tivoli, Sydney, both in Australia, left here for Melbourne Tuesday by plane after booking over 60 acts during his seven-week stay. About 30 of the acts were American, and they will play from 10 to 26 weeks in Australia. The total number of acts booked by Neil in the last six months is 84, of which 44 are American. Neil, who says that vaude is flourishing in his country, will undertake another European talent hunt in February, when he will again concentrate his activities here.

Current in Australia under the Neil banner are the following American acts: Con Colleano, Irene Vermillion, Al Roxy, Sisson and Neale, Ruth Darrell, Lafayette and Laverne, Hickey Brothers and Alice, Bob Parrish, Moran and Wisner, Herbert Lee, Sensational Perry, Three Flames, Christie and Gould, Earl and Fortune and Virginia Pope, Elmars, Pat Henning and Betty. Ted and Al Waldman and Batie and Foster.

American acts leaving here this week to open in Melbourne early in September are Nina Mae McKinney, Al Verdi and Thelma Lee, Bob Fisher, Tracey and Hay and Irwin, Felix and Nan. Sailing from here August 20 for Australia are Dave Seed, with Jack Janis and Lillian White; Al Stone and Anne Lee, Three Rayes and Chris Gill. They will be joined by Rex Weber, Carl Shaw and the Three Waltons, who will leave from America.

Other American acts who have signed with Neil include York and Tracey, Arnaut Brothers, Albee Sisters, Albert Powell, Munro and Adam Sisters, Peg Leg Bates, Wright and Marlon, Don Galvan, Barbarina and Pals, June Carmen and Bell Brothers, Billy (Popeye) Costello and Gaultier's Dogs.

Phil Harris, Ross Draw Dallas Dough

DALLAS, July 31.—Combination of Phil Harris' Band and Lanny Ross, who moved into the Pan-American Casino a week ago, is proving every bit as popular as Rudy Vallee, who drew more full houses than any other previous headliner.

The Ross-Harris combo made the late shows more popular and early ones thinner, supposedly due to Harris' attraction to the local dance fans.

Arren and Broderick and the Four Kraddocks, other new acts at the Casino, have been given hearty receptions at all performances. All houses have been near capacity except the first Monday evening show. Draw for the week was about \$23,000.

George P. Marshall, casino chief, announced that Borrah Minevitch's Harmonica Rascals and Stan Kavanagh gained such large followings during their six weeks here that he has now secured tentative contracts for them to return for the final six weeks in September and October.

Present plans are for Vic Hyde, one-man swing band, to succeed Ross August 7. Harris stays until Benny Goodman arrives September 9.

Berle's \$6,500 Net Plus Split Figure

NEW YORK, July 31.—Milton Berle has been booked by RKO for two weeks at his new salary high, that of \$6,500 net a week plus a split figure. The dates are Keith, Boston, September 23, and Palace, Chicago, October 1. Circuit has also booked Bert Gordon and Tommy Mack, from Berle's air program, to work with him.

Berle will only play these two engagements, as he is headed for the Coast to report for more picture making as a result of his appearance in *New Faces of 1937*.

No Free Numbers!

LONDON, July 26.—Molly Picon, who sailed back to New York last week after a 16-month tour of England, Scotland, Ireland and South Africa, together with several weeks in Paris, chalked up a record in British vaude by singing no fewer than 78 different numbers during her season. All the songs were specially written for her. Miss Picon will revisit England next summer.

Lipstone Nixes Non-B. O. Units

CHICAGO, July 31.—Only units with definite b.-o. value will find a market in the Balaban & Katz Chicago and Oriental theaters this coming season, Lou Lipstone, corporation's booking head, stated this week. There will be little chance for average units to crash these two ace Midwestern houses, he added, as such shows can be built by B. & K.'s own production staff.

"An outside unit must either carry a box-office name or boast of some unusual angle that will attract the customers to get dates in our Loop houses," Lipstone said. "Otherwise unit producers can't compete with our production activities, for a typical \$4,500 show can be manufactured by us for about \$2,500." Difference in figures is explained by the fact that unit owners must include in their price the cost of costumes, scenery, stagehands, electrician, line of girls and, in some cases, a musical director, while the B. & K. people have everything but the acts on hand.

New Season Sees Circuits Playing Occasional Flesh

Between Loew, RKO, Warner and Para only about 15 steady weeks—more houses available for on-and-off bookings—indie bookers' time not bright

NEW YORK, July 31.—The new season, more than any other, will find the major circuits concentrating on occasional playing of stage shows in their theaters, throwing the pix houses into combo policies only when box-office attractions are available. This was revealed in a checkup with the theater operating departments of Loew, RKO, Warner and Paramount. Between them there will only be about 15 steady weeks of vaude playing time. The spasmodic playing of attractions in circuit houses indicates a good field for unit attractions, shows that carry names and are in the higher brackets. The indie field holds no promise for sizable playing time, the situation about the same as last season, with Eddie Sherman's books leading the field as to available time.

Big Mouth Grosses A Record \$58,000

BOSTON, July 31.—Martha Raye grossed \$58,000 for the Metropolitan Theater week of July 22, doing a total of 34 shows. She worked five-a-day except Sunday.

This is the biggest week the house has had in its 12 years of biz with the exception of Mae West's *I'm No Angel*, which took in \$61,000 several seasons back. West's picture had winter biz, while Raye had the summer with which to contend.

Raye got \$5,800 for the Met personal appearance.

Picture was *Wee Willie Winkie* and top price was 75 cents.



GROUP OF SHOWMEN AND 10 PER CENTERS who attended the Chicago bookers and agents' golf tournament at the Bon Air Country Club, Wheeling, Ill. Kneeling and sitting in the front row, left to right, are Tommy Burchill Jr., son of the agent; Marty White, agent; Lou Lipstone, head of the Balaban & Katz booking department; Al Borde, of the Theatrical Booking Office; Jack Kalcheim, agent, who was in charge of the affair, and Dick Bergen, also of the TBO office. Back row, left to right, are Harry Balaban, B&K executive; Bill Rankin, producer; Sammy Clark, manager of the club department for the William Morris Office; George Howe, B&K auditor; Tommy Burchill, agent; Dave Leeds, assistant State's attorney and Jack Kalcheim's brother-in-law; Billy Snyder, emcee, who came in with an 81, lowest score in the tournament; Warren Jones, head of the local RKO booking office; Eddie Eikort, night spot booking chief for Music Corporation of America; Max Turner, agent; Abe Platt, B&K division manager; Eddie Sigh, of the Sigh & Tyrrell booking agency; Anton Scibilia, producer; Sylvan Goldfinger, manager of Garrick Theater; Sam Roberts, agent; Billy Diamond, booker; Aaron Jones Jr., Jones, Linick & Schaefer theater chain executive; Ben Feldman, manager United Artists Theater, and Nate Platt, B&K district manager.

Vaudeville Notes

Baldwin and Bristol, comedy act, have taken over some of the amusements and concessions at Riverview Beach, Pennsville, N. J. They will resume their vaude work the latter part of September in Boston. . . . Roy (Pop) Brownlee's *Hickville Folies* and band are playing dance spots thru Ontario and Quebec. Unit will play the Sherbrooke (Que.) Fair August 30-September 4. . . . Art Bonger and Andrillita, who closed recently with the *Rhapsody in Blue* unit, opened July 30 at Jimmie Brink's Lookout House, Covington, Ky., for a two-week stay. . . . The St. Charles (Ill.) Theater is scheduled to add Saturday to its current Sunday combo date late in August. . . . Nick Bolla, Chicago producer, planning a busy unit season.

JOHN NOLAN, of the Comerford Circuit, is making a rapid recovery at St. Vincent's Hospital, New York, following a stomach ailment. . . . Leo Greenhut, who recently folded his Strand

photo studio, is now connected with James J. Kriegsman, New York photographer. . . . Marita Elline closed at the Vienna Grill, Montreal, and moved on to the Reichwein Club, Mt. Carmel, Pa. . . . Benny Ross and Maxine Stone sailed Thursday (29) on the Ile de France to open August 9 at the Holborn Empire, London. . . . Lalla Selbini, former vaudevillian, sails for England August 4 to be gone for about six months. . . . Bert Nagle has been booked for Europe, opening November 15 at the Palladium, London. . . . Ed Ford, of Whitey and Ed Ford, arrived in New York last week after appearing in South America. . . . Garner, Wolf and Hakens flew from New York to Hollywood last week to appear with Ted Healy in the Warner pix *Hollywood Hotel*.

CONNIE MITCHELL suffered a fall while working the Elks' Club, San Francisco, recently and will be unable to work for about eight weeks. . . . Saul Grau-

Loew, as regards regular combo houses, continues into the new season with what it has now. Those houses are the State here and the Capitol, Washington, in addition to a working agreement with Warner on the Stanley, Pittsburgh. However, more of the Loew houses will be occasionally thrown open to stage attractions, the towns including Akron, Columbus, Bridgeport, Hartford, Worcester, Waterbury, Cleveland, Richmond and Norfolk.

Warner, which was looked upon as a big provider of work with its Philadelphia neighborhood houses, is due to start the new season with little to offer. It is practically certain that those neighborhood houses will be kept in straight picture policies, a loss of almost three weeks' work to acts. The only Warner houses definitely set for flesh are the current combo houses, Earle, Washington; Earle, Philadelphia, and Stanley, Pittsburgh.

Paramount continues along the same lines, booking shows consistently into the Paramount here, the Metropolitan, Boston; Oriental and Chicago, Chicago, and Michigan, Detroit. About five of its Midwestern film houses will get occasional stage attractions.

The indie bookers, collectively, are not expected to exceed 15 weeks, which takes in the books of Eddie Sherman, Dows, Arthur Fisher, Amalgamated and George Godfrey.

Faulkner Joins United

DETROIT, July 31.—Harry Faulkner, veteran local booker recently with the Amusement Booking Service, has joined the staff of the United Booking Office. His job is to handle the office while Manager Henry H. Lueders and others of the staff spend two weeks in Michigan, Ohio and Indiana covering the fairs at which they are producing four units.

RKO's Golf Tournament

NEW YORK, July 31.—RKO will hold its golf tournament for those associated with the circuit this Wednesday at the Fenway Country Club, White Plains. Price is \$6 a head, which takes in golf, luncheon, dinner and bathing.

man and his "Musical Stalratone" will go into the Earle, Philadelphia, week of August 6. . . . Merrick and Allen opened Monday with an Ernie Young unit in South Bend, Ind., for a tour of Midwestern towns. . . . Marie Hartman, of Hibbitt and Hartman, is doing character parts in Christie comedies being made on Long Island. . . . Arthur Jarrett has been set for another 10 weeks at the Casino of the Dallas Exposition, his second 10 weeks starting August 21. Agented by Larry Puck.

Loew's State, New York

(Reviewed Thursday Afternoon, July 29)

A standard five-act show graces the State's stage this week playing opposite the film *The Emperor's Candlesticks*. An hour and nine-minute show, seemingly longer, which doesn't stretch well for the quality of the entertainment. Too much talk in the body of the show, and the closing band act, Gus Arnheim, which headlines, wasn't self-sufficient in interestingly holding up its 26-minute stretch. Business at this second show opening day was okay.

Don Francisco, novelty, opens—a four-minute turn that crams plenty into its brief stay. Billed member, who is assisted by a girl, works the wire without any balancing apparatus, opening with a drunk bit featuring precarious sways. Then works straight, doing splits, one-foot stands, dances and a handkerchief pick-up. Took his leave to an okeh hand.

Luis Zingone does a lot of magic tricks that are quite puzzling, but it's just as puzzling as to how he can find time for the tricks while so busily gabbing. Some of his talk is funny, but most of it isn't. He has a pleasant per-

sonality and a nice speaking voice, but the act's forte is his clever magic. Fared well.

Charles Stuart and Harry Martin really pick up the going with their comedy turn, which has a lot of original fun, much dash and clever selling by the team. A clever pair with a well-routined act, Stuart an effective clown and Martin his dressy aid. Double to singing and music, the instruments being fiddle, guitar, uke and harmonica. Got a prolonged hand that could have been stretched to a show-stop.

Charles (Slim) Timblin hasn't been seen by this reviewer for a long time, but his familiar Negro preacher vehicle is still very funny. Audience thought so, too. Some of it's blue, but on the whole it's strong material. After many laughs from this, Timblin goes into his brief marriage bit, aided by a mixed team also in blackface. Laughs were there all the way, but the applause wasn't at the bowoff.

Gus Arnheim Ork, 14 men, doesn't show up so well, neither on straight music nor on novelties. Too much brass in the outfit, which comprises nine horns, and the trumpets were outdoing everything else. Band arrangements weren't particularly interesting, and that they were lacking showed up best in the band's excellent work during June Robbins' singing. She, by the way, is a grand blues singer and what's more a stunning redhead. Her arrangements showed the band off swell. Of the bandsters, Ray Foster doubles well at singing and Don Daniels does a neat trombone solo. Four of the boys work as a swing crew, but combo not so successful. Other girl specialty in the act is Meta Carlyle, who is pretty but average as a tap dancer. *Sidney Harris.*

State-Lake, Chicago

(Reviewed Friday Afternoon, July 30)

Comedy pulling down the honors here this week, aided immeasurably by Borrah Minevitch's trained harmonica rascals. The gang of nine, in the closing spot, work without their master, and their ingenious laugh-provoking bits eclipse even the grand harmonica pieces they have to offer. Their half-pint funster is the center of attraction, his prominent schnozzola and naturally funny appearance good for solid laughs. Routine is expertly timed and their biz bits are without fault.

House ork opened on stage and the line started the ball rolling with a good acrobatic number that singled out the kids in competitive tricks. Line has been doing improved work of late and is developing into a good stock attraction.

Toy and Wing, Chinese tap, soft-shoe and toe team, stopped the show with refreshing work. Have a clever opening by coming on to Oriental music in native wardrobe, the man disrobing to reveal a full-dress suit. Do two modern tap routines, and for the closing the girl, in brief wardrobe, has a sock toe number, while the man competes with difficult foot and soft-shoe steps.

Captain Spiller and his three performing seals scored well in the next spot. His pals are really performers, getting away from the standard seal tricks and pitching in with bits that are unusually clever. A few of the bits are plotted to build the human-interest angle and produce a nice response.

Bobby Pincus, comedian, is here once more and went over big in the first show. Did his familiar routine and its weakest link is still the overdone burlesque of Helen Morgan singing *I Can't Help Loving That Man of Mine*. Had them laughing during his shy kid recitation; eccentric dance, in which he has his tie do a snake take-off, and a soft-shoe routine while following an instruction sheet. A shapely blonde stoozes in the talk session, plays piano during the Morgan bit and takes a spot with a neat tap dance.

Opening show business was good, Martha Raye's overflow from the Chicago Theater across the street undoubtedly helping this house. On screen *Armored Car* (Universal). *Sam Honigberg.*

Earle, Philadelphia

(Reviewed Friday Afternoon, July 30)

Another orchestra on tap to hold up the lighted portion of this week's fare, while the screen gives *Fly Away, Baby*

Vaudeville Reviews

(Warner). For their first appearance locally Clyde Lucas and his California Dons make a favorable impression, even if they fail to excite. Earle patronage dots on the radio and screen names but are willing to be shown when the biggies sans a buildup crop up.

While other bands showing here rocked the rhythm with swing, jam, jibe, shuffle, slide, rippling or what have you music, Lucas sidesteps stylization to make the old reliable "dance" music. And it's a brand of dance music that's more at home in the swank niteries and smarter hotels rather than a variety house catering to the masses. As a result the musical portion of the stage fare is a musical concert, appealing primarily to the ear.

Sheets split on a drape-decked board to give this class band an ultra setting. Beat it out first on *12th Street Rag*, the piano-doubling accordionist bellowing heated portions. A medley of current pops brings forth a vocal threesome from the band; leaderman Lucas slides sugary on his trombone, and four tooters double fiddle to join the three regulars, making for a seven-fold team of bow, scrapers.

This being an open season for imitators, band pokes a bit of pleasant fun at the Royal Canadian style of Guy Lombardo, Horace Heldt's triple-tonguing trumpeters and the rippled rhythms of Shep Fields. The stompy, *Nero* gives the violin contingent a chance to scratch hot lickings in unison, getting more serious later for a pash concert arrangement of *Smoke Gets in Your Eyes*. Brother Lyn Lucas, saxophonist, has his inning in smooth singing for *Where or When?*

Further demonstrating their versatility, Lucas converts his band into a rumba outfit, offering the bits done in their movie shorts, *The Peanut Vendor* and the Chinese *Peanut Vendor*, Lyn Lucas piping Spanish a *la Chino*. A pleasant surprise for the ducat-holders who usually anticipate an ear-racking jam season when a band steps out front, displaying their enthusiasm in palm-salve.

Breaking the run of musical items are the youthful terp team of Joe and Betty Lee in a medley of smooth ballroomatics, and Florence Mayo's presentation of *Pansy the Horse*. Latter turn was a welcome bit of comic relief for the serious bill. Gal straights for two males in pony get-up, boys doing the customary cut-ups to milk the lafs. Turn pleases but fails to smash in its weak and shop-worn finish, biz of pony walking thru a gate instead of jumping over it. Both acts are strictly nitery fare in their presentation but get over nicely here.

Falls short of hitting the 45-minute mark and a bit shortish for this house. Biz brisk. *Oro.*

Stanley, Pittsburgh

(Reviewed Friday Afternoon, July 30)

Will Osborne's Orchestra and the Three Stooges, of slapstick fame, combine for 65 minutes of frivolity that was enthusiastically received by a packed house here, tho their contributions were little out of the ordinary, except for some of the comedians' zany headbangings.

Osborne, showing off what he's termed "slide" music, leads the band in four numbers accented by trombone interpolations, sings a few choruses and emceeds in a most smooth manner. The 13-piece ork opened with *Swing, Mr. Charlie*, following with two medleys, one featuring an Osborne vocal. All received B-plus audience appreciation.

Next came Dorothy Rogers, who sang *You Ain't Got Rhythm* and *Night and Day*, both suitable to her pipes and well taken by the customers. Neither number was really dynamic, altho nicely rendered. She can do more for herself.

A comedy version of *The Love Bug Will Bite You*, spotting a trio from the band who sang in nondescript voices. It wasn't too funny, nevertheless it proved one of the day's highlights as far as the patrons were concerned. Then an orchestral arrangement of Victor Herbert's *March of the Toys*, which after starting out like any other Class B band's version wound up in ace style, with slide and jazz interpretations that proved the program's highlight as far as straight music went. After that some *Merry-Go-Round Broke Down*, which all orchestras seem to have on the "must" list.

Preceded by their straight, Eddie Laughton, who rattled off a couple "Voice of Experience" gags, the Stooges

entered for 20 minutes of nonsense that kept the audience laughing continuously. Except for a couple of stories that bordered on the off-color, their humor and antics provided some of the most wholesome rib-tickling fun here in months. Their dance at the end of their stint, a wow, brought three curtain calls and more applause, but Curly, Moe and Larry refused to answer.

Band with take-offs of other name bands, their top number. Burlesqued and imitated were Garber, Lombardo, Goodman, Kemp, Fields, Vallee and a jazz aggregation of 15 years ago. Last named brought down the roof.

On the screen, *Turn Off the Moon* (Para). *Morton Frank.*

Chicago, Chicago

(Reviewed Friday Evening, July 30)

That's not a gold rush at the Chicago Theater this week. Cave-mouthed Martha Raye, the local girl who made good in Hollywood, is "oh-o-o boy-ing" in it in person five times a day and her fans are storming the theater to keep her company. Seats that haven't had a tenant in weeks have lines waiting for their occupancy and ushers are getting a rare taste of life in a busy theater.

And Martha doesn't have a new line in her act. The customers don't mind it, and she knows it. Martha is a show-stop even before she makes her entrance. Her tough part in the act is how to get off without causing a riot.

At this showing kid's voice was ailing from five-show-a-day phobia. Was her plain old self, however, as she hoarsed thru *Truickin', Mr. Paganini* and *I Can't Dance*. Reported getting \$5,600 net this week and she is earning it.

While waiting for Martha the customers are entertained with a couple of impressive production scenes that are a credit to both Freddie Evans, line producer, and Lou Lipstone, production head. Opener, *Cherry Blossom Lane*, has a colorful blossom backdrop that lends vividness to the house line's dainty routine. Stanley Hickman, tenor, and Mary Cook, of the line, vocalize. The other scene, following the Sylvia and Clemens act, represents a tribute to the late George Gershwin, a number of his well-known tunes played by Rudy Wagner, pianist, and supported by the Evans Ballet with fitting dance interpretations.

Sylvia and Clemens, two girls, make a lively tap and comedy team. Open with a novel bellboy tap number and a moving-spotlight comedy bit. On return one does a difficult rope tap encouraged by the other on a uke. Close with fast knockabout and acrobatic work. Three bows.

Preceding Martha's appearance is Jack Williams, lanky tapper, who was well received with two lengthy, well-timed routines. Works with ease and looked much better than he did during his recent *Chez Paree* engagement.

On screen, *Marion Davies in Ever Since Eve* (Cosmopolitan). Must be used as a chaser. *Sam Honigberg.*

Metropolitan, Boston

(Reviewed Saturday Afternoon, July 31)

Melody Modes, clocked at 65 minutes, is a thoroly enjoyable bill, headed by NBC's contralto, Niela Goodelle, whose pleasing interpretations of *Johnny One-Note*, *First Time I Saw You* and *All God's Chillun Got Rhythm* aroused audience to beg for an encore, *On the Sunny Side of the Street*, sung in a devilishly cute vein. Her pipes are a vocal carbon of her sweet disposition. She's then spotted to introduce the *Gypsy Encampment* production number with *Gypsy Love Song*.

Line (16) was unusually peppy today and did much to enhance the bill. Opening has the line *Steppin' High*, featuring Georgie Hayes in her toe routine on steps (15). Her lower digits come thru for her in fine style. Her five-step leap is a nice windup.

William El Cota and Beatrice Byrne certainly earn audience's applaudable laurels. Jazzed arrangement of *Bali Bali* is socko on the xylophone. El Cota, who next week assumes his real name of William Coates, is a good trouper of the old days and an originator of his type of comedy. A glance under his comedy surface, and his xylophone playing is that of a good musician. Sprinkles the

NO REVIEWS from New York on the Paramount, Music Hall and Roxy theaters appear in this week's issue because of holdovers at all those houses.

Princess and Baby
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keys with agility and deftness with *Merry-Go-Round Broke Down*, *Second Hungarian Rhapsody* and *Tiger Rag*. Miss Byrne proves to be one of the cleverest ballet satirists we've seen in a long time.

Piroska, exponent of the ballet, is in for two production numbers, *The Gypsy* and *Ballet De Valse*. Lad sails thru the air in the best Russian manner. Has an agile body that shows excellent ability. *Valse* is one of the best Leo Morgan productions in recent weeks. Piroska's mid-air splits brought audible reaction, plus a good hand. In the *Gypsy* number, his *Czardas* routine is commendable. Mario Mantini is violinist, and his muted fiddle solo, *Play, Gypsy, Play*, is bowed just right for effect. George Prentice works his Punch and Judy act in this number, too, and adults are still kids at heart if their laughter and enjoyment is any criterion. Prentice works difficult Punch business at a fast clip, and it's good.

Masters and Rollins, a mixed comedy team, looked okeh. Lad (Masters) works a stuttering gag for a good opening, before his partner takes the house with her anatomical gyrations. Masters is good on soft shoe, and is slick on his slow-motion eccentric work. Duo combine for a hokey ballroom number. Okeh.

Gus Waldorf's 400-pound boxing Teddy Bruin Bear, "with the human mind," makes its stage debut with a four-round session. Bear responds nicely in punching and falling to Waldorf's cues. Makes a good freak act, liked by the customers. Biz good. Pic, *Exclusive* (Para.).
Sidney J. Patne.

Golden Gate, Frisco

(Reviewed Tuesday Afternoon, July 27)

One would think that an organization as versatile as Fred Waring's Pennsylvanians would put on an entirely new show when repeating here within four months. However, in a 65-minute stage presentation running thru 12 numbers, four of them are the same as when the group played this house last of March. Numbers are *Alabama Barbecue*, *Let's All Sing Like the Birds Sing*, *Priscilla Lane singing Kid in Three-Cornered Pants*, *This Mad Whirl and Dancing Tambourine*. Of these only the last should have been included for repetition. It's a specialty with unusual lighting effects and is really fine.

Most of the other numbers on this bill are from the picture which the Waring gang has been making this summer, *Varsity Show*. Rosemary Lane sang *Little Fraternity Pin*, which she does with Dick Powell in the picture, and *You've Got Something There*. Tom Waring, assisted by the band and the swell Waring glee club, sang *Love Is on the Air Tonight*. A good song and a great arrangement. Other song from the picture was a specialty which was used for the finish, a drinking song, with 16 of the men at a long table. A bit different and most amusing.

Charles Newman and his harmonica, on which he can play anything and how, gave out with a couple of medleys. Fern, who makes a violin stand up and beg, did a medley of "tick-tock" tunes such as *Three o'Clock in the Morning*, *Time on My Hands* and *Sleepy Time Gal*. The glee club specialty was *Smoke Gets in Your Eyes*.

Johnny Davis, scat singer and hot trumpeter, not in the show and sadly missed. Art McFarlan, of the sax sec-

tion, wowed the full house with droll cracks at Waring. Scotty Bates did a very funny comic hobo bit. Show well timed, exceptionally well lighted, diversified and plenty smooth. Crowds made five-a-day necessary. Time between shows filled by *You Can't Beat Love* on screen.
Pat Kelly.

Fox, Detroit

(Reviewed Friday Evening, July 30)

Fox has a good all-round show this week and it drew an appreciative audience this evening, altho house was only little over quarter filled for supper show. Musical film, *The Girl Said No*, helped to give strong emphasis on musical atmosphere, assisted by plenty of dance numbers on the stage. Show ran unusually long, being considerably late on opening day.

Because of the length of the show and with Sam Jack Kaufman and his band on the stage, a novelty here, no overture was used. Kaufman doubles as emcee.

The Robbins Family, two men in cut-aways and a girl in blue satin slacks, open with a lot of individualities in the buck-and-wing tradition. Gal does some well-received cartwheels, while male partners close with the fastest cartwheels this reviewer has ever seen.

Ginger Dulo, radio singer, does a sort of Dixieland version of *Swing, Swing, Swing*, and *My Man*, following with a takeoff, with gestures, on *Martha Raye* for encores.

Lewis and Van, clever tap team, presented a novelty exhibition on tiny steps to a good hand.

Master Eugene, 17-year-old xylophonist, shows that he can do both sentimental and hot numbers and, what's more, knows how to work with the band.

Calgary Brothers, European novelty duo, in an eccentric dumb act with a complete pantomime routine, went over well. Tricks looked brand-new, because of capable presentation. Act was welcome relief to a bill a bit heavy on the music-dancing side.

Ben Yost Singers do some robust harmony numbers in the closer. Gae Foster Girls appear in ballet interludes, with the opening number, buck-and-wing specialties, clicking nicely.
H. F. Reeves.

Palladium, London

(Week of July 19)

Record business this week, with standees at all performances. Current headliner is Gracie Fields, biggest attraction in English vaude.

Palladium Girls (16), line of easy-to-look-at chorines, are a corking opener with okeh routines. Fred Culpitt, magician, comedian and emcee, employs caustic remarks that are plenty funny and good for laughs. Douglas Wakefield, brother-in-law of Gracie Fields, presents his *Boys From Manchester*, four-man act making several appearances in the show. Lay the outfronters in the aisles with ludicrous attempts at acrobatics, dancing and singing. A swell comedy aggregation and made to order for here. Nat Gonella, English trumpeter, works along the lines of Louis Armstrong. He's assisted by a five-piece band and a girl singer. Nothing striking to the act, which plays to fair returns.

Al Stone and Anne Lee, first American act in this program, are a corking entry. Smart comedy with new ideas and several original comedy musical touches. Smartly routined and moves at a fast pace. Registers one of the outstanding hits of the bill. South China Troupe is one of the best of countless Oriental troupes to play here. Acrobatics and contortion feats are sensational and applause coaxing. Monroe Brothers are another fine act. As hobos on a trampoline they register an outside in hits from both applause and laugh angles. Douglas Byng, West End night club comedian, has a good sense of humor, but introduces plenty of indigo gags. Nevertheless, a success.

Gracie Fields, who hasn't been here for over a year, comes on to a terrific ovation. Sings 12 numbers and after speeches and recalls still has the patrons clamoring for more. Easily the most successful and colorful figure in European vaude today. Three Blue Jackets, colored

Fine Thing!

CHICAGO, July 31.—There is no chance of omission of the producer's name in the billing of at least one unit. Jack Fine, local producer, is preparing a new show and labeling it *A Fine Romance*. Takes to the road next month.

hoofers, are fast but their turn differs but little from many other similar acts. Closing the bill is a tough spot for them, but they make the grade.
Bert Ross.

British Vaude Chain Big Net

LONDON, July 26.—General Theaters Corporation, which controls 59 vaude theaters, picture houses and dance halls, presented its annual report for the year ending March 31, 1937, and showing a net profit on the year's workings of \$1,885,082, with most of this accruing from the vaude theaters. Figure is an increase of \$305,360 on the previous year's profits.

A final dividend of 6 per cent, making 15 per cent for the year, was recommended on the preferred and ordinary shares.

Mark Ostrer remains as chairman and managing director; George Black, who controls the destinies of the vaude side of the corporation, continues as general manager; Maurice Ostrer and Jeffery Barnerd are co-directors.

Dallas Casino Books Show for August 21

NEW YORK, July 31.—Diamond Boys; Joan Davis, formerly of Wills and Davis and now in pictures, and Florence and Alvarez have been booked by Charles Freeman for the Casino of the Dallas Exposition, opening August 21. Show's production will remain the same.

Four Kraaddocks and Aren and Broderick remain until August 21, with Vic Hyde coming in two weeks prior to that date when Lanny Ross goes out. Phil Harris and band opened there last Sunday night for a six-week run, to be followed by Benny Goodman on a 10-day booking.

Elks' Show Flops In Atlantic City

ATLANTIC CITY, July 31.—With the flop of the recent American Legion show still resounding here, another big show, this time for the Elks, brooded Sunday (25) at the same place, the Auditorium. Customers demanded and got their money back because of misleading advertising, which promised appearances of names who did not show.

Signs all over town listed the show's talent as Al Jolson, Willie and Eugene Howard, James Barton, Jay C. Flippen, Gomez and Winona, Jack White, NTG, Mark Plant, Sheila Barrett, Jerry Beekman, Belle Baker and Sophie Tucker. Entire show was made up of acts, orks and choruses from local night spots, with NTG, White, Plant, Gomez and Winona and the Howards the only billed names to appear. Enoch L. Johnson, political figure, was introduced and advertised as m. c., but after several remarks turned the reins over to Dan Healy.

The hall was rented for \$300 because the show was labeled a benefit. After a few of the acts went on the audience, numbering nearly 2,000, started its money-back yell, with Auditorium officials giving orders to do so. Spats scaled from \$1.50 to \$3.50, and Harold Brand was general chairman of the event.

Because the talent services were donated by the various night clubs there were no salary beefs.

Merrill, Wis., Flesh

MERRILL, Wis., July 31.—Admiral Corporation has inaugurated Friday night vaude at its Badger Theater here. Two performances are given of *The Show Parade*, featuring Billy (Squirrel) Farrell, Lee Baker, Ben Chevaz and Company, Roy Cummins, Frank and Kay Hart, Jeanette, Marion, the Yolando Girls and Paul Brock and his band.

Dayton Resumes August 13

DAYTON, O., July 31.—REKO Colonial here opens August 13 with combo stage and screen shows after showing films during summer. First bill will have Jimmie Scribner, radio artist of Johnson Family fame. House will have a 12-girl stock line.

**CAPT. ALBERT SPILLER'S
3-WONDER SEA LIONS-3**
NEW AND UNUSUAL ROUTINES SEEN
NOWHERE ELSE AND FEATURING
THE ONLY SEA LION IN CAPTIVITY
DOING A ONE FIN STAND
NOW PLAYING STATE-LAKE THEATER, CHICAGO

THE ORIGINAL "POPEYE" OF THE SCREEN
HARRY FOSTER WELCH
MAKING TOUR OF PERSONAL APPEARANCES
THIS WEEK—ORIENTAL THEATER, CHICAGO

Barbara Parks
"STATUESQUE GODDESS OF SONG"
OPENING AUGUST 13, LYRIC THEATER, INDIANAPOLIS

R K O THEATRES
1270 Sixth Ave. Radio City, New York

**DUNCAN and BREMNER
Champion Bagpipers**

Wish to thank Eugene Burr for following excerpt from *The Billboard*:

But (furnishing (to this reporter) the top sock of the show were Duncan and Bremner, billed as champion bagpipe players, booked in to furnish atmosphere in keeping with the feature film. If you don't like bagpipers you just don't like 'em; if you do people call you crazy and are probably right. Because if you do like them there's nothing more stirring, more exciting, more wholeheartedly pleasurable than their splendid skirts. As long as the Roxy did manage to get a couple of pipers it should have given them more to do. They simply play an introduction to one of the Foster kids' routines—and this reporter almost wept around for the next show to hear their brief bit all over again.

Held over second week, Roxy Theater, N. Y. Direction—WILLIAM J. SULLIVAN.
NEIL KIRK, Associate.

WANTED

A-1 Bass Singer with very low voice for Bowers Quartet at the Greater Texas Pan-American Exposition. Wire experience and salary. NAT D. RODGERS, Baker Hotel, Dallas, Texas.

For Exposition News

For additional news and reviews of night club and vaude talent at the Dallas, Fort Worth and Cleveland expositions see the Fairs-Expositions and Parks-Resorts-Pools departments.

**Radio City Rainbow Room,
New York**

Mr. Rockefeller's night club atop the RCA Building is doing surprisingly fine business. Perhaps it is the summer informal policy, the exquisite food and service, or maybe the excellent entertainment. Or perhaps a combination of all three.

Anyway the Rainbow Room, as well as its sister room, the Grill, has been doing solid business. In return the management has not clipped the entertainment, but instead is giving patrons a thoroughly pleasing show and music.

Oliver Wakefield, doing a return engagement, is, as usual, an amusing chap. His shiny bashful face and his disjointed double talk full of sly remarks and bright observations are thoroughly enjoyable. In addition to doing several minutes of his own turn he introduces the show, being careful to make the introductions straight.

Lotte Goslar, an elfish dance mime from Europe, arrests attention with two unusual numbers. The first one, called "personification of intoxication" (ritz for drunk dance), is a marvelous creation, excellently catching the spirit of dizziness. This is one drunk dance that is without pratt falls, thank God. Her second is "The Spinster" in which she portrays a simpering frowy gal in the throes of a cockeyed flirtation. Good satirical stuff.

Texas Tommy and "his highbrow horse, Baby Doll," stole the show. Baby Doll

is a charming brown pony that wears soft shoes so as not to scratch Mr. Rockefeller's waxed floor. Baby Doll is an intellectual—no doubt of that—for he can count and obey orders and when urged enough can even think for himself. His recognizing of wearing apparel, colors and numbers made the audience gasp. Tommy paces Baby Doll carefully, yet in a seeming casual way, the two combining to knock the lorgnette holders right out of their—pardon us—seats.

Between shows Helen Myers plays the piano and organ exceedingly well and brunet and pretty Durelle Alexander sings with the Al Donahue Orchestra with much personality and vivacity.

The Donahue Band, an old favorite here, brings the patrons out on the floor with its smooth sweetish melodies and peppery rhythms. Donahue, tall and good looking, leads and does snatches of vocalizing and occasional violining. After the show, which the Donahue Band plays capably, Donahue and Eddie LeBaron merge their bands for a flash production number that has a combo eight-violin section in the background and also Carl and Leone Bonner singing sweet duets in musical comedy romantic fashion. The Bonners are a handsome and young singing team doubling be-

Night Club Reviews

tween the Rainbow Room and the Grill. The LeBaron Orchestra of nine men offers exquisite rhythms, playing Latin, semi-classics and pop tunes with equal competence.

Helen Myers doubles as vocalist with Emery Deutsch's Band in the Grill, where Glover and LaMae, dance team, are running up a record run.

Dr. Sydney Ross, magician and table entertainer and by now a fixture here, is still helping patrons while the time away. *Paul Denis.*

The Gardens, Ambassador Hotel, New York

Smartly combining aristocratic mien with comfortable informality, this trellised, vine-covered rectangular room does its share of enticing customers from whatever Class A patronage is still in town. Air cooled and with indirect lighting, a fountain at one end and a canopied bar on the other, it affords a summery and breezy atmosphere that compares favorably with any roof-garden spot.

Beyond climatic advantages, atmosphere and appeal are provided by the Continental orchestra of Ramon Ramos, a seven-piece aggregation with definite leanings toward the Latin tangos and rumbas and the more melodic semi-classical waltz stand-bys. Led by guitarist-leader Ramos, the group achieves sweetness of melody, alternating the chore between sax, violin and accordion. Violin and accordion carry the major portion of the solo work, altho the sax does good work of whatever it handles, both on tenor and alto horns. The fiddle player contributes some really fine work with low, velvety tones and is also adept at some novelty plucking and twanging effects that are peculiarly suitable to Latin rhythms. The rhythm pieces are full and solid, led by the sterling work of the piano. Remarkably flowing danceability is achieved by a graceful easing of one number into the other for a continuous stream of melody.

Instrumentation: Ramon Ramos, lead

and guitar; James Loizzo, piano; Ramon Fernandez, drums; Ernie Nagel, accordion; Sid Prussin, sax; Al Wallach, violin; Enrique Krauss, bass. Vocals by Prussin and Ramos. Arrangements by Loizzo.

Ramos plays for dancing for cocktails, dinner and supper and is now in his second month of a return engagement. Nearly a year ago he concluded a run of eight months.

William Adler, violinist, and Paul Taubman, piano, offer melodies every afternoon during luncheon.

The Gardens is impeccably presided over by Eugene.

Dinners range from \$2.50 up. *George Colson.*

Walnut Room, Bismarck Hotel, Chicago

New Walnut Room show, while entertaining, is not up to the standard of its predecessor, which featured Ruth Pryor and Eddie and Rita Oehmen. The disappointing feature is Lenore Felden, attractive danseuse, who lacked that something needed to pue her over. Possibly it was due to first-night nervousness or short rehearsal, for Miss Felden has talent. Perhaps she will hit her stride after a few shows.

Show opened with the Walker Trio doing a couple of vocal numbers in pleasing style, followed by the rotund Jose Bethincourt soloing on his Guatemalan marimba, from which he gets sweet melody. Lenore Felden, on next, offered a dance routine that, while pleasing, lacked the needed punch.

Eddie Varzos, whose dreamy violin playing is extremely popular, did two numbers that won him generous hands. He was followed by Lucio Garcia, handsome young Latin singer, whose rendition of *Estrallita* was especially good.

Kirby and DeGage are the featured dancers and their rendition of rumbas and other Latin dances are charmingly done. Were called back several times and received a lively reception. Their version of *La Cucaracha* was exceptionally clever.

Show is one which should register well with the substantial Bismarck clientele and keep them coming to the Walnut Room, noted for its quiet dignity and unsurpassed food and service.

Nat Green.

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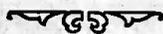
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Dallas, Texas.

Seek Aid for Chicago Acts

AFA, Labor Dep't order agency contracts revised—cancellation clause out

CHICAGO, July 31.—W. Frank Walkowiak, chief inspector of the Department of Labor here, and Guy Magley, local American Federation of Actors representative, held a conference this week to help iron out some of the difficulties acts have been encountering during engagements in this area.

Magley pointed out certain clauses in contracts issued by local bookers which, in his opinion, do not give acts an even break. Some contracts, he revealed, give the club operators the opportunity to cancel acts after the opening performance and not to pay for the contracted engagements. He claims clauses in most contracts state that the bookers are not responsible for an act's salary should the club operator fail to pay up.

Walkowiak is ordering the bookers to eliminate the latter clause from all contracts and state instead that they themselves are responsible for salaries of acts booked thru their offices. Other contract incongruities will be taken up in order, Walkowiak stated.

Berlin Night Spot Has Clever Dancing Fountains

CHICAGO, July 31.—Fountains that really do a dance are a unique feature of the Resi, Berlin night club and dance hall. Maurice W. Jencks, president of the International Association of Fairs and Expositions, who recently returned from a trip to Europe, states that the Resi was the most unusual night club he found abroad.

"There are hundreds of tables for two and four persons," says Jencks, "and at

each table is a telephone. If you see a girl across the way at another table you ask the waiter the number of her table, take the telephone and ask for the table number, then telephone her and ask her for a dance. They claim to have 150,000 light globes in this night club, and I believe they have that many. It is the most gorgeously lighted affair I have ever seen, and from an entertainment standpoint they have an entirely new stunt in water.

"A large number of fountains are incased in glass the full length of the room on one side. The lights are gradually dimmed until the room is in darkness, and when the last light fades out jets of water rise like fairies in a merry dance, falling in cascades of multi-colored drops. The orchestra plays while the different fountains dance to the tune of the music. It is hard for me to explain it other than to say that the fountains really do a dance the same as a chorus would do to the music."

R-O'K Signs Golfers

NEW YORK, July 31.—Ralph Guldahl and Sam Sneed, winner and runner-up of the recent Open Championships, have been signed by Corky O'Keefe, of the Rockwell-O'Keefe office, to one-year personal-management contracts for all sport and show-world activities. Fair starts on a golf tour August 10.

ANDY IONA

Originator of Hawaiian Swing and his
ISLANDERS
HOTEL LEXINGTON, New York

DAVE HACKER

and
JUNE SIDELL

Creators of Smart Dance Travesty...
Now Appearing
PALM BEACH CASINO,
Cannes, France.

College Inn, Hotel Sherman, Chicago

Dynamic little Jackie Heller and Frankie Masters' Orchestra are back in the College Inn, headlining a new show that should bring this spot into its former renown again. Both well liked here, Jackie in for a fourth time and Frankie a third.

Eight Frances Allis girls, petite and shapely, open the bill with a modernistic concoction that ushers in the Ahern Sisters, talented acro duo, with a smooth high-kick number. Charles Carrier, Australian juggler with a winning personality, is a treat with novel tricks that attract unusual attention. Works with cocktail glasses, a knife contraption which slices an orange in the air, a bottle-on-tray bit, all different from a routine juggling act.

Donna Dae, the orchestra's lovely songstress, is on next to warble *Big Boy Blue* and to do a fast tap. A decorative kid with a lot of personality.

Jackie Heller next and show-stopped as usual. Remarkable how he manages to retain the quality in voice and spark in personality. Sits on a high stool in front of the mike and felt quite at home at show caught doing socko ver-

sions of *Feeling Like a Million, Where or When?, How Could You?, Underneath the Harlem Moon and Stardust*. A glad-to-be-back speech saved him from staying on indefinitely.

The Ahern Sisters return for a competitive acro-trick offering before the spot's stock act, Coleman Clark and his table tennis game, comes on for another contest. Doesn't hold up as well as in previous shows, due to the competitive talent on hand. Clark plays a 21-point game with his partner, Bill Price, peppery described by Fred Baker.

The Allis kids close with a Russian folk number, a breezy, well-costumed routine.

Frankie Masters and orchestra were at their best, dishing out swell arrangements of the latest tunes, pleasing both at the table and on the dance floor. Frankie himself emcees the show in a nice fashion. His appearance is an eye-ful for the femmes.

Karl Marx, a funny clown, is in his 10th month here, continuing to amuse the patrons at the tables, and Myrus, another holdover, mystified them with his mental wizardry.

No cover charge, and food and liquor prices rather reasonable.

Sam Honigberg.

MARY RAYE and NALDI INTERNATIONAL DANCE STARS

Return Engagement Starting Week of August 11th

RAINBOW ROOM

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NOW— MARION & MARTINEZ RANDALL

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METROPOLITAN THEATRE, Boston, Mass., Week August 6th.

YVETTE AND HER ORIGINAL MUFF DANCE

Now playing a return engagement at Mary's New York CaBar, Chicago.

Platinum Salon, Metropolitan Theater, Boston

The only place of its kind in the United States is this leased basement spot of the de luxe Metropolitan Theater, operated by B. H. Green, president of The Eastern, restaurant chain outfit. Theater works on a percentage basis. Spot is a dine and dancery where for one admission one receives a stage-flicker show, free dancing and the comforts of the theater. Eats are fair priced with neither cover nor minimum.

The Platinum Syncoptators (four pieces) play from 8-12 p.m., but the best hours run from 10:30-12 midnight, following the last show. Ork plays six nights weekly. Instrumentation: James Fahnley, leader, sax, clarinet and vocals; Fred Duncan, second sax, flute; Joe Upping, piano, arranger; Frank McCabe, drums, vibraphone. Quartet is okeh and dishes out danceable music. Lads work in an informal vein, at times jamming their music and gagging vocals. Most of the stuff is ad lib. Dance floor okeh for about 110 people.

Usually, during the fall a nine-piece ork takes the band stand. Spot is wired for either WEEI or WNAC distribution. At times theater-booked orks play for the dancing after the last show.

Place is let out for private soirees, etc. During the winter the dance floor is littered with bridge tables for patrons, with a Platinum Bar for thirsty patrons. Sidney Paine.

Hotel Adelphia Roof Garden, Philadelphia

It's top flight for festivities, Jack Lynch having transplanted his divertisement from the lobby floor Cafe Marguery to the summery-looking, cool and country-club-gorchiish roof garden. As a manifestation of his showmanship in nitery doings Lynch has corralled a flock of stars and offers a presentation of exceptional merit.

Lineup would do justice to any variety unit, including John Uppman, Dorothy and David Fitzgibbon, Al Bernie, Alphonso Berg, Vera Fern, Alice Dawn and the Robbins Family. Plenty in that batch, and tied together in smooth but informal manner it makes for nitery fare that satisfies to the nth degree. It's a bargain bit all around both for zippers and snackers and for the cash registers.

The Fitzgibbon twain sets it off for smooth sailing with effective ball-romatics, coming back for a midway turn with rhythm and rumba struttings. Vera Fern, combining cuteness with verve and talent on the taps, embellishes the steppings with acro concoctions. A compact bundle of personality and ginger, with a teasing twinkle in her tootsies.

Consignment of dance doings gets a final touch in the show-walloping Robbins Family (Margie, Dwight and Sanford). The speed and timing for their airy taps and cartwheeling, learned in vaude, makes 'em a smash click for the finale slot.

With a sense of delivery that matches the quality of her rich radio pipes, Alice

Dawn chants the pop tunes with great effectiveness. An eye-compelling sales-lady of songs, Miss Dawn leaves 'em begging for more after doing five songs in one. Voice is further distinguished by its clarity.

John Uppman, doubling as emcee, sports a dramatic bary range that has the rafters reverberating. Errs, however, in his song selection. Makes 'em listen with a Vincent Youman tome, and instead of building in that register follows with an unfamiliar Negro spiritual and a pop ditty that serves as a poor display piece.

Al Bernie is much at home on the nitery floor with his mimicry. In fact, it began to look like he was going to move in bag and baggage. A smash hit in his impersonations of showdom's names, but in spite of the enthusiasm of a responsive audience, hogging the spot for more than a half hour is certainly overdoing it. Would undoubtedly be better to leave 'em hungry for more rather than hang on until milked dry.

Alphonso Berg, whose gown modeling has the fems gasping, was added after this show was caught.

Harold Knight turns in a major job as maestro for the heavy show, his seven tooters also making the dance urge imperative. Vincent Kizzz with a smaller combo, does relief duty to make the dansapation continuous. Agnes Tolle plugs the waits with tuneful harp pickings.

Show runs almost two hours, and with only a dollar minimum on tap it's the best buy for midnight merry-go-rounding on local boards. Show is also presented for dinner trade and the Saturday afternoons. Victor does the affable greeter-plentipotentiary duty at the maitre de's desk. Oro.

Villa Moderne, Chicago

A bright ultra-modern room, located some 26 miles from Chicago and operated by Frank Hutchins under a popular-priced policy that attracts the middle-man's young set. Never a cover or minimum and only a few dollars is enough to see a couple thru the entire evening. Seating capacity is 500, while the outdoor garden, which has a band shell and dance floor, has room for another 1,000.

Featured attraction is Paul Meeker and orchestra, who are winding up a year's engagement. The 11-piece outfit dishes out modern music in a pleasing manner and has by this time developed a noticeable following. Paul himself is a versatile chap, playing a couple of instruments, doubling as emcee and tripling as featured vocalist. His femme songstress is Ida Belle Graham, while his vocal trio includes Mack Lavette, Sterling Danziger and Ray Rose.

Intermission music is furnished by the Cassella Castilian Rumba Kings, five-piece combination. Mike Young is the quintet's tenor and he impresses with a romantic voice.

Floor show here is secondary, judging by the brand of acts caught. The Thomas Twins, blond dancers, opened with a routine tap number that had little to recommend it and later in the bill followed with a sophisticated soft-shoe routine to *Smoke Gets in Your Eyes*. Another stock item stemming from a dance school. John Byam, robust tenor, offered the *Stein Song*, *When Day Is Done* and *When Irish Eyes Are Smiling*. A parlor room entertainer.

The Mayfields and Virginia came on for an adagio routine that did not look any too well on the small floor. Also the boys in short-sleeve shirts did not display proper taste in dress. The Five James Girls, acrobats, close the bill with mass work to music of *Darktown Strutters' Ball*. Sam Honigberg.

Cafe Anglais, London

Unusual booking for this nitery, which usually uses a dance number or a singing act, is that of Al Stone and Anne Lee, "the American hit wits" of vaudeville. Probably first time that an act has been booked into this spot straight from a music-hall date, but the success attending the engagement justifies the experiment.

Miss Lee is a cute comedienne, at times reminiscent of Gracie Allen, but with her own material and mannerisms. Also does a couple of pop numbers. Al Stone is plenty versatile and clever and alternates playing straight for his partner with some nifty trombone work. Stunning personalities and sure-fire material put them into the hit class. Bert Ross.

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JACK POWELL

Savoy Hotel, London—Jack Powell remains a comedy hit with his novel and funny black-face drummer act.—BERT ROSS, Billboard.

Dir.: LEDDY & SMITH, N. Y.

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Orchestra Notes

WOODY HERMAN and orchestra open for a week at Brighton Beach, New York, August 8. That week they will record for Decca four songs from the Bing Crosby picture *Double or Nothing*. Handled by Rockwell-O'Keefe.

BERT HIRSCH Orchestra at Hall's Inn, Centerport, L. I., N. Y., sets aside one day every month for radio guest stars. Hirsch is on the I. J. Fox and other air programs.

PAUL WHITEMAN and orchestra will remain until October 16 at the Frontier Plesta, Fort Worth, according to his new contract.

HUGHIE BARRETT and music have been accorded a 52-week contract renewal on their NBC commercial, effective August 16.

CECIL KRISTAL and band opened an indefinite engagement at the Dempsey Hotel, Macon, Ga., August 1. They came from the Paradise Restaurant, Montgomery, Ala.

SHELLEY AND REEVE'S Versatilians, now entering their seventh week at Birk's Swiss Chalet, Saranac Lake, N. Y., are also marking their fourth anniversary this month. Following their Saranac Lake run they return to Florida for the winter.

DUTCH SOLDWELL and band are being held over at the Wonder Bar, Grand Rapids, Mich., until Labor Day.

JIMMIE LIVINGSTON and orchestra are plugging a new tune by Irving Seigel and Joe Dunham, *Idaho Moon*, from the Atlantic Beach Ballroom, Moorehead, N. C.

HENRI LISHON and band booked by CRA to play the Gunter Hotel, San Antonio, beginning August 7.

KING'S JESTERS open at the Blossom Heath Inn, Detroit, August 13. They return to the Hotel La Salle, Chicago, September 4 for the fall and winter.

RITA RIO has been booked by Milton Roemer, of CRA, for the Million-Dollar Pier, Atlantic City, opening August 24. Band now on one-nighters.

JACK TRACY and orchestra have opened at the Chez Maurice, Dallas.

FOUR GENTLEMEN OF RHYTHM opened at the Brown Hotel, Louisville, August 1. Booked thru CRA.

NORMAN E. CAMPBELL and Charlie King, executives of the Radio Orchestra Corporation, were in Youngstown, O., last week setting Tony Cavalieri's Mansion for a national Columbia radio hookup August 7, with Charlie Boulanger as the opening unit.

NELSON RANCO, Indian ork pianist and singer, now at Madawaska, Me., Dance Hall and Restaurant, goes into the woods as a guide for angling and hunting parties when musical work is scarce.

DOWNEASTER'S ORK, of Eastport, Me., is supplying the music for Friday night dances at Wilson Beach Dance Hall, Campobello Island, N. B., summer home of President Roosevelt.

LEONARD KELLER and orchestra, featuring Muriel Hart, opened on the roof of the Washington-Youres Hotel, Shreveport, La., July 22.

JOE VENUTTI'S Band will follow Don Bestor on the Roof of the Hotel Peabody, Memphis, early in August.

DICKIE MULLEN and band are now at the Mandarin Club, Memphis.

HERBIE KAY and orchestra begin a two-week engagement at the Catalina Island Casino September 1, replacing Jan Garber.

JESSE CRAWFORD and orchestra, featuring Helen Crawford, now at the Congress, Chicago, have been set by CRA to open at the Peabody Hotel, Memphis, August 14.

BOBBY GRAYSON goes into the Willows, Pittsburgh, for two weeks, starting August 6.

CHARLES COSTELLO and his Town Troubadours have been booked by Milton Roemer, of CRA, for a six-week engagement at the New York French Casino, starting August 19.

JESS HAWKINS set to open at the New Penn Club, Library, Pa., August 13. He follows Don Bestor and stays for six weeks.

CLYDE MCCOY'S early bookings for one-nighters by Harry Moss to follow his present theater dates include Reading, Pa., August 21; Mahanoy City, Pa., August 23; Ocean City, Md., August 24; HERSHEY Park, August 25, and Cumberland, Md., August 26.

PAUL TREMAINE opened at the Larchmont Casino, Long Island, N. Y., July 27, replacing Jimmy Lunceford.

PHYLLIS FAIR, billed as the "blond bombshell of style swing," has been signed for exclusive handling thru Bernard Besman, manager of the orchestra department of American Attractions, Detroit. She is currently with Doc Bolhofer's Orchestra at the Trianon Ballroom, Detroit.

HARRY LEWIS and orchestra have been set for the Wilshire Bowl, Los Angeles, by CRA, opening August 1.

GILL CREST and band opened at Westview Park, Pittsburgh, July 26. Air twice daily over KDEA.

MARTY LAKE and his 10 men, with vocalist Dolly Dawson, have been set for the balance of the season at Diamond, O.

OZZIE NELSON succeeded Ted Lewis and his revue at the Astor Hotel, New York, August 2. Shirley Lloyd featured with the Nelson crew.

JACK STAULCUP and orchestra closed at the New Club Lakeview, Paducah, Ky., August 3. Band aired twice daily over WFAD. Now on a one-night tour of the East to last until September 15.

JOE RICHARDS and Royal Arcadians returned to the Club Paree, Hartford, Conn., April 30 after an absence of three years, during which they toured New England ballrooms.

ALBERT KAVELIN and band have returned to New York after two years of hotel dates thruout the country.

MAURICE SHAW and orchestra are now appearing at the Nautilus Beach Club, Atlantic Beach, L. I.

ARLIE VANDERBILT and orchestra were brought back to the Villa de Romero, Albuquerque, N. M., for a 10-week return engagement, starting July 20.

FRANK DAILEY and orchestra will furnish the music at Coney Island, Cincinnati, for two weeks, beginning August 5. He is being replaced at his own club, the Meadowbrook, Cedar Grove, N. J., by Hal Grayson's Band. He has also lined up Bunny Berrigan, Red Norvo, Tommy Dorsey and Benny Goodman for the Meadowbrook later on in the season.

PEARL HEADRICK and her all-girl ork are back at the MaHattan Club, Johnstown, Pa.

CIRO RIMAC and band are at the Paramount, Paris.

LEO REISMAN'S ORK and Carol Gibson's Band from the Savoy, London, opened at the Sporting d'Este, Monte Carlo; July 23.

HAL MUNRO and orchestra now in their ninth month at the Ivanhoe Cafe, Chicago. Recently landed its fourth contract and will continue in that spot indefinitely.

ZINN ARTHUR'S Orchestra at the Pinebrook Country Club, Nichols, Conn., has organized a Sunday afternoon jam session at the club, with the musicians playing in bathing suits. They also have a new number, *The Maracas Swing*, with maracas and macaers evolved from various plumbing articles.

RED HILL INN, Pensauken, N. J., back in the swim of things with Joe Kraft making the music.

ACE PANCOAST, radio pianist and songwriter, takes a fling at orchestra-don, locating at Sunset Inn, Drexel Hill, Pa.

FLOYD MILLS now playing his second season at Hotel duFont, Wilmington, Del., airing the Intercity net via WDEL.

HARVEY RUBLE, operator of the Pier Ballroom, Ocean City, Md., brings in Jimmy Lunceford for a return date.

JOE BOVA and orchestra are in their fifth week at the Wonder Bar, Cincinnati.

GIL JENSEN and band have finished a 23-week engagement at Hotel Waverly, Minot, N. D.

LOU CLANONY and 12-piece combo opened the roof of Heidelberg Hotel, Baton Rouge, La., July 26 for a four-week stay. Band features voices of Carrie Marone and Skeets Morris.

JACK WARDLAW and orchestra are in their fifth week at the Pavilion Ballroom, Hendersonville, N. C. Kittle Nowland and Elizabeth Langford are vocalists.

ROD OGLE, trombonist, who has been confined in a sanitarium for some time with a nervous disorder, is out of there and on the mend and expects to be at work soon.

TED TRAVERS has taken over the leadership of the combo formerly headed by Johnny Lewis. Outfit, now on a co-operative basis, is current at Ault Park, Cincinnati. Personnel includes Leonard

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PANCHO and his ORCHESTRA
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"The South's Mountain Paradise."

Coffey, Pat Murphy, Andy Jacob, Wally Hahn, Dick Kaps, John Tassinger, Gene Walter, Earl Eakins, Bob Guyer, Bill McKinney, Byron Henry and Louise Ramond, vocalist.

Paddock, Wheeling, Opens
WHEELING, W. Va., July 31.—Wheeling's new night spot, the Club Paddock, opened today as the most elaborate after-dusk rendezvous in the tri-State district. Nearly \$3,500 has been spent to remodel the old Towne Club spot. New equipment has been installed, together with new lighting effects and air conditioning. George Mumley has taken over the job as Paddock manager. A floor show will be presented nightly.

Reviews of Acts

Shaw and Lee

Reviewed at Palace Theater, Chicago. Style—Comedy. Setting—In one. Time—12 minutes.

Al Shaw and Sam Lee, breaking their screen and radio string on the Coast with a date at Windy City's Palace, had on hand the familiar pantomime tricks and bits of comedy biz that made them a standard act in vaude's heyday. Their talk has no semblance of dirt and their mannerisms are still as laugh-provoking as ever.

Standout work at this date included Shaw's chaining of unfinished sentences and a pantomimic session of finger and hand movements. Do a couple of eccentric dance routines and some rhyming couplets to music. Hon.

William Ebbs

Reviewed at Oriental Theater, Chicago. Style—Ventriloquy novelty. Setting—In one. Time—Seven minutes.

An act that is particularly noticeable at this time, due to the current popularity of ventriloquists. Ebbs works like one thruout the turn, using a dummy and employing the usual water drinking and cigare smoking tricks. For a novel finish, a midget is released from a lamp table, a bit that has the same effect on the audience as a good surprise ending in a short-short story. The midget does all the dummy talk, but the customers are not aware of it until the fadeout. Hon.

Ann Lester

Reviewed at Oriental Theater, Chicago. Style—Singing. Setting—In one. Time—Nine minutes.

A good blues singer who knows how to sell a pop tune. Should watch out for those elaborate thank-you speeches she makes, however, as the talk displays conceit and is a hindrance to the act. Her speech, when necessary, should be brief and reserved. Her appearance, otherwise, is faultless. Among her best tunes were the Russian Pretzels and Where Are You? Piped also Dancing Mood and Gee, But You're Swell. Hon.

Lucy Monroe

Reviewed at Palace Theater, Chicago. Style—Singing. Setting—In one. Time—12 minutes.

A clear-voiced soprano, personable and rather attractive. She made her debut

with the Metropolitan Opera Company early this year and her delivery of popular and semi-classical tunes are in line for mass appeal. Makes brief announcements of her songs and proceeds to work with ease and self-assurance. At this stand she did *Sweetheart*, from the picture *Maytime*; Gershwin's *The Man I Love*; *One Kiss*, from Romberg's *New Moon*, and closed with *Citribrin*. Hon.

Marylin Thorne

Reviewed at Chicago Theater, Chicago. Style—Singing. Setting—Front of band. Time—Six minutes.

A new 12-year-old singing personality, having more charm than Mary Small at that age and delivering tunes in much the same manner. She was a show-stop when caught, her naturalness, mature voice and youthful charm winning the audience after the first song. She appeared in front of Ted Weems' Orchestra and did *Beautiful Changes in Different Keys*, *Merry-Go-Round Broke Down*, *After You've Gone* and *Darktown Strutters' Ball*. Should rehearse a little speech, as it would come in handy between encores. Hon.

Perzade and Jetan

Reviewed at the Lake George Showboat, Lake George, N. Y. Style—Dance team.

An above-average ballroom team playing its third season here. With an extensive repertoire this team is able to play long engagements, being able to change numbers almost indefinitely.

Currently doing four numbers, all character. Outstanding is their *Devil and the Lady* dance, in which the man plays the devil who eventually catches up with the fluttering lady. Effective use of masks heightens the dramatic effect of this one. *Night and Day*, based on the pop song of that name, is another good number, with the man (as night) in black suit and mask and the girl in pure white costume and white mask. Very theatrical stuff, but it comes as a welcome relief from so much straight full-dress dancing that's around now. Also offer graceful old-fashioned waltzes, tangos and "interpretative dances." Ideas and costumes are this team's strength, rather than sensationalisms. Went over well here. P. D.

Val Setz

Reviewed at Paramount Theater, New York. Style—Juggling. Setting—Front of band. Time—Six minutes.

Val Setz did an act which, when caught, was faintly reminiscent of other jugglers seen lately who try hard for comedy effects. Setz only achieves them moderately. His juggling is proficient thruout, but both the act and the work of the performer need smoothing routines, as they go from one to the other, lacking the fluidity of a finished act of this nature.

Setz works with rubber balls and Indian clubs mainly. The close, rolling a rhinestone-studded hoop on a parasol, bending and twisting while twirling the parasol, would have been okeh except for bum lighting, most likely not the fault of Setz. His reception was satisfactory. J. F.

Syracuse Cafe Loses Curfew Suit

SYRACUSE, N. Y., July 31.—Action of the Club Madrid here against the State Liquor Board, which raised one of the most important questions in this State since repeal, ended in anti-climax when Supreme Court Justice Cross denied the club's petition without ruling on the board's right to set a closing hour for beer sales.

The club had asked Cross for a writ forbidding the board to interfere on the ground that the State law gives no authority for the board to set a closing hour for beer sales, altho conceding its right to put curfew on wine and liquor.

The court ruled on another point of complaint against Club Madrid—that of painting on glass windows, which obstructed free view from street. He ruled against the club on that point.

Those Prima Donnas

CHICAGO, July 31.—A prima donna (of the temperamental species) while filling an engagement here last week hired a mixed piano team to accompany her and play a medley of tunes between songs.

After the first show she cut the medley out because the team, she thought, received too big a hand. After the second show she asked them to accompany her in the dark because the attractive girl at the key-boards was getting attention from the customers.

Better Contracts For Detroit Acts

DETROIT, July 31.—A new triplicate form of contract for night club engagements is to be drawn up as the result of meetings of Walter Ryan, representative of the American Federation of Actors, and the Michigan Theatrical Producers and Agents' Association. Under past practice, a duplicate contract only has been made out, the act and the agent each getting one copy.

The new copy will be made out to be given by the act to the night spot. Acceptance of this copy will constitute legal acceptance of obligation to pay for the act, and will further protect the agent who would have to pay the act if the spot failed to pay off. Ryan pointed out that the manager should also retain the contract as necessary evidence for income tax records.

Mostly Layoffs For Class Acts

DETROIT, July 31.—Slow season for the better class night spots, except those equipped to offer some kind of outdoor entertainment, is reported. Major spots, like the Commodore and Mayfield clubs, have closed for the summer, leaving business to the summer spots entirely.

Acts capable of playing better spots are being booked mostly for private clubs, with fewer openings for good acts until fall as a result, according to Abe Schiller, booker of the Del-Ray Attractions office.

Night Spots at Paris Expo

PARIS, July 26.—Water shows, rather than floor shows, are the drawing cards offered patrons at the dine-and-dance spots at the exposition. Most of the spots are located on the banks of the Seine, with terraces or roof gardens providing a view of illuminated fountains, electrical and pyrotechnical displays. Professional water-ski fliers perform several times nightly and excellent dance combos fill in the vacant moments.

Newest night spot is Edmond Sayag's Monte Carlo Folies with Leo Reisman's Ork from New York, and Ambrose's Band from London. Olive May, American singer, is at the Harlem in Montmartre. Miss Maeckers and Remy Ventura with his parrot are at the Lido, on the Champs Elysees.

End 38-Week Engagement

PROVIDENCE, July 31.—Hum and Strum, vocal-instrumental radio act, concludes a 38-week stay at the Biltmore Hotel. Replaced by Hamory and Dell, vocal duo. Both acts booked by Al Martin, Boston.

HERE AND THERE

(Continued from page 14)
Uniontown, Pa. . . . MURRY PICK-FORD is playing the K-9 Club, Baltimore. . . . DILLON AND PARLOW, dancers, opened at the Hofbrau Club, Lawrence, Mass., August 2 for one week. . . . COE AND DUDA opened at Heidelberg Hotel, Baton Rouge, La., August 2 for a fortnight's stay. . . . LOOKOUT HOUSE, Covington, Ky., has a new show, comprising Art Bonger and Andrileta, Helen Savage, Lorraine and Renard, Ruth Laird's Texas Rockets and Jack Leonard, emcee, and Chic Scoggin and band, with Evelyn Beason, Dak Lewis and Guy Rockey. . . . CLEO FLORENZE AND NORMA SHEA, dancers, open at Wivel restaurant, New York, August 4. . . . HARRISON KIMBALL'S Palmer Girls (six) closed at Kelly's, Cincinnati, Sunday night (1), and opened Monday for one week at a Chesapeake, O., club, after

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which they go to the Ponce De Leon, Dayton, O. . . . COLLETTE AND GALLE moved into the Club Esquire, Seattle, Wash., July 30. . . . MARINO AND DEVALLE, dance team, have finished a two-week stay at Washington-Yourer Hotel, Shreveport, La., for Sligh & Tyrrell. . . . CURRENT SHOW at Beverly Hills, Southgate, Ky., is headed by Ugo Martinelli, tenor. Cueing the shows is Bill Anson in his mimic act. Also on the program are Karre LeBaron Trio, Gaudier's Steeplechase, Del Orel, Dorothy Byton and Barney Rapp and his New Englanders. . . . LOUIS AND CHERIE, aerial ring act, opened August 2 at the Club Joy, Lexington, Ky., and will follow with four Kansas fairs, beginning late in August. Turn just closed at the Cat and the Fiddle, Cincinnati. . . . STERLING AND SILVER, dancers, are in their eighth week at Rosenblatt's Hotel, Glen Wild, N. Y., and are expected to remain all summer.

LEE STEELE, former line and floor-show producer for French Casino and the Westminster Hotel, Boston, is now line producer at The Frolics, Salisbury, Mass., summer nitery. Jack Collier, of the George A. Hamid office, books the spot. . . . DR. CHARLES HOFFMAN and his Magic Bar has opened at the Blossom Heath, Detroit.
 ESTELLE AND LEROY are at the Ambassadeurs, Deauville. . . . PHILADELPHIA BALLET did one show at Casino, Deauville. . . . LASSITER BROTHERS and Two Californians are at the Palm Beach Casino, Cannes. . . . FOUR FRANKS are at the Ambassadeurs, Copenhagen. . . . BOBBY MAY is at the Arena, Copenhagen. . . . JACQUELINE AND GEOFFREY now being featured at the Pelican Club, Houston.

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Hirst Circuit Starts With 25 Weeks and Bigger Shows

First show August 13 in Chicago—sign many vaude acts—salaries from \$50 to \$400—employ special writer—heavier production—expect 30 weeks

NEW YORK, July 31.—Following a meeting of members of his circuit Tuesday afternoon at the Hotel Astor here, Issy Hirst announced that the new season for his circuit of shows will start off with about 25 weeks, the first show opening August 13 at the Rialto, Chicago. Preparations for the shows have already been started, entailing the signing of a large number of vaude acts, with auditions being held here and in Philadelphia and Chicago. The shows will be on a higher plane this season, involving authoring of new comedy material, greater use of vaude acts and more elaborate production. Within the first month of the start of the season it is expected that the circuit's playing time will be boosted to 30 weeks.

Other openings, besides Chicago, are as follows: (Casino) Toronto, August 16; (Gayety) Milwaukee, (Gayety) Baltimore and (Old Howard) Boston, August 20; (Keith) Indianapolis, August 27; (Gayety) Washington, August 28; (Garrick) St. Louis, (National) Louisville, (Gayety) Cincinnati, (Capitol) Toledo and (Casino) Pittsburgh, September 3; (Empire) Newark, September 5; (Jacques) Waterbury, Conn., September 6; (Roxey) Cleveland, September 10, and (Gayety) Detroit, September 17.

Opening dates have not been determined as yet for Brooklyn, Philadelphia, the one-nighters in Pennsylvania, Rochester and Union City. It is expected that they will open early in September.

The circuit is splurging on vaude talent, most of its buying in the neighborhood of from \$50 to \$150 acts, but going as high as \$400 for acts of some box-office value. Special material is being written by Abe Lipschutz, radio writer, who is revising old scenes as well as turning out brand-new vehicles. As for production, the budgets of the shows have been raised to provide for more and better scenery and costumes, while expert dance directors will be employed to look after the chorus lines.

While there are only 21 weeks definitely set so far, Hirst has deals practically completed for four more weeks. He is also negotiating for five other towns in the Midwest.

Casino, Brooklyn, Opening

NEW YORK, July 31.—Casino Theater, Brooklyn, former burlesque house, is scheduled to reopen September 3 with a *Follies* type of show conforming to the mayor's demands. Sam Briskman continues to operate the house, with Moe Costello as general manager and Edgar Allen as Costello's assistant. Costello claims to have made a tieup with Radio Station WEVD for an hour's broadcast from the stage on Saturday nights, starting two weeks ahead of the opening.

Oriental Folds in Week

NEW YORK, July 31.—Oriental Theater here shut its doors Tuesday night after a week's try with a colored-show policy as a substitute for the condemned burlesque shows. H. K. and Morton Minsky, operators of the house, announce they will reopen September 3 with the colored policy.

Burly Briefs

JOE WARD, formerly Joe Hill, of burly, is head of the social staff of the Queen Mountain Country Club, Ferndale, N. Y., and in conjunction with the Melodians, five-piece band, forms a popular combo for the mountaineers. . . . Jeanne Gilbert is current on a six-week engagement at the Capitol, San Francisco, under the billing of Mile. Jeanne. . . . Max Wilner plans to open his Schubert, Philadelphia, the latter part of September. . . . Harry Brock has returned to New York after many weeks at Grossinger's in the Catskill Mountains. . . . Issy Hirst has been living the life of a commuter these many weeks, dividing his time between Philadelphia, Atlantic City and New York.

CHICAGO BRIEFS: Phil Rosenberg lined up a number of people for the Hirst Circuit during a two-day audition

Detroit Burly Holds Up During Summer

DETROIT, July 31.—Summer business at local burlesque houses has hit the usual seasonal slump and patronage is considerably off at both National and Avenue. Checking back a year ago, however, matinee business, in particular, appears to be about 20 per cent better than a year ago. This despite the prevailing industrial unrest.

New cast is being brought into the National next week, and usual rumors of plans for some revival of traveling burlesque in the form of a new Midwest circuit are taking shape. Best proof of the continued hold of summer burlesque on the local crowds is that all three local houses are going on with plans for the balance of the summer.

School for Chorus Girls

CHICAGO, July 31.—A school to train girls for chorus lines will open here next week under the sponsorship of the Hirst Circuit and supervision of Dorothy Keith, local chorus producer. It is reported that many novices here are willing to try line work and their enrollment in this school is expected to take care of some of the heavy demand for chorus gals.

42d St. Apollo, N. Y.

(Reviewed Wednesday Afternoon, July 28)
This vaude house continues its worthy effort while others have fallen by the wayside. Not that it's making any money, but the operators are holding on with the hope that biz will build. Small house at this catching of the second week's show. Production is still commendable, faulty only on pace, occasioned mostly by lapses between numbers. Otherwise it is quite a change from the burlesque of old, containing fine production numbers and excellent performers, the tops being Joey Faye. Faye, for his stuttering characteriza-

tion alone in the *Flugel Street* bit, rates the interest of more important fields. He's screamingly funny in this sock scene. Arthur and Morton Havel's comedy is okeh, their strongest bit being the songwriter travesty. Joe Morris is amusing, too, doing a bit from his vaude act and working in *Flugel Street*. Bert Grant is an able character straight, pulling a lot of laughs in the toyting scene.
Ann Corio, star of the show, lends interest as a stripper who has turned ingenue. She repeats her strong special number, *Murder of the Strip Tease*; works with Faye in the funny *Rummyo and Juliet* and does an audience number, *I Have a Letter for You*, which winds up with a swell strip twist. Danny Morton, Dorothy Ryan and Thelma Temple also help out capably in the comedy scenes.
There are five production numbers, all well staged and tasteful on settings and costumes. The girls comprise six show girls and two lines, 12 girls in each. Unusual for a house of this kind is the line of 12 ballet girls. Jimmy Lewis, Danny Morton and Dorothy Ryan are spotted for singing assignments, with Lewis having the edge on quality. Donette Delys does a smart acro-contortion dance that rates her for better engagement. (See REVIEWS on page 28)

Burlesque Aired

NEW YORK, July 31.—Burlesque found a staunch defender Wednesday night over Station WEAF when commentator Alistair Cooke, formerly of British radio circles, for 15 minutes attacked the banning of burlesque from the city.

An excerpt from his talk was as follows: "I am not defending burlesque as entertainment or anything else, but I am defending the right of burlesque operators to provide the sort of entertainment their patrons seem to like. The law has precise clauses saying what makes for a violation. The law does not recognize such details as truth to character, smart dialog or any other of the devices by which fashionable comedies often get away with comedy far more immoral than the spiritless dirt of a burlesque skit. It's a matter of taste whether you prefer Noel Coward or burlesque."

Cooke likened burlesque shows without the title of burlesque to the local fire brigade that was forbidden the use of its siren and had to pull up at the end of each block till the light turned green.

Jack Kane Acquires Lyric, Indianapolis

INDIANAPOLIS, July 31.—Jack Kane, Midwest burly impresario, has signed a long-term lease for the B. F. Keith Theater here and has made arrangements to play the Hirst Indie circuit shows, opening late in August.

Alterations and improvements are also being made on Kane's Gayety Theater, Milwaukee, which is also slated to get under way with IBA shows the latter part of August.

Kane will open his Park Theater, Erie, Pa., and Princess, Youngstown, O., at the same time with 26-people stock troupes, the shows to alternate between the two towns at regular intervals.

MIKE SACHS and Alice Kennedy remembered Washington friends and newspaper reviewers with cards from Atlantic City.

Reviews

U-Notes

By UNO

JOEY FAYE leaves the 42d Street Apollo, New York, to open August 30 in Philly with the No. 2 road company of *Room Service* in the part Teddy Hart is playing in the Manhattan version.

AMY ALBERTS, Odette Flouroud, Edith Lang, Kewpie Davis and Peggy Joyce, chorines, left New York to open at the Rialto, Chicago, July 30. All proteges of number producer Ida Rose, whose first Rialto show starts August 6.

PEARL MYLIE has been appearing the last few weeks at Lake's Carnation Club, Washington.

W. A. WHITNEY letters from Washington: "Burlesque Critics' Association will soon ballot in the about-to-be-established awards of merit for burly artists."

JOAN COLETTTE is doubling between the Duffield Club and the National, Detroit.

LILYON LAW robbed of jewelry and clothes last week from her apartment in Atlantic City. Tommy Peluso and Don Meredith, of the Globe, were other victims in the same building.

EDDIE GREEN celebrated the opening of his new Bar-Be-Cue eat shop in Harlem, New York, July 23.

PAUL MOROKOFF begins producing August 9 at the Roxy, Toronto. Will also double via plane at the Globe, Atlantic City, once weekly during August to fill out his contract with Joe Quitner, leaving Natalie Cartier in charge to round out the routines.

BERT GRANT, at the 42d Street Apollo, New York, signed a contract last week for pix. Starts December 12 on an RKO musical, doing the bit, *Slowly I Turn*, which attracted so much attention on the first week of the Apollo's reopening.

JEAN REMINGTON and Ida Finnigan sailed July 30 for Panama for three months at the Atlantic Cafe. Murray Rosen made the booking.

EDDIE COLE placed by Tommy Levens at the Showboat, Auburn, Me.

PAT PAREE is emsinging with *Top Hat Revue* at Indian Village, Grand Rapids, Mich. Dagmar, dancer, is at Herig's Village Cafe, Columbus, O.

LEA PERRIN, now a v/callist, is in her 10th week at the Embassy Club, Philly, following 20 weeks at Leon and Eddie's, New York. Agent Joe Williams has her set to remain at the Embassy until burly road shows start. Mother is vacationing in Asbury Park.

THELMA CARLTON, Billy Hagan, Crying Rufus Bridey and Merrick and Allen were new principals and specialty acts at the Globe, Atlantic City, July 24 week.

JIMMY LAKE, operator of the Gayety, Washington, announces the reopening of his house August 29. Has closed his Carnation Cafe for improvements. Referenced local Variety Club's boxing shows and commented on the bouts over a radio hookup.

JACK BECK and J. Arliss vacationing at the Hotel Knickerbocker, Atlantic City.

HELEN GREENE, Gladys Evans, Jerris LaVerne, Jerris Sargeant and Sylvia LaVau, new principals, booked by Tommy Levens into the Clover, Baltimore, July 25 for four weeks.

BOBBY BARRY replaced Joe Morris at the 42d Street Apollo, New York, July 30. Another new funster for an opposite to Bert Grant was Jack Falls Little.

The Most Versatile Single Colored Act on the Stage

CRYING RUFUS BRIDEY

A Whistler, a Singer, a Dancer and a Pianist. Just closed a very successful engagement at the GLOBE, ATLANTIC CITY, N. J.
Eastern Rep.—PHIL ROSENBERG Western Rep.—MILT SCHUSTER

"Wee Willie Winkie"

(20TH CENTURY-FOX)

Time, 95 minutes. Release date, July 30. Screen play by Ernest Pascal and Julien Josephson, based on a story by Rudyard Kipling. Directed by John Ford. Produced by Darryl F. Zanuck. Cast: Shirley Temple, Victor McLaglen, C. Aubrey Smith, June Lang, Michael Whalen, Cesar Romero, Constance Collier, Douglas Scott, Gavin Muir, Willie Fung, Brandon Hurst, Lionel Pope, Olaya Cook and others. Reviewed at the Rialto, New York.

Once in an unguarded moment this reporter (who is one of those strange and suspect creatures who like bagpipe music) said that any show that contained the soul-stirring skirling of the pipes would receive a rave. That promise is hard to fulfill at the moment—for there is some grand pipe skirling in Wee Willie Winkie, the blood and saccharine stew that 20th Century has concocted for that super-Duse of the screen, Miss Shirley Temple. Wee Willie Winkie is a choice mess of the screen's most nauseating tripe, yet because of the pipes it can hereby consider itself raved.

Mr. Rudyard Kipling, despite his undoubted facility in the technical details of telling a story, is no prime favorite in this corner; his insistence on the glorious difficulties of taking up the white man's burden (a burden which, tho Mr. Kipling neglects to mention it, consists chiefly of gold) has always left this reporter feeling a little ill; his moronic insistence upon the tinsel glories of empire have inevitably stamped him as nothing more than an imperialistic Eddie Guest. Yet even Mr. Kipling deserves better treatment than is accorded him by the writing geniuses on the 20th Century-Fox potboiling staff. His Wee Willie Winkie, tho nothing to stand up and cheer about, was at least a good yarn excellently told. Some idea of what has happened to it in its screen version may be gathered from simply the major change: in the film Wee Willie Winkie has become a girl! In all honesty and without exaggeration I believe there should be some sort of international law to protect defenseless authors from such cinematic mutilation of their work.

Of course, Wee Willie Winkie had to be a girl, since the picture was designed as a starring vehicle for Miss Temple—and any really great actress deserves tribute in the form of changes made in mere classic or semi-classic scripts. Miss Temple, I hasten to add, is as great as ever; she still turns on self-conscious cuteness to the vomiting point and still causes great hordes of swooning customers to acclaim her as greater than Bernhardt.

As for the film itself, it tells how

Shirley and her young and pretty mother came to live with Shirley's grandfather, commander of a British post in India; how Shirley won the love of everybody with well-aimed darts of unadulterated saccharine, and of how she saved the post by going alone to the stronghold of that villainous Pathan, Khoda Khan, and telling him he was a naughty man to want to kill the nice British soldiers. For the rest the film is a hodgepodge of dull, obvious and unrelated incidents. John Ford, who has done some fine directing in his day, either went to sleep during the filming or else gave up in disgust. The latter is the more probable.

Victor McLaglen, co-starring with the Great Temple, does amusing work for the most part, fortunately being seldom called upon to indulge in his unique exhibits of emotion. C. Aubrey Smith is restricted to blustering as the grandfather; June Lang and Michael Whalen display devastating incompetence as the love-interest team; Cesar Romero is reduced to picturesque soulfulness as Khoda Khan, and the supporting cast includes Lionel Pope, Gavin Muir, Olaya Cook, Constance Collier and Douglas Scott, the latter the most nastily annoying brat that the screen, has yet produced.

But, of course, there were bagpipes. Eugene Burr.

"Armored Car"

(UNIVERSAL)

Time, 64 minutes. Release date, June 20. Screen play by Lewis R. Foster and Robert N. Lee from an original story by William Pierce. Directed by Lewis Foster. Cast: Robert Wilcox, Judith Barrett, Irving Pichel, Cesar Romero, Inez Courtney, Tom Kennedy, Dave Oliver, Harry Davenport and others. Reviewed at the Globe, New York.

The usual ingredients of a gangster meller are here: cops, robbers, guns, hero and break-neck chase. They're mixed in the usual manner, so the result is only average entertainment. Sidelines on the life and habits of armored-auto guards make interesting realism, as do a few slants on the steel jollop biz. Story concerns a guard who is detailed to bore within a secret gang after a series of armored-car banditries. Pic winds up with the hero (who is thought by his pals to be in league with the condottieri) trying to head off his brother armored guards as they drive straight into a bridge explosion. Love and comedy scenes are soporific, but gangster sequences are paced okeh. Heavy performances of Pichel and Romero are better than this Class C'er deserve. Pichel is the suave brains of the mob who listens to devotional organ music and Bach in moments when he's not blowing armored-car guards to bits.

Considering absence of names and average quality of this pic, trade was good at the Globe, with orchestra three-quarters filled.

Armored is one for exhibits trying to pare budgets. Maurice Zolotow.

"The Toast of New York"

(RKO-RADIO)

Time, 84 minutes. Release date, July 30. Screen play by Dudley Nichols, John Twist and Joel Sayre, allegedly based on a couple of biographies. Directed by Rowland V. Lee. Produced by Edward Small. Cast: Edward Arnold, Frances Farmer, Jack Oake, Carey Grant, Donald Meek, Clarence Kolb, Thelma Leeds and others. Reviewed at Radio City Music Hall, New York.

If George Arliss is slowly becoming identified with every historical character over the age of 21, then Edward Arnold is similarly becoming identified with every self-made man who ever squeezed a golden rain from the overflowing heart of America. Arnold happens to be a good actor, and this sort of typing becomes more and more a pity; what they'll do with him when they run out of self-made men is a question.

Following on the heels of his Diamond Jim Brady, his Sutter, his lumberman in Come and Get It, is his Jim Fiske in The Toast of New York. Mr. Arnold is still doing a good job in the part.

There was plenty of material in Jim Fiske for a colorful, uproarious, exciting saga of the days after the Civil War. All he had to do, as a matter of fact, was to follow out the actual incidents of Fiske's career. But such elementary stuff was evidently too simple for Messrs. Dudley Nichols, John Twist and Joel Sayre, who perpetrated the scenario. They filled the whole thing full of cheap, obvious and painfully ineffective hoke,

and made Jim Fiske nothing but the twin brother of Diamond Jim Brady.

Certainly there was enough in the man's career to make a colorful picture. But the scenarists have made even the famous Erie stock watering seem unbelievable, dull and hokey. They make the famous Fiske gold coup seem like something invented in Hollywood, and the whole picture proceeds along the stuffiest of stock lines. It's really a shame. Even Josie Mansfield, the musical comedy performer skyrocketed by Fiske to stardom, becomes a noble gal who will share Jim's bed only after due and proper religious ceremony, and who intends to marry him out of gratitude, even tho her poor heart is breaking for the manly delights offered by his more youthful partner. That should give you some idea. If ghosts can see moving pictures, then be sure that today the ghost of Jim Fiske is marshaling the burly shades of members of the old Ninth Regiment, and is marching on Hollywood with fire in his ghostly eyes.

Frances Farmer, who is fast becoming not only one of the loveliest and most charming, but also one of the most talented of Hollywood leading ladies, is wasted on the eviscerated role of La Mansfield. Jack Oake, relegated to a minor role as comedy relief, isn't as hard to take as usual. Carey Grant, as the love-inspiring partner of Fiske, seems like a nice guy, but nobody could ever accuse him of being an actor. Donald Meek, a fine player, gives a thoroughly amusing performance as Daniel Drew.

I hope that the ghostly Fiske and his army of shades manage to effect some permanent changes when they get to Hollywood. The very thin ghosts that evidently produce pictures out there should prove to be ducksoup to them. Eugene Burr.

"Exclusive"

(PARAMOUNT)

Time, 77 minutes. Release date, July 16. Produced by Benjamin Glazer. Directed by Alexander Hall. Screen play by John C. Moffit, Sidney Sakow and Rian James, from play by Moffit. Cast: Fred MacMurray, Frances Farmer, co-starred; Charles Ruggles, Lloyd Nolan, Fay Holden, Ralph Morgan, Edward H. Robins, Horace MacMahon, Gaylord Pendleton, Chester Clute and others. Reviewed at the Paramount, New York.

Chances are the critics will rap this picture because of the implausibility of the newspaper element thruout. Yet, overlooking the implausibility, the extreme hoke and a story that only could be conceived in motion pictures—overlooking all of these factors—it remains that Exclusive is an exciting, fast-moving meller. Nothing's been left out—there's even the chase near the end, Mr. Ripley, but it's okeh nevertheless. The box-office outcome, however, remains debatable and will largely hinge on the critical reception.

The Mountain City World is backing the city's reform party in trying to oust Charlie Gillette, gangster, from control of the city. Gillette buys the opposition paper, and The World's Staff, headed by Ralph Huston (MacMurray) and Tod Swain (Ruggles), an old reporter, turn down high-priced jobs to adhere to their code of ethics; but Swain's daughter gets a reporter's job with Gillette. The girl and Huston split, because Huston has made Swain write a story leading off with "Tonight my daughter killed a man." The gal, digging dirt, discovers that the reform party leader is an ex-con, on a frame, and the leader kills himself. Papers fight tooth and nail, culminating

in a charge by the racketeer sheet that the elevators in a leading department store are dangerous. His thugs fix the elevators and after a test, Huston is injured, whereupon Gillette rushes the gal out of town, supposedly on an assignment. Kept prisoner, she's rescued by her father, who's fatally injured in so doing, and during the aforementioned chase. Then the racketeer buys The World, but a confession secured by Swain is printed by the paper's staff and the racketeer gets his'n.

Picture has more than enough laughs, an ice-box scene being strong in humor value. The acting is convincing enough, and the dialog holds up thruout. Riot scenes at the close are aptly filmed and executed. Newspaper city room scenes are well done, especially for filmdom city rooms. That's news. Jerry Franken.

"Hollywood Cowboy"

(RKO RADIO)

Time, 64 minutes. Release date, May 28. Screen play by Dan Jarrett and Ewing Scott. Directed by Ewing Scott. Cast: George O'Brien, Cecilia Parker, Maude Eburne, Joe Catts, Frank Milan and others. Reviewed at the Rialto, New York.

That cradle of carnage, the Rialto, went softie on us this week with no murders, very little sluggery and only a few rounds of gunfire. Picture deals with a singularly impotent gang of racketeers who are driven out of a big city by a reform administration. The plug-uglies move in on the Wyoming ranchers to level tribute. Ranchers are being disorganized by gang violence when O'Brien gets into action. He's a cowboy film star out on location who steps out of the set and becomes a real cowpuncher for the day, taming the gangsters with an airplane and hand grenades. The love interest, Miss Parker (very, very blond), fits more into a cocktail lounge than a ranch.

Script, acting, direction and editing are slightly above the level of Buck Jones serials, and picture is only suitable for the same trade, namely 10-cent houses catering to moppets. That such an inept film found its way to Times Square is another sign of Broadway's degeneration. Maurice Zolotow.

Pennsy Tax Over the Top

HARRISBURG, Pa., July 31.—Pennsylvania's recent amusement tax yielded the State over \$2,000,000 more than was expected from the levy, the Department of Revenue announced. The 4 per cent levy placing a tax on all amusement tickets, which ended July 22, enriched the Commonwealth by approximately \$8,000,000 during the two years it was effective. When the State Legislature passed the tax act in 1935 it was estimated that the amusement levy would yield \$6,000,000.

Debate Chi Theater Tax

CHICAGO, July 31.—Local city finance committee will meet this week to consider theater owners' proposal of a 25 per cent increase in license fees as a counteroffer to the original proposition submitted to them by the committee, asking a 3 per cent tax on gross receipts.

Committee called theater ops together July 15 in an effort to increase revenue from the theaters, which the city claims it needs to restore former pay rates to city employees. Nearly \$1,500,000 is needed for this purpose.

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Cincy FTP Begins Outdoor Run Aug. 8

CINCINNATI, July 31.—An outdoor season of light opera and musical comedy will be launched by the local Federal Theater unit under the supervision of Theodore Hahn Jr., State director, August 8 in Burnet Woods here. Opening performance will be *The Prince of Pilsen*. A 62-foot gondola is being built to carry the stage, dressing rooms and orchestra pit. Outdoor theater will have accommodations for 5,000 people, with all seats scaled at 10 cents.

Heavy Denver Bookings

DENVER, July 31.—This city is anticipating around a dozen legit productions this summer and fall. Arthur M. Oberfelder, who has signed contracts for them, has announced the first to appear will be *Brother Rat* August 20. The shows will appear in the city auditorium. Shows booked include *The Great Walts*, *Show of Shows*, *Tovarich*, *Room Service*, *You Can't Take It With You*, *Fredericka*, *Follies*, *The Women*, *Lady Precious Stream* and *The Show Is On*. Oberfelder is also negotiating for *King Richard II* and *High Tor*.

"Whispered" Tryout Set

SAN FRANCISCO, July 31.—Marjorie Rameau will appear at the Geary Theater, San Francisco, August 16 in the leading role of *Story To Be Whispered*, by William Hurlbut. This is the first time the play will have been presented anywhere.

Weldon Heyburn is to play the leading role opposite the star. Others in the cast are Lester Mathews, Herbert Corthe'l, Guy Wilkerson, George Pauncofort, Mabel Colcord, Minnie Dupree, Alma Lloyd, Ernestine de Becker and Furlin Grinstead.

Pitt's Free Theater

PITTSBURGH, July 31.—One of the nation's most unusual theaters is operating here. Whites and blacks, WPA workers and social registerites sit side by side. Cyclists pedal in a side entrance, shirt-sleeved children stroll in as if at home, occasionally a baby shrieks. Cigarette smoke curls toward the ceiling. Overhead hangs an American flag. Looking down on the audience from perches around the side and back walls are busts of Lincoln and other 19th century U. S. heroes, pictures of President Roosevelt and of Governor George H. Earle.

It's the new South Park Playhouse, sponsored by the Democrat-dominated board of Allegheny County commissioners. Reason for the conglomerate crowd, admission is free. Only hitch preventing packed houses, which have been rare in the three weeks since the venture began, is the park's location several miles from the city limits. Only transportation out is bus or auto.

Directed by ex-New York actor and Carnegie Tech drama school grad Arthur Marlowe, the troupe, working on a budget of \$1,500 for an eight-week summer season, is currently presenting *Hell Bent for Heaven*.

Hub WPA Quarters Moved

BOSTON, July 31.—Headquarters of the Massachusetts Federal Theater have been moved from 27 Huntington avenue to 711 Boylston street.

Federal Theater activities in Boston have been discontinued for the summer theater following the closing of the Majestic Theater. New productions for the present will be divided between the Empire Theater, Salem, and the Mt. Park Casino, Holyoke, with a presentation of a different program weekly.

Heavy Town Hall Bookings

NEW YORK, July 31.—Town Hall is eyeing the 1937-'38 season as a potential all-time record smasher. Kenneth Klein, manager of the auditorium, says all evenings, plus Saturday and Sunday matinees, except Christmas and New Year's holidays, have been signed solidly from November, 1937, thru March, 1938. Daily matinee bookings mounted from 37 to 65 last season and a further up is indicated.

Hall in 1936-'37 grossed more than in any previous season, totaling 536 events and playing to an audience touching half a million.

London Coliseum's Novel Spec

LONDON, July 24.—Coliseum, Sir Oswald Stoll's premier London theater, has reopened with a novel and spectacular show, *St. Moritz*, a musical comedy in an ice setting. The first and last of the three acts are devoted to ice scenes, with hardly a word spoken. Revolving stage has been converted into a gigantic ice rink. Show is as entertaining as it is novel and should enjoy a long run. Brilliant skating, with many exciting and difficult tricks, comes from Pamela Prior, Erich Erdos, Edl Scholdan, Hans Witte and Hermann Steinschaden. Last mentioned, clad in golden costume, is sensational, doing the most amazing jumps and leaps over obstacles while on ice skates. Van der Weyden and Mary Keats excel with Spanish dancing on the ice, and Hans and Meta Witte get hearty laughs with clowning. A troupe of young yodelers, with a boy star, prove the hit of the evening.

Second act is held by a cabaret scene, with three pop vaudeville acts in Hibbert, Bird and Larue; the Gaudsmith Brothers and Velda and Vann, first two

numbers being American. Hibbert, Bird and Larue are surefire for applause and laughs with their cleverly devised comedy dance tangles. Gaudsmith Brothers, with two mirth-provoking pooches named Garbo and Major, tie the show into knots with a great act that is laughter all the way. Velda and Van, English man and girl team, are a success and they, too, feature first-rate yodeling.

Bert Ross.

Philly FTP Finally Starts

PHILADELPHIA, July 31.—Federal Theater Project finally commits itself to the first major dramatic effort since its inception. *The Eagle's Young*, a new three-act drama by Elsie Jerrard, will be the first production at their own theater in Drexel Hill, Pa. A cast of 33 has been recruited from the Federal Theater personnel of Pennsylvania. No definite date set, but promised early in August. The work of building the production is progressing under the supervision of Mrs. Gertrude Sharkey, acting State director of the Federal Theater Project.

From Out Front

By EUGENE BURR

Altho Equity and its council are probably pretty excited these days about changes being made in the Four A's (the Associated Actors and Artistes of America, if you, like *The Billboard*, always insist on complete accuracy)—altho Equity and its council are probably pretty excited, the chances are that the routine affairs of the association will continue to go along according to schedule. And one of those routine affairs deserves at least a bit of comment somewhere. It's going to get it here.

It may seem that the plight of some 30 or so WPA workers is of monumental unimportance, now when the entire face of actor unionization is being changed, when the radio field may at long last be organized, when Frank Gillmore has announced that he will devote his time hereafter to the Four A's rather than to Equity, when titles and personalities are being juggled around in a housecleaning that will leave them in new places and new relationships. But it is impossible here and now to see clearly thru the shifting fog of the Four A reorganization—and the plight of human beings, in imminent danger of the loss of even the chances to earn a livelihood, is always important. The Four A situation, so far as can be seen at present thru the murk, looks very bright; it seems as tho, at last, something may be done in any number of excellent directions. The situation of the 30 WPA workers in question seems far from bright—and there is precious little that can be done about it.

The only thing, in fact, that can be done is to appeal to the humanity and the sense of fairness of Equity council—and what result such an appeal may have remains, judging from past records, an open question.

This is the story:

As everyone knows, when theatrical workers on the WPA contemplated their sit-down strike as a protest against cuts in the projects, Equity issued orders that no Equity members join such strikes. Equity, of course, claimed that it was doing all in its power to see that the projects continued, claimed that it very much wanted them to continue—but the council issued orders that no one picket or go on strike.

Later, to make it more definite, Frank Gillmore sent telegrams to all WPA companies, telling all Equity members therein not to go on strike, telling them to go to work on the evening set for the strike, and to sign in as proof that they actually were at work.

The 30 people in question didn't go to work. They claim that they did not go on strike—that they, as union people, simply did not want to class themselves as scabs by going thru a picket-line of fellow workers. They did not picket; they simply stayed away—a privilege accorded all WPA workers.

As a matter of fact, there were no plays at all that night. For one reason or another they were called off—and the rumor persists that they were called off because certain high officials in the theater project were human enough, sympathetic enough and honest enough to sympathize with the strike's objective. In any case, the 30 Equity people simply stayed away from performances that were never given.

Some time later, Equity council, taking time off from the consideration of such relatively minor problems as the organization of the radio field, brought up the question of the disobedience of these 30 members. A committee, headed by E. J. Blunkall, was appointed to investigate. The committee investigated and reported, and now the official spokesman for the Equity administration verifies the fact that charges will be preferred against the 30 members.

Punishment may take any one of several forms, including fines or suspension. Obviously, since these people were on WPA, they will hardly have money enough to pay fines. Just as obviously, if they are suspended they will be prevented from making a livelihood in their own field—simply because, they claim, they didn't want to or were afraid to go thru picket lines thrown out by their co-workers. That is the extent of their crime.

Of course they are technically guilty. The council issued orders, and they disobeyed those orders—the letter of those orders, anyhow. Council has a perfectly legal right to discipline them. But it does seem that, with the impending Four A reorganization, with all of the other major problems that have faced the council, unsolved, for many seasons, it could afford to pass over this unimportant case; it does seem as tho the disobedience of those 30 could be tacitly overlooked—particularly in view of the slight extent of that disobedience, and of the circumstances that caused it.

Even in so meticulously administered an organization as Equity such slight lapses may be expected and can be allowed. No administration can afford always to rely upon the letter of the law, never tempering its decisions with humanity or with that larger justice which, in this case, cries out that these 30 people be allowed, undisturbed, the pursuit of their in-any-case-precarious livelihood.

If council fines or suspends these people, it will have law on its side, but hardly justice. And laws were created only for the protection and upholding of justice in its larger sense. It is to be hoped, sincerely hoped that council, both for its own sake and for the sake of these people, either drops the charges or allows the 30 heinous criminals to go free with only a reprimand.

Summer Theater News

Front Page will be the third play presented by the Brattleboro Theater in Brattleboro, Vt., this season. It will open August 3; Anthony Ross, who had been playing in *Excursion*, joined the cast of the Brattleboro Theater last week.

For his sixth production at the Litchfield (Conn.) Summer Theater, Charles O. Carey presented July 28, 29, 30, 31 and August 1 at New Preston, *Wuthering Heights*, a dramatization of Emily Bronte's novel by Randolph Carter. The author directed the production, and leading roles were played by Charlotte Acheson, Clay Spencer, Gloria Lynn, Mary Fischer and Dwight Marfield.

Edith Barrett will be co-starred with Cecilia Loftus in *As Husbands Go*, the seventh bill opening at the Newport (R. I.) Casino Theater, August 17. Doris Dalton, who has been leading woman at Newport this summer and originally slated for this production, leaves the Rhode Island company the third week in August to begin rehearsals of *Blow Ye Winds*, the new Valentine Davies play which Arthur Hopkins has chosen as a starring vehicle for Henry Fonda.

Following a second successful seasonal inauguration, the Actor-Associates at the Inn Theater, East Jeffrey, N. H., turned to Frank Craven for their next offering with the presentation of *That's Gratitude*. Staged under the direction of William O. Partridge. Cast: Betty Pierce, Judy Elliott, Fritz Eisenmann, Russell Curry, Lorraine Miller, Virginia Rice, Robert Dumont, John Bell, Carlos Cook and Edward Hale. *Petitcoat Fever* was the next piece in line.

Barn Theater on the Lippitt Estates at Cumberland Hill, R. I., presented *Big-Hearted Herbert* by the Lippitt Players, for one week. Staged under the direction of Malcolm Lee Beggs, with a cast including Virginia Belloni, Aileen Francis, Titus Ringer, Lee Boggs, Betty Ferris, Manelle Stallard, Natalie Barnes, Virginia Heathcote and Stanley Grady.

Tucking three world premieres in as many weeks under its hat—*All's Fair*, *Stop Light* and *Prejudice*—the Mary Young Theater at Centerville, Cape Cod, Mass., the week of July 26 boarded Lillian Hallman's *The Children's Hour*. Cast was headed by Mary Young and Mabel Taliaferro, supported by William Lawson, Elizabeth Seckel, May Buckley, Eleanor King, Terry Fay, Madelyn Carroll, Evelyn Dorn, Helen Archibald and Rosalind Gould. Mary Young and E. Stanley Pratt were co-directors.

The proven success of the season of the Lippitt Players at the Barn Theater at Cumberland Hill, R. I., has prompted Robert H. Eshleman, business director, to take over the Lake Shore Theater at Lake Nubasset, Westford, Mass., for the next three months, to present the Lippitt offerings at this suburban Lowell, Mass., summer resort. Opening of the huge barn theater was Thursday evening, July 22, with *Big-Hearted Herbert*, which came direct from a week's run at the Barn Theater at Cumberland Hill, R. I. Productions at the Westford Playhouse will be given Thursday, Friday and Saturday evenings at 8:40 weekly. The plays which are to be offered at the Cumberland Hill Barn Theater will be brought to Westford the following week, similar to the plan already in effect at the Westchester Playhouse at Mount Kisco, N. Y., and at the Westport Country Playhouse, Westport, Conn. Tentative productions slated for the season include *Fly Away Home*, *Small Miracle*, *The Vinegar Tree*, *End of Summer*, *Pursuit of Happiness*, *Biography* and *Maedchen in Uniform*.

On August 5, 6 and 7, Robert Porterfield will present *The Night of January 16th* at his Barter Theater, Abingdon, Va. Production, which is being staged by Alan Williams, assisted by Gary Mohr, will include Cole McMartin, Gloria Hatrick, Paul Yost, Lydia Perera, George Oliver Taylor, John Dickens, Lynn Sherman, Gilbert Faatz and others.

Str William S. Gilbert's *The Palace of Truth* will be the fifth bill of the Mohawk Drama Festival, opening on



EUGENE BURR

Union College campus, Schenectady, N. Y., the week beginning August 3. It will be done in costume and setting appropriate to its pseudo-Greek quality. It will be staged by Percival Vivian, with settings by George C. Jenkins. Cecelia Loftus will play Queen Aitmore and Percival Vivian will be seen as King Phanor. Others in the cast will be Donna Earl, LeRoy Operti, Mary Hutchinson, Neville Westman, John Burke, Henry Buckler and Fairfax Burgher.

Anna May Wong appeared in *Princess Turandot*, new play by John Gerard and Lawrence Langner, which Day Tuttle and Richard Skinner presented as their seventh production at the Westchester Playhouse, Lawrence Farms, Mt. Kisco, N. Y., Monday evening, August 2, with a supporting cast headed by Vincent Price, McKay Morris and Clarence Derwent. The production was designed by John Koenig and staged by Frank Brown. This marked Miss Wong's first appearance in the summer stock field.

The Newport (R. I.) Casino Theater began its third week with *The Secret Heart*, a new French comedy by Yvan Noe, starring Guy de Vestel and featuring Doris Dalton. The American adaptation of the play was made by Blythe Parsons and Agnes Morgan; the latter staged the Newport production. Cast includes Beatrice Terry, Hayden Rorke, Charles Trexler, Philip Tonge, Elizabeth Dean Farrar, Bettina Cerf, Franklin Gray and Valentine Vernon. Emeline Clark Roche has designed the settings.

Beginning Tuesday, August 3, Leona Powers will be starred in a revival of *The Vinegar Tree*, with Philip Tonge featured in a cast which includes Edgar Kent, Bettina Cerf, Valentine Vernon, Franklin Gray and Charles Trexler. Agnes Morgan is staging the comedy and Emeline Clark Roche is designing the settings.

Farragut Players, of Rye Beach, N. H., turn to Viennese comedy for their fifth summer production when they open on Tuesday evening, August 3, with *Candlelight*. Major roles will be handled by Lauren Gilbert, Jackson Perkins and Joseph F. Foley. In supporting roles will be Patrick Lawrence, Berilla Kerr and Virginia Block. The following week the Farragut Players will produce two of the Noel Coward one-act plays from the series *Tonight at 8:30*.

Laurette Taylor will appear as star and author of a new comedy, *At the Theater*, under the auspices of Walter Hartwig, at the Colony Theater (the former Ogunquit Playhouse, Ogunquit, Me., for five nights, beginning August 3, with a matinee on Thursday. This will be Miss Taylor's first appearance in Ogunquit since the tryout of her first play, *At Marian's*, altho she has spent the last three summers as a member of Mr. Hartwig's Manhattan Theater Colony. Supporting cast is headed by Lillian Foster. Other important roles have been assigned to Carl Benton Reid, Stiano Braggiotti, William Swetland and Damian O'Flynn, with William Roehrick, Peter Carhart, Jill Stern, Langdon Geer, Eloise Sheldon, Robin Thomas, Madeline Hooley, Olga Deshey, Phyllis Thaxter, Evelyn Chevillat and Harold Wax completing the cast. Comedy is directed by John Kirkpatrick.

Hedgerow Theater, Moylan-Ross Valley, Pa., goes into the second week of its fourth annual Shaw Festival by celebrating the dramatist's 81st birthday. Premiere of *Too True To Be Good* makes the 13th Shavian drama in its repertory and bring's the group's play list up to 123 items. Shavian cycle offers this week *Misalliance*, *The Dark Lady of the Sonnets*, *Androcles and the Lion*, *Heartbreak House* and *Saint Joan*.

Third week for the Sarobia Country Theater will find it presenting *Death Takes a Holiday* at its outdoor theater on the Edystone, Pa., estate of Mr. and Mrs. Robert R. Logan, showing at nearby communities on successive nights.

The Theater League of Philadelphia will present guest performances of August Strindberg's *The Father* at the playhouse of the Lawn Players August 6.

Michigan Repertory Players continued their season at the Lydia Mendelsohn Theater, Ann Arbor, Mich., this past week with a production of Sidney Howard's *Yellow Jack*. The scene requirements, with 22 shifts, placed the heaviest tax of the season on the Players' stage department, with James Moll and Loren Winship in charge of

stage management. Principal roles were taken by William Halstead, Saunders Walker and Charles T. Harrell in what was nearly an all-male cast, the only feminine role, that of a nurse, going to Thelma Slack. The play drew considerable support from the University of Michigan Medical School, in addition to the regular summer audience which has nearly packed every show of the season.

For its sixth production under the direction of Harlan Forrest Grant, the Weston Playhouse, Weston, Vt., presented July 30 and 31 *The Middle Watch*, by Ian Hay and Stephen King-Hall. Peggy Converse, Lloyd Bridges and Basil Burwell were featured. Others in the cast included Grant, Morton Barrett, Colin Craig, Currie McCabe, Sylvia Farnham and Robert Busch.

There will be the first tryout performances of a new play, a mystery comedy, *Man With Nine Lives*, co-authored by Harry Hamilton, who wrote the successful *Banjo on My Knee*, and Norman Foster, at the Golden Bough Greenroom Theater in Carmel, Calif., for four nights beginning August 5. Charles McCarthy will direct.

Sidney Harmon is trying out a new play, *The Devil's Moon*, by William Ford Manley, at the Theater-by-the-Sea, Matunuck, R. I., the week of August 4. Cast will include Ann Freeman, Russell Collins, Harold Moffet, George Macready, Zammah Cunningham, John Hoysradt and others of the permanent company at Matunuck.

Seymour Gross, author of *Accidental Family*, appeared in support of Julie Hayden when his comedy had its premiere August 2 at Raymond Moore's Cape Playhouse, Dennis, Mass. Other players engaged for leading roles included Evelyn Varden, Richard Carlson, Walter Greaza and Reed McClelland.

World premiere of a new play, written by two young Arlington, Mass., playwrights, Betty Pierce and Lorraine Miller, tagged *Love My Dog* and described as a

BROADWAY RUNS

Performances to July 31, inclusive.

Dramatic	Opened	Perf.
Brother Rat (Biltmore)	Dec. 16	266
Having Wonderful Time (Latham)	Feb. 19	187
Room Service (Orpheum)	May 19	86
Tobacco Road (Forsyth)	Dec. 14	1,884
Tovarich (Plymouth)	Oct. 15	3,277
You Can't Take It With You (Booth)	Dec. 14	267
Women, The (Harrisons)	Dec. 26	252
Yes, My Darling Daughter (Playhouse)	Feb. 9	197
Musical Comedy		
Babes In Arms (Shubert)	Apr. 14	125

social comedy, began July 29 at the Inn Theater, East Jaffrey, N. H., as the fourth presentation of the Actor-Associates. Included in the cast, directed by William O. Partridge, are Judith Elliot, Edward Hale, Miss Pierce, Russell Curry, John Bell, Miss Miller, Fritz Eisenmann, Virginia Rice, Emery Battis and Robert Dumont.

Pitt Showmen-Politicians

PITTSBURGH, July 31.—Moguls of the entertainment biz are entering politics more and more here. Last week D. C. Davies, of the American Federation of Musicians, was one of the three signers of a resolution presented on behalf of steel city labor organizations, asking that the workingman be given representation on the Republican city ticket being formed for the fall elections.

Two day ago John H. Harris, president of the Harris Amusement Company, was approached by big-time politicians to run as a candidate for mayor on the G. O. P. ticket.

And leader of county Democratic politics is Commissioner John Kane, who thru his presidency of the Pressmen's Union controls the printing of the amusement biz and last week was one of the guests of the IABPB convention here.

Stage Whispers

Billy Edmunds, remembered for his grand characterization as the Italian father in *Moon Over Mulberry Street*—which, incidentally, he played for almost two years, what with various Leventhal road tours—has written a play in collaboration with George Salvatore; it's called *Zingo*, with a leading role that will be played by the co-author. . . . There's a good chance at present writing—it may be a fact by the time this appears—that Michael Bartlett, tenor, who was last seen on Broadway in the Theater Guild's production of *A School for Husbands*, will come east again in the fall to do an operetta from the Shuberts. . . . Delos Chappell got back in town yesterday (30), from a vacation in Denver, his home town; now come conferences with Brian Doherty, author, and Worthington Miner, director, on *Father, Malachy's Miracle*, which is first on the Chappell list for fall. . . . Good news for sentimentalists: the New Amsterdam, which recently ended a long and glorious legit career when it was sold and turned into a pix grind house, may be back in the ranks next season after all; after just a few weeks of operation Max Cohen, the new owner, has decided that maybe pix aren't the most profitable of all possible entertainment fields, and he's looking around for legit attractions; he's formed a producing office of his own, with two scripts at present being eyed. . . . Reports printed in various other places that the Theater Guild intended to make the West Coast its new tryout spot are all wet, according to Warren P. Munsell, business manager of the Guild; the so-called tryout policy consists simply of an idea of producing one or two new plays out there at the end of next season—and even that's not definite yet. . . . As for the Lunts going to the Coast next season in *Caprice*, as reported, Munsell says they haven't planned to.

The communal box-office of Broadway, which has been taking it on the chin pretty regularly of late, took it again last week-end, with even the hits howling for customers; Thursday was pretty good, but Friday nosedived, and Saturday was about the worst for the season so far—and that's pretty bad. . . . Saturday night even *You Can't Take It With You* had 50 empties, while *Room Service*, which has been in the smash category, played to a three-quarters house. . . . But weather or no weather and b.-o. slump or no b.-o. slump, *The Women* is going to stick around for quite a while longer; the Max Gordon office has announced tickets on sale until October 16, with mail-order reservations being accepted well into November. . . . *The Women* road company, incidentally, starts rehearsals next week, with the opening scheduled for September 11 in Buffalo, with Detroit to follow, and with Chicago hoped for as an ultimate abiding-place for an indefinite run. . . . Speaking of road companies, the second company of *Room Service*, which opens in Detroit August 8, has added Fleming Ward, Marc Daniels, Mary Cheffey, Nat Cantor, Patricia Palmer, Marshall Bradford, John Clarke, Michael Damaloff, Herbert Trietell, Ed Nannery, Russell Morrison and J. Ascher Smith. . . . William Hurlbut's *Story To Be Whisped*, which gets itself tried out on the Coast, will definitely hit Broadway, no matter how the tryout turns out, with the opening probably in September. . . . Another road tour is that of *Brother Rat*, which starts in Providence September 6 with the original company.

Chorus Equity Notes

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

According to present indications, the season for musical comedy is starting earlier this year than in the past three or four years. *Virginia* is in rehearsal. Within the next two or three weeks Chorus Equity's employment bureau is expecting calls for several large productions.

Members of Chorus Equity have failed to make as much use as they can of their employment bureau. It is for the use of all members, and those members who call most regularly have been proved to be the members who work most regularly. Some of our members don't call here because they are in bad standing. That is a mistake. Members who are in bad standing and who paid their dues while they were working are entitled to an excused card. That card gives them the full use of the employment bureau and there is no reason for any hesitancy in applying for the card. Chorus Equity is here to help its membership. The employment bureau was started only for the help of those members out of employment. You should get the full use of your organization and use all of its facilities.

Members working in vaudeville, presentation and cabarets are again reminded that if they pay their dues while working in those fields they may place themselves in good standing by paying current dues. Persons working in the chorus do not remain in one field. You may be working in a presentation today; tomorrow you may be in the legitimate theater. If you have not taken advantage of the council concession and placed yourself in good standing while working in vaudeville, cabaret or presentations you will be required to pay the full amount you owe on coming into the legitimate theater, including all fines and penalties imposed on you.

By remaining in good standing while working outside the legitimate theater you will not only have saved money for yourself but you will have done your part toward helping your organization make those fields 100 per cent Equity. It is only in that way that you can improve your working conditions outside the legitimate theater. Last week one of our members reported that he had rehearsed two weeks with a presentation unit, had lost two engagements in the legitimate theater by doing so and at the end of two weeks had been dismissed without a cent of compensation. That could not happen in the legitimate theater. It cannot happen in presentations when Chorus Equity is sufficiently organized to enforce its contracts there.

DOROTHY BRYANT, Executive Secretary.

"Road" Reorg Petition

NEW YORK, July 31.—Louis Lipsky, vice-president of the Eternal Road Distributing Corporation, producer of *The Eternal Road*, this week petitioned the U. S. District Court here for permission to reorganize the company to save it from "liquidation and bankruptcy." "Liquidation and bankruptcy," Lipsky states in the petition, "would prove disastrous to every person connected with the enterprise."

Asserting that many offers have been submitted to produce *The Eternal Road* in various parts of the United States and Canada, Lipsky said that reopening in New York or elsewhere is impossible until such time as the corporation can convey a clear title to its right and that in the absence of reorganization and recapitalization the present stockholders and creditors will get nothing.

(43rd Anniversary)

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Write T. BELL, Secretary, 69 West 85 St., N. Y.

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FALL TERM BEGINS OCTOBER 26

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

Thru Sugar's Domino

IT IS yet too early to come to definite conclusions based on facts stamped with official approval, but even the data available at this early time concerning the reorganization of the Associated Actors and Artistes of America point conclusively to the turning of the corner for performer unionism. What is taking place in the Four A's at this time could have taken place several years ago if certain biggies in theatrical union circles weren't so pigheaded and foolishly selfish. The changes could have occurred with less danger to the general structure. Surely with less damage to the careers of individuals who are today uncertain as to their fate in the theatrical labor movement. To dwell long on the might-have-been phase serves no constructive purpose at this time other than to impress upon those who now see the light and who kept their eyes peeled on the inky blackness of the cave that foresight is a precious possession. Interchangeability of cards, a favorite subject of this commentator for several years, is coming about anyway. A closer relation between the various unions deriving their being from the Four A's and a setup more or less vertical in form are also about to become an actuality. For those things we also campaigned—and now we must confess that there were times when we felt that hope should be abandoned.



E. E. SUGARMAN

Performing labor needed the prod of the CIO bombardment and other unwholesome developments in the general labor situation to stir itself out of depressing lethargy. It is sad when the parent group is stagnant and the lesser bodies subservient to it are bristling with energy, enterprise and ambition. Such a condition cannot last long. The break had to come some time and it is probably best for all concerned that it came in the way it did.

Theatrical labor, with its actual coverage of the entire map of the show business, assumed a grave responsibility. It rests largely with the strengthened international as to whether performers will help bring back prosperity to the acting branches or whether there will be further obstacles placed in the path of progress. Much can be accomplished thru the medium of a powerful, well-set-up central organization. With the Screen Actors' Guild firmly entrenched in the studios and with the group now being formed in radio given proper support and encouragement, it should be possible thru constructive, energetic measures to bring back the lesser fields to the high standing they enjoyed not so many years ago. There are all sorts of ways to turn the trick. The welfare of the actor is bound up, however, with the accomplishment of this result by sane, sincere and smart men who realize that in order to help the actor they must always have before them the welfare of the industries affected. Without managerial sympathy, encouragement and good will and without the complete elimination of fear on the part of the manager about the good intentions of the unions no real progress can be made.

* * *

We haven't yet heard the end (we hope) of comment on the guest column written by Hy Gardner, night club gossip of the first water. Among the communications we have received containing comment pro and con on Gardner's proclamation, "Night Clubs Stink!" one has impressed us enough to warrant taking up brief space here with the reproduction of an excerpt. The author is Fred Frazer, who has been a trouper longer than he wants us to reveal. From the fastnesses of Syracuse, N. Y., Frazer writes:

Hy Gardner's guest column was a pip.

I'm wondering now what word I can use to describe the beer places and spots in the smaller cities masquerading as night clubs. If the clubs visited by Gardner stink what in damnation can I say about the joints using two and three people—not two and three acts. Hy says the music is listenable and danceable. He, of course, visited the "good" places. Tell him if he is ever in this neck of the woods or any woods away from those nice spots I'll take him slumming in some swell dumps.

Music, Hy? Kids who took three lessons by mail and bought their sax from a pawn shop. And God help the poor artist who has manuscript.

The floor show? Anything with a skirt that can be relied on to bring in enough money at the bar to offset her salary. Managers (a small percentage of whom speak English) who belong as extras in a gangster film; waiters who walk in front of you while you are telling a gag and yell "out, 'Four beers!'"

Dressing rooms? Toilets, basements, kitchens and often none at all. All this not thru observation but from actual experience. So you see, Sugar, Hy has left me stranded. Please ask him if he has another word that means "stink" multiplied by about 50 to send it on.

* * *

Much Ado About Almost Nothing is about the best title we can think of for the comedy enacted over a period of weeks in New York when Mayor La Guardia was tuning up the machines set up to regulate the reopened burly houses as a hybrid of sterilized burlesque and spiced vaudeville with a garnishing of tabs to finish the job. Of eight Manhattan houses five opened at the mayor's signal and two are tottering but still in the picture. It looks like the organization set up by the mayor is about to die an unnatural death. It looks, too, like the earnest mayor and those working with him in trying to salvage the outhouses of the show business missed a very important point. They failed to take into consideration that burlesque, as it shaped up in Manhattan, catered to a section of humanity that was interested exclusively in the very elements excised by ukase of the mayor and his license commissioner. Now it can be seen that the burly operators were incurable optimists in nursing the belief that they could continue to do business at the same old stands by eliminating single-entendre dirt and strippers and teasers.

Vaudeque, variety, follies or whatever the burly operators were trying to establish as a substitute for burlesque cannot be expected to click overnight. If the managers are really serious about attempting a new form of entertainment they must plan carefully, they must have plenty of working capital to see them thru the dog days and, more important than any other consideration, they must make up their minds that they are in an entirely different branch of the show business and that they cannot expect to attract to their shows the degenerates, sex-curious youths, morons and others of the lower fringe who formed the backbone of burlesque patronage.

Now that the American Federation of Actors has jurisdiction over a field that has been shot to smithereens before it had a chance to rate, it is possible that something might be done to achieve a more substantial footing by the time the fall season begins. The big vaudefilm circuits—as has already been demonstrated in the case of the Oriental Theater—will not sit by and let the theaters take away their business. So there will be opposition from this angle, too. It isn't an easy job the burly men have out for themselves, but the prize is worth fighting for with all that they have in them. It means—if successful—the re-establishment of a sound, substantial business that will enrich those who operate and the many who will find employment therein.

The Broadway Beat

By GEORGE COLSON

(George Spelvin has gone off on a nine-week vacation, insinuating the staff can't write this column without him. And, so, staff members will pinch hit until his return.)

BROADWAY EDDIE, the Great Lester's ventriloquist stooge, comes in defense of all his ilk when, refusing to be gagged, he retorts, "If I shut up you'd starve to death." . . . Talking of dummies, the father-in-law of Wendell Goodwin, the Fed circus press rep, thinks that his daughter's husband cops the lot. Wendell walked out on a terrible double feature bill without waiting for the bingo draw and later found out that his number had been called. To foot the back of Wendell's lap has also been the target of paw's ire. . . . Two Broadway grind houses featured the sex-pix *Damaged Lives* last week, capitalizing on the national campaign being waged against venereal diseases. But the lurid captions they hung on the already bawdy enough title only made a magnet for imbeciles who certainly won't profit by the films propaganda therein. . . . How much better out Bronx way, where marquees subtly wedded *When Love Is Young* and *History Is Made at Night*.

It cost the Hotel New Yorker a cool \$14,000 to install the rink and freezing equipment used for its ice show. Needs attention after each show, too. An Australian idea of a portable indoor ice rink, making use of "dry ice" methods, was unsuccessfully introduced here several years ago. . . . Incidentally, the 36th Annual Music Industries Convention being held there revealed that the furthest traveled delegate is a May Drake, representing the Thayer Piano Company, of Honolulu. Here for the first time, the big town thrilled her, but she says the Hawaiian music dispensed here is a fright. (No wonder! All native choruses are preceded by Hymna! Ask any Hawaiian.)

That Universal newsreel shot of the Oklahoma stifferoo on a slab never fails to draw audible gasps from the audiences. . . . July 2 marked the Silver Anniversary of the Horn and Hardart chain in New York. First Automat was opened on Broadway at 1557 in 1912. Suggested slogan, free of charge and obligations: "Don't Gamble—Plunge Your Nickels in Our Slottery." . . . The tricky Doug Leigh sign employed by the Astor Theater to aid its film, *High, Wide and Handsome*, is taking the play away from *The Times*' running sign. . . . My walter from the nabe Somerset, Parlay Pete, who holds several collich degrees from the old country, tells me that simons in Greek means flat or snub nose, neuter gender. And some people ask what's in a name.

Ted Healy expects to become a first-time poppa early in December. . . . Boris Morros and Jack Curtis East-Coasted into town last week from the Coast. Morros sailed Thursday on the Ile de France. . . . Bill Robinson, the dancing cloud of joy, reputedly has the worst feet in show biz to fit correctly. All his footwear is specially made for him by some obscure cobbler in Chicago, yet he always recommends the shoes of a nationally prominent firm. . . . Coca-Cola has at long last branched into another drink, not of the soft variety, called Carioca Cooler, made of Coca-Cola, rum and lemon juice.

A city cliff dweller's pipe dream has been realized by Louis Sammler. He's got his own rock garden, with running brook, gold fish, weeping willow trees, flowers, vegetable plot, corn field and strawberry patch, all atop his mid-city apartment house terrace. . . . Such a thing as makeup may not (See THE BROADWAY BEAT on opposite page)

Chicago Chat

By NAT GREEN

HELEN MORGAN, who had a birthday Monday (2), celebrated by appearing as guest artist at the Grant Park concert during her breathing spell between shows at Chez Paree. . . . She's first guest star at one of these concerts to be honored with request for another personal appearance. . . . Rubinfoff, violinist, here rehearsing for local appearances, was guest of honor at the famous Atwell Luncheon Club Saturday with his manager, Bill Green. Dick Hoffman, of the Billy Diamond office, has been laid up at home for a week with a foot infection. . . . Bill Sullivan, Stevens Hotel publicity man, has resigned that job to devote all of his time to an astrological newspaper strip titled *Horace Scope, the Star Gazer*. . . . Has signed a long-time contract with Associated Midwest Newspaper Syndicate. . . . Strip will be released late in September. . . . Jackie Coogan and Lila Lee, former screen luminaries, are at Madura's Danceland, near Hammond, Ind., where Jackie has the band and Lila sings. . . . Snowboat Dixiana again target for Michigan City authorities, who are fighting plan to moor the boat in the city's yacht basin.

Andrew Karzas, who operates two of the largest ballrooms in Chicago, is quoted as saying that "name" bands are not the best draw. Karzas' long experience should qualify him to speak with authority. Nevertheless, we believe he is only partly right. A substantial portion of any ballroom's patronage is young folks. Glamour attracts them and they will flock to see and dance to the music of a band leader who thru one means or another has been "glamorized." One need only to check the grosses of name bands playing one-nighters to be convinced of their drawing power. True, lesser bands can and do build up excellent steady business for many of the best ballrooms, especially those appealing chiefly to the middle-aged. But to gain new business and pep up a ballroom there is nothing that can beat a substantial name, properly exploited.

Celebrity nights, for a time passe, appear to be coming back in the night spots. . . . At the Stevens Hotel Fiesta Nights in the Continental Room, Carlos Molina introduces visiting celebs, who take a bow or do a number. . . . At College Inn, Frankie Masters on his opening night introduced Gale Page, Judy Starr, Jack Brooks, Eddie and Fannie Cavanaugh, June and Cherry Preisser, Bill Thompson and other radio and footlight well-knowns. . . . Some whom he would have liked to introduce were passed; by because of a Jimmy Petrillo ruling. . . . Eddy Duchin planned to New York Wednesday to be on hand for a blessed event expected by Mrs. Marjorie Oelrichs Duchin. . . . Ralph Seabury now official cartoonist for *The AFA Reporter* and his first work, titled *The Handwriting on the Wall*, appears in the June-July issue. . . . Myron Fagan in town from the West Coast in effort to obtain theaters for appearances of Katharine Hepburn, Clark Gable and other screen stars. . . . Looks very much as if something is brewing along *Chi's* Newspaper Row and may pop any time. . . . Louise Seidel, blond Chicago girl who has been assistant to Leroy Prinz, Paramount studio dance director, has been signed to an acting contract by Paramount. . . . Terry (Lucky Strike) Turner in town on biz. . . . Ed Schooley has engaged Renee Rayne as prim for one of his revues and Charles E. Soutiea as musical director. . . . Soutiea, formerly with E. & K., will direct for A. Gourfain in New York next winter.

Magic and Magicians

By BILL SACHS
(Communications to
Cincinnati Office)

SULTAN ABDALLAH, magician, is at Grana Lunds Tivoli Park in Stockholm.

RAYA, fakir, is at the Bar du Rire at the Paris Exposition.

FRANCIS CARLYLE is playing a third repeat season at Galen Hall, Wernersville, Pa.

PAUL ROSINI is now stationed at the Hi Hat Club, Chicago, where he will remain for an indefinite run. He is the featured attraction on the nightly bill and his work is receiving some rave notices from the Windy City press.

BADLEY, of St. Louis, shoots us by mail a miniature souvenir box of oranges from New Orleans, where he has been vacationing.

HASKELL has been held over for his fifth week at Webster Hall Cocktail Grill, Detroit. He gives three performances an evening, each one different.

PRINCE MENDES is back in New York after a cruise to Miami, which included an engagement at the Paramount Theater there. Mendes had a number of visitors during the Paramount stay, including Shag Day, manager of the Royal Palm Club, Miami.

WILLIAM C. TURTLE, the "snappy magician," is this season trouping with a tent med opry in the State of Washington.

RIGARLO (Edwin Rieg), of Carrolltown, Pa., is working home-town night haunts, featuring the pasteboards and several novelty numbers. He plans to take his own show on the road in the fall.

EL DORADO and Company, who entertained the employees of the Bendix Brake Corporation, South Bend, Ind., July 21, are slated to return there at a later date. El Dorado has been working thru Indiana, Ohio, Illinois and Michigan, featuring a number of tricks of his own creation.

"Virginia Beach, Va.

"Dear Bill:

"As for the joint convention next year in Cincy, I'd say it will be a good trick if you can do it. But most of the boys are so screwy that it more than likely will fall thru. I hope you can swing it, but I don't envy you for your job in trying to put it over. It will be real work.

(Signed) "OTIS MANNING."

LEO J. ZOLG, who last season had the *Fantasia* at Coney Island, Cincinnati, is still with Strassburg's Ape Show on the Gooding Greater Shows. In a visit to the magic desk early last week Leo reported business as fine so far this season.

RUSSELL SWANN'S engagement at the Savoy Plaza, New York, has been extended indefinitely.

MILBOURNE CHRISTOPHER, Baltimore magician, since his return from Europe after a year's engagement with Fred (Pansy) Sanborn in theaters on the Continent and in England, has been spending most of his time in Ocean City, Md., with the exception of occasional trips to Washington to see T. Bradley Martin and Ade Duval and to Baltimore to catch Jack Gwynne and Dr. Marcus. Upon his arrival in New York on the S. S. Hamburg Christopher had lunch with John Mulholland and then headed for home and Baltimore. The night after his arrival there Mil was honored with a get-together at the home of Phil (M. U. M.) Thomas. George Jovan, Ed Heyl, Lindsey Crawford, Wilkinson and Willie Wiseman were among those present. En route to New York last week Christopher stopped off in Philly and dropped in at Kanter's. He also bumped into Tom Osborn there, who showed him a new coin move, and Ernie Schields, another IBM-er. In New York Christopher and Phil Thomas dropped in at the Savoy Plaza to see Russell Swann perform, then all up to Russ' suite to reminisce of London and legerdemain.

PRINCESS YVONNE, mentalist, and daughter, Baby Yvonne, one of the country's youngest mental workers, plied by their husband and daddy, Doc M. Irving, opened July 26 at the Million-Dollar Pier, Atlantic City. This marks the Princess' 12th summer at that spot. The threesome recently concluded an engagement at the Fort Worth Fiesta.

"Lima, O.

"Dear Bill:

"Your plan for a joint convention is the only practical thought.

(Signed) "GEORGE MARQUIS."

MARQUIS SHOW closed a 10-month tour at the Alpine Theater, Point Pleasant, W. Va., recently. Marquis canceled his summer dates, scheduled to begin at the Green Mill Gardens, Saginaw, Mich., and is now at his home in Lima, O.

VIRGIL will repeat in 38 ace theaters that he appeared in 12 months ago after completing current appearances in New Mexico, Colorado, Nebraska and Wyoming, according to his agent, Frank Robinson. Latter reports catching 16 magicians during his three-month tour of the Far Western States.



CLEANED 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.

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For RADIO

CHIC YORKE AND ROSE KING—veteran vaude comedy team, headliners for years. Material is a cinch to prepare for them, considering their diversified style that's adaptable to practically any vehicle. As it is, even without a script the pair should be able to do guest shots with their various vaude routines, but an ad agency with a good writing staff should be able to set them as regular radio features.

York, with the house's new vaudeville policy. He is a natural for revues, particularly with his stuttering characterization in a hilarious scene labeled *Flugle Street*. A sad-faced type of comic who is sure-fire on getting laughs and is of Joe Penner stature and style, but not too close.

For NIGHT CLUBS

For LEGIT MUSICAL

JOEY FAYE—ex-burlesque comic, seen at the 42d Street Apollo, New

RALPH BROWN—colored tap dancer who has been a strong item in burlesque theaters and was recently seen on the one week of colored shows at the Oriental, New York. He is a personable lad with outstanding dance talent and an enthusiasm for his work. His taps ring clear and are intricate. While he doesn't go in so much for breakneck hoofing he's a stylist with rhythm stepping.

Junior has already played several professional engagements as a single.

DOC GEORGE, ventriloquist, formerly associated with the Great Lynette, mentalist, has been booked on six weeks of fairs, beginning August 9, by Station WHO's Artists' Bureau, Des Moines. In addition to his vent he will do emcee on all the dates. After his former partner, Great Lynette, was called home to Colorado last January, due to the death of her father and step-mother, George finished up his school dates, running until May 10, with the aid of Haynes the Magician.

TOM MARTIN, after a series of Midwest dates, has an offer for a bit in a picture for Universal. He is also contracted for more European dates, beginning in October.

PALMER AND DOREEN are playing their third week at Gorley's Hotel, Framington, Pa., where they are reported to be clicking in fine style with their magic kettle trick.

RUDY ROZO, youthful night club magician, is now vacationing in Northern Michigan. He is reported to be working on several new effects for the fall season, among them *The Ghost Lamp*, *Spike Illusion* and *Crematorium*.

SEDRICK HOYT (Earle G. Heyl), Baltimore magish, and Lea Stone, comedy song and dance artist, will shortly launch their new night club act which has been in preparation for more than a year. Hoyt is a member of both the SAM and IBM. New offering will be labeled *Conjetti Cocktail Time*, in which Hoyt will make cocktails appear while the audience will make them disappear.

NEVIN AND RETA HOEFERT will present their magic turn at the Central States Magicians' Picnic in Massillon, O., August 21, featuring their *Chinese Chopper Illusion*. Jack of Spades, of Cleveland, will do his card fans in addition to several new features, while Chucky Koontz will offer a billiard-ball routine along new lines.

ZUDELLA, mentalist, is being held over for two more weeks at the Strand Theater, Oshkosh, Wis.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

AL TINT scribbles from the Windy City: "Note the item in a recent issue regarding Tom Waters and his Half-Way House, near Shamokin, Pa. Wonder if Tom remembers the 'chicken' dinners we had with the W. I. Swain rep show in Swain's horse car."

PROF. WALTER BROWN LEONARD has sold his Adirondack cottage, Troupers Rest, but has reserved two water-front lots which he may use later. Leonard is expecting a visit from "Hi-Brown" Bobby Burns, this season with the Walter L. Main Circus, when the show plays Rutland, Vt., just a short jump out of Glens Falls, N. Y., Leonard's present abode. Leonard invites all former 11:45-ers to send him their biographies.

VAUGHN COMFORT, born Philadelphia, August 7, 1881; ballad singer and interlocutor. First minstrel engagement 1896 with Carl & Johnson's Minstrels; Dumont's Minstrels in Philadelphia, 1908-'09; Cohan & Harris Minstrels, 1909-'10; George Evans' Minstrels, 1910-'11; then George Primrose Minstrels, Nell O'Brien's Minstrels, musical shows and vaudeville. Present activities, broadcasting. Address care The Billboard, Cincinnati.

HARRY FIDDLER, the "man of many faces," reports that he is enjoying a pleasant season with the *Silas Green* show, currently in West Virginia territory.



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The Broadway Beat

(Continued from opposite page)

strike one as terribly important to dancing, but the Dance Teachers Business Association thought so and invited the Stein firm to lecture and exhibit on the subject at its convention at the Park Central Hotel. . . . Which reminds us that in the Coconut Grove of the same hotel, St. Clair, of the dance team St. Clair and Yvonne, uses such a hideous make-up that such famous transformations as that of Karloff, Lon Chaney and Dr. Jekyll pale in comparison. Many a flutery femme has fainted at first glimpse of the ogre portrayed. . . . Can it be that the musicians are at last winning their fight against mechanized music? The dailies reported last week the roundup of the last remaining hurdy-gurdy player in the city.

Eastern Ohio Sticks Good for Shannon Rep

CANTON, O., July 31.—Harry Shannon Players, well-known repertoire company which has been playing small-town theaters in Eastern Ohio for several years, are making the same territory under canvas this season.

A sizable top and a well-equipped stage are being used by Shannon for his tent tour. Company is playing three-day and full-week stands in the smaller towns, mostly just outside the industrial centers. Moving on trucks, the company is reported to have experienced satisfactory business so far this summer.

Billroy Briefs

CORTLAND, N. Y., July 31.—Almost all of the female members of the troupe and Sir Galahad Eye were guests of Louise Batif, Mary Brandon and sister, Alice, in Norwich, Conn. over the last week-end. Also a birthday dinner was given for Manager Billy Wehle, with the entire company attending. Hope we can run across more friends like that.

Morris Nelson almost had a serious accident Sunday. He was driving down the main street of Oneonta, N. Y., when a big old nasty beer truck rounded the corner on two wheels and sideswiped him, unseating Morris. He saved himself from being ground beneath the wheels by hanging on with his toes. Only injury sustained was caused by the sun blistering his tongue, which was hanging out more than somewhat.

A letter from James F. Stone, formerly with this show but now stage director for the Nell Shaffner Players, states that he contemplates tripping down the aisle soon. It might happen, but this makes exactly 26 times I've heard that same story. Well, anyway, he will leave behind him many broken hearts and Cora and her shotgun in Augusta, Ga.

I wonder if Dome Williams remembers playing the Palace in Oklahoma City. If Slat Emanuel really enjoyed the day of his opening on the showboat in Cocoa, Fla. If Marie Wilson is getting tired of reading those epistles which are sent to her every day from Miami. If Ha Holland still does *St. Louis Blues*.

Real cold weather at the present writing. A regular Texas norther blew up a couple of days ago.

WAYNE BARTLETT.

Bishop's Tent Show

BEECH CREEK, Pa., July 31.—Just like a happy family here. There's no use mentioning pay day coming when due, for actions speak louder than words. Yours truly has been putting money away, has bought a new wardrobe and really looks like an actor shod. Next he's going to have his comedy shirt washed.

Maurice (Lefty) Levine has started in the catch-line sign business, and they are selling good so far; but he can't play rummy.

Our canvassman, Eddie (Goo Goo) Cook, came in yesterday with a new suit. Saw Jim Raines, of the team of Bob and Jim, our radio cowboy concert artists, riding around in a new De Soto yesterday. Are you going to buy it, Jim?

Horace (Horse Collar) Tilton is calling the cookhouse the Ritz Cafe since Mrs. Bishop took over the cooking end.

Roster: Mr. and Mrs. George Bishop, W. D. (Smokey) McKenzie, Lefty and Anna Levine, Van and Della Brown, Grace Roby, Horace Tilton, James Robesburg, Robert Quigley, Eddie Cook and Clarence Nicola. W. D. MCKENZIE.

Bryant Boat Playing Returns

MARIETTA, O., July 31.—After a successful trip upstream the Bryant Showboat is on a return trip down the Ohio River, playing a number of return engagements. Engagement here is for three days, with the following bills: *Jesse James, Lena Rivers* and *Ten Nights in a Barroom*.

Rep Ripples

BEN HEFFNER, advance and banner man with the Heffner-Vinson Players, posts from Lincolnton, N. C., that he's in that territory, breaking in some new towns.

MR. AND MRS. JAMES E. O'BRIEN are now located in Nashville, Tenn., where Mrs. O'Brien is confined to her bed, the doctors having forbidden her to work. She would appreciate a line from her many friends in the profession. Mail will reach her in care of Mike Hayse, *The Banner* pressroom, Nashville.

JIMMIE DALRYMPLE, veteran troupier of the early '90s and more recently known to *The Billboard* readers as proprietor of the B. E. Studio, Waverly, O., has been removed to the Pike County Home, Waverly, suffering from internal paralysis, paralysis of the lower limbs and partial blindness. Old friends are urged to drop him a letter.

WORD FROM the Favorite Players in Illinois reports that the show has not closed, as recently circulated. Communication says the troupe is still going, with business showing improvement.

* MAURICE LUCKETT, piano leader, after closing with a show in Rochester, N. Y., jumped westward to visit with friends in Milford, O., near Cincinnati. Maurice was a visitor at the rep desk Monday of last week. He will remain in the Cincy area until he lines up a new job.

CHIC PELLETTE, rep performer, who made a hurried trip to his home in Lake Helen, Fla., combining business with pleasure, has returned to the Royal Palm Shows, carnival company owned and managed by his brother-in-law, Berney Smukler.

ANYONE KNOWING the whereabouts of relatives of Thomas Frank Lawler, advertising man with Goff's Comedians, who died July 31 at Claude, Tex., is asked to communicate with B. M. Goff, 814 Louisiana avenue, Amarillo, Tex.

BILLROY'S COMEDIANS have contracted Massillon, O., for Saturday, August 21, with an over-Sunday jump for a Monday stand at Elyria, O. Billroy show played Massillon two seasons ago to capacity business, despite an all-day downpour. It will be the first repertoire show in there this season.

Van Arnam's Show Notes

VAN BUREN, Me., July 31.—The sun is shining in Maine, but it's rain every night. The weather man, however, has been kind of late in bringing the rain after we have the populace safely inside the top—which has been a great help and, incidentally, cheers Van immensely.

July 24 at Island Falls, Me., we weathered one of the worst storms this writer has ever seen. With large trees leveled and wires down all around us, the top came thru principally because of the

heroic work of Carl Nathan Babcock and his hustling crew. While Carl doesn't know much about nimbuses and other cloud formations, he can predict almost with the accuracy of a weather bureau just about what will happen. In addition to his boss canvassing Carl plays trombone in the band, sings in the quartet and drives a truck. During his leisure he exercises to keep fit.

Jay Wall and Warren Warren (like Walla Walla, they named him twice), of the advance crew, finally got back to get a peek at the show, but because of a heavy rain don't know much more than they did before, as they could only see; they couldn't hear. Boys are doing a great job of informing those ahead of just what is coming. Looks as if a large circus crew had been on the job.

Clarence Reed, better known as Junior Jr. Jr. (three times), is back after a visit home. It was illness, Clary said, but low-minded people have hinted that it was just a gag to get a vacation. Anyway, the hold back is in and is again the "Don Wan" of old. The Great Lovers' Society is known as the "Don Wans" because the boys look like the last name most of the time.

The writer, wandering aimlessly into a thrist palace, was reminded by a name in front of him of a well-known show. He called for a bottle of Billroy. The bar-keeper hesitated a second, then produced a bottle of Whele Ale. It happened the Billroy Show had been there.

C. D. W.

Chi Group To Resume Soon

CHICAGO, July 31.—Dorothee Bates, director of the Chicago Group Theater for the last 18 months, announces that the company is slated to go into production early in the fall on a play from her own pen. She is credited with two successful dramas, *The Bandit* and *The Ghost Ship*. The Chicago Group Theater last season enjoyed a five-month run with *The Old Maid* here but has been inactive this summer.

REVIEWS

(Continued from page 22)

ments. Works semi-nude, is a nice looker, uses neat lighting and her tricks are effective. Another specialty is Billy Leeds, colored chap who is but fair in his *Chloe* song and hotcha song-dance encore.

Eight musicians play the show. House is comfortably cool. At intermission the candy butchers spiel for over 20 minutes, which is annoying and probably doesn't help with the new patronage the theater is seeking.

Sidney Harris.

Eltinge, New York

(Reviewed Wednesday Evening, July 28)

Eltinge show, devoid of strippers and excessively low comedy, comes thru as pretty fair entertainment. Chief factors are a few good variety acts and a trio of comics, who, tho burdened with a spotty script, have enough natural comedy sense to drag laughs. Holding up the heavy end are Shorty McAllister and Harry Fields, with Harry Evanson running close second. Chick Hunter straights and seems to enjoy it. Virginia Woods, leading talking woman thruout, is spotted before the mike a few times.

Kansas City Jottings

KANSAS CITY, Mo., July 31.—Jimmie and Govie Griffin have closed with the Princess Stock Company and are now in Beebe, Ark., where it is said they will enter commercial lines.

Frank (Doc) Powers, veteran trail blazer, was spotted on the main stem here this week after closing with a Kansas show.

Bob Kent and Gloria LaVerne have joined Ben Wilkes' Stock Company in Illinois.

Biehl Sisters' Stock Company, which

was billed to play one week in Jefferson City, Mo., were forced to remain two weeks to satisfy the customers' craving for "in the flesh" shows.

Hugo Players have opened in North Platte, Neb., for an indefinite engagement.

Darr-Gray Stock Company, after six weeks in Illinois, are back in Missouri.

Harry and Sue Dixon, who closed recently with the Ben Wilkes Show, have joined the Princess Stock Company.

Jimmie and Louise Jukes have closed with a show in Ohio and have gone to Oklahoma City to manage a one-night-stand tent show for Tol Teeter.

George, Bess and Jack Henderson recently joined the Hugo Players in Nebraska.

Toby Riebel is said to be playing a circle in Southern Nebraska.

Denny's Comedians, after 10 successful weeks of circle stock in Western Colorado, have started east on three-night stands to play their old territory in the eastern part of the State.

Connie and Dollie Show is reported to have closed recently in Brookfield, Ga.

A passable blues voice for this type of show. Production of Paul Kane is okeh, with costumes and staging a trifle above burley standard.

Best variety talent is colored hoofing and singing team of Milly and Billy. Appear twice and give the show plenty of lift with neat tapping—not overly energetic—and such tunes as *Smiling*. Delivery is pleasantly novel, couple going off to probably the best hand of the show.

Miller Sisters, Susan and Susie, on twice in a symbolic mask dance and a tapping routine. Fair girl duo of the type once common in dance flashes, a field which is their proper hunting ground. No doubt an asset to the Eltinge show.

Other principal women are Miss Dore, Oriental-acro and Russian dancer with a routine also primarily modeled for a flash act; Jai-Leta, good-looking blonde, who substitutes one of those dynamic dances in lieu of the strip-tease, and Billy Shaw, who dresses somewhat like Wini Shaw and sings with Ben Hamilton, tenor. Straights occasionally, too. Hamilton, a nice-looking juve, should handle his mike more carefully, his voice modulations not coming over to best advantage at times.

Show is a laudable effort. Paul Ackerman.

MUSIC'S LATEST

(Continued from page 11)

rgan have no headaches, at least for the present.

Not all the men who are now trying to play a dance organ are successful in drawing out all its effects. Many of them are hangovers from movie houses that went sound years ago. Electric organ requires a new, fast, complicated attack and many organists will have to learn technique all over again. Some jazz organists, like Milt Herth, are considered wonders at drawing unusual sounds out of the organ. Herth recently discovered a strangled bass sound that is so true to type you'd think Artie Bernstein or John Kirby were hiding under the box. He uses the foot pedals for this one. One organist claims that with two electric organs he can take the place of a full dance band. He needs two because a single organist no matter how dexterous (and some of these boys are pretty nimble) can only impersonate three instruments at one time.

Right now this musical monkey is being used in two ways. Hotels and night clubs find it a pleasant filler-in between dance sets. It gives the patrons musical variety without surfeiting them on dance tunes and it provides danceable rhythm if anybody wants to dance, which a vocalist filler can't do. It may mean the end of relief bands, especially at the richer spots which can afford electric organs if customers continue to show approval. Second use of the organ is as part of the band, using mainly the distinctive organ qualities of resonance and depth. Jesse Crawford, however, uses two organs as the basis of a band he recently formed for CRA. Ted Florito also features an organ.

Shortage of skilled jazz organists is drawing many of the old theater organists who went into hiding 10 years ago as organ salesmen in Argentina and China out into the open again. But even they can't satisfy all the demand. Theater organs were mainly the reed console type and most theater organists still can't handle fast rhythm.

Right now the organ threat is being held back by the heavy expense, which prevents all but the top name bands and expensive dance spots from buying an electric monkey.

Difficulties of broadcasting the organ when it goes jazzy and tries to imitate all the instruments is another deterrent to wider use. Even the manufacturers admit that radio reception is not all it should be. They blame it on studio acoustics, saying that stations must build special organ studios for good ether results. Extra expense involved in making over studios is not going to make the organ any more popular with broadcasters.

Radio experts, however, have another story to tell. One network has been making experiments in jazz organ transmission over a long period of time. Experiments seem to prove that, altho the electric organ can fool the human ear, it can't deceive the mike, so that an organ drum or an organ clarinet sounds just like an organ and nothing else when the sound comes over the air. Explanation is that when an organ plays one of the instruments it catches only the fundamental tone and loses the harmonic overtones and undertones.

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Cash With Order—No C. O. D. STOCK TICKETS on hand for immediate shipment.

Tab Tattles

By BILL SACHS

LITTLE (RED) MACK, after 30 years in show business, has finally settled down to real work. He is now managing the Wolverine Apartments in Clearwater, Fla., having moved their recently from Atlanta, where he had charge of the Cunningham Apartments the last two years. "We don't see many of the old-timers down our way any more," Red typewrites, "just the dance school pupils with an emcee." . . . Jim Bova, erst-while tab impresario and of late years a restaurateur, last week took over the Mexican Villa, suburban Cincinnati night spot. His brother, Joe, is in his fifth week with his own ork at the Wonder Bar, on Cincy's Central avenue. Claude H. (Kid) Long, veteran tab manager and agent who has been working since last December for the International Harvester Company as salesman in the Chicago area, plans to scatter out in show business soon again and try to fool some of those E-flat managers. Long feels that he still has a few tricks which they don't know, but if he finds that he hasn't, he threatens to let his hair grow and start a *Tall-haired Psychic Revue*.

RUTH COOK—A postcard signed by Eugene C. Cook states that your parents are worried and that your grandmother is very ill. You are urged to write them at once. . . . Hy Heath, former tab funny man and producer, has just wound up a fortnight's engagement and is back in Shreveport, La., hammering away and grinding out scripts for KWKH and KTBS. Hy is anxious to know what has become of Miller Evans, Curley Burns, Dan Duncan, Joe Van, Hap Farnell, Jack DuVarney, Billy Henderson, Jack Reynolds, Emmett Miller, Billy LeRoy, Ed Jackson, Joney Hank Harris and a host of other oldtimers. . . . George B. Hill was discharged from the U. S. Veterans Hospital, Los Angeles, July 26, after undergoing his sixth operation in three years, and opened Saturday (31) at the Burbank Theater, Los Angeles, for Popkin & Ringer. . . . Eddie Mason, former Country Store exec, is now associated with the Music Hall Company, Cincinnati, selling space for a mammoth trade show to be staged there in November. His wife, Babe, is visiting with grandpa and the folks in Detroit.

DAN M. WHITE, veteran of the tab and minstrel fields and lately of radio, is in Hollywood awaiting that coveted break. He sends the following observations from out that way: "Well, I guess we all land out here sooner or later, mostly too late. Anyway, here I is. This is truly the City of Celluloid and, boy, I am the original face on the cutting-room floor. Anyway, Bill, I was inspired in sending you this note by the dear old familiar faces that one sees out here. Walking up Hollywood boulevard, while searching for a good two-bit eatery, here are the folks I saw: Ina Lehr, mother of Billy and Raynor, of vaude and tabs; Harry (Hank) Harvey, doing fine in pictures; Robert (Bob) Robinson, heavy man from deah ole Atlanta; Albert Taylor and son, Paul, both doing great. Al is considered, in pictures as on the stage, a great character man. Charles (Slim) Timblin, ex-tabster, who recently completed work in the Bob Burns *Mountain Music* picture, was spied resting at the Spare-Ribs Cafe, meeting place of all burnt-cork artists while out this way. As for myself, I am fixin' to inaugurate some radio broadcasts soon, and if my Southern dialect happens to penetrate the moguls of a certain studio, I may be 'gone with the wind.' No, I haven't been chased for any autographs as yet, but, heck, I've only been out here four months. Give 'em time. My hat is off to one boy who has made good here, Bill. He is Gene Autry, of the Westerns. I am proud to call him my friend, and one who has not gone Hollywood."

Savannah's First Nabe House

SAVANNAH, Ga., July 31.—Fred Weis, theater operator here, is building Savannah's first neighborhood picture house. Theater will be modernistic, air-conditioned and have a seating capacity of 800. Weis also operates the Savannah Theater, which has been in the hands of the Weis family for three generations. Theater was opened in 1818 and has operated continually as a show place ever since.

Mayor Rubinoff

FIDDLETOWN, Calif., July 31.—This town of 300 inhabitants, 50 miles from Sacramento, elected a mayor last week. He is Dave Rubinoff. Mayor Arthur Ferguson of Sacramento administered the oath of office. Following the ceremony Rubinoff acted as judge for a fiddling contest in which the town's boys and girls took part. He also played for the folks. Fiddletown was settled in the gold rush days and once had 7,000 inhabitants. Some of the towns near by are Suckertown, Pokertown, Loafer Flat, Volcano, Hangtown, Bilgewater and Angels Camp.

Detroit Curfew Cases

DETROIT, July 31.—Detroit's first prosecutions under the theater curfew laws were apparently intended as a warning rather than an actual move against the De Luxe and Majestic theaters, the alleged offending houses, court action this week indicated. Before Recorders' Judge Thomas F. Maher charges against seven parents were dropped in the De Luxe Theater cases, while the case against William Luddy, manager of the theater, was postponed until September 3. The court indicated that the case would then be dropped entirely if no further prosecutions or complaints were lodged against the house. Coincident with the move, a warning to every theater was issued by Nathaniel H. Goldstick, assistant prosecuting attorney, that the ordinance would be strictly enforced in the future.

Pughe Contest Begins in K. C.

KANSAS CITY, Mo., July 31.—George W. Pughe's Derbyshow of 1937 opened here this week at 79th and Holmes streets on the old Mayfair night club location. W. J. (Doc) Allman, Kansas City showman, selected the location and made all arrangements for Pughe to hold the contest here under canvas.

The big top is 120 by 250 and has a seating capacity of 5,200, of which 1,400 are reserves and the balance blues. Before beautiful stage settings five fast-working emsees, assisted by experienced floor judges, carry on the work of the show. There are 29 couples and two girl solos in the starting lineup.

Masters of ceremonies are Les McCullam, Jimmie Bittner, Al Layman, Little Frank Little and Kenney Nydell. Nelly Hutchberger is dietitian; Beecher Steel, night manager. Floor judges are Wells Slomiger, chief, and Marvin Ellison, assistant. Nurses are June Duncan and Mary Landiso. Orchestra is under the direction of Davey Ackerson, who has been associated with Pughe during his last 16 shows. Mrs. Pughe is in charge of the office.

Concessions are operated by Bash Laube, who also operates concession at the local ball park and the Missouri State Fair.

BETTY LEE DORIA, Jake Sweeney and Stan West postcard that they had a marvelous trip from Waco, Tex., to Staten Island, N. Y., where they stopped off to see the contest, with 12 teams and two solos still in the running. "Continuing on our trip home and will be in Worcester, Mass., until the next show opens," they write.

TED CARMODY, formerly in the endurance field, is now associated with the Kick Inn Tavern, St. Louis.

SCHNOZZLE ROTH answers the recent query concerning his whereabouts by postaling that he's now dancing in the marathon being conducted at Robbinsdale, Minn., just outside of Minneapolis. "It's a great show and we're packing 'em in here," Schnozzle pencils. He is anxious to read a line on some of his friends.

"I SEE the endurance column is picking up a bit," writes Sid Rufus from down Miami way. "Certainly glad to see

Detroit May Scale Theater Licenses

DETROIT, July 31.—Plans for a new ordinance to graduate theater licenses according to seating capacities of theaters were announced by the city council this week with assignment of Nathaniel H. Goldstick, assistant corporation counsel, to the task of preparing such an ordinance.

With the addition of some form of flesh entertainment in many neighborhood theaters it is contended by operators of picture houses that those theaters should pay the higher license fee of \$100 a year under the existing ordinance, altho most of them pay only the \$25 required of a movie house. The amateur night shows, in particular, have been a source of dispute on this subject, with the contention of many theater operators that the amateur nights rank the houses as a regular flesh theater.

Pix Raise Prices in Paris

PARIS, July 26.—It is announced that due to increased operating expenses resulting from new labor laws the big picture and vaude-picture houses of Paris will jack up admission prices August 11. Beginning with said date programs will be changed on Wednesdays instead of on Fridays as at present. More headaches for vaude acts, as vaude houses and circuses continue to change bills on Friday.

REVIEWS OF RECORDS—

(Continued from page 11)

BUNNY BERIGAN beating out Spencer Williams' *Mahogany Hall Stomp* (25622). Will tear the lid off your old poney-

"Talent Scouts"

PHILADELPHIA, July 31.—Local dancing schools no longer think of their high-pressure Elmers as super-salesmen. Salesguys now canvassing door to door in quest for talent to sign up for a course of instruction introduce themselves to the dotting parents as "talent scouts."

Brunswick

JAN GARBER makes for a better brand of dansapation in his stylized interpretations with the tuneful ballad *Can I Forget You?* and the swing-singy *The Things I Want* (7924), hit-destined ditties from the *High, Wide and Handsome* floker. **RUSS MORGAN**, putting the fiddles to play with a light Kostelantetz touch, has a smooth coupling of oldies in Billy Hill's *Lights Out* and Edward B. Claypoole's *Ragging the Scales* (7925).

TEDDY WILSON spots his stomp-boxing for a dirgical *I'll Never Be the Same*; Billie Holiday going Lennox avenue on the lyrics. Backup has the solo jamsters ridin' high for *I Found a New Baby* (7926), Count Basie's Jonathan Jones taking a stop chorus on traps and Buster Bailey licking the clarinet stick. But it's Wilson's pianology that highlights.

Melotone

For the smoother sort of tripping the light fantastic, **VINCENT LOPEZ** has a dandy danceable double in *Angel* and *If You Ever Should Leave* (7-08-17) and **JOHNNY JOHNSON** in *Without Your Love* and *Will You Remember?* (7-08-13), altho Lee Johnson's vocal range fails to do justice to the *Maytime* waltz delight. In the spirited stomp fashion, **BOB POPE** has a fetching couplet in *Nero* and the truck-on-down *Washington Squabble* (7-08-16).

A bit of the old sod is waxed in **LEW WHITE'S** organology for *Did Your Mother Come From Ireland?*, **Sonny Kelly** balladering. Of greater interest, label is split with a pressing of **MORTON DOWNEY'S** topping tenor for the folksy *Bonny Mary of Argyle* (7-08-14), an organ and ork accomp for the backing.

WANTED

People in all lines, Boy or Girl Singing Trio, Chorus Girls, Musicians, Acts of all kinds. Two Shows. Open Labor Day. Write or wire. State all. E. D. MILLER, care Walton Hotel, Charlotte, N. C. Chet Robinson wire.

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14x22, 22x28 paper and cardboard posters, one sheets heralds, etc. for all occasions. Quick service, low prices. Write for free catalog. BOWER SHOW PRINT CO., FOWLER, IND.

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Announces the opening of another show after 3 consecutive winners, 2 of them being in the State of Kansas. Teams who want to make money write or come on at once. All kids knowing "Duke" Hall or Hal Brown, wire immediately.

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The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

New York. Any number of letters have reached me from members of the parent assembly and from members of other assemblies, asking why you have not more fully outlined exactly what is to be gained by the Society of American Magicians and International Brotherhood of Magicians holding a joint convention, except that it

Desires More Dope on SAM-IBM Conclave

would give members of either society an opportunity to see more magic and to meet members of the other group. I have maintained an attitude of neutrality because of course the parent assembly does not meet again until October and I cannot speak for the assembly until I hear the desires of our members. The national council of the SAM will not meet until November, so I would like you to tell me what is to be gained by all the publicity now—as nothing can be done until the winter? I also would like to know how the IBM membership can vote—all the rings be polled, or do you intend to circularize the members? I understand that this question came up at High Point and that general opinion was opposed to a joint convention. Why not print in *The Billboard* a list of advantages of a joint convention—and then let the members of both societies shoot holes in your idea—or agree with you—so that the assemblies and rings, when they meet in the fall, will have sufficient information on hand to permit all members to vote on this question. The parent assembly is the largest individual group of magicians in any city in the world—more than half the active membership of the SAM is in the New York area—and these are the men who are asking me daily: "What's it all about?"

JULIEN J. PROSKAUER.

Editor's Note: The many advantages that a concurrent convention of the SAM and IBM in Cincinnati in 1938 would offer are obvious and have been cited editorially on the magic page in recent weeks, although possibly not in detail. What *The Billboard's* magic editor is anxious to learn are the disadvantages of holding such a convention. Or, better still, why such a gathering couldn't be a grand success.

Nashua, N. H. I was much interested in Fred Poole's letter in *The Forum* of July 24 and there is some truth in the part that refers to too much writing up of one-day girl-show stands. This sort of

Anent Covering Up Tent Shows' Routes on Road

news interests no one except the show referred to and is indeed publicity worked up for itself. Regarding the portion of the letter about repertoire news of tent shows, there is another angle. Tent shows are averse to publicity and cloud their movements. I have read in *The Billboard* of the editors asking these shows to send in news. Of course, it has become the thing to cover up routes being played and, from experience I have had, this has some logic. One small show goes into a section and does fairly well and up bob three or four other shows the next season, covering the exact route. I don't blame any small show for being cautious in advertising its route if the territory is an established one. There is little honor among small shows when it comes to grabbing territory. This in itself has led to many failures. Mr. Poole is right; there are more shows (tent shows) operating than we read about, but I don't hold this against *The Billboard*. I hope, however, that news from ballyhooed one-night stands will be out somewhat. A word about small shows living by themselves in trailers: It is time that some of them woke up to the fact that it is well to be seen about town in decent dress and to go into the town's hotels or restaurants. We have a summer show group at a lake near here who never come to town except in some fool garb and who never spend a cent in the town's restaurants.

They expect the natives to patronize them and they in turn hold themselves aloof like a lot of queers.

ERNEST A. LITTLEFIELD.

Concord, N. H. I have noted in *The Forum* in recent issues queries as to the old song of the '90s entitled *Hey, Rubie, or A Day at the Circus*. In what small portions of it was printed in *The Forum* letters there were errors in some of the lines, so I thought that I would send to *The Billboard* the complete words of the song, hoping that when space is available it can be printed in the *Circus* Department. I sang this song so many times around 1895-'96 and it became so imprinted on my mind that I never could forget one line of it. The inclosed words are 100 per cent correct, I am absolutely sure, and the exact way I sang it many times when I was an entertainer long years ago. I originally learned this song from a published copy which I have long since lost and the inclosed I have written entirely from memory, so you may be sure how well I knew it.

Carries Si Hubbard Song In Memory

HERBERT A. BARTLETT, D.D.S.

Washington. In answer to Caryl S. Fleming's letter to *The Forum* of July 24, let me state that, in spite of the fact that Fleming is an official of the SAM, the IBM and the PCAM, he has missed the most pertinent point of the current controversy relative to the coming SAM-IBM conventions to be held in Cincinnati next spring. In the first place Fleming erroneously assumes that Sachs has suggested a single combined convention of both bodies. Sachs has done no such thing. The admirable suggestion made by Sachs was for separate conventions of both bodies in Cincinnati as originally planned, but to follow each other immediately instead of being separated by an interim of several weeks. As anyone can see, with the two conventions following each other immediately magicians who belong to both organizations would be able to stay over for both conventions at very little added expense.

Says Fleming Missed Point On Magic Meet

Cleveland. Have read with interest the article in *Hartmann's Broadcast*, issue of July 17, regarding misleading routes sent to *The Billboard* and might add that those representing *The Billboard* also be instructed, in fairness to all in the outdoor show world, to try not to overexaggerate the business done. *The Billboard* is the only medium we have for keeping in contact with conditions in our business. I've been reading it for 22 years—wrote for three years in the interest of Pacific Coast Show-

men's Association. Have had a couple of sad experiences in jumping to the wrong place, such as Hartmann's article stated, and have always tried to express business, finances or happenings as they were. Talked with many showmen and these conversations caused me to write you. JOSEPH GLACY.

Washington. To settle a friendly argument among readers of *The Billboard*, I wonder if some of them could, thru *The Forum*, give correct answers to the following questions: First, who was the first juggler in this country to adopt the makeup of a tramp? Second, who was the originator of the so-called cigar-box tricks? I feel that some of *The Forumites* know the answers to these and will respond.

Wants To Know Who Was First Tramp Juggler

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Toledo. Magic conventions are over, bands have ceased playing, parades are past, the expose committees can now go peacefully to sleep and slumber until banquet time again next June. And what has the world of magic gained? I have asked five fellows who are interested in magic this question: What benefit have you really gained by attending a magic convention? All seemed to agree that it was nice to make the trip and to meet the boys, but outside of that they had gained nothing that would tend to benefit magic. Chatting with a man the other day about exposing, I asked him what he thought kept magic alive and he said the amateur, until I finally pointed out to him that the only thing keeping magic alive, in my opinion, was the keeping of the secret from the public. He agreed that I was right but said he had never looked at the question in that way before. Either a thing is right or wrong, and if the major magic clubs are not organized to foster and protect magic, to see that it grow and to see that it rightfully holds the place it should in the world of entertainment; if the officers and the members will not do their part to protect magic, is it any wonder we do not have magic shows on the road as we did, say 10 years ago? You cannot straddle the fence; you must be with it or against it. And so far I have not been able to find anyone who

could give me the correct answer as to how the members of the magic organizations can get away with this exposing year after year. There are a few of us left who do not take any stock in the excuse, "We do it to popularize magic," but who feel the exposé merely wants a little more gold to put in his pocket. (See *THE FORUM* on page 35)

Bedé Fidler, of Reading, Pa., is our latest guest-patient. She was formerly of the Fidler Sisters, who played RKO and other circuits for many years. Sylvia Abbott has returned to the Lodge from the General Hospital, where she recently underwent another stage of the rib operation. She is coming along nicely. Eddie Dowd was pleasantly surprised last week by a visit from his wife, Ann; her two sisters, Sue and Mary Tatka, and brother, Albert Tatka, of Paterson, N. J. They were elated over Eddie's progress. Mildred Reeve left the Lodge last week for French Hospital, New York, where she will undergo an operation. Jimmy Cannon celebrated another birthday last week. Jim was formerly a member of Ray Noble's Orchestra. He is now curing at Northwood Cottage here. His wife, Marlon, is curing at the Will Rogers Memorial Hospital. Harold Rodner, WRMH executive, visited the Lodge last week and distributed candy among patients. He made a tour of the building and inspected repairs and alterations in progress. Mr. and Mrs. Frank Bodwell, of New York, and their daughter, Barbara, spent a pleasant two weeks' vacation visiting Teddy Bodwell at the Lodge. Teddy is making excellent progress. Mr. and Mrs. Edward P. McGarvey, of Brooklyn, and their daughter, Margaret, spent a few days here last week visiting their friend, Sal Ragone. Mayor Thomas P. Ward; Judge Joseph M. Proshaur, formerly of the Appellate Division of the New York Supreme Court; Supreme Court Judge C. Byron Brewster and State Senator Benjamin Feinberg are among the speakers who will take part in the dedication ceremonies of the Saranac Lake Jewish Community, which will be officially opened with elaborate ceremonies August 15. Please check your health to avoid the cure. Write to those you know at Saranac Lake.

Under such discouraging circumstances it is difficult to see a way out. Until the dealers show more initiative and confidence in one another the music trade will remain sadly disorganized.

men's Association. Have had a couple of sad experiences in jumping to the wrong place, such as Hartmann's article stated, and have always tried to express business, finances or happenings as they were. Talked with many showmen and these conversations caused me to write you. JOSEPH GLACY.

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Circus Gallop Favorite Piece With Germans

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Fighting Spirit Needed

THE recent convention of the National Association of Sheet Music Dealers was a disappointing example of business impotence and lack of drive. The trade is shot thru with abuses, unfair competition from such outlets as drug stores and gift shops and virtual disorganization, no tendency toward unity and regulation was evident. Here is a group that desperately needs some form of order. Yet what happens? When one jobber courageously offered \$100 as a start toward a fund for building up membership (the association numbers about 2 per cent of the dealers) the feeble reception that followed revealed an amazing spinelessness and incompetence. When Gene Gamble presented a practical plan for controlling the trade at its source, the jobbers and publishers, his proposal was greeted with feeble demurrings and irrelevant comments. In the end the proposal was referred to a committee.

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The Largest Circulation of Any Amusement Weekly in the World

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DISPLAY ADVERTISING—Fifty Cents per Square Line. Whole Page, \$25; Half Page, \$17; Quarter Page, \$9.75. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday. No telegraphed advertisements accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.

Vol. XLIX. AUGUST 7, 1937. No. 32

MAIL ON HAND AT CINCINNATI OFFICE

- 26-27 Opera Place. Parcel Post Cowan, John E., 50 DeMarco &...

Ladies' List

- Allen, Gail Allen, Mrs. J. C. Amburger, Mrs. Anderson, Mrs. Gladys...

- Ingers, Virginia E. Janssen, Dorothy Jarvis, Mary...

- DeVore, Mrs. Harry DeVore, Mrs. Harry DeVore, Mrs. Harry...

Letter List NOTE-Mail held at the various offices of The Billboard is classified under their respective heads

- Neal, Frances Nelson, Mrs. Julia Nelson, Mrs. Viola Newcomb, Mrs. Robert...

- Gentlemen's List Abbott & Geyer Ackley, Earl...

- Bruce, Bhebe Bruce, James W. Bruce, Gr. Show Bruce, Charles...

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

The Final Curtain

AKERS—H. W., 75, former manager of the Tabor and other Denver theaters before his retirement in 1927, in Denver recently. Survived by his widow and son. Services and burial in Denver.

BALDWIN—Mrs. J. P., film actress, recently at Vaulchuse, Sydney, Australia.

BARLOW—William, 85, last member of Barlow Bros.' Minstrels, in San Pedro, Calif., July 23.

BLUMAUER—Phillip, 72, manager of the Capital Theater, Portland, Ore., at his home in Portland July 25 following a heart attack.

BROOKS—Joseph, 50, formerly with the Ringling-Barnum Circus, at Eau Claire, Wis., July 24.

BROOKS—James J., 54, accountant for the Ringling-Barnum Circus for 13 years, July 2, at his home in Milwaukee. He left the circus more than 15 years ago to enter the banking business and at the time of his death was assistant vice-president of First Wisconsin National Bank, Milwaukee. Survived by his widow and daughter, a brother and two sisters.

BRUCE—Vera, 31, who had been a trapeze performer with Ringling Bros. and Barnum & Bailey and other shows, fatally shot at Long Beach, Calif., July 31. She was the third wife of Alfredo Codona, from whom she obtained a divorce July 2.

BUCKLEY—Tom, 97, entertainer, in Sydney, Australia, recently. He was a member of the Nothing Under 70 Club.

BURNETT—Vivian, 59, writer and composer, accidentally July 26 at Manhasset, L. I. Burnett, son of Frances Hodgson Burnett, was the inspiration of his father's fictional boy in her *Little Lord Fauntleroy*, which was made into a play. Primarily a journalist and magazine editor, Burnett had turned much of his attention to music and had written lyrics, jazz tunes and more serious music. At the time of his death he was engaged on a screen adaptation of *Little Lord Fauntleroy*. He leaves a wife and two daughters.

GONE BUT NOT FORGOTTEN

In Memory Of

Patrick F. (Packey) Callahan

of Salem, Mass.
Who Made Hit Last Jump August 6, 1936.
Lost a Pal.
DENNIS J. MORONEY.

CANTON—William, brother of Ralph W. Canton, manager of the West End Theater, Uniontown, Pa., killed July 28 in an airplane crash at Hall, Belgium. He had been touring Europe with friends following his graduation from Columbia University.

COVINGTON—Robert K., 52, former theater manager in Tulare and Hanford, Calif., recently at his home in Santa Rosa, Calif.

CUTLER—Seth Robert, 52, concessioner with the Donald McGregor Shows, suddenly in Moulton Hospital, Bellevue, Ia., following an attack of indigestion June 23, it has just been learned. Cutler was born in Fredonia, Kan., in 1885 and had been in show business 27 years. Brief services were held by McGregor Show members June 23, and body was shipped to Ponca City, Okla., for burial in IOOF Cemetery. He was a member of the Masonic Lodge at Seminole, Okla. Survived by his widow.

DILLELY—W. O., father of Mrs. Guy W. Warner, wife of the med pitchman, July 18 at Norton Memorial Hospital, Louisville. Dillely was superintendent of the L. & N. Railroad. Also survived by a

A. L. Salvail

Al L. Salvail, 69, veteran side-show manager, died at Amos, Que., Can., Tuesday, July 20, from pneumonia which developed from getting wet in a recent blowdown of the Wallace Bros.' Shows of Canada, with which he was side-show manager.

He had been active in show business for 52 years and was an all-around man, having been magician, talker and lecturer. Among the circuses with which he operated side shows in his younger days were Harris Nickel Plate, Campbell Bros., Yankee Robinson, Young Buffalo and 101 Ranch Wild West. For past score of years he had been identified with carnivals in various capacities.

Burial was in the family plot at Nashua, N. H., his home city, July 24. He is survived by his widow, Muriel Salvail, also a professional show-woman, and two sisters.

son, Howard Chandler Dilley, associated with a New York theater company, and a grandson, Harold Graham, former vaudeville actor.

DUTILLOY—Henri, 67, French singer and theater manager, in Paris July 5.

In Loving Memory of Our Dear Son,

FRITZ

Who went on ahead three years ago today, August 7, 1934.

MR. & MRS. JESSE R. EDWARDS.

ESTELLE—J. B., circus and minstrel historian, July 28 at Crown Heights Hospital, Brooklyn, following an operation. Services at St. Benedict Catholic Church, Brooklyn.

FRANCO—Cesare, 70, musician, July 24 in New York. Franco played tympani with orchestras of leading opera companies for 37 years. Survived by his widow, three daughters and a son.

HAMMOND—Charles Evan, 48, for 21 years a performer and conductor of medicine shows, at the home of his stepfather and mother at Columbus, O., July 19 of heart disease. Hammond conducted his last show at McGuffey and Hudson streets, that city, July 17. Also survived by a son.

HEIM—Leroy, 27, saxophonist with Heinie's Grenadiers, on tour, was killed July 26 in an automobile accident near

ALFREDO CODONA

Alfredo Codona, 43, widely known aerialist who gained fame with his triple somersaults, suddenly at Long Beach, Calif., July 30.

For a number of years he had been a feature with the Ringling Bros.-Barnum & Bailey Circus with the Flying Codonas act. In 1933 he injured his shoulder while doing the triple, which prevented him continuing as a flyer.

In 1935 he was appointed equestrian director of the Hagenbeck-Wallace Circus and last year was with the Tom Mix Circus. He was not on the road this season. Codona also had appeared in pictures.

He was married three times. His first wife was Clara, formerly with circuses, who lives in Cincinnati; his second, the famed Lillian Leitze, who fell to her death in 1931 at Copenhagen, Denmark, during a performance, and the other, Vera Bruce, whom he married on the Ringling-Barnum Circus at San Antonio September 18, 1932. She obtained a divorce July 2.

Lalo, a brother survives.

The CFA Tent No. 4, San Antonio, was named after him when it was organized in January, 1931.

Milwaukee. Survived by his widow, his parents and a sister.

HOLLANDER—Mildred, 37, stage and screen actress, in Middletown, Conn., July 19.

HOYT—Charles E., 70, in Norwalk, Conn., July 10. He was a banker and pioneer in the theatrical business in Norwalk many years ago.

IMMERS—Jan, Belgian author-actor and member of the *Foibles Bergere* Company in Brussels, at Saint-Idesbald, France, recently.

KANELLOS—Tanagra, 45, well-known dancer and interpreter of Greek art, July 27 at her home in Manitowoc, Wis. She traveled extensively with her husband after their marriage in 1920, producing drama festivals here and abroad. Under auspices of the Greek Government, they produced the Delphic Festival in 1927 and were commissioned by the Greek Government to direct and organize the ancient classic outdoor theaters of Greece. The couple's last performance was May 7 at Orchestra Hall, Chicago, under auspices of the Adult Education Department of University of Chicago. Survived by her husband and daughter, Xenia; her mother, Mrs. Herbert Markham, and two sisters, Margaret Markham Culver, of Manitowoc, and Elizabeth Markham Karow, of Evanston, Ill.

LAWLER—Thomas Frank, 57, advertising man for Goff's Comedians, of a heart attack July 31 at Claude, Tex. He was for many years associated with Mr. Jenks in the operation of a musical show and had been a troupier for more than 35 years. Efforts are being made to locate his relatives by B. M. Goff, 814 Louisiana avenue, Amarillo, Tex.

LOEB—Clara, 65, former secretary to editors in the Cincinnati office of *The Billboard* many years ago, at her home in Cincinnati July 19. Survived by her sister, Mrs. Lily Pichel.

McCANN—Charles, 76, at Elks' National Home, Bedford, Va., July 9. He

had been with the Haverly Mastadon Minstrels and other shows as drummer and was one of the first musicians to use the xylophone as a solo instrument. Funeral at Elks' Rest, Bedford.

MACK—Bonnie, for many years on the stage, including 17 years with the Al G. Field Minstrels, suddenly July 23 near Pittsburgh.

MILLMAN—William L'Estrange, 54, stage and film actor, in Hollywood July 19 after a short illness. He was born in Canada. Among prominent stage personalities Millman had supported were Julia Marlowe, Robert Mantell, Leo Ditrichstein, William Faversham and Tallulah Bankhead. His last stage appearance was in 1933 in *Forsaking All Others*. His last film role was in *The Silent Barrier*.

MINTER—W. F., 45, character actor, at his home in Hollywood recently. Burial in Hollywood Cemetery, Hollywood. Survived by his widow, a son and a brother.

MITTENTHAL—Aubrey, former Detroit actor, associated for 30 years in theatrical business in New York, July 25 following an operation. Burial in Detroit. Survived by nine brothers and sisters, including Isaac and Harry, who were associated with him in business.

MIX—Mrs. Elizabeth E., 78, mother of Tom Mix, former film actor and now owner of the Tom Mix Circus, in a Du Bois, Pa., hospital July 24 after a long illness, as briefly mentioned under

to many piano pieces and part songs. From 1910 to 1924 he directed the Colonne Symphony concerts of modern music and in 1924 was elected to the French Academy of Fine Arts. In 1927, before President Doumergue and Premier Poincare of France, he conducted his orchestra in Beethoven's *Mass in D* on the 100th anniversary of the great composer's death.

RIVE-KING—Mme. Julie, 82, prominent Chicago pianist and one of the last surviving pupils of Franz Liszt, July 24 at a private nursing home in Indianapolis, as briefly mentioned under Late Deaths in last issue. She was born in Cincinnati and studied under William Mason and Franz Liszt. Mme. Rive-King made an appearance in Leipzig in 1875 and the following year, after she returned to the United States, married Frank H. King. In 1891-'92 she made an appearance with the Chicago Symphony Orchestra, then known as the Theodore Thomas Orchestra. Mme. Rive-King began teaching in Chicago early in the 20th century and for many years was a faculty member of the Bush Conservatory, Chicago. Services in Cincinnati July 27.

RUTTER—Johnnie, 65, night watchman with Tom Mix Circus, was found dead in menagerie tent at Washington July 26, apparently from a heart attack. He had been with various shows. Body was shipped to Bristol, Tenn., for burial.

SCOTT—Louis F., 83, father of Ward Scott, MGM district manager in Kansas City, Mo., at his home in Denver. Survived by his widow, Mary, and a daughter. Interment in Denver.

SPANH—J. Leslie, former manager of the Helen May Butler Ladies' Band and Cora Youngblood Corson's instrumentalists, July 25 of heart trouble at Westmont, Ill. Burial at Westmont.

STAAB—Mrs. Julia, 58, wife of the late Wisconsin Assemblyman Henry A. Staab, who formerly was secretary of the Motion Picture Theater Owners of Wisconsin, July 13 in Milwaukee. Survived by two sons, a daughter, three brothers and two sisters.

STUEBING—Frederick K., 48, organizer and director of Steubing's String Band, July 20 at his home in Camden, N. J., after a long illness. He was also proprietor of Toppin's Inn, Westville (N. J.) roadhouse. Survived by his widow, Nancy; four sons and a daughter. Burial in New St. Mary's Cemetery, Belmar, N. J.

SUDEKUM—William, 52, for many years associated with the Crescent Amusement Company, Nashville, at his home in that city recently. Survived by his widow, Mrs. Ethel Maddox Sudekum; a son, William A. Sudekum; a daughter, Mrs. Garland Brickey; three sisters, Mrs. W. E. Phillips and Mrs. J. W. Curry, of Nashville, and Mrs. Stacy Wilhite, of Cookeville, Tenn. Rites from his home and interment in Mt. Olivet Cemetery, Nashville.

WALL—S. E., 61, president of the Cincinnati-Columbus Film Trucking Company and for many years connected with show business, recently.

ZEROLA—Nicola, 61, operatic tenor, July 20 in New York. Zerola had acquired an international reputation for his work in grand opera over a period of 25 years. In America he starred with an Oscar Hammerstein company for five years. He retired from opera nine years ago. Burial in Calvary Cemetery, New York, July 24.

Marriages

ANCELIN-REVOLI—Robert Ancelin and Faneli Revoli, both of the French stage, at Vichy, France, July 10.

ANUNSON-WEBER—Merton Anunson, nonpro, and Lorraine Weber, cashier at the Strand Theater, Oshkosh, Wis., July 17 in that city.

BROWN-DRAPER—Tom Brown, screen juvenile, and Natalie Draper, society girl, July 15 in Los Angeles.

COYNE-DOUCETTE—Francis X. Coyne, Brookline, Mass., known professionally as Tom Harty, eccentric dancing comic and current emcee at the Club Sunbeam, Swampscott, Mass., to Dorothea E. Doucette, school teacher, in Malden, Mass., July 24.

GREENBLATT-McGEE—Ben Greenblatt, radio pianist, and Claire McGee, nonprofessional, July 10 in Philadelphia.

HOPKINS-PREISSER—David J. Hopkins, son of Harry Hopkins, WPA administrator, and Cherry Blossom Preisser, of Cherry and June Preisser, vaudeville and musical comedy team, at Gretna, New Orleans, June 22.

HUTCHENSON-VALENTINE—Jack (See MARRIAGES on page 74)

Maurine & Norva (Bal Tabarin) San Francisco, Nc.
 Maus, Jack Barrett (S. S. Mandalay) NYC, S. Maxine, Pretty (Club Royal) McAllen, Tex., Nc.
 May, Olive (Harlem) Paris, France, nc.
 Mayhew, Gus (Glen Island Casino) New Rochelle, N. Y., cb.
 Merrill, Joan (Mayfair) Boston, nc.
 Miller, Gary (Paradise) NYC, re.
 Miller, Mary (Turk Club) Pittsburgh, nc.
 Mills, Dorothy (LaSalle) Chi, h.
 Minevitch's, Borrah, Harmonica Rascais (State-Lake) Chi, t.
 Mona, Jean (To-Go Farms) Detroit, nc.
 Montes, Mona (El Chico) NYC, re.
 Montgomery, Howard (Luna Park) Coney Island, N. Y., p.
 Montgomery, Marshall (Showbar) Forest Hills, L. I., c.
 Montmartre Boys (Jimmy Kelly's) NYC, nc.
 Moore, Lucy (Pal), Chi, t.
 Montoya, Carlos (El Chico) NYC, nc.
 Moore & Revel (Frontier Fiesta) Ft. Worth, Tex., nc.
 Moorehead, Jim (Hickory House) NYC, re.
 Morales Exos, & Little Daisy (New Villa) Detroit, nc.
 Morgan, Rita (Club Minuet) Chi, nc.
 Morgan, Helen (Chez Paree) Chi, nc.
 Morgan, Stuart, Dancers (Frontier Fiesta) Ft. Worth, Tex., nc.
 Morley, Merlynn, Mass.
 Morris & Hayes (Grand Terrace) Chi, nc.
 Morris, Billy (Club Paree) Hartford, Conn., nc.
 Morris, Johnny (Piping Rock) Saratoga Springs, N. Y., nc.
 Morrison, Jack (S. S. Mandalay) NYC, S. Morton, Alvira (Club Minuet) Chi, nc.
 Morton, Eddy (Lauth) Port Huron, Mich., h.
 Mozelle (Old Rumanian) NYC, re.
 Murphy, Dean (Mouney St. Louis, cc.
 Murray & Alan (Bagdad) Miami, nc.
 Murray, Lyn, Singers (Casino) Dallas, nc.
 Myers & St. John (S. S. Bear Mountain) NYC, S.
 Myrus (College Inn) Chi, nc.

N

Nagle, Bert, & Co. (Capitol) Washington, D. C.
 Nade, (Parkview) Gouverneur, N. Y., h.
 Nary, Charles (St. Regis) NYC, h.
 Negrete, George (Yumuri) NYC, nc.
 Nelson's Elephants (Pal.) Cleveland, t.
 Nelson, Nellie (Harry's New York Cabaret) Chi, nc.
 Nelson, Rose (Murray's) NYC, re.
 Nesbit, Evelyn (Wivel) NYC, re.
 New Yorkers, The (Open Door) Chi, nc.
 Newman, Doug (Glen Island Casino) New Rochelle, N. Y., nc.
 Newman, Harry (Park Central) NYC, h.
 Nichols & Haley (Avalon) Cleveland, nc.
 Nicholson, Edith (Park Central) NYC, h.
 Nip Jr., Tommy (Hollywood) NYC, re.
 Novak, Wilma (Famous Door) Boston, nc.

O

O'Connor Family (Tower) Kansas City, Mo., t.
 O'Donnell, Tommy (Espina) Chi, nc.
 O'Dea, Sunnie (Drake) Chi, h.
 O'Dell, Dell (Arrowhead Inn) NYC, cb.
 O'Donnell, Jone (608 Club) Chi, nc.
 O'Neal, Cackles (Pavilion Royal) Valley Stream, N. Y., cb.
 O'Rourke, Nan (Ballyho) Phila, nc.
 O'Rourke, Will (Harbor Inn) Rockaway Park, L. I., c.
 Ojeda, Luis & Josefina (El Toreador) NYC, nc.
 Olive & George (Roxly) NYC, t.
 Olympic Trio (Asbury) NYC, h.
 Orline, Toddy (Nut Club) NYC, nc.
 Orlines, Joe (Trocaador) London, nc.
 Oshins & Lessy (500 Atlantic City, N. J., nc.
 Omar (St. George) Brooklyn, h.
 Osborne, Will, & Band (Stanley) Pittsburgh, t.
 Ost, Charles (Carmichael Club) Augusta, Ga., nc.
 Osterman, Jack (Mirador) NYC, nc.

P

Pace, Bob (Drake) Chi, h.
 Page, Ken & Roy (Mayfair) Chi, nc.
 Painter, Dixie (Rose Bowl) Chi, nc.
 Palmer & Doreen (Gorley's Lake) Uniontown, Pa., h.
 Palmer, Gladys (Three Deuces) Chi, nc.
 Parish, Deane (Chez Maurice) Montreal, nc.
 Parker, LaRue (Brown Palace) Denver, h.
 Parkerson, Lew (Savoy-Plaza) NYC, h.
 Paul Sisters (Club Alabama) Chi, nc.
 Payne, Billy (Sunbeam) Swampscott, Mass., nc.
 Pennington, Ann (Paradise) NYC, re.
 Peppino & Camille (Pierre) NYC, h.
 Perzade & Jetan (Showboat) Lake George, N. Y., s.
 Perry, Frank (Tuxedo Club) Phila, nc.
 Phillips, Wendell (Chicagoan) Chi, h.
 Pickford, Murry (K-9 Club) Baltimore, nc.
 Picture, Ray (Riviera) Ft. Lee, N. J., nc.
 Pierre & Temple (Biltmore Bowl) Los Angeles, h.
 Pils & Tabet (Mayfair) London, nc.
 Pinkus, Bobby, & Co. (State-Lake) Chi, t.
 Plaut, Jerry (Dizzy Club) NYC, nc.
 Plaza, Trini (El Gaucho) NYC, nc.
 Pope, Glen (Roxly) NYC, re.
 Porter, Eddie (Yumuri) NYC, nc.
 Powell, Eddie (Avalon) Cleveland, nc.
 Powell, Jack (Savoy) London, h.
 Powers, Rex & Betty (Golden Gate Club) Salida, Colo., nc.
 Preisser, Cherry June (Pal.) Cleveland, t.
 Prentiss, George (Met.) Boston, t.
 Prioska (Met.) Boston, t.
 Pritchard, Billy (New Yorker) NYC, h.
 Prussin, Sid (Ambassador) NYC, h.

Q

Questel, Mae "Betty Boop" (Oriental) Chi, t.
 Radcliffe, Roy (Chateau) Schenectady, N. Y., nc.
 Raeburn, Burt (Queen Mary) NYC, nc.
 Ramon & Renita (Lake House) Saratoga Springs, N. Y., re.
 Randolph, Amos (Black Out) NYC, nc.
 Randall, Marion & Martinez (Stevens) Chi, h.
 Raphael (Waldor-Astoria) NYC, h.
 Rasch, Albertina, Dancers (St. Regis) NYC, h.
 Ray, Diana (Colosimo's) Chi, nc.
 Raye, Martha (Chicago) Chi, t.
 Raymond, Three (Jimmy Kelly's) NYC, nc.
 Redington Twins (Chez Paree) Chi, nc.
 Reed, Etta (608 Club) Chi, nc.
 Reese, Jill (El Dorado) NYC, nc.
 Reeves, Billy (French Casino) Detroit, nc.

Regar, Charlotte (Skylight Club) Cleveland, nc.
 Reilly, Patricia (Wivel) NYC, re.
 Renard, Jeri (Chicagoan) Chi, h.
 Renard, Jimmy Kelly's NYC, re.
 Rey, El, Sisters; Boonville, Ind.
 Reyes, The (Greenbrier) White Sulphur Springs, W. Va., h.
 Reynolds, Frank (Avalon) Cleveland, nc.
 Reynolds, Helen, Skating Girls (Fair) Boonville, N. Y.
 Revuetties, Lester & Monte (Country Club) Joplin, Mo., nc.
 Rhodes, Dale (Sax) Detroit, nc.
 Rhodes, Dorothy (Elk) NYC, nc.
 Richards & Carson (Paradise) NYC, nc.
 Roark, Edith (Mirador) NYC, nc.
 Roberts, Jack & Renee (Dutch Grill) Columbus, O., nc.
 Roberts, Guy (Capitol) Washington, D. C., t.
 Roche & Francine (Nicollet) Minneapolis, h.
 Rogers, Sally (Skylight Club) Cleveland, nc.
 Rohmer, Billie (Frontenac) Detroit, nc.
 Roland, Mary (Paradise) NYC, re.
 Rolph, Wynne (Wivel) NYC, re.
 Ronald & Robert (Elk) NYC, nc.
 Rossini & Annette (Tokay) Chi, re.
 Rose, Sterling, Troupe (Celebration) Central City, Ia.
 Roselli, Mildred (Cavalier) NYC, nc.
 Rosini, Paul (El-Hat) Chi, re.
 Ross, Eugene (Capitol) Washington, D. C., t.
 Ross, Frank, Trio (Royal Pines) Lake George, N. Y., ro.
 Ross, Lanny (Casino) Dallas, nc.
 Ross, Dr. Sydney (Rainbow Grill) Radio City, NYC, nc.
 Roy, Lee & Dunn (Tower) Kansas City, Mo., t.
 Royal Moscovians (Aurora) Aurora, Ill., h.
 Rulson & Tamara (Mayfield Club) Detroit, nc.
 Russell, Johnny (Paradise) NYC, re.
 Ruth, Loma (Wivel) NYC, re.

S

Sachs, Three Little (Bertolotti's) NYC, re.
 Sage, Sally (888 Club) Chi, nc.
 St. Germaine Kay (Dorset) Chi, h.
 St. Onge, Joe (Police Circus Coliseum) St. Louis.
 Sanami & Michi (Frontier Fiesta) Ft. Worth, Tex., nc.
 Sannes, Johnny (Elms Club) Sioux City, Ia.
 Saxe, Ray (Roxly) NYC, t.
 Saxon, Betty (El-Hat) Chi, nc.
 Schaps, Sid (Paddock) Chi, nc.
 Sedgwick, Edna (Yacht Club) Chi, nc.
 Seidel & Spotty (Frontier Fiesta) Ft. Worth, Tex., re.
 Selby, Arlene & Norman (Leon & Eddie's) NYC, nc.
 Setz, Val (Paramount) NYC, t.
 Shaver, Buster (Roxly) NYC, t.
 Shaw, Wini (Riley's) Saratoga, nc.
 Shene, Gloria (Mayflower Casino) Chi, nc.
 Shayne, Al (Pavilion Royal) Valley Stream, L. I., nc.
 Shea & Raymond (Paradise) NYC, re.
 Sheppard, Sammy (Mitchell's Playhouse) Chi, re.
 Sherman, Muriel (Boardwalk Cafe) Jones Beach, L. I., N. Y., c.
 Shore, Willie (Bon-Air) Chi, cc.
 Short & Long (Casino Municipal) Nice, France, nc.
 Shusta, Ethel (Royal Palm) Miami, nc.
 Shute, Noble, & Band (Lapic) Indianapolis, t.
 Simmons, Ethel-(Powers) Rochester, N. Y., h.
 Simpson, Faith & Carl (Versailles) NYC, nc.
 Sirov & Weaver (Pinebrook) Nichols, Conn., h.
 Skelton, Red (Capitol) Washington, D. C., t.
 Smith, Bill (Tumble Inn) Oroton-on-Hudson, N. Y., re.
 Smith, Earle (Brevoort) Chi, h.
 Smith & Dell (S. S. Bear Mountain) NYC, s.
 Son & Sonny (Grand Terrace) Chi, nc.
 Sophisticrats, The (Germaine) Scranton, Pa., h.
 Spallers, Rhythm Girls (Open Door) Chi, nc.
 Spaulding, Capt., Trained Sea Lions (State-Lake) Chi, t.
 Stelmetz, Harold (Hickory Lodge) Larchmont, N. Y., ro.
 Stearns, Ken & Lois (Bal Tabarin) Paris, nc.
 Stevens, Bros. & Big Boy (Tower) Kansas City, Mo., t.
 Still, Lois (Piping Rock) Saratoga Springs, N. Y., nc.
 Stone, Dick (Essex House) NYC, h.
 Stone, Gene (Ross Fenton Farms) Deal, N. J., nc.
 Stoores, Three (Stanley) Pittsburgh, t.
 Stone, Mary (Harry's New York Cabaret) Chi, nc.
 Stuart & Martin (State) NYC, t.
 Stuart, Virginia (Sunbeam) Swampscott, Mass., nc.
 Sturart, Ann (Mirador) NYC, nc.
 Sullivan, Jerry (Madrid) Buffalo, c.
 Svenson, Helvetia (Hickory Lodge) Larchmont, N. Y., ro.
 Swain Sisters (Jimmy Kelly's) NYC, nc.
 Swann, Russell (Savoy-Plaza) NYC, h.
 Swifts, Three (Roxly) NYC, t.
 Sylvia, Franco & Drigo (Mayfair) Boston, nc.
 Sylvia & Clemence (Chicago) Chi, t.

T

Tanita (Nomad) Atlantic City, nc.
 Tappen, Maxine (Essex House) NYC, h.
 Tapps, George (Chez Paree) Chi, nc.
 Taubman, Paul (Ambassador) NYC, h.
 Taylor, Key (Hollywood) NYC, re.
 Teela, Dick (Riverview) Des Moines, p.
 Temptations, Four (Edgewater) Lafayette, La., nc.
 Tex & Shorty (Steinhouse) Cleveland, c.
 Texas Tommy (Radio City Rainbow Room) NYC, nc.
 Thomas, Joe-(Winnipeg Exhibition) Winnipeg, Man., Can.
 Thon, Dolly (Palmer House) Chi, h.
 Thurn, Ohio (Alpine Village) Great Lakes Expo Cleveland, h.
 Thury, Iona de (Tokay) NYC, re.
 Tic Toe Girls (Osanova) Hollywood, Calif., nc.
 Timblin, Slim (State) NYC, t.
 Tinker, (Canton) Pa., h.
 Tinney, Dot (Black Cat) NYC, nc.
 Tip Top Girls (Michigan) Detroit, t.
 Tip, Tap, Toe (Michigan) Detroit, t.
 Tom, Dick & Harry (Colosimo's) Chi, nc.
 Toy & Wing (State-Lake) Chi, t.
 Tramp, Tom (Corktown Tavern) Detroit 28-Aug. 8, nc.
 Troy, Theo (Harry's New York Cabaret) Chi, nc.
 Turnier, Frank (España Club) Chi, nc.

V

Valdez, Vern (Club Piccadilly) Baltimore, nc.
 Vale & Stewart (Gaiety Cabaret) Brussels, c.
 Van Cello & Mary (Pal.) Cleveland, t.
 Varello, Joe (Eldorado) Dallas, nc.
 Varone, Joe, & Four Sparklets (Bob Thompson's) Waverly, N. Y., nc.
 Velasco, Vera (German) Scranton, Pa., h.
 Veloz & Yolanda (Arrowhead) Saratoga Springs, c.
 Vernon, G. Vanoff (Washington Youree) Shreveport, La., h.
 Vernon, Edgar & Carita; Brawley, Calif., nc.
 Vestoff, Florida (Mirador) NYC, nc.
 Vickers, Joan (Mirador) NYC, nc.
 Vinton, Mario (Archway) Phila, re.
 Villano & Lorna (The Pines) Somerset, Pa., nc.
 Villon, Renee (Leon & Eddie's) NYC, nc.
 Vince & Anita (Mayfair) Boston, nc.
 VV
 Wahl, Dorothy (Colosimo's) Chi, nc.
 Wakefield, Oliver (Radio City Rainbow Room) NYC, nc.
 Waldorf's Boxing Bear (Met.) Boston, t.
 Walker, Alvera (Palmer House) Chi, h.
 Walker, Trio (Bismarck) Chi, h.
 Walsh & Burke (Berkely) London, h.
 Walters, Gene (Jimmy Kelly's) NYC, nc.
 Walton & Joanne (Hollywood) NYC, re.
 Walton, Bert (Riverside) Milwaukee, t.
 Ward, Mae (Roof Garden) Arnolds Park, Ia., h.
 Ward, Diana (Ross Fenton Farms) Asbury Park, N. J., cc.
 Waring, Fred, & Pennsylvanians (Orph.) Denver, t.
 Warren, Roni (Club Paree) Hartford, Conn., h.
 Welch, Harry Foster (Oriental) Chi, t.
 Weeces (Dorchester) London, h.
 Wenzel, Dorothy (Italian Gardens) Pittsburgh, nc.
 Wielen, Jackie & Streamline Steppers (Aylmer Aquatic Club) Aylmer, Que., Can., nc.
 White, Jack (18) NYC, nc.
 White, Lawrence (Ross Fenton Farms) Asbury Park, N. J., cc.
 Wicks, Gus ('90s) NYC, nc.
 Williams, Art (Club Alabama) Chi, nc.
 Williams, Frances (Yacht Club) Chi, nc.
 Williams, Jack (Chicago) Chi, t.
 Williams, Maxine (Onyx) NYC, nc.
 Willford, Harry (Den Island Casino) New Rochelle, N. Y., nc.
 Willis, Claire (Arrowhead Inn) NYC, ro.
 Willis, Frances (Stork Club) Chi, nc.
 Willis & Gilmore (Mayfair) Detroit, nc.
 Wilson, Edna Mae (Westminster) Boston, h.
 Wilson, Jackie & Honey (Cafeteria) NYC, nc.
 Winchell, Bobby (Royal Pines) Lake George, N. Y., ro.
 Winchill, Cliff (Beverly Hills) Newport, Ky., c.
 Wolandi Duo; Laetonia, N. H.
 Woods, Johnny (Esquire) Toronto, nc.
 Worth, Grace (Dorchester) London, h.
 Wright, Ruby (Beverly Hills) Newport, Ky., c.
 Wyatt, Bob (Golden Spot) Chi, nc.
 Wynn, Nan (Playland) Rye, N. Y., p.
 Yost, Ben, & Varsity Eight (Riviera) Ft. Lee, N. J., ro.
 Youngman, Henry (Surfside) Long Beach, L. I., N. Y., cb.
 Yvette (Harry's New York Cabaret) Chi, nc.

Z

Zeller & Wilburn (Streets of World) Great Lakes Expo, Cleveland, h.
 Zingon, Al (State) NYC, t.
 Zudella & Co. (Strand) Oshkosh, Wis., 24-Aug. 5, t.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

A

Abbe, Vic (Drake) Chi, h.
 Aces, Four (Canton) Pa., h.
 Allen, Eddie (Jermyn) Scranton, Pa., h.
 Armstedt, Charlie (Avalon) Niles, Mich., h.
 Arnhem, Gus (State) NYC, t.
 Arthur, Zinn; (Pinebrook) Nichols, Conn., c.
 Asbell, Jerry (Brass Ball Tavern) Salem, Wis., s.
 Asen, Bob (Wivel's) NYC, nc.
 Atkinson, Connie; (Berkeley-Carteret) Asbury Park, N. J., h.
 Auwater, Fred (Flamingo Club) Orlando, Fla., nc.

B

Backer, Les (St. Clair) St. Clair, Mich., nc.
 Ballou, Dick; (Belmont Plaza) NYC, h.
 Barrett, Hughie; (Tavern on the Green) Central Park, NYC.
 Barris, Harry; (Uptown) Portland, Ore., h.
 Beckwith, Al; (Charlevoix) Charlevoix, Mich., h.
 Belasco, Leon; (Claridge) Memphis, h.
 Bender, Otto; (Outpost) Ridgefield, Conn., ro.
 Berkeley, Duke; (Honkey-Dory) Stamford, Conn., re.
 Berrigan, Bunny; (Pavilion Royal) Valley Stream, L. I., h.
 Betzner, Jack; (Essex House) Newark, N. J., ro.
 Bissett, Billy; (Mayfair) London, h.
 Black, Elsie (Pete Hargrave) Peoria, Ill., h.
 Blackburn, John; (Golden Gate) Salida, Colo., nc.
 Blaine, Jerry; (Park Central) NYC, h.
 Bleyer, Archie; (Aquacade) Great Lakes Expo, Cleveland, h.
 Bonelli, Michael; (Bond) Hartford, Conn., h.
 Bonnelly, Eddie; (Black Cat) Wilmington, Del., ro.
 Boroff, Mischea; (Morocco) Mountmaine, N. J., nc.
 Boroff, Mischea; (Sherry-Netherland) NYC, re.
 Boulanger, Charles; (Mansion) Youngstown, O., nc.
 Brees, Lou; (Nicollet) Minneapolis, nc.
 Brigode, Ace; Lake Chippewa, O., 31-Aug. 6, Aug. 6.
 Burns, K. A.; (Echo Lake Club) Echo Lake, Pa.
 Bruno, William; (Eldorado) Sheephead Bay, L. I., nc.
 Bulwolski, Count Josef; (Southern Mansion) Kansas City, Mo.
 Burkhardt, Johnny; (Gypsy Village) Louisville, Ky., nc.
 Burns, Harry; (Kenmore) Albany, N. Y., h.
 Buske, Henry; (Chez Paree) Chi, nc.

C

Campus Jesters; (Oypress Arms) West Hartford, Conn., nc.
 Capello, Joe; (Jimmy Kelly's) NYC, nc.
 Carey, Joe; (Eldorado) Sheephead Bay, Brooklyn, nc.
 Carlton, Duke; (Spidor) Eagle River, Wis., nc.
 Carter, Jack; (Harbor Inn) Rockaway, N. Y., ro.
 Cavicy, Ken; (Half Moon) Coney Island, N. Y., h.
 Cavicchio, Saly; (Statler) Boston, h.
 Candullo, Joe; (Seven Gables) Milford, Conn., ro.
 Clark, Lester; (Palm Beach Gardens) Detroit, nc.
 Clayman, Bob; (Bland's) Pittsburgh, ro.
 Conn, Irving; (Arrowhead) NYC, ro.
 Continental Four, The; (Fort Hayes) Columbus, O., h.
 Courtney, Ed; (Tavern) Savannah, c.
 Craig, Joe; (Utah) Salt Lake City, h.
 Crawford, Gene; (Cafe Madrid) Buffalo, nc.
 Crest, Gill; Conneaut Lake, Pa.
 Crickett, Ernie; (Unique Grill) Delawanna, N. J., re.
 Cragg, Chauncey; (Sagamore) Bolton Landing, N. Y., h.
 Crosby, Bob; (Ritz-Carlton) Boston, h.
 Cugat, Xavier; (Arrowhead) Saratoga Springs, c.

D

Dage, Val & Ambassadors; (La Jolla Beach Club) La Jolla, Calif.
 Dalley, Frank; (Coney Island) Cincinnati, p.
 Dalms, Larry; (French Villa) Paramus, N. J., ro.
 Darcy, Phil; (Governor Clinton) NYC, h.
 Darril, Pat; (Wonder Bar) Zanesville, O., nc.
 Davidson, Trump; (Esquire) Toronto, nc.
 Davis, Johnny; (Miami Club) Milwaukee, nc.
 Davis, Eddie; (LaRue) NYC, re.
 Davis, Meyer; (Briarcliff Lodge) Briarcliff Manor, N. Y., h.
 DeLoe, Fern; (House of Jacques) Oklahoma City, Okla., nc.
 Deas, Eddie; (Sunbeam) Swampscott, Mass., nc.
 Denny, Jack; (Drake) Chi, h.
 Deuce, Eight; (Jacksonville Beach Pier) Jacksonville, Fla., h.
 Dibert, Sammy; (Webster Hall) Detroit, h.
 Dickler, Sid; (Yankee Lake) Youngstown, O.
 Diggon, Richard; (Casino) Memphis, nc.
 Dixon, Dick; (Gloria Falsola) NYC, nc.
 Donaldson Boys; (Lawrence) Erie, Pa., h.
 Duchin, Eddy; (Palmer House) Chi, h.
 Duerr, Dolph; (Green Derby) Cleveland, h.
 Duffy, Ray; (Darling) Wilmington, Del., h.
 Duffy, George; (Mayfair) Niagara Falls, nc.
 Dunn, Al; (Wagon Wheel) Monroe, La., nc.

E

Earl, Glenn; (The Dells) Lansing, Mich., nc.
 Edd, Ted; (Maple Garden) Coney Island, NYC, h.
 Edmund, George; (Loyale) NYC, c.
 Ellington, Duke; (Pal.) Chi, t.
 Elliott, Lee; (Ritz Gardens) Atlantic City, nc.
 Ellis, Carl; (Moravia) Gal Lake, Minn., nc.
 Engle, Freddy; (University Club) Albany, N. Y., nc.
 Ernie, Val; (Riviera) Ft. Lee, N. J., nc.
 Evans, Milt; (Markham) Guilford, Miss., h.

F

Fain, Paul; (New Yorker) NYC, nc.
 Farley, Eddie; (Folly Beach) Charleston, S. C., h.
 Farmer, William; (Promenade Cafe, Rockefeller Center) NYC, re.
 Fee, Dick; (Roseland) Bridgeport, Conn., h.
 Felix, Don; (Pines) Newtown, Conn., h.
 Felton, Happy; (Wm. Fena) Pittsburgh, h.
 Fern, Don; (Strand) Bridgeport, Conn., h.
 Ferdinando, Felix; (Mountainview) Port Kent, N. Y., ro.
 Ferrar, Art; (Balconades) Pittsburgh, nc.
 Ferris, Lou; (Morr's) NYC, re.
 Fettes, Jim; (Willow Grove) Phila, p.
 Fiedige, Cliff; (Laker Pier) Akron, h.
 Fields, Harry; (Royalton) Monticello, N. Y., h.
 Fisher, Jack; (Steuben) Boston, h.
 Flisko, Billy; (31) Phila, nc.
 Flinniken, Jimmy; (Crest Pier) Wildwood, N. J., h.
 Florida Clubmen; (Seaside Park) Virginia Beach, Va., b.
 Fosdick, Gene; (Mon Paris) NYC, nc.
 Frederic, Marvin; (Oommodore Perry) Toledo, h.
 Freeman, Jerry; (Paradise) NYC, cb.
 Funk, Larry; (New Casino) Walled Lake, Mich., nc.

G

Garnett, Bill; (Glenn Rendezvous) Newport, Ky., nc.
 Gasparre, Dick; (Palmer House) Chi, h.
 Gases, Eddie; (Riverview) Des Moines, p.
 Gayard, Charley; (Bill George's) Pittsburgh, nc.
 Gentlemen of Rhythm, Four; (Radison) Minneapolis, h.
 Gibbs, Johnnie; (S. S. North American) Chicago-Buffalo, a.
 Gillert, Jerry; (El Rancho) Chester, Pa., cc.
 Gill, Emerson; (Tyrisa Pier) Savannah Beach, h.
 Gleason, Jackie; (Colonial Inn) Singao, N. J., ro.
 Glick, Jerry; (Minuet) Chi, nc.
 Gonzales, Ralph; (St. Moritz) NYC, h.
 Gonzales, Leo; (La Ponda) Santa Fe, N. M., h.
 Graff, Johnny; (Anchorage Inn) Phila, nc.
 Grafflater, Frenchy; (Euclid Beach) Cleveland, h.
 Gray, Len; (New Cedars) New Bedford, Mass., nc.
 Grayson, Hal; (Meadowbrook) Cedar Grove, N. J., nc.
 Green, Hy; (Royalton) Monticello, N. Y., h.
 Gries, Johnny; (Half Moon) Steubenville, O., nc.
 Gries, Johnny; (Half Moon Inn) Steubenville, O., nc.

H

Hafely, George; (Luna Park) Coney Island, N. Y., p.
 Hall, George; (Taft) New York, t.
 Hallett, Mal; (Park Central) NYC, t.
 Halstead, Henry; (Muehlebach) Kansas City, h.
 Hardie, Dick; (Club Frolics) Albany, N. Y., nc.
 Harris, Claude; (Joey's Stables) Detroit, nc.
 Harris, Ken; (Paus) Battle Creek, Mich., h.
 Hart, Phil; (Casino) Dallas, Tex., nc.
 Hawk, Carlton; (Sak's) Detroit, nc.
 Haven, Bev; (Capitol Club) Tallahassee, nc.
 Hayton, Lennie; (Roosevelt) New Orleans, h.

Headrick, Pearl: (White Swan) Uniontown, Pa., h.
Helke, Fred: (Mayfair Casino) Cleveland, nc.
Heiser, Bert: (Capellaro's Grove) Danbury, Conn., ro.

Miller, Glen: (Roosevelt) New Orleans, h.
Mills, Dick: (Rottisserie Club) Jackson, Miss., nc.
Mills, Floyd: (Du Pont) Wilmington, Del., h.

Thomas, Eddie: (Nut Club) NYC, nc.
Tinsley, Bob: (Colosimo's) Chi, re.
Tompkins, Tommy: (Raymor) Boston, b.

draw up a platform in their schedule to curb the practice that is stifling magic, why worry about a convention of any kind at all? Not so many years ago a press agent gave a talk at a magic convention about bettering magic, while a magician on his same carnival outfit had a magic show and for 10 cents let the natives come upon the platform and see how it was done.

Irma, Andy: (Lexington) NYC, h.
Irma, Gypsy: (Champ's Shore House) Bridgeport, Conn., ro.

Olson, Walter: (New Julius) Gardenville, N. Y., re.
Oregonians, The, Orchestra: Klamath River, Calif.

Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
Wagner, Buddy: (Mirador) NYC, nc.

HARRY OPEL.
Chicago.

Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.
Jahn, Al: (Rhinelead Gardens) Armonk, N. Y., ro.

Palmer, Freddy: (Colonial Inn) Singas, N. J., re.
Palmer, Ken: (Barbee's) Isle of Hope, Ga., b.

Ward, Tubby: (Erums) Chi, re.
Velas, Esther: (Roosevelt) NYC, h.

One of the drawbacks of semi-professional dramatics is the amount of wasted rehearsal time on the part of the various members of the cast. While the director is working on a single character the rest of the people haven't a thing to do.

Kallmayer, Julius: (Hungarian Club) NYC, re.
Kara, Peter: (Green Gables) Hazleton, Pa., nc.
Kavulin, Al: (Westwood Gardens) Detroit, c.

Nelson, Ozzie: (Astor) NYC, h.
Newton, Bill: (Club Verdona) Cleveland, nc.

Wardlaw, Jack: (Pavilion) Hendersonville, N. C.
Waring, Fred: (Orph.) Denver, t.
Watson, Howard: (Royal Finer's) Lake George, N. Y., re.

Time Wasted At Rehearsals Is Protested

LaSalle, Frank: (Lake Spoford) Spoford, N. H., h.
Legman, Bill: (Club Trianon) Mobile, Ala., nc.

Ramos, Ramon: (Ambassador) NYC, h.
Rand, Lionel: (Jimmy Kelly's) NYC, nc.

DeCleo, Magician: Deffiance, O., 2-7.
Kerr, Remedy Co.: Slaters, S. C., 2-7.
Lewis, H. Kay: Hollywood Varieties: Salmon, Ida., 4-10.

here some kind of satisfactory fill-in so as to keep the cast occupied and interested. Reading a newspaper is good but sometimes is of little value to the work at hand.

McCoy, Clyde: (Eastwood Gardens) Detroit, nc.
McGill, Billie: (Tauquamenon Paradise) Whitefish Point, Mich., c.

Rosen, Tommy: (Wisteria Gardens) Atlanta, Ga., nc.
Rosenthal, Harry: (Versailles) NYC, nc.

Brother Rat: (Biltmore) Los Angeles 2-7.
You Can't Take It With You: (Harris) Chi, re.

CARL PETERSON.

McKenzie, Red: (Lakeville) Long Island, N. Y., cc.
McLure, Jerry: (Eagle Inn) Spread Eagle, Wis., nc.

Scott, Lee: (Chez Maurice) Dallas, nc.
Scott, Bill: (Gibson) Cincinnati, h.

St. Elmore: (El Rancho) Chester, Pa., cc.
Stern, Harold: (Million-Dollar Pier) Atlantic City, h.

What Bill Rice said in a recent Forum letter about the kindness of Sophie Tucker is true. Due to a fall while performing in 1932 Lora Valadon has been confined in a Providence hospital.

Middleman, Herman: (Nixon) Pittsburgh, c.

Tanner, Fred: (Coral Gables) San Antonio, nc.

Texas Co-Eds: (La Fontaine) Huntington, Ind., h.

He Confirms Tucker Invite To Invald

each week, even when in Europe. A short time ago Miss Tucker personally invited Lora to be her guest on the opening night of her latest picture, Broadway Melody, in Providence.

DAN VALADON.

DRAMATIC AND MUSICAL

MISCELLANEOUS

THE FORUM

Sure, some say they expose only small tricks, but small tricks and their principle are often the backbone of a larger effect, and there are small magicians who depend on small tricks for their bread and butter.

NEW DATE BOOKS FOR 1937

Advertisement for 'NEW DATE BOOKS FOR 1937' featuring 'The Billboard' date book. Text includes 'NOW ON SALE', 'Arranged Especially for Your Needs', 'Dated From January 1, 1937, to January 1, 1938.', and 'The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world.'

COLE IN BLOWDOWN

Storm Strikes At Sioux City

Property loss reported negligible—loyalty shown by all hands

OMAHA, July 31.—The Cole Bros.' Circus was in a blowdown at night at Sioux City, Ia., July 24. Doors opened for the night show and there was a capacity house present.

Performance started without incident and on time and was well into the middle when things started to get a little breezy outside and a slight rain began to fall. At this instance management showed unusual judgment, warned audience of outside conditions and proceeded on to conclusion of program, and dismissed audience in an orderly unhurried manner, making sure that everyone not connected with show was on outside. Packing up started. Blues on both ends had been planked down, chairs had been knocked down and wagons started in when a twisting wind hit the canvas broadside and in less than 30 seconds the tent was in shambles. Never before in the writer's (Stanley F. Dawson) experience has he ever seen paraphernalia in such an apparently complete wreck. In less than 30 seconds after the wind had subsided (it only lasted about 45 seconds) the department heads were relaying order to untangle the wreckage.

Every man and woman connected with the show was back on the lot and in action in less than 30 minutes, although many of executive staff and performers had gone to town and to the cars. The minute the word was passed that there was difficulty, they, without being called upon, were there to do their bit. This takes in the entire personnel. There was a fine matinee attendance.

Everything was off the lot by 1 a.m. and show made the next stand, Omaha, with sailmakers busy with palm and needle as soon as canvas was spread. The property loss was negligible, but the outstanding thing was the loyalty shown by all hands. Words are inadequate to describe conditions under foot.

There was a hot free meal and plenty of refreshments for everyone at the restaurant cars. The following day there was a beautiful worded note of appreciation and commendation from the management, thanking one and all for the loyalty shown.

LINCOLN, Neb., July 31.—Straw houses up to and including here is Cole Bros.' record in Nebraska. This partly recompenses the blowdown which tore the big top in Sioux City. Luckily only one person, a colored workingman, was hurt.

Jess Adkins, manager, estimated there were more than 100 of the circus crew under the top when a heavy gust of wind capsized the tent into the reserved seats. A cloud-burst hit at the same time, which made the ripped tent and twisted rigging a mass of mud-soaked debris to handle. Circus officials said it was the fastest recovery and load-out under such conditions they ever saw.

Circus-arrived in Omaha late and had a long haul. Twenty sailmakers from Baker-Lockwood were on hand and did a fast job of patchwork, but the top did not go up in time for a matinee. Night show was a sellout. Adkins says two of the centerpieces which were badly ripped may have to be replaced, although they're now being used.

Show got in here, Lincoln, comparatively late, which held the parade scheduled for 11 a.m. back until 12:30 p.m., but the show went on as scheduled. Strawed in the afternoon and again at night. R. B. Dean, press agent here, got twice as much publicity as any other press agent ever wrung out of the newspapers here.

COL. CHARLES H. CONSOLVO, a member of the C.F.A. is arranging for the entertainment of members of that organization, which will hold its annual convention at his Monticello Hotel, Norfolk, Va. The Colonel was formerly an acrobat with the Barnum show.



PAUL RINGLING, son of Mrs. Aubrey Ringling, who recently joined the Ringling Bros. and Barnum & Bailey Circus to carry on the traditions of the famous Ringling Bros. circus family. Under the guidance and tutelage of Sam W. Gumpertz, vice-president and general manager of the show, Paul began his circus career as timekeeper.

Haag Bros.' Show Returning to Ind.

DENNISON, O., July 31.—Haag Bros.' Circus, a new motorized show this season, playing Ohio on its initial tour, headed westward from here and again will play Indiana. Business the last several days in the middle-sized industrial towns in Buckeye State has been better than when show first entered the State three weeks ago, show executives said here.

Manager Roy Haag informed a representative of *The Billboard* here that show has been meeting with excellent reception and that he plans to enlarge it and bring it back into this territory next season.

The Wild West concert was out here and management is planning to replace it with another type of entertainment within a few days. Recent visitors were J. A. Scheuerman and wife, Glenn Z. Wagner, K. C. De Long, Jack Nedrow, John Hare and Rex McConnell.

Jess Steel Injured

WATERTOWN, Wis., July 31.—Jess Steel, member of the Tom Tyler Wild West with Wallace Bros.' Circus, suffered a fractured leg here July 22 when thrown from his horse. He is confined to St. Mary's Hospital.

Big Business for Tom Mix Show During Washington Engagement

WASHINGTON, July 31.—The Tom Mix Circus ended its three-day stand Wednesday (28) convinced that Washington is one of the best circus towns in the country. After two weeks of only fair business in Virginia the show experienced capacity crowds on all three nights with some customers sitting on the ground. All records were smashed in attendance for the Wild West show and concert. Very few spectators left after the main show and blue seats at both ends of the big top were filled.

During the Washington stop most of the showfolks took advantage of free time by visiting the Capitol and other spots of interest. Tom Mix, Mrs. Tierney, Mr. and Mrs. Herman Nolan, Mr. and Mrs. Charles F. Warrell and Cliff McDougall visited the White House as guests of Marvin McIntyre, President Roosevelt's secretary. Friends and visitors in and out of the government took opportunity to visit the show. Keen interest in the circus personnel was shown by Washingtonians and even R. B. Murphy, at the menagerie stand, reported showing around a Detroit housewife who repaid him with an invitation to a lobster dinner.

Visit Dan Rice Show in Shorts

ELLENVILLE, N. Y., July 31.—One of the most unusual sights ever seen inside of a circus tent was witnessed here when the Dan Rice Circus exhibited for an afternoon and night performance.

Boasting the greatest season ever experienced here, tradesmen and real estate men are in a happy mood as stores are crowded and streets overrun with summer visitors. Ninety per cent of the vacationists don shorts on arrival and continue to dress in comfortable style during their stay.

When the Rice show opened its ticket wagon for the afternoon performance visitors in great numbers were on the lot attired in costumes that would bring burlesque censors down upon the heads of New York managers. There is no censorship here. Fat girls and thin ones, youngsters and old men with pouches stood in line to purchase tickets, dressed in shorts of all colors and sizes. Ages ran from 5 to 70. The blues and reserved seats soon filled with the most unique crowd ever seen by the circus performers. But everyone was comfortable in summer dress and all enjoyed the show.

The Rice show has exhibited at many summer resorts during its New York trip to excellent returns, including Au Sable Forks, Schroon Lake, Tupper Lake, Inlet, North Creek and Speculator.

Mike Pyne has augmented his billposting crew to 15 men. Jean Belasco has been moved up to the advance in charge of publicity.

Circus fans in goodly numbers continue to visit and are all accorded a welcome by Owner Ray Marsh Brydon.

Wallace-Gibson Suit Story Is Clarified

MOLINE, Ill., July 31.—Ray W. Rogers, manager of Wallace Bros.' Circus, in clarifying a news dispatch appearing in last week's edition of *The Billboard* relative to the Wallace Bros.' Circus-Hoot Gibson injunction suit, said that there was no final hearing, but that the decree was entered by mutual agreement.

"A settlement was reached as to the injunction matter by all parties without touching upon the merits of the case," explained Mr. Rogers. "There was no final hearing, but by consent the Ann Arbor injunction was dissolved and the \$10,000 bond returned to us, thereby ending the Ann Arbor phase of the litigation."

Cole Bros.' Show Giving Neb. State Fair Bally

LINCOLN, Neb., Aug. 2.—Cole Bros.' Circus pulled a wise move in Nebraska to win favor in the eyes of legislators who sponsor a bill every session to try keeping circuses out of Nebraska a month to six weeks ahead of the State fair in September.

Jess Adkins ooked Jack Ryan, announcer, to give a State fair bally over the p.-a. system in the performance at every play date in the State. This coupled with the Ringling schedule spotting its Nebraska dates after the fair may be the thing to pull the heat off and be used as opposition gunfire on the unicameral floor if the bill should appear again.

Additions to Howe Show

Tom Atkinson buys another elephant, two trucks — Everettes, Coltons join

SPENCER, Neb., July 31.—Howe Bros.' Circus, in its 20th week, has traveled over 10,000 miles and has had good weather and business. Several additions have been made on the show. Owner-Manager Tom Atkinson has added another elephant; Pud Headley, recent band leader on Barney Bros.' Circus, joined and plays cornet solos for Henry Blank; Billy Dick has added three pythons to his side show. He also purchased a male lion from the West Shows. It is used in the Wallace untamable act. Two pumas and three leopards were also added by Dick. The Everettes, a trap act, and Three Coltons, acrobatic tumblers, are recent additions to the big show. Manager Atkinson purchased two Chevrolet trucks, one of which was made into a sleeper for the band.

Jimmy Neusam has returned from Little Rock, Ark., where he purchased a strip of land for Atkinson, who says that Little Rock will be winter quarters. Quarters will have ample ground for stock to run on, heating facilities for animals and a ring barn where Prof. John Hoffman will break new acts. Clown alley, directed by Lawrence Cross, has had two new additions. Biddy O'Brien left recently. Elmer Voris, with two trucks, his private car and nine men, make up the flying squadron, which leaves each night ahead of the show and has breakfast ready when first truck arrives in the morning.

Around the Lot With R-B Show

MINNEAPOLIS, July 31.—Week of July 19 was one of the biggest of the season for Ringling-Barnum Circus. At Fort Wayne capacity at matinee and noted that the extras were in at night. Members of women's dressing room went to Methodist Hospital to visit Jack Bigger, recently with Cole Bros.' Circus, who was injured and has a leg in cast. Visiting were Mrs. Maude Millette, Lucille Simons, Mrs. Hausen and Mrs. Violet Denaro. Report he is doing nicely. Walter Belford and wife, of American Belfords, drove from Kendallville, Ind., took in matinee and visited friends. Pat Kramer, formerly with Hagenbeck-Wallace, and Fred Young drove from Peru.

At South Bend on railroad lot. Notre Dame football players were on hand. From Peru came Bobby Valentino, of Flying Potters; Homer Holman, of *Peru Republican*; Mrs. Ben S. Moore, Mrs. Gus McAllister and Jess King and wife. Many were guests of Gracy and Harold Genders. Art Mitchell drove from Battle Creek, and Mary Jane, formerly secretary to Ralph Clawson at Peru quarters, drove from Bunker Hill, Ind.

At Kenosha, Wis., on new lot. Shesley Shows were three blocks away and many of show visited. From Chicago the scribe's sister, Mrs. G. G. Lee; Mr. and Mrs. Hunt, parents of Hunt Twins. Hunt is manager of State-Lake Theater. From Milwaukee were Bob (See AROUND THE LOT on page 39)

Sawdust and Spangles

By CHARLES WIRTH

THE Portland (Me.) Sunday Telegram for July 18, 1937, in an article about the circus, praises highly the activities of the Circus Saints and Sinners' Club, and especially the several benefits conducted by that organization. The writer states: "Other benefits followed and soon sufficient funds were obtained to buy and renovate an old mansion. Worthy old circus troupers were removed from relief roles and installed in the pleasant surroundings." The address of the mansion is not indicated in the article.



CHARLES WIRTH

That certainly was good news from Ann Arbor, Mich., with regard to parades. The councilmen, after considerable debate, voted to eliminate any charge to the big tops for parades within the city limits. The parade fee had been \$100.

The news of the passing of Jack O'Brien at Savannah, Ga., who had side shows with circuses and operated O'Brien's Georgia Minstrels, a tent show, was full of sadness for Charles

Bernard, veteran showman of that city. Says Charles: "We had been warm friends for many years, were continuously active in show business thru several decades and kept in close touch with each other. He was one of those noble characters that it was well to know, to have his friendship and consult with him on matters in which we had mutual interests."

The circus world applauds: Walter L. Main trouper for his indomitable courage in carrying on after two blow-downs the same day in Norway, Me.

Jack Hoxie and R. M. Harvey and associates for the revived and enlarged Jack Hoxie Circus.

Constant innovations and improvements being made to the matchless Ringling-Barnum Circus by General Manager Sam Gumpertz. He's not content to trade on reputation and past performance.

Charles Sparks for consistently maintaining a high standard of clean and wholesome entertainment and his abhorrence of anything unsuitable for the entire family's enjoyment.

The loyalty shown by all with Cole Bros.' Circus when it encountered a blowdown at Sioux City, Ia.

Here's a minister who thinks a great deal of showfolk. Ray Marsh Brydon, owner of Dan Rice Circus, when in West Virginia, was invited to attend church services at Oak Hill. He received the following letter from Shirley Donnelly, minister of Oak Hill Baptist Church: "I am glad to see your show will be in our town on Monday with its customary clean entertainment. As you will be in our town, very likely, on Sunday, I want to invite you and your friends to the services of my church, both at 11 a.m. and 8 p.m. You will not need a pass to be admitted, but I am sending you a courtesy card to that effect. Trust that you will use this card on the day mentioned."

Cole in First Heat Wave in Ia.

TOPEKA, Kan., July 31.—The third week in July saw Cole Bros.' Circus going into Iowa for six stands. The first real heat wave of season was experienced there.

The week was one of many visitors. At Peoria was James F. McElwee, who brought to the lot between shows a big supply of fried chicken which was enjoyed by Messrs. Adkins and Terrell and staff around the front door and wagon.

At Cedar Rapids it was decided to call off parade because of the long distance from lot to business section. This was announced several days in advance thru the columns of daily newspapers. Raymond B. Dean, press representative, amply publicized this cancellation so there was no last minute disappointment to assembled thousands. Ercial Kirkpatrick, former trouper now living in Cedar Rapids, took in afternoon show with his family.

At Waterloo, filled tents at both performances. Hilla Morgan, widow of Fred Morgan, circus general agent, visited at Waterloo with 14 of her stock company, playing in near-by Independence under canvas. Hilla reports fine business. Ralph Clark and wife, the former Estelle Butler, called it a season and left, ostensibly for rodeo engagements.

At Mason City, W. M. Temple, of Central Show Printing House, accompanied by his son, took in afternoon performance and renewed old acquaintances, among them D. C. Hawn. Mr. Temple, as well as Mr. Adkins and Mr. Wagner (Des Moines), has interested himself in the case of Dee Aldrich who only recently had his sentence at the State Prison, Ft. Madison, Ia., commuted from life to 30 years, which makes him eligible for parole. Mason City was also the home of Bill Hayes, former legal adjuster, who (See COLE IN FIRST on page 39)

Join Jack Hoxie Show

WHEELING, W. Va., July 31.—Jack Hoxie and his circus must have taken a liking to Wheeling recently when he took Dick Betts, ace Capitol Theater organist, and the Flying X Roundup Boys with him when he left for Salem, O.

BOBBY GREGORY, accordionist, last two seasons with Cole Bros.' Side Show, who left circus business to devote his time to song-writing, has a new song, *Am I Dreaming?*, which is being played over networks by Ted Lewis and has been recorded by Tommy Dorsey and Russ Morgan. Gregory says that he will shortly have two other numbers. *Riding on the Old Ferris Wheel* and *There's a Sign on the Old Ranch* "For Sale."

With the Circus Fans

By THE RINGMASTER

President, CFA, Secretary, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill. (James Bank, Norwich, Conn.)

(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., July 31.—Dr. Roswell T. Pettitt, fan of Ottawa, Ill., is making a trailer trip thru the West. Is accompanied by his wife and two daughters and states that they spent July 4 at the home of Stan Rogers at Beverly Hills. Rogers, an art director of MGM, is an ardent Circus Fan. On July 17 they broke a spring in Red Bluff, Calif., and as luck would have it Russell Bros.' Circus was in same town the next day, Sunday, and the Doc states that their layover was well worth while.

Lawrence C. Brown, CFA, of Portland, Me., writes that on July 15 with Fans H. E. Fevery, of Boston, and Frank Fenderson caught Downie Bros.' Circus at Biddeford, Me., and witnessed an excellent performance. On Sunday the Browns drove to Bridgeton, Me., where they spent the day visiting with Mr. and Mrs. William Ketrov and family. He again visited the Ketrovs July 21 with Frank Fenderson, of Alfred, Me., at Kennebunkport.

Horace J. Moses sends following report on activities of Indiana fans: "The Big One was here and had quite a day of it. Fred Becker and I were with 'it' all day. Saw the matinee. Spent evening in the backyard seeing old friends and making new ones. Fred Bradna has everything right under control. Our tent was quite depleted by vacations, etc. Had a nice get-together with Eddie (Cannon-Ball) Ward and Bob Porter, both catchers with Art Concello's acts on the show. The boys were doing very well. They came out to my house with Ralph Graham, big-top announcer. We got them on board just as train pulled out for South Bend. Becker made the H-W show at Huntington with Don Howland. Four boys from the Cole show are laid up here in the Methodist Hospital. They are all in casts and we see them as often as possible. Betty Stevens, menage rider with Cole Bros., whose home is in Fort Wayne, stopped in the store to see me on her way to join the show at Elgin. She was injured by a horse during parade in New London, Conn. She had the highest of praise for Buckingham and the Norwich fans. They did a lovely job in taking care of this trouper."

Mr. and Mrs. Braathen, CFA, and Bill Holman and son, of Madison; Russ Howe, of Ripon, caught Ringling-Barnum Circus at Ripon, Wis. Mr. and Mrs. Richard J. Erdlitz were on the lot visiting their daughter, Mary.

CFA Frank Kinder and Dr. Mulligan, of St. Cloud, Minn., recently had as guest Press Agent Don Hanna, of the Barnes show, which exhibits there August 6.

75 FT. BARGAIN

75 ft. Round Top roped second, pole fourth, 2 30 ft. Mid-dies, roped third, 8 oz. drill. Extension save. Top only. Floor and patched. **A bargain at the price.** \$150.00

Wall and rigging available if desired.

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Bert Nelson

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Under the Marquee

By CIRCUS SOLLY

A REPORT from the Big Show is that business is very big.

BOB PRINCE, wrestler, temporarily is in Hagenbeck-Wallace concert.

THE BAND with Walter L. Main Circus is scoring. It is under direction of Jack Erwin and is receiving many afternoons.

LOU WALTON and Carl Lents, clowns, joined Seal Bros.' Circus. Walton is doing come-in.

O. D. TIBBETTS visited Howe Bros.' Circus and reports good show and snappy band directed by Henry Blank.

MARTIN STODGHILL, trumpet player, of Cincinnati, has joined Cole Bros.' Circus.

ROBERT FRASER is no longer with Ringling-Barnum Circus. He was time-keeper.

WALTER L. MAIN Circus, at Burlington, Vt., July 30, was second there this season.

BERT LEO, veteran clown, is now doing street advertising in Youngstown, O., with his pony and buggy.

Lewis Bros.' Circus Wants

Clowns; Trainers that can work Domestic Stock, Working Men all departments, Circus Publicity, Man back with the show. Wire or write

LEWIS BROS. CIRCUS,
9th Floor, Jackson City Bank Bldg.,
Jackson, Mich.

Energetic Sober Union Billers WANTED

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JACK HOXIE CIRCUS

Address R. M. HARVEY, Hoxie Circus,
Painesville, 4th; Elyria, 5th; Massillon, 6th;
Millersburg, 7th; all Ohio.

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Man for Teeterboard Act. Must be capable kicking board. Long, sure season. Start immediately. Jack answer this ad. CAN'T USE one more Girl for Aerial or Acrobatic Act. State salary expected. Wire, don't write.

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FOR SALE

Four-Year-Old Lion, partly broke. Also Arena built on Trailer, fine outfit. Reason for selling, 30 years in the business, too old to work home. Can use his girls; Man to make opening; one Girl for Hawaiian Show, Franklin, Pa., week of August 3d. Home address, 2408 Denton Ave., Cleveland, O.

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80x200 TENT, Complete, Fair Condition, \$500,
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James A. Bailey, Toledo, 1905.
Bailey's Home Torn Down, 1937.
Siamese Twins and Families, 1854.
CHAS. BERNARD, Savannah, Ga.

WANTED

Billers, Billposters and Lithographers who drive trucks. Will consider students or parties interested in advertising. Long season and sure salary. State what experience you have had.

FRANK KETROW, KAY BROS.' CIRCUS,
St. Johnsbury, Vt.

A. L. TAGESEN has left Dan Rice Circus and returned to his home at Mason City, Ia.

H. BARROWS saw Cole Bros.' Circus at Lincoln, Neb., reporting an excellent performance. Met Horace Laird, Ray LaChoiasser, Al Dean and others.

REPORTS from New England States are none too good—too great a concentration of circuses, too much of a desire to be the first in Maine, too many shows per town and too many repeat engagements.

RUDY HAGENE, of Ashland, Wis., attended Ringling-Barnum Circus at Eau Claire, Wis., July 25 and greatly enjoyed performance.

MA AND PA SHERMAN, who were on Side Show with Lewis Bros.' Circus, are now in concert with Chief Red Cloud and family.

CHIEF KEYS, in charge of Wild West concert with Russell Bros.' Circus, recently bought a Prairie Schooner, a home on wheels.

BUDDY WEDIN, midget clown with Sells-Sterling, who was hurt on opening night of show, is still in Springfield, Mo., Baptist Hospital.

HOOT GIBSON, at conclusion of Hagenbeck-Wallace season, will return to West Coast and again appear in the movies.

EDGAR MAYOTT, since leaving the Atterbury show with his dog act, has broken a high-diving dog and is presenting free shows on the streets, sponsored by merchants.

ART MILLER and wife, of Sells-Sterling, attended night performance of Hagenbeck-Wallace at Traverse City, Mich., and every courtesy was extended. Were guests of Terrill Jacobs and wife.

JACK BARD, circus agent, who died at Clearwater, Fla., July 16, had been on advance of the Forpaugh, Sam Dock, Rose Killian and other shows.

TONY LAMB, musician, who deserted the white tops for his own picture show under canvas this year, is reported meeting with success with his outfit in South Georgia.

EARL SHIPLEY, former clown, now with the Columbian Enameling and Stamping Company, Inc., was a visitor at The Billboard office in St. Louis last Wednesday. He is doing fine.

RUSSELL G. KNISELY informs that the Main show has left Maine. Made 24 stands and it rained in 21 of them. Had opposition with five circuses, but nevertheless has done okay.

ED E. WOOD recently closed as brigade agent with Eddy Bros.' Circus. He will be at fairs until late in November with his cotton candy machines. Nick Dumas, lithographer, also closed with Eddy show.

EMIL MOBIUS and wife entertained members of Vic Robbins Band with Cole Bros.' Circus at their cafe in Ft. Dodge, Ia. Among guests were Karl L. King, Robert Forbes, William Spellberg, Capt. Bernard and G. W. Tremain.

CIRCUSES will turn southward soon where, reports state, they should find general business conditions good. Scenes of dramatic competition recently enacted in New England and later in the Midwest will probably soon shift to the Southeast.

EVA VORIS, with Howe Bros.' Circus, has gone to her home in Golconda, Ill., for a minor operation and expects to return soon as head waitress and The Billboard and mail agent.

FRED AND MARIE GUTHRIE postcard that everything opened fine with them at Wayne, O., July 28 and have eight more weeks of fairs contracted. Have added a section to rigging, also pennants and colored flags.

MARSHALL KING, first president of the Circus Fans' Association, entertained Tom Mix, Dail Turney, Harry A. Allen, Melvin D. Hildreth and Irish Horan at dinner in Alexandria, Va., preceding the Mix engagement in Washington.

GLENN TRUMP, of Lincoln, Neb., saw Cole Bros.' Circus when it was there

and greatly enjoyed the performance. He has seen every circus that has come within a radius of 100 miles of Lincoln the last seven years.

IN LAST WEEK'S issue in a news story it was stated that Hagenbeck-Wallace will play Newport News, Va., August 7; Norfolk, August 8 (a Sunday date), and Portsmouth, August 9. Correct route is Newport News, August 7, and Norfolk the 8th. Will not play on Sunday.

AUTOGRAPH TRADING was the rule at Lincoln, Neb., when Clyde Beatty met Gov. Cochran. Cochran asked for Beatty's moniker for his kid, Rob Roy, so Beatty came right back for Cochran's to give to his wife, Harriet.

MEMBERS of Will Rogers' Tent, C.S.S.C.A. were guests of Sinner Dallas McGee at his home at Yale, Va., recently. Dinner was served on the lawn. Ralph B. Huber was elected a member of the Tent. Dr. George Reese recently attended his first meeting.

WASHINGTON newspaper men were entertained in the Presidential suite of the Willard Hotel by Irish Horan, intiating elaborate publicity campaign for the Tom Mix show. Editors of all of the papers and representatives of the news-reel companies attended.

SOME good show stands off the beaten track have been dug up in Kentucky, West Virginia and New York State for the Dan Rice Circus by Ray Marsh Brydon. The young owner, Brydon, an astute showman back with it, has shown himself capable of directing advance details, too. Thru July 24 show has traveled 3,561 miles this season.

HAROLD LENGES, youthful press agent with Wallace Bros.' Circus, belongs to that great list of press agents who publicize their shows, not themselves. He literally "grew up" on shows operated by Ray W. Rogers. Is now landing some splendid tieups in the Middle West.

FRIENDS of Jean Berczac, former well-known circus performer, are seeking to locate some of Mrs. Berczac's relatives. Mrs. Berczac has been quite ill for some time. She is residing in Chicago and anyone knowing of her relatives is asked to write her care The Billboard, Chicago.

CURLY WOODRUFF, old-time billposter and formerly a member of Billers' Alliance, Pittsburgh, is seriously ill in the County Hospital at Colorado Springs, Colo. He has trouped with Sparks, Walter L. Main, Ringling Bros.-Barnum & Bailey, Circus, Robbins Bros. and Lee Bros. circuses. He would like to hear from friends.

BERT J. CHIPMAN, former circus man, now secretary of Masonic Club in Hollywood, left for first vacation, he states, in five years. Will be gone four weeks. Makes first stop at North Platte, Neb., to visit Hugo Players, then to Chicago to catch Ringling-Barnum Circus. Will go to New York, then to Lincoln, the old home town, and then back to West Coast.

CLIFF McDOUGALL, with Tom Mix Circus, wired from Washington, D. C., July 27: "Called on my friend, Secretary McIntyre, at White House. He knows me from handling movie stars on trips for Roosevelt Birthday balls. My party included Mrs. Dail Turney, wife of manager of Mix show, and Mr. and Mrs. Robert Nolan with show. Mr. McIntyre invited us thru White House as his guest. He will attend circus."

WORTH-WHILE INNOVATION! The system of inter-departmental telephone communication on Wallace Bros.' Circus. Both ticket wagons, Manager Ray W. Rogers' private office, front door and other departments are connected by telephone system, operated by show's electrical department. Saves many a step and otherwise aids convenience.

VILLETTA J. ELLET, daughter of Frank Ellet and the late Maud Ellet, aerialist, presented 140 of her dancing pupils in a recital at the Brooklyn Academy of Music June 26. Miss Ellet has conducted a school in Brooklyn for the last seven years. She is a member of the New York Society of Teachers of Dancing and of the Dancing Masters of America. Prior to opening her school she appeared with her mother in an act known as Maud Ellet and Company.

THE AVALONS have been vacationing at Elkhardt Lake, Wis. They, with Baker and Evers, Spirolo, Wallace's lions and Truex family (mother is with the Truexes), are playing fair at Plymouth, Wis., this week. Avalons will close fair season at Allison, Ia., September 10, two

Dressing Room Gossip

DAN RICE — Yancey, Popwell, Foster and Murray, singing quartet of billposters, receive as much fan mail as do a number of radio stars. If Mike Pyne could only find the right kind of coffee and hotels without elevators and connecting doors it might improve his disposition a lot. The Duchess is pouting, probably the cold spell. Saratoga Sam so lonesome—and with cause, too. Mary Miller, Esther Henry, Cactus Nell Sutton, Helen Duffy and Vivian Lake must be sending presents to the advance. They're getting their names in the papers. Ray Craemer and his congress of freaks on the air quite a bit. Have to watch Jelly-roll's chatter too. Danny McPride, wife and boys are kept busy on the lot at all times. Danny retires soon and goes into the laundry business on an even larger scale. Jimmy Thomas busy arranging his winter schedule—many offers for the holidays from all parts of the country for his services, but he'll be at Jackson, as usual, with his brushes. Mickey Kelley, a real eye-fil in summer attire. Hubby planning his winter attire carefully. Bill Storey sends many wires, some with heat. Rhoda Royal busy every minute. The trailer keeps the missus going, too. Francis Lee Anders and Rip Winkle, in association with Butch Cohen, attend all meetings of the Sports and Pastime Club. The Grahams, the Brocks and the Dells rehearsing. Oldtimers state that the comedy bar act can hold its spot while the audience applauds. Wonder what became of the Todd-Judge Family, the Cranes and Caron and Far-nun?

TOM MIX—Bumpy Anthony has postponed his fishing for Sunday. Said he had to clean the back seat in his car. Watermelon was served in the cookhouse the other day. George Carl thought he had a bug in his ear, but it was only a watermelon seed. Cliff McDougall, press agent, had a radio broadcast, the biggest liar contest. Danny Gordon ran away with all honors. I note across the road the knothole gang watching a ball game. If it were the Cubs I would be there myself. White Thorn is the new boss prop. Frank Shepard is surely getting some swell new wardrobe made. Jimmie Davison dolled up, also he put a patch on his pants. See Jimmie Arbaugh under his trailer. Said he was trying to take some of the squeaks out of it. Danny Gordon and Al Stabler are looking forward to playing Philadelphia. It also is the home town of Jack Knapp.

The mystery of the show is who put the eggs in Rex Rossi's bed. See Joe Bowers making a new target for Tom Mix. Augie Augastad has made one piece of paper last, which he uses to sit on in the clown car. It looks like they have (See DRESSING ROOM opposite page)

Vanderburg Leaves Wis.

CHENOA, Ill., July 31.—Vanderburg Bros.' Circus finished seven weeks in Wisconsin and is now in this State. First stand was Antioch, biz being good. Show played a Sunday date at Genoa. It also played eight Sunday dates in Wisconsin to good business. Show is on way south for the winter. Bill Owens, brigade agent, closed at De Forest, Wis., and returned to the East.

days before rejoining Walter L. Main Circus. Bert Dexter is comedian and Chic Willis is emcee with the revue. Bill Garrett and partner operate the sound system.

THE FOLLOWING is from Oscar Andersen and the Nelson Family: "We want to thank everyone for flowers and sympathies expressed in the passing of Oneida Nelson Andersen at her parents' home in Mt. Clemens, Mich., July 15. We, the Andersens, had to leave Hagenbeck-Wallace Circus at St. Louis on account of her illness. We were home four weeks when she died from a heart attack. We had planned to rejoin the show in Lincoln, Ill."

WILLIAM C. H. LUMB sends following notes: "Glenn Ingle, boss billposter with Walter L. Main Circus, closed at Barre, Vt., July 17 and joined Mighty Haag Circus on Side Show ticket box. Harry Mallory closed on the Main advance at Wolfboro, N. H., and joined Eddy Bros.' advance. Frank Smith also left advance of Main show. Edward LaFond has rejoined as chef with Eddy Bros.' Circus. The writer, bannerman on the Main advance, closed July 17 at Barre, Vt., and joined World's Fair Side Show, Coney Island, N. Y., as talker and ticket seller."

The Corral

By ROWDY WADDY

DOROTHY ANDERSON has left St. Louis and will join Harry Taylor's Rodeo Company now in Indiana territory.

ARRANGEMENTS for the seventh annual rodeo in Oton, Tex., have already been completed. Cowboys and cowgirls in six States are being solicited. More than 75 performers competed last year. Curley Daugherty is managing the event.

IN THE recently published story concerning the rodeo to be staged by George A. Hamid, Inc., at Suffolk Downs, Boston, it was erroneously reported that Joseph Knight would handle the publicity for the event. It should have read Jack Knight.

A NEW CORPORATION bearing the title of 101 Ranch, Inc., was granted a charter of incorporation at Albany, N. Y., July 24 by the secretary of state. Company has a capitalization of \$20,000 and will engage in a general amusement business and operation of amusement resorts. Principal office will be located in New York. Stockholders and promoters are Doris Freeman, Melvin Caplin and Jules Schlossberg.

ELSA BOWMAN, trick rider and wife of Dakota Ed Bowman, trick roper, was the recipient of several laudatory columns of publicity in a recent issue of *The Cincinnati Post*. Piece, which was written by Norine Freeman, feature writer of *The Post*, was accompanied by a two-column cut of Elsa and the caption "They Know No Fear." The Bownmans are playing Ohio and Northern Kentucky towns and making their home in their trailer at a trailer camp in the Queen City.

FINAL WINNERS at the recent 17th annual Alturas (Calif.) Rodeo. Bronk Riding—Don Thomas, Wayne Davis and Tom Johnson. Calf Riding—Charles Hayes. Bareback Riding—Aurrie Smith, Ernie Smith. Cow-Horse Contest—Sharkey Dorris, Benny Chambers, Tom Johnson. Calf Roping—Tom Johnson, Wayne Davis, C. H. Haley. Wild Horse Race—Jack Tibbetts, Minett Brainard, Tom Evans. Trick Roping and Riding—Lee and Christy LeRoy and Doc Bennett. Bobby Dorris Jr., five, astride a 30-year-old horse, was awarded the prize for being the youngest rider on the oldest horse in the parade which preceded the event.

NEW FRONTIER DAYS, being presented for the first time this season by the Mounted Troops of America under the direction of President John M. Guthrie, has been contracted for six performances to be presented soon in Springfield, Mo., under the auspices of that city's Famous Boy Scout Band, it was learned last week. John A. Stryker, secretary of the North Platte (Neb.) Buffalo Bill Roundup, is handling the publicity and is at present in Springfield working with the executive committee in charge of the event. J. M. Acuff, general chairman, is being assisted by a group of Springfield business and professional men, including H. P. Fellows, who is well known in circus and show circles.

RESULTS of the third annual Ute Stampede held recently at Nephi, Utah: Bronk Riding—First day money, Jackie Cooper, Doff Aber, Buck Davis. Second day, Paul Carney, Eddie Jones, Buck Davis. Finals, Paul Carney, Jackie Cooper, Eddie Jones. Calf Roping—First day, Jim Wilkinson, Charles Bennett, Lonnie Allen. Second day, John Bowman, Maurice Laycock; Charles Bennett and Lonnie Allen split third. Third day, John Bowman, Jim Wilkinson, Carl Arnold. Finals, Charles Bennett, Carl Arnold, Jim Wilkinson. Steer Wrestling—First day, Rusty McGinty, Buck Peterson, Red Allen. Second day, Tom Hogan, Jim Massey, Vic Blackstone. Finals, Rusty McGinty, Tom Hogan, Jim Massey. Bareback Bronk Riding—First day, Hank Mills, George Mills, Duward Ryan. Second day, Ken Roberts, Fritz Truan, Paul Carney. Finals, Fritz Truan, Hank Mills, Paul Carney. Steer Riding—First day, Paul Carney, Albert McEuen; Hank Mills and George Mills split third. Second day, Charles Duckett, Albert McEuen, Weldon Bascom. Finals, Paul Carney, George Mills, Albert McEuen. Contracted performers included Vern Goodrich, Louis Tindall, Myrtle Comp-

ton and Belda Tindall Garleen and Glorene Tindall, Jasbo Fulkerson. Officials included Jack Kerscher and Carl Arnold, judges; Pete Kerscher, arena secretary and announcer, and Everett E. Colborn, arena director. Colborn and Sorenson furnished the stock.

THE 15TH annual Anvil Park Rodeo held July 2-5 at Canadian, Tex., was highly successful, according to C. A. Studer, secretary. Event drew fairly well the first day and good crowds were in attendance the second and third days. Fred Picture was knocked unconscious during the bronk-riding event but was able to return for the steer-riding contest the same day. Jack Yale sustained two fractured ribs in the bronk-riding contest the first day. Arena officials and judges were Lon L. Blanset, Eddie Smith and Glen Hopkins. Other officials included Buck Harris, Johnnie Isaacs and Fred Frass, timers; Floyd V. Studer, announcer; Don L. Kite, arena clerk and secretary; Marion McLain, arena director. Contracted performers were Chief Maurice Medicine and a group of his Indians from the Canton, Okla., Cheyenne Reservation; Cecil Cornish, Mart Stacy, Marlene Harding, Wiley McCray and Jack Ellzey. Virgil Stapp clowned the show. Results: Calf Roping—first day, Jack Bingham (24.4 seconds), Bill Van Vactor (29), Homer Pettigrew (30). Second day, Eddie Smith (31.2), Kenneth Montgomery (32.6), Jack Bingham (34). Third day, Lindsay Montgomery (21), Jack Bingham (26), Bill Towns (29). Finals (total elapsed time for three calves), Jack Bingham (84.4), Rip Barrett (166.2), Lindsay Montgomery (56.2 two calves). Bronk Riding—First day, Junior Caldwell, Bruce Ross, Buster Brown, John Burnett. Second day, Junior Caldwell, Buster Brown, Bruce Ross, John Burnett, Vernon McLanahan. Third day, Whitey Stewart, Vernon McLanahan, John Burnett, Bruce Ross, Chief Dollittle. Bulldogging—First day, Homer Pettigrew (11.6), Ted Yochum (14), Heavy Henson (21.6), John Burnett (27). Second day, Gene Hamilton (6); Roy Mayes and Bruce Ross split second and third (15), Ted Yochum (18.6). Third day, Roy Mayes (12), Toots South (13.6), Tuffy Maddox (14.2), Sam Stuart (17.6). Steer Riding—First day, Elmo Walls, Wiley McCray, Sam Stuart, Dal Morris. Second day, Wiley McCray, E. H. Winn; Dal Morris and Whitey Stewart split third and fourth. Third day, Vernon McLanahan; Whitey Stewart and Wiley McCray split second and third. Toots South, Wild Cow Milking—Jack Bingham (37), Eddie Smith (46). Second day, Lindsay Montgomery (33.6), Roy Mayes (49). Third day, Rip Barrett (34), Kenneth Montgomery (59).

AROUND THE LOT

(Continued from page 36)

Cooper, visiting clown alley; Mrs. Stevens, formerly wardrobe mistress of H-W; Al Mann and wife, Mrs. Harry Greer, Frank and Ruth Marion, of Joe Greer, Rodeo. Visiting hubby was Mrs. Dick O'Connor, of Manitowoc, Wis. Dick is a member of Bell Trio.

At Portage, Wis., on fine lot. Sixteen miles from Baraboo and many notables on hand. Visiting were Mrs. Minnie Rooney and son, Johnny; Mrs. James Whalen; Mrs. Williamson, sister of Mrs. Charles Ringling, and Mr. and Mrs. Erditz and daughter. Eau Claire, Sunday stand, hard rain in morning unloading time. Weather cleared for show time. Sellout at matinee, hundreds turned away. Night show fair.

At Minneapolis two-day stand, capacity and straw houses. Visitors included F. C. Friedman, Sumner Peterson; Noel Van Tilberg and daughter, Betty; Ed Frye, Frank Kandler, Dr. Mulligan, Ray Cornean, Howard Ankeny and Frank Cary; S. L. Cronin and Jake Newman, of the Barnes show.

Baseball is beginning to take hold. Prop men defeated kinkers 14 to 13. Bob Reynolds managing prop team. Fred Wenzel took another vacation. Returned to duty at Minneapolis. Johnny Grady, who was ill, is back in clown alley. Felix Adler is scheduled to broadcast again on Cavanaugh program in Chicago. Orrin Davenport was a recent visitor. Paul Jung and Paul Jerome completing their new gag called new knee action.

The Anteleks, with Angela back, have new trick. Accomplish following stunt: Balancing perch on shoulder, girl to high top, same girl balancing another high top on her shoulders, with girl on top of pole doing hand stand, a double perch pole in one routine—a courageous trick. Penny ante games among the women getting to be thefad. Bert Lamson, formerly of Jung Trio, visited

clown alley. Liebow says Miller's candy butchers are planning a big party in Chicago. Dirty Dozen Club challenging any ball team on show. JOE LEWIS.

COLE IN FIRST

(Continued from page 37)

met such a sad fate there a few years ago. Bill Hayes Jr. saw night show. Tom Arthur, local theater man, was around the lot.

E. J. Carpenter also showed up, coming from Osage. He has for years been a producer of theater attractions, and is only recently out of the hospital. Harry P. Coffey, former troupier and now traveling representative for *The Motion Picture Herald* and other publications, took in night show and renewed acquaintances with L. C. Gillette, with whom he trouped. Another old-time troupier visiting at Mason City was B. F. Emery, of Thayer, Ia. He last traveled with Yankee-Patterson in 1914. At Mason City Ann Loving had one of her snakes turn on her and bit her left hand and arm. Happened on bally stand, but she went right on with her part despite a painful arm. A. L. (Tiger) Tageson, last year with Cole Bros. as a wrestler, lives at Mason City and brought his family to afternoon show.

Dr. E. F. Partello states that in all his work with circuses as legal adjuster he has never met a finer set of officials than he encountered at Ft. Dodge, Ia. Commissioners, consisting of Mayor Garlock, O. W. Sundberg and R. D. Mitchell, played host to 75 orphans at afternoon performance. Joe Powell, who has been on elephants for several years as one of Eddie Allen's assistants, left for Rochester, Minn., to have an operation on his liver by the Mayo Brothers.

DRESSING ROOM

(Continued from opposite page)

scalped Emmett Kelly's Indians. Ray Goody is telling the world of his engagement to Doris Wren. He broadcast it over the radio. Mrs. Inez Beares Jr., of Pittsburgh, is the mother of a four-and-a-half-pound boy, named Charles Lacey Beares III. She is sister of Mrs. Mabel Mix, Erna Ward, Jessie Arbaugh and Dorothy Hubble. Mrs. Mix is at present visiting Inez. Max Gruber is back riding Warrior in the menage act. Note Vern Arbuckle trying to jack up his trailer. Mine looks kind of lopsided, so I think I will do the same thing.—KINKO.

HAGENBECK-WALLACE—At Connersville, Ind., Mrs. Frank L. Ferleman visited Mrs. Grace Hanneford. They hadn't seen each other in a number of years. Charles Siegrist, Hilda Adams and George Ragland also visited. Bessie Gardner is very happy in having her son, Leo, visiting her.

Burt Bennett bringing in the straw at Louisville. Two night performances were given. Four-year-old Lillie Wong prancing in the dressing room in a new white costume. Pearl Clark believes that all performers should be on time for the show. Mickey Freeman doing a pantomime specialty when her menage horse goes on a sit-down strike. Billy Hammond, after roping an escaped monkey, thinks roping calves much safer. Eva Hill, Bessie Hollis and Mickey Freeman enjoying the scent of tweed after breaking their resolution.

Paul Merkle, greatest man in the dressing room; Curley Phillips the loudest, he is chief roaster for the ball games; Bobbie Acevedo doing his washing as dad Alex watches closely; Ted Merchant talking aviation; Poodles Hanneford taking the part in his riding habit and topper; Floyd Hill rolling cornucopias for the candy floss stand.

Front-door notes: Herb Leeman handling social security. Leo Lyons looking quite debonair in his white suit and green tie. Arkie Woods directing the customers in his stentorian voice. Al Martin left and joined Jack Hoxie show. Al Benson growing a long beard;

he doesn't know whether he has the Penobscot itch or the Rhineypest.

Pauline Smith looking very swanky in her new Hawaiian costume. Laughing George Davis and Windecker have joined the cap brigade. Streamline of the slide show now billed as the Blanche Calloway of the circus world, due to her lusty blue singing and nifty hoofing. Eddie Trees busy looking for air-mail stamps, Edgar Day, Al Coons and Gordon Hunt visited Henry Kyes at Lexington, Ky. Marian Knowlton will not stop at a hotel this Sunday. And here comes the mail man sighing and groaning. He's overweighted with fan mail for Alicia Villa and Kathryn Clark. BETTY CASE.

OAK-HYTEX BALLOONS

MICKEY MOUSE TOSS-UP

Kids and grown-ups can't resist the appeal of this Mickey Mouse figure. It will earn you big money. Ask your jobber or write for details.

THE OAK RUBBER CO.
RAVENNA - OHIO

BOSTON GARDEN

7TH ANNUAL

RODEO

PRIZE MONEY \$12,230.00
ENTRANCE FEES ADDED

OCT. 27 - NOV. 6

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14 PERFORMANCES
11 NIGHTS—3 MATINEES
R.A.A.
FOR PRIZE LIST ADDRESS
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Boston Garden-Arena Corp.

North Station Boston, Mass.
GEORGE V. BROWN, General Manager

BIDS FOR ALL CONCESSIONS

Including Rides, Ice Cream, Soft Drinks, etc., for the

TRI-STATE RODEO

Which will be held at the Municipal Athletic Field, Dubuque, Ia., August 13, 14, 15.

Will be received at the Chamber of Commerce.

CONCESSIONS COMMITTEE, Tri-State Rodeo, Dubuque, Iowa.

RODEO WANTED

Two Days—Week of September 13

California Frank, Jerry Burrell and C. L. Baum write.

BLOUNT COUNTY FAIR ASS'N, INC.,
SHAN WILCOX, Mgr., Maryville, Tenn.

WANTED COWBOYS and COWGIRLS, MEXICANS, INDIANS, TRICK RIDERS

With own stock. Bulldoggers and Calf Ropers, come on. Big Cash prizes in dogging and calf roping contest. All other events contract. Show opens Suffolk Downs Race Track, Boston, August 16 to 22; other big dates to follow, and we sail for Europe October 15 for 90 days. Cowboys, come on. All write and pay your own wires

MILT HINKLE, Arena Director

Room 400, 101 Milk St., Boston, Mass. Cy Compton, please wire.

N. E. MEET IS MERRY

Easterners in Frolic at Summer Conclave With Clare in Crescent

Providence manager host to operators and guests during 11th annual get-together—much-heralded baseball game is declared fiasco by suffering spectators

PROVIDENCE, July 31.—Turning over all his facilities and attention to attending members, John T. Clare, manager of Crescent Park here, played the perfect host on July 29 to New England Section, National Association of Amusement Parks, Pools and Beaches, and guests at the 11th annual midsummer get-together. The conclave, one of the merriest in years, was attended by about 100 members of the organization and a goodly number of representatives of the parent body. According to veterans, never had the day progressed more smoothly, never had the outlay and quality of food been so remarkable and never had the baseball game, afternoon highlight, been so successful—or sensational.

The boys and girls began registering at Miss Dorothy Muldoon's desk about 11 a. m., partook of a buffet luncheon in Mr. Clare's grillroom and then adjourned to the near-by ball park for the day's athletic stanza.

Not Enough Busting

But, regardless of what participants will say and what will be published in other parts of *The Billboard*, the ball game was a bust. For one thing, not enough fences were busted by the supposedly hard-hitting New Englanders, not enough fingers were busted to rate the game legitimate and no one tried to bust a fellow teammate who made one of the very few errors.

And then Leonard Traube, George A. Hamid's ball-playing promotion manager (how's that?) and the subject of much concern on the part of both teams in recent weeks, proved a dismal failure. In fact, Gus Mancusco, New York Giants' (See N. E. MEET on page 71)

Fiesta Opposish Not So Tough on Casino

FORT WORTH, Tex., July 31.—Casino Park, Lake Worth, with slightly more than half of the summer season gone, has had its best business in at least five years, said Manager George T. Smith, who intended to curtail bookings of name bands into Casino Ballroom this summer if business were not up to expectations and especially if competition from the Frontier Fiesta was too hot, but he decided after opening week of the Fiesta to continue with name bands.

Fiesta here hurt attendance at the lake spot only June 26 and 27, opening week-end of the show, according to Manager Smith. Since then the park has noticed no attendance slump because of the Fiesta.

Herman Waldman's Orchestra and before that Everett Hoagland's Orchestra had successful engagements in Casino Ballroom. Blue Steele is current, to be followed by Red Nichols.

Boardwalk was packed for especially good business during July 4th week-end. Casino Park boasts of the only games and other concessions and mid-way attractions in city, as this year's Fiesta has none.

Two Vets at Cincy Coney

CINCINNATI, July 31.—Harry (Red) Bevis, door manager at Moonlite Gardens, Coney Island's summer ballroom, is this week celebrating his 27th season as a member of the Coney Island staff. But Bevis is a mere novice in the amusement business compared with William Devore, refreshment manager. Devore's record is twice as long as Bevis'. He is in his 54th year at the park. He began when it was only a picnic place, Parker's Grove, when he was a youngster.

NEW LISKEARD, Ont.—New Liskeard Beach on Lake Temiskaming, along with many Northern Ontario resorts, has exceeded last year's receipts, reports Manager W. H. Lowry, who attributes successful season to increased pay rolls and good weather. Picnic on July 11 drew 10,000. Ukulele Bill's Hillbillies, formerly with the Conklin Shows, are a big draw.

Fairyland Has New Gate Mark

Biggest day registered in newspaper tieup—Kenyon to leave soon for Toronto

KANSAS CITY, Mo., July 31.—All attendance and receipt records were broken at Fairyland Park here on July 28 when more than 20,000 jammed their way into the park to observe *Kansas City Journal-Post* Day, reports General Manager Omer J. Kenyon.

Patrons were admitted free upon presentation of coupons clipped from the paper and all prices on rides except Roller Coaster were reduced to 3 cents. Long (See FAIRYLAND HAS on page 43)

Willow Grove, Philly, Will Be Host of Managers in Pa.

PHILADELPHIA, July 31.—Willow Grove Park reports the most successful season in several years. Holidays have been unusually big and many picnics have drawn large attendance on week days. An Indian Village is one of the new features. Fireworks are regular Wednesday nights. Vaudeville revues in the theater are given every Sunday and dancing nightly, except Monday and Sunday, with music by Jim Feltis' Orchestra.

Annual meeting of Pennsylvania Amusement Parks Association will be held in the park August 27, with E. E. Foehl, manager of Willow Grove, and N. S. Alexander, manager of Woodside Park, as hosts to visiting managers.

SALT LAKE CITY.—Black Rock and Sunset Beach have come into greater prominence this year than ever before for swimming and boating, as deep water prevails there. New Yacht Club harbor and pier, a WPA project, also has helped popularize them.

A. C. Garden Pier, Altho in '37 Comeback, To Be Sold for Taxes

ATLANTIC CITY, July 31.—Garden Pier, once the resort's leading entertainment place, where many a big *Follies* and *Scandals* held premieres, but which until this year steadily declined in drawing power, apparently due to lack of offerings of merit and general trend of business further downtown on the Boardwalk, will be sold on August 19, with Joseph P. Day, New York auctioneer, conducting the sale.

Announcement came during period of an agreement between the city and Garden Pier Company over delinquent taxes. Company owes the city about \$80,000 and, under the agreement, promised to pay the season's receipts over to the city; \$69,000 is in actual levies, with remainder fines for non-payment.

Pier was built at a cost of \$1,500,000, is 700 feet long and has a grant of 800 more feet for expansion if necessary.



JOHN J. CARLIN, owner and operator of Carlin's Park, Baltimore, since its inception 19 years ago. It now has 13 rides, ballroom, roller rink, bowling alleys and indoor and outdoor sports arena. During summer boxing and wrestling shows are presented weekly. Twenty-five skill games are operated, with food and drink concessions totaling 21 stands. Mr. Carlin also owns the Baltimore franchise in the Eastern Amateur Hockey League and operates the Baltimore Orioles team. Thruout winter months in Iceland he offers skating carnivals with the country's outstanding skaters presented. Many new features are planned for next season, the park's 20th anniversary.

Paris Spots Draw With Reduced Rate

PARIS, July 26.—Attendance at the principal amusement park at Paris International Exposition shows a tremendous spurt since the park became a part of the expo grounds, with no additional admission charge for exposition ticket holders and a gate fee of only two francs for amusement seekers visiting the park only. Majority of rides and shows report vastly improved business.

Altho during the past week additional rides and shows opened, three of the big attractions in the park, Parabelum ride, parachute tower and Funhouse, are not yet in operation, and these dark spots cast a damper on adjoining rides and shows. Important attractions recently opened were an attractive stand of the Mills Novelty Company, with Mills automatic vendors and amusement machines, and a well-mounted midget car ride in the children's playground.

Amusement park annex on the Seine is now directly connected with the expo grounds and no formalities are required (See PARIS SPOTS DRAW on page 43)

Operators View A Rebuilt Coney Island in Cincy

CINCINNATI, July 31.—A party of well-known park operators and others viewed the rebuilt Coney Island here yesterday, inspected the new structures and tried to picture the damage dealt by the Ohio River January flood. They were accompanied by H. P. Schmeck, Philadelphia Toboggan Company, which installed the new Clipper, huge roller coaster, and its points were explained by Mr. Schmeck to the visitors.

They were dinner guests of President and General Manager Edward L. Schott in the new clubhouse and later visited Moonlite Gardens, Coney's ballroom.

In the group were Elmer E. Foehl, Willow Grove Park, Philadelphia; A. Brady McSwain and Fred Henninger, Kenneywood Park, Pittsburgh; Carl Sinclair, Meyers Lake Park, Canton, O.; George A. Schmidt, Riverview Park, Chicago; F. W. A. Moeller, Waldameer Beach, Erie, Pa.; Richard Lusse, Lusse Bros., Philadelphia; Mr. Schmeck, and De Arv G. Barton, Music Corporation of America, Cleveland.

Big Increase For Jefferson

Biz up 450% over last season at spot near Detroit—sponsored days featured

DETROIT, July 31.—Jefferson Beach Amusement Park is showing an increase of 450 per cent over last season, J. F. Gibson, in his first season as managing director, said this week. It is being promoted heavily and has excellent support from numerous sources, setting some records for organizational sponsorship.

Last Tuesday a deal was closed with a 5 and 10-cent store chain, with national headquarters in Detroit, to sponsor every Thursday evening for remainder of the season. Tickets to attractions at reduced rates will be given to customers at the stores. These 5-cent nights have worked out very successfully with Mondays sponsored for the past few weeks by another concern. Unusual tieup has been made, with every newspaper advertisement of the company and every truck carrying special plug for the park, resulting in unusual volume of mere mentions of the park name. Officials of one company declared sales of its bread rose (See BIG INCREASE on page 43)

Business Gains Continue For Rockaways' Playland

ROCKAWAY BEACH, N. Y., July 31.—As mid-season approaches, business activity at Rockaways' Playland is at its highest point in eight years. Concessioners report an increase of 15 per cent in volume over that of last year. Excursions are coming from all sections of the metropolitan area, bringing spending crowds. On July 25 three excursions brought 2,200 people to the park. *Mirror* Day brought 12,000 youngsters with parents.

The AAU metropolitan water polo championships surpassed all expectations in bringing publicity and huge crowds. Peter Flick, New York Athletic Club, will attempt to break the world's record for the 50-meter free style. On July 25 Prof. Marvin B. Coykendall, champion exhibition swimmer, performed in the pool before a capacity crowd.

Louis Meisel, general manager, is making elaborate plans for next year.

Scandinavian Spots Book Americans Among Many Acts

STOCKHOLM, July 26.—Mae Wynn Company, American dance flash; Four Macks, American roller skaters, and Great Faludys, tetterboard, are in Nofes-faltet Park. Hester Havey's show, with Jerry Jackson, dancer; Sultan Abdallah, (See SCANDINAVIAN SPOTS page 43)

American Recreational Equipment Association

By R. S. UZZELL

There is a large contingent of itinerant harpers who use their trade while in their youth as a meal and railway or bus ticket on which to see the country. Many will tell you how they have crossed the continent thru the South and returned over a northerly route or vice versa. After the wanderlust has been satisfied they settle down to acquire and operate their own shops.

In our amusement park business there are also some who use small units to help them see the country. For example, Ed Kennedy, now of Belmont Park, Montreal, has used the guess-your-weight to take him to Florida, California, Canada and what have you. It gives him a variety of experiences and enables him to more satisfactorily select his future permanent home.

Many Eyes on Whalen

Grover Whalen, according to the papers, has resigned from several of his business connections in order to run for mayor of New York City. What effect this may have on his work as president of the World's Fair remains to be seen. Whether or not this will affect the present setup no one knows. The future alone will disclose that.

At any rate this dapper gentleman has served the exposition well, as he has everything else he has handled. He has made the World's Fair known thru-out the wide world and his great prestige was no small factor in selling the bonds. As New York City's official welcomer for distinguished guests for many years he has had no superior and few equals. This has been a great drawing power in bringing other countries into the fair. General Manager Earl Andrews and his staff spoke in the highest terms of his work. Our industry will follow developments with interest.

Is a Waiting Game

When parks which have been dark four or five years with cob-webbed front gates talk of awakening to new life it is surely a very positive index of a new day for our industry. But for the uncertainty of a minimum wage and 40-hour week we could see plenty of light breaking on our horizon. Until this legislation, which will disrupt our specialized and seasonal schedules, is settled we must of necessity be apprehensive. If it becomes a law, will make an entirely new setup imperative to meet such a contingency. All discussion is useless until we know exact requirements to which we may be compelled to conform.

We, who work on a schedule to conserve time and effort, immediately after the New England meeting is over begin to plan for the annual meeting at Chicago. Often at the New England meeting committees get together on phases of the annual exhibit. The participation of AREA in the exhibit takes on new life when we share in the net income from the exhibit. Let us keep faith by each member endeavoring to obtain at least one new exhibitor. The place will be Chicago and the hotel is quite certain to be the Sherman. This could all be changed, but that is not likely this year. An increased attendance at the 1937 conclave is easily predictable.

De Arv G. Barton did not want to trail behind Fred W. Pearce, so he, too, is a father. He still has headquarters in Cleveland with the music concern.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, July 31.—Resort is in midseason form and the only ones not doing business are those who have nothing to offer. Stores and concessions are doing the best in years, while piers and theaters report things up to par with the heavy load expected next month. On the upper Boardwalk Heinz Pier is taking a stab at publicity and attracting new crowds. Most amazing change is at Garden Pier, which is packing 'em, Lex Carlin and his theater operating crowd duplicating the success of two weeks of *Tobacco Road* in the booking of *Boy Meets Girl*. Latter has 'em standing nearly every night. This is good for game concessions on front part of the pier. Also get a play from Joe

Quittner's burly at Globe, almost opposite pier.

Steel Pier is late bright spot of upper Walk with movies, magic, strong-man act, midget act, Punch, Humannettes and Hawaiians all used for bally along its block-long front. Has two ballys going at once. Auditorium floodlights taking the drab appearance from that block, as its dressed-up front looks like the north pole for Ice Follies.

Million-Dollar Pier using Boffil's Ork and Harry Rose, mechanical man, for bally. Dr. Bernard's elephants rode bicycles down the Boardwalk the other a.m. while movie cameras clicked away. Everything went off all right except the elephant, which insisted on riding into Frances Mathews' box office on front of pier. Altho Pete, the movie dog, does the act, Harry Lukenay is the one that is being swamped for autographs in front of Steel Pier by the fair sex.

An SOS to Fort Worth Fiesta brought Princess Yvonne, Baby Princess and Doc M. Irving back to Atlantic City and Greek Temple on Million-Dollar Pier for the sixth season. It is the only act on the pier that has so successfully been returned year after year. Scheduled to hold forth for rest of the season. Ernie Calvert is working Punch at Steel Pier for bally. Alexander, the magician, is doubling in Little Theater on pier. Jack Cram, ex of Sally Rand's show, is doing the talking on one pier front. Ben Carroll's daughter, Edna, is cashing for Central Pier's flicker frolics. Billy Fenan writes that some of his Wildwood Pier's zoo monkeys are still on the loose. Augmenting the big-show crowd here for work or vacation this week are Jack Rose, Jack White, Tommy Texas, George White, Benny Davis, Ted Adair and Jeanne Aubert.

Wildwood, N. J.

By ORO

Altho everything is smooth sailing now for Walk concessioners, litigation having been discarded, it is reliably reported that an entirely new setup will exist next season. City officials are irked no end by failure of concessioners to regulate themselves and plan stringent curbs.

General appearance of many stands is being called a continual eyesore, offsetting the resort's campaign to beautify the Boardwalk. And in an effort to cut down on number of games, it is expected that the zoning commission will condemn many of the stands. Question of license fees will also be a looming factor. Present levy of \$100 is eyed by city officials as being unsatisfactory. And unless concessioners can present a united front, it is reported the license fee will be tilted for each game.

Continuing until August 18, Hunt's Ocean Pier is featuring a series of fashion shows for children between ages of 3 and 10. Hunt's Plaza Ballroom carries on the name dance parade with Woody Herman's Band. Convention Hall remains dark since the Sally Rand Revue July 4 week-end, and its immediate plans are still in a nebulous state. Eight out-of-town groups will hold outings here over the coming week-end.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Extremely sultry weather the past week, while very good for beach and pool business was not (if we may be allowed to drop into the vernacular) so hot for the park. That is, as far as afternoons went. However, biz was very good in the evenings.

Current free attraction is presented on the stage at the Music Tower and is a double feature, *Golda Honey*, tight wire, and the Neiss Troupe, trampoline casting act. While the attraction is somewhat different than thrill-loving Playland patrons have been getting it was very well received.

Weekly Chevrolet award was taken by a local resident. Fireworks are drawing huge crowds. The harvest moon eliminations start at the Casino on August 4. *The New York Daily News* tieup is going to be a banner event, judging from the number of registrations. Camera contest is going very big. Don Dickeman and his pirate crew at the old Clipper Ship are doing very well. Here is crew of the *Scouta Boats*: Capt. Joe Romano, Mate Eddie Bingo; Deckhands, Carl Marchione, Tony Indivere and John Amello. Mrs. Feuer and Davy are assisting Izzy at the novelty shop. Frances,

at the Boardwalk Spa, is displaying a very fine diamond ring on her left hand. Evidently all romances are not confined to the spring season. Mrs. Knecht is again with us as bathhouse matron.

Playland funny sights: Tommie Coughlin putting on the heat when things do not come his way. Bruno Li-Grini eating monkey food. "The Voice" attracting Superintendent Baker's attention by kicking out a window pane. Yogi Jordan, of the Mosque, saying to a lady patron, "One dollar, madam."

Management is very busy preparing for the big children's day, a tieup with a chain of Westchester dairies.

Twenty thousand people were handled at the picnic July 25, 500 of them coming from Springfield, Mass. Some mob. Well, my pencil needs sharpening, so will say "Hasta Luego."

Old Orchard Beach

By HOWARD STANLEY

Seeking relief from torrid weather, thousands poured in the week-end of July 24. Afternoon biz was slow, beaches attracting the largest crowds in years. However, during evenings a light sea breeze moderated temperatures and concessioners had steady play. Many boys and girls report their expenses and overhead already pocketed, with six remaining weeks for profit.

In Pier Casino Ballroom Rudy Vallee will be followed by Eddie Farley and his Music Goes Round Orchestra. Old Orchard is getting plenty of free publicity in Boston papers thru Grand Circuit races and records being shattered. Clarence Chamberlin, famous aviator, thrilling vacationers, selling rides in his 27-passenger plane. Downie Bros.' Circus played in Bayside Park, Portland. Charles Sparks getting build-ups in local papers because of his showmanship and interesting life under the big top.

Part of Fred Dittmer's beano-tango crew left to play fairs. Clem Sweat is Jerry Gardner's new mike man at keno, ably assisted by the boss himself and Tommy Morrissey. Everybody is happy to see Lorraine Flaherty well and back in harness again. Joe Ferullo spending all his days on the beach, getting a rich tan and looking more like Tarzan every day. Fireworks here every Wednesday evening aren't any too spectacular and fail to pack in those paying customers. Remember, if your concession is making money, give your help a raise. They'll work that much harder for you.

Chi Riveriew

Regular dog days this week so far as news is concerned, but as for biz there has been no letdown. Rain over week-end of July 24 hampered things some, yet the week as a whole showed no slump over previous ones. Concessioners in a scramble now replenishing stocks and brightening up flashes for the home stretch and Labor Day.

A small fire caused by a cigaret-tosser started on the Mill-Chutes on July 25, putting the fire equipment to work for the first time this season. No damage done. Hearst's *Evening American* and *Herald and Examiner* sponsored a party here night of July 26 for some 3,000 newsboys, who had money and took a flyer on everything in sight.

Bud Dunsee, Whitey Daley and a bunch of the boys were discussing finer points of an opening for a talker and Whitey spilled one on himself, telling about a potential customer in the tip at the Palace of Wonders who shouted to him asking if Whitey were any relation to Ned Sparks because of his dead pan. John Kruto, of the Plate-Rack and *The Billboard* agent supreme, got the visiting bug and spent an evening with friends on the Rubin & Cherry Exposition in Milwaukee.

Park officials greeted the 100,000,000th visitor in its 34 years of operation last week and presented him with \$100 in merchandise and a permanent Annie Oakley. From all indications it looks as tho the Riveriew will chalk up one of the best seasons in its history.

Carlin's, Baltimore

By CLEM WHITE

Cool spell, following a siege of humidity, made everything all right again. Daytime crowds fell off a little, but now they're back with added enthusiasm and what it takes to make the boys happy. Big beefsteak party planned for Thursday night in honor of Bee Kyle, tendered by hubby, Boots Wecker. As in years past, Lady Bee has proved to be a crowd-pleaser.

And, speaking of parties, the committee has been named to arrange the seventh annual get-together of the park's employees. Officers are Chris Vogelein, president; Bob Fisher, vice-president; Dorothy Wallace, secretary; Rose Saunders, treasurer. Last is an excellent choice, as anyone looking for a salary advance will attest. On the refreshment committee will be Roland Clifford, Mabel Jenkins and Norman Alden, while entertainment moguls are Sam Ford, Walter Leach and Clarence Burrier. All members are working toward a new succession of gag features. Those set now include most popular employee (office staff excluded), most attractive cashier and (but the best of the lot) a quartet contest.

Mike Holden has added to his penny-rolldown, cat stand and hoopla. Mr. and Mrs. Tom Wilmuth left suddenly. Doris Denhardt has been added to the efficient office staff, due to the big outing season. Bobby Jones, operator of the Caterpillar, has received four invitations for golf tournaments this year, but he's not at the point where he shoots 70s like his namesake.

Manager Bobby Burns, of the ballroom, is steaming up a contest, pitting new sugar-foot and shag specialists against more conservative dancers in a free-for-all. If advance indications materialize, it will be medium for a series of broadcasts over WBAL. Mal Hallett will be offered on 69 stations over that chain on August 4, first time ever from a ballroom here. Burns' new house magazine now reaching circulation proportions of some of the local weeklies. Roland Clifford finally has developed the knack of wearing white suits while running the Pretzel without having laundry bills run more than weekly take. Kay Kresbach, at the ballroom, is knitting constantly, but everything is of a size that will fit her. And Slim Anderson doesn't care if the new location of his duckie-buck brings less business—it looks nicer.

Kuhlman Is To Present Festival at Geauga Lake

GEAUGA LAKE, O., July 31.—Features of Northern Ohio communities' recreational life will be presented at a Fall Festival and Mardi Gras Celebration on August 31-September 6 in Geauga Lake Park here, said W. J. Kuhlman, manager. Program is being developed by J. Jack Stanley.

Beautiful girls, old-time fiddlers, expert wood choppers and youngsters excelling in aquatic and recreational events will all have a part, he said. Highlights include horse-pulling contest, corn-husking competition, cow-milking derby, old-time fiddlers, wood choppers' race, harvest moon ball, beauty quest, auto style show, bicycle races, wedding in cellophane costumes, horse-shoe championship, All-Thrill Day, boating and swimming stunts, daylight fireworks, Mardi Gras Day and free acts and coronation of Miss Northern Ohio.

Billy Cullitan and his orchestra are current in the park ballroom.

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The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Segregated Swimming

There are many pool men crying for more space, claiming that the trend in bathing biz being what it is, swimmers are continually demanding more side-line attractions and more beach areas. And while I am apt to agree with them I can't help feeling that too many operators are wasting a great deal of space around their tanks.

This column has always preached for side-line attractions for swimming pools and it still does. In this day and age, especially with the competition offered by municipals and beaches, one can't just offer a swim pool and expect to do the business. Handball courts, punching bags, sand beach, etc., are just as important as the water in the tank itself.

However, in many instances pool men, in their anxiety to supply their patrons with these additional features, have forgotten a most important phase of their aquatic facilities. Even a swimming pool with all the extra sidelines isn't enough these days. The all-important subject of segregated swimming must be considered.

At one time—and it wasn't so long ago either—swimmers were satisfied with a natatorium by itself. And if it was a big one or if it offered a few sideline games it was considered as just so much velvet by the public. But nowadays unless a tank has a separate kiddie pool or a wading tank or even a special diving pool it finds tough going in the face of the many new plunges which offer all those new ideas.

In other words, because there are so many swimming pools and beaches thru-out the country the swimming public has gotten a little independent or "choosy." The pool swimmer not only wants the finest handball courts and all the other features, but he also wants a pool in which he can dive without being annoyed by beginners and a small tank where his youngest can wade. And unless he gets them he will go elsewhere.

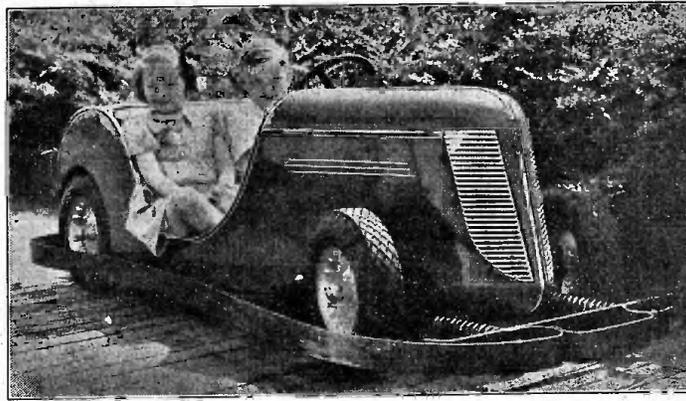
And so this business of segregated swimming is as important now as it was five or six years ago to see that one had some handball courts or beach. Of course, the best thing is to offer separate pools if space is available. Mack Rose, of Riverside Cascades outdoor tank, New York City, admits that a great deal of his business is due to the separate diving tank that he has, and similarly so, pool owners are continually reporting box-office increases with addition of wading pools or kiddie tanks.

Where no facilities exist for construction of additional pools, the least a pool man can do is to segregate his big pool so that it is divided in sections for divers, advanced swimmers and beginners. To be sure, most tanks have always had some sort of roping-off procedure to keep the neophytes from swimming in the deep end, but nowadays it has to be done on a more pretentious scale. When your patron can go a few miles away and swim in three different pools you certainly can't expect him to stay with you when all you offer is a roped-off plunge.

The thing to do is to cut into your pool—if it is large enough—and make an adjoining wading pool. Even if it be a very small tank it is still separate and not roped off. If conditions still do not exist for such alterations the next best step is to follow the track idea originated by St. George indoor pool last winter and described in detail in this column. At any rate, do something to keep up with the trend of the times. And the trend of the times these days is towards segregated swimming.

Dots and Dashes

Circle open-air tank, Paterson, N. J., played to capacity over last week-end, and Palisades (N. J.) Amusement Park pool announces that it is running about 15 per cent above last year's receipts. . . . And the weather hasn't been as warm as last summer in those parts.—Olympic Crystal pool, Dubbo, Australia, and Shanghai Civil tank, Shanghai, China, are two faraway pools which have just joined the Jantzen Swimming Association. . . . And just because it is August don't wait until next summer to make those changes you need at your tank.—There is still plenty of time left this year!



TWO HAPPY YOUNGSTERS photographed in Playland, Rye, N. Y., in one of the Spillman Engineering Company's gasoline drive-yourself cars which Director Herbert F. O'Malley says are proving popular at the big Westchester County playground.

Palisades, N. J.

By MARION CAHN

Krasdale picnic did better than any so far this year and Doc Morris is beaming at everyone. New bally on Water Scooter with the putting up of the original boat from the Astor Theater in New York, which was used during the run of *Captains Courageous* there. Flying Scooter just across the way has a brand-new electric sign, red and blue neon.

Uncle Don, of kiddy hour radio fame, is scheduled to appear in the park on August 4 for the finals of his healthy child contest. Swim meet scheduled for July 31 was postponed until September 11. Handball championships will be run on August 7.

Nick Schenck, who could be called the father of this park, visited and was amazed at improvements. Spent all evening going from stand to stand renewing old friendships and giving everybody a play. Paul C. Morris, of Playland, Rye, N. Y., was also a visitor, as was Perley Boscawen, publicity director of the New York World's Fair of 1939.

Adler Shoe Company is in for an outing this week and it will certainly be good to see the Adler boys, Jesse and Herb, again. Guess Sadie Harris will be especially happy to see them because of the big crowd of spenders they brought last year. Jack Rosenthal gave his two weeks' notice on the big board on Times Square, feeling that it has done its work. He keeps the flags on the Times Square Hotel. There are about 3,000 outdoor boards this year, with loads of billposting. Johnny Moran and Jack Brown did a swell job of sniping.

Jack Rosenthal took a look-in at Randalls Island and Jones Beach this week, while brother Irving will combine business with pleasure in a trip to Atlantic City.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: It's possible already to feel the chill in the air, especially mornings and in the evening. First night that dog racing reopened at Mineola Fair grounds there were 15,000 attendees, which may be some sign of the reason for all the fuss on part of its sponsors in the attempt to bring the sport back. Oddest of the happenings at the shore perhaps is the regular Sunday morning religious service held off the shore of Atlantic Beach for benefit of those who prefer to do their worshipping in bathing suits.

Wind and rain wrought havoc at Ozone Park Stadium, ripping away huge strips of its fence. The A. Simon now doing publicity for WHN, New York City, is a former local beach press agent. Spotted viewing the Frank Wirth Circus in Freeport was Heinie Manush, Brooklyn Dodger baseball star. Movement said to be under way to ban fireworks in Nassau County, but a similar step met with failure before.

The dime roadside hot-dog stand is a much better bet for making money than the roadhouse, with its heavily-priced meals and lavish floor shows, it has been learned on Long Island. Doggeries have been coining money, literally al-

most, hereabouts, while the tony road-erles have been battling hard in many cases just to beat the nut. Funny how summer playhouses have fallen off nearly entirely on Long Island. Canoe Place Inn, Stony Brook, one of the few niteries doing excellent biz. Broad Channel has 26 places that sell beer or liquor or both.

ROCKAWAY BEACH: Chamber of Commerce leading movement against peddlers on beaches. Receipts at Playland Park are up fully 30 per cent over last year at this time, Manager Louis Melsel admits.

A huge amusement enterprise, the nature of which has yet to be revealed, will rise on the site occupied by Allen's dance spot before the fire a few weeks ago. Mickey Rolkman and Tom Kane are two former Coney Islanders who are putting up here. Biz on Beach 103d street, sud-sipping center, at its best in at least a decade. Hal Lutz points out that the only really remaining amusement landmark is Wainwright and Smith's, at Steeplechase, most of the others having either been demolished or razed by fire. There are 40, patrolmen assigned to Boardwalk duties, on three shifts, with additional men for duties over the week-ends.

LONG BEACH: Jack Mason at the American. Lot of new concessioners scheduled to have spots on the westerly end of the Boardwalk next summer. Deak Walters, refreshment stand op, having a good run of luck and he'll be in Miami in the fall as the result. If anyone wants to know the favorite resort of the burlesque trade it's Long Beach, where on one occasion more than a score of noses of those in the profesh were counted one day here.

Revere Beach, Mass.

By BEACHCOMBER

Earl (Coast-to-Coast) Walsh out with a canvas unit from European (O'Brien's) Museum, up the country with Gilsdorf's Paramount Shows, in with glowing reports on his expectancies when the unit goes into fairs. Allen Morton in from 42d Street Museum, talking on front of museum, replacing Don Durand, resting up from "pipes" trouble. Durand has done a good job. O'Brien contemplating a second canvas unit for fairs. Ringman Mach in b. o. with unit out with Dick Gilsdorf. Albert-Alberta will have b. o. with second unit. Harold (Little Flash) Murray Chinatown unit in b. o. at 42d Street Museum; same show ran for two seasons in museum b. o. here.

Roy Hooker, talking with No. 1 unit, does extra man on front Sundays here. Glen Porter and Don Getty enthusiastic over pending trips to India and South Africa to "bring 'em back alive" for Henry Trefflich, animal importer. Nice pickup in business for all shows, rides and games following the letdown after the big take of the week-end Fourth of July; everybody hoping it holds out until mid-August. New Derby Racer is now "percolating"; Engineer Keenan still here, polishing off. Ride is getting the usual coaster play. This is a coaster beach, they love it.

Betty Spencer, making ready to return to Wichita and school, came from Kansas with her mom, Rosa Barthelme, Ripley slate woman attraction. Betty has had the ticket box all summer on the (See REVERE BEACH on opposite page)

With the Zoos

PHILADELPHIA.—A pair of gaurs or sladangs, tallest and largest of wild oxen, and said to be the first to be imported, will be on exhibition in Philadelphia Zoo Gardens, being added to the collection by Henry W. Breyer Jr., manufacturer and a frequent contributor. They will live in two special inclosures surrounded by deep moats.

LITTLE ROCK, Ark.—W. R. Sprott, superintendent of Fair Park Zoo, will soon pull a curtain from the cage of Babe, Bengal tiger, permitting a view of four cubs born on July 8. Sprott believes it is the first time a Bengal tiger has borne four cubs in captivity. Sheik, the father, is declared to be the tiger that attacked Mabel Stark, animal trainer, in the spring of 1927, after which she remained in a hospital several months.

SALT LAKE CITY.—Hogle Gardens Zoo celebrated Children's Day on July 8 when a treasure hunt, special lectures by E. M. (Dutch) Shider, exhibition by Princess Alice, elephant, and other features were given. Zoo is attracting unusual attention and special PWA projects have greatly increased its attractiveness.

LOS ANGELES.—In a battle between tiger groups in California Zoo, Mel Koontz, trainer, was severely bitten and taken to a hospital. One of the tigers, badly worsted in the melee, had to be destroyed.

MANITOWOC, Wis.—First unit, a bear pen, in Manitowoc's new zoo, has been completed in Lincoln Park. It is a WPA project, pushed by Manitowoc County Fish and Game Protective Association.

CANTON, O.—Carl Wels, city zoo superintendent, thru a trade with a California zoo, has several new specimens in Nimisilla Park Zoo here. Among those being shown are chukar partridges, valley-crested and gamel quail and swinehoe pheasants. A female buffalo, gift several years ago by Meyers Lake Park Company when it discontinued its zoo, died recently.

MILWAUKEE.—Recent births in Washington Park Zoo reported by Director Ernest Untermyer include two buffaloes, 11 white deer, 12 pheasants, a sambar, three fallow deer, two elks, two zebras and a mountain sheep.

HOUSTON.—Pawnee Bill's tableau band wagon has found final repose as a museum piece. It was donated to Museum Scientific Society with quarters in Hermann Park. John C. Koetting purchased it for the National Frontiersmen's Association and after a former showman, Harold (Happy) Gunderson, restored wood carvings and redecorated it, it was given to the city of Houston and placed in the museum. Heavily carved, it depicts Pocahontas saving the life of Capt. John Smith on one panel, with bust of Comanche Chief Quanah Parker on overhead skyboard. On opposite side is carved the landing of Columbus. Busts on rear doors depict Indian Chiefs Sitting Bull and Geronimo. Wagon was built for Major Gordon W. Lillie in 1904. Santa Fe Railroad transported it to Houston on a flat car and it was delivered to Hermann Park by the Red Arrow Freight Lines. Wagon was obtained from 101 Ranch and reconditioned thru efforts of Rev. J. W. E. Alrey, national chaplain of Frontiersmen's Association.

SAVANNAH, Ga.—Nightly floor shows, boxing and wrestling and band concerts, in addition to 6 rides and 20 concessions, have been drawing crowds to Gold Star Ranch Park here, in operation its first year. Plans are to start work on a combination auditorium and dance pavilion. Park is scheduled to operate the year round.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

INCREASE in business of more than 50 per cent over any season in the past four years is reported by Wood-Dillon Company, operator of Winland Auditorium, East Liverpool, O., said to be due largely to out-of-town patronage. The Ohio Valley spot continues skating on a three-night summer schedule Sundays, Tuesdays and Thursdays. Rink will be closed on September 1 for redecorating and will be reopened on September 15, with another night added to the schedule and skate prices slightly increased. Company has added a new 40-watt sound system. Joe Fuchs' Diamond Square Roller Revue, Pittsburgh, 20 artists on wheels and a line of 10 girls will play Winland Auditorium night of August 10.

CARROLL SISTERS and Nelson, roller skaters, after playing some Canadian engagements, joined Lou Waltek's musical productions, *Red Hat* and *Beautiful Witch*, opening at Court Square Theater, Springfield, Mass., on July 21, reports Charles F. Barrett.

INTERNATIONAL Skating Federation set these dates for 1938 meets: European fancy skating championships (men and women), St. Moritz, Switzerland, January 25 and 26; European fancy skating (couples), Troppen, Czechoslovakia, January 29; world championship fancy skating (men), Oslo, Norway, February 6; world fancy skating (women), Stockholm, Sweden, February 12 and 13; world fancy skating (couples), Berlin, Germany, February 17. Van Laer, of Holland, has been elected president of the federation. Harold Ryle Company, roller skaters, are in Liseberg Park, Gothenberg, Sweden. Marc and Mary, roller skaters, are at the Stade de Courbevoie, Paris suburb. Skating Hamiltons, American roller skaters, are playing a month's engagement at the Casino de Chabyles-Bains, Alexandria, Egypt.

FRED (BRIGHT STAR) MURREE, exhibition skater, is vacationing for a few weeks at his home in Red Lion, Pa., before starting his tour of New England States. Fred has played repeat dates in two-thirds of the spots he has played in past 10 months.

MRS. CONSTANCE WILSON SAMUEL, women's ice figure-skating champion of North America seven years, tried roller skating last week while visiting in Flint, Mich., and soon found plenty of difference in the two sports. She tried some fancy ice steps, resulting in a fall. Mrs. Samuel is a resident of Toronto.

FINKS and Avalon and Avalon Sisters, roller skaters, are at the Hotel Slavija in Belgrade.

ANN FIVEK, secretary of Arena Gardens Skating Club, Detroit, writes that members are visiting rinks in the vicinity while awaiting Arena Gardens opening on September 4. On July 4 they were entertained by Mr. Dexter and his son at Crystal Beach, Ont., and skated in his rink at Niagara Falls. On July 14-16, Coliseum Rink, Traverse City, Mich., was visited by members of Arena Gardens and Madison Gardens clubs, Detroit. Donna Savinsky, of Arena Gardens,

entered a queen contest and brought back a cup presented by Bob Fisher and Dan Grosser. Races were held and Verna Picton added another medal to her collection. On July 31 members of Skateland Club, Cleveland, Arena Gardens Club and Armand J. Schaub Sr., Cincinnati Norwood Club, were guests of Mr. and Mrs. Jack Shuman at Buckeye Lake, O.

FAIRYLAND HAS—

(Continued from page 40)
lines of patrons stood at the 20 rides until 1:30 a.m., an hour and a half beyond usual closing time, with Tumble Bug, Teeter Dip and Ferris Wheel getting especially heavy play. Dance pavilion and swimming pool did big business and eat and drink concession receipts far exceeded the three-day Independence celebration which did near-capacity business on a 3-cent basis.

Park has been using name bands and plans to continue the policy for balance of season. On July 23 Louie Kuhn's Orchestra drew 3,000 dancers and on July 24 2,200 paid \$2 a couple to hear Fats Waller's Band.

Picnic bookings have been good to date, with many big ones scheduled for balance of season.

Owners Victor and Marlo Brancato are planning improvements at end of season and expect to install several new rides before next year.

Manager Kenyon has again been contracted to do advance work for Bob Morton's circus promotions and will leave the park soon to take up his duties in Toronto on August 15, where he will start work on Rameses Shrine Temple Circus.

PARIS SPOTS DRAW—

(Continued from page 40)
to enter it excepting from the gates on the street front, which are handled as regular exposition gates. This park is still in a chaotic state, with only the Planetarium, Man of Glass show, Magic Train and a freak show open. Several de luxe dine and dance spots, cafes and bars are open along the river front and draw good night trade.

Small park, outside the grounds and not connected with the exposition, has opened, altho not yet completed. Rides operating are two Auto Skooters, Pretzel and Giant Swings. Only shows are a Motordrome, freak exhibit and peep show.

SCANDINAVIAN SPOTS—

(Continued from page 40)
magician; Tching Tshing Kou, juggler; Apace's Indian show, and Hester Harvey, singer, are in Grona Lunds Tivoli Park, Stockholm.

Open-air show in Liseberg Park, Gothenberg, has the Beropsits, wire walkers; Allison Girls, acrobats, and Malmsten Troupe, cyclists, while the park cabaret is presenting Maurice Colleano Family, acrobats; Harold Ryle Company, roller skaters; De Roze, illusionist; Seven Starnans, accordionists, and the Fortunat Ballet.

Four Smiths, trampoline; Gray and Garden, comedy cyclists, and the Artonis, acrobats, are in Tivoli Gardens, Copenhagen. Peejay Ringens, American high diver, is presenting his bicycle dive in the park in Malmo, Sweden. Bob Cimse Company, aerial motorcycle novelty, and Ghezzi Brothers, motorcyclists, are at the Fornoielsesark, Oslo, Norway.

BIG INCREASE—

(Continued from page 40)
20 per cent in three weeks as a result of the tieup.

Bid for Union Events

Starting last week, the United Rubber Workers of America took over Friday nights. A number of unions affiliated with the United Automobile Workers have booked picnics and Mr. Gibson is going after promotion of union events. The park is 100 per cent organized and union as far as unions in the field go, he said. Saturdays and Sundays have been picnic sellouts, with necessity for doubling sponsored events on these days in most cases.

Among policies which have proved popular with picnic committees are free matinee dancing and special vaudeville shows in the ballroom. These are given gratis by the park for larger picnics, instead of being separately billed and charged for, as has been usual practice.

An unusual record for Masonic picnics has been made this season. All appointments and special promotions are being handled by two men, with Mr. Gibson doing nearly all contact work. He has been appearing before women's clubs and other organizations and securing much

good will, some of it to result in future rather than immediate bookings. A total of 97 picnics have been booked for the season, with a number of others probably to be added. These are bringing a minimum of 650,000 people to the park, figuring actual members of organizations and employees of factories without counting members of their families. Typical figures are indicated by last Sunday, a gross of more than \$20,000 at a Chrysler event.

Ballroom Popular Spot

The ballroom is proving a big attraction and the heavy investment is evidently being repaid in increased popularity despite rainy weather which has prevailed. Ballroom lighting equipment is now completed, with 193 different color combinations. Ray Gorrelia and his orchestra are playing currently, with a policy of traveling name bands for the season. Floor shows, dropped during July because of weather, will be resumed next week. New policy of one floor show a night is being adopted after experiment with two shows. It has been found that refreshment receipts build up considerably with a single show in the ballroom. Patrons stay in the hall until the hour of the show instead of drifting away and order more refreshments while waiting for the show.

Two dozen surfboards have been added to the beach since the opening. New Knot Hotel, fun illusion, has been installed at front of the midway. Ringo Pavilion in center of the park and a new beach cafeteria have also been added.

Aerial Acts Booked

Free acts are being used with special attention to major aerial acts, bookings handled by Jack Dickstein for Gus Sun Agency, Detroit. Acts will start on August 1 to go on nightly at 10:30, with fireworks every Friday night. Special giveaway will be a \$3,000 Cord car on August 15. Ballroom has been drawing about 5,000 every Friday, Saturday and Sunday, Manager W. S. Colquitt said.

Deal was completed this week for a new piece of property to be added that will give a new picnic grove and athletic park. About 6,000 can be taken care of in the new grove, in which tables will be installed at once. Purchase will also increase size of the beach by 370 feet. Cabanas will be installed and the new beach floodlighted. Work is to start next week on erection of a new front along the four-block length of the park front. This will be of masonite and will have special indirect lighting, including sky-rays, all the way along.

Winter program will be designed to make this location, altho 20 miles from heart of the city on a lake, a year-round attraction. Ballroom is to be remodeled into a dine and dance place. Elaborate floor shows, probably with name attractions, will be used. Pipes will be laid out on Lake St. Clair to create a large artificial ice rink, available for skating regardless of weather conditions.

Pay Roll Totals 375

In this roster, because of the large staff, only key positions are listed: J. F. Gibson, managing director; Jack Stevens, superintendent; Stephen G. Focht, designing engineer and construction superintendent; Mrs. Audrey Colquitt, in charge of all women employees; Mr. and Mrs. F. M. Benton, auditors; Theodore Matteson, accountant; Hugh Colton and Nick Lucas, public-address system; Joseph Sweeney, police captain; Robert Springall, captain of life guards; Marion Scott, first-aid supervisor; Harvey Bigras, assistant superintendent; Charles McVey, cost accountant; Stella Saroc, pay-roll clerk; Sidney Simon, account payable clerk; L. W. Benton, social secretary; George Simpson, display artist; Ed O. Banion, superintendent of recreation grounds; J. St. Pierre, head gardener; Leo Allegeat, carpenter; Cecil Frisco, dance floor specialist.

Managers of attractions: William C. Colquitt, ballroom; Leo Rose, K. Delmont, Howard Millette, talkers; Rocco Bischo, Skooter; Peter Sayer, harbormaster; Mardwin Chaffe, supervisor of bath-

house; Stanton Welsh, Skee-Ball alleys and arcades; Arthur Selly, Ringo pavilion; Ralph Miller, bath laundry. These men are in charge of a total pay roll of 375 persons.

Prof. Crawford, physiognomist; O. W. King, specialty stands; Mayfair Concessions, headed by Jacobs Brothers and Dick Deutch, Cleveland, 11 refreshment stands; Charles Darrah, wheels and cigar shooting gallery; James Myre, Bozo Drop, bowling alleys and weight scales; Horace Wild, photo gallery; B. W. Knapin, Stratoship; P. R. Brodie, cigaret wheel; Madame Carol, astrologer, and William Martin, miniature railroad, operate leased concessions.

REVERE BEACH—

(Continued from opposite page)
O'Brien ride lot. Ben's refreshment stand; Benny Kontoff, owner-manager, and a real worker for the bizmen's association, has enough sense to know that you go further working together; assistants, Sid Kontoff, Herb Kontoff; Charles Hamilton, chef; Jack Bromfield, griddle and fried clams de luxe. Sloppy Joe's new spot in dead center has Yetta Gittelson and Janice Woods as Pina Colada Girls. Coyne's Barbecue, operated jointly by a well-known Boston newspaper man, Bob Coyne, and John DePizze, is billed as the north shore's famous sea food house. They feature a floor show and dance band. Jimmy Gallagher, of radio, is featured and still hanging on altho booked in for two weeks. Lillian Taylor (something to look at, believe me) is hostess. There are an even dozen attractive waitresses.

New Derby Racer, Henry Chester Trask Jr., young, aggressive and an asset to the Beach, manager and half owner; Richard C. Bopp, youthful, visionary and up-and-coming, representing his grandmother's half interest, assistant manager; Vernon Keenan, chief engineer and builder; P. D. Watkins, brakeman; Harry Frye, maintenance; Ernest Venega, platform and Mars; Mary Phillips, tickets. Frank C. Crowley, American Restaurant, with Kitty Malone and Anne Stolle doing the arm work; Jack Jarvis, chef; Mrs. Howard Koontz in charge of Kohr Bros' frozen custard stand in dead center. There are four Kohr stands here and all is well in the report. Mary A'Hearn's frozen custard has a lineup of pretty girls doling out real product. Helena Shay, Connie A'Hearn, Rita Vincente, Ida O'Brien and Barney on the "mix."

Jack Rotherham's shooting gallery and Joe Monroe's African Dodgers, landmarks, are going over as usual. Ball game has Joseph Smart and Sam Harref in charge. Hurley's Dodgem, Dorothy Pronty, cashier; T. J. Hurley, Sidney Rosen, operating, with extra help over week-ends. Hurley's Tilt-a-Whirl, Leo Hurley, mechanic; Mary Hurley, cashier; Clement Hurley, switch; Joseph O'Hara, tickets. Both rides are owned by Fred Hurley, brother of John J. Hurley, the beach king. Devil's Bowling Alley, J. Goldstein in charge. His assistants have a sense of humor. E. Pearl prefers to be known as Pistol Pete and the other brother bills himself as Pie-the-Robber, and they're not kidding your correspondent.

Salwin's refreshment stand in front of the Hippodrome "Jinny" where Molly Wheeler held forth for several years; Mrs. S. Salwin, proprietor, with Frank Sandler and George Gorman, specialists in fresh fruit orange and French toasted rolls with hot doggies and trims. Henry Disler does his stuff with famous fried clams, a dish or grab item that goes big with New Englanders. Cy Walker left suddenly and they're still talking about it. Jake Wheeler, now a beano baron, has a new car and says he's all thru with "slaving."

BARTON'S SOCIETY CIRCUS, including Barton Troupe, bareback riders; Miss Marguerite, aerialist; Snow, performing horse; Yukon Troupe, performing Eskimo dogs; dog and pony act, and Diamond, trained mule, was free attraction at Buckeye Lake (O.) Park week of July 26.



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No. 773

Frisco's Fed Exhib Mapped

Theater among items to be allocated—set days planned for States and cities

SAN FRANCISCO, July 31.—Tentative allocation of the \$1,500,000 voted by Congress for a federal exhibit at 1939 Golden Gate International Exposition was announced in Washington by George Creel, recently appointed by President Roosevelt as federal commissioner to the fair here. Creel, due in San Francisco this week, said the fund likely would be split as follows: Building, \$350,000; exhibits, \$750,000; administration, \$300,000; reserve, \$100,000.

Naming H. R. Stutsman, of the commerce department, as assistant commissioner, Creel declared that all federal exhibits will be colorful and dramatic, with some showing the taxpayer where each tax dollar goes and how it benefits each individual. He also disclosed plans for a theater in the federal exhibit palace, where all federal departments will show motion pictures of the "romantic" side of their activities.

Promoters With Ideas

Every State and the territories will be invited to set days in 1939 on which they will be honored at the expo in letters being sent to governors by Leland W. Cutler, president of the fair. Suggestions are being made that committees be appointed to arrange details of the State celebrations. Similar invitations will be dispatched to mayors of principal cities. "Million-dollar ideas" on how to sell the fair are deluging the offices. "Some of the best are considered seriously," said Clyde Vandenberg, director of publicity and promotion. "Most of the ideas, however, are worthless. An aviatrix (See FRISCO'S FED on page 46)

Langdon, N. D., Wedding Aid

LANGDON, N. D., July 31.—Public wedding idea is still a Cavalier County Fair drawing card, proved when a wedding on the final night brought out a crowd almost equal to that of the preceding day. Crowds usually have dropped off on the last day here. Fair association came out on top, Secretary Dick Forkner said. Among visitors were B. E. Groom, Fargo, former secretary; Franklin Page, Hamilton, secretary Pembina County Fair; C. H. Hoffstrand, Churches Ferry, secretary Benson County Fair; E. W. Vancura, Fessenden, secretary Wells County Free Fair, and Andy Anderson, Fergus Falls, Minn. Fairly-Martone Shows were on the midway and Jule Miller's revue was before the grand stand.

10,000 at Delaware Opener

HARRINGTON, Del., July 31.—About 10,000 persons turned out for opening of annual Kent and Sussex Fair here on July 27-31, closing with auto racing. Fair officials said the phrase "bigger and better" while trite, would aptly describe the exhibition. Not only did entries set a new record but there were many new features. New grand-stand addition was completed in time and there were acts afternoon and night. Music was again by Joe Basile and his Madison Square Garden Band. There was a contest selecting Miss Delaware for the national beauty pageant in Atlantic City and Governor's Day observance on Thursday.

Rain Hurts N. D. Annual

HAMILTON, N. D., July 31.—Rain almost closed Pembina County's 44th annual fair, oldest in the State, a day early. Show people began packing early in the afternoon, but the sun came out and they unpacked again, doing a night business that was almost on a par with the two previous nights. There were no afternoon performances. It was the last day for Fairly-Martone Shows and Jule Miller's Revue in Eastern North Dakota. They had been playing same stands several weeks. Second day's attendance, said Secretary F. C. Thacker, was largest in history of the fair.



R. S. THORNTON, president of Minnesota Federation of County Fairs, embracing 96 boards, has been secretary of Douglas County Fair, Alexandria, continuously since 1916, except two years. He was treasurer of Minnesota Federation in 1933-'34; vice-president, 1935-'36, and was named president in 1937. Alexandria Fair features 4-H Club work, high-class grand-stand attractions, harness racing and independent midway. Mr. Thornton, an attorney, took up fair work as a hobby.

Watt Mich. Superintendent

DETROIT, July 31.—W. H. (Bill) Watt, who has been executive secretary of Michigan State Fair here, will serve as general superintendent this season. Fair offices have been moved back to the grounds by General Manager Frank N. Isbey. Following practice of several years, a downtown office has been maintained during winter and spring, serving as a central location for administration of year-round activities of the board.

"Uncle Sam Helps the Fair Man"

A review of work done by the Works Progress Administration in association with State and county fair groups for improvement of facilities, submitted by Roscoe Wright, associate director, information service, and A. W. von Struve, chief of periodicals division, WPA, Washington, D. C.

Fairs and expositions the country over have benefited immensely from the Federal Works Program. While creation of jobs for needy citizens has been Uncle Sam's chief interest, at the same time he has always tried to develop economically worth-while projects. States and lesser governmental subdivisions have helped by sponsoring thousands of desirable undertakings in co-operation with the Works Progress Administration, and many of these undertakings have been connected with fairs and expositions. No section of the country has been slightly in the allocation of funds

Gorgeous Illuminated Night Specs Are Pulling Crowds to Paris Expo

PARIS, July 26.—Most vivid impression of Paris International Exposition is that obtained at night, as never before here has there been such a magnificent spectacle of light and water displays. Along both banks of the Seine River are a multitude of brilliantly illuminated pavilions with gay restaurants, roof gardens and flower-decked terraces overhanging the water. All along the river are moored hydraulic pumps and submerged lighting equipment which at night provide a brilliant display of illuminated geysers, sprays and cascades dyed in all colors. River excursion boats, restaurants on barges, clumsy fishing boats, racing motor boats, fire boats, light ships and other craft enliven the river and professional water-ski riders are towed thru the water at a dizzy pace several times a day.

Aside from the river the Eiffel Tower offers an equally brilliant night spectacle. Entire under portion of the tower is a mass of neon lights, while batteries

Fiesta Cuts Nut on Show

New free attraction will replace first presentation—nudity ban is on

FORT WORTH, Tex., July 31.—The free show, Flirting With Death, at Frontier Fiesta will close on August 6 with present acts, according to notice given the cast on July 23 by Manager James F. Pollock, to be replaced with another free attraction with less nut. Closing came as surprise, especially to acts with options on contracts who thought they were here for 17 weeks instead of six. All acts leave on August 6 except Cedora, whose contract expires on August 15.

Larry Lee's Orchestra has been signed to play opposite Paul Whiteman for remainder of season. Hinda Wassau has been signed for an additional six weeks at Pioneer Palace, where she will remain until September 17. Pat Rooney Sr. and Pat Jr. and Janet Reade also have been signed for another four weeks and Charles King has decided to remain for remainder of season.

Stuart Morgan Dancers and Sanami and Michl are set for the season in Lost Horizon sequence of Casa Manana Revue. Sydell and Spottl, dog act in Casa Manana Revue, leave on August 15 because of prior contracts with Barnes-Carruthers. Also to leave Casa Revue at that date will be Moore and Revel, comedy dance team. These acts will be replaced by Joe Jackson, bicycle panto act, and the Three Cossacks, roller skaters. Contracts of the nobleman-dancing partners were not renewed after expiration on July 24.

City council this week adopted a resolution condemning "sale of liquor by (See FIESTA CUTS on page 46)



WILLIS S. SPITSNAUGLE, secretary-treasurer of Trego County Free Fair, Wakeeney, Kan., which was founded in a tent about 30 years ago. Patrons now come from nearly half the counties in Kansas. This year ends a five-year rebuilding program during which grounds have been enlarged and landscaped, race track constructed and buildings erected. Peak attendance was reached in 1936 and efforts are on to top that mark this year.

Two-Bit Gate Will Feature Watertown, N. Y., Anniversary

WATERTOWN, N. Y., July 31.—With organization of the 1937 Jefferson County Agricultural Fair here and selection of C. W. Cracraft as fair manager, plans are progressing for the 100th anniversary event.

Directors comprise B. E. Weaver, president; H. B. Donaldson, Ed Brockway, vice-presidents; Sidney McCumber, treasurer; Karl Gragg, secretary; Frank Walrath, chairman of directors; Floyd Waggoner, William Daniels, E. B. Sawyer, G. W. Roberts, and Lorenzo Johnson, race secretary.

Exhibits, concessions, free acts and midway will be lined up speedily. For first time in history of the fair there will be a 25-cent gate.

Fessenden Annual Tops '36 After 4-Day Weather Battle

FESSENDEN, N. D., July 31.—Wells County Free Fair on July 13-16 successfully closed with total attendance of nearly 15,000. All four days were marred by rain and threatening weather, but no grand-stand or race program was completely lost, said Secretary E. W. Vancura.

All departments were up over last year in receipts except beer parlor, weather having cut beer receipts almost in two compared to last year. Gross receipts were about 20 per cent above last year.

Fairly-Martone Shows proved popular and the organization made a hit with the fair board. Jule Miller, of Northwestern Amusement Company, furnished grand-stand attractions and played to capacity at every performance.

More Acts for Dayton, O.

DAYTON, O., July 31.—Premium awards for 1937 Montgomery County Fair here will total \$12,000, about \$1,600 more than last year, said Secretary Ralph C. Haines. Speed program has been strengthened about \$750. A feature will be a competition for county bands. Appropriation for night attractions has been greatly increased and acts will include Mills and Mills, high wire, Flying Lamars; Ben Hamid Troupe, tumblers; Watkins Animal Circus; Wells Bros.' Trio, horizontal bars, and Fascinations of 1937, musical revue.

Ella Carver To Play Fairs

CHICAGO, July 31.—Ella Carver, high and fire diver, who in 1935-'36 toured Japan and China, has just completed a 15-week contract with a Middle West carnival and will spend remainder of the season playing fairs. Miss Carver's act drew large crowds to a celebration in Crown Point, Ind., recently and at the Cherry Festival, Traverse City, Mich.



Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

Mardi Gras Note Struck

Cleveland Day on Aug. 14 has big program—vaude is helping gate for Circle

CLEVELAND, July 31.—With mid-week attendance on the increase, Great Lakes Expo is turning attention to insure success of Greater Cleveland Jubilee Day on August 14. A general holiday is declared by Mayor H. H. Burton. Plants and business houses will be closed. Employers and heads of concerns are purchasing blocks of tickets to give workers admission to grounds.

General Manager Lincoln G. Dickey, Associate Directors Almon R. Shaffer and Peg Willin Humphrey, Assistant Director of Concessions and Amusements Frank D. Shean and John Gourley, manager of the Streets of the World, are planning to carry out the most extensive single day's entertainment in the two-year history of the expo.

General form is that of a Mardi Gras. Costume prizes will be awarded, and all persons wearing costumes will be admitted to Streets of the World free. Paper hats will be furnished, together with autographed photographs of Eleanor Holm Jarrett, Johnny Weismuller, Alleen Riggen, Evelyn Chandler, Bruce Mape and other stars. These all are free.

Special Tickets Out

Outdoor attractions will be continuous. There is to be a bathing beauty contest. Continuous boxing will be carried on thru the day in four rings: Society of American Magicians, Cleveland representatives, will contribute a three-hour magic show. There will be a special display of fireworks. There will be a parade of old-time champions, Tris Speaker, Nap Lajoie, aviators, golfers and others who have won fame in sports and other lines. Come - to - Cleveland Committee and the Advertising Club are working on this program, assigning detail to Gus Handerson, well-known advertising man.

Program starts at 10 a.m. and concludes 2 a.m. Sunday morning. There are 100,000 special tickets being placed, good only upon this day. Indications are that the effort will prove a success, since business men and underwriters are interesting themselves in putting it over. It is expected that crowds will be carried over on August 15, and on Monday the world's women's professional swimming championship is to be staged, with Bernarr Macfadden honored guest and starter of events. Grand prize is \$1,000; second prize, \$500, and runner-up awards total at another \$500.

Big broadcast goes on the night of August 7 with a Radioland Roundup in the Sherwin-Williams shell. Sid Andora, local Walter Winchell, will handle the program. In place of announcers talkers from the midway and Streets of the World will serve. Myron Roman's Band will furnish music, and picked acts from the expo will be presented.

Marine Day Colorful

Building up of vaudeville at International Circle in Streets of the World is bringing better crowds. Current program presents Rekoma and Loretta, acrobatic and contortion act; Mal Snyder, rubber-legged man; Musical Bentleys, marimbaphone; Gully and Keanny, hand-to-hand balancing, and Three Blue Streaks in a fast skating act. Next week come Page and Allen, comedy dancing; Fred Swift, who makes music on auto horns; Victor and Yvonne, adagio and apache dancers; Zaller and Wilburn, comedy juggling, and Shorty and Mrs. Sutton, an Australian whip act. Johnny

Attendances

Previously reported	1,399,859
Thursday, July 22	19,799
Friday, July 23	20,165
Saturday, July 24	34,856
Sunday, July 25	34,530
Monday, July 26	18,904
Tuesday, July 27	19,827
Wednesday, July 28	23,583
Total for 61 days	1,571,323
Days to go	40

Gower and his boys furnish music and Hughie Mack announces the show.

Foreign groups, fraternal societies, business and professional organizations are scheduled for the week-end. Akron has its special day, with Mayor Leo D. Schrup and Lon G. T. Tighe, Akron Chamber of Commerce, arriving by Goodyear blimp. Friday is the day "Miss Akron" will be chosen and made an honorary yeomanette. Civic chorus under William A. Hughes, 250 strong, will sing. Saturday is Roumanian Day, with DAR, National Association of Power Engineers and Cleveland railway employees adding their numbers. Philip Morris program will be headlined on Saturday and Sunday from Sherwin-Williams Radioland.

One of the most colorful exhibitions of the season occurred on Wednesday when Marine Day was observed. Ore freighters, passenger liners, coast guard vessels, naval reserve training ships, private yachts and cruisers of the Cleveland Yacht Club and other craft passed before the grounds inside the breakwater in naval parade. There were life-saving demonstrations by the coast guard and other events. In the evening Cleveland Retail Credit Men's Association and Retail Merchants' Board, more than 1,000 strong, gathered in Herman Pirschner's Show Boat for dinner. Parties from out of town came from Philadelphia, South Bend, Ohio Northern University, Cleveland Heights and Ada, O.

Keeping Dickey Busy

Under Elwood T. Bailey, in charge of special events, days are being arranged for various cities, Detroit and Pittsburgh standing among the foremost. Some idea of just what work is being done may be drawn from the task handed General Director Dickey on Thursday. He visited Pittsburgh to make contacts. Once there he found himself booked for seven speeches during the day before seven different organizations and a 15-minute broadcast in the evening.

Detroit comes to join Cleveland on August 14. D. & C. Line will run round-trip excursion at \$3 for the day. Acting Mayor John W. Smith heads delegation. On the following day Youngstown, O., and suburbs will close shop and move in, headed by Mayor Lionel Evans.

Recess Club, swanky spot for the board of governors and their friends, hasn't proved so hot. It is great as a hangout for afternoon drinks and cocktails, with an upper deck overlooking the beautiful Horticultural Gardens and commanding a fine view of the grounds. But when mealtime comes gang deserts en masse for Billy Rose's Aquacade next door, where one may dine and watch the spectacle at the same time. As a result a new drive for members has been started.

Fair Grounds

COLUMBUS, O.—Director of Agriculture Earl H. Hanefeld said \$141,731 in premium awards will be offered at Ohio State Fair here, compared with \$133,223 last year.

MANFIELD, Mo.—Best attendance in its history was anticipated for Ozark Summit Exposition here, successor to Wright County Fair, said Secretary W. C. Coday, who reported M. & B. Amusement

Company's rides, shows and concessions were booked. Gate in 1936 was 15,000. A good-will advertising tour of surrounding territory was made by Mansfield Band.

TIMONIUM, Md.—Prizes totaling \$19,283, over \$9,000 more than last year, will be distributed to exhibitors at the 59th annual Timonium Fair, it was announced by Mathais L. Daiger, secretary. Increase represents a contribution of \$9,000 from Maryland State Fair board following selection of Timonium as official Maryland State Fair. More than \$33,000 will be distributed in purses during the 10 days' racing.

PITTSBURGH.—Seneca Indians will initiate Governor Earle as an honorary tribesman at annual Allegheny County Fair in South Park. Also to be named honorary Senecas will be the three county commissioners, Park Director Henry Hornbostel, and Harvey Gaul, fair's musical director. The Indians' transportation from and to their Salamanca, N. Y., home will be paid out of the \$20,000 fair appropriation, said General Director Cliff J. Ryan.

LA CROSSE, Wis.—Improvements under way on Interstate Fairgrounds here include oiling of midway, new sheep and poultry buildings and relocation of two dining halls.

MCARTHUR, O.—Possibility of a 1937 Vinton County Fair is remote, according to J. W. Weed, county commissioner. Due to lack of funds commissioners refused to appropriate \$1,500.

DETROIT—Plans for traveling industrial exhibits for county fairs have been disclosed by Cleaver-Jones Displays, which has booked these Michigan fairs: Imlay City, Powlerville, Yale, Howell, Corunna and Mason, with others to follow.

LINCOLN, Neb.—Prospects of a banner State Fair here loom after a good wheat harvest and liberal rainfall guaranteeing a long corn crop. Secretary Perry Reed reports demand for concession and exhibit space exceeds that of any year in the past seven.

URBANA, O.—Residents of the county who have observed their golden wedding anniversaries will be honored at Champaign County Fair, as Tuesday night's program will be a Golden Wedding Jubilee with special program and big wedding cake. Each couple will be summoned to a platform and introduced to the crowds.

WAPAKONETA, O., July 31.—Harry Kahn, secretary of Auglaize County Fair here, was in charge of free anniversary outing night of July 27 on fairgrounds. He is doing promotion work for Sandy Beach Park, Russells Point, O.

JACK RAUM'S Trained Animal Circus has been contracted for the two night sessions of Columbiana County Fair, Lisbon, O., programs to be climaxed with fireworks, said Secretary H. E. Marsden.

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Week of August 30 Rides and Concessions

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E. O. SWICKARD, Newman, Ill.

WANTED

Free Acts, Rides, Concessions and Shows.

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E. P. MOORE, Secy., Kingman, Ind.

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BOWMAN COUNTY STREET FAIR

September 16-17-18

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Fair as Business and School

By Ethel Murray Simonds

FAIRS are and should be considered business institutions just as much as any other business. If treated as such, and handled as carefully as one's own business, and not as the public-money-easy-to-spend way, they should be successes in the long run. They, too, are of just as much importance to the public as schools, colleges and universities; in other words, they are real post-graduate institutions. As schools they are not money-making institutions, as many think, and States and towns in which they are located should consider them worthy of whole-hearted support—moral and financial—from an educational and advertising standpoint.

The average layman thinks that all that has to be done to have a fair is to announce the dates and then the million and one things that have to be done just simply happen and after the fair is over it is just one round of play until time to announce the next year's dates.

Offer Liberal Education

A fair is a most varied institution and a most interesting one. Appealing to the masses is a man-sized job, for meticulous attention is required from an exhibit of a canary bird to a bull. Each is of utmost importance to the exhibitor and after all the exhibitor makes the fair. Exhibits are gathered from the four corners of the earth and are the best that can be produced, so why shouldn't the city man have a

better understanding of his country brother and vice versa?

The day of the agricultural and animal freaks is over. The different livestock breeds associations, United States department of agriculture and the agricultural colleges, 4-H Clubs and farm



ETHEL MURRAY SIMONDS, secretary-manager of Oklahoma Free State Fair, Muskogee, says that, like Topsy, she just "grewed up" in fair business. She started as stenographer at Missouri State Fair, Sedalia, in 1907. When she left there in 1916 she was assistant secretary. She was appointed secretary-manager of the first free fair in Muskogee in 1916 and remained there until the spring of 1926, when she went to Tulsa, Okla., to organize Tulsa State Fair. She was there as secretary-manager until 1930, then returning to Muskogee, where she has been since 1931.

women's clubs and the F. F. A. departments have brought this about. They are working to a standard of perfection and the fair management co-operates with them in furnishing display windows for their products. Many a practical lesson is brought home by these displays and the many agencies that are combined to make this array is appalling. If the lessons are studied as they should be a liberal education can be obtained.

To please the ever-demanding, speed-thrilling populace a secretary is at wits' end to know what kind of thrillers to present. There is the weather, too. Fifty-one weeks of hard work can become rather discouraging if the weather man sees fit to weep upon the 52d one.

Shock Absorber Necessity

When a fair is all set it becomes a city, with the secretary or manager as mayor and the board of directors as councilmen directing the many departments and endeavoring to dispatch each and every detail in as pleasing and efficient manner and with as little confusion as possible. Every fair office should have a shock absorber so that by the time an irate customer enters the inner portal his or her complaint is not quite as important as it seemed. A smile goes a long way toward paving the road to the hard-boiled secretary.

The past several years have been rather trying in all classes of business but they have also brought about a better understanding of fairs. Those that have weathered the storms have meant more to their communities, districts and States than at any other time, for they have shown what can be

done in adverse circumstances. Any business can flourish when everything is in its favor, but the ones worth while are those for which we struggle. No matter what the task may be there is a certain amount of zest and pleasure in the undertaking and one of the greatest satisfactions in working with fairs is work well done. "Depressions may come and depressions may go but fairs will go on forever."

FIESTA CUTS

(Continued from page 44)

the drink and exhibition of a strip-tease act in the nude at the Fiesta and ordered the police chief to see that any violations ceased. Hinda Wassau, in Pioneer Palace Revue, has since added a g-string to her costume. This leaves Nana, nude painting, the only nudity at the show. A State liquor department agent has been on grounds nightly since show opened to see that liquor law is not violated. According to Manager Pollock, only drinks sold are legal wine synthetics of mixed drinks, less than 14 per cent in strength, and beer and wine. A package store adjoins Casa Manana, where patrons buy their bottles to take with them. National Hotel Management Corporation and Fiesta probably would be cashing in on a neat profit if they were selling mixed drinks at the spots here.

Another break for showgoers in bargain ticket books is being given by a drug store chain here in an effort to dispose of its block of books. The stores are breaking up the books into single tickets.

Jack Wilson, who was with Cavalcade at Dallas Centennial last year, is manager of Pioneer Palace for the Fiesta. Bill Gunz, maitre d'hotel at Casino de Parisien, Chicago, is manager of National Hotel Management Corporation's catering interests at Pioneer Palace succeeding J. J. Tucker. George Keyes, who had his sharpshooting act in the Last Frontier here last year and who has been stage manager for the free show, had his sharpshooting act in the free show during the last week, taking the place of Edna Alle and Company, who left to fill fair dates for Barnes-Carruthers. Keyes' partner is May Ross. Paroff Trio, Charles and Harry Paroff and Otto Bredoff, left the thrill show on July 28 for Chicago, where Barnes-Carruthers have booked them for 12 weeks of fairs. Barnes-Carruthers booked all the acts in the free show.

Marshall Party Visits

Vic Leighton, formerly superintendent of operations at the Fiesta, is no longer connected with the Fiesta but is still with Billy Rose, looking after his interests here and in charge of stage managers of shows Rose produces. Leighton's former Fiesta work is divided between General Manager Pollock and Bobby Stowe. Stowe, who was with Frontier Centennial last year, is in charge of cashiers and other show employees. Al Humke, who has novelties at the Fiesta, divides his time between this show and the Dallas Exposition, where he also has interests. Mr. and Mrs. Bert Wilson, Chicago, visited Humke here last week.

F. M. McFalls, who again has shooting gallery here, reports business good, considering that this is the second year. J. K. McLaughlin is manager for McFalls, with Bill Cooper assisting. McFalls also has shooting gallery and Skee-Ball at Dallas Exposition and rides and concessions at Casino Park, near Fort Worth, and at Tyler and Beaumont, Tex.

George Preston Marshall, of the Dallas Exposition, and Mrs. Marshall were guests of Amon Carter, originator of the show idea here, on July 20. Mrs. James A. Farley, wife of the Postmaster-General, was in the Marshall party.

Cabin Kids and California Varsity Eight, in Casa Manana Revue, provided entertainment for Kiwanis Club meeting this week, while Stuart Morgan Dancers from Casa Manana and Harry Armstrong, Sweet Adeline composer in Melody Lane, entertained for Junior Chamber of Commerce luncheon, and Charles King, emcee and singing star of Pioneer Palace and Melody Lane, was guest on Cosden program over WBAP.

Thrill Show Troupers

Flirting With Death, free thrill show, company numbers several troupers not listed in acts. Manuel King, who has a

lion act, has his brother, Bill King, and Robert McPherson as his associates. W. A. King has been visiting here from Brownsville. Mrs. McPherson, also trainer, is here with Mr. McPherson, who is recovering from a recent illness. Mrs. Oscar V. Babcock is with her husband, who has his bicycle loop-the-loop act. Prince Nelson has his wife, Anna Nelson, also wire performer, as partner and critic of his 110-foot wire act. Their daughter, Hazel, also a wire performer and equestrienne, now with a show in Pittsburgh, is due here for a visit with her parents before they leave. J. L. Johnson is in charge of Nelson's equipment. Cedora, who performs in gold globe, on motorcycle and bicycle, has Charlie Hadfield and Ollie Goss in her act.

Orchestra in the free show, directed by Hyman Maurice, musical director for the Fiesta, is composed of Woods Moore, Kenneth McGarrity, John Grimes, Don West, Roy Prince, Perry Sandifer, Arnot Bouton, Emile Schmit, David Singletary, Lee Woodward and George McCullough. Walker Moore, head of the local musicians' union, is announcer for the show. Herman Voss is head electrician; Manny Brenner, Harry Stine, tower men; E. T. Poole, sound man.

Jimmie Gavett, who has photo stands, left on a business trip to St. Louis and Springfield, Ill. Florence Gavett is in charge of stands while her brother is away. Price on pictures at these stands has been upped and business is just as good. Ray Walsh, Casa Manana dancer, underwent a leg operation and is out of the line for rest of season, being replaced by Dick Attaway.

FRISCO'S FED

(Continued from page 44)

wanted to enter the transatlantic race, her plane named Spirit of the Golden Gate International Exposition. She needed \$20,000 for the plane and \$40,000 for insurance. The idea was declined."

A couple volunteered to drive a mule team thru the United States advertising the exposition for \$600 a month. A cyclist offered to pedal from Alaska thru Canada, Mexico, Central America and South America for a price. A singer wanted to croon his way thru Europe. His plan called for giving 15-minute programs on government-owned radio stations. One promoter suggested a trailer race to the fair. Several have suggested pony express riders streak thru the nation as exposition representatives.

For "Movable Audiences"

Spectators of musical pageantry at the fair will "sail" over the Lake of All Nations toward the Temple of Music in one of the most spectacular theatrical effects ever devised, according to plans. Movable stages have been used before, but never have "movable audiences" been used for a "smash" climax to dramatic spectacles, it was pointed out by Walter Reimers, special events director.

Seats of thousands of spectators at the Temple of Music events would be on a series of gigantic submerged barges, according to plans now being worked out. More than 25,000 seats will be available for spectators at the Music Temple. A curtain of steam, with colored lights playing on its surface, would veil the stage until the start of the performance. Many outstanding musical organizations are being negotiated with for appearances. Among them are the Hall-Johnson Choir, Mormon Tabernacle Choir, Russian Cossack Chorus and Kansas City Toy Symphony Orchestra.

Improvements in Greenville

GREENVILLE, S. C., July 31.—Greenville County Fair Association purchased 10 acres adjoining the present property and started grading this for parking cars. Heretofore parking space was at a premium and kept many from using cars to attend the fair; this year there will be plenty of space and all under fence. Premium list of 56 pages, operated with merchants of the city, lists over \$2,000 in cash premiums and many exhibitors are securing space. A new poultry house has been erected at one side of the entrance. Other improvements consist of painting all buildings and erection of one more building. Mighty Sheelsley Midway has been contracted. Programs will be furnished by Ohio Fireworks Company. Many free attractions have been lined up. C. A. Herlong continues as secretary. Office of president, which was held by Mrs. C. A. Herlong, will be filled by M. R. Samms Jr.

OAK-HYTEX BALLOONS
DONALD DUCK
TOSS-UP
Here's a new one to wow 'em—and fatten the bankroll. Two-color decorated balloons with cardboard head securely attached. In a flash package or in bulk.
At Leading Jobbers
The OAK RUBBER CO.
RAVENNA, OHIO

SHOWS WANTED FOR DEFIANCE COUNTY FAIR

August 24-25-26-27—4 Days and 2 Nights
Legitimate Shows of all kinds Wanted. Good locations on midway. Best Fair in Northwestern Ohio.
M. H. BEVINGTON, Sec., Hicksville, O.

Melvin Community Fair

Wants Free Acts, Rides, Concessions and Shows.
MELVIN, ILL., SEPTEMBER 9, 10, 11.
Book direct with Fair Officials. Address SECRETARY, Melvin, Illinois.

WANTED

Rides, Shows and Legitimate Concessions. County Fair at Sibley, Ia., September 7-10. Booking independent. For information write A. J. SALLAND, Concessions Manager, Osceola County Livestock Show, Sibley, Iowa.

WANTED

RIDES, CARNIVAL AND CONCESSIONS FOR
22d ANNUAL FAIR

BUCKS COUNTY, AUGUST 23 to 28, INCLUSIVE. Member of Pennsylvania Fair Circuit
We follow Kutztown: Leighton follows us. Shows are working, stacks are smoking. Money conditions look good. So come and get some of it. Address
F. C. SHELLY, 104 Front Street, Quakertown, Pa.

Pan-American Exposition Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

Gates Going To a Million

One of biggest weeks' biz is registered—style shows drawing State merchants

DALLAS, July 31. — Uncomfortably high temperature failed to keep the week ending today from being one of the best business periods since the opening on June 12. Admissions for the week amounted to 109,057, pushing the total to 874,049, and officials began hoping they might entertain the millionth patron late next week. No one attraction could be held responsible for improved attendance and freer patronage of mid-way shows, as almost everyone seems to have benefited in ratio to its size.

July 27 was the best Children's Day this season. When the promotion department announced that kids presenting pet dogs at the gate would not have to pay the regular dime admission they were deluged with pets and the dimes went, a nickel at a time, to concessioners. Receiving congratulations next day from concessioners, members of Frank N. Watson's promotion staff were surprised when Director-General Frank McNeny sent up a letter complaining that the special day was "beneath the dignity of the exposition."

Dog Day Brings Letter

Newspapers quoted Mr. McNeny as writing: "I have heard considerable adverse comment with reference to designating a day as Dog Day. When I first read it in the newspapers I flinched but said nothing about it. Now that it is over I think we had hereafter better have a conference on the designation of days for a specific purpose unless it is for the delegation from some city or town or some organization. The impression I got, and it was concurred in by many of my friends, is that such days are beneath the dignity of the exposition."

The letter allegedly went to Mr. Watson, who is an assistant to McNeny; Phil Fox, publicity chief; Ned Blaine, director of special events, and Howard Hill, program director.

It was the second time in two days that executives had been stopped by the administration. An Indian sacrificial scene at opening of Cavalcade of the Americas was suddenly changed Sunday night, the male "victim" being replaced by Gerald Robinson, star of the spectacle, clothed only in a long feather train. The new scene was maintained for two nights until Producer A. L. Vollman said he received strict orders to replace the male victim of the ceremony.

Merchants Lease Rio

An unusual feature drew thousands of retail merchants from all parts of the South and Southwest. Dallas Wholesale Merchants' Association leased the plant and facilities of the Road to Rio for the first of three performances of its large semi-annual style shows. Alexander Oumansky and Oscar Blatt were co-producers of the show, a combined presentation of fall styles in a parade of 40 models and the regular and special acts of Road to Rio stage units. The audience fought for standing room, and mid-way houses of all types did good business late at night following the performance. The style shows will be presented the next two Tuesday evenings. Admission is only upon invitation from local wholesale houses. Joaquin Garay is emcee and headlined singer.

Other special events of the week included a free circus, Pan-American radio auditions, soccer game and fireworks Saturday night. With Power's Elephants and Star Jupiter, intelligent horse, as main acts, the circus drew good crowds

Attendances

Previously reported	764,992
Wednesday, July 21	11,939
Thursday, July 22	15,201
Friday, July 23	16,414
Saturday, July 24	18,644
Sunday, July 25	16,870
Monday, July 26	10,761
Tuesday, July 27	19,228
Total	109,057
	874,049

in the Amphitheater Tuesday and Thursday evenings.

Peruvian Exhibit Opened

Pan-American radio auditions at Gulf studios became so popular that Radio Director Jimmy Crocker was forced to make preliminaries a nightly event. Semifinals will be staged next Wednesday night, and Lanny Ross, starred singer of Pan-American Casino, will make presentation of awards at the studios next Friday night. The Argentina world's champion soccer team defeated the Tex-Mex team in a game played before a fair crowd in the Cotton Bowl Sunday night. The match was a follow-up of the Pan-American games in the bowl the previous week.

Peruvian exhibit in Pan-American Palace was formally opened Wednesday night. Dignitaries included Fernando Berckemeyer, Peruvian consul-general in the United States. Opening was celebrated by a reproduction of Peruvian native celebration of that country's independence day, which fell on the same date.

Grand-Stand Shows

ACTS booked thru George A. Hamid, Inc.; Sam Lawrence Shows and United Fireworks Company will be attractions at Wake-Harnett Fair, Fuquay Springs, N. C., said Managing Director J. A. Winters.

IDEAL EXPOSITION Shows will be on midway of Great Dunn Fair, Dunn, N. C., announced J. A. Winters, manager. United Fireworks Company and George A. Hamid, Inc., will furnish other attractions.

THREE ERWINGOS, booked thru George A. Hamid, Inc., will be at Flourtown (Pa.) Free Fair August 6-14, sponsored by the fire department, said Chairman William J. Goss.

OPENING at Sherbrooke (P. Q.) Fair, Roy (Pop) Brownlee's Hickville. Follies and Band will play a string of fairs for George A. Hamid, Inc.

OZARK Summit Exposition, Mansfield, Mo., booked A. E. Selden, "The Stratosphere Man"; Cloyd Harrison, Darwood Circus Troupe, Steiner Trio and Johnson Brothers, reports Secretary W. C. Coday.

GRAND-STAND show for Oakland County Fair, Milford, Mich., booked by the Ray Conlin office, will have five acts, emcee, singer and 10-piece band.

JACKSON (MICH.) COUNTY FAIR has booked thru Gus Sun Agency the feature of Sweethearts on Parade. Two bands and an all-girl unit, under direction of Reva Clamage, will provide music. A change of vaude for the last two days is planned.

UNCLE SAM HELPS

(Continued from page 44)
WPA-improved land will be available for use as one more unit in the metropolitan park system.

Beautifying in Syracuse

Dallas has had several useful buildings constructed by WPA workers in connection with fairground improvements. One of these is a huge recreational center, built in 1936 to house WPA exhibits for Texas Centennial Exposition and now being used for the same purpose by Pan-American Exposition. Sponsored by the

JEFFERSON COUNTY AGRICULTURAL FAIR ONE HUNDRETH ANNIVERSARY WATERTOWN, N. Y.

FIRST TIME IN HISTORY. ADMISSION, TWENTY-FIVE CENTS.
WEEK AUGUST 30, 31—SEPTEMBER 1, 2, 3, 4.

WANTED—Concessions of all kinds, no exclusive. Wheels, Bingo, Good spot. Grandstand ex. for sale on all privileges. Cook House, Eating and Drinking Stands. Big spot for Grab. ACTS WANTED: —Feature, for front of Grandstand. Also Acts that double. I have five Fairs. BAND WANTED. Homer Lee wire. Decorator wanted.
WANTED—Midnet Automobile Race Promoter or other Auto Races.
All Concessionaires, Free Act People that have worked for me before, get in touch. Good Promoter for Public Wedding, Baby Show. Harry Wilson wire. This will be a red one or I would not be here. There will be Horse Racing, Fireworks and Free Acts daily.
GET BUSY. RESERVE YOUR SPACE.
C. W. CRACRAFT, Fair Manager, Fair Grounds, Watertown, N. Y.

RHODE ISLAND STATE FAIR 6 DAYS | A. N. PECKHAM, Manager | 6 DAYS 6 NIGHTS | Kingston, Rhode Island | 6 NIGHTS SEPTEMBER 1st Through 6th

WANTS

RIDES — LEGITIMATE CONCESSIONS — CLEAN SHOWS
Give Full Particulars in First Letter
IDEAL LOCATION! LARGE STATE APPROPRIATION! EXTENSIVE ADVERTISING! GEO. HAMID ATTRACTIONS!
\$1,000 STAKE RACES! FIREWORKS!

OAK HARBOR, OHIO ANNUAL FAIR AND FESTIVAL

SEPTEMBER 28, 29, 30

Free Acts Write Oak Harbor Fair Committee. Attention, Happy Jack Darling.

FARMERS' FAIR, Abbottstown, Pa. AUGUST 17-21

Wanted—Independent Shows and Concessions.

All mail to G. P. MILLIKEN, Cedarview Park, Boyertown, Pa., Till August 13; then Abbottstown.

WANTED FOR NICHOLAS SEPT. 22 to 28, incl. COUNTY FAIR and FESTIVAL CARLISLE, KY.

In the Heart of the Tobacco Belt.
RIDES—SHOWS—CONCESSIONS
Address all communications to ELLWOOD DILLIN, Maysville, Ky.

RIDES WANTED LIBERAL PERCENTAGE Due to disappointment. Wire collect if open. THE LADOGA FAIR August 11, 12, 13, 14. LADOGA, IND. On Streets, Draw 50,000.

WANTED Shows and Rides for ANNUAL TRI-COUNTY FAIR October 6-7-8-9, held on the Main Streets of Aurora, Mo. Write CHAS. E. BROWN.

CARNIVAL, RIDES AND CONCESSIONS WANTED COLOGNE FAIR

September 8, 9, 10, 11, Auction Grounds, Cologne, N. J., between Atlantic City and Egg Harbor.

Dallas Park Board, its commodious quarters are ideal for entertainments, indoor athletic contests and other activities requiring a great deal of room. It will be used yearly as an exhibit building for the State Fair of Texas. Besides this recreation building, WPA assisted in erection of seven other buildings for a civic center on the fairgrounds. These include an aquarium and natural history and art museums.

In Cleveland an extremely ugly trash dump adjoined Great Lakes Exposition grounds. So WPA workers removed the trash heap and did considerable landscaping. The improved area added beauty to the exposition site and has since been used as a permanent park.

Right now a total of \$584,567 is being spent to beautify and improve New York State Fair grounds, Syracuse, the federal government's share of this expenditure being \$453,401. Upon completion of the project these grounds will be among the most attractive in the East, featured by a cascaded lagoon, lined with shrubs and flowers and entirely surrounded by evergreen trees. The efficiency and skill of the 200 WPA men engaged in this work caused much favorable comment. Recently Peter C. Ten Eyck, commissioner of agriculture and markets and overseer of the State fair, said: "I have seen various exposition grounds in the East since assuming office in 1935, but none will match the splendor of the New York State Fair grounds as they appear today."

Sewage Work in Sedalia

Another big fairground and park-improvement project was finished recently in Stanton, Neb. Grounds were graded and graded, a new band shell was erected, clay surfacing was placed on the race track, area contiguous to the swimming pool was filled and landscaped and two new barns were erected to replace an old one in extreme disrepair.

Las Vegas, Nev., has a new race track built by WPA labor. Constructed according to National Racing Association specifications, the track has a grass-lawn center which is used for many sports. Lights have been installed and local softball teams now draw crowds of 1,500 nightly. Parking space to accommodate 500 cars has been graded and gravelled. State Fair grounds in Sedalia, Mo., had long needed a sewage-disposal sys-

tem. During one fair week sewage broke overlanded mains on the grounds only 300 feet from the administration building. All efforts to secure money to remedy this health hazard failed until, shortly after the government's works program started functioning, fair officials and WPA officers planned a connection of the fairground sewage pipes with the municipal septic tank. A two-mile right-of-way was obtained from the Missouri Pacific Railroad and the pipes were laid. WPA employees engaged on this project at the same time improved the physical condition of the grounds.
(Continued next week)

B. & G. Plan Big SLA Show

Monster benefit performance to be presented in Rockford—50 in cast

JANESVILLE, Wis., July 31.—An invitation was extended all Middle West showmen and concessioners to attend a monster Showmen's League of America benefit to be held on the Beckmann & Gerety midway at Rockford, Ill., August 4 as a company of 50 people went into final rehearsals in the Gay Paree tent theater here Wednesday.

Whitey Weiss, chairman of the ticket sales committee, reports that over 1,500 tickets have already been sold, with 500 more of the pasteboards ordered. Ray Belew and Alexander Wilson assisted in the sale, which was accomplished in less than 24 hours. Pete Kortess, side-show impresario, and Roy Sheppard, master mechanic, handled the ducats in the back end of the midway. Arkie Bradford, trainmaster, sold to the train crew and various other working departments.

Nancy Miller, feature girl revue producer, and Doc H. D. Hartwick, snake show manager, are the co-producers of the extravaganza which will be made up from talent taken from all the attractions. (See B. & G. PLAN on page 53)

Marks Shows To Invade Florida

KINGSTON, Pa., July 31.—John H. Marks, president and general manager of Marks Shows, Inc., announced here this week that for the first time in the history of his organization it was going to invade Florida this winter.

General Agent Robert R. Kline spent several days here this week discussing the Florida tour with Manager Marks and left to visit cities along the Marks Shows' fall route en route to the Palm State. The first winter date, Marks said, would be week of January 11, 1938, and about 10 fair dates will be played. He said the fall tour would close after the Greenwood, S. C., fair and equipment not to be used in the Florida tour would be sent to the winter quarters in Richmond, Va. Equipment bound for Florida will be quartered in Athens, Ga., and made ready for the winter tour.

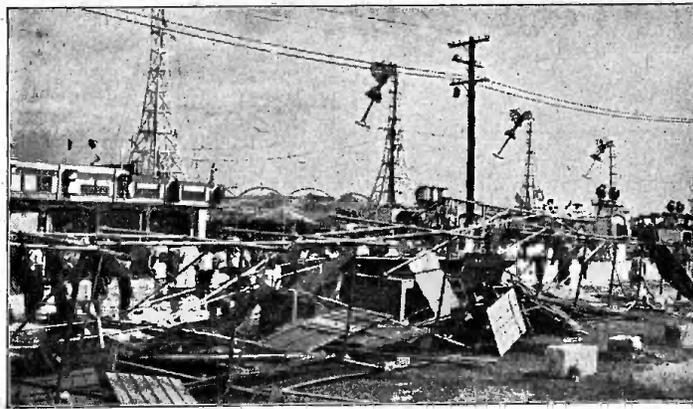
R. H. Lesley Now General Agent Blue Ribbon Shows

LOUISVILLE, July 31.—Following the closing of the Murray Midway Shows, Robert H. Lesley announced here this week that he had accepted the position of general agent for the Blue Ribbon Shows under the management of L. E. Roth. After transacting some business here he left for points in Tennessee and Alabama to cover the fair route booked by the show. Lesley expressed himself to a representative of *The Billboard* as much pleased with his new connection.

"Come Over to Our House For Dinner Sometime!"

SYRACUSE, N. Y., July 31.—L. E. Reading, fat man with O. C. Buck Exposition, was center of prize stunt of the summer last week as Ballyhoo for show, playing here under auspices of Veterans of Foreign Wars. Reading challenged any restaurant to an eating duel over the air, got 60 acceptances, took on Buchester's Grill and won out by eating 40 pounds of food, including 60 pork chops and 13 cups of coffee, in little more than an hour.

Stunt was done elaborately, with 50 of city's outstanding gluttons as audience. Senator F. L. McElroy as emcee and Reading arriving in truck and descending by derrick was dramatic. Buchester's, losing, had to stand the shot and Reading put on the crusher by ordering a creme de menthe frappe when it was all over. Stunt made all newspapers, including pictures, captioned, "Human Pork Barrel." Lester Al Smith and Alma Montague put it over.



HERE IS THE WAY A CYCLONE LEFT THE ROYAL AMERICAN SHOWS during its opening day Monday, July 19, on the exhibition grounds at Saskatoon, Sask., Can. In spite of the partial blowdown there were no fatalities and final checkup revealed that the property damage did not exceed \$25,000. Immediate emergency repairs were made and within a short time more than half of the attractions were in operation, with all but four shows going full blast the same night. Photo by RAS staff photographer.

Art Lewis Opens Canadian Tour; Favorably Received at Verdun

VERDUN, Que., Can., July 31.—The Art Lewis Shows opened its Canadian tour here auspiciously July 27 for the Diamond Jubilee given by the city, celebrating the 75th anniversary of its founding.

"The World on Parade" is the title of this event, which ends its festivities next week. Attractions appearing with the Lewis Shows are Havana Follies, Hell Drivers, midjets; Sweet Marie, fat girl; reptiles, Laughland, Mickey Mouse, Side Show, Athletic Stadium, World on Review, *Scandals of 1937*, House That Jack Builds, and Mysteria, under canvas. The rides are Twin Ell Wheels, Kiddie Ferris Wheel, Octopus, Skooter, Tilt-a-Whirl, Merry-Go-Round, Chairplane, Loop-the-Loop, Whip, Loop-o-Plane, Ride-o, Thriller and Baby Autos, all laid out on a wide and well-illuminated midway.

Forty bulletin boards were used in advance by General Agent S. A. Kerr and covered with a special 24-sheet stand and a corps of billposters distributed some 12,000 sheets of paper and

window cards thruout Montreal and adjoining towns to advertise the date. In spite of rain and unseasonable cold, over 5,000 went thru the gate opening night. The six leading dailies, three French, *La Presse*, *La Patrie* and *L'Illustration*, and three English, *The Gazette*, *The Star* and *The Herald*, published 20 advance stories and backed them up with favorable criticism following the opening. The mayor, chief of police and city advocate approved the concessions and although there is a campaign on regarding tombolas and bazaars, fostered by the press, not a single complaint was registered, and all were allowed to operate and there was plenty of business. Everything on the midway looks and practically is new. The Skooter is a most attractive feature of the "Garden of Rides." The Octopus is the first to be seen in Eastern Canada. That the Art Lewis Shows' invasion of Canada will prove a success is the consensus on the show and among those laymen who know carnivals. Reported by Dick Collins.

Ballyhoo Bros.' Circulating Expo, A Century of Profit Show

By STARR DeBELLE

Pawn Ridge, Ida. Week ended July 24, 1937.

Dear Red Onion: This would be a great spot to winter the show in. The principal industry being pawn shops. The city boasts of over 500 of these emergency business houses. As a matter of fact, the only business place outside of hock shops was the City Bank and it was in hock. You can buy anything here from a second-hand meal ticket up to a carnival title. Their shelves were still full of unredeemed show property when we left town. There were so many pawn tickets on the lot that the bosses decided to use them as midway currency. The only ones to benefit by this quick change from brass were the telephone companies and pay-toilet operators. They couldn't get them in the pay-off slots.

Auspices here was the United Hockers of Idaho, every citizen in the town was in hock, the hock shops were in hock to each other and the city was in hock to the county, the county was in hock to the State and the State was in hock to the government. We never did find out if the government was in hock to anyone, but take it for granted that it could be.

To make the natives feel at home the management hung three big brass balls in the marquee. This city emblem took the place of a welcome mat. Money was so scarce the office issued orders for the show's artist to paint three balls on each ticket box. This helped busi-

ness considerably. Patrons without funds hocked their hats, coats, underwear and shoes right there at the box for pawn tickets that were the same as a ticket to the attraction. Our concessions used the same system. The midway looked like a nudist colony by midnight. Heard that the town had to go nudist after we left.

The show grossed on the week 15 carloads of second-hand clothes, auto parts, furniture and radios, as well as over 300 marriage certificates. Most of the above will be used to pay off the help, saving the marriage certificates as bonuses when the show closes.

The natives in Pawn Ridge are just pawns in each other's hands. One city newspaper, *The Un-Redeemed Pledge*, was high in its praises for the Ballyhoo Bros. This isn't second-hand news when it said: "Something new in Pawn Ridge. Not a second-hand show or ride on the midway. May the great showmen live long and keep going." The other daily was not so hot for the show. *The Daily Debtor* said: "Carnivals take all the clothes out of town. Local business men should bar them."

Long jump west from here. Management hocked the train to the railroad company and moved early.

MAJOR PRIVILEGE. P.S.: Just found out we owned our own jail. The chief of police hocked it to the fixer for passes. Will probably winter our wild animals in it. M. P.

HASC Starts Fund Drive

For monument to be erected in Kansas City for showmen and by showmen

KANSAS CITY, July 31.—The Heart of America Showmen's Club has started its drive for funds for its new monument to be erected in Memorial Park Cemetery, this city.

The committee in charge is headed by Art Brainerd, and all members of the club are asked to co-operate with him in carrying on this drive to a successful conclusion.

The monument will be a beautiful piece of art in Barre (Vt.) gray granite, with a bright red heart of the same material. When completed it will stand over 12 feet high and 6 feet 8 inches at base. The weight of the entire shaft will be 16 tons 200 pounds, and all granite will be cut at the quarry and shipped here.

The dedication and unveiling of this memorial will be December 28, during the annual holiday festivities of the club.

Many of the shows where members of the club are interested are putting on benefit performances to raise money for (See HASC STARTS on page 53)

Philadelphia Paper Boosts a Carnival

PHILADELPHIA, July 31.—After fighting the invasion of touring carnivals within the city limits, at least one of the local papers had a change of heart and accorded one show a publicity spread on its feature page. *The Philadelphia Record* gave a half page of space for candid camera shots taken at the carnival grounds of the Cetlin & Wilson Shows. Advising that fun may be had on the lot, pictures showed a talker, dancing bear, freak show's mermaid, girl dancing on nails and magician floating a girl in mid-air; a crowd of youngsters expressing joy at the goings on and a candid shot of the show's little boy drummer asleep on a big bass drum.

Aquatic Star Garners Publicity for B. & G.

RACINE, Wis., July 31.—Bill Goll, aquatic star, while appearing with the Beckmann & Gerety Carnival here the week ending July 24 secured some excellent publicity for the show when he swam more than six miles in Lake Michigan with his hands and feet tied. The exhibition took more than five hours to complete and was aired via a two-way radio hookup over WRJN. Thousands of spectators viewed the start and finish of the swim, which extended out to the lighthouse and back accompanied by a coast guard cutter.

"Allee Oop!" Arkroats To Have Doings in Paris

PARIS, July 26.—In an effort to revive interest in the one-time popular small circus the municipal council of Paris has approved a project for an annual street fair which will be limited to acrobats and similar numbers of circus type—and, you can't guess why, dealers in second-hand bric-a-brac. The fair will be held each year along the boulevards Jules Ferry and Richard Lenoir, October 3 to 11. Acrobats and junk dealers will be charged 10 francs per meter of space occupied.

John R. Ward Buys Home In Memphis for Wintertime

MEMPHIS, July 31.—John R. Ward, owner of John R. Ward Shows, and his mother, Mattie Ward, were purchasers this week of a beautiful new home here, where they plan to spend the winter. A three-bedroom house, the Ward estate stands on a large lot in one of the best residential sections of this city.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, July 31.—Starting up the other side and just two months ere the regular fall and winter meetings begin. Many of the boys are laying plans to be with us for the December convention and attend the Big Silver Anniversary Banquet and Ball December 1. Chairman Sam J. Levy announces that he has already formulated many entertainment plans.

The membership drive is rolling merrily along with applications being received from Frank Conklin and Fitzze Brown.

You fellows who have received your Cemetery Fund literature be sure to give it your wholehearted attention. President McCaffery and Chairman Carl J. Sedlmayr are striving hard to put this drive over.

Brothers Bob Brumleve and David Schulman are reported ill. Bob at the Veterans' Hospital, Connecticut, and David at his home in Baltimore.

Barney Orkline, E. H. Parker and Charles Levine, of Gold Medal Shows, spent a day in Chicago. Jack Wilson, accompanied by Mr. and Mrs. La Motte Dodson, of Sol's Liberty Shows, visited the clubrooms. Jimmy Morrissey was in town for a day and called at the club, as did Francis L. Deane. Other visitors included J. C. McCaffery, J. A. Darnaby, William Hettlich, William Young, Jack Pritchard, Julius Wagner, Harry Coddington, Irving Malitz; Mother Corning, accompanied by Mr. and Mrs. E. H. Becker and Anna Meehan; H. Neitlich, C. W. Hall and Frank M. Knight.

Secretary Streibich and Brother Lew Keller recently visited with the boys on Sol's Liberty Shows at Kenosha and Beckmann & Gerety at Racine.

Brother Maxwell Harris has sent out announcements of his marriage to Miss Catherine Rohde. Nuptials were held July 10.

Dues received during the week from Frank D. Shean, Harry Wingfield, Felix Cahrneski, William H. Owens, Arthur Frank and William G. Chilton.

Has your show arranged for a Cemetery Fund Benefit performance? It's a good time to start making arrangements for it. They are easy to handle and the results will be surprising. Better get busy on one at once.

"La Rambla" Midway Dallas Exposition

DALLAS, July 31.—Red Shelton and George Dearman were visitors Monday and Tuesday.

The sporting event of the season is scheduled for 2:30 p.m. next Tuesday, when Phil Harris' Orchestra boys are to meet the championship *Cavalcade of the Americas* baseball team on the army camp diamond. P. W. Fite is coach and Rubie Curtis is manager of the *Cavalcade* team.

Frank Duffield returned to Chicago after directing a large fireworks display

THERE ARE "SCORES" OF REASONS WHY YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

There are several other fine outdoor show world organizations, but we are exceptionally proud of ours and also of our record. Become a member.

at the foot of the midway Saturday evening.

E. Paul Jones, Ruth Garver, Curt Beck and William H. Kittrell Jr. were guests of J. Ed Brown at dinner in the Ripley show. Mabel and Eddie Brown have also been entertaining Larry and Douglas Conner, from San Antonio.

Delta Rapier, former secretary of Walter Herzog and show operator, left last week for Chicago, where she will work for several months.

After their last free circus Thursday evening, Power's elephants were shipped to Atlantic City, where they will be in an act on the Steel Pier.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 31.—The ACA visitation schedule continues to take further form as the details of the numerous visits to our membership develop. As will be noted hereinafter, the schedule is far more extensive than that ever planned before, and we have found that in some instances it will be necessary to visit two or more of our member shows per week.

We were favored during the past weekend by a visit of Ralph Whitehead, executive secretary of the American Federation of Actors, an affiliate of the American Federation of Labor, who discussed with us many of the labor problems now at hand. Altho Whitehead's visit was prompted largely by a local matter, disconnected with the carnival industry, the latter subject came in for quite some discussion.

ROME, N. Y., July 23.—Our visitation to this spot took us back again to World of Mirth Shows, which organization we had the pleasure of visiting a few weeks ago. A brief conference with Max Linderman, general manager of that organization, indicated to us that numerous persons connected with that organization are deeply interested in the proposal for public liability insurance announced two issues ago. In fact, this organization was the first to accept the ACA public liability insurance plan and action is awaiting the filing of additional applications needed to make up the minimum of 10.

SYRACUSE, N. Y., July 27.—Our visit to O. C. Buck Exposition Shows at Syracuse coincided quite by accident with the granting of sizable quantities of space on the part of the local papers to that organization, featuring L. E. Redding, fat man with the side show. We are unfamiliar with all of the details, but the spread of publicity impressed us highly as being a fine promotional stunt.

HERKIMER, N. Y., July 28.—From Syracuse we departed for Herkimer for our initial viewing of Ideal Exposition Shows and had a very pleasant opportunity to visit and renew acquaintance with General Manager William Glick and Secretary William Harzmann. Our visitation program for the ensuing week includes a visit to Mighty Sheesley Midway, and for the following week Gruberg's World Exposition Shows.

Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, July 31.—The membership drive is well under way, and just as soon as someone thinks he is going to take first place from Benny Hymann, of the Western States Shows, he mails in another lot of new members. Club received following new members from him: Charles A. McLeod, Roe B. Sparks, Lony Kitterman, Joseph James Murphy, Thomas Davis, Robert Calvin Kolb, Jack Goldie, Mike Davis, Harry A. Lucas, Clyde A. Davis, Bailey M. Bishop and Louis Eisman.

Other new members are Earl Ingersoll, J. K. Vetter and A. F. Osthauff. The new 1938 cards are ready and old members are sending in their dues, which will pay them up to September, 1938.

Monument Fund is getting well under way under the leadership of Art Brainerd, who is chairman of the committee.

Benefit performances on various circuses and carnivals for the Hospital and Cemetery Fund, or the Monument Fund, have commenced to come in. Last week

Great Lakes Exposition Midway

CLEVELAND, July 31.—Visiting this week came a delegation from *The Billboard*, including Editor Al C. Hartmann, Mrs. Hartmann, Betty, Lois and Rita Hartmann and Mrs. Elizabeth Felzman, Mrs. Hartmann's mother; Associate Editors Claude R. Ellis and Bill Sachs, with Mrs. Ellis and Mrs. Sachs. Party was entertained on Monday evening by Mr. and Mrs. Frank D. Shean, viewing Hargrave & Reicher's *The Drunkard* and Bill Rose's *Pioneer Palace*. On Wednesday General Manager Lincoln G. Dickey, Associate Directors Almon R. Shaffer and Peg Willin Humphrey and Mr. and Mrs. Shean were in party that visited Recess Club, saw Aquacade show and took a final view of Frank Duffield's fireworks display. On Wednesday morning Doc Shean, Bill Sachs and Harlowe R. Hoyt, local representative of *The Billboard*, were guests of Capt. John Riker for a ride in Goodyear blimp. Party returned to Cincinnati and work Wednesday afternoon, excepting Editor Hartmann, who is vacationing.

Previous week-end saw visit of Advertising Manager C. J. Latscha and family for a day. Latscha came from Wisconsin, where he has spent his vacation, giving exposition the o. o. before returning to Cincinnati. . . . Associate Director Shaffer was visited Wednesday by his uncle, Rev. N. A. White, of New Castle, Pa. Mrs. White accompanied her husband. . . . Ozzie Nelson and Harriet Hilliard, playing Palace Theater, were visitors, exchanging greetings with Roger Pryor and his players at Aquacade. . . . Another caller was Frank Hines, who last year managed Marine Theater and its entertainment. . . . Joe Di Lalla, who won fame as an accordion player at Charley Pool's grapefruit winery, has moved to Mayfair Casino on Euclid avenue. . . . Mrs. M. E. Merry, of Caldwell, O., is one grandmother who visits exposition frequently. Three granddaughters, Betty, Peggy and Georgia, are swimming ballet-teers at Aquacade. . . . Virginia Cook Gibson, Spring Princess of *Winterland*, is soloist with Cleveland Symphony and protégée of Carabella Johnson, famous Cleveland coach, who is chorus mistress for Harry P. Harrison.

Nate Eagle has turned his attention to The Tent, an eat and drink spot out on Hough avenue, delegating management of his Midget Theater in Streets of World to Ben Parks. . . . Scottish Day was observed by Tony Sarg's gang when "Rusty" Young, Waxo Williams, Bill Hall and Dick Taylor dug up kilts and sporrans and held a parade all their own thru midway. . . . Ray McCrabe, manager of Strand Theater, was a visitor at Administration Building from Cincinnati, calling on Murray Zaidins. He was accompanied by Mrs. McCrabe, known professionally as Nellie Nice. . . . Gus Chan, who did an excellent bally for Chinese Temple last year, writes Doc Shean from Brooklyn, where he is engaged in restaurant business. . . . Frank Kennedy, manager of Varied Industries Building, is off to Chicago next week to attend meeting of the Chicago Automobile Show Managers.

Mr. Almon R. Shaffer, who has been confined to her room at Hotel Statler, is reported well on her way to recovery. . . . Chick Miller, formerly manager of Ripley's Odditorium, visited. . . . Joe Rogers here to take charge of Dufour & Rogers' interests here, while Lew Dufour turns his attention to their Dallas concessions. . . . Mrs. I. B. McCoy has come on to join her husband for a visit. . . . One of talented members of *The Drunkard* cast is Gladys Faubelle. Not only does she play the part of child in drama but does a top-notch ventriloquial act in olio, to say nothing of playing the musical saw. . . . Laura Lambrix, harpist, was only woman member of Carborundum Band when it appeared in Radioland last weekend. . . . Johnny, Call Boy, is slated to appear there today and tomorrow. . . . Floyd Zimmerman, coach of swimmers at

(See GREAT LAKES on page 53)

the club received a draft from Mel H. Vaught, of the State Fair Shows. Beckmann & Gerety Shows sent in a liberal donation. Several other shows have promised to hold benefit performances during the season.

Word has been received by the secretary from the president of the club, Jack Ruback, of the Western States Shows, that his show is going to hold a mammoth performance for the benefit of the club, date of which will be announced later.

OAK-HYTEX BALLOONS

MIKEY MOUSE STRATOPHERE BALLOON

Sensationally popular novelty balloon in a flashy package. Combination of decorated balloon and cardboard basket.

At Leading Jobbers

THE OAK RUBBER CO.
RAVENNA, OHIO

TRUCKS

AUTOMOBILES—MOTORIZE YOUR SHOW

Write

CHARLIE T. GOSS

with STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

POLLIE & KENOSIAN SHOWS WANT

Chairplane, Loop-o-Plane, Shows with or without outfit, Legitimate Concessions. Want El Wheel Foreman and Ride Help. Downtown Grand Rapids, Mich., next week; eight Celebrations and Fairs to follow.

W. S. CURL SHOWS

WANT Kiddie Rides with transportation; good Free Act, must be high; Legitimate Concessions of all kinds, Side Show acts, single Pit Attractions. Union City, Lebanon, Lynchburg, Kingston, Gratiot, Port Jefferson, New Carlisle, Blanchester, celebrations in Ohio. Wire or write. Get with a show that's playing proven money spots W. S. CURL SHOWS, Union City, Ohio.

WANTED

Shows, Rides and Concessions of all kinds, Cook-houses, Grab, Custard, Pop Corn, Candy Apples for St. Mary's Church Celebration, Wind Gap, Pa., August 16-22, Sunday included. Also Concessions for Nazareth, Pa., week of August 9. Address R. H. MINER, Coatesville, Pa., this week.

WANTED

Several Agents for Legitimate Concessions in park for balance of season, then all winter south. No boozers or chasers. Bob Anderson writes. Can use sober Ferris Wheel Operator. W. L. WEISBERG, Luna Lake Park, Danville, Va.

SECOND-HAND SHOW PROPERTY FOR SALE.

\$25.00 Mounted Eight-Legged Pig, money setter, \$85.00 Wax Unborn Show, 12 Spoons, glass case, \$25.00 Large Mounted Box Constructor with History and Shipping Case. Flying Dutchman Ride with Ford Motor. Sell Cheap. Auto Kiddie Ride, 2 Cars, Ford Engine. Sell Cheap. We Buy Rink Skates All Kinds; Also Candy Floss Machines.

WEIL'S CURIOSITY SHOP

20 S. 2nd St., Philadelphia, Pa.

WANTED

Feature Freak; also Sword Swallower, Escape Artist, Pin Cushion and Fire Catcher. State your lowest. You get it and we feed good. Want Tattoo Marvel. Must keep up and down. Will feed, and you keep all on pitch. Address HERRY THORNE, Kaus United Shows, Week of August 2 Wayneboro, Pa.; Week of August 9, Elkins, W. Va.

COREY GREATER SHOWS WANT

Kiddie Rides to join at once. Also Shows with or without their own outfits. McDorner wants Oriental Dancer, Grind Concession or Wieldle working for Stock. Small Cook House, Pop, Corn and Candy Apples. Johnsonburg, Pa., week August 2; Ridgeway week August 9; Seal Level, Pa., Fireman's Celebration and Old Home Week, August 9.

Street Fairs in France More Popular Than Ever

PARIS, July 26.—Important street fair at Montargis, July 25 to August 10, has 70 attractions, including two Auto Scooter rides, Luna Park, three Freak shows, Autodrome, dance hall, Illusion Show and trained fleas. Big street fair at Saint Die has 50 attractions, among which are Auto Scooter ride, Caterpillar, flea circus, magic city and several shows. Street fairs seem more popular than ever in this country.

Midway Confab

By THE MIXER

DICK COLLINS—Whatever became of you and the World's Exposition Shows?

RALPH H. BLISS cards from Chilli-cothe, Mo., that he is now with Motte's Cafe on Al C. Hansen Shows.

B. H. NYE, general agent Christ United Shows, was a business visitor in Cincinnati last week.

WE SELDOM see any more diamond-studded carnival owners and managers.

J. HARRY SIX—Judging by the phone calls to *The Billboard*, it might be a good idea to send in your route regularly.

GEORGE F. DORMAN seems to be going right along with the Corey Greater Carnival Shows playing Pennsylvania territory.

EDDIE LaMAY is still operating his tourist camp in Florida for showfolk. He retired from the carnival business but will be back. They all do.

LATLIP'S Home State Shows made a hit with the celebration committee in Oakland, Md. Morris Voltaggio is manager of the show.

"Old Racket," you belong to the dark ages. Good-by.—Wadley Tif.

JOHN BUCK, Parkersburg, W. Va.—What were you trying to tell *The Billboard* on your card for June 29. What happened in Brookville, Ind., instead of Rushville, Ind.?

SAM AND BOBBY HYSON card from Elkins, W. Va.: "Formerly of Smith's Atlantic Shows. Been home here since May 11 and had 18-foot trailer built. Still have some of Orange, Va. mazuma."

W. H. (BILL) DAVIS, of Dodson's Shows, letters from New York: "Am still confined to the Metropolitan Hospital. Will have to undergo another operation. Looks like I will be in all summer."

ERIC B. HYDE SHOWS seem to have a new plan for midways on fairgrounds. Anyway the shows think when shows are claimed that entertainment should predominate.

F. J. BLIGH cards from Wausau, Wis.: "Dispensers of gift packages on Rubin & Cherry Exposition are Roy Lindsey, Fred Sawyer, Eddie Gloster, Bob Courtine and Jimmy Nash."

BE SMART but look like a chump if you want to succeed in show business.—Soapy Clue.

CHARLES SEIP, of Zimdar's Shows, is only 79 years old and has been in show business 87. My how the old boys do get about. Charles' health is good and

panies and operators. A man who can not pay for his telegrams has hardly any right to be in business, especially when he will "stick" a poor telegraph operator.

A NEW FREE ACT: Al Porter cards from Washington: "Free acts are scarce, so I built a 75-foot pole for Aerial West to do her escape stunts, which include getting out of a strait-jacket at the top."

WHEN CIRCUS CITIZEN Al Martin says there is nothing in the "racket" it is about time some of the young punks take heed.

JERRY MARTIN (JAYDEE AERIAL-IST) letters from Brownsville, Pa.: "Now in my 10th week with Clint's Exposition Shows presenting my high trapeze. Show is well run and this is one of the best seasons I have had in 25 years doing aerial work."

BILLY TAYLOR, who rates himself as the "smallest escape artist," letters from Poughkeepsie, N. Y., that he joined the side show to do his acts with De Luxe Shows of America. Says business has been fair so far but is looking for big business at fairs.

BEN LUSE letters from West Middlesex, Pa.: "After being with Al G. Hodge Shows with side show, am now starting on independent fair and celebration dates in Pennsylvania. Carry 15 people and a lion act worked by myself. Think I am the oldest man in the business handling lions."

Mrs. Abner K. (Virginia) Kline Reports Dress Club Meetings

The women's social club on C. F. Zeiger United Shows is called the Dress Club because there is a drawing of a \$10 cash prize, which must be spent by winner for a dress or some such useful personal gift. Bills are brought to meetings to prove that the money has been spent in that manner. The club is in its second year and has 30 members.

The meetings are held once a week and some lucky girl wins \$10 at each meeting to spend on herself. Contests, games and various entertainments are provided and enjoyed by all. At Caliente, Nev., the meeting was held at Ryan State Park and the eats included a wiener roast. At Salt Lake City, Utah, meeting was held at Saltair Beach, where there was plenty of entertainment. At Rexburg, Ida., entertainment committee requested all to come dressed as children. There were "little ones" from infant stage to pigtails. Sis Hopkins, Jane Withers, Buttercup, Little Eva and Topsy were all represented and some of the rest looked like local children who had crashed the gate.

Salesboards, auctions and sales are all used to raise money for a picnic to be given the entire show.

Members who have won the \$10 prize this season are Lillie Schofield, Nancy Swanburg (twice), Lorraine Hughes, Martha Rogers, Ruth Opal Berry, Rita Brazier, Cleo La June, Mae Ward, Dollie Krupa and Clara Zeiger.

Members this year are Clara Zeiger, Lorraine Hughes, Ruth Opal Berry, Betty Howard, Christina Duffy, Patricia Thorpe, Esther Sinclair, Cleo La June, Betty Miller, Nancy Sevannburg, Bessie Long, Dot Phoenix, Alice Shires, Marie Lavane, Eddie Gonzales, Irene Gilson, Hilda Creiger, Pearl Schafer, Tillie Edgerly, Lillie Schofield, Rita Brazier, Dolly Krupa, Rose Fischer, Marie Le Doux, Lee Sturm, Marguerite Gunn, Doris Tuells, Mae Ward, Louise Schafer, Mildred Medaille, Jean Monnet, Joap Walker and Verna Edwards.

THERE are some "menders" and so-called "fixers" who could not fix for a dog to eat if that animal were starving to death.—Soapy Clue.

C. J. FRANCO letters from Poughkeepsie, N. Y.: "Rox Gatto, who operates the ham and bacon wheel on the De Luxe Shows of America, can be heard when he speaks, and Lloyd Coffey, who has *Follies of 1937* show, is always looking for electric light bulbs from Bill Hasson."

GEORGE W. WESTERMAN and Charles A. Pressey visited *The Billboard* last week while en route to San Francisco and Los Angeles. They plan a new line in the promotion field but would not divulge any secrets. George W. visited West Shows in Pennsylvania and says Frank has one of the most impressive main entrances he has ever seen

PRIZE WINNERS

in the 1937 BIG ELI

4th of JULY CONTEST

Rank	Owner	Model	State	Receipts
1st	J. W. Evers	No. 5	Iowa	\$385.85
2d	H. Meyerhoff	No. 5	Alaska	480.25
3d	C. J. Bremer	No. 12	Minn.	458.90
4th	D. S. Duff	No. 5	Okla.	421.50
5th	J. J. Colley	No. 5	Okla.	421.50
6th	Art Thomas	No. 5	N. D.	402.20
Total				\$2,900.90
Average Per Wheel				483.48

Complete returns for all contests published in July-August issue of "BIG ELI NEWS." Send for YOUR Free copy today.

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Builders of Dependable Products.
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Park Special

30 in. in diameter. Beautifully painted. In stock 12-15-20-24 and 30 numbers. Special price.

\$12.75

BINGO GAME

75-Player complete, \$5.25. Including Tax.

Send for our new 1937 Catalogue, full of new games, Dolls, Bicycles, Lamps, Aluminum Ware, Candy, Pillbox Toys, Flowers, Paper Hats, Fans, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 137.
Heavy Convention Printing Plates.
Dark Mahogany Finish.
Price Per Gross, \$21.00.

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Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
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Samples of the 4 Readings, Four for 25c.
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Wall Charts, Heavy Paper, Size 28x34, Each 1.00
Gazing Crystals, Ouija Boards, Planophettes, Etc.

NEW DREAM BOOK

120 Pages; 2 Sets Numbers, Clearing and Policy. 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample \$0.45
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.
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Shipments Made to Your Customers Under Your Label. No checks accepted. O. O. D. 25% Deposit. Our name or ads do not appear in any merchandise.

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Buddha Papers, 14-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

New 140-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

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198 S. Third Street, Columbus, O.

POP CORN FOR SALE

In bag lots. Jap Hulless, Golden Bantam extra quality. Write for prices.

J. L. ALBERT, Ottawa, Illinois

McClellan Shows WANT

Capable Agents for the Following Stores: Scales, Radio Wheel, Corn Game, Slum, Skillo Stores, Roll-downs. All kind Grind Stores, Coupon Workers. Plenty of flash and lots of fairs till last November in Mississippi.
CAN PLACE Good, sober, reliable Mechanic to care for six trucks. Join now. Also Curley Robbins answer. Can place Double Loop, Octopus or any like not conflicting. Side Show or any Grind Shows with or without equipment. Capable Show People contact us. We are financially sound and have the spots. Reply **ROY GOLDSTONE**, care Show, Kennett, Mo.
P. S.—Contact us now for space at Clarkdale, Miss. Biggest Cotton Fair ever held. First week in September.

WANTED

Griddle Man and Chef for Cook House; Scales and percent. Experienced Man for Dark Room on Photo Gallery, salary or percent. Help that can drive Trucks and handle Eli Trailers. Must be experienced, sober and reliable. Salary sure. No Brass.

BULLOCK AMUSEMENT CO.

Burnwell, W. Va., this week; Belle, W. Va., Week August 8.



MR. AND MRS. G. D. SCOTT, of the Dixie Exposition Shows, which carnival organization has stayed south of that invisible line all season. Judging by the smiles on their faces they must be satisfied with the business done "Down Yonder."

W. R. HARRIS, general manager Model Shows, letters from Nicholasville, Ky., that W. A. Howell joined there with his Lindy-Loop ride.

PAUL B. HARDY—Tell us more about the New Magnolia Shows. When and where did they organize and who are their sponsors and staff.

"Down the hatch!" Remember that all days are not pay days.—Wadley Tif.

W. TERRY MARTIN, general manager Capital City Shows, cards from Fowler, Ind., that he wishes to thank his friends for their help during his recent setback.

WILLIAM (BILL) MUNDAY letters from the Cetlin & Wilson Shows, Lebanon, Pa., his best wishes for *The Billboard*.

MR. AND MRS. PAUL OSBORNE letter from Silvis, Ill., that Paul Jr. is 18 months old and the youngest child on Oscar Bloom's Gold Medal Shows this season.

MR. AND MRS. GUY B. WHITE card from Adel, Ga.: "Made the 455-mile jump and joined Brown Novelty Shows here. Business quite satisfactory. Show is playing tobacco festivals."

WALTER D. NEALAND says that it's useless to look under a needle and expect to find a haystack.

Stop that "Racket!" We cannot sleep Sweetheart, fond heart, from your side am afraid we will have to part. Dear



THREE HIGHLIGHTS on the Goodman Wonder Show: Left to right, Eddie Madigan, steward; Warren Wright, general agent, and Mrs. Madigan, the safety valve on the cookhouse. The Madigan's policy is to feed the showfolk well and to keep them satisfied. Note evidence of this in the smile on Wright's face. He is the young man in the center with the hat on. Photo taken in front of the eating emporium during show's engagement at Bismarck, N. D.

in addition to his other duties on the show he handles *The Billboard* and mail.

TRENE BATTLE letters from Atlantic City: "Am not with Sam Wanger's Side Show any more. Am in a show on the Boardwalk here doing my electrical act and lecturing on the Two-Headed Baby in the annex."

FRANCIS A. NICKILAS cards from Watertown, Wis.: "Chalkias Bros. Odditorium is now under its new 120-foot spread of canvas, red and blue sidewall and a great flash. Business good and all happy."

MR. AND MRS. BILL GUNTER card from Williamson, W. Va.: "Little Evelyn Portico, our daughter, with Dixie Model Shows, celebrated her first birthday Sunday, July 18. She is the show's pride and sweetheart."

JUST A little tip: It hardly pays to be too "modernistic" with telegraph com-

with a carnival and that these shows are doing a great business.

CAPT. FRANK J. LEE writes from Champaign, Ill., that he has been Capt. Frank Lee for a number of years. Okeh by us, Captain Lee, or any of the captains that want to be captains whether or not they are officially captains. Captains! Captains! Captains! And no army in sight, Captains.—Red Onion.

M. J. MAHONEY letters from Racine, Wis.: "In St. Mary's Hospital here with broken leg and will be in for seven more weeks and then back to Beckmann & Gerety Shows. Many friends from the shows visited daily while in town and did a lot to cheer me up, surely a swell bunch of showfolk."

MODERN Merry-Go-Rounds do not have horse-hair tails for the kids to pull out as they once did when Chris M. Smith started in the business.

JOE MILLER, merchandise wheel operator on American Exposition Shows, a Gooding unit, visited *The Billboard* offices last week while playing Silverton, O. He reports prosperity and looks prosperous. He left his wife, Babe Miller, home to look after things there. Home is on the lot.

LOUIS-LOUISE LOGSDON cards from Grayson, Ky.: "After pleasant season and half with John R. Ward Shows returned home to F. H. Bee Shows. My manager, Bob Sicksel, is also secretary of this carnival. Working in a neatly framed single pit, all new bannerline, banners and ticket box. Ward's Fourth spot was a honey."

T. H. COPE letters from West Bros. Amusement Company: "Have taken over the office and publicity for this show. Formerly associated with the Miles Enterprises in Winnipeg, Man., Can. They have a chain of 18 theaters in that city. Also did publicity for Charles Vanderlip on Class A Western Canadian exhibitions."

MUMBLE AND MUMBLE, the famous show talkers, tell me they are taking lessons in elocution. If I know anything at all they need to.—Soapy Glue.

DAVE LANE cards from Wilkes-Barre, Pa.: "Am with Marks Shows and always located at the front end. Show is so big I never get to the back end and have to depend upon *The Billboard* to know how the rest of the show is doing." This is a new slant on the value of *The Billboard* to showfolk in general.—Red Onion.

ART (DOC) MILLER letters from Elmira, N. Y.: "Despite some of the paning given Red Onion by soreheads, I think he is okeh. A little bull to gillies about show business may be all right at times, but to try to make troupers believe some of the bunk handed out as news, is a joke. Honestly, I think some of these birds believe all those improvement tales they write about."

Praises Goodman Concessioners

A **YOUNG** and observing young man who knows what it is all about visited the Goodman Wonder Show at Bismarck, N. D., during the organization's engagement there and this is what he reported: "Show had some tough sledding during the early part of the season but has not missed a pay day. The Goodman Show is clean and looks good. Fronts are exceptionally attractive with the shows behind them clean and certainly worth the admission charges. The midway and equipment are in excellent shape. A very important phase of the Goodman concessions is the fact that none of the agents behind the stores call or yell to prospective customers to play their games. This was the first midway I have walked down this season without being grabbed by at least half a dozen concession agents. In final, Goodman is headed in the right direction as to shows, concessions and the deportment of his employees."

PAPER, cards, heralds and other advertising matter is of no benefit to the show when dated matter is allowed to go dead in a bill car.

MERRY ROSE, fat girl, cards from Columbus, O.: "Played the Mardi Gras at Indianapolis with Gooding Greater Shows to good business. Have new top



HAPPY LITTLE CHILDREN of the carnival world. This picture is of the rising young generation on the *Fairly-Martone Shows* this season and was taken on the lot at Sioux Falls, S. D., during the birthday party given to Earl Bruce Barham Jr. Left to right standing, Ethel D'Arcy, host at the party; Grace and Juanita Fenstermaker and Bobby Gault. Helen Fenstermaker and June Ames are sitting on a concession booth as you can see.

and banners. It being my home town I met old friends and had lots of company. Business was very good here opening night. Show is still improving. Jim Phillips is on tickets and my manager, Jack Perry, is still smiling."

CURLY HUGHES cards from Rawlins, Wyo.: "Been with C. F. Zeiger Shows since opening date. Have *Spicy Scandals* girl show with five gals, p.-a. system and full-size stage. Business has been best in years owing to clean operation and ability of Manager Zeiger and staff to place the show in good spots."

REGARDING ROUTES: Please do not use "this week" or "next week," but give the exact dates from the opening to closing of the engagement.

VISITORS to *The Billboard* offices recently were Tom Richards, press agent, and Sherman Eusted, agent, recently with Jack Murray and his shows; Pat Lovell, canvasser, formerly of Dodson's Shows; Foster Bell, press agent; Ida Guthrie, former aerialist, and Fred Guthrie, of Fred and Marie Guthrie, wire act. Last mentioned en route to Wayne, O., for old-home-week date. Ida went to Gibsonburg, O., 13 miles from Wayne, where she will be given a welcome home by citizens of that town.

FIRST "BURIED ALIVE?" Many claim to be the first to present "Buried Alive" on a fairgrounds. When Red Onion was a baby back in 1875 he remembers that he fell out of his cradle and his father picked him up and set him on his knee and told him the story of his grandfather having seen a man "buried alive" on a fairgrounds in England. This is what Red Onion told me.—Wadley Tif. Now who was the first to do "Buried Alive"? Let's hear from those who do the act and be careful that you do not say you were the first to do it on the Pacific Coast or any place else.

CANNON ACTS: Who was the first to be shot from a cannon over Big Eli Wheels, when and where, date and city and on what occasion?

FRED LaSALLE letters from Toronto: "Tahiti, a native musical and diving show, will be presented by the LaSalle Attractions at the Canadian National Exhibition. A cast of 35 native boys and girls are with the troupe. Music is under the direction of George Kennon and the girls are being rehearsed by Mella Mokihana. Feature diver will be Chris Hayes, who has charge of the diving group. Joe Carr and Henri Merrin have been engaged as talkers. Am Toronto theatrical agent and claim the front will be one of most pretentious to appear at the exhibition. Construction is well under way."

ELMER BROWN, general agent Dee Lang Shows, letters from Willmar, Minn.: "Have spent 38 years as manager, general and special agent and in many other lines of hard work in the amusement

field. Been g. a. for Lang for some years. Read *The Billboard* during all these years. Still carry my card as one of the charter members of the General Agents' Association when it was organized by the late Willbur S. Cherry and A. H. Barkley. Also have in my possession a letter received from the late Johnny J. Jones when he was partner with James Adams as Jones & Adams Shows. Was special agent on that show and also on the old Patterson & Brainerd Shows."

John M. Sheesley Honored On Birthday in Milwaukee

Captain John was surprised with a birthday dinner given by Mrs. C. H. Pounds, proprietor of the cookhouse of Sheesley Midway, in honor of his 57th birthday. Manager Ted Williams assisted her and baked a large cake for the occasion. The big table was loaded with all kinds of eats. When Captain John blew out the 57 candles the bunch gave him a big hand and the girls' band played a few selections. Minnie Pounds, toastmistress, gave the word and all eats were soon depleted. Then Captain John's presents were given him and three men carried them to the office wagon. Side tables were occupied by the train crew and workmen. Doc Carver gave Captain John a Kewpie doll for a keepsake after Nora, on Red Lips, the horse, had done her dive with doll and horse, so Captain John would always have a diving Venus. Howard Ingram, trainmaster, ran a race with Dad Dunbar, *The Billboard* and mail agent, on chicken legs, but Dad beat him easily. Howard is a good eater. Al Renton and wife furnished flowers for the table. Mrs. John M. Sheesley was unable to attend, as she is recuperating from recent illness in St. Joseph, Mich., at Hotel Whitcomb. At the big table were Captain John, at the head; Minnie Pounds, John D. Sheesley and wife, Doc Carver, Jack Baillie and wife, Dinty Moore and wife, Al Renton and wife, Howard Ingram, William Zeidman and wife, Jean Williams, Charles E. Sheesley, Harry Cramer, Hilton Hodges and wife, Ralph Decker and wife, Dewett Winslow and wife, George Birdsey and wife, Bill Gray and wife, E. H. (Tex) Smith, Dad Dunbar, C. H. Pounds, Clarence Pounds, Robert Sykes and wife, George Emree, Whitey Fulmer, G. Hufford and wife.—WARD (DAD) DUNBAR.

IT IS EASY to tell when you walk on a lot whether the ride boys and workmen are being properly cared for.—Soapy Glue. Ride boys and workmen who are being given due and just consideration seldom let a carnival miss a Monday night opening and that is something to think about.—Red Onion.

BALTIMORE BRIEFS: Kaus No. 2 Shows are doing very good business. . . . Several local carnivals fought for space near the Tom Mix Circus lot. . . . Glenburnie, a local carnival booked by John T. McCaslin and managed by Roger Kemp, is doing good. Has Staley's rides; *Parisian Follies*, featuring Alexanna, strip-tease dancer, and other attractions. . . . Harry Ramish was a recent visitor to the McCaslin office and John T. is busy on midway matters for Maryland State Fair, Timonium. . . . The old museum building on East Baltimore street has been converted from a three-story to a one-story building and now houses a picture theater. . . . The 400 block on

EVANS

MONEY MAKERS
Rely on Evans 44 Years' Experience for the Best Amusement Equipment.

SHOOTING GALLERIES
IMMEDIATE DELIVERY.
Complete line of Shooting Galleries, Supplies for All Makes.

EVANS DICE WHEEL
One of the most popular wheels! New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS \$7.50 UP
of All Kinds

FREE CATALOG
Evans' latest **PARK and CARNIVAL** Catalog contains a Complete Line of Amusement Equipment for **Park, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc.** All kinds of **Wheels, Shooting Galleries, Sets, Greasers, Grind Stores, P. C.s, and Games, Parts and Supplies**—In fact, everything for the Midway. This 80-page, fully illustrated Catalog is yours for the asking.

Write for It Today!

H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

LOADS ON ONE SEMI-TRAILER.

EYERLY AIRCRAFT CORP.,
ABNER K. KLINE, Factory Representative.

OCTOPUS

"World's Newest Ride Sensation."

Erected in 1 Hr., 29 Min., by Dyer's Shows. Lens, Ill. "New 'OCTOPUS' Ride arrived here June 29, and in exactly 1 Hr., 29 Min. after Foreman Ellsworth McAttee and his crew started unloading, the ride was in operation."

SALEM, OREGON

SUFFOLK COUNTY DAY AND NIGHT FAIR

AUGUST 24-25-26-27-28, INCLUSIVE.

WANTED—Concessions of all kind, Crab, Juice. Good proposition on the Restaurant in building. Ten-In-One Show, with or without outfit. Rides that don't conflict. Space in the Main Building for Demonstrators, Jewelry, etc. **WANTED**—Free Act for four weeks, starting August 16.

FRANK M. CORWIN, Secy., Riverhead, L. I.
MIKE PRUDENT, Manager Concessions, 124 Cedar Ave., Patchogue, L. I.

East Baltimore street resembles a mid-way—three sportlands, seven theaters, seven hot-dog stands, five saloons and three restaurants.

FLOYD NEWELL letters from Chicago: "On my way to South Bend, Ind., stopped off between trains and visited Lee Sloan's Museum on South State street. He reports good business and has Jack Leeper on the front. Jack recently returned from Cleveland, where his mother was ill. Also visited the Chicago Museum on same street, owned and managed by Arthur Felchenfeld Jr. and Carl Foreman. They also report good business. Had the misfortune to fracture a couple of ribs when I slipped in the bathtub at Superior, Wis. That's what a guy gets for taking a midweek bath. South Bend looks like it is going to be a sweetheart for the "Mighty." Ernie Murray's clown family do the street advertising for the show. There are three of them and his wife is one of the few women clowns in the business. They are hard workers and swell showfolk."

PRESS AGENTS: In order to be modern, up to date and efficient you must have a nose for news, file that news for the publication you plan on using it in just as soon as the news breaks. Don't wait until it is cold. Then you must know how to write or dictate and to use a typewriter, double-space on one side of the paper, and how to transfer the information in proper language to the party for whose consumption it is intended. You must know how to arrange script for a radio broadcast, how to arrange a radio program and act as its emcee. Then you must learn photography mechanically and in the assembling of news shots and what to do with the pictures after you have taken them. What the 'all learn how to be a press agent in all that the term implies. Do you, some of you, know the difference between news for newspapers and news for trade papers and the difference between news stories and human-interest stories? Who is this press agent and where is he?



JACK RUBACK, "power behind the throne" as president of the Heart of America Showmen's Club.

"WE WISH TO THANK SHERIFF FOR CLOSING THE CARNIVAL COMPANY PLAYING UNDER OUR AUSPICES. THIS CARNIVAL COMPANY MISREPRESENTED THEMSELVES TO US."
 (Signed) POST,
 "AMERICAN LEGION."

This advertisement appeared in a Midwest paper and is proof once again that "you can't fool all of the people all the time." "A sucker is born every minute" is attributed to that great showman, P. T. Barnum. Whether he made that remark is questionable, but there are some so-called showmen of today who swear by that often-disproved theory and try to play everybody for a chump. Everybody, to them, is a chump, a sucker or a hick. The automobile has made it possible for the former rube and small-town sucker to commute to the larger cities and wise himself up to big-city ways. They have taken such good advantage of this that today there are very few who can be classed as hicks, and the wise showman knows that it is very unprofitable to promote a show that can do business with hicks only.

In the ad also appears the word misrepresented. 'Tis not a pretty word; in fact, it is a downright nasty word. But it does tell a whole lot. Briefly it means selling something that you haven't got. The wise guy will tell you that's what suckers are for, but let's put the shoe on the other foot and suppose that this same wise guy bought some tents that were represented as being made of the best grade of canvas and when they were delivered they were found to be made of cheesecloth. Would the wise guy let out a holler? You're darn tootin' he would. And would he enjoy being played for a sucker? He would not! Then why does he try it on everybody else.

Sound business is built upon the policy of giving the people what they want and giving them their money's worth. And nobody wants to be trimmed. This must be applied to show business to make it successful. Remember, there are no more suckers and play the game accordingly. Tune in on the proper wave length of the people or all you will get will be static.

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, July 31.—Despite a prevalent heat wave, 29 members were present when Monday night's meeting was called to order by Dr. Ralph E. Smith, first vice-president. Only other officer present was Ross R. Davis, treasurer. Usual business routine was gone thru in quick time.

Communications: From Jack Brooks a note of appreciation for courtesies shown him at the time of his mother's death and burial. From John Talbott a letter and an appreciated inclosure. A short letter from H. D. Reece, of Phoenix, Ariz. Peggy Forstall, president of the Ladies' Auxiliary, lettered thanks for check from the profits of the "Gigantic." From Dick Wayne Barlow a letter of continued success at the roller rink at Marlon, Ill. Earl Gold, Harry Horowitz and Ross Oglivie, vacationing in the Northwest, sent interesting news of that section.

New members: Carl P. Roberts, former trouper and now postmaster at Wilmington, Calif., credited to Steve Henry. Julius Roland Stephon, credited to Steve Henry and Chet Bryant. Chester John Smith, credited to Ted Le Fors. W. S. (Dad) Parker has been appointed visitor for the emergency and relief committee in an effort to keep closely in touch with sick members.

Ed Mozart's condition was reported to be unchanged. Pat Armstrong is much

improved and John Lyons is reported to be getting along nicely. Reports emanating from General Hospital, here indicate that Jack Cass has been transferred to the Sunland, Calif., tuberculosis camp.

The matter of acquiring a new radio again came up for discussion. It developed into a rather lengthy argument, with Ed Walsh, Happy Phillips, Louis Bacigalupi, Harry Wallace and Roy Draper participating. Committee, however, felt that they needed another week's time before giving a definite decision.

Ed Walsh then read letters from show owners with regards to the "show within a show" idea. All reported that they are set to go. First honors went to Golden State Shows, they having given the first one with credit for its success attributed to Will Wright and Will and Jewell Hobday. This first undertaking enriched the coffers of the Emergency Sick and Relief Fund to the tune of \$73.20. Roy Ludington stated in his letter that the Crafts Shows would go along with the idea at once and that he was certain a considerable sum would be realized.

Harry Taylor writes that he is about ready to begin working out the details for 16th annual Charity Banquet and Ball, meanwhile promising that this one will be like others in the past, each better than the previous one.

Response to the books that have been sent out for the Cemetery Fund drive has been more than satisfactory, indicating a handsome sum for the fund and cash awards will be realized. Strange as it seems, however, one of the members returned the book that was sent him. The big-hearted brother's name was not mentioned at the meeting, but it seemed as tho those present experienced little difficulty in guessing who it was. Weekly award went to George Wise.

LOS ANGELES, July 24. — Monday night's meeting saw the smallest gathering of the summer season, there being but 29 members present when John Miller, pinch-hitting for Dr. Ralph E. Smith, first vice-president, called the meeting to order. Ross R. Davis was the only other official present. However, Frank J. Downie, acting secretary, came in later, as did Dr. Smith, who took up the business routine.

Communications: President Will Wright wrote details of the several conferences he had with Harry Taylor, chairman of 16th annual Charity Banquet and Ball, which will be staged in the Hotel Biltmore's Salon de Oro and Grand Ballroom December 15. Joe Giacey, doing what he said was an "exile in Cleveland," wrote of affairs there and of his interest in PCSA affairs. Card from Ross Oglivie, who is vacationing in the North. Dick Wayne Barlow came thru with his weekly travelog. Earl Gold wrote of doings in the Northern States and Nils Carlson of Chicago. From O. N. Crafts came a letter acknowledging flowers at time of burial of Mrs. Eliza Crafts, mother of Mr. Crafts. Capt. David J. Barnett of doings with the Marine Hippodrome. He also stated that he will be among the Coast defenders this winter. From Carl P. Roberts, of Wilmington, Calif., of matters pertaining to the club. Khalil

Hassan sent notes and pictures from Cairo, Egypt, and John E. Wiley lettered from Lancaster, Pa.

Gene (Babe) Collins, credited to William Hobday, was the only new member. At this point Ben Dobbert, of the membership committee, announced that there would be a checkup on the self-imposed quotas that members had assumed for new members. When the records were produced it was disclosed that many members had written in asking for application blanks, with the majority of them stating that beginning August 1 an extensive drive would be started in an effort to add 500 new members.

Standing committees had little to report. Harry B. Levine, of the house committee, was charged with getting prices and other data on a new radio to supplant the one now in use. Ed Walsh, chairman of the "Show Within a Show," has already started work on that function and it is expected that those who suggested the idea last winter will get their committees organized soon.

It was then decided to hold the picnic for members, Ladies' Auxiliary and their friends in September at one of the canyons. Committee includes Frank J. Downie, Ed Walsh, Harry B. Levine, Peggy Forstall, Ruby Kirkendall and Mrs. Ed Walsh.

Weekly award went to Tom LaRose. Refreshments and lunch were served by Chet Bryant, Dan Stover, Fred Shafer and Jack Bigelow.

Ladies' Auxiliary

A dinner was held at Rosylin Hotel with 25 present. Table was decorated with bouquets of astors. At the head was President Peggy Forstall and the other officers. Esther Corley, Vera Downey and Martha Levine had reserved places of honor. A lovely bouquet of dahlias was presented to Peggy Forstall by Etta Haden. Menu consisted of fruit cocktail, fried chicken, peas, carrots, French fried potatoes, hot rolls and apple pie a la mode. A piano number opened the dinner.

Program: Virginia Schaller and Peggy Forstall represented several of Jack Schaller's acts; Marie Bailey, vocals; Etta Haden, Negro reading, assisted by Frank Downey; Anna Metcalf, vocals and dance; Virginia Schaller, dance; Estella Lynton, reading; Peggy Forstall and Virginia Schaller, apache dance; Olga Celestie, Marie Bailey, Alfreda Avalon and Virginia Schaller, spring dance, Emily Lucksinger at piano. Party closed with all singing *Let Me Call You Sweetheart*. Members present: Inez Walsh, Frances Klein, Minnie Fisher, Ruby Kirkendall, Vera Downey, Esther Corley, Stella Linton, Pearl Jones, Ada Mae Moore, Mrs. Phillips, Martha Levine, Mora Bagby, Grace Genae, Tillie Palmateer, Marie Bailey and Mabel Bennett.

TILLIE PALMATEER.

Carnival Man in Hospital

MILWAUKEE, July 31.—Frank Richmond, 54, Chicago, griddle man for the Sheesley Midway, is confined to a local hospital with head and pelvic injuries sustained July 26 when struck by a truck on the grounds in the town of Greenfield.



L. EDWARD ROTH, known to his friends as "Eddie," is general manager of the Blue Ribbon Shows, a motorized carnival which is now starting its circuit of Indiana fairs, having played a great number of "still" dates in that State previously. Later on the show will make its annual trek southward.

WEST'S WORLD'S WONDER SHOWS

WEEK AUGUST 9TH, WEST PENNA. FIREMEN'S CONVENTION, MEYERSDALE, PA. AND THEN THE FOLLOWING FAIRS — CUMBERLAND, MD.; HARRISONBURG, VA.; PULASKI, VA.; ROANOKE, VA.; NORTH WILKESBORO, N. C.; LUMBERTON, N. C.; ROCKY MOUNT, N. C.; WILLIAMSTON, N. C.; NEWBERN, N. C.; HENDERSON, N. C. AND TWO MORE PENDING.

RIDES

WE HAVE
LINDY LOOP, TWIN FERRIS WHEELS,
OOTOPUS, LOOP-O-PLANE, CATERPILLAR,
CHAIRPLANE, MERRY-GO-ROUND.

WE WANT
RIDEEO, TILTAWHIRL, SCOOTER,
S-CAR WHIP, AUTO SPEEDWAY.

SHOWS

WANT — ILLUSION, LIFE, MIDGET, SOCIETY CIRCUS AND A FEW GRIND SHOWS. Will Furnish Wagons and Outfits to Reliable Show Owners and Showmen.

CONCESSIONS ALL OPEN

WILL SELL—NOVELTY, SCALES, NAME PENNANTS FOR ROANOKE, HARRISONBURG AND PULASKI FAIRS.

RIDE HELP WANTED

PLANT SHOW WANTS a No. 1 Comedian to Feature; 4 Brown Skin Girls that can work; Cornet, Sax, Trombone.
REASON—An Enlarging Show for Fairs. Salary every week from office. Wire, don't write. Johnnie Williams. Tickets if I know you.

All Inquiries to FRANK WEST, General Manager.

Week, Aug. 2, Uniontown, Pa.; Week Aug. 9, Meyersdale, Pa.; Week Aug. 16; Cumberland Md.

WANT - MODERNISTIC SHOWS, INC. - WANT

For String of Fairs Starting Next Week at the Greater Middletown, Pa., Fair. Want Shows with or without own outfit. Good proposition for Motorhome, Will West, Crime Show. Will book Rides not conflicting with Ferris Wheel, Merry-Go-Round, Whip, Chair-O-Plane and Caterpillar. Good proposition for Kidly Ride. Concessions: All open except Cook House, Bingo, Popcorn, Frozen Custard. Help Wanted in all departments. Tickers and Grinders, Working Men and Ride Help. Good treatment and pay each night. Vincent Bollino, answered your wire twice. What's the matter you don't come on? Colored Musicians and Performers come on. Pay out of office. GIRARDVILLE, PA., THIS WEEK; FAIR FOLLOWING. R. O. McCARTER.

St. Louis

ST. LOUIS, July 31. — Charles Oliver, owner Oliver Amusement Company, during a visit to *The Billboard* office Thursday, reported that both his units are doing a splendid business since leaving here.

Ben Badley, prominent magician and for many years in show business, can't resist visiting carnivals whenever they are within several hundred miles from this city. Badley, who is at present engaged in a commercial line here, visited Johnny J. Jones Exposition at Salem, Ill., this week where he has many friends.

Betty John and Ann Carr, of Happy Day Shows, were among other callers at *The Billboard* offices Thursday, when they were in town looking for performers for Hula show. Betty John is managing.

L. M. (Pete) Brophy, who departed from these environs two weeks ago to join Al G. Hodge Shows, postcards that business is good for that show in Michigan.

Corporal R. H. Ingelston and Billy Murray are playing CCC camps in Missouri and Illinois and report that they are doing very nicely on these engagements. Both have been in the outdoor show business for years, report the new venture as being a pleasant and profitable experiment.

Mr. and Mrs. James C. Simpson, of the Johnny J. Jones Exposition, motored to St. Louis this week from Salem, Ill., to visit relatives and friends.

Friends of Marshall Dean, who is known to many outdoor show people here, will be sorry to learn of the death of his beloved mother, who was killed in automobile accident in St. Louis County on Sunday, July 25. Mrs. Dean was buried here Thursday afternoon and funeral services were attended by outdoor showmen who were in the city.

HASC STARTS

(Continued from page 48)

this fund. Some have already sent in their donations.

Any show wishing to assist in this drive can do so by writing the club or Art Brainerd, chairman of the monument committee, consisting of John Francis, Walter F. Driver, Abner K. Kilne, John R. Castle, A. N. Rice, Frank Capp and G. A. Rice. Executive officers of the Heart of America Showmen's Club are Jack Ruback, president; Orville Hennies, first vice-president; Harry Duncan, second vice-president; Art Brainerd, third vice-president; Harry Altshuler, treasurer, and G. C. McGinnis, secretary. John R. Castle still retains the title of "dictator" for the good of the organization, having full support of all its officials and members.

B. & G. PLAN

(Continued from page 48)

tions. The entire girl show cast and band, performers from the Cotton Club Revue; Julia Tarvane and Mona Prevue, models from the posing production, Fountain of Youth, and variety entertainment from the circus-styled side show will be featured, in addition to several surprise novelty acts. The performance will be given after the midway is darkened for the night on this anticipated memorable event on the Beckmann & Gerety midway.

Doc Murphy, drome talker, and Walter Hale, press agent, will do straight roles in the comedy bits, while Bertie Austin will do the vocalizing. Jake Blauer will be in charge of the front-door tickets.

A Kangaroo Court will be staged following the performance, with Fred Beckmann, presiding with the assistance of Sam Gordon, concession manager. Barney S. Gerety will assume the forefinger-pointing role of prosecuting attorney and Hale will be clerk of court. Arkie Bradford is to be the sheriff and George Vogstead will act as foreman of the jury. Jurors will be Eddie Karns, fat show proprietor; Jesse Shoats, colored revue manager; Bob Dent, who presents Evelyn Frechette, Dillinger's ex-girl friend; Bill Goll, aquatic star; Harry Potter, of the Fearless Potters; Sam Frienberg, corn game king, and Charlie McDougall, culinary expert. Dell Ward, lot superintendent, will accept bonds for the court. Reese Brothers will conduct a candy sale, donating the confection as well as the proceeds to the general fund.

The benefit's enthusiastic support augurs well for an even greater gross return than last year's highly successful show, which was produced by the

same Doc Hartwick. A special section of blues is to be reserved for Chicago visitors and another for the press of Rockford, Ill.; Racine and Janesville, Wis.

GREAT LAKES

(Continued from page 49)

Billy Rose's Aquacade, doubles for Johnny Weismuller and Stubby Krueger when occasion arises. Floyd and his twin brother, Lloyd, made their first professional appearance at age of four years doing a boxing act. . . . Doris Wyatt, formerly of Metropolitan Opera ballet, joined the cast at Winterland. . . . Bernarr Macfadden is due by airplane to complete arrangements for National Physical Culture Youth Day at exposition.

Bill Hayes, who presides over newspaper credentials, is a confirmed drunkard . . . that is, Bill attends performances of Hargrave & Reicher's *The Drunkard* and whoops up entertainment with remarks. . . . Bill knows all answers and a few others. . . . Lieut. Curtiss Herrick, Company C, 11th U. S. Infantry, and a popular member of the detachment, has gone to Ft. Benning, Ga., to attend infantry school. . . . Capt. E. J. Christenson, quite recovered from his broken hip, sustained in a fall, is back at Submarine S-49, taking charge of affairs. . . . Sub staff is one of the best on the grounds, with John Haughey and Harry Hardy doing grind and Ernest Jones, John Wise, Carl Gockrell and Morton Altschuler lecturing. . . . John A. Maney has added a Mexican jumping bean novelty to his stand on Bridge of Presidents. Murray Gilson is holding down a stand of small magic at end of midway.

Grand prize of Friday Bank Night stands at \$1,250, none having copped capital prize since beginning, the \$250 special prize has been given on each occasion. . . . Roger Pryor ends his run at Aquacade on Monday and is succeeded by Isham Jones, who remains thru August 16. . . . Pete and Margaret Sumkis and their 10 children were guests of Mrs. K. S. Karpies, of Lithuanian Village in Streets of World, as largest Lithuanian family in Greater Cleveland. Ukranians came next. . . . Roger Pryor has "stolen" Frank Leventhal, Ted Fio-Rito's pianist. . . . Dick Pope, stageman at Tony Sarg's Puppet Theater, is putting over a deal to have Baby Rose Marie appear at Radioland. . . . Margaret Mack, "Miss Great Lakes of the Exposition," writes poetry in her offtime. . . . Jack Warfel, of *The Press*, was 5,600th passenger to take a blimp ride since exposition opened. . . . Thomas Collins, exposition guard, is a wrestler and singer of no small parts. . . . Jack Gordon, last season attached to Administration Building, is serving as gateman and guard near front of exposition. . . . Harold Miskel, of Miskel & Sutton, who handle exposition publicity, is back from hospital, while partner Rodney Sutton is preparing to celebrate birthday on August 15.

Boy Scouts of Greater Cleveland have established a permanent camp on lake-front and remain there thruout the exposition, demonstrating, cooking and doing all stunts a good scout does. . . . Steve Urlick, accordion player in the Belgian Village, had a birthday Wednesday. Johnny Gower and his Boys joined with other denizens of Streets of World in serenading Steve and broaching a bottle or two of good Belgian vintage. . . . Monday, Wednesday, Saturday and Sunday matinees are being played at Aquacade to capacity audiences.

Al Hasmann has taken a shampoo soap pitch in Streets of World. . . . Singing with Roger Pryor are Lanie Truesdale and Connie Birch. . . . Latter was Miss Oklahoma-Missouri-Illinois in last season's beauty contest. . . . Ralph Humphrey is making a deal for Major Bowes' Amateur Hour and Dave Rubinoff for Cleveland. Dave started here as orchestra theater leader and failed to make a ripple. . . . Ben Parks is fully recovered from long illness which incapacitated him during winter and forced him to go to Colorado to recuperate.

Warren Piper and his Crown Jewel of Andes received free publicity of a reverse character when Mitch Plotkin, of Romy Theater, advertised his burlesque for week as the "Crown Jewel of the Panties." Ad made all of the dailies, with an attendant holler from all-too-delicate subscribers. . . . Gert Merriam, movie mag writer, was a visitor. . . . So were the Three Stooges, of stage and movie fame, who spent much of their time on Bob Miller's Loop-o-Planes. . . . Lee Blatner, of French Wine Shop, has been confined to the hospital for a bit. . . . Sammy Howard, acrobatic diver at Aquacade, spends his odd time teach-

MARKS SHOWS INC.

FINEST ON EARTH - NOW OR EVER

Want for Largest and Most Widely Advertised Celebration in East

SESQUICENTENNIAL - CUMBERLAND, MD.
ON THE STREETS, AUGUST 9 - 14

And All Celebrations and Fairs To Follow

- V. F. W. Rally, Clarksburg, W. Va.
- Great Galax Fair, Galax, Va.
- Durham County Fair, Durham, N. C.
- Davidson Co. Fair, Lexington, N. C.
- Greater Mt. Airy Fair, Mt. Airy, N. C.
- Coastal Fair, Wilmington, N. C.
- District Fair, Athens, Ga.
- Fayette Co. Fair, Oak Hill, W. Va.
- Legion Roundup, Bluefield, W. Va.
- Toe River Fair, Spruce Pine, N. C.
- Cumberland Co. Fair, Fayetteville, N. C.
- York Co. Fair, Rock Hill, S. C.
- Pea Dee Fair, Florence, S. C.
- Greenwood Fair, Greenwood, S. C.

10 Outstanding Florida Fairs Starting Week of January 11, 1938 - Will Announce Dates and Cities in Later Issue

Hawaiian and Illusion Show, Single Pit Attraction. Will furnish complete outfit to showmen capable of getting money. Shows must be up to our standard.

Jimmy Hurd wants Outstanding Freak to feature, Ticket Sellers, Grinders for Side Show.

Doc Anderson wants Colored Musicians, 2 Chorus Girls, Dancing Comedian. Hazel Alexander, Callie Mae Harris, write.

Help on All Rides; Drivers for Semi-Trailers; Painter, must understand show business.

JOHN H. MARKS, Gen. Manager Lebanon, Pa., This Week, Then Route as Per List.

KAUS UNITED SHOWS--2

WANT for long string of Fairs South—Lead Gallery, Bowling Alley, Erie Diggers, Penny Arcade, Scales, Novelties, Stock Wheels and Grind Stores. No. 2. Tilt-a-Whirl, Caterpillar, Loop-o-Planes, Rideos, Copter, Gas U-Drive-It Cars, organized Girl Revue and Talker, Acts for Jerry Thorpe's Ten-in-One. WANT Girls for Girl Show, top wages. Southern Fairs: Steel Pier, Miami, Fla., all winter. Hazel, Jackie, Pauline and others answer to Dewey and Frances Verner. Join at once. Any other Shows capable of making money would like to hear from. Next week showing Waynesboro, Pa.; then Elkins, W. Va.; then the Old Home Week at Davis, W. Va., and following these with a line of 12 bona-fide Fairs through the South. Address all correspondence to W. C. KAUS, Mgr., at Waynesboro, Pa.

ing aquabelles some finer tricks of water athletics.

N. B. Lubwick, who handles corn-on-cob concessions, is announcing Ohio Golden Bantam for corn-on-cob lovers. . . . Routanian Boy Scouts were visitors and received personal attention of General Manager Lincoln G. Dickey, who conducted them thru grounds. . . . Phyllis Ormsby, of Radioland, is a dead ringer for Lupe Velez. . . . One of high spots of *The Drunkard* is Gladys Faubelle and her ventriloquial stunt which Hargrave & Reicher have introduced in vaudeville which follows performance. . . . And Mickey Leamy belies his 52 years with his acrobatic dancing with son, Jimmy, as another feature of olio.

Gene Hoffman, who is lecturing inside at *Fountain of Youth*, is a concert pianist and was a student of Charles Hambitzer Jr., who taught late George Gershwin how to play piano. Both Gene and Red Marcus, who are working in front at mike, are natives of Milwaukee. . . . I. B. McCoy comes from same city and is a graduate of Marquette University. . . . Harry Hameroff, who is handling *The Billboard* sales on grounds, also is talking in front of *Girl in Goldfish Bowl*. . . . Ernest George, rapid sketch artist, has a collection of autographs of Hollywood people he has sketched, including Jackie Coogan and Bill Robinson. . . . Working grounds with portrait sketches this season are Kuj Heynik, William Hines, George Van Derstuss and Alex Phillipps, in addition to George Smith and Alex DeGonsaler.

Ted Weems closed his engagement on Sunday night with a big crowd to hear his band at Billy Rose's Aquacade. He joins up soon with Fibber McGee and Molly for radio work. . . . Shep Fields brought his rippling rhythm for four days and moved on to give way to Roger Pryor and his band, who remain until August 2. . . . Then comes Isham Jones, Bob Crosby and Glen Gray and his Casa Loma Orchestra. . . . Sammy Brinn, in charge of admissions, has contracted a big appetite for army chow. . . . Playhouse Settlement children are presenting marionette shows on a skeleton stage in Community Fund's exhibit.

Beatrice James Dorsey is only woman participating in guarding of Crown of the Andes. For 12 years she has been

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Cheapest, Best, Genuine. Many models. 10 patents. Latest Pat. 4/23/37. Pops \$1.00. Electric Poppers \$3.00. Double Heads and 1-Piece Bands. Run 100% true. Guaranteed. Catalog Free. NAT'L FLOSS MCHN. CO. 310 East 35th St., New York City.

WANTED FREE ACT

For 4 Weeks, Starting August 16, playing Long Island.

MIKE PRUDENT

124 Cedar Avenue, Patchogue, L. I. Phone 315.

WANTED

Two Blower, One Alley and One Roll Down Agent Before Going to Canada, Fizzle Wire.

JACK GILBERT

Care World of Mirth Shows, Plattsburg, N.Y.

private secretary to Warren Piper, who represents syndicate owning jewels. She wears a mean-looking gun and knows how to use it. . . . Capt. Don Riley, who has charge of Company C, 11th U. S. Infantry, at grounds, is an expert golfer and has a mess of medals to show for it. . . . L. E. Lee at his Indian Trading Post shows cacti in his exhibit that serve as barometers. . . . gray for fair, pink for humidity and red for rain. . . . and most of the time they have been red since the exposition opened.

Clif Wilson has added an Egyptian mummy to his Monster Show and is awaiting a Jivaro head from headhunters of Amazon district. Clif also presents a baby jeep to supplement larger one, tho he doesn't claim it was born in captivity. . . . Capt. Ralph Von Subhoff is proud possessor of only trained penguin in world. When half dozen birds were delivered to his care when exposition opened captain picked one, Zuzi, and commenced to train her. Now she comes to call, dives at order and has other parlor tricks which amaze people who visit ship.

Concessioners were deeply affected at news of death of George A. (Dolly) Lyons and joined with Frank D. Shean, in charge of Midway and Streets of the World concessions, in sending a floral tribute to show their respect and sympathy for one of veterans of outdoor amusement world.

Happyland Shows

MONROE, Mich.—Concessions: Ray Tahash, cookhouse, assisted by C. J. McCarthy, Orin Powerr, Mac Nickelson, Clark Rogers, James Smiley, H. Mattes and John Ball; Frank Allen four, Charles E. Whittington, Harold Weygant, Clayton Dusenberry, John Horner Jr., George Catline and Thomas Murphy; Mr. and Mrs. Max Sanders one, George Ross Turner; Frank Slewinsky three, Mrs. Slewinski, Kenneth Kendel and Alfred Sjewinski; Robert Wood two, Bert Leach and Richard Rea; Bernard Mattson one, Florence Wood and George Spanyer; Mrs. Bernard Mattson one, Roy Harris; Jim Watson two; Jack Watson one; George Barfon one; Ernie Clinton two; Jack Sisman and Frank Lane; Mr. and Mrs. Eddie Miller three, Edward Averil Jr.; Sis McCarthy one, Burt Lamson one, Red Horner one, R. J. Quick one; J. H. Myre one, Elfreda Jarvis; Mr. and Mrs. A. R. Parkin three, Bud Parkin, Clara Parkin, Irene Parkin and Catherine Knighton; Harry Boyles seven, Margaret Allsup, Sidney Allsup, Clarence Wellington, Lucille Whalen, Steve Brady, Jean Janack, Jackie Janack and W. E. Dickerson; Kolnis one. Shows: Side Show, John T. Rea, owner and manager; Jolly Delores, fat girl; Ann Wetchnier, illusions; Margaret Walker, electric chair; Helen Rogers, big snakes; Mme. Rea, mentalist; Sam Doyle, Cruzan torture man; Antonio, double-bodied twins; LaVerne, magician and inside lecturer; Jean, half girl; Paul Rogers, tattoo artist; Jerry-Ann, half and half; William Gurley, Scotch band; Elmer Fincher and Bert Miller, on front, and Dale Armstrong, mechanic. Streets of Cairo, Arnold Raybuck, owner and manager; Freddie Bedford, on front; feature dancers, Margie Bedford and Mitzie Miller. Snakes, Arnold Raybuck, owner and manager; Sam Jones on front; Carl (Shorty) Smith, lecturer. Motordrome, R. V. Ritz, owner and manager; Capt. Ritz and Bessie Ritz, feature riders; Wingy Schaffer, talker; Mrs. Schaffer,

Rosters of Carnivals

(As Reported by Show Representatives)

tickets, and Fay Sincock, mechanic. Fun House, Doc Stewart, owner, and Sam Wright, manager. Penny Arcade, Mr. and Mrs. Joe Alexander, owners and managers, and Charles Stewart, utility man. Lion Hippodrome, Mr. and Mrs. William Bahnsen, owners and managers; Paul Carpenter, trainer; Jack Brown, wrestling and performing bears; Patty Cox, safety cage; Niel Cox and Mrs. William Bahnsen, tickets; William Bahnsen, openings; Joe Hishon and Frank Tabyancic, cage men. Rides: Merry-Go-Round, L. E. Dickey, foreman; Charles Delaney, Charles Rucker and William Gerard. Twin Eli Wheels, V. L. Dickey, foreman; Mitchel Koisinski, Lyman Hooker and Wilfred Mallette. Tilt-a-Whirl, Otto Hughes, foreman; Leo Paul, George Whalen and Alvin Nahdee. Ride-o, Charles Roberts, foreman; Martin Bohjane, Arthur Messer and Jerome LaBine. Kiddie Autos, Buck Allsup, foreman. Dual Loop-o-Plane, Victor Ferguson, owner; Tex Gray, foreman. Chairplane, V. L. Dickey, owner; Ralph Fogt, foreman, and Robert Woodward, Kiddie Airplane, V. L. Dickey, owner, and James Roberts, foreman. E. J. Quick, electrician; Frank Schultz, assistant. Sammy Sullen, night watchman. Reported by V. L. Dickey.

A. Chlebus, frozen custard and snow cones; Louis de Rossignob, percentage, bumper and postoffice. Reported by the manager.

Keystone Shows

CALIFORNIA, Pa.—Staff: Charles A. Hartzberg, manager; Mrs. C. A. Hartzberg, treasurer; William A. Murray, general agent; Earl White Deffenbaugh, electrician; Edward Hilderbrant, superintendent construction; Robert Leedy, announcer; Mrs. Chris M. Smith and Mrs. Myrtle Deffenbaugh, main-gate tickets; Chris M. Smith, secretary and press representative. Free Acts: Captain LaValley, high fire dive; Bobby Leonard and Nancy Tyler, springboard numbers; John McDonald (Johnny Bananas), water clown; Zeke LaValley, announcer, Dare-Devil Rowland, high pole. Rowland does "human fly" stunt uptown. Mrs. Rowland assists on publicity. Shows: *Ferreri's Follies Revue*, Ed Ferreri, manager; Chiquita Dorsi, rumba; Peggy White, Hawaiian; Princess Sandrea, dance of the fairies; Hal Frasier, comedian, and Flo Frazier, accordionist. Side Show, Ray W. Chapman, manager; Junie Chapman, inside lecturer; Mel Griffen and Ed Hilderbrant, tickets; Chapman

Mrs. Kurt Brauer, Concessions: Cookhouse, Mr. and Mrs. Al Fronsdorf, proprietors; George Fosh, Bill Meroth, Claude Shipley, Mr. and Mrs. D. Fronsdorf Jr., Bingo Shepherd, P. G. Bougades, John Malone, Amos Hartzberg, H. D. Washburn and son, Mr. and Mrs. Stanley Strike, Mr. and Mrs. Frank Graves, Mr. and Mrs. Olen Ornduff, Charles W. Scribner, Frank Pokorney, Mrs. Wake-man, Jimmy Cunningham, Billy Sparks, Jimmy Fowler Jr., Mrs. Tom Kerk, F. Burke, A. Johnson, Joe and Steve Morris, Mr. and Mrs. Floyd Smith, Mr. and Mrs. C. W. Stanley, Frank Morgan, George Nichols, Diana Mort, Mme. Laverne, Mr. and Mrs. Williams, H. (Binger) Williams, Madeline Caloruso, Tom Blackwell, A. H. Herman, Lon Caloruso. Reported by Chris M. Smith.

Blue Ribbon Shows

LINTON, Ind.—Staff: L. E. Roth, manager; Mrs. L. E. Roth, treasurer and secretary; Pop Wheeler, lot superintendent; Marion Kessler, mechanic and superintendant of transportation; Mike Rosen, business manager; Carl Dearty, advance; Larry Reed, sound truck and advertising; Rides: Ride-o, Lanan Morgan, foreman and tickets; Otis Gyron, clutch; Jimmie Paden, second man. Tilt-a-Whirl, Harold Groxel, foreman; Mickey Burns, clutch. Loop-o-Plane, Paul Leight, switch. Chairplane, Cecil Gust, foreman; Merry-Go-Round, Harry Glosso, foreman; June Flosso, tickets. Twin Eli Wheels, Phil Powell; Jack Foster, foreman. Loop-the-Loop, Lyman Allison, foreman and tickets; C. Kessler, switch. Kiddie Autos and Sky Ride, Larry Reed, foreman, and two helpers. Shows: Caricoa, Bert Melville, manager; Jean Paget, talker and emcee; Cozzie Jones, pianist; Walter Smart, sax; Willie Bradshaw and George Wiley, trumpets; Elt Lomas, tap dancer; Peggy Gessler, acrobatic dancer; Lenora Boggs, specialty dancer; Margaret Neis, strip tease; Thomas Wallace, tickets; Bennie Scoggan, canvas man; James Jordan, electrician. Athletic Arena, Alex Davicloff, wrestler, manager; Count Shifty, wrestler; Wild Cat Bill, boxer; Dynamite Red, tickets and canvasman. Minstrels, Teddy Porter, manager; Harold Berk, talker; Mrs. Powell, tickets; James Edward Flint, Leroy Smith, comedians; Katherine Rozzel, tap dancer; Madaline Flint, blues singer; B. E. Forest, novelty and rumba dancer; Jimmie Monca, band leader; Samuel Rozzel, trumpet; Casey Jones, drums; Calamay Porter, pianist; Charles Conish, trombone; George Tell, bass; Leroy Sander, drummer. Million-Dollar Show, Doc Swan; Mrs. Swan, tickets. Aleksa, Chief Longwolf, manager. Side Show, Doc Wilson, manager; Mrs. Wilson, assistant lecturer. Hell Riders, Roy Woods, manager. Jean Reno, mile-a-minute girl. Crocodile Girl, Illusions, Wax Exhibit and Hawaiian. Concessions: Harry Rubin, bird store and ball games; Mike Rosen, roll down, cigaret gallery, blower, ham and bacon, blankets, radios, lamps, grab stand, groceries, cigar store, jingle board and two percentage tables; Art and Marion Alexander, cigaret shooting gallery, three ball games, two penny pitches; John Galligan, corn game; Mickey Mouse, penny pitch, short-range gallery; S. J. Logan, bumper; Harlan Evans, cigaret gallery, long-range gallery, picture studio; Billy Davis, hoopla; Al and Margaret Crane, frozen delight, cotton candy and snowballs, prize candy, pop corn, peanuts, candy apples, caramel corn, grab stand; Pop Wheeler, snowballs; Momm Wheeler, pop corn; Jack Galligan, cookhouse; Curly Moore, Slim Danson, waiters; Fred Hudson, chef; D. E. Wells, dish washer; Margaret Wells, cashier; James R. Bumpus, cigaret shooting gallery and pitch till-you-win. Reported by Jack Gallippo.

ATTENTION!

Short-Range Shooting Galleries for Parks, Store-rooms, Carnivals, Fairs or any Amusement Centers. **RED CIRCLE GUN CLUB**, builders of Short-Range Shooting Galleries. The fastest money-maker on the market. Your investment back quickly. Our locations now operating show profits weekly. All who have already purchased our Galleries and Targets are well satisfied with their results. Gallery weighs 1,500 lbs. complete. Can be loaded on a six-ft. trailer. Gallery consists of 15 steel plates, 4 Winchester rifles and other equipment ready to operate. All portable. Can be put up in two hours. Can be built any suitable size. Original Gallery 10 ft. by 10 ft. Price of same \$200.00 up. Our No. 1 and No. 2 Targets for awarded prizes are \$10.00 per thousand. One thousand Targets will take in \$400.00. All rules and regulations come with Gallery. Galleries may be seen in operation at Boston and all Boston resorts. The purchaser will be granted permission to use the name **RED CIRCLE GUN CLUB**. We invite inspection of our Boston Galleries before buying, as these Galleries are not misrepresented. P.S.—Have space for a couple of Photo Machines at our Boston locations. **RED CIRCLE GUN CLUB**, 45 Hanover St., Boston, Mass.

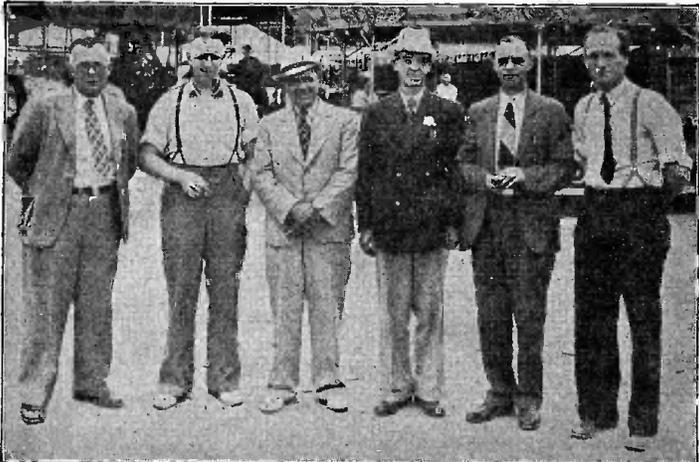
REID'S GREATER SHOWS
Being Permanently Located Here at the Beach. Have for sale: Monkey Motordrome complete with New Top, Banners, Cars, 4 Monkeys, \$300.00; 3x70 Dramatic Gun, with walls, stakes, poles, 60-foot Panel Fronts, \$250.00; 20x30 Marquee with walls, poles and stakes, \$50.00; Tangle Challenge with blower and motor, \$300.00; Chair-o-Plane with front ticket box and motor, \$500.00; 20x20 top and walls, \$50.00. All in good condition and can be seen here at the beach. **EARL A. REID**, Mr., Box 5, Jacksonville Beach, Florida.

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This is to notify you that we want our contract with you cancelled.
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CLYDE A. NEFF, Montpelier, Ind.

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WANT CHAIR-O-PLANE AND FLAT RIDE.
OXON HILL, MD., FAIR, AUGUST 23-25.
15 Fairs and Celebrations to follow. Shows with own outfits. Girl, 10-in. others. Legitimate Concessions, Cook House. Address **TUTS**, 3297 M St., N. W., Washington, D. O.

FOR SALE
CHAIR-O-PLANE 24-Seat, Jones Make, no Motor, \$350.
AMERICAN CIRCUS
15238 Burgess St., Detroit, Mich.

PROTECT YOUR NUT
See Other Ad on Page 37



"WAY UP THERE IN THEM THAR GOLD FIELDS OF CANADA!" This photo of members and friends of Sims Greater Shows was taken in Timmins, Ont., during the recent appearance there at Timmins' Silver Jubilee and Porcupine Old Home Week. This marked the 25th anniversary celebration in honor of the founding of the largest gold mining camp in the Dominion. In the background is shown portions of the "Carry-Us-All," Kiddie Auto Ride and a number of concession tents. Reading from left to right, Eddie Hollinger, secretary-treasurer of shows; Alderman William Wren, of Lions Club; Fred W. Sims, general manager of Sims Shows; Mayor J. P. Bartleman, Stan Fowler and Harold Pirie, of the Lions Club. Ladies and gentlemen, Timmins is in the extreme north of Ontario if you must know.

Atlas Shows

NOKOMIS, Ill., July 31.—F. A. Chlebus, owner and manager; Louis de Rossignob, agent and assistant manager; J. W. Stanley, secretary; W. A. Montee, ride superintendent. Rides: Big Eli Wheel, Harry Cunningham, foreman; Albert Kottwitz, second; Mrs. Bebe Turman, tickets. Merry-Go-Round, Slim Haley, foreman; Monk Turman, second; Happy O'Brien, third; Mrs. Cunningham, tickets. Chairplane, James Meyer, foreman; Harold Brimberry, second; Jesse Stanley, tickets. Kiddie Autos, Mr. and Mrs. Ross Elliott, owners and operators. Shows: Athletic Show, Andy De Sherlia, Albert Kottwitz and Bulldog Alex. Girl Revue, Kitty Smith, June Riley, Betty Smith, dancers; Whitey Smith, front. Snakes, Mr. and Mrs. Long. Concessions: J. M. Hissong and Otis Hunt, corn game; Mrs. Nellie Hunt, Barlow Hunt and Fairy Hunt, cookhouse; Eugene Babst, bottles; Mrs. Eugene Babst, St. Louis Ball Game; John Bridwell, punk rack; Amos Russell, balloon rack; Mr. and Mrs. L. Foster, penny pitch; Mr. and Mrs. O. O. Orr, photo gallery; Randell and French, cigaret gallery; Lyla and Lyle Applegate, short-range gallery; Ovie Stewart and wife, dart game; Mr. and Mrs. Ray Van Loy, hoopla; S. Y. Steve and family, mentalist booth; Lois de Rossignob, pitch-till-you-win and jingle board; F.

Highlanders, pipes and drums; Prof. A. Anzac, magic and illusions; LaMenta, mentalist; Griffin and Pearl, jugglers; Tiny Tom Jones, fat boy; Uncle Hiram Hinkle, rube and dog act; Mary Pearl, equilibrist; Tommy McGee, pincushion; Mme. Grace (Hensley), midget lady; Slippy Alder, seal boy; added attraction, Geraldine-Gerald. Radio Dixie Minstrels, Doc Green, manager; William Rose, talker; Boyd and Nellie Harris, Vera and Vivian Green, May Alice Young, Maggie Bentley, George Edmonds, Raleigh Dickens, Edgar and William Green, David Washington and Jack Grant. Monkey Speedway, Lawrence Hoffmann, manager; Frank Gamble, tickets; Clarence Blair, operator; Daniel Patterson, helper. She, Mr. and Mrs. Bernard C. Vasco, Mr. and Mrs. J. O'Hara, Nudist Colony, Bob Whitehead, manager; Edyth Margaret Colbert and Russell G. Strasser. Pennyland; Mr. and Mrs. Jack Dannel and Russell Buchannon. Rides: Octopus, George Byers, foreman; George Moss, Henry Stage and Tex Phillips. Loop-o-Plane, Harry Nulph, William Zahrewski and Robert Carr. Merry-Go-Round, Charles Burton, James Aldus and Steve Simon. Big Eli Wheel, Jack Metz, Nelson Klingsmith, James McMinn, and Ed Long. Chairplane, William Cisco, Steve Mort and Carl Beck. Kiddie Plane, Brownlow Revis. Kiddie Autos, Mr. and Mrs. Harry Sisson. Kiddie Cars, Mr. and

T. J. Tidwell Shows

ADA, Okla.—Staff: T. J. Tidwell, owner and manager; Harry C. Craig, assistant manager; Harry Phelps, secretary; W. M. Southland, general agent; Jimmy Lukin, lot superintendent; Othal Freeman, electrician; Bob Darling, artist; Dewey Calliphone, mechanic; M. A. Johnson, public address and sound truck; Noah Pool, in charge of canvas; Jack Sherman, general announcer; Mrs. Thelma Sherman handles *The Billboard*. Rides: Twin Eli Wheel, Deck Philpot, foreman; Bill Mark, assistant; Clyde Hines, tickets. Merry-Go-Round, Willie Parker, foreman; W. M. Jentz, assistant; Blackie Berger, tickets. Ride-o, W. M. Smith, foreman, O. L. Macon, assistant; Dorothy Johnson, tickets. Octopus, Lon Morris, foreman; Jay de Bard, assistant; Jaunita Williams, tickets. Tilt-a-Whirl, Everett Morris, foreman; Bill Strand, as-

assistant; Lee Belle Levitch, tickets. Lindy Loop, Frank Hope, foreman; Clyde Carbin, assistant; Mrs. Frank Hope, tickets. Merry Mixup, Bobbie Yoye, foreman; J. D. McCarthy, assistant; Mamie Morris, tickets. Loop-o-Plane, Archle Kyle, foreman; Grady Barnett, assistant; Mrs. Homer Lance, tickets. Baby Autos, Frank Jensing, foreman, cars; Elmo Williams, foreman Baby Aeroplanes; Mrs. Archie Kyle, tickets. Shows: Ten-in-One, Al Selderman, manager; Carl Baker and Carl De Losier, tickets; Jack Beard, mechanical man; Art Darling, fire-eater. Minstrels, Sunshine Butler and Broadway Steppers, 10-piece band and eight performers; comics, Harvey Jones and Sugar-Foot Charlie; four girl dancers, Berthel Mrooney, Pearl Williams, Peaches Green and Imogene Jones; Grace Jo Baker, singer; Jack Sherman, on front; Blackie Laughlin, canvas; Red Burns and Mrs. Sid Fuller, tickets. Monkey Circus, Haba K. Tool, manager; Cowboy Smith, talker and tickets; Professor LeRoy, trainer. Crime Exhibit, Bob Darling, manager and tickets. Athletic Arena, Paul Herbert, manager; Black Gold, Tuffy Barnett, Smoky Brown; Mrs. Paul Herbert, tickets. Wall of Death, Motordrome, Albert Pjister, manager and rider; Johnnie Carter, LeRoy Hayes, Mrs. Juhnnie Carter, riders. Naughty Nifties, Sid Presson, manager and talker; Floyd Maxwell, steel guitar music; Thelma Laughlin, Dorothy Scott and Lucille Lane, dancers; Jack Cartez, tickets. Fan dance, A. E. (Tex) Thatcher, manager and tickets; Adene Thatcher, dancer. Olympia Posing show, Sid Presson, manager; Thelma James, Arlene Morgan, Mildred Baker, models; Albert Needham, tickets. Snakes, Red O'Day, manager and tickets; Mrs. O'Day, lecturer. Mickey Mouse, Jack Wardon, manager and tickets. Main gate, Mrs. Everett Morris and Mrs. Mack Williams, tickets; Red Laham, K. C. (Red) Childs, ticket takers. Cookhouse, Uncle Joe Grock, manager; Fred (Slim) Handley, assistant. Concessioners: Bill Scott, Mexican blanket wheel; J. H. Suyton and Henry Gibson, agents; Red Baker, blanket wheel; Bill Goutch and Bill Alarich, grind store; Pinky Evans, bird wheel; Chick Castle, big wheel; Buddy Tidwell, bingo; Mrs. E. B. Williams, snow cone; C. C. Tidwell, over and under; Mack Williams, pop corn; Mrs. Clyde Hinze, snow cone; Windy Johnson, lead gallery; Jack Eaton, picture gallery; Mrs. Jack Eaton, pictures tinted; Mrs. Anna Berger, mentalist booth; Jack Norman, grind; Mrs. H. G. Buchanan and Mrs. R. H. Evans, shooting gallery; Sid Fuller, ham and bacon; Bomhan Red, blanket wheel; Spoony Brown, Erie diggers; Mrs. Buddie Tidwell, penny pitch; Mrs. Slim Mason, over and under; Aron Segers, six arrow; Harman Slaughter, bowling alley; Harry Daffin and wife, bumper store; Mrs. Beatrice Craig and Tiny Morgan, rotary merchandiser. Reported by Mrs. L. Morris.

15 Years Ago

(From The Billboard Dated August 5, 1922)

Rubin & Cherry Shows had just arrived at threshold of their important late summer and fall engagements, including numerous State events. Organization was featuring a remarkable display of attractions, 25 in number. . . . One of largest crowds of season greeted World at Home Shows as they opened a week's engagement at Alliance, O., under direction of Alliance Garrison, Army and Navy Union. . . . Despite a bad start, which included a blowdown, John T. Wortham Shows engagement at Wichita, Kan., was a successful one. . . . Zeldman & Polite Exposition Shows were preparing to start a long list of fair dates beginning with Decatur, Ind. Organization had just concluded a successful week's stand at Mansfield, O.

Gallatin County Fair at Shawneetown presented DeKreko Bros.' Shows with two days of real business, with remainder of week being just fair. It was first of a long list of fairs for organization. . . . J. D. Duke, special agent for H. T. Freed Exposition, was reported well on road to recovery after having undergone an appendix operation which afterward resulted in his contracting pneumonia. . . . Harry H. Hancock, special agent for Clarence A. Wortham Shows, left Detroit for Chicago and other Western points in interest of that organization.

Mimic World Shows arrived in Morrison, Okla., after concluding a highly successful week's engagement at Fairfax, Okla. . . . Ideal weather and mediocre business greeted West's Shows at their opening at Corry, Pa. . . . Dykman & Joyce Shows' stand at Ludington, Mich., turned out to be one of banner weeks of their season. . . . Fred H. Kressman, secretary-treasurer of Con T. Kennedy Shows, was given an agreeable surprise at Manitowoc, Wis., when a delegation of members of Harry Brown's concession presented him with a handsome Masonic emblematical ring as a mark of their esteem.

Waukegan, Ill., proved a banner "still" engagement for T. A. Wolfe Superior Shows. . . . Doc Perkins, formerly of Little Wonder Shows, opened a cafe at White Sulphur Springs, Fla. . . . Carleton Collins, press representative for World at Home Shows, landed some good publicity for shows at Warren, O. *The Chronicle* favored him with three front-page stories and *The Tribune* two.

Knott, second man; James Harris, third man. Octopus, Gus Elsnor, owner; Phil Netzel, foreman. Kiddie Autos, Frank Cappy, manager. Merry-Go-Round, W. E. Preston, foreman; Thomas Shepherd, second man. Ridee-O, Ben Sheek, foreman; Alex Pryor, second man; John Prawl, third man. Whip, Harry Fox, foreman; Joe Hollander, second man. Concessioners: Joe Smith, Penny Arcade; Mr. and Mrs. Weber, photo gallery; W. R. Aitken, shooting gallery; Maurice Vivona, frozen custard; Harry Finigan, scales; Mrs. Harry Finigan, penny pitch; Mildred Holten, penny pitch; Mr. and Mrs. Anderson, pop corn and candy apples; Paul Prell, bingo; Margie Stevens, duckpond; Harry Stevens, birdstore; Jack Russell, cigaret shooting gallery; Mrs. Jack Russell, fishpond; Mr. and Mrs. Madison, hoopla; Mrs. Simpkins, balloon darts; James Morgan, Bert Flanagan, Mike Tarini, ball games; Mrs. Edward Tew, waltz; Diamond Family, cigaret wheel; Little Joe, under and over; Ike Goodman, tub; Sam Goldberg, clothespins; Rockie Gatto, ham and bacon wheel; Isador Fireside, cookhouse. Billetti Troupe, free act. Reported by C. J. Franco.

E. J. C. Shows
BEN ALTO, Alta., Can.—Staff: Ed J. Casey, owner and manager; Mrs. E. J. Casey, treasurer and cashier; Stanard Rotway, secretary; Ford Braden, lot foreman and assistant manager; G. (Red) Walker, advance agent and advertising; F. L. Prescott, publicity and press. Shows: House of Mysteries; Professor Jean Val Jean, illusions and white magic; Edna Valjean, guillotine act and Arabian; Charles Anderson, canvasman and tickets; Gerald Walker, talker and front man; Heron Fritter, cards. Palace of Illusions, Len O. James, ventriloquist and talker; Jerry Smith, front man and inside demonstrator; Ernest Willis, chair

DRIVE FOR FUNDS

For the erection of this monument.
 Dedication Sunday,
 December 26, 1937.

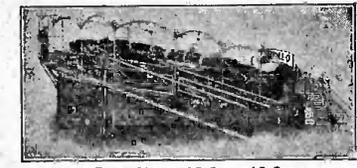
SHOWMEN

Your contribution to this worthy cause will be appreciated by all showmen.
 Send your remittances to Harry Altshuler, Treasurer, or Art Brainerd, Chairman, Monument Committee.



HEART OF AMERICA SHOWMEN'S CLUB

Coates House Hotel, Kansas City, Mo.



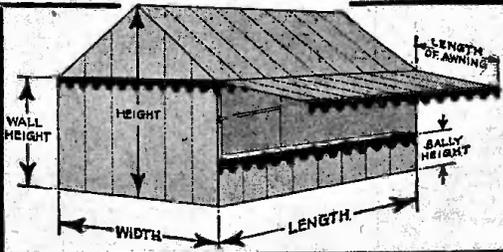
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RIDEE-O RIDE

SATISFIED OWNERS EVERYWHERE!
 Hommerson, Belgium, says: "Ridee-O carried 10,000 people in six hours—operated it five years with no repair bills—best ride we ever had."

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MIDDLETOWN, N. Y.—Staff: S. E. Prell, manager; Bill Hasson, assistant manager; Edward Tew, secretary; Clifford J. Franco, advance and publicity agent; Dr. Joseph Redman, public health and hospital department; Joseph Parsons, general utility man; Chuck Simmons, electrician; Albert Bonber, stock man; Harry Ward, watchman; Betty Knott and Mrs. Parsons, ticket office. Shows: *Folies of 1937*, Lloyd Coffey, manager. Monkey Circus, Capt. James McVay. Side Show, Herman Jacobson, owner and operator; Bert Goodman, talker; Tex Christman, tickets; Dr. J. Redman, emcee; Princess Canille, mentalist; Billie Taylor, magic and escape; Kitty Smith, armless wonder; Jackie Chapman, sword box; Henry Boyd, fire eater; Gene Jeanette, half and half; Charles Phelan, weight lifter. Motordrome, Harvey Penley, owner and operator. Snakes, Frank Johnson, manager. Crime Exhibit, Dan Williams, manager. Rides: Chairplane, Paul Burgess, foreman; Peter Gallat, second man. Loop-o-Plane, Abe Prell, manager; Bill Meetz, second man. Big Eli Wheel, James Sheridan foreman; Stacy

WANTED

FOR

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Sponsored by the Liberty Country Club,
 AUGUST 30 TO SEPTEMBER 4,
 Rides, Shows and Concessions.
 SAMUEL BUFLER, Chrmn., Liberty, Ind.

man and mouse trainer; James N. Willets, Punch and Judy acts; J. Mitkamp, dancer and songs; Reg Gibbs, tickets. Desert Show, Bill Phillips, trainer and manager; Bill Mahoney, pitman and grind; Honey Mahone, canvasman and dauber. Rides: Big Eli Wheel, Mike Kayes, foreman; Jim Mager, ticket; I. Burroughs, engine man; M. Casey, tickets; L. Mayes and E. Girard, ridersmen. Merry Mixup, Arthur Curtis, foreman; Toots Casey, tickets. Kiddie Horses, Sailor Larusson, foreman; M. Brookes, nursery and engine man. Concessions: Cookhouse, Tiny Cotton, manager and chef; Mrs. Tiny Cotton, grill and coffee; Margaret Baxter, cookie and dog filler. Bingo Palace, Mrs. Ford Braden, manager and caller; Sydney Whitechurch, stock and checker. Hoopla, Joe Carter, manager and talker. One-to-six wheel, Stan Rodway. Spill the milk, E. Brooks, Dart Boarder, Bill Carter. Pop guns, Scarlet Brother Bailey. Big wheel, Robin Kerlake and F. Prescott. Jingle board, Les Borland. Country store, Ted Casey. Arrows, Mac MacKenzie. African Dodger, Mazie Mays; Mike Holochuk, front man. Candy floss and corn, M. Graham. Novelty stand, Thomas Tribe. Engraving stand, Lou Carver. Fish and chips, Greasy Cutter. Penny pitch, Sam Oulette. Truck drivers, E. Girard, Steve Babinchuk, Mike Vigouret, Pete Holochuk, Art Curtin, Red MacKenzie. Elec-

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Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

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Made in 30 sets of 100 cards each. Played in 3 rows across the card—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.

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Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c.
 Automatic Bingo Shaker, real class, \$12.50. Lapboards, white cards, 8 1/4 x 14, Per 100, \$1.50. Stamping Bingo Cards on same, extra Per 100, \$1.50. Bingo Card Markers, in strips, 25,000 for \$1.50. Send for free sample cards and price list. We pay postage and tax, but you pay O. D. expense. Instant delivery. No checks accepted.

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Must be first class. Will make all arrangements to enter Canada on our Bond and Manifest, long season. Wire by Western Union to
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Two Motor Drome Riders Without Machines. Ticket advanced if known. Virgin Territory. Salary, percentage or both. Good proposition to hustlers. George Tipps, wire your address.
 August 2-3, Terrace; August 4-7, Smithers; Week August 9, Prince George, all B. C.; Canada; August 16-18, Jasper; August 19-21, Edson, both Alberta, Sask., Canada.
HENRY MEYERHOFF.

Escañaba, Mich., State Fair

AUGUST 10 TO 15.
WANTED—Rides and Shows. Loop-o-Plane, Whip, Octopus or Tilt-a-Whirl, Rides, 25%. Also want Shows, 30%, and legitimate Concessions and Stock Wheels.
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WANTED

Slide Show, Monkey Show, Jim Hodges write. Plant Show People, salary out of office. Long list of Fairs South. Any Show of merit, one more Ride. Legitimate Concessions always welcome.
SAM LAWRENCE SHOWS,
 Hamburg, Pa., this week, Columbia, Pa., Fair follows.

W. E. WEST MOTORIZED SHOWS

Now playing Fairs and Celebrations, CAN PLACE People in all lines, also concessions that don't conflict. Need good Corn Game Agent, also Ride Help. Babe Emswiler wants Agents that work Coupons. Hunkett, Ray Barber, Louis Bryant come on, don't write. Minneapolis, Kan., this week; Lebanon, Kan., next week.

Send your correspondence to advertisers by mentioning The Billboard.

Full Week Carnival Show Letters

(As Reported by News Representatives for the Shows)

E. J. C. Shows

Benatto, Alta., Can. July 13-15. Auspices, Benatto Fair Committee and Stampede Association. Weather, three days rain. Business and attendance, nil.

First dampness to stop the show this year, even opening going ahead as scheduled. Bossman Casey is not squawking too loud but hoping for no repetitions. Cost of conditioning lot after departure defrayed by local committee as gesture of good will. Red Walker, advance, left to line up next spots. Caterpillars were necessary for pull off lot and onto highway. W. (Peewee) Tribe, concessioner, rejoined here and framed novelty. Manager Casey received replenishment of stock ruined by rainfall from Edmonton, Alta. Several concessioners were visitors in Edmonton at opening of Royal American Shows. Mike Keyes left Big El Wheel to take care of Merry Mixup. Previous to this washout gross in office had been running ahead of last year in spite of duststorms and drought conditions, proving that E. J. C.'s policy of clean shows and straight business methods towards carnivals even where old-fashioned prejudice against may prevail.
FRED L. PRESCOTT.



F. H. BEE, general manager of the shows bearing his name. This season he has confined his activities for a greater part of the season south of the Ohio and east of the Mississippi rivers. He is rated as having been most successful on this and other tours and recently started on his route of fair bookings.

Johnny J. Jones Exposition

Danville, Ill. Four days ended Thursday, July 22. Business, fair. Location, Fatgrounds. Weather, ideal. Auspices, none. Pay gate.

Solid grass lot. Business opening night very light. Gradually gate picked up nightly to 5,000 paid admissions on midway closing day. Altho front picked up, shows and rides did only light business. Due to Soldiers and Sailors' Reunion, Salem, Ill., being extended to an eight-day event show was torn down Thursday night in order to be up and open for Saturday showing. Again Trainmaster George Shannon and his able assistant, Nappy Darrock, loaded in quick time, leaving town at an early hour. Train crew is now all white, with many oldtimers on its personnel. Many of oldtimers with show visited graves of Clarence A. Wortham and Charles G. Kilpatrick. Wreaths of remembrance were placed on graves of "Little Giant" and famous cyclist and showman, Patricia Gordon, a feature dancer of Karl J. Walker's *Gay New Yorkers*, spent four days visiting homefolk at Champaign, Ill. Vera Mason, well-known dancer, joined Walker's company as feature for remainder of his outdoor season. Mrs. Bertha McDaniel is flashing a new banner and lighting effects on front of her *Rocky Road to Dublin*. Bill Keys, manager of Caterpillar ride, believes in keeping everything in tip-top condition. Dell Lampkin, superintendent of rides, is one of hardest workers on the lot. Bill Holt,

manager of *Temple des Rumba*, showing big results. One of top money shows on season. Veteran show builder, Tom Salmon, rejoined show after being released from hospital. Still very weak but able to take short walks daily. George Brown, company blacksmith, now fully recovered from his electrical shock, caused by a light tower being struck by lightning during Evansville, Ind., engagement.

Visitors: Dr. Gerety, brother of Barney S. Gerety, on midway nightly. Mr. and Mrs. Ivan Snapp, one of Snapp brothers and former carnival owner, now residents of Danville, spent an evening on lot. Dick O'Brien, general agent for Greater Exposition Shows, drove 150 miles to visit writer and friends. Mr. and Mrs. A. O. Harris, he a former Jones trouper, accompanied by Sergeant of State Police Brown and Mrs. Brown, spent a night on midway. Ever popular Charley T. Goss mixed a little business with pleasure by shaking hands with his many show friends. **STARR DeBELLE.**

Strates Shows

Hornell, N. Y. Week ended July 24. Auspices, Company K, 108th Infantry, and American Legion Drum and Bugle Corps. Location, Horton Field showgrounds. Weather, fair and rainy. Business, fair.

Monday night a carnival-loving crowd packed midway and each attraction had good patronage. Tuesday better and a bumper kids' matinee on Wednesday and big crowds Wednesday and Thursday nights. Friday old Jupe turned on faucet, so day was completely lost. Rain



DAVE B. ENDY, executive head of Endy Bros. Shows, who in the management of this successful carnival is carrying out the traditions and policies of his late illustrious father, who founded the original Endy Shows.

continued until Saturday afternoon. About 2 o'clock sun came out and so did folks for another good kids' matinee. Largest crowd of week on Saturday night, when 5,000 passed thru front gates and remained on midway until last light on Jack Paige's girl show was turned out. Joint committees, headed by Capt. A. B. Conover, extended writer and show every co-operation. Letter of recommendation was presented show by Chief of Police Travis as not having received one single complaint. Quite a number of showfolk attended funeral of late Peter Arnella in Bradford, Pa. Wednesday and many floral pieces were sent. General Agent and Business Manager William Breese returned to show and will remain back, assisting General Manager Strates. "Wild Bill" Moore, of Lion Autodrome, added "Dare-Devil" Fann and "Cyclone" Jackson to his show, making a total of six riders. A word of appreciation is extended to Ellis E. Knapp, Hornell representative for Gannett chain of papers, for manner in which he co-operated with writer on publicizing engagement here. "Sally," mate of "Jungle Jim," of Big Snake Show, was forced to submit to an operation to remove a cataract from her left eye by a local veterinarian. She is re-

covering from operation. Story was picked up by all big news services and appeared in practically every big daily thruout United States.

Visitors: Mr. and Mrs. Andrew Bianchi, Mrs. Bianchi being the daughter of Nick Lombardo, old-time balloonist. Octopus arrived and was top-money ride on week. A new system for this show is now in effect, two Big El! Wheels now being placed at back end of midway.
BEN H. VOORHEIS.

Wm. Bazinet & Sons Shows

Hayward, Wis. Week ended Sunday, July 18. Auspices, American Legion. Business, good. Weather, first three days fair and warm, rest rain and disagreeable.

Financial results satisfactory. Fair co-operation from auspices. A tribe of Chipewya Indians from reservation a few miles out of town entertained visitors with a powwow, depicting quite a few of their tribal dances and otherwise entertaining, all in full-feathered costumes.
S. S. HENRY JR.

Dixie Exposition Shows

Alamo, Tenn. Week ended July 10. Auspices, Chamber Commerce. Location, around Courthouse Square. Monday, July 5, good crowd. Free gate.

People made a walkathon out of occasion and spent very little money. Thursday night had wind and high tension line was out from 8 until 10. Good co-operation from committee and local paper.

Selmer, Tenn. Week ended July 17. Tomato Festival. Location, streets in heart of town, four streets blocked. Ten-cent gate.

Crowds Thursday and Friday; Saturday 3,000 paid admissions at 9 p.m., but heavy rain came and ran people home. Ben Mottie departed with cookhouse. Charles Roberson left Mrs. Scott's bingo and fishpond. Wallie Banks and wife, Leona, accompanied by his sister, Grady, vacationed in Taylorville, Ill. Felix Scott, lot superintendent, vacationing in Clinton, Ia. Charlie Drill and several members of Reading Shows visited show in Selmer. Chester's Slide Show joined with a collection of animals. Mom Birchman added baby monkey to her collection of animals. C. D. and Joe, two new monkeys, were added to side show belonging to office. Mr. and Mrs. Al F. Williams and daughter, Aljean, oldtimers, but who have been off road several years and are now residing and have a business in Atlanta, Ga., were visitors to their old friends Mr. and Mrs. C. D. Scott for three days. Mr. and Mrs. Scott gave a farewell party to visitors Wednesday night at a Lexington night club. Was well attended by 40 show people. Broom dance lasted until about 2 o'clock. Aljean was acknowledged belle of the ball. Jack DeVoe, general agent, is in Mississippi. Mrs. Scott was in Mobile, Ala., several days visiting with her son, Arthur, and his wife, Kathleen, ex-secretary of show, and little daughter, Charleen. Young Scott and wife are in business in Mobile.
B. M. SCOTT.

Patrick Shows

Lewiston, Ida. Week ended July 17. Auspices, Townsend Club. Location, 10th and Idaho. Business, fair. Weather, hot.

Lewiston as usual this time of year hot. Everyone looking for shady spots when not spending afternoons in swimming. In evenings it cooled off considerably. Hallstroms that previously ruined cherry crops hurt business great deal. Wednesday was largest of first three nights, which is quite unusual. Mr. and Mrs. Patrick resumed duties on show after their trip. Great deal of work was accomplished on show during week. New engine was purchased for El! Wheel. Cal DePorter, mechanic, put all trucks in good shape. Bull Montana ordered a large shipment of stock for his 16-foot grind store. Harry Lyons took over Artists' Models show. He had an exceptionally nice week. Felix Hirsch has enlarged animal show by adding mountain lions, freak fox, cub bears, fitch and other animals. Since then his business has increased. Big Jim Greer has been working night and day in his new cookhouse. W. H. Olsen is busy with banners. Each week there are new banners to paint for new attractions that are added. Elsenman left to advance show. Bill Fielding has been supervising building of a new body and van on his Ford truck that was wrecked. Eddie Nelderman has been crying for a vacation. On sick list are Mrs. W. Walker and Mrs. Harry Lyons. Visitors: Gordon Scoggin, Mr. and Mrs. Floyd Knave and Jack Justice.
MONROE H. EISENMAN.

Crystal Exposition Shows

Wythville, Va. Week ended July 17. Auspices, Fire Department. Location, old fairgrounds. Business, good. Weather, ideal.

Public wedding staged Thursday night, promoted by Edw. H. Johnson, drew biggest crowd of season. Manager Bunts took complete charge of side show and has placed everybody on salary. L. B. Barnard and Doc R. V. Jones have charge of front. Bunts new cookhouse is a great addition to show, serving everybody in regular uptown style. Eddie Larkin has charge of griddle; William Waller, general manager; James Owen, chef; L. H. Whipple, night griddle man. Mother Shane and Louise Richardson in charge of the pastry department. Galax Fire Department were visitors to show Thursday night as guests of Mr. and Mrs. Bunts and Wythville Fire Department. DOC R. G. PELMET.

Dee Lang Shows

Moorhead, Minn. July 12-18. Location, Constock Addition. Auspices, American Legion. Weather, variable. Business, fair.

Show delayed getting set for opening as slippery roads on way over delayed trucks. Weather varied from sweltering heat to chilly cold, with rain in between. Good business had by all closing night. Hilo Joe joined girl show as Hawaiian guitar player. Charles Fury and Walter Potts came on as operators of duplex Eli Wheels. They pride themselves on being among first rides up on location. Visitors: Mrs. Jimmie Laughlin and nephew, of West Bros.' Shows. American Legion officials gave whole-hearted support. C. R. NEWCOMB.

Douglas Greater Shows

Anacortes, Wash. Week ended July 17. Auspices, American Legion. Location, Main street, two blocks from town center. Weather, good, with exception of duststorm Saturday night. Business, fair.

Small crowd first four days. Friday and Saturday fair turnout, but not very good spenders at any time. Shows did best business, with Athletic Show topping and Harlem on Parade second. Rides trailed close second to shows, with concessions having poorest week of season. Curlee Jones started building house body on his new Ford V8 truck. His candy floss and pop corn getting over big. New Kiddie Aeroplane ride joined at Monroe. Roy Wilson and Charlie Ruud, who own concessions on show, were visitors. Afternoons were enjoyed by many of show at near-by beaches.

Renton Junction, Wash. Week ended July 24. Auspices, V. F. W. Location, busiest corner in King County. Business and weather good.

Show opened Monday night to a good crowd, which held thruout week. Bull Martin joined Athletic Show. Mrs. Martin has American mentalist booth. Spick Wahl, who left show a few weeks ago, returned. Dougout Cowling, night watchman, also came back just as watchman's job was waiting. Fritz, police dog, misses his pal, Jimmie Kling, who left to join West Coast Shows. E. O. Douglas has added two more trucks. Mrs. Douglas entertained friends from Seattle at Longacre's races. Mrs. Stiles' sister and family visited from Seattle. Harry Gordon and Ed Smithson, from West Coast Shows, were visitors. E. O. DOUGLAS.

Bantly's All-American Shows

Kane, Pa. Week ended July 17. Auspices, Griffith Hook and Ladder Company. Location, P. R. R. showgrounds, heart of town. Weather, mostly rain. Business, only fair.

Attendance when weather permitted was good and patrons spent. Baby giveaway and wedding nights largest attendance of week, except Saturday, which was only clear night of week. Lot was small, but got everything on, thanks to Frank Sheppard, electrician. New streamlined Whip arrived and grossed \$36.10 first hour. Bud Bantly calls himself the godfather of this ride. Eight spotlights now on midway. One at each corner and four on top of light wagon. New office wagon arrived. Old office wagon now used to carry electrical equipment. Frank Sheppard has a new living trailer. Bam Storey put on another 20-foot store. Johnny Caruso also put on another store. This show now, altho not traveling on its own cars, is equal to a 15-car railroad show, all owned by Mr.

and Mrs. Bantly. Mettler's Family Band furnishes music. Captain Jimmy Jamison, high-fire diye. Best show of season was put on in Goodfellows Club Wednesday night by Harry Decker, who in addition to show talent had two guest stars. General Agent Bert Rosenberger and wife left for another trip. HARRY E. WILSON.

Happy Days Shows

Ashley, Ill. Week ended July 17. Washington County Fair. Location, fairgrounds. Weather, clear, except Thursday and Friday, rain. Business, good when elements permitted.

Golconda, Ill. Week ended July 24. Pope County Fair. Location, fairgrounds. Weather and business good.

Every ride and show grossed more business here than in past three weeks. Management of show attributes success of this date to untiring efforts of John Clark and his associates in direction of this event. Business done from cookhouse down to end of midway recorded best fair date show has played this season. Visitors: L. J. Heth, Joe J. Fontana, Jack Drake, and Professor Page, of L. J. Heth Shows, and Manager Ritchie and Mayor Stumpe, Pinckneyville, Ill., fair officials. Mr. and Mrs. W. R. Jeralds closed on banners and second advance work here. FLOYD R. HETH.

Clints Exposition Shows

Confluence, Pa. Week ended July 24. Location, City Park. Auspices, Volunteer Fire Company. Weather and business good.

Show finished three weeks' booking in Somerset County here, having previously played Rockwood and Somerset. Ursina Band gave concerts in the park. Sam Davis, ride man, is doing well. Frank Centenail, utility man, is busy. Paul Wade is advance man. FRANK CENTENAIL.

American United Shows

Butte, Mont. Week ended Sunday, July 18. Weather, first two days rain, rest ideal. Business, fair but not up to standard.

Show entertained orphans from all local institutions. It is getting to be a contest among ride boys as to who will get pleasure of buying children ice cream cones. Ray Bevins was favored one here, buying every orphan child an ice-cream cone from his own salary. Manager A. B. Miller is proud to have such ride men with the show. O. H. Allin added a new semi-truck to his fleet, sending his son Billy Allin 500 miles to Salt Lake City to get truck. Billy Allin is only 16, and a long trip and a big truck for a boy, but returned okeh. Daddy Allin is very proud of son Billy. Show added two more Klieg arc lights, also a new sky flood. Johnny Bauer added two new acts to his Ten-in-One. Virgil Snow overhauled his Howsie truck. All rides were newly painted for Butte showing. Dad McNeese still wants front location for his Iron Claws. H. H. Avery still looking for more sawdust in Mont. Blanche Griffin returned from a trip home where her father was very sick. Husband Jimmy Griffin very tickled when she returned. Wind seems to blow 24 hours a day in Montana with plenty of dust. Midge Holding added two girls to her show. A. B. MILLER.

Orange State Shows

English, W. Va. Week ended July 24. Auspices, none. Business, good.

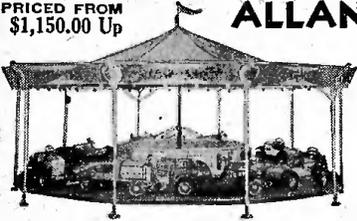
Tho a small town, show had good crowds each night. Frank Posey's bingo got top money. Manager Leo M. Bistany is enlarging show. General Agent Bob Stewart back from Georgia with some fair contracts. Show purchased a Nash car to haul office. Mickey Martin bought a Dodge sedan. He is clicking with penny pitch. Doc Swain has nice bunch of reptiles, caught in West Virginia by natives. R. W. REED.

Hilderbrand's United Shows

Bremerton, Wash. Six days ended July 17. Location, Roosevelt Field Park. Auspices, Sportsman's Association. Business, fair. Weather, rain and fair.

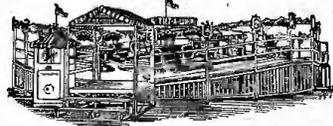
"Why wait for the Minnow when the Whale is here" advertisement placed in all local papers and on billboards turned the trick here with a turnout that was conceded by local authorities to be the largest ever attending a carnival in this section. Lowest night brought 6,344, climaxed by 10,255 Saturday night. The ad became the byword of all inhabitants. Flowers and applause greeted Four Thrillers and Charles Soderberg nightly.

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MORE THAN 190 SATISFIED OWNERS.
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Also Manufacturers of Blue Goose Kiddie Ride.
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It Pays To Own A TILT-A-WHIRL



No Wonder Successful Ride Men Buy TILT-A-WHIRLS and More TILT-A-WHIRLS—Year After Year.
FOR PARTICULARS WRITE
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You'll never know how good your ice-ball syrups and drinks can be made until you try GOLD MEDAL FRUIT CONCENTRATES. They have the real true fruit flavor, entirely different from the ordinary kind..
The biggest operators in the business use GOLD MEDAL CONCENTRATES. They know that by giving their customers a run for their money they can make more for themselves.
Write today for further particulars and special sample offer.
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Have three modern single Loop-o-Planes with 5-h. p. Motors and one dual Loop-o-Plane available for fair circuits for sale on easy terms and percentage. Wire
ROBIN REED, Salem, Oregon

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\$10.00 per 1,000, 200 to Case. \$2.00 per Case.
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Packed with Assorted Chocolate or Summer Candies. Cellophane Wrapped. 40 Each. 110 to Case. \$4.40 per Case.
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Chocolate Crushed Pineapples, Cellophane Wrapped. 4 1/2 c Each. 110 to Case. \$4.95 per Case.
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25% With Order, Balance C. O. D. Send for Illustrated Catalogue.
EAULA CANDY COMPANY, 1203 Calhoun St., Columbia, S. C.
THE FASTEST GROWING JOBBER AND IMPORTER IN THE SOUTH.

DEE LANG'S FAMOUS SHOWS CAN PLACE

For Balance of Season, including the Following 14 Fairs and Celebrations. Starting at Faribault, Minn.; Mankato, Minn.; New Ulm, Minn.; Kasson, Minn.; Preston, Minn.; Cresco, Ia.; Jackson, Mo.; Perryville, Mo.; Fulton, Ky.; Lexington, Tenn.; Trenton, Tenn.; Batesville, Ark.; Stuttgart, Ark.; Pine Bluff, Ark.
CONCESSIONS: Any Legitimate Concessions not working for over ten cents. No G Wheels or Coupon Stores wanted.
CAN PLACE Ride Help that can drive Big Eli Semi-Trailers.
CAN PLACE for Colored Minstrel Show: Musicians, Comedians, Chorus Girls, Dancers, and any Novelty Act. Pat O'Brien can place in Cook House: Dishwashers, Yard Man, also Waiters. Henry Morris and Sam O'Day wire Pat O'Brien, as per route.
Cook House People address PAT O'BRIEN. All others, DEE LANG, General Manager, Red Wing, Minn., August 2 to 7; then above route.

DICK'S PARAMOUNT SHOWS, Inc.

WILL BOOK OR BUY a No. 5 Eli Ferris Wheel or a late model Smith & Smith Chairplane. Must be in A-1 condition, as this is a cash proposition.
FAIRS START AUGUST 11.
Waterbury, Vt., Aug. 2 to 7; Morrisville, Vt., Fair, Aug. 11 to 14, inclusive. Write or wire DICK GILSDORF, Manager.

GIRLS GIRLS COLEMAN BROS. SHOWS

Can use two more young attractive Dancers, top salary to right parties, for balance of season and all winter's work. Oriental, Hawaiian or Strip Tease Girls preferred. Would consider Accordion or Guitar Player with Wife Dancer. Wire REID McDONALD; Waterbury, Conn.; then Port Jervis, N. Y.

Reggie Marrion, Human Top, had all girls ga-ga and was showered with gifts and dinners. Sailors took second place in hearts of ladies while Al Keenan and Fredrick Nelson basked in limelight of attention. One night was lost by rain. Sportsman's Association worked overtime aiding officials in making event a financial success. Open house was held in office and privilege car all week for public officials and naval attaches with secretary as host. Two new Chevrolet trucks were purchased for light plant and office. Practically entire show made trips into Seattle shopping or visiting relatives. Members of White City Shows en route to Elma visited, among them were: Mr. and Mrs. F. C. Corey, LeFors and Marlo, Mr. and Mrs. Jack Elhart and Harry Gordon. Jean Lavell entertained Raconteur's Club at a local hotel. Several boys in privilege car donated a week's vacation and a new wardrobe to Charles Marshall. Marshall spent week in Bellingham visiting friends. Mrs. John R. Cassie's *Unknown Man* has met with success since introduction on show. General Agent E. Pickard returned from trip to Montana. Lucille King was confined two days with illness but recovered. Majority of showfolk were guests on battleships of Pacific Fleet. H. B. and Emmy Clifford purchased a new truck and constructed a new trailer for their cookhouse. Mr. and Mrs. Claude Barie's *Hollywood Revue* and Joseph Stone's Ten-in-One ran race for top honors. Mr. and Mrs. Clarence H. Alton entertained relatives during week. Virgie Miller's concessions did fair business.

WALTON DE PELLATON.

Golden State Shows

Dixon, Calif. Week ending July 18. Auspices, Holy Ghost Festival. Location, Dixon Park. Weather, warm. Business, good.

Owing to cool evenings, closing nights at Albany were below par. Business at this spot a shade better than last year. Local Portuguese put on a wonderful parade supported by Portuguese from at least 20 towns within a radius of 50 miles. All officials from mayor and chief of police down did everything possible to make date a pleasant one for show. Owing to close proximity to Sacramento, there were many visitors, among them Mr. and Mrs. Elmer Hans-

comb, Roy E. Ludington, Jack Lynch, Phil Williams, Spot Raglan, Mrs. Lou Oody and Jack Greenhalgh, all showfolk. Manager Will Wright had a busy time entertaining. Another wedding on show. This time a private affair with just a few close friends at ceremony. Happy bride and groom were W. R. Whaley, ticket seller on side show, and Dorothy Lee, dancer, also of that show. Ed Kanthe brought all of his talent over from Sacramento to assist his brother Dick on Athletic Show, as a result Athletic Show topped midway by big margin. Joe DeMouchelle, special agent, busy on promotion at Boyes Springs, Calif. Harry Taylor, who is chairman of PCSA Banquet and Ball this year, paid a visit to discuss details with Manager Wright. They had a long session but refused to disclose surprises in store. Mrs. Jewell Hobday had a minor accident in Side Show Sunday, falling from platform. Fortunately injuries were only slight. Everyone much concerned, as Jewell is a big favorite with everyone on show.

JOHN H. HOBDAY

Zimdars Greater Shows

Newton, Ill. Week ended July 24. Auspices, Jasper County Fair Association. Location, fairgrounds. Weather, ideal. Business, poor.

Attendance big and displays fine, but folk did not spend very good on midway. Loop-o-Plane joined. Visitors: George Moon and Bob Curtis.

CHARLES SEIP.

West Coast Amusement Co.

Eugene, Ore. July 18-24. Auspices, Oregon Trail Pageant. Weather, ideal. Business, best of season. Ten-cent gate.

Commencing Monday evening with pageant parade and with "Queen Eugene" and her court, was crowned on midway located block off Main street. Midway covered five blocks and a lot 180 by 190. When celebration got under way crowds jammed the space, rides and shows, and kept coming until past midnight. Many new faces made their appearance for this engagement and all did business. Manager Mike Krekos handled three gates and 48,000 people paid admission to see *Potlatch Fun Trail* on week. Wayne Hurd, old-time circus troupier, and Fred Carlson, local city councilman and busi-

ness man, were heads of concession committee. Both gave their best efforts in making one of greatest weeks this show ever had. Ralph Guynes, chairman of the *Oregon City Pageant Territorial Days*, was a visitor, as were A. H. Lee, of Portland Fair, and Huber Grimm, of Centralia Pioneer Days Show. Edward Hines, commander of American Legion of Roseberg, spent a busy day among showfolk. Artie Susman had many novelty men on hand and they reported big business. Manager Krekos smiled broadly and looked at new Buick cars. Leo Leos was kept busy. George Kokan entertained ladies. M. E. Arthur packed them from 10 in morning until 2 next morning. Carl Holt added 10-piece orchestra to his revue and got business. Joe Zotter made a trip from South to visit. Bert Claussen jammed them on his rides. Nick Krekos was respendent in his red and yellow uniform. Eddie Harris was busy in front of his 10 midway stores. Spot Murphy joined with Howdy Walker at this spot. Tony Sores packed ice for his cold drink emporium. Sheriff Schwartz nightly visitor, as was Carl Berger, police chief. Mr. and Mrs. Carl Hathway, of local sheriff's office, extended invitations to dinners for many friends. Wayne Hurd superintended 40 uniformed local ticket takers, all girls. Hustru Troupe, of California, furnished high-wire act with five people. Act got a lot of publicity in local papers. Fred Dillard, county tax collector, and wife nightly visitors. All news stands sold out of *The Billboard* early Friday morning. What a paper, and all know it.

W. T. JESSUP.

Santa Fe Exposition Shows

Las Animas, Colo. Week ended July 24. Location, downtown. Auspices, American Legion. Weather and business, good.

Show opened Tuesday night to packed midway. Tommy Gaspar's *Models of '37* continues to top shows. N. L. West's Side Show is second. Lovey Preskitt and Edna Gaspar are doing well with their *Hawaiian Nights* show. West was on sick list for two weeks, but is much better now. Mrs. Bessie Harris, owner, is superintending building of a new house trailer. Blacky Bankston is ahead of show. Mr. T. C. Bankston has cookhouse. Business so far best since the depression.

EDNA E. GASPARI.

Greater Exposition Shows

Jackson, Mich. Week ended July 17. Location, fairgrounds. Auspices, Loyal Order of Moose. Pay gate, 10 cents. Weather, rain two nights, rest ideal. Business, excellent.

Fairgrounds in town. Cole Bros.' Circus played grounds Saturday. Left acreage clean, with large pile of straw and hay. Came handy Monday evening, when it rained. Lot Superintendent Harry Reynolds had sawdust and cinders ready. Aerial bombs announce main-gate opening. Free fireworks display rivets folks to midway. Tuesday and Wednesday nights ditto as to attendance and patronage. Rain Thursday evening before opening did not keep amusement seekers away. Friday night recorded largest midway paid admissions in show's history. Children's matinee and night Saturday big. Robert Chaze, assistant electrician to Howard Goodlet, won praise. Mary Lowe, *Hi-De-Hi* ticket seller, snapped by *American Magazine* photographer for story as "Queen of Lady Lightning Ticket Sellers." Jackie Fabry entertained as most picturesque model in Nathaniel (Barney) Stone's *Paris Before Dawn*. Sally Ronnenberg, another *Paris Before Dawn* beauty, to marry Joseph Kudzia. Lola Pollock and Leona Beethardt on midway with new wrinkle ball games. L. E. Lazzaro scoring with six cat concessions. His wife, Irene, operates ball game. Owen (Shorty) Batts and wife, Pearl, at Muskegon Centennial with two grab stands. Daniel and Maybelle Bogue gave housewarming in new trailer. Show's traveling American Legion Post ("Mobile, No. 1"), adopted resolution of praise for courtesies extended by General George Custer Post, Battle Creek. Herman Singer framing freak show for Ben Williams' Carnival in Canada. Will personally manage it. His freak unit here will be directed by "Howard, Lobster Boy." Kenneth Blake, fire diver, with wife departed to fill dates. Crawford Francis and wife purchased house trailer. Labor paper, *Square Deal*, carried big display, pictures and stories. Used radio. New office wagon with more room. Visitors: A. C. Gustin, A. A. Bailey, A. K. Perkins, L. A. Milne, Lew Anderson, Maggie Jaroski, Garner Grabbill with wife and baby, Harold A. Brown,

Lon Yakey, Hugh Flanders. Party to Effie May Waddell, writer's wife, and Edith May Ireland. High compliments to Kent Sagendorph and Sid Pulling of Moose sponsorship. W. S. Hopkins, his wife, Effie, and toe-dancing daughter, Patricia, with their Killie Band and Scotch illusions, joined. Mrs. Marie Beck and daughter, Dorothy, Hollywood, Calif., guests of aunt, Mrs. John Francis. Dick O'Brien in new roadster scouring territory.

DOC WADDELL.

Goodman Wonder Show

Bismarck, N. D. Week ended July 17. Auspices, Fraternal Order of Eagles. Location, 20th street and Broadway. Weather, every sort, kind and description. Ten-cent gate. Business, fine. July 19-21. Same auspices. Business, very good.

After experiencing every kind of weather imaginable, except snow, show arrived here late Sunday, July 18, to play to business far better than most sanguine expectations of optimistic. Show train came in from Minot over a round-about route. Scores of attaches came overland by car and truck. Drivers ran into storms of grasshoppers so thick that every few miles windshields had to be cleaned.

Train was within seven miles of Bismarck when it slowed up for a track inspection before crew would go ahead. It was in a veritable deluge and it was feared track was washed out. Eight autos were dispatched to train to bring in any who wanted to come to town. However, train arrived before rescue crews reached it. Monday broke with a hot sun. Business thermometer followed Old Sol in his flight. During week show gave two creditable parades, Eagles' Band leading. Saturday, "hope day," broke with all rain gauges wide open. Then show remained over three days to make up with weather man.

BEVERLY WHITE.

De Luxe Shows of America

Middletown, N. Y. Week ended July 24. Auspices, Elks' Club. Location, Watts Field. Ten-cent gate. Business, fair. Weather, good.

Spot a disappointment. Three shows here previously. Newcomers on show: Howard Penley and Velodrome, Herman Jacobson and new side show; Diamond Family, cigaret concession; Rockie Gatto, ham wheel; Mrs. Ruth Tew, watch; Lloyd Coffey, *Follies of 1937*; Andersons, jelly apple and pop corn; Roberts Bros., cotton candy. Bill Hasson and Paul Prell are official lot men. They lay out lot and S. E. Prell arranges it. Rides and shows repainted and decorated.

C. J. FRANCO.

West Bros.' Amusement Co.

Fargo, N. D. Week ended July 24. Location, downtown. Auspices, Veterans of Foreign Wars. Weather, fair. Business, excellent.

This spot was best week in history of show. Over 8,000 passed thru gate Monday night, and business held solid to Saturday, when it rained all day and in evening; patrons, however, refused to stay away, more than 1,800 passing thru gate Saturday. Committee co-operated wonderfully, and newspaper gave much publicity. Octopus still topping rides. Professor Fraucholis joined with illusion show. Capt. Harry Lee joined him as talker. Lee and Francois formerly worked together in vaudeville. Mr. and Mrs. Jimmy Meeking joined *Rainbow Revue*. John Otis and Company, including Phil Bowman, Al Bowman, Peggy, Annette and Hazel joined with *Artists and Models* show. Mrs. Pringle is off sick list and back on show. George Powell joined as scenic artist. He is turning out nifty banners. Entire show has been repainted. Percy Jones, advance man for All-American Shows, was a visitor. Art Turner and Art Wilson also visited. Virginia Laughlin's second Octopus has been booked with another show. Bob Laughlin Jr. left with it.

T. H. COPE.

White City Shows

Shelton, Wash. Week ended July 25. Location, mile from town. Weather, warm. Business, good. Pay gate.

Show opened Tuesday night and had a large crowd, as it was pay day. Was best opening night since pay gate went into effect in May. First show here this season. Mrs. C. F. Corey purchased cookhouse from Pop and Mom Slover. Patrons came early and stayed late.

JOHNNY J. JONES EXPOSITION, Inc.

WANTS QUICK!

TWO ASSISTANT ARTISTS and LETTERER, REPAINTING COMPLETE SHOW

CONCESSIONS—Can place strictly legitimate Stock Concessions for our Southern Fairs—Shelby, Salisbury and Hickory, N. C.; Spartanburg, S. C.; Macon and Augusta, Ga., and others.

Can place Snake Show. Must have Big Snakes and Front with Real Flash.

WALTER A. WHITE, General Manager

MUNCIE, IND., FAIR THIS WEEK; BLOOMINGTON, ILL., AUGUST 9 TO 14.

TUSCOLA COUNTY FAIR

CARO, MICHIGAN

AUGUST 23-27 Inclusive

5 AUTOMOBILES FREE NEW GRAND STAND

Will sell Frozen Custard, exclusive; also Root Beer.

Can place Game Concessions except Blankets and Corn Game. Will sell exclusive Guess-Weight Scales, also Novelties. CARL F. MANTEY, Secy. Game Concessions address FRANK L. MANNIX, 628 E. Atherton Road, Flint, Michigan.

AL G. HODGE SHOWS, INC.

CAN PLACE FOR BALANCE OF SEASON!

Legitimate Concessions of all kinds, also two more Shows. Independent Shows not conflicting, we will book you for 20% of gross. No Girl Shows wanted. No exclusives except Corn Game, which is sold. WANT Palmistry, Frozen Custard, Diggers, Popcorn, Snow Balls, Candy Apples, Kotton Candy, etc. All legitimate Concessions, \$1.50 per week and reasonable rates to all others. Iron River, Mich. week of August 2; Marinette, Wis., week August 9; then Menasha, Wis. Headed for Mississippi until November 11. Fair Secretaries, we have two open weeks. Come and look us over, or wire and we will send representative. Eight new Rides, Shows, Motorized. Bill like a circus. All spots timed for pay roll week, under strong auspices.

OAKLAND COUNTY FREE FAIR

MILFORD, MICH., AUGUST 11-14.

A Free Fair for the first time, it should be very good this year. Concessions, \$1.50 per front foot (minimum, 10 feet to each Concession). A few choice locations at \$2.50 per front foot. Shows booked for 20%, if they are worth-while. Our General Agent, Mr. Louis J. Berger, will be at Milford from Monday, August 9, on. Northwestern Shows control the entire Midway. This week at Brighton (Mich.) Street Fair. After Milford we will have two wonderful weeks in Detroit before going to our Northern Michigan Fairs.

George Burmaster and Tennessee framed a new "Smallest Mother and Baby" Show and also a Snake Show. Little Tommy Elhart and his dog, King, are still looking for someone their size to whip. Mrs. Johnny Sterling is trying to reduce by horseback riding each day. Swede Oleson and wife added a fur dog wheel and gave nearly everybody in town a dog. Wilma Elhart's pop corn store was repainted and reported good business. Ted and Marlo LeFors are pleased with business and are building another store. Manager C. F. Corey left on a booking trip. Newspapers here gave show nice writeup.

JACK ELHART.

C. W. Nail Shows

Homer, La. Two weeks ended July 24. Weather and business, good.

Reason of second week's stay was that C. W. Nail was in hospital threatened with pneumonia, but is up and back with show, altho still confined to his room at hotel. Shows have been singularly lucky this season, not having lost a whole night's business on account of rain, being open every Monday night. Several nights it rained up to 6 o'clock and then cleared up in time to get night's work in. Bert Lyons joined with five concessions. Ed L. Hall drove to Michigan and returned with a Cozy Coach. His mother, Mrs. Collier, came back with him for a short visit. Mrs. Ed Hall has had her niece and nephew, June and Sonny Wimmer, visiting her for two weeks. They will return home to Des Arc, Ark. for school. Mrs. Nail had her sister, Mrs. Miller, and her brother, Mr. Brown, as visitors recently. Rex Sanders have five concessions; George Hall, R. D. Avery and Mrs. Schaffer, one each. Minstrel Show with new top, banners, stage and scenery has been doing nicely. Mrs. Dick Halke, wife of general agent, is looking after Mrs. Nail's hotel this summer.

L. M. BROWN.

West World's Wonder Shows

Dravosburg (McKeesport), Pa. Week ended July 17. Location, river lot. Auspices, American Legion. Weather, rain part of week. Business, dip.

Committee headed by Ned Satterfield did everything possible to make engagement pleasant and profitable. George S. Marr returned to assume duties as secretary. Mike Faust with concessions and his brother Jake joined. Manager Frank West did good job in locating entire show on small lot. General Agent Neil Berk south on business. West issued orders to have all shows and rides painted. Claude Hughes to operate one of concessions for Fitzie Brown, who now has 12. Ten-in-One and cookhouse. Al Westcott continues to improve business with his Octopus. Mr. and Mrs. Louis Weiss making new wardrobe for their three shows. Many relatives visited the Buck Weavers, this being close to home. New green top and multi-colored side wall for Ten-in-One arrived. Manager Bill Cain is proud of this show. Fitzie Brown is heading for that life membership gold card in Showmen's League. New tunnel for Caterpillar has been ordered from Sam Anderson.

McKees Rocks (Stowe Township), Pa. Week ended July 24. Location, Vaseline Field. Auspices, Independent Hose Company No. 2. Weather and business, fair. Ralph Flanigan joined with a unit of

H. W. Jones' corn game, replacing Gene O'Donnell, who moved over to Endy Bros.' Shows. General Agent Neil Berk returned. Visitors. William McNeill, secretary North Wilkesboro, N. C., Fair; George Westerman, a former general agent, and H. W. Jones, of Strates Shows. Entire personnel grieved when hearing of untimely death of Pete Arnella. Captain Smithy received two new lion banners for newly framed animal show. Mrs. Neil Berk returned to show after undergoing severe operation and looking fine. Johnny Williams added to his Hot Harlem Show a 10-piece band and some performers, including Aunt Hannah. Bob Matthews has new penny pitch, with missus in charge. Dave Tollin has changed color scheme of Fitzie Brown's eating emporium to green and gold. All shows ran neck and neck, with Kay Weiss' Night in Paris stealing honors. Patsy Rosanoff rebuilt his concessions that were burned down in fire at Arnold, Pa., several weeks ago. C. Guy Dodson a visitor.

FRANK LA BARR.

Lalip's Home State Shows

Roulesburg, W. Va. Week ended July 22. Location, ball park. Auspices, Volunteer Fire Department. Business, fair. Weather, rain five nights.

Because of good co-operation of Fire Chief John Hayden, an old troupier, and all fire boys, show went over on black side of ledger despite rain every night except Thursday at opening time. Wednesday night was lost completely because of rain. Captain Dehnam still keeps customers satisfied. Jack Wells, new electrician, has completed two new stands. Iodine Bally, new foreman on Merry-Go-Round, has ride looking like new. Leon De Lones is first off lot with Octopus each week. Tommy Garaffa busy with his new cookhouse. Curly LeGere has new side-show banners completely repainted. Visitors: Fire Chief Robert A. ShROUT, of Parsons, W. Va.; Chief Pase, of Thomas, and Chief Facebacker, of Westernport. General Agent Frank Griffiths returned with several contracts. Show has not as yet had a losing week. MORRIS VOLTAGGIO.

Kennedy's Greater Shows

Hagerman, Ida. Week ended July 24. Location, Halpert Park. Weather, very hot. Business, good.

Show moved here from Mountain Home and after three-day layoff opened Friday night to a large crowd. Opened at 9 a.m. Saturday, and at 10:30 midway was jammed, remaining like that until 1 a.m., when forced to close under Idaho law. Big Ell Wheel, operated by Johnny Card, was at head of midway without shade. People complained of hot seats. Geek Show, owned by W. F. Hardin, had a poor location but did good business. Ben Jobs, Merry-Go-Round foreman, did well with two "green" men assistants. Amos Ellis, with his Glider, packed them day and night. Girl Show and Athletic Show opened at noon and was kept busy until closing. Concessions drank orangeade and water, as no beer was sold on lot.

JOHNNY CARD.

Trailer Legislation

BOSTON, July 31. — Massachusetts Legislature at the last session had a bill before it for the registration, taxing, control and sanitary regulation of house trailers, but a decision was made to hold it over until the next session so that a thoro study of this new situation might be made. Bill is expected to become law next session.

Rhode Island has no special police or sanitary regulations imposed on trailers other than those imposed for any other type of motor vehicle, yet the State does insist that such vehicles be attached by means of safety chains to the automobiles towing them.

In Connecticut all trailers whose gross weight is 1,000 pounds or more are required to have brakes adequate to stop such vehicles within a braking distance of 30 feet on a dry paved surface at 20 miles per hour. Connecticut also requires that the overall length of the combination trailer and tractor is not to exceed 40 feet and the height of the trailer is scaled for 11 feet. The overall width is not to exceed 96 inches. Regard-

less of weight, no trailer is to be attached to the bumper of the towing vehicle. An adequate hitch must be firmly attached to the frame. No motor vehicle or trailer is allowed to be equipped with an open toilet or other device that would tend to be hazardous to health.

Vermont limits the maximum speed at 40 miles per hour for a trailer coach. Similarly, as in Connecticut, Vermont law requires a hitch and, in addition, the trailer coach must be secured to the towing vehicle while in operation on any highway with a safety chain adequate to insure the public safety. Further, a fire extinguisher must be carried in a conspicuous place.

The New Hampshire State Board of Health has prepared a detailed code of sanitary regulations for trailers and trailer camps. Code excerpts require that no trailer coach is to be parked overnight on or within the limits of any main highway of the State, nor at any time within 100 feet of any reservoir or pond that is a source of public water supply. In trailer camps a hotel system



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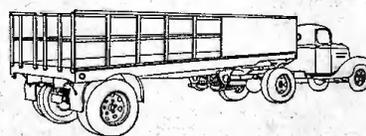
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SPRINGFIELD TRAILERS

Built especially for loading OCTOPUS Rides. A trailer for hauling all Show Equipment. Special Show Terms. Write for Details.

SPRINGFIELD WAGON & TRAILER CO.
SPRINGFIELD, MO.

WANTS-J. F. SPARKS SHOWS-WANTS

Will book or buy small Merry-Go-Round, factory make Kiddie Rides, Octopus or any Rides not conflicting with Ferris Wheel, Tilt-a-Whirl, Loop-o-Plane or Chairplane. Will sell exclusive Cookhouse for balance of season; Privilege in Tickets. Shows wanted, Athletic, Fat Girl, Midget Village, Unborn, Big Snake. Special inducement for 5 or 10-in-1. All legitimate Concessions open for Mercer County American Legion Fair, Celina, O., August 15 to 20. Will be locating on Midway from Thursday, Aug. 12, till opening, Aug. 15. Attendance expected, 100,000. All inquiries J. F. SPARKS, Salem, O., this week to August 12.

C. W. NAIL SHOWS WANT QUICK

A-1 Talker on Minstrel Show, come on; don't wait to wire. Sober, reliable Help on all Rides; must join at once. Legitimate Stock Concessions, let us hear from you. Want neat Pit Show or any Grind Show. Also want Lot Man and Electrician.

C. W. NAIL SHOWS, Winnfield, La.

K. G. AMUSEMENT SHOWS

Wants Ferris Wheel Foreman and Second Man, Chairplane Foreman, Legitimate Concessions, Cookhouse, Can Book Loop-o-Plane and Tilt-a-Whirl, Grind Shows and Ten-in-One. Harlan, Ia., August 2-7; Fonda Fair, 10-13; Eldora Fair, 16-20; Waverly Fair, 21-24. Illinois, Missouri and Arkansas Celebrations and Fairs following. Address BILL PIKE.

WANTED WANTED WANTED WANTED

EXPERIENCED WAITERS, STEAM TABLE AND GRIDDLE MEN!
Sober and reliable Waiters, \$20.00; Griddle, \$25.00; Steam Table, \$20.00. 13 weeks Fair. Join Plattsburg, N. Y., week of August 2d.

ADAM KRENZER, Cook House
WORLD OF MIRTH SHOWS.

has been instituted, requiring a register be kept to include all trailer coach business whether overnight housing be in the trailer coach or in cabins, inns, tourist homes or hotels. Registration in this respect requires the names of all persons traveling, home addresses, State and registration number of the vehicle and the times of arrival and departure.

TRAILWAY COACH
Completely Finished Streamline Coach, also Other Styles
PRICE \$450.00 AND UP.
Commercial Coaches,
\$350.00 Up. Dealers Wanted.
WALLENBECK MOLAND MFG., Sandwich, Ill.

AKRON, O., July 31.—A clause restricting trailer parking to a 90-day limit was slashed from a proposed trailer ordinance by council's welfare committee at a meeting this week after camp owners and representatives of trailer companies voiced objection. Also stricken out were provisions requiring consent of 75 percent of the property owners in a 600-foot radius before a tourist camp could be established and banning such camps within 600 feet of schools and churches. Other provisions governing sanitary conditions were left intact. No alcoholic beverages will be sold in the camps.

"Leak-Pruf" Canvas Treatment
Light Khaki Color, Water-Proofs Beyond a Doubt, Easily Applied.
5 GALLONS \$3.99
F. O. B. Factory.
POWERS & CO., Inc.
Philadelphia, Pa. Chicago, Ill.

Gate Bigger At Muskegon

Second week of Lumberjack Festival increased — gale puts on early damper

MUSKEGON, Mich., July 31.—Muskegon's Centennial and Lumberjack Festival went into its second week last Sunday and in spite of being hit by freak weather with the lowest July temperatures this section has ever had, was playing to heavier crowds thru Wednesday than over the same period last week.

A 50-mile gale and rainstorm struck on Sunday, causing considerable damage to Centennial decorations and keeping visitors down to a shivering few hundred. In an effort to overcome this handicap and in view of the steadily increasing crowds since Sunday the administration decided to extend the celebration thru August 1 instead of Saturday as originally planned.

Featuring the second week is the *Continental Revue*, an entire new show by Barnes-Carruthers Fair Booking Association, and *The Passing of the Pine*, a pageant produced by John B. Rogers Company in the Hackley Stadium. Top billing in the *Continental Revue* goes to Lottie Mayer's Disappearing Water Ballet with its novel routines and colorful lighting effects, beautifully executed by 12 talented bathing girls.

Big Acts in Revue

Opening the show is Floressou, high pole, and climaxing with a head stand 125 feet above the crowd, followed by Willie Necher and his Doberman Pinscher. (See GATE BIGGER on opposite page)

HOMECOMING and LABOR DAY CELEBRATION

Two Big Days, SUNDAY AND MONDAY, SEPTEMBER 5-6. NEW LONDON, OHIO. 12,000 Paid Admissions Labor Day, 1936. WANTED—Merry-Co-Round, Ferris Wheel and other Rides; Concessions, Games and Balloon Ascension. Master Chevrolet Coach given away on the grounds. Wire or write F. H. CUNNINGHAM, New London, O.

WANTED WANTED WANTED FERRIS WHEEL, MERRY-CO-ROUND AND CHAIRPLANE FOR

Biggest Two-Day Labor Day Celebration in Northeastern Wisconsin, Sunday and Monday. Paper Mills running night and day. Will consider transportation if move is not too far. Can use Ten-in-One Show. JERRY KAIN, International Brotherhood of Pulp and Paper Makers, Locals 20 & 147, Kaukauna, Wis.

Somerset Pumpkin Show

September 22-25 CONCESSION WANTED Under State Aid J. L. LOVE, Mgr., Somerset, Ohio.

New Holland, Ohio, Fall Festival SEPTEMBER 8-9-10-11

American Legion Annual Event Wanted Rides, Shows, clean Concessions. Attendance will warrant best Show in 10 years. Be quick. WILLIAM SKINNER, Sec'y., New Holland, Ohio.

WANTED!

Big Fraternal Order wants to sponsor money-making events. If you have a well-organized, tested promotional proposition, send full details at once. DIRECTOR, Box 565, Cedar Rapids, Ia.

SHOWS and CONCESSIONS WANTED

for HOME-COMING AUGUST 14-15, OLIFTON, ILL. Apply to ORVILLE FLOTT, Olifton, Ill.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS (Communications to 25-27 Opera Place, Cincinnati, O.)

Fete Crowd Favors Milwaukee Carnival

MILWAUKEE, July 31.—Milwaukee's eight-day Midsummer Festival, which closed on July 25, grossed about \$13,000, according to preliminary figures by William H. Wendt, city controller. Crowds were estimated at about 600,000, with about 20,000 persons on hand for the closing show, *Swing Time*, musical comedy by Municipal Opera Association. Cool weather and rain held down attendance during closing days.

Estimated income included \$3,500 from bingo games and beer garden, \$692 from midget auto races, \$800 from programs, \$700 from booster stamps, \$1,700 from fire and police ball game, \$2,283 from reserved seats, \$647 from Indian village, \$170 from whale exhibit, \$102 from pony rides and a few minor concessions. Not enough patronage was accorded Greer's Rodeo for the city to get a share.

Wendt estimated expenses may turn out \$400 or \$500 less than total funds available, including income and \$15,725 which the county board provided to underwrite those costs which have been in the past paid out of revenue from a carnival. In response to a request for an opinion by George Hampel Jr., announcer and program director, the majority of some 75,000 spectators attending the performance the evening of July 24, in an oral vote, declared themselves as favoring augmenting next year's celebration with a carnival.

Altho attendance was about 100,000 less than last year's, Rudolph Hokanson, chairman, declared he considered this year's program a "huge success." Competing entertainment included Mighty Sneesley Midway on the north side and a carnival in the Third Ward, about eight blocks from Juneau Park, site of the festival. The 1936 festival, which included a carnival, grossed \$24,240, with \$11,954 coming from the carnival.

Profit Made in Pocatello

POCATELLO, Ida., July 31.—Colborn & Sorensen's Rodeo Company and Monte Young's shows and rides were factors in financial success of Independence Day Celebration here, sponsored by the American Legion Post, said General Chairman H. L. Gilndeman. Program included fireworks, athletic events, music, parade and pageant. Interest was stimulated by publication of a humorous magazine and wearing of Western costumes and novelty ties.

Series Started in N. E.

BOSTON, July 31.—First in a series of four sponsored outdoor circuses in New England is playing a seven-day engagement at Cranston (R. I.) Stadium soon. Show billed as Circus of International Thrills is being promoted by J. C. Harlicher, Providence, and booked by Al Martin, of Boston.

Acts booked are Four Lorenzos, aerial ladder; D'Arcy Sisters, aerial act; Bob Eugene Troupe; Diving Gordons; Three White Whirlwinds, skaters; Dippy Diers, clown act; Dixon Brothers, comedy and balance; Saki and Taki, acrobats; Kurtzo and Kurtz, aerial pole, and Harry La-Marr's flying act.

Harvest Fete for Canton, O.

CANTON, O., July 31.—Spencer & Clark Shows will provide midway attractions for annual Harvest Home Festival here, sponsored by volunteer firemen at near-by Louisville. Celebration will have public wedding, contests and free acts.

Friends

AUSTIN, Tex., July 31.—*The Billboard* was of great help to our various committeemen for our Independence Day Celebration, as they referred to it many times in making purchases. We are indeed grateful for the many items it gave us. We are all friends of *The Billboard* and get it each week to watch for new articles and new ideas.—E. J. RUPERT, chairman, ways and means committee, Travis Post, American Legion.

Circus Acts Featured At Pittsburgh Event

PITTSBURGH, July 31.—Fort Black Community Club's Jubilee Circus to be held at Magee Field here this fall will be housed in a mammoth tent with a seating capacity of 2,000, according to W. J. Murphy, director.

Features will include 20 circus acts and a Wild West concert in addition to special events such as a public wedding, beauty parade and family night. An Indian band will furnish the music.

Belmont Acts for Hanover

HANOVER, Kan., July 31.—Plans are completed to bring J. L. Landes Shows, with eight rides; Tommy Thompson's Rodeo, and Shubert and Carpenter, free acts booked thru Sidney Belmont, here for Fifth Annual Days of '49 Celebration, sponsored by Business Men's Club, said Chairman Charles G. Rowland. Located near old Oregon Trail, Hanover bases celebration on historical background surrounding the trail. Program includes Western parade, automobile giveaway, free barbecue and dances.

Klein Has Alliance Event

ALLIANCE, O., July 31.—Playing here under auspices of merchants, with kid tieup with several stores, Klein's Attractions, C. A. Klein, manager, had satisfactory week despite rain. On midway were Roy Gooding's four rides, Greenwald's athletic show, Buck Moughiman's freak animal show and Larry Larrimore's concessions. Aerial Burrows, flying act, was free attraction.

Miller & Archer on Midway

WENONA, Ill., July 31.—Miller & Archer Shows, with 6 rides, 7 shows and 35 concessions, will be on midway of 19th annual Home-Coming Celebration here, sponsored by the American Legion Post, said Chairman Frank J. Zulz, who also expressed his appreciation and complimented *The Billboard* on the prompt manner in which his wired advertisement was handled and the fine response it received from professionals. Free acts are the Stratosphere Man; Taylor Brothers, trapeze, and Daisy, diving dog.

Biz Good in Trenton, Mo.

TRENTON, Mo., July 31.—W. E. West Motorized Shows did big business, with eat and drink stands getting an especially heavy play, at annual celebration here on July 5, sponsored by the Commercial Club, reports Chairman Fred O. McGuire. Balloon ascension by C. T. Armstrong Balloon Company was free attraction. Alfred Clemons was balloonist and M. W. Holcomb was in charge of ascension.

Houston Circus to Belmont

HOUSTON, July 31.—Sidney Belmont will be producer of the 1938 Police Circus in new Exposition Hall, sponsored by Houston Police Department Burial Association, said Secretary A. A. Fowler. Police department will handle ticket sales and finances and producer will furnish acts and will direct.

Pro Attractions Pop Up Cherry Festival

TRAVERSE CITY, Mich., July 31.—National Cherry Festival here, drawing 100,000 on July 14-16, was open to carnivals and concessions for the first time. Al G. Hodge Shows, carrying seven rides, four shows and concessions, furnished midway attractions.

Opening of festival to professional amusements was highly successful from standpoint of the carnival and festival, the Hodge Shows doing good business and aiding materially in keeping continuity of festival going at a rapid clip, said Secretary Edmund Littell.

Orchestras of Maurie Sherman and Cab Dixon, booked thru Consolidated Radio Artists, furnished music for dances. Other events included parades, swimming and diving contests, outboard and aquaplane stunting by Bob Eastman's Nautical Team, stunt flying, amateur night and 20 free acts on downtown platforms, plus strolling singers, clowns and acrobats.

Morton Returns to Philly

PHILADELPHIA, July 31.—Bob Morton returned from a stay at Miami Beach and is arranging for bookings for fall and winter. George E. Roberts produced annual circus for the Skytop (Pa.) Club on July 23 and 24. It was successful and acts were Pamahasika's Famous Pets, monkeys and dogs; Commodore, educated pony; Osaki and Taki; the Skyettes, balloon ballet; Roberts' tropical birds and clown numbers.

Rain Hits Montpelier, O.

MONTPELIER, O., July 31.—Mabel Weer Shows, with eight rides, six shows and concessions, furnished midway attraction at a celebration here on July 3-5, said Harold G. Eberly, chairman. Carmene's Circus Revue and Moreland Entertainers furnished free acts. Other features were fireworks, horse racing, ball games, dancing and boxing. No profit was made, due to rain.

Texas Rodeo Clears \$3,000

COLEMAN, Tex., July 31.—Rodeo here on July 13-15 drew 15,000 and made profit of \$3,000, announced Sam T. Cobb, president of Coleman Rodeo Association, sponsor. Proceeds go to the school athletic fund.

Rodeo was advertised thru good-will trips, radio and newspapers.

BEAUX ARTS Springtime Frolics Revue, including Mason and Pine, comics; Tom Farmer, rodeo revue; Andre and Delphine, dancers, and Ted Valentine, ventriloquist, has been booked thru Beaux Arts Theatrical Agency to appear at fairs at Sherburn and Eveleth, Minn., and New Ulm (Minn.) Home-Coming.

WANT

Three-Ring Organized Circus or Wild West Show, to show in Harvey, Ill., any time after August 15. Write full details to STANLEY WALTON, 15032 Palina Ave., Harvey, Ill. Phone No., Harvey 758 M.

WANTED

Concessions, Good Shows and Free Amusement Acts for PARKER HOME-COMING August 13-14 Write or call THURL W. WOOD, Parker, Ind.

AMERICAN LEGION CELEBRATION

AT PIPER CITY, ILL. Two Days and Two Nights, September 3-4 Concessions and Shows Wanted R. R. ROBERTS, Chairman.

FOR PARKS, FAIRS and CELEBRATIONS BALLOON ASCENSIONS

PARACHUTE DROPS JACKSONVILLE BALLOON CO. Jacksonville, Ill. WANTED WANTED WANTED For the Big Labor Day Celebration at Ford City Fair Grounds, September 8. Kiddie Rides, Shows, Concessions, Milt Camp, Dicers, Grab Joints, Novelties, 20,000 Union Men and their families are sure to be here. Demonstrators, Pitches, Labor Paper Men, Candy Apples, Pop Corn. Write LUKE BRETT, Director, 1023 Johnson Ave., Kittanning, Pa.

HELP This Department by Telling Committees About It.

Redondo Covered Wagon Days Acts and Parades Seen by 150,000

REDONDO BEACH, Calif., July 31.—Fourth Annual Covered Wagon Days Fiesta on July 22-25 was sponsored by Empty Saddles Club, Bert Griffith, president, it being customary for some civic organization to underwrite and present the big event. All attendance records were broken, according to Henry Froud, amusement director of Pacific Electric Committee, estimating that 155,000 persons visited, with the big days Saturday, 60,000, and Sunday, 75,000. There was provided a great diversity of entertainment, all male persons being required to grow beards, all starting on the same day. Professional men or others who did not wish to wear facial ambush were sold a button for \$5 that permitted shaving. Women wore apparel of the gold rush days, bustles, hoop-skirts and corkscrew curls.

State notables, county and city officials and a large outpouring of movie folk were daily attendants. Downtown streets given over to an amusement zone had the Ray Roland-carnival, shows, concessions and two stages for vaude acts. At the rodeo grounds there was a rodeo on July 24 and 25. News cameramen who shot the two big parades on Saturday and Sunday stated that for novelty and unusual features they were the most colorful of the kind ever noted. Only horses or horse-drawn equipment was seen, idea being presentation of a review of the Old West. Mickey Elssa, chairman of the committee, said there were 987 horses in the Sunday parade. There also appeared the Los Angeles mounted sheriff's posse, with Sheriff Gene Biscailuz leading, Long Beach Mounted Buckaroos, Leo Carrillo,

Victor McLaglen, Ray Kerrigan, and Dick Dixon marshaling the large mounted party of movie folks; Silver Saddle Club, Pioneers of the Golden West and other mounted parties.

At the horse show Sheriff Biscailuz; E. L. Shay, San Bernardino; E. B. Reeves, fire chief, Fontana; M. L. Templeton, county supervisor; Leland M. Ford, F. G. Swain and E. Swartzgold were judges. Henry Froud judged novelty events. Bands were mounted cowboy and hill-billy outfits. C. E. Berry was secretary and director of special parades; Jack Barker, caravans; Henry Froud, concessions; Norman Sprowl, director of radio; Judge Sam Austin, publicity.

Barker on Savanna Midway

SAVANNA, Ill., July 31.—Big crowds attended Annual Soldiers and Sailors' Reunion here on July 5-7, sponsored by local posts of American Legion, Veterans of Foreign Wars and United Spanish War Veterans, said Alfred A. Whetzel, chairman. Attendance was 28,000 on the fifth when Legion district convention was held on grounds. Midway had the Barker Shows, with 11 rides, 10 shows and 44 concessions, in addition to 20 independent concessions and 3 free acts.

GATE BIGGER

(Continued from opposite page) ets; the Toyamas, Japanese acrobatic troupe; Florence Tennyson, singer; Harriet Nawrott & Company, roller skaters; Monroe and Adams Sisters, jugglers, and Felix Paty and Tarzan. Phil Fein is emcee, and show is under direction of Fred Kressmann, who reports business far ahead of the first week.

The Passing of the Pine, which opened on Monday in Hackley Stadium, about two miles from the Centennial grounds, is proving a popular draw and when caught on Wednesday played to nearly 8,000. It is a pageant portraying milestones in Muskegon's history since birth of the pine. The 13 episodes are acted out on a turf field, with a background of high wood wings spreading out from the playing area, where the more intimate action takes place. The wings forming the background are painted to resemble a forest of pines. About 900 local people appeared. It was given five nights this week, closing Friday.

Wild West on Walk

Concessioners along the midway are feeling inroads of inclement weather on their grosses, but all are satisfied that this week will bring them out of the red. H. J. Hansen is snapping 'em four for a dime in his photo stand. Lofstrom & St. Elol are turning nice tips into their monkey show and Princess Red Feather's wild West show figures prominently on the main walk. Her company includes Butcher Family Band, six members; Wild Horse Pete, of Montana; Chief Young Bear, of Oklahoma; Dakota Grace; Wyoming Carl, and Utah Vern, roper.

Jack Duffield and Larry Hall are doing well with their Club Centennial night club, restaurant and candy concessions. Featured in club spot are Drexel Lamb and his ork, who broadcast twice daily. Danny Krassner and Louis Costa are over from the Cleveland expo helping Murray Goldberg guess the customers' weights, and Irving Goldstein is pitching his own particular brand of "bazooka" while handing out plenty of laughs to his audience.

Shorts

WEER'S rides and concessions will furnish midway attraction and McElroy Comedy Four; Gale York, magician; Ben King and son and WLS entertainers will be on program of Edgerton (O.) Home-Coming Celebration.

A CARNIVAL, rodeo, free acts and dances, with music furnished by Art Randall's Orchestra, will be professional features at Deadwood (S. D.) Days of '76 Celebration, sponsored by Chamber of Commerce, said President E. V. Cooper. Balance of program will consist of Western pageantry.

AT Ludington, Mich., third annual Pere Marquette Pageant and Homecoming on Oriole Field will be told in panto-

WANTED for the AMERICAN LEGION 1937 STATE CONVENTION
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Will sell exclusive refreshments, Ice Cream, Frozen Custard and Novelties. Want Ball Games, Pitch-Till-You-Win, Grind Stores and Novelty Games. Want Rides. Agents wanted for Wheels. All mills working full time, conditions excellent.
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Three Big Days on Public Square.

WANTS ONLY Merry-Go-Round, Ferris Wheel, and Two other Major Rides. To be used on Paved Street.

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CUMBERLAND VALLEY FIREMEN'S CONVENTION

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Firemen from four States—more than 100 Companies and Bands—expected to be represented.

LEGITIMATE CONCESSIONS OF ALL KIND OPEN.

Rates reasonable. Write or wire

P. A. KOSE, SR., 35 W. Keller St., Mechanicsburg, Pa.

Circus, Pageant in Alamosa

ALAMOSA, Colo., July 31.—Thru a parade and two performances of Al G. Barnes-Sells-Floto Circus and an elaborate pageant staged by John B. Rogers Producing Company, depicting adventures of Kit Carson, third annual Alarado Fiesta here on July 1-3 surpassed two previous celebrations, said Managing Director C. L. Dynes. Pageant had a cast of 500 and was staged three nights. Funds raised are used for public improvements.

Happy Days rides were used while independent concessions and attractions were advantageously booked as a result of advertising placed in *The Billboard*.

Public interest is aroused thru naming a queen in advance of the Fiesta, advance ticket sales, use of local people in cast of pageant and a State-wide publicity campaign.

Legion Signs West Shows

PULASKI, Va., July 31.—West's World's Wonder Shows will be on the midway and furnish free acts and fireworks at annual carnival here sponsored by Pulaski County American Legion Post, said Chairman R. I. Brown, proceeds of which will be used for Legion activities. Post is also sponsoring an agricultural fair in connection with event.

Zanesville Event Clicks

ZANESVILLE, O., July 31.—Favored with ideal weather, the 20th annual three-day Putnam Pumpkin Show at Maindon street grounds, under Putnam Amusement Company auspices, was one of the most successful ever held here. A two-mile parade thru the business district July 26 inaugurated the three-day event. J. R. Edwards Attractions, with four rides, five shows and a score of concessions, provided the midway. Capt. Earl McDonald, high-dive act, was presented nightly.

Wade Shows at Mich. Fete

GREENVILLE, Mich., July 31.—W. G. Wade Shows, with 7 rides, 5 shows and 46 concessions, presented midway features at a celebration here on July 1-5, sponsored by the American Legion Post, which netted \$500, said I. W. Stromsta, chairman. Program included two free acts, fireworks, horse-pulling contests, calf shows, parades, airplane stunts and parachute drop. Contributions were made by merchants for prizes and posters and newspaper advertisements were used.

mime the story of Father Marquette's life, with the Rt. Rev. Robert Nelson Spencer, Protestant Episcopal bishop of West Missouri, as narrator. Eugene Christman, who has been Father Marquette in two preceding pageants, will play the role again.

FRED AND MARIE GUTHRIE presented free act and R. A. Jolly's rides were booked at recent Wayne, O., celebration.

FOR ANNUAL Frazeyburg (O.) Home-Coming Celebration President E. W. Connor, of the sponsoring association, said the most extensive midway ever shown at the event is being planned.

LUCKY TETER and his Hell Drivers made a decided hit in an exhibition on July 11 under auspices of Detroit American Legion Memorial Home Association and were re-engaged for the following Sunday.

SOL'S LIBERTY SHOWS had good business at Iron Mountain (Mich.) Homecoming and Old Settlers' Rally, sponsored by Thomas Uren Post, American Legion, on July 3-5, said George E. McGowan, chairman.

PALMERTON, Pa., is preparing for celebration of the 25th anniversary of its corporation as a borough and citizens' committee, Ralph Cummings, chairman, is arranging entertainment, to be highlighted by a Mardi Gras.

FREE ACTS at a two-day American Legion Festival in Lake Mills, Wis., included Stuart Sisters, skaters; the Ottos, feats of strength; Ann O'Connor, tap dancer; Graf and Dayton, acrobats; Claudia Ferris, tap dancer, and Edward, juggler.

IMPERIAL United Shows has been booked by Waupun (Wis.) American Legion Post for a six-day carnival on South Side baseball grounds.

AN AMATEUR contest, open to Upper Wisconsin, with cash award and radio appearance over WEBC, Superior, will feature Siren (Wis.) Silver Jubilee Celebration, to include carnival attractions, free acts, concessions, parade and free dancing. Harry Nelson is in charge of

amateur contest, with J. E. Spangberg, celebration chairman.

M. C. HELLER is secretary of fourth annual Street Fair in Orrville, O., next fall under Retail Merchants' Association. Carnival features, free acts and concessions will be on the midway.

A PARADE, band concerts, free acts and contests are planned for seventh annual Carnival and Exposition in Wheeling, W. Va., under Warwood Booster Club. Emil D. Vass, club president, is chairman.

USUAL midway features will be contracted for annual Little Fair in Columbian, O., under American Legion auspices, according to a committee in charge.

FIREMEN are preparing for the annual Home-Coming Celebration in Dresden, O. A midway, free attractions, special promotions and contests will be features.

FIREMEN'S Carnival in Everett, Pa., had Tumbling Atwoods as free act. Attendance was 20,000.

RIDES, shows and concessions will be amusement features at Monroeville (Ind.) Street Fair, said Chairman S. F. Painter. Mabel R. Weer Shows will be on midway.

LATLIP HOME STATE SHOWS furnished midway for an event sponsored by Rowlesburg (W. Va.) Fire Company on July 12-17, reports Chief John D. Hayden.

WHITESIDE TROUPE played a celebration in Schuyler, Neb., on July 4 and 5, followed by firemen's picnic in Hebron, Neb., on July 21-23. Latest date was Catholic picnic in Wichita, Kan., on August 3 and 4. Act is booked for Ottawa County Horse Show, Minneapolis.

LOOK

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AGENTS—STICK-ON-WINDOW SIGN LETTERS: 500% profit; free samples and liberal offer. **METALLIC LETTER CO.**, 439 N. Clark, Chicago. x

JAR TICKETS, 1440, 1836, 2052, 2280. LOW quantity prices. Put and Take. Series. Display and Seal Cards. 100 Different Games. **TOM THUMB**, Dept. BBB, Nauvoo, Ill. se25x

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GO INTO BUSINESS! FAST SALES, BIG PURE profits, tiny investment. Sound opportunity; this is your real chance! Write for attractive offer. **BOX 56**, Findlay, O.

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ALLIGATORS, SNAKES, LIZARDS FROM Florida, Cuba, Central America. 25 Large Snakes, \$15.00; half dens, \$8.00. 12 Small Assorted Snakes, \$3.00. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. au21x

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EXTRA LARGE ASSORTMENT SNAKES—CON- taining 7-Foot Bull Snakes, Rattlers, Etc., \$15.00. Shipments same day received. **ELLISON MITCHELL**, Naturalist, St. Stephen, S. C.

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LATEST CATALOG OF SNAPPY ART PHOTOS, Books, Novelties. Price 10c. **E. C. SPECIALTIES**, Dept. B, 23 Glenn Ave., Carnegie, Pa. x

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SELL BY MAIL! BOOKS, NOVELTIES, BAR- gains! Pictures, Calendars, Big Profits. Easy sales. Particulars free. **F. ELFCO**, 438 N. Wells, Chicago. tnx

WANTED—EXPERIENCED MUSICIANS, A- dvance Agent. Buy interest. Well-known band playing fairs. For sale, Uniforms, Music. Write **MANAGER**, Box 343, Monett, Mo.

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Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A BARGAIN—5 A.B.T. 1c BIG GAME HUNTER Pistol Targets, with metal floor stands, \$10.00 each. **ROBBINS CO.**, 1141-B DeKalb Ave., Brooklyn, N. Y. au14

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AMUSEMENT VENDING MACHINE MECHANIC seeks position with operator or distributor. Long experience in servicing, maintenance, repairing. Expert on Pin, Amusement Games. Will travel, low salary start. Address **EDWARD DEGNON**, 1035 115th St. College Point, L. I., N. Y. x

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BOLO, \$8.50; FIREBALL, \$14.50; RACKEMUP, \$16.50; Dava! Baseball, \$24.50; other late Bumper Games. Trade your Counter Games on Master or Tom Thumb Venders. Jayhawk Toy Pack, 300 Toys and Charms, \$1.10, prepaid. **COLUMBIAN VENDING COMPANY**, Parsons, Kan. x

CANADA—SKEE BALL, \$200.00; BALLY ROLL, \$89.50; 300 Pin Games. **WINNIPEG COIN MACHINE EXCHANGE**, 265 Dufferin Ave., Winnipeg, Man., Canada. au7

CROETCHEN'S ZEPHYR CIGARETTE VENDERS, \$12.50; Superiors, Penny Smokes, \$6.00; Sweet Sallies, Selectems, L. O. U. Official Sweepestake, Chicago Club Houses, Punchettes, Tickettes, Solitare, Match-a-Paks, \$5.00 each; Windmill Candy Venders with stands, \$7.00; Turf Flashes, \$10.00; A.B.T. Big Game Hunters, \$7.50. One-half deposit with order, balance C. O. D. **CLEVELAND MACHINE EXCHANGE**, 10110 St. Clair, Cleveland, O.

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EXCELLENT WORKING ORDER, THOROUGHLY refinished and reconditioned: 1 Natural, \$17.75; 1 Bally Derby, \$13.60; 2 Jumbos, \$10.95 each. 1/3 deposit with order. **WINONA DISTRIBUTING SERVICE**, 702 West Fifth St., Winona, Minn.

FOR SALE—4 BATTER UP, \$50.00 EACH; 2 Bally Boosters, 2 Fire Balls, \$25.00; 3 Cross-lines, \$35.00; 2 Bumpers, \$16.00; Bolo, Mad-cap, Short Sox, Trap Shot, Excel, \$6.00; Superior Cigarette Machines, good as new, \$6.00; with meters, \$6.50; Penny Packs with meters, \$7.50. **H-B. VENDING CO.**, 165 Marks Ave., Lancaster, O.

THE FALL SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED AUGUST 28. CLASSIFIED FORMS CLOSE IN CINCINNATI, AUGUST 18. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

FOR SALE OR TRADE—WESTERN WINNERS, \$60.00; Grand Prize, \$50.00; Stoner's Air Races, \$50.00. **AUTOMATIC VENDER CO.**, Mobile, Ala.

HOUSE TRAILER—FACTORY BUILT, PER- fect. Can be used for 10 Diggers or Carnival Concessions, \$350. **NATIONAL**, 4242 Market, Philadelphia, Pa.

LOST OUR LEASE—WILL SACRIFICE USED Games rather than move them! All machines guaranteed ready to operate: For \$5.00 each, Gold Rush, Fifty Grand, Exhibit Tickets, Auto-count, Auto Bank, Rocket, Rapid Transit; for \$6.00 each, Bolo, Ace, Traffic, Caliente, Champion, New Yorker, Trojan; for \$8.00 each, Repeater, Big Five, St. both Free Game, and cash, Rainbow, cash; Flashlite, Ten Grand; for \$15.00 each, Grand Slam, Ticket+Credit, Ticket. Cash with order. **KING PIN GAMES COMPANY**, 456 Portage St., Kalamazoo, Mich. x

MILLS DIME AND QUARTER BLUE FRONTS, \$64.50; Golden Bells, \$47.50; Silent F.O.K.'s, \$34.50; Jennings Dime Triple Escalators, \$34.50. **COLEMAN NOVELTY**, Rockford, Ill.

MUST SELL—GOLDEN HARVESTS, SKIPPERS, Sunshine Derbys, Panco Ballots, Panco Speedways, Sunshine Baseballs, Fence Busters; also Hollywood Junior, Hollywood DeLuxe, Jungle Dodger Rifle and Wurlitzer Skee Balls. Will dispose of them for cash or trade for Wurlitzer Phonographs. Write us and tell in detail what you will offer. **MAKUS SALES COMPANY**, 2509 W. Vliet St., Milwaukee, Wis.

PHONOGRAPHS PRICED FOR QUICK SALE— 1936 Models, 12-Record Selective. Guaranteed condition, \$130.00 each. **P. O. BOX 1057**, Butte, Mont.

RAYS TRACKS, \$125.00; TURF CHAMPS, \$50.00; Rotaries, \$85.00; Bumpers, \$25.00; Skippers, \$35.00; Jockey Club, new, \$125.00; Merchantmen Flaps, \$40.00; Roll Chute, \$50.00. **E & R SALES**, 1010 Hall, Grand Rapids, Mich.

"SWEET 16" SIXTEEN RECORD PHONO- graphs, Nickel and Dime Slots. Like new, \$90.00 each. **CAPITOL COMPANY**, 460 W. 34th St., New York City. au14x

USED JUNGLE DODGERS, LIKE NEW, \$39.50. In original boxes, \$85.00. **UNITED AMUSEMENT COMPANY**, 3410 Main St., Kansas City, Mo.

WANTED—MACHINES FOR PENNY ARCADE at Weona Park on commission basis. **HOWARD F. YOUNG, Mgr.**, Pen Argyl, Pa.

WANTED FOR CASH—USED WURLITZER Music Machines, Models No. 412 and No. 616. Used late model Rowe, National and DuGrenier Cigarette Vending Machines. Used late model Jackpot Bell Slot Machines; Mills, Jennings and Pace. Used low type Penny Weighing Scales; Jennings, Mills, Rock-Ola, Pace and Watling. Used Evans Games: Galloping Dominos, Bang Tail and Rolletto Jrs. Used Kenney Games: Track Time, Keen Kubes and Keen Bells. Give serial numbers and lowest cash price in first letter. Write for our list of Used Coin Operated Machines. **AUTOMATIC COIN MACHINE CORP.**, 37-43 Essex St., Springfield, Mass. au14x

WANTED—50 TURF CHAMPS. MUST BE first-class condition. Price, particulars. **KEYSTONE AUTOMATIC AMUSEMENT CO.**, 2135 Walnut St., Philadelphia, Pa.

WANTED—300 SNAKS, SILVER KING, SIM- mons and Columbus General Merchandise Venders. Must vend toys and have porcelain base. Write giving kind, age and price of machines. Also want 1c Perfection Target Gum Machine. **S. & R. AMUSEMENT CO.**, Box 82, Baton Rouge, La.

IMPORTANT!

Due to the increased size and circulation of the FALL SPECIAL (dated August 28, 1937) we must close the form containing Classified Advertising Section 24 hours earlier than usual.

Classified Advertising Forms
for the

FALL SPECIAL

GO TO PRESS IN CINCINNATI

Wednesday, August 18

"rush your copy—TODAY"

The
Billboard

25 OPERA PLACE

CINCINNATI, OHIO

WANTED TO TRADE MILLS BLUE FRONTS, Pace Comets Slots. Also Pace Races, Black Cabinets, for Wurlitzer and Rockola Phonographs. What have you? Write WIMBERLEY AMUSEMENT CO., Blytheville, Ark.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamps for our bargain list. GOODEY, 1824 East Main St., Rochester, N. Y. au14

WILL TRADE WURLITZER PHONOGRAPHS, Cigarette Machines, Watling Scales, Mills Scales for Late Model Q. T. or One-Ball Cash Payout Pin Games. O'BRIEN, 89 Thames, Newport, R. I.

"5/8" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. no20x

10 SEEBURG 1936 SYMPHONOLAS, \$110.00; 1 Exhibit Shoot-A-Lite, \$65.00. Will trade for Bumper Type Games or Toy Vending Machines. Price must be right. 1/3 deposit with order. AUTOMATIC NOVELTY CO., 900 Oakhill Ave., Atlanta, Ga.

COSTUMES, UNIFORMS, WARDROBE

A-T GOWNS, WRAPS, COSTUMES, OSTRICH Fans, Ballyhoo Capes, Hulas, Chorus Sets, Slippers. Bargains. CONLEY, 310 West 47th St., New York City.

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INDIAN RELICS, BEADWORK, CURIOS, Weapons, Catalogue 5c; 5 Arrowheads, 20c. Eagle Feather Indian War Bonnet, \$9.00, fine. INDIAN MUSEUM, Northbranch, Kan. x

FORMULAS

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices, leads. GIBSON LABORATORY, Chemists, BH-1142 Sunnyside, Chicago. x

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FORMULAS - LATEST MONEY MAKERS. Write for free literature describing newest Formulas for fast sellers. H-BELFORD, 4042 N. Neeler, Chicago.

FOR SALE - SECOND-HAND GOODS

A-1 ATTRACTIONS - DEEP SEA SHOW, Nudist Colony, Wax Figures, Octopus, Two-Headed Baby, Trunk full Costumes, Panel Show Front, Unborn Show, Illustrated Recitations, Light Plant. UNIVERSAL, 3238 S. State, Chicago.

CORN POPPERS, GASOLINE, ALL ELECTRICS. Geared 12-Quart Kettles; Rotary Poppers, Caramel Corn Equipment. NORTHSIDE CO., 1528 W. 19th, Des Moines, Ia. au14x

FOR SALE - THIRTY-PASSENGER GREYHOUND Bus in first-class condition. \$750.00 cash takes it. JACK ANGELL, Three Mile Inn, Monroe, La. au14

FROZEN CUSTARD, ICE CREAM MACHINES. New Electric Aluminum Portable Counter Models, \$200. Write CONCESSION SPECIALTIES, 310 East 35th, New York. au28x

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PORTABLE ROLLER RINK, COMPLETE, SKATES, etc. Priced right. In operation at Geneva, Ill. BOX 253, Billboard, Chicago, Ill.

POWERFUL PORTABLE PUBLIC ADDRESS System for Orchestra, Ballyhoo, etc. Perfect condition, cheap. Will ship on trial. RAMONA MOODY, Waldron, Ind.

SACRIFICE - LATEST MODEL FULLY EQUIPPED Frozen Custard on Truck with own Light Plant. Booked on show with fifteen fairs. Also new Popcorn Outfit. M. CRANE, General Delivery, Hamburg, N. J.

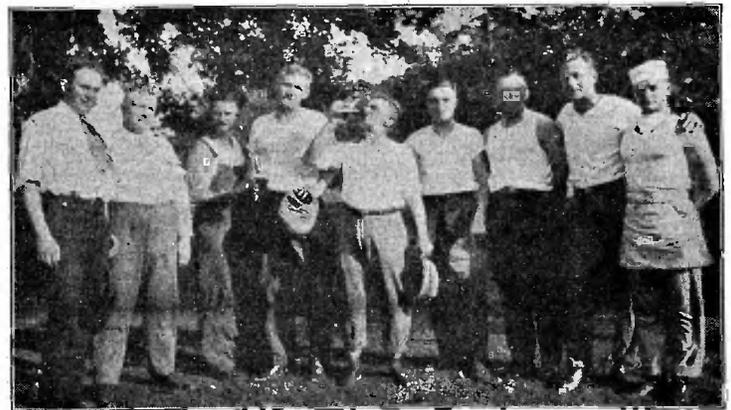
\$800 ELECTRIC LIGHTING PLANT, \$175; New \$500 Candy Puller, \$125; Krispette Popcorn Outfit, \$100. ANCHOR, 1045 Abbott, Detroit, Mich.

FOR SALE - SECOND-HAND SHOW PROPERTY

AEROPLANE RIDE - FIRST-CLASS CONDITION. One of the latest types. No reasonable price refused or trade for Penny Arcade or Good House Trailer. CLAZIER, 4125 College, Indianapolis, Ind.

COMBINATION KIDDIE RIDE FOR SALE cheap. With or without amplifier music. Now operating. Have other business. ORION E. RHODES, Cooperstown, N. D.

Show Family Album



JUDGING from the picture, the big ones, as is usually the case, got away. Photo taken in 1923 is that of a Ringling-Barnum fishing and "mulligan" party. Left to right are Carl Bartlett, the late Frank A. Cook, Fred Bradna, Chick Bell, Captain Carroll Mathewson, Buddy Hutchinson, Vernon Reaver, George W. Smith and the chef, whose name is not remembered.

The Billboard invites its readers to submit old-time photos for reproduction herein. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Operá place, Cincinnati, O.

COMPLETE BALL GAMES - BOTTLES, CATS, Dolls, Kids, Tenpins. Sturdy, flashy, attractive outfits. Equipment, accessories. LAMANCE, 782 Marion, S. E., Atlanta, Ga. au7

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EYERLY CABLE LOOP-O-PLANE AND ACROPLANE, \$1,000.00 cash. A-1 shape. J. LOWNDS, R. 1, Palm City, Calif.

FOR SALE - OR WILL BOOK IN PARK, THREE-Abreast Forty-Foot Portable Allan Herschell Carousel. Also new Ten-Car Kiddie Auto Ride will book for some fairs in this section. OTTO CRISS, care Lakeside Park, Salem, Va.

GIANT PORTABLE AMPLIFYING SYSTEM, with Phonograph, Microphone, Speakers, perfect condition, real bargain. Free trial. Particulars free. DON KENNEDY, Shelbyville, Ind.

32-FT. SPILLMAN PORTABLE CAROUSEL, \$750; painted, complete; Organ Duplex, \$250, plenty paper rolls. COLSON, 180 Woodbine St., Brooklyn, N. Y.

HELP WANTED

CAN ALWAYS USE MUSEUM HELP - FREAKS, Working Acts, Oriental Dancers. Open year around. SHOWETERIA, 452 S. State St., Chicago, Ill. au14

EXPERIENCED GROUND TUMBLERS AND Teeter-Board Men for Standard Act. Long season. Write JOHN CARDOVA, The Billboard Office, Chicago, Ill.

LINE GIRLS DOING SPECIALTIES, TAP AND Ballet. Steady work, good salary. Wardrobe furnished. BETTY BRYDEN, 832 Fox Theater Bldg., Detroit, Mich. au28x

MED. PEOPLE - CHANGE FOR TWO WEEKS. State salary, make it low. It's sure, long season. GENE BRADLEY, Arlington, Ill.

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MED. MEN-LECTURERS - YEAR'S WORK IN Chicago. I have blanket permit. Apply KID CARRIGAN, 446 S. State St., Chicago.

ORCHESTRA WANTED - 8-10 PIECE FOR Resort Ballroom, August sixth to September sixth. Commission basis only. Sleeping quarters furnished. Write immediately, BALLROOM MANAGER, Adrian, Mich.

POSSIBLY PLACE PIANIST, DRUMMER, TROMBONIST. Good Southern Band. Must be young, clean cut and capable. SOUTHEASTERN ORCHESTRA SERVICE, Columbia, S. C.

TROMBONE AND SECOND TRUMPET - MUST be sober, union and capable dance musicians, able to read, ride and fake straight harmony. Long location job. Write to ED. DARTINA, 1344 Narragansett St., Philadelphia, Pa.

WANTED - SMALL NOVELTY SHOW, HILBILLY, Hawaiian, Animal, Music or what have you? Open September 15. F. W. BUTLER, Sikeston, Mo.

TRUSTWORTHY MIDDLE-AGED, EXPERIENCED Man who thoroughly understands reconditioning Slot and other Coin-Operated Machines. Tools, modern facilities and equipment furnished for doing this work. Good wages and steady employment to right party. BOX C-295, Billboard, Cincinnati.

WANTED - MEDICINE BLACKFACE Comedian or Team, Black and Pianist. Change Acts, Specialties two weeks. Salary sure, paid nightly. JACK MOULAN, Bridgeton, N. J.

WANTED - FIRST CLASS PENNY ARCADE Help. Good pay and long season. R. A. JOLLY, Bucyrus, O.

WANTED - EXPERIENCED FERRIS-WHEEL Operator. No boozier or woman chaser wanted. WILLARD EMSHOFF, this week Stoughton, Wis., August 3-9.

YOUNG PIANO ACCORDION - ALSO SAXOPHONE Player. Prefer one doubling Clarinet for Cowboy Band, Tent Show working fairs. We feed. State lowest. SHORT'S RANCHLAND REVUE, Yorkville, O.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1937-'38 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. New 140 illustrated page catalogue, 30c. NELSON ENTERPRISES, 198 South Third, Columbus, O. au7

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42nd St., New York City. au21x

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VENTRILOQUIST FIGURES - 24-PAGE Illustrated Catalog 10c. FRANK MARSHALL, 5518 S. Loomis, Chicago, Ill. au7x

VENTRILOQUIAL FIGURE FREE - ASK HOW. Punch-Judy, Ventrioloquist Figures and Marionettes. Descriptive lists free. PINXY, 1313 North Wells St., Chicago.

MISCELLANEOUS

ARMADILLO BASKETS, LAMPS, ETC. - THEY are different and distinctive. Write for our low interesting quotations. APET ARMADILLO FARM, Comfort, Tex. au7

BARBECUES - INTERIOR AND EXTERIOR models, gas and coke fired. Write for catalogue. PERLESS STOVE & MFG. CO., INC., Columbus, O. au27

COMPLETE 4 FOR 10c PHOTO OUTFIT; NEARLY new Tent, Trailer, Enlarger. As good an outfit as any on the road. Has 6-inch Floor out ground, \$300.00. CUTLER PHOTO SERVICE, Box 108, Danville, Ill. au7x

FOR SALE - PORTABLE FLOOR, 50x100, Calliophone, Skates. FRED E. LEISER, 5800 Winthrop, Chicago, Ill.

FREE NEW CATALOG OF MONEY-MAKERS for 4-For-Dime Operators: Photo-Strip Junior, complete with lens, \$140; Rolls, 1 1/2x 250, \$4.75. Sample assortment of Mounts, Mirrors, Frames, etc., \$1.00. Send for free catalog. MARKS & FULLER, INC., Dept. BC-11, Rochester, N. Y. au28x

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LOTS NEAR LAKE OF THE OZARKS AND RESORTS, \$75; \$3 down, \$3 monthly. Free list and literature. HUBBARD, 240 Crossman Bldg., Kansas City, Kan. jan1x

MEXICAN JUMPING BEANS - THE BEST Curiosity in the World. JOAQUIN HERNANDEZ, Exporter, Alamos, Sonora, Mexico. au7

ROLLS DEVELOPED - TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more 1c. SUMMERS' STUDIO, Unionville, Mo. au7x

M. P. ACCESSORIES & FILMS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photostrip Outfit, 1 1/2x2, or 2 1/2x3 1/4, complete, \$140.00. WABASH PHOTO SUPPLY, Terre Haute, Ind. au14

BIG ANNUAL CLEARANCE EVENT IS NOW ON. Save 20 to 50%. Projectors, Sound Equipment, Public Address, Screens, Accessories, Supplies; everything for the theatre. Send for Big Bargain Book. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York. au21x

EXCEPTIONAL BARGAINS IN PORTABLE AND Stationary Sound Projectors, Chairs, Screens, Stereopticons, etc. Complete stock theater accessories. Free catalog. MONARCH THEATER SUPPLY CO., Memphis, Tenn. au7

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MOVIE ROAD SHOW BARGAINS - 35MM. Sound Portables, complete. Limited quantities. DeVry, Weber, Universal, with Amplifiers, Speakers. Every equipment fully guaranteed. Savings to 50%. Special Bulletin. Also 16MM. Sound Projectors. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York. au21

ROAD SHOW SOUND SPECIALS - WESTERNS, Actions, War and Passion Plays. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. au7

SELLING OUT - BURWOOD PROFESSIONAL Projectors, \$12.50; Bausch and Lomb Lenses, any size, \$2.50. Sound Westerns and Comedies available. Lowest prices quoted. Write us first. ZENITH, 308 W. 44th, New York.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5 free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. au7

16 MM. FILM FOR YOUR MOVIE CAMERA, \$2.10 up, 100 ft., including processing. Bargains in new and used equipment. Send for lists. FOTOSHOP, 1341 West 32d, New York City. au28x

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE - ALMOST NEW WURLITZER Organ, metal tubing, Style 105, \$225 cash. J. E. PETTIT, South Coffeyville, Okla.

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PERSONALS

DIVORCES, SO QUICK, SO EASY. SEND \$100 for copy of Arkansas Divorce Law. W. P. DODDS, Attorney, Beebe, Ark. au28

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Painters. Devoting our time serving the showmen. MANUEL'S STUDIO, 3544 North Halsted, Chicago. au21

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BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. au7

TENTS—SECOND HAND

1200 FEET OF 8-FOOT SIDEWALL, KHAKI Duck, good as new, \$34.00 per 100 feet long. Tents, all kinds. KERR, 1954 Grand, Chicago, Ill. au7x

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2,000 FEET SEVEN-FOOT USED SIDEWALL, 20c Foot. Also one top, 25x38, used, \$69.50, good condition. MAIN AWNING TENT CO., 230 Main, Cincinnati, O.

THEATRICAL PRINTING

LOW PRICED CIRCULARS—SAMPLES FREE. NORTHWED, P. O. Box 181, Denver, Colo. x

BUMPER SIGNS—ALL SIZES, 5x14" TO 8x40" weatherproof and unproof. 100 5 1/2x28", \$3.95; 200, \$6.95 cash, delivered. SOLIDAYS, Knox, Ind. x

WINDOW CARDS, 14x22, 100, \$2.50; 14x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Wilton, Pa.

100 HALF SHEETS, \$3.00, ETC. ROE SHOW PRINT, Weidman, Mich. x

200 (14x22) 6-PLY, 1-COLOR WINDOW Cards, \$6.00; Bumper Signs, 50, 5 1/2x28, \$2.75. "DOC" ANGEL, Ex-Trouper, Leavittsburg, O.

1,000 4x9 CIRCULARS, \$1.10 POSTPAID. Window Cards, Posters, Letterheads, Envelopes, Drawings and Cuts at lowest prices. CRESSMAN, Washington, N. J. au14x

1,000 9x12 CIRCULARS, \$2.75; 5,000, \$8.50. 1,000 Letterheads or Envelopes, \$2.25. Postpaid Zone A. LAWDALE PRESS, Box 303, Franklin, N. H. au14

5,000 6x9 CIRCULARS, \$4.25. 50% DEPOSIT. 1,000, \$1.30; 2,000, \$2.00 cash. Quality workmanship. Prompt delivery. ECONOMY PRINTING CO., Lancaster, Ky. au21

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5,000 3x8 DODGERS, \$3.75; 5,000 4x9s, \$4.50; 100 11x14 Tack Cards, \$1.50. Prompt delivery. Commercial printing. KING SHOPPRINT, Warren, Ill.

WANTED TO BUY

PORTABLE SKATING RINK WANTED. MUST BE A No. 1. Give all particulars first letter. L. J. FIEST, R. D. 3, Box 63, Latrobe, Pa. au7x

CHAIR SCALES IMMEDIATELY. PREFER LATE Model. Must be reasonable. Also House Car. BOX 52, Harmonsburg, Pa.

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WANT LORD'S PRAYER PENNY MACHINE with Dies. State make and price. Send samples. RAY HALVORSEN, 809 Race St., Philadelphia, Pa.

WANTED—STRIP PHOTO MACHINE. MUST be in good condition. Cheap for cash. JOHN ROBERTS, care Coney Island Park, Cincinnati, O.

At Liberty Advertisements

5c WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type). 1c WORD, CASH (Small Type) (Not Ad Less Than 15c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

ACROBATIC COMEDY SAILOR and Stooze at Liberty to join at once East Comedy Act. Do Talking and Comedy Tumbling. Personality plus. L. JORDAN, care Billboard, Chicago, Ill.

AT LIBERTY AGENTS AND MANAGERS

C. H. CARLTON—HUSTLING AGENT, GOOD Scenic Artist and Sign Writer. Also play parts. Have car and trailer. BOX 165, Central Valley, N. Y.

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AT LIBERTY BANDS AND ORCHESTRAS

CONNIE WENDELL AND His 11-Piece Orchestra open for location after September 6. Club or Hotel in Southern territory preferred. Reliable bookers write for full particulars, including your offer. Can give audition at present summer location, The Fox Ballroom, McHenry, Ill.

DICK CRAWFORD AND HIS ORCHESTRA available after July 30. Ten months at last two locations. Six pieces, usual doubles, splendid wardrobe, up-to-date library, modernistic fronts. Recommendations from country's finest clubs. Can cut any show and will prove an asset to any place needing good music. DICK CRAWFORD, 708 South 8th St., Minneapolis, Minn.

CIL JENSEN AND HIS ORCHESTRA, OCT. 1ST. Just closed 23 weeks at Hotel Nite Club. Six Men, Special Arrangements, Doubles and Novelties. Will augment if necessary. Photo on request. Ballroom and nite club managers write stating full particulars. CIL JENSEN, Minot, N. D.

JERRY GILBERT and his Edgewater Gulf Hotel Orchestra. Six months at the famous hotelery. Non-union. Wants immediate engagement. Reference Hotel. Write BOX 584, Port Jefferson Station, New York.

SMART NEW YORK STYLE ORCHESTRA—Wire or write for open dates for Ballrooms, Parks, Hotels, Clubs. Band young and dependable. 11 pieces. Fully equipped. Amplifier, publicity, special arrangements, references, etc. Out floor shows. Completing 6 weeks one of Ohio's foremost amusement parks. Strictly a high-class organization and sure crowd pleaser. Address BOX C-284, The Billboard, Cincinnati, O. au14

SPECIAL NOTICE—A sophisticated, sweet eleven-piece Orchestra available in September. Can fill any hotel job. Band young and dependable. 11 pieces. Fully equipped. Amplifier, publicity, special arrangements, references, etc. Out floor shows. Completing 6 weeks one of Ohio's foremost amusement parks. Strictly a high-class organization and sure crowd pleaser. Address BOX C-284, The Billboard, Cincinnati, O. au14

AT LIBERTY DRAMATIC ARTISTS

BLONDE—5 Ft. 4; 130 Lbs. Trumpet Soloist. double on Accordion and do Character Parts. Would like to join Unit or Rep Show. MISS RAE RENOLDS, Billboard, 1564 Broadway, New York.

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AT LIBERTY MAGICIANS

AT LIBERTY—Account show closing. First-class—Magician. Bits in Acts. Absolutely sober. Change for two weeks. Anything that pays salary. HARRY HUNSINGER, General Delivery, Cleveland, O.

EXPERT HYPNOTIST and Psychologist. Knows every angle of the game. College graduate. Have several new routines much more effective than the old-time professor's hypnotic act. Will also consider a good set-up for consulting and analysis work. Will travel. Am interested in making money. BOX C-296, Billboard, Cincinnati, O. au14

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AT LIBERTY MISCELLANEOUS

THE GREAT ROSSERINO HYPNOTIC CO., Billboard, New York City. au14

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SECRETARY—Have Ford V-8 Coupe; 36 years of age; 5' 9"; 120 lbs. Proficient in secretarial work (correspondence, shorthand, typewriting, etc.) Plenty business education, experience. No capital; go anywhere. (MR.) A. J. HIATT, Box 561, Detroit, Tenn.

AT LIBERTY MUSICIANS

AT LIBERTY—SOBER, RELIABLE, UNION Trumpet Player. Single, age 24. Willing to leave town. Can arrange, play either 1st or 2d Trumpet, Triple Tongue, etc. Address BUNNY KLEVE, 2723 Montana Ave., Westwood, Cincinnati, O. au7

ATTENTION, NAME LEADERS—SAXOPHON—1st-Arranger. Alto, Baritone, Clarinet. Sweet style. Prefer fourth. Union, neat, reliable. Age 25. Four years with big names. Own library. Also bring Trumpet Man. Send best proposition to BOX C-292, Billboard, Cincinnati, O. au7

DRUMMER—XYLOPHONIST—SING, UNION. Fully experienced. Read. Young, modern, dependable. Prefer location. Must be reliable. Join immediately. DRUMMER, 312 Campbell Ave., Portsmouth, O.

GUITARIST AT LIBERTY AFTER SEPTEMBER 7—Double on Electric Guitar. Fine air voice, nice appearance. Dance band or strolling. Read or fake. BOX 252, Billboard, Chicago.

LADY MUSICIAN—WILL ACCEPT AS EITHER—Special Cornet Soloist—Piano Soloist. Join orchestra, or furnish excellent Ladies' Orchestra. Experienced in all. References. Address CORNETIST, Box C-293, care Billboard, Cincinnati, O.

MUSICAL SAW VIRTUOSO—FORMERLY Radio and Television. Repertoire of classical, semi-classical and popular music. Excellent tone produced. Agents invited. HARRY FRIES, 50 Court St., Brooklyn, N. Y.

SWING DRUMMER—ROAD AND NITE CLUB Experience. Young, single. Read, union. Can double Alto Sax. Write for particulars. MUSICIAN, Box 287, Strasburg, N. D.

VIOLIN AT LIBERTY—DANCE, HOTEL, Broadcast, Concert. BOX C-278, The Billboard, Cincinnati, O.

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A-1 STRING BASE—Double Tuba. Young, fast, modern; experienced commercial radio, hotel and club. Will accept any location. Write to J. H. MOSS, 1743 E. Third St., Salem, O. au14

A-1 DRUMMER—Outstanding Show Builder. Thoroughly experienced Burlesque, Vaudeville, Tab, Units. Union, sober, dependable. Offers anywhere considered. MUSICIAN, 807 Glendale, Toronto, Ont., Can. au14

ACCORDIONIST—Double Piano and Sing. Good reader, young, appearance sober and reliable. Would like connection with Hill-Billy Orchestra or Show. Will go anywhere. Can send photo if necessary. H. FOLK, 2127 California St., N. W., Washington, D. C. au7

BANDMASTER (Filipino). Competent Instructor, desire to head Municipal Factory, American Legion or newly organized band. Years of experience in organizing and directing band. Formerly Army band leader. References as to ability and character. Clarinetist, Violinist, Union, married, play or direct. FELIX ALQANTARA, 1518 Nicollet Ave., Minneapolis, Minn. au14

BASSONIST—Several years' experience. Wishes connection with good musical organization. Letters answered. WM. O'NEILL, 740 N. Dearborn St., Chicago, Ill. au7

EXPERIENCED Professional Band Director. Instructor of all band instruments. Good organizer, personality, showmanship. Know how to arrange programs that will go over. Have several large ensembles can be used in band. JOE NIEBLE, 6713 Cleveland, Kansas City, Mo.

RHYTHM GUITARIST—Doubling Violin, Trumpet, Tenor Sax and Steel Guitar. Read and fake; all essentials, union, young. Refer small book on location, but consider anything. Reliable. MUSICIAN, 118 West Lafayette Ave., Fayetteville, Ark.

TRAP DRUMMER—Experienced all lines. Age 44, sober, reliable. Twenty-one weeks on last job. Salary reasonable. O. L. WARD, 5038 Lake Park Ave., Chicago, Ill. au7

TRUMPET—Modern Swing Style. Read or fake. Nice tone and range. Prefers second. Sing, union, age 22. Sober with plenty experience. Write stating proposition. KENNY BINEVELD, Deadwood, S. D.

AT LIBERTY PARKS AND FAIRS

AERONAUTS—BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. sep4

BALLOON ASCENSIONS—Prof. Chas. Swartz. Always reliable. Address Humboldt, Tenn. au28

BALLOONISTS—LADY OR Gentlemen Parachute Jumpers available for parks, fairs, etc. CONTINENTAL BALLOON CO., Sharonville, O. au21

BALLOONISTS AND AIR—plane Parachute Jumpers Extraordinary. Young boys and girls schooled by old heads. Yes, we have Bat Man. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. Established 1903. Coast-to-Coast Service, au28

"TUMBLING ATWOODS"—Bozo. Raggedy Ann featuring Falling Horse. The Billboard, Cincinnati. au7

AERIAL HORIZONTAL BAR ACT—NOW booking Southern Fairs and Celebrations. JOHNNIE SCHMIDT TROUPE, 318 North 26th, Waco, Tex. au14

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. au21

AT LIBERTY—THE RIDDLE SISTERS, Annetta and Bernice. We do 5 Acts. Swinging Ladder, Swinging Perch, Single Iron Jaw, Double Trapeze, Double Tight Wire. Every act a feature. Have some open time in September and October for fairs and celebrations. Write or wire JACK RIDDLE, Poplar Bluff, Mo.

ATTENTION, SHOWS, FAIR AGENCIES!—Contortion High Pole Act wants engagements. Combination Bar, Pole and Balancing. Guaranteed, sensation. Write or wire. POLE, Box 253, Watonga, Okla. au14

BINK, KING OF THE SLACK WIRE—THREE Acts: Wire, Trapeze and Comedy Juggling, all reliable. GEO. BINK, R. 1, Box 112, Cudahy, Wis. au21

CARMENE'S CIRCUS REVUE—5 COMPLETE and distinct free attractions. Price and literature on request. P. O. Box 21, Williams-ton, Mich. au28

FAIR AND CELEBRATION SECRETARIES—Kansas, Colorado, Nebraska, Oklahoma, Arkansas, Attention please. The Sensational Act of 1937. World's Greatest Ground Free Act. Write at once for full details. Few dates open. THE BAT MAN, Booking Office, Wichita, Kan. au14

GIBSON & GIBSON—FEATURING "NILES," their High Diving Cat, fifty feet; also two attractive Dogs, same dive. "Betty Janz," Clown Dog, a wow! Tight-wire performing, both species. A nice flash. Show the public something that is different. A real drawing card. Write, Carthage, Ind.

HIGH AERIAL ACT FOR OUTDOOR EVENTS. Appearance guaranteed. BOX C-223, Billboard, Cincinnati. au28

LEO DEMERS, EUROPEAN ACROBATIC NOVELTY. One of the best single acts in the business. Act is original and will please on any program. Write or wire interested in the road. Write or wire today. 1504 State Road, Menominee, Mich.

MR. FAIR SECRETARY—GIVE THE FOLKS A Show for their money. Let us help build up your act. We do 5 Acts. The Riddle Sisters. Write or wire JACK RIDDLE, Poplar Bluff, Mo.

MUSICAL AND HORSE ACTS AT LIBERTY—Family troupe. H. R. MILLER, Wilton, Wis. au21

THE FLYING WILLARDS—AERIAL TRIPLE Horizontal Bars. Open for 1937 fairs and celebrations. Barce, Neb. au28

THREE HIGH-CLASS ACTS—COMEDY TRIPLE Horizontal Bar, Tight Wire and Trampoline or Bouncing Net Act. Playing fairs, homecomings, etc. Write for price. LA-BLONDE TROUPE, 915 Court St., Pekin, Ill.

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PAMAHASIK'S Dog, Pony, Monkey and Bird Circus offers the most beautiful domestic and tropical animal and bird performance that pleases all ages. This marvelous performance is presented by Prof. Pamahasik himself for this attraction. Address GEO. E. ROBERTS, Manager Pamahasik's Studio, 515 W. Erie, Philadelphia. Telephone SA6more 5538.

AERIAL COWBOYS—Three Standard Acts. Fast Double Trapeze, Comedy Revolving Ladder and High Barred Swinging Ladder. Only a few more weeks left open. Literature and price on request. Address The Billboard, Cincinnati, O. au21

AT LIBERTY—The Clown Aces, Novel Clown Act. One of America's biggest laugh producing acts for Fairs, Celebrations, Vaudeville and Night Shows. For prices and complete details write to PHIL ARSENAULT, 800 Fraser St., Saginaw, Mich. au7

AT LIBERTY—Sensational High Five Dive. Has some open time. Home office address: C.A.P. EARL McDONALD, 268 Highland Ave., Warren, Ohio.

AT LIBERTY—For Fairs, Celebrations, Vaudeville, Novelty Act. 1. Electric Twirling and Juggling; No. 2 Act, Cowboy Rope Spinning. BROWN, 34 Ethel St., Johnson City, N. Y.

AT LIBERTY—Rice's Troupe of Comedy Pigs and Dogs for Fairs, Parks and Circus. A real novelty act. 1200 Linwood Ave., Jackson, Mich.

CHARLES LA CROIX, original Platform Free Fall. Available for celebrations, etc. Outstanding Trapeze Act at price you can pay. CHARLES LA CROIX, 1304 So. Anthony Blvd., Ft. Wayne, Ind.

CLOWN MOTORCYCLE COP on Comedy Machine. Works like "Funny Cow" attraction. Includes Comedy Juggling, Wire, General Clowning. Specialist on filling grandstand. ART ATTILA, Billboard, Chicago.

EDUCATED AND TRIOP PONY—Good looking, wonderful performer, work anywhere without harness. For particulars, GEO. E. ROBERTS, Manager Pamahasik's Studio, 515 W. Erie Ave., Philadelphia, Pa. Telephone SA6more 5538.

FRED AND MARIE GUTHRIE—Four separate acts for price of one. Double Tight Wire Act, Single Trapeze, Double Tight Wire, Double Trapeze Act. Reasonable. 1606 Race St., Cincinnati, O. au28

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PARKS, FAIRS, CELEBRATIONS—Lineday Gaynor Comique. Produce Single, Double, Trio Acts. Comedy Acrobatic, Clown Musical, Comedy Clowning, Comedy Clown Walk-Around Number. Billboard, Chicago, Ill. au7

THE GREAT EUGENE—High Pole and Trapeze Act. A thrilling attraction. A grand stand thriller. Address care The Billboard, Cincinnati, O. au21

THREE NOVELTY ACTS—America's best lady tight wire act. She comes down state steps and uses an inside globe. Something that is different. Two people wire act and a juggling act. Write for prices and literature. THE CHRISTYS, Keokuk, Ia.

YOUNG MAN—American, 30, single, refined, intelligent, clean, well educated, respectable, wishes position with maintenance in park, trailer camp or hotel. Good home considered more than salary. New York State resident but will go anywhere. Kindly answer by letter. No carnival position considered. BOX C-204, The Billboard, Cincinnati, O.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD REUTER—Communications to 600 Woods Bldg., Chicago

Demand for Better Merchandise Noted

NEW YORK, July 31.—That a definite demand for better quality merchandise has been established was evidenced at the recently concluded 11th annual New York Lamp Show at the Hotel New Yorker here. With registrations soaring above the 2,000 mark, besting by 10 per cent last year's figure, almost all of the 174 exhibitors reported that greater interest was manifested this year in the better numbers than the special price ones which heretofore have always been the buyers' main objective.

Conclusive proof of this theory was evident in the style aspect of the show, which featured 18th century English types in the vast majority. These consisted chiefly of china and glass, both domestic and imported, in typical shapes, colors and decorations. Crystal held a prominent position, as did cream body china with decal decorations.

Stretched shades of figures and novelty-weave silks were featured, and Colonial types were much in evidence. Floor lamps ran along the more or less established lines. There was noted, however, a growing demand for shorter floor lamps, with almost every floor lamp exhibitor displaying these numbers. Student-type bridges also got a good call.

Noticeable, too, was the lack of chiseling and price-cutting. Manufacturers maintained that this was the first show in many years that it did not make its appearance. There was no quibbling about quoted prices, it was said, and in many instances buyers asked to see better merchandise.

Interest in Football To Boost Fall Sales

CHICAGO, July 31.—It begins to look as the football equipment will predominate in the sporting goods line for the next few months, according to leading distributors here. Happy experience of the past year or two has resulted in many wholesalers promoting this merchandise and developing their own sales plans.

Salesboard operators have been particularly successful in the past with football accessories. Some orders have even been received at this early date from pin game operators who are anxious to cash in on the great college sport. The high-powered publicity methods used in exploiting the games have contributed largely to the expected seasonal demand for playing equipment. Last year the number of young college men and high school boys, as well as independent players, was the largest for any year in history. This year that number is expected to be exceeded, and the wholesale merchandise industry is preparing to provide a good share of the necessary paraphernalia.

Retail Biz Continues To Show Improvement

WASHINGTON, July 31.—Retail trade in New York showed the highest gain for the month last week, and reports from other leading centers showed general improvement. Tourist travel was exceedingly heavy and reports of record business came from some resort sections. High prices for the record wheat crop and live-stock stimulated trade in the Midwest, while trade in the South and Southwest continued from 10 to 20 per cent above last year. Activity continued at a steady pace in most of the wholesale markets.

Something for Nothing

The irresistible appeal which lurks in the magic phrase, "Something for Nothing," has always been cited as convincing evidence that human nature never changes. Fragments of business history prove that the most successful merchants in ancient Greek and Roman days were the very ones who stimulated the sale of their wares by giving one article free when the buyer purchased another at a given price. Today this same principle is



M. REUTER

the foundation upon which the premium industry has built an estimated \$500,000,000 yearly business. It forms the keystone of the sampling campaigns which induce people to try new products. It is an indispensable ally of the direct-selling world. It is the reason why countless Americans will walk a quarter of a mile to patronize a store where they will receive a "baker's dozen" in preference to trading next store to their own home, where they receive only the amount of goods to which they are rightfully entitled. Last year Piggly Wiggly stores in the Southwest alone used more than 50 carloads of glassware, besides thousands of pieces of aluminumware and enamelware, to promote the sale of their merchandise.

To a certain degree concessioners put this appeal to good use years ago when many of them threw out giveaway merchandise in large quantities to increase play at their stands. One oldtimer told me that when he operated a candy wheel years ago he made a practice of giving away box after box without turning the wheel until so many boxes of his candy were to be seen on the lot that people began to flock to his stand to find out why so many were eating it. Then with the stage all set for a big spiel he started the wheel a-turning and the take was on. Others passed out slum jewelry, watch charms and other giveaway items as consolation prizes, so that players left their stands in a happy frame of mind and would carry the news of "something for nothing" to the far corners of the grounds.

When the lean years came and all of us had to pull in our belts a few notches, expenses were trimmed to the bone and the policy of using giveaways naturally passed on. Now that we are once more getting desserts with our meals it has been good to see that some of the oldtimers have revived the practice of throwing out giveaway merchandise. They have not forgotten that people still react the same as always and that the appeal of "something for nothing" will draw patrons to their stands in the same manner as it did years ago.

Certainly it would be difficult for the concessioner to find a more sure-fire way for stimulating play at his stand than that which is the cornerstone of the entire premium industry. The average player who fails to win a prize sometimes reproaches himself for wasting his time and money playing a game. He feels that he hasn't anything to show for his efforts. One minute he tossed a dime onto the counter and the next minute he had nothing to show for it. How much kinder would his thoughts be if he had some trinket to show that he had received something for his money even tho he didn't deserve it.

There are thousands of items on wholesalers' shelves that would make excellent giveaways. Some of them are good, tricky numbers which possess an apparent quality value that is really greater than their actual cost. Giveaways such as these not only make a hit with the game-loving public but serve to stimulate the play of the games. This is no idle theory. It works! For proof you need only consider how novelty charms have increased vending machine profits. Millions of these charms have been mixed with candy and nuts, poured into venders and have brought thousands of dollars of increased profits to the operators who had sufficient foresight to see the advantages of using them.

So, Mr. Concessioner, if you are not entirely satisfied with your profits to date do something about it! Follow the example of those in the business who have proved by actual use that throwing out giveaways brings in greater profits. The small expense will be more than offset by the increased take you'll harvest. Glance thru the pages of this section, send in an order for some giveaway merchandise and give your patrons "something for nothing."

Gains Noted in Retail Activities

WASHINGTON, July 31.—Further evidence of a definite turn in the tide of retail activities, with sales maintaining a consistent upward trend, is indicated from reports to the Department of Commerce from 37 key cities for the week ended July 21.

The gains generally were not large in comparison with the like period last year, they were universally consistent and bore evidence of a reversal of conditions that prevailed in the early summer weeks.

Considerable fall buying began to make its appearance in substantial volume, while wholesale markets largely reflected retail conditions. Building activities continued to slump. This condition, however, was counterbalanced by increased industrial activities.

Predict Rosy Season For Houseware Lines

NEW YORK, July 31.—Manufacturers of almost all houseware lines have come to the conclusion that a fall season of exceptional activity lies just ahead for them since witnessing the succession of record-breaking trade shows in this city during the last month.

Spokesmen for various industries here reported that manufacturers of lamps, china and glassware haven't had so much business on their books since the days immediately preceding the late depression period.

Responsible for a large part of the business already contracted are the trade shows here, in Chicago and elsewhere, they report. Buyers from stores all over the country visited these exhibits and placed orders for both immediate and later shipments. Reports of good spring and summer business seemed general among buyers, who in most instances stated that their establishments were investing 10 to 15 per cent more in fall stocks than was the case a year ago.

Home Movie and Candid Camera Demand Strong

NEW YORK, July 31.—Having reached the usual midsummer slump, camera business here has been a bright spot in the activity of wholesalers carrying cameras, equipment and supplies. The candid camera craze, responsible for a camera shortage here early in the season, seems to have subsided very little, judging from the steady inpouring of orders. A large measure of credit for the sustained demand is given to the sponsoring of national and local snapshot contests in almost every section of the country. Weekly prizes and honorable mention awards are said to have stimulated considerably the demand for better types of camera equipment.

Many recent shipments have been of the type which take action photos and are equipped with different speed lenses to meet varying conditions and which take from 36 to 50 snaps on one reloading.

Wholesale camera companies also report a great number of substantial orders for home movie cameras. The introduction to the trade of complete units that are not only remarkably low in price but amazingly efficient has given merchandise firms dealing in cameras a good source of revenue and opened up a practically unlimited field. Orders from resort spots and outdoor amusement centers indicate that home movie cameras are being featured to advantage, distributors state.

Here's a SURE Sales Getter
COMBINATION PENCIL AND LIGHTER
 EVERY ONE A PERFECT. Barrel of metal, unbreakable material. Pencil, propels, leads and expels the lead. Lighter concealed under pencil cap. Each in box.

The All-in-One Pencil and Lighter. Here is the best novelty of its kind on the market. IT SELLS ON SIGHT

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Ingersoll Mite Wrist Watch



Just Look—only 1.50 each
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 INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was \$3.38. Chromium plated case with open link metal band. Silver dial with gilt figures. Unbreakable crystal. Each in original box with \$5.00 price mark.

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FUR TAILS GENUINE
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 Sample, 10c. 25¢ Dep. Bal. C. O. D.
 Genuine giant size Fox Tails with two strong cords for tying to bicycle, cap, radiator hood, motorcycle, etc., and flashy, first grade red, white and blue silk streamers. Fair workers, concessioners and special events workers, premium users in all fields are stocking up now for a big profit season. SAME DAY SHIPMENT!
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MEX-JUMPING BEANS
\$9.50 Per Pound
 Select Stock. Lots of Pop. Every Bean Guaranteed Alive.
 1,000 lot, \$4.50; 500 lot, \$2.50; 100 lot \$1.00; Assorted Colors 25% Extra.
 Bean Souvenir Mailing Boxes and "Logo" Games. 50% Deposit, Balance C. O. D.
NATIONAL CYCLE & NOV. CO.
 724 S. San Pedro St., Los Angeles, Calif.

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 1937 HOROSCOPES, 70c
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 Rubber Glove . . . \$35
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 Hair Bob Mirror . . . 35
 Best Shimmies . . . 20
 Oil Wee Protect . . . 90
 Hope Chest . . . 1.85
 Fake Ice Cube . . . 80
 Squirt Cigarette . . . 2.50
MERRY WIDOW HANKY, 8" Panties with Cartoon Picture on each side, RED HOT 25c Seller, \$1.20 doz. Comp. Catalogs 10c, or 25 Samples and Catalogue, \$1.00
MAGNETRIX NOV. CORP., 138 Park Row, N. Y.

New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Rubber Mat
 McVeigh Sales Company is putting out a rubber mat designed for use in homes, stores, back of bars and in large and small industrial shops which should prove a good seller for direct salesmen and street salesmen. Mat is designed to give safety in industry by providing a sure footing on greasy floors. It is considered 100 per cent slip-proof and remains so whether the mat becomes greasy, wet or dry. Item has a soft resilient cushion, making it convenient for home use. In addition, it has openings between each section so that dirt scraped off the shoe, as in a doorway, falls thru and does not remain on the surface. Mat comes in straight and herringbone weaves and may be folded up, when not in use.

New Disney Novelty
 Elmer Elephant, one of the latest Walt Disney creations, has joined the line of molded rubber novelties featured by the Seiberling Latex Products Company. New item features blue pantaloons, a red bow tie and a red cap perched at the top of the head. Long trunk and big wide ears add to its appeal. Seiberling line, in addition to Elmer Elephant, now includes the Disney characters Donald Duck, Mickey Mouse, the Three Little Pigs, Pluto the Pup and the Big Bad Wolf. Several of the items are available in inflated as well as molded characters.

Window Cleaner
 Magic Window Cleaner introduced by Bengor Products Company is said to have found great favor among streetmen and demonstrators. It is claimed that all types of windows can be cleaned with the Magic Window Cleaner within one minute. Because of its low retail price Bengor Products claims every household will find it a valuable asset. Cleaner is made of light material, permitting shipments to be made for a nominal sum.

New Electric Clock
 Adare is the name of a unique illuminated electric timepiece, just made available to gift and premium users by the New Haven Clock Company. It has a beveled plateglass dial illuminated by a small lamp concealed in the chrome base. The black numerals are outlined in white on mirror background and the clock is equipped with a new self-starting slow-speed motor. Item represents an appealing modernism in clock design.

Golf Score Card
 A golf score card in the form of a book, containing an individual map of golf courses and their various holes, is being placed on the market by the Golf Individual Record Book Company. Book is the size of the ordinary score card, 3 by 4 1/2 inches, thus making it fit any pocket. It is of heavy paper and is the thickness of the ordinary score card.

Shock-Proof Skates
 Roller skates which are cushioned in rubber, absorbing shock in three ways, have been placed on the market by the Metal Specialties Manufacturing Company. Called Roll King, the skates have rubber treads on the surface, preventing slipping; rubber wheels, eliminating clattering, and are equipped with rubber mountings, giving knee-action performance. Sponge-rubber strap guards prevent chafing of the feet.

Laundry Bag
 A combination laundry bag and clothes basket of extra heavy fabric has been introduced to the industry by Weimald Products Company. Used as a lining, it is said to provide a smooth, washable interior, thus preventing hosiery and lingerie runs and blemishes. It has supporting grommets for the slide-easy draw cord when used as a laundry bag and retails at \$1.

Rockerless Rocker
 A rockerless rocker for lawn, porch or camp and said to be the last word in outdoor comfort is now being produced in quantity by a Southern manufacturer. Made of solid oak and of a (See NEW ITEMS on next page)

69c EACH
 No. B101—Case Metal, Assorted Colors. Snap or Time Pictures. Size: 1 1/2 x 1 1/2 in.
TEN FOR \$6.50
 Send for New 1937 Catalog.
ROHDE-SPENCER CO., Wholesale House
 228-225 W. Madison St., Chicago.



LIGHTER CIGARETTE CASE COMBINATION
A \$10.00 FLASH ITEM



The most popular of all smokers' items today. Snappy, streamlined model with gorgeous designs in rich enamel, beautifully finished inside and out. Unfailing automatic type lighter. Case holds 14 cigarettes. Sells on sight. Ideal for Pitching, Salesboards, Rotarys, Concessionaires and others. Order a dozen No. B32931 today. Doz. \$9.00. Sample, Postpaid, \$1.00.
 Magn is Headquarters for Lighters as well as thousands of other Novelties. Be sure to ask for Latest Catalog and ask to be placed on our Mailing List. 25% deposit required on all C. O. D. orders.

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 "The World's Bargain House," Dept. B
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THE BIGGEST HIT IN YEARS.
 OPERATORS—CONCESSIONERS.
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 27" High — Heavy Pile —
 2-Tone — Movable Arms
 With Voice —
BUY DIRECT
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BABY PANDA \$2.95
 In Lots of 6 or More
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Carnival Novelties New Stock—Just Arrived

BBT Men's Toy Wrist Watches, 1 in. box.....Gro. \$3.75	BB9 High Hat Fur Monks, 5 in. Gro. \$6.75
BB2 Gilette Style Blue Blades.....Per 1,000 3.50	BB7 Piggy Comp., 3 1/2 in. Doz. 1.25
BB3 Flying Birds, Outside Whistle.....Gro. 1.85	BB8 Coll. Doll, 7 in., with Plume Dress Swager Sticks, 36 in. Gro. 8.00
BB4 Flying Birds, Inside Whistle.....Gro. 2.35	BB10 China Head Swager Brides, Gro. 6.25
BB5 High Hat Fur Monks, 6 1/2 in. Gro. 3.75	BB11 Jap. Oig. Cases, Pearl Inlay-Gro. 4.50
BB6 Cane, Balloon Toss-Ups, Daisy Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Cane Rings, Hoopla Rings, Cowboy and Mex Hats, all sizes; Min. Straw Hats, Bayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.	BB12 Reach Bouncer Balls.....Doz. 1.20

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FREE!
1938 CATALOG
Farm, home and auto radios,
4 to 16 tubes, as low as
\$8.70. Send postcard.
**GIVE AWAY RADIOS
FREE**

The sweetest deal you ever
saw! Give away radio shown
FREE and make \$20.48 on
every deal. Send 10c for
sample push card and plan.

of electrical appliances. Featured in the
new radio section is a complete line of
Tele-Dial and Electric Push-Button tun-
ing receivers. Public-address section fea-
tures a new redesigned series of am-
plifiers and sound systems.

Company reports that it will be glad
to send this catalog free to concessioners
and showmen.

Western Art Leather Company, one of
the oldest and best known novelty pillow
manufacturers, has recently branched
out and is making a cowboy kerchief
which has proved a knockout. Company
has sold 1,500 dozen of this number in
a short period.

Concern was owned and operated by
the late Max Fisher for some 22 years.
At his death it was purchased by Harry
Rosenbaum. During the past season the
number of employees has been increased
from 44 to 76.

NEW ITEMS

(Continued from preceding page)
much sturdier construction than the or-
dinary deck or lawn chair, item is being
used widely as a premium gift. It is
also available to direct-selling agents.
The maximum of comfort and durability
made possible by its unique construction,
combined with a low unit cost, makes
the rocker suitable for many types of
promotions.

New Panda Bear

For the thousands of people who have
journeyed to the Brookfield Zoo, Chicago,
to view the only panda bear in captivity,
as well as for mil-
lions more who have
not been able to see
it, G. B. Novelty
Company is introduc-
ing a stuffed bear
which it claims is the
perfect image of the
original. The toy
baby panda is so made
that it can sit up,
turn somersaults and
sprawl on its back in
the same manner as
the real panda does.
The popularity which
stuffed animals of all



types are enjoying this year indicates
that this cute, roly-poly number should
be a sure winner. Its distinctive color-
ing and lifelike size give it a real
flash that should make it a natural for
concessioners and salesboard operators.

Silver Leaf

Silver Leaf is the name of a new com-
pound being manufactured by the Gil-
ford Laboratory Company. Firm claims
that it is the only genuine silverplating
compound made that plates metals with
100 per cent pure mint-silver. Item
comes in cans, is easily applied, demon-
strates quickly and should be a good
seller.

**Many Mdse. Shows
Are Set for August**

Many merchandise shows of national
and sectional interest will be held
throughout the country during the month
of August. Newest creations in novelty,
giftware, homeware, specialty and pre-
mium merchandise will be exhibited.
Following is a list of the events: New
York Gift Show, August 23-27, Hotel
Pennsylvania; 225 Fifth Avenue Gift
Show, New York, August 23-27; New
York Luggage Show, August 23-27, Hotel
Pennsylvania; Western Home Furnishing
Market, August 2-7, San Francisco;
Coast Gift, Art and Housewares Show,
August 8-13, San Francisco; Kansas City
Merchandise Show, August 19-24, Hotel
Baltimore; Toronto Gift Show, August
23-28, Royal York Hotel; Southwestern
Merchandise Exhibit, August 29-Septem-
ber 5; Baker Hotel, Dallas; Ohio State
Fair Gift Show, August 29-September 2,
Deshler-Wallick Hotel, Columbus, O.

**Predicts Uptrend
For Retail Sales**

NEW YORK, July 31.—Col. Leonard P.
Ayres, economist and vice-president of
the Cleveland Trust Company, in an
analysis written for the forthcoming is-
sue of *Advertising Agency*, predicts that
the holiday retail trade for next De-
cember will best the pace for the same
1936 month by about 12 per cent.
Coincident with this prediction comes

BIG FLASH CROWDS MONEY



B430—COWBOY
DOLL, latest sensation,
Plush Chaps, Gun, Belt,
Hat. Size 9 1/2".
GROSS, \$9.00.

B429—COWBOY
DOLL, same as above,
Larger, Size 15 1/2".
Gross, \$20.00.

B545—SERPENTINE
BALLONS—Large
Size. Gross, \$3.25.

B546—SERPENTINE
DEMONSTRATORS, Ea.,
30c.

B505—CAT BAL-
LOON TOSUPPS, Large
Size. Gross, \$3.85.

B100—ELECTRIC
GLASS LAMPS, Ass't.
Doz. \$4.25.

B420—RAYON PAR-
ASOLS, Floral Decor.,
Gro. \$9.75.

B486—O U M E-
CHANICAL S C OTTY DOGS, Gro. \$20.00

B485—CRAWLING MECHANICAL
BABIES, Gro., \$9.60.

Rubber Inflated "BIG BAD WOLF"
A Regular \$9.00 number. Special. Gro.
\$4.80.

B242—MEN'S WALKING CANES,
Special. Gro., \$6.50.

B245—BAMBOO WALKING CANES,
Gro., \$3.75.

B237—CHINA AND DOG HEAD CANES:
Gro., \$6.25.

B239—SWAGGER STICKS, Gro. \$4.50.

B425—LARGE NOVELTY SAILOR DOLLS,
12", Gro., \$18.00.

B4—BALLOONS for Balloon Game, Gro.,
50c.

B152—Asstd. LUCKY CHARMS with
String, Gro., 60c.

B421—Large Size RAYON FLORAL PAR-
ASOLS, Gro., \$18.00.

SLUM GOODS from 75c to 90c Gross.

A complete line of Clocks, Watches,
Chromeware, Aluminumware, Lamps, Plas-
ter, Chinaware, Leather Goods, Beacon
Blankets, Umbrellas, etc.

25% Deposit Required on All Orders.
WRITE FOR CATALOG.

M. GERBER, INC.
Underselling Streetmen's Supply House,
505 Market St., Philadelphia, Pa.

MAGIC WINDOW CLEANER

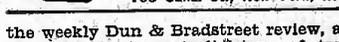
**HUSTLERS — PITCHMEN,
STREETMEN—DEMONSTRATORS**
An opportunity of a lifetime! Don't
pass it up! New York, Philadelphia
and Chicago boys are making \$50
and over a day with this fast-sell-
ing Magic Window Cleaner. Will
clean any type window in 1 minute.
Retail for 15c.
25% Deposit With Orders, Bal. O. O. D.
Sample, 10c.

BENGOR PRODUCTS CO.

878 BROADWAY, NEW YORK, N. Y.

WALTHAM

MEN'S WRIST WATCH—
O Size, 7 Jewels, new fancy
chromium case, leather
strap, in gift box. In
lots of 3. Each... \$3.95
Samples, 50c extra. Send for
New 1937 Catalog.
PLYMOUTH JEWELRY EXCH.
163 Canal St., New York, N. Y.



the weekly Dun & Bradstreet review, an-
nouncing that most divisions of trade
have moved forward, indicating the usual
summer slackness has ended. Colonel
Ayres says that it is almost a certainty
that there will be more spending money
this year. This, he states, will be due
to an increased fall employment and a
higher average worker's wage.

Dun & Bradstreet's report indicated
that more comfortable weather of recent
weeks has resulted in leading distribu-
tion centers reporting increases in sales
running from 8 to 20 per cent over the
corresponding 1936 period. Fall buying
in wholesale lines proceeded at a some-
what slower pace in most centers, with
the conspicuous hectic speculative opera-
tions of last year absent. Many
centers, however, reported a brisk volume
of reorders.

Moto Scoot

**ASK YOUR DISTRIBUTOR
FOR COMPLETE DETAILS**

YOU CAN'T BEAT THE PRICES

SEE PAGE 24 OF OUR CATALOG — SIDELINE ITEMS

- 3 to Box or Envelope, A-1 Quality.
Gross.....\$1.10
- MOTH CAKES, Giant, 100 for.... 3.50
- SWATTERS, Large Size, Gross.... 3.80
- SUN GLASSES, 12 on Card, Gross. 9.50

Exceptional Values in NOTIONS, BLADES,
TOILETRIES, KITCHEN TOOLS, ASPIRIN,
GIFTS, CARDED GOODS, SALES BOARDS,
PREMIUMS, BALLOONS. You Get What You
Ask For. No Substitution. Free Sample Case.
Write for Details and Catalog. 25% Deposit,
Balance O. O. D.

CHAMPION SPECIALTY CO., 814-A Central St., Kansas City, Mo.

3 1/2c Each — SOUVENIR PENNANTS — 3 1/2c Each

11 1/2" Long.
Assorted Color Back-
grounds. Minimum Quan-
tity 250.

With Indian Head or Lo-
cal Scene Painted in Colors. 5c Each

AMCO EMBLEM CO., Inc. (Painted Pennant Div.), 35 East 21st Street, New York City.

ARE WE BUSY!

And Why Not?
We are
Never Undersold
or We Will
Sell for Less...

Exceptional Values in:
● Razor Blades, Toiletries, Notions.
● Novelties, Gifts and Premiums.
● Sales Boards and Deals.
Get Our 196-Page Catalog FREE.

MILLS SALES CO.
Our Only Mailing Address OF NEW YORK INC.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

NOTES

from
SUPPLY HOUSES

Demand of Ohio coin machine opera-
tors for premiums and prizes has made
it necessary for the Markepp Company
to stock a huge selection of giftware,
novelties and specialties. Samuel A.
Baker, in charge of the department
which features items ranging from small
charms used in vending machines to
complete sets of dishes and silverware,
states that the variety is necessary to
take care of the rapidly growing trade
in premiums, give-away prizes, sales con-
test prizes and salesboard use.

United Soap Company, manufacturer
of a hand-soap which has been on the
market for more than four years, reports
that the product is gaining in popularity
daily. Because the company offers pro-
tected territory wagon jobbers, route
men and distributors are offered an op-
portunity to build up a steady repeat
business selling stores, factories, garages
and individuals. S. B. Gersten is head
of the company.

Wholesale Radio Service Company,
Inc., announces the release of its new
1938 winter catalog No. 89. It comprises
180 pages and has separate sections de-
voted to home, farm and auto radios,
public-address equipment, replacement
parts, tubes, test equipment and a line

SWISS WRIST WATCHES

JEWEL
Ladies & Gents
Variety CHROMIUM cases with
Adjustable METAL Bracelets.
Fancy and Radium Dials.
Minimum Quantity—lots of 6—
\$2.50

DOMINION JEWELRY
IMPORTING CO., LTD.
389 St. Paul St., West, Montreal, Que.

New Cartoon Books

Arabian Nites
Art of Making Love
Fairy Tales and Plot.
Forbidden Fruit
And 7 more different.
\$1.25 per 100 ast.
Or send \$1.00 for 20 different samples of above.

NEW READERS

Secret Book For Lovers
Diary of a Gigolo
Marriage Secrets
Hot Smart Crooks
And 5 more new ones.
\$1.50 per 100 ast.

T. R. PAYNE, Dept. O, 25 Cardinal Pl., New York.

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

REMINGTON

PENS • PENCILS • COMBOS



ZIP! ONE PULL—IT'S FULL!

FAIR PEN WORKERS

My New Pen Packages Are Ready—Real Low Prices.

JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.

RINGS

Diamond and Whitestone. Highest Grade Rhodium and Gold Finish. Send \$2 for 20 FREE Samples of popular styles. OLYMPIC S&D CO., 307 5th Ave., New York. Also Showing Latest Styles in Crystal-Rainbow Novelty Jewelry. Send \$2.00 for Line No. 24 of Pins, Closures, Bracelets, Earrings, etc.

ENGRAVERS!

Send for circular on latest model DIAMONDPOINT Engraving Machines, battery or light socket.

Jewelry for Engravers!
Send \$1.00 for samples of best sellers.

MOORE'S ELECTROGRAVER CO.
651 South State St., Chicago, Ill.

UNDERWOOD



PLUNGERS

SPECIAL \$21.00 PER GROSS.
25% With Order, Bal. C.O.D. Send 25c for Sample.
GRODIN PEN CO., 396 Broadway, New York City.

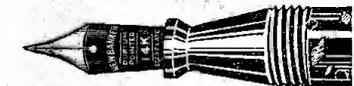
ELGIN & WALTHAM WATCHES \$1.85

In New Cases, As Low As...

Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.

H. SPARBER & CO.
106 North 7th Street, St. Louis, Mo.

PLUNGERS now Fitted with Two Tone Points \$20.00 Gross



JAS. KELLEY, The Fountain Pen King,
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

NATIONAL PLUNGER PENS and PENCILS



Only One Pull—It's Full.
Entirely New Line of Plunger Pens—Quality Merchandise. Quick sellers. Lifetime guarantee. Immediate Delivery of New Fall Models. Real Low Prices. 5 Samples of Complete Line, \$1.00, Postpaid. Write for Lowest Jobbers' Prices.

NATIONAL PEN CO.
240 West 8th Street, Kansas City, Mo.

AGENTS BIRTHDAY AND CONVALESCENT GREETING CARDS

In Boxed Assortments. Very liberal commissions. Write for particulars.
DOROTHEA ANTEL
226 West 72d Street, New York, N. Y.

BLADES DELIVERED FREE \$3.50

Guaranteed First Quality D. E. Blue. Packed 20 in Case. Per 1000. Send 1/3 Deposit or Cash With Order.

NATIONAL BLADE CO.,
87 South Avenue, Dept. 1-J, Rochester, N. Y.

VETERANS' BIG SELLERS!

Our sales are increasing. Get your share. New! Great Flash Cover, Primer of Constitution. Every-body must have one. Will Rogers' Latest Jokes, 5c. Flashy Armistice Day Greeting Cards, 5c. Veterans' Magazine, Holiday Flashies, 5c. Veterans' Joke Books, 2c. 3c. Patriotic Calendar, Hot Season, 5c. Samples, 10c. VETERANS' SERVICE MAGAZINE, 157 Leonard Street, New York.

AN EASY \$5. A DAY

possible with new magic invention—lights gas without sparks or flame.
Automatic GAS LIGHTER
Packed on individual cards. sells for 25c. Sample FREE. Rush \$1 for Dc., or \$8 for 12 Dc. Money-Maker.
NEW METHOD MFG. CO.,
ACT NOW. New Method Bldg., Box 27, Bradford, Pa.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

PITCHMEN . . . in general never fail to appreciate good treatment received in the towns along the route. And it's no secret that pitchmen, as great travelers, are well posted on the progressiveness of cities, towns and communities. Pitchmen are among the greatest advertisers on earth (if the layman doubts it he has but to question them about other towns) and the civic, industrial and mercantile conditions of various towns are freely discussed and commented on in public. It's a cinch, however, that they will refrain from boosting those who unjustly discriminate against them.

MONEY SPOTS: A lot on Vine street in Murfreesboro, Tenn., can be worked free and is really a money spot for a fellow who is out to cash in. The lot is a sort of mecca for farmers from surrounding territory. They have some ready cash in their pockets, which is waiting to be jarred loose by anyone who has the gift of gab and an article of merit. A free reader can be obtained from the city if you work your o. m., with a small reader for those who don't come under that heading. The spot is worthy of any worker's onceover.

IN JUSTICE . . . to pitchmen it is but due them to say that while the shady operations of some have wrought hardships on many, these same restrictions have been but a "drop in the bucket" toward restrictions being placed against working in various cities and towns and in stipulated locations. Local merchants and the purported "400" are the boys who put it over with the officials, using every error made by the street salesman to win their point and favor. So watch your operating methods, boys.

"EVERYTHING IS MOVING . . . along okeh in the Mound City," scribbles Dr. Harry Herbert from St. Louis under date of July 20. "A pitchman can work almost anywhere here on a \$5 per month reader, but few of them are getting much money. My plans to open a med opera took a tumble when I connected with something better and I have been doing well. Sammy Smith, resurrection plant king, is getting money with the plants and water flowers here. Plan to make a trip thru Illinois, Indiana and Kentucky soon and work from a portable platform."

FAMOUS LAST WORDS: "So-and-so is a heel."

MAXWELL MARKET . . . Chicago, is getting its full quota of the fraternity on Sunday mornings, while Bug-House Square is the scene of some real takes by some of the boys working high.

AMONG THE TRIPES . . . and kelster fraternity now working out of Dayton, O., are Pat O'Day, Herbert Casper, Earl Godfrey, Harry Weber, Oliver Fitzmaurice; Doc George McFadden and wife, who boast of being from Old Louisiana; Jimmy Ryan and Esther Sharpe. The last few Sundays Casper and wife have been setting the bunch up to fried-chicken outings at Russells Point, O., and visiting with Al Wagner, Nat Golden, Nat Sheffro and George Burger. Pat O'Day did his stuff as the life guard of the party, watching over the girls and boys in the swimming suits, meanwhile teaching Missy Arlene the latest water strokes.

THIS CORNER is making every possible effort to help you fellows locate lucrative spots economically.

"HAVE RETURNED . . . to the Great Lakes Exposition and am working white mice to fair business," blasts Edward Turner from Cleveland. "It has been dull here, due mainly to rain which fell almost every day. Others working here are the Sanfords and Lexels, horoscopes; Jackie Morrell, cards. Duke Ford and Red O'Brien are also working cards. Red, however, is on the sick list and is confined in a local hos-

pital after having undergone an appendix operation. Bert Cramer and Jackie Andrews left for Muskegon, Mich., to make the doings up there. Speed Hascal is working mice in Akron. Saw Jake Schoen working watches on one of the best lots in town the other day. When the expo closes here I'm going to work the fairs and then go into stores for the winter. Pipe in, some of you mouse workers."

PITCHMEN'S SAYINGS: "Sneezo." — Harry (Razzy) Riley.

KERR REMEDY COMPANY . . . under the direction of Doc W. R. Kerr, which opened July 5 at Blackburg, S. C., after being absent from the road for a year, has been finding business conditions in that territory satisfactory. Kerr reports that Simpsonville, a town that hadn't seen anything resembling a med show, circus or carnival in six years, opened like a maiden spot to the organization. It took a good piece of fixing on the part of Doc's son, W. E. Jr., to land the spot, however. Show roster includes, in addition to Doc and his son, Walt Braswell, blackface; Peanuts Braswell, comedian; Slim Jim, Slim Winters and Violine.

MEMORIES: Remember when S. Miles Jones and Morris Kahntroff operated the jam pitch store on Flagler street, Miami, during the height of the Florida boom days? When Morris or Miles would start the pitch off with a thin dime and sell a burned match for as high as \$20. Those were the days when the jam pitch was still in its infancy in this country, having just been brought here a few years previous by an English pitchman who didn't do so well collecting the long green and gave it up and returned home. Morris and Miles took it up where the Englishman left off—and well, what's the use of mentioning the takes. Do you remember?

DOC GEORGE M. REED . . . comes thru with a lengthy pipe from Columbus, O., under date of July 17 and, among other things, includes some laudatory remarks befitting the late Dr. Harry Sloan, whose obit Reed read in a recent issue. Doc Sloan, according to Reed, was a real trouper and a friend to all pitchmen and was always ready to help anyone in need. "Pitchdom has lost a wonderful friend with his passing," Reed adds.

JACK O'DAY . . . affable fruit juices and can-opener worker, blew into Cincinnati recently after working Dayton, Middletown and Hamilton, all in Ohio, to good business. During a visit to the pipes desk he infoed that he and wife suffered no ill effects when his car turned over three times near Port Clinton, O., recently. Considerable damage was done to the car, however. Jack said he plans to work Ohio and Indiana towns and then head his way to the Coast for the winter.

HUSTLER'S TIPS: Sure-fire sellers for the house-to-house canvasser are the aspirin tablets and other pills and remedies that are part of every household. A hustler bringing these items right to the door shouldn't have any difficulty scoring. A small kit made up of the different items is bound to bring a hustler a good income.

"CIRCULATION ISN'T UP . . . to par, but it's much better than the crops here," opines Dave Cooper from Millport, Ala. "About half the hill corn in Alabama and Mississippi is badly burned. Bottoms are just fair. Fall business won't amount to much in this territory. I'm heading for Water Valley, Miss. The watermelon crop there is short but they are getting a good price for what they have. Irish potato crop is big, but it's corraling its lowest price in years. Mississippi cotton plants and mills are working day and night and they are not having any labor difficulties."

HEY, FELLOWS! . . . Wit begets friends, let's have a little more pep in our pipes. There's been a

OAK-HYTEX BALLOONS

MICKEY MOUSE & PALS TOSS-UPS

Four popular figures in this series—Mickey and Minnie Mouse, Donald Duck and Elmer Elephant. Unique and flashy. Individually packed in colorful envelopes.

At Leading Jobbers

The OAK RUBBER CO.
RAVENNA, OHIO

Every \$1.00 Gets you \$5.00

Yes, sir, real profit. Goodrich Home Workers always have dough, and when you take prospects Home are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen Window Workers, Distributors, write for low prices. Best season ahead. Sample 10c.

GOODRICH
1500 West Madison, Chicago, Ill.
Dept. BG-8

I WILL PAY YOU \$1,000 CASH!

If you do not find merchandise shown in this catalog that has never before been offered by any house serving the direct selling field I'll pay you \$1,000 cash. Signed: "Doc" Goodrich.

Just off the press, our big new wholesale catalog showing hundreds of proved, fast-selling, money-making deals for agents, pitchmen, coupon workers. . . . A complete line of carded merchandise for wagon jobbers. Write for your copy now. It's free.

UNIVERSAL LABORATORIES Dept. B, Dallas, Tex.

SOMETHING NEW IN TIES

New Method—Greater Values

Hercules Ties are manufactured by a new scientific method which assures durability and makes a machine-made Tie look like hand made. Gigantic line in all price ranges.

The Biggest Sellers Are Our

NEW CORD MOGADORS 3 Doz. Quantities and Over at \$16.50 Gross.

BEAUTIFUL SATINS and CELANESE.

Assorted Stripes and Plaids. Sample Doz., \$1.50. Silk lined tipplings matched to color of Tie. No Pink Pockets.

25% With Order, Balance C. O. D.
Catalog and Sample Swatches FREE on Request.

HERCULES NECKWEAR MFG. CO.
772 Vermont St., Brooklyn, N. Y.

ATTENTION

Hustlers are making money selling Lord's Prayer on a copper. Cost 2c, sell 10c. Also three-tone Bracelets, cost 6c, sell 26c. They come on a Paper Easel. It's exclusive, it's original. Particulars free. Sample 10c—26c with order, balance C. O. D. You pay postage.

DAVE MARKUS, Chicago, Ill.
8 East Roosevelt Road,

COMIC POST CARDS

Christmas, New Year, Lovers, Flappers, Petting, Hozaers, Fish Jokes—100 designs, 50c. Fun Cards, Joke Novelties, Booklets, Photos—20 samples. Complete sample assortment, over 100 articles, \$1.00, Prepaid. **ARTFORM CO., 1210 Undercliff Avenue, New York City.**

EXPERIENCED PAPER MEN

Texas is open to square shooters on the old reliable. Crops are best in years. You all know the protection I give. Write

E. HUFF
P. O. Box 221, Temple, Texas, for Order.

MEDICINE HEADQUARTERS

A complete Medicine Show, private label, and Office Special Line **SUPPLY SERVICE** Wholesale Catalog and Office Special Price List upon request.

GENERAL PRODUCTS LABORATORIES
Mfg. Pharmacists,
137 E. Spring Street, Columbus, O.

NEW BEST SELLERS—Write for Catalog No. 21



Featuring big values in
 • Whitstone Rings
 • Game Rings
 • Engraving Merchandise
 • Photo Jewelry

HARRY PAKULA & CO.
 5 No. Wabash Ave.,
 CHICAGO, ILL.

ATTENTION PITCHMEN and DEMONSTRATORS

● **MAKE BIG MONEY SELLING "MERCY SAFETY DEVICE" FOR ALL MAKE AUTOMOBILES** ●

Prevents accidents, stops car in one half the time and holds your car safe on hills. Directions for simple installations included; easily demonstrated. A pushover for the coming fairs. Mail your order now, with make and type of car. Wholesale demonstrator's price, \$1.50; retails \$3.00.

A. S. TERHAAR, Lemon Grove, Calif.

No More Shaky Chairs
 With The Long Life

CHAIR BRACE

Fair Workers

PITCHMEN-STREETMEN DEMONSTRATORS

Those millions of shaky and wobbly Chairs, Tables, etc., can now be saved for life and you can make **BIG MONEY** filling the tremendous demand everywhere. Our patented brace does a wonderful job. **INVISIBLE.** Anybody can attach quickly and easily. 17,000 sold to Columbia College, 6,000 sold to College of City of New York. And the list of buyers is big and impressive. It's a Grand Item. Order today and clean up.



Before and After Demonstrator and Sample \$7.00 (Refundable).

\$2.00 Doz.

\$1.80 Doz.

(Gross Lets) 25% with Order. Bal. C. O. D.

THE LONG LIFE CHAIR BRACE CO., Inc.
 507 FIFTH AVE., NEW YORK CITY.

noticeable decrease in the humor of them. Why not shoot in some of those funny ones told at gatherings.

PITCHMAN: "I found a sawbuck in a tavern this evening." Pitchman's wife: "I thought I smelled it on your breath."

JOE CLARK . . . who has been working Evansville, Ind., to good business, inks that, beginning July 30, he will break in Southern Illinois.

ROSTER OF . . . Doc Leon McNeely's med show, which is playing to good business in Colorado territory after getting off to bad start this spring due to rain and cold weather, includes Skeeter Snow, Babe Snow, Francis Snow, Shorty Morton, Ken Gibson and Mildred McNeely. The doc opines that he has a good show and expects the season to be a successful one.

TAKE INVENTORY of yourself. Have you gone forward or backward?

EDDIE DE LOY . . . chirps from Denton, Ga., under date of July 21 that the DeLoy-Woods-Swanson organization concluded a three weeks' engagement at West Green to rotten business. "The new wit," says Eddie, "appearing in the tobacco this season is

causing some concern among the planters here. Sallie Walker, Smokey Strickland and wife, with other members of the Walker Picture and Vaudeville Show, visited us here. We move into Lumber City for four weeks, opening July 31. Let's have some pipes from Doc Hathaway, Little Doc Roberts, Les Williams, N. Snope and Doc LaSelle."

THERE ARE hundreds of women demonstrators on the road. Let's hear from them.

SYLVIA ADLER . . . pipes that she has been working to some swell takes at McKeesport, Pa., especially on pay days. She adds that she is anxious to read some pipes from rad workers.

PHIL ROY MULLINS . . . inks that while driving into Pennsylvania and arranging for his list of fairs, which he will work this season with his wire-bending layout, he stopped off at Conneaut Lake Park, where he saw Pop Sullivan working his engraving layout to good business. "Good times are here again, boys," writes Phil, "and if you think they're not just watch Milton (Curly) Bartok purvey his health food from his gorgeous trailer. I believed century turns were a thing of the past until I saw Curly bowling 'em over. Madeline Ragan was here selling books for \$1 a copy and corraling plenty mazzuma."

WE KNOW SOME FELLOWS who are scornful of all ignorance but their own.

BEN BENSON . . . letters from Chicago that he has been working his sketch act to good business there. He adds that most of the boys there seem to be doing an okeh business and opines that one good Sunday on Maxwell street makes up for plenty of bad, rainy days. West Madison street has also been a good spot for him, Ben adds. He plans to leave for Cincinnati and New York soon.

MRS. GUY W. WARNER . . . whose father, W. O. Dilley, died recently at Norton Hospital, Louisville, inks from the Falls City that she would like to read pipes from Whitey Johnson and wife.

HERE'S ANOTHER of Tom Sigourney's weekly epigrams: "Silence is golden, but it never got a pitchman a dime."

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

Here is a fashion note from amusement parks. Modernistic-styled prizes find preference with the customers. This applies to everything from mantelpiece clocks to can openers. When purchasing prizes for fall promotions make sure they are in the right style. The farmer's wife is thoroughly imbued with the spirit of modernism. Customers have developed a liking for black handbags, which is somewhat of a surprise, as colored bags were supposed to be in the lead. However, this is the news and nothing can be done about it. Personalized premiums are much in demand and make good pitch promotions. Fountain pens, pocket-books, men's and women's jewelry with the customers' initials embossed have been the rage in several parks. Embossing is done while the customer waits.

News about prices for fall and winter is all mixed up. Much of the confusion is due to a misunderstanding of the dates of comparison. When listening to your dealer or reading your newspaper make certain whether the comparison is between late spring quotations or the opening prices. The prices you pay for your fall purchases should be about the same as those of late spring or early summer. Here are a few price pointers: Most metal goods will be slightly up, but not enough to worry you unless there's a substantial change in the situation. Chinaware will be about the same as late spring, with slight increases in better grades. Lingerie will be a few cents more. There will, however, be plenty for 50-cent promotions at a good profit. There is little hosiery at the 50-cent limit, but plenty of good value to sell for 65 cents. Overalls for rural promotions, both for boys and men, are approximately one cent apiece higher in lots, but you better place your order early. Small furniture items are slightly up. Lamps with glass base, electric candle holders, etc., generally can be substituted at same prices as last year. Do not expect the same grade merchandise, however. Toilet articles and perfumes can be had at all prices and generally can be replaced at same price. Real price increase lies in the package. Smokers' articles are up at wholesale, but cannot be raised at retail. This is where you may have to take your loss. Men's wear such as ties, garters, etc., are up in better qualities, with plenty of merchandise around to fill in at good promotional prices. Don't buy more lower grade merchandise than necessary. Men are sprucing up. Men's shirts are decidedly higher, but the higher price of quality goods provides a smoke screen for higher quotations at the low end. Glassware has been offered at spring prices. This is higher, however, than what you paid at the beginning of the year. Shoes are getting high in lower price groups and have not been doing so well in house-to-house promotions. Galoshes, too, have caught the fever and will be more. Clocks are up and so are pocket watches. There is generally something a little cheaper to take its place. In pajamas there is a good supply of good-looking \$1 merchandise. In sporting goods something can be found at almost any price. It's a matter of quality, of course.

One of the New York theaters has added opera glasses to its list of articles for sale. It is still too early to say how the customers will respond. However, a number of sales are made during each intermission. The boys are obviously feeling their way to better selling methods. My opinion is that they have much to learn and that they should start with forgetting what they have known.

Pitchdom Five Years Ago

Jack Keegan, Sammy Berman, Jack Branholtz and Art Novotny were holding down lots and factory spots in Detroit. . . . Dave Engleson arrived in New York after a remunerative tour of the Middle West. . . . Several of the boys halting motorists on the highways and offering white caps, balloons and novelties were grabbing off the long green despite the depression howls. . . . Cy Ullman had just been sighted at the Dayton, O., motorcycle hill climb sporting a brand-new car. . . . Bennie Smith and his side kick, Rosen, finally hit a red one in the form of the American Legion Alabama State Convention. . . . Reno, the mental wizard, was pitching books and doing a lightning calculator bally thru Pennsylvania and Ohio territory to some real dough. . . . Doc Speagle was astonishing the natives in the smaller towns of the Carolinas with one of the largest medicine shows they had ever seen. . . . Dr. Jud Bosworth was clicking with a med opra in Kansas City. . . . Floyd Johnstone had just taken delivery on a new house car trailer. . . . Bill Margo, tie man, pulled out of Chicago and was decorating the bosome of Detroiters. . . . Madame Mayfield had her Health Chautauqua playing to satisfactory business in Southern New York State. . . . Bob Hart, low pitchman, doing a grind with his own stain remover in Indianapolis, was making such a hit with sidewalk tips that the cops were looking the other way when they passed his spot. . . . Master Rus-Syl, mentalist, and his manager, Professor King, returned to Rockaway Beach by request and replaced the whole roster at Frankie Brown's store. . . . Tom Johnson was working razor blades and sharpeners in Indianapolis on a okeh business. . . . Madam Ray had just been added to the NHA store roster at Coney Island. . . . "Cunnell" Ned House, the "Man from Jawa", was finding money pitch scarce in Oswego, N. Y. . . . Jack Seiden and Doc Stevens, sex lecturers, returned to Coney Island, N. Y., for a short engagement. . . . Phenomenal Wolf, of astrology book fame, was working to good takes in Boston. . . . That's all.

THINGS WE NEVER HEAR: "Block traffic all you like. We don't mind."

MANY OF THE BOYS . . . have been writing that there seems to be a scarcity of fellows in the smaller cities and towns and wonder why it is. One of the chief reasons is that too many of them want to be among the "bright lights," while others are too fat to get out and do a few weeks' hustling now and then. And as a result many of them have to hustle eats during the winter.

THERE'S NO EXCUSE for a pitchman or demonstrator to appear in public with dirty hands or face. Neither should he attempt to impress his audience that he is sincere and knows what he is talking about wearing a soiled shirt and collar, with hair disheveled and with a cigaret lopping from one corner of his mouth. A neat appearance will go a long way towards increasing your sales.

SUCCESS is a matter of minutes if one makes his pitches count.

Save 80%
 Buy your Sandries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.
THE N-R MFG. CO.,
 Dept. H-61, Box 363, Hamilton, Ontario.

COUPON WORKERS
 Get our prices on Printing Coupons for Pen Workers, Ring Workers, Domestic Workers, Medicine Shows, etc. Handbills, Circulars, Dodgers. Send your sample for lowest prices on printing of all kinds.
OBSERVER PRINTING CO.
 GREENVILLE, S. C.

ELGIN & WALTHAM
WATCHES \$1.75
 7 Jewel, 18 Size in Engraved Case at . . .
 Send for Price List. Money Back If Not Satisfied.
GREENTON CITY SMELTING CO.
 113 N. Broadway, St. Louis, Mo.

MEN WANTED TO HANDLE STORE ROUTES

SUPPLY NATIONALLY ADV. GOODS TO STORES
 Immediate profits. No investment to start. Earn Big Profits Weekly. Chance to establish big-pay Wholesale Business of your own. Handle Nationally Advertised Brand Stationeries, Toilet Goods, Comedics, Notions, Novelties — including Layman's Aspirin — awarded Good Housekeeping Seal of Approval — advertised in Saturday Evening Post. Put up on attractive Self-Help Counter Displays. Merchants make double profits. You make up to 112%. Get Free Facts. World's Products Co., Dept. 888, Spencer, Ind.

Wear FREE SUIT
 AND MAKE BIG PROFITS DAILY
 Chance to get Made-to-Measure all wool SUIT FREE as BONUS right away! Wear it! Take orders. Show friends how to save up to \$10. Make up to \$7 per order including Suit Free of cost plus Cash Bonus. Money-back guarantee. No Limit to Free Bonuses given. Traveling Case, samples FREE.
O. K. TAILORING CO., Inc.
 325 S. Market St., Dept. 58, Chicago, Illinois

GAP WORKERS
 Revive the Oil Business. Work **BOSCH CONVERTERS**
 Entirely New! Lawproof — No Squawks — Legitimate.
\$17.00 per gross
 Designed by the "Gaff King" Dibley. Samples 25c Each.
BOSCH CONVERTERS
 487 Broadway, New York City.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Pawnee Bill Heads Wm. F. Cody Society

DENVER, July 31.—Major Gordon W. Little (Pawnee Bill), of Pawnee, Okla., was elected commander of the William F. Cody (Buffalo Bill) Memorial Society at the annual election held here a few days ago.

Members of the society held ceremonies July 17 at Buffalo Bill's grave on Lookout Mountain. Rev. Patrick J. O'Fallon, of Lincoln, Neb., delivered a prayer; Chief Charles Red Cloud placed a wreath on Buffalo Bill's grave, and Chief Paul Young Man Afraid of His Horse and John Y. Nelson Jr. spoke.

The society, organized in 1929 to perpetuate the memory of the accomplishments of Colonel Cody, has decided to incorporate under the laws of Colorado and to maintain permanent headquarters in Denver.

Officers elected in addition to Commander Little were Fred Black, of Los Angeles, first vice-commander; Dr. Richard J. Tanner (Diamond Dick), of Norfolk, Neb., second vice-commander; Major Manis McGurrin (Montana Mack), of Miles City, Mont., secretary; Long Hair Tom Elvington, of Gering, Neb., third vice-commander; Pat Tucker, of Miles City, trustee, and Col. Dick Rutledge, of Denver, historian.

Wood Writes About Closing of Show

CINCINNATI, July 31.—James I. Wood, manager of the Yankee-Patterson Circus, submits the following regarding closing of his show:

"Recently a short notice, but a very complimentary one, told of the closing in Visalia, Calif., July 3 of the Yankee-Patterson Circus. The notice praised the performance as one of the best ever seen on this Coast and rightfully too, because it was made up of the finest lot of performers that I have ever had the pleasure of assembling in my years of show business. Everyone had the same thought in mind—to keep the show moving and do his share.

"Our trucks went haywire, and with the temperature hovering between 100 to 116 degrees and the mountain jumps we were making, it was just too much. Carl Sonitz's newspaper tieups were splendid, and Arthur Hockwald is one of the most capable showmen I have met. Our trouble was transportation.

"The acts are now in Los Angeles. Entire show played the lot at Slauson and Western last week for four days to capacity, with two shows Saturday night. Will play the Venice Mardi Gras, with many of acts working as free acts, and then start the fair season at Stockton. Have five consecutive weeks. Show will be loaded on two railroad cars for duration of the fairs.

"In closing may I especially thank Ernie Clarke and his troupe for their fine spirit thru all our trying ordeals, also Louie Velarde, the Klings, Walcotts, Gus Lind and Harry Wooding; in fact, everyone who was connected with the show during the 12 weeks we were out."

Notes From France

PARIS, July 26.—The Cirque Poutrier playing its annual season at Douai with big bill, including the Algevois, flying trapeze; Mago, clever elephant; Rancy's horses; Maurice and May, cyclists; Four Kamars, tumblers; Harris Brothers, hand to hand; Steens, illusionist; Rollet and Semsey, acro dancers, and the clowns, Beby and Lole, and the Diaz Brothers.

The Cirque Houcke offering new bill at Amiens, with the Willos, aerial; Powell Sisters, acrobats; Albo and Yette, equilibrist; Houcke's horses and Natol, acrobat. The Cirque Figuler, tent circ, is on tour with Givris, trapezist; Mile. Mora, wire walker; Gladis Sisters, unsupported ladders, and Williams' horses. Miss Maeckers, contortionist, is at the Lido in Paris. The Athenas, hand to hand, and the Lal-Foun troupe of acrobats are at the Casino Municipal in Juan les Pins.

Terrell in Chi Hospital

ROCHESTER, Ind., July 31.—Zack Terrell, one of the owners of the Cole Bros. Circus, who has been in ill health for some time, left the show some days ago and is now in the Washington Boulevard Hospital, Chicago, for observation.

Philadelphia

PHILADELPHIA, July 31.—Cetlin & Wilson Shows finished a very good week at 74th and Elmwood last Saturday. Friday and Saturday nights were especially big.

Danny Gorman, one of the owners of Eighth Street Museum, post cards from Tokyo, Japan, that he is looking things over there and will proceed to Paris Exposition before returning home.

James Edward Kirwin, for a number of years connected with Bob Morton enterprises and now a city court clerk in New Orleans, spent several days here as guest of Morton.

L. C. Miller, press representative of Cetlin & Wilson Shows, put a big one over when he secured a full page of pictures in *The Morning Record*, biggest spread ever secured by a carnival in this city. Duke Jeanette, of Side Show fame, struck headlines in Miller's spread.

Riggs Business Good In Nebraska Towns

MORSE BLOFF, Neb., July 31.—Riggs Society Circus has had satisfactory business on its tour of smaller Nebraska towns, altho it has encountered plenty of rain at nights and harvesting has hurt the mainees. First turnout of season was had at Memphis. At Linwood, threatening skies suppressed attendance, but show finished okeh before the worst storm of the season struck. Heavy hail did some damage to the canvas. Many former bandsmen with the Kennedy Frank two-car circus and Hobart Walton wagon show turned out at Linwood and played concert and show.

Show is presented in one-ring. No parade is given. Band concert with free menagerie is in one end of big top. Side Show is separate. Ahead of show is one car, two billposters and a lithographer. General Agent William Kemp Smith has some fine celebrations lined up.

A 20-foot semi-trailer pole truck has been added, also 200 feet of new side wall. Dudley Riggs Jr. lost a pony which was killed when struck by a local truck. Recent visitors were Chick Boyes and Mr. Sanders, agent of Miller Bros. Circus.

Hit Wildwood Games Again

WILDWOOD, N. J., July 31.—Just when everything seemed settled the lid was clamped down again on Thursday on Boardwalk game concessioners. Police said they were acting on orders from investigators of the office of the county prosecutor. While a closing order earlier in the month affected every stand, only games closed this time were bingo and several varieties of that game, an automobile giveaway for benefit of Mace's Hospital, an automobile giveaway for Veterans of Foreign Wars and a merchandise bazaar operated by the Bradway Republican Club, of which Mayor Doris W. Bradway is president.

N. E. MEETS

(Continued from page 40)
talented backstop, who made a special trip to Providence to scout this allegedly Di Maggio-like athlete, was heard to say after the game that Traube was probably the most overrated player in "organized" baseball.

And a Real Horse!

The score was something like 14 to 9

Yarmouth Hipp Having Fine Season; Runs for 12 Weeks

LONDON, July 24.—Annual circus, booked by Stanley W. Wathon, at the Hippodrome, Great Yarmouth, Eng., is well balanced and capital fare. Twelve weeks' season—opened June 28 and business is splendid. Performances are given twice a day.

Paul Zaharoff and his International Band, with musicians costumed in creations signifying every conceivable nationality, provide the music and justify their re-engagement here. Dolly Yelding, English high-school rider, commands attention for a series of smart trick rides. Four Urbanis, Continental balancers, excel in difficult and unusual head-to-head and other balances. Charmaine and Julian are an outstanding hit with clever perch stunts and the act is plenty daring. Sobski's Acrobatic

in favor of Harry C. Baker's "Nationals" at the end of what might have been four innings and, anyway, the boys forgot to appoint an official scorekeeper. Center of interest hinged around the personal conflict between Baker and his opposing manager, Wallace Jones, New England pilot. Baker received so much rebuke from Jones for this and that, and for even opening his mouth, that he was eventually obliged to escape from the scene by means of a handy horse. As the NAAFPF prey galloped away someone remarked, probably Jones, that he at least looked more at home astride the rough-gated pinto than supervising one of his parkdom engineering feats.

But the game did have its highlights. Cy D. Bond, of the Dodgem Corporation, played a sterling game at second for the Bakerites. Maurice (Pete) Plesen, maker of Loop-Its, connected beautifully with a couple of hard ones, and John Logan Campbell, that Baltimore insurance man, felled like a veteran until he lost one in the sun toward the end of the game, third inning, first half. Contest was also aided no end by the fact that Arch E. Clair remained out of the game entirely.

Putting on Feed Bag

After the ball game the entire party moved over to the bay shore, where the good ship Nell Marie was waiting to excursion the group around the surroundings. Between intermittent showers of salt spray the assemblage was given a good view of the Rhode Island seashore and luxurious private yachts. Bill Rabkin, of International Mutoscope Reel Company; Fred Fansher, Fansher Enterprises, and several others snapped candid camera shots from all angles and succeeded, in one way at least, in putting the outing on record.

Host Clare again demonstrated his ability to entertain in true New England style by setting forth a Rhode Island shore dinner that almost put many a visiting park man under the table. It was just about the finest, largest and tastiest layout ever offered hungry amusement people. Arch Clair, who has been deting these several months, gave up the ghost completely and pitched into the chowder, sausage, salad, steamed clams, lobster, watermelon and a couple of other courses as only Arch can. Later in the evening the few who were still able to manipulate tried their feet at dancing in the park ballroom and others did their best to digest the repast. Fred L. Markey, Harry Baker and Wallace Jones, officers present, are deserving of rousing acclaim for conducting the day's activities in such smooth, untroubled manner.

Sidelights

Weather for the event couldn't have been better—sunny, breezy and not too hot. . . . Crescent Park involves an investment of many thousands of dollars in buildings, amusement devices, general equipment, etc., but what interested R. S. Uzzell the most was John Clare's magnificent kitchen, where shore dinners are turned out by the thousands. Everything is mechanized from dish-washing machines to automatic potato peelers. Park's dining room can seat 1,500 comfortably (and plenty more if necessary), and it takes a culinary establishment the size and scope of Clare's to handle the output. . . . Pete Plesen hopped off early to catch the boat for New York. . . . Sam Hamid, brother of George A. Hamid and located at the latter's White City Park in Worcester, said he had one

of the most enjoyable days in months. . . . Sid Paine, Boston rep of *The Billboard*, was called away by another appointment before dinner time. He doesn't know what he missed. . . . Mr. and Mrs. Fred Fansher and Bill Rabkin were late arrivals. Were probably detained en route from New York by inviting candid camera subjects. Rabkin must have taken 100 shots during the day if he took one.

When asked if his team would have a practice session before game time Wallace Jones rejoined with the remark that after 15 minutes of warmup his boys wouldn't last thru the first inning of the regular contest. (Without practice they didn't do much better.) . . . Many were wondering where Danny Bauer spent most of the day. . . . John Logan Campbell telling how he broke his leg in a sandlot game years ago. . . . Leonard Traube and Arch Clair discussing the days that used to be in this neck of the woods. . . . Wonder why Baker and Jones didn't play on their own teams. Leo M. Wise, of Auto Rest Park, Carmel, Me., reporting a good season up north this year. . . . A. V. Ackley, Norumbega Park, and Ernest Anderson, park engineer, among those absent.

PEN WORKERS!
CREAM OF THEM ALL!
Why Buy Milk When Cream Costs No More?



Sensational New Pens Draw the Crowds.
Sample illustrated, 25c. Write for Price List.
BENSON PEN CO. 348-Z Plymouth Bldg.,
Minneapolis, Minn.

Wanted for John B. Davis Fair Circuit

Comprising the best county fairs in South Georgia and North Florida. In the heart of the tobacco, peanut and cotton belt, where crops are good and prices are high, with all short jumps. Starting September 20 and ending November 20. Want Shows, Rides and Legitimate Concessions of all kind. Would consider organized. Carnival with up-to-date equipment. Will sell on Cookhouse and Bingo to responsible parties. Want one more sensational Free Act. Want to buy for cash Tent suitable for Minstrel or complete outfit. Must be good, no junk. Would like to hear from the following people: Mabel Mack, Clark Coley, Barney Lamb, John Starkey, Richard Scott, Col. (Tiger Hill) Snider, Aerial Winnies. Route furnished to interested parties. All address JOHN B. DAVIS, Bainbridge, Ga.

BABY RIDES

WANTED FOR BALANCE OF LONG SEASON SOUTH.

Can Also Place
MINSTREL AND SIDE SHOW PEOPLE.
GREATER AMERICAN SHOWS
Winona, Minn., This Week; Fairmount, Minn., August 9-14.

FOR SALE

Well Trained Gentle Female Elephant
With Attractive Elephant Truck
Now working.
BOX D 87, care The Billboard, Cincinnati, O.

PEARSON SHOWS WANT

Pit Show Manager that has something for inside. A few exclusives on Concessions open. Illusion Show, Animal Show. Wanted. Booked solid and of season fairs and celebrations. Ouba, Ill. Soldiers-Sailors' Reunion, August 8 to 7; Lewis-town Fair next.

WANTED MUSICIANS

Join at once, two Trumpets, Trombone and Clarinet.
Wiro
BANDMASTER DODSON SHOWS
Dunkirk, N. Y.

M. B. AMUSEMENT WANTS

Shows with own outfits, Merry-Go-Round Foreman, Grind Stores, Ride Help on other Rides, Mansfield, from August 4 to 7; then Houston, Eldon, Steelville, all Missouri.

NASHVILLE, MICH.

ANNUAL HARVEST FESTIVAL

Main Streets, August 11, 12, 13, 14.
Independent Shows and Concessions of all kinds.
Write J. H. DUANE, Box 142, Nashville, Mich.

BREMER SHOWS WANT

Party to take over 10-in-1. Have new top and front, also some inside. Want Diggers, Penny Arcade and clean Concessions. Address Gilbert, Minn., this week or per route.

Notes From the Crossroads

By NAT GREEN

HARRY THURSTON is retiring! After more than four decades in show business Harry has decided he is entitled to a rest and he and his wife plan to settle down in a Florida home. Harry Thurston never became famous as his brother, Howard, the magician, did. He was content to go along with his little show on South State street year after year with no ballyhoo, no flourishes—and chances are he has salted away a comfortable fortune. Thru administration after a minimum of Harry's place at 528 S. State, in the heart of the honky-tonk district, operated continuously; a burly show of the cheap variety on the first floor and a 5-cent peep show upstairs. The name? Names mean nothing in the sector from Van Buren to Polk on State. There are other burly houses, 10, 15, 25 cents; there are museums, shooting gal-



NAT GREEN

eries, tattoo parlors, taxi dance halls, cheap clip joints. Most of 'em undergo changes from time to time, sometimes at the suggestion of the "law." Thurston's probably holds the record for continuous operation, having been established close to 30 years ago. From time to time Thurston engaged in other show enterprises. Several years ago with his brother, Howard, he framed an elaborate magic show under canvas. Unfavorable weather and various financial difficulties soon brought about its close and Harry returned to his office at 528 S. State. Now he's sold the place to Lee Sloan, who operates Sloan's Showateria in an adjacent building, and the "submerged tenth" who shuffle along the street's sleazy reaches will continue to deposit their dimes and nickels in the vain hope of getting a new thrill!

We have always admired Harry Cencie, an oldtimer (no offense, Harry), who is a graduate of the circus, carnival and minstrel shows of the early 1900s. Our admiration for him has increased in the last few weeks. He's an ardent circus fan—we're not speaking of any organization now, just dyed-in-the-wool fans. He was first to visit Harold Barnes, the clever young wire walker who had the misfortune to fall some weeks ago and has been lying in St. Luke's Hospital with an arm in a cast. He learned that young Barnes would be incapacitated for the remainder of the season, so as soon as the young man could be moved Cencie took him to his home in Brookfield as his guest. There Harold is progressing nicely amid pleasant surroundings. He's beamingly happy, and so is Harry Cencie, who likes nothing better than doing a good turn for a friend. Harry has no inkling that we're mentioning the incident. If he had he probably would say, "What the hell, forget it!" But he most certainly is deserving of praise for his thoughtfulness and kindness.

Rubin Gruberg back in town from a sojourn at Atlantic City and declares he did nothing but rest on the trip. We have enjoyed some pleasant get-togethers during the last few days with Tommy Thomas and Jimmy Simpson, of the Johnny J. Jones Shows. . . . Too bad they don't play more often near Chil. . . . R. L. Lohmar left Racine Tuesday for a trip to Regina. . . . We were sorry to learn that Harry Hennes is in a Racine hospital a very sick man and hope for his speedy recovery. . . . Frank P. Duffield, back from Dallas,

where nothing is so hot but the weather. Harry Atwell, the old photog, visiting a number of shows in the Chicago area. . . . Chester Barnett, who recently left the Cole show, is in Chi. . . . E. J. Kelly, New York circus photog, making some of the shows in the Midwest. . . . Julie Miller writes from St. Paul that her office is having an exceptionally busy season. . . . "All along the line" (in North Dakota), she says, "we have had exceptionally good crowds and the various towns are all planning to hold fairs next year. Fessenden and Minnewaukan had the biggest crowds they have ever had in the history of the fairs, altho the latter hasn't had a fair for several years."

Dodson's World's Fair Shows

Monessen, Pa. Week ended July 24. Location, Tin Plate Athletic Field. Auspices, Volunteer Firemen's Celebration. Weather, clear and hot. Business, very good. Ten-cent pay gate.

Since show played on opposite side of river at Charleroi last year, it opened here under ideal conditions. A big parade by firemen, city officials, fraternal organizations and 50-odd visiting volunteer fire companies was a success. Bands and marching units finished at show-

grounds. Mayor James Gold announced that it was largest turnout in firemen's history. Saturday night, according to Vernon Korhn, was one of best Saturdays of season. Gacchini sisters, of Italian circus family, presented their high wire act for first time. Act will be part of midway performances rest of season. Jack Champion, show painter, is painting and lettering five new wagons recently purchased. Texas Jack Sullivan, pistol shot, and his cowgirl wife, Jean, returned to International Congress of Oddities. They were absent two weeks, having left to fulfill a theater engagement. George (Kid) Ellis, former wrestler and sports promoter, is now new cookhouse operator. Many trouper from Pittsburgh visited. Harry Thomas, outdoor booking representative, spent two days on lot operating his miniature movie camera. Charles Clark and band received praise from Monessen, Charleroi, Donora and Monongahela City newspapers. William H. Davis, manager of Leaping Lena Show, is progressing favorably following a recent operation in New York. C. Guy Dodson and Mel G. Dodson were guests of Mayor James Gold, members of Monessen Fire Department, chief of police and city officials at a midnight party in the hall Saturday night following close of show. Jess Willard, former heavyweight champion, visited, as did Healy Darling, sheriff of Erie County. DAVE CARROLL.

WANTED SHOWS and ATTRACTIONS

Such as "Oddities of the Jungle," "Museums" or what have you? No Girl Shows or Reviews. Weekly guarantee. 20 weeks sure. String of dates waiting—all under strong auspices. (American Legion, K. of C., V. F. W. etc.) Starting Charleston, W. Va. Rush full information.

H. L. CURRY
Rural Route 3, Charleston, W. Va.

DYER'S GREATER SHOWS

Want new M. C. R., any show except Athletic or Girl Show, with own outfits. Mississippi fairs start September 27. Concession Agents, two Combination Men for Athletic Show, useful people. Address Odette, August 1, 2, 3; Hershey, 4, 5, 6; New Richmond, week August 9; all Wisconsin until September 15.

FAIRS BOOKED SOLID FAIRS

J. J. PAGE SHOWS

Want for KNOX FARM FREE FAIR, Bicknell, Ind.

NEXT WEEK, AUGUST 8.

ALL LEGITIMATE CONCESSIONS, such as Frozen Custard, Candy Apples, Scales, Taffy, High-Striker, Novelties, Cigarette Gallery, Pitch-Till-You-Win, Ball Games, Ice Cream, Grab Joint, Wheels, Snow Cones, Roll-Downs. Also good opening for DIGGERS and other Concessions. Shows with or without own outfits. Also Ten-in-One Help. WANT A Electrician that is sober and reliable. WILL BOOK OR BUY 8-Car Whip, in first-class shape, or would consider OCTOPIUS and Caterpillar. WANT Musicians for Altnair Show, also Performers. Ludy Kasser wants Musicians and Girls for Girl Show. For the following Fairs:

WEEK AUGUST 2—LEION FESTIVAL, PRINCETON, IND.
WEEK AUGUST 9—KNOX FARM FREE FAIR, BICKNELL, IND.
WEEK AUGUST 16—ST. JOHN'S DAY LEAGUE, OWENSBORO, KY.
WEEK AUGUST 20—WOODS FESTIVAL, CLARKSBURG, W. VA.
WEEK AUGUST 27—WARREN COUNTY FAIR, BOWLING GREEN, KY.
WEEK SEPTEMBER 6—MIDDLESBORO, KY.
WEEK SEPTEMBER 13—LEE COUNTY FAIR, PENNINGTON GAP, VA.
WEEK SEPTEMBER 20—FLOYD COUNTY FAIR, ROME, GA.
WEEK SEPTEMBER 27—COWETA COUNTY FAIR, NEWNAN, GA.
WEEK OCTOBER 4—GREATER GAINESVILLE FAIR, GAINESVILLE, GA.
WEEK OCTOBER 11—DODGE COUNTY FAIR, EASTMAN, GA.
WEEK OCTOBER 17—CHAMBERS COUNTY FAIR, LAWETT, ALA.
WEEK OCTOBER 24—MORGAN COUNTY FAIR, MADISON, GA.
WEEK NOVEMBER 1—LAURENS COUNTY FAIR, DUBLIN, GA.
WEEK NOVEMBER 8—ELBERT COUNTY FAIR, ELBERTON, GA.

Everybody address J. J. PAGE SHOWS, Princeton, Ind., this week; Bicknell, Ind., next week.

FAIRS BOOKED SOLID FAIRS

LIBERTY NATIONAL SHOW

NINE STRAIGHT FAIRS

Columbia, Ky., Fair, week August 9; Lebanon, Ky., Fair, week August 16; Fredonia, Ky., Free Fair, week August 30; Cornington, Tenn., Fair, week September 6; Whitesville, Tenn., Free Fair, on the Streets, week September 13; Alamo, Tenn., Free Fair on Square, week September 20, followed by three Mississippi Fairs in heart of the Delta. RIDES—Any Flat Ride or Loop-or-Plane, road prop to Kiddie Rides. SHOWS—25% Clark's Monkey Speedway, wire me. Have new Athletic Show, 50-ft. Front, new Banners. Bulldog Mallory, Dick Copeland, wire quick. CONCESSIONS—K. X. only Corn Game, Photo, Diggers. All sold. No Gypsies, Girl Shows or Grift. Address all wires WHITEFIELD AND READING, this week, Cannalton, Ind.

MARSHFIELD FAIR

SIX DAYS—SIX NIGHTS. AUGUST 23—AUGUST 27

Want Concessions that can and will work for 10c. Lamps, Blankets, Groceries, Clocks and others. Also Want Grind Stores of all kinds. Can use Grind Show, flat rental or percentage.

This was the best money spot of the year. Ask the concessionaires who played here last year. For space, write or wire DAVE MUNN, 9 Charlotte St., Dorchester, Mass., or FRANK SINNOTT, Marshfield, Mass.

LETTER LIST

(Continued from page 65)

MAIL ON HAND AT NEW YORK OFFICE

1664 Broadway.

- Ladies' List**
- Alberts, Leona
Allen, Florence
Clyton, Eleanor
Beattie, Dorothy
Benfield, Betty
Benn, Mabel
Benn, Margaret
Beverline, Smiles
Booth, Nina
Brummett, Mary
Carr, Harriet
Carroll, Della
Clarke, Estelle
Clayton, Eleanor
Crawford, Margaret
D'Alu, Nina
D'Alu, Virginia
Damann, Frances
Dority, Beula
Faust, Hilda
Faust, Margaret
Fenton, Alice
Frazier, Bill
Gallagher, Mrs. J. F.
Gay, Sally
Gilliland, Margie
Honey, Daisy
Honey, Margaret
Huberth, Margaret
Zabransky, Mary
- Messor, Juliette
Murray, Edith
Nolan, John
Phillips, Peggy
Pine, Ruth
Pine, Alma
Raymond, Emma
Recems, Mary
Ripley, Babe & Rip
Seymour, Anna
Shannon, Nellie
Shaw, Mrs. E. C.
Small, Mildred
Williamson, Rosie
Wilson, Annie (E. Powers)

- Gentlemen's List**
- Alfa, Bob
Andre, Jack
Baculo, Alfonso
Bade, Henry
Belson, William
Blake, Matty
Bloom Jr., Jimmie
Boone, Chas. J.
Borland, S.
Brady, Frank J.
Brown, Wm. Albert
Buckley, Merwin
Burns, Ben
Burt, Al
Carnares, Victor
Christian, Joseph
Clark, Art B.
Clark, Bobby
Coleman, John J.
Collier, Doc
Cook, Doc
Cornell, Harry
Coursol, Alfred
Dancey, James
Davis, J. Carl
Daniels, Charles
De Counti & Marie
Dempsey, Eugene
Dorman, Chas. E.
Dove, Jimmy
Dove, John H.
Fabricant, I.
Feteh, Dr. Fred
Ford, Lester L.
Gay, E. E.
Getty, Irving
Giarruso, (Smuffy)
Goldman, Sam
Gomez, Don Luis
Goodwalt, Sid
Goody, Ray
Green Shows, Silas
Gusman, Sam
Hacker, Merritt H.
Hall, Harry E.
Halt, D.
Herman, Jay
Hicks, Jimmie
Hoff, Ruddy
Hoff, Ruddy
Hoffman, A. B.
Hollander, Joe
Hollander, Merle
Hoost Jr., Jack
Houser, Chas.
Hunt, Robert O.
Johnson, Al Whitey
Kaplan, Sam
Kenny, Talbot

CHICAGO OFFICE

600 Woods Bldg., 52 West Randolph St.

- Ladies' List**
- Allen, Dorothy
Bach, Jerry
Canning, Fern
Darling, Phyllis
Foust, Cecere
Graham, Mrs.
Griffith, Mrs. D. J.
Johns, Mrs. Alberta
Kane, Florence
Kingston, Bobby
Kramer, Pats
Kuma, Hatesse
- LaRose, Mrs. Ethel
Lang, Ruby
McKinney, Julia
Miller, Ade O.
Mills, Phyllis
Murphy, Patricia
Peck, Miss Bobby
Rosen, Mrs. Benny
Rudin, Mrs. A.
Sharp, Grace Jon
Singer, Louise Mae
Stewart, Mrs. W.
Whiteman, Winnie
Wood, Bertha E.
Woody, Mrs. Jack
Zelma, Madam

- Gentlemen's List**
- Alexander, Vincent
Arnhelm, Edward
Barry, Raymond
Barb, O. G.
Bear, John
Benefield, Ben
Bresnahan, G. J.
Broderick, Paul
Burke, C. H.
Carr, W. E.
Carr, William
Clayton & Phillips
Coddin, Capt. Jack
Crawford, Merle
Coleman, Leonard
Conley, Al
Cooper, Mickey
Costos, Albert D.
Croake, Mr. & Mrs.
John J.

- Mack, Ted
Mason, Frank
Marham, William
Martin, Harry C.
Martin, Jerry D.
Matthews, B. L.
Maurice & Vincent
Massy, H. E.
Mayon, George
Metter, Russell
Mitchell, Dennis
Meyers, Arthur
Mohamed, H. Ben
Mohamed, L. B.
Molloy, Dudley
Molloy, Michael
Morales, Pedro
Murray, Mack
O'Connell, T. J.
O'Hanlon, William
O'Neil, Henry
Orell, Jess
Olegario, A. G.
Pablo, Juan J.
Parsons, Henrie
Parsons, Thomas
Peters, H. P.
Perry, Fred
Pottle, Frank W.
Powell, Wm.
Price, Alan
Ramsay, G. (B. J.)
Redington, Joe
Reed, Jimmie
Reid, Capt. Billy
Retzer, Ed
Ricketts, Henry
Ricketts, Edw. G.
Roach, Jack
Rogers, Red
Sage, Louis
Sheldon, Scottie
Sherman, George
Slater, Ralph
Smyth, P.
Spiegel, Sam
Swain, Mack
Tassilo, Joe
Tullio, Eugene
Varcy, George S.
Vosbur, Kenneth
Walden, Roger
Wallace Bros.
Wallace, Frank (E. Lake)
Ward, Eddie
Wagner, Lenar
Wilkins, Charley
Wynn, El
- Hines, John
Howard, Wm.
Johnson & King
Jones, Charles M.
Jones, J. R.
Kaye, Bert
Keller, H. B. Pat
Killrain, Joe
King, Eddy
Koons, J.
Lacy, Earl
Langston, Al G.
Lawson, "Scotty"
Leatherwood, F. D.
Leatherwood, Walter Brown
Lunsford, Mack
Malloy, Frank
McLean, Bobby
McSpadden, (Ice Skater)
McSpadden, Richard
Morris, Mr. and Mrs. R. S.
Murray, Private
Murray, John J.
Nelson, A.
Nelson, George H.
Nolan, Clyde
Nolan, J. L.
O'Connell, Thos. A.
- Oglo, Douglas
Osher, Jack
Pestman, Meyer
Qualls, J. O.
Qualls, Oscar
Reagan, Chas.
Reynolds, Jerome
Rice, Al C.
Rosen, Mike
Ross, Orville
Schermehorn, Lord
Scamster, Blackie
Sherzons, William
Shields, Fori
Spinks, H. G.
Smeal, Charles
Starrs, Clyde
Stevens, G. A.
Stewart, Don J.
Stonlock, James E.
- Tavin, Jack
Tommy, "Texas"
Tulero, A.
Tipton, Clarence
Travis, James
Vance, Glen P.
Webb, Captain
Webb, Louis
Wickham, Frank
Wilson, O. B.
Wright, Earl

MAIL ON HAND AT ST. LOUIS OFFICE

890 Arcade Bldg.

- Ladies' List**
- Barbee, Lillian
Breland, Mrs. Lee
Bryer, Mrs. Harry
Chidley, Gerude
Clayton, Erelia
Clayton, Sunya
Coyner, Mrs. Mozell
Crowder, Mrs. Harold
Daniels, Mrs. True
DeGruy, Mrs. Steve
Deck, Madge
Flannigan, Mrs. R. E.
Ford, Mary
Frazier, Mrs. J. G.
Galpin, Mrs. E. H.
Graham, Mrs. Vera
Hancock, Mrs. Vera
Hutchinson, Mrs. C. (Billie)
Lee, Mrs. Carl
Manners, Betty
- Miller, Mrs. F. W.
Milstead, Miss
Mills, Savannah
Nicklos, Mrs.
Parker, Mrs. H. L.
Proctor, Mrs. Richard R.
Sheedy, Dolly
Sewell, Betty
Staley, Mrs. E. B.
Staley, Dorothy
Stein, Mrs. A. E.
Wadley, Mrs. Marie
White Swan
Williams, Mrs. Max
Wilson, Mrs. W. C.
Wilson, Mrs. Bill
Wray, Mrs. Velma

Gentlemen's List

- Baker, T. Lee
Bernard, Glen
Bresnahan, T. J.
Brown, Curley
Brown, E. H.
Bryer, Bill
Bryer, Harry
Eyers, Ralph
Ganipe, Walter
Garr, John & Irene
Clayton, Clarence
Crawell, E. W.
Cudd, Leo
Daniels, Oss
Darling, Jack C.
Darlington, Oyrus
Darlington, O. W.
Day, Doc
Doran, George
Downs, Ray
Dunards, Joe
Eyrants, Chas. W.
Evans, Bob
Bernandez, Joe
Ford, Jack
Forest, Thomas P.
Fuller, Jack L.
Galpin, E. H.
Gibson, Philip
Goff, George
Gordon, Billy
Grant, Sol
Hearn, Henry L.
Humphrey, Billy
Hunter, Blackie
Ines, Charley
Johnson, Texas Red
Joyce, L. N.
Lewis, R. D.
Lizis, William
Lopez, Manuel
Lotter, Happy
Lynch, Eddy
Hancock, Levey
McGuey, Francis
Miller, Bertram E.
- Miller, C. M.
Miller, Eli
Miller, Floyd E.
Miller, Fred T.
Mitchell, Willie M.
Moore, Claude E.
Myers, Tolly
Nelson, Harold E.
Newman, Charles
Newkanner, Logan
O'Halley, Bob
Parker, Ronald
Pentz, Frank
Pentz, Fred
Darlington, Oyrus
Fries, Dr. William
Rawlins, Everett
Raymond, George
Reed, O. S.
Reed, James
Renshaw Family
Renshaw, John T.
Rimes, Troy
Rogers, Cotton
Saville, Bill
Savilla, Henry J.
Springgate, John
Stanley, E. B.
Stein, A. E.
Stevens, John
Trenton, Fremont
Texas Kid Shows
Thorp, Floyd
Thorp, D. A.
Thurston, M.
Trotter, George
Troy, Jack
Wadley, E. C.
White, William
Williams, S. J.
Wilson, T. A.
Yates, K. L.
Yeager, Robert Edward

Los Angeles

LOS ANGELES, July 31.—Joe Levy, former fight promoter in Cincinnati, had his Los Angeles premiere as ace promoter Monday night at Gilmore Stadium with a splendid program that drew over 20,000 to a gate estimated at over \$60,000.

Thomas J. Hughes writes from North that shows not in the heat belt are doing very good.

Ray Roland Shows have the contract for Sheriff Gene Biscalluz's big show at Providencia Ranch. Many of the local showfolk will be connected in some manner with the affair. Gene is popular with all outdoor showfolk, to whom he has been a very staunch friend.

Walt McManus, former trouper, later writer, will get a contract as scenarist at a major studio.

The outdoor film being shot on location for Universal release has been officially titled *The Carnival Queen*. It is reported that MGM and 20th Century-Fox have outdoor stories for shooting.

Fred Shafer is working on contract at Venice, Calif.

George Silvers' "Flying Squadron" go from Salt Lake City to contracted spots in Nevada, California and Arizona.

Dan Stover has launched out as single concessioner.

McClelland Shows

Eldorado, Ill. Week ended July 24. Auspices, city. Location, in town. Business, good.

Rained out Monday, but Tuesday lot was filled to capacity, by 7 o'clock, and each night thereafter large crowds stayed until 12 o'clock. Frank Rougeau, corngame manager; Bill Krug and Jimmie Richards, helpers, had biggest week of season. Frank Search operates Bumper. Martha McClelland, photo stand; Myrtle Starling, artist; Freddie Griffith, helper. Mrs. J. T. McClelland, cotton candy, pop corn and snowballs; Gilbert Cox on cotton candy; Tom Holmes, pop corn; Eddie Tubbs, snowballs. White Pratt, peanuts and pop corn; Joyce Danley, helper. Joe McKinley, on sick list, is recovering slowly. White Danley, blower; Bennie Briscoe and Al Curtis, helpers. Clyde Webb, string game; Mrs. J. D. Bowman, helper. Otto Rabish reported big week on knife rack. L. E. Roberts, rolldown; Luckey Mitchell and Joey Roy, helpers. Mrs. White Danley, jingle board. S. Murgatroyd, pennant sewing machine. William Mason, nail store. T. Neal, percentage and mouse stand; Roy Turpin on percentage and Sy Claborne on mouse stand; Mrs. John Crenshaw, helper. Earl Saunders, ball stands. Leo Foreman, scales. Blackie Miller, bucket stand; Rob Robinson and Jack Reed, helpers. Carl Burg and Thurman Arbuckles, custard. F. H. Holmes, dart stand; E. F. Walker, helper. Mrs. Roy Goldstone, fishpond; Albert Petka, helper. Joe McKinley, ham and bacon. Jack Frutell, cigarette; Mrs. Gusta Search, helper. Feggie Mayes, bottle stand; J. Kelley, helper. Mrs. T. Neal, hoop-ies; Mrs. White Pratt, helper; J. D. Bowman, doll rack; Mrs. N. Richards, helper. George Helman, cookhouse manager; Mrs. George Helman, cashier; Charles Wallace, Leona Stukeby, N. Eldstrom, Mary Hogg, Don Morris, William Williams, H. Hughes, helpers. Robert Thompson, electrician and penny pitch; Thelma Martin operating penny pitch. New transformer truck arrived. Aleene-Allen show joined; Edith Prom on ticket box. L. OPSAL.

Mighty Sheesley Midway

Milwaukee, Wis. Week ended July 24. Location, Second and Capitol avenue. Auspices, VFW. Weather, changeable, hot and chilly. Business, fair.

Tough opposition here in many ways due to lake front summer festival and other affairs which, incidentally, tho, helped out considerable from a business standpoint and show wound up in black. After showing Madison on Sunday show made a fast run into Milwaukee, opening Monday night with practically everything open, which was quite something due to smallness and condition of lot, which had to be scraped and plowed before being ready for show. Due to lot limitations Howard Ingram's Whale was shown at summer festival. Pezzy Hoffman, advance agent Rubin & Cherry Exposition, had misfortune to lose his pet bulldog, but police radio put out call and he was soon returned. Mary and William Zeldman celebrated their 21st wedding anniversary, while Earl Kelly and Ruth Van Horn started out on their honeymoon by going to Springfield, O. They will rejoin show at South Bend, Ind. George Florence, of World Wide Pictures, a visitor with that camera of his taking many a shot. Sonora Carver crashed *Look* magazine with a full page of pictures. My thanks to Leonard Traube for including her in his George A. Hamid spread in *American Weekly*. John Baillie, father of Jack Baillie, popular concessioner, a visitor, John M. Sheesley, general manager of show, passed the 55th milestone of life Sunday working as usual. Al Renton Jr. and Anna Fleck divulged fact that they were secretly married March 19 at Newark, N. J. Practically everyone has taken advantage of Jake region last four weeks by going bathing and fishing. Doc Carver's trailer was gutted by fire. FLOYD NEWELL.

Rubin & Cherry Exposition

Bessemer, Mich. Week ended July 17. Auspices, Fire Department and American Legion. Location, Massie Field, Highway No. 2, between Bessemer and Ironwood. Weather, bad four days. Business, fair when open.

This spot was canceled once due to loggers' strike and the mines being shut down. However, show came in with pay day on Friday and last two days held up okeh. Show sponsored the News Broadcast over WJMS, local radio station, daily and also had personal appearances by show talent. Three-day steady rain and loading out Saturday night put the lot in such condition two wagons were tipped over, only slight damage. Train loaded early Sunday with Manager Redding and Lot Superintendent Worman taking over trainmaster's duties temporarily. Harry Bennett and Lou Leonard, Chickie Allen's beau brummel assistants, took in all the sights at Hurley, famed borderline town just outside Ironwood. The night clubs over there got big business on the off nights. Miss America, Cleo Hoffman's posing show, topped the midway, and Octopus the ride section. Charlie DeKreko with his Jesters Fun Palace gets consistent business. Used all local papers up to Ashland, 40 miles away, plenty of stories and pictures planted. FRANK J. LEE.

Endy Bros.' Shows

Roseto, Pa. Week ended July 24. Auspices, Our Lady of Mt. Carmel Celebration. Civic and Religious. Weather, fair. Business, very good. Location, church property of Father Ducci. Pay gate.

A sleepy little town of 700 in hills. Bands, music, parades, contests, fireworks and other entertainment. People from "everywhere." Show laid out on a hill and for miles one could see the midway at night. Bench Bentum added two new mascots to her act, Little Korlene and Bobby, in uniforms, and they stand at attention while the act is introduced. New sound equipment for all shows installed by Donald Hankins. Visitors: Mr. and Mrs. Donald Hankins and Arthur E. Campfield, of Baker-Lockwood, who went away with additional orders of canvas. Matthew J. Riley, general agent, on a business trip. Before leaving Father Ducci, of Church of Our Lady of Mt. Carmel, gave a dinner to executive staff. Guests were Mr. and Mrs. David Endy, Ralph Endy and wife, Eddie Lippman and wife, William J. Tucker and wife, Harry Bentum, Bench Bentum and Matthew J. Riley. Newspapers and radio co-operated with writer. HARRY BENTUM.

SESQUICENTENNIAL CELEBRATION

WEEK AUGUST 9, HUNTINGDON, PA.
and all Fairs until last of November.

Want worthwhile Grind Shows. No sex shows wanted. Want for balance of season, well-framed Pony Ride. Want eight-car Whip, Fun House or Working World. Want legitimate Game Concessions. Duke Jeannette wants real Talker and Freak to feature. Cooper wants to hear from Nell Brauciere.

Legitimate Game and Merchandise Wheel Space now on sale for the New Jersey State Fair, Trenton, N. J.

All address this week Camden, N. J.

GETLIN & WILSON SHOWS, INC.

WANT FOR STRING OF CELEBRATIONS

Fish Pond, Bowling Alley, Novelties, Snake Show with own equipment, Motordrome, Mechanical Show, Penny Arcade. Roy Wheelock wants Agents for Nail Store and Bucket Joint. Wrestlers and Boxers for Athletic Show. Want experienced Help for Cook House and Custard Joint. Jack Skinner and Pappy Conway, wire. Can always use good Ride Help. Will book Loop-o-Plane. Vandalia, Mo., August 2 to 7; Fayette, Mo., August 9 to 14.

BYER'S GREATER SHOWS

ROYAL PALM SHOWS CAN PLACE

For balance of season and all winter's work, Fairs commencing August 23, Mt. Carmel, Ill., and right on through. Legitimate Concessions of all kinds, few more Shows, Monkey Circus or Drome, Illusion, Fat Show, Unborn, any worthwhile Attractions Talkers and Acts for Side Show, Octopus Ride, Loop-o-Plane, Pony Ride, Kiddie Airplane, Mrs. Wyatt, let us hear from you; also Robert R. Kline, Kitty Docen wants two Girls for Posing Show. Fair Secretaries, we have few open weeks; let us hear from you. This week, Marion, Ill.; then Murphysboro, Ill., on the streets; one block from Court House.

BERNEY SMUCKLER.

SUNSET AMUSEMENT CO. WANTS

FOR CRESTON, IA., AND FAIRS TO FOLLOW:

Pitch-Till-U-Win, Fish Pond, Custard, Candy Floss and Mitt Camp. Have outfits for Geek Show and Side Show open. Celebration and Fair Committees, Attention! Have 8 Rides, 8 Shows and only legitimate Concessions. At liberty for Missouri dates in September. Labor Day Week Still Open. Chariton, Ia., this week; Creston, Ia., next week.

Doc Waddell Visits Shows

CINCINNATI, July 31.—Doc Waddell infos: "Egenbeck-Wallace at Battle Creek jarred and pleased me. I ran smack bang into a loose screw. Keen-sighted Bill Moore visioned my dilemma and provided good seat. I enjoyed the performance. Enjoyed more meeting my old-time friends Jake Posey, Poodles Hannaford, Cheerful Gardner, Terrell Jacobbs, Boss Canvasser Singleton and others, a personnel of real showmen.

"H-W and Cole Bros. day and dated at Flint, Mich. Both put them on the straw. What a helpful 'tangible' competition is! It worked perfectly at Flint. The late 'Jim' Bailey, who never failed, used the competitive principle on the big Barnum show, more especially between his long platform of 'freaks' in the menagerie top and those in the Side Show or annex.

"I had a happy day with Cole Bros.' Circus at Jackson, Mich. This circus and the Al G. Barnes-Sells-Floto Combined have some of the best bosses in the game. Isn't that main entrance staff mighty on the Cole show? Power on the Side Show with 'Judge' Palmer and Manager Delmore in the saddle. Herein met Bandleader Lowry, Clifford Thompson and real group. Was surprised greatly by the Clyde Beatty act. The masterful young lion-tiger subjugator, Beatty, has marvelously improved. Noticeable is the absence of what would cause humane societies to assail. I never witnessed a performance with better balance. That's a plume for Harry McFarlan. Where are any greater jesters than Otto Griebling and Emmett Kelly? Well, checking up, I place Jess Adkins and Zack Terrell in front rank with Bertram Mills, 'Buster' Cronin and William H. Curtis. Take the knowledge and experience of these five big shots out of the game and there'd be a volcanic dent in the big top structure. I may stand alone with such opinion and decision, but it is the rock I take."

WPA Biz Satisfactory At Springfield Gardens

NEW YORK, July 31.—The WPA Federal Theater Project's circus closed its week-end run at Springfield Gardens, L. I., July 24, with biz very satisfactory. Managing supervisors are rearranging the program. Local newspapers were liberal in space to show and *Queens Evening News* ran an editorial urging the towners to attend.

One section of the grand stand has been replaced with blues to accommodate the large number of kids who use the merchant tickets. The 19 members of the circus who were recently dismissed from the Federal Theater Project under the general "reduction in personnel" have been ordered reinstated immediately. The reinstatement order was issued by Charles B. Ryan Jr., director of employment for the Federal Theater. Mr. Ryan based his order on the decision of the joint board of appeals, which upheld the charges of the 19 dismissed workers that they had been discriminated against for lack of organizational activity and membership, reports Wendell J. Goodwin.

Pickups From Europe

PARIS, July 26.—Albert Powell, the American trapezist, is at Fornotelespark in Oslo. Miss Quincy, American high diver, and the Ghezzi Brothers, equilibrists, are at the amusement park in Moss, Norway. Finks and Ayres, roller skaters, are at the Hotel Slavija in Belgrade.

The Circus Favarosi at Budapest has Don del Monte, wire walker, and Charlie Rivels and the Two Reos, comedy flying trapeze. Ada and Eddie Daros, acro comics, and the Windsors, acrobats, are at the Palais d'Éte in Brussels.

"Broadcast" Rests

The conductor of "Hartmann's Broadcast" is on vacation. Will be back in the issue of August 14.

Dexter Fellows Tent Tattles

(CSSCA)

By FRED PITZER

NEW YORK, July 31.—Received the June-July issue of *The White Tops*. It contains an article entitled *The Midget Circus Debacle*, which recites the troubles of the Stanley Graham Midget Circus at San Antonio, Tex., recently. We want to congratulate the CFA members in that city who so splendidly cared for these little people in their time of distress. The journal also contains a meaty article headed *The Strangest Farm in the World* which, as you no doubt have already guessed, belongs to John T. Benson. We recall well our visit to this farm and the very courteous treatment extended to us by the host, who is not only genial but a genius.

Charley Bernard seems to be having a very splendid run of Circusiana in *The Hobbits* magazine. His articles are always instructive and informative. . . a letter from Warren Wood in which he informs that he is thru with the show biz after being on seats and taking care of the kid show of the Big Show, besides running all sorts of amateur circuses himself.

Great European Show Ad

While nosing thru a book store found a copy of *The Poughkeepsie* (N. Y.) *Daily Eagle* of August 14, 1869, containing an advertisement of the Great European Circus. It is three-quarters of a column long and a column wide and carries two wood cuts, one of them a parade going down alongside of the advertisement. Quite catchy. This show mentions a successor to Crockett and a Den of Ferocious Lions, and the sensation, as advertised, was "a live lion in the streets, free, untrammelled, moving at liberty along the living walls of spectators." The reading matter also brags about

Edgar's Cornet Band. One good catch-line, particularly as the show seems to have specialized in this sort of quadruped, is "The camels are coming!"

On the way down from the country we happened to pick up a four-page advertising sheet called *Food Facts*, published by the Wheat Flour Institute. The article on the first page reads *Bread and Butter a la White Tops*, written by Dr. Hugh Grant Rowell. He tells of his experiences in the various cook tents and a few of the high spots "of Andy (Andrew Downie) it was said that he could take a couple of sticks and a piece of baling wire and build a show." "Two Western newspaper owners who went into the circus business—and goodness knows why (if Doc will read *Timberline*, by Gene Fowler, he'll learn why)—built their show around the cookhouse. And, according to their own claims, they could get any talent they wanted regardless of their wage scale, provided, as Gil Robinson, another oldtimer, expressed it, the 'peck' was good." The article carries with it a nice picture of the Ringling-Barnum cookhouse taken July 4, 1935, at Fitchburg, Mass.

We learn that July 26 was Dexter Fellows' birthday anniversary and we extend our most heartfelt congratulations. A man like Dexter should live on forever, for his heart and soul belong to his friendships scattered over the four points of the earth. "It is wonderful," he said to me one time, "to have a friend in every port, both here and beyond." That sort of thing seems to make life worth living.

Learn that one of the well-known New York hotels is offering a room to the Dexter Fellows Tent which it can have as its own—own all the year round, decorate it as it pleases and use it as its permanent post-office address.

Quite a bit of news from Frank V. Baldwin Jr. The H-W show, he infos, plays Richmond August 7 and 8 and the Poodles Hanneford family has been invited to spend some of the time on one of the Baldwin historic and expansive farms. When the Baldwins entertain it is sure-fire stuff, for they mix with fishing, boating, eating, lounging or what-do-you-like, a hospitality and friendliness that make one feel right at home. . . The W. W. Workman Tent, of Richmond, Va., has raised its non-resident dues to \$10 annually. . . Viv Redford has a bull that got its tail caught in a stall chain and broke it at the sixth vertebra. Viv, a veterinary, splintered the tail and now the caudal appendage is again fit for ox-tail soup when the bovine demises. Unfortunately, tho, the bull has to swing its mutilated tail in two directions to chase a fly.

South Bend Fair Revival Goes On in Playland Park

SOUTH BEND, Ind., July 31.—Mighty Sheesley Midway will open an eight-day engagement in Playland Park tomorrow. An organization under direction of J. B. Hendershot has been preparing for the event. A corporation was formed under title of Michiana States Fair Association and buildings erected by the former Interstate Fair Association have been reconditioned.

Dayton Fireworks displays are to be given nightly. There will be Ernie Young's revue, *The Passing Parade*, and feature acts include Sonora Carver and her diving horses; Wilno, human cannon ball; Aerial Lamys and Flying Aces. Saturday, Thrill Day, will have Flash Williams, in dare-devil auto stunts; Human Bat and other features.

This is the first attempt to revive the fair since St. Joseph County Association was abandoned 10 years ago. Earl Redden, manager of Playland Park, booked Richards' Band for the week in Melody Gardens and will have special attractions added to his park rides and concessions.

Admires Visit Cole Bros.

SIoux CITY, Ia., July 31.—J. C. Admire and wife have been making this city their headquarters while contracting thru this territory for the Chase & Son Circus. Saw Cole Bros.' Circus here at matinee July 24. With Ringling-Barnum Circus billed against it for September 8, it did not seem to hurt biz any. Both matinee and night were good. Side Show also was well patronized. The Admires visited with Jess Adkins, L. C. Gillette and others with show. Crops are wonderful in this section.

15 Years Ago

(From The Billboard Dated August 5, 1922)

Al G. Barnes Circus ran into railroad trouble in West Virginia, which necessitated the cancellation of four towns and a general switching of its route, causing it to lose three matinees. . . Ringling-Barnum Circus obtained a lot at Washington and Vernon streets in Los Angeles for its September showing thru the influence of Sam C. Haller, West Coast showman. . . W. H. (Bill) Rice closed contracts with John S. Burger, manager of the million-dollar Los Angeles Pageant of Progress, to produced one of the largest water circuses ever to be presented.

Hagenbeck-Wallace Circus was forced to lay over in Lancaster, O., two days because of cancellation of a contract by the Norfolk & Western Railroad, which caused show to forego its scheduled performances. . . Merchants of Maryville, Mo., supplied John Robinson Circus with \$50 to meet half the city license for a circus parade. . . Lew Graham exhibited in Chicago his "find" of two Ecuador white savages in the Side Show of Ringling-Barnum Circus. . . Railroad strike left Baltimore & Ohio Railroad with no engines to haul Al G. Barnes Circus to its Cambridge, O., stand, so show layed over in Zanesville one day, then was taken to Steubenville by Pennsylvania Railroad.

Sells-Floto Circus concluded a successful two-day engagement in Denver. . . Tour of Long Island by Walter L. Main Circus was proving successful. . . Patterson Animal Circus showed to good crowds at Missouri Valley, Ia. . . Oppressive weather night and day from Sioux Falls, S. D., to Marysville, Kan., failed to hurt Gollmar Bros.' Circus business. . . Sparks Circus had an ideal day in Warren, Pa., and despite opposition of opening day of Lake Erie Circuit races had good business.

MARRIAGES

(Continued from page 32)

Hutchinson, trumpet player, to Virginia Valentine, concessioner, both of Walter L. Main Circus, in Farmington, Me., July 14.

HYDE-WAGNER—Frank Hyde, orchestra leader, to Leona Wagner, nonprofessional, July 24 in Green Bay, Wis.

JERSEY-CHERRILL—Earl of Jersey, London, and Virginia Cherrill, actress, at Chelsea, England, July 30.

KEOUGH-HUTCHINSON—Hughie Keough, son of Ez Keough, Chicago producer and advance agent of the *Shuffle Along* unit last season, and Margie Hutchinson, nonpro, secretly two months ago, it has just been revealed.

KESSEL-CRISPIN—George Kessel, publisher, and Janine Crispin, French film star, at Grosrouvre, Paris suburb, July 17.

LAKE-VAN CLEVE—Arthur Lake, screen dancer, and Patricia Van Cleve at the William Randolph Hearst ranch, San Simeon, Calif., July 25.

LOSEY-HAWES—Joseph W. Losey, New York theatrical director, and Elizabeth Hawes, nonprofessional, July 24, Hoosick Falls, N. Y.

MCDONALD-WADDINGTON—Frank McDonald, manager of the Tivoli, Sydney, Australia, and Peggy Waddington, chorus girl, in that city recently.

MACFARLANE-FULTON—Bruce MacFarlane, actor, and Barbara Fulton, actress, in Knoxville, Tenn., July 24.

MAY-WALLACE—Marty May, vaudeville and legit comedian, and Alice Wallace, former showgirl at the New York Hollywood Restaurant, July 19 in New York.

NAYFACK-CARVER—Nicholas Nayfack, MGM studio executive, and Lynne Carver, actress, in Yuma, Ariz., July 19.

PONTIUS-FITZPATRICK—Ben G. Pontius, mechanic and concessioner, to Catherine C. Fitzpatrick, nonpro, of Natchitoches, La., July 17. They are now with the Roger & Powell Shows.

POST-MORLAND—Dell Post, leading man with the Aulger Bros.' Stock Company, and Florence Morland, leading woman, in Minnesota recently.

ROTH-BREEN—Lew Roth, Phoenix, Ariz., mine owner, and Sally Breen, sister-manager of Bobby Breen, child film star, in Hollywood recently.

RUDENKO-LITVIN—William B. Rudenko, nonpro, and Sylvia Litvin, junior executive in the motion picture industry, July 17 in Philadelphia.

SEIGEL-BADONI—Harry Isham Seigel and Billie Badoni, concessioners with

Walter L. Main Circus, at Berlin, N. H., June 21.

SENBBER-WHITEFIELD—Henry Senber, theatrical reporter for *The New York Morning Telegraph*, and Genevieve Whitefield, nonpro, of Los Angeles, July 20 in New York.

SHERIDAN-LENNON—Earl Sheridan, singer and actor on Station WWJ, Detroit, to Helen Lennon, nonprofessional, of Buffalo, July 24.

SLAVINSKY-RAINE—Thaddeus Slavinsky, principal in the Monte Carlo Russian Ballet, and Thelma Raine, singer, in Sydney, Australia, June 22.

STANTON-DE MEY—Patrick Stanton, general manager of Station WDas, and Mary De May, nonpro, July 24 in Philadelphia.

Coming Marriages

Reginald Voorhees, club department manager for Consolidated Radio Artists in Chicago, and June Parrish, of the Parrish Sisters, musical act, in Chicago August 20.

Jean McCool, entertainer, and Joe Scaretti, nonprofessional, in Philadelphia soon.

Francis Lederer, film star, and Margo, actress, this fall.

Todd Watson, vaudeville performer, and Naomi Edwards, nonpro, of Mendota, Ill., soon.

Phil Wolfsohn, picture salesman, connected with the Monogram exchange in Philadelphia, and Augusta Leonard, nonpro, in that city in the fall.

Harold Sager, owner of the Roxy Theater, Hazleton, Pa., and Helen Goldstein, nonprofessional, in Wilkes-Barre, Pa., this fall.

Frank Parrish, nonpro, and Reba Newman, office manager of the New Jersey Messenger Service, motion picture delivery service, in Philadelphia soon.

Hyman Fink, cameraman, and Mary Dees, late Jean Harlow double, soon.

Robert Anderson, non-pro, Chicago, and Evelyn Pelzer, of the Fred Evans Ballet at Chicago Theater, Chicago.

Mary Lou Meyer, vocalist of the Smoothies Trio, to George Thompson, nonpro, of Toledo, O., August 7.

Edward Hillman, scion of a prominent Chicago mercantile family, and June Lady Inverlyde, former English actress and dancer, soon.

Britain's Earl of Jersey and Virginia Cherrill, screen actress and former wife of actor Cary Grant, soon.

Frank Cavet, scenarist, and Mary Oakes, New York model and film actress, soon.

Births

A daughter, Virginia Joan, to Mr. and Mrs. Carroll B. Allen Jr. July 19 at Orthopedic Hospital, Battle Creek, Mich. Father is the son of Mr. and Mrs. Harry Allen, of Harry's Midway Lunch.

A son to Mr. and Mrs. Sammy Fuller July 17 in Allegheny General Hospital, Pittsburgh. Father is announcer-singer at Station KDKA.

A daughter, Barbara Anne, to Mr. and Mrs. Fred Bock at Akron, O. Father is commercial manager of Station WADC.

A daughter, Margaret Bell, to William (Oofy) Demuth Jr. in Wheeling, W. Va. Demuth is night club reporter for *The News-Register* there.

A daughter, Karyl Marie, to Mr. and Mrs. Elmer Pickard in Ambler, Pa., July 12. Father is manager of the Ambler Theater there.

A son, John Jr., to Mr. and Mrs. John Byrnell July 27 at La Crosse, Wis. Father is announcer at Station WXYZ, Detroit.

A son, Billy Gene, to Mr. and Mrs. Pete Carter, with Walter L. Main Circus, at Danforth, Me., July 5. Parents work with Kirk's pony group.

A son to Mr. and Mrs. Eddy Duchin July 29 in Harbor Hospital, New York. Father is the orchestra leader.

A son, Raymond William, to Captain and Mrs. Willie Mauss July 23 in Los Angeles. Father is a vaudevillian.

A 6½-pound boy, Joel, to Mr. and Mrs. Danny Morton July 26 in Brooklyn Women's Maternity Hospital. Father is tenor-jubilante at the Apollo Theater, New York.

Divorces

Maxine Hoges Rickard Gill from Thomas A. Gill, stockbroker, July 17 in Chicago.

Leona Dillard from John B. Dillard, musician with Isham Jones' Orchestra, July 14 in Madison, Wis.

Mrs. Fay Lyons Cohen, dancer in

(See DIVORCES on page 85)

WANTED AT ONCE

Side Show Manager for new Ten-in-One complete with something to put in it. Wife, no time to write. Will Book Peppy Arcade. Jack Wells Wants Concession Agents. Have opening for Concessions that work for stock. Thomas, W. Va., August 2 to 7.

LATLIP SHOWS

MORRIS VOLTACCIA, Mgr.

LARGE & LANE SHOWS WANT

Corn Game, Legitimate Concessions all kinds, Ride Help on Ferris Wheel, Merry-Go-Round, Chair-o-Swing, Sides, come on, two more weeks, then 12 straight days. Shows of merit with own transportation. Carrollton, Miss., week August 2. All communications to LARGE & LANE SHOWS.

WANTED

For Fort Recovery, O., August 2 to 7, also Melrose, O., August 1 to 14. Plenty more to follow. Wanted Shows and Concessions of all kinds. Come on this week. Have Athletic and Girl Shows. Others open. Plenty of money here. Want two Rides for Melrose date. What have you? GREAT WHITE WAY SHOWS.

CELEBRATION AND HORSE SHOW

On Route 62—Mowbrystown, O., August 4-7. WANT Shows and Concessions. This celebration is an annual event. Owing to no telegraph connections, Concessions come on. Next, Winchester, O., American Legion, August 10-14; next, Hillsboro Baseball Club, August 17-21. Rides booked. WM. B. JACOBS en route.

BARLOW SHOWS

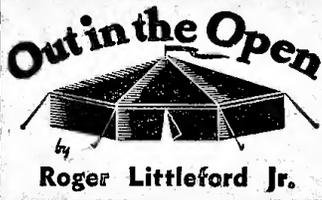
Merchants' Fair, Woodhull, Ill., this week; Street Celebration, around Square, Winchester, Ill., week August 8; Annual Home-Come, Paxco, Mo., week August 16. WANT Legitimate Concessions only. Electrician who can do carpenter work. Half-and-Half, Side-Show Acts. One more Flat Ride. Foreman for Merry-Go-Round. Cookhouse Operator. Bozo Jacobs answer. Can place Shows with or without own outfits. 14 Street Celebrations running consecutively. Out until Xmas.

Notice Motorized Circuses

Want to book a clean Circus in maiden town for either of these dates: September 4, 5 or 6. Can play a Sunday here in packed house. This is not a promotion, but a celebration backed by the entire county. Contact ED COMPTON, President Jr. Chamber of Commerce, Jacksonville Beach, Fla.

WANT

For Fall and Winter, Indoor Circus Clowns. Novelty Acts (Magicians for Panabaska's Circus units. Write or call at once. GEO. E. ROBERTS, Mgr., 515 W. Erie Ave., Philadelphia, Pa. Tel. Sagmore 5536.



Revere Revelry
BESIDES being one of the smarter and more successful showmen in the park-attraction business today, W. J. (Bill) O'Brien must certainly be recognized as a host of the very first water. Bill, who operates his European Museum and Side Show as one of a series of attractions at Revere Beach, Mass., has made a tradition out of a party he gives for his showfolk friends each year. O'Brien's Night, as it's sometimes called in those parts, was celebrated in the museum last week and for the first time we had the opportunity to attend.



R. S. Littleford Jr.

The spirit in which the affair is held, the motive of kindness and good will back of it and the genuine fun that Bill gets out of it himself makes the party one of the most pleasurable fests anyone can attend. Almost the entire Beach is present, from big landowners down to candy butchers and counter men. Bill O'Brien is a popular guy around Revere Beach and after spending a few hours there last week it's not hard to see why. Had the pleasure of mingling with show people we had known in other parts of the nation—there are quite a lot of erstwhile Coney Island and Rockaway folk at Revere now, and they all seem to be in an optimistic mood. Revere is enjoying a good season, and when dog and horse-racing traffic can be rerouted to better advantage biz can be expected to increase in leaps and bounds.

With the NAAPPB

THE spirit pervading New England park men's midsummer convention and outing in Crescent Park, Providence, last week was one of optimism, to say the least. Almost without exception visiting managers, equipment and device people seem satisfied with park patronage this year, altho in several instances remarks were passed that lead us to believe that many spots are not experiencing the biz anticipated earlier in the season. Holidays have been heavy, kid days good and picnic bookings far in advance of any year in the last decade. But evidently the old-time unsolicited park patrons—those family affairs drummed up at the last minute, if you know what I mean—are not up to the standard of a dozen years ago. Some authorities say that it's because of a fundamental change in entertainment viewpoint on the part of Mr. and Mrs. Average American. Too many parks, it is said, have found it necessary to rely heavily on increasingly strong and active advertising, promotion and special booking departments to meet competition of other forms of summer amusement. The current generation must be "sold" park amusement, must be given an added incentive to visit the open-air playgrounds that in the past were so fundamentally important. This in itself is not what one might call a healthy condition. But, of course, on every hand there are authorities who will tell you that this assumption is all cock-eyed, that park business is as good as it ever was or at least will be in a year or so. We're not taking sides but are pulling hard for the latter group.

From the Mail

HAGENBECK-WALLACE CIRCUS, assembled by J. Frank Hatch and Eddie Arlington in Peru, Ind., last winter and sold later to Howard Y. Bary, will probably winter this year in Philadelphia. Reasons for moving the show's headquarters away from "The Center of Circusdom" are not given, but apparently Mr. Bary, who will spend most of his initial season in Eastern territory, plans

to begin his 1938 season in a Quaker City arena. Being the first show of the season in Philly should be a profitable engagement at that. . . . Entertaining circus owners would do well to study the immense kitchen of the dining room at John T. Clare's Crescent Park in Providence. Establishment is mechanized from beginning to end in order to cope with the tremendous shore dinner biz at the park. Several gadgets would be naturals for circus chefs.

Wonder who it is that is planning to bring out a 35-car show next year. It's to originate in the East, we hear, and will bear a brand-new title. Maybe the heat affected somebody, but the rumor persists. . . . Offices of *The Billboard* were again besieged by phone calls, wires and letters wanting the route of one of the larger shows not listed in last week's route department. If show owners would only realize what headaches they cause us when their route fails to arrive in Cincy by deadline!

Old-Time Showmen

By CHARLES BERNARD

The daily events thruout a full circus season as recorded in a personal diary kept by an observing official or member of the company is of sufficient human interest to make a readable story, especially when it carries the reader back more than twoscore years, and is the memoranda compiled by a trouper widely known in the profession. Season of 1894 Robert Hunting's Railroad Circus covered a route that reached from Norfolk, Va., on March 31 down thru New England and back into the South, with its closing date October 31 at Weldon, N. C.

Charles E. Griffin managed the Side Show and his brother, Frank, was orator and ticket seller. They were both experienced in side-show operation as well as compilers of data for publication in circus route books. Jointly, they kept records of the season's itinerary, which at the end of the season was put into book form and printed by Van Fleet, a popular printer located in the Clipper

WANTED SHOWS - RIDES CONCESSIONS

FOR ONE BIG WEEK, BEGINNING LABOR DAY, SEPTEMBER 6 TO 12, INCLUSIVE.
 Under Auspices National Democratic Women of Missouri. Big Democratic Rally.
 HANDLAN PARK, GRAND AND LACLEDE, ST. LOUIS, MO.
 Contact CAPTAIN W. A. BROWN, Police Headquarters, Maplewood, Mo.

Building at 88 and 90 Center street, New York. Their record tells us that the opening day was fair but cold, that Frank A. Robbins was general superintendent; David Castello, equestrian director; Professor Eugene Wack, conductor of Hunting's Military Band, and Jake Posey superintendent of stock. "Prince" was the ring horse used by David Castello for his somersault riding act.

Forepaugh posters, but Newport did the usual thing for that highbrow city by giving capacity attendance afternoon and hundreds turned away at night. Springvale was the first stand in Maine on July 1. Damariscotta, Me., was the Fourth of July stand and the first three letters of the town's name spells how bad business was.

Two Bill Heavily

Bangor and Old Town both gave good business. Old Town was heavily billed by both Forepaugh and the Scribner & Smith shows. Lewiston, Berwick, Portland, all had plenty of "Wait for Forepaugh" paper. New Hampshire and Massachusetts towns were visited for first 20 days of August with average short jumps, and in some of the stands the cash for tickets seemed to be short. August 21 to September 8 in Northern New York towns where the heavy opposition billing of Ringling Bros. Circus and the Walter L. Main Circus was an amazing display of wasted money in poster advertising. Binghamton, N. Y., gave good business to Hunting's Circus along with a number of notable professional visitors, among them George M. Kelly, the champion leaper who won the international contest by leapers in London as representative of the American Circus. Oxford was the last stand in Pennsylvania; following it, September 19 to 24 was in Maryland; Alexandria, Va., 25th, and on the night move to Leesburg two cars on which were the property, commissary, ticket and candy wagons, jumped the track and rolled down an embankment into the river. The wagons were demolished and two employees badly injured. Virginia towns were played until October 13. At Woodstock, Va., the fair association paid Mr. Hunting a stipulated certainty for four performances in front of grand stand on October 3 and 4; privileges were retained by the show. From October 15 to 31, inclusive, were in North Carolina towns. Louisville, N. C., on October 26 proved the banner day for cash receipts during the season.

College Students on Tear

First week was in North Carolina and Virginia towns near Norfolk, then a Sunday run on floats across Chesapeake Bay to Cape Charles; short jumps in Maryland and Delaware were routine until April 24, when show entered Pennsylvania at Westchester. Business only fair and little excitement until "Circus Day" at Princeton, N. J., where a gang of college students surrounded "Scotty", the clown, tore off his wig, took his ponies, harness and cart out of parade and to the college campus, where Manager Hunting was compelled to make a speech before the confiscated property was released. New Jersey and Staten Island towns were played until May 25; New York State and Connecticut towns completed the May dates; Middletown, Conn., was the Memorial Day stand. The parade went out at 8:20 a.m. so as not to conflict with the G. A. R. exercises. Afternoon performance began at 3 p.m. and business was the largest of the season up to that date. On July 5, in North Brookfield, Mass., summer home of the Four Cohans, Jerry and his famous family were visitors. At Plymouth, Mass., on June 14 many of the troupers viewed the Plymouth Rock and everybody had opportunity to see plenty of Forepaugh Circus opposition paper. Newport, R. I., on June 20 more

Agricultural Situation

Condensed Data From July Summary by U. S. Department of Agriculture, Washington, D. C.

DEMAND IS STRONG

June was favorable to growing crops in most sections. Some parts of the Midwest have been too wet for cultivating corn. The series food shortage has been eased by new par pastures. Cotton seems to be coming along in good shape in most of the South. Black stem rust made an early appearance in the spring wheat area. Winter wheat harvest is well advanced. The apple crop looks pretty good so far. Truck crop prices are higher than last year. Hog prices will be high this summer. Demand for farm products continues strong. At the halfway mark A. D. 1937 looks like a good farm year.

Factors affecting current consumer demand for farm products in the United States changed little in the last month, and the situation continues favorable. While industrial production and general business activity have continued to level off, the outlook in general is for maintenance of the present level of consumer demand for farm products during the next several months.

Several developments in the current situation point toward greater than the usual seasonal weakening in industrial activity during the summer. But these developments are much less significant as factors affecting consumer demand than the longer time outlook which continues fairly favorable. These developments are: (1) Sales of goods in a number of important industries, particularly textiles, are below current production. This means that when the orders now on hand are filled production will be decreased until buying speeds up. Such a renewal of vigorous buying may be delayed. (2) Building activity remains slow, due in large part to increases in construction costs. (3) The volume of new capital financing continues small. (4) Strikes are an unsettling influence.

Over a longer period of time prospects continue favorable. The general recovery movement is expected to carry industry thru any temporary period of hesitation. Minor fluctuations in business are not fully or immediately re-

flected in the buying power of consumers. Changes in employment and wage rates occur more slowly than do changes in industrial output. Any temporary slackening of business this summer probably will not be accompanied by a decrease of equal size in domestic consumer demand for farm products.

MAY INCOME DECREASE

No marked change in the foreign demand situation is expected in the near future. Foreign industrial conditions during the last few months have been similar to those in the United States in that the rise in industrial activity in some countries has slowed down.

Farm income decreased from April to May instead of increasing as it usually does. The reasons were smaller marketings of hogs, cattle, cotton and grains, together with slightly lower prices. Total May income, including government payments, was only slightly larger than income received in May, 1936. But it was the largest for May since 1930. Farmers have received more income during the first five months of this year than in any other year since 1930 and 21 per cent more than during the same five months of 1936. Income from the sale of farm products is expected to be larger during the remainder of the year than during the corresponding period of 1936.

Prices received by farmers for most of the major products were sharply lower on June 15 than they were on May 15. The index of farm prices computed by the Bureau of Agricultural Economics dropped four points from 128 per cent of the 1910-'14 level to 124 per cent. Lower prices were caused for the most part by improved crop prospects. Hog prices rose sharply between mid-May and mid-June, as did prices of citrus fruits, but almost all other commodities were lower.

Prices paid by farmers were estimated to be slightly lower on June 15 than a month earlier. Because of the larger drop in farm product prices the purchasing power of farm products dropped to the lowest level since last July—93 per cent of pre-war.

Circus Solly Says:

SYDNEY, Australia, June 24.—Wirth's Circus, doing well in its country tour, recently played to excellent business at Rockhamton. Greenhalgh & Jackson's Attractions have been cleaning up around the country shows and recently did very good business at the Rockhamton show.

SECRETARY-MANAGER E. Ross Jordan, of the Georgia State Fair, Macon, has under advisement plans for presenting a circus one day during the week of the fair. On previous occasions several years ago the ventures proved successful to both the fair and the circuses.

TED RONALDA, last of the Ronalds Brothers, well known years ago as a posing act with circuses and in vaude and burlesque, motored from Hampton, Va., to Washington, D. C., to attend Tom Mix Circus. He speaks highly of both equipment and performance.

H. H. COFFEY, who saw Cole Bros. Circus in New York, again visited it when it was at Mason City, Ia., meeting his old friend Luke Gillette on front door. They tramped together on the old Sparks show. Nice afternoon crowd and tent nearly filled at night. Coffey is now with *The Motion Picture Herald*.

THE LURE of the circus is still far-reaching. Robert W. Spear, retired Brookline, Mass., banker, jumped from his winter home in Macon, Ga., to Fond du Lac, Wis., to join Wallace Bros. Circus in the accounting department. Spear has been a circus fan nearly all his life, and altho he was in theatrical business before becoming a banker he never tramped with a circus professionally before.

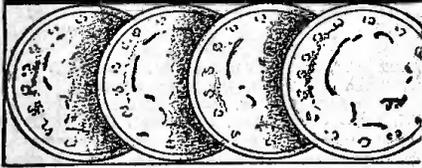
LOOK
 IN THE WHOLESALE
 MERCHANDISE SECTION
 for the
 LATEST NOVELTIES, PRIZES
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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers.

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

MACHINE AGE

The problems of the machine age are many and seem to grow in intensity as inventions multiply at an increasing rate. The coin machine industry is a product of the machine age and as such has its privileges and its obligations in meeting the difficulties which machines may produce.



WALTER W. HURD

Mechanical games, such as the highly developed coin-operated amusement games of today, are a product of the machine age and should be considered in that light by lawmakers and the judiciary. Many of the statutes and moral ideas inveighed against these mechanical games are the product of 20 or even 100 years ago and

certainly need modification to conform to the progress of the time which produces our modern games.

That modern amusement games should also be allowed greater privileges and considered more sympathetically is attested by the fact that the manufacture and use of the games has made a highly commendable contribution to employment. The games are one product of the machine age that cannot be accused in any way of putting men out of jobs. On the other hand, any investigation into the employment created in the making and using of the games will show amazing facts as to the good accomplished.

The time has come that all thinking people must adjust their ideas and even their moral conceptions to the problem of unemployment. The rapid advances being made in the development of machines seems to create situations of unemployment faster than business and the government can absorb the displaced workers. The facts being brought to light on this situation are worth the careful study of every citizen. The New York Times, July 18, devotes considerable space to the latest news releases on the subject. About two months ago the Social Security Board issued its Blue Book of Unemployment, a report covering a thoro investigation of the fruits of the machine age good and bad. One of the alarming facts revealed in the report is that about 285,000 people lose their jobs each month by intermittent factory work and are forced to look for jobs somewhere else. Many other figures and observations are given which are enough to cause people to sit up and think seriously.

On top of this report comes the more recent report of the National Resources Committee sent to the President, covering a survey of inventions and how these inventions may affect labor, business, society and even our religion. It is an effort to do some straight thinking on matters that will affect the daily lives of all of us during the next several years. Such inventions as the photo-electric cell, well known to the coin

machine trade, are listed as among the developments that may contribute to employment problems during the next few years.

The fact that The New York Times, sometimes called "the rich man's bible," devotes more than a page to the report in its Sunday edition of July 18 indicates that it is something to think about. Since every man, woman and child in the country will be affected by the inventions and the problems created, it becomes imperative that every person contribute some share to meeting the problem of machines and jobs.

If it means changing statutes and court opinions to give privilege to amusement games that make a real contribution to employment the idea should receive serious consideration.

While everyone agrees that the invention of machines creates employment, at the same time there are two serious problems that come in the wake of the machine age. One is the constant shifting of employment. A factory will have a run of 30 or 60 days, then lay off its men, who must shift for another temporary job somewhere else.

The second disadvantage of the machine age is that it speeds up the accumulation of profits, wealth and power at the top. The experts, economists and politicians can wrangle all they please, but the fact still stands that the one great evil of the machine age is the speed with which money moves toward the top, leaving the lower classes in poverty. Hence depressions come more often and each one seems to get worse in its consequences.

As an example, the reports of the larger corporations for the first half of 1937 show that corporation profits are running about 21 per cent above the same period of 1936. There can only be one result to follow such a fast movement of gains toward the top and that is another violent depression.

But what to do about it divides us all into factions and groups and parties. The coin machine industry finds itself a part of the marvelous machine age, with all of its evils, and as citizens and voters we will have to take part. It seems only natural that a trade which has created so many jobs and used so much material during all the years of depression should be privileged to ask for more sympathetic consideration before the law and also in the minds of those people who have moral objections to the games. When the hazards of unemployment are so serious and the increase of inventions assures us they will get worse then public officials need to apply themselves to more serious things than interfering with the orderly operation of coin machines. And civic and reform organizations can find much weightier evils to attack than the comparatively small social problems created by coin-operated devices.



The machine age has affected all amusement, even "barnyard golf" in the alley.—(Bill Holman in Chicago Tribune.)

Selling for Others

By HERB JONES

(The following address was delivered by Herb Jones, advertising manager of Bally Manufacturing Company, before the Wisconsin Association of Coin Machine Operators, Inc., at their July meeting at Wausau, Wis.)

First of all, gentlemen, I want to thank you on behalf of my company for your invitation to come up here and speak at your meeting. It is an honor which all of us sincerely appreciate. And it has been a real pleasure to me to visit with you and get acquainted with the members of this very fine and active operators' group.

About 5 o'clock this morning I woke up on the train and looked out over one of those majestic tracts of forest lands which make the State of Wisconsin so beautiful and bring so many thousands of visitors within your borders each year. The thought came to me that if only I were going to talk to a group of lumbermen I would find a world of inspiration simply by lying in my berth and watching the scenic splendor of Wisconsin roll by. Then I began to think of some of the figures I had gathered and it struck me that in a certain sense I was on my way to Wausau to speak to a group of Wisconsin lumbermen.

Because, gentlemen, you are selling Wisconsin lumber and selling a tremendous quantity of it. Into each machine operated by members of your group there is built from 40 to 120 feet of high-grade lumber—probably 75 feet in the average amusement game. Each year in the neighborhood of 100,000,000 feet of lumber—that's well over 5,000 carloads—is used in the manufacture of coin-operated machines. Just how much of this lumber originates in Wisconsin is difficult to say, but anyone who knows that Chicago is the coin machine manufacturing center of the world could tell by merely glancing at a map that Wisconsin is the logical source of lumber used in building coin machines. A safe and conservative estimate would be that 75 per cent of the lumber going into games originates in Wisconsin. In fact, I know of one company—I won't mention the name because I don't want to do any advertising on this trip—but this one company alone purchases \$250,000 worth of lumber annually direct from Wisconsin mills—and every stick of it goes into coin-operated games.

However, figures on volume are not as interesting or significant as the picture behind those figures. Amusement games not only create a market for lumber, but a steady continuous market. In fact, it might even be said that lumber built into games is actually consumed. By that I mean it gets used up so rapidly and has to be replaced. Now that's an important point, because lumber is not actually consumed in the sense that food or clothing is. Lumber is a durable product and the long life of most wood products puts a limit on its sales volume. For example, a wood house endures a lifetime or more. The same is true of furniture. A family purchasing a set of dining-room furniture is, so to speak, in the market for a quantity of lumber. But after that dining-room set has been bought that particular family will not be

in the market for that particular wood product for a long, long time to come.

More Lumber

But in the case of amusement machines the public is constantly in the market for more lumber. Every time a man slips a nickel in the chute he is indirectly purchasing lumber—because he is paying in part for the lumber that went into the construction of that game. And the interesting fact is this: Lumber becomes a perishable product when it is built into a game. Not because it wears out, but because being in the amusement field we must constantly give the public something new and different. That is the essence of amusement—something that will appeal to the public because it is new and different. Therefore the 75 feet or so of lumber in yesterday's game must pass away and be replaced by 75 more feet of lumber in the game of today. Thus the amusement machine industry becomes the lumberman's dream—he can still point with pride to the durability and long life of lumber—yet he can see his lumber being used up at a rapid rate—75 feet every time an operator junks an old machine and replaces it with a new one. In other words, gentlemen, whether you know it or not, you are among the best salesmen the lumber industry has.

And what I've said about lumber goes for other products too. For example, since we have been building the elaborate electrical games of today I estimate that 150,000 miles—not feet, but miles—of electric wire is used annually in the manufacture of games. More than 3,000,000 feet of plate glass is used annually by this industry. About \$750,000 worth of motors are used each year in the coin machines of various kinds—and, incidentally, one company, the name of which modestly again forbids me to mention, buys \$75,000 worth of motors annually from a Wisconsin motor manufacturer. Approximately \$500,000 worth of electric bulbs are used each year in light-up games.

Various Materials

And so on down the list—dozens of industrial products—used in tremendous quantities by an industry in which you, gentlemen, are the most important factor—because it is your efforts which finally succeed in selling these millions of feet of lumber and these miles and miles of wires to the public.

Please understand that when I say you are selling wire and motors and lumber to the public I am not attempting to glorify your business. The amusement machine business needs no alibi. In itself it is one of the most worthy callings a man can follow, for it serves a fundamental need of the human race—the craving for amusement; the normal, healthful impulse to escape from time to time from the pressure of modern life; the desire to pause for a moment of relaxation and fun. But important as your business is from the recreational or social viewpoint, I want to emphasize today how much more important it is from an economic viewpoint.

For example, I spoke of you men selling wire by the mile. Now we all know that the average man doesn't need much wire; you can't sell wire by the mile to the average man. But if our modern mass production industrial methods are to succeed we have got to find new ways and means to sell such things as wire and lumber and motors and glass to the millions of people of moderate income. In other words, what modern American industry needs is more salesmen like you operators—business men who take products which the public as a whole can't use and sell those products in a form which the public will pay money to secure.

Helps Distribution

There's a great deal of talk nowadays about the failure of mass distribution to keep up with the terrific pace set by mass production. Every expert has his own theory about this problem, but boiled down to plain language it simply amounts to this: If modern scientific manufacturing methods produce goods faster than the public can consume them we naturally get a surplus—which, in turn, results in periodic eras of unemployment. That being the problem, the answer is to find new ways to consume the products of mass production. If people can't or won't buy wood fast

A Great Big Hand

for

R. (Dick) Warncke and his Santone Coin Machine Co., because Dick and his organization are lending such a great big hand in making

TRACK TIME

the Southwest's most popular console type game

● TRACK TIME and its companion games (Keen-Kubes, Keen-Bell and Keenette) now furnished in new model with Improved Coin Head and Side Cash Box Door with two money bags.

See "Santone" about sending you a Sample Track Time

J. H. KEENEY & COMPANY
"The House that Jack Built" CHICAGO

enough in the form of houses and furniture sell them wood in the form of games—on the easiest payment plan in the world—a nickel in the chute whenever you feel like having a little fun. If people can't buy copper wire fast enough in the form of door-bell wiring or telephone service, sell them 150,000 miles of wire a year by selling them 5-cent packages of magical, mystifying light-up effects in the modern amusement game. In other words, if the so-called serious things of life do not provide a market big enough to consume the vast flood of products pouring out from our modern mills and factories—and sometimes it appears that this is the unfortunate case—then give the people an opportunity to buy some of these products just for fun. And that, gentlemen, is exactly what you are doing when you operate your machines—you are selling millions of dollars' worth of products which could not otherwise be sold—you are giving employment to thousands and thousands of workmen who would not otherwise be employed.

What I've tried to do in this brief talk is to give you a picture of your importance to industry as a whole—to the lumber industry, to the steel industry, to the glass industry and 101 industries for which you are acting as efficient salesmen. And, before I sit down, I want to suggest the possibility of using your position as super-salesmen of industry to win favorable publicity. It can be done. If you make up your minds to do it you can bring the public to see that you are an important cog in the American industrial machine. You can make the public realize the tremendous beneficial effect your business has on industrial employment. And once you get public opinion strongly on your side you have won more than half of your battle.

The details of such a public program are too varied to go into this afternoon. But I will say this: You've got a real human interest story to tell the people of your State—and it could be told without spending any excessive amount of money. More important than money is the initiative to go ahead—aggressive, intelli-

B 4-B SPECIALS B

ON 1c MACHINES

BIG BANK NITE COUNTRY CLUB FIVE & TEN GOLD MEDAL HI LITE KINGS	MADCAP SCORE-A-LITE TORPEDO TOTALIZER TRAPPER, SR.
---	--

Full Cash With Orders.

RICOCHET EXTRA SPECIAL . . . \$20.00

Write for Our New Price List No. 242.

BESSER NOVELTY CO.
3020 Olive St. St. Louis, Mo. B

DOWN GO USED GAMES!

Bally Bumpers \$17.50 Replays 26.50 Running Wilds 29.50 Bally Boosters (New) 37.50 Electric Score Boards 28.50 Short Sox 12.50 Mad Caps 10.50 Exhibits Gushers 11.50 Rotations 8.50	Exhibits Trappers 11.50 Twenty Grands 8.50 Bally Roll (14 feet) 89.50 Paces Races 167.50 PHONOGRAPHS Wurlitzers, P30 109.50 Wurlitzers, P12 119.50 Seeburgs Selecto-phones 84.50
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All Machines Guaranteed Good Condition, Terms 1/3 Deposit With Order, Balance O.O.D.

OHIO SPECIALTY CO.
129 W. Central Parkway, Cincinnati, Ohio.

BLOOD PRESSURE

Self-Service
Coin Machines Legal Everywhere
LAUFMANOMETER,
4530 Park Avenue, New York City.

RED HOT SUNSET SPECIALS

26 RAYS TRACKS . . . \$115.00 10 PACES RACES . . . 150.00 10 EXHIBIT ROTARIES . . . 110.00	LIKE NEW 1 EXHIBIT SHOOTALITE . . . \$125.00 2 KIRK MARKSMAN . . . 125.00 2 WESTERN THORBREDS . . . 125.00 4 WESTERN FAST TRACKS . . . 150.00
5 EXHIBIT CHUCKALETTES . . . \$125.00 20 EXHIBIT JOCKEY CLUBS . . . 125.00 1 WESTERN FUTURITY . . . 100.00 9 TEN CRANDS . . . 20.00 5 BALLY HIALEAHS . . . 20.00 2 BALLY PEERLESS . . . 15.00 3 PAMCO PARLAYS . . . 15.00	

One-third Deposit.

SUNSET NOVELTY CO.
511 W. Houston Street, San Antonio, Tex.

gent leadership and the ability to cooperate with such leadership. And from my contacts with you today I know that the Wisconsin Association of Coin Machine Operators has both—capable, conscientious leaders and a united, active organization.

MELBA

BARS for VENDING MACHINES



ACTUAL SIZE.

MONEY for YOU!

The public is always eager and ready for something new, novel and refreshing. And we've got it in these three new MELBA Bars, Chocolate Cream, Orange Cream and Coconut Cream. Many of our operators who are now getting the public's reaction are predicting that the popularity of these three numbers, while designed for the summer trade, will carry a year around appeal.

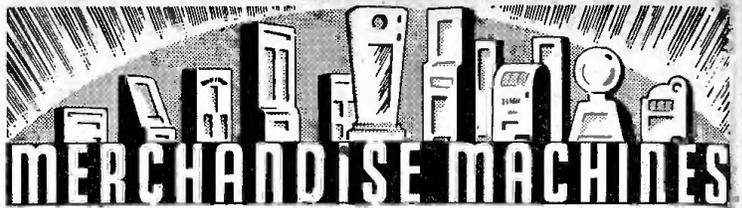
Three fluffy, wholesome confections, tasty and delicious beyond description. Only a good, healthy bite and an actual taste can reveal their exquisite goodness and explain why people tell us: *You surely have a winner there!*

These new cream bars, re-inforced with layers of crisp wafers, are especially designed and formulated to withstand the summer temperatures. They are masterpieces of the candy-maker's Art. And to top it all, they are big and over sized, yet made to sell at the popular price of 5c retail!

\$ 2.15
Per C.

These items list at \$2.27 per 100, and we allow 5% off on orders of twenty cartons or more. But as a special introductory offer, we will allow 5% on shipments of only ten cartons and prepay the freight, making them only \$2.15 net to you. Rush your order in today and get started. Cash with all orders.

J. D. DRUSHELL CO.,
4753 Broadway, Chicago, Ill.



Nut Meat Man Reviews Market

NEW YORK, July 31.—Vending-machine operators, as well as those firms engaged in supplying ops with their wares, will be interested in finding out just what nut meats will be abundant this season and their probable cost. According to the survey of Edwin M. Jarmuth, nut meat supplier, in *The Confectionery and Ice Cream World* the peanut market is weak and quiet, with a good crop in sight. There is a plentiful carryover of large pecans, but pieces and small halves are scarce. A large pecan crop is expected, but probably will be late, reaching Nohtrrehn markets after Thanksgiving Day. Prices will be in the lower 40s per pound.

A bumper crop of California almonds is anticipated, with lower prices probable, perhaps around 40 cents. Imported supplies depend on the Spanish Civil War situation and currency fluctuation as to the Italian supplies. New crop should reach manufacturing centers around mid-September.

Walnuts will be plentiful and will be the best current buy in the more expensive nut meats. Manufacturing grades of excellent quality should be priced in lower 30s per pound; in addition a good-size crop is indicated.

Supplies of Brazil nuts are light. Importers are afraid of being stuck with large stocks at present high levels, which are the highest in many years. On account of the heavy weight Brazil nuts in the 30s figure out more expensive than even almonds or pecans in the 50s.

Plentiful supplies are available of clean hand-picked Western black walnut kernels priced in the 30s. Southeastern kernels, which have the rich black walnut flavor, will be scarce and well up in the 40-50 zone until new crop is available in early December.

During the summer months plentiful spot stocks of cashews have piled up and the price structure in this country has been very weak. Prices in India are as high or higher than here. Cheap price of cashews has caused the public to become nut-minded. Account reports of scarcity of shelling stock now in India and the summer storm season will cause suspension there of shelling and shipping operations until late September. Prices here on cashews should rise sharply.

Aside from the summer lull, prices and supply conditions on filberts and pignollas should be normal and unchanged. Prices on pistachios should be stronger,

as short new crop outlook is reported by some interests.

New Firm To Make Automatic Holders

DETROIT, July 31.—Sani Plastic Corporation has been incorporated as a Michigan company to manufacture a line of automatic holders for dispensing gum, cigars, matches and other merchandise. The holder is made of a synthetic product, acetate, manufactured by the Dupont interests and sold to possess unusual qualities for this type of work. Controlled by lever operation, the new machines are being designed largely for restaurant and cabaret use at the present time.

Company has a capitalization of \$25,000, with stock issued at \$10 per share. Incorporators are Galen Starr Ross and David E. Roberts, who is general manager of the company. The factory is at Loraine, O., while the general offices are in the Buhl Building, Detroit.

Robbins Has 1c Cig Venders

BROOKLYN, July 31.—D. Robbins & Company, Brooklyn, are placing on the market a 1-cent cigaret vender. For the past months the concern has been receiving requests for this type machine. The machine has two columns and may be screwed to a wall or stand. Robbins informs that the machine is approved by the Internal Revenue Department.

Drushell Candy Bars Withstand Acid Test

CHICAGO, July 31.—According to J. D. Drushell, interesting reports continue to flow in concerning the 5-cent Melba Bars recently introduced by his firm for vending machines that dispense bar candies and other packaged confections. "Primarily these bars were intended as a summer item," stated Drushell, "to supplant chocolate products during the warm months of the year. Aside from their excellent quality and flavor, their outstanding feature is their ability to withstand heat."

"Their heat-resisting powers were proved last week," he continued, "when several of the bars were sent to the photo-engravers to have cuts made. The wrappers were exposed to a battery of strong lights that would ordinarily dissolve substances whose melting points were within the average range. At first

A Square Deal To All

WE HAVE THE FOLLOWING RECONDITIONED MACHINES, READY TO OPERATE

BALLY CAROM	\$64.50	WESTERN WINNER	\$62.50	GOTTLIEB SPOTLITE.....	\$30.00
BALLY ROVER	\$2.50	WESTERN POLICY	25.00	HI DE HO	35.00
BALLY BELMONT	22.50	QUEEN MARY	16.50	BUMP A LITE	45.00
BALLY NATURAL	12.50	COLLEGE FOOTBALL	45.00	SANTA ANITA	54.50
BALLY SNAPPY	25.00	MAGIC LAMP, Like New	45.00	SUNSHINE BASEBALL	12.50
TYCOON	12.50	PEERLESS	10.00	LITE A PAIR	35.00
TENN STRIKE	27.50	DIAMOND MINE	10.00	PAMCO BALLOT	12.50
BEE JAY	15.00	AIR RACES	60.00	MISS AMERICA	60.00

NOVELTY GAMES

BALLY BUMPER	\$18.50	BALLY BOOSTER	\$20.00	SCORE BOARD	\$22.50
HOME RUN	18.50	BALLY SKIPPER	32.50	FIRE CRACKER	17.00
ROLL OVER	15.00	EQUALITE	20.00	BALL FAN, Stoner	30.00

One-Third Deposit
VEECH SCALE CO., Decatur, Ill.

USED PAYOUT AND NOVELTY TABLES

RAY'S TRACKS	\$162.50	SKY HIGH (Ticket)	\$ 45.00
THOROBRED (Ticket)	125.00	FLICKER	25.00
COLLEGE FOOTBALL	59.50	PAGE CONSOLE, 5c (Floor Sample)	132.50
WESTERN RACES	20.00	PAGE COMETS, 5c (Floor Sample)	67.50
CHALLENGER (Ticket)	25.00	BALLY BUMPERS	22.50
TEN STRIKES (Ticket)	35.00	ELECTRIC SCOREBOARDS (New)	35.00
BALLY DERBY	22.50	SEQUENCE	20.00
KEENEY BOOSTER (Ticket)	15.00	BALLY BOOSTERS (New)	32.50
BLUEBIRD (Ticket)	25.00	FIREBALL	22.50
ROUND UP (Ticket)	18.00	BALLY BONUS (Ticket)	15.00
PEERLESS (Ticket)	16.50	HI-DE-HO (Ticket)	45.00
		VELVET (Ticket)	18.50

1/3 Deposit with Order, Balance C. O. D.

KALAMAZOO COIN MACHINE SALES CO.
456 PORTAGE ST. KALAMAZOO, MICHIGAN

CLEARANCE SALE! LOWEST PRICES EVER!

BUMPER SCOREBOARD BOOSTER	\$1800	REPLAY SKIPPER	\$2750	RICOCHET HOME RUN	\$2000
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ALL GAMES PERFECTLY RECONDITIONED AND GUARANTEED.
READY TO GO ON LOCATION.
ALL USED BUMPER TYPE GAMES AT LOWEST PRICES IN THE UNITED STATES.
SEE FOR YOURSELF! WRITE FOR COMPLETE LIST.
1/3 Deposit With Order, Balance C. O. D.
ALL THE LATEST GAMES ALWAYS IN STOCK.

BUDIN'S SPECIALTIES, Inc. 174 S. Portland Ave., BROOKLYN, N. Y., Tel.: Nevins 8-7528.



MEYER MARCUS (right), Markepp Company, Cleveland, and Wolf Marcus, Marcoin Company, Cleveland, admire the whirling bumper feature of Classic on a visit to the Bally plant.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
950 WRIGHTWOOD AVE.
OPERATORS!
THERE is still time for you to cash in on summer business by installing more of our tested games. Buy them on our convenient Extended Credit Plan (no carrying charge) and reap a tidy extra profit. **WRITE FOR CREDIT! YOU CAN'T GO WRONG!**
Lee S. Jones
P.S.—A "clem" is the circus man's word for a fight with the "rubes." Use our plan above and YOU can avoid "clems" with your competitor.



ARCHIE LA BEAU

SOLE N. W. DISTRIBUTORS FOR ROCK-OLA
PHONOGRAPHS (Rock-Ola Imperial 16 and 20, Rock-Ola Rhythm Master 12 and 16) — WORLD SERIES — TOM MIX RADIO RIFLES — SCHOOL DAYS — SCALES.

PRICES SLASHED

on all kinds of Games, Phonographs, Slot Machines, Pin Games, etc. Rebuilt; Reconditioned, Good As New, Guaranteed. Write or Wire Your Requirements.

La Beau Novelty Sales Co

1946 University Ave., "HOUSE OF QUALITY" ST. PAUL, MINN.

CLEARANCE SALE

BALLY BELMONT (Battery)	\$28.50
MILLS TYCOON (Battery latest model open head front. \$1.50 top award)	19.50
HOLLYWOOD	17.50
STAMPEDE	14.00
GOLD RUSH	10.00
TRAFFIC (5 ball ticket or cash)	9.50
NON PAYOUT	
PAR GOLF	7.50
BIG LEAGUER	14.50
BANKER	7.50
C. O. D. (Bally)	6.00
CONTACT (Flye Foot)	10.00
CANNON FIRE (Shyvers Largo)	8.50
SKYSCRAPER	5.00
WORLD SERIES	5.00
JIG-SAW (extra good condition)	7.50
COUNTER	
CENTA-SMOKE	5.50
TIT-TAT-TOE	5.50
DANDY VENDER (with extra cig. slips)	5.50
BALLY POKER	2.00
BALLY CUB	2.00
BALLY SKIPPER (Counter)	2.00
SHEEPCHASE (with cigarette award that gets the play)	2.50

Every game listed above thoroughly overhauled and ready to place on location. All payouts listed have been in storage since January, overhauled and checked for this sale. At these prices cash in full on all orders shipped by express. Freight shipments on orders \$20.00 or more, half cash balance draft attached to B/L. Orders less than \$20.00 cash.

JONES F. BLAKELY
557 W. Washington St., Greenville, S. C.

it was planned to substitute some other material for the candy bars, but as an interesting experiment it was suggested that the bars themselves be subjected to the sizzling heat. It really surprised us to learn that the bars came thru in great style."

The bars are made in three flavors, chocolate cream, orange cream and coconut cream, and are said to be the result of much experiment and research on the part of the Drushell Company to find a bar that would meet the requirements of operators during the summer season.

No Red for Fred

NEW YORK, July 31.—Fred Iverson, popular up-State salesman for George Ponser Company, New York, tells the world that "there ain't no rain in cherry blossom lane" since the Bank Roll heydays. "We've been defying the law of averages with hit after hit," says Iverson, "and now with such corking new numbers as Genco's Carnival, Mills' Tournament, Keeney's Great Guns and Chicago Coin's Turf Kings to keep my order book loaded, why it looks like there's just nobody else in the league."

One of the most successful and best liked men in the industry, Iverson has a host of friends in Syracuse, Buffalo, Rochester, Troy, Waterbury, Forestville and other New York towns. His De Soto coupe is a welcome and familiar sight in the up-State region, where he keeps operators and jobbers on the right side of the books by supplying them with "Ponser-proof" games. "In case you don't know," Fred explains, "Ponser-proof" games are those which are checked and rechecked by the wide testing facilities of the George Ponser Company and proved to be money makers. When a piece has the Ponser stamp on it I'm not afraid to offer it to my friends."

TRIPPE'S BARGAINS
All A-1 Reconditioned.

BUMPER	\$16.50
SKIPPER	22.50
RELIANCE (Auto. Dice)	18.50
BUMPALITE	42.50
MAZUMA	45.00
GRUBSTAKE (Auto. Counter, 1 Ball)	32.50
GUSHER (5 Ball Auto.)	3.00
SKY HIGH	17.50
FENICE BUSTER	12.50
TOP 'EM (Escalator)	35.00
ROTARY (Escalator)	29.50
1/3 Deposit, Balance C. O. D.	82.50

IDEAL NOVELTY CO 1518 PARKER ST. ST. LOUIS, MO.

CHEWING GUM VENDERS
Money refunded if you are not satisfied after five-day trial; One-cent International Double-Column Slick Vender, chromium finish, for wall or counter, free wall brackets. Vends all national brands. Holds 200 sticks. One or more vendors, \$4.00 each. ALEX COREY, 2174 N. Olney St., Indianapolis, Indiana.

MIDGET 1c CIGARETTE VENDOR
Double Column. Holds 48 Cigarettes. Size: 7 inches wide, 14 inches high. Equipped with mirror in aluminum frame. Screws to any wall. Counter Base 75c extra. Approved by Internal Revenue Department.

Price \$12.00
With 240 Cigarettes FREE. Write for quantity prices.

D. ROBBINS & CO.
1141-B DeKalb Avenue, Brooklyn, N. Y.

End your correspondence to advertisers by mentioning The Billboard.

New Epco Offices Please Operators

CHICAGO, July 31. — Following the announcement of the opening of new Electrical Products Company headquarters and warehousing facilities in Chicago, word has been received from A. B. Chereton, president of the Electrical Products Company, Detroit, to the effect that the new offices have filled a long-felt need.

"Coinmen in all branches of the industry have visited our new offices," said Chereton, "and they were highly pleased at the new setup. Warehousing facilities provide a complete stock of all our products.

"Our Epco Bell Lock is in great favor these days due to a special set which we are offering direct and thru jobbers all over the country. These sets come in packages of 10 and all the locks in the set are controlled by the same key. This is not a master key but a key which opens only the 10 locks in that particular set. Thru the use of the Epco Bell Lock Set operators can eliminate an evil from which many service men are now suffering, 'key-itis.'

"This is a word we have coined to describe the heavily loaded key rings, which not only slow up service but detract from the appearance of service men. No location owner likes to have a service man come in rattling a huge chain of keys and by the same token service men aren't in favor of having to check thru a string of keys each time they open a machine. With these sets one key will do the work of 10, thus cutting down the number of keys needed by at least 90 per cent."

Chereton also reports a growing demand for the Chereton Electro-Timer, a device which, it is claimed, eliminates 80 per cent of service calls due to faulty timing mechanisms. Since the timer has no cogs, no gears and no wheels it does not go out of order and lasts longer than the life of the machine itself, according to reports.

Ponser in Chicago After More Games

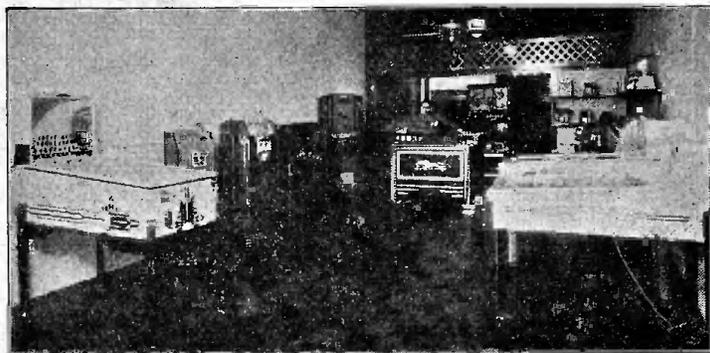
NEW YORK, July 31. — High-flying George Ponser, president of the George Ponser Company, New York, left here Monday by plane for Chicago.

There was nothing secret about his mission, for George frankly tells that his demand exceeds his supply on Turf Kings, by Chicago Coin; Carnival, by Genco, and Tournament, by Mills.

"I'm going to get more machines even if I have to stage individual sit-down strikes on the factories' assembly lines," says Ponser. "Some of the boys are complaining that business isn't what it should be and they're laying low. I don't see things that way at all. We have just moved to new quarters where we have nearly five times as much room as in our former place, and that was no chicken coop."

Hall Wins Golf Prize

CHICAGO, July 31.—W. E. Hall, manager of the service department at Rock-Ola Manufacturing Corporation, is the proud owner of a fine set of new golf clubs as a result of his almost faultless playing at Bartlett Hills Golf Course last week. Altho a little nervous on the last two holes, due to a large gallery, Hall steadied nicely to win the first prize with a 79.



ATTRACTIVE DISPLAY of high-grade coin machines by the Marion Company, Wichita, Kan. Dave Marton is shown in center. Firm has new building, 50 by 170 feet.

ROL-A-TOP BELL
The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.
Built in 3 Models, Bell, Front Vender and Gold Award, Built for 1c-5c-10c-25c Play Made Only By
WATLING MFG. CO.
4640-4660 W. FULTON ST. CHICAGO, ILL.
Est. 1888—Tel.: COLUMBUS 2770. Cable address "WATLINGITE," Chicago.

SPECIAL
BRAND NEW! ONE CENT-STICK GUM, PEANUT, HERSHEY VENDORS.
Only **\$2.50** Each
A. M. WALZER CO.
426 Stinson Blvd. Minneapolis, Minn.

PROVEN Money Makers!
Experienced operators know the important thing is to get the Vendor into the location! Tom Thumb's got everything best. Handsome, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machine; no come-backs. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler locks, adjustable dispenser. Vends candy, gum or peanuts. 1 1/2 and 3/4 sizes. Thousands of Tom Thumb Vendors now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today. **FIELDING MFG. CO.**, Dept. 31, Jackson, Mich.

SPHINX CHEWING GUM
Relieves Alcoholic Breath. A GREAT TAPROOM SPECIALTY.
A Non-Competitive Vending Business Ready to Make You Real Profits With a New Efficient Low Priced Machine. **SAMPLE MACHINE AND 100 Sticks of Gum... \$3.85**
Send for Descriptive Folder. F. O. B.
ROBT. E. NELSON COMPANY PALMYRA, N. J.

RECONDITIONED ROWE 6 Col. 15c. Cig. Venders
Also has 4 extra col. for 1c bot matches. Vends all popular brands. Attractive Mirror Front. Original cost \$75 Each.
PRICE \$20.00 EACH
6 or more \$18.00 Each, Floor Stand \$2.00 Extra.
D. ROBBINS & CO. BROOKLYN, N. Y.

Seeburg Op Finds Trailer Big Help

CHICAGO, July 31.—De luxe trailers have established a place of importance for themselves in the distributing and jobbing phases of the coin machine industry. Especially among distributors and jobbers of the Seeburg automatic phonographs the trailer has been a strong factor in the distribution of machines thru use as a traveling display room.

It remained for an alert operator to adapt the trailer as a means for complete contact with locations and, according to H. T. Roberts, sales director for the J. P. Seeburg Corporation, it has proved highly successful.

"Music operating is a business in which systematization and modern business methods are absolutely necessary," said Roberts. "More and more music men are arriving at that conclusion, and the point we are constantly trying to get over is well illustrated by the Seeburg operator who is using a trailer to establish his contacts. The operator in question informs us that not only is he able to make service calls but at the same time he has found it easy to contact and get new locations by carrying several Seeburg instruments with him in his trailer.

"He works it this way: when he sees a location that looks like a prospectively profitable outlet for music he invites the location owner into his trailer for a demonstration. When the location owner accepts the invitation it is easy for the operator to plug in on the location current by means of an extension so that the phonograph may be operated. Naturally the appointments of the trailer are such that the Melody King is shown to its best advantage just as tho it were in the location itself. The operator avers that his batting average has been 100



per cent on all locations thus contacted and that the results warrant the purchase of another trailer to handle and expand his music routes."

Wurlitzer Opens Greensboro Offices

GREENSBORO, N. C., July 31.—W. E. Deaton, district manager for the Rudolph Wurlitzer Company in this territory, recently celebrated with his staff the opening of the new firm's offices in the Jefferson Standard Building here, one of the largest and best equipped buildings in the State. "The purpose of the larger and more centrally located offices," explained Deaton, "is, of course, to enable us to render better and more efficient service to the Wurlitzer operators in this district."

Thoroughly schooled in the field of automatic music, Deaton was originally district manager for Holcomb & Hoke, one of the original manufacturers of automatic music instruments. In 1928 he accepted a similar position with the Capehart Corporation, Ft. Wayne, Ind., and in 1936 joined the Wurlitzer organization. His long association with the music business in the Southeastern part of the country is reported to have won

him a wide acquaintance among operators.

Concerning Deaton, Homer E. Capehart, vice-president of the Wurlitzer Company, stated: "Deaton is one of those rare individuals who combine ability with dynamic personality. He knows the automatic music business from A to Z, as well as hundreds of operators engaged in the business. His new headquarters in the Jefferson Standard Building were made necessary by the increasing business he enjoys."

Assisting Deaton in his new offices are William E. Vestal, secretary, and Morris Maynor Jr., Wurlitzer service instructor for this territory.

Coincident with the opening of his new offices Deaton reports that he received many letters and messages of congratulation from operators throughout the Southeast. J. L. Jones, of Hickory, N. C.; L. F. Cox, of the Cox Vending Machine Company, Salisbury, N. C., and L. B. McCormick, one of the largest phono ops in the South, from Greenville, N. C., were among those extending their compliments to him on his new headquarters.

New Decca Manager Reports Good Biz

DETROIT, July 31.—Sidney N. Goldberg is the new Detroit office manager of the Decca Distributing Company. He succeeds V. Moore, who resigned to go with RCA-Victor. Goldberg comes from Chicago, where he was assistant manager, and brings with him a world of experience gained both from his activities in the Windy City and from the six years he spent with the Brunswick Record Distributing Company prior to coming with Decca.

One of his first moves was to redesign the layout of the local office so as to permit greater efficiency in the handling of orders. "Our new setup," he stated, "permits us to guarantee the operator that we will ship all records the same day we receive the order except for the few orders that will require special factory attention. This factor is probably largely responsible for the considerable increase in our total sales in Detroit.

"Our business has been good for the summer," Goldberg continued, "in spite of the warm weather. Altho July showed a slight drop below figures for June, they are still ahead of last year's total.

Sheet-Music Leaders

(Week Ending July 31)

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

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

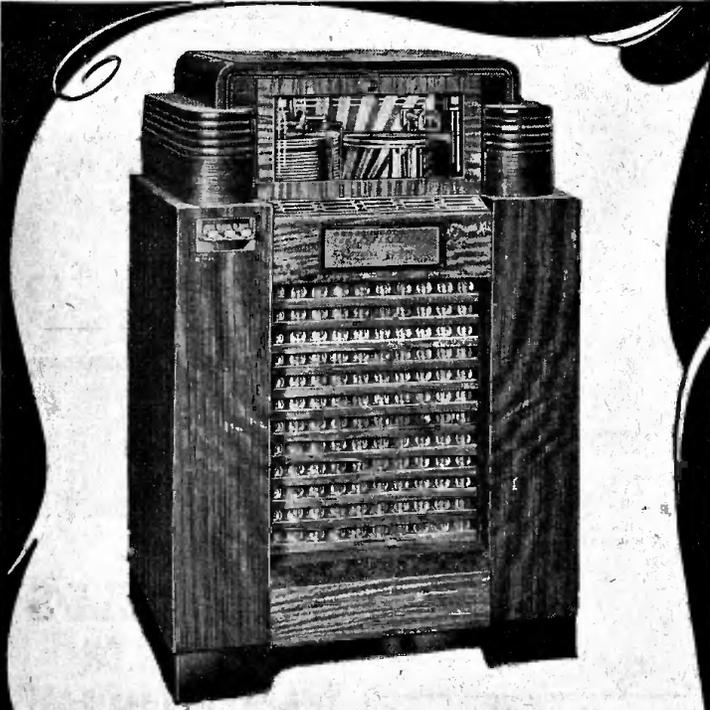
1. It Looks Like Rain (Morris) (1)
2. Merry-Go-Round Broke Down (Harms) (2)
3. Sailboat in the Moonlight (Crawford) (3)
4. Blue Hawaii (Famous) (4)
5. Sweet Lullaby (Select) (5)
6. Where or When (Chappell) (7)
7. I Know Now (Remick) (8)
8. The You and Me That Used To Be (Berlin) (6)
9. Gone With the Wind (Berlin) (10)
10. Caravan (Exclusive) (14)
11. So Rare (Sherman Clay) (13)
12. Was It Rain? (Santly-Joy)
13. September in the Rain (Remick)
14. I Hum a Waltz (Miller)
15. Strangers in the Dark (Crawford)
16. Our Penthouse on Third Avenue (Felst)

It seems that music machines are rapidly becoming the most stable part of the coin machine industry. We have found a lot of amusement machine ops turning to the operation of phonos both as a sideline and as their main operation. As a result we have been selling a lot of records to these men."

Thiede Is N. E. Mgr. for Seeburg

BOSTON, July 31.—Max E. Thiede has recently established headquarters at the Atlas Coin Machine Company here as factory representative and territorial manager of the New England States for the J. P. Seeburg Corporation. He will sell phonos thru the Atlas Coin Machine Company, New England distributor for Seeburg machines.

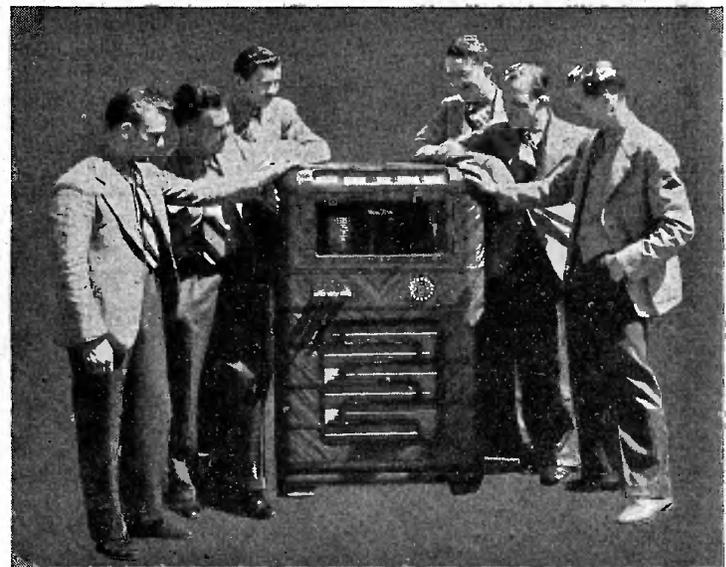
Thiede is one of the pioneers of the music-machine industry. He is well known to ops in the field and formerly served as district manager of the Capehart Corporation, Fort Wayne, Ind.



Melody King "K"

The ONLY
ILLUMINATED AUTOMATIC PHONOGRAPH
ILLUMINATED CRYSTAL GRILLE • ILLUMINATED
MULTI-SELECTOR • ILLUMINATED RECORD CHAMBER
These features attract MORE PLAY and GREATER
PROFITS! • Write for Complete Information Today!

J. P. SEEBURG CORPORATION
1500 DAYTON STREET • CHICAGO



FREDDIE FISHER (extreme right) and members of his popular orchestra listen to one of their own recordings on a Wurlitzer phonograph.

Music Operators Meet in Rochester

ROCHESTER, N. Y., July 31.—Eighteen operators from this territory recently got together for a banquet and good time at the Powers Hotel here as guests of Sam Cass, Wurlitzer district manager. A lively meeting was held and Abe Gronitstein and Ben Welnitz, Wurlitzer ops, assisted Cass in arranging and carrying out the program.

Speakers at the dinner were William P. Bolles, credit manager of the Wurlitzer organization; Robert B. Bolles, Wurlitzer advertising manager and Harry King, assistant to Homer E. Capehart, vice-president of the organization; Sam Cass, Abe Gronitstein and Ben Welnitz. Every operator present was also called upon for remarks.

Considerable discussion was devoted by those assembled to ways and means of furthering the success of music operation in and about the Flower City. The session concluded late in the evening, with everyone agreeing that some good ideas as well as a good time had been forthcoming from the gathering.

William B. Warner, Detroit operator, threw his hat into the music machine biz last week when he placed an order for Mills phonographs.



I. F. WEBB, vice-president in charge of phonograph division of Rook-Ola Manufacturing Corporation, congratulates Carl Hoelzel, United Amusement Company, Kansas City, Mo., on the fine job he is doing in distributing Rook-Ola phonographs. Back of 'em is Carl's new trailer.

Detroit

DETROIT, July 31.—G. A. Gustafson, who operates a route of music machines and scales, is expanding his business with the purchase of 15 new Wurlitzer phonos and six new Studios. Gustafson believes in having the latest modern equipment. He places most of his machines in restaurants and transportation centers.

Frank Alluvot is another operator who reports that business is good in the music machine field. He has expanded his business with the purchase of some more Seeburg phonos.

Music machine sales took a slight drop this week, with sale of new machines being the lowest in months. As several ops have bought heavily in recent weeks and new men are buying only a few machines apiece, this temporary

WE'RE GIVING THEM AWAY!
FOR ONLY

\$45⁰⁰ (LOTS OF 5)
SINGLE MACHINE \$48.50

24 RECORD GABEL ENTERTAINERS

SPECIFICATIONS: Beautiful Streamline Cabinets (All Colors). Size 48" high, 37" wide, 19" deep. Operates 24 10" records. Automatic Selectivity. Webster Amplification — Magnavox Speakers. Perfectly reconditioned and guaranteed.

TERMS: 1/3 Cash with Order, Balance C. O. D., F. O. B. New York.

LOWEST PRICE EVER OFFERED! LIMITED QUANTITY! FIRST COME, FIRST SERVED!
WIRE — WRITE — PHONE.

SLIGHTLY USED PHONO RECORDS — ALL MAKES — Packed 100 Assorted to Box. \$3.00

ROBERT GRENNER CO.
250 West 54th St., (Circle 7-1381) New York City

PERMO POINT

STANDARD
DOUBLE RIBBED

The Only Long-Life Phono Needle with the Patented Elliptical Point. Provides High Fidelity Reproduction — Longer Record Life — 2,000 Perfect Plays — True Volume Output.

Endorsed By All Leading Manufacturer and Record Distributing Companies.

Standard for All Phonos. Double Ribbed for 1937 Models.

PERMO PRODUCTS CORP.
6415 Ravenswood Ave. Chicago, Ill.

★ SPECIAL BARGAINS ★

WE GUARANTEE EVERYTHING WE SELL

(1 or 100) WURLITZER 412s... \$149.50 (3) TOM MIX RADIO RIFLES... 149.50 (9) SEEBURG RAY-O-LITES, with Latest Improvements... 149.50 (1) EXHIBIT SHOOT-A-LITE... 50.00 (2) MILLS DANCE MASTERS, A-1 Condition... 65.00	(1) PACES RACE (Black Cabinet, Serial No. 3808)... \$200.00 (1) PACES RACE (Brown Cabinet, Serial No. 4711)... 275.00 (2) 1935 GABEL JUNIORS... 50.00 1/3 Deposit With Order, Balance C. O. D., F. O. B. Atlanta, Ga.
--	--

HANKIN MUSIC COMPANY
258 Pryor Street, S. W., ATLANTA, GA.

condition was evidently to be expected. Among those who did come to bat with new orders this week were Victor F. Rosasco, Carl E. Oglesbee and Arnold Miller, all of whom were reported to have chosen Mills machines.

Martial W. Viens, who operates a route of coin machines from his headquarters in Flint, Mich., is expanding his business with the purchase of two new Rock-Ola Rhythm Masters this week. Music machine operation in Flint is reported to be increasing steadily.

Phonos are leading in coin-machine sales in Flint, according to reports received here. Rock-Ola machines appear

to be heading the pack. Glenn H. Rothfuss bought a new Rhythm Master, while George J. Miller purchased a pair of Rock-Ola Imperials this week. Both are established operators in this territory.



Five Best Record Sellers for Week Ended Aug. 2

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	B7066 — "That Old Feeling" and "Lovely One." Shep Fields Rippling Rhythm Orchestra.	7920 — "Oh, Marie" and "Gumbay Drums." Horace Heidt Brigadiers.	1340 — "For Dancers Only" and "Coquette." Jimmie Lunceford Orchestra.	136 — "Dinner Music for a Pack of Hungry Cannibals" and "Reckless Night on Board an Ocean Liner." Raymond Scott Quintet.	604 — "Image of You" and "Lucky Swing." Lucky Millinder with Mills Blue Rhythm Band.	25608 — "Smarty" and "I'm Gonna Put You in Your Place." Fats Waller and His Rhythm.	3605 — "Sailboat in the Moonlight" and "Born to Love." Billie Holiday Orchestra.
2	B7015 — "Merry-Go-Round Broke Down" and "That's When Your Heartaches Begin." Shep Fields Rippling Rhythm Orchestra.	7913 — "The Miller's Daughter, Marianne" and "Gone With the Wind." Horace Heidt Brigadiers.	1318 — "Merry-Go-Round Broke Down" and "I'll See You in My Dreams." Jimmie Lunceford Orchestra.	137 — "All God's Chillun Got Rhythm" and "Alabama Home." Duke Ellington Orchestra.	605 — "Stormy Weather" and "Sweet Sue." Don Redman Orchestra.	25626 — "So Rare" and "Little Heaven of the Seven Seas." Guy Lombardo Royal Canadians.	3607 — "The Miller's Daughter, Marianne" and "Til the Clock Strikes Three." Henry (Red) Allen Orchestra.
3	B7069 — "Vieni, Vieni," and "Don't Play With Fire." Rudy Vallee Connecticut Yankees.	7919 — "So Rare" and "Dancing Under the Stars." Gus Arnheim Orchestra.	1339 — "All Over Nothing at All" and "Deep in the Heart of the South." Ella Fitzgerald Savoy Eight.	131 — "Caravan" and "Azure." Duke Ellington Orchestra.	591 — "All God's Chillun Got Rhythm" and "Old Plantation." Ivie Anderson and Boys From Dixie.	25620 — "My Cabin of Dreams" and "Am I Dreaming?" Tommy Dorsey Clam Bake Seven.	3587 — "Sweet Violets No. 3" and "Jim's Windy Mule." Sweet Violet Boys.
4	B7050 — "Can I Forget You?" and "The Folks Who Live on the Hill." Ozzie Nelson Orchestra.	7910 — "Stop! You're Breaking My Heart" and "Whispers in the Dark." Music in Russ Morgan manner.	1320 — "Sailboat in the Moonlight" and "Who'll Be the One This Summer?" Henry King Orchestra.	138 — "Yours and Mine" and "I'm Feelin' Like a Million." Hudson DeLange Orchestra.	596 — "Get It Southern Style" and "If You're Ever in My Arms Again." Barney Bigard Jazzopaters.	25621 — "Peckin' and "Carlin' We Be Friends?" Benny Goodman Orchestra.	3593 — "Me, Myself and I" and "Without Your Love." Billie Holiday Orchestra.
5	B7078 — "The Old Saw Song" and "With Her Head Tucked Underneath Her Arm." Rudy Vallee Connecticut Yankees.	7917 — "Yours and Mine" and "Sun Showers." Teddy Wilson Orchestra.	1175 — "Sweet Lullaby" and "Blue Hawaii." Bing Crosby.	111 — "Tower House" and "Toy Trumpet." Raymond Scott Quintet.	601 — "Joe, the Bomber" and "Fade-Out." Billie Hicks Sizzling Six.	25627 — "Afraid to Dream" and "Roll 'Em." Benny Goodman Orchestra.	3557 — "Here's to Good Old Whiskey" and "Show Me the Way to Go Home." Frank Novak's Rootin', Tootin' Boys.

Get these
SHEP FIELDS
HITS NOW ON
BLUE BIRD RECORDS!

B-7099
"The Moon Got In My Eye"
"All You Want To Do Is Dance"
from Paramount's newest Picture
"Double or Nothing"

Shep Fields and his Rippling Rhythm set new box office records on recent personal appearance tour... His new releases will set new records for coin machines. Blue Bird Records are warp-resisting.

It Pays to Use

VICTOR and
BLUE BIRD RECORDS

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A Service of Radio Corporation of America

BIG NEWS FOR ALL OPERATORS

IF YOU HAVE ANY USED EQUIPMENT TO SELL . . . WE WILL BUY
 IF YOU HAVE ANY EQUIPMENT TO TRADE . . . WE WILL TRADE
 IF YOU WANT TO BUY . . .

WRITE FOR OUR SPECIAL PRICE LIST OF NEW AND USED PINS, PAYOUTS, CONSOLES, SLOTS, ETC.

Eastern Distributors for Leading Mfrs., Including

- CHICAGO COIN
- EVANS
- GENCO
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31 WEST 60TH ST. NEW YORK
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★

Baseball Enthusiasm Boosts World Series

CHICAGO, July 31.—The hot summer months usually make it tough on the cash box unless the operator is fortunate enough to have his equipment located in summer resort spots.

Operators of Rock-Ola 1937 World Series are exceptions to this rule, according to Jack Nelson, vice-president in charge of sales of the Rock-Ola Manufacturing Corporation. The universal interest in baseball is reflected in the increased play on 1937 World Series games, says Nelson. Operators of World Series games say they are taking in more money now than they did when the machine first came out at the last coin machine show. As the baseball season advances and the pennant race in both major leagues becomes tighter the interest in baseball naturally becomes greater. From now until the end of the season World Series operators are looking forward to greater returns week after week.

The major factors in the public acceptance of 1937 World Series is no doubt the realistic manner in which the game is played. The player can get singles, doubles, triples or home runs if he can outguess the pitcher. On the other hand, it is just as easy to line out to the infield or the outfield unless the player's swing is timed right. The ability of one player to make more runs than another sets up a competitive spirit that always results in increased play.

Al Johnson, president of the National Premium Company, Omaha, distributor for Rock-Ola Manufacturing Corporation in that territory, reports that operators of 1937 World Series have formed an

eight-team league. The teams meet in competition at various locations and a weekly award is given to the player making the most runs for the week. In addition to the increased revenue to the operator, the formation of the baseball league has resulted in a tremendous increase in the volume of business for the location owner.

Other wide-awake operators of World Series are cashing in on the intense interest of the average baseball fan for his local team. Instead of the all-star lineup featured on the 1937 World Series, these operators substitute the lineup of their local baseball team and as a result the machines get a great deal more play and greater earnings for the operator.

Many Visitors At Keeney Plant

CHICAGO, July 31.—The reception room register at "The House That Jack Built" (the Keeney plant) records the "John Henrys" of the following visitors for the week just past: Ben Friedman, Bill Cohn's Man-Friday; Charles A. Trau and family from Cincinnati; Colonel Berger, new czar of Skill Game Buyers, Inc., New York; Jack Moore, of all points west; George Ponser, of New York, Philadelphia and all points east; Sam May, Eastern ambassador for Western Equipment and Supply Company, and Max Well and son, of Indianapolis, and Col. Santos, of Wheeling, W. Va.

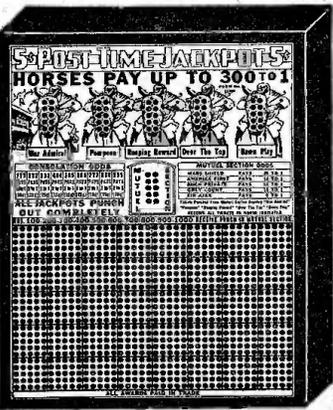
Great interest was shown by all in the new "every game must work" methods recently inaugurated in the Keeney production plant. Special interest was taken, according to reports, in the new model Keeney Track Time with the special coin head and the side cash-box door.

IT'S POST TIME!

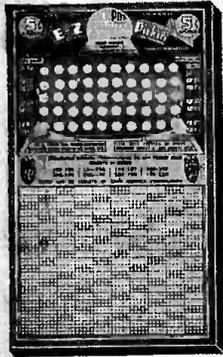
Get Your Money Down
 On this Sensational
 PROFIT-MAKER

Post Time Jackpot
 No. 11009 1000 Holes
 Takes in \$50.00; Definite Payout
 \$24.25; Gross Profit \$25.75.

Entirely new award principle keeps suspense at high pitch, and player action at a feverish pace. Players punching winning "Horse" tickets get ALL TICKETS in horse selected. Write for dope sheet on this odds-on favorite; or, be sure of a winning ticket by ordering a sample today.



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A GARDNER BOARD THAT'S GOING BIG!!

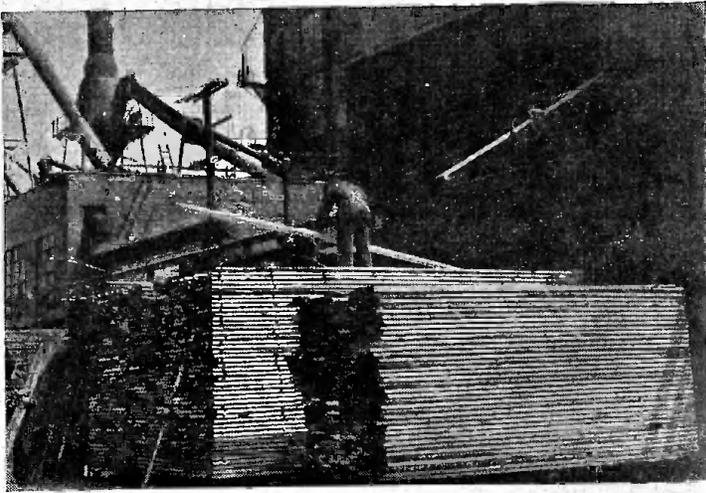
No. 2100EZF (EZ Pick-in) — 9 3/4 x 17 in. 2100 Holes @ 5c. . . \$105.00 Pay Out 75.00	No. 2100EZN (EZ Pick-in) — 9 3/4 x 17 in. 2100 Holes @ 10c. \$210.00 Pay Out 150.00
PROFIT \$30.00	PROFIT \$60.00
PRICE \$4.58 PLUS 10% U. S. TAX.	

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LADY LUCK

1200 Hole Form 4190
 Takes In \$40.00
 Pays Out 19.00
 Price With Easel . . 1.82
 Plus 10% Federal Tax
 Holiday Boards, Holiday Cards and
 Holiday Headings.
 Write for our Catalog of Money Making
 Boards, Cards and Die Cut Sheets.
CHAS. A. BREWER & SONS
 Largest Board & Card House in the World
 6320-32 Harvard Ave., Chicago, U. S. A.



ROCK-OLA FACTORY GOING FULL BLAST. Shot taken along one of the factory sidings shows one of the cars of lumber that are arriving daily to feed the big woodworking division. All of their phonograph and game cabinets are made at the Rock-Ola factory.

Thank You for Mentioning The Billboard.

THE GREATEST NOVELTY TABLE ever produced

"TRACK MEET"

THE BEST CONSOLES ever built

SILVER BELLS EXHIBIT RACES
and the new **CHUCK-A-LETTE**

GET IN THE BIG MONEY WITH THESE POPULAR ATTRACTIONS

ORDER YOURS NOW!
EXHIBIT SUPPLY CO.
4222 W. Lake St., Chicago

Los Angeles

LOS ANGELES, July 31.—Abe Chapman, M. Glantz and A. Ballin, of the Automatic Vending Machine Company, report business good in the large territory they cover.

Merchandise vending machines are going in a big way, states W. P. Canaan from his new and larger quarters. Canaan has just returned from Morris, Ill., where he spent a week at the Northwestern Company making arrangements for speedier delivery on Northwestern De Luxes and Tri-Selectors. George Schwartz is associated with Canaan in the sales division. C. F. Holloway, formerly with California Games Manufacturing Company, is also on the sales force. Charley Greene, who has been associated with the concern for some time, finally "surrendered." The bride? Mildred Garren, of Asheville, N. C. H. L. Davis, Phoenix (Ariz.) op, is spending a few days at the Canaan store checking up on vending equipment.

Margaret Cole, of the Gottlieb staff, has been released from the hospital and is slowly recovering from the injuries sustained in an automobile accident a little while ago.

At Paul Laymon's it was stated that summer business was by far the best they have had for many a year. Firm reported nice orders for Exhibit's Track Meet, Keeney's Great Guns and Genco's Auto Derby. Laymon is now distrib for Exhibit Supply Company. He and his wife are week-ending during the summer in the big bear country. Bert Beutler is now in the sales department, and Bill Leonard has recently been added to the force.

R. L. Stark, manager of National Amusement Company, Hollywood, tells of a nice batch of orders for Rock-Ola's Multi-Selector. He also revealed that he had many customers waiting for Imperial 20s. He's awaiting delivery of a carload of Imperials. World Series are also moving good, he stated. Assisting Stark at the Hollywood store is Lottie Menson, George Boyd in service department and Frenchy Le Baue on sales. At the San Francisco branch Clarence McClelland is manager, with Helen Kessler secretary and F. M. Madsen on sales.

Bromberg Amusement Company reports satisfactory business on Genco's Auto Derby, Stoner's Daytona and Daval's Outboard. Norman Glover has been added to the force. Miss Loraine is vacationing in the High Sierras.

Sol Gottlieb states that he is making shipments of used games to the Orient. Reports business as being very good.

At California Games Joe Orcutt stated that summer biz is exceptionally good. Jack McClelland, manager of Atlas Novelty Company, agrees with Orcutt about business being good.

S. Gensberg, of Chicago Cotn, came thru on a trip made for both business and pleasure. Walter Ross, Long Beach operator, is vacationing in Bay Cities. Tom Wall has hied to the High Sierras. Harry Stearns is prospecting in Oregon.

Visitors noted looking in on jobbers: Fred Trevillian, Santa Barbara op; E. L. Peterson, of San Diego; I. B. Guyer, San Bernardino; Sam Lachenmaier, of Bakersfield; Garrison and Dunbar, of Phoenix, Ariz.; Myron Wolf, also of Phoenix; J. E. Wallace, of Bakersfield, and Everett and Patterson, of Anaheim, Calif.

James Angello Launches Own Firm in Zanesville, O.

ZANESVILLE, O., July 31.—James Angello, formerly sales manager of the Mercury Automatic Sales, Wheeling, W. Va., has opened his own coin-machine distributing agency in Zanesville under the name of Zane Automatic Sales.

An attractive salesroom has been installed for the convenience of operators and a display of all late games will be maintained at all times. Angello has been in the coin-machine business both as an operator and salesman for the last 12 years and therefore knows the needs of operators.

An Eye-Opener to Operators Everywhere!

The CAILLE Commander

It Succeeds Where Others Fail

Operators all along the line are all saying the same thing. In all their experience, they have never before come across a coin machine that can hold a candle to the Caille Commander when it comes to pulling in the money.

It has been an eye-opener to operators everywhere because of the way in which it sweetens up the toughest locations—because of the way in which it succeeds where others fail! Make a test and prove to yourself that the Caille Commander is all that hundreds of operators say it is—and more. Order a sample machine today—or, if you want full information first, send coupon for literature.

CAILLE BROTHERS COMPANY

6200-6250 Second Blvd. Detroit, Michigan

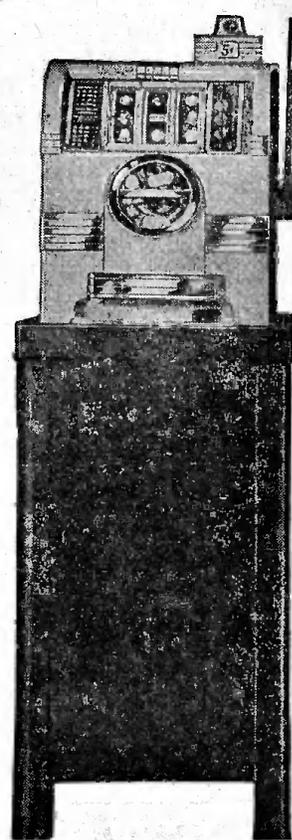
Originators and Manufacturers of Coin-Operated Machines Since 1888.

CAILLE BROTHERS COMPANY
6200-6250 Second Blvd., Detroit, Michigan

I am interested in hearing about your special proposition on the new Caille Console and 1937 Commander. Please send literature.

Name Address

City State



Protect Your Route Without Delay

1c Skill Game

5 PENNIES ON DUCK PACKAGE of CIGARETTES

DUCK SOUP

It's Legal!

100,000 Locations Open for This Money Maker.

Earn \$2.00 to \$10.00 Daily.

- CLEVER
- NOVEL
- ORIGINAL
- PROFITABLE

PRICES For a Limited Time. Sample (one only) \$1.50 Lots of 9 \$1.80 Lots of 12 \$1.20 1/2 doz. with order, bal. C.O.D.

Watch the DUCK Dive!

STAR SALES CO.
3921 Wayne Ave., Kansas City, Mo.

No Personal Checks, Please

DON'T MISS THIS!

NEW AUGUST PRICE LIST

JUST RELEASED

GET YOUR COPY BEFORE BUYING USED PAYTABLES. YOU'LL NEVER REGRET IT.

ATLAS NOVELTY CO.
2200 N. WESTERN AVE. CHICAGO

6 Large Assorted Pearl Colored

FISHING & HUNTING KNIVES

GIANT KNIVES

\$3.15 in Lots of 12 On 300-Hole 5c Board Takes In \$15.00 Pays Out 14 PKs. 15c Cigts. \$2.10 No. 3-115. Sample \$9.25, 12 Lots, Each \$3.15 25% With Order Balance C. O. D.

OPERATORS! Write Us for Prices on All the Latest Coin-Operated Counter Games. Our New Catalog Full of New 1-2-5c Assortments and Boards and Counter Machines Now Ready. Send for a Copy and Save Money.

LEE-MOORE & CO.,
180-182 W. ADAMS ST., CHICAGO, ILL.

5 BASE BALLS 5

ANOTHER MONEY MAKER

You can't afford to be without this

BASE BALL BOARD

1,000 Holes—60 Step-Up Winners, Paying Awards of 10c to \$10.00.

Takes in \$50.00
Definite Payout 24.65

Attractive—Colorful—Profitable
Price \$2.52 Plus 10% Tax

GLOBE PRINTING CO.
1023-27 RACE ST., PHILADELPHIA, PA.
New Catalog Just Out—Send for One.

BALLY BUMPERS	\$20.00	PACIFIC SKOOKY	\$30.00
BALLY BOOSTERS	27.50	KEENEY'S FIRE BALLS	17.50
BALLY CROSSLINES	35.00		

All Machines in A-1 Condition. — 1/3 Deposit With Order.

WE ARE DISTRIBUTORS FOR ALL LEADING MANUFACTURERS.
All Tennessee Operators send us your names for our Mailing List.

SADIKOFF SALES CO.

123 W. SIXTH ST., CHATTANOOGA, TENN.

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Thoroughly Reconditioned **PAVOUT AND NOVELTY GAMES**

CHICAGO COINS PADDOCK
DAVAL'S HIT-N-RUN
WESTERN AIR DERBY *Write for Price*

BALLY CAROM..... \$69.50
HEAVY WEIGHTS ROYAL RACES) **PAMCO**..... \$47.50
WESTERN WINNER..... \$59.50
CHICAGO COIN'S SWEET "21"..... \$27.50
WESTERN'S POLICY.....

GOTTLIEB'S SPOT LITE.... \$44.50
HI-DE-HO PAMCO)..... \$37.50
(New) **TEN STRIKE**

KEENEY'S TEN STRIKE.... \$18.50
PAMCO SARATOGA..... \$21.50
GOTTLIEB'S SKILL ROLL..... \$17.50
BALLY BUMPER 5 Ball Novelty..... \$16.50
BALL GUM (6 ASST COLORS) Case of 50 Boxes \$4.95
Write for Complete List of New and Used Games - 1/3 Dep on all orders

ACME Novelty Co. 23-25 NO. 12TH ST. MINNEAPOLIS, MINN.

ROUTES
(Continued from page 35)
 Ricton's Show: Mohawk, Tenn., 9-11; Moshelm 12-14.
 Sisco's Fla. Attrs.: Nashville, Ga., 2-21.

REPERTOIRE

Baxter-Leonard Players: Greenville, W. Va., 2-7.
 Billroy's Comedians, Billy Wehler's: Newark, N. Y., 4; Penn Yan 5; Corning 6; Wellsville 7; Olean 9; Jamestown 10.
 Bishop Tour Show: Alexandria, Pa., 2-7.
 Blythe Players: Biville, Md., 2-7.
 Bryant Showboat: Parkersburg, W. Va., 2-7.
 Choate's Comedians: Vienna, Ill., 2-7.
 Ginnivan, Frank, Dramatic Co.: Waterloo, Ind., 2-7.
 Harrid Road Show: Halstad, Minn., 2-7.
 Livingston Players: Swanton, O., 2-7.
 Original Floating Theater: Potomac Beach, Va., 2-7.

POPCORN

SPANISH, SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO GLASSINE BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.

A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.

PRUNTY SEED & GRAIN CO.
 18 S. FIRST STREET, ST. LOUIS, MO.
 "Over Sixty Years Distributing Popcorn."

CIRCUS AND WILD WEST

Barnes-Bells-Floto: Hibbing, Minn., 3; Duluth 4; Brainerd 5; St. Cloud 6; Willmar 7; Pipestone 8; Estherville, Ia., 9; Albert Lea, Minn., 10; Austin 11; Fairmont 12; Mankato 13; Brookings, S. D., 14; Pierre 15.
 Beers-Barnes: Livingston Manor, N. Y., 5; Callicoon 6; Jeffersonville 7; Liberty 9.
 Cole Bros.: Denver, Colo., 3; Colorado Springs 4; Pueblo 5; Glenwood Springs 6; Grand Junction 7; Salt Lake City, Utah, 9; Ogden 10; Pocatello, Ida., 11; Idaho Falls 12; Twin Falls 13; Boise 14.
 Downie Bros.: Concord, N. H., 3; Manchester 4; Salem, Mass., 5; Hyannis 6; Falmouth 7; Bridgeport, Conn., 9.
 Eddy Bros.: Hillsboro, N. H., 4.
 Federal: Leicester, Worcester, Mass., 2-4; Allston, Boston, 5-7; Winthrop 9-11; Norwood 12-14.
 Fort Peck Rodeo Co.: Moweaqua, Ill., 3-9.
 Hagg Bros.: Nappanee, Ind., 3; Washburn 4; Elwood 5; Frankfort 6; Lebanon 7; Green-castle 9.
 Hagenbeck-Wallace: Staunton, Va., 3; Charlottesville 4; Richmond 5-8; Newport News 9; Norfolk 9; Portsmouth 10.
 Heck Jack: Gainesville, O., 4; Elyria 5; Massillon 6; Millersburg, N. Y., 3; Manchester Center, Vt., 4; Randolph 5; Claremont, N. H., 6; E. Jaffrey 7; Athol, Mass., 9; Northampton 10.
 Minton: (11th st. & Erie ave.) Philadelphia, Pa., 2-7.
 Ringling Bros. and Barnum & Bailey: (Lake Front) Chicago, Ill., 2-8.
 Seal Bros.: Montevideo, Minn., 3; Ortonville 4; Breckenridge 5; Ada 6; Crookston 7; Mahoning 8; Rosseau 10.
 Silver Bros.: Pottersville, N. Y., 3; Bolton Landing 4; Lake George 5; Corinth 6; Stony Creek 7; Schoharie 9; Grand Gorge 10.
 Vanderburg Bros.: Lovington, Ill., 4; Cerro Gola 5; Straburg 7; Neoga 9; Louisville 10.
 WPA: (E. Tremont ave. & E. 177th st.) Bronx, New York City 4-7.

Concessionaires...
NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS PARKS, CORN GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
 TIPPECANOE CITY, OHIO

SPERONI SHOWS WANT

Cook House, People for Side Show, Girls for Girl Show, Concession Agents for Dart Gallery, Pitch-Till-Win, Ball Game and Seales. Have opening for Custard Machine and Novelties, Foreman for Whip and Mix-up, Truck Drivers, Help for Corn Game. This week, Central City Fair; then Manchester; week August 16, Elkader; then What Cheer; all Iowa.

FLASHY CANDY PUT UP FOR DE LUXE

No. 3521—Candy Kisses. Shooting Gallery special. Size 234x5 inches. 250 Boxes, \$2.75. 1,000 Boxes, \$10.00

DELUXE SALT WATER TAFFY
 No. 3521—Taffy Kisses. Attractive cellophane wrapped box. 6 oz., size 4 1/4 x 9 inches. Packed 100 in carton. Each..... \$0.06 Something New

Write for our No. 31 Catalogue. Complete Line of Merchandise for Corn Games, Ball Games, Grind Stores, Novelty Stands, Etc. Premium-Advertising Specialties write.

WISCONSIN DELUXE CORPORATION
 1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN.

CARNIVAL
 (Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-American: Pauls Valley, Okla.
 American United: Cut Bank, Mont.
 Anderson-Grader: Trenton, Neb.; Oxford 9-14.
 Bach, O. J.: Canton, N. Y.
 Bantley's All-American: Jamestown, N. Y.; Hildayburg, Pa., 9-14.
 Barfield's Cosmopolitan: Erwin, Tenn.; Loudon 9-14.
 Barker: Waverly, Ill.
 Barkoot Bros.: Stanton, Mich., 4-5; Marion 6-7; Coleman 9-10; Lakeview 11-12; White Cloud 13-14.
 Barnhart's: Golden West: Atwater, Minn., 3-4; Chaska 7-8; S. St. Paul 9-14.
 Baysinger, Al: Versailles, Mo.
 Bazinet, Wm., & Sons: (Fair) Tomah, Wis., 3-8; (Fair) Mondovi 14-17.
 Beckmann & Gearty: Rockford, Ill.; (State Fair) Springfield 14-17.
 Bee, F. H.: (Fair) Russell Springs, Ky.; (Fair) Brodhead 10-14.
 Blue Light: Isle of Palms, S. C.
 Blue Ribbon: (Fair) Boonville, Ind.
 Blue Ridge: Tazewell, Tenn.
 Bremer: Tri-State: Gilbert, Minn.; (Fair) Glenwood 9-11; (Fair) Colfax 12-14.
 Bright Light Expo.: Republic, Pa.
 Broadway Shows of America: Eckman, W. Va.
 Brown Family Rides: Douglas, Ga.
 Brown Novelty: Vidalia, Ga.; Hahira 9-14.
 Buck, O. C.: Expo. (Fair) Boonville, N. Y.
 Buckeye State: Water Valley, Miss.; (Fair) Philadelphia 9-14.
 Bullock: Burnwell, W. Va.
 Byers & Beach: (Fair) Kahoka, Mo.
 C. W. Watson: (Fair) Van Buren, Mo.; Fayette 9-14.
 Central State: Exeter, Neb.
 Cétin & Wilson: Camden, N. J.; Huntingdon, Pa., 9-14.
 Clint's Expo.: Brownsville, Pa.
 Coleman Bros.: Waterbury, Conn.; Port Jervis, N. Y., 9-14.
 Colley, J. J.: Yale, Okla.
 Conklin's: (Exhn.) Prince Albert, Sask., Can., 4-7; Brantford, Ont., 10-14.
 Corey Greater: Johnsonburg, Pa.
 Cote Wehrline: Petersburg, Mich.
 Crowley United: Clear Lake, Ia.
 Crescent Am. Co.: Cherrystone, N. C.
 Crescent Canadian: Smithers, B. C., Can., 4-7; Prince George 9-14.
 Crystal Attrs.: (Rodeo) Hinton, Okla.; Nicker-ton, Kan., 9-14.
 Crystal Expo.: Glintwood, Va.
 Cumberland Valley: Loudon, Tenn.
 Cunningham Expo.: Jackson, O.
 Curt's Greater: Union City, O.; Lynchburg 9-14.
 De Luxe Shows of Amer.: Schenectady, N. Y.
 Dick's Paramount: Waterbury, Vt.; (Fair) Morrisville 11-14.
 Dixie Expo.: Pulaski, Tenn.; Winchester 9-14.
 Dixie Model: Beckley, W. Va.
 (See ROUTES on page 88)

HUGHEY BROS. SHOWS

Will go south this fall after September 15. Want General Agent who covers the South west of the Mississippi. If we do not know you a personal interview will be necessary. Want Man and Wife for Snake Show (no snake). We have everything complete. Must join at once or can frame small Side Show. Will book Loop-o-Plane or Tilt-a-Whirl, also Kiddie Auto Ride. Want Legitimate Concessions and Concession Agents Address Mt. Pulaski, Ill. P.S.—Located around the square in Mt. Pulaski. The folks will make so much coin this year they will be throwing it to the hogs.

CANDY (Give-Away) PACKAGES AND INTERMEDIATES.

Oriental Sweets LARGE SIZE PACKAGE.
 100 To Carton 100 Pkgs. \$2.00
 500 Pkgs. \$10.00
 1,000 Pkgs. \$20.00

SMILES
 200 To Carton 200 Pkgs. \$2.00
 1,000 Pkgs. \$10.00

These packages contain Assorted Caramel Kisses, guaranteed to stand up in all kinds of weather. Send for FREE Illustrated Catalog of Our Complete Line. 20% Deposit with Order, Balance C. O. D.

DELIGHT SWEETS, Inc., 50 East 11th St. New York City

BARKER SHOW WANTS

For the Coming Fairs and Celebrations Show with own transportation, organized Minstrel Troupe. Have complete outfit for same. Man to handle Snake Show, Ride Help for all Rides, Boozers and chasers stay away. Concessions that work for Stock. Headed for Cotton Country. This week, Waverly K. of P. Homecoming Lincoln Fair, Jacksonville, Greenville, Collinsville, all Illinois. Then Charleston, Mo., Centennial to follow.

DIXIE MODEL SHOWS

BECKLEY, W. VA., AUGUST 5 TO 14, NINE-DAY ENGAGEMENT, FOLLOWED BY AMERICAN LEGION CELEBRATION, WEEK AUGUST 15 TO 21, POCAHONTAS, VA.; WEEK AUGUST 22 TO 28, GARY, W. VA.

Then, beginning week August 30, at Wise, Va., we play 10 straight weeks of Southern Fairs. RIDES—Want Dual Loop-o-Plane, Octopus, Kiddie Auto Ride and U-Drive-it. SHOWS—Want capable Showman to take charge of Ten-In-One outfit, to join in wire. Also want Monkey Circus, Big Snake, Fun House. Also Minstrel Show with own outfit. Purl Shields, answer quick Athletic Show with own outfit, also Crime and Life Shows, or what have you? Cecil Purvis get in touch quick. CONCESSIONS—Want Photos, Pitch-To-Win, Ball Games, or what have you? CAN USE capable Showmen in all departments that can produce results. Have complete Photo Outfit for sale with new Anchor Top. Will book same exclusive balance of season. All address as per above route.

WANTED Carnival Co.

WEEK AUGUST 23d

FISH FRY AND HOME-COMING Annual Affair, good draw, liberal. Wire or write E. E. BUTLER, Chairman, Bath, Ill. (Phone for appointment).

BRANCHVILLE, NEW JERSEY, FAIR

WEEK AUGUST 9th

Want Ferris Wheel Foreman. Want Drome Riders to take over Motordrome. All Concessions open.

ENDY BROS. SHOWS, INC.
 Lowstown, Pa., Fair, This Week.

WHITE MONKEY

Large, pure white. Better show than any chimp or gorilla. Chain broke.

A. FOEHL, Jr.
 3839 Lancaster Ave., Philadelphia, Pa. (Phone for appointment).

McMAHON SHOWS

Want Cookhouse, Conkey wire. Also good fast Fighter for Athletic Show. Few more Legitimate Concessions. All Celebrations and Fairs. Fall Festival, Onawa, Ia., week August 2; Celebration, Repton, week August 9.

FRISK GREATER SHOWS

WANT for long string of Fairs and Celebrations: Concessions, Ball Games, Watch-In, Pennants, Penny Pitch and other clean Concessions. No racket. Sober Ride Help. Good wages, plus bonus. Best of equipment. New tracks. Want Grind Shows, Pequot, Minn., this week, Fair: Detroit Lakes Fair, follows.

PIT SHOW AGTS, MAGIC, Tattooer, Girl For Illusions

W. H. SMITH
 ROBERTS SHOWS, Margaretville, N. Y.

When Writing to Advertisers Mention The Billboard.

SMITH'S GREATER ATLANTIC SHOWS WANT

Bill Wheel Foreman, one that can take care of Wheel and attend to his business. Rides that don't conflict. Girl Show open. Concessions of all kinds. Communicate with E. B. Roberts, business manager. All others address Brownie Smith, Alexandria, Va. this week; Taneytown, Md. Fair next week; Berryville, Va. Fair & Horse Show. Freaks and Ten-in-One Attractions. Tawco Art. Address K. F. Smith Jr., as per route. Altavista, Va.; Lawrence, Va.; Martinsville, Va.; Apex, N. C.; Hamlet, N. C.; Brunson, S. C. follows and others.

O. C. BUCK SHOWS

Jack Lyles wants to hear by wire from R. C. McLendon, James H. Hodges and Johnny Williams. Will frame best Minstrel Show in carnival business. Address Boonville, N. Y.

SPENCER & CLARK EXPOSITION SHOWS

Playing Fireman and Legion Celebrations in Western Pennsylvania and Ohio for long season. Wanted at once Free Act, Grind Concession. Have one complete outfit for Plant show, Half-and-Half or Hillbilly. Wire, do not write. C. D. (JACK) CLARK, Mgr.; SAM E. SPENCER, Treas., Washington, Pa., all this week.

Crescent Amusement Co. WANTS

FOR BIG FREE FALL TOBACCO FESTIVAL, DOWN TOWN, TIMMONSVILLE, S. C., NO GATE, WEEK AUGUST 9. Clean Concessions except Bingo, Popcorn, Grab. Must work for Stock and not over dime. No racket. Any Grind Shows with own outfit, low percentage, come on. Cherryville, N. C. this week; Timmons ville, S. C., week August 9.

WANTED Charter Bus by Week

To carry Unit Show of 28 people. Must be able carry all trunks. State lowest terms. Prefer driver, owner. Bus must be first-class condition and insured. Answer quickly. BOX D88, The Billboard, Cincinnati, Ohio.

EDDY BROS.' CIRCUS

WANTS to join on wire: Feature Grand Acts, Saxesophone, Trumpet, Clarinet, Double Sax, Colored Musicians for Side Show Band, Combination Billers that drive truck. Long season, sure salary. Wagon, N. H., August 5; Winchester, 6; Easthampton, Mass., 7; Lee, 8.

WANT

Griddle Man, two Waiters, Balde Richmond write. Camden, N. J.; next week Huntington, Pa.

GEORGE WELCH CETLIN & WILSON SHOWS. RIDE HELP WANTED

Sober, reliable man on Kiddie Ride, Merry-Go-Round, first or second Ferris Wheel. Peru, Ill. this week; Minoak next.

OUR MAN LEAVES FOR FAIRS

WANTED Grab, Juice, Pop Corn, Candy Apples, Long Range Shooting Gallery, Sigarette Gallery, Country Store Wheels, Duck or Fishpond. JERE SHAW, Real Estate Trust Bldg., Philadelphia, Pa.

TILLEY SHOWS WANT

Shows and Concessions; Ferris Wheel Operator and Ride Help. Princeville, Ill., this week.

WANTED

Sober, reliable Foreman for Eyerly Single Loop-o-Plane. KAUS UNITED SHOWS, Inc. Milford, Mass.

Monarch's New Showrooms Praised

CHICAGO, July 31.—New headquarters of the Monarch Coin Machine Company are reported to possess one of the most beautiful coin-machine showrooms in the Middle West and, are said to be causing much comment among Chicago visitors. The new display room permits an advantageous showing of new equipment all set up ready to operate, and all types of games, including large-size bowling alleys, are on display. The warehouse holds approximately 1,000 games of all types, and the shops are said to be completely equipped for thoro reconditioning.

Roy Bazelon, head of the firm, announced that his company is now featuring a complete line of Fresh 'nd Aire fans, which are also on display at the showrooms.

DIVORCES

(Continued from page 74) George White's Scandals, from Arthur A. Cohen, wealthy New York theatrical costumer, July 24 in Reno. Evelyn Yvette Davis, muff dancer at Harry's New York Bar, Chicago, from Bob Davis, in Chicago July 29.

Late Deaths

(The following items were received at press time. More details in the next issue.) MUELLER—Herman, 65, for 28 years a member of the Philadelphia Orchestra, at his home in Philadelphia July 29 after a year's illness. STANLEY—Walter F., formerly prominent in the carnival field and at one time identified with the C. A. Wortham Shows, July 30 at Sheridan, Wyo.

JACK HOXIE

(Continued from page 3) graph stands there and at Warren, but that show executives have signed a contract with the posters' union at Pittsburgh and the circus is now on the fair list. Hoxie said at Salem that union posters defaced show's advertising in Youngstown and Warren to the extent of about \$1,000.

WINIPEG'S MIDSUMMER

(Continued from page 3) day and is being observed in a befitting manner. The city is well billed. Radio advertising and publicity has been lavishly used, and all daily newspapers have for the first time in years thrown their support behind the movement.

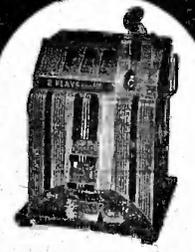
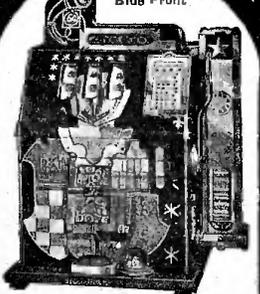
Bumper crop conditions are in the making in this section of Manitoba and indications are that this Winnipeg event will be very popular and profitable.

The one week on Canada's Class A Western Fair Circuit at Regina, Sask., which Royal American showmen were afraid would drop below normal due to poor agricultural conditions, turned out better than was expected. Carl J. Sedlmayr, general manager of the shows, said business was slightly under last year's record-breaking peak. The reduction, he asserted, resulted from loss of one day to rain and interruption by wind and dust storms of another afternoon.

Indications for the Winnipeg engagement by the Sedlmayr and Velare Bros.' organization are very promising.

ALFREDO CODONA

(Continued from page 3) flying act in England, cabled that he would be unable to attend. Alfredo Codona shot and killed himself here late yesterday after shooting his wife, who died today. The tragedy occurred in the office of an attorney in connection with the divorce Mrs. Codona (Vera Bruce) obtained July 2. A witness to the tragedy was Mrs. Codona's mother, Mrs. Annie Bruce, the attorney having been asked to leave the room in order that the family might discuss their affairs in private. Codona had not done any flying since 1933, when he injured a shoulder doing a triple somersault with Ringling Bros. and Barnum & Bailey Circus. Funeral arrangements for Mrs. Codona have not been completed.

MILLS SLOTS BARGAINS SLOTS		
		
MILLS 5c PLAY SKYSCRAPER BELL	MILLS 5c BLUE FRONT MYSTERY Vendor or Bell, with or without Gold Award. State which wanted. With Milco Checks \$7.50 Extra.	MILLS 5c PLAY WAR EAGLE
\$39⁵⁰	\$69⁵⁰	\$49⁵⁰
SLOT BARGAINS	ATTENTION PHONO OPERATORS!	EXTRA SPECIAL
We have on our floors approximately 500 Bells and Vendors of various makes, all thoroughly rebuilt, which must clear out. If you need equipment of this type, here's your opportunity. ACT NOW!	Closeouts in Phonographs of all kinds. Wurlitzer P-12s and 412s, Mills Do-Re-Mi's, DeLuxe Dance Masters, Regular Dance Masters, Troubadours, Model 801 Hiboyes and others. Phone, wire or write for prices.	1 Shot Automatic and Amusement Games at give-away prices. A complete stock at all times. Write for our new list with prices today.
150,000 USED PHONOGRAPH RECORDS — OUR SELECTION, NO TWO ALIKE — ONLY \$3.00 PER HUNDRED, CASH WITH ORDER.		

THE VENDING MACHINE CO. 205-15 FRANKLIN ST. FAYETTEVILLE N.C.

WANTED	<p>Tattoo Artist and Mind Reader, Oriental type. Want good Freaks and good Half-Man-and-Half-Woman. Ruth Eldredge, Marie Morris and Irene Farrell, answer. Doc King and Mary Casey, get in touch with me. Have special message for you. Salaries guaranteed out of office. Want Dancing Girls for Girl Show. Want Minstrel Show with Band. Have complete outfit for same. Want Grind Stores for our circuit of fairs. Wire replies. Address</p> <p>DeLuxe Shows of America</p> <p>Week August 2, Troy, N. Y. Week August 9, Schenectady, N. Y.</p>	WANTED
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QUALITY NOVELTY EXPOSITION

Wanted for Our Fairs and Celebrations, Commencing With

PAGE COUNTY FAIR

LURAY, VA., AUGUST 24 TO 28, INCLUSIVE

Clean Shows and Legitimate Concessions. No exclusive on Concessions except Cook House and Bingo. Good proposition for Loop-o-Plane, Tilt-a-Whirl or any Flat Ride, Loop-Loop and U-Drive-It. Two good Free Acts at reasonable salary.

EDWARD OLIVER, President,
661 Earle Theatre Building, Washington, D. C.

BROADWAY SHOWS OF AMERICA WANT

Cook House, Girl Revue, Talkers and Grinders for Side Show, Monkey Circus and Concessions of all kinds. Want Foreman for Merry-Go-Round. All mail and wires to Keystone, W. Va., week of August 2; Henderson, N. C., week August 9. H. C. SMITH, Manager.

BARFIELD'S COSMOPOLITAN SHOWS

Want to join at once, Man capable of handling and producing Side Show. Have complete outfit. Want Shows; especially Grind and Mechanical Shows, Loop-o-Plane, Motordrome and Grind Stock Concessions. Also Strip Photo Studio. Want reliable Agent capable of handling fairs. Our fairs start August 16. Those joining now given preference. Address Erwin, Tenn., this week; then Loudon, Tenn., and London and Somerset, Ky., Fairs.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

HERE'S HOPING the progress of your Company continues in the years to come as it has done in your short rise to Success.

GENCO, Inc.

CONGRATULATIONS

You're Doing a Wonderful Job.

Best Wishes for Continued Success.

DAVAL MFG. CO.

CONGRATULATIONS TO McCALL NOVELTY CO.

From

MILLS NOVELTY CO.

"World's Largest Manufacturers of Coin Operated Machines."

CONGRATULATIONS McCALL NOVELTY

And Best Wishes for Success in Your New Offices.

WESTERN EQUIPMENT & SUPPLY CO., CHICAGO.

NOW PRODUCING PIKES PEAK

Ask McCall

Congratulations On Your Remarkable Success

CARL F. TRIRPE

IDEAL NOVELTY CO.

1518 Market St., St. Louis, Mo.

THANKS WE ARE HAPPY

TREMENDOUS SUCCESS POSSIBLE, AND EXTEND TO ALL A HEARTY WELCOME TO ATTEND OUR GRAND OPENING, WHICH WILL BE ANNOUNCED IN THE BILLBOARD LATER. LOADS OF FUN AND PRIZES PROMISED TO ALL.

OPENING SALE

AUTOMATICS			
TYCOON	\$11.50	PROSPECTOR	\$ 7.50
TURF CHAMPS	47.50	PUT AND TAKE	7.50
BUMPA-LITE	75.50	SPRING TIME	75.50
DAILY LIMIT	12.50	WHEEL OF FORTUNE	22.50
POP-EM	98.50	CAROM	74.50
WINNER	77.50	DALUXE	9.50
AIR RACES	98.50	DAILY RACES (MVA)	37.50

NOVELTY GAMES			
ACTION	\$ 3.00	KEY LITE	\$ 3.00
BEAM LITE	3.00	KELLY POOL	3.00
OYOONE	4.50	KINGS	3.00
CAVALCADE	3.00	LITES OUT	9.50
CRISS CROSS	3.00	LINE-O	3.00
DITTO	3.00	MAD CAP	5.00
FAIR PLAY	4.50	MATCH-EM	12.50
HAPPY DAYS	11.50	NECK'N'NECK	12.50
HEAD LITE (Free Play)	5.00	RAPID TRANSIT	3.00
JIMMY VAL	3.00	ROLY POLY	3.00
JIG SAW	2.50	SWING TIME	8.50

COUNTER GAMES			
ARMY 21	\$ 4.50	HORSES (New Model)	\$ 4.50
BABY PURITAN	4.75	KINGS SIX	4.75
DAVAL RACES	4.75	PENNY PACK	7.50
DRAW	4.50	POK-O-REEL	9.50
GROETCHEN 21	7.50	REEL DICE	8.00
HIGH STAKES	5.00		

BUMPER GAMES			
BALLY BOOSTER	\$22.50	HOME RUN	\$21.50
BALLY BUMPER	21.50	LIVE WIRE	11.50
BATTER UP	21.50	RUNNING WILD	27.50
DOUBLE ACTION	21.50		

MISCELLANEOUS			
WORLD SERIES	\$125.00	DUCK SET	\$35.00
		ROLLA SCORE	\$42.50

SLOTS			
MILLS YELLOW FRONT BELL, 10 Stop (10c)	\$45.00	MILLS WOLF HEAD BELL (5c)	\$22.50
MILLS YELLOW FRONT BELL, 10 Stop (5c)	40.00	MILLS BLUE FRONT (5c)	62.50
MILLS YELLOW FRONT BELL, 20 Stop (5c)	45.00	MILLS BLUE FRONT BELL (10c)	69.50
MILLS YELLOW FRONT BELL, 20 Stop (25c)	50.00	MILLS BLUE FRONT BELL (25c)	74.50
MILLS DIAMOND FRONT VENDOR	35.00	MILLS FUTURITY BELL GOLD	80.00
MILLS FRONT VENDOR ESCALATOR (5c)	27.50	AWARD	80.00
MILLS SKYSCRAPER BELL (5c)	27.50	MILLS Q. T., 1c New Model, Fruit Reel	42.50
		Optional	42.50
		MILLS Q. T., 5c, New Model, Fruit	42.50
		Reel Optional, Old Model	22.50
		PAGE COMETS, 5c	57.50

IF IT IS COIN-OPERATED, WE CAN SUPPLY YOU AT A SAVING. Watch for our "COUPON ADS" in The Billboard every week.

McCALL NOVELTY COMPANY
3147 LOCUST ST., — ST. LOUIS, MO.
Phone: Jefferson 1644. Cable Address: "MCCALLCO."

WISHING YOU SUCCESS

AL HANEKLAU

3020 Olive St., St. Louis, Mo.
DISTRIBUTOR OF MILLS NOVELTY CO. PRODUCTS

CONGRATULATIONS!

We appreciate that you have been a Constant User of Seeburg and Stoner Products.

W. B. NOVELTY CO., Inc.
3800 N. Grand Blvd., St. Louis, Mo.

In watching your rapid growth in the past year we feel assured that this is the McCall Novelty Company's first step toward becoming known as the Biggest Distributor in the Country.

CHICAGO COIN MACHINE MFG. CO.

CONGRATULATIONS

On the Opening of Your New Offices.

Best Wishes for Success.

O. D. JENNINGS & CO.

We have watched with much pleasure the phenomenal growth of your organization, which can be attributed only to the splendid leadership which you have demonstrated in serving Operators thruout the Midwest.

May your enterprise continue to grow. Lots of success to you.

GROETCHEN TOOL COMPANY

CONGRATULATIONS

WALTER GUMMERSHEIMER

District Manager of the

RUDOLPH WURLITZER CO.

Wurlitzer Bldg., 1006 Olive Street, St. Louis, Mo.

Congratulations On Your Stupendous Success

We are proud to have such an aggressive House as one of our Members.

LOADS OF LUCK

Missouri Amusement Machine Association

McCall Novelty In New Quarters

ST. LOUIS, Aug. 2.—McCall Novelty Company, in business a little more than a year, moved into its new quarters here July 31. Firm now occupies an entire building, consisting of more than 12,500 square feet, and is in a position to offer its customers the use of a large parking lot in the rear of the building and a large parking space inside for winter parking.

Street floor will comprise a large display room and private offices, in addition to the general offices. Second floor will consist of a barroom, music room and display room for automatic phonos, repair department and used equipment showroom. Lee James heads the repair department, with Noel Westphall and James Sarando as his chief assistants, with six additional helpers.

Company, which has made marvelous strides in the coin machine business, will throw a mammoth grand opening party within the next month, date of which will be announced shortly. Entertainment, food and drinks will be featured, with prizes galore for the lucky ones.

A. McCall is owner of the McCall Novelty Company and M. R. James is manager. Office secretaries include Sophie Perlstein, Isabelle Fisher and Mrs. Earl Bowman.

Robbins Hides Secret

BROOKLYN, July 31.—Dave Robbins, of D. Robbins & Company, Brooklyn, this week received a mysterious letter from Stoner Corporation, Aurora, Ill., the contents of which have made him extremely

happy. Dave refused to divulge the secret, but claims it was the happiest news he has received since his last plane trip to Chicago. Recalling that trip, Robbins tells a story about the poor flying conditions, when the plane was forced to land in Pennsylvania and then took up

and wobbled into the Chicago airport. "Boy, was I happy to hear the announcement that we were about to land at the Chicago port. The Stoner letter had the same effect on me," Dave stated.

However, Robbins said that within a week or so he will be in a position to release the news that has made him so happy.

Lee Jones Claims Pikes Peak Is Tops

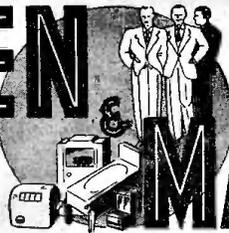
CHICAGO, July 31.—Lee Jones, who heads the American Sales Corporation, is enthusiastic over Western Equipment and Supply Company's latest one-ball payout, Pikes Peak. This week Jones placed an order for 50 of Jimmy Johnson's newest release. "It's a real game," stated Jones, "and I'm banking on it to be a big money-maker. Seldom do I have anything to do with a new machine until after the manufacturer starts to advertise it to the trade. But this is one time I've jumped the gun."

"I saw Pikes Peak in the early stages of production at the Western plant, and the appeal of its motorcycle hill climb theme, together with its many other advantages, so pepped me up that I made it my business to get hold of the first games produced. I had some of my best operators test the games on locations of all types. The results proved the game to be such a winner that I placed an order with Jimmy Johnson for 50 games during the past week."



A. McCALL (left), owner, and M. R. James, manager, of the McCall Novelty Company, St. Louis, which moved into its new and larger quarters in the Mound City. McCall and James are among the most popular coin machine men in the Missouri metropolis.

MEN MACHINES



What is apparently the first general advertising of the new Frost-o-Matic ice-cream vender appears in a confectionery publication last week. The machine is made by Ice Cream Vendors, Inc., New York, and uses dry ice as a refrigerant. The machine sells nickel packs and is leased on franchise basis. The maker offers co-operation in securing locations as well as advertising material.

Russell E. Stieler, of Albert Lea, Minn., was a visitor in Chicago recently, calling to see Lee S. Jones in the new headquarters of the American Sales Corporation. Stieler brought his family with him and spent several days with Jones in looking over the new plant, latest machines and talking about trade kinks.

Sweet relief for one of my weekly problems comes from Texas. I have a girl's name to mix with Men and Machines:

"Just cause it's July and terribly hot there's no sense in your completely forgetting us down here in Texas, is there? And also the East isn't the only place coin machine ladies exist. What with Orene Hay heading the Automatic office in San Antonio (and a very attractive young lady at that) and me doing my best here in Ft. Worth, don't you think we should be included in the Ladies' Coin Machine Circle recently added in your Men and Machines column?"—Helen Savage, Automatic Amusement Company, Ft. Worth.

Thanks, Helen. The Texas boys can really be proud of Helen and Orene as members of the automatic sorority. What do you think of the possibility of organizing the girls into some kind of a band, Helen? (In that way, boys, I hope to get her to write me again!)

Here's an Associated Press item which is very suggestive: "Springfield, Mo.—Springfield's police force is having a hard time explaining this: The profits of a recently installed pop vending machine in the station goes to the department's flower fund. Opened for the first time, the device yielded 12 nickels—and six slugs."

Meyer Gensburg, of Genco, Inc., Chicago, was in New York recently. Meyer had just come from the Pacific Coast on one of those long boat rides around the Canal. He was very much enthused about the trip.

Bally Bullets, baseball team representing Fitzgibbons, Inc., have been going along at a great clip. Phil Coogan claims: "The Bullets have been doing fairly well; we haven't lost a game yet." That's not fair, that's perfect.

It's a real friend who sends me news items to help me fill space during the hot summer months: "Dear Walter: I thought you might be interested in the enclosed news item appearing in *The New York Journal* today. Trust you are keeping cool during the hot spell."—Dave Robbins, Brooklyn.

To the Editor: "We Texas coinmen sure enjoy the many (????) news items which *The Billboard* carries from Texas. Are you sore at us? Or is it that we just don't deserve any news?" (An Op.)

To the Editor: "Lately we have heard a number of complaints from some customers of ours that they have sent money to other cities in reply to advertisements and have heard nothing further regarding their deposits.

"We have had experience with a party who gave his name as Charles Purvis, 186 Remser street, Brooklyn. Possibly you may be interested in this so as to get some information and for the protection of your readers."—E. M. Marley, Markepp Company, Cleveland.

Macy-Westchester Newspapers, New York, have an advertisement in *Advertising and Selling* (July 15, 1937) called

"No. 1 Slot Machine Ego." Whether it is the first in a series is not known. Illustration shows the attracting power of the mirror on a vending machine. "Nobody can resist a mirror" is the catch headline. An ad that gives good publicity to vending machines.

Advertising and Selling, July 15, 1937, issue, comes to the rescue of Joe Huber, Chicago, and his interest in surrealism in art. It says a survey by Frick Art Reference Library clearly shows that two nude art studies, *September Morn* and *Daybreak*, are tops in the best selling pictures of all time. While Huber has neither one of these in his collection at present, he is well known as a connoisseur of the subjective beauty of these works of art.

Herman Budin, Budin Specialties, Brooklyn, runs up to the mountains every week-end. His family is spending the summer away. Last week Herman left in the middle of the week so as to be on time to celebrate his wife's birthday.

To the Editor: "Have just finished reading your editorial entitled *Competition*, which appeared in a recent issue of *The Billboard*, and wish to warmly congratulate you upon same. It is full of truth and common sense. Competition no doubt played a large part in building our great business structure, but it will take co-operation to successfully operate it and maintain it."—William H. Detrick, Bellefontaine, O.

"Dear Walter: I always knew you were a handsome man of good intentions, but that picture of you on your editorial page does not do you justice. You should come to New York and I'll show you how to smile."—Babe Kaufman, New York.

"What's happening to *The Billboard's* candid camera? Or have you decided that too many operators are reading the coin-machine section and the picture of your mug will put them to reading something else. Your face is not much encouragement for this hot weather. So why not use my picture instead?"—Joe Huber, Chicago.

"Dear Mr. Hurd: I am sending you a cartoon which I clipped from *The Chicago Daily Times*. I think you make a very appropriate use of these cartoons in the center of your editorials. Frankly, the cartoons look better than your own picture which appeared in last week's editorial."—H. L. Bindel, J. P. Seeburg Corporation, Chicago.

"Dear sir: My proposal of a few days ago is all off. I cannot get the ladies of the coin-machine industry to write to you or to send you news after they have

LATONIA

Out in front!

ORDER TODAY!

ONLY \$162.50

MASTERS OF THE ARTS
"The Aristocrat Line"

STONER Corp

AURORA, ILL.

seen your picture as it appeared in *The Billboard* of July 24. If they knew you as I do it would be different. I suggest you don't let it appear again so we can get more news from the ladies' coin machine circle."—Helen Savage, Fort Worth.

"Babe" May, Savanna, Ill., one of the prominent operators in that section, was in Chicago on business last week. He visited his old friend Eddie Gnsburg at Atlas Novelty Company while there.

Pete Beres, ace operator, of Pekin, Ill., treated the Atlas Novelty Company boys to a five-gallon freezer of ice cream. The treat was a timely one, as the thermometer was 110 when Beres pulled into Chicago.

In the publication *More Business* (Thormod Monsen & Son, Inc., Chicago) four pieces of art work by the Mills Novelty Company were recently reproduced. James T. Mangan, advertising manager, is given creditable mention in the write-up.

T. A. Thomas, Pan Confection Company, Chicago, is now traveling for the firm, covering Michigan territory. Willard Seefeldt, formerly in the cost department for seven years, has succeeded Thomas in charge of the vending machine department. Pan Confection manufactures a wide line of hard shell small confections, for vending machines, diggers, etc.

Bob Grenner, representing the John Gabel Company, Chicago, returned to New York recently after a week's stay in Chicago. Grenner was enthused about the new model that Gabel will soon be introducing.

J. & J. Novelty Company, Detroit jobber, recently moved into its new building at 4832 Mt. Elliot avenue. New quarters will afford greater facilities for taking care of the company's expanding business.

Gerber's Game Room in the Sherman Hotel lobby, Chicago, was kept in full blast for the convention of 10,000 delegates to International Lions' Clubs meeting recently held at the hotel. The Lions (and Lionesses) were here for fun, but they also discussed further work in the great charitable program for the blind and other unfortunates.

Here's an interesting sidelight on summer dullness in the coin-machine business: A prominent Chicago manufacturer states frankly that June business was better by at least \$75,000 than any previous June in the history of the firm. This refers, of course, to the gross receipts and not to the number of units sold.



CARL HOOPER, in order to make his place more attractive for the big summer season, has gone to considerable expense in doling up his popular Rock-Ola phonograph display rooms in Louisville, as the accompanying picture attests. Carl is one of the best liked men in the industry.



WORLD'S MOST POPULAR CIGARETTE MACHINE

SAMPLE \$16.50

WRITE FOR QUANTITY PRICE



H. F. MOSELEY, Pres.-Treas.

We Can Make Immediate Shipments

Here Comes MOSELEY With His Machine Bargains WANTED TO BUY FOR CASH OR WILL TRADE

For 100 Nickel Play, Check Separator Paces Races. Write, wire or phone us just what you have, quoting your lowest price and what you want to trade for. Give serial numbers and condition guaranteed to be in.

SLIGHTLY USED MACHINES

2 A.C. 7-PLAY BELL, Guaranteed new, never on location.	Each \$150.00	5 BUMPERS	Each \$16.50
1 WURLITZER No. 716, Perfect, Like New	242.50	2 GRANDSTANDS, 5c Play, F.S.	42.50
1 WURLITZER No. 618, Perfect, Like New	242.50	5 POST TIME, Like New	75.00
1 GOTTLIEB SKILL ROLL, Like New	30.00	10 AIR RACES, Like New	\$ 65.00
3 GABEL JR. 12 Record, 6c type Pyramid Type Cabinet with Dome on Top	50.00	2 ROVERS	65.00
2 F.S. MAZUMAS, Never on Location	45.00	5 CAROM	65.00
2 GALLOPING DOMINOS, 5c Play, Check Sep., F.S. Never on location	237.50	5 GOLDEN WHEEL, Like New	110.00
1 BRAND NEW SKOOKY	40.00	5 MILLS DELUXE MODEL PHONOGRAPH, Serial over 13,000	130.00
5 SKIPPERS	21.50	1 ROCKOLA IMPERIAL 20,	247.50
		1 ROCKOLA IMPERIAL 18,	237.50
		1 FAIR GROUND	145.00

WE HAVE OVER 200 MACHINES NOT LISTED, INCLUDING SLOTS AND NOVELTY AND PAYOUT PIN GAMES.

All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. Prompt delivery on all new machines released by respective manufacturer. All used machines are offered subject to prior sale. Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX. Inc., 60 Broad St., Richmond, Va.
DAY PHONE 3-4511. NIGHT PHONE, 5-5328.



FLYING BIRDS, Large Size, Inside Whistle, heavy, flashy sticks, Gross, \$2.50. Same as above, outside whistle, Gross, \$2.10. **BAMBOO PENNANT CANES**, per M., \$7.50. **SUNGLASSES**, Full Size Concave Lenses, assorted colors, Dozen, \$9.00; Gross, \$9.00. **B322—NOVELTY CHINA DOG ASH TRAY**, Dog standing on ash tray. When dog's rubber tail is squeezed he will sure make you laugh. Made up in bright colors. Sample, Prepaid, 25c; Dozen, \$1.20; Gross, \$12.00. Order Today and Get Started on this Clover Novelty. **Two-Tone Parade Games**, Gross \$7.50; Floral Cloth Parasole, Gross \$8.50. **Balloons, Circus and Carnival Prints**, Gross \$2.00. **Elephant Charms**, Gross 60c. We have for immediate shipment complete line of Merchandise for Corn Games—Ball Games—Snow Cone and Popcorn Cones—Hoop-La Blocks. Write us your requirements. Order from this ad. 25c with order. Get our Catalogue No. 926.

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI

ATTENTION CARNIVAL MEN ATTENTION
AS USUAL THE LOWEST PRICES IN THE COUNTRY.

THE JOHN ROBBINS COMPANY
340-42 THIRD AVENUE, PITTSBURGH, PA.
LARGEST LINE OF FAIR — CARNIVAL — BAZAAR — AND BINGO MERCHANDISE.
Slum of Every Description.

PROMOTERS WANTED
WITH EXPERIENCE IN SUCCESSFULLY PROMOTING NEW DEAL FAIRS

Must Have Car. No Salary—But You Get 100% of All Promotions. No Pigs or Weddings, as Nothing is Permitted to Obligate Our Gate. Harry Sterns and Ernie McLaughlin Answer.
ERIC B. HYDE SHOWS
As per route, Bloomington, Ind., August 2 to 7; Centralia, Ill., August 9 to 14.

WANT SHOWS, CONCESSIONS

Of all kinds, Talkers, Side Show People, Ride Help. Fawn Grove, Pa., Fair, next week; Red Lion, Pa., August 23; Flemington, N. J., August 30 to September 6; then Amherst, Bedford, Va.; Littleton, N. C., and others. All those who wrote before, write again. Mail destroyed by fire. Hamburg, N. J., this week.

HELLER'S ACME SHOWS

UNITED MIDWAY SHOWS
Now Playing Choice Towns Where Money is Plentiful.

WANT FOR MULLINS, S. C., LEON CELEBRATION, UPTOWN LOCATION, AND BALANCE OF SEASON.
Shows that don't conflict. Ferris Wheel, Tilt-a-Whirl, Kiddie Rides, Side Show People to strengthen the best equipped Side Show on road. CAN USE two Promoters and Special Agent. Harry Wilson answer. WANT Talkers and Grinders. WANT Concessions of all kinds. Show booked until Armistice Week in money spots. WANT Trombone and Clarinet for Minstrel Show Band. Write or wire Dillon, S. C., this week.

Miami Op Wins Licensing Case

MIAMI, July 31.—After Judge Wayne Allen directed a jury to return a verdict in favor of E. H. Padgett, slot-machine distributor, Tuesday, Albert D. Hubbard, assistant county solicitor, issued a warning that storekeepers who allow improperly licensed slot machines to be operated in their places of business will be arrested and tried in the Court of Crimes.
Judge Allen in Padgett's case ruled that the State had not sufficiently proved that an improperly licensed slot machine involved in the case had been placed there by Padgett or that he was the Padgett Vending Machine Company mentioned in the information filed against him.
Upon the ruling of the judge Hubbard immediately dismissed two other suits against Padgett.

ROUTES
(Continued from page 84)

Dodson's World's Fair: Dunkirk, N. Y.; Johnstown 9-14.
Douglas Greater: Hood River, Ore.
Dyer's Greater: Cadott, Wis., 2-4; Hersey 5-7; New Richmond 9-14.
E. J. C.: Swan River, Man., Can.; Flin Flon 9-11; The Pas 13-14.
Edwards, J. E.: Napoleon, O.; Cygnet 9-14.
Elite Expo: (Fair) Linn, Kan.; (Fair) Barnes 9-14.
Ellis: Sturgeon Bay, Wis., 3-9; (Fair) West Bend 12-15.
Endy Bros.: (Fair) Lewistown, Pa.; (Fair) Branchville, N. J., 9-14.
Eureka: Margaretville, N. Y.
Evangeline: Harrison, Ark.; Cassville, Mo., 9-14.
F. & M. Am. Co.: Gordon, Pa.
Fairly-Martone: Chishom, Minn.
Florida Expo: (Folly Beach) Charleston, S. C.
Foley & Burk: Turlock, Calif.; Monterey 12-15.
Frisk Greater: (Fair) Pequot, Minn., 5-8.
Gibbs, W. A.: Deshler, Neb., Auburn 9-14.
Gold Medal: (Fair) Platteville, Wis.
Golden State: Placerville, Calif., 3-8; (Fair) Tracy 10-15.
Gooding: Rocky Grove, Pa.
Goodman Wonder: Great Falls, Mont.
Graham, Hal: Gilmore City, Ia.
Great Olympic: Reedsburg, Wis.; (Fair) Eiroy 9-14.
Great White Way: Fort Recovery, O.; Melrose 11-14.
Greater American: Winona, Minn.; Fairmount 9-14.
Greater Expo: Gary, Ind.
Greater United: (Fair) Cherryvale, Kan.
Groves: Dunkirk, Ind.
Hanes, Bill: Sulphur, Tex.; Alvarado 9-14.
Hansen, Al C.: Atchison, Kan.; Lawrence 9-14.
Happy Days: (Fair) Benton, Ill.; (Fair) Pinckneyville 9-13.
Happyland: (Fair) Fowlerville, Mich., 4-7.
Helen: (Fair) Ellettsville, Ind., 9-14.
Harris: Huntington, Ind.; Delphi 12-14.
Heller's Acme: Hamburg, N. J.
Henke Bros.: Bessemer, Mich.; (Fair) Escanaba 9-14.
Hennies Bros.: (Fair) Chippewa Falls, Wis.; (Fair) Waukesha 9-14.
Heth, L. J.: (Fair) Charleston, Ill.; (Fair) Huntington, Ind., 9-14.
Hildebrand's United: Spokane, Wash.
Hodge, Al G.: Ikon River, Mich.; Marinette, Wis., 9-14.
Home Size: Thomas, W. Va.; Parsons 9-14.
Honest Bert's: Wheatland, Ia.
Howard Bros.: Yorkville, O.
Hughes Bros.: Mt. Pulaski, Ill.
Hurst, Bob: (Fair) De Leon, Tex.; (Fair) Hico 9-14.
Hyde, Eric B.: Bloomington, Ind.; Centralia, Ill., 9-14.
Jones, Johnny J., Expo: (Fair) Muncie, Ind.; Bloomington, Ill., 9-14.
Joyland: Saginaw, Mich.
K. C. Am. Co.: Harlan, Ia.; (Fair) Ponda 10-13.
Kaus United: Milford, Mass.
Kaus United No. 2: Waynesboro, Pa.; Elkids, W. Va., 9-14.
Keystone: Spangler, Pa.
Legasse, Am. Co.: Worcester, Mass., 2-7; Marlboro 9-14.
Landes, J. L.: (Fair) Broken Bow, Neb.; (Fair) Grand Island 9-14.
Lang, Dee: Famous: Red Wing, Minn.; (Fair) Arbault 8-11; (Fair) Mankato 14-18.
Large & Lane: Carrollton, Miss.
Lawrence, Sam: Hamburg, Pa.; (Fair) Columbia 9-14.
Lewis, Art: Montreal, Que., Can., 2-8; (Exhn.) St. Hyacinthe 9-13.
Liberty National: Cannelton, Ind.; Columbia, Ky., 9-14.
McClellan: Kennett, Mo.
M. B. Am. Co.: Mansfield, Mo.; Houston 9-14.
McKee Am. Co.: (Fair) Council Grove, Kan.; (Fair) Quenemo 9-14.
Markey, W. S.: (Fair) Deposit, N. Y.
Marks: Lebanon, Pa.; Cumberland, Md., 9-14.
Marshfield Attrs.: (Fair) Brownstown, Ind.; (Fair) Ladoga 9-14.
Middleton, Karl: Attica, N. Y.
Midwest: Martin, S. D., 3-7.
Miller & Lecher: (Fair) Wenona, Ill.; Meredosia 9-14.
Miller Amusements: (Fair) Mt. Sterling, Ill.; (Fair) Albion 9-14.
Miller Bros.: Beardstown, Ill.
Miller, F. W., Attrs.: (Fair) Osgood, Ind.
Miner Model: Coatesville, Pa.; Nazareth 9-14.
Miner Model No. 2: Hopewell, N. J.
Model: Frankfort, Ky.; (Fair) Shelbyville 11-18.
Modernistic: Girardville, Pa.
Nash, O. W.: Winfield, Ia.
Northwestern: Brighton, Mich.; (Fair) Milford 11-14.
Orange State: North Tasewell, Va.

BEACON BLANKETS AND SHAWLS

BIG STOCKS ON HAND FOR IMMEDIATE DELIVERY



THE NEWEST FEATHER DRESSED CELLULOID DOLLS — ALL SIZES — FOR SCALES AND BALL GAMES

OUR BIG 1937 CATALOG
EVERYTHING THAT'S NEW AT LOWEST PRICES
Send for it TODAY!

GELLMAN BROS
119 No. 4th St.
MINNEAPOLIS, MINN.

WANTED
Rides, Shows and Concessions for **Labor Celebration**
Peoria, Ill.
Two Days—September 5 and 6.
JOHN H. WALD, Sec., Labor Temple.

WANTED
Shows and legitimate Concessions for nothing but Street Spots and Fairs. WANT High Striker and anything legitimate. Any Shows except Girl and Snake.
THE WEER SHOWS
Deshler, O., This Week.

SHOWS WANTED
For Kendallville, Ind., Fair
AUGUST 16 - 21
Can use good Side Show, Animal Show, Fun House, Monkey Circus, Midget Show and other clean Shows. No Girls or Geeks.
Address
F. E. GOODING
Box 389, Columbus, Ohio.

WANT GIRL SHOW
Or Nudist Colony or Gawk or Pit Show for Huntington this week. Fair Secretaries, we have open dates in August and September. **HARRIS CARNIVAL CO.**, Huntington, Ind., this week; Delphi, next week.

ELANE'S EXPOSITION SHOWS WANT
Shows, Rides and Concessions of all kinds, Free Acts. This show never closes. Stockdale, Pa. Firemen's Celebration, week August 9. Sixty fire companies taking part. Write, wire Fairbanks, Pa., this week. **JOHN GEOMA, Mgr.**

Wanted Wire Act
To feature. Also other big Show Acts. Elwood, August 9; Lebanon, 7; Greenastle, 9; all Indiana.
HAAG BROS. CIRCUS
ROY HAAG, Mgr.

CONCESSIONAIRES!
Get set for your biggest season



Send for your copy of the Continental Catalog
Check full of live items at lowest prices.
SAME DAY SERVICE

Continental PREMIUM MART
822 N. 3rd St. MILWAUKEE, WIS.

WANT FOR Neshoba County Fair
PHILADELPHIA.
Followed by 14 bona-fide Fairs and Celebrations, Loop-o-Plane or Ride-o. Shows with their own outfits, experienced Merry-Go-Round Foreman for Little Beauty that will stay sober. Few more legitimate Concessions. Wire.
JOE GALLER, Water Valley, Miss.

EUREKA SHOWS WANT
Chairplane Foreman. Will book, buy or lease Ferris Wheel. Patty Finnerty wants two capable Wheel Agents. Want act for Side Show. Place Concessions all kinds. Fairs start Chatham, N. Y., Labor Day. Address STANLEY ROBERTS, Margaretville, N. Y., this week.

W. E. WEST MOTORIZED SHOW
WANTS capable Cookhouse Man and Wife to take Cookhouse. Must be sober and reliable. Don't write, come on. Will book Flat Ride or Loop-o-Plane.

DIXIE EXPOSITION SHOWS WANT
For Fairs and Celebrations, Tennessee and Mississippi, Where Crops Are Good. Plenty Money.
Tilt and Octopus will get money. Musicians and Performers, Piano Player, Grind Shows, Stock Concessions, Wheel Agents, Custard and Diggers open. Pulaski, Tenn., this week; Fayetteville, next; Lewisburg and Columbia, Tenn., follow. Address
C. D. SCOTT

ORANGE STATE SHOWS WANT
For Circuit of Ten Fairs, starting third week in August and all winter in Florida. One or two more Flat Rides, Shows of all kinds. What have you? Concessions, come on. Have good opening for Cook House. Can use one more Free Act. Like to hear from Public Address Systems. Wire or write LEO BISTANY, Taxewell, Va., August 2; Sevierville, Tenn., August 9.

MAJESTIC SHOWS WANT
For balance of season, Tilt-a-Whirl or any Flat Ride that can gilly. Have outfit for Girl Show. Jack Adams wants Acts for Ten-in-One, such as Illusions, Tattoo Artist or any Working or Selling Acts. CAN USE three high-class Free Acts. WANT Musicians and Performers for Minstrel. CAN PLACE Broad Mob. Jack Murray wants Wheel and Grind Store Agents. San George come back. All Concessions open except Bingo and Cook House. Harriman, Tenn., this week.

Page, J. J.: Princeton, Ind.; (Fair) Bicknell
Pan-American: Streator, Ill.
Patrick: Chelan, Wash., 6-8.
Pearson: Cuba, Ill.; (Fair) Lewistown 9-14.
Peerless: Moundsville, W. Va.
Pellie & Kconian: Grand Rapids, Mich.
Ray Am. Co.: Mountain Iron, Minn., 2-4.
Reading United: Bruceton, Tenn.
Regal United: Talmage, Neb.
Reid, King: Granville, N. Y., 7-14.
Reynolds & Wells: Rhinelander, Wis.
Rogers & Powell: Duncan, Miss.
Royal American: (Exhn.) Winnipeg, Man., Can.; (Exhn.) Ft. William-Port Arthur, Ont., 10-14.
Royal Palm: Marion, Ill.; Murphysboro 9-14.
Rubin & Cherry Expo.: Champaign, Ill.
Sheesley Midway: South Bend, Ind.
Shugart, Doc: Stratford, Okla., 6-9.
Sof's Liberty: Watertown, Wis., 2-8.
Sparks, J. F.: Salem, O., 3-12.
Spencer & Clark Expo.: Washington, Pa.
Spencer, C. L.: Petersburg, Ind.
St. Geroni, P. J.: (Fair) Central City, Ia.
Stanley Bros.: Dickson City, Pa.
State Fair: Fairbury, Neb.; (Fair) McCook 9-13.
Stevens-Mossman: Pleasant Hill, Ill.
Stumbo, Fred R.: Huntsville, Ark.; Gravette 10-12; Miller, Mo., 13-15.
Sunset Am. Co.: Charleston, Ia.; Creston 9-14.
Sutton: Collinsville, Ill.
Swisher, E. C.: Crane, Mo.
Texas Longhorn: Terrell, Tex.; Mineola 9-14.
Texas: Sinton, Tex., 2-14.
Tidwell, T. J.: Pond Creek, Okla.; Enid 9-14.
Tilly Am. Co.: Princeville, Ill.
Toft: Seaside, Wis., 11.
Valley: (Fair) Bertram, Tex.
Wade, W. G.: Lansing, Mich.; (Fair) Ithaca 9-14.
Wallace Bros.: Attica, Ind.; (Fair) Fairbount, Ill., 9-14.
Wald, John R.: Bloomington, Ill.
Ward, M. R.: Des Moines, O.
West Bros. Am. Co.: Watertown, S. D.; Litchfield, Minn., 9-12; Henderson 13-15.
West Coast Am. Co.: (Fair) Centralia, Wash., 5-9; Portland, Ore., 10-17.
West Coast: Bremerton, Wash.; Raymond 9-14.
West. W. E.: Motorized: Minneapolis, Kan.; Lebanon 9-14.
West World's Wonder: Uniontown, Pa.; Meyersdale 9-14.
Western State: Longmont, Colo.
Weydt Am. Co.: Pittsville, Wis., 5-7.
White City: Kelse, Wash., 6-13.
Williams, Ben: Hallowell, Me.
Wilson Am. Co.: Keokuk, Ind.
Winters Expo.: Beach Bottom, W. Va.
Work, R. W.: Roanoke Rapids, N. C.
World Expo.: Schenectady, N. Y.
World of Fun: Smithers, W. Va.
World of Miris: Plattsburg, N. Y.
Zeiger, C. F.: United: North Platte, Neb.
Zimdars Greater: (Fair) Knoxville, Ill.; (Fair) Greenup 9-14.

Additional Routes
(Received too late for classification)
Bell Show: Dorchester, Ga., 2-7.
Daniel, Magician: Black River, Mich., 2-7.
Favorite Players: Palestine, Ill., 2-7.
McCall Bros. Show: Cromwell, Minn., 2-7.
McNally Show: N. Hyde Park, Va., 2-7.
Mayott Dogs: (Deadwood) Deadwood, S. D., 5-8.
Pooles, Musical: Washington, Ia., 2-7.
Rose, Tex. Lone Star Ranchers: Landenberg, Pa., 2-7.
Seccalum Park Rides, No. 1 Unit: Bradner, O., 2-8; No. 2 Unit: (Fair) Plain City, O., 2-8.
Stewart Comedians: Chatham, Va., 2-7.

WANTED FOR CIRCUS
Quick, two good Tumblers. Those working comedy or bareback riding given preference. Wire or write C. R. ST. LEON, care WALTER L. MAIN CIRCUS, 5, Randolph, Va.; 6, Claremont, N. H.; 7, Jaffrey, N. H.; 8, Athol, Mass.; 10, Northampton, Mass.

THE 1937 MASTERPIECE!
BLUE BLAZER

THE MACHINE-GUN NOVELTY TABLE

300 BALLS FOR A NICKEL!

FASTEST ACTION EVER KNOWN!

NOT A PINTABLE, But a SHOOTING GALLERY

- NO PINS
- NO BUMPERS
- NO ELECTRIC EYES
- NO HOLES IN PLAY-BOARD
- NO SHUFFLE BOARD
- NO OUTHOLES
- NO TILTING DEVICE
- NO FLUNGER
- NO BALL LIFT

25" Machine Gun Shoots 3/4" Balls at Rate of 300 per 47 Seconds.

LEGAL EVERYWHERE!

ORDER NOW for IMMEDIATE DELIVERY!

L. B. ELLIOTT PRODUCTS CO., Inc. 3017 Carroll Avenue



Patents Pending. Size: 22"x47"

\$89.50

F. O. B. Chicago. 1/3 Deposit with Order.

Manufactured by L. B. ELLIOTT PRODUCTS CO., Inc. CHICAGO, ILL.



SPECIAL FOR SALEMEN "SUNSHINE" ASSORTED CHOCOLATES

This is the package that has been endorsed by the best Salemen in the business. A half-pound of high-grade Assorted Chocolates, 2 layers. Extension edge box. Assorted Color Cellophane wrapped. 4 dozen to carton.

\$1.40 Doz. \$5.60 per Carton

25% Deposit with Order, Bal. C. O. D. send for Illustrated Catalog. 101-103 Wooster St., NEW YORK CITY. MARVEL CANDY CO., Inc. WANTED: Sideline Salesman with a Car.

BRODHEAD, KY., FAIR

WEEK OF AUGUST 9. A REAL COUNTRY PEOPLE'S FAIR FOLLOWED BY EWING, KY., FAIR AND LOUISA—THE BIG ONE ON THE STREETS. ALL FAIRS—NO STILL DATES UNTIL NOVEMBER 3.

Why play still dates when you can play real fairs at about the same price? Want Stock Concessions. Joe Smith wants Blower Agents. Have Silo Drome for sale. Must book on our show. All address

F. H. BEE SHOWS, Inc. Russell Springs, Ky., Fair, this week; Brodhead, Ky., Fair, next week.

PAN-AMERICAN SHOWS WANT

Shows and Show People. Want Manager and Acts of all kinds for Circus Side Show. Want Performers and Musicians for Minstrel Show. Can place Performers for Hula and Review. Want Talkers and Ticket Sellers. Can place experienced Show Electrician, also Lot Superintendent that can build. Want good Grinder for Fun House. CONCESSIONS—Want Legitimate Concessions all Kinds. Can place Agents for Wheels and Grind Store. Come on. This Show out till late November with good route of Celebrations and Fairs. Address Streator, Ill., this week.

WANTED—O. C. BUCK EXPOSITION, INC.

Saranac Lake, N. Y., week of August 9 and all Fairs until November 1. Legitimate Concessions. Everything open. No exclusive. Also will book one or two Grind Shows. Will also book Organized Minstrel Show with Band. Address as per route.

OUTBOARD

SENSATIONAL NEW 5-BALL AMUSEMENT GAME by DAVAL

Upon insertion of coin one, two or three numbered entries light up on the big beautiful backboard! Three different sets of odds light up at the same time! THE RACE IS ON . . . as the balls hit the bumpers the speed boats advance in a group around the outer oval . . . TO WIN the player must have a lit-up boat to correspond in number with one of his selected entries. He must also deposit a ball in the first, second or third mile holes which determine the odds.

ACTION . . . you said it!
THRILLS . . . and how!
SUSPENSE . . . to the last ball!

The ONLY motor boat racing game in the market. APPROVED IN MANY CITIES WHERE HORSE RACE GAMES ARE TABOO!

DAVAL MANUFACTURING CO.
 200 SO. PEORIA ST. CHICAGO

Seven Speed Boats cut through the surf, with lightning speed, and the operator scoops up the profits!

WRITE, WIRE, PHONE YOUR ORDER TODAY!!

PRICE ONLY
\$74.50
 TAX PAID



Thoroughly tested in toughest sea conditions — came thru with flying colors.

5¢ **PLAY BALL** 5¢

CAN YOU REMEMBER . . .

These salesboard-less summers before Superior made the now-famous "Play Ball"? No sales, and no profits. Today, you literally "coin money" when you operate this 80% payout, average profit, board. It comes with a beautiful accompanying payout card, 2280 holes, 5c or 10c deals. Order yours while the summer is still with us!

5c DEAL:
 Takes in 2280 @ 5c... \$114.00
 Pays Out (average)... 75.94

10c DEAL:
 Takes in 2280 @ 10c... \$228.00
 Pays out (average)... 151.88

PROFIT (average) \$ 38.06

PROFIT (average) . . . \$ 76.12
 Thick board with easels.

CAN YOU REMEMBER . . .

These salesboard-less summers before Superior made the now-famous "Play Ball"? No sales, and no profits. Today, you literally "coin money" when you operate this 80% payout, average profit, board. It comes with a beautiful accompanying payout card, 2280 holes, 5c or 10c deals. Order yours while the summer is still with us!

125¢

You'll make a hit in your community with our fund-raising series deals. Write for particulars!

Oklahoma Income

More than one-fourth of the total income of Oklahoma now goes to the support of government, according to figures prepared by Doctor Ashton, the research director of the State Chamber of Commerce. Far more than one-fourth in fact, if those figures are correct.

This biennium it takes \$18,500,000 to support the governments of the 77 counties. Another \$22,000,000 is required to meet the operating costs of the 483 municipalities. The 4,760 school districts require another \$28,500,000. More than \$1,000,000 is needed to liquidate the governments of defunct townships. State expenditures equal \$100,000,000. And Oklahoma's share of the cost of maintaining the federal government is \$165,000,000. Subtract from the total \$25,000,000, which represents duplications, and there is a remainder for the biennium of more than \$310,000,000.

In 1936 the total income from Oklahoma farm products was \$102,356,000. Milk added \$34,085,000 to the year's income. Live-stock values equaled \$119,854,000. Oil products contributed \$220,968,775. The total income from these major resources was \$477,263,775.

Thus if Oklahoma had been required to pay the biennial cost of government from her major sources of income in 1936 she would have had only \$177,248,775 left. It would take the value of all farm products for three years like 1936 to pay the costs of government for two years. If the oil produced in 1936 had been required to pay all the biennial bills of government there would have been a deficit of nearly \$90,000,000.

And if Oklahoma taxpayers had had to pay those two years' bills in 1936 they would have had only 35 cents left from each dollar of their year's income.—(Editorial in *The Daily Oklahoman*, July 13, 1937).

Write for Scoops, 16 - Page Trade Paper. The only salesboard trade paper in the U. S.

SUPERIOR PRODUCTS, Inc. DEPT. 0 14 N. PEORIA ST. CHICAGO

GRAND PRIZE EXHIBIT SEVEN-SLOT CHUCK-A-LETTE 175.00
 BALLY SKIPPER 29.50
 BALLY BUMBERS 19.50
 BLUE FRONTS, High Serials, Light Cabinet, 5c, 10c, 25c Play. 89.50

1/3 Certified Deposit with Order, Balance C. O. D. Reference First National Bank, Hickory, N. C.

J. L. JONES SALES COMPANY
 2312 10TH AVENUE, HICKORY, N. C.

PASES RACES, 5c Play, Cash Payout, Mechanically Perfect, Serials Up to 3700, 30 to 1 Payout \$225.00
 TRI-O-PAKS 12.00
 RELIANCE DICE MACHINES. 29.50
 WURLITZER 412 PHONOGRAPHS, 175.00

Slug Visible Slotted Coin Counter

MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be our business. Our method of counting and tubing coins is the answer. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

50 PENNIES
 THE ACCURATE COIN COUNTER COMPANY

Wrapper Tubes, 75c. per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes. Write for Big Lot Prices.

Accurate Coin Counter Co.,
 Fatton, Pennsylvania



JOE ABRAHAM, of the J. M. Novelty Company, Youngstown, O., smilingly plays one of the Foto-Finish games he purchased while on a visit to the Gottlieb plant in Chicago recently.

SLOTS - 1 BALL BARGAINS!

GUARANTEED 100%

MILLS BLUE FRONT	BALLY CAROM	\$ 69.50
MYS.—5c	TURF CHAMP	54.50
\$ 59.50	FLICKER	17.50
MILLS LION HEAD—5c.	SKY HIGH	9.90
32.50	GOLDEN HARVEST	9.90
MILLS F.O.K. SILENT—	ALL STAR	9.90
5c	JUMBO	9.90
29.50	WURLITZER P-12	124.50
MILLS YELLOW HEAD	ROCK-O-LA 1936	
MYSTERY	No. 2	139.50
47.50	STEWART MCGUIRE 7-	
MILLS SCYSCRAPER—5c	COL. CIC. MACH....	64.50
37.50		
JENNINGS DUCHES—5c		
19.50		
PACES RACES — Serial		
3700 to 4000		
225.00		
PACES RACES—Brown—		
Serial 5013—25c Play		
325.00		
RAY'S TRACK		
162.50		

GERBER & GLASS 914 Diversey Blvd. CHICAGO

L. A. County Ops Form Organization

LOS ANGELES, July 31.—In order to put operations in Los Angeles County on the same high plane as in the city of Los Angeles a majority of the operators in the county have recently formed an organization to be known as the Associated Operators of Los Angeles County.

Curley Robinson has been appointed secretary and business manager, and the board of directors is composed of Jack Gutshall, of the Gutshall Novelty Company; Abe Chapman, of the Automatic Venders Company; Vernon Moore, of the Vernon Moore Novelty Company; Ely Glassman, of the Glassman Novelty Company, and Jack McClellan, of the Atlas Novelty Company.

According to reports, the new association is fashioned after the CAMOA Association of Los Angeles and is meeting with whole-hearted co-operation of manufacturers, jobbers, distributors, business men, civic associations and Chambers of Commerce.

At the present time the association is endeavoring to obtain copies of the constitution and by-laws of other coin-machine associations so as to set up a uniform set of rules.

OUT NEXT WEEK

LONG BEACH

Pennsy's Tax on Games Effective

HARRISBURG, Pa., July 31.—Pennsylvania Department of Revenue has instructed county mercantile appraisers thruout the State to proceed with tax collections on pinball machines at the rate of \$21.50 for the first machine and \$11.50 each for all other machines in restaurants, drug stores, taprooms and other establishments.

The collection is being started after the State Supreme Court recently upheld a legislative measure of two years ago levying a tax on the machines.

The revenue department further instructed the appraisers to collect back taxes on the machines for the last two years while the test case was pending in court. The law stipulates that the location owner must pay the tax.

Nat'l Tally Card Assn. Gathers in Cincinnati

CINCINNATI, July 31.—National Tally Card Association held a meeting at Netherland Plaza Hotel July 24 and 25, with various matters of interest to the tally card industry being discussed, primarily the angle of fair trade practices.

Fred Werts, president of the Werts Novelty Company, as well as the association, presided. Other members present and the firms they represented were Robert Werts, L. G. Shumaker and Don Schidler, Werts Novelty Company; Maurice Saks and Edward Peters, Gam Sales Company; (Mac) McAdams, Wheeling Novelty Company; Guy Noels, Gay Games Company, secretary; J. L. McDaniels, J. L. McDaniels Printing Company; Bud Marshall, Community Printing Company; A. T. Ault, Bristol Novelty Company, and Ted Broyles, Muncie Novelty Company.

Eud Schaffer, of National Novelty Company, was prevented from attending due to illness.

Ring the Bell! Hit the Cat!
Talk About Something Different! Here is a jar with the Carnival Spirit!

CARNIVAL

Operators, put this new game in your locations and watch the players go for it! Attractive, large awards, big profit, nothing to get out of order, low cost per unit. Made for 5c play—uses a specially designed 6-color payout card and fool-proof tickets.

2280 Coupons, at 5c...\$114.00

Payout (average)..... 78.00

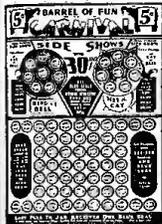
Profit (average).....\$ 36.00

Write for Full Information

GAM SALES COMPANY

Manufacturers Only

1319-21 S. Adams St., Dept. C, Peoria, Ill.



Moore Forms New Operating Firm

DETROIT, July 31.—Following upon the dissolution of the M. & N. Company, in which he was a partner with Maurice Nathanson, Max Moore has reorganized his business and is now operating under his own name. This change adds another Moore to the list of operators here, for Jack Moore, brother of Max, is already operating some pin game routes independently.

Following the example of many other of the more active ops, Moore has moved his headquarters to 3026 Pasadena avenue in the northwest part of the city. Nathanson will continue to operate from the old headquarters of M. & N.

Moore is also associated with the H. E. Grasseck Company. In the reorganization the Grasseck Company has closed its downtown office and is centering all operations at the Pasadena street address. Coincident with the change, the new firm is discontinuing the jobbing end of the business and will devote its entire time to operating. Grasseck, who has been ill for some time, is now

back on the job, handling service and general activities for the joint companies.

Commenting on general business conditions in the Detroit area, Moore revealed that business is holding up well for the summer months and that most of the machines have not shown the expected seasonal slump, altho play on pin games has slacked off a bit.

Commission Favors Parking Meters

HARRISBURG, Pa., July 31.—Mayor John A. F. Hall's "Keep Harrisburg Safe Commission" Tuesday recommended to the mayor that the city of Harrisburg purchase 635 parking meters and declared that the meters would pay for themselves in five months.

The commission said its recommendation was based on a survey of nine other Pennsylvania cities using the meters.

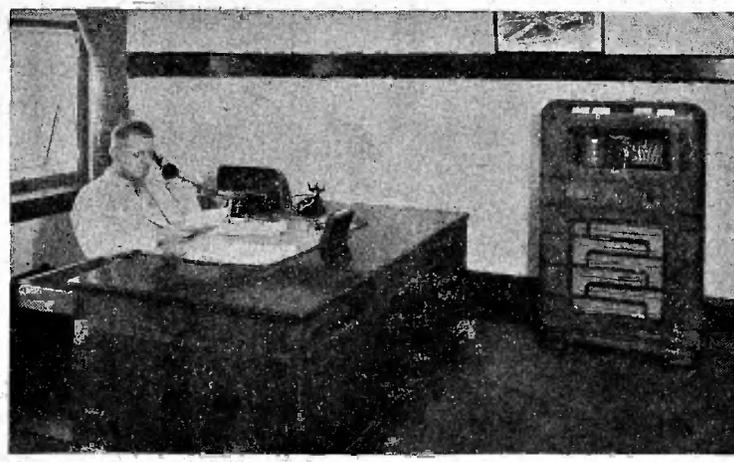
AIR RACES \$75.00 (Stoner-Like New) EACH
Many Other Automatic Pay Tables.
Write for Price List:
W. B. NOVELTY CO.,
3800 N. Grand, St. Louis, Mo.

YOU WIN — WE LOSE

- 25 Latest Type 1c A.B.T. TARGETS with Automatic Scoring Device, Like Brand New, Each \$ 17.50
 - 2 PACES RACES, Black Cabinet (Perfed), Each 175.00
 - 1 CAROM (Bally) 5c Cash Payout..... 75.00
- TERMS: 1/3 Down, Balance C. O. D., F. O. B. Brenham.

SCHATZ NOVELTY CO., Brenham, Texas

Special Close Outs — 14-ft. Bowlettes, \$39.50; 14-ft. Roll A Ball, \$35.00; 120 Pack Advance Cigarette Machines, \$19.50 each; Turf Champs \$65.00 each; Slot Machines, single jaks \$10.00 each; Duchessa, 1c, 5c, 10c, \$22.50 each; Mills Juculator, \$35.00; Mills Double Jaks, \$25.00; Pay Tables, \$10.00 up; U-Neet-A-Pak Cigarette Machines. All Bally products, Classic, Arlington Fairgrounds, Golden Wheel, LEHIGH SPECIALTY CO., N. W. Cor. 2d and Green Sts, Philadelphia, Pa.



W. R. DEATON, Wurlitzer district manager, busy at his desk in his new quarters located in the Jefferson Standard Building, Greensboro, N. C.

A 5-BALL NOVELTY GAME — POSSIBLE, HOWEVER, TO COMPLETE GAME WITH JUST 1 BALL.

GENCO, Inc.

2621 N. Ashland Ave. Chicago, Ill.

Check these two numbers

STORMY

This brand new novelty game is taking the country "by storm". It has beauty—action—play appeal! And earning power even rivaling your Pacific pay tables. Distributors are burning the wires for Stormy's. Alert operators are covering their locations fast.

\$74.50

PHANTOM

Check up on this new pay table—a winner form start to finish. Win, place, show and purse features—5 sets of big odds—eight horses—mystery coin chute—everything you want. Try two or three Phantoms on your spots and you will follow up with twenty or thirty!

\$159.50

Genco's Latest Named Long Beach

CHICAGO, July 31.—An explanation for all the whispering and tip-toeing around the Genco plant was revealed this week with the officials' announcement of a new novelty game appropriately named Long Beach, according to those who have been privileged to steal a look or two at it.

"After producing a long series of novelty game successes it was expected that we should turn out a new novel idea," said David Gensberg, of the Genco firm. "That idea has been expressed in the creation of Long Beach. Altho it is a five-ball game, a player may complete the game with just one ball. It may, however, take two, three or four. Just how it works will be revealed next week when Long Beach makes its official bow into the coin machine world. However, we promise the operators a game with a new kind of scoring thrill, a game with a new intriguing play, a game which operators will find extremely profitable on every game location."

Genco attributes much of its success in building novelty games to the close tieup it maintains with operators thru-out the country. By a tieup is meant a close working relationship whereby the factory knows at all times the definite trends in gambling. This way the uncertainty and gamble in producing games has been definitely eliminated, Genco chiefs say. Every week a batch of reports pile up on the desks of the Genco officials. After going over the reports they have a sound knowledge of just what Mr. John Q. Public wants in his games and they are guided accordingly in their new creations.

B. D. Lazar Buys Phonos

CHICAGO, July 31.—B. D. Lazar, of Pittsburgh, while passing thru Chicago on his way to Texas this week stopped at the Rock-Ola plant and placed an order for two more carloads of Imperial 20 phonographs. Lazar will meet his family at San Antonio and from there will visit Houston and Galveston, where they will take the boat for New York. Trip will be a three weeks' vacation for B. D., who says he needs it badly.

New Features in Pacific's Stormy

CHICAGO, July 31.—Increased activity in the production of new ideas in novelty games is observed with the announcement of Stormy, Pacific's latest release. The name of the game is suggestive of the principles incorporated in its play. When a coin is inserted storm clouds appear on the light-up back glass in deep and colorful extra dimensional effects. Then the balls are said to go roving all over the playfield when the player releases the plunger. "The action is most unusual," says Paul Bennett, Pacific executive, "because the Stormy playfield includes a series of cleverly designed discs and springs which combine to produce bulletlike speed as the balls streak erratically in every direction."

A single ball propelled over Stormy's playfield, is reported to have made as many as a dozen contacts within a period of three seconds. On the other hand they may make only two connections before running out. This feature alone is said to give players a change of pace that makes the game most interesting. Each contact causes a new score to advance on the flashgraph board, which remains long enough for the location owner to check up after all balls have been played.

As an added feature flashes of colorful lightning shoot across the back glass each time a contact occurs on the field. Operators and distributors are reported to be manifesting considerable interest in the new release.

branches and the shipping department; the second will contain an immense manufacturing plant. Leo Willens, of the company, informs that prominent architects have designed beautiful showrooms, where what he calls "the most complete line in the country" composed of all sizes of cigaret vending machines and a nine-column gum, mint and candy machine will be on constant display. Willens and his associate, Louis Steiner, are well known thruout the industry.

ROYAL DEPENDABLE GAMES

COMPLETELY RECONDITIONED PAY TABLES

All Star... \$18.00	Parlay, Sr... \$15.00
Baltimore... 27.50	Peerless... 15.00
Challenger... 21.50	Rambler... 13.00
Cocky Hour... 17.00	Redman... 18.00
Derby... 10.00	Redwood... 15.00
Derby Day... 10.00	Sky High... 13.00
Clock... 82.50	Ten Grand... 19.00
Daily Limit... 10.00	Tycoon... 17.50
Golden Har... 10.00	Speedway... 19.50
Hi De Ho... 45.00	Sportsman... 7.50
Leathernack... 19.50	Wall St... 10.00
Multiple... 24.00	

NOVELTY GAMES

Contact Action, Sr. Big Game **\$3.50 Ea.**

Auto Flash Moon Kings

Hi De Ho... \$ 7.00 Cross Country... \$ 8.00

COUNTER GAMES

Reel 21... \$ 7.50 Club Vend... \$22.50

Daval Races... \$ 3.00 Funchette... 4.00

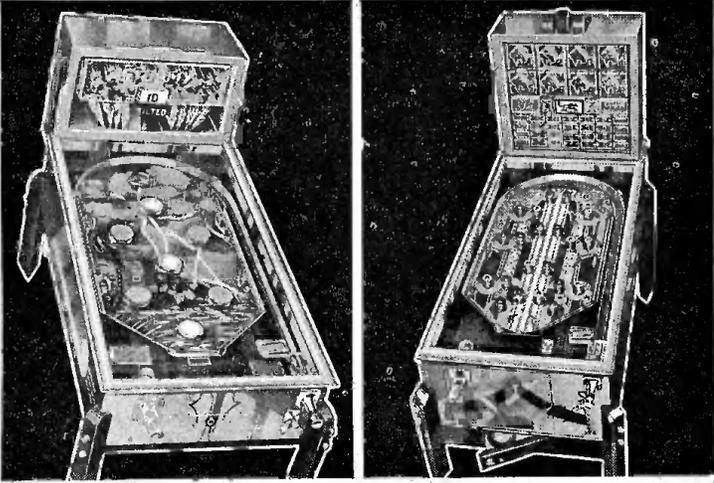
Panny Ante... 3.50 Hol-E-Smoks... 7.50

1/3 Dep., Balance C. O. D.

WRITE TODAY FOR LATEST PRICE LIST! HUNDREDS OF GAMES READY FOR DELIVERY!

Royal COIN MACHINE CO

2212 N. Western Ave. CHICAGO, ILL.



PACIFIC MFG. CORPORATION, 4223 LAKE ST., CHICAGO, Los Angeles Office, 1520 S. Hope St.

PACIFIC BALL GAME, \$249.50

Liberal Credit Terms. Write or Wire

AUTOMATIC SALES COMPANY

2818 Madison Avenue, COVINGTON, KY.

(DISTRIBUTORS FOR ALL PACIFIC PRODUCTS.)

Johnson Releases New Payout Game

CHICAGO, July 31.—Jimmy Johnson, head of the Western Equipment and Supply Company, today announced the release of the latest in a long and successful series of moviegraph action automatic payout games.

It is reported that the one-ball game, Pikes Peak, is veritably a "peak" achievement in Western's production history due to the various features which characterize the game. "Even more unique than in our previous popular games is the adaptation of moviegraph action to the theme of Pikes Peak play," averred Hugh Burras, Western Equipment sales director. "The eye-appeal has been most forcefully developed by choosing as the interest-appeal a motorcycle race up a mountain side, a sport that for thrills and action has no equal. Tests have proved Pikes Peak moviegraph action theme fully as thrilling to amusement machine devotees, Burras claims.

"Changing odds each game are shown

in lights on the backboard, as are the positions of the riders," he continued. "On the playing field are several unusual features, among them the changing odds bumpers and a kicker which sends the ball to the top of the field for a return trip thru the bumper springs. A feature of especial interest to operators is the mystery coin chute, which automatically selects the winner, or probable winners, when a coin is inserted. One or more selections will light up each game.

"Awards are automatically paid out," Burras explained, "when the ball drops into a pocket at the bottom of the field, which is numbered to correspond to the number of the lighted rider in first, second or third place. A special feature on the playing field is a strategically placed pocket which when made awards the player \$2. Tying these original ideas and perfected mechanical features together is the usual careful Western workmanship which has long been a synonym for enduring performance," concluded Burras.

It is stated that deliveries have already begun in volume to various Western distributors thruout the country.

U-Need-a-Pak Will Move to New Plant

NEW YORK, July 31.—Within the next few weeks U-Need-a-Pak Products Corporation, manufacturer of vending machines, will move to a larger plant at 35 Plymouth street, Brooklyn.

After 10 years of building the organization to one of national prominence in the cigaret vending machine field U-Need-a-Pak is embarking upon the greatest move of expansion in its history. New headquarters measure one square block and are divided into two units, each on a different floor. One will house the executive and sales

Tulsa Council Legalizes Games

TULSA, Okla., July 31.—City commissioners have passed an ordinance legalizing pin games by a four to one vote. Ordinance carries an emergency clause and is now in effect. A legal attack is threatened to be launched by the ministerial alliance and the Tulsa council of churches.

Automatic payouts are permitted under terms of the ordinance, but tokens paid out must be used only for replaying the machines.

TULSA, Okla., July 31.—Exercising his veto power for the first time since he took office, Mayor T. A. Penney vetoed Monday the ordinance legalizing pin games passed last Friday by a four-to-one vote of the commission, in which the mayor cast the only dissenting ballot.

It was learned from reliable sources that the veto will serve to bring about a revised law providing for machines without automatic payout devices. Indications Wednesday were that the commission will override the mayor's veto when the ordinance is altered so as to cut out the objectionable features as outlined by the city ministers. Earl Logan, commissioner of finance and revenue, who offered the original ordinance, stated that he believed an ordinance would be worked out during the week that would prove acceptable to the ministers, merchants and pin-game operators.

Under the charter the mayor has the right to veto any legislation and such laws cannot be acted upon for seven days.

Archie Berger Returns to Wars

CHICAGO, July 31.—Archie Berger, one of the oldtimers who helped introduce pin games to the New York metropolitan area, has returned to the wars.

For the past week he has been in Chicago renewing old friendships with the coin-machine manufacturers. He is not here, however, in his former capacity as a distributor. He comes now as a representative of Skill Game Buyers, Inc., a co-operative buying group recently organized by the leading skill-game distributors in the New York area.

Thru the contacts that he has made here he reports that he has succeeded in building up a world of good will for his new association. This was to be expected, for Berger's magnetic personality, fine reputation and wide experience have always made him a welcome visitor in coin-machine circles.

SPORS WHOLESALE CATALOG

Hot off the press Shows 4,000 world-wide Bargains 258 Pgs. of Best Sellers of Every Description and Making Plans This Catalog is FREE send for it today.

SPORS CO.
7-37 Erie St., Le Center, Minn.

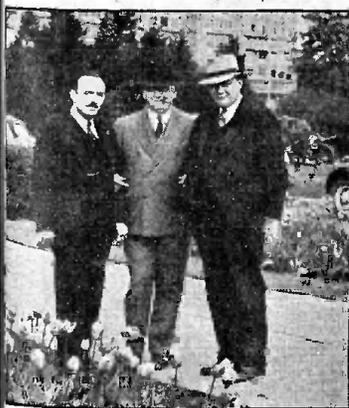
WATCH DAVAL !

Bennett Steps Up Ball Game Schedule

CHICAGO, July 31.—Many letters are said to be coming in the mails congratulating Pacific on the earning power and performance of its new baseball game, on word from Paul Bennett, general sales manager of Pacific Manufacturing Corporation. This reported good news, together with the many reorders on hand for the new game, has caused Pacific to put doubly renewed vigor behind getting deliveries into the hands of operators, according to Bennett; who is weighing the messages on what the game is doing and pushing the company's production facilities to capacity to satisfy everybody. Pacific claims the game has lived up to every word of praise the company's advertising messages have set forth and that its action stays within the limitations of strictly amusement equipment and will operate in practically every territory with few exceptions. The ultimate in better engineering and testing practices used in producing the new baseball game have brought Pacific engineers to advise the company management that they can look for real satisfaction from those who select the new game, according to reports.

Game Play Heavy At Ritzy Resorts

ST. JOHN, N. B., July 31.—Coin machines of all kinds are riding on the crest of popularity at Mount Desert Island, one of the ritziest watering places in America, as well as at the exclusive Bar Harbor. Never before in the history of the resorts has there been such keen interest in pin games, slots, payouts and other types of automatic machines. Games are on location in practically every restaurant, drug store and cafe and even at the boat and canoe harbors on the water front. With thousands of tourists coming from all parts of Canada and the United States to Bar Harbor, coin machines are being kept busy at all hours. Money is spent liberally for amusement at these spots, and as coin-operated devices are providing some of the excitement and entertainment which the vacationers want they are getting a big play from the amusement-loving public.



ROY BANGS, De Luze Novelty Company, Little Rock, Ark. (left); Homer E. Capehart (center), Wurlitzer vice-president, and Ernest Petering, Wurlitzer general sales manager, inspecting the beautiful gardens surrounding the Wurlitzer plant at North Tonawanda, N. Y.

One Good Turn Deserves Another

By JAMES T. MANGAN
Advertising Manager Mills Novelty Co.,
Chicago

Right now you may be feeling cranky, mean or listless and in no mood at all to consider doing anybody a good turn. But remember—"One good turn deserves another!"

Already today, tho you may not be able to think of it right now, somebody did you a good turn. Someone was polite to you and the little act of politeness brightened your spirit. Someone praised you and made you feel like a million dollars. Or someone wrote you a letter, paid a bill, gave some extra service or consideration that wasn't even due you. All good turns.

And if you'll look back at the last few hours you may be startled to discover, that while other people were doing good turns for you, you weren't doing a good turn for anybody! You were thinking only of yourself, contemplating some sorrow, planning some joy, turned in entirely on yourself and yourself alone!

One good turn deserves another. In payment for the several little acts of kindness and consideration you've recently received from other people step out right now and start doing a few little things for others.

Try kindness instead of harshness. Try consideration in place of selfishness. Try sentiment instead of hard, cold greed.

The men whom the world knows as "getting the most out of life" are invariably sentimental. They have heart, they have feeling for the rest of the human beings in the world. Their sympathy for others keeps them constantly on the go doing good turns, chasing away trouble, softening the blows and hardships of their fellow men.

They "get the most out of life" because "one good turn deserves another." They are constantly being paid back with love, popularity, gratitude.

The "other" good turn that your "one" good turn deserves is the kick you get out of doing the good turn in the first place. You are always paid back from the outside, that's true. But there's no payment from the outside that can equal the internal thrill, the divine glow of self-satisfaction that comes from serving your fellow man.

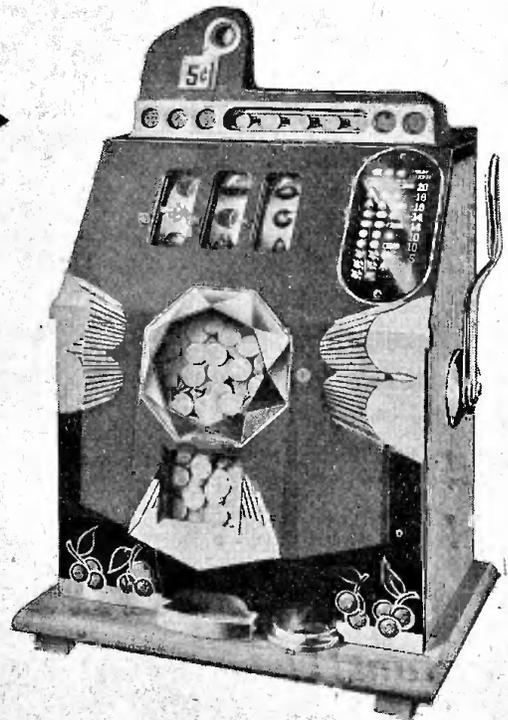
Those who give the most have most to give and most to get. A fortune awaits every man who truly believes one good turn deserves another.

Plot Big Opener In Secret Party

CHICAGO, July 31.—A surprise party took place at the new offices of the American Sales Corporation on Wrightwood avenue last week. As yet the firm has not announced formal opening of the new location, but when our representative dropped in he was lucky enough to find the corporation officers, W. G. (Bill) Gray, president; Lee S. Jones, executive vice-president; C. D. Odom, secretary, and Walter Tratsch, director, all sitting around in heavy conference. The only absentee was A. H. (Jack) Bechtol, who is in Florida.

Evidently considerable plotting against the "whites" was going on, but a few moments later Ray Moloney and Jim Buckley, of Bally Manufacturing Company, dropped in, whereupon doors were closed and reminiscences were in order. We understand the American Sales Corporation will announce its regular opening in a couple of weeks, pending a few changes in the building, so this informal meeting was more or less of a surprise. But to quote Jim Buckley:

"Why wouldn't we come to see Lee? He is and has been for a long time one of Bally's biggest customers. It is always easy to do business with him because he pays the price. But on the other hand he gets the price. We consider that we have been a part of Lee's success and also we are certain that he in turn has been part of ours. It isn't often that a manufacturer has a chance to sell a concern whose personnel is composed of as many old, tried and experienced colmen as the American Sales Corporation. We didn't wait for him to announce formal opening, but came in the minute we heard he had moved."



MELON BELL Mills Biggest Bell Hit

When the three melons come up in a line, player gets regular jackpot, plus contents of giant Melon Jackpot. No machine anywhere operates like this wonder Bell. Write for Prices.

MILLS NOVELTY COMPANY
4100 Fullerton Ave., Chicago, Ill.

REAL BARGAINS

Guaranteed Reconditioned Late Models

Bally Breakneck \$59.50	Bally Odom \$69.50	Bally Skipper \$29.50
Jennings Flicker 18.50	Keeney Ten Strike 29.50	Rock-Ola School Days 45.50
Bally Blue Birds 18.50	Jungle Dodger 39.50	Bally All Star 12.50
Pamco Leathernecks 12.50	Bally Challenger 18.50	Pamco Parlay 12.50
Bally Sky High 12.50	Sunshine Baseball 14.50	Big Richard 12.50
	Bally Round Up 12.50	

CERTIFIED DEPOSIT WITH ORDER — IMMEDIATE DELIVERY.

BADGER NOVELTY COMPANY

2546 N. 30TH STREET,

MILWAUKEE, WIS.

Moore Praises Jennings Console

CHICAGO, July 31.—Jack R. Moore, Pacific Coast representative of O. D. Jennings & Company, is a go-getter who believes in getting places as fast as possible when anything involving his business is concerned. Naturally he turns to air travel, as it enables him to jump to all parts of the country from his West Coast offices in the shortest space of time.

Some few weeks ago when O. D. Jennings & Company announced the new Liberty Bell Console the entire Moore organization is said to have gone on the alert. Interest in this new number quickened at such a pace that Moore decided to fly to Chicago to speed up arrangements for distribution of the new unit in his territory.

After looking over the latest Jennings

creation Moore told B. T. Perkins, sales manager of the coin machine division at Jennings: "You just tell your factory to double its production on this number. Every operator on the Pacific Coast is going to know about this new machine." Just a few weeks ago Moore announced the opening of a new office in Seattle, Wash., at 3144 Elliot avenue. The new office is in charge of H. B. Hoffman, who formerly managed Moore's Spokane office. George Cusick, former assistant to Hoffman, has taken over the managerial reins of the Spokane office.

Hoffman reports that he has all the latest games on display at his new offices, including the New Liberty Bell Console. He is inviting everyone in the surrounding territory to come in and take a look at his new headquarters. Moore stated that Hoffman's many years of experience in this business well qualify him to assist all Seattle operators in selecting the newest and fastest machines on the market.



Sports Review!

- flash!** BIG BUSINESS in Baseball. Fans spending millions. Record crowds jam Ball Parks Everywhere!
- flash!** Operators report PACIFIC'S BALL GAME breaking records for coin machine earnings!
- flash!** CHICAGO. Pacific's Baseball Game Takes in \$21.80 a day in local restaurant!
- flash!** BLOOMINGTON, ILLINOIS. \$102.90 in week in a Bloomington tavern!
- flash!** NEW YORK. 300 machines report average earnings of \$38.75 a week, net!
- flash!** WASHINGTON, D. C. Operator switches 62 out of 180 spots to Pacific's Ball Game. Reports heavy earnings. Service calls at a minimum!

These are only a few of the news flashes coming in from all parts of the country. We could show you many more!

Important!!!

You can get immediate deliveries now! Operators are making lots of money on Pacific's Ball Game. Ask your distributor to show you why and how!

PACIFIC
MFG CORPORATION
4223 LAKE ST. CHICAGO • Los Angeles Office 1320 So. Hope St.

MORE SLOT BARGAINS

New and Super-Reconditioned Late Models that give you real service at low cost. Buy them at summer bargain prices Now!

BRAND NEW

JENNINGS CHIEF, 5c Play, Side Vender.....	\$79.50
JENNINGS CHIEF, 25c Play.....	75.00
WATLING ROL-A-TOP GOLD AWARD WONDER VENDER AND WONDER BELL, 5c, 10c, 25c Play, Each.....	65.00

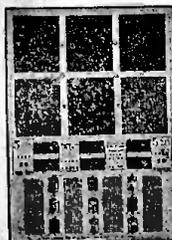
RECONDITIONED THE FACTORY WAY

MILLS ESCALATOR, FRONT VENDER, Nos. 280757 and Higher, 5c and 10c Play, Very Special.....	\$29.50
MILLS EXTRAORDINARY MYSTERY BELL, Nos. 34900 and Up, 5c and 10c Play, Each, Only.....	59.50
JENNINGS VICTORIA ESCALATOR, 5c, 111046 and Up.....	29.50
JENNINGS CENTURY, 5c, No. 112733 and Up, Each.....	28.50

TERMS: One-Third Deposit With Order (Bank Exchange or Money Order). Balance C. O. D. Prices F. O. B. Dallas.

WRITE FOR OUR COMPLETE LIST OF RECONDITIONED AND NEW PIN GAMES, COUNTER GAMES, DIGGERS, SLOTS, ETC.

ELECTRO-BALL CO., Inc. 1200 Camp, DALLAS



LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.
A 1,200-hole board with six genuine leather hand-laced purses containing coupons ranging from \$1.00 to \$5.00. Send awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$60.00. Pays out approximately \$30.00.

Sample \$5.00. Lots of 6, \$4.25; Lots of 12, \$9.75.
Deposit required on all orders.

H. G. PAYNE COMPANY

312-314 BROADWAY, NASHVILLE, TENN.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

New Orleans

NEW ORLEANS, July 31.—Altho the summer lull in patronage continues, distributors still have many unfilled orders on file. A temporary halt in open operations of pin games fails to dampen the spirit of coin machine operators in the Crescent City limits. Everyone knows that it is only a matter of a short time when more machines to a location will be allowed.

The sale of 38 Dixie Belles to a civic organization in a community of North Louisiana is the record of Emile Iacopanelli, head of the Bell Distributing Company and inventor of this biggest seller of the Jennings Company in this section. Also a big buyer of Dixie Belles this week was Mike Francis, who is going to use the new machines in his night club at Plaquemine, La.

Miss Albino Ribalfo is the new secretary of the Louisiana Amusement Company, replacing Little Jackie, who is reported to be only a step away from the altar.

Mr. Boudreaux, head of the Shreveport Coin Machine Company, Shreveport, visited New Orleans last week with his two daughters as the guest of Sam Gentilich, PAMCO distributor in this territory. Boudreaux reported business in his territory helped by the oil boom.

Louis (Give Me Pabst) Murphy, of the Louisiana Amusement Company, has left for a fortnight vacation on the Gulf Coast, where he expects to top Frank Alessi's crown for "telling a good catch." If the fish these boys talk about were placed end to end they would reach from here to Moscow.

Louis Boasberg, of the New Orleans Novelty Company, is predicting great things for Gottlieb's Foto Finish. He is forecasting that sales of that great winner, Derby Day.

The winning streak of the New Orleans Novelty Company softball team is a humdinger. Boasberg and Bosworth, heads of the firm, have rewarded the 10 with new uniforms after they captured their eighth straight recently. The lineup is as follows: Ralph Bosworth, pitcher; Bob Bosworth, catcher; Clifford Smith, first base; Louis Boasberg, second base; Danny Shay, shortstop; Bobby Schumert, short field; Richard David, Aruna Callery and Jerry Leach, outfielders. Benny Perkins is utility.

They're telling us that: Dom Fazzio is one operator who is a thoro sports fan. He rarely misses a sporting event and is manager of an operators' baseball nine. . . . Look out for your laurels, Helen Wills, Claire Pace is taking tennis lessons. And from whom? . . . New Orleans Novelty Company will soon have to find a new stenog and will have to blame it on Cupid. . . . Business must be good because McNally is smiling again, or was it something he saw on his vacation? . . . President Pace may yet put on that delayed spaghetti dinner to celebrate last spring's opening of his new office. . . . The title of Admiral has been cast upon the graces of Hank Friedburg, of the Crescent Novelty Company, for the fine handling of his new sailboat. . . . Old married man Melvin Malloy can hardly wait to close up his office and get home to one of those swell home-cooked meals. . . . Harry Batt wants to be known as an impresario, especially since he drew close to 60,000 people, to break all records at his beach, when he staged his own beauty contest to find Miss New Orleans. . . . Joseph Pipitone, not satisfied with grabbing all the best lookers in this section, has now included Texas into his territory. . . . If we all had the looks and finesse of the suave Decca man, Mac McCormick, wouldn't we be happy? . . . Jack Sheehan and Ray Bosworth, after a week on Grand Isle, are now planning to buy a big chunk of that spot to spend their old age.

Jerry Germentis, one of the best liked coin machine men in these parts, entrained from New Orleans July 15 to return to his native land of Greece via New York, from whence he sails early in August on the Vulcania. Germentis is accompanied by his wife and their three sons, Jerry Jr., Andrew and Peter. Before sailing from the big city Germentis is expected to visit the Wurlitzer plant at North Tonawanda, N. Y., and bid

**THE GREATEST, NEW
AUTOMATIC PAYOUT
MACHINES IN THE BUSINESS**

WRITE FOR
DESCRIPTIVE
LITERATURE

**WESTERN EQUIPMENT
& SUPPLY CO.**
925 W. NORTH AVE. * CHICAGO, ILL.

adieu to his old friend Homer Capehart. He has been the Wurlitzer distributor in this territory for many months.

Julius H. Perez, acting head of the Jerry Germentis Novelty Company, announces that the firm will move into new and larger quarters at 825 Poydras street next week. This will bring into the same block three distributing or operating firms, the other two being the C. & N. Sales Company and the Automatic Coin Machine Company.

Many local coin machine men are returning from vacations to get their business in shape for the fall season. Among those returning to the Crescent City this week were Ed Rodriguez and Jim Tallon, of the American-Southern Coin Machine Company; F. W. King, of the C. & N. Sales Company; Julius Pace, of the Dixie Coin Machine Company; Ralph Bosworth, of the New Orleans Novelty Company, and Bjarne Olsen, prominent operator, who spends half of his time these days on his farm in Virginia.

The owner of a fine yacht, Hank Friedburg, of the Crescent Novelty Company, has bought himself a skipper cap to go along with it. Friedburg now wears the cap with large letters embroidered across its front, "Yom Skippur."

Coca-Cola Company of Louisiana has purchased three dozen Coca-Cola vending machines from the Mills Novelty Company and has placed them on location in downtown spots here. Further machines are to be bought in the near future.

After a 10-day visit to New Orleans as the guest of the Gentilichs Boudreaux Stonewall, of the Shreveport Coin Machine Exchange, has returned to the North Louisiana city praising the hospitality of New Orleans and speaking of the great time he had. He was accompanied by his wife.

Ben Cohen, music machine op, and Jim Tallon and Ed Rodriguez, of the American-Southern, are reported to have a large deal in the making whereby they will become Southern distributors for a well-known vending machine firm.

Hoyle Dobson, Southern factory rep for Western Equipment, was a visitor in New Orleans last week. Leaving for a business tour in the surrounding territory, Dobson is expected back in the Crescent City in a few days.

Charles I. Fishel, new zone manager for Mills Novelty Company (phonograph department), and L. M. Thomas, sales manager in this section, were local visitors this week, calling on Frank Gleason, resident manager. Fishel left for Shreveport on his way back to his headquarters in Fort Worth, while Thomas is making a wide sweep of Louisiana and Mississippi, going from here to Alexandria, La.

R. Planche, Covington, La.; Tony Scelfo, Franklin, La.; S. H. Stafford, Pontchatoula, La.; J. O. LeBlanc, Alexandria, La., and Cutrone and Freia, Morgan City, La., were visitors last week at the office of the Dixie Coin Machine Company. All came to town to look over new machines of the Bally and Pamco lines. The Dixie office also reported keen interest in Mills' Melon Bell and Cherry slots.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

WARNING

**DON'T ACCEPT SUBSTITUTES!
INSIST ON THE ORIGINAL**

H. C. EVANS & CO. originated the Console Games with Illuminated Top, and blazed the path to their present popularity. We have been in production for about a year—at least 6 months ahead of all competition!

The enormous popularity of these games has caused unscrupulous imitators to flood the market with inferior products. **DO NOT BE MISLED! DON'T ACCEPT SUBSTITUTES** offered by unscrupulous dealers. EVANS Precision Engineered Games are ready for IMMEDIATE DELIVERY. Play safe—get the ORIGINAL! If your dealer does not have them on hand, you can secure immediate delivery from us. Wire or write!

Evans DE-LUXE PAYOUTS Unequaled FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not copied or changed over from older models. Every machine is built RIGHT. Evans games are absolutely free from "bugs."

For top profits and unfailing performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.



GALLOPING DOMINOS

Fascinating Dice Payout

5c or 25c Play

All Models

BANGTAILS

Superb Horse Race Payout

PLAYING FIELDS INTERCHANGEABLE AT NOMINAL CHARGE

Ticket Payout Models
Check Payout Models
CONCEALED PAYOUT
DRAWER or OPEN CUP
Optional

ROLLETTO JR.

Automatic Roulette Payout

H. C. EVANS & CO. 1522-28 W. Adams St., Chicago, Ill.



7TIMES EARNING POWER

7-coin visible drop chute accepts one to seven coins at each play!

SPINNING FLASHER LIGHT

Whirling, sparkling lights reflect thru the playing field and come to rest on the winner!

MIRROR-BAK-FIELD

An illuminated modernistic mirrored top, decorated in dazzling colors. Marvelously rich!

MODERNE CABINET

Absolutely class! Ebony black trimmed in silver. 38" high, 36" long, 19" deep.

REGISTERED COPYRIGHTED AND PATENTED DECEMBER 31, 1936.

Coin Machine Ops Grabbing Up Space at Paris Exposition

PARIS, July 31.—With the grounds of the Paris International Exposition rapidly approaching a completed state, coin-machine ops are rapidly grabbing up suitable spots for machines. The main amusement park on the grounds has the most machines on location and the games of several American firms are well represented.

One of the most picturesque displays is that of the Novelty-Automatic firm, owned by Oscar Yeni and Marcel Chalier, which has erected a two-story building depicting a log cabin of the Wild West type. On the ground floor is a battery of nine Radio Rifles which operate in full view of the passing throngs, as two sides of the building are open. On the upper floor a sport-land is being installed.

The best located stand is that of the Mills Novelty Company, operated by the C. R. C. C., French representatives of the Mills firm. The building is a beautiful rectangular pink and white affair, located in the center of the amusement park directly opposite the Funhouse and the principal rides. Mills has on hand its automatic ice cream unit, Cocco-Cola vender, Rhythm King phonograph and a large battery of its late model Bell Fruit machines. The large staff of English and French-speaking employees are under the direction of A. Guarnera, of the Mills firm.

The Societe Automatique Globe also has an elaborate display where the new payout models of Pacific and Buckley are being shown. Around the grounds are numerous cranes, scales and gum

venders, together with automatic bars which dispense sandwiches, cakes and beverages.

A new coin-operated game at the exposition is the Musketeers. The game enables the players to indulge in a realistic fencing bout with dummy musketeers, which are equipped with rapiers and may be moved about by means of a foot pedal. The object of the game is to touch a small disc on the breast of the dummy in such a manner as to tilt the Musketeer.

There are not a whole lot of machines operating on the grounds at the present time, but as more spots become available operators are sure to grab them up. A large coin-machine stand is being installed in the Centre Parisien, the small amusement park which faces the Grenelle entrance to the exposition.

Field Joins W. B. Specialty

ST. LOUIS, July 31.—Raymond Field, whose activities in the coin machine field cover a period of eight years, joined the forces of the W. B. Novelty Company, Inc., here this week. He will be manager of the repair and service departments. He has repaired air-controlled and electrically controlled phonographs and pianos of every make and description and is of the opinion that the appearance and mechanical construction of the Seeburg Melody King is far superior to any phonograph he knows of.

The Newest Baseball Sensation! Barrel of Fun

HIT 'N RUN

The jar game that will get and keep locations at low cost per unit for operators. An attractive deal with a beautiful payout card. The payout card has 77 special metallic seals sewed on lower section which pays awards from \$1.00 to \$15.00. Visiting Team and Home Team seals have awards from \$5.00 to \$30.00.

133 Awards in All

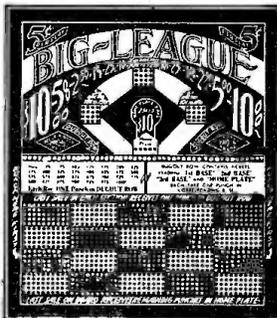
Deal Takes in 2,280 @ 5c.....\$114.00
Pays Out (Average)..... 78.00

Profit (Average).....\$36.00

Operators Write for Particulars.

GAM SALES COMPANY

1319-21 S. ADAMS ST., Dept. H, Manufacturers Only PEORIA, ILLINOIS



AJAX NEW BASEBALL BOARD "BIG LEAGUE"

AND A Good one, highly colored—Very Attractive. 1,000 holes—and 103 step up holes, and all punch out.

Takes In.....\$50.00
Pays Out (definite)..... 24.75

Price \$2.48 Plus 10% U. S. Tax

OUR 1937 COLORFUL 56 PAGE CATALOG JUST OFF THE PRESS. WRITE FOR A COPY.

State your line of business.

AJAX MANUFACTURING CORP.

119-125 N. 4th St.,

Philadelphia, Pa.

WE ASK YOU VERY FRANKLY.... "DID WE DO THE RIGHT THING?"

Here's the Story!
Jobbers and distributors who first saw these games said: "Hold them till fall, they are too good to come out with during the summer." However, after over 100 location tests proved conclusively these games did earn bigger money regardless of season, we decided to produce these games now instead of waiting. We feel that operators need bigger money makers now more than ever. Any game will make money during height of the season. It takes better games to make money when things may be a bit slow. Are we right? We leave it to you!

TURF KINGS

**A CLEVER COMBINATION
OF BUMPER SPRINGS AND HOLES!**

The super sized back rack provides greater thrills and animation than ever before. Play is simple but fascinating. After striking a bumper, the balls may drop into the selection hole at the bottom of the board. If a sufficient number of laps have been made and the race ends on a horse that corresponds to a selection lighted, the player wins the award shown on the variable odds indicator.



BOTH GAMES

\$74.50
F. O. B.
CHICAGO

TRACK STARS

**BOTH GAMES WITH THE
LARGEST BACK RACKS EVER
USED IN NOVELTY GAMES!**

The method of determining a winner in winning awards is the same as in Turf Kings. However, here the action is a race between track stars. A different backboard and playing field entirely. Operators report astounding profits from both Track Stars and Turf Kings. Be sure and get yours without delay.

BALL PARK

A clever 1 ball payout table. Players actually run bases on back rack. Two home run bumpers and a combination home run and free play hole.

\$149.50
\$10 Extra For
Ticket Model

CHICAGO COIN MACHINE MFG. CO. 1725 W. DIVERSEY · CHICAGO

Michigan Liquor Commission Permits Non-Gambling Games

DETROIT, July 31.—The ruling of the Michigan Liquor Control Commission, barring pin games in licensed establishments dispensing beer and liquor in this State, was revised today to permit the continuation of such games, provided they are not used for gambling. The ruling came at the last minute, with operators uncertain up to a late hour today, as efforts were made to secure a favorable ruling. Order, barring all games, was to have gone into effect tomorrow.

Credit for the change is given to the Skill Game Operators' Association, Detroit amusement game unit of the Automatic Merchandisers' Association of Michigan. Under the leadership of President E. C. Bourden and Secretary Warren M. Zerby, the group presented its case for legitimate amusement game operation directly before the commission. Detroit has been free from the gambling type of machine, including even the one-ball payouts. The great bulk of operating here has been done on an open basis of straight amusement appeal in this city.

The new ruling, of course, covers bowling games, ray rifles, Rock-Ola World Series and other similar games. Inasmuch as these are obviously not gambling games, the commission's ruling does not appear to have been directed at them in the first place.

The Detroit situation will go on practically as before, with little or no change. Payout games were taken out of the up-State locations over the week-end, however.

In a statement to the local representative of *The Billboard*, President Bourden said:

"The commission apparently had nov-

elty games confused with the payout tables. The Skill Game Operators' Association has secured a gentleman's agreement that the novelty games will be permitted in beer gardens or other places holding a liquor license, provided they are not used for gambling. Novelty games are the only ones operated locally

and they are licensed and recognized as legal by the Detroit Police Department.

Lemke Claims Credit

CHICAGO, July 31.—In a report to *The Billboard* yesterday, Henry C. Lemke, Detroit coinman, stated that thru his efforts the State Liquor Commission had made an exception in its decree to prohibit the operation of pin games or similar coin-operated devices in locations licensed to sell beer and liquor. As the result of his efforts, Lemke claims, such

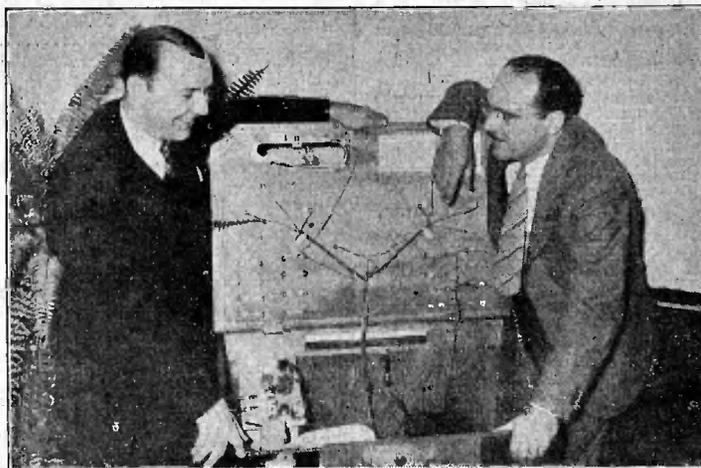
games as ray rifles, bowling alleys, Rock-Ola's World's Series and similar machines will be permitted to continue in operation, but that no prize awards of any kind could be made. Lemke states that he acted independently in the matter, defraying all expenses himself. He appeared before the commission with his attorneys, Robert P. Steed and Herbert Pevos.

Bowling Alleys in Demand by Locations

CHICAGO, July 31.—Rock-Ola Manufacturing Corporation reports a tremendous demand for Rock-o-Ball bowling alleys. Altho some of the equipment is for summer locations, it is evident that the popularity of coin-operated bowling alleys is steadily increasing. Operators of Rock-Ola bowling games say that their earnings increase week after week.

During the summer many of the regular bowling alleys are closed and a great many tenpin bowlers turn to Rock-o-Ball coin-operated alleys for amusement. The machines are definitely a game of skill and most of the players get a kick out of trying to beat the other fellow's score. This competitive spirit among players creates and holds steady play in any location. The Rock-o-Ball bowling alleys have the exclusive triple-score feature which permits the player to see just what the previous high score game was, as well as the score of the game he has played. This special feature is essential for successful operating and of particular importance to the operator who awards a prize for the daily or weekly high score.

The increasing popularity of coin-operated bowling alleys indicates conclusively a trend in the coin machine industry toward long-life equipment that is legal everywhere. With equipment of this type the operator is assured of a steady income for years to come.



JACK R. MOORE, Pacific Coast distributor for O. D. Jennings and Company, smiles as B. T. Perkins, Jennings' coin division sales manager, explains all about the firm's new flat-top Liberty Bell Console.

Hair-Raising Turf Thriller! FOTO-FINISH

WITH MYSTIC
STEREOSCOPE
BACK
PANEL!

-1-BALL BUMPER-SPRING PAYOUT
For the first time in coin machine history, the terrific tenseness of a photo-finish horse race has been built into a game! Player's excitement knows no limit---it's like a grand stand seat at the most thrilling of all races!



THESE FEATURES

MYSTIC STEREOSCOPE BACK PANEL—horses, numbers and odds stand out in 3d dimension relief. FLASHOGRAPH Movie Type Recorder. MYSTERY SLOT—picks entries and odds. ADJUSTABLE AWARDS—Automatic as well as mechanical control of odds. IN-DRAWER MECHANISM easily accessible. A B 400 SLOT, 5-COIN VISIBLE ESCALATOR. MOTOR DRIVEN PAYOUT, Jam-proof, accurate.

54" x 26"

The dazzling 12-colored MYSTIC STEREOSCOPE 3d dimension Back Panel is the most spectacular ever put on a game. At start of the play, 9 prancing horses jockeying for position light up in stereoscopic 3d dimension relief. Then they settle down as Mystery Slot turns up from 2 to all 9 horses as player's entries! One ball to shoot, each bump ad-

vances player's horses one position. Skill Bumper No. 5 advances them 5 positions. Flashograph Recorder automatically registers positions. Ball landing in proper pocket puts player in the money, depending upon position at the finish—either WIN, PLACE or SHOW! Odds 2-1 to 40-1! Automatic as well as mechanical control of odds!

\$169⁵⁰

Ticket Game, \$10 Extra. Electropak (A.C.) Equipped. D.C. Adaptor Extra

**MOST MECHANICALLY PERFECT
PAYOUT GAME
EVER BUILT**

Ask the Operator Who Owns One

D. GOTTLIEB & CO., 2736-42 N. Paulina St. CHICAGO

You Aint Seen
Nothin' Yet!
**DERBY
CONSOLE**
BY
GOTTLIEB
Models on Test Locations
Are Creating a Furor!

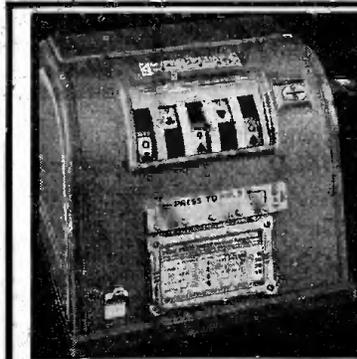
Chi Coin Refuses Unusual Request

CHICAGO, July 31. — Sam Gensberg and Sam Wolberg, officials of Chicago Coin Machine Manufacturing Company, Chicago, today reported what might be considered one of the most unusual requests in the history of the coin machine industry. "Prior to the release of our newest novelty games, Track Stars and Turf Kings," said Wolberg, "we conducted tests on several hundred locations under the direction of key distributors and jobbers. The results proved so remarkable that a number of leading coinmen suggested that we withhold release of the games until the fall season. The gist of their reasons was that the game was too good for summer operation. They felt that greater profits would be earned by Track Stars and Turf Kings during the cooler months."

"For a moment we seriously considered the strange request," he continued, "but after deliberation we felt that it was not within our jurisdiction to limit operators' earnings during months in which earnings usually drop. We would have done this had we withheld the release of the games, but the location tests proved so conclusively that the games were super-earning games that we decided to go ahead and present operators with an opportunity to increase their summer earnings."

As Gensberg put it: "We feel that the release of Turf Kings and Track Stars at this time will in no way affect the earnings of the games for many months to come. If the games can do the business they have shown themselves capable of doing during the so-called quiet months, there is every reason to believe that their earning power and attraction will hold up indefinitely. We feel certain that the machines are due for exceptionally long life on location because we have built them with that end in view."

"Therefore, to keep faith with many operators who depend on manufacturers to provide them with consistent money-makers," he concluded, "we have arranged to start production in as great a volume as our factory will permit, beginning at once."



ROYAL FLUSH
Selective Draw Poker Machine
With Plenty of Suspense and
Surprise. **32⁵⁰**
BALL GUM 15c a Box
(100 Pieces) \$12.00.
Case Lots (100 Boxes), 1/3 DEPOSIT, BALANCE C. O. D.



GINGER **36⁵⁰**
Master Built Automatic Cigarette
Machine. Payout Machine.
1c and 5c Play.

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

WURLITZER P-12 Perfect Condition **\$124.50**
SINGLE—\$134.50. Lots of 10

KEENEY BOWLETTES \$69.50 1 LEFT **\$24.50**
USED BUMPER GAMES, USED PAYOUTS, PERFECT CONDITION, \$49.50. LATEST NOVELTY GAMES ON HAND. WRITE FOR INFORMATION.
BABE KAUFMAN, Inc. (CIRCLE 250 W. 54th St., N. Y. C. 6-1642)

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY
Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.
H. C. Evans & Co. A. B. T. Co. Western Equip. Co.
Groetchen Mfg. Co. Exhibit Supply Co.
KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

Want to BUY
PREAKNESS
and
PENNY PACK
(Daval)
IDEAL NOVELTY CO. 1510 MARKET ST. INDIANAPOLIS, IND.

Tom Thumb Jar Games
Sample Jar, 5c Sale, 200 Winners, \$18.80 Profit. Price, express prepaid, \$2.45. Low Prices on Quantities. Write for details. 30 other Games.
TOM THUMB, Dept. 77, Nauvoo, Ill.

TELL THE ADVERTISER IN THE
BILLBOARD WHERE YOU GOT
HIS ADDRESS



"PLACED FAIRGROUNDS ON LOCATION AND EARNED \$4.00 WHILE I HAD A GLASS OF BEER"

IMAGINE getting \$4.00 for inhaling a nice cool glass of beer! Yet this operator's report (name on request) is not at all unusual. FAIRGROUNDS gets immediate attention. The boys begin digging in their pockets before you get the cord plugged in . . . and from then on, month after month, you keep on earning the kind of money that makes operating a pleasure. SEVEN SOLID MONTHS OF LOCATION SUCCESS prove FAIRGROUNDS phenomenal earning power. Get your share . . . order FAIRGROUNDS today!

- MULTIPLE CHUTE . . . 4 NICKELS PER GAME. ODDS CHANGE FOR EACH COIN. PAYOUT MULTIPLIED BY COINS PLAYED
- FAST 1-BALL PLAY. 1 TO 7 SELECTIONS PER COIN.
- PAYS ON WIN, PLACE, SHOW & 4th PLACE PURSE.
- 28 WINNERS POSSIBLE. \$8.00 TOP PAYOUT.
- NEW CONSOLE CABINET. GIANT BACKBOARD.



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CLASSIC ONE-SHOT ODDS CHANGING GAME WITH WHIRLING BUMPER

Sensational new action sweeping the country! Imagine an Electric Kicker capable of swiveling around and catching the ball from every angle, and you'll understand why CLASSIC is getting the big money play from Coast to Coast.

- CHROME - STEEL PLAY - FIELD.
- "RUBBER - TIRE" BUMPERS.
- "ODD-OR-EVEN" SCORE SYSTEM; \$2.00 TOP.



\$169⁵⁰

(TICKET MODEL, \$179.50)

One-third with order, balance C. O. D., f. o. b. Chicago.

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Write today for CONFIDENTIAL EARNING REPORTS . . . you'll be amazed!

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PAYS ON WIN, PLACE, SHOW & PURSE

- 28 WINNING POCKETS
- ONE-SHOT PLAY
- 1 TO 7 SELECTIONS
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- 40-TO-1 TOP

CAN BE OPERATED WITH OR WITHOUT "THIRD DIMENSION" EFFECT ON BACKBOARD

You made big money on "Preakness" and now you'll make the biggest money of your life with ARLINGTON. Get started ahead of competition—order ARLINGTON today!



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CONSISTENT

Money Getters!

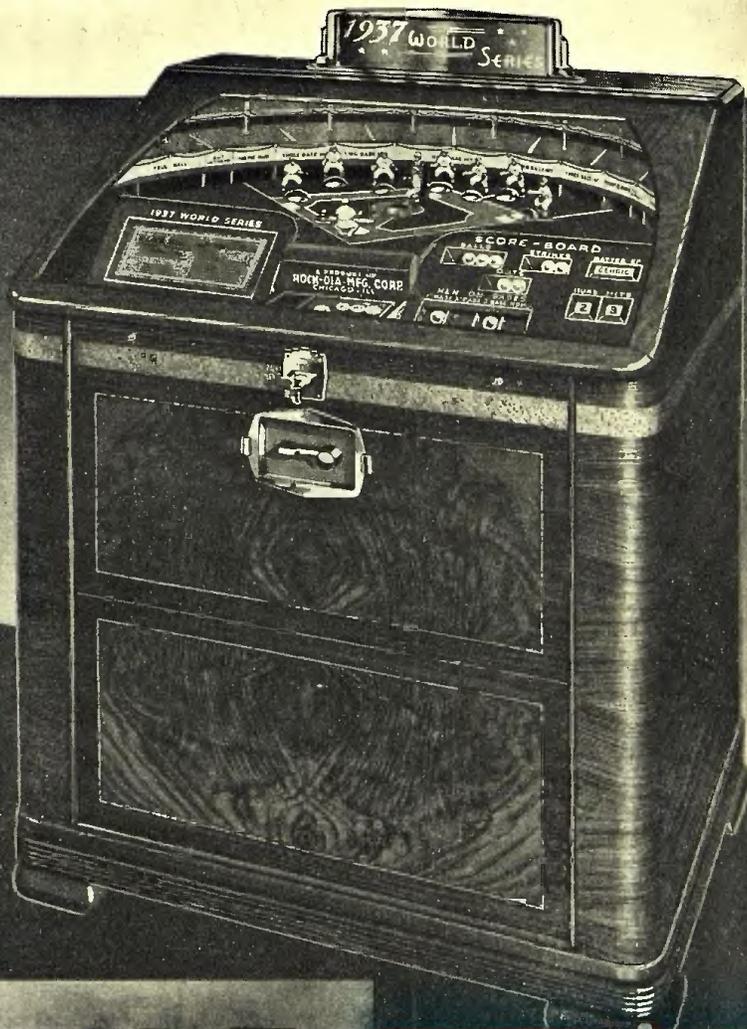
Rock-Ola's 1937 WORLD SERIES

A Game Made Popular by the Public

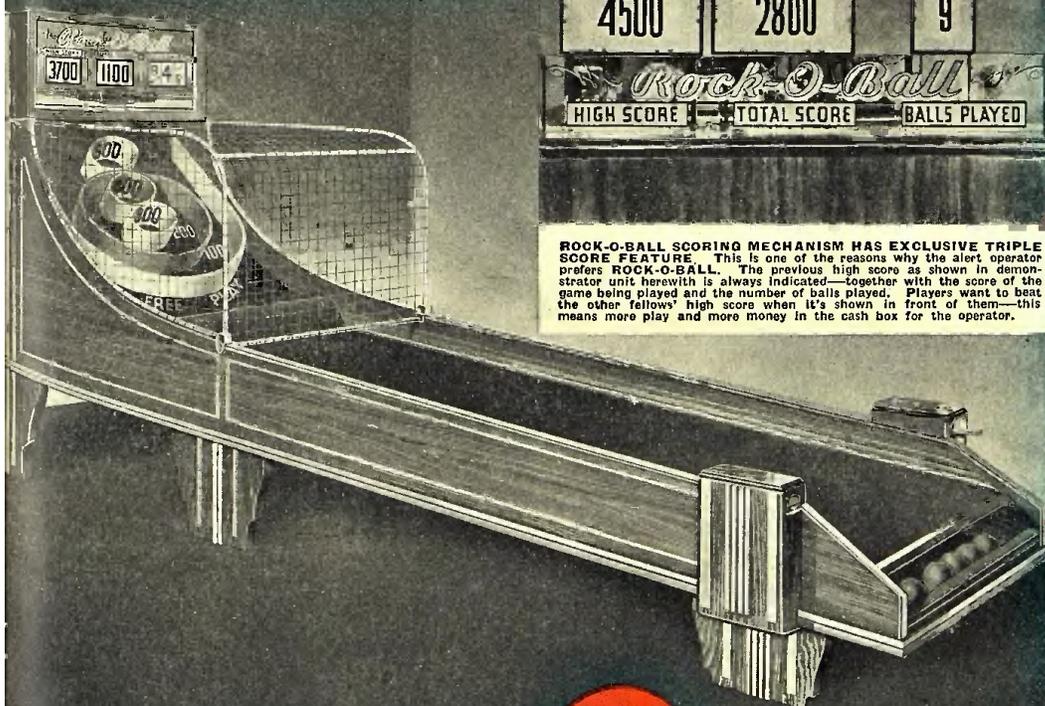
Biggest crowds in history are attending baseball games this season. Cash in on nation-wide interest in the national pastime. Never in history of baseball have the crowds been so big. Baseball magnates and sporting writers everywhere are astounded by the enthusiasm which is filling grandstands to capacity. This overwhelming popularity of baseball is directly reflected on Rock-Ola's WORLD SERIES Baseball game - - - collections are on the increase every day. You can't buy enthusiasm but you can take advantage of the excellent conditions in your favor. It's your time to cash in. Millions of dollars' worth of publicity is being used to help you make more money.

It's play ball time! All of the fans (whether they are able to go to the games or not) like to play ROCK-OLA'S 1937 WORLD SERIES. It's real baseball. Played with robot baseball players named after the most popular ball players in the world. Fast action—baffling pitching—suspense—you get all of this in ROCK-OLA'S 1937 WORLD SERIES. Not only for the fan to see but for the fan to play. Send your order now!

IT'S Real BASEBALL



ROCK-O-BALL SCORING MECHANISM HAS EXCLUSIVE TRIPLE SCORE FEATURE. This is one of the reasons why the alert operator prefers ROCK-O-BALL. The previous high score as shown in demonstrator unit herewith is always indicated—along with the score of the game being played and the number of balls played. Players want to beat the other fellows' high score when it's shown in front of them—this means more play and more money in the cash box for the operator.



ROCK-O-BALL Junior and Senior

Creates and holds steady play—week after week—month after month. Whether you use DeLuxe Senior or Junior Model, the results are there in big earnings—from the standpoint of appearance, mechanical perfection, and public acceptance—ROCK-O-BALL is the class of the field.

AND REMEMBER—both models have the exclusive ROCK-O-BALL TRIPLE SCORE feature—this feature alone makes ROCK-O-BALL the outstanding bowling game. The operator of ROCK-O-BALL has legal, long-life equipment that insures steady earnings for years.

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The register may be set for any score—and thereafter, it will automatically register the number of times this score is equaled or bettered.

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ROCK-OLA



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AT THE

"NATION'S PLAYGROUND"



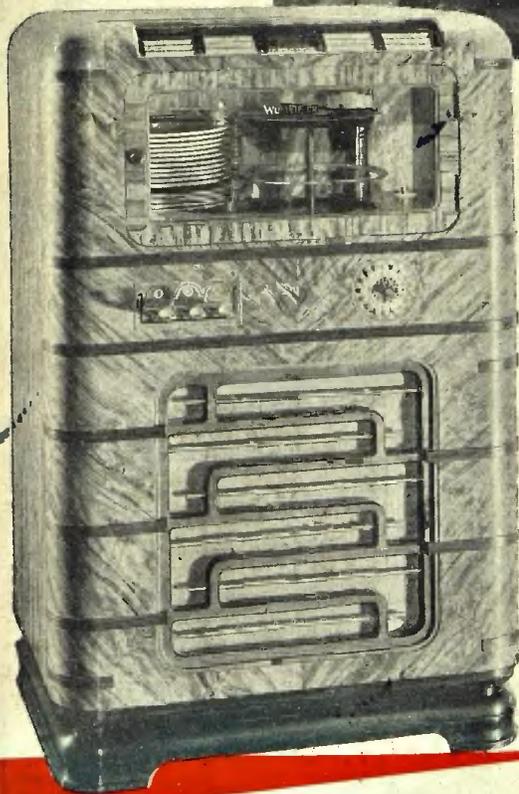
HOUSE OF MORGAN PATRONS KEEP IT PLAYING ALL THE TIME

Here's what the proprietor of the "House of Morgan" famous Atlantic City spot has to say about the Wurlitzer Phonograph. "I am thoroughly satisfied with this beautiful machine and the comments of my patrons as to its brilliant reproduction. My patrons play it continuously."

Frank La Rosa,
Proprietor, House of Morgan

A GREAT FAVORITE AT THE CASTLE-BY-THE-SEA

Above: Another distinctive Atlantic City spot, the Castle-By-The-Sea... typical of locations who term the Wurlitzer Automatic Phonograph "The finest musical instrument in the world". Here as everywhere the beauty and tone of the Wurlitzer attracts almost continuous play.



A BIG HIT AT THE FASHIONABLE NEPTUNE INN

Left and below: Neptune Inn, one of Atlantic City's most popular entertainment centers, selects a Wurlitzer in preference to any other automatic phonograph because of its clear, undistorted music.



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