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AUGUST 14, 1937

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The Billboard

The World's Foremost Amusement Weekly



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The Billboard

Vol. XLIX
No. 33

August 14,
1937

The World's Foremost Amusement Weekly

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 100 Pages. Subscription, \$5 per year. Copyright 1937 by The Billboard Publishing Company.

AFL TRIO TO BATTLE CIO

Melvin Hildreth New President Affiliates Combine in Council CFA; 40 Fans at Norfolk Meet To Stave Off Drive by Lewis

NORFOLK, Va., Aug. 9.—Melvin D. Hildreth, of Washington, D. C., was elected president of the Circus Fans' Association of America at the organization's 12th annual convention here yesterday. Hildreth, a member of the CFA since its inception, succeeds Frank A. Hartless, of Chicago, president for the past three years.

Approximately 40 Fans from all parts of the nation assembled at the Monticello Hotel Saturday for their annual meeting and to be the guests of Howard Y. Bary's Hagenbeck-Wallace Circus over the week-end. Following Sunday's business session Bary was host to Fans and members of the show on a several-hour boat ride aboard the excursion steamer Robert E. Lee. The trip up the James River and to surrounding bay points was one of the most pretentious parties ever tendered a CFA conclave, veteran Fans acknowledged.

Last night at the Monticello, owned and operated by Circus Fan Charles H. Consolvo, Harry Hertzberg, of San Antonio, Tex., toastmastered the banquet in honor of Bary and personnel of his show. Mel Smith, big-show announcer and general handy man, presented Bary with a \$1,500 diamond ring on behalf of the show personnel, and Retiring President Hartless was the recipient of a Gladstone bag as a token of the Fans' appreciation of his untiring efforts since taking office.

The 1937 convention will be brought to a close today when members and their families will be guests of Mr. Bary again.

this time to partake of a cookhouse breakfast at the show's 20th street lot. Later the convention will attend the big show in a body. Hagenbeck-Wallace is giving three shows here today, a matinee and two evening performances at 6:30 and 8:30.

Other officers elected at Sunday's session included George Duffy, Eastern vice-president; Harper Joy, Western vice-president; Karl Kae Knecht, Central vice-president, and Col. C. G. Sturtevant, Southern vice-president. Walter M. Buckingham was re-elected national secretary. (See MELVIN HILDRETH on page 85)

Federal Show Registration Plan Side-Track for Present Time

WASHINGTON, Aug. 9.—Thru the combined efforts of a special representative of *The Billboard* and several members of Congress who are friendly to the outdoor show world the plan of the federal government to have Congress pass a law providing for the registration of outdoor show units and independent attractions, as reported exclusively in *The Billboard* a few weeks ago, has been side-tracked as far as the present session of Congress is concerned.

It was the intention of several federal agencies to provide for this registration in a so-called "rider" to the "tax-loophole" bill.

The representative of *The Billboard* pointed out to members of the committee that the singling out of the outdoor amusement industry for registration with federal agencies would be discriminatory and therefore unconstitutional. The committee was also informed of the danger that the entire new tax law might be declared unconstitutional by the Supreme Court if such a "rider" were attached. When two members of Congress informed the committee that they would object on the floor to such a registration plan for outdoor shows the committee decided to let the matter drop for this session.

However, this does not mean that the government agencies in question have dropped the registration plan entirely. It is understood that the new Social Security Tax Unit in the Bureau of Internal Revenue contemplates issuing an administrative ruling in the fall which

IA and Four A's leaders confer—musicians to complete triple tieup — compromise on vertical union idea — "squeeze-play" strategy paramount

NEW YORK, Aug. 7.—Leaders of theatrical unionism this week admitted the likelihood of the formation of an American Federation of Labor Theatrical Council to converge on and tie up the entire amusement field. George E. Browne, president of the International Alliance of Theatrical Stage Employees, said plans were embryonic, but that realization of the scheme would take place. "That," he added, "I'm sure of." Outline of the idea thus far is a hookup of the three outstanding internationals in show business; that is, the IA, American Federations of Musicians and the revamped Associated Actors and Artists of America. Four A's spokesman, by way of mentioning that the negotiations had only reached the talking stage, added that the scheme had their okeh. Also stated that it had not been determined whether the council would be restricted to the three major aforementioned internationals, which will, in any event, be the principal groups.

Spokesman for the IA, questioned as to the effect a tri-cornered council might have on the CIO American Radio Telegraphists' Association, which is now attempting to organize radio technicians, said the ARTA would have to get out of business or be crushed as soon as the AFL ball began to roll. He pointed out that the CIO union, even tho it has a partial entering wedge into the field, will be useless when the musicians and Four A's are in one corner.

Triple entente of AFL internationals, should it occur, will not be absolutely (See AFL TRIO on page 13)

Eastern Fair Gates Bulge

All records at Harrington, Del., shattered — Lewis-town, Pa., proves a winner

NEW YORK, Aug. 7.—The 1937 Eastern fair season is off to a brilliant start as far as George A. Hamid, attraction booker, is concerned. Last week the Kent and Sussex Counties Fair at Harrington, Del., broke all attendance records, the evening grand-stand shows turned them away at every performance, and the Cetlin & Wilson Shows did business that was just short of phenomenal. Harrington, first major fair on the Hamid books each year, serves as a barometer of the Eastern situation for the free act-grand stand show impresario. "As Harrington goes, so goes the East," as Hamid describes it, is a pretty accurate description of just what the Delaware annual means to freedom on this side of the Mississippi, provided the weather is anywhere near obliging. Last week it was nearly perfect, which definitely indicates, Hamid says, that with favorable weather all (See EASTERN FAIR on page 87)

Cohen Council Candidate

ROCHESTER, N. Y., Aug. 7. — At a meeting of the Republican county committee Wednesday evening Max Cohen, general counsel American Carnivals Association, Inc., was designated as candidate for councilman at large for the city of Rochester.

R-B Chicago Stay Is Best in Years

CHICAGO, Aug. 9.—Ringling-Barnum Circus on Saturday night concluded the best nine-day engagement it has had in Chicago in many years. This in face of stiff competition in the form of free symphony concerts in Grant Park featuring name singers and musicians every night within a stone's throw of the big top.

Saturday night, traditionally a poor one for the circus, drew just short of a capacity house. Sunday matinee and night very good. Business satisfactory all week and show left Chicago with thousands of dollars more than last year.

Publicity for the show was exceptionally good. Handled by Frank Braden, every paper except *Herald and Examiner*, morning Hearst sheet, carried numerous stories and pictures, including many (See R-B CHICAGO STAY on page 85)

Press Agents Flirt With IA

Rivals angle for charter—NYTPR reps meet Browne — split jurisdiction seen

NEW YORK, Aug. 7. — Tri-partite hostis-pocus between the International Alliance of Theatrical Stage Employees, Association of Theatrical Agents and Managers and the New York Theatrical Press Representatives has the boys guessing as to what the IA has up its sleeve. George Browne, IA president, conferred with reps of the NYTPR this week, but one spokesman present at the meeting claims nothing at all was accomplished. Both rival orgs, the ATAM and the NYTPR, apparently want an IA charter.

Recently the ATAM, an AFL federal union, was promised a charter on condition that it absorb the members of the Treasurers' Club. Reason for the dicker now between the IA and the NYTPR is not clear, unless a split in jurisdiction is planned by the IA. Such a split would probably mean granting (See PRESS AGENTS on page 13)

Hennies Out of Hospital

CINCINNATI, Aug. 9. — Walter D. Nealand, press agent Hennies Bros. Shows, wired *The Billboard* yesterday from La Crosse, Wis.: "Harry and Mrs. Hennies are both out of the hospital and rejoined the show here today."

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Project Supes Get Wage Cuts

Administrative workers re-rated—must be kept down to 10% of personnel

NEW YORK, Aug. 7.—In line with the WPA Federal Theater Projects's ruling that administrative and supervisory workers shall not exceed 10 per cent of the personnel, a salary cut went thru rerating many of them to the security wage of \$23.86. If enforced drastically this will affect more than 500 whose wages currently range from \$105 per month up to \$3,000 per year, the personnel categories ranging from technical craftsmen to local administrative officials. About 980 in all were understood to be in excess of the 10 per cent quota.

Of the 15 general press representatives for the New York project, there will be six, the breakdown allocating three to the Circuit Theater (combination of Caravan and Suitcase theaters), one each to the Adelphi and Maxine Elliott theaters and one to the Circus project.

Line of activity the New York FTP will take next year is indicated partly by the way in which the press reps have been assigned.

Stuebenville Club Burns

STUEBENVILLE, O., Aug. 7.—Rosella Inn, dancing pavilion at near-by Weirton Heights, was burned recently with loss estimated in excess of \$15,000.



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Down With Chewers!

DETROIT, Aug. 7.—To chew or not to chew is the problem that is arousing bitter blood—ber pardon, ink—in the letter columns of *The Detroit Free Press*. An anonymous scribbler, signing herself "Yonkers Woman," wrote in a fiery epistle attacking the noise made by patrons of theaters who eat and chew candy, etc., during the show, remarking that such things don't happen "down East" where where she comes from.

Dozens of letters have been published in the last two weeks on the subject.

Morosco To Produce Again

HOLLYWOOD, Aug. 7.—Oliver Morosco, outstanding producer until the depression wiped out his \$15,000,000 fortune, and William E. Smith, former producer at Hollywood's Vine Street Theater, have formed a partnership, with ample Eastern backing, to produce plays here.

"We'll carry on just as I formerly did," says Morosco. "We'll produce the shows first in Los Angeles, then we'll send them on tour and then to Broadway. Sooner or later we'll have a string of Morosco theaters across the nation."

New firm will be known as Oliver Morosco Productions and is being incorporated. Claims he has several well-known actors under contract and is negotiating for a theater in downtown Los Angeles.

Equity WPA-ers Up for Trial

NEW YORK, Aug. 7.—Some 50-odd Equity members on the WPA Federal Theater Project are slated to appear before the Equity council Tuesday on charges of participating in the WPA "stoppage" on May 24. Not known yet what the boys are in for, but council may impose any penalty, ranging from a reprimand to dismissal from the organization.

Last week Harry Sacher, labor counsel, came to bat for the defendants and is slated to represent them at the hearing. Arthur Garfield Hays, noted liberal, has also aligned himself on the side of the WPA-ers.

And He Didn't Blush

LONDON, July 24.—Appearing at the Dorchester House, Jack Powell, black-face comic drummer, had the pleasure of performing while King Carol of Rumania was in the audience. When he drummed around the tables and reached him, he paused, bowed, and in return received a royal nod and a smile of acknowledgment from His Highness. Powell claims he did not miss a single beat of his sticks.

Pittsburgh Performers, Bookers Proclaim Peace But Fight Anyway

PITTSBURGH, Aug. 7.—A move to patch the strife here between the American Federation of Actors and the Entertainment Managers' Association, theoretically begun by AFA representative George LaRay in a statement claiming he is "ready to get together," was nipped in the bud yesterday when EMA President James McGrath claimed: "We'll get nowhere as long as LaRay represents the federation."

"Let's forget the past and start anew," LaRay asks. "We're with the managers' association 100 per cent in its plan to curb chiseling bookers. As long as they help the acts we will favor their activities in Pittsburgh."

Philly Acts In Union Split

Local Kelly group seeks AFL charter despite AFA—bookers to aid Kelly

PHILADELPHIA, Aug. 7.—A drive to enroll local night club performers into the United Entertainers' Association will get under way September 1. Tom Kelly, UEA business agent, is readying a petition for membership in the American Federation of Labor. This will undoubtedly precipitate a jurisdictional battle with the American Federation of Actors.

Proposed petition has already been indorsed by Jim MacIlroy, prez of the local bartenders' union, and has the tacit indorsement of A. Anthony Tomel, head of the local musicians' union. Altho unable to give express indorsement because it would make for dual unionism, the executive committee of Local 77 moved that since the labor movement has suffered by this split in the ranks of the actors, "therefore, we respectfully urge both the executive secretary of the American Federation of Labor and (See PHILLY ACTS on page 13)

Tax on Chi Houses Temporarily Shelved

CHICAGO, Aug. 7.—Plans for increasing local theater taxes to help fill the city coffers for restoration of pay cuts for city employees were shelved temporarily this week when the city council members disagreed on the method of taxation to employ. Only form of amusement tax which was passed by the council was on ballrooms, from which an added \$8,000 will be expected thru increased ticket tax.

Early last week, after confabs with theater owners and operators, the city finance committee submitted a plan to tax theater tickets from one to four cents, according to the price of admish. Heated arguments pro and con developed and after the council passed various vehicle, water tax increases, etc., it was decided to return to the finance committee the problem of amusement taxes for further consideration.

More Salt Lake City Vaude a Possibility

SALT LAKE CITY, Aug. 7.—The Orpheum Theater is undergoing improvements, including changing the name to Utah Theater.

Salt Lake's newest theater, built by Herbert Auerbach, will open in the fall. There is considerable mystery about this picture house, which is equipped with stage and dressing rooms. Who will take it is still a question.

Free Material

CHICAGO, Aug. 7.—Willie Shore, emcee at Colosimo's, will close his act with a new turn for at least the next 30 days. He was in court the other a.m. charged with speeding and the judge sentenced him to close his performance with a lecture on the evils of reckless driving.

Atlantic City Legit Comeback

ATLANTIC CITY, Aug. 7.—The legitimate theater is staging a comeback here this summer. Once recognized as official tryout grounds prior to Broadway openings, the past seven years saw audiences dwindling to nothing and theater lights finally go out entirely. Of the three Boardwalk legit theaters one was converted into a first-run film house.

The other two, the Garden Pier and the Globe, remained in original state, but show after show failed to draw more than a handful. This year, however, things are different. Joe Quittner, who has been holding forth at the Globe with burlesque, came down and went to town on bally, making it one of the real busy spots on the Boardwalk.

A company headed by Lew Carlin brought in *Tobacco Road* at Garden Pier for a try—and had many doubts. However, when it went into its second week things began to look up and a whole series of plays were signed. *Dead End* followed, and *Boy Meets Girl* was brought in and biz boomed. *Behind Red Lights* is the production this week, with standees reported, to be followed by *Excursion* and *Mulatto*. With crowds once more flocking to the pier operators are convinced legit is coming back.

Stagehands, Legits Confer on Pay Cut

NEW YORK, Aug. 7.—Stagehands' Local 1 will meet representatives of the League of New York Theaters Monday and major circuit executives probably later in the week to negotiate for restoration of the pay cut which went into effect in 1932. Cut was between 12½ and 15 per cent.

Local will also try to negotiate a new pact with theaters, the current one expiring on August 31.

Detroit Legit Early Start

DETROIT, Aug. 7.—Detroit's legit season gets off to what is probably the earliest start in several years with opening of *Room Service*, starring Robert Bunce Williams, at the Cass Theater tomorrow night. Engagement slated to run two and a half weeks.

Advance bookings for the season are the biggest in several seasons and indicate a major season at hand. Plays to follow include *You Can't Take It With You*, *Tovarich*, *Victoria Regina*, *Richard II*, *Leaning on Letty*, *Antony and Cleopatra*, *The Show Is On*, *Babes in Arms*, *High Tor*, *Brother Rat* and *Frederika*.

TEXAS TOMMY

(This Week's Cover Subject)

AFTER being mustered out of the navy in 1921 Texas Tommy went to work as a patrolling linesman with the Southern California Edison Company. The job developed into a major event, for here he came in contact with the cowboys and cattlemen, who taught him how to ride, shoot and all the requirements of equestrianism. He first put this ability to work by entering rodeos playing that section of the country, later joining the Al C. Barnes Circus, working with that show for three months. In the meantime he had bought his now star horse, Baby Doll, and had taught her many of the routines she now does.

The next four years were spent playing up and down the West Coast, sometimes on the "hat circuit"—passing the hat around after a performance to earn food money. While playing a cafe at Palm Springs, Calif., the act was caught by Jules C. Stein, of the Music Corporation of America, with a contract being signed soon after. Some months later MCA booked the act into the Rainbow Room, Radio City, New York.

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Personality, Not Imitations, Needed in Tap, Says Teacher

WASHINGTON, Aug. 7.—Dancing Masters of America last night closed a week of convention at the Mayflower Hotel, where they dazzled Washingtonians with exhibitions by experts. Climax for public was "International Night" Wednesday and presented Littlefield Ballet, of Philadelphia; Ellis Gold, Raye and Naldi, a masked dancer named Josef and the Leslie Trio.

Ray Leslie says: "A fine tap artist must express his or her own personality in the dance and not try to copy anybody." He believes that imitators of Powell, Astaire and Bill Robinson are getting too numerous and will never get anywhere. Tap dancing is no longer a routine of rhythmic taps, but is now a science, he says, and that Negroes are the only natural dancers in the world. During the convention he explained a new tap shoe which had taps on the sides opposite the big toes so that tap rhythm can be made by swinging the toes together. "I have introduced a new idea which Capezio is working on for ball-bearing tap," he explained. "About 50 ball bearings are placed in the sole of each shoe over the ball of the foot. A dancer can spin forever on them. I saw it down in South America and brought it back."

Charles Weldman said: "Recently I made a tour of a large number of colleges and the interest that young people, especially boys, are manifesting in serious dancing is amazing. Many of them are taking up dancing as an art career

as they would music or painting." He was enthusiastic over the way WPA dance groups had stimulated the public interest in dancing.

Press-Theater War in Lincoln

LINCOLN, Neb., Aug. 9.—Newspapers' battle with the theaters continues here with new impetus. The sheets asked all passes be discontinued and City Managers Walt Shuttee and Milton Overman, of Lincoln Theaters Corporation and Westland Theaters, respectively, complied.

Newspaper ad dough is now going to the throwaway *Shopping Guide*, which hits the doorsteps Fridays. This, coupled with dropping ad revenue from theater row, was the reason for the newspapers' ire to go up.

Sheets are hitting strong for the dance spots, parks, pools, softball games and tent shows, the first time the latter group have been accorded a liberal showing. Situation seems settled for a long-pull fight, with neither the newspapers nor the theaters anxious to give anything.

First Subsidized Summer Theater

PITTSBURGH, Aug. 7.—America's first summer theater sponsored by a local government, the Allegheny County Commissioners' South Park Players here, open the *Taming the Shrew* in modern dress for a two weeks' engagement beginning August 16.

Directed by Arthur Marlowe, who sold the commissioners the idea of a tax-supported drama, it will be presented in a one-time animal museum transformed into a 1,000-capacity benched auditorium, with portable lights and cast-built scenery.

Henderson To Tour Coward One-Acters

NEW YORK, Aug. 7.—Robert Henderson, director-manager, has just completed arrangements with Noel Coward's rep, John Wilson, for Coward's series of nine one-acters, *Tonight at 8:30*. Henderson, who is in a combo with Estelle Winwood, plans to tour the cycle throughout the East and Middle West this fall and winter. High spots of the tour will be Philadelphia, Chicago, Detroit, Cleveland, Toledo, Milwaukee, Minneapolis, Indianapolis, Cincinnati and Kansas City.

Henderson, who has been on the Coast staging some Shakespearean revivals, returns to New York this month to cast for the Coward plays. Following the tour Henderson and Miss Winwood plan a Broadway production—vehicle still undecided.

Record Admissions Tax

JACKSON, Miss., Aug. 7.—Collections of State taxes on amusement admissions in July broke all of Mississippi's previous records for such collections. Total was placed at \$31,360.

Palace, Baltimore, To Go

BALTIMORE, Aug. 7.—Palace Theater here, erstwhile burlesque house, will be razed in September to make way for a parking garage. Move was announced by Sidney D. Cohen, president of B. Howard Richards, Inc., who declared building had been purchased by the Schroeder Holding Company. Palace was built in 1910 at a cost of \$400,000.

Hager Clicks in Ft. Worth

FORT WORTH, Tex., Aug. 7.—Clyde Hager, who was a sensation in Pioneer Palace Revue at the Frontier Fiesta here for six weeks, left today for the West Coast to play the Orpheum Theater, Los Angeles, week of August 11, and the Golden Gate, San Francisco, August 25. The Fiesta angled for his return, but the Coast bookings will bring him twice as much as the show here was offering.

SEND IN ROUTES

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

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

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

FTP Ups Miller; Other Staff Changes

NEW YORK, Aug. 9.—J. Howard Miller, formerly head of the California WPA Federal Theater Project, has been appointed deputy director of the national project, with office in Washington.

Irwin A. Rubinstein, Federal Theater counsel, was appointed manager of the National Service Bureau, representing a consolidation of the play policy board, loan and travel board and all publications, on an order from Paul Edwards, administrative officer.

Administrative offices have been re-aligned as follows: Director of finance, Charles V. Brinkerhoff; director of employment, Richard C. Brockway; director of labor relations, Charles B. Ryan Jr.; chief clerk, F. V. Connolly, and safety consultant, Joseph Salmon.

Pennsy Theater Chains Get Injunction on Tax

HARRISBURG, Pa., Aug. 7.—Dauphin County Court has granted preliminary injunctions to three chain theater firms operating in Pennsylvania, restraining State officials from enforcing the new graduated chain store and theater tax. Bonds were posted, with the injunctions to remain in force until the court acts on the constitutionality of the tax act.

Theater companies obtaining the enjoinders were Warner Brothers' Theaters, Inc., Philadelphia, a Pennsylvania corporation with 50 theaters; Stanley Company of America, Philadelphia, operating 100 theaters, and Warner Bros.' Pictures, Inc., Philadelphia, a Delaware corporation, with 150 theaters.

RKO Earnings Increase

NEW YORK, Aug. 7.—Net earnings of RKO and subsids for the first six months of 1937 are reported by the corporations to be \$1,448,000, after all charges and federal taxes are deducted. Figure does not take in consideration surtax on undistributed earnings.

Corresponding figure for 1936 was \$734,492. Theater earnings for the first six months of 1937 are given as \$757,803. RKO Radio and subsids report a profit of \$478,572 and RKO an earning of \$213,407.

Arthur Continues at Roxy

NEW YORK, Aug. 7.—Artco (Harry Arthur) will remain to operate the Roxy Theater. Takeover of the house by 20th Century-Fox, probably next month, will not affect the personnel and policy.

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Week August 9—Kinsale, Va.
Week August 16—Leonardtown, Md.

WANT TENT SHOW PARTNER
With outfit complete or dollar for dollar with me framing one. Dramatic People, Orchestra, Babe and Cal Townsend, Toby Decker write. J. C. ADMIRE, General Delivery, Kansas City, Mo. Tol Teeter, note!

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For Charlie Hunter and Jack Pfeiffer's Showboat Players, under canvas. Also Trumpet that can do parts; Single Men, juvenile type for general business. **CHARLIE HUNTER, Centerville, Md.**

WANTED
Boss Canvasman to handle a 60 with three 30s and a 20. Must take complete charge of equipment. Salary \$15 weekly. Week-stand min. 100. Wire. **EARL D. BAKER'S FAMOUS MINSTRELS, Wilmington, N. C., this week; Whiteville, following.**

WANTED
Male Piano Player who can play vaudeville acts. Must be sight reader (short and slender), preferably teacher in brass music with extra compensation. High-class traveling unit. Send photo and lowest salary. Answer quickly. **BOX 990, care Billboard, Cincinnati, O.**

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Blank Fixes Share In Tri-State Corp.

DES MOINES, Ia., Aug. 7.—A. H. Blank, president of the Tri-States Theater Corporation and the Central States Theater Corporation here, has returned from New York, where negotiations were completed assuring him permanent half ownership with Paramount Pictures, Inc., in the Tri-States Theater Corporation.

Altho the deal was virtually closed some time ago, details had not been worked out. Blank will continue in charge of both companies, with G. Ralph Branton as general manager of Tri-States and Harry Weinberg of Central States.

Agents, Whitehead Meet Later

CHICAGO, Aug. 9.—Organization meeting between the theatrical agents and Ralph Whitehead, executive secretary of the AFA, has been postponed until Whitehead's return from New York. He left Chicago Saturday to hold an urgent meeting with I. Hirst, of the Independent Circuit, and attend a Four A's committee gathering.

JACK WARDLAW

and His Orchestra
"The South's Most Entertaining Dance Band"
6th Week—New \$100,000 Pavilion, Hendersonville, N. C.
Management **SOUTHEASTERN ORCHESTRA SERVICE.**

WANTED A-1 AGENT
(With car). Contract and bill two-night-stand Hillbilly Show under canvas. South all winter (never close). Close contracting; sobriety, common sense essential. Vaudeville Acts, Hillbilly Musicians, Man with Sound Car, Girl for Bubble Dance, Acrobatic or Novelty. Show now operating; engaging for Southern winter tours. Hurry, state all.
ORIGINAL WILLIAMS SHOWS
Homestead Hotel, Louisville, Ky.

WANTED

Routine Buck Dancing Team, Man and Wife, Single and Double Specialties. This show does not close. Write or wire all. Pay your own. Salary small but sure. **GEO. F. (Frank) BARNES, G. F. B. Medicine Co., Littlefield, Texas.**

WANTED FOR J. C. LINCOLN COLORED MINSTRELS

Strong Cornet, Baritone, Tuba for the hottest band in Dixie. Good Novelty Act. Want Boss Canvasman, Moss, answer. Also want White Billposter and man that can get cards and lithos up. Good strong Talker that can sell tickets. Long season and sure pay. **H. S. PALMER, Mgr., Sikeston, Mo., August 12; Hayti, Mo., August 13.**

QUALITY STOCK TICKETS
ONE ROLL...\$.50
FIVE ROLLS... 2.00
TEN ROLLS... 3.50
ROLLS 2,000 EACH.
Double Coupons, Double Price.
No C. O. D. Orders Accepted.
Our New 6-Page Folder is Yours for the Asking.
Circuses—Carnivals—Theatres—Races.
TICKETS
For All of Them and Then Some.
THE TOLEDO TICKET COMPANY
TOLEDO, OHIO.
SPECIAL PRINTED
10,000...\$ 6.95
30,000... 9.85
50,000... 12.75
100,000... 20.00
1,000,000... 150.00
Double Coupons, Double Price.

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

BROADCASTERS WORRIED

Deeply Concerned Over Music; Fear for Many Small Stations

See ruin for over 400 stations if AFM demands met—
general policy is to watch and wait for developments—
NAB, chain execs. send letter to stations

WASHINGTON, Aug. 7.—Washington officials who kept close watch on the discussions between the American Federation of Musicians and the broadcasters comment upon the apparent co-operation between recording companies and the AFM to the possible disadvantage of broadcasting stations. In this connection the stations are being informed by NAB that "phonograph record companies intend . . . simultaneously with this campaign, to attempt to put into effect a plan . . . they have long contemplated; namely, licensing broadcasting stations to play phonograph records, such licenses to be on terms and conditions as to which (NAB) does not have definite information."

Considerable suspicion has been aroused over the fact that negotiations are being conducted in the ASCAP offices. In some quarters it is believed that ASCAP may be the instigator of this latest broadcaster trouble. (This is not so. The AFM's action was voted at the 1937 convention.) At any rate stations see no way to reach an agreement until something definite comes from union officials as to the number of musicians each type of station would be asked to hire. To sign any agreement without that information, it is felt, would be signing a blank check on every station in the country.

Various broadcasters state that the demands, if met, would ruin over 400 stations, would give the networks "the monopoly that they haven't been able to get by themselves," and other comment that this may be end of chain broadcasting. Latter view springs from the union demand that no music be relayed to stations not having staff musicians.

Most broadcasters are following a policy of waiting for final developments. Some believe that it may be best to watch the deadline September 16 come and go. Then, if there is a strike, revert to recorded music and increase talks, meanwhile explaining to the public why they are not hearing live talent.

NAB Letter

The letter which broadcasters received from NAB concluded in this manner: "It is clear that every broadcasting station must solve this problem for itself, bearing in mind, however, that the problem must be solved for the industry as a whole, and that the solution by each broadcasting station of the problem as it relates to that station will contribute to a solution of the entire problem for our industry.

"We urge upon each broadcaster that he address himself to this problem as one of the most serious which have confronted our industry. All of the undersigned will continue to work co-operatively and to meet at intervals in New York during the period between the date of this letter (August 5) and Sep-

tember 16. It is our feeling that broadcasters will find it useful not only to confer with any one or more of us in order to get the full story of what has happened and what is happening, but also that they will find it advantageous to confer with the appropriate persons at the AFM. The officers of the Federation have notified the broadcasters that they will be available for conference during the ensuing period, and an executive committee of three has been or will be appointed which can be convened on two days' notice.

"The solution to the present difficulty depends upon the co-operation of each and every member of the broadcasting industry. The undersigned cannot commit or even speak for you. Your co-operation is needed and needed now."

The appended signatures included those of James W. Baldwin, managing director of NAB; Mark Woods, treasurer, NBC; Lawrence W. Lowman, vice-president, CBS; Fred Weber, general manager, MBS; John Shepard III, president, Yankee and Colonial networks, and Willett H. Brown, vice-president, Don Lee.

President's Son Buys San Antonio Station

SAN ANTONIO, Aug. 7.—Sale of KABC, small local station, to Elliott Roosevelt, son of the President and vice-president of Hearst Radios, Inc., was to have been completed here this week for a \$60,000 consideration.

Sale announcement was made by Henry Lee Taylor, attorney and part owner of the station, who said that Roosevelt had deposited \$15,000 in a local bank. He stated further that terms of sale provide for a \$5,000 discount if full price is paid in cash.

Completion of sale awaited action of three other part owners, who were going over the contract. They are R. Early Wilson, local produce broker; Thurman Barrett, real estate man, and his wife, Mrs. Ethel Bowen Barrett.

Roosevelt is also president of KTSA, local CBS outlet and Hearst station. He denied to present owners that transaction had any connection with the Hearst organization.

Jigsaw

NEW YORK, Aug. 7.—On August 26 the Communist Party is holding a rally for Mayor La Guardia's re-election at the Velodrome, Brooklyn. The program is to be broadcast over WINS and WMCA, of New York. WINS, feeding the program to WMCA, is owned by Hearst, arch enemy of the Communists. And the affair is supposed to be under the sponsorship also of a Jewish daily paper, strongly capitalist in editorial policy.

No Radio Takers For Mrs. Crater

NEW YORK, Aug. 7.—Radio stations and networks in New York, as well as sponsors, apparently didn't feel like signing Mrs. Stella Crater, wife of the New York judge who disappeared seven years ago. Mrs. Crater, brought to New York this week, was offered around, with no takers. She was to do a talk act. Her agent is Sam Berger.

Mrs. Crater has recently been prominently in the news, charging her husband, Judge Joseph Force Crater, was the victim of political gimmicking.

Ed Gardner to Calif.; From Calif. to Honolulu

NEW YORK, Aug. 7.—Edward Gardner, producer for J. Walter Thompson Company, left New York this week for Hollywood. Gardner will produce the Kraft program, with Bob Burns, for three weeks, while Cal Kuhl, who produces that show normally, vacations.

After Kuhl returns Gardner, with his wife, legit actress Shirley Booth, will vacation in Honolulu, returning to California to produce the Peg Murray-Ozzie Nelson show for Standard Brands. This show starts in October.

Hoffman's Departure Brings IBS Sales Change

DES MOINES, Aug. 7.—Phil Hoffman, who has been in the commercial department of the Iowa Broadcasting System, Des Moines, will go to Syracuse on August 12 to be commercial manager for WSYR.

With Hoffman's leaving, the sales setup of the stations has been changed to include Dale Morgan, announcer, and Wayne Welch, who has been secretary to Craig Lawrence, commercial manager for the stations.

Wendt Hearst Sales Rep

SAN FRANCISCO, Aug. 7.—R. P. Wendt was appointed last week to the post of national sales representative of Hearst Radio, Inc., according to an announcement made at KYA, Hearst outlet here. Wendt, whose headquarters are at KYA, was formerly with the local office of Botsford, Constantine & Gardner. For a time he was sales representative for the California Radio System and the Hearst stations in California.

WOR, AGRA Union Talk On

Guild of Radio Announcers discussing contract—mike men get five-day week

NEW YORK, Aug. 7.—Negotiations are going on between the American Guild of Radio Announcers and WOR for a contract covering that station's announcers and producers. The AGRA already has contracts with CBS in New York and WMCA. If the deal with WOR is concluded, it will mean the largest indie in the East is signing with the union, which is not affiliated with any labor group and which, according to its leaders, has no affiliation plans.

Meanwhile WOR is putting its announcers on a five-day week, starting in September, this going thru prior to the start of negotiations. WOR's engineers, which have been organized for some years, recently were given a five-day week. The station is expected to add a number of producers to its staff shortly, with announcers heretofore having been responsible for producing most of the outlet's shows.

AGRA gained considerable improvement in working conditions for the CBS staff in the contract signed.

KYW's Big Feeding Job

PHILADELPHIA, Aug. 7.—With Jan Savitt, KYW musical director, returned to the studio after touring the month of July with his Top Hatters, station once again starts feeding a heavy program schedule to NBC Red. Sixteen sustainers go out each week, with more to be added as time changes allow. Full studio bunch, as the Rhythmaires, ride Monday thru Friday; Top Hatters, Savitt's swing combo, get a tri-weekly airing; Organist Arthur Hinetz has two weekly shots, Vocalist Bonnie Stuart, band's fiddle sector, Singing Strings and the piano twosome of Carille and London get weekly shots. Variety shows, Command Performance, Showtime Matinee and Cosmopolitan Rhythm, are also back on the NBC feedings on a weekly afternoon sledding.

RCA Broadcast Site

HOLLYWOOD, Aug. 7.—RCA today selected the Shrine Auditorium for the Magic Key broadcast, set to emanate from Hollywood after August 15. Honolulu is another spot mentioned as a remote for a portion of the broadcast.

WSOC Promotes Hicks

CHARLOTTE, N. C., Aug. 7.—Charles Glenn Hicks Jr., assistant program director of WSOC here, has been promoted to program director. He succeeds Paul Norris, who will commence the work of organizing a new department.

Sidney Garrett has been set to handle foreign sales representation for the Atlas Radio Corporation, program producers and distributors. Appointment was made by Herbert Ebenstein, president of Atlas. Garrett sailed for Europe August 7.

NBC—Stylist

NEW YORK, Aug. 7.—The NBC "Blue Network Gown," introduced by NBC as a promotional stunt for its Blue network, is reported as clicking successfully thruout the South, with local stations and dailies going heavily for the idea, for which Ted Church, in the New York press department, is responsible.

It's the first time the network has ever tried anything of this nature. The venture, however, has failed to draw much attention in New York. How about us boys, Major Lohr?

WATCH FOR

Producing News Programs

By Larry Nixon

Handling Special Events

By Jerry Danzig

in the

FALL SPECIAL NO. of THE BILLBOARD

Dated August 28

Issued August 24

Ark. Hotel Tells Guests "Scram"; Doc Baker Has New Radio Plans

EUREKA SPRINGS, Ark., Aug. 7.—Guests of Crescent Hotel were startled early this week when told that they were to move out of the premises as quickly as possible to make way for establishment of a radio station and hospital by Dr. Norman Baker, stormy petrel of the air lanes, who in years past was chased out of Muscatine, Ia., along with his former Radio Station KTNT for alleged illegal medical practices. Since his removal from the air bands of this country Baker has been advertising medical treatment over three powerful radio stations in Mexico, all of these stations said to be stronger than any station except WLW in the United States.

Baker would make no comments on reports that the Arkansas Medical Society would probably oppose his operations in Arkansas and would even attempt to squash any attempts made

by him to either broadcast over an American station or advertise in American papers. Dr. O. J. T. Johnson, president of the State medical group, said that he would oppose any kind of unethical advertising or medical treatment following announcement by State officials that Baker had filed articles of incorporation for Norman Baker, Inc., of Eureka Springs, including plans for operation of a radio station, sanatorium and pharmacy as purposes of the firm.

Chamber of Commerce and city officials of Eureka Springs have indorsed the proposed sanatorium, Joe Morris, head of the chamber, said. Reports are that Baker will spend about \$30,000 converting the hotel into a hospital. Mayor A. J. Russell Jr., of Eureka Springs, said that Baker had promised to put on a vigorous campaign over his powerful Mexican stations advertising Eureka Springs as a health resort.

FOOTBALL'S HEAVY SUGAR

RCA Sets Major Adv. Campaign

Contract with Life calls for six-page insert, once a month, for year or more

NEW YORK, Aug. 7.—One of the largest space contracts placed in the magazine field for a long time has been set by Radio Corporation of America in *Life*, contract calling for an insert ranging from five to six pages once a month. First insert will start with *Life's* issue of August 16.

RCA is using the idea of a magazine within a magazine, the insert to be called *Listen*. Editorial and photo technique as developed by *Life* will be used in preparing copy for the insert. Agency handling the account is Lord & Thomas, New York.

Subsidiaries of RCA, RCA-Victor, NBC and Radiomarine, will come in for a good deal of the space. Activities of each will be stressed, with the human angle, from copy seen, appearing to be uppermost. Stress will be laid on radio's activities and effects generally on mankind. The RCA subsids will use the insert, on reprints, as merchandising material, NBC with ad agencies, etc.

Life itself is instituting a newspaper advertising campaign to plug the RCA campaign. RCA, it is stated, has sought for some time to get over an institutional campaign. RCA's program on NBC, *Magic Key*, will also plug *Listen*.

Life's page rate, one-time insertion, until the end of this year is \$3,000 per page; \$2,850 on 26-time insertions and \$2,700 on 52-time insertions.

Orr Heads S-G's Radio

CHICAGO, Aug. 7.—Winthrop Orr will move from his present post in the NBC production department here to the Stack-Goble ad agency August 15, taking over the position of radio director for that firm. Previous to the NBC connection Orr directed the Alka-Seltzer Barn Dance program for WLS. Orr succeeds Bess Johnson, who recently went over to the Lord & Thomas branch here.

The Branham Company, radio and publisher representatives, take over representation of KWKH, Shreveport, September 1. Agency also has KTBS in the same city.

Material

Protection Bureau

A Free Service for Readers

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

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

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

The *Billboard* takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The *Billboard's* intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

Hello, Mom

LINCOLN, Neb., Aug. 9.—Radio Stations KFAB and KFOR here challenged the editorial staffs of *The Journal* and *Star* to put up a soft-ball team against them for a feature game on the leading floodlighted diamond this week. All radio names possible were mustered for event as well as newspaper byliners. Stunt is to be broadcast over KFOR, with each home runner allowed to say hello to his mother over the air as special incentive to knock the apple out of the park.

Radio News Men To Meet in Chi

PITTSBURGH, Aug. 7.—Improving the standards of radio news broadcasts will be chief concern of the first official meeting of the National Association of Radio Editors and Writers in Chicago in September, WJAS newscaster Beckley Smith, of the executive board, states.

Minimizing crime flashes, eliminating items offensive to juvenile tastes and emphasizing accuracy will be included in the convention agenda, with the program yet tentative. Organized last March, NAREW comprises about 125 station announcers, writers and other staff men involved in airing news.

President is John Van Cronkhite, of Van Cronkhite Associates, Chicago; Vice-Presidents, Lew McEwen, of WLW, Cincinnati, and Kendall B. McClure, of WOAI, San Antonio; secretary-treasurer, Al Hollander, WJJD-WIND, Chicago; executive board members in addition to Van Cronkhite and Hollander, John Hughes, of the Don Lee network; Jack Harris, of WSM, Nashville; Walter Paschall, of WSB, Atlanta; G. W. Johnstone, of WOR, Newark, and Smith.

E. F. Montgomery has been appointed national sales manager of WMT, KSO and KRNT. Recently regional sales manager for WMT, Cedar Rapids and Waterloo, Ia.; Montgomery was formerly commercial manager of KOIL and also associated in the past with KSTP, WCCO and John Blair. He assumes his new duties immediately.

New Radio Actor Union To Get Charter This Week; Scale Talk

NEW YORK, Aug. 7.—Altho some discussion has been held among local members as to proposed price scales, rehearsal hours and the like, the recently organized American Federation of Radio Artists, the Equity radio union offshoot, will shortly mail a questionnaire to its local membership as a step towards settling this problem. Other than those problems and details concerned with actual organization of the new union, which is now virtually complete save for certain formalities, wage and billing problems are to the forefront.

Another tangent which has gathered considerable discussion among the New York radio performers has been the question of a closed shop, not insofar as a closed shop with employers is concerned, but as to a closed shop as to additional members. This would be to adopt a policy similar to the stagehands' union, which now and for some time has been taking in no new members because of the unemployment situation. A suggestion made to the AFRA is to set a deadline with one of two conditions. Either no new members allowed in after that deadline, or a stiff installation fee to hold down the influx of new members. It is presently believed that no such closed-shop policy will be adopted.

Next Thursday there will be a meeting of at least seven members of the national board of the union to sign a petition for a charter from the Associated Actors and Artistes of America. This charter will be granted and the following week there will be a full meeting of the national board. Altho the board is to call for 45 members only 37 so far have been named. The AFRA has also drawn up its constitution and presented it for acceptance

Atlantic's Barrel Budget Buys Biggest Grid Box-Office Bets

Oil company spending average of \$1,000 for rights to football games—Atlantic, N. W. Ayer stymie other advertisers—Atlantic's "three-year plan"

NEW YORK, Aug. 7.—In lining up the "mammoth" football game broadcast schedule for this coming fall, N. W. Ayer advertising agency and its client, Atlantic Refining Company, appeared to have stymied all other advertisers seeking similar rights in the East. In addition, inside talk is that the campaign set out for Atlantic will take several years to work out, winding up in a major sales drive, by way of opening company owned and operated service stations, as well as newly recruited dealers in territory where distribution is now weak. This last-named

phase of Atlantic's sales drive is cited as to start next year, when the football lineup planned by the advertiser will reach to even larger proportions than this year's schedule. How much Atlantic is spending on sports, between its hefty football and baseball sprees, is strictly a matter of conjecture. Insofar as the football games go, Atlantic is supposed to be paying an average price of \$1,000 per game. This price applies definitely, it is said, to the Atlantic schedule on WOR.

Atlantic has lined up 11 games on the 50,000-watt Newark broadcaster. The games, in the majority, are either considered sports "classics" or close thereto, involving traditional football rivalries. WOR schedule has Cornell-Penn State for September 25; Carnegie-N. Y. U.; Pittsburgh-Duquesne; Colgate-Duke, and Cornell-Columbia, for the four Saturdays in October. In November, the games broadcast will include Holy Cross-Colgate; Pittsburgh-Nebraska; Syracuse-Colgate; Penn-Cornell and Duke-Pittsburgh. The Penn-Cornell game is a Thanksgiving Day attraction, all other games playing on Saturday.

Reasons advanced for delay are that one of the principal witnesses for Segal and Smith will not be back from Europe in time for a September hearing and that the Jewish holiday, Yom Kippur, will occur during the time necessary for a September proceeding.

Kellogg Takes Fordham

NEW YORK, Aug. 7.—W. K. Kellogg Company, cereal manufacturer, has signed exclusive rights to the football games of Fordham University. Games will be broadcast on WINS, New York. N. W. Ayer agency negotiated.

McAssey Account Exec

CHICAGO, Aug. 7.—C. P. McAssey, formerly commercial sales manager of Station WCFL, has been appointed account executive of Schwimmer & Scott, local agency.

New Radio Actor Union To Get Charter This Week; Scale Talk

to the three other Four A unions, Equity, Screen Actors' Guild and American Guild of Musical Artists, which is slated to get the charter in a month of the Grand Opera Artists' Association, now a member of the Four A's. The opera union is under a show-cause order as to why its charter should not be revoked. Equity, SAG and AGMA have each contributed \$10,000 to the radio actors' drive. The constitution has been accepted by these three labor groups.

In the membership discussions held so far billing and wages have held considerable prominence. One suggested price schedule for network programs has this outline: \$25 for a 15-minute show, with rehearsal of from two to two and a half hours; \$35 for a half-hour show, with four rehearsal hours; \$75 for an hour show, with rehearsals up to eight hours. Indications are that for commercial shows in New York on chain higher fees may be sought.

HOLLYWOOD, Aug. 7.—Mass meeting of the American Federation of Radio Artists was held last night at the El Capitan Theater in Hollywood. Norman Field acted as chairman and informed 200 attending members that the Federation will henceforth be an autonomous unit under the AAAA.

"It is planned," said Field, "to establish branches in every major city in the United States, with each chapter given autonomy within the organization. National affairs of the Federation will be governed by a board of 45 members, representing writers, singers, announcers, actors, sound-effects men and producers." The membership of the AFRA is 500.

Costs

Average time bill on WOR for Atlantic will run to about \$1,400 per game, plus line charges. This, at \$1,000 a game, for 11 games, means \$11,000 or thereabouts in rights. At \$1,400 for time, the total, without considering line charges and talent costs for announcers and commentators, brings Atlantic's expenditures in the New York area figure to \$26,400, which is given as a figure close to the line. Even the other stations on the advertiser's list have lower rates than WOR, and other colleges may be getting less, the outlay for Atlantic constitutes socko stuff.

Atlantic and Ayer are supposed to have stopped other accounts from grabbing any major football plums by two steps. First was to option time on the leading stations in the cities desired. Second step was to buy the rights, with the barriers on college opposition to sponsorship now about nonexistent, many colleges approaching radio stations to buy the rights to their games.

A rumor, and offered strictly as such, is that Atlantic is working with another major oil company, on an alleged squeeze play, to make competition tougher for other oil distributors along the Eastern seaboard, notably Shell and Sun (Sunoco gasoline).

WFIL Sponsor Uses Auction Bid Method

PHILADELPHIA, Aug. 7.—Now that the outdoor branch of show biz has turned to radio, being a contributing factor to the upped summer returns on local lanes, radio is now acquiring the technique of the outdoor showman. *The Old-Time Auctioneer* on WFIL pans out as a combination barker and pitcher with a sales policy of the seashore resort's auctioneer.

Striking its own tangent in radio salesmanship, Shuman Bros., local furniture merchants, have adopted a new technique for plugging electric refrigerators. Mechanized iceboxes are auctioned off. Listeners are asked to submit bids on the priced article, with box going to the highest bidder each week. Idea credited to Julian Pollack, of the Julian Pollack Agency, handling account. Slotted twice daily for a five-minute ride.

FCC Game of Tag Still On; Any Guess Is Given Credence

Washington's political glass readers knock themselves out trying to name new commissioners—many bills with radio angles still pending

WASHINGTON, Aug. 7.—The Capital's pleasant diversion of guessing who the President will appoint to the vacant chairs on the Federal Communications Commission gained new impetus with a report that two men had been offered Commission posts, but that they had declined for business or personal reasons. The Senate explosion over delay of appointment to the Supreme Court vacancy is seen as a hastening force for the President to submit names to the Senate and thereby hurry the FCC appointments. Further reports supposedly emanating from White House confidants say that President Roosevelt has shown no inclination to unduly delay appointments until Congress has adjourned.

Altho names and possibilities have been mentioned there is no valid indication of who will be appointed, when appointments will be made or who the candidates may be. The White House remains mum on the subject while government officials, congressmen and the trade enjoy the sensations of blow-hot-blow-cold conjecture. Many names are being mentioned purely in the hope that by doing so the White House will be smoked out to make some sort of statement. Every little action on the part of mentioned possibilities is being interpreted with some dark meaning. Political seers after consulting with the future are risking their reputations by stating that the President will either make appointments on a merit basis by selecting men with suitable training or he will award political plums. (No one seems to know what other course or courses could be followed.)

In the meantime many are hoping for appointment of "strong men" who could take over their duties in such a manner that pending radio legislation would be sidetracked. In this respect there are pending before various committees the White and Connery resolutions, the Schwellenbach and Scott bills on free speech and program arrangement, the Wheeler bill to outlaw broadcasting of gambling information, the Wearin bill to divorce newspapers and radio, the Celler bill to construct a government short-wave broadcasting station, the Boylan bill to tax radio broadcasting on the power authorized, the Culin bill to prohibit radio advertising of alcoholic beverages and the Maloney bill to require commercial programs to state whether cited article indorsements are paid for or not.

Pending Bills

No apparent effort is being made to push these bills this session except for the Connery and the Celler measures. Representatives W. D. McFarlane (Dem., Tex.) and Richard B. Wigglesworth (Rep., Mass.) have made recent speeches on the House floor in an effort to free the Connery resolution from the Rules Committee and other members are reported as preparing speeches similar in nature. The trade credits disgruntled radio license seekers as well as religious and labor groups most interested in its passage. Representative Emanuel Celler (Dem., N. Y.) reports that President Roosevelt, Secretary of State Hull, the Bureau of the Budget, the United States

Write Your Own Gag

NEW YORK, Aug. 7.—Following is the headline on a press release sent out this week by WHN: "Fifi D'Orsay to head guest stars of *For Men Only* program."

Shipboard Talk For MBS Bureau

NEW YORK, Aug. 7.—An artists' bureau for the Mutual Broadcasting System is in the works, with plans to be discussed by various MBS station execs in September. Place of the conferences will be the decks of the S. S. Rotterdam on a West Indian cruise. Acts for such cruises are booked by Nat Abramson, head of the WOR artists' bureau.

If going thru, the deal will call for the organization of a corporation in which the stations will be the owners. Profits will be divided among those Mutual stations in on the artists' bureau. Currently some of the MBS stations are working together on a commission split basis. Talent will be interchanged and given buildups in stations' areas.

In addition to Abramson, Frank Schreiber, of WGN, Chicago, and Bob Braun, of Don Lee, and others are to attend the sea-going conflag. Wives, too.

Office of Education and the Navy Department have expressed approval of his bill to build the short-wave station. The bill, now in the House Naval Affairs Committee, is given good chances for committee approval, but no action by House vote is foreseen until the next session.

Even the two "strong men" are appointed Senator Wallace H. White Jr. (Rep., Me.) is still going to urge for investigation of radio for purpose of revising and bringing up to date the present radio laws which have remained unchanged to all practical purposes since first written in 1927. He feels that problems of newspaper ownership, free speech and approaching television should receive an intelligent review by a Senate Committee so that new laws can be drafted to meet new situations. Despite his interest in the industry he plans to wait until next session before campaigning for passage of his investigation resolution.

Success Story; Taplinger's 75-G Gross Income Per Annum

NEW YORK, Aug. 7.—A success story seems to have been written in less than two years by Bob Taplinger, press agent, who quit the CBS press department about a year and a half ago to go into business for himself. Taplinger's gross income today is said to be on the far side of \$2,000 weekly, with a fancy list of clients looking like a miniature *Who's Who* of radio, with a few outside accounts from other branches of the show business thrown in for good measure.

Taplinger started with Burns and Allen, Kate Smith and Guy Lombardo. His present list of accounts includes those three names and more. Included are: Eddie Cantor, Phil Spitalny, Harry Salter, Boris Karloff, Morton Downey, Ripley and his program, Gertrude Niesen, Arthur Godfrey (Professor Quiz), Andre Kor'elanzetz, Joe Penner, Tony Wons and oth. rs. Handling publicity for Moss International ad agency, Taplinger's offices also publicize Jeanette Macdonald

as well as the programs produced by Ruthrauff & Ryan.

Average price for a Taplinger account is quoted at about \$60 per week, with only one other press agent, Earle Ferris, said to rate similar fees. Ferris, as Taplinger, has an office in Hollywood. Taplinger also has a branch in London, England.

Taplinger is press agent for Everett Crosby, brother and manager of Bing, altho he does no work for the latter. Included in the Crosby press agency is the race track in which Bing is financially interested.

Taplinger, allegedly financed at the start by William S. Paley, with another report saying his first three accounts helped him, is cited as the only indie press agent in radio, if not all of show business, whose annual gross income is in the neighborhood of \$75,000, if not more.

Air Briefs

New York By JERRY FRANKEN

REPORTS have it that General Hugh Johnson, who goes commercial soon for Bromo-Quinine, is getting small money, supposedly only \$700 per week. . . . Aldo Ricci and his Phantom Strings guest shot on the Gulf show August 15. . . . Mystery—who swiped Joe Keeley's hat at the CBS studios? . . . Phil Brito, vocalist with Lloyd Huntley's Band in Montreal, goes commercial September 15 on the CBC network. Sponsor is Standard Brands, booked by Ernie Jackson, of J. Walter Thompson, Montreal. . . . The Kadoodlers signed by Brunswick for phonograph recordings. . . . Jimmy Saphier finally did get back to New York. The great day was yesterday (Tuesday). . . . Lee Wiley gets back to radio August 15 on CBS. . . . Alyn Roberts, formerly on WMCA and now with WOR, is a Jewish cantor. Name is David Puterman. . . . Obituary. Taffy, Bob Catherwood's swell spaniel, lost at sea.

Hearn's department store will hear several auditions next week at WOR, one show being submitted by Fanchon & Marco. . . . Here go the vacation notes: Chester Stratton, NBC artists' service, is away, with Al Cook, of the same department, scrambling next week. Eleanor (Pat) Hurley, WOR, is back at the desk after her fortnight, with Laurette Peterson, the same station, now away. . . . Ben Roche grabbed a few days off as a vacation and a hoped for escape from a cold. . . . George Engles, NBC artists' service chief, has kept his vacation site a dark secret. . . . Al Wallenstein to the

Coast for a week or so. . . . Lou Frankel, radio editor of *Tide*, is another vacation returner. . . . Ditto Jerry Danzig, of WOR, and Al Simon, of WHN, while Vivian Brown, of the same station, takes it easy. Promise no more for the rest of the summer.

They're calling Dave Driscoll "Weissmuller" ever since he fell overboard off the Endeavour at Newport just before he was to start on the *Let's Visit* show. Driscoll, reportedly, was hauled aboard with a hawser. . . . The renewal market: Jean Sablon, by NBC. . . . Al Mitchell, "The Answer Man," by Provident Loan. . . . Jean O'Neil, Barry McKinley and the Tunetwisters, by Griffin. . . . *True Story*, on NBC. . . . And Lum and Abner, by Horlicks, same network. . . . Mark Warnow has moved to his new chateau in Kew Gardens. . . . Dave Alber, the press agent, has a scenario under option to Grand National films. . . . If Tommy Riggs, with his kid character, Betty Lou, clicks on the Vallee show, he'll be spotted on the Chase & Sanborn show, to provide love interest for that McCarthy. . . . Mario Cozzi will be starred in the opera series at the New York Hippodrome this fall. . . . Joseph Schmidt and Donald Dickson will do several guest appearances with the returning General Motors concerts this fall. . . . Arthur Kent, a new press agent in town, has fulfilled newspaper men's dream. He owns a farm. . . . William M. Watters is now with Kass-Tohrner, doing scripts and publicity.

Chicago By SAM HONIGBERG

MICKEY KING, harmonica wizard, landed a year's contract on the *Barn Dance*, getting \$75 per shot. . . . Herbie Kaye, the ork leader, in to report that wifey, Dorothy Lamour, former radio songstress here and now with Paramount, is leading the screen fan popularity poll in China. . . . Another NBC page boy makes good: Jack Simpson now announcing on WJDX, Jackson, Miss. . . . Local publicists' association staged a whale of an affair for Joe E. Brown, the movie funster, who has been doing some baseball talk over WJJD. . . . George Livingston, of the CBS press department, had a narrow escape from serious injury during his vacation trip when his car smashed up in Cairo, O. . . . Lee Francis, WBBM organist, vacationing in California. . . . Stuart Haydon, radio playwright, appointed editorial director of Van Cronkhite Associates.

Radio Row gossip these warm days centers around the sponsor of a well-known program who changed agencies to crash the society circle. Present agency, it seems, promised the bill footer an open door to the "400" paradise. . . .

Jackie Heller is the new soloist with Harry Kogen's Ork over NBC Wednesday afternoons, replacing Gale Page, who in turn was assigned to a Friday spot held by Annette King. . . . Frederick Wilhelm VanDover, of the "Tom, Dick and Harry" harmony trio, and Marge De Werth, local dancer, told it to the preacher at Crown Point, Ind. . . . Ruth and Charlie Pickard, members of the WJJD Pickard Family, formed a new instrumental team.

WBBM will broadcast Northwestern University's home and road football schedule (a series of eight games) next season. Kellogg Company sponsoring, with John Harrington to do the announcing. . . . Ralph Ginsburgh, director of WGN's Palmer House Concert, left Saturday on a three-week vacation in Northern Wisconsin. Oscar Chauswe will be guest conductor. . . . Current indications are that a number of radio singers will join some of the vaude units to originate in Chicago this fall. . . . Connie Birch, former songstress over KWK, St. Louis, now vocalizing with Roger Pryor's Orchestra, which opened at the Edgewater Beach Hotel Friday.

From All Around

GENE O'FALLON, manager of KFEL, Denver, is back from a California vacation. . . . Vacation items from WNOX, Knoxville: Charlie Dobson, operator, is at Daytona Beach, Fla. Kenneth Cox, another operator, is in New York; Earl O'Fallon, house manager, is at the Great Smoky Mountains, while Ed Turner and Jim Foster, of the continuity staff, are in New Orleans. Paul Healy has joined the station in the business department.

E. E. (Gene) Alden, for three years with WALR, Zanesville, O., has assumed his duties as chief engineer at KOY, Phoenix, Ariz.

KFRU, Columbia, Mo., inaugurated a new series titled *The Women's Radio Edition* August 20. New show, heard five times a week, is split by Beth Barkley on beauty and style, and Jane Bradford on personalities in the woman's world.

Frisco

Captain Dobbsie's *To the Ladies* variety program has been moved from an

afternoon spot to 11 a.m. Monday thru Friday on KJBS and KQW. . . . The *KJBS Night Owl*, Gordon Brown, is vacationing on the high seas, serving as a wireless operator in a Naval Reserve cruise. Meredith Willson again directing the orch on "Carefree Carnival" after two weeks' layoff. . . . Joe Walters, KSFO announcer, vacationing in Weaverville, Calif., where a pretty young mountain miss listens to his sweet nothings. . . . Lawrence L. Cross aired the 2,000th broadcast of his "Crosscuts From the Log of the Day" last week. . . . Lucile McAdoo, NBC cashier, back from vacation, caught cold and is gone again. . . . Bob Roberts, general manager of KYA, back at his desk after a jaunt to L. A. . . . Bob Braun, general manager of the Thomas Lee Artist Service, in S. F. to help arrange Don Lee remote pickups from the Mark Hopkins and Drake hotels. . . . Merwin (Dixie) McCabe has rejoined the KFRC sales staff after several months' leave. . . . M. C. Bertsch, a former KFBBK, Sacramento, (See FROM ALL AROUND on page 10)

LABOR BATTLE IN RADIO

Strike Brings New Philly Radio Feud

PHILADELPHIA, Aug. 7.—Scooperoo scored by WCAU in covering the general trucking strike that crippled the city's transportation system last week caught other stations napping. And now squawking. While the fury was still a breeze Ken Stowman, special events director, planted a WCAU mike in Mayor S. Davis Wilson's reception room and walked out with the exclusive rights to air all developments in the strife, with it getting exclusive on the mayor himself.

As a result WCAU was the only local station carrying the mayor's spiels Monday and Tuesday. When the general strike was called on Wednesday Hizzoner piped thrice into the WCAU mike, station even cutting in on sponsored baseball broadcasts to have the mayor air his official emergency proclamation. Covering the scene for Hizzoner were announcers Hugh Walton and Taylor Grant, with the technical end held up by Ed Johnson, Joe Morrow, Frank Shannon and Ray Stahl. In addition hourly bulletins on the developments were aired from the reception room.

Newspapers too busy on their own coverage to worry about radio cutting in, press crediting the mayor's speeches as being aired over WCAU, and ran pix with the mike's call letters in a prominent position. But for the other stations, left out in the cold, boys are still figuring how it all happened. Irony of the situation is that the city pays line charges for an intra-city linking of stations to be used for all civic events. From the mayor's office line runs to WFIL, then to WIP, to WCAU, with KYW getting it from WCAU. It all followed that route, but WCAU's exclusiveness was honored under the gentlemen's code, altho the peeve is still present. Boys concede that Stowman scored the beat, but fall to see why the mayor didn't ring 'em all in on it, what with the story content being vital news to every citizen in the city and all wire facilities available.

Other repercussions of the general strike found the Philco Radio and Television Corporation closing its plant here, affecting 8,000 of the 9,000 workers when trucks were unable to move.

Copyright Service

Attention is called to the copyright service maintained by *The Billboard*. Any question or problem concerning this subject will be answered for *The Billboard* readers by Arthur E. Garmaize, noted legal expert on copyright. Queries should be addressed to Garmaize in care of the New York office.

Promotion Shorts

Earl Harper recently announced on WNEW, New York, that on a certain night he wouldn't do a description of the Newark baseball game but would be at the field, Ruppert Stadium. Harper asked his listeners to show up themselves. Turnout set a new night time attendance record of 17,000. Games are sponsored by General Mills and Socony Vacuum. Acts from the station put on a vaude show before the game.

Life magazine recently used considerable space devoted to the wealth this summer's wheat crop is bringing to certain sections of the country. Furgason & Aston, station reps, have capitalized on the spread, using a page from the magazine with a mortise set in showing the stations handled by the company in the wheat areas.

In the last year more than 1,000,000 booklets of matches have been distributed by the Yankee network to national advertisers and radio people. Each month a 50-book refill for the bakelite desk box is mailed to every name on the list.

So great has been the pop of the *Strike All New England Matches* slogan that a new contract for more than 2,000,000 books has been signed with Diamond Match Company for coming year. New matches have received a coat of varnish to bring out their red-white-blue covers to better advantage and in addition call letters and location of the 15 Yankee network stations are listed within the cover.

New bakelite boxes are available for those who wish them. Mailing list is being constantly enlarged, most of the new names being brought in by Yankee network salesmen or by contact men of Edward Petry Company, national reps of the Yankee network.

While most contest giveaways are designed to further plug the sponsor, *The Old Salt* on WFIL, Philadelphia, using an institutional contest to plug the subject theme of his program, fishing. Best weekly letter on "Why I Like Fishing?" rates a fishing reel on the house. Show rides across the board participating with four sponsors, but not a single one profits directly from contest. Participants include a beer, tobacco, reel and sporting goods house. That the contest will bring out the fishing interest of listeners and have them cup an ear to stint, participants satisfied with direct plug during the program's course.

Inter and Intra Union Fights Arising as Industry Problems

Radio Telegraphers, CIO affiliate, to unionize all employees save performers — two AFL unions out to organize technicians in opposition

NEW YORK, Aug. 7.—From statements of labor leaders in various unions concerned with the radio industry, it now appears inevitable that this industry will be the arena for a battle between several unions seeking to organize radio employees. Battle that looms shapes up as an intra as well as inter-union fracas, with the American Federation of Labor running two entries as against one for the Committee for Industrial Organization. AFL groups are the International Alliance of Theatrical Stage Employees, dominant technical organization in theatrical affairs, and the International Brotherhood of Electrical Workers, American Radio Telegraphists' Association (CIO), which is out to grab up all workers other than musicians and performers, is now in the second week of its third annual convention at the Hotel Edison. IBEW and IA are angling to tie up technical workers only.

ACCOUNT PLANS

RAINIER BREWING COMPANY, thru Lord & Thomas, has contracted for a daily spot announcement on KJBS. Thirteen weeks.

SPEERY FLOUR COMPANY, thru Westco Advertising, has bought a daily quarter on NBC's Coast Red net for a skit titled *Gloria Gale*.

PROCTER & GAMBLE COMPANY, running *Ma Perkins* via transcriptions on KGO at 9:15 a.m. daily. Contract for 52 weeks. Supplements live talent broadcast of same feature on Red net.

C. W. HAMMOND, financial service of Oakland, thru W. A. Miller, bought time on KYA for three weekly quarter-hour talks. Indefinite duration.

BEKINS VAN AND STORAGE, thru Emil Brisacher Agency, has bought one year of nightly announcements on KFBO.

SHEFFORD CHEESE COMPANY, Philadelphia, national distributor placing direct, takes participation in the *Magazine of the Air* on WFIL, Philadelphia.

ANDERSON COMPANY, for Sleetmaster, starts a spot announcement campaign on WFIL, Philadelphia, placed by Schwab & Beatty Agency, New York.

RUTHRAUF & RYAN renews on WFIL, Philadelphia, for Lever Brothers and Ironized Yeast. Both accounts using spot announcements.

PIEL BROTHERS, brewers, are using radio for the first time, thru Kenyon & Eckhart. Account is buying spot news reports, mainly thruout the South. California is to be added soon.

CHAMBERLAIN Lotion Company has contracted for transcribed minute announcements on KRNT and WMT, starting September 25. The Coolidge Advertising Company, of Des Moines, handles the account.

BROWN-CAMP Hardware Company, of Des Moines, started a series of quarter hour musical clock broadcasts on WHO on August 3. Beginning on August 16, (See ACCOUNT PLANS on page 10)

European Dailies Ask for More Info on U. S. Short-Wave Shows

WASHINGTON, Aug. 9.—Foreign demand for information on schedules of American short-wave broadcasts has so increased that the U. S. Department of Commerce plans to expand its present service to foreign offices and will supply publicity relative to American short-wave broadcasts to those offices for distribution to the various countries' newspapers. At present 40 copies of American program schedules are sent to London for use of British dailies and weeklies. Great number of British Broadcasting Company publications find great reader interest in news of American radio developments. South America receives 53 copies. Central America receives 25. In all of the foreign offices of the Bureau of Foreign and Domestic Commerce more than 200 copies of week-

ly programs are distributed. Radio Manufacturers' Association compiles the information and submits it to the Commerce Department.

Extent of British interest in American broadcasting was best illustrated by a recent article in *The London Evening Standard* which explained how Columbia Broadcasting System had arranged to broadcast a typical English village scene, and, altho BBC engineers handled arrangements, no English station carried the program. Paper commented that British listeners had to pick up American stations in order to hear a British program. Other newspapers have printed assertions that news broadcasts in America were definitely more interesting and colorful than news accounts broadcast for the British listener.

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Affiliated with Loew's Theatres and
the Metro-Goldwyn-Mayer Studios.

Program Reviews

EDST Unless Otherwise Indicated

Charles Benford

Reviewed Monday, 9-9:15 p.m. Style—News commentator. Sustaining on WOR (MBS network).

A familiar Washington, D. C., broadcaster, where he worked for some time on WOL, Benford is a newcomer to the New York broadcast field. A welcome newcomer. Benford is filling in for Gabriel Heatter, one of the very tops in his field—and Benford is doing a noteworthy job. He takes a tangent other than used by Heatter; Benford presents, in most cases, the pros and cons of a news story or news situation. This he does dispassionately, intelligently and, of no small import, always interestingly. With news as important in radio as it is today, a broadcaster with Benford's abilities shouldn't be sustaining long.

J. F.

"Can It Be Done?"

Reviewed Wednesday, 9-9:30 p.m. Style—Interviews. Sustaining on WQXR (New York).

This is a program whereon inventors, apparently mostly amateur, bring their inventions and/or descriptions thereof to the microphone; a board of experts gathered by the station listens to the descriptions and then passes judgment. In addition, questions are asked of the emcee supervising the show, as to how such and such an effect, mainly mechanical, might be achieved. And, finally, the audience is invited to participate, either with inventions or queries. The show is strong on human appeal. It's only lack is in production, in which department it tends, at times almost painfully, towards the amateurish. When the board gives its approval to an invention, and the announcer sings out with a corny routine, it's almost possible to see Yankee Doodle, flag in hand, on top of the antenna.

Inventions, in the main, have and probably always will have a romantic appeal, even tho they may be in the screwball category. That, of course, is a major source of the interest on this show. Among the inventions brought on this show were a new type of window shade bracket; a gadget whereby dentists needn't flounder around with their feet turning on that Machiavellian instrument, the drill, and a super-automatic restaurant, with a table so equipped to bring up any food designated.

J. F.

Melody Cruise

Reviewed Thursday, 6:30-6:45 p.m. Style—Musical. Sponsor—Chicago Milwaukee Steamship Line. Agency—W. W. Garrison & Company, Chicago. Station—WBBM (Chicago).

An entirely pleasing program repeated thrice weekly to interest listeners in one-day cruises. Nothing out of the ordinary, but the organ music, songs and cool-worded commercials on hand will induce the listener to tune in and listen thru the entire 15-minute session.

Milton Charles, organist, and Edna O'Dell, honey-voiced songstress, participate in the entertainment and do a good job. Sing individually and pitch in, with duets, musically accompanied with Milton's organ music.

Hon.

Darrell Donnell

Reviewed Wednesday, 7-7:15 p.m. PST. Style—News. KGO (San Francisco).

With interest in news-type programs on a constant increase in the West it was inevitable that Darrell Donnell should return to the mike. He has not been heard for more than a year. Prior to that for four years he did a nightly news broadcast.

Last week he returned to a five-a-week quarter-hour spot on KGO and the NBC Coast Blue network at 7 p.m. Just 'n time for many dialers to turn from John B. Hughes' quarter-hour news commentary on the Don Lee net at 6:45. It has been determined that many avid news fans do just that—turn from one news program to another. However, the two newscasters are vastly different. Hughes is a commentator, somewhat along the lines of Boake Carter or Ed Hill. Donnell gives the straight news

without editorial comment. Donnell's style is along this order and is thus very effective. A slight nervousness and tenseness noted, which should pass after he has been on a few days.

Program follows regular style as to content, with material compiled by Donnell from Universal Service reports. As yet unsponsored but should catch a sponsor. Paul Gates announces.

P. K.

"Sophisticated Ladies"

Reviewed Wednesday, 12:30-12:45 a.m. Style—Songs. Sponsor—Max Azen Furriers. Station—WCAE (Pittsburgh).

Featuring the Three Sophisticates, girl trio, this new program should draw a sizable following from the sponsor's prospects, especially the younger femmes, because of its streamlined appeal. Lassies harmonize silken, swiny and straight pop melodies with uniform smoothness, accompanied by one of their number on the piano.

Plugs won't harm either, tho they could be cut a mite.

M. F.

"Les Miserables"

Reviewed Friday, 9:30-10 p.m. Style—Drama. Sustaining on WOR (MBS network).

Orson Welles, legit actor and director, has made WOR's adaptation of Victor Hugo's grim and relentless tragedy, *Les Miserables*. It would be difficult indeed to adapt this work for any form of presentation, film, stage or radio, without having outstanding results. Drama is inherent in every word and move of the story. This, however, in no wise should detract from a radio production, which has as its one fault a more definite tinge of obviousness.

The story, of course, concerns the almost timeless search and pursuit by the French detectives for the ex-convict Jean Valjean. Both parts are well played by Welles, as the convict, and Martin Gable, as the detective. If there is any preference to be shown it is for Gable. The lead role is almost actorproof.

J. F.

"It's Fun To Be Charming"

Reviewed Wednesday, 2:08-2:15 p.m. Style—Charm talk. Sustaining on WIP (Philadelphia).

There's no "fun" attached to this one. Nor would one hardly call the listening "charming." Laura Morgan Button, director of the Vogue Studio of Fashion Modeling, local school to help you turn on the personality, makes a weekly trip to the mike to discourse about things and such that make up for this thing called "it."

Program plan is chock-full of entertaining and educational possibilities.

even the obvious ones, to make it worth the while for dial delighters. But as it stands as caught Miss Button cultivates nary a one. This one told about the value of voice culture in developing charm. It was told with a vengeance. The doddy and mildewed professor in the ivy-clad colleges never milked a lecture dryer. For all the effectiveness it carried Miss Button might just as well have talked on ancient history.

Copy must have been culled from an encyclopedia, sounding as exciting as all that, only less entertaining for those who go in for illustrated editions. Next week promises a discourse on those things that make office stenogs such charming personalities. Oh, boy!

Oro.

"Beyond the Horizon"

Reviewed Monday, 9:30-10:30 p.m. Style—Drama. Sustaining on WJZ (NBC network).

NBC draws commendation and a strict razz for this program, starting a series of dramatizations of various Eugene O'Neill plays. Commendation for a good series—better than good as a matter of fact. Outstanding is more like it. And the razz is for spotting the show, in the high school rivalry going on, against the CBS Shakespearean series. NBC had a Shakespearean series too, set at this same time, and took a bad second.

O'Neill's plays are more suited to 1937 radio than the classics of the Bard. The tragic story of *Beyond the Horizon* made superb and gripping listening. To Miss Hayes, James Melghan and the cast, as well as adaptor and director, a bouquet.

J. F.

ACCOUNT PLANS

(Continued from page 9)

the hardware concern will assume sponsorship of the regularly scheduled *Farm News* broadcasts on Mondays, Wednesdays and Fridays. R. J. Potts & Company, Kansas City, handle the account.

WRIGLEY'S GUM, thru Neisser-Meyerhoff, Inc., Chicago, has signed for a year of announcements on KSFO. Five nights a week.

ADAMS CLOTHES, thru Flegenbaum Agency, renew daily sport shots over WIP, Philadelphia, for another 13 weeks.

PONTIAC MOTORS brings back its *Varsity Show* on NBC (Blue) starting October 1, thru MacManus, Johns & Adams. College bands, glee clubs and novelties make up the program.

LAMBERT COMPANY (Listerine) will use the NBC Blue for a dramatic show starting September 28. Called *Grand Central Station*, program went thru Lambert & Peasley.

LEHN & FINK will use the WLW-WHN line starting October 4, with the New York station feeding *Life of Mary Sothern*, sketch, daily at 4:15 to 4:30 p.m. Agency is William Esty.

"Foreign Reviews"

"Rinso Music Hall"

Reviewed London Sunday, July 25, 6:30-7 p.m. Style—Variety program. Sponsor—Rinso Soap Company (Lever Bros. of Port Sunlight, England). Agency—J. Walter Thompson, Ltd., of London. Stations—Radio Luxembourg and Radio Normandy.

Vaude programs, usually arranged for commercials by J. Walter Thompson, Ltd., are recorded on discs at this company's studios in London and then relayed from Radio Normandy (France) and Radio Luxembourg because of the ban on commercial broadcasting in England.

Program caught was particularly strong, containing as it did the first recording on this side of Harry Richman, who came thru distinctly and impressively; Aileen Stanley, featuring popular numbers; Ivor Moreton and Dave Kaye, twin "hot" pianists; Rudy Starita, marimba and xylophone player, with his orchestra, and Una Mae Carlisle, colored blues singer. A generally good show.

B. R.

"Music Hall"

Reviewed London Saturday, July 24, 8-9 p.m. Style—Variety. Sustaining on British Broadcasting Corporation.

Music Hall is a regular Saturday night feature and probably the most popular of the week's radio items. Program caught had America well represented, with Jack Benny, Larry Adler, Turner Layton and Donald Stewart all hailing from the States. Jack Benny, here on vacation, came in as a guest star. With only four minutes at his disposal he gave a great account of himself and made his mark with smart gagging. Strangely enough, Eddie Pola, English compere, who announced Benny, seemed more American in accent than the radio comedian.

Larry Adler was in tip-top form with his harmonica renditions of several Gershwin compositions. Turner Layton, colored singer at the piano, was okeh with two numbers, including *Christopher Robin*, an item that he has worn threadbare. Gus Chevalier's interruption comedy was strictly for local consumption. Florenti's Gaucho Orchestra sounded tuneful enough. Murray and Mooney, English cross-talk comedians, featured gags that went back way beyond Joe Miller and yet the laughs were there. Renee Houston, Scot's comedy girl, and partner, Donald Stewart, were only fair, with Stewart's pipes being the most acceptable feature of the act. Reception good.

B. R.

FROM ALL AROUND

(Continued from page 8)

announcer, has joined KJBS in that capacity.

Dixie

Joining the Blue network of the NBC last Sunday, officials of WDSU, New Orleans, are finding it difficult getting rid of surplus local commercials to carry thru network plans. Station recently asked FCC for second local booster for carrying local programs on 1500 band with 250 watts day, 100 night. . . . WJBO, *Baton Rouge State Times* station, dedicated its new transmitter of increased power from 100 to 500 watts Sunday in conjunction with joining the Blue network. Addresses were made by the governor of the State and other officials. New vertical antenna is 485 feet high and is second tallest self-supporting radiator in the country, WSM still possessing tallest. . . . First State-wide police short-wave radio system in South will be inaugurated in Alabama on the 15th. . . . WMSD, Sheffield, Ala., subscribed to the NBC Thesaurus recorded programs effective August 1.

Boston

Edward B. Hall, Hub NBC news editor, is conducting a new type of news commentary Sunday evenings, tagged *News Lights*. Features news behind tomorrow's headlines. . . . Happy Sisters (three) brought to prominence via WBZ and WBZA and the *Little Show*, have been signed by Rudy Vallee. Arthur S. Feldman, WBZ and WBZA special events manager, spending two weeks' vacation at Newport, R. I., aiding the New York NBC crew handling and broadcasting the America Cup Races.

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.

NOLA DAY, now singing on NBC, is a newcomer to the East, hailing from the other side of the continent. She's a pleasant songstress and should be able to handle herself okeh on a commercial where the order to be filled is not one calling for any extreme style. Her personality as thru the loudspeaker is definitely ingratiating. On one show caught she worked in front of AL ROTH and his orchestra. Roth was at KMOX, St. Louis, and a theater leader in that city for a number of years. He has plenty on the ball.

Every once in a while radio shows that it's still pretty juvenile. Such policies as spotting Shakespeare against Shakespeare offer one manifestation. Another is in radio's handling and coverage of major news and sports events. Editorial and showmanship judgments apparently fly out the window. It seems that all that's necessary to get the networks to go completely haywire on coverage, without care of financial expenditures

or the more important factor of listeners' reactions, is an international event of some sort. The America's Yacht Cup races gave the latest example. Instead of sensible short "takes" on the races, long periods were devoted to almost actionless goings-on and so explained that none but seamen could understand. Or a landlubber doing the descriptions, which he didn't savvy. Even if the races had been exciting, they wouldn't have been worth a fraction of the time devoted.

Last week's variety show, presided over by ED FITZGERALD on WOR, maintained an excellent pace and a good amusement quota. The gags worked around listeners' letters, involving Fitzgerald and announcer JOE BIER, were well handled. Believe it or not, the best vocals on the show were done by cowboy TEX FLETCHER, one of the rare specimens of this kind in the East and also one of the best.

SONGWRITERS AIN'T WRITING

Frisco Hotel Bands Resume

Writers' strike over, new bands in—wires switched—strike cost \$8,000,000

SAN FRANCISCO, Aug. 7.—Nineteen leading hotels here emerged from the long strike last week, having made peace with the cooks, waiters and various other striking unions. The longest hotel strike on record lasted 89 days and cost close to \$8,000,000.

Open but a few days, the Class A houses already report business almost back to normal. Hotels using bands have made several changes. Mark Hopkins uses Nick Stuart on the stand and for the first time in five or six years the music is not going over NBC wires. The Mutual-Don Lee station, KFRC, will carry the Mark six nights a week from now on.

The Palace opened the Rose Room Bowl Tuesday with the same band as when it closed. Paul Pendarvis, but hotel has gone CBS. At the Sir Francis Drake Roger Burke started playing in the Persian Room last Saturday, making it the first to open. Room still has KFRC lines. Burke will shortly be replaced, probably by Carroll Lofner.

The Fairmont, going great guns with Joe Reichman when it closed, will not use a band until next month. Reichman is reported scheduled for the spot as soon as he is available, with Henry King to follow in October. KSFO-CBS lines are in. The Mural Room of the St. Francis will not use a dance band for the present. A small salon group plays there for dinner.

Another change in remote pickup is the El Patio Ballroom, which has changed from KFRC to NBC.

Goodman Leads Para's Poll

NEW YORK, Aug. 7.—Latest returns of the Paramount Theater's band popularity contest give Benny Goodman the lead with 7,542 votes. Others, in their respective standing, are Guy Lombardo, 6,209; Shep Fields, 5,721; Hal Kemp, 4,713; Eddy Duchin, 3,862; Horace Heidt, 3,407; Glen Gray, 3,241; Fred Waring, 3,139; Phil Spitalny, 3,051, and Ozzie Nelson, 3,008.

MGM Music Expands

NEW YORK, Aug. 7.—Complete lineup of Robbins-MGM music interests since the acquisition of the Sherman-Clay catalog includes, in addition to the latter, Robbins Music Corporation; Miller Music, Inc.; Leo Feist, Inc.; Olman Music Company, Paul Whiteman Publications, Rudy Wiedot Publishing Company and Mayfair Music Company.

WATCH FOR My First Year in the Phonograph Record Business —And Its Outlook

By Irving Mills

in the

FALL SPECIAL NO.
of THE BILLBOARD

Dated August 28

Issued August 24

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:

HOW COULD YOU?, from the Warner Bros.' film "San Quentin," published by Remick, and THE NATURAL THING TO DO, from the Paramount picture "Double or Nothing," published by Select.

Goodman Signs With Warner

HOLLYWOOD, Aug. 7.—Benny Goodman's Band, at the Palomar Ballroom, Hollywood, has signed with Warner, making it third top-line orchestra to join this company. Fred Waring's Pennsylvanians and Rudy Vallee are the others.

Concert as Gershwin Tribute

PHILADELPHIA, Aug. 7.—Annual concert sponsored by the musicians' union, Local 77, for the relief fund, in conjunction with the summer season of the Philadelphia Orchestra, will also serve as a tribute to George Gershwin.

Sister Trio Joins Vallee

BOSTON, Aug. 7.—Happy Sisters (Estelle, Olive and Muriel), harmony trio, recently signatred by the NBC Artists' Bureau, have also been signed by Rudy Vallee and joining him at Bal' A' Lair Club, Shrewsbury, Mass., Wednesday.

Many Avoid Placing of New Tunes Pending Outcome of SPA Fight

Songwriters' association and music pubs still deadlocked over transcription rights—watchful waiting now—song scarcity looms—break for standards

NEW YORK, Aug. 7.—Deadlock of negotiations between songwriters and publishers, occasioned by Songwriters Protective Association's desire to have a larger share of synchronization and transcription rights, has already resulted in refusal of many tunesmiths to submit songs to the pubs. Boys are waiting, rather, for the publishers to come to them, and the general attitude of both factions is developing into one of "watchful waiting." Situation cannot, according to some leading publishers, be explained away on the ground that this is the slack season in the music industry. Normally, pubs would be accepting plenty of tunes now for fall exploitation. Should the factions not reach an agreement soon, the problem will become acute, but may ultimately redound to the benefit of the publishing industry.

Scott Quintet Signed for Pix

HOLLYWOOD, Aug. 7.—Term contract was granted today to Raymond Scott and his Swing Band at 20th Century-Fox. Orchestra is already slated to appear in *Ali Baba Goes to Town*, *Life Begins in College* and *Love and Hisses*.

Blue Barron Sets Record

AKRON, O., Aug. 7.—Blue Barron and orchestra broke the season's record at Summit Beach Park here August 2, when they attracted better than 3,000 paid admissions. Clyde McCoy shoots at the record August 12.

Reviews of Records

By M. H. ORODENKER

Victor

BENNY GOODMAN follows thru on his return with a strong couplet in a real jive version of the Mary Lou Williams (Mrs. Andy Kirk) cleffing of Roll 'Em, backing with a rhythmic flicker tune, *Afraid To Dream* (25827). TOMMY DORSEY makes only for a mild sort of jamm-in' with his Clambake Seven for the pash ballads *You're My Desire* and *In My Meditations* (25625). Powers that be are getting most careless in song selections for these Clambakers.

After making an auspicious impression on the wax cult, the pity of it that these Dorsey dandies are heading no place in such a hurry. In their own inimitable styles GUY LOMBARDO makes royal Canadian music for *So Rare and Little Heaven of the Seven Seas* (25626) and HAL KEMP has a danceable double in the flicker music of *The Moon Got in My Eyes* and *It's the Natural Thing To Do* (25624).

Master

The RAYMOND SCOTT QUINTET will send the cats to the cobblers on this one. It's musical meat for the musikers, yet supercharged to lift the layman. Pianist-Composer Scott lamented the fact that the poor savage has no appropriate music for his jungle flesh pot, appointing himself as a committee of one to whet the appetites with *Dinner Music for a Pack of Hungry Cannibals*, backing with a musical hangover after a *Reckless Night Aboard an Ocean Liner* (136).

DUKE ELLINGTON has all his ace instrumentalists ride their individual hot horns for *All God's Chillun Got Rhythm* and his old standard *Alabama Home* (137). It's fast stepping for the Ellingtonians, even the Duke cutting thru on Ivy Anderson's piping of the latter lifter.

FRANKLYN MARKS puts the studio ork thru a session of Dixieland jazz in swingphonic style for his *Cats in the Cornfield*, there's nothing corny in that opus, and a faster paced Hoagy Carmichael standard, *Washboard Blues* (139). The HUDSON-DELANGE troubadours toot out a medium brand of swing in a smooth coupling of *Yours and Mine* and *I'm Feelin' Like a Million* (138) the band's new canary, Nan Wynn, lilt-ing the lyrics.

Brunswick

Any silver loving cup for the smooth-

est of waxed syncopators would rightfully go to RUSS MORGAN. In a silky and sugary Morgan manner that's a command performance for dancing cheek to cheek, the master has a dandy in *I Wouldn't Change You for the World*, a tune destined for hitdom if there ever was one, and *Night Over Shanghai* (7921).

Styled for a sprightlier sort of stepping HORACE HEIDT fashions for fox-trotting *Oh, Marie; Oh, Marie*, and the novelty bolera-twisted *Gumbay Drums* (7920), the King gals and glee club having their fill on the Italian folk song, while Yvonne King solo pipes the *Gumbay* gutteralls to Bernie Madison's tomtomping.

GUS ARNHEIM does right rhythm-pation for *High, Wide and Handsome* and *The Folks Who Live on the Hill* (7922), and GLENN MILLER takes it slow and easy for the modern dressing with *Sleepy Time Gal*, backing with a solid Dixieland flavoring for an original stompy *Community Swing* (7923).

The values and virtues of a solid rhythm section to encourage a horn's ridin' are known only too well to the tooter. No sniff, sip nor snort can stimulate the musical senses as the powerhouse steamings emanating from a matched piano, drums, bass and guitar section. Clearly evident in the waxings of various swing soloists sessioning with various combos, we cornered Johnny Hodges, ace alto and soprano sax star with Duke Ellington, to commit himself as to the cream of the solid section senders. Having noted with the best of 'em, Hodges is in a position to note. To send his spirit highest, give him *Cosy Cole* for drumastics, B. G.'s Allen Reuss for git-boxing, John Kirby to beat the bull fiddle, and after sitting in with Jess Stacy recently, he's beginning to have doubts about Teddy Wilson for the Steinway squatter.

Decca

BOB CROSBY, whose Dixieland swing ordinarily is dynamite, subdues the style for dancing to the tune of *Whispers in the Dark* and *Stop! You're Breakin' My Heart* (1346). AMBROSE gives a light touch but a heavy lift for a coupling of the English pops in *Rhythm's O. K. in Harlem* and *Swing Is in the Air* (1351), Evelyn Dall doing the swing-alliting song selling.

SEGER ELLIS and his saxless but brassful band do right by wax for the first time with *Sometimes I'm Happy* and *Bee's Knees* (1350). A better balance between the brass and beat-out instru-

ments and Ellis might have something in his revolutionary instrumentation.

Leading the tour de force for swing-swept syncopation is LOUIE ARMSTRONG. With a studio ork for the backing Armstrong is in his element for beating up the vocals and his hot trumpet with *Public Melody Number One*, a show-caser for hitting 'em high, and the plaint of the baggage-carrying *Rtd Cap* (1347).

For the Latin-American tune texture, CARLOS MOLINA gives an authentic touch to the tango *Poema* and a melodic son rumba, *Odiarte Quisiera (I Hate You)* (1352). Still ridin' the crest of the current hula-hula wave, HARRY OWENS and his Royal Hawaiian Orchestra couple the livelier strummings of *Koni Au I Ka Wai (Tasting the Waters)* and his Hawaiian bottoms-up drinking song *O-Ke-Le-Ma-Lu-Na* (1266).

And for smooth dansapation, LENNIE HAYTON, his pianology prominent, has a danceable double in *Can I Forget You* and *The Folks Who Live on the Hill* (1348).

Bluebird

This being an open gunning season for recording companies in quest of new names, Eli E. Oberstein proved a crack shot in grabbing off RUDY VALLEE for Bluebird listings. Initial effort shows that Vallee is taking the assignment seriously and should wend his way again to a top drawer in merchandising the mechanized music. It will be remembered that Vallee was an endless gold mine for the recording industry at the turn of the '30s. Cuts his premiere with four sides. A sugary syncopation is scored for *Harbor Lights*, and with a vocal chorus backing the crooning, *Heaven Help This Heart of Mine* (7067). Culled from the Coronation faves during his sojourn to England, Vallee makes mood-inspiring music with the tango-fox-trot *Don't Play With Fire*, backing with a musical comedy touch for a playful and tuneful *Vieni, Vieni* (7069), the Gentlemen Songsters lending choral force while Vallee pipes his best French lingo.

Ironically, listings are split with SHEP FIELDS, label's best seller. Rippler match with four sides, in their best manner of rippling, with the swiny-sir *That Old Feeling*, *Lovely One*, *The L and Moon at Sea* (7066, 7068).

Not in the pop dance list, but ESKYLES and his Wild West Skyrockets have a pleasant vocal novelty stint the *Porter's Love Song* to a char' maid, backed with open spaces re of a melodic *My Love Song* (7060).

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks. WJZ and WEAJ (NBC) and WABC (CBS), between 8 a.m. and 1 a.m. daily, from Friday, July 30, thru Thursday, August 5, and also, for comparative purposes, from Friday, July 23, thru Thursday, July 29. 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 30-Aug. 5 Net. Ind.	July 23-29 Net. Ind.
1.	My Cabin of Dreams	Berlin	31	14
2.	It Looks Like Rain	Morris	30	16
3.	Where or When? (M)	Chappell	28	31
4.	I Know Now (F)	Remick	27	18
5.	First Time I Saw You (F)	Santly-Joy	26	9
6.	Whispers in the Dark (F)	Famous	25	13
7.	Sailboat in the Moonlight	Crawford	22	30
7.	Satan Takes a Holiday	Lincoln	22	25
7.	Stardust on the Moon	Marks	22	20
7.	All God's Chillun Got Rhythm (F)	Robbins	22	15
8.	Merry-Go-Round Broke Down	Harms	21	22
8.	Miller's Daughter, Marianne	Shapiro, Bernstein	21	11
8.	Afraid To Dream (F)	Miller	21	8
9.	Loveliness of You (F)	Robbins	20	11
10.	Cause My Baby Says It's So (F)	Remick	19	19
11.	So Rare	Sherman Clay	18	16
11.	Stop, You're Breaking My Heart (F)	Famous	18	15
12.	Caravan	Exclusive	17	20
13.	Gone With the Wind (F)	Berlin	16	26
13.	Yours and Mine (F)	Robbins	16	17
13.	That Old Feeling (F)	Miller	16	7
14.	Love Is Never Out of Season (F)	Feist	14	10
14.	Till the Clock Strikes 3	Shapiro, Bernstein	14	4
15.	Me, Myself and I	Words & Music	13	18
15.	Our Penthouse on Third Avenue (F)	Feist	13	14
15.	Sweet Lellani (F)	Select	13	7
15.	Am I Dreaming?	Davis	13	2
16.	The You and Me That Used To Be	Berlin	12	21
16.	You're My Desire	Mills	12	11
16.	Good Mornin' (F)	Famous	12	10
16.	Harbor Lights	Marlo	12	7
16.	Toodle-oo	Shapiro, Bernstein	12	7
17.	I'm Feeling Like a Million (F)	Robbins	11	12
17.	Tomorrow Is Another Day (F)	Robbins	11	8
18.	They Can't Take That Away From Me (F)	Chappell	10	16
18.	Smarty (F)	Popular	10	16
18.	Love Me	Red Star	10	15
18.	Lady From Fifth Avenue	Shapiro, Bernstein	10	7
18.	When Two Love Each Other	Davis	10	7
18.	Image of You (F)	Feist	10	6
18.	I Hum a Waltz	Miller	10	5
19.	Where Are You? (F)	Feist	9	10
19.	They All Laughed (F)	Chappell	9	8
19.	Poor Robinson Crusoe	Luz Bros	9	6
19.	Born To Love (F)	Harms	9	4
19.	Love Is a Merry-Go-Round	Shapiro, Bernstein	9	3
20.	The Shag	Ager, Yellen	8	18
20.	A Message From the Man in the Moon (F)	Robbins	8	11
20.	Study in Brown	Lincoln	8	7
20.	Twilight in Turkey	Universal	8	4
20.	Dancing Under the Stars	Select	8	13
20.	Shame on You	Major	8	2
20.	Give Me a Cigaret, Please?	Melo Art	8	1
21.	Can I Forget You? (F)	Chappell	7	26
21.	Strangers in the Dark (M)	Crawford	7	14
21.	September in the Rain (F)	Remick	7	9
21.	Posin (M)	Chappell	7	9
21.	Cuban Pete	Hollywood	7	7
21.	Gone With the Dawn (M)	Words & Music	7	6
21.	Dream in My Heart	Harms	7	3
21.	My Romance (M)	Harms	7	0
22.	It's the Natural Thing To Do (F)	Select	6	12
22.	You'll Never Go to Heaven	Donaldson	6	7
22.	Have You Got Any Castles, Baby (F)	Harms	6	7
22.	Don't You Know or Don't You Care?	Feist	6	6
22.	If I Can Count on You	Ager, Yellen	6	6
22.	You Can't Have Everything (F)	Miller	6	5
22.	I'm Getting Sentimental	Mills	6	2
22.	Remember Me	Witmark	6	2

Turn to our Amusement Machines, Music Section, for listing of five best record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ending August 4.

Name Bands Crowd Philly House Dates

PHILADELPHIA, Aug. 7.—Name bands will tout for the next three months from the Earle Theater, only local combo house. It will be the first local showing for many of them.

Jimmy Dorsey is the starter week of August 20, with the follow-ups including Osborne, Clyde McCoy, Horace Heidt and of September 17 still being open. Hallet, Shep Fields and Benny Goodman, the last, named for week of October Goodmann date will be minus the Tuesday and Thursday showings because of radio commitments and a concert New York opening previously books the first time in several years

that Earle has bought an attraction unable to finish out the week. Similar concession once granted to Rudy Vallee for his Thursday night air show. Tommy Dorsey, Hudson-DeLange and Jan Savitt will undoubtedly be added to the listings.

Bands Set for Drake

CHICAGO, Aug. 7.—Four leading name bands will furnish the Drake Hotel here with music for next fall and winter. Following Fred Waring's engagement, which starts August 27, the Horace Heidt and Paul Whiteman orchestras are slated for limited periods. And then it's a return indefinite stay for Jack Denny's outfit, which currently is on its last leg of a long run.

Detroit Spots Favor Names

Competition ups use of name bands right thru summer—ballrooms mop up

DETROIT, Aug. 7.—Clyde McCoy's Orchestra opened Friday for a two-week engagement at the Graystone Ballroom, which is continuing its new name band policy steadily for the summer. Rita Rio comes in August 22 and Jackie Coogan and his new band play their first engagement in the Midwest at the Graystone for two weeks opening September 5. All bands booked by CRA.

Heavy name competition from Eastwood, Westwood and Jefferson Beach, all playing major name bands, is making it necessary for local summer ballrooms to follow suit and the Graystone has been able to increase business 20 per cent over last summer's trade despite this competition.

Job Mitton, formerly a partner in the Graystone and Arcadia ballrooms, is now inactive with either company, altho retaining a slight interest as a director in the operating company. Mitton is devoting his attention to management of the Tree Ballroom in which he is a partner with Curt Tree.

Grand Terrace Ballroom, operated by Frank M. Steltenkamp and Fred Haines, as are the Graystone and Arcadia, will reopen September 8.

Harry Olson, formerly manager of the New Garden Center and Prince Edward ballrooms for Whitfield F. Jackson, has been appointed manager of the Arcadia Ballroom by Steltenkamp.

More Pitt Bands Join AFM

PITTSBURGH, Aug. 7.—American Federation of Musicians, Local 60, has enrolled more than 50 new members in the last month, Secretary Charles Graffelder says.

Outstanding converts to the AFM were Ken Francis and the Dean Sayer bands.

Barton Joins Oxley Office

NEW YORK, Aug. 7.—Bernard Barton and his National Attractions of Washington have located with the Harold F. Oxley offices here and are handling Edgar Hayes' bookings.

Bandleader Forgets Music

DETROIT, Aug. 7.—The absent-minded professor found his match last week when Vincent Lopez arrived here for an engagement—minus some needed music. Result was a hurry-up trip by the maestro to a local music store.

Garfield Joins Cross Band

SAVANNAH, Ga., Aug. 7.—Cliff Garfield, vocalist, has gone to Fort Wayne, Ind., where he will join the orchestra of Mauray Cross.

Names Perform Gratis at Chi Concerts as Favor to Petrillo

CHICAGO, Aug. 7.—During the current series of 68 Grant Park concerts James C. Petrillo, head of the Chicago Federation of Musicians, is trading in publicity for thousands of dollars' worth of talent. The various guest conductors and artists featured on the nightly open-air programs are coming in as a favor to the AFM local, with the only remuneration being the exploitation prior and during their appearance in local dailies and over the NBC network.

Guest conductors donating their services include Carlton Kelsey, Henry Weber, Ebba Sundstrom, Richard Czernowky, Glen Bainum, U. Marcell, Harmin Hand, Walter Steindel, George Dasch, A. F. Thaviv, Pete Cavallo, Dino Bagalli, Frederick Scheppe, Rudolph Ganz, Leroy Shields, Harold Bachman, Frankie Masters and Andre Kostelanetz.

Among opera, musical comedy, radio and stage stars listed for local appearances are Vivian Della Chiesa, Mark

Sheet-Music Leaders

(Week Ending August 7)

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. So Rare (Robbins) (11)
5. Sweet Lellani (Select) (5)
6. Blue Hawaii (Famous) (4)
7. Where or When? (Chappell) (6)
8. I Know Now (Remick) (7)
9. Harbor Lights (Marlo)
10. The You and Me That Used To Be (Berlin) (8)
11. Gone With the Wind (Berlin) (9)
12. Our Penthouse on Third Avenue (Feist) (16)
13. First Time I Saw You (Santly-Joy)
14. My Cabin of Dreams (Berlin)
15. Caravan (Exclusive) (10)

PHONOGRAPH RECORD best sellers will be found on page 81.

Lunceford Big At Savannah Beach

SAVANNAH, Ga., Aug. 7.—Another capacity crowd attended dance at Tybrisa Pier, Savannah Beach, last Saturday night when Jimmie Lunceford appeared for a single night's engagement. Manager W. H. Haar reports Lunceford drew better than 2,000 patrons.

Red Norvo completed a two weeks' stay at pier and is followed by Henry (Hank) Biagini, last season's biggest hit at beach.

Hod Williams and orchestra are expected August 12 for an indefinite engagement. Williams comes to Savannah from Wrightsville Beach, N. C.

Jimmie Lunceford will return here August 6 for a one-night stand at City Auditorium.

Name Bands for Pitt Stanley

PITTSBURGH, Aug. 7.—Claiming a scarcity of good acts and that name bands still draw big b. o., Harry Kalmine, of the Stanley Theater, has booked Clyde McCoy, Mal Hallett, Glen Gray, Horace Heidt and Ted Lewis for coming engagements. Current is Jimmy Dorsey.

Love, Gale Page, Helen Morgan, Jackie Heller, Rubino, Helen Bikerton, Raymond Kalkh, Hilda Ohlin, Mary Ann Kaufman, Ruth Lyon, Lilyan Cole, Frieda Draper, Kathryn Witwer, Jack Fulton, Henry Thompson, Rosalinda Morini, Atilla Baggiore, Mildred Gerver, Bernice Taylor, Eddy Duchin, Mary McCormic, Elizabeth Rosmore, Dorothy Crost, Bernice Jacobson, Marian Claire, Charles Sears, Winifred Goodman, Alec Templeton, Lily Pons, Empire State Quartet, Eva Gordon Horadesky, Mrs. Ernest J. Krutegen, Albert Salvi, Ruth Fischer Lipstone and Tito Schipa.

Local theatrical agencies have been co-operating with Petrillo in securing the various artists. The Chicago Civic Opera Orchestra furnishing the concert music is being supported by city funds and is listed as a local entertainment project. Between 35,000 and 175,000 people are attending these free programs nightly.

Band Reviews

Hughie Barrett and Orch.

Reviewed at the Tavern-on-the-Green, New York City. Style—Dance band.

Instrumentation: Hughie Barrett, leader, vocals and arrangements; Art Greenfield, Joe Sagonia, Jimmie Segrata, tenor saxes; Red Hauss, trombone; Pete Braglia, John La Verde, Bert Tepfer, violins; Jack Fay, string bass; Andy Agello, drums; Billy Straub, piano.

This band plays a restrained and evenly balanced type of swing or sweet which is not only danceable but pleasant to hear. The musicianship here is high and results show painstaking rehearsing. Arrangements blend the strings and saxes into a graceful unit that makes smooth, polished rhythm, quite in keeping with the woody summery atmosphere of the Tavern.

Barrett's approach is interesting. Sometimes he teams the saxes and fiddles for melody and then again he divides up a chorus between the two for pleasing and unusual effects. For swing fans he offers a hot trombone, Greenfield doubling in a hot clarinet and Braglia doing some good hot fiddle licks. Barrett, however, spares the jam and uses licks only for an occasional chorus or as bridge between choruses. Fay plucks and slaps the doghouse with equal facility (this boy is really good).

Band varies its tunes, offering for example hot arrangements of *I Got Rhythm* and *I Can't Give You Anything But Love*, as well as nice pop arrangements of *Lady Who Couldn't Be Kissed* and others. A few Latin numbers nicely round out the band's library. One of their six-eight novelties is a swing arrangement of *Cuban Pete*, which has five of the boys plus Barrett leaving the stand and going down to the dancers, with Barrett shaking the maracas.

Barrett, who fathered the outfit, does a capable front job. Personnel is young, in the early 20s, and makes a sleek appearance. Band could use, however, a good-looking canary, male or female.

Band is especially okeh for any refined hotel spot catering to the sophisticated richlings. Zolotow.

Bands Mop Up In Salt Lake

SALT LAKE CITY, Aug. 7.—Glen Lee and his 12-piece orchestra, MCA organization, has opened at the Hotel Utah Starlite Garden Roof, succeeding Carvel Craig Orchestra. Lee is a Salt Lake City boy who made good in the East and his return here is being widely publicized.

Saltair, Utah's largest resort on the Great Salt Lake, is having unusual success with MCA orchestras playing special nights. Phil Harris and his band did big business even in a rainstorm and Ted Flo-Rito's Orchestra crowded the place even on a dead night with intense heat prevailing. Everett Hoagland Orchestra, which has been playing regularly at Saltair, will be succeeded next week by another MCA traveling band.

The Old Mill in Cottonwood Canyon is featuring vaude acts. Manager Maurice Anderson has secured the Six Hollywood Girls as an attraction. Johnny Peterson's Band is playing.

By Woodbury and band are going over big as a stage attraction at the Orpheum Theater, as well as after the show at the Melody Lane Cabaret on Hyland drive.

Roy Duncan and orchestra at the Roxy Theater have joined the union. All principal jobs here are now union.

Big Yacht Club Show

NEW YORK, Aug. 7.—Show opening the new Yacht Club September 15 will consist of Bert Frohman, Henny Youngman, Frances Faye, Johnny and George, Jerry and Turk and Eddie Elkins' Band. Acts set by Will Weber, thru Rockwell-O'Keefe, Ted Collins and MCA.

Signs on the Cuff

SPOKANE, Wash., Aug. 7.—Without missing a beat of his baton, Ted Petrillo autographed everything from cuffs to shirt collar at a one-night engagement at Natatorium Park Monday night. When one young woman demanded the collar of her escort he obligingly removed it.

"He Wants To Be the Blues Singer of U. S. A."

NEW YORK, Aug. 7.—Below we reprint as nearly verbatim as we can a letter received by an erudite and accredited representative of *The Reading* (Pa.) *Graphic* who took it upon himself to exploit some local performer.

"NEW BLUES SINGER—MR. LEWALSKI IS ABOUT TO BE KNOWN AS NEW BLUES SINGER. Some Time Ago A Young Man Got A Radio AUDITION. Failed. Then Tried On Radio Another. An Again Failed. Sang On Night At A Hot Spot Out Of Town. Won Success. Crowds Cheered, And All This Happened Because He Sang . . . BLUE MOON . . . And Had Everybody Crying After And During The Singing.

"Hes Now Looking For Good Band To Join, On 50-50 Split.

"Home Town Bands Are Fighting To Have Him Join Them. Radio Stations From Home Town Want Him. But Only This Seem To Mean Nothing To Mr. LEWALSKI Because He Wants To Be The Blues Singer Of The U. S. A. And Not Of A Small City."

Music Items

JAN SAVITT, director of the KYW-NBC Top Hatters in Philly, and Gene Irvin, of the Mann and Irvin radio piano duo, have placed their most recent collaboration, *Behind the Eight Ball*, with Lutz Brothers.

WARNER BROTHERS' music publishing subsidiaries have made changes in the personnel of the various branch offices: For Witmarks, Joe Burnes, Cleveland; Joe Bennett, Chicago; Jack Archer, Hollywood. For Harms, Inc., Al Bellin has supplanted Harold Lee at Chicago. Charlie Gordon, for the same firm, has joined the local staff, with Billy Walters serving as contact man for Witmarks in the big city.

BILL WIEMANN, head of the sales department of E. B. Marks, departs on his semi-annual trip August 15. His itinerary includes visits to all of the key cities, winding up in California. Plans not to return until the middle of October.

MOVIETONE will publish the new 20th Century film release, *Language of Love*, featuring *Love Under Fire*, a novelty number by Jack Lawrence and Samuel Popkrass.

HOLLYWOOD SONGS, Inc., subsidiary of Sam Fox, will sponsor the publication of the score in *Life Begins in College*. The numbers, by Lew Pollack and Sidney Mitchell, include *Why Talk About Love?*, *Big Chief Swing It* and *The Rumba Goes Collegiate*. Celluloid is a sequel to *Pigskin on Parade*, a last-season success.

HARRY LINK, professional manager of Irving Berlin, has deferred his trip to California pending the return of Berlin, who is now in Alaska. Link will devote his time plugging *My Cabin of Dreams*, recently acquired from another publisher and which is showing signs of making the grade.

GUS KAHN, veteran songsmith, in collaboration with Bronislaw Kaper and Walter Jurmann, has turned out six numbers for Metro's latest, *The Ugly Duckling*. Titles are *Swing, Mister Mendelssohn*; *The One I Love, Never Was There Such a Perfect Day*, *The Sun Never Sets on Swing*, *Melody Farm* and *Early in the Morning*.

Chi Music Notes

CHICAGO, Aug. 7.—James C. Petrillo returned to his offices after executive board meetings with radio and transcription officials in New York last week.

Will Rossiter, veteran Chi publisher, resigned as local representative for the Paull Pioneer Music Company and will devote his time to his own firm. Billy Lund will succeed Rossiter as Pioneer representative September 1.

Fletcher Henderson will introduce over the ether his own arrangement of a new tune titled *One of These Nights*.

Harry Halper, member of Charles Vagabond's Ork, playing the St. Nicholas Hotel, Decatur, Ill., pens all the feature tunes for the outfit.

Petrillo Absorbs Rival Union; Five-Year Ban on New Members

CHICAGO, Aug. 7.—In a special meeting Monday the American Musicians' Union unanimously voted for a merger with the Chicago Federation of Musicians, accepting James C. Petrillo's offer of a few weeks ago. A joint meeting of the two boards will be held next week to iron out minor details and it is expected the amalgamation will be in effect by September 1.

The absorption of the AMU will mean approximately 400 new members for Petrillo's CFM. According to reports, about 100 of that number became AMU members within the last 30 days when they felt certain of the merger going thru. Riding in on the crest of the merger wave, these musikers were able to join CFM at a \$90 saving, the AMU fee being \$10 in comparison to the CFM \$100 fee. The CFM books were closed to new members last month for another five years.

Final dissolution of the AMU will take place this month when all debts are

paid off, delinquent fees collected and a settlement made on the lease of the AMU offices. With the exception of Max E. Kozakewicz, AMU secretary, all AMU execs will be taken into the CFM. Joseph F. Hruby, AMU prez, it is expected, will be active on the CFM staff. Kozakewicz, whom Petrillo denied admission to his ranks, will retire from union circles to enter business for himself.

With the AMU dissolved Jimmy Petrillo now has the city sewed up to the musicians' front. A small Negro local on the South Side is the only organization of musikers outside of the CFM organization and it is affiliated with Petrillo's local. It has been rumored that some AMU-ers who were not in favor of the CFM-AMU merger and who did not participate in the last meeting will attempt to reorganize and call themselves the Amalgamated Musicians' Union, but as yet no definite action has been seen in that direction.

Quits Spokane Ballroom

SPOKANE, Wash., Aug. 7.—Frank E. Kellogg, since 1919 associated with the Garden dancing palace, has resigned his managership to enter similar work on the Coast. George Harding is the Garden operator.

PHILLY ACTS

(Continued from page 4)

the executive board, if it can see the way clear, to either assign a business agent for this jurisdiction who meets with the approval of the actors in this locality, or, if possible, to issue a charter to this group from the AFA."

Tomel feels convinced that the local night club field will never be properly regimented unless autonomy is given to a representative local group, pointing out that the closed-shop agreement between his Local 77 and the AFA, in spite of its earnest intent, could never be practicable under the present labor setup. It is expected that Ralph Whitehead, AFA secretary, will visit Tomel in an effort to heal the breach.

September 1 is the deadline for agents taking out their State licenses under the new McGee-Walsh Act. Kelly will be fortified in his membership drive by the licensed agents. Lee Vincent, secretary of the Theatrical Booking Agents' Association, says only UEA acts will be booked this fall.

TBAA is planning a campaign to clean up corrupt conditions in the local nitery field now that the McGee-Walsh Act provides for the stoppage of curb and indie bookings. Chiseling will be ended by the bookers, the new law affording the means to stamp out the practice. TBAA by-laws make it compulsory that acts be paid in cash at the termination of engagements. Triplicate contracts give the actor recourse to the courts in salary disputes. In addition, the TBAA will blacklist niteries falling down on their financial obligations.

PRESS AGENTS

(Continued from page 3)

ATAM sway in the motion picture field and reserving legit for the NYTPR. According to some observers, the IA may simply be reneging on its promise to the ATAM.

NYTPR comprises the cream of Broadway legit press agency, including William Fields, Claude P. Grenaker, Charles Washburn, Ray Henderson and others. Until recently these boys have remained rugged individualists and have been dormant as far as union activity is concerned. Agitated condition of the general labor situation in show biz, however, is giving almost everybody a shot in the arm.

AFL TRIO

(Continued from page 3)

new but will simply mean adding a third group to the long-existing pact between the IA and the AFM in the theater field. Precedents for co-operation between AFL show biz unions are numerous, the united action between Equity, the stagehands and musicians in 1919 being the outstanding example.

Intention of the moguls of the Four A's, IA and others to retain union autonomy in the council, while adopting in essence the vertical setup of the Committee for Industrial Organization, is ob-

viously a compromise on the part of the AFL and indicates fighting the CIO with its own strategy.

NEW YORK, Aug. 7.—United Theatrical and Motion Picture Workers of America, organization headed by Bernard Deckhoff, who crashed the dailies some months ago by adopting a mysterious attitude regarding his relation, if any, with the CIO, is still alive. Yesterday, member of United was distributing leaflets to members of musicians' union Local 802. United is out in the open now, the leaflet stating the organization is an "applicant for affiliation with the CIO."

Record Throng Hears Rubinoff

CHICAGO, Aug. 7.—The largest crowd ever assembled in this country to hear a musical program packed and jammed the south end of Grant Park Friday night when Rubinoff, violinist, appeared as guest artist with the Chicago Philharmonic Orchestra. Park officials estimated the crowd at 225,000 people. This undoubtedly was somewhat high, but without doubt the 200,000 mark was reached, setting an all-time record.

Seating capacity for 50,000 had been provided, but before 8 o'clock every seat was filled and standing crowds occupied acres of space around the band shell. They kept coming until after 9 o'clock. Thousands left when they found they could not get within an eighth of a mile of the shell.

The great popularity of Rubinoff was evidenced by the tremendous ovation he was accorded and the rapt attention of the crowd as he played.

Rubinoff and his staff had been in Chicago for two weeks prior to the concert. During that time the violinist made many radio appearances. William Green, his publicity man, did a bang-up job, garnering columns and columns of space in the dailies.

Casino Show Set To Open August 25

NEW YORK, Aug. 7.—Latest opening date, God willing, of the International Casino has been advanced to August 25, and with this latest bulletin comes the selected title *Bravo!* for the initial production, as assembled and produced by Messrs. . . . and Charles, of Paris.

Three dance groups will contribute to the show. George Hale will provide precision dancers; Gertrude Hoffman, girls in dance novelties, and Marcel Berge, from the Bal Tabarin, Paris, ballet entertainment.

The bands of George Olsen and Yasha Bunchuk have been selected to provide music, and headlining variety talent so far includes Bobby May, the Calge Brothers, the Gaudsmith Brothers, and Gautier's Animals.

It is considered doubtful, however, that the Casino will be able to carry out construction plans at the necessary to insure completion by the opening date, appearance of the interior of the mammoth entertainment temple at this stage of development supporting this view. Also there is talk of pressing and much-needed additional financial bolstering.

AFA Spreads to West Coast; Opening Several New Branches

Los Angeles, San Francisco, Oakland, Seattle lined up—new offices pend in Rochester, Baltimore, Atlanta and Ohio cities—Pittsburgh merger is set

NEW YORK, Aug. 7.—Its strength concentrated in the East since its inception, the American Federation of Actors is now spreading out to the Pacific Coast. Ralph Whitehead, AFA executive secretary, reveals organization work is already going on in Los Angeles, San Francisco, Oakland and Seattle. Whitehead says he hopes to make the trip to the Coast soon and set up permanent branches. Groups of performers in each of the cities have urged the AFA to establish local branches, most of the performers involved being from the night club, private entertainment and WPA fields. George Eckstein is doing volunteer organizing in Oakland. In invading the Los Angeles territory the AFA expects to work closely with the Screen Actors' Guild, which dominates the city thru its studio closed-shop contracts.

Meanwhile the AFA is organizing several other branches. Whitehead conferred with the five leading Rochester, N. Y., night club bookers last week and also addressed a Rochester performers' association. Rochester bookers have pledged their co-operation, and the only serious obstacle to an AFA working agreement in Rochester seems to be the AFA's opposition to the use of the use of cancellation - after - the - first - show clause in contracts. Most Rochester contracts contain this clause, which enables the cafe owner to cancel at will. Max Cohen, president of the American Carnivals Association, Inc., and of the Rochester Actors' Club, is doing volunteer AFA organizing in Rochester pending establishment of a permanent branch.

Negotiations with the Entertainers' Association of Western Pennsylvania have progressed to the point where Mrs. Billy Meisinger, president, after a conference with Whitehead in Pittsburgh last week, has promised to urge the membership of her association to join the AFA. Her organization is a social club. George LaRay is the AFA's Pittsburgh rep.

The Philadelphia branch is due for a reorganization. The failure of Tom Kelly, head of the local Philly entertainers' association, to secure an AFL charter is seen as the opportunity for the AFA to again attempt to organize Philly performers 100 per cent.

Jack Gardiner is heading a Baltimore entertainers' association which will form the basis for an AFA branch. Herman Steinichen, official of the Atlanta musicians' union, is organizing an AFA branch in Atlanta, while a group of performers are organizing a St. Paul branch to be independent of the Minneapolis branch now functioning.

Thomas Selgert, an AFA performer, has organized the Ohio Entertainers' Club in Cleveland as a social club for actors and musicians, with membership stipulating that musicians must join the musicians' federation and performers the AFA. Whitehead says Selgert has not been authorized to organize for the AFA but neither is it opposing his efforts at the moment. It is probable that a string of Ohio AFA branches will develop out of the agitation. Columbus, Cincinnati, Dayton, Toledo and Akron are other Ohio spots that have contacted the AFA for dope on organizing a branch.

AFA already has representatives operating out of Boston, Chicago, Detroit, Milwaukee, Pittsburgh, Toronto, Bridgeport, Minneapolis and Philadelphia.

CHICAGO, Aug. 9.—Several local bookers under the leadership of Sheldon Krim, of the Fitzsimmons Agency, and Bill Martin, of the Frank Minecci office, have signed a petition, which was turned over to Ralph Whitehead, of AFA, to call a meeting "in regards to discussing and effecting a fully recognized AFA policy in the city of Chicago, which will be attended by the undersigned."

Signers of the petition thru last Saturday included Senia Gamsa, of the Duke Yellman office; Charles Andrews, Caesar Arrigoni, Ted Mitchell, Albert R. Page, Max Landau, Elsie Cole, Edward M. Morse, Sheldon Krim, Bill Martin, Sadie Morris, Harry Fitzsimmons, Gus Sun Agency, Harry Sigman; George B. Flint, of the Sun office; Ted Pearlman, Frank Minecci, George Hall, Frank Glad-den, Bert Peck, John Benson, John Billsbury, William Canham, Billy Diamond, Marcus Glaser; Lyman Goss, of Riley & Goss; James E. Henshel, of Henshel & Simpson; Hal Lawrence, Jack

Kalchelm, Guy Perkins, Tommy Sacco, Seymour Shapiro, Max Turner, Ernie Young, Duke Yellman and Milt Muller.

According to Krim, the bookers feel that an affiliation with AFA will prove beneficial to both acts and agents and their dealings with spots requiring their services. Plan hoped for is an agreement allowing AFA bookers to handle only AFA acts. Other details, such as salaries, hours and contracts with spots and acts, will be worked out in subsequent meetings if the organization jells.

Surf Club Talent Clicks

VIRGINIA BEACH, Va., Aug. 7.—Surf Club's three-week experiment with floor talent and music is considered successful, with the management planning to resume floor shows in the fall. Mario and Floria and the Johnny Johnson Band, booked by MCA, brought a 2,000 opening-night crowd. The Johnson Band has been retained to finish the summer.

DANIEL MAHONEY, unicyclist and juggler, who was pictured in the July 31 issue in the act of rehearsing in Central Park, New York, justifiably complains about a reference in the caption to his being a WPA-er. Mahoney states that he has never been on relief, nor has he been employed on the Federal Theater Project. His identification with the WPA is possibly accounted for by his having rehearsed with the relief actors on several occasions, constituting still another chapter in his peregrinations in search for unusual rehearsal spots.

Club Chatter

New York:

ST. CLAIR, male member of the team of St. Clair and Yvonne, has to browbeat his partners to go on with each performance—routines are so tough. To date three partners (and wives) have left him because they cannot stand the wear and tear. . . . TOM AND MICKEY HARRIS, Olga Rostova, Helen Heatherly, Janet and Kalan and Al Johns' Band are now at Bill Reiber's Rhineland Gardens, Armonk, N. Y. . . . JACK REYNOLDS and Jack Taylor (the Two Jacks) just opened at Mother Kelly's Meadowbrook Club, Saratoga Springs. . . . MONA MONTES, viewed at the El Chico by Jose Iturbi, famed pianist, was signed to appear with him when he conducts the Philadelphia Symphony August 13.

Chicago:

COLONY CLUB now slated to open August 16. . . . DICK WARE continuing as emcee at Hi Hat. . . . MORRIE AMSTERDAM going into the State-Lake Friday. . . . SUNNIE O'DEA, following stay at the Drake Hotel, will fill three theater dates, opening at the Fox, Detroit, August 27. . . . PAUL DRAPER slated to head the next Chez Paree show, opening August 20. . . . BURNS AND WHITE have moved to Colosimo's. . . . HELEN GOLD, Eddie Elkort's Girl Friday, is back from her vacation. . . . MCA has signed THE MANHATTANITES to a personal-management contract and placed them in the Mounds Country Club, St. Louis. MCA also landed the booking contract for the Michigan State Fair, which will be held in Detroit September 3 to 12. . . . CARMEN MORIN is Carlos Molina's new vocalist at the Stevens.

SAMMY CLARK booked Frank Wallace, Mae West's former husband, into the Blue Moon Gardens, Milwaukee, for a

Everybody Gets Testimonial

PHILADELPHIA, Aug. 7.—Local niteries are giving off-nights a shot by holding "testimonial" nights for featured performers. But to avoid professional jealousy, each member of the floor show gets a testimonial night.

Bug now seems to have bitten everyone on the pay roll and the Viking Cafe is the first to announce a testimonial night in honor of "Our Crew of Waiters."

Villepigue Anniversary Gets Good Press Breaks

NEW YORK, Aug. 7.—Villepigue's, one of the oldest and most famous eateries in this part of the country, corralled plenty of publicity with its observance this week of its 50th anniversary. Ed Weiner, Broadway press agent, put over the stunt for the Sheephead Bay spot. Dailies in the metropolitan area carried the yarn with a generous sprinkling of art and the capacious spot was a sellout for the Golden Anniversary Dinner Thursday night. Feature of the doings was homage paid in a highly dignified manner to 10 couples married 50 years and more.

Dorothy Stone and Charles Collins were among stage folk helping along with the celebration, Miss Stone interviewing several of the couples before a mike on the dance floor.

James V. Villepigue founded the spot. He was the chef at the old Sheephead Bay race track and became famous thru having created the first shore dinner. Among his epicurean disciples were Lillian Russell, Diamond Jim Brady, Jim Fiske and Harry Payne Whitney. Spot is still run by outshoots of the Villepigue family. During the depression future of Villepigue's was uncertain but there has been a phenomenal pickup in prestige and business last few years thru employment of modern exploitation methods.

Bridgeport Club Destroyed

BRIDGEPORT, Conn., Aug. 7.—A spectacular blaze of undetermined origin razed the "Old Heidelberg" Inn, near Otter Rock on the Derby-Newton road. Loss, estimated at about \$15,000 by John Delmar, the owner, was partially covered by insurance.

Bell Boys Plug Cafes

Steer hotel patrons into Chi hot spots—make pin money for themselves

CHICAGO, Aug. 7.—Bell captains and bell boys in leading hotels here are finding their recommendations of night clubs a profitable sideline. Club operators depending on transient trade are employing the uniformed boys to direct the visiting firemen into their spots. Owners of the more renowned slumming joints in particular are on friendly terms with the hotel employees.

Few clubs pay the bell boys weekly salaries. In most cases rates are paid for all incoming parties actually traced to definite hotel employees. In some instances the lobby staff invade the niteries on the cuff for services rendered.

In hotels offering their own night club entertainment the boys are cautious not to hustle for trade into competitive clubs. They follow instructions, however, once guests approach them for information on early-morning diversions.

Spot operators openly admit that their hotel contacts cured their poor patronage headaches many a night. In a city entertaining thousands of visitors daily the bell crew aid to night clubs is almost invaluable.

Washington Hotel Tries Weekly Talent Auditions

WASHINGTON, Aug. 7.—Wardman Park Hotel has found a method of stimulating interest in its nightery by conducting a weekly talent search among the thousands of government employees here. Winners of the auditions are given a week's engagement at the Wardman Park and are eligible to compete in the final contest for an all-expense trip to New York. Business is reported to have had an upward spurt.

AND BRAY are in their sixth week at the Jack o'Lantern Lodge, Eagie River, Wis. Show includes Jimmy Parrish, Castleton Trio, Alice Cooper, the Strollers and Howard Kraemer's Band. . . . HELEN FORREST, contortionist, has had her engagement extended to four weeks at the Roosevelt Hotel, New Orleans. . . . HAPPY EDDIE RACKOW, one-man band, just finished 10 weeks at The Friendly, Chicago, and is vacationing.

THE SENSATIONAL MARCOS opened at the Riverside Club, Casper, Wyo., August 6. . . . ARTHUR BORAN has been booked by the Columbia Artist Bureau to appear as emcee at the Sea Girt Inn, Sea Girt, N. J., August 7-13, inclusive. . . . JOHNNY PETERS and Ann Starr, after six months of night clubbing in Florida, are playing for Jack Middleton, Cincinnati agent. . . . PEARL MAGLEY GIRLS have finished a 12-week run at Club Madrid, Milwaukee, and moved to the Mounds Country Club, St. Louis, for an indefinite engagement. . . . GUS VAN heads the new show opening at the Beverly Hills Country Club, Southgate, Ky., August 10. Others on the bill are the Lavarre Bros., Alice Garry, Northway and Danilo, The Barstows and 17 Dorothy Byton Dancers.

WATCH FOR Night Club Entertainment for the Masses

By Joseph H. Moss

in the

FALL SPECIAL NO. of THE BILLBOARD

Dated August 28

Issued August 24

Here and There:

ELEANOR BOWERS, presented by Roy Campbell, is breaking the duration record for a vocalist at the Arcadia, Philadelphia, by starting on her 10th week there. . . . GAY DIXON has been booked by Will Weber into the High Hat Club, Chicago. . . . MARY BURTON has been placed into the Ritz Gardens, Atlantic City, for the remainder of the season. . . . THREE VARIETY BOYS return to Leon and Eddie's, New York, August 15 following their present run at the Ritz Gardens, Atlantic City. . . . WOODS

Vaudeville Notes

MORRIS SILVER, manager of the William Morris office, Chicago, is leaving for New York this week via Cleveland and Syracuse on a combined business and pleasure trip. . . . Slate Brothers are filling this week at the Riverside, Milwaukee. . . . The Esquire, new Chicago theater, is expected to use flesh when it opens this fall.

SIMS AND BAILEY are due to return from their European trip September 1 and are skedded for a theater tour, opening at Loew's, Washington, September 10. . . . Milt Britton's Band opens its South American tour with a date in Rio August 15. . . . Ben Bari has been set by the William Morris office to open at Ciro's, London, November 1. Also booked Lydia Sue to follow into the same spot November 15. . . . Barto and Mann move into the New York Paramount week of August 25 or September 1. Booked for two weeks and options. . . . Bert Frohman does a week at the Earle, Philly, beginning August 13. . . . Condos Brothers were set for three consecutive weeks with the Earle, Philadelphia, August 6; the Stanley, Pittsburgh, the 13th, and the Michigan, Detroit, August 20. . . . Will Osborne and band play the State, New York, week of August 12, and follow with the Earle, Philly, week of 27th.

THREE WIERE BROTHERS sailed on the Ile de France to open in the new London Palladium *Crazy Show*. . . . Jack Powell opened a month's stay August 1 at the Arena, Copenhagen. . . . Ward Wilson, of the Phil Baker program, will play a series of theater dates, opening in Washington August 13. . . . Simon Agency set Cherry and June Preisser for the Earle, Philly, August 6, and the Stanley, Pittsburgh, August 13. . . . Vic Oliver and wife, the former Sarah Churchill, arrived in New York from the other side August 2. . . . Joe E. DiMaggio, baseball player, and Henry Armetta were signed by F. & M. thru Harry Engel for featured parts in Republic Pictures' *Manhattan Merry-Go-Round*.

THE HARRY BIBENS (he's the Philadelphia booker) celebrated their 14th wedding anniversary last week. . . . The Stanley Brothers go to the Esquire Club, Toronto. . . . Milt Britton's maniacs open their South American tour at the Casino da Urca in Rio de Janeiro. . . . Nan Reilly and Joseph Campole brought suit in court at Coatesville, Pa., asking \$25,000 each for damages for injuries sustained in an auto accident that cut short their vaude career. . . . Earle, Philadelphia, sets Jimmy Dorsey for the August 20 week and Horace Heidt for the week of September 10. . . . Mariora moves her juggling act from Benny Davis' unit to Jack Lynch's revue at the Adelphia Hotel, Philadelphia.

BERT GORDON (real name Barney Gorodetsky) filed a petition for bankruptcy, with liabilities listed as \$1,679, assets \$250. . . . Marco Montedoro, assistant stage producer at the New York Music Hall, has gone to Hollywood for a three-week vacation. . . . Wilbur Cushman's *Hollywood Follies* show will invade the Chicago area in October for a nine-week tour. Johnny Dunn will return as emcee. . . . Harry Clark, Chicago unit producer, is back from Muskegon, Mich., where he spent his vacation.

PAUL GERRITS, just back from Europe, is contemplating to enter a revue in New York in September. Meanwhile he will play club and vaude dates. . . . Felice Greenberg, assistant treasurer at the F. & M. offices, New York, left for the Coast to vacation with family in San Francisco. Azna Apoliner, from the same office, vacationing at Schroon Lake, N. Y. . . . F. & M. Roxettes were an attraction at the Trenton (N. J.) State Fair August 4.

Boila-Roberts' New Unit

CHICAGO, Aug. 7.—Nick Boila and Sam Roberts, local showmen, are preparing a 45-people unit for next season. Only act set at this time is Florence Mayo and Pansy the Horse. Will take the road early next month and play chain and independent houses.

Fine Phases Fur Finery

PITTSBURGH, Aug. 7.—Larry Fine, of the Three Stooges, has turned fur fashion stylist. Attending The Willows, local nitery, last week, Larry bumped into a fashion show being sponsored by a fur store. Musical background for the display was Lee Shelley and orchestra, but Larry evidently wasn't satisfied. Formerly a fiddler before he teamed with Moe and Curly Howard, Larry hopped onto the maestro's stand, grabbed a violin from one of the ork men and started to lead.

From then on furs played second fiddle to Fine. Result, two-thirds of a floor empty, but a jam-pack around the podium, with more than 300 couples stooing for the stooge.

AFA To License Chicago Agencies

CHICAGO, Aug. 7.—Ralph Whitehead, executive secretary of the American Federation of Actors, returned here Thursday to plan a meeting with local bookers who have indicated a willingness to help AFA in this area. Chief supporters of the actors' organization at this time are the smaller agencies who have encountered difficulties in booking unorganized acts in small taverns around here.

Reports are that the AFA will organize the majority of bookers, even though the membership list will not be represented by the big offices.

Sligh-Tyrrell Sue Martha Raye

CHICAGO, Aug. 7.—Sligh & Tyrrell Agency, thru its attorney, Oscar Jordan, filed suit in Circuit Court against Martha Raye, asking for an accounting of all her earnings since November, 1935, and demanding 5 per cent of the figure. Office claims that Martha was first brought to notice during her engagement at the Morrison Hotel here two years ago, booked in by S. & T., and that she made an oral contract with the agency.

She has 20 days to file an answer. Martha finished a week's engagement at the Chicago Theater yesterday and the house rolled up a gross of \$65,000, one of the best weeks in the theater's history. Only Sally Rand and Veloz and Yolanda exceeded that figure.

Detroit Booker in Accident

DETROIT, Aug. 7.—J. M. Gross, head of American Attractions Booking Office, was severely injured in an automobile accident near Grand Rapids, suffering a broken collar bone and other injuries. The car was completely wrecked, but Gross is recovering satisfactorily.

The revue which he was producing at Ramona Park Theater, Grand Rapids, has been closed following his accident and Gross is now in Detroit convalescing.

70 Atlantic City Night Clubs But Not a Single Name Show

ATLANTIC CITY, Aug. 7.—Night life in this resort is in full swing with more than 70 clubs offering a collection of well over 1,000 performers and as many more musicians. However, there is not a single name show in town. An overnight booking of Willie and Eugene Howard and a short stay of Gomez and Winona have been the only attempts this season at names as against a score or more names battling for business at this time last season. There is also a lack of name bands playing local night spots and hotels.

However, floor shows are much higher in quality than last season and talent acts have taken the places of strippers. A good example of this is Serge Flash, juggler, who has gone over big. Magic is also hitting, while Wild West stuff is in its full glory at the Dude Ranch Club.

Claire Majette, songstress, heads the new Club Nomad Revue, presided over by Jack Rich.

While Eric Correa stays on at the

Familiar Vaude Novelties Panic Night Club Audiences

Looks like big season for novelty turns in cafes, especially in swank spots—former antagonism to anything but class now completely broken down

NEW YORK, Aug. 9.—The remarkable success of novelty acts in night clubs this past season, especially in the swank spots and hotels, will undoubtedly continue into the new season. With bookers and club owners offering varying opinions as to why night club patrons should go nutty over novelty acts, it appears that novelty turns have now entrenched themselves solidly in the night club field. This has been a great break for many former vaude and outdoor acts that suddenly found themselves out in the cold when the vaude circuits collapsed.

Advance Men in Demand in Chicago

CHICAGO, Aug. 7.—Good advance agents will have little trouble finding positions next season, a check among local unit producers indicates. Growing demand for exploitation novelties will create the best market for publicity men since the depression. Producers who for the last few seasons have been doubling as press agents will have to engage experienced advance agents.

Good men may be scarce, as the depression turned many of them into other lines and some of those who have been sticking to press work either joined theater chains or migrated to Hollywood.

Producers who will use advance agents this coming season include Al Borde and Anton Scibila, now rehearsing a Hawaiian show; Sam Roberts and Nick Bolla, Harry Clark, Jack Fine and Count Berni Vici. All but Berni Vici are planning several units during the fall and winter months.

Flesh Jumps Detroit Gross

DETROIT, Aug. 7.—Saul Korman's Grant Theater, which set a high-water mark for business increase when vaude was adopted as a Saturday night policy a month ago, broke its own house record last week by addition of a second night of flesh.

Korman decided to try amateur night Fridays and the first week showed a 100 per cent increase in business, he said. Both nights will become permanent policies. House was badly run down and required building up. Use of flesh evidently filled the assignment, Korman said.

Chi Agents to Coast Trip

CHICAGO, Aug. 7.—Billy Diamond, local booker, leaves for the Coast late this month on business. Will be gone around 10 days. Another Coast-bounder is Jack Kalcheim, agent, who will make a combined business and pleasure trip.

This past season saw animal acts score hits in swank spots such as the Radio City Rainbow Room and the St. Regis Hotel, and skating acts, long in the small money class in vaude, suddenly blossomed out as big time acts in night clubs. The skating Olympic Trio, for example, was a big hit at the Rainbow Room this winter. Puppet shows, shadowgraph and other drawing acts, magic, all sorts of novelty and character dancing, ping-pong exhibition games, athletic games as girl production numbers, bicycle and unicycle acts, mentalists and palm readers are some of the types of acts booked into the finer hotels and clubs this past season.

Sidney Piermont, Loew booker, advances the theory that novelty acts have enjoyed cycles of night club popularity. Back in 1918, recalls Piermont, the Palais Royal needed an act to fill in a hurry and booker Sam Fallow sent in Franklyn D'Amore and Charles Douglas. The act, a hand-to-hand balancing turn, made history by staying 18 weeks. Piermont says the latest cycle really started when NTG brought John and Mary Mason and the Maxellos into the Paradise Restaurant about six years ago. Their success was so sensational that other bookers were encouraged to spot novelty turns into cabarets.

Piermont points out that one of the reasons why patrons of swank spots enjoy novelty acts that meant little in vaudeville is that these patrons rarely patronized vaude shows and, when they did, they usually made sure they missed the first couple of acts. As a result, novelty turns that have been familiar to vaude audiences are absolutely new to night club patrons.

Another angle is that many acts of the thrill type look doubly effective at close range on a dance floor.

Borde, Bergen Quit B&K

CHICAGO, Aug. 7.—Al Borde and Dick Bergen, who are leaving the Theater Booking Office, a Balaban & Katz affiliation, September 1, will engage in unit production next season in association with Anton Scibila. First show, in rehearsal late this month, will be a Hawaiian unit with local and foreign talent.

Lou Lipstone, booking head for B. & K., will remain in charge of the TBO, formed principally to buy talent for the chain. Dorothy Moss, now of the TBO office, will be transferred to the B. & K. accounting department.

Units for Fay's, Prov

PROVIDENCE, Aug. 7.—Fay's Theater here will switch to unit presentations this coming season, according to Joe Feinberg, of Amalgamated Vaude Agency, New York, who is to book the units.

WATCH FOR

Bands and the Radio Angle

By Ralph Wonders

in the

FALL SPECIAL NO. of THE BILLBOARD

Dated August 28

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There will be a new show next week. . . . Stanley Meehan, now at this spot, changed to the Ritz Gardens.

of the gal hoofers in town Snappiest cont. Walter Hude at Steel is Doris Du P. . . . of Jerry and Sunny, at Pier and Jerry . . . ops in male hoofers here the TK9 are t . . . now.

Atlantic City's 12 busted into night spots already, another is due to join the parade August 25 when Frank Cottrell opens his the Avenue in the old Broadway on . . . Bank Building . . . 25 Union National . . . ase for five . . . re-

While there has . . . modeling the pl . . . mp- . . . this . . . are . . . fine . . . ence . . . and . . . there.

Loew's State, New York

(Reviewed Friday Evening, August 6)

Commandeered by Col. J. C. Flippen, this ace Loew house presents a 70-minute stage show distinguished only by its averageness. The entire show is not any too tightly put together. A couple of acts, namely Fifi D'Orsay and Al Bernie, could be trimmed several minutes without noticeable difference, and those from whom the most is expected offer the least. It's the kind of a show where an opening act and a bunch of amateurs equal, if not actually top, the headlined standard performers.

Conventional opener is the Picchiani Troupe, seven-man teeter-board act. Work smoothly and, with little of the customary fanfare accompanying such offerings, into two and three-high catapults, resulting from combinations of jumps. They close with a thrilling triple somersault into a padded chair.

Second on is Al Bernie with impersonations, in voice and manner, of film and radio notables. His opening is made up of three swell mimes of W. C. Fields, Butterworth and E. G. Robinson; but a second group, composed of Vallee, Hepburn, Donald Duck and Arliss, is mediocre. An ensuing bit is a takeoff of Edgar Bergen and Charlie McCarthy, wherein the vent stint is good, but the accompanying song could better have been omitted. However, he winds up heavily on the credit side with a remarkable impersonation of Charles Laughton.

Boy, oh, boy, this Fifi D'Orsay certainly has the vivaciousness, endless energy and a cute ants-in-the-pants manner, but that's about all she has. Her voice is very ordinary, depending entirely upon her Frenchness and dynamic personality to carry it across. She had fair success with a cocotte song and characterization and also with a kissing bit indulged in with the aid of J. C., but by far her best was her closing song, in Frenchy swing, *On a Typical Tropical Night*.

Flippen and his ams occupy the choice spot and thanks mainly to the latter,

garner the lion's share of the evening's applause. John C. Morley rendered the prolog to *Pagliacci* in an even, smooth baritone, with good diction and delivery, but far below operatic par in volume. Johnny Murphy drew a good hand with his yodeling of *Sweet Leilani*, accompanying himself on the accordion, and was recalled for an encore. Pat Gallagher (Frank Cook) gave a tricky performance of playing the guitar and harmonica, the latter without the aid of hands or prop, and followed with a short tap routine a la Hal LeRoy. Flippen closed with a faked vocal, *With Plenty of Money*.

Closing flash has Helene Denizon and her line of six girl and six boy Denizonettes. The line opens with an ensemble tap in Western outfits, followed by a tap and acro solo by Phil Estes. Denizon graces the stage with two short ballet dances, standing out with fast toe turns, and the line brings down the curtain with some nice handling of adagio routines.

Screen offering, *Knight Without Armor*. House good last show. George Colson.

Palace, Chicago

(Reviewed Friday Afternoon, August 6)

An enjoyable five-act bill this week, each turn an individual winner. Van Cello and his sprightly barrel-rolling footwork made a lively opening. Starts with some tricky ball juggling on a funnel-barreled contraption and continues doing good, fast tricks with a couple of other casks. Mary McKetrick helps with the props.

The Four Eton Boys are as clever a song combination as ever. The boys make a clean-cut appearance in full-dress summer suits and their amusing versions of pop tunes are most refreshing. Opened with *Nobody's Sweetheart* Now and follow with a medley of *Me, Myself and I*; *It Looks Like Rain*, *Merry-Go-Round Broke Down*, *The Big Bad Wolf* and *Tiger Rag*. Three bows.

Charles Forsythe, Addie Seamon and Elnore Farrell netted many laughs with their standard comedy, song and dance routine. Addie is quite impressive with a couple of airy dance routines; Kate Smithish Miss Farrell is a near riot with her slapstick work, and Forsythe is a talented deep-voiced baritone, singing between gags *When My Dream Boat Comes Home*, among others.

Vic Oliver, next-to-closing, stopped the show with his merry, engaging nonsense that developed giggles into solid laughter. Stayed on for 15 minutes and had to beg off. He is great murdering *Happy Days* on the piano and embarrassing classical pieces on his violin.

Jack Holland and June Hart, the personable, talented dance team, acquitted themselves nobly in the final spot with versatile concoctions climaxed with graceful, lightning-speed circles of turns. Miss Hart displayed a fittingly elaborate wardrobe that enhanced the charm of her work. A highlight in the act is pretty Edna Sedgwick, who scored three numbers with trained toe and tap steps. Follows the team's first spot, a tap whirling toe routine to the music of *Smoke Gets in Your Eyes* and classic of turns to tap to Ravel's *Bolero* and *High, Swing Low*. Costume in *Swing* and appearance was a bit too rather sec- as it unnecessarily detracts revealing, attention

On screen *The Toast of New York* (RKO-Radio). House good opening show. Sam Jonigberg.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, August 5)

Music Hall show, titled *Southern Rhapsody*, is another pagged well-worn book of Southern folk material. Production is dreamy, ma- well staged, and, for pep and variety, has Chuck and Chuckles, in a bit to a litting colored hoofers, time to take-walk rou-

For the first time of Stephen Foster Maurice Baron, succeeds some- d. Seems to this the elaborate em- simple lyrics de- their value. Akersten singing *Chansonette* nicely and the ballet flitting thru graceful routines. Hazel Diaz, colored singer, introduces *Negro Heaven* with *That's How Rhythm Was Born*. Sings without a mike, scores okeh, and is a contrast to the revival scene immediately following. Effect of the latter, behind a scrim, is excellent, with the Glee Club arrayed in heavenly robes and Hudson Carmody leading the chanting and sitting off in the distance as the Lord.

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By far the best entertainment on the bill is provided by Chuck and Chuckles, a facile pair of steppers who are not at all lost on the gigantic stage. Routines are managed with ease and have plenty of sparkle and eccentric turns. Work is never sloppy. A showy act.

Rockettes in the cakewalk draw their usual applause and precede the finale wherein Miss Diaz comes on for *All God's Chillun Got Rhythm*.

Pic. *Stella Dallas* (20th-Fox). Excellent business. Paul Ackerman.

Michigan Theater, Detroit

(Reviewed Friday Evening, August 6)

Martha Raye drew practically capacity business on a hot summer night and got the biggest ovation for a personal appearance this audience has put out in a long time. Unusual demonstration preceded the show when audience alternately applauded and boomed newsreels of Henry Ford celebrating his birthday.

Eduard Werner's Symphony Orchestra opens the show after an organ-led singfest with a symphonic number that gives good opportunity for featuring the woodwinds and first violin.

Olvera Brothers have a sensational style, one partner doing full perch routine with the 12-foot pole resting on the other's skull, whirling up with a headstand whirl in that position.

William Coates, a Paderewski of the xylophone, does mad mixups of melodies, a *Lazybones* while mostly lying on the instrument and others while nonchalantly walking all around it.

Harris, Claire and Shannon, a lad and two fems, open with a slow ballroom glide to the tune of *Sylvia*, it becoming a bit monotonous before it's over. Green, purple and scarlet drapes give good effect. A sort of Egypto-Iberic routine follows, strongly accented. The man gets a strong haul for his handling of the two femmes in contrasting black and white with ostrich-plume fans.

Jack Williams, clever young tapster, uses both his heels and toes to get his effects and his personality plus besides.

Martha Raye couldn't get going half the time, as the audience laughed so hard as to stop the show. She is all animation. Opens with the *Truckin'* song and dance together. Her voice is a pleasing contralto when she sings straight, but usually it's all in fun. Next big number was *Mr. Paganini*, with plenty of gestures, plus two encoored nurers and a forced escape after several curtain calls. Women in the house appeared to go for her more than the men. H. F. Reves.

Earle, Philadelphia

(Reviewed Friday Afternoon, August 6)

Moving quickly and smoothly to solid entertainment for a solid hour, with ace talent and a heaping share of comedy running thruout, house more than makes good its premise in the newspaper ads that this one is "positively" the best stage show in months. Box office also gets help from the screen, offering being Jack Oakie's *Super-Sleuth* (RKO-Radio). Net result made for a sight that would gladden the heart of any showman. August heat waves notwithstanding, opening show not only had 'em standing in the aisles, but actually hanging from the ceilings. Nothing better than SRO in the uppermost reaches of the gallery.

Top billing goes to the Three Stooges (Moe, Larry and Curley), and there's no mistaking their pulling power. Fresh from making front-page copy, Cherry and June Preisser made a second unit of import; France and Lapell, Marjorie Gainsworth and Saul Grauman's stair-atone rounding out the talent roster. Rather than running it off in variety fashion, Earle manager, Herman Whitman, gave it a tastefully mounted production aura. And as it showed under Whitman's direction, mobs were treated to a finely-wrought, eye-filling and fast-

paced unit with enough of everything to stamina any b. o.

Band is on stage again, flanking both sides of the musical stairatone. Piping appropriate music for the occasion, Grauman has the four gals in his unit step out of bitter-bottled sheet. Eddie Laughton, straightening for the stooges, takes over the emcee chores, and on the splitting, two of the gals toss their tootsies for tapistics. For pace changes, duo turn up later for a military tap drill and another fem rolls on for an acro session. All very well done.

France and Lapell, with a breath of Spain in phiz and dressings, pan out as ace perch artists, with bueno dashes of dare for the thrillings. Male member balances pole in belt, while fem does the fancy and trick posing on high. It's all breath-taking and clicks handsomely.

Not since Will Mahoney made his tapping talk on xylophone blocks has this burg cupped an ear to the music of rhythm walkers. Saul Grauman and his foursome of fems do just that on a device of his own makings. Cavort up and down a set of steps, each lift ringing out bell and chime sounds. And it all sums up to music that's pleasing and listenable. In the final slot, novelty was a terrific clicker for the wows.

The Ted Healy outcasts, in their regulation stooge setup, have it all to themselves for the knock-'em, rock-'em didos. That the material is Millerish doesn't matter, as long as the Three Stooges are on the sending end. Blue bits are a lighter shade, but withall, it's a comedy turn that sells itself, not forgetting their flicker buildup.

The pip prima donna piping of Marjorie Gainsworth was the show's real show-stop. A statuesque blonde with an ingratiating personality, Miss Gainsworth pans as a song saleslady de luxe. A coloratura range for her tutored tonsils, gal comes thru with flying colors on the pop painting. Her *Italian Street Song* is compelling and wilts 'em with the rest. Voice rich for any medium of showdom and should get to the top of the heap pronto.

A delayed train kept the Preisser Sisters out of the opening show, reaching the theater just before the finale. Came out in street clothes for bows and June Preisser insisted upon singing a song under unfavorable circumstances.

That the populace is show-hungry for live talent when properly set, this bill is the most convincing argument vaudeville has had in many a moon. Oro.

Stanley, Pittsburgh

(Reviewed Friday Evening, August 6)

Given a couple of trained seals, a tight-wire troupe and a ventriloquist, the show would have resembled a B. F. Keith bill in halcyon days. As it was, with Jimmy Dorsey and band, the Condos Brothers, Art Frank, June Richmond, Freda Sullivan and Bob Eberle, the 53-minute bill proved to be the most entertaining fare to show here in months.

Every act was brought back for more, with Frank's comedy dancing, the Condos' speed hopping and Miss Richmond's truckin' all show-stops; in addition, Dorsey's tunes brought down the house.

Bing Crosby's ex-maestro leads a style that should stamp his aggregation as one of the aces in the dance brand pack. The showing a mite too much brass in their opening, *Mighty Lak a Rose*, their weakest number, the ork drew a handsome hand even for that stint because of the toe-tickling treatment, then went on to *Old Man Harlem*, with drummer Ray McKinley banging a hot solo. Young and smooth-looking Bob Eberle, band fixture, followed with vocal versions of *Night and Day* and *Where or When?*, which took warm receptions. High mark in the band's contributions was Rimsky-Korsakow's *Flight of the Bumble Bee* a la swing tempo, Jimmy D.'s sax solo being a masterpiece.

With high kicks and turnovers languidly yet most smoothly executed, Freda Sullivan continued the line of sockos, her rapid-fire body twists on dime-size floor space bringing break-in applause several times.

Again the band on *Sweet LeLant*, Eberle soloing, after which the Condos Brothers in the three fastest and flashiest tap routines seen at the Stanley all year. With more mugging and arm grace, plus a girl partner nearly as good, they should be a novelty wow for steady screen work.

Surprise hit, only unmarqueed performer, but the peak of the show from a palm-pounding standpoint, was June Richmond, dusky fatsy, who combined *Darktown Strutters Ball* and *Shoe Shine*

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Boy in comedy song-dance turns. An infectious roly-poly, she gets gales of laughs from start to finish.

The band's hoke interpretation of Peckin', featuring drummer McKinley, Bruce Squire and Miss Richmond, continued the show-stop series, with Art Frank's old rube portrayal in the clean-up notch sharing top audience appeal. His gags and versions of modern youth's hot-cha stepping, more than any bit of the show, makes one wonder why more straight vaude isn't hitting the boards. Certain number was a company finale on *I Ain't Got Rhythm*. Also on the bill *Between Two Women* (MGM). Paramount news, traveltalk and theater symphony led by Dave Broudy.

Morton Frank.

Paramount, New York

(Reviewed Wednesday Evening, Aug. 4)

Looks like a heavy box-office week, perhaps even a holdover. Picture is *Artists and Models* (Paramount), with Jack Benny starred, and Phil Spitalny and all-girl orchestra on the band stand. It's a good all-round show, with Benny's picture supplying a load of laughs and Spitalny coming thru with showmanly music.

The success of the Spitalny group—and it did make a solid impression here—comes not so much from musical excellence as it does from careful production effects, timing, variety in routineing and standout specialties. Spitalny himself sticks to leading and occasional introductions of numbers.

His 28 girls, in becoming gowns, are grouped nicely around the eight-violin section up front, the others comprising two pianos, tuba, marimba, harp, banjo (doubling on guitar), drums, trombone, three saxes and three trumpets. Starting off with *Mr. Ghost Goes to Town*, they swing thru *Serenade in the Night*, then bring on Maxine for expert vocals and the Three Little Words for further harmony singing.

The "female version" of *Tiger Rag* is interesting stuff. If the girls couldn't go to town as well as a male outfit they at least played the arrangement earnestly. First violinist Evelyn, who is also chief arranger for the orchestra, played *Stardust* and *The Bee* exquisitely. The Three Words followed with some delightful satire, offering *Frankie and Johnny* in operatic style and encoring with a couple of goofy medleys. The only comedy in the entire band show, their light ditties were natural show-stops.

Spitalny wound up his consistently entertaining program with a swing version of *Hungarian Rhapsody*. *The Merry-Go-Round Broke Down* and a jazzed-up *Bolero*. Amusing dialect bits are contributed by one of the violinists and by the big horn player.

Dale Winthrop, as the only outside act, is on for a couple of slick tap numbers. She's among our better tap artists, clicking out the taps clearly and injecting a pleasing personality into her work.

Taken as a whole, Spitalny's aggregation lives up to its radio reputation of being the most versatile all-girl musical group around.

Paul Denis.

Oriental, Chicago

(Reviewed Friday Afternoon, August 6)

Rather a listless revue this week, altho some of the offerings in themselves rate merit. A definite highlight is the Dorothy Hild Ballet, who prance thru three evenly spotted routines, two of them soubretted by shapely Nikki Nicoll. The best turn is the line's version of the *Merry-Go-Round Broke Down* ditty, which is a carnival of fun.

Lewis and Van, tappers, opened with their locally familiar staircase tapping to *They All Laughed* and follow with top competition steps. Boys netted a good hand with their hard, earnest work.

Powell and Nedra, sand painters, should develop a few laughs in their turn to break the monotony in the 10-minute session. Their work is artful and the completed paintings amazing illusions of the real thing. Work individually on two pictures each and combine their efforts on one.

Nyra Nash, lyrical blues singer, made a good impression with *I'm Feeling Like a Million*, *Never in a Million Years* and *Gabriel Likes My Music*. In style she is not unlike Ethel Merman.

Gordon and Rogers, colored boys, do an act you expect two colored boys to do. In this case the team would be better off to leave most of the talk out and stick to their dancing, which is

good. Wear loud clothes and put their feet to hard work.

Eddie Conrad, late of the local *You Can't Take It With You* Company, followed with a new act which he is doing with Clark Dennis, radio tenor, and Louise Slate, straight woman. Conrad is funny at first when he begins to massacre the English language, but when the customers catch on to his style they look for strong material to hold up the turn. Some of the gags are good, but many of them can stand revision and rearrangement. A noticeable standout is Dennis with his bright tenor voice. Was permitted to cut in with *Where or When* and *Sailboat in the Moonlight*. The Slate girl is a good talker.

The screen has *Dance, Charlie, Dance* (Warner). Business just fair second show opening day.

Sam Honigberg.

Metropolitan, Boston

(Reviewed Thursday Afternoon, Aug. 5)

You Can't Have Everything (20th Century-Fox) is pulling in the customers and with the flesh bill should make good gross for this de luxer.

Moonlight Capers ran 60 minutes at opening and it was entertainingly paced. Credit to Leo Morgan for the production number, *Calling All Cars*, comprising four blackout episodes—*The Fight*, *The Holdup*; *The Kidnaping*, as John Eaton calls all cars from the stage while police respond via the flicker, and *P'Leece*, *P'Leece*, routine by the Swing-o-Pators (16). Rhythmic thruout.

Red-Headed Nell Kelly is one of the better comediennes and provoked much laughter, particularly during her Garbo song bit tagged *Ay Tank Ay Go Home*. Reform lassie business with bass drum and ditty on beans was okeh but a bit long. Her material and gestures are okeh, and as a single she's sustaining.

Eaton does a grand job of soloing *Old Man River* with a rich baritone. Could be worked into a splendid production number.

Metropolitan Ballet is spotted in a colorful mood production number of modernistic ballet and, to the tune *Gone With the Wind*, is click. It serves as a fitting intro to the adagio team of Dawn and Darrow, distinctive in their work, particularly in balancing. Repertoire of feats is always appealing. Nicely received for their two efforts.

Eddie Rio and Brothers, features of *New Faces of 1937*, are okeh with their type of comedy. Eddie does a swell takeoff on a fem taking a bath. Apparently realistic, judging from feminine giggles. *March of Time*, eccentric and soft-shoe dancing, slow-motion holdup and last of Pancho Villa's army bits easy to take.

A ping-pong exhibition by the world's champions, Sandor Glancz and Laszlo Bellak, emseed by Herbert J. Allen, is interesting, particularly in trick shots, serving the roosterlike attacks of Bellak and his one-man game. Exhibition, a good vaude novelty, won by Bellak, 18-21.

Chinese Paper Fan finale sock. Shanghai Wing Troupe (nine) are perfect and should have no difficulty in getting bookings. Utter confidence, ability and showmanship registers immediately. Bag of tricks are new, difficult, entertaining and amusing. Leap of one lad thru one and two frames of knives is no easy job to clear. Line is decked out as showgirls, Eaton warbles and the curtain folds to absorb sustaining applause for the troupe.

Sidney J. Paine.

Palladium, London

(Week of July 26)

Current program is headed by the much-boasted London version of the *Cotton Club Revue*, which is in for four weeks. Supporting vaude acts are changed weekly.

Straight vaude takes up the entire first half and has its customary opener by the 16 Palladium Girls with a bright routine that wins appreciation.

Symmek Four, quartet of muscular male athletes, fare well with slow-motion posing and leverage equilibristics.

Ted Ray, easily one of the best single and most personable comedians in English vaude, hits heavily with nifty wisecracks, plus a session on the fiddle, in which he alternates comedy with straight playing. He's fast and topical and wholly entertaining.

Gene Sheldon, American pantomimist, has built up a great rep here. Lays them in the aisles with his zany fooling and also proves an okeh banjolist. Has excellent support from Loretta Fischer, tall, raven-haired, high-kicking dancer.

Couple register a show-stop, with encores resulting.

Four Comets, high-speed roller skaters working on an elevated platform, score solidly with tricky feats, including several novel and thrilling stunts.

Wences, novelty ventriloquist, combines neat juggling with voice throwing. A corking act full of skill, comedy and originality. Hits heavily from all angles.

Cotton Club Revue takes up the entire running time (80 minutes) of the second half. Most of the company were recruited from this side, the copper-colored chorines and some of the principals from London and Paris. Show is by far the fastest and also the noisiest ever seen at the Palladium and runs thru without a single letup. Devoid of comedy and not overburdened with singing, it's dancing all the way.

Standouts are the Berry Brothers, Bill Bailey and Alberta Hunter, the last mentioned with a radio rep this side. Three Berry Brothers are sensational show-stoppers with amazing whirlwind acrobatic dancing that tops everything. Bill Bailey, intricate hooper of the Bill Robinson caliber, is almost as successful with his corking work. Alberta Hunter, blues singer, has excellent pipes and is plenty pop. Rollin Smith hits with a rendition of *Old Man River*. Norton and Margot are a graceful ballroom team. Teddy Hill's Orchestra, Jessye Scott, Freddie and Ginger, the Tramp Band and White's Hopping Maniacs all click in their assignments. Show splendidly received and business capacity.

Bert Ross.

Marco Optimistic Over Stage Shows

NEW YORK, Aug. 7.—Mike Marco visited the F. & M. office here this week, leaving today for the Coast. He expressed optimism as to the outlook for flesh, saying there "has been slight improvement" and that this past season has been the "best in three years."

He auditioned a score of acts for roles in the picture *The Daughter of Rosie O'Grady*, which he is producing in association with Edward Grainger. His sister, Fanchon, starts work Monday on her second picture for Paramount, *Summer Romance*. She has already set the Yacht Club Boys, Ben Blue, Judy Canova, Johnny Downs and Eleanor Whitney for the film.

Romm Opens Coast Office

NEW YORK, Aug. 7.—Harry Romm, local agent, is expanding activities by opening a Coast office in Hollywood, set to go in operation September 1. Romm will have in charge of this branch Frank Kelton, former vice-president of Shapiro-Bernstein, music publishers.

Queer Detroit Law on Vaude

DETROIT, Aug. 7.—A new city ordinance to license film theaters and houses giving stage shows, classifying them according to the number of days the house has flesh, has been introduced by Councilman John A. Kronk. Classification by number of days of flesh is believed to be unique.

Under the proposed ordinance fees would be as follows: \$25 for houses showing pictures only, \$40 for theaters showing stage shows and films for not more than three days a week and \$100 for theaters having combo policy for four or more days per week.

No provision is made for theaters which have stage shows part of the year.

The council was also requested to adopt an ordinance banning cash giveaways.

NEW YORK, Aug. 7.—Minsky's Oriental Theater here will open September 10 with a white show, along burlesque lines, instead of the contemplated September 3, reopening of the colored vaude show policy.



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Night Club Reviews

Bertolotti's, New York

One of the oldest restaurants in the city, this one has been on this site for 30 consecutive years. Modernized and with music and floor show, it is now one of the nicest spots in the Greenwich Village section. And as with many village spots, it is almost a hideaway, being under an El and away from the beaten path.

Current entertainment is not exceptional, but it is good enough. Outstanding in the all-girl floor talent is Rita Renau, petite French doll, who carries plenty of zat Pareesian personality. Looking very much like a tiny Irene Bordoni, Miss Renau made a solid hit with her songs in French, English and Spanish. Her vivaciousness, delivery and personality overshadowed her rather ordinary singing voice.

Yula Flournoy, tall, stately Indian with a dramatic stock background, makes a competent mistress of ceremonies—her diction being perfect and her training showing in her poise. Her singing attempt was only fair. She lacks a real singing voice, but made up for it with her personality. Joyce Fay, shapely blonde, makes a pleasing impression with her acrobatic and rumba numbers despite the small floor and lack of real orchestral backing. A livelier rumba costume would help, incidentally.

Lillian Lorraine came thru with an interest-holding song and tap dance, while pretty Ann White offered a couple of double-meaning ditties in song-talk fashion. Her spicy songs were the only blue stuff in the show, incidentally.

The Orville Rand combo of four pieces, with Rand doing guitar and vocals, handles the dance music nicely enough considering its small size, while the Lellani Trio, male Hawaiian guitarists, has the relief assignment. The Hawaiians perform too listlessly, even though their music was okeh. The pianist with Rand is now Joe Hembre, of the Three Little Sachs, radio act which has just split after 15 years.

Cards are drawn thrice nightly by patrons for a free bottle of champagne, proving how much of the Screno influence has crept into night clubs. Operator now is Bill Bertolotti, son of the founder.

Dinner is \$1.50 and up. Italian food is excellent.
Paul Denis.

Frankie's Casino, Chicago

Club is on a summer budget and as a result shows are inferior to the fall and winter bills. Enough entertainment on hand, however, to attract nice crowds nightly. Atmosphere is quite informal and food and liquor prices almost as low as in an average restaurant.

Fitzsimmons Theatrical Agency booking, and among highlight caught was Princess Chang Lee in her Lamps of China dance. It is a novel number, mainly because of the dancer's illuminated outline.

Jean's Skyrockets, a four-girl line doing mass work and specialties, opened with a hula dance that was marred by lack of unison. Eddy and Eddy, ballroom team, followed with a waltz. Quite ordinary. Kay Norre, blues singer, would be better off minus her silly facial gestures and hand exercises. Has a nice voice of the Martha Raye variety and should try to develop arrangements to suit her personality.

Mary Ocen, of the line, follows with a neat jazz toe number that netted a deservedly good hand. Betty and Maurine, another team from the chorus, did a modern strut, and Rocky Ellsworth, the spot's veteran tenor, came on to do *One Alone*, from *The Desert Song*; *Laugh, Clown, Laugh* and *You're All I Need*. Rocky also doubles as host and has developed a following with his winning personality.

Loretta Morgan, line gal, was next spotted in a song-tap specialty, and Eddy and Eddy returned for a swing number—both routine displays.

Chiquita, prima donna, was quite impressive with an Italian song and *One Night of Love*. She is sincere in delivery and talented in voice.

Jack Spangler, clever emcee, is a good eccentric song and dance man, his rubbery legwork being a high spot in the show.

The girls close with a military number. Lou Sloan and orchestra continue to furnish show and dance music.
Sam Honigberg.

The Versailles, New York

One of the few of the better East Side spots to keep open right thru the summer, this popular dining and dancing restaurant is managing to do a fairly good business.

Although much of its well-to-do clientele is away, there are enough faithfuls to provide a fair dinner crowd and an adequate supper patronage. The draw, of course, is not the show but rather the established name of the Versailles as a fine restaurant where the music and entertainment is almost always excellent.

The winter policy of three-act bills—one of which was usually a name—is out in favor of summer policy of two good, but not necessarily name acts.

Current is Judy Starr, the tiny protégée of Rudy Vallee, who is making her night club debut as a single, and Tommy Martin, magician. Miss Starr is a vivacious little gal whose singing is an engaging combination of vocal tricks and a lot of mannerisms. Obviously nervous opening night, she did not quite reach her audience, despite the carefully arranged songs and the special pianist.

Martin, young and ingratiating, made a better impression, altho he, too, found the noisy dining crowd tough to hold. Opening with a silk switch, he followed with a couple of good card tricks and closed with a rather drawn-out numbers and slate stunt. He works close to the ringside patrons, securing their participation, but should do at least one good silent trick for the benefit of the back-seaters.

Harry Rosenthal, at the piano, leads his seven men and also introduces the acts. His excellent ivory rippling, the vocals by one of the sax men and the fine trumpet make the orchestra better than average. Also luring the customers out on the floor is the Joe Rodriguez Band of six men. It's Latin rhythms are thoroughly danceable.

Nick Prounis and Arnold Rossfield are still doing their usual fine job greeting old friends warmly. They and Alfred and Roberto and the rest of the staff do much to give the Versailles its friendly atmosphere.
Paul Denis.

"Saleslady Champ"

CHICAGO, Aug. 7.—Orchestra leaders Eddy Duchin, Wingy Mannone, Jack Denny and Ted Weems voted Ann Lester, blues singer, champion song saleslady and presented her with a trophy. She and the trophy left for Indianapolis yesterday to open a two-week engagement tonight at the Plantation Club.

Nick's Rendezvous, N. Y.

This hideaway Greenwich Village spot, near Sheridan Square, is a small restaurant with a capacity of around 100—but the music and entertainment it offers are terrific.

The most interesting part of the exterior is the sign reading Sharkey Bananas and his Sharks of Rhythm. Scores of patrons drop in to find out who and what is this Sharkey guy anyway—the name is so intriguing. Well, it doesn't take much time to discover that Sharkey is a hot trumpet player from down New Orleans. His real name is Bunano and he leads a Dixieland six-piece outfit that will raise you out of your seat. Here since March, he is under contract to owner Nick Rongetti for another three months. Meanwhile he has made a couple of appearances on the CBS Swing Club hour and has made records for Brunswick.

Altho this spot doesn't advertise due to the small capacity, Sharkey is already built up quite a rep among swing fans, who jam the place nightly and jiggle their bodies in rhythm with the band. Nick advertises a steak dinner, but the real music crowd comes late and sits around liquidating their heat just as fast as Sharkey's band can arouse it.

Sharkey's trumpeting is spectacular, hitting the high and the low notes like a gun and swinging his men into the groove like a house afire. The men don't bother to read music, but instead just go Dixieland, playing around rehearsed tunes and always building up to torrid crescendos. Their rendition of *Alexander's Ragtime Band*, *Dinah* and *Hold That Tiger* is hot stuff. Billy Bourjois, clarinet; Dell Zane, piano; Johnny Casting, drums; George Brunis, trombone, and Turk Bradley, bass, round out the outfit.

Red McKenzie, who recently led his own band, is singing here now, his baritone still carrying that rich quality that made him so popular on the air. Sunny Russett (sister of Babe Russett) handles the intermission by tickling the ivories in amazing manner. She's a really unusual hot pianist.

Not the least of interest here is the owner, Nick, who is a union musician himself and gets at the second piano frequently for some hot playing. As a personality he's an attraction himself.
Paul Denis.

Bouche Takes Over Chi Spot

CHICAGO, Aug. 7.—Albert Bouche, operator of Villa Venice near here, has been appointed manager of Morrison Hotel's Casino Parisien by Ed Friberger, Chicago manager of the French Casino interests.

Casino folded early in June due to poor biz accounted for by the expensive policy.

It is expected that Bouche will move his Villa Venice show, *Revue De La Saison*, into the Casino to be tagged Bouche's Town Casino. He will receive a salary and 50 per cent of the profits as producer and partner.

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Empire Room, Palmer House, Chicago

Packed to capacity, the newly air-conditioned Empire Room launched a new show Thursday night. It's grand entertainment and the DeMarcos, Alexander Gray and Dick Gasparre and orchestra were given a tremendous ovation. There is always plenty of class to Empire Room shows and this one is no exception.

The 12 Abbott Dancers opened in their ladder dance, a catchy routine in which the girls in pink shorts and blouses do their turn on stepladders. Dolly Thon, pretty graduate of the chorus, on next in a graceful kick specialty that drew a generous hand.

Alexander Gray, a leading baritone of stage, screen and radio, won the audience with his first number and was called back again and again. He has a full, melodious voice and pleasing delivery. His numbers, favorites from *Sally*, *The Desert Song* and other musicals in which he has appeared, were splendidly done and the tremendous applause he received was well deserved.

The Abbott Girls on again in *Summer Fantasy*, gracefully danced to the music of *At Dawning* and *Always*.

Antonio and Renee DeMarco, dance team, came on to a heart-warming reception and proceeded to deliver some of the finest and most graceful dance routines ever seen here. Refined, polished, they yet are full of life and are magnificent show people. Starting with the beautiful *Tango DeMarco* to original music by DeMarco and Enric Madriguera, they were repeatedly recalled and did *Dainty Miss*, *I'll Follow My Secret Heart*, a waltz; *Rhumbiano-Y'Como*, *Cheek to Cheek*, a playful burlesque; *Tea for Two* and several others, to long-continued applause. DeMarco demonstrated his superb showmanship in the way he handled a difficult situation that arose. Several huge bouquets presented to the dancers by admirers after the first number were placed on the stage in front of the band. One basket was accidentally overturned as the second number started, spilling water over the dance floor. Cleverly covering the awkward moment, DeMarco, instead of showing embarrassment, started an impromptu dance, Renee joining him, and continued until the floor had been dried. It was carried out beautifully and won more plaudits for the team.

Dick Gasparre and orchestra are superb music-makers and their playing for both the show and dancing was well liked.

Eddie Allen, of WGN, emceed the show

capably, very sensibly confining himself to brief but punchy introductions.
Nat Green.

Nixon Restaurant, Pittsburgh

Presenting Pittsburgh's only indoor floor show, Tony Conforti's basement cafe is drawing crowds even during the hot spell, partly because his is the city's only air-conditioned dance spot and partly because of a near-central downtown location.

Tops are Leroy and Sharp, boy-girl vent act. Enthusiasm and wholesomeness, plus some apt handling of life-size and small dummies, grab warm hands. Working formal, the youthful pair carry a routine thru some subtle lines, some ordinary cross-fire and a wind-up song. High spots are LeRoy's dialog between two dummies and a bit where a small dummy moans from a suitcase hideaway. Different because of the girl angle, the team should hit the high spots with smarter material.

Fast kicking acrobatic dancer, Barbara Belmore, received a big hand for her second number, where she caps a four-minute twist by scooping two large white fans from the floor in a final turnover.

Shelita and Carmen furnished a traditional dance duet, scoring with consistent smoothness and better-than-average looks.

In the closing spot, where he has rested for more than a year now, was Angelo di Palma with operatic offerings. His jolly humor, prancing and gesticulations, as much as his voice, notable for booming more than fine quality, can't help but provoke palm-pounding.

Emsee was Danny White, who also contributes two hoke dance routines.

Musical background and dance tunes provided by Herman Middleman's Orchestra. Band broadcasts over NBC hookup Wednesdays and Saturdays, as well as over KDKA nightly.

Morton Frank.

Chantier Supper Club, Millburn, N. J.

More than 1,500 enthusiasts attended the recent opening of the \$25,000 Serpentine Room of the Chantier Supper Club, Millburn, N. J. Cocktail room is the second step in a three-part program that will modernize the entire club. First unit completed was the main dining room; last to undergo change is the entrance. All in all Proprietor Bill Naue will spend close to \$100,000. Schulz & Behrie, Newark decorators, are handling the renovation.

Usual entertainment offered here includes the smooth music of Erwin Kent (Red Kessler's brother) and his Chantier Orchestra, and Lee Rogers, strolling guitarist. For the opening, however, Grace and Charlie Herbert, sophisticated songsters, proved a sock act, and the Joe Sherman Trio were also on hand to entertain the customers. Former duo are filling in time until September 1, when they leave for London to appear at the newest supper club, the Trionon. MCA handled the booking.

Bruno M. Kern.

Terrace Gardens, Lookout House, Covington, Ky.

An attractive little 600-seat outdoor spot, but not for the acts, who suffer from a rough floor, lack of good lighting and poor acoustics. In addition to a showcase for the acts, the stage up front is used for dancing, with the ork planted on the side. Altho still on a summer budget, evidence of cutting isn't glaring and current layout makes for pleasant entertainment.

Ruth Laird's Texas Rockets (8) set the show in motion with a simple, yet well executed routine, after an introduction by Jack Leonard, emsee.

Art Bonger and Andrilleta pleased in the second hole with a potpourri of singing and music. Andrilleta, a Latin looker, mikes three ditties in fair voice and style, with Bonger, in hillbilly attire, pulling a neat bundle of laughs with his comedy music efforts, wherein he brings into play such gadgets as the goofus, balloon, jug, saw and tire pump. Good finish brought them a sound mitting.

Helen Savage, plump blues shouter, had the crowd with her on her warbling of three specials, *Laziest Gal in Town*, *Here 'Tiz* and *Golfin' Sam*, neither of them fit for Sunday school picnic consumption. Her efforts brought her good applause results and a stiff finish hand. Tops on the bill are Loyanne and

Renard, graceful and smart-appearing ballroom team. Offer first a distinctive waltz routine, a departure from the usual, and return for a strut ballroom step, a graceful routine marked with several daring whirls which won much palm-whacking. A whirlwind finish sent them away to the best hand of the evening.

Jack Leonard, of vaude, working his first club date here, does an acceptable job with the emseeing, but he could liven things considerably by preceding his introductions with a gag or two. Fills his own spot nicely with his goofy antics, a fair brand of singing, his tabloid takeoffs on Fields, Calloway, Crosby and Mussolini and some exceptional hoofing for a man with his avoirdupois. His efforts brought him a good measure of applause. Ruth Laird's Texas Rockets wind up the doings with an acceptable routine labeled *Dance of the Vagabonds*.

Chic Scoggin and his ork lads did okeh with the show music and had no difficulty pleasing the trippers of the light fantastic. Band carries a trio of good entertainers in Evelyn Beason, Dak Lewis and Guy Rockey. Jimmy Schuh and Phil Pavey, strollers, in their third year at this spot, continue to please with their piano, guitar and vocal work.

Bill Sachs.

Pan American Casino, Dallas

Lanny Ross, as singing star, replacing Jack Arthur, is stealing the current show. Using *Don't You Know or Don't You Care?* as basis of his repertoire, Ross has maintained a constantly changing program of sentimental songs, old ballads and adventure lyrics.

Principal change in the casino show has eliminated the more drawn-out comedy of Borrah Minevitch's Harmonica Rascals and juggling of Stan Kavanagh, substituting the faster hilarity of Arren and Broderick and of the Four Kraddocks.

The advent of Phil Harris' Orchestra has increased the number of dance fans in the audience and has tended to crowd the late performances. Arren and Broderick entertain with burlesque singing and histrionics plus serious piano playing. The Four Kraddocks stage a fast and funny series of tumbling and acrobatic humor, punctuated with erotic hints that get the biggest laughs.

No changes have been made in the acts featuring Georges and Jalna, the Lyn Murray Gauchos, the Chester Hale ballets and singing ensembles led by Art Jarrett.

Herbert De Shong.

Dude Ranch, Atlantic City

The brightest spot of the upper Boardwalk and one of the most unique is the Dude Ranch, a 700-seater operated by Tom Endicott, who used to supply horses to the movie lots of Hollywood from his Western ranch and who was one of the organizers of the first Atlantic City Beauty Pageant.

Tom has decorated the place in Western fashion from the giant cowboy under whom you must pass in order to enter the place to the 70-foot bar at the rear done in logs. Wagon wheels, bark tables and chairs, Western murals and all kinds of cowboy hats, ropes, etc., are hung around the place which has in its six years become one of the favorite spots of the Boardwalk.

All waiters, etc., are dressed in Western costume. Bob Carney, doubling from Million-Dollar Pier, emsees and gives his famous *Gate in the Puss* drunk act. While billed as emsee Tom Endicott really does the brunt of the work himself in 10-gallon hat and boots. He confides that he would rather emsee the show than run the whole "shootin' works."

Show opened with appearance of Chief White Cloud, a South Dakota Indian, who performs an Indian war dance in taps, the first real dance novelty this reviewer has seen this season. He was called back for another ceremonial dance.

Jimmy James (not one of the brothers) does a song, followed by Al Allen in a tap routine. Marie Schaffer does a couple of torch bits, while Miss Carmen does her interpretation of the dance modern, with plenty of weird music and low lights. However, the highlight of the show was when Endicott stepped to the mike to do *Old Faithful*, which he put over in real cowboy style. A show-stop.

After this Carney takes the mike for a drunk characterization that proves him easily one of the top comics of the day. Show closed with a fast whip- (See NIGHT CLUB on page 21)

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Orchestra Notes

GLEN GRAY and the Casa Loma Band are one-nighting and drew 3,500 in San Francisco, less than 2,000 at Sweet's, Oakland, and less than 1,000 at Sweet's, Fresno. This caused Sweet to take a \$1,000 loss after making a tidy sum on Goodman the week before. Gray cost him too much.

NICK STUART closed at the Tavern, Reno, and opened at the Mark Hopkins, San Francisco, August 3. Added men for latter job which he'll hold until Griff Williams comes back in September. MCA deal.

TOMMY TUCKER closed at El Patio Ballroom, San Francisco, last week. Was succeeded by Leon Mojica, who previously played there for three years. ROGER BURKL and orchestra are set in the Persian Room of the Sir Francis Drake Hotel, San Francisco.

LYAL THAYER and Art Park, of Music Corporation of America in San Francisco, lining up bands in some of the hotels newly opened after the three-month strike. Dividing time between Mark Hopkins and the Palace.

PAUL PENDARVIS is back in the Rose Room Bowl of the Palace. Will be succeeded by Sterling Young in the near future.

CHARLES VAGABOND and band have had their engagement at the St. Nicholas Hotel, Decatur, Ill., extended to September 15.

DON REDMAN and band played the Lowell Showboat, four-day festival at Lowell, Mich., August 4 thru 7.

HUNT'S OCEAN PIER, Wildwood, N. J., continues the name parade with Lee Shelley. With the big bands playing the pier, Rex Donnelly moves his orchestra to Hunt's Plaza Ballroom for Saturday night dancing.

FRENCH CASINO, newest nitery to unshutter in Atlantic City environs, has Pat Costello's Band.

MARIA NANETTE and her Hawaiians have located at the Royal Oak Tavern, Belmar, N. J.

ANTONY BONETTI and his Sylvanians make for week-end dancing at the Orchard Park Tavern, South Merchantville, N. J.

TED TINSLEY leaves the Moonlight Cabaret, Philadelphia, to open an unlimited engagement at the Parrish Cafe, Philly, August 16, replacing Bobby Lee. Band will be augmented with John Berry and James Tisdale, saxmen, and will air nightly via WDAS by remote control.

HENRY BIAGINI and ork have been booked for two weeks at Tybrisa Pier, Savannah Beach, Ga.

UNIVERSITY CLUB Orchestra has been booked for two weeks at Myrtle Beach, S. C. Band hails from Virginia.

SHEP FIELDS' Orchestra will play Moonlite Gardens, Coney Island, Cincinnati, Wednesday night, August 11. Current attraction in Moonlite Gardens is Frank Dailey and orchestra. Except for the night they will yield the platform to Fields they will remain thru August 19.

PAUL MARTELL and band of 10 men have had their contract at Leighton's Halfway House, Stamford, Conn., extended to October 1.

VING MERLIN, formerly with Abe Lyman and Nick Lucas and conductor at the Hollywood, New York, last season, is now directing and arranging for Jack Melvin's Band at the Sea Girt Inn, Sea Girt, N. J.

AL DONAHUE Orchestra and Durelle Alexander leave the Rainbow Room, New York, August 23, for the Hotel Roosevelt, New Orleans, for a limited engagement and return to the Rockefeller rendezvous October 12.

CORNELIUS CODOLBAN and orchestra opened an engagement at the Rainbow Grill, New York, August 11.

LOU PERRY and ork have returned to the Kasey Klub, Hederson, Ky., after six weeks on the steamer Idlewood in Louisville.

JIMMIE LUNCEFORD and his crew take their first vacation in four years August 15. They resume work on the

29th at Roton Point Park, South Norwalk, Conn.

VINCE EDWARDS and orchestra are playing to capacity crowds at the Mt. Marion Inn, Mt. Marion, N. Y.

EDGAR HAYES and band, featuring Joyce Tucker, start their first tour August 12, opening at Youngstown, O.

JACK TRACY and orchestra now playing the Chez Maurice, Dallas. Booked by the Dallas CRA office.

DEAN HUDSON and his men had their engagement extended to August 11 at The Weirs, N. H. They inaugurated airings direct from The Weirs for the first time.

MURRAY GREENE and orchestra are current at the Embassy Club, New York, having opened there July 23 after an engagement in Virginia.

CHARLEY KALEY, former violinist-vocalist with Abe Lyman, will be co-director of the Sammy Cohen dance band recently organized by CRA. Cohen will lead the band in comedy and novelty numbers, while Kaley will handle the straight tunes.

ERSKINE HAWKINS and ork going on tour of one-nighters, starting August 18. Booked thru Harry Moss, Associated Radio Artists.

KEN HARRIS and band are now at the Faust Hotel, Rockford, Ill.

GLENN MILLER Band closed at the Roosevelt Hotel, New Orleans, and goes into the Adolphus, Dallas, August 27, replacing Ran Wilde.

GRAY GORDON and ork closed the season at the Chase Hotel, St. Louis, August 4. Set by the Frederick Brothers to open at Euclid Beach Park and Chipewa Lake Park, Cleveland.

LARRY FUNK and band of a Thousand Melodies completing their 15th week at Walled Lake Casino, Detroit.

RALPH WEBSTER, currently at the Garden, Arnolds Park, Ia., has been under the banner of the Frederick Brothers for the last two years.

FATS WALLER'S national dance tour, coming to a close on Labor Day, is approaching some sort of record for solid bookings. Fats hasn't missed a night from July 4 to August 25, and Booker Harry Moss is confident of setting solid remainder of schedule.

CLAUDE DENNY and ork open the new room at the Hotel Shawnee, Springfield, O., late in August for the Frederick Brothers office.

SOUTHLAND RHYTHM GIRLS, currently at the Open Door, Chicago, have been set to return to Jimmy Brink's Town Club, Cincinnati, after Labor Day.

LOU BLAKE and orchestra have been set by the Chicago branch of CRA for an engagement at the Chez Paree, Omaha, opening there August 5.

LOUIS PANICO, his laughing trumpet and ork opened an engagement for CRA at the Chase Hotel, St. Louis, August 6. Panico recently closed at the Ritz Gardens, Chicago.

LOU CLANCY has his 12-piece band on the Roof of the Hotel Heidelberg, Baton Rouge, La.

JOE VENUTI brought his swing band into the Hotel Peabody, Memphis, for a two weeks' engagement July 28, following Don Bestor.

BLUE STEELE and his 15-piece band opened at Casino Park, Fort Worth, for two weeks, starting July 26. Leave there for the week of August 9 and return August 17 for the rest of the summer. Handled by Bob Foster.

TED COOK and his new ork will move into the Yacht Club, Chicago, August 18, succeeding Wingy Mannone's outfit.

JOHNNY GREEN left Spokane, Wash., August 4 for Seattle, Wash., to start a tour of Washington, Oregon, Idaho and Montana.

LOUIS VOGEL, Spokane, Wash., amusement park and ballroom operator, has bulged the walls of his pavilion thrice the last month by scheduling Phil Harris, Ted Flo-Rito and Glen Gray.

BABE LOWRY and her Six Rhythm Sweethearts, all-girl combo, are in their 10th month at the Sylvan night club, Odessa, Tex.

GRIFF MORRIS and his 11 Clevelanders, who recently closed a 33-week stay at the Wagon Wheel Cafe, Akron, O., are now in their sixth week at Long Point Park, Conesus Lake, Geneseo, N. Y., where they will remain until Labor Day. Band features Eddie Red Evans, singer and guitarist.

BOB CROSBY and orchestra open a stay at the Claridge Hotel, Memphis,

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following a week of one-nighters in the Midwest.

GLEN GRAY and the Casa Loma Ork open at the Eastwood Gardens, Detroit, August 20. Booked by the Chicago R.-O.K. office.

JOHNNY GRIES and orchestra are playing nightly at the Half Moon Inn, Steubenville, O. Band is aired three times weekly thru Columbia's WWVA station.

Plaza Cafe To Reopen

PITTSBURGH, Aug. 7.—Freda Pope, long-time nitery operator here, will reopen the newly air-conditioned Plaza Cafe the end of the month. Plaza was shuttered in early June after being operated for several years by Steve Andolina and John Maganotti.

Monroe, La., Club Burns

MONROE, La., Aug. 7.—Wagon Wheel night club, formerly known as the Edgewater Club, was destroyed by fire of undetermined origin Friday with a loss of about \$12,000. No plans for rebuilding have been announced.

A Hit!

CHICAGO, Aug. 7.—The DeMarcos during their opening night at the Empire Room in the Palmer House Thursday were such a terrific showstop that they were forced to do ad lib dancing while the orchestra was broadcasting its program over the NBC chain. The patrons wouldn't let them off the floor, so they devised routines at the spur of the moment to whatever tune the Dick Gasparre Ork was playing.

Micro-Fun
CHICAGO, Aug. 7.—Pat Kilty, manager of the Longwood Cafe here, blamed Emsee Ray Wencil for rendering the club's microphone out of order during his recent engagement and deducted \$10 from his salary.
Wencil protested and filed suit thru the local AFA office.

Reviews of Acts

Gene Granese

—With—

Charles Granese and Tito Defiore

Reviewed at the Oriental Theater, Chicago. Style—Comedy. Setting—In two. Time—Ten minutes.

Gene Granese and her partners are doing the same turn with which they have been identified for years. Strange how it still manages to hold its own, getting laughs with its familiar situations and lines.

Gene opens singing *When My Dream Boat Comes Home* and is interrupted by her brother and Defiore, who do Italian dialect comedy in the audience. Finally come up for a few gags, the Granese duo finishing singing an Italian song, with Defiore helping out at the piano.

Hon.

Lotte Goslar

Reviewed at the Radio City Rainbow Room, New York. Style—Dance mimi. Setting—Floor show.

Miss Goslar, a red-haired vivid personality, made her New York debut last year in Erika Mann's *Pepper Mill Revue*. A German, she combines exquisite dancing with fine pointed satiric pantomime. Altho essentially a concert performer, she has been able to successfully adapt her work to the needs of a modern swank night club.

Offered only two numbers here, both making a solid impression, even though they are not of the applause-getting type. Her first was introduced as "personification of intoxication" and is an entrancing, gypsylike dance really catching the spirit of giddiness without degenerating into the usual acrobatic flops that seem to have become part and parcel of drunk dances. Her second is a satirical number, *The Spinster*, with Miss Goslar as a painted frowsy old gal having a terrific fling or something. It is a caustic satire well woven into flowing dance movements.

P. D.

Carl and Leone Bonner

Reviewed at the Radio City Rainbow Room, New York. Style—Singing. Setting—Floor show.

The Bonners are a refreshingly young and handsome singing team of musical comedy style. Romantic tete-a-tete duets are their specialty, altho they also offer solos.

Carl is a low tenor whose range is wide, enabling him to reach even a high C, while Leone is a lyric soprano. Individually pleasant, their voices have achieved a definite easy-to-hear blend that makes their singing so enjoyable. Offer all kinds of ditties, from pops to operetta, working close to the mike all the time. Booked in here for a couple of weeks, they are already in their 10th week and set for several more. They are now doubling between the Rainbow and the Grill rooms.

Shape up as a good bet for musical comedy.

P. D.

Texas Tommy and Baby Doll

Reviewed at the Radio City Rainbow Room, New York. Style—High-school horse. Setting—Floor show.

The first horse act to play this ultra spot—altho there have been comedy prop horse turns here—Texas Tommy and Baby Doll comprise an exceedingly entertaining turn.

A swell act any way you look at it, the pony has been prepared for night clubbing by wearing leather shoes so as not to scratch the room's floor. Thus is

eliminated one of the big objections against horse acts in night clubs. Baby Doll is a handsome brown pony that sells itself from the moment it trots onto the floor. Under the careful pacing of Tommy it ingratiates itself into the good graces of the so-called society crowd. It obeys orders from its boss, paws its answer to the queries of "how many?" and shakes its head yes or no to a raft of other questions. It also makes the rounds of the tables, identifying colors and names of wearing apparel. It's all entertaining stuff that brings lots of ohs and ahs from surprised patrons.

Texas Tommy does a fine job of pacing, hurling his questions so fast that the pony emerges as a sort of an equestrian mental marvel. A classy novelty turn.

P. D.

Toy and Wing

Reviewed at the State-Lake Theater, Chicago. Style—Dancing. Setting—In front of band. Time—Seven minutes.

Novel Oriental tap and musical comedy dance team that gives way to modern steps executed in ultra-modern manner. The boy is very personable and his partner is a capable dancer, particularly on her toes when she does a difficult step number. Open with two team tap routines, then go into individual specialties. Bracing their good finish is the male's falling split from a piano.

Hon.

Gilbert Brothers

Reviewed at the Oriental Theater, Chicago. Style—Horizontal bar and hand-balancing work. Setting—In three and one. Time—Five minutes.

Here is one of the best athletic acts around.

The two boys dispense entirely with trivial preliminaries and open with sock tricks producing solid applause. Boys open in three, doing amazing feats on a horizontal bar. Then come in one for a few outstanding hand-balancing bits. Are smooth, fast workers and an easy show-stop.

Hon.

Gene Austin

With Kandy and Koko

Reviewed at the Oriental Theater, Chicago. Style—Musical. Setting—Full stage. Time—Nine minutes.

Well-known musical trio, first popularized over the airwaves. Gene is at the piano, with the male team assisting musically on a guitar and bass. It is a pleasing act.

More comedy bits should be developed between Kandy and Koko, however, as what is on hand is highly appreciated by the audience. Austin vocalizes quite satisfactorily. At this stand did *It Looks Like Rain*, *Under the Spell of a Boo Doo Drum*, an original composition; *After You've Gone* and a medley of old favorites.

Hon.

Capt. Spiller and Seals

Reviewed at the State-Lake Theater, Chicago. Style—Seal act. Setting—In front of band. Time—Nine minutes.

This is a better-than-average seal turn because the animals are exceedingly well trained, displaying showmanship in doing the tricks required of them.

Three seals are on hand, opening with ball and umbrella balancing bits. A solid laugh at the end of most tricks is the self-applause with their own fins. For a finish one of the seals is brought to the center to do a single-fin stand. Captain Spiller is a speedy worker, losing little time between tricks.

Hon.

NIGHT CLUB

(Continued from page 19)

cracking and rope tossing act by Larry Swain, late of the 101 Ranch. Music is furnished by Sid Applegate and orchestra. W. H. McMahon.

Showboat "Mandalay," N. Y.

One of the few showboats left in New York waters—the number dropped sharply from last year's high until now there are only three still running—the Mandalay, making several round trips a day between Atlantic Highlands, N. J., and the Battery, is doing everything possible to boost business. With special attractions usually held to the evening run, Mondays feature a country store, Tuesdays an amateur night and Thursdays a bank night. This reporter's

luck held out nicely; he went on a Wednesday.

Shows start on Wednesday of each week and are changed weekly. This one, billed as *Roy Dower's Showboat Revue*, uncorked a surprising amount of talent, and shaped up as a nice layout, particularly under the almost sea-going conditions. The show is presented on a huge, bleak, linoleum-covered floor that is open on all sides to the Atlantic breeze, with the rolling of the boat doing nothing at all to help some of the acts.

Layout opens with a brief but sock competitive hoofing bit from a couple of lads who bill themselves as Ralph and Teddy, and who later return for a knockabout session that is fast and enthusiastic. George Rowland, with a really excellent juggling and balancing act, follows. He has some ace tricks, pleasantly offered—and he socked over despite the rolling of the boat, which must have made some of the balancing stunts twice as difficult as they would have been on a stage. He rated the hand he received—and more.

There is more dancing from Betty Rowland, billed as an extra star attraction from the Moulin Rouge, Paris. She does a cute enough hotcha song-and-dance in abbreviated costume, later returning for a kid number. Her efforts were mild at best.

A bit of the old-time music hall was offered by William Tuck, a contortionist—but a contortionist—who built up the act with a few tricks from Trix, a straight-haired fox terrier. But the real sock and surprise of the evening came from the vocalist, Elvira Helah. Miss Helah's voice still needs plenty of work—strengthening of the lower register would probably also smooth out the high ones—and she could very easily dispense with the super-operative motions she uses. Starting with a poor choice, *Il Baccio*, essentially a coloratura number for which she lacked the necessary lightness, she socked over with *When Irish Eyes Are Smiling*. It's a real voice—with polishing it should be a truly fine voice—and when she adds a bit of stage presence Miss Helah should be a good head and shoulders—and then some—above the so-called singers one hears in the big presentation houses.

The show is badly played by Freddie Slichman and his orchestra, who also furnish music for dancing. They do the stuff this sort of crowd likes for its hopping around, but their lack of coordination with the acts was inexcusable.

Eugene Burr.

Palace Hotel Rose Room Bowl, San Francisco

No spot in all San Francisco is more closely interwoven with the history of the city's night life than the Rose Room Bowl.

Adolph, the genial head waiter, who has been with the hotel for 22 years, has seen many bands come and go and has observed the fads and fancies in dancing and night-time entertainment that draw the crowds here and there, but, he says, they will ultimately stick to the place that has class, good taste, good music and, above all else, good food. That is why, season after season, the Rose Room Bowl does good business and draws a clientele made up mostly of substantial citizens and good spenders.

Just now Paul Pendarvis and band are playing, with entertainment and songs by Joey Rardin and Eddie Scope. There is no floor show. Thursday night is Derby Night and young Negro boys put on a horse race game that has the patrons in an uproar. Prizes are given, bets are made and a fine buffet supper is served. This night is the only departure from the conventional. Friday is college night with covers down to 50 cents. Usually 75 cents. One dollar on Saturday.

The room seats 425, but the hotel is so arranged that three adjoining rooms can be opened, and often are, to make a capacity of 2,800. This capacity is taxed on New Year's, Big Game Night, etc.

The food, supervised by Chef Roamer, is as fine as can be had. At times some of the waiters are not as pleasant as they might be. This, however, is no discredit to the room.

Pat Kelly.



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Pat Kelly.

BAA - HIRST SPLIT LOOMS

Indie Circuit May Avoid BAA Agreement for the New Season

N. Y. situation key to muddle—Hirst units flexible to meet local censorships thruout the country—vaude-burly confusion wedge for split excuse

NEW YORK, Aug. 9.—An open break between the Issy Hirst interests and the Burlesque Artists' Association seems imminent. Hirst hints that he does not intend to deal with the BAA this year, pointing out that he doesn't want to be "caught in the middle" in a jurisdictional dispute between unions—referring, obviously, to the BAA and the American Federation of Actors. Hirst claims union friction would arise when out-of-town shows come into this city, as the local houses are not permitted to run "burlesque" and are now under the AFA jurisdiction. Altho declining to say definitely whether he will attempt to buck the BAA out of town, Hirst and his group have not veiled their opposition to Tom Phillips, BAA president. The BAA, meanwhile, is marking time, hoping that the local censorship situation will change and thus enable it to regain its key strength.

Fourteen local houses ran burlesque last season, giving employment to about 500 BAA members each week. A good portion of this 500 will be compelled to join touring units for the new season, possibly creating an oversupply of talent—especially if more vaude talent is used than ever before. If the local situation does not swing in favor of the BAA, the BAA's existence next season will depend upon its ability to police out-of-town houses and maintain the loyalty of its traveling membership. The indie circuit, being the biggest employer at the moment, naturally becomes the key in the BAA's fight to maintain its strength.

The BAA's postponed annual election will be held Saturday. Phillips and the official ticket of officers are not being opposed and will undoubtedly be re-elected.

Flexible units that can adapt themselves to local censorship conditions will undoubtedly dominate the new season. Louisville and Rochester, for example, will get the Hirst shows without the burlesque label. The shows will probably get a good scrubbing before hitting those towns. This further complicates the BAA-Hirst situation, as who is now to decide when a show is burlesque and when it is not?

The situation will undoubtedly come to a head when the first Hirst units start touring the circuit.

BAA Collects Salaries

BRIDGEPORT, Conn., Aug. 7.—Burlesque Artists' Association this week won and collected a judgment from the Lyric Theater here, operated by the Frank Ilo Corporation. The house allegedly failed to pay off the cast of one of the Hirst shows a few months ago. Twenty-two people collected a total sum of more than \$400, thru the BAA court victory.

Burly Briefs

CHICAGO BRIEFS: Milt Schuster is back from Kansas City, where he lined up specialties for Indie Circuit shows. . . . Before his trip he placed Charmaine and Dean Lee into the Casino, Toronto; J. B. Hamp and Gertrude Berk and Russell LaVallee into the Roxy, Cleveland; Leona Thurston into the Avenue, Detroit, and Georgia Clyne into the Rialto here. . . . Matt Kolb, producer, was a visitor last week. . . . Mary Sunde opens a two-week engagement at the Casino, Toronto, August 29. . . . George Pronath, producer, back from a fortnight's stay in Detroit, where he produced two shows at the Michigan Theater.

NAT MORTAN, after taking it easy at Red Bank, N. J., left New York last week for a month in Miami as the guest of Annette. . . . Jack Beck has returned from an Atlantic City vacation, where he lost 30 pounds. He looks like a juvenile now. . . . Billy Watson writes

HAROLD MINSKY and sister, Sylvia, sailed on the Ile de France from New York July 29 for a pleasure tour thru France, Italy and Northern Africa. Expect to return about September 15.

HOWARD (COO COO) MORRISSEY, comic, is now a 10-people unit producer for the Embassy Theater, Westchester, N. Y. Opened July 30.

JEANNE PARDOU is at the Paddock Club; Margie Kelly, at the Nomad, and Ruth Donald, at the Burl-Esquire, Atlantic City.

RAY McCRABB, former manager of Columbia and other wheel shows, now electrician in a Cincinnati movie house, was a New York visitor recently. Nellie (Mrs. McCrabb) and sister, Emily, once (See U-NOTES on page 28)

U-Notes

By UNO

Not Much Change

NEW YORK, Aug. 7.—The two former burly spots now running "Follies" shows are using every device imaginable to hold on to their old patronage.

The Ettinge has big frames reading "Bigger and Better Than Any BURLESQUE Show Ever Produced"—with the word burlesque in very large letters.

The Apollo's barker slings out terrific spels that sound like this: "It's stupendous and tremendous and volcanic and dynamic." The lobby slogans include such choice adjectives as "racy, spicy, follies, jumbo stage hit, smash girl revue."

Casino, Pitts, Opens Sept. 6

PITTSBURGH, Aug. 7.—Vaude-sque will make its bow at the Casino with a midnight show September 6, owner George Jaffe stated today, with an Izzy Hirst show produced here and including a line of Pittsburgh chorines, imported comedians and at least three other acts.

Four-a-day, similar to last year's burlesque runs, with a new midnight show every Sunday, will bring at least a trio of vaude acts and three new scenes each week, Manager Ben Jaffe, George's son, added. Plans are yet uncertain about the strip tease.

New seats, 625 of them, are being installed on the first floor by the American Seating Company, and the entire theater is being renovated.

After the opener shows will be brought to the Casino from either Cleveland or Toledo and go from here probably to Baltimore as part of the 24-city Hirst circuit. Similarly to last year, Ben Jaffe and his publicity manager, Frank Shenkel, will view each incoming unit the week before wherever it is playing.

Burlesque Reviews

Globe, Atlantic City

(Reviewed Friday Afternoon, August 6)

Burlesque and musical show operators should keep their eyes on the Globe Theater, where an interesting experiment is taking place under the direction of Joseph Quittner. Keeping the burly idea for a base, Quittner, who believes that a new-type show with mass appeal can be created, combining the best features of both burly and musical comedy, has rounded together a tuneful and snappy bit of entertainment in his *Too Hot for Paris*. It is staged by Paul Morokoff in two acts and 22 scenes. Comedy is di-

rected by Al Golden, who, however, does not appear in the production.

Opening is a *Chasing Shadows* number by chorus, Barbara Doane, June Marshall, Eileen Dale and Thelma Carleton appearing in a beauty revue with the show-girls. Show serves to reintroduce to local audiences Peanuts Bohn, who made such a hit last season, and Bert Carr. Their first big comedy piece is *The Courtroom*, with Bohn, as the judge, finally being accused of the crime for which he is trying two others. Bohn does his best piece of the show in this scene.

Follows a *Garden of Beautiful Girls* done up in a gorgeous setting. Leon Leonidoff does the vocals in a pleasing manner, showing up much better than on his opening. This is his first try at burlesque.

Carleton and Miller, dancers, appeared next and clicked in a show-stopping manner. Billy Hagen, Lew Denny and Eileen Dale have a hospital comedy bit, with a fadeout to a devil dance number which showed plenty of imagination in the staging. Leonidoff lends himself to comedy in the next scene, supporting Peanuts Bohn and Miss Dale. Incidentally, one of the hardest working people in the show is the Dale girl, who appears in all of the comedy scenes besides doing a couple of specialties.

A *Gypsy Rhapsody* brings Thelma Carleton in for a dance and Leonidoff for a rendition of Herbert's *Gypsy Sweetheart*. The Rexfords, of vaudeville, go thru their acrobatic routine, ending with a single chair-stand, which is sold to good advantage.

Second half has a *Peaches and Blue Satin* opening, bringing in the chorus, Dale, Doane, Marshall and Lew Denny. Costuming at this point reaches its height in splendor. The nearest thing to a strip comes with June Marshall and girls in a special dance number. However, their throw-off cannot be actually (See BURLESQUE REVIEW page 29)

Hirst Units Open Aug. 20

Play down strippers—vaude comics signed—circuit personnel lined up

NEW YORK, Aug. 7.—The Issy Hirst indie burlesque circuit seems all set to get going week of August 20, when the Rialto, Chicago, and the Gayety, Milwaukee, get their first show. The Troc, Philadelphia, and the Palace, Buffalo, joined the circuit this week, making 18 houses definitely set, with the Pennsylvania one-nighters and some other spots expected to bring the circuit up to around 25 weeks by the time the season is in full swing. A lot depends, of course, on censorship conditions thruout the country and especially in this city. To meet this, Hirst has been booking more vaude talent than ever before and giving the units more of the revue touch. Use of strippers seems to be a headache and it appears that Hirst is not as yet sure whether to set them with the unit shows or leave them out and let the individual theaters spot book them if they wish.

The Chicago show opening August 20 will have Bob Ferguson, Mary Murray, George Lewis, Gwen Miller, Crystal Cook, Franklyn Hopkins and Dorothy and Rella, with Freddie Clark staging. The Milwaukee opening show will have Joe Forte, Bozo Snyder, Jack Lamont, Herman Furth, Inez Marvin, Rita DeVere, Euel Ratliffe and Wanda Kay. Phil Rosenberg, who is doing the booking, says six more units will be set by next week. Auditions for principals and vaude talent are being held Tuesday evenings at 7 o'clock at the Hotel America.

(See HIRST UNITS on page 26)

Roxy, Toronto, Revamped; Opens Aug. 15 With Stock

NEW YORK, Aug. 7.—Lou Appleby, of Toronto, visited here this week and tells of the complete remodeling of his Roxy Theater, which changes its name to the Broadway. Will have, he says, when completed, the largest electric sign in Canada, all new seats, a complete cooling system, even to the dressing rooms, and many other improvements. House opens August 15 with burlesque stock.

Principals include Joe DeRita, Frank Scannell, Billy Foster, Danny Morton, Danny Jacobs, Wilma Horner, Eleanor Cody, Phyllis Vaughn and Gladys Clark. Chorus of 12 will be produced in routines by Paul Morokoff. Syd Winston to be the leader of a larger ork.

Changes in Detroit

DETROIT, Aug. 7.—Changes in cast at Clamage & Rothstein's Avenue Theater have brought practically an entire new cast to the house, including Jack Greenman, Romayne, Jade Rjodara, Bee Baxter, Mlle. Thurston, Elaine Sparks, Jack O'Malley, Sid Gold and Meggs Lexing. Sid Gold continues on bit production, with Lillian Hunt as number producer.

At the National Theater, Manager Dave King is bringing in Sonny Lovette to open Sunday night. King confirmed report that the National will again operate as a three-way circuit opening about Labor Day, with the New Broadway, Toronto, and the Palace, Buffalo, as the other two units.

Secretary for 15 Years

CHICAGO, Aug. 7.—Another veteran in the office of Milt Schuster, who is celebrating his 40th anniversary in show business this week, is his secretary, Frances Abrams. Milt's Girl Friday has been assisting in the booking of burly acts for the 15th consecutive year.

Milton Schuster --- Forty Years of Progress

CHICAGO, Aug. 7.—A modest soft-spoken Cincinnati who at the age of 13 traded his high-school classes for an usher's job at the People's Theater in the Queen City, the initial step in his climb to position of the top-ranking burlesque booker in the country, is quietly celebrating his 40th anniversary in show business.

Milton Schuster is his name.

And the only telltale of this occasion in his office is the empty spot on one of the walls made by the removal of his old picture which you see reproduced on this page. For Milt, as he is affectionately called by hundreds of his friends, has little time for pomp and ceremony. He would rather talk about a good specialty prospect for the Independent Circuit this coming season than boast of the hardships he has faced and defeated during his four decades in the theater.

Back in 1898 after a session of aisle walking at People's in Cincinnati, Heuck

& Fennessy, operators of the house, promoted him to the post of assistant treasurer. But the lure of the stage, developed while an usher, was more than he could resist. In his spare time he would join amateur night contests and win prizes with his Hebrew character and dialect.

At the turn of the century he returned to his former bosses as a full-fledged performer in the Heuck & Fennessy *Ramblers Show*. He toured all season with the Burke Brothers, leading burly comedians of the day. The following year he hooked up with Irwin's *Majestic Burlesquers*, playing with the Burke boys once more. When the latter act split he joined Charlie Burke, one of the two brothers, and Grace LaRue and together held a prominent spot in the *Bohemian Burlesquers*, which invaded the leading burly houses in 1904-'05.

The following season introduced Milton as a featured burlesque comedian in Harry Koster's *Hi-Flyers*, which he describes as a one-night-stand turkey show. The production, however, afforded him the opportunity to fully develop his act and build himself a reputation in the field. The next year saw him in Tom Sullivan's *Moulin Rouge Girls' Revue*, which he left in the middle of the tour to break into vaudeville with Florence Cole. He made his first vaude appearance at the Northbeach Casino, New York, booked in thru Louis Redelsheimer. During that engagement, incidentally, he befriended Al Jolson, a struggling performer, with whom he shared rooming-house quarters.

In another season he left the vaude circuits to join a partnership with Frank Kelley, a comedian, and produce a show which was billed as the Kelley-Schuster Musical Comedy Company. This was one of the pioneer tab shows in the country, carried a staff of 10 people and the total investment in wardrobe and scenery amounted to \$90. Played dozens of Southern towns, both Schuster and Kelley doubling as comedians after finishing their front-of-house duties.

A little profit at the end of the season enabled the partners to enlarge the company. The partnership was joined by Ned Alvord, then a booker and now Billy Rose's press agent in Fort Worth, and

the combined efforts resulted in a 25-people revue which played some 20 weeks for the Western Vaudeville Association in Midwest territory.

When Frank Kelley left the company after a three-year association Menlo Moore, a vaudeville producer, and Col. J. L. Davis, Chicago agent, formed a new partnership with Schuster and Alvord and produced musical comedies for the road. Moore and Alvord retired within a year, and Schuster with Colonel Davis continued to put out shows for another half a decade, during which Milton was the featured comedian. For two seasons he worked with Billy House, who was brought in from Texas and developed into a funster.

The year 1920 was a memorable one for our burlesque notable. It marked the end of his career on the stage and the beginning of his position as a full-time booker. He opened an office on Randolph street here (which he is still occupying) in conjunction with Colonel Davis and Larry Hyatt, Chicago booker, and placed tabs for a season of almost 40 consecutive weeks. In two years he was the sole operator of the office. Colonel Davis and Hyatt selling out their interests to Milton.

He turned to the burlesque business, which he loved best, and has been continuing to supply people for burly houses ever since. He has witnessed the birth of the tease stripper, the change in comedy trend, burly's rise in popularity and its gradual decline in the last few seasons.

He fights for decency in the field, a stand which has increased his accounts in the Midwest and boosted his list of loyal supporters.

Among those who secured one of their

early jobs thru his office are Gypsy Rose Lee, Ada Leonard, June St. Clair, Richard (Red) Skelton, Mary Sunde, Bozo Snyder, Billy Watson and many others.

He is now the Western representative for the Independent Burlesque Circuit and is personally booking more burlesque acts at this time than any other booker in the country.

Lives in Long Lake, Ill., 45 miles from Chicago, and is a daily commuter between home and office. His lone hobby is baseball.



In his early days in the business.



As he appears today.

Endurance Shows

Brennan Contest In Final Stages

HUTCHINSON, Kan., Aug. 7.—Mickey Brennan's Derby Show, being presented at Convention Hall here under auspices of the Lyle Rishel Post, American Legion, is in its final stages after 960 hours, with two couples and one solo remaining.

Battling it out for the \$1,500 prize money are "Rubber-Legs" Martin and Irene Carter, Earl Clark and Jackie Anderson and the solo lad, Eddie Anderson. Contest opened with 25 couples.

Show has been enjoying a good box-office play since the opening. Duke Hall is chief mike man, and Hal Brown and Benny Leonard are the emcees. Mickey Brennan is pulling 1,000 boos a night with his sour-puss tactics.

Tommy Greenhouse is day floor judge; Dean Hardy and Jack O. Rourke, trainers; Millie Handy, nurse. Red Welch

and his Derby Show Swingsters furnished the melodies.

DUFFY TARANTINO and Tillie Sweet are now walking in the George W. Pughe show in Kansas City, Mo.

KEN HERRON infos that he's now playing at the Sky Harbor Supper Club, Asheville, N. C.

MAURICE EARL INMAN is emceeing with the Brady show at Tompkinsville, Staten Island, N. Y.

BILL ROSS, well-known contestant and floor judge, who was critically injured by a hit-and-skip driver near Akron, O., six weeks ago, has left the hospital and is en route to Atlantic City to see George Ruty about entering his show. The various employees and concessioners at Summit Beach Park, Akron, where Bill was employed before the accident, took up a collection to send him east.

BETTY AND RAY STEPHENSON postal from Peoria, Ill., that they have been working there since last summer, when the endurance show left. They are anxious to know what has become of Messrs. Hayden and Ross. "The people here are looking for a real show, as good (See ENDURANCE SHOWS on page 26)

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DEAR MILT:

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Here's hoping you have 40 years more.

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Your Pal,
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Outdoor Opera Draws 40,000

First week's draw at N. Y. Randalls Island—despite handicaps—Gallo, Shubert

NEW YORK, Aug. 7.—The second season of outdoor operettas at the municipal stadium in Randalls Island here drew 40,000 for six performances of *The Student Prince* last week. The second week of the Fortune Gallo-Shubert venture brought a revival of the 25-year-old Rudolph Friml-Otto Harbach operetta, *The Firefly*. The Tuesday opening drew 6,000, with 4,000 seats empty. With lack of sufficient parking space and the noise of near-by river craft and Triboro bridge traffic still a headache, it is doubtful whether the season can clear a profit, however.

When the stadium is made more accessible, it is quite probable that the operetta season here can be made into a money proposition. Current scale is 25, 55 cents and \$1.10. The city has installed a huge movable stage out on the field and facing the semi-circular concrete stadium. A huge fountain separates the stage from the stadium and is used for special effects. The big distance from the stage to the stadium makes projection of personality almost impossible, so that the show clicks only when the singing is coming over clearly or when the actors are either in an actionful situation or are grouped in some spectacle scene.

A Fokine ballet is being used after the first act of each production, current being *Scheherazade*, a lively, colorful spectacle perfect for stage setup here. The Santa Lucia Quintet entertains between acts, offering excellent singing of operatic arias.

As for *The Firefly* itself, it was a so-so affair, despite the bringing up to date of the book and the modernizing of the dance routines and comedy bits. *The Love Is Like a Firefly* number, for example, has been built up with a production dance that has the girls dancing around the sprinkling fountain with lighted bulbs in their hair. Topical gags have been inserted and there's even the De Trop scene jazzed up to include bumps. George Dobbs, Jack Whittridge (See PHILLY BROAD ST. on page 26)

Philly Broad St. Theater May Go

PHILADELPHIA, Aug. 7.—The city, thru Mayor S. Davis Wilson, filed suit Tuesday to set aside an order to demolish the Broad Street Theater, the latest of the legit landmarks to go the way of a parking lot. The city claims the theater owes back taxes for several years amounting to \$143,000 and avers that demolition of the building would destroy its equity in the lien on the property for taxes.

Beginning as a lavishly decorated Moorish palace known as Kirafly's Alhambra, the Broad Street Theater was built hurriedly as a show place for the Centennial Exhibition in 1876 by the Kirafly Brothers, who came here from Budapest to produce Verne's *Around the World in 80 Days*.

WATCH FOR
The Young Actor's Apprenticeship
By Blanche Yurka
in the
FALL SPECIAL NO. of THE BILLBOARD
Dated August 28
Issued August 24

From Out Front

By EUGENE BURR



EUGENE BURR

Vacations, heat, inertia, work on *The Billboard Index of the New York Legitimate Stage* and various other matters have kept me from commenting until now upon the second and third issues of the *One Act Play Magazine*, the publication which was started by William Kozlenko in the late spring, amid hosannas from this department and from various other commentators who conceived the theater as something more than a series of shows on Broadway.

When the first issue appeared, it more than measured up to expectations. The second and third issues, tho they fall somewhat beneath the general level set by the first, are still excellent jobs—attractive, interesting, provocative and entertaining. It is to be sincerely hoped that Mr. Kozlenko keeps up the good work. Continuing with its policy of printing the text of several short dramas in each issue, the magazine has maintained a generally high standard. The second issue was notable chiefly for the play written by the magazine's editor, a powerful and excellent drama that is now being filmed for European distribution. As for the third issue, the general level is unbroken—either way. Instead of the usual four printed dramas there are five, with Langston Hughes' *Soul Gone Home* showing a good idea very badly worked out, and with N. K. Smith's *Budge, Budge Not* offering a great deal of charm in both idea and writing. Other playwrights represented are Felix Fair, Jean Jacques Bernard and J. Niggl. Also in the third issue is a long critical article by John W. Gassner, formerly head man of the now defunct *New Theater Magazine*. It is a thoroughly amusing article—but not amusing in either the way it was intended or the way that will do *One Act Play Magazine* most good.

Following out the insistently social predilections of *New Theater*, it attacks (and the word "attacks" is used advisedly) the past season from the point of view of the social context of its plays. Some of the results are highly amusing, some merely bewildering and a few downright silly. Additional amusement may be had on occasion from wondering just what Mr. Gassner means by some of his pronouncements—and from wondering whether he himself knows.

In speaking of *High Tor* (his low opinion of which I enthusiastically share, but for very different reasons) he says it is "literary and theatrical in the debased sense"—a meaningless phrase which, when you boil it down, is nothing more than a flat contradiction in terms. He says it is "sentimental rather than incisive," evidently feeling that that statement is a condemnation—when, as a matter of fact, it is nothing of the sort, since Mr. Maxwell Anderson, the author, obviously set out to write a sentimental rather than an incisive play. And then he says Mr. Anderson's "orientation was the seat of the trouble." That phrase is a perfect example of the pat mumbo-jumbo that makes so much of our current so-called critical writing seem ridiculous.

Reading on, one gathers that Mr. Anderson's faulty orientation was either caused by or expressed by the fact that he held out as his symbol of revolt against modern mechanized civilization Van Dorn's fight to retain his mountain top, and "by concentrating on the sale of a mountain, a patently negligible and artificial situation so long as the real sufferings of the world were elided, Mr. Anderson strained at a gnat." In that remark Mr. Gassner tacitly states that *High Tor* was something less than a perfect play simply because it didn't happen to be about those things that he (Mr. Gassner) thinks plays should be about—that *High Tor* was a bad play because it told of a fight to retain natural beauty (exemplified by the mountain peak) rather than of a fight against whatever it is that Mr. Gassner feels are "the real sufferings of the world." To my naive mind, that hardly seems like criticism at all. It is like saying, for example, that *Yellow Jack* was a bad play because it dealt with the fight against typhoid fever rather than the fight against the more widespread scourge of tuberculosis.

It seems pretty silly to me. Pressing home his point, Mr. Gassner continues: "Van Dorn's penchant is for a hermitage of his own, but his drama then becomes highly specialized, without relevance to our life except to the degree to which it represents a vagrant mood which we all share." This, of course, is perfectly true. But the point is that it is supposed to damn the drama, whereas for the life of me I can't see that it has any connection whatsoever with a criticism of the play as a play. "Moreover," continues Mr. Gassner, "skulking in the mountains is one way of leaving the world exactly as it is, one form of acceptance of the order of things." So it is. So what? In my pedestrian mind, which is obviously unable to keep up with the rapid strides of social-minded criticism, I see in all of this only an insistence that all plays, even including would-be poetic fantasies, must contain the subject-matter considered important by the individual critic.

I can't for the life of me feel that that constitutes valid criticism—or even any sort of criticism at all. It seems simply the expression of a personal bias brought arbitrarily into the defenseless province of the arts. As an expression of a personal bias it is interesting—just as descriptions of psychopathic cases may be interesting—but to have it regarded as dramatic criticism seems to me to be unfortunate in the extreme.

As an example of the incessant rigmarole that clogs the work of Mr. Gassner and others of his school, I quote the section wherein he finishes with and dismisses *High Tor*: "The playwright's obdurate romanticism in the play confused men with ghosts. The oblique approach to contemporary realities celebrated a Pyrrhic victory in *High Tor*." Humbly I admit that I am as yet uninitiated in the mysteries of New Art; humbly I admit that those stirring phrases seem to me to be merely self-conscious poppycock, critical quackery and pretentious cant.

The viewpoint that criticizes a play because it fails to include the social content dear to the individual reviewer continues thruout Mr. Gassner's article. In a discussion of Mr. Anderson's *The Masque of Kings* it comes out even more clearly. "Since revolution and dictatorship," says Mr. Gassner, "are problems of immediate import, the play had significance."

The implication is inescapable and clear: only those plays are significant that contain problems of immediate import. If Mr. Gassner didn't mean to say that tacitly, then he wasn't saying anything at all. And at that I can only wring ineffectual hands. For, to my shame and dismay, I find myself placing at the very top of the dramatic heap a number of plays that contain no conceivable problems of immediate import—such therefore insignificant dramas as *Hamlet*, *All for Love*, *Macbeth*, *Cyrano de Bergerac*, *King Lear* and *The Way of the World*.

The out-and-out cant to which such a "critical" attitude as Mr. Gassner's inevitably tends is beautifully exemplified in his discussion of Mr. Anderson's third play of the season, *The Wingless Victory*. In speaking of (and wholeheartedly damning) the chief character, he says: "Operationally noble and rhetorical, speaking pure Shakespeare and thinking Spinoza, Oparre was a celluloid heroine."

I'm sorry, but I don't think that that makes sense. It's my quaint idea that any heroine who manages to "think Spinoza" is well above the common ruck—and that any heroine who manages to speak pure Shakespeare is a heroine greater and finer than any we have had since Shakespeare himself joined his ancestors within the dark abode of death. Even I (the one reviewer I know who liked the play immensely) never dared give it such high praise as that.

One more quotation and I'm thru. This one concerns that rollicking, kind- (See FROM OUT FRONT on opposite page)

Summer Theater Reviews

"Horse Tale"

POST ROAD THEATER
(Madison, Conn.)

A new farce comedy by Alladine Bell, produced by Rodney Compton, for one week starting August 2. Staged by Brace Conning. Settings by L. L. Goldwasser.

Cast: Belle Hardwick, Elizabeth Kimball, Parley Haskin, Frederick Smith, Jeff Lethcote, G. Albert Smith, Bilker Hardwick, John Maroney, Skeezis, Billy Whitaker, Reed Herring, Olive Tremellan, Dorothea Love, Rose Tremellan, Marion Conway, Sheriff Joe Tripp, Jeremy Bowman, Oscar McGowan, Frank Harvey, George Jackson, Robert Lindsay, Andy Evans, James Furness.

The Post Road Players premiered a new play by Alladine Bell titled *Horse Tale*, second by the youthful Utah playwright who came east to see this production. Play will have to be rewritten before it is presented on Broadway. It needs more humor to get the enthusiastic audience reaction so necessary to a farce. Settings and lighting effects good. The trial scene, with Jeremy Bowman as the sheriff, proved entertaining. This took place in the third act. The play started slowly, gained more action in the second act, and closed with better sequences in the third.

The action takes place in the Harwick general store of Dromedary, Utah; then shifts to two of the small townies' shacks, and thence back to the store in its settings for the main plot, which concerns rustling of the town's horses.

Members of the cast outstanding included G. Albert Smith, as Jeff; Frederick Smith, as Parley; Jeremy Bowman, as Sheriff Tripp; Dorothea Love, as Olive; Marion Carroll Conway, as Rose; John Maroney, as Bilker Hardwick; also Elizabeth Kimball, Reed Herring, Frank Harvey, Robert Lindsay and James Furness. A. T. Colavolpe.

"Apron String Revolt"

DEPARTMENT OF DRAMA, CARNEGIE INSTITUTE OF TECHNOLOGY
(Pittsburgh)

Three-act comedy by Dorothy R. Stewart. Directed by Chester M. Wallace and Elizabeth Schrader. Settings by George Kimberly. Assistant technical director, Gino Conte.

Cast: Elizabeth Schar, Elizabeth Kelly, Margaret Witherup, Margaret Smith, Sydney Magldson, Margaret Herr, John MacKercher, Harry Schofield, Robert Oxley, Peter Crocco, Margaret Hugh, Charles Philhour and Herbert Browar, with Jean L. Frost, Virginia Irwin and Jane Bennetts double-cast.

Tale of a pretty but hysterical widow and her adolescent son who both find romance after a series of events common to almost all families in America, with sparkling lines and even a smack of mystery, this author's first play is top-notch material for small-town theaters, amateur Theatricals and high schools, yet paradoxically also potentially crack fare for a highly entertaining program movie built on the order of *The Jones Family*.

Plot: Mrs. Elizabeth Holt (Elizabeth Schar) is a widow who flutters about everything in her home, especially her 16-year-old son, David (Sydney Magldson, ex-night club entertainer turned drama student). Into their lives comes Annabelle Madden (Elizabeth Kelly), Mrs. Holt's worldly-wise friend, and Henry Fenstermacher (John MacKercher), aviator, who volunteers to coach the high school football team of which David is star. Then complications. At the end everybody is happy.

Played in a single living-room interior

BROADWAY RUNS

Performances to August 7, inclusive.

Dramatic	Opened	Perf.
Brother Rat (Biltmore)	Dec. 16	274
Having Wonderful Time (Lyceum)	Feb. 10	195
Room Service (Court)	May 10	94
Tobacco Road (Forrest)	Dec. 14	1572
Tovarich (Plymouth)	Oct. 15	335
You Can't Take It With You (Booth)	Dec. 14	275
Women, The (Barrymore)	Dec. 26	260
Yes, My Darling Daughter (Playhouse)	Feb. 9	205

Musical Comedy

Babea In Arms (Shubert)	Apr. 14	138
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neatly executed by Tech's technical director, Kimberly, the show for flickers owns hundreds of scenic possibilities merely mentioned in the stage script, such as a football game, the jail, prom night, aviation fields, the corner grocery, newspaper offices, radio stations and the like which cinemen love to magnify.

Roles in the play are almost all naturals for characters from ingenuae and charmingly mature women to policemen, juveniles and the omnipresent family maid.

Chief asset of the opus is not its simple plot, however well received by the audience because it has a counterpart in every home, nor its characters seen daily on every street, but the light lines that kept the customers alternating between giggles and belly laughs.

Morton Frank.

"Love My Dog"

(INN THEATER)

East Jaffrey, N. H.

World premiere of this three-act comedy, by Betty Pierce and Lorraine Miller, presented by the Actor-Associates, opened July 29 for four days at the Inn Theater. William Patridge, director; Fritz Eisenmann, assistant director.

Cast: Betty Pierce, Lorraine Miller, Judith Elliott, Fritz Eisenmann, Emery Battis, Russell Curry, Robert Dumont, Gordon MacLeod, Floyd Rumney, Edward Hale, Virginia Rice, John Bell.

The comedy concerns the antics of a typical family, where the missus is the type of witted female who goes big for royalty and attaches herself to a bogus Russian nobleman, Zobo, a medium-magician, who sets her "inner fire" ablaze again, something that her husband (Eisenmann) had forgotten long ago.

Act I centers around the mysteriousness of Zobo. The climax comes and the curtain folds when the new butler drops a tray of food as he orbs Zobo (Emery Battis).

During the third act the butler, in a private talk with Zobo, divulges the "secret." Zobo, it is learned, is a fake, and he is the husband of Maggie, sister of the butler. Zobo, whose real name is Bozo Pasquale, only married Maggie so that she wouldn't bother him any more.

The seriousness with which Sara Armstrong (Judith Elliott) takes Zobo—there's romance for her when he calls her Zara—troubles her daughters, Norma and Sally (Betty Pierce and Lorraine Miller), to the extent they decide to play up to Zobo and make him so confused that he'll leave and the tranquillity of the homestead restored. But mother's inner fire is roaring and after a spat with her hubby, she leaves for a midnight ride with Zobo that ends in jail. Son Gregory (Floyd Rumney) bails them out. Mother can't stand it all and she is still bent on leaving, till hubby tells her who Zobo really is. Then she has a quick change of mind, Norma leaves for New York with her boy friend-actor, Charles Bonne (Russell Curry), and brother Gregory (Floyd Rumney), a budding playwright.

The piece travels on a level-headed keel, but it isn't legitimate fare. It is

News of Summer Theater Shows Thruout the Country

Maryverne Jones this week produces *The Good Fairy* at her Starlight Theater, Pawling, N. Y. Lead will be played by Arden Young, supported by Starr West, John Barclay, Teddy Jones, Clement O'Loughlin and Miriam Battista.

Abingdon's Barter Theater will see the first performance anywhere of a new play, *Alice*, August 12. Play was authored by John Cromwell and William Kilcullen. Robert Porterfield will stage the production with Cromwell's assistance. Leading roles will be played by Gary Mohr, Darthy Hinkley, Maud Scheerer, Ford Bowman, Katherine Raht and Francis Stringfellow. Hugh Fettis designed the settings.

As its last play of the current season at Brattleboro, Vt., the Brattleboro Theater is producing *The Sea Gull* from August 10 thru August 14. After that the company moves on to Dorset, Vt., and, sponsored by the Dorset Players, will present a repertory including *The Front Page* (August 16-17), *The Sea Gull* (August 18-19) and *Sweeney Todd, the Demon Barber of Fleet Street* (August 20-21).

Guy Palmerton Players will present *The Truth Game* for one week, starting August 9, at the Lake Whalom Theater, Fitchburg, Mass. Frank Lyon and Grace Carney play the leads, with Nancy Duncan, Robert Perry and others supporting.

Last week the Newport Casino Theater, Newport, R. I., offered *The Vinegar Tree*, with Leona Powers starred and Philip Tonge featured. Supporting cast was Edgar Kent, Bettina Cerf, Valentine Vernon, Franklin Gray and Charles Trexler. Beginning August 10, Tonio Selwart returns to Newport to star in *Autumn*.

good, however, for summer theater and rental by amateur groups and high-school players. Script can stand some character comedy dialog.

It might be okeh for pictures (Paramount has already written the girls), and if so, the characters cast will carry it along.

Judith Elliott is tops and MacLeod rates equally high. Characterizations were so good that one could actually see Alice Brady and Mickey Rooney of the screen as Judith Elliott and MacLeod. Anne Shirley would do for Miss Rice. Zobo might be portrayed by Alan Mowbray. Adequately entertaining, altho the piece is conventional stuff.

Only inkling of any dog thruout, is the butler's denunciation of Zobo as a lap-dog to women. Maybe it has something with the saying, interpreted by Sara's actions, of *Love Me, Love My Dog*. Sidney J. Paine.

Crocus, with Doris Dalton, Esther Mitchell, Elizabeth Dean Farrar, Franklin Gray, Edgar Kent, Bettina Cerf, Lois Bolton, Charles Trexler, Hathaway Kale, Valentine Vernon and Roberta Barrett. Agnes Morgan will stage the production, and Emeline Clark Roche will design the settings.

Studio Players will present *Call It a Day* as their third production of the season at Guild Hall, East Hampton, L. I., August 13 and 14. Harold Van Kirk directs the play, and Lemuel Ayers has designed original settings.

Henry Fonda, who got his start at the Westchester Playhouse, Mt. Kisco, N. Y., returns to the bucolic fold this week to appear in Day Tuttle's production of *The Virginian*. Supporting Fonda is a cast headed by Mildred Natwick, Alan Hewitt and John Winthrop. John Koening will design the four sets.

Out on the Union College Campus, Schenectady, N. Y., the Mohawk Drama Festival closes an outdoor theater season much hampered by rains and premature chilliness with Moliere's *Bourgeois Gentleman*. Cast, headed by Charles Coburn, includes Rosalind Ivan, William Post Jr., Donna Earl, Mary Hutchinson, Fairfax Burgher, Roland Bottomley, Viola Patterson, Richard Sisson, Hal James and Hugh Norton. Irene and Phyllis Marmein will use 50 dancers in the Turkish ballet, which is one of the happier interludes in the unfortunate adventures of Monsieur Jourdain.

That old David Warfield tear-jerker, *The Music Master*, was revived by the Rice Playhouse to capacity audiences at Marthas Vineyard, Mass., last week. William Edmunds played the lead role and was supported by Jessica Rogers, Mary Arbenz, Matthew Smith, Arthur Gould-Porter, Melbourne Ford, Mary Todd, Selwyn Myers, Evan Crossley, Mary Greene, Charles Cook Jr., Wilford Henry, Owen MacFarland, George Terwilliger, Carl von Berger, Charles Eggert and Norman Weiss. Clifford Brooke directed the production, and sets were designed by Robert J. Wade, Robert Gard and Jay Schmitt.

Alan Brock has placed the following: Sally Rand, in *White Cargo*, at Provincetown, Mass. (in association with the William Morris office); Flora Sheffield at Dennis, Mass.; Harriet MacGibbon to do *Our Betters* at Southampton, and Martin Wolfson for *Broadway* at Milford, Conn.

Western Union, Please, a new comedy by Albert Hackett and Frances Goodrich, got a tryout at the Cape Playhouse, Dennis, Mass., August 9. Play presented by Raymond Moore, directed by Arthur Sircom, with sets by Eugene C. Fitch. In the cast were Percy Kilbride, Evelyn Varden, Philip Huston, Martha Scott, Otto Hulett, Dudley Hawley, Mabel Page, Edward Butler and Fred Sears.

Joe Daniels, who has been directing revues and musicals at the Pinebrook Country Club, Nichols, Conn., will now take charge of all productions at the club. Scheduled this week is *Hay Fever*, in which Helen Daniels will play the lead. Planned for later in the season are *The Pursuit of Happiness*, *Three-Cornered Moon*, *Petticoat Fever*, *Penny Wise* and *Private Lives*.

Kempy will be given August 13 by the King's Theater Guild at Andalusia, Pa. In the cast are Ernest Orazi, Daisy Barnett, Hilda Leversidge, Helen Zelensky, Ethel Hartman, Walter Zelensky, William Lange and Austen Larson, with Axel R. Gleinsorg directing the production.

Little Theater Players Present New Melodrama

NEW YORK, Aug. 7.—Monday night the Little Theater Players, an amateur group, brought an elementary melodrama, John S. Brown's *Daylight and Dark*, to the Comedy Theater for an indefinite run. Kindness insists that the affair be muffled in soft silence, but the group sent out reviewers' seats and presumably, therefore, the group wants a review.

Perhaps the kindest way of panning Mr. Brown's play is simply to give a synopsis. It tells then of Lizzie Wilson, mulatto, who has brought up as her own child a little waif named Madeline. Chuck Dugan, a white racketeer who has gained the confidence of Leslie Hull, son of a multi-millionaire, is to introduce Leslie to a choice hunk of femininity—and he picks on Mad. Because of a nefarious hold he has on poor Lizzie he manages to spirit her away—but his plans go wrong when Leslie, smitten of Mad's great beauty and charm, arranges an interview on his own hook. Nothing daunted, Chuck locks Mad in her room and, on pain of dire evil befaling Lizzie, forces her to write an extortion note to young Leslie. That balmy gentleman comes on the run armed with \$5,000—but just as he gives it to Chuck a detective and a lawyer come in. Chuck escapes (the scene of his escape is one of the funniest known to the stage, but I can't detail it because you wouldn't believe me anyhow) and poor sweet little Mad is left holding the bag. She's brought to trial.

The trial scene is the big third-act climax—and when Mr. Brown writes a climax he writes a climax. After much arguing between the lawyers—and after much courtroom procedure that stuns you only after you realize that Mr. Brown meant it seriously—Mad bares her pure white shoulder to public gaze in order to settle the threat of race prejudice and prove that she is really white. And then (you're not going to believe this, but, honestly, it actually happens on the Comedy Theater stage) the judge recognizes a birthmark, opens his mouth and his eyes and acclaims Mad as his long-lost daughter! Hearts, flowers and curtain.

Naturally a cast faced with such material—particularly an amateur cast faced with such material—can hardly be judged fairly; yet no material could possibly excuse the public perpetration of such performances as those offered by Joseph Hanlee, as Leslie, and Gus Rocco, as Chuck. On the other hand, Shirley Rose, as Mad, seemed as tho, with proper training, she might become an acceptable ingenuae, almost managing to save a couple of the scenes by her refusal to overplay; Irene Suman gave a sincere, honest and at times even affecting performance as Lizzie, and Jack Butler, as Mad's lawyer, offered a thorough professional performance, getting all that could possibly be gotten from the appallingly written part and definitely suggesting that he would be a welcome addition to the Broadway stage.

After the second-act curtain Mr. Brown, a Negro, was introduced to the audience amid much applause. A charming and obviously cultured middle-aged gentleman, he spoke of the culmination of his lifelong ambition—a play on Broadway! It all seemed rather brutal. Eugene Burr.

From Out Front

(Continued from opposite page)

hearted, courage-giving, theatrical, farcical and amusing prize-winner, *You Can't Take It With You*: "Its skittish irresponsibles lent themselves to glorious acting by Henry Travers and his colleagues, but it is idle to attribute reality or significance to them. To take the play's so-called philosophy seriously is to be added. 'Gather ye rosebuds while ye may' is the moral but the rosebuds are comic strip coconuts, and to gather them one would have to achieve a dubious state of lunacy."

In view of the other quotations, I think that one speaks for itself.

Don't think that I've been unfair to Mr. Gassner by picking out a few excerpts from a long and inclusive article. The entire piece teems with similar examples of his underlying penchant for drama that is social according to his own definition, to the exclusion of all other drama. It teems with rigmarole and cant, in some cases far more self-conscious and far less intelligible than even the above-quoted excerpts. It teems with similar examples of fuzzy thinking, of overwhelming bias, of tacit denial of criticism in favor of social predilection, and of plain out-and-out falderal.

But at any rate is is amusing—far too amusing, in certain spots, for the magazine's good.

All of which is really a far cry from the magazine itself, which still stands, after its third issue, as a worthy and valuable addition to the theatrical periodical field. And it is to be hoped that its sponsors, while occupied in keeping up its own standards, retain in mind their plan to establish a one-act play theater on Broadway in the fall. That would be something worth waiting for, for there, avoiding the rigors of the run system and reviving an important phase of dramatic art, we could view such socially insignificant schweineerei as was written in the one-act form by Dunsany, Synge, Yeats, O'Neill, Maeterlinck, Lady Gregory, Barrie, Dowson, Evreinov and many, many others. Despite their insignificance, they're plays I'd really like to see.

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'You Can't Have Everything'

(20TH-FOX)

Time, 99 minutes. Release date, August 6. Original story by Gregory Ratoff. Screen play by Harry Tugend, Jack Yellen and Karl Tunberg. Music and lyrics by Harry Gordon and Mack Revel. Directed by Norman Taurog. Cast: Alice Faye, Ritz Brothers, Don Ameche, Charles Winninger, Louis Hovick, Rubinoff, Tony Martin, Arthur Treacher, Phyllis Brooks, Tip, Tap and Toe; Louis Prima, Tyler Brooke, George Humbert, Jed Prouty, Wally Vernon and others.

Pic is a pattern musical with typical plot, punk score and lyrics and two good variety acts. On the stage it would be an expensive floperoo. Miss Faye plays Judith Poe Wells, a descendant of Edgar Allan Poe, and wants to become a serious playwright. Starves a while and meets Don Ameche, successful musical comedy playwright, who under a nom de plume tries to help Miss Faye. Love comes stealing, as they say in books, and catches the twain unawares. But Ameche has other female entanglements. Write your own ending.

Plenty of Broadway characters walk the screen. Charles Winninger appears as Sam Gordon; Louise Hovick, once Gypsy Rose Lee, is the female menace. Looks seven feet tall. Rubinoff appears a couple of times. Plays a fiddle and looks at Miss Faye. Tip, Tap and Toe, hoofing trio, look like Halle Selassie's council. Do a good turn, as does Louis Prima.

Ritz Brothers, amusing manic-depressives, take the show. Paul Ackerman.

'Artists and Models'

(PARAMOUNT)

Time, 63 minutes. Release date, August 13. By Walter DeLeon and Francis Martin, based on an adaptation of Eve Greene and Harlan Ware of a story by Sig Herzig and Gene Thackrey. Songs by Ted Koehler, Victor Young, Harold Arlen, Burton Lane, Frederick Hollander and Leo Robin. Directed by Raoul Walsh. Reviewed at the Paramount Theater, New York.

This is a box-office musical, even tho it's screwy and overboard on talent most of the time. The title ought to look good on any marquee and the Jack Benny name shouldn't do any harm, either. With the film parading Russell Patterson, Peter Arno, McClelland Barclay, Arthur William Brown, Rube Goldberg and John LaGatta, the country's name artists, exploitation angles ought to be easy.

Benny is the surprise. Not that he hasn't been a good picture performer, but in this one he's really marvelous. Playing the lead (romantic, too), he ties the picture together nicely. His smart handling of lines and situations is masterful, with Cecil Cunningham (as his secretary) making a perfect foil.

The story is all about Benny, as the head of an ad agency, trying to push favorite gals into the job of model for a big silverware account. Ida Lupino is the pro model who lands the job after falling in love with Richard Arlen, followed by a lot of other complications. Benny winds up with slick Gail Patrick, who's not so bad looking, either.

Forced into the thin plot are musical and vaude numbers, some of them (like the Yacht Club Boys, for example) having absolutely no connection with the story. The Yacht Boys (Adler, Kern, Kelly and Mann) do a swell job with the opening comedy ditty, *Sasha Pasha*. Andre Kostelanetz and his jazzy symphonic orchestra contribute the hit song, *Whispers in the Dark*, with Connie Boswell doing the singing. Judy Canova is given a buildup, getting one solo number, another with Ben Blue and a third with Ann and Zeke (her hillbilly act), in addition to a solid speaking part. She comes over well. Ben Blue gets laughs, but doesn't quite click. A longer

part, giving him a chance to build up a characterization, is what he needs.

Martha Raye gets only one number, at the close. In a Harlem number and under cork, she scats *Public Melody No. 1*, backed by Louie Armstrong's hot trumpeting. The audience reacts almost instantaneously to her vivid personality, but this role doesn't give her much of a break.

One of the picture's dizziest scenes has several vaude turns performing, among them being Henry and Harry C. Johnson, jugglers; Jack Stary, cyclist; Harvey Poirier, sharpshooter; Pat Moran, tumbler; Jack and Irene McAfee, horse and dog act.

Again, despite the many defects of this one, it looks like the money.

Paul Denis.

'I Cover the War'

(UNIVERSAL)

Time, 68 minutes. Release date, July 4. Screen play by George Waggener, from a story by Bernard McConville. Producer, Trem Carr. Directed by Arthur Lubin. Cast: John Wayne, Gwen Gaze, Don Barclay, Pat Somerset, Major Sam Harris and others. Reviewed at the Globe, New York.

Maybe this film about the foreign adventures of newsreel cameramen is the harbinger of a flock of exotic locale pix detailing the travails of American reporters and photogs amidst the gruesome intrigues of Europe and Asia. Last year or two has seen many books of this sort attain popularity. Vincent Sheean's *Personal History* is right now being made over into celluloid. But if *I Cover* is the first swallow, it's a mighty dismal sparrow.

Dialog is ineptly boring and rises to such heights as a British general with mustachios calmly saying, "Such a ghastly mess," whilst hundreds of men are being machine-gunned all around him. Wayne is a devil-may-care cameraman (the devil may, nobody else will) assigned to photograph an Asiatic tribal chieftain who's on the warpath with the British. Wayne not only gets the reel but saves the British imperialists from a massacre. It screens as awful as it sounds. Love and comedy relievers offer no much-needed relief, and acting is on a par with general cinematic degeneration.

Gwen Gaze (she ought to get a more sensible screen name) is a promising cinemactress. She photographs excellently and speaks her part in a natural unassuming style. Should be slated for a better role soon, along serious Sylvia Sidney lines.

This is one for the 42d street grind houses. Maurice Zolotow.

'Born Reckless'

(20TH CENTURY-FOX)

Time, 60 minutes. Release date, July 9. Produced by Sol M. Wurtzel. Screen play by John Patrick, Robert Ellis and Helen Logan, from story by Jack Andrew. Directed by Malcolm St. Clair. Cast: Brian Donlevy, Rochelle Hudson, Robert Kent, Barton MacLane, Harry Carey, Chick Chandler and others.

This little overnight item will fill in without many objections and few commendations. It has a modicum of entertainment and the people in it are nice, altho they certainly add no luster to their acting reputations, such as they may be. Brian Donlevy is a good actor, nevertheless, and might console himself with the thought that when a good part comes his way he'll rate the recognition duly his. Miss Hudson is, of course, very charming to look at, but one of those crummy roles, coupled with an apparent lack of performing ability and direction, don't enhance matters. And Barton MacLane. There are no horses in the picture, but you'll expect one to materialize any minute, with MacLane magically lifted thereonto and a pair of mustachios, perfectly made for twirling, grow 'neath his beizer. Robert Kent has one of the most self-effacing two-minute roles in memory, next to the self-effacing mother in *Madame X*. Harry Carey does what he can with his part.

Donlevy is a champ auto racer broke after his winnings went on the proverbial three w's. As a taxi driver for the Martins, Carey and Kent, he sets out to battle MacLane, a racketeer who is trying to organize the taxicab companies and get \$5 per cab per week which ain't hay. Part of our hero's plans is to doublecross the Martins, get to work for MacLane and get the stuff on him. And so it is done. Miss Hudson comes in as MacLane's supposed girl friend. Really, tho, she too is trying to get MacLane,

who had framed her kid brother. Or had you guessed that?

And not a horse in the opera.

Jerry Franken.

'Between Two Women'

(MGM)

Time, 89 minutes. Release date, July 9. Directed by George B. Seitz. Screen play by Frederick Stephani and Marion Parsonnet, from an original story by Erich von Stroheim. Cast: Franchot Tone, Maureen O'Sullivan, Virginia Bruce, Leonard Penn, Cliff Edwards, Janet Beecher, Helen Troy and others. Reviewed at the Rialto, New York.

We can't understand why Leo wasted such excellent acting, directing and photography on such a trite theme. The youthful sawbones who is distraught between the Scylla of medicine and the Charybdis of a wife who demands most of his time has been done to death—and it was none too gripping a piece of dramaturgy when we first saw it some years back called *Men in White*. Now it's *Between Two Women*, but there are still the same white internes, the same cool nurses, the same gruesome operating room sequences. The wife is Virginia Bruce, who is a rich girl, and loves Dr. Tone more than appendectomies. Tone loves his wife, appendectomies and the sadly-pretty Maureen, an efficient nurse, who is saddled with a ne'er-do-well husband. Tone, after much struggle, leaves his wife for Maureen and the carbolic acid.

Performances are absolutely Grade A. Tone does an incisive, biting job; Miss O'Sullivan means what she says and Virginia Bruce is as stunning as ever and plays a hackneyed role with passion. Cliff Edwards does an okeh snooping reporter, and Helen Troy is so enthusiastic about her Told-avenue telephone operations that she gives a type role new life. Direction, photography and editing are far better than Stroheim's stale tale deserved.

Can hold its own on any dual bill. Maurice Zolotow.

'Stella Dallas'

(UA)

Time, 104 minutes. Release date, August 6. Novel by Olive Higgins Prouty, screen play by Harry Wagstaff Gribble and Gertrude Purcell. Directed by King Vidor. Produced by Samuel Goldwyn. Cast: Barbara Stanwyck, John Boles, Anne Shirley, Barbara O'Neil, Alan Hale, Marjorie Main, Edmund Eilton, George Walcott, Gertrude Short, Tim Holt, Nella Walker, Bruce Satterlee and others. Reviewed at the Radio City Music Hall.

The old tear-jerker hasn't stopped fermenting yet, and, like so many other things peculiarly female, comes around periodically. Barbara Stanwyck and John Boles play the leads this time, and give a fairly good showing of what the fates may have in store for those with misdirected libidos.

The refined Mr. Dallas marries Stella, a low wench. Comes the baby, who grows up on the pattern of her father, who by this time has left Stella and is traveling in high society. Stella, brought to a realization that her daughter would have a better chance in life if brought up by Dallas, agrees to relinquish the child. Latter refuses to leave mama, but mama puts on an act disgusting enough to drive the child away. This story of a mother's great abnegation ends with Stella standing in the rain and watching her daughter's marriage to a fine young scion, or something. Dry the tears, Jasper, for it's all in fun and maybe Goldwyn is joking.

Paul Ackerman.

'San Quentin'

(WARNER)

Time, 70 minutes. Release date, August 7. Screen play by Peter Milne and Humphrey Cobb from a story by Robert Tasker and John Bright. Directed by Lloyd Bacon. Cast: Pat O'Brien, Humphrey Bogart, Ann Sheridan, Barton MacLane, Joseph King, Joseph Sawyer, Garry Owen and Veda Ann Borg. Reviewed at the Strand Theater, New York.

Another version of the standard pattern of prison story. The study in penology in this instance taking the premise that prison inmates differ in degree of criminal tendency and that they should be accordingly segregated and handled. Object lesson is not very forcibly driven home but picture profits by a liberal quota of suspense and brisk action. Bogart, as the soured-on-society young criminal, plays with his usual effective

surliness and an aura of imminent catastrophe. O'Brien gives an even-keeled interpretation of the army-disciplined but humane disciplinarian of the prison yard, and Miss Sheridan, a new face, does handsomely by her heart-interest role, as well as offering several pleasant vocal renditions as the cabaret singer. Of the others, a hand goes to Garry Owen for his depiction of the psychopathic religious nut who goes berserk.

Bogart is the young fellow who goes to prison for some minor offense and, as it happens usually in films, he is sent to the same penitentiary to which O'Brien is on his way to take over as yardmaster. O'Brien's attempts to help the boy in his fight to readjust himself are misinterpreted by the whole prison, and especially by Bogart, as a means of currying favor with the boy's sister. Heeding the ill advice of a case-hardened acquaintance, he attempts a jail break, is fatally wounded, learns too late that O'Brien's efforts to help him and his love for his sister were both genuine, and drags himself back to the prison gates and dies. George Colson.

HIRST UNITS

(Continued from page 22)

Rudy Cahn is lining up the chorus girls. Jack Beck is also handling talent and concentrating, with John McGuinness, on the one-nighters. Allentown, Reading and Williamsport are among the one-night stands reported set.

Charles Kemper, Bob Carney and Harry Hickey Levan are among the comedians set. Ed McGurn, formerly with the Philly Shubert; Leo Stevens, from Chicago; Gus Flagg, of Baltimore; Freddie Clark, Lester Montgomery, Frank Bryan, George Pronath, Beverly Carr and Frankie Hale are among the producers signed with the circuit.

Bernie Ferber has been sent to the mountain resorts scouring for talent. Sam Kurtz will be in charge of the music department. Sam Pearlstein will supervise character wardrobe department, Eve Collins is doing the costumes, George Davis will be in charge of scenery and electrical effects and Charlie Franklin will handle routing of the shows.

Hirst is moving his Bond Building office into Room 315, with Rosenberg set to occupy Room 315A. Hirst's Philadelphia office is now in the Fox Theater Building, with J. J. Hornick, Joe Hirst and Jules Arliss in charge.

ENDURANCE SHOWS

(Continued from page 23)

as they had last summer," Betty and Ray pencil. "Can't see why some promoter doesn't open; it would be better than last year. Would like to hear from any of the kids that know us thru the Letter List."

H. K. CLARK, who formerly handled the publicity and concessions with W. E. Tebbetts and Guy Swartz, writes from Denver that he is still selling advertising, with the intention of continuing on to the West Coast before cold weather catches up with him. "Even after two years out of the game I am still looking for a good show," Clark pens. "How about a word from Earl Fagan, Jack Freeman and Red Skelton?"

WE HAVE HAD inquiries the past week on Lenny Paige, Gordon Whitney, Eddie Moran, Gene Larkin, Joe Purtell, Ernie Scott, Helen Armbruster, Ernie Mesle, Johnnie Crowder, Pal Nelles, Irene Carter, Jimmie Horan, Skipper Speigle, Eddie Gilmartin, Dud Nelson, Dea Wright, Reka Hammerschmidt, Fred Mitchell, "Pistol Pete" Wilson, Jerry Fox and Frankie Little. Write in and let your friends know what you're doing.

PHILLY BROAD ST.

(Continued from page 24)

and Sandra Ward do a handsome job in this number.

Luba Malina, lyric soprano, who did night club work last year, blossoms out into a charming, vivacious leading lady, whose voice is easy flowing and ingratiating. Charles Sinclair, who appeared in the 1912 production, staged the show, with Watson Barratt designing the sets and Boots McKenna directing the dances. Pierre de Reeder conducted the orchestra in competent fashion.

The program (at 10 cents extra) lists the "festival of light opera" as a "non-profit educational organization with ample financial resources," which carries "the indorsement and approval of many foremost citizens and public officials and the Department of Parks of the City of New York." Paul Denis.

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Thru Sugar's Domino



AT BEST the American Federation of Actors has a tough job on its hands in connection with organizing the night club field. An industry infested with racketeers, strong-arm men and managers with very little conception of what ethics or fair play means would be expected to offer the stiffest kind of opposition to a movement to organize performers employed therein. With all of this conceded we still believe that the AFA can make considerable progress in its fight to organize night clubs and improve conditions of employment in the after-dark spots if it were to carry its fight to the public. Education has always been recognized as a powerful force in achieving objectives related in some way to public response. At this time one of the most objectionable features of night club employment is forced mixing of female performers. With this condition as an issue the AFA should experience comparatively little difficulty in forcing the hand of the night club operators who haven't yet learned the essential difference between operating a bawdy house and a legitimate amusement spot catering to drinking and eating patrons.



E. E. SUGARMAN

We never thought very much of the picketing campaign in Greater New York carried on by the American Federation of Musicians. To us it was a silly, Quixotian project in which the leaders lost sight of facts, figures and human nature. But it is one thing to picket a theater with signs appealing to the public not to patronize the theater because it refuses to employ musicians and quite another to picket a night club with a boycott appeal on the basis of common standards of decency. We would like to see a night club stand up under the fire of being accused of employing artists at starvation salaries, of failing to provide decent dressing facilities and of forcing young girls to drink and engage in more intimate relations with patrons on a "clip" basis.

* * *

The night club field supplies the answer to the question, "What has happened to the bulk of vaudeville performers?" From this and other angles the field is highly important to the performer labor movement and to show business generally. Newspapers are eager to pick up human-interest stuff on conditions in night clubs and other spots that undeservedly sneak into that category. The AFA can carry on an effective campaign against spots that fail to meet its very reasonable demands thru the newspapers, thru picketing and thru the co-operation of various other unions, particularly waiters and musicians. It is quite possible that the success of the AFA in organizing the night spot field would put a certain number of spots out of business. To which we say, "Good riddance!" A spot that cannot afford to operate because it is required to pay its performers living wages, provide decent dressing accommodations and fulfill its contracts should not operate. The show business doesn't need it and performers would be far better off without it.

It is yet too early for the AFA to start on any kind of campaign in the night spot field. But the time will be ripe at the end of September and if the AFA delays too long thereafter it might have to wait still another year to accomplish results for which all have been waiting who look to the AFA to stabilize conditions in one of the most poorly regulated fields in amusements.

*

When the AFA finally makes its presence felt in the night club wing it could do much worse than to start giving the works to the agencies specializing in talent for the niteries. From the salary and contractual angles these agencies are responsible for most of the evils of the night club booking field. Agencies that issue alleged contracts permitting an employer to cancel an act after the first show cannot justify their continued existence. Performers who can afford to be the least bit independent should refrain from doing business with such agencies. It is easier to issue such advice than to carry it out. This we well appreciate. But the AFA as an organization representing the performer can outlaw such agencies or force them to issue equitable contracts. Sometimes one wonders what purpose is actually served by many of the smaller night club agencies. Particularly when it is considered that many of the very successful acts manage to book themselves direct all over the country most of the year. It seems a sad commentary on the constructive purpose of agencies when figures show definitely that acts get higher salaries in situations where agencies are not involved. Wildcatting actors who have perfected their wildcatting to very nearly the status of a science will testify that when certain types of agents move into virgin territory they tend to depress salaries rather than raise them.

* * *

Agencies can help the business and should, by standards we are accustomed to use, contribute towards maintaining salaries at a decent level. When an agency takes a hand in a situation involving the issuing of inequitable and even crooked contracts and when its only reason for existence is to help the employer depress salaries it is high time for the performers' organization to blast such agencies out of existence. The AFA can do it if it has the support of the mass of artists who would benefit more than any other class of individuals from such a move.

The Broadway Beat

By ROGER LITTLEFORD JR.

(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.)

BILLY ROSE'S penchant for associating himself with things of gigantic proportions has often been attributed to claustrophobia, a pathological dread of confined places. But does that explain his preference of doing business with Paul Small? . . . Alterations and preparations for the town's biggest and most exclusive Cuban night spot are under way at the site of the former Cafe Basque in the Medical Arts Building. Venture is the brain-child of Bobby Martyn, Cuban caballero, with offices in the Pierre Hotel. . . . Manufacturers of ventriloquists' dummies, as well as ventriloquists themselves, are again getting out of the red—thanks to Charlie McCarthy and Edgar Bergen. Their sensational success on the radio and in night clubs has recreated a demand for similar acts. . . . Pete Mack, veteran exponent of double talk, etc., is preparing a book on the history of American vaudeville—its rise and fall.

Bandleader Eddie LeBaron tells us he avoids playing while leading the band. His theory is that a performing ork leader is too engrossed with his own music to keep perfect track of his colleagues' offerings. Not only that, says LeBaron, but a leader should be on the band stand watching the patrons in order to catch the likes and dislikes of the dancers. . . . New Yorkers are already asking if the Cole Bros.' Circus will return to the Hippodrome next spring. The entire circus world is asking the same thing, my friends, but we'll wager that if the show does repeat it won't be at the 5,000-capacity Hipp. . . . Bev Kelly, the press agent who turned furniture manufacturer last fall in Delaware, O., is expected to return to the publicity-dispensing biz shortly. Not enough glamour in chairs and beds and such?

Jack Johnson, former heavyweight champ, will hunt thru the Northwest for a "White Hope" next fall. Johnson, who is appearing this summer at Sam Wagner's Coney Island side show, is confident Joe Louis isn't the fighter most of his race would have him be and that the woods that turn out those Minnesota football teams must certainly harbor potential pugilists. . . . Speaking of Coney Island, did you know that rides there that at one time went for two bits can now be "enjoyed" for a nickel. . . . Jim Brennan's daughter has just returned from an up-State dude ranch. And instead of a Western drawl imagine the surprise of her family when she came back with a combo lisp and Southern accent. . . . Tom and Mickey Harris, dancers, have purchased ground and will build a home for themselves in St. Petersburg, Fla.

C. Schroeder, performer, has the following inscription painted in red letters on the rear of his house trailer: "Hell Ain't Half Full—Honk, the Road's Yours!" . . . Latest development in circus world is air-conditioned tents. A New Jersey manufacturer claims that in a couple of years every sawdust show of any consequence will be air-cooled. Probably makes the ice-cream and cold-drink butchers happy. . . . Marion Savage has resigned her position with Pathe News to freelance. First job will be to help publicize George Hamid's rodeo in Boston this month. . . . Majority of the Saturday night customers of Tobacco Road at the Forrest Theater look like they are just up from the old lane itself. Not half a dozen New Yorkers in the lot.

Chicago Chat

By NAT GREEN

THE exodus from summer resorts is getting under way. Every incoming train is bringing vacationers back to town, and by the first of September most of them will be at home and ready to resume their usual activities. The effects of the waning vacation season are already apparent in mounting attendance at the theaters and night spots. During the last few weeks business, with a few exceptions, has been considerably below par, but there is a noticeable upward trend and the fall season holds excellent prospects. In the legit line there is no question as to profitable patronage—it is assured. Chief worry now is theaters to house the productions that are tentatively slated to show Chicago. It is possible that two or three houses that have been dark for a long time, except for sporadic spurts, may be renovated and returned to the legit fold. That, apparently, is the only immediate solution of the theater shortage. Loop movies have some exceptional bills lined up to corral the expected fall business, and the night clubs are signing every available name. All in all, it looks as if Chicago will have an active fall season in the entertainment line.

Sam Gerson, local Shubert representative, soon will be on his way back from Europe aboard the Queen Mary. . . . P. & G., sponsors of the *Vic and Sade* air show, are in a quandary over the night show angle. . . . Instead of the usual five-a-week daytime shots they have been shooting one night program (Tuesday) a week and it is said to have been topping such programs as Winchell and Jimmy Fiddler, which has the soapmakers wondering. . . . A card from Maurine and Norva, dance team, reveals they are at beautiful Cal-Neva Lodge at Lake Tahoe, Calif., and having a swell engagement. . . . Los Angeles is their next spot. . . . Harry Foster Welch, original voice of Popeye, took time off during his Chi engagement to entertain hundreds of orphans with delineations of the comic strip character. . . . George Jonnes, new catering manager of the Empire Room of the Palmer House, has had a difficult task maintaining service thru a period of installation of a huge air-conditioning system, and he has done a magnificent job. . . . Russell Swann, the magic man, continues to gain new laurels in the East, according to reports reaching us. . . . It's a real pleasure to see this suave and likable young man climbing to the top of his profession! . . . Two notable artists named Pryor are featured in local night spots—Roger, the band leader, at the swanky Edgewater Beach Hotel, and Ruth, talented dancer, in the Continental Room of the Stevens.

It is almost impossible to get together a good vaude bill, according to Frank Smith, manager of the RKO Palace. Not that there is a lack of talent! There is lots of talent around town, says Smith, but few opportunities for acts to show what they can do. Smith, whose show experience goes back many years and covers a wide range, is an excellent appraiser of what the public likes in the way of entertainment. He has been responsible for starting many promising artists on the road to success, and nothing pleases him more than to discover an unappreciated act and give it a helping hand. He, like many others, is of the opinion that radio is missing a lot of good bets among vaude artists and should be more receptive to those seeking auditions.

Tolbert Tattles

HENDERSON, N. C., Aug. 7.—Starting with Winston-Salem Monday night and despite three consecutive nights of rain, the week of July 19 was the best in the history of the show. Had two shows almost every night—and in July, the worst month of the tent-show season. Rain and cool weather were a welcome change after three weeks of sweltering.

Blossoming out in jodphurs and boots recently were Mrs. Norma White, Mrs. Lillian Wilds, Mrs. Anelle Hale and Laney Foster. Where're your horses, girls?

Mrs. Buddy Hale is sporting a new diamond ring, a gift from her husband.

At Salisbury, N. C., last week we caught the *Winter Garden Revue* at a local theater. A neat show with some unusually clever performers. After the show Raymond Mallory and wife entertained Dorothy and Toby Eastman, Pat and Stan Stanley and Bea Jenks.

Recent visitors on our show were Marion and "SeaBee" Hayworth, Gladys and Rusty Scott, Cossie Adams and brother; Bo Norris, staff pianist at Station WSOB, Charlotte, and brother of Bob Norris, our sax man; Jimmy O'Hara, trumpet man and friend of Bob Norris and Irwin Behmer; Clarence Bowers, the chinky chew candy man; John Brown, salesman with Phoenix Insurance Company and friend of Lasses and Honey, and Lillie and Ben Heffner, who say that Heffner-Vinson is also playing the Carolinas.

Two more weeks in North Carolina and then we go to South Carolina. Seen swimming in Raleigh Sunday were Gretchen Norris, Laney Foster and Little Hale. Also there were little Buddy Hale and nurse, Jimmy; Anelle Hale, Patsy Stanley and Stan Stanley. But they did not go in the water. A pleasant surprise was a song by Bob Norris during broadcast at WPTE, Raleigh. Nice going, Bob. During the show that Monday night Penny, a candid camera enthusiast from that station, took some flashlight pictures of the gang.

Things I wonder about: How long will Dorothy Eastman, Bob Norris and Red Jenks stay on the wagon? When will any of the various trailer-wishers break down and buy one? How many more girls could we squeeze into our dressing room? Has Laney Foster really fallen in love? Last but not least, how can those perfectly innocent looking smoothy mint drinks have such a terrific wallop?

SALLY THE SLEUTH.

Billroy Briefs

NEWARK, N. Y., Aug. 7.—Quite a number of despondent people on the show this week as Yolanda, "queen of bubble dancers," prepares for her journey back to her home nearer the equator. These cool Northern summers and the call of the tropics proved too much for her. Her spot in the show will be taken over by her charming and exotic sister, who resides a little farther north and who probably will be more adjustable to climatic conditions. We hate to see her go, but our loss will be Ybor City's gain.

Seen and heard: Hal Crider slipping into one of the big hotels to write a letter; Benny Fratantoni, now with the Washington and Lee Orchestra, on the lot renewing old acquaintances; a young member of the ensemble calling up Billy Jr.'s room but getting the manager out of bed instead (the hotel is still shaking); Mr. Wehle shipping a box of soap collected from different hostleries; Charles Amos shaving that John L. Lewis eyebrow off his upper lip; Art and Edith Farley quarrelling over money matters.

Robbie Lee Myers has returned to her home in New York after a three weeks' visit with us; leaving Russell Lewallen with an empty purse and an interest in several parks and night clubs.

Hank White, veteran minstrel performer, paid us a short visit here on his way back home to Cincinnati, where he is in the interior decorating business.

Glad so many of the shows are doing good business, for they won't have difficulties in paying of that federal excise tax at the end of the season, altho I'm afraid there are going to be quite a few headaches.

WAYNE BARTLETT.

Hull Players in Monroe

MONROE, La., Aug. 7.—Jimmie Hull Players, tent show, opened a week's engagement in West Monroe Monday under sponsorship of the West Monroe Police Department. A capacity opening night audience saw first play. Show recently completed 16 weeks in Lake Charles, La.

Rep Ripples

HARRY S. WEATHERBY postals from Gallsville, Md., that he's enjoying a successful season with the Charles Hunter and Jack Pfeiffer Showboat Players. Harry is in his 13th week with the company as juve and featured baritone warbler.

FEROL BALLARD, former stock and rep juvenile, now with the Beck Brothers, opened last week with the new floor show at Ben Marden's Riviera in New Jersey.

HARRY GILBERT and wife, of the tent show bearing their name, were visitors last week at the tourists' park operated by Mr. and Mrs. Lucius Jenkins at Tifton, Ga. The Jenkinsons are former troupers.

JOHN CREEL, advance agent, was spied recently in Tifton, Ga.

ROY BUTLER'S unit, comprising himself, Mrs. Butler (Alice Richey); Al Kazl, magician, and Robert Butler III, juvenile host and general filler-inner, is in its 19th month for General Electric. Company is at present in the South. Visited many of the reps so far this season," pencils Bob Butler, "and Billroy's Comedians are tops. Heffner-Vinson also have a real show, with a good cast and band. Haven't seen the Dick Lewis or Tolbert Show, but hear both are real oprys and doing good business. Caught Doc Marshall in Old Fork, Va. A whole show in himself with a clean little outfit."

WILLIE WRIGHT pencils that he's now with the Wright Show, playing one-nighters on the eastern shore of Virginia with vaudeville and pictures. He reports that business has been satisfactory and that the show expects to stay out until late fall.

OTIS L. OLIVER reports from Tacoma, Wash., that he will take his new *Broadcast Revue* east early in September. Vera Brownie has joined for parts and as musical director.

JEFF AND BETH UNRUH, with the Norma Ginnivan show, recently purchased a new covered wagon in Kalamazoo, Mich. They report a pleasant season on the Ginnivan rep despite the frequent rains.

BENNY (FATS) WAYLAND writes from Chatham, Va., that everything is moving along lovely for Stewart's Comedians, currently touring that State.

Kansas City Jottings

KANSAS CITY, Mo., Aug. 7.—Harry and Agnes Clarke are recent arrivals in the village after closing with a show in the East.

Freddie and Lillyan Poole have joined Silver's Comedy Company in Iowa.

Wally and Nina Stephens, veteran troupers, who conducted a large downtown parking lot here for a number of years, recently sold their interest and have opened a confectionery.

Carl Fleming has closed with the Harry Hugo Players and has gone to his home in Iowa.

Frank Delmaine, former Equity representative here, is again treasurer of the Landis Carnival Company, now trouping Nebraska.

Walt Hazen recently joined the Ted North Players to take charge of the top. Jack Neal has closed with the Rosalie Nash Players in Michigan.

Roland Sedgewick, veteran manager, is said to have a tent show playing Oklahoma territory.

Harry Dunbar's Comedians, after a successful 12 weeks' engagement in and around Clinton, Minn., have moved to Grand Forks, N. D., to play their regular fall and winter circle.

Monroe Hopkins Players, after five consecutive years under canvas in Houston, have pulled stakes and are now playing week stands.

Roster of the Federal Theater Stock, which opened recently in Peoria, Ill., includes Ted Edlin, Harrison Rankin, Gaylord Mason, Harry Seall, John Kane, Les O'Brien, Grady Goss, Wayne Kennedy, Robert Shrewsbury, Guylynn Hickman, Maude Sterns, Kathryn Cameron and Delpha Kent.

Pete Leavelle recently joined the B. M. Goff Players in Texas.

Ga. Shows Report Biz Fair

TIFTON, Ga., Aug. 7.—With the tobacco markets just opened the various tent shows in this section are reporting business as fair. In this territory this week were W. T. Miller at Ellenton, Ga.; Tony Lamb, Ty Ty, Ga.; Bob Liggett, Norman Park, Ga.; Eloy Show, Berlin, Ga.; Dr. Padgett's Minstrels, Lenox, Ga.; Harry Gilbert, Ocilla, Ga., and Al H. Miller, Alapaha, Ga. Observers report that the money is here for the right kind of shows. Tobacco season opened with a bang with big crops and good prices prevailing. However, it will be at least two more weeks before conditions will be at their best.

Robert Downing on Coast

HOLLYWOOD, Aug. 7.—Robert Downing, formerly leading man with the Showboat Dixiana in Chicago and prior to that with several Midwestern stocks, is now engaged in dramatic work on the Coast. He also has been doing considerable radio work here recently, appearing in two CBS Shakespearean plays from Hollywood, *Julius Caesar*, July 26, starring Claude Rains, Reginald Denny, Walter Abel and Thomas Mitchell, and August 2 in *Taming of the Shrew*, which co-starred Edward G. Robinson and Frieda Inescourt. Downing also did a lead on one of the *Your Witness* broadcasts of Ashmead Scott.

U-NOTES

(Continued from page 22)

known as the Nice Sisters, are living in retirement close by.

BONITA GERMAINE, held over at the *Paris by Nite* revue in Luna Park, Coney Island, N. Y., was surprised with an impromptu birthday party July 14 by doctors and nurses of the Memorial Hospital, New York, where she was taking treatments for a persistent cold.

JOHN KEATING, of the Galety, New York, is vacationing in Saratoga, while Sammy Funt, Herman Engel and Murray Speler take turns managing the house during its pix career.

ANN LEE (Newman) was discharged from the Gillman Hospital, Washington, recently. It will be several months before she will be able to dance. Family contemplates moving her to Roanoke, Va., their former home.

MARKIE WOOD postals from Chi: "Arrived safely. Trip glorious. Enjoying a much-needed vacash."

GLADYS FOX, placed by Dave Cohn, into the Casino, Toronto. Opened August 8.

MINNIE MAE MOORE, prim, now at the Barge, Sheepshead Bay, L. I.

BILLY KOUJ, number producer, moves into the Eltinge, New York, next week, while Paul Kane shifts back to the Star and Century, Brooklyn, for the Raymonds. Two last-named houses scheduled to open September 3, former with *Follies* stock and latter to repeat with *Indie* shows, augmented with house girls.

BERNICE VAUGHN celebrated a birthday in her New York apartment August 3.

GLADYS DOUGLAS, formerly in charge of the costume department at the Eltinge and Republic, New York, is now with Veronica, assisting in the making of wardrobe for *Virginia*, new musical.

BERT CARR, who cut his foot severely two months ago in an accident, is okeh again. Opened last week at the Globe, Atlantic City. Beverly Carr, number producer, is summering in a hotel near by.

CLYDE HODGES and Bee Rogers are entertaining at the Fiesta, Fort Worth, for Billy Rose.

MARGIE HART, featured, and Jack Falls Little opened at the Eltinge, New York, August 6.

LOU SIMON, jeweler; Mike Azzara, ork leader, and Donna Davis, agent, busy these days searching for likely burlesque and pix houses in New York and vicinity for the coming season.

ELEONOR DALE, formerly Curly Mason, who had her purse containing \$40, car license, etc., stolen from under her arm recently and directly after her return from the family farm in Greens-

Tab Tattles

By BILL SACHS

GENE COBB, after a brief departure from theatricals to become a beer salesman in Dayton, O., has returned to the old love—show biz. However, he is still a beer purveyor, selling it over KMOX, St. Louis, for Champagne Velvet Beer as emcee on the Velvet Varieties every Tuesday from 8 to 8:30 p.m. He is using the name "Happy-Go-Lucky" Gene Cobb and has discarded blackface altogether in favor of comedy emseing. Cobb was end man on the Greater Slack Minstrels over KWK, St. Louis, for the last eight weeks of 70-week run, replacing the man who stepped into the vacancy left by the passing of Gene's old partner, Jack (Smoke) Gray. . . . Rene and Jack Keating, now in their 10th week with the Charles Hunter-Jack Pfeiffer Showboat Players, report that they recently dropped into the Loew Theater, Washington, to pilfer some new material, but came away disappointed when they caught them doing such bromides as *Two for Five* and *Some Are and Some Ain't*. Rene and Jack info that the season has been a good ope so far and that they're now paying off on a new Chevy. . . . Pat Gallagher, former funny man with various Sun and Spiegelberg tabs, was a recent visitor on the Hunter-Pfeiffer attraction when it showed near his home town of Easton, Md., where he now operates a beer emporium. . . . George Flint, of the Chicago Gus Sun office, reports that conditions look good for a sizable lineup of houses for tab units in the Middle West this season, beginning early in September.

CHARLES (KID) KOSTER, formerly associated with some of the larger tabs in an executive capacity, is en route to Chicago in the interest of George Abbott's production, *Brother Rat*, which he took to the Coast several months ago. *Brother Rat* opens at the Selwyn Theater, Chicago, late this month. Koster will remain in the Windy City a fortnight, after which he returns to the Coast as agent of Abbott's new hit, *Room Service*. He has been out 46 weeks now without a layoff and is assured of 52 weeks more with *Room Service*. . . . Mary Keller jumped into Cincinnati early last week for a visit with her old friend Bebe White. Miss Keller, now a resident of Dayton, O., has given up chorus work to take a job as a typist. . . . Jack and Eva Stubbs were victims of a serious auto accident near Greenville, O., recently when their jollipy crashed head-on with another car. Jack suffered cuts and bruises and Eva a shattered kneecap. She left the hospital last week. Jack now has a small band at the Barn night club in Greenville. . . . Chris and Fannie Irwin and Addie and Glenn Singer, both teams formerly well known in tabs, are now engaged in commercial lines in Portland, Ore. . . . "Little" Harry Franklin, comedian and ballad singer, is in Grant Hospital, Columbus, O., recuperating from serious injuries sustained in an auto crash. . . . Gene Lewis, drummer, and wife, George Bell, of Knoxville, are now vacationing with Gene's folks in Petersburg, Va. . . . Ray Wallace announces that the Columbia Theater, Alliance, O., now dark for extensive modernizing, will resume with its tab-pix policy late this month. House will use the stage shows two days a week.

boro, Md., opened at the New Frolics nitery, Union City, N. J., July 30 for an indefinite stay. Harry Seaman set the booking.

JACK MORRISON, character comedian and impersonator, opened August 8 at the Gayety, Boston, thru Arthur Fisher's booking.

JACK KELLY, former stage manager for the Weinstocks, is now a sex picture lecturer at Werba's, Brooklyn.

HELEN SANTORA, former principal and showgirl, now rehearsing with a legit unit under Boots McKenna.

ROXANNE held over indefinitely at the Casino, Toronto.

SONDRA MARLOWE, until recently doubling between the Globe and the Burl-Esquire, Atlantic City, is vacationing at her home, Hudson Falls, N. Y.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

AL DeLAGE and Company are currently playing their second holdover week in Akron, O.

KARL ALZORA, after closing with his buried alive stunt in Memphis, has jumped into St. Louis for four engagements. He is at present working a drug-store window there, using a public-address system.

RAJAH RAMO reports that Newton's mystery revue is meeting with success on its tour of New York State. A second Newton unit is out under the direction of Prince Ray Mond.

"Lancaster, O.

"Dear friend Sachs:

"I think your idea of having the two conventions together, with one following the other, is the most sensible way they could be handled. This way the dealers and magicians can attend both conventions at very little added cost. And there will be a big crowd for both conventions. If they have one convention in May and the other in June, as they are planning, the attendance will be split up and they will simply have an ordinary crowd. I hope your idea is followed.

"(Signed) LORING CAMPBELL."

DOLORES DU SHANE, ventriloquist, who has been ill at her home in Paulding, O., is now on the road to recovery.

PRINCE HASSAN, mentalist and crystal gazer, is now in his 10th week of an indefinite engagement in the Continental Room of the Hotel William Penn, Pittsburgh. He is working under the management of Jules J. Freeley.

GEORGE MARQUIS, who recently closed the season with his magic show, is now handling the press department with the recently reopened Jack Hoxie Circus.

LORING CAMPBELL and Company opened their new season at the Lancaster (O.) Chautauqua August 3 with two performances. Campbell is carrying two complete shows, an hour's presentation for the matinees and an hour-and-a-half show for nights. He is booked solid until next May over 40 States. This is Campbell's 13th year as a professional magician.

"Mt. Vernon, O.

"Dear Bill:

"Am very much interested in pulling the big SAM and IBM conventions together in Cincinnati in 1938.

"(Signed) JOHN GRAHAM."

RUSSELL SWANN, youthful magician of ceremonies, who has made a successful leap to the top of the heap in the last few years, has enjoyed an unusually good summer season so far. Closing at the Palmer House, Chicago, June 1, Swann immediately hopped a plane for New York, where he opened the next day at the Pierre Roof. From the latter spot he moved to the Savoy-Plaza in the same city, where he already has had his engagement extended three times.

GENERAL GRANT, formerly of Pittsfield, Mass., has opened a magic shop in New York.

LI KING SI, illusionist, is at the Kursaal in Geneva, Switzerland.

MARCOWINI, illusionist, is at the Restaurant Wolf in Zurich, Switzerland.

MAR TULLY and assistant, Madge, took their bag of tricks to the kiddies' camp at Berlin, N. J., last week.

CLUB MOROCCO, Philadelphia, is featuring the magical feats of Allen Boyd.

"Akron, O.

"Dear Bill:

"Am greatly in favor of your plan of bringing both conventions together the same week. Have talked to many others who are also agreeable to the plan. Would like to see you succeed with it.

"(Signed) AL DeLAGE."

NOEL LESTER, magician, is reported to be doing nicely thru Eastern Ohio with his new mystery revue. Unit played a three-day engagement recently at the Ceramic Theater, East Liverpool, O., to heavy business despite the heat. While

Lester's repertoire of tricks takes most of the allotted hour's stage time, he has assembled a capable company of entertainers, which includes Lowery and Davis, roller skaters; Diane Rivers, acrobatic dancer; Betty Bottner, dancer. Lester's buzz-saw illusion, the press says, is his best offering.

JAY PALMER and Doreen now in their fourth week at Gorley's Lake Hotel, Unlontown, Pa., with their magic kettle, have been held over two more weeks.

JEAN FOLE is resting at his home in Pittsburgh waiting for Rajah Rabold's late summer plans to materialize. Latter is at present entertaining two interesting offers, but it is expected that he will again launch his mystery revue the coming season. After recently completing seven weeks at the Roosevelt Hotel, Jacksonville, Fla., Rajah Rabold was again booked in there last week.

IRVING NEWMAN, Pittsburgh magician and vent artist, has opened a large commercial photography studio in that city. He will specialize on theatrical photos himself, leaving the other work to his staff.

CHARLES A. PHILLIPS (Phillips the Magician) reports from Denver that he will break the ice late in the fall with a magic and spook show. He will be assisted by Dallas W. Bash, with Dowell Errington as prop man.

HENRY HAVILAND, paper-tearing trickster, opened his new season Monday (9) with a week's engagement at the Shoreham Hotel, Washington. Last magish to appear there was Jack Gwynne and Company the middle of July.

"Washington.

"Dear Bill:

"It's up to the IBM now. If the IBM would arrange its convention dates so as to immediately follow the SAM convention, instead of having a two-week interim, what a wow of a magic gathering it would be and what a wonderful step toward fostering the art of magic.

"(Signed) HENRY HAVILAND."

TAMPA THE MAGICIAN, world-traveled magician, now on a combined pleasure and business trip accompanied by his wife, spent several days in Cincinnati early last week. Tampa made several visits to the magic desk during his stay in the Queen City, during which he and the writer thoroly cussed and discussed the problems affecting the magic field. Mr. and Mrs. Tampa departed last Thursday for Chicago.

RAY STYLES, youthful Pittsburgh manipulator, is currently being featured at a Columbus, O., night club. He has been enjoying a successful run in the night spots and is booked well up into the fall season.

LaFOLLETTE, managing O'Brien's Marvelatorium at Revere Beach, Mass., this summer, is putting final touches on the production of his unit for the fall season. Herman Hanson, formerly with Thurston, is building several new illusions for the musical-mystery novelty. Unit will carry about 20 people and will break in shortly after Labor Day in Massachusetts.

"Pittsburgh.

"Dear Bill:

"I am very much in favor of the SAM and IBM conventions being held together and furthermore I believe they should be held the same week. The money the delegates and dealers would save on that idea would make it possible for everybody to come.

"(Signed) JEAN FOLE."

LLOYD BRIDDY, magician-ventriloquist, handling the inside lecturing at O'Brien's Marvelatorium, Revere Beach, Mass., is closing there to take out a unit of freak attractions for a swing around the fairs.

DON DURANT, magician, closed at O'Brien's Marvelatorium, Revere Beach, Mass., July 31 to play a string of nitery dates thru New England.

CHARLES N. SMITH, Seattle, Wash., won the T. Page Wright memorial trophy



GLEANED 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.

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

For FILMS

ERIC WAIT—chief comedian of the ice carnival floor show at the Hotel New Yorker, New York. Provides uproariously funny pantomime and some terrific falls in a drunk scene and in a burlesque country girl bit—all on ice skates. Should be okeh for any comedy situation with ice-skating background and as comedy relief in non-skating scenes. Has Bob Duffy as an excellent foil.

For LEGIT DRAMATIC

JACK BUTLER—player in *Daylight and Dark*, play presented at the Comedy Theater, New York, by the Little Theater Players, amateur group. Cast as a trial lawyer, he gave a forceful, detailed, authentic and altogether excellent performance, despite material that verged on the ridiculous. Recommended for characters and heavies. Has a mobile face and excellent voice. Real knowledge of characterization and of acting detail. Showed up far better than most professional performers could have in the same role.

For RADIO

RITA RENAU—French personality singer now featured in the floor show at Bertolotti's night club, New York. A short, vivacious brunet who is reminiscent of Irene Bordoni and who offers ditties in French, English and in Spanish. More of a personality than a singer, she holds her audience from the beginning, ringing up show-stops with ease. Ought to be perfect for radio, where an infectious personality voice means a great deal.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

HOMER MEACHUM, minstrel vet., is now doing his emcee stint in Chicago night clubs, according to word from Al Tint. Homer's old side-kick, Bert Berry, is also in the Windy City. Tint says. While it was Rudy Vallee who put Vic Hyde, the "one-man band," on top, Meachum claims that he was the guy who gave Hyde his first job. That was at the Riviera Theater, Niles, Mich., when Homer had his stock tab there.

"JUMPED OVER to Granville, N. Y., recently to visit with 'Hi-Brown' Bobby Burns, now handling the press with the Walter L. Main Circus," writer Prof. Walter Brown Leonard. "Bob is doing a good job and getting a lot of space in the cities visited. He says he has a lot of local talent minstrel dates booked up in Michigan for the coming winter. His family is in Michigan now and will remain there permanently, Bobby advises. Just received a long letter from the veteran Sam Griffin, of San Francisco.

for the most original and skillfully presented magical offering at the recent Pacific Coast Association of Magicians' Convention in Reno.

"Corvallis, Ore.

"Dear Mr. Sachs:

"The convention idea of yours is okeh. Keep up the good work.

"(Signed) EMERICO."

EMERICK JONES is now being featured in the Russell Bros.' Circus Side Show as Emerico, the Prince of Mystery. The show, now playing the Coast, will soon swing east.

PROFESSOR DANTINI and Madam Rubay have joined the Charles Worthan Tent Show to present their magic and mental turns. The professor and the madam are sporting a new truck and house car.

BURLESQUE REVIEW—

(Continued from page 22)

classified as strip. An Indian scene gives Melma Carleton a chance to sing *Indian Love Call*. Carleton and Miller come back for a short spot, followed by a scene with Hagen, Bohn, Brown Dale and Marshall, the only comedy spot falling flat in the show, the brand of comedy seeming out of step with the otherwise high tone of the production.

W. H. McMahon.

He opines that he is just marking time until the band cuts its stuff in the 11:45. He would like to know what has become of John Vogel, the 'minstrel king.' Can anyone advise me what disposition has been made of the splendid collection of minstrel material which the late Bob Reed had tendered him? I contributed considerable myself."

BOBBY DE RUE, born Little Falls, N. Y., May 21, 1877; comedian, musician, owner; first minstrel engagement with his father, Prof. R. D. Eldridge, doing an end opposite his brother Billy, 1887. Later was with Haverly, Cleveland, Hi Henry, Corton, Culhane, Chace & Weston, Hi Tom Ward, Ted E. Faust and Washburn's minstrels. On July 15, 1904, he, together with his brother Billy and a musician named Sawen, organized the De Rue Bros.' Ideal Minstrels, continuing for many successful seasons. Present address, Rochester, N. Y., where he is doing band and orchestra work and broadcasting.

FRANK FREEMAN, one-time member of Lew Dockstader's famous minstrels and now president of the Actors' Association of California, was interviewed by William Griskey, former Erie (Pa.) Playhouse performer, over WRAK, Williamsport, Pa., recently. Freeman imparted his views as regards to the new regime of the airways and its effect upon the legit field. He stated that since the inception of radio enthusiasm for the theater had not dwindled. Radio, said Freeman, was the source of a new and distinct fervor for the progression of the drama in the hearts of the theater-going public. During the last several years Freeman has been residing in Hollywood. During the interview he advised film aspirants who intended to go west to take their gold with them, as "one cannot haunt the studios in an efficient manner on an empty stomach." Freeman concluded the interview with a definition of the name trouper. "A trouper," said Freeman, "is a red-blooded showman desiring to be termed as such, and when the name is conferred rightfully he covets the title as a king covets his crown."

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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.

Pittsburgh.

Answering Frank Wainwright's recent letter in The Forum, several years before many persons had heard of W. C. Fields there was a popular vaude act presented by Jim Horrigan, known professionally as Harrigan the Tramp Juggler. He did the cigar-box sequence and was supposed to have originated it. As a juggler he was equally as good as Fields, but his patter was not as funny. Horrigan began as a circus rider and took up juggling while convalescing from a broken leg resulting from a spill in his riding act. I have been told. Shortly before he died he was featured in a musical comedy based on a popular tramp character in *Puck* or *Judge* called *Nervy Nat*, the Tramp.

Cites Horrigan In Answering F. Wainwright

WILLIAM J. LEWIS.

Any further comment on the 1937 edition of *Royal American Shows* is hardly necessary after the accurate description by Gene Whitmore and the fine letter of Harry F. Gilliam in recent issues of *The Billboard*, but will you allow me space to offer a few words of praise of a somewhat different nature? In my official capacity as press agent for the Provincial Exhibition of Manitoba, held in Brandon June 28-July 2, I had opportunity to note the reaction of crowds to this mammoth amusement enterprise. You would be truly amazed to see the way in which supposedly hard-boiled farmers and other residents of the district who never before in their lives parted with a dime on a carnival midway loosened up under the brilliance and beauty of this mile-long avenue of festivity and spent money more freely than millionaires at a church benefit.

Brilliance, Beauty Make Shekels Flow

H. LYAL MCGILL.

I am getting a book ready for spring publication on the circus. In that book I am anxious to have a chapter about circus memorials, special statues or burlap places where circus folk go as a memorial pilgrimage as they tour about. I have heard sketchily of several, but no details. Would it be possible to insert a request for such material in your letter department or elsewhere? Was sorry to see in a recent issue, probably inserted in New York, a piece of information regarding myself that was right when sent in last winter, but incorrect now. My present management is Demeter Zachareff, Boston, combined with Junior Programs, Inc., New York, for school programs, and not the vaudeville agency listed. However, it is all publicity, for which I am grateful, only I like to see *The Billboard* have it right.

Seeks Data On Circus Memorials

GEORGE BRINTON BEAL.

I was pleased to see the paragraph about Sam Lee, veteran minstrel. For many, many years he pleased everyone and I am glad that he is still with us and hope that he enjoys the best of health. You said that he was a talent cornetist. He was more than that. He was the best cornetist of his time. His tone was perfect and he could execute anything ever written. I remember him particularly when he was with Gorton's Minstrels. With Sam on cornet, Gurton himself on baritone and Joe Edgar and Ed Lewis on trombones, the natives sure heard some music. I say it was the best of all minstrel bands. I heard Jules Levy, Herbert Clarke, Herman Bellstedt and many more wonderful cornetists, but Sam Lee was the best of them all. He choose to bury himself with a small-town minstrel show (and that's not casting any rocks at the quality of that show either). Had he been with some

Says Sam Lee Was a Wiz On the Cornet

of the big ones he would have been a sensation. Sam was not the greatest end man, but he was good. It was as a cornetist that he shone. When I hear some of these later-day trumpet players producing noise like two cats on a tin roof I think of Sam Lee's peerless velvet tone and his perfect execution. He played with less effort and fuss than any, and the queer part of it all is that Sam did not consider himself a really great musician. I will always remember him and I would travel plenty to hear a band as good as that one was again. Quite a lot went out of our life when minstrelsy pegged out. Some day it may revive. Let's hope.

MIKE HAT.

In response to Frank Wainwright's inquiry about the first tramp juggler, I will say that the late James Harrigan was the first one in the juggling line to adopt the tramp makeup. It was not by his own choice but by compulsion to do so. To relate the facts I have to go back to 1892. James

Harrigan First Tramp Juggler, Lakola Claims

was booked into Kohl & Middleton's Vine Street Museum, Cincinnati. At rehearsal time the baggage man informed him that his trunk had not arrived. He had played the museum before, so he asked the manager, George Avery, to give him two hours and promised to have an act to fill the bill. So we went down to Central avenue and bought some misfit clothes suitable for a tramp makeup. Then he got three old plug hats, six apples, a knife and fork and a small glass lamp at a 10-cent store. On the way back he collected a set of cigar boxes at different places. After that he rented a wig and bought a box of grease paint. He was all set now, went on at 2 p.m. and proved to be the hit of the show. Being a natural-born wit, he talked all thru his act. Before the week was over the manager told him to stay a second week and not to change the nature of the act. He took the good advice and a short time later played the best houses and circuits. He was always billed as the original tramp juggler. He later married Bessie Gilbert, famous cornetist; then moved to Buffalo, where he entered the real estate business. He died there, but what year I don't remember. As far as I know, Ozav, the juggler, also adopted the tramp makeup, but to James Harrigan should be given the credit for being the original. Now in regards to the cigar box tricks, to give some authentic facts I have to go back to my school days. When I was 12 years old I attended a show at Central Halle in my home town, Leipzig, Germany. There was a Japanese troupe of eight on the bill, headed by Matsada Sorakitchi. He was an athlete and champion wrestler. One of the young members was a contortionist. He used a set of about 20 solid wooden

blocks. He built a pyramid on which he performed some close back bending and hand stands. After the conclusion of his act the juggler of the troupe picked up the same set of blocks and performed a number of tricks similar to the cigar-box routine. A few years later the Great Trewey and D'Alvini, my teacher, included the block tricks in their act, but instead of using solid blocks they used hollow boxes painted in fancy colors to match their Oriental setting. They called them Japanese box manipulations and D'Alvini was considered an expert in handling them. To be fair I believe the Japs are the ones that gave the juggling profession something that has become the property of most comedy jugglers of the present day.

HARRY LAKOLA.

Lima, O.

Your magic editor's plan for a joint convention is the only practical thought. However, I believe it is an abuse to an art when amateurs exhibit their childish and boring demonstrations to convention crowds. Such shows lessen the prestige of magic and sicken the populace of convention cities. Why don't magic fans meet in a city where Blackstone or another great magician is playing just as the circus fans meet each year with a great circus? It is foolish to think that a group of amateur magicians can do anything to advance an art which in the hands of Blackstone, Birch, Gwynne or any showman does not need either an IBM or SAM. Many fine ideas have been advanced by the amateur, but I have get to see the first performance wherein an amateur who plays only the "convention circuit" could work the dullest yokel into a lather over his magic.

Says Tyro Shows Don't Help the Art

GEORGE MARQUIS.

In view of the fact that I once took part in a controversy in this column concerning the late Houdini, my view, recently sent in to and published by a well-known weekly, may be in order, to wit: "Houdini, like any other magician, relied on trickery and misdirection. His secrets are for the most part known to the fraternity. He was above all a great showman." That settles it—showmanship, personality, the man himself.

Houdini Was Great Showman, Says Rubens

CHARLES RUBENS.

It is surprising how one can get in touch with old troupers thru *Billyboy*. Contributions of mine to The Forum have brought many letters from old stage pals, some of whom I thought dead. I recently received letters from my old friend James B. Donovan, "King of Ireland." What oldtimer doesn't remember Jim? He is now on a Federal Theater Project in Chicago, while Mrs. Donovan conducts a dress shop in the Windy City. Other

Tom Waters Finds More Use For Billyboy

Other

Why All the Mystery?

MUCH sentimentality has been spread regarding the kindness of show people. Performers are presumably always good for a "touch" and show-folk, so the saying goes, always take care of their own. People in show business are also notoriously naive, but whether this applies to the entire industry or only to performers is a moot question. In the case of the Will Rogers Memorial Fund drive we hope the laxity on the part of the sponsors to supply a financial accounting is traceable to merely an innocent ignorance of the importance of such a statement.

The Will Rogers Memorial Fund, when it gets down to the business of separating moviegoers from some of their coin, does so in a very efficient manner. The drive is conducted nationally, spiels are made on the radio, short subjects are shown on the screen and the importance of maintaining the NVA sanatorium for tuberculars at Saranac is vividly impressed on the innocents who had wished to see and hear nothing more than that Garbo loves Taylor.

The Will Rogers Memorial Fund maintains a press agent to stir up interest in the drive. The p. a. has been successful, so much so that the trade feels it has a right to glance at a financial statement showing just what became of the money collected. Despite pressure, no such accounting was released for last year's drive. Regarding this year's drive, conducted the week of April 30, 1937, there has been much politeness but 100 per cent secrecy. Promises fall thick and fast.

It would be unfortunate if the theatrical trade and the none-too-smart public were to finally come to the conclusion that perhaps there was a darky in the woodpile. They might, in fact, become so interested in the darky that the tuberculars at Saranac would be forgotten.

43d YEAR

The Billboard

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The Largest Circulation of Any Amusement Weekly in the World

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By The Billboard Publishing Company
R. S. LITTLEFORD, President and General Manager.

E. W. EVANS, Secretary-Treasurer.

A. C. HARTMANN, Editor
Outdoor Depts., 25 Opera Place, Cincinnati, O.

E. E. SUGARMAN, Editor
Indoor Depts., 1564 Broadway, New York, N. Y.

Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O.
Phone, Main 5306. Cable Address, "Billyboy," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway. Phone, ME 4611. CHICAGO—6th Floor Woods Bldg., Randolph and Dearborn Streets. Phone, Central 8480. ST. LOUIS—300 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0443. PHILADELPHIA—B. H. Patrick, 7422 Lampart Road, Upper Darby, Pa. Phone, Madison 6895. LONDON—Bert Ross, care "The Performer," 18 Charing Cross Road, London, W. C. 2. SYDNEY, AUSTRALIA—Martin C. Brennan, City Tattersall's Bldg., 108 Pitt Street. PARIS—Theodore Wolfram, Hotel Stevens, Rue Alfred-Dreyfus.

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No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. XLIX. AUGUST 14, 1937. No. 33

oldtimers whom I hear from are Nat LeRoy, now living in Astoria, L. I.; Jim Morton; Joe Royer West, formerly of West and Van Siclen; Eddie Girard and Fannie Bloodgood, all living at the Percy G. Williams Home at East Islip, L. I. Another oldtimer I got in touch with thru *The Billboard* is Charles F. Edwards, who conducts a summer boarding house in the Poconos. Charlie and I tramped together 42 years ago. A recent visit to Downie Bros.' Circus at Mt. Carmel, Pa., gave me the thrill of my life when I shook the hand of Charlie Sparks. I had not seen him in over 50 years.

Saranac Lake

By JOHN C. LOUDEN

Dr. Karl Fischel, superintendent of Will Rogers Memorial Hospital, has left Saranac Lake on an extended vacation. He sails for Europe August 11 on the Manhattan.

Frank J. Duffy, of New York, spent a pleasant two weeks here visiting his cousin, Ned McGushion. Ned is making rapid progress.

Edith Lemlich has responded successfully to a pneumothorax operation. Her parents, Mr. and Mrs. William Lemlich, and sister, Sylvia, of New York, visited her over the week-end.

Morris Gould is our latest patient. He is from Pittsburgh, where he was formerly a film salesman with the Monarch Picture Company.

Joe Tio celebrated another birthday recently. Joe, who has only been here a short time, has been added to the up-patient group and is enjoying his meals. He is making excellent progress.

Katherine Keenan, who for many years was "hello" girl at the Lambs' Club, New York, is resting at the Northwood cottage.

Geraldine Blake, sister of Marya Blake, curing here at the Lodge, is in French Hospital, New York, where she will undergo an operation.

Garry Sitgreaves has left the Lodge for New York, where he will be under the care of a stomach specialist for two weeks.

Boston Symphony ensemble, now playing an engagement at the Lake Placid Club, gave a concert July 31 in the reception room of the Frudean Sanatorium. The ensemble each year presents its concert for the benefit of patients and staff of the sanatorium. Many guests were present.

Please check on your health to avoid the cure and write to those you know at Saranac Lake.

The Final Curtain

ARNELLIA—Peter Ralph, concessioner with Strates Shows and formerly engaged in the theatrical business for many years, in Geneva, N. Y., following a heart attack July 17. He was stage manager for the National Symphony Orchestra, Washington, for more than a year and was a member of the Bradford (Pa.) local, IATSE. Burial in St. Bernard Cemetery, Bradford. Survived by his widow, Mrs. Marie Arnellia; his mother, Mrs. Mary Arnellia, and a sister, Mrs. Frank Pantuso, all of Bradford.

BLACKMAN — George M., connected with films, July 30 in Newport, R. I.

BLAUMAUER—Philip, 72, manager of the Capitol Theater, Portland, Ore., at his home in that city recently following a heart attack. Survived by his widow, Alice.

BOYDEN—Arthur Rogers, 54, former screen writer, in Worcester, Mass., July 30 following a heart attack. Boyden, a reporter, war correspondent and newspaper executive, spent a few years after the war doing publicity and scripts for the old Metro Film Company.

BROADWELL—Mrs. Alice May, 70, daughter of the late Bertrand Williams, former manager of the Grand Riviera Theater, Detroit, August 2 at the home of her daughter in Highland, Mich. Burial in Evergreen Cemetery, Detroit.

BROWN—J. H., 64, for 35 years superintendent of grounds and buildings of the Georgia State Fair, at his home in Macon, Ga., July 31 after five weeks' illness. He was better known among showmen as Judge and was a friend of many circus troupers who wintered in Macon. Brown was justice of the peace in the Crumps Park District for several years and operated a concession in Central City Park, Macon, for many years. Survived by a daughter. Services and burial in Macon.

CASTLE—Mrs. John R., mother of John R. Castle, well-known showman, at Memphis July 29 after a short illness. Services at Kansas City, Mo., August 1. Survived by three sons and four daughters.

CRAFT—Walter, 54, retired theater owner, of Auburn, Wash., in a hospital at Tacoma, Wash., recently.

I wish to thank my many friends, especially the Donald McGregor Shows, for their kindness and sympathy during the recent illness and death of my husband.

MRS. S. R. CUTTER,
406 So. 5 St., Ponca City, Okla.

DAVIDSON—Harold, side-show performer, July 30 of wounds received when clawed by a lion at Skegness, England, two days before. Davidson, a former clergyman, had long toured in side shows, exhibiting himself in a barrel or glass cage before he took up talks from a cage containing lions.

DORON—Mrs. Emma L., 75, musician, suddenly July 29 at the home of her son in Camden, N. J. She formerly taught piano and voice and was a professional organist. Mrs. Doron sang with the Philadelphia Choral Society for more than 12 years. Survived by three sons and a brother.

DUROS—Steve K., 43, former motion picture theater manager and founder of the first Nickelodeon in Columbus, O., in that city August 1 after a short illness. He had also been projectionist at the Pastime, Dreamland and Empress theaters, Columbus. Duros had been an early member of the IATSE and was one of the founders of the Columbus Motion Picture Operators' Union. Survived by his widow, mother, two sisters and two brothers. Services in Greek Orthodox Church and burial in Greenlawn Cemetery, Columbus.

DINEEN—John J., theater and night club operator, July 31 in Hampton Beach, N. H. Dineen built and operated the Modern Theater on Broadway before leasing it to Warners. Recently he was associated with the Casino enterprise, Hampton Beach.

DUCHIN—Mrs. Marjorie Oelrichs, 29, wife of Eddy Duchin, orchestra leader, August 3 in New York due to complications following the birth of a son July 28.

EDWARDS—Robert R., 61, professionally known as Bobbie Burns, at the Robert Long Hospital, Indianapolis, July 24 following a long illness due to lung trouble. Deceased was born in London, Ont., in 1876. He had been known in show business for 45 years and had been with Barnum & Bailey Circus, J. Frank

Hatch, K. G. Barkoot, Denhardt Exposition, Galler Amusement Company and other carnivals. He was both concessioner and showman, having for about 15 years operated the Burns Greater Shows. Just prior to his death he was with Curl Greater Shows as a concessioner. Gooding Shows and others sent floral pieces. Burial July 26 in Greendale Cemetery, Lawrenceburg, Ind., where he had made his home for many years, following services by Masonic Lodge No. 4. He was also a member of the Scottish Rite and the Shrine. Survived by his widow; four daughters, Catherine, Marie, Eleanor and Betty Jane; five brothers, John (Detroit), Charles (Calgary, Alta.), James (Rock Island, Ill.), Joe (Windsor, Ont.) and George (Detroit), and four sisters, Mrs. Elizabeth Herman, Mrs. Belle Otto (Detroit), Mrs. Kate Moore (Windsor) and Mrs. Alberta Bane (Kent, Wash.).

FARNBACHER—Solon, 76, vice-president of South Louisiana State Fair Association, Baton Rouge, La., in that city July 30 after a long illness. Burial with Jewish rites in Baton Rouge July 31.

FINNERTY—Louis, 54, vaudeville and movie performer, from intestinal complications on the Coast recently. Finnerty had been a member of the vaudeville comedy team Bernard, Finnerty and Mitchell. Among the films in which he appeared was *Saratoga*. He was a member of the Troupers' Club and Motion Picture Guild.

FORTH—Ray, well known in tabloid and burlesque circles, suddenly July 30 following a heart attack at his home in Evanston, Ind. Survived by his widow, Marie; his mother and brother, Allen Forth, straight man, of New York.

FOWLER—Albert Nelson Cheney, 65, playwright, August 3 in Glens Falls, N. Y. Author of many plays, including the farce *Never Again*, Fowler was best known for his libretto, *The Tattooed Man*, set to music by Victor Herbert and produced in 1907. Survived by his widow. Services at his home August 5. Burial in Oakwood Cemetery, Troy, N. Y.

FURNESS—Mrs. Florence, 51, mother of Betty Furness, cinema actress, of heart disease August 3 in New York.

MCCAIN—Barney, 45, native of Tulsa, Okla., suddenly at Gonzales, La., July 28. Had been in carnival business 25 years and at time of death was Big Eli Wheel operator, with the Harry Burke Shows. Burial at Baton Rouge, La., July 30.

MANNEBACH—Mary T., 81, mother of Margaret Mannebach, pianist with the Detroit Symphony Orchestra, July 27 at her home at Grosse Pointe, Mich. Survived by three children. Burial in Mount Elliott Cemetery, Detroit.

MORSE—Lewis, 53, theater operator, July 31 in Brooklyn. Until he retired from the film business 15 years ago Morse owned theaters in West Virginia, Virginia and Ohio. Survived by his widow, daughter, son and three sisters. Services August 1.

MUELLER—Herman, 65, viola and bassoon player, in Philadelphia July 29 after a year's illness. Mueller had worked with Walter Damrosch and Victor Herbert and for 28 years was a member of the Philadelphia Symphony Orchestra. Survived by a daughter, Annette; a son, Herbert, and a brother, Otto.

ODGERS—P. M., 50, June 4 at his home, Twin Cedars, near Tacoma, Wash., from paralysis following several years' illness. He was an illusionist and professionally known to outdoor showmen as Prof. Harry Montgomery. He was for many years with the Leavitt-Brown-Huggins Shows, leaving there in 1933. Owing to ill health he retired in 1934 and returned to his ranch, from which place funeral services were held, with interment in Mountain View Cemetery, Tacoma. Survived by widow, Princess Tiny Odgers; mother and three brothers. He is credited by his widow as being the first to introduce the "buried alive" act on the Pacific Coast.

ORICK—Elmer, 53, of Steubenville, O., of apoplexy in dressing tent of the Cole Bros. Circus at Topeka, Kan., July 29. He had been with show three years, working with elephants.

PARK—Mrs. Zella Frank, 63, of Saginaw, Mich., and one-time stage partner

of the late Marie Dressler, at Marlboro, Mass., August 3 after a long illness. She was the widow of a former official of the Congressional Library who was in the cast of the original *Peter Pan*.

ROE—Mrs. Ella S., 87, at Schoolcraft, Mich., July 31. Colonel Roe, retired circus man and publisher at Kalamazoo, Mich., was a relative.

SEIFFERTH—Mrs. J. M., wife of Poet of Radioland, Station WDSU, New Orleans, and former circus and carnival performer, at her home in that city July 29 after a long illness. Survived by her husband; a son, J. M. Seiffert, who is also a member of WDSU's staff, and a sister. Interment in New Orleans.

SMITH — Mrs. Nannette Nixon, 63, actress, of a heart attack August 1 in Bayside, Queens, N. Y. Born in Grand Rapids, Mich., she went on the stage at an early age as Nannette Nixon. While playing with the Thomas Q. Seabrooke Comic Opera Company she met Edgar Smith, playwright and light opera librettist, who became her husband in 1895. After that she made only two appearances during her lifetime, in *The Merry World* and *The Belle of New York*. Survived by her husband and a son, Edgar N., of Queens.

SOUTHMAYD—L. N., 53, of Springfield, Mass., director of publicity for Cycle Trades of America, in charge of bicycle exhibits at Million-Dollar and Central piers, Atlantic City, in recent years, in Bronxville Hospital, New York, recently following an operation for a brain tumor. Survived by his widow and daughter, Geraldine.

STRASBURG — Mrs. Ida Ann, 73, widow of Herman Strasburg, who at one time owned the Strasburg Dance Academy, Detroit, August 3 in Charles Godwin Jennings Hospital, Detroit. She was the mother of Paul Strasburg, proprietor of the Grandee Ballroom, Detroit. Survived by three children, Marjorie, Paul and Hermine. Burial in Elmwood Cemetery, Detroit.

TILKIN—Max, 50, band leader, in New York July 31. Tilkkin played in the Palace Theater orchestra during its vaudeville days, formerly conducted for Bessie Clayton and the Mosconi Brothers and was a member of Paul Whiteman's Orchestra. The last two years he conducted a WPA circus band, which he organized. Services August 2. Survived by his mother, four brothers and two sisters.

TREE—Lady, 72, actress and widow of Sir Beerbohm Tree and mother of Viola Tree, actress, at University College Hospital, London, August 7, following an operation. She appeared in her first London production, *The Sweethearts*, in 1883, the year she married, and from that time on was associated with her husband in acting and producing until his death in 1917. She continued her theatrical career until recently. In 1908 she appeared on American stage. Lady Tree was born in London.

TRILLO—Robert, film executive, was killed in Hal, Belgium, August 2 in an airplane accident. Trillo was managing director of RKO's Dutch and Spanish branches.

TULLUCK—William Newton, 57, former manager of the Wanda Theater, Sanford, N. C., at his home in that city August 1 following a heart attack.

WINTERMUTE—Mrs. Adela, 64, wife of the late Thomas Wintermute, former co-owner of Wintermute Bros. Circus, at Beloit, Wis., July 20 after an illness of several months. Survived by three daughters, Mrs. J. S. Woolcott, Mrs. Nathan Kalin and Mrs. Norman Carlson; a son, Harry, and a sister, Mrs. Mary Allenbaugh. Burial at Hebron, Wis.

WUPPERMAN—A. Edward, 65, brother of Frank and Ralph Morgan, actors, July 31 in Greenwich, Conn.

Marriages

BOOTH-STORMS—Alfred W. Booth, nonpro, and Beryl Frances Storms, formerly affiliated with Station WHA, Madison, Wis., July 31 at Waterford, Wis.

BORDINE-CAROLE—Jack Bordine and Dorothy Carole, dance team, August 7 at

St. Adelbert's Church, South Bend, Ind. **BRADLEY-KASPER**—Walter F. Bradley, nonprofessional, and Helen R. Kasper, night club entertainer, July 27 at Valley Forge, Pa.

BROWN-HOFFBAUER—Merrill Brown, saxophonist with George Frommel's Orchestra, and Florence Hoffbauer, of the Dot and Flo team, at Covington, Ky., August 2.

DEVINCENTIS-PEZZETTI—George Devincentis, nonpro, and Stella Pezzetti, of Yolandi and Stella, sister team, August 1 in New York.

DEVINCENTIS-PEZZETTI—Nicholas Devincentis, nonpro, and Yolanda Pezzetti, of Yolanda and Stella, sister team, August 1 in New York.

GOLUBEFF-HARRIS—Gregory Golubeff, musician and actor, and Mrs. Vina D. Harris, nonpro, recently at Hollywood.

HURLEY-MIDDLETON—Joseph Hurley, concessioner, and Peggy Middleton, nonpro of Harlan, Ky., July 31 at Wise, Va.

HUSSEY-HUTCHINSON—Tom Hussey, Marblehead, Mass., WNAC, Yankee network, and WAAB, Colonial network, announcer, and Margaret Hutchinson, Marblehead, nonpro, that city June 12.

KELSEY-YOUNGHUSBAND—Carlton Kelsey, music director for Western division of CBS, Chicago, and Lillian Hawes Carter Younghusband, nonpro, July 24 in that city.

SHAFFER-GRAVES—Dorothy Graves, dancer in Casa Manana Revue at the Fort Worth Frontier Fiesta, and R. O. Shaffer, nonprofessional, of Fort Worth, in that city July 30.

SWEENEY-HENDERSON—William Russell Sweeney, advertising agency executive, and Neta Mae Henderson, July 31, Jackson Heights, New York.

THOMPSON-MEYER—George Thompson, nonpro of Toledo, and Mary Lou Meyer, vocalist with the Smoothies Trio, presented over Station WWJ, Detroit, at the Augsburg Lutheran Church, Toledo, August 7.

VAN DOVER-DE WERTH—Bud Van Dover, Tom, of WGN's Tom, Dick and Harry, and Marge De Werth, dancer, in Chicago July 31.

VERNEUIL-FEYDAU—Louis Verneuil, French writer, several of whose plays reached Broadway, and Germaine Feydau, daughter of the playwright Georges Feydau, in Paris July 22.

VILLIERS-CHERRILL—Francis Child Villiers, nonpro, and Virginia Cherrill, cinema star, in London July 30.

WAGNER-MCCRACKEN—John Wagner, of the auditing department of the National Broadcasting Company, and Jean McCracken, of New Jersey.

Coming Marriages

Lynne C. Smeby, supervising engineer of WXYZ, Detroit, and Evelyn True, daughter of Harold True, news commentator for WXYZ, August 28 in Detroit.

Raymond Y. Bartlett, nonpro of Du Bois, Pa., and Dawn Kelley, of Winchester, Mass., private secretary to Cleon B. White, manager of the Boston office of the National Broadcasting Company Artists' Bureau, early in October.

John Facenda, night supervisor at Station WIP, and Dot Hunger, nonpro, in Philadelphia next month.

E. Samuel Lonholm, singer, and Doris Havens, pianist and organist for Station WCAU, in Philadelphia soon.

Ella McKenzie, actress, and Billy Gilbert, sneezing screen comedian, September 12 at the home of Director and Mrs. W. S. Van Dyke in Hollywood.

Births

An eight-pound six-ounce son, Donald, to Mr. and Mrs. Emanuel Martines at Newton (Mass.) Hospital July 19. Father is a WNAC, Yankee Network, salesman.

An eight-pound boy to Mr. and Mrs. Bob Young in Los Angeles July 30. The father's orchestra is now playing at the Hotel Texas Den, Fort Worth.

Divorces

Ora Fritz Foster from C. C. Foster July 31 in Pittsburg, Kan.

Dorothy Zaun from Cornelius Zaun, owner of The Ship, night club, near Milwaukee July 28 in Waukesha County Court.

Isobel C. Clark in Wayne County Circuit Court, Detroit, July 28 from Ralph

(See DIVORCES on page 85)

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

- Cowan, John E., 5c
Delmar, 5c
Demars, Alice, 14c
Gibbons, Artona, 10c
Goodwin, S. S., 8c

Ladies' List

- Adams, Helen
Adams, Mrs. J. O.
Allen, Gail
Allen, Mrs. J. O.
Allis, Mrs. Kate
Amburgey, Mrs.
Anderson, Mrs.
Andre, Kay
Anthony, Mrs.
Applebee, Edna
Appeling, Mrs. Jas.
Arlington, Lois
Armstrong, Frances
Austin, Marie
Bailey, Mrs. A. H.
Bailey, Mrs. Carol
Banks, Mrs. Wally
Barbomer, Jessie
Barren, Mrs. Agnes
Bartlett, Mrs. R. C.
Barton, Mrs. J. G.
Beall, Helene E.
Beasley, Elizabeth
Beeson, Mrs. Aura
Beeson, Mrs. L. A.
Bell, Millie
Bell, Miss Tone
Bennett, Dorothy
Bennett, Dorothy
Bergers, Jean & Eliza
Bergers, Sisters
Berry, Carroll
Berry, Mrs. Ethel
Best, Esther
Best, Mrs. Laura
Bibby, Pearl
Biggs, Mrs. C. E.
Bishop, Dorothy
Bishop, Mrs. Louise
Bistany, Mrs. Mae
Black, Pauline
Blackly, Mrs. Evelyn
Bookman, Mrs. B. O.
Bordars, Mrs. G. E.
Bott, Harriet
Bowen, Mrs. Mary
Bowman, Ivy
Boyd, Helen C.
Branch, Mrs. Willis
Breckel, Mrs. Lenore
Britton, Elizabeth
Britton, Mrs. Edith
Brook, Eileen
Brooks, Ethel
Brown, Ena
Brown, Jeannette
Brown, Josephine
Brown, Mrs. R. B.
Brown, Mrs. D. E.
Brown, Mrs. Peggy
Buck, Boots
Buley, Mrs. Linnie
Burden, Mrs. Zylpha
Burdick, Jewel
Burke, Billie Jo
Burleson, Madam
Burton, Mrs. James D.
Butterly, Mrs. Betty
Bush, Dolly
Cameron, Mrs. R. W.
Camp, Mrs. Edith
Campbell, Mrs. Monte
Campbell, Mrs. J.
Cardiel, Clara
Cardinal, Mary
Candrell, Mrs. Leroy
Caper, Mrs. Lela
Carr, Harriet
Carroll, Della
Carver, Mrs. Merle
Casabon, Rebecca
Cavanaugh, Mrs. M.
Claire, Madam
Clark, Jerrie
Clark, Ora
Clifton, Mrs. W. L.
Conners, Connie
Cook, Mrs. Marion
Cook, Mrs. Ruth
Cooper, Mrs. Dottie
Cooper, Mrs. Neva
Cooper, Virginia
Coogleton, Mrs. Gertrude
Corcoran, Lillian
Correll, Marie
Cortez, Mrs. Peter
Cortez, Mrs. Peter
Crane, Mrs. Peay
Crawford, Anna
Crawford, Mrs. Frank
Crawford, Mrs. R.
Criswell, Trixie
Crowdy, Mrs. B. L.
Crownwell, Mrs. Johnnie
Cummings, Fay
Curton, Mattie
Dallas, Rose
Darlong, Yvette
Davenport, Mrs. B. C.
Davis, Cora
Davis, Phyllis
Dawkins, Mrs. Agnes
DeCoupe, Nora
DeGarro, Grace
Dean, Dr. Myrtle
Dedrick, Mrs. Luella
Delmar, Mrs. Chlo

- Johnson, Mrs. R. A.
Jones, Mrs. C. B.
Jones, Mrs. R. F.
Jones, Onnie
Joyce, Mae
Justice, Anna Belle
Kates, Mrs. Ruth
Kawake, Monia
Keating, Junie
Keller, Louise
Kelley, Jean
Kelley, Mrs. Andy
Kelly, Vera
Kennedy, Maudie
Kelley, Marian
Kelley, Mrs. Whitney
Kelly, Mrs. Mae
Kight, Mrs. Gene
Kimmell, Mrs. Bill
King, Genevieve
Kirkland, Montie
Kirkland, Mrs. George
Kirkwood, Mrs. W. L.
Kirkland, Roslyn
Klingbile, Lerado
Knauff, Mrs. Bert
Koehler, Mrs. Harry H.
Kramer, Peggy
Kreger, Evelyn
LaCrosse, Valores
LaGrande, Ethel
LaLazette, Madam
LaStrand, Eve
Lamar, Betty
Lanarr, Mrs. Yvonne
Lang, Myra
Langford, Mrs. Mabel
Langin, Lillian
Langley, Mrs. Goldie
Lawson, Lee
Lawton, Mrs. Ruth
Ledbetter, Mary
Lee, Betsy
Lee, Mrs. Howard
Lee, Myrtle
Lehman, Mrs. Agnes
Leiter, Mrs. Malba
Lenager, Pat
Lennon, Mrs. Paulino
LeRoy, Eva M.
Lepper, Helen
Leroy, Mrs. Wm.
Lerway, Mrs. Ann
Lessie, Margot
Leslie, Mrs. Lillian
Letarte, Emma
Lewis, Ethel
Lewis, Mrs. Virginia
Little, Mrs. Dave
Loan, Mona
Lopez, Chiquita
Lopez, Kay
Loranzo, Mrs. Dixie
Lovitt, Mrs. Edythe
Lusson, Leo
Lusson, Mrs. Leo
Lynch, Mrs. E. J.
Lynch, Peggy
McArthur, Zoma
McCade, Mrs. Bernice
McCaIn, Lou
McCarthy, Mrs. Wm.
McClellan, Mrs. Cora
McCord, Mrs. Louise
McGibbon, Shirley
McCormack, Trixie
McDonald, Mrs. Kitty
McGee, Mrs. Mary
McGowen, June
McGuirk, Mrs. Frank
McKeand, Pat
Mack, Mabel
Madison, Mrs. Petty
Mahoney, Mrs. Dan
Maier, Francis
Maier, Viola
Malton, Connie
Mandel, Jewel
Mann, Thelma
March, Ivy
Marcy, Helen
Markey, Mrs. Mary
Marks, Tex
Marr, Mrs. Ray G.
Marshall, Bernie
Martin, Madge
Martin, Berdena
Martin, Mrs. W. C.
Martin, Mrs. Viola
Martin, Virginia
Mason, Mrs. Bertha
Mason, Nellie
Matsumoto, Amelia
Mattley, Mrs. Thelma
May, Madam Elsie
Mayfield, Kay
Mayo, Ada
Mellens, Mrs. Eddie
Melville, Mrs. R. A.
Mendelson, Mrs. Evelyn
Meyers, Mrs. Vickie
Miller, Kay
Miller, Mrs. Iris
Mitzl & Harry
Mixon, Tillie
Moley, Mrs. Lillian
Moore, Maxine
Moore, Mrs. A. L.
Morey, Mrs. H. A.
Morgan, Mrs. Billy
Morgan, Billie
Morgan, Kittie
Morris, Ethel
Morris, Mrs. Chip
Morris, Mrs. Cora
Morris, Mrs. R. E.
Morton, Mrs. Agnes
Moss, Minnie
Moss, Eva
Mullins, Dasie
Munday, Virginia
Murphy, Mrs. J. W.

Letter List

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads - Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Murray, Edith
Murray, Marion
Murray, Peggy
Myers, Mrs. C. N.
Nash, Mrs.
Neal, Frances
Nelson, Mrs. Julia
Nelson, Mrs. Viola
Newcomb, Mrs.
Newton, Veronica
Niquette, Irmalee
Nolte, Mrs. Martha
North, Cecillia
Norton, Carroll
Norwid, Mrs. Chas.
Norton, Mrs. Mary
Nowell, Edna
Nixon, Lois
Nixon, Mrs. White
O'Brien, Dixie
O'Connor, Alice
O'Connor, Mrs. Effie
Ogilsby, Mrs. Bonnie
Olsen, Olive
Oncill, Mrs. James B.
Ora, Loretta
Orton, Elsie
Owens, Mrs. Chas.
Page, Ruth
Parker, Alma L.
Parker, Boots
Parker, Madlyn
Parker, Mrs. H. L.
Pattory, Ariel
Pate, Dorothy
Pechang, Mrs. Josephine
Peck, Emilia
Pence, Mrs. George
Perestine, Mrs. T.
Perry, Geneva
Peterson, Mrs. Henry
Pittenger, Nera
Pitzer, Mrs. Irene
Pollard, Fay
Porter, Mabel
Powell, Mrs. Albert
Pratt, Mary
Rabe, Pauline
Randall, Alice
Rattle Snake, Princess
Ray, Bertie
Ray, Betty
Raymond, Mrs. Jackie
Reardon, Mrs. Nattie
Rebstock, Wilma
Reche, Mitzi
Redhorse, Mrs. Blanche
Reeco, Mrs. L. P.
Reed, Mrs. Anna
Reeves, Mrs. Edward
Reeves, Mrs. Lovella
Regan, Thelma
Relford, Augusta
Reno, Mrs. Vestar
Renolds, Maggie
Rex, Dorothy
Reynolds, Billie
Reynolds, Mrs. Jimmie
Reynolds, Viola
Rice, Mary Alice
Richard, Charrolett
Richards, Margarette D.
Richards, Mrs. T. I.
Riddings, Mrs. Mary
Riddle, Mrs. Jack
Riggs, Mrs. Lillian
Rinder, Betty
Ringer, Babe
Ristov, Mary
Ritch, Mollie
Roark, Edith
Robbins, Mrs. June
Robyn, Minnie Bell
Robinson, Mrs. Betty
Robinson, Elizabeth
Rockwell, Mrs. E. W.
Rollins, Mrs. Mary
Romano, Mrs. Eunice
Roselle & Coelle
Rosenberg, Queenie
Rosenberger, Mrs. Nina
Rosensteel, Lois
Rudick, Mrs. Estella
Russ, Mary
Russell, Boots
Russell, Doris
Russell, Mary A.
Russell, Mrs. Bert
Russell, Mrs. Joe
Ryan, Miss Dee
Sanders, Mrs. Betty

- Brown, Robt. Leo
Brown, Sam
Brown, T. H.
Brown, W. B.
Brown, W. W.
Brownell, Duke
Brownell, W. H.
Broyer, Louis
Bruce, Bebe
Bruce, James W.
Bruce G. Show
Brumleve, Robert P.
Brundage, S. W.
Bruner, Art E.
Brunk, Henry L.
Bruno, Louis
Bryant, Otis R.
Bryans, The Three
Buchanan, Ceylon W.
Buchanan, W. T.
Buckley, M. M.
Buddha, Prince
Bulfin, Gypsy
Bullock, Wyatt H.
Burch, Lloyd W.
Burdy, John H.
Burford, Clay
Burger, Harry
Burger, Seymour
Burke, Leo
Burlingame, Ralph
Burns, Levi
Burns, Tiger
Burrell, Jerry Lund
Burt, the Frog Boy
Burt, Willert
Burto, Leon
Bushman, Russell
Bushman, (Popeye)
Barnett, Capt. David
Barnett, E. L.
Barnett, Tassel
Barny, Dick
Bartley, James G.
Bartlett, H. O.
Bartz Amuse. Co.
Bauer, Joseph
Baughman, B. J.
Baughman, Harry
Baughman, Bernard
Beam, Billy
Beam, Roy
Beasley, Joe
Beaulien, Lyle
Bee, Kay
Beede & Nance
Behee, Bob
Bel-Mar, Jack
Belmont, Avery
Belmont, Dr.
Belt, Samy
Bender, H. (Kelly)
Benner, Dean F.
Benner, Dion
Bennett, J. O.
Bennett, Joe & Bee
Bennett, Paul Wm.
Benton, Clark
Berger, Harry
Berger, Seymour
Bernardi G. Show
Bernade, Gus
Bevard, S. V.
Bey, Ben
Beyer, George M.
Bickford, Edw. K.
Bill, Jack
Billock, Clark
Bireley, Eddie
Biscover, Isador
Blackmer, Arthur
Blackstone, Doc
Blackstone, Victor
Blackwell, H. G.
Blake, F. J.
Black, Roy
Blanchard, T. A.
Blanton, Herbert
Bluck, Dick
Bliss, Red
Block, Eugene H.
Blomberg, Bill
Blough, Vance
Blue, Archibald
Bochanan, Harry
Boltzard, Jake
Bonta, William H.
Boobanna, Anthony
Booker, Al
Booth, F. E.
Bordener, Kenneth
Borzo, Frank
Boswell, Max
Boswell, Richard B.
Botz, Tony
Boucher, Roy
Bowen, W. E.
Bowers, Wayne
Bowling
Bowman, Sam
Bowman, Wilbur
Boyd Robert C.
Boyer, Archie
Boyer, Frank
Boyer, Ralph
Brachard Jr., Paul
Braden, Jim
Bradley, Tony
Bradson, Fames
Bradson, Washington
Bradson, James
Bradshaw, James
Branch, Wm.
Brand, Nick
Brandham, Jos.
Braswell, W. L.
Brauhanson, Wm.
Bray, Capt. George
Brennan, Mickey
Brenne, Wally
Brenner, Leo
Brekke, R. G.
Bresk, B. J.
Bresson, Earl
Brock, Everett
Brightbill, Lloyd
Brison, H. B.
Broadway, Henry
Brodie, Wm.
Brooke, Havana D.
Brooks, Thomas A.
Brossseau, Frank
Brown, Jos. J.
Brown, Charlie
Brown, C. Howard
Brown, D. E. K.
Brown, Ernest
Brown, Howard
Brown & Lavelle
Brown, L. R.
Courtney, J. A.
Couture, Leo J.
Cowley, Jimmie
Crabb, Donald E.
Craig, Bert
Cramer, Ben
Cramer & Zerkoy
Crandell, LeRoy C.
Crane, Stuart
Crawford, Bing
Cray, Luther
Creamer, Omar
Crew, M. W.
Cridler, Jenks
Crim, Prof. B.
Crock, Jack
Crockett, Tex
Crockett, Thomas J.
Cross, Frank
Crossett, Whitey
Crouch, Philo
Crowdens, Walter C.
Crowe, Bill
Crowe, F. L.
Crowley, Jimmy
Crum, Ivan
Crusius, A. F.
Cruze, Conway
Cunningham, Con
Curlliss, Basil Gene
Curry, Charles
Cutlip, Paul
Cutshall, Geo. S.
Dalrymple, Earnest
Dameron, Elmer
Danker, Bill
Dannel, Richy
Darling, Gene
Darwin the Magician
Daugherty, Jas. E.
Dault, Dare-Devil
Davenport, B. O.
Davies, Earl E.
Davies, James W.
Davis, Earl D.
Davis, Earl E.
Davis, Indian Joe
Davis, Jimmie
Davis, Louis
Davis, Ray E.
Davis, Jas. Walter
Davis, Willie
Davlin, James
Dawkins, Speedy
Dawson, Kenneth
Day, Ray O.
DeBoard, Wm.
DeCherine, C. A.
DeGast, Henry
DeLong, Fred
DeLuca, Douglas
DeMott, George
DeVoe, Jack
DeWitt, Zeke
Deady, Paul
Dean, L. Vincent
Dean, Wm. Charles
Dearing, Frank I.
Decker, Al
Deering, Walter O.
Deitrich, Lucky
Delaney, Joe
Demetro, John
Demonic, T.
Densky, Edward
Denton, Eddie
Derring, E. C.
Derrwells, Flying
Devine, J. M.
Dew, Daniel
Deweese, Thomas
Dexter, Bob
Dickerson, Floyd
Dillon, Jack
Dimon, Andrew
Dinsdale, Benjamin
Diskin, Frank
Ditmore, Nick
Dixon, Norman L.
Dixon, Marion
Dodds, E. G.
Dodson, Eddie
Dolan, James F.
Dolly Amusements
Donnelly, John
Donovan, H. D.
Doss, Harry W.
Dotty, John
Downing, Green R.
Downing, Robert
Doyle, H.
Doyle, Jack
Drake, Dallas
Drake, Paul
Draper, E. L.
Dryden, Chas. R.
Druyen, Sherman
Duncan, Eddie
Duncan, Midget
Dungwa, W.
Dunham, Roy
Dunn, Leonard
Dusek, Jay
Eagle, Chief Ed
Eagleson, G. E.
Earle, Alfred E.
Earl, E. E.
Earp, Adrain
Easton, Harry
Eckard, Lee
Eddy, Samuel D.
Edenfield, Dan
Edmonds, George
Edmonds, Lawrence
Edwards, Doc
Edwards, Harry
Edwards, V. L.
Eilers, Sure-Shot
Elder, Charles W.
Eli, Geo.
Ellenburgh, Johnnie
Elliott, Billy Jack
Elliott, Wm. H.
Elmer & Oswald
Emswiler, S. H.
Emerson, J. B.
Enads, Ray
Engesser, George E.
Engford, Florence
Englehart, Henry
Epperson, Zack
Eskew, Jim
Eshridge, Harry
Ezler, S. M.
Evans, Elbert
Evans, Frank S.
Evans, George L.
Evans, Homer
Evans, Jerry
Evans, Joe
Evans, R. H. Pinky
Evans, W. M.
Faber, Frank
Famey & Barnes
Farrell, E. S.
Farrell, J. W.
Faul, Matt
Faulkner, Robert
Faust, Jake
Faustel, Carl
Fay, Gunny
Faye, Berte
Fleming, Ben
Fleisch & Del Ray
Fendrick, Borsley
Fenton, Paul
Ferch, George M.
Ferguson, Danny
Ferris, L. O.
Fields, Luke
Fine, Al
Fink, Hobd L.
Fish, Bob
Fishburn, I. J.
Fisher, O. H.
Fisher, Charlie
Fisher, Harry P.
Fisher, Dr. John
Fisk, Jimmie
Fitch-Provo Players
Floyd, E. L.
Flournoy, Chaney
Flynn, J. Francis
Ford, Al
Ford, Geo. S.
Ford, Dr. L. B.
Ford, Sam
Ford, Warner E.
Ford, William E.
Forman, Harold P.
Forrest, Tom & Bettie
Fortner, Clyde E.
Foster, Dock
Foster, Eddie
Foster, George E.
Foster, Lee
Foster, Victor J.
Fowler, Charles S.
Fox, Carl
Francis, Dr. B.
Franklin, Fred
Franklin, Joe
Franks, Sam
Frazier, Jerry
Frazier, William
Freddete, Gene
Freddy, Flexible
Freed, H. T.
Friedbier, Morris
Friend, Orrie
Frisbie, Alfred
Fritz, Helmy
Fulbright, Henry
Fulton, Master
Furati, Frank
Gaddis, Louis P.
Gadson, Pollock
Gaines, Al
Gallagan, John
Gamble, Edward
Gamble, Harold L.
Gant, Joe
Gardner, Hy
Gardner, Kenneth
Garland, Joe
Garlock, E. K.
Garrett, Preston
Gary, Peter
Gatewood, Cliff
Gauci Brothers
Gavin Shamrock Show
Gay, Vernon Mack
Gee, Aldrid
Gentry, John
Gentry, Gemols
George, Ed
George, Tom
Gibson, F. L.
Gifford, George
Gilbert, Bert
Gilbert, Harry L.
Gilk, George
Gill, Major
Gillon, Jack
Gillman, Ernie
Gilmore, Doc
Gindlerpger, Leo
Glasscock, D.
Glick, Wm.
Gordon, Doc
Gorman, Abe
Gorman, F. P.
Gordrich, Verne
Gouldsberry, Paul
Grabble, E.
Grace, Shorby
Gradio, Shorty
Griffin, Carl
Gramprie, Ralph E.
Grant, F. J.
Graves, Milton
Gray, Bee Ho
Gray, W. N.
Green, Edw. L.
Green, Herbert E.
Greenfield, Joe
Greenwald's
Greenwell Athletic Show
Greenwell, S. L.
Gregg, W.
Greve, H. A.
Griffin, Geo. G.
Griffin, Jellie
Griffin, Spot
Griffin, Willard
Griffith, Melvin
Grimes, Marion
Groff, Samny
Groff, Miller
Groff, Myler
Grotha, Toni
Guess, Thorne
Gunsell & Gunsell
Gutierrez, Gusto
Guy, Miller
Hackett, Edw. J.
Hafler, C. F.
Hagan, Eddie
Hags, B.
Haines, Wilbur
Haitt, Frank
Halderman, Dr. J. E.
Hale, Buddie
Hale, J. F.
Hale, Joe
Halfnce, Jack
Hall, C. A.

Gentlemen's List

- Abbott & Geyer
Abella, Pete
Ackley, Earl
Ackman, Clarence
Acosta, Herbert
Adams, Dewey
Adams, M.
Adams, Max
Adams, Mike
Adams, Ned
Adams, Pete & Alice
Addmis, Nade
Aderholt, Bill
Akins, George B.
Akin, Charles
Ails, Roscoe
Akers, Charles
Al's Picture Show
Alcorn, Gene
Alderfer, C. L.
Alexander, E. H.
Alfred, Jack
Alison, Happy Jack
Allen Bros. Wild West
Allen, Dave
Allen, J. H.
Allen, Leo
Allen, Ralph
Allison, Tex
Allman, Bill
Allogeria, A. G.
Altachuler, Aaron
Alvis, Ray C.
Alvord, Ned
Alwold, Frank
Alzoite, Karl
Ambler, Walter
American Exposi-
Amos, Walter
Anderson, F. B.
Anderson, Fred
Anderson, Jean
Anderson, White
Anderson, Harry
Andre, Gene
Andrews, R. E.
Andrews, Frank
Angelini, Al
Anger, P. A.
Anthony, Milo
Anthony, Robert
Argus & Searle
Arley, Charley
Arlington, Bud
Armony, M.
Armstrong, A. H.
Armstrong, Bud
Armstrong, Louis
Armstrong, Ray
Arnold, Arlie
Arroyo, Spoons
Arthur, F. M.
Arthur John R.
Asber, Charlie
Ashton, M. John
Aussiker, Bob
Austin, Harry Z.
Austin, Hot Shot
Austin, Tommy
Autry, Gene
Axley, R. H.
Ayres, Bobbie
Ayres, Hadji
Babcock, Clarence
Baker, Earl
Bagwell, James
Bahnsen, William
Bain, Norman
Baker, Bernie G.
Baker, Fred
Baker, Jerry Thos.
Baker, Maron Buck
Baker, R. J.
Baker, Teddy
Bakner, E. N.
Baldeen, Luther
Baldo, Theo.
Ballard, Walter
Banard, Bob

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Table listing names and addresses for letter list routes, organized in columns. Includes names like Hall, Dan; Hebert, Robert; Hook, Kenneth; Jenner, Eddie; Nickles; Koartez, Chico; LeRoy, J. F.; Long, John W.; McGee, Melvin; Marlor, Walter.

See LETTER LIST on page 71

ACTS, UNITS AND ATTRACTIONS (Route# are for current week when no dates are given.)

Abbot, Gene (Club Royal) McAllen, Tex., nc.
Abbott & Roby (Lyric) Indianapolis, t.
Abbott Dancers (Palmer House) Chi, h.
Ackerman's, Al, Six Tip Tops: Osage, Ia., 17-18.

Route Department
Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
EXPLANATION OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Bowes, Major, Transcontinental Unit (Loew's Broad) Columbus, O. t.
Boyettes, The (Wagon Wheel) Rehoboth Beach, Del., nc.
Bradford, Barbara (Paradise) NYC, re.
Brian, Melba (Road to Rio) Pan Amer. Expo., Dallas.

Dimitri & Virgil (El Gaucho) NYC, nc.
Dixon, Gay (High Hat) Chi, nc.
D'Orsay, Fifi (State) NYC, t.
Doris, Miss (Versailles) NYC, re.
Dorsay, Jimmy, & Orch. (Stanley) Pittsburgh, t.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Grauman, Saul, & Co. (Earle) Phila, t.
 Gray, Alexander (Palmer House) Chi, h.
 Green, Al (Pioneer) NYC, nc.
 Gregory, Jack, & Co. (Lyric) Indianapolis, t.
 Griffin, George (Sands Point Casino) Long Island, cb.
 Griffith & Wells (Florida Inn) Sacramento, nc.
 Grisha & Brona (Villa Venice) Chi, ro.
 Guarecitas, Las (El Chico) NYC, nc.
 Guy, Vernon (Farrish) Phila, nc.
 Gwynne, Jack, & Co. (Great Lakes Expo) Cleveland, p.
 Gyldenkrone, Ebbe (Wivel) NYC, re.
H
 Hacker & Sidell (Palm Beach Casino) Cannes, France.
 Haines (Leon & Eddie's) NYC, nc.
 Hale, Chester, Girls (Casino) Dallas, nc.
 Hallett, Mal, & Orch. (Earle) Washington, D. C., t.
 Hamilton, Betty (Edgewater) Lafayette, La., nc.
 Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City.
 Hardie & Mills (Gloria) Columbus, nc.
 Harper, Ruth (Mount Royal) Montreal, Que., h.
 Harrington, Pat (18) NYC, nc.
 Harris, Jeri (Hollywood) Buffalo, nc.
 Harris, Lydia (Parody) Chi, nc.
 Harris, Marcia (S. S. Bear Mountain) NYC, s.
 Harris, Toni & Mickey (Rhineand Gardens) Armonk, N. Y., ro.
 Harris, Phil (Casino) Dallas, nc.
 Harris, Shannon & Claire (Michigan) Detroit, t.
 Harrison, Spike (Gay '90s) NYC, nc.
 Hassan, Prince (William Penn) Pittsburgh, h.
 Haviland, Henry (Shoreham) Washington, D. C., 9-15, h.
 Heath, Ann (Pierre) NYC, h.
 Heatherley, Helen (Rhineand Gardens) Armonk, N. Y., ro.
 Heller, Jackie (College Inn) Chi, nc.
 Hi-Hatters (Astor) NYC, h.
 Higgins, Peter (Piping Rock) Saratoga Springs, nc.
 Hixon, Hal (1214) Phila, nc.
 Hixtor, Harriet (Frontier Fiesta) Ft. Worth, nc.
 Hoffman, Dr. Charles (Blossom Heath) Detroit, nc.
 Holmes, George (Black Cat) NYC, nc.
 Holt, Maymo (Lexington) NYC, h.
 Holtz, Lou (Chez Paree) Chi, nc.
 Honnert, Johnny (885 Club) Chi, nc.
 Hooton, Don (Hollywood) NYC, re.
 Horad & Wander (Ambassadeurs) Paris, nc.
 Hudspeth, Dr. & Madame (Middlebury, Vt., t.
 Huff, Tiny (Barrel of Fun) NYC, nc.
 Hughes, Carolyn (Glen Island Casino) New Rochelle, N. Y., cb.
 Hyde, Vic (Casino) Dallas, nc.
I
 Ice Ballet (Boston) Boston.
 Idler's Trio (Roosevelt) Pittsburgh, Pa., h.
 Internationals, Three (Roosevelt) NYC, h.
 Irving, Jack (Harry's New York Cabaret) Chi, nc.
J
 Jacks, Two (Meadowbrook) Saratoga Springs, N. Y., nc.
 Jackson, Mills & Reeve (Yacht Club) Chi, nc.
 Jai-Leta (Leon & Eddie's) NYC, cb.
 Janet & Kalan (Rhineand Gardens) Armonk, N. Y., ro.
 Jans, Leonard (Club Royal) McAllen, Tex., nc.
 Jarrett, Art (Casino) Dallas, nc.
 Jeffers, Dorothy (Hollywood) NYC, re.
 Jenner, Walter & Buddy (Chase) St. Louis, h.
 Jerome, Frank (S. S. Mandalay) NYC, s.
 Joffe, Ruth (Famous Door) Chi, nc.
 Johl Jr., Wally (Coronado) St. Louis, h.
 Johnson, Elinor (606 Club) Chi, nc.
 Johnson, Lucille (Paradise) NYC, re.
 Jordan, Jane (Parody) Chi, nc.
 Julio & Sylvia (Yumuri) NYC, nc.
K
 Kajar, St. Moritz NYC, h.
 Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h.
 Karson, Maria, Musicales (Chitteden) Columbus, O., h.
 Kaye, Jane (Blackhawk) Chi, nc.
 Keaton & Armfield (Lyric) Indianapolis, t.
 Keller, Loretta (Cocoanut Grove) Boston, nc.
 Kelly, Nell (Met.) Boston, t.
 Kenney, Billy (Cortez) El Paso, Tex., h.
 Kenny, Phyllis (Park Central) NYC, h.
 Khadaric, Nicolas (Russian Art) NYC, re.
 King, Kenn (Club Paree) Hartford, Conn., nc.
 King, Mary Lou (Village Barn) NYC, nc.
 Kinney, Ray (Lexington) NYC, h.
 Kirby & DeGage (Bismarck) Chi, h.
 Kirk, Jean (Nixon) Pittsburgh, re.
 Kirkland, Paul (Riverside) Milwaukee, t.
 Knapp, Marjorie (Rox) NYC, t.
 Knight, Eleanor (Mt. Royal) Montreal, h.
 Knight, Gaye (Colosimo's) Chi, nc.
 Kretlow, Muriel, Girls (Riverside) Milwaukee, t.
L
 LaMothe, Oliva (Red Rooster Club) West Hartford, Conn., nc.
 La Pera, Petie (Fair) Mt. Pleasant, Mich., 10-15.
 LaRue, Bobbie (Club Paree) Hartford, Conn., nc.
 LeRoy & Sharp (Nixon) Pittsburgh, re.
 LaRue, Eddie (Club Blaise) Cleveland, nc.
 La Tona Troupe: Houston, Mo., 12-14.
 LaZellias, Aerial: Prince Albert, Sask., Can.
 Ladell, Vincent (Bossert) Brooklyn, N. Y., h.
 Laird, Ruth (Lookout House) Covington, Ky., nc.
 Lake, Helen (Nixon Cafe) Pittsburgh.
 Lamarr, Henry (Gay '90s) NYC, re.
 Lamb, Gil, & Tommy Sanford (State-Lake) Chi, t.
 Lamont, Don (Hollywood) NYC, re.
 Landl, Sandra (Cavalier) NYC, nc.
 Lane, Gloria (Hollywood) NYC, re.
 Lane, Toni (State-Lake) Chi, t.
 Lane, Muriel (Arrowhead Inn) NYC, ro.
 Lane, Mary (Jimmy Kelly's) NYC, nc.
 Lathrop Bros. & Lee (Astor) NYC, h.
 Leamy, Jimmy & Dad (Great Lakes Expo) Cleveland.
 Lee, Bonny (Trocaadero) Dallas, Tex., nc.
 Lee, Jane (Leon & Eddie's) NYC, nc.
 Leonard, Eddie (Gay Nineties) NYC, nc.
 Leonard, Jack (Lookout House) Covington, Ky., nc.
 Leslies (Paradise) NYC, re.
 Lester, Jerry (Stork Club) Chi, nc.
 Lester, The Great (Wivel) NYC, re.
 Lewis, H. Kay, & Hollywood Varieties: Salmon, Ida., 4-15; Hamilton, Mont., 16-17.

Lewis, Tex, & Hillbillies (Village Barn) NYC, nc.
 Leyston, Jack (Indian Village) Grand Rapids, Mich., nc.
 Libuse, Frank (Cafe de Paris) London, nc.
 Livingston, Deacon (Original Cabins) East Liberty, Pa., 9-18, nc.
 Lloyd, Shirley (Astor) NYC, h.
 Lombard Sisters (Biltmore) Providence, h.
 Long, Leon: Birmingham 8-14; Lewisburg, Ala., 15-16.
 Lorio Bros., Seven (Riverside) Milwaukee, t.
 Low, Tom (Savoy-Plaza) NYC, nc.
 Lowery, Fred (Piping Rock) Saratoga Springs, N. Y., nc.
 Lowry, Phil (Italian Gardens) Pittsburgh, nc.
 Loyanne & Renard (Lookout House) Covington, Ky., nc.
 Lucky Boys, Six (Lyric) Indianapolis, t.
 Ludke, Lester (Glen Island Casino) Westchester, N. Y., nc.
 Lunard & Perkova (Silver Bowl) Sacramento, nc.
 Lynne & LaFrance (Club Nightingale) Parkersburg, W. Va., nc.
M
 McCauley, Jean (Arrowhead Inn) NYC, cb.
 McConnell & Moore (Bowery) Pan-American Expo., Dallas.
 McCoy, Cella (Washington Youree) Shreveport, La., h.
 McKay, Amy (Palmer House) Chi, h.
 McLellan, Rodney (Mt. Royal) Montreal, h.
 Madison, Rudy (Gay '90s) NYC, nc.
 Mae, Edna (Paradise) NYC, re.
 Magic Butterfly, The (Chicago) Chi, t.
 Mahon & Rucker (Park) Shanghai, China, h.
 Manolita (Russian Art) NYC, re.
 Marcell, Dolores (L'Aiglon) Chi, c.
 March, Evelyn (Colosimo's) Chi, nc.
 March, June (Harry's New York Cabaret) Chi, nc.
 Marino, Joe (Famous Door) Chi, nc.
 Mario & Floria (Piping Rock) Saratoga Springs, N. Y., nc.
 Martin, Tommy (Versailles) NYC, re.
 Marin, Carmen (Stevens) Chi, h.
 Mason, Jack (American) Long Beach, L. I., N. Y., h.
 Massey & Miller (Sunbeam) Swampscott, Mass., nc.
 Masters & Rollins (Met.) Boston, t.
 Maurine & Norva (Bal Tabarin) San Francisco, nc.
 Maus, Jack Barrett (S. S. Mandalay) NYC, s.
 May, Olive (Harlem) Paris, France, nc.
 Mayhew, Gus (Glen Island Casino) New Rochelle, N. Y., cb.
 Mayo, Betty (Franke's Casino) Chi, nc.
 Meiba (Road to Rio) Pan-American Expo., Dallas.
 Merrill, Joan (Mayfair) Boston, nc.
 Miles, Gary (Paradise) NYC, re.
 Miller, Marty (Turf Club) Pittsburgh, nc.
 Miller, Dorothy (LaSalle) Chi, h.
 Montes, Mona (El Chico) NYC, nc.
 Montgomery, Howard (Luna Park) Coney Island, N. Y., p.
 Montmartre Boys (Jimmy Kelly's) NYC, nc.
 Montoya, Carlos (El Chico) NYC, nc.
 Moore & Revel (Frontier Fiesta) Ft. Worth, Tex., nc.
 Moorehead, Jim (Hickory House) NYC, re.
 Morales Bros. & Little Daisy (Ritz) Mt. Clemens, Mich., nc.
 Morgan, Loretta (Franke's Casino) Chi, nc.
 Morgan, Rita (Club Minuet) Chi, nc.
 Morgan, Helen (Chez Paree) Chi, nc.
 Morgan, Stuart, Dancers (Frontier Fiesta) Ft. Worth, Tex., nc.
 Morley, Merle: Bradford, Mass., 12; Lawrence, Mass., 14-16.
 Morris & Mayes (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 Roumanian) NYC, re.
 Murphy, Dean (Mounds) 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
 Nadine & Charles (Red Mill) Bronx, N. Y., nc.
 Nary, Charles (St. Regis) NYC, h.
 Nash, Nyra (Oriental) Chi, t.
 Negrete, George (Yumuri) NYC, nc.
 Nelson, Nelle (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.
 Nina & Rose (Pavillon Royal) Valley Stream, N. Y., nc.
 Nip Jr., Tommy (Hollywood) NYC, re.
 Norre, Kay (Franke's Casino) Chi, nc.
 Novak, Wilma (Famous Door) Boston, nc.
O
 O'Connell, Tommy (España Club) Chi, nc.
 O'Dea, Sunnie (Drake) Chi, h.
 O'Dell, Dell (Arrowhead Inn) NYC, cb.
 O'Donnell, Ione (606 Club) Chi, nc.
 O'Neal, Cackles (Pavillon Royal) Valley Stream, N. Y., cb.
 O'Rourke, Nan (Ballyhoo) Phila, nc.
 Oakland, Will (Harbor Inn) Rockaway Park, L. I., c.
 Ogen, Patsy (500) Atlantic City, nc.
 Ojeda, Luis & Josefina (El Toreador) NYC, nc.
 Olive & George (Rox) NYC, t.
 Olvera Bros. (Michigan) Detroit, t.
 Olympic Trio (Astor) NYC, h.
 Orkins, Toddy (Nut Club) NYC, nc.
 Ortnes, Joe (Trocaadero) London, nc.
 Omar (St. George) Brooklyn, h.
 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.
 Paradise, Pat (Parody) Chi, nc.
 Parish, Jimmy (Jack O'Lantern) Eagle River, Wis., nc.
 Parker, LaRue (Brown Palace) Denver, h.

Parkerson, Lew (Savoy-Plaza) NYC, h.
 Paul Sisters (Club Alabama) Chi, 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.
 Perry, Lou (Kasey Klub) Henderson, Ky.
 Phelps, Phil & Dotty (Club Rex) Homewood, Birmingham, 6-19, nc.
 Phillips, Wendell (Chicagoan) Chi, h.
 Picchiani Troupe (State) NYC, t.
 Pierre & Temple (Biltmore Bowl) Los Angeles, h.
 Pils & Tabet (Mayfair) London, nc.
 Plaut, Jerry (Dizzy Club) NYC, nc.
 Plant, Mark (500) Atlantic City, nc.
 Plaza, Trini (El Gaucho) NYC, nc.
 Pope, Glen (Hollywood) NYC, re.
 Porter, Portia (Yumuir) NYC, nc.
 Powell, Eddie (Avalon) Cleveland, nc.
 Powell & Nedra (Oriental) Chi, t.
 Powell, Jack (Arena) Copenhagen.
 Powers, Rex & Betty (Golden Gate Club) Salida, Colo., nc.
 Prentice, George (Riviera) Fort Lee, N. J., nc.
 Preisser, Cherry & June (Earle) Phila, t.
 Prussin, Sid (Ambassador) NYC, h.
R
 Raeburn, Burt (Queen Mary) NYC, nc.
 Ramon & Renita (Lake House) Saratoga Springs, N. Y., ro.
 Ran & Cameron (Park Central) NYC, h.
 Randall, Peter (Green Gables) Drums, Pa., nc.
 Randolph, Amanda (Black Cat) NYC, nc.
 Randall, Marion & Martinez (Stevens) Chi, h.
 Raphael (Waldorf-Astoria) NYC, h.
 Rasch, Albertina, Dancers (St. Regis) NYC, h.
 Raye, Martha (Michigan) Detroit, t.
 Raye & Naldi (Radio City Rainbow Room) NYC, nc.
 Raymonds, Three (Jimmy Kelly's) NYC, nc.
 Reddingtons, The (Riverside) Milwaukee, t.
 Redington Twins (Chez Paree) Chi, nc.
 Reed, Etta (606 Club) Chi, nc.
 Reeves, Billy (French Casino) Detroit, nc.
 Regar, Charlotte (Skylight Club) Cleveland, nc.
 Reilly, Patricia (Wivel) NYC, re.
 Renard, Jeri (Chicagoan) Chi, h.
 Renee (Jimmy Kelly's) NYC, nc.
 Rey, El, Sisters: Boonville, Ind.
 Reynolds, Frank (Avalon) Cleveland, nc.
 Revuettes, Lester & Monte (Country Club) Joplin, Mo., nc.
 Rhodes, Dale (Sax) Detroit, nc.
 Rhodes, Dorothy (Kit Kat) NYC, nc.
 Rickard, Earl (885 Club) Chi, nc.
 Richards & Carson (Paradise) NYC, nc.
 Richards, Harold (St. Moritz) NYC, h.
 Rio Bros. (Met.) Boston, t.
 Roark, Edith (Mirador) NYC, nc.
 Robbins Family (Adelphia) Phila, h.
 Robinson, Paul (Chicago) Chi, t.
 Rogers, Sally (Skylight Club) Cleveland, nc.
 Rogers, Ted (El Toreador) NYC, nc.
 Rohmer, Billie (Frontenac) Detroit, nc.
 Roland, Mary (Paradise) NYC, re.
 Rolph, Wynne (Wivel) NYC, re.
 Ronald & Roberta (Blackhawk) Chi, nc.
 Rosalind & Annette (Tokay) NYC, re.
 Roselle, Mildred (Cavalier) NYC, nc.
 Rosini, Paul (Hi-Hat) Chi, nc.
 Ross, Frank, Trio (Royal Pines) Lake George, N. Y., ro.
 Ross, Dr. Sydney (Rainbow Grill) Radio City, NYC, nc.
 Rostova, Olga (Rhineand Gardens) Armonk, N. Y., ro.
 Royal Moscovians (Aurora) Aurora, Ill., h.
 Rulison & Tamara (Mayfield Club) Detroit, nc.
 Russell, Johnny (Paradise) NYC, re.
 Ruth, Loma (Wivel) NYC, re.
S
 Sachs, Three Little (Bertolotti's) NYC, re.
 St. Germaine, Kay (Drake) Chi, h.
 Sanami & Michi (Frontier Fiesta) Ft. Worth, Tex., nc.
 Savage, Helen (Lookout House) Covington, Ky., nc.
 Sax, Ray (Rox) NYC, t.
 Schaps, Sid (Paddock) Chi, nc.
 Sedgwick, Edna (Yacht Club) Chi, nc.
 Seidel & Spotty (Frontier Fiesta) Ft. Worth, Tex., nc.
 Sandor & Glanca (Met.) Boston, t.
 Shanghai Troupe (Met.) Boston, t.
 Shaw, Wini (Riley's) Saratoga, nc.
 Shayne, Gloria (Mayflower Casino) Chi, nc.
 Shaver, Buster (Rox) NYC, t.
 Shayne, Al (Pavillon Royal) Valley Stream, L. I., nc.
 Shea & Raymond (Paradise) NYC, re.
 Shea, Norma (Wivel) NYC, re.
 Sheppard, Sammy (Mitchell's Playhouse) Chi, nc.
 Shepperd, Sally, & Tad (Herigs Village) Columbus, O., nc.
 Sherman, Muriel (Boardwalk Cafe) Jones Beach, L. I., N. Y., c.
 Shore, Willie (Colosimo's) Chi, nc.
 Short & Long (Casino Municipal) Nice, France, nc.
 Shutta, Ethel (Royal Palm) Miami, nc.
 Siegfried, Great (Ice Follies, Auditorium) Atlantic City Sept. 6.
 Simmons, Ethel (Powers) Rochester, N. Y., h.
 Slate Bros. (Riverside) Milwaukee, t.
 Smith, Earle (Brevort) Chi, h.
 Smith & Dell (S. S. Bear Mountain) NYC, s.
 Son & Sonny (Grand Terrace) Chi, nc.
 Sophisticrats, The (Glomer Club) Sharon, Pa.
 Southland Rhythm Girls (Open Door) Chi, nc.
 Spitalny, Phil & Orch. (Paramount) NYC, t.
 Starr, Judy (Versailles) NYC, re.
 Steinmetz, Harold (Hickory Lodge) Larchmont, N. Y., ro.
 Stephanie & Craig (Mounds) St. Louis, cc.
 Sterner, Kean & Lois (Bal Tabarin) Paris, nc.
 Still, Lois (Piping Rock) Saratoga Springs, N. Y., nc.
 Stooges, Three (Earle) Phila, t.
 Stone, Dick (Essex House) NYC, h.
 Stone, Gene (Ross Fenton Farms) Deal, N. J., cc.
 Stone, Mary (Harry's New York Cabaret) Chi, nc.
 Sturart, Ann (Mirador) NYC, nc.
 Sullivan, Freda (Stanley) Pittsburgh, t.
 Sullivan, Jerry (Madrid) Buffalo, c.
 Suzanne & Christine (Jimmy Kelly's) NYC, nc.
 Swain Sisters (Jimmy Kelly's) NYC, nc.
 Swann, Russell (Savoy-Plaza) NYC, h.
 Swifts, Three (Rox) NYC, t.
 Swing Trio (Place Elegante) NYC, nc.
 Sylvia, Franco & Drigo (Mayfair) Boston, nc.

T
 Tanita (Nomad) Atlantic City, nc.
 Tappen, Maxine (Essex House) NYC, b.
 Tapps, George (Chez Paree) Chi, nc.
 Taubman, Paul (Ambassador) NYC, h.
 Taylor, Key (Hollywood) NYC, re.
 Temptations, Four (Edgewater) Lafayette, La., nc.
 Texas Tommy (Radio City Rainbow Room) NYC, nc.
 Thon, Dolly (Palmer House) Chi, h.
 Thury, Iona de (Tokay) NYC, re.
 Tic Toc Girls (Casanova) Hollywood, Calif., nc.
 Timblin, Chas. Slim (Capitol) Washington, D. C., t.
 Tinney, Dot (Black Cat) NYC, nc.
 Tip, Tap & Toe (Chicago) Chi, t.
 Titan Trio (Earle) Washington, D. C., t.
 Toy & Wing (Lyric) Indianapolis, t.
 Troy, Theo (Harry's New York Cabaret) Chi, nc.
 Turnier, Frank (España Club) Chi, nc.
U
 Uppman, John (Adelphia) Phila, h.
V
 Vale & Stewart (Gaitty Cabaret) Brussels, c.
 Varello, Nino (Chez Maurice) Dallas, nc.
 Variety Boys, Three (Ritz Gardens) Atlantic City, nc.
 Varone, Joe, & Four Sparklets (Bob Thompson's Grill) Waverly, N. Y., nc.
 Velazco, Vera (German) Scranton, Pa., h.
 Veloz & Yolanda (Arrowhead) Saratoga Springs, c.
 Vernon & Vanoff (Washington Youree) Shreveport, La., h.
 Vernon, Edgar & Carita: Brawley, Calif., nc.
 Vespers, Four (Tower) Kansas City, Mo., t.
 Vestoff, Floria (Mirador) NYC, nc.
 Vickers, Joan (Mirador) NYC, nc.
 Villani, Mario (Arcadia) Phila, re.
 Villon, Renee (Leon & Eddie's) NYC, nc.
 Vince & Anita (Mayfair) Boston, nc.
W
 Wahl, Dorothy (Colosimo's) Chi, nc.
 Wakefield, Oliver (Radio City Rainbow Room) NYC, nc.
 Walker, Alvera (Palmer House) Chi, h.
 Walker Trio (Bismarck) Chi, h.
 Wallace, Frank (Blue Moon Gardens) Milwaukee, nc.
 Walsh & Barker (Berkely) London, h.
 Walters, Charles (St. Regis) NYC, h.
 Walters, Gene (Jimmy Kelly's) NYC, nc.
 Walton & Joanne (Hollywood) NYC, re.
 Ward, Diana (Ross Fenton Farms) Asbury Park, N. J., cc.
 Warren, Roni (Club Paree) Hartford, Conn., nc.
 Waring, Fred, & Pennsylvanians (Mainstreet) Kansas City, t.
 Weaces (Dorchester) London, h.
 White, Jack (18) NYC, nc.
 White, Lawrence (Ross Fenton Farms) Asbury Park, N. J., cc.
 Wicke, Gus (Gay '90s) NYC, nc.
 Wilbert, Ray (State-Lake) Chi, t.
 Williams, Art (Club Alabama) Chi, nc.
 Williams, Frances (Yacht Club) Chi, nc.
 Williams, Gerorgette (Plantation) NYC, nc.
 Williams, Jack (Michigan) Detroit, t.
 Williams, Maxine (Onyx) NYC, nc.
 Williford, Harry (Glen Island Casino) New Rochelle, N. Y., nc.
 Willis, Claire (Arrowhead Inn) NYC, ro.
 Wills, Frances (Stork Club) Chi, nc.
 Wills & Gilmore (Mayfair) Detroit, nc.
 Wilson, Edna Mae (Westminster) Boston, h.
 Wilson, Jackie & Honey (Calleente) NYC, nc.
 Winchell, Bobby (Royal Pines) Lake George, N. Y., ro.
 Winehill, Cliff (Beverly Hills) Newport, Ky., cc.
 Winthrop, Dale (Paramount) NYC, t.
 Woods & Bray (Jack O'Lantern) Eagle River, Wis., nc.
 Worth, Grace (Dorchester) London, h.
 Wright, Ruby (Beverly Hills) Newport, Ky., cc.
 Wyatt, Bob (Golden Spot) Chi, nc.
 Wynn, Nan (Playland) Rye, N. Y., p.
Y
 Yost, Ben, & Varsity Eight (Riviera) Ft. Lee, N. J., ro.
 Youngman, Henny (Surfside) Long Beach, L. I., N. Y., cb.
 Yvette (Colosimo's) Chi, nc.
Z
 Zeller & Wilburn (Silhouette Club) Detroit 10-12; (Cocoanut Palms) Eastwood Park, Zorine (Chez Maurice) Dallas, nc.
 Zudella & Co. (Strand) Oshkosh, Wis., 6-19, t.
BANDS AND ORCHESTRAS
 (Routes are for current week when no dates are given.)
A
 Aces, Four: (Yacht) Chi, nc.
 Allen, Eddie: (Jermyn) Scranton, Pa., h.
 Armstead, Charlie: (Avalon) Niles, Mich., b.
 Arnheim, Gus: (Capitol) Washington, D. C., t.
 Arthur, Zinn: (Pinebrook) Nichols, Conn., cc.
 Asbell, Jerry: (Brass Rail Tavern) Salem, Wis., nc.
 Asen, Bob: (Wivel's) NYC, nc.
 Atkinson, Connie: (Berkeley-Carteret) Asbury Park, N. J., h.
 Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.
B
 Ballou, Dick: (Belmont Plaza) NYC, h.
 Banks, Clem: (Charles') Westchester, N. Y., re.
 Beekwith, Al: (Charlevoix) Charlevoix, Mich., h.
 Belaco, Leon: (Claridge) Memphis, h.
 Bender, Otto: (Outpost) Ridgefield, Conn., ro.
 Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
 Berrigan, Bunny: (Pavillon Royal) Valley Stream, L. I., b.
 Betzner, Jack: (Essex House) Newark, N. J., ro.
 Bissett, Billy: (Mayfair) London, h.
 Black, Bob: (Pere Marquette) Peoria, Ill., h.
 Blackburn, John: (Golden Gate) Salida, Colo., nc.
 Blaine, Jerry: (Park Central) NYC, h.
 Bonelli, Michael: (Bond) Hartford, Conn., h.
 Bonnelly, Eddie: (Black Cat) Wilmington, Del., ro.
 Boraif, Mischa: (Morocco) Mountainside, N. J., nc.

Boulanger, Charles: (Mansion) Youngstown, O., nc.
 Bova, Joe: (Wonder Bar) Cincinnati, nc.
 Breese, Lou: (Nicollet) Minneapolis, nc.
 Brown, K. A.: (Echo Lake Club) Echo Lake, Pa.
 Bruno, William: (Eldorado) Sheepshead Bay, L. I., nc.
 Bulowski, Count Josef: (Southern Mansion) Kansas City, Mo.
 Burkhardt, Johnny: (Gypsy Village) Louisville, Ky., nc.
 Burns, Harry: (Kenmore) Albany, N. Y., h.
 Busse, Henry: (Chez Paree) Chi, nc.

C
 Campbell, Jan: (Hewitt's) Lake George, N. Y., h.
 Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.
 Capello, Joe: (Jimmy Kelly's) NYC, nc.
 Carlton, Duke: (Spider) Eagle River, Wis., nc.
 Carter, Jack: (Harbor Inn) Rockaway, N. Y., ro.
 Casey, Ken: (Half Moon) Coney Island, N. Y., h.
 Cavicchio, Salvy: (Statler) Boston, h.
 Clancy, Lou: (Heidelberg) Baton Rouge, La., h.
 Clancy, Lou: (Heidelberg) Baton Rouge, La., h.
 Clark, Lester: (Palm Beach Gardens) Detroit, nc.

Clayman, Bob: (Bland's) Pittsburgh, ro.
 Codolban, Cornelius: (Radio City Rainbow Grill) NYC, nc.
 Craig, Carvel: (Utah) Salt Lake City, h.
 Crawford, Jesse: (Peabody) Memphis, h.
 Crest, Gill: (Westview) Pittsburgh, p.
 Crickett, Ernie: (Unique Grill) Delawanna, N. J., re.
 Cromwell, Chauncey: (Sagamore) Bolton Landing, N. Y., 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.
 Darrell, Pat: (Wonder Bar) Zanesville, O., nc.
 Davidson, Trump: (Esquire) Toronto, nc.
 Davis, Johnny: (Miami Club) Milwaukee, nc.
 Davis, Eddie: (LaRue) NYC, re.
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
 Deas, Eddie: (Sunbeam) Swampscott, Mass., nc.
 Denny, Jack: (Drake) Chi, h.
 Deuces, Eight: (Jacksonville Beach Pier) Jacksonville, Fla., b.
 Dibert, Sammy: (Webster Hall) Detroit, h.
 Diggon, Richard: (Casino) Memphis, nc.
 Dixon, Dick: (Gloria Palast) NYC, nc.
 Donalson Boys: (Lawrence) Erie, Pa., h.
 Dorsay, Jimmy: (Stanley) Pittsburgh, t.
 Dorsey, Tommy: (Pennsylvania) NYC, h.
 Duchin, Eddie: (Orph.) Minneapolis, t.
 Duerr, Dolph: (Green Derby) Cleveland, no.
 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.
 Edwards, Vince: (Mt. Marlon Inn) Mt. Marlon, N. Y., ro.
 Edmund, George: (Loyale) NYC, c.
 Ellington, Duke: (Pal.) Cleveland, t.
 Elliott, Lee: (Ritz Gardens) Atlantic City, nc.
 Ellis, Carl: (Moran's) Gull Lake, Minn., nc.
 Engle, Freddy: (University Club) Albany, N. Y., nc.
 Ernie, Val: (Riviera) Ft. Lee, N. J., nc.
 Euley, George: (Markey's) Westchester, N. Y., re.
 Evans, Milt: (Markham) Gulfport, Miss., h.

F
 Felix, Don: (Pines) Newtown, Conn., h.
 Felton, Happy: (Wm. Penn) Pittsburgh, h.
 Ferd, Don: (Stratford) Bridgeport, Conn., h.
 Ferdinand, Felix: (Mountainview) Port Kent, N. Y., ro.
 Ferrar, Art: (Balconades) Pittsburgh, nc.
 Ferris, Lou: (Mori's) NYC, re.
 Fettes, Jim: (Willow Grove) Phila, p.
 Fledge, Cliff: (Lake Pier) Akron, p.
 Fields, Harry: (Royalton) Monticello, N. Y., h.
 Fisher, Jack: (Steuben) Boston, h.
 Fiske, Billy: (31) Phila, nc.
 Flanniken, Jimmy: (Crest Pier) Wildwood, N. J., h.
 Fodick, Gene: (Mon Paris) NYC, nc.
 Frasetto, Joe: (500) Atlantic City, nc.
 Frederic, Marvin: (Commodore Perry) Toledo, h.
 Freeman, Jerry: (Paradise) NYC, cb.
 Funk, Larry: (New Casino) Walled Lake, Mich., nc.

G
 Garnett, Bill: (Glenn Rendezvous) Newport, Ky., nc.
 Gaspare, Dick: (Palmer House) Chi, h.
 Gates, Jerry: (Riverview) Des Moines, p.
 Gaylord, Charley: (Bill Green's) Pittsburgh, nc.
 Gentlemen of Rhythm, Four: (Brown) Louisville, Ky., h.
 Gibbs, Johnnie: (S. S. North American) Chicago-Buffalo, s.
 Gilbert, Jerry: (El Rancho) Chester, Pa., cc.
 Gleason, Jackie: (Colonial Inn) Singac, N. J., ro.
 Glidden, Jerry: (Minuet) Chi, nc.
 Gonzales, Ralph: (St. Moritz) NYC, h.
 Graff, Johnny: (Anchorage Inn) Phila, nc.
 Graffolier, Frenchy: (Euclid Beach) Cleveland, h.
 Gray, Len: (New Cedars) New Bedford, Mass., nc.
 Grayson, Hal: (Meadowbrook) Cedar Grove, N. J., nc.
 Grayson, Bobby: (Willows) Pittsburgh, nc.
 Green, Hy: (Royalton) Monticello, N. Y., h.
 Greene, Murray: (Embassy) Bronx, N. Y., nc.
 Gries, Johnny: (Half Moon) Steubenville, O., nc.

H
 Hafely, George: (Luna Park) Coney Island, N. Y., p.
 Hall, George: (Taft) New York, h.
 Hallet, Mal: (Earle) Washington, D. C., t.
 Halstead, Henry: (Muehlebach) Kansas City, h.
 Hardie, Dick: (Club Frolics) Albany, N. Y., nc.
 Harris, Claude: (Joey's Stables) Detroit, nc.
 Harris, Ken: (Faust) Rockford, Ill., h.
 Harris, Phil: (Casino) Dallas, Tex., nc.

Harrison, Will: (Rich's) Westchester, N. Y., re.
 Hauck, Carlton: (Sak's) Detroit, nc.
 Haven, Bee: (Capitol Club) Tallahassee, nc.
 Hawkins, Jess: (New Penn) Library, Pa., nc.
 Hayton, Lennie: (Roosevelt) New Orleans, h.
 Headrick, Pearl: (McHattan) Johnstown, Pa., nc.
 Heikel, Fred: (Mayfair Casino) Cleveland, nc.
 Henderson, Fletcher: (Grand Terrace) Chi, nc.
 Herbeck, Ray: (Greyhound) Louisville, nc.
 Hill, Worthy: (Pavilion Royale) Savin Rock, Conn., nc.
 Hirado: (La Rue) NYC, re.
 Holmes, Joe: (Norumbega Park) Auburndale, Mass., b.
 Howard, Al: (Sugar Grove Park) Tiffin, O., p.
 Hudson-Delange: (Playland Casino) NYC, N. Y., p.
 Hummel, Ray: Gallup, N. M.
 Huntley, Lloyd: (Mount Royal) Montreal, h.
 Hutton, Glenn: (Paradise) NYC, re.

I
 Iona, Andy: (Lexington) NYC, h.
J
 Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.
 Jahn, Al: (Rhineland Gardens) Armonk, N. Y., ro.
 Jelesnik, Eugene: (Hollywood) NYC, re.
 Johns, Al: (Rhineland Gardens) Armonk, N. Y., ro.
 Jones, Isham: (Sylvan Beach Park Seaside) Houston, b.
 Jordy, Harold: (Roosevelt) New Orleans, h.
 Jose, Senor: (Woodland) Shreveport, La., nc.
 Juan, Don: (El Toreador) NYC, nc.

K
 Kallinay, Julius: (Hungarian Club) NYC, re.
 Kara, Peter: (Green Gables) Hazleton, Pa., nc.
 Kaye, Sammy: (Marine Ballroom) Point Pleasant, N. J.
 Keener, Lee: (Madison) Jefferson City, Mo., h.
 Keevin, Eddie: (Shawnee) Springfield, O., h.
 Keller, Leonard: (Washington-Youree) Shreveport, La., h.
 Kendis, Sonny: (Stork) NYC, nc.
 Kennys, Ray: (Penway Gardens) Brooklyn, nc.
 Kent, Erwin: (Chanticleer) Millburn, N. J., ro.
 Kimball, Ellis: (Topsy's Toast, Playland-at-the-Beach) San Francisco, p.
 Kings of Swing, Three: (Kentucky) Louisville, h.
 King's Jesters: (Blossom Heath) Detroit, nc.
 Kirkham, Don: (Blakeland Inn) Denver, na.
 Klein, Jules: (Statler) Detroit, h.
 Knight, Harold: (Adelphi) Phila, h.
 Knowles, Jesse: (Avalon) La Fayette, Ind., h.
 Kraft, Joe: (Red Hill Inn) Pensauken, N. J., nc.
 Kress, Andya: (Avon Inn) Asbury Park, N. J.
 Kristal, Cecil: (Dempsey) Macon, Ga., h.
 Krumin, Costya: (Russian Bear) New York, re.
 Kuenzler, Robert: (Martin's Rathskeller) NYC, na.

L
 LaMarr, Ayars: (Broadmoor) Denver, Colo., cc.
 LaSalle, Frank: (Lake Spofford) Spofford, N. H., h.
 Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
 Lake, Marty: (Craig Beach Park) Diamond, O.
 Lamb, Drexel: (Marine Room) Muskegon, Mich., b.
 Lan, Lester: (Park Lane) NYC, h.
 Lang, Lou: (Bossert) Brooklyn, N. Y., h.
 Lang, Sid: (Hi-Ha) Chi, nc.
 LeBaron, Eddie: (Radio City Rainbow Room) NYC, nc.
 LeBrun, Duke: (Hotel LaSalle) South Bend, Ind.
 LeRoy, Howard: (Showboat) Lake George, N. Y., s.
 Lee, Bobby: (Parrish) Phila, c.
 Lee, Washington: (Totem Pole) Boston, nc.
 Lee, Larry: (Frontier Fiesta) Ft. Worth, Tex., nc.
 Lenti, Steve: (Greystone Mansion) Westchester, N. Y., cc.
 Lewis, Harry: (Wilshire Bowl) Los Angeles, b.
 Liebling, Tod: (State-Lake) Chi 13-19, t.
 Liedke, Hugo: (Three-Mile Inn) Monroe, La., c.
 Lindeman, Udo: (Gloria Palast) New York, cb.
 Lishon, Henri: (Gunter) San Antonio, h.
 Livick, Joe: (South Bluff) Peru, Ill., cc.
 Lopez, Vincent: (Piping Rock) Saratoga Springs, nc.
 Loss, Jimmy: (Windsor) Michigan City, Ind., nc.
 Lukewala: (Roosevelt) NYC, h.

M
 McFarlane, Frank: (Chateau Moderne) NYC, nc.
 McGill, Billie: (Tauquamenon Paradise) Whitefish Point, Mich., c.
 McGraw, Ed: (One Point Park) Conesus Lake, N. Y., p.
 McHale, Jimmy: (Westminster) Boston, h.
 McKenzie, Red: (Lakeville) Long Island, N. Y., cc.
 McRae, Jerry: (Eagle Inn) Spread Eagle, Wis., nc.
 Madriquera, Enric: (Surfside) Atlantic Beach, L. I., N. Y.
 Magnuss, Don: (Spotlight) Brainerd, Minn., c.
 Mannone, Wingy: (Yacht Club) Chi, nc.
 Maples, Nelson: (Tavern) Steubenville, O., nc.
 Mareno, Frank: (Sweeney) Baltimore, c.
 Martel, Gus: (Stork Club) NYC.
 Martell, Paul: (Leighton's Half-Way House) Stamford, Conn., ro.
 Martin, Bob: (Chez Florence) Paris, nc.
 Martin, Lou: (Leon & Eddie's) NYC, nc.
 Martin, Freddy: (Meadowbrook) St. Louis, h.
 Martin, Ken: (Orchard) Pittsburgh, nc.
 Marton, Don: (Piping Rock) Saratoga Springs, nc.
 Masters, Frankie: (College Inn) Chi, nc.
 Matuso, Henry: (Three Door Inn) Bridgeport, Conn., nc.
 Maus, Stewart: (Capitola) Capitola, Calif., b.
 Mayer, Ken: (Gunter) San Antonio, h.
 Mayhew, Nye: (Glen Island Casino) New Rochelle, N. Y., cb.
 Mell, Larry: (Lamb's) Phila, c.
 Melvin, Jack: (Sea Girt Inn) Sea Girt, N. J., ro.
 Meroff, Benny: (Plaza) Wildwood, N. J., b.
 Metzler, Johnny: (La Fonda) Santa Fe, N. M., h.
 Middleman, Herman: (Nixon) Pittsburgh, c.
 Miller, Glen: (Roosevelt) New Orleans, h.
 Mills, Dick: (Rotisserie Club) Jackson, Miss., nc.
 Mills, Floyd: (Du Pont) Wilmington, Del., h.

Montgomery, Jack: (Motor Inn Barn) Mt. Kisco, N. Y., ro.
 Moore, Eddie: (Willard Straight Hall) Cornell University, Ithaca, N. Y.
 Morelli, Larry: (Merry Gardens) Lynchburg, Va.
 Morris, Griff: (Conesus Lake) Geneseo, N. Y.
 Motely, Berk: (Casa Grande) Berwyn, Md., nc.
 Mowry, Ferde: (Embassy) Southampton, Ontario, b.
 Mullen, Dickie: (Mandarin) Memphis, nc.
 Munro, Hal: (Ivanhoe) Chi, nc.

N
 Nagel, Harold: (Pierre) NYC, h.
 Napoleon, Phil: (New Yorker) NYC, h.
 Navarro, Al: (Belvedere) Baltimore, h.
 Naylor, Oliver: (Club Rex) Birmingham, Ala., nc.
 Neeld, John: (Fair) Gt. Gt. County, Ithaca, Mich.
 Nelson, Ozzie: (Astor) NYC, h.
 Newton, Bill: (Club Verdene) Cleveland, nc.
 Nickles, Billie: (Duck Inn Cafe) Los Angeles, nc.
 Niles, Don: (Earle Club) Baltimore, nc.
 Novak, Frank: (Warwick) NYC, h.
 Novick, Jules: (Saxson) Monticello, N. Y., h.

O
 Olson, Walter: (New Julius) Gardenville, N. Y., re.
 Oregonians, The, Orchestra: Klamath River, Calif.
P
 Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
 Palmer, Ken: (Barbee's) Isle of Hope, Ga., b.
 Palmer, Lee: (Trocaadero) West End, N. J., c.
 Pancho: (Plaza) NYC, h.
 Pancoast, Ace: (Sunset Inn) Drexel Hill, Pa., nc.
 Papalia, Russ: (Crystal Club) Natchez, Miss., nc.
 Pantone, Mike: (Loftus Ambassador Inn) Albany, N. Y., cb.
 Peck, Earl: (Cocoanut Grove) Bridgeport, Conn., nc.
 Peterson, Dee: (Casino) Clayton, N. Y., ro.
 Pettit, Emil: (Savoy Plaza) NYC, h.
 Pickard, Jimmie: (Empire) Brussels, nc.
 Pitman, Jack: (Port Arthur) Providence, R. I., re.
 Pollack, Ben: (Sebastian's) Culver City, Calif., nc.
 Polo, Mickey: (Birch Grove) Bridgeport, Conn., nc.
 Powell, Dick: (Inlet) Anglesea, N. J., c.
 Fryor, Roger: (Edgewater Beach) Chi, h.

Q
 Quartell, Frankie: (Weisberg's) Chi, nc.
R
 Ramos, Ramon: (Ambassador) NYC, h.
 Rand, Lionel: (Jimmy Kelly's) NYC, nc.
 Rapp, Barney: (Beverly Hills) Newport, Ky., nc.
 Rauch, George: (Melody Hill) Chi, h.
 Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
 Reisman, Leo: (Sporting d'Ete) Monte Carlo, France.
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
 Ricardel, Joe: (Monseigneur) NYC, nc.
 Ricci, Al: (Club Kekko) South Bend, Ind.
 Richards, Joe: (Paree) Hartford, Conn., nc.
 Roberts, Eddie: (Red Mill) Bronx, nc.
 Rochelle, Jimmy: (Bartlett's) Pleasant Lake, Mich., b.
 Rodrigo, Don Juan: (Shadowland) St. Joseph, Mich., b.
 Rodrigo, Nan: (Traymore) Atlantic City, N. J., h.
 Rodriguez, Joe: (Versailles) NYC, nc.
 Romano, Nick: (Villanova) Saratoga Springs, N. Y., nc.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, Ga.

R
 Rosenthal, Harry: (Versailles) NYC, nc.
 Rothchild, Irving: (Mounds) St. Louis, cc.
S
 Saunders, Bob: (Guernwood Bowl) Guerneville, Calif., nc.
 Sayre, Syd: (Pavillon) Sharon Springs, N. Y., h.
 Sayres, Dean: (Arlington) Pittsburgh, cc.
 Schafer, Ray: (Log Cabin Farms) Armonk, N. Y., ro.
 Schell, Sandy: (Steeplechase) Coney Island, N. Y., p.
 Scholl, Joe: (Windmill Inn) Garden Lake, N. J., nc.
 Scoggin, Chic: (Lookout House) Covington, Ky., nc.
 Scott, Bill: (Gibson) Cincinnati, h.
 Septeto, Canto: (San Souci) Havana, nc.
 Shaw, Maurice: (Nautilus Beach Club) Atlantic Beach, L. I., N. Y.
 Sherr, Jack: (St. Moritz) NYC, h.
 Sievers, Hans: (Schnitzelbank) Bridgeport, Conn., nc.
 Silva, Frank: (Blossom Heath) Houston, nc.
 Silvertown Cord: (Nassau) Long Beach, L. I., h.
 Skiles Boys: (Town House) Reno, nc.
 Smith, Bill: (Tumble) Croton-on-Hudson, ro.
 Snider, Billy: (Gibson) Cincinnati, h.
 Soldwell, Dutch: (Wonder Bar) Grand Rapids, Mich., nc.
 South, Eddie: (d'Oiseaux) International Expo., Paris, nc.
 Sprigg, Jack: (Netherland Plaza) Cincinnati, O., h.

S
 Spirits of Rhythm, Six: (Onyx) NYC, nc.
 Spitalny, Phil: (Paramount) NYC, t.
 Stagner, Lee: (Nightingale Ballroom) Wausau, Wis., nc.
 Stanfield, Jack: (Schlitz Gardens) Hammond, Ind., cb.
 Stanley, Ken: (Dayton Tavern) Wildwood, N. J., c.
 Steel, Leonard: (Ft. Shelby) Detroit, h.
 Steele, Blue: (Casino) Fort Worth, Tex.
 Stein, Maurice: (Chez Paree) Chi, nc.
 Steiner, Herbert: (Hickory Lodge) Larchmont, N. Y., ro.
 Sten, Elinore: (Westchester Farms) White Plains, N. Y., nc.
 Stern, Harold: (Million-Dollar Pier) Atlantic City, b.
 Stone, Lew: (Cafe de Paris) London, nc.
 Strong, Benny: (Plantation) Indianapolis, nc.
 Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.

T
 Tanner, Frank: (Coral Gables) San Antonio, nc.
 Texas Co-Eds: (La Fontaine) Huntington, Ind., h.

Thomas, Eddie: (Nut Club) NYC, nc.
 Tinsley, Bob: (Colosimo's) Chi, re.
 Thornton, Bill: (Parakeet) Phila, nc.
 Thrun, Otto: (Alpine Village, Great Lakes Expo.) Cleveland.
 Titus, Paul: (Villa Roma) Camden, N. J., c.
 Tracy, Jack: (Chez Maurice) Dallas, nc.
 Travers, Ted: (Ault Park) Cincinnati.
 Truckee, Charles: (Hollywood) Kalamazoo, Mich., nc.
 Tydesley, Bobbie: (Irvin Cobb) Paducah, Ky., h.

V
 VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
 Vagabond, Charles: (St. Nicholas) Decatur, Ill., h.
 Veil, Tubby: (Bruno) Chi, re.
 Velas, Esther: (Roosevelt) NYC, h.
 Velasco, Emil: (Sylvan Beach) Houston, b.
 Verna, Charlie: (Chelsea) Atlantic City, N. J., h.
 Vogt, George: (Log Cabin) Gloucester Heights, N. J., nc.
 Volker, Jack: (Four Towers) Cedar Grove, N. J., ro.
 Vorden, Vivian: (Midtex) Midland, Tex., nc.

W
 Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
 Wagner, Buddy: (Mirador) NYC, nc.
 Walker, Barry: (Stork Club) Chi, nc.
 Ward, Frank: (Nautical Plaza) Revere Beach, Boston.
 Wardlaw, Jack: (Pavilion) Hendersonville, N. C.
 Waring, Fred: (Mainstreet) Kansas City, t.
 Watson, Howard: (Royal Pines) Lake George, N. Y., ro.
 Webster, Ralph: (Roof Garden) Arnolds Park, Ia., b.
 Welk, Lawrence: (St. Paul) St. Paul, Minn., h.
 Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
 Whiteman, Paul: (Frontier Fiesta) Ft. Worth, Tex., p.
 Whitney, Palmer: (Baker) St. Charles, Ill., h.
 Williams, George: (Craig Beach) Diamond, O., b.
 Williams, Hod: (Wrightsville Beach) N. C., b.
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.
 Winston, Jack: (Bal Tabarin) San Francisco, nc.

W
 Wintz, Julie: (Village Barn) NYC, nc.
 Woods, Howard: (Hollywood) Kalamazoo, Mich., nc.
 Woodworth, Julien: (Arcadia) NYC, b.
Z
 Zatur, Joseph: (Biltmore) NYC, h.
 Zelman, Rubin: (Caravan) NYC, nc.

FAIR GRAND-STAND ATTRACTIONS

(Routes are for current week when no dates are given)

Ah San Lu & Harri H. Juliette: Mt. Pleasant, Mich.
 Alec, Edna, & Co.: Colby, Kan., 16-21.
 Balabanows: Morrisville, Vt.
 Barton's Circus: Richmond, O.
 Beno, Ben: (Celebration) Murphysboro, Ill.
 Berlo, Madeline: Morrisville, Vt.
 Brown, Farmer, Pigs: Whitney Point, N. Y.
 Chrisman's Goats: Caledonia, N. Y.
 Colleano, Winifred: St. Laurent, Que.
 Dade's Revue: Port Royal, Pa.
 Donahue & LaSalle: Port Royal, Pa.
 El Rey Sisters: Cicero, Ind.
 Faust, Billy, & Mickey DuVal: Stamford, N. Y.; Chatham 16-21.
 Fantinos: St. Laurent, Que.
 Fenwick & Cook: Morrisville, Vt.
 Fisher, Harry: St. Laurent, Que.
 Frazer, Jack: (Playland Park) Rye, N. Y.
 Hart's Happy Family: St. Laurent, Que.
 Jackson, Babe, Troupe: Port Royal, Pa.
 Jordans, Six: Monroe, Wis., 16-21.
 LaZella, Aerial: Wabasso, Minn., 11-14; St. Croix Falls, Wis., 17-20.
 Lamont, Laddie: Whitney Point, N. Y.
 Mae, Wilfred, Trio: Morrisville, Vt.
 Marie's Dogs: Tipton, Ia., 11-13; Eldora 17-18; Gladbrook 19-21.
 Merrill Bros. & Sister: Morrisville, Vt.
 Morris, Will, & Bobby: (Celebration) Huntingdon, Pa.; (Fair) Skowhegan, Me., 16-21.
 Neeld's Band: Ithaca, Mich.
 Nixes, Looping: St. Laurent, Que.
 O'Done, Mildred: Morrisville, Vt.
 Polly & Polly Anns: Caledonia, N. Y.
 Queens, Four: Whitney Point, N. Y.
 Rexola Co.: Caledonia, N. Y.
 Roberts, Jack, & Renee: Kalamazoo, Mich.; Ionia 16-21.
 Sumka, John, & Andy Laise: (Playland Park) Rye, N. Y.
 Winter Garden Revue: Morrisville, Vt.
 Wolandi Duo: Caledonia, N. Y.

DRAMATIC AND MUSICAL

Brother Rat: (Biltmore) Los Angeles 9-14.
 Room Service: (Cass) Detroit 9-14.
 You Can't Take It With You: (Harris) Chi.

MISCELLANEOUS

Craig's Vaude Show: Kinzua, Pa., 9-14.
 DeCleo, Magician: Swanton, O., 9-14; Morenci, Mich., 16-21.
 Marine & Firestone: Alvarado, Tex., 9-14.
 Modern Noah's Ark: Big Rapids, Mich., 11; Mt. Pleasant 12-15.
 Morris, Chet, Show: Penfield, Ga., 9-12.
 Original Floating Theater: Kinsale, Va., 9-14.
 Otto, Bert, Med. Show: Brownsville, Pa., 9-14.
 (See ROUTES on page 84)

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 IN THE WHOLESALE MERCHANDISE SECTION
 for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Barnes Show In Windstorm

Occurred at Casper, Wyo.—menagerie top badly damaged—new one ordered

WILLISTON, N. D., Aug. 7.—Between shows at Casper, Wyo., the Barnes-Sells-Floto Circus experienced one of the worst windstorms of the season, but the big top was saved. However, the menagerie top was whipped to the ground and badly damaged. A new menagerie top has been ordered by Manager S. L. Cronin.

Business has been exceptionally good the last several weeks.

Manager Cronin was host to over 60 kiddies from the State Orphanage at Casper. They attended matinee performance and were in charge of Tom Dailey, of *The Casper Tribune-Herald*. Each received peanuts and soda pop.

Harry Hendricks, who has been vacationing with the show, left for his home at Sacramento, Calif., from Great Falls, Mont. Milt Taylor, photographer, who is producing clown, took many pictures of Harry in elephant trainer garb, with "Ruth," also with "Joe Martin," the movie orang-utan.

The little folks had a splendid party at Great Falls, Mont. Flip played host at his home, having Mr. and Mrs. Johnny (See *BARNES SHOW* on page 58)

Baltimore Big For Tom Mix Show

CINCINNATI, O., Aug. 7.—Cliff McDougall, with Tom Mix Circus, states that the three-day engagement in Baltimore, July 29-31, was the biggest three days in history of the show. Strawed them every night, a turnaway being recorded night of July 30. Dan Pyne handled the advance publicity and McDougall came in with the show. All the papers there went to town for the show.

Show used the new lot at East Monument and Haven streets. Grounds were used for first time by the Big One in May.

Alpena Biggest For Seils Show

PETOSKEY, Mich., Aug. 7.—Alpena, Mich., turned out to be the biggest day in the history of Seils-Sterling Circus. Show had two packed houses at Rogers City; at Cheboygan, nice matinee and straw house at night; Petoskey, fair matinee and good night house in spite of rain. Side Show also did good biz.

Downie Band Goes Union

CONCORD, N. H., Aug. 7.—William H. Stevens, traveling representative of the American Federation of Musicians, recently visited Downie Bros.' Circus and after a mutual agreement with Manager Charles Sparks, placed the big-show band under the banner of the AFM.

The roster includes Rodney Harris, conductor; Phillip Garkow, Frank Thompson, Jake Mills, trumpets; Jack Courtney, Leeland Gorthey, bb clarinets; Richard DiCarlo, baritone; Jake Walkup, Ray Henshaw, trombones; Frank Eccles, bass; Frank E. Loughhead, William D'Armit, drums; R. Louis Sanderson, callope.

LaPearl Sells Interest In Show to Brother

CHICAGO, Aug. 7.—Roy LaPearl's interest in the LaPearl Circus playing at Navy Pier has been purchased by his brother, Harry, who will continue the engagement at the Pier until after Labor Day.

Several new attractions have been booked, among them Felix Morales and Company and Madame Marie and her pets. Al Sweet has returned from the Muskegon Centennial to lead the band. Business has been holding its own despite recent outdoor competition, LaPearl reports.



AERIAL LaZELLAS, formerly with circuses, recently opened their outdoor season. They had been playing vaude dates on the West Coast.

Storm Strikes Howe Bros.' Show

COLUMBUS, Neb., Aug. 7.—At Wayne, Neb., Walter Savidge's home town, a terrific windstorm struck Howe Bros.' Circus prior to final acts of the afternoon performance. Audience was dismissed in orderly manner. Manager Tom Atkinson gave word to tear down and at 8 o'clock that night four feet of water was on the lot.

Show continues to do good business. Louis Mittendorf, baritone player, and Eric Eklund, cornetist, have joined. Band is scoring with its uptown concerts.

Mr. Anderson, of Omaha, with three assistants, is installing two air-conditioning machines in big top. Peggy Waddell is back in Side Show after being on sick list. Members of Todd Players and Hazel McOwen Stock Company were recent visitors.

Magley Signs Butchers, Concessioners With R-B

CHICAGO, Aug. 7.—An outsider's attempt to organize the concessioners and candy butchers on the Ringling-Barnum Circus this week was curbed by Guy Magley, local representative of the American Federation of Actors, when he invaded the lot at Soldier Field and signed up some 70 men in that department.

One Frank (Tex) Zehnder, who claimed to have permission from the American Federation of Labor to unionize those men, flooded the lot early this week with throwaways containing the following reading matter: "Big action. Concession and privilege employees, if you wish to organize for better conditions see Frank (Tex) Zehnder, organizer by permission of AFL." John Fitzpatrick, local AFL head, denied that Zehnder received any permission to organize any circus people.

During its recent unionization campaign the AFA failed to line up the concessioners and candy butchers with the show.

Reorganized Hoxie Show on 20 Semi-Trailers; Pleasing Program

SALEM, O., Aug. 7.—Reveling in newness and possessing the nucleus of a successful venture, the reorganized Jack Hoxie Circus had its premiere here July 31, as briefly mentioned in last week's issue.

Show is moving on 20 semi-trailers and a half hundred trucks and private cars. Three trucks are in advance, with two others to be added later.

The program, hurriedly assembled here, moved somewhat sluggishly at the afternoon performance, but at night it was run off more smoothly. Equestrian Director George Myers is to be congratulated in having banded together a pleasing and talented program on such short notice. No menagerie carried.

Program is presented in three rings, with Myers doing a good job of announcement. Top is a 90 with three 40s. Canvas is comparatively new. Padroom, a 60

Good Business For Cole Bros.

Omaha matinee out, packed house at night—jumps from Hutchinson to Denver

GLENWOOD SPRINGS, Colo., Aug. 7.—The 13th week under canvas for Cole Bros.' Circus saw it playing first three days in Nebraska, followed by one day in Missouri and the other days in Kansas. Afternoon show in Omaha on Sunday had to be called off because of the effect of the storm the night before in Sioux City, Ia., but there was a packed house at night. L. B. Greenhaw visited at Omaha, also Mrs. Emory Proffitt, widow of circus agent and advertising car manager. She has a rooming house in Omaha.

At Lincoln, Neb., Raymond B. Dean, press agent, was given every co-operation by Barney Oldfield, who handles all material for both papers. Show had splendid trade at both performances. Verge Campbell, of Fairbury, Neb., visited at Lincoln.

Falls City, Neb., was followed by St. Joseph, Mo., only town to be showed in that State so far this year. Topeka was initial stand in Kansas. Afternoon and night shows were given before filled (See *GOOD BUSINESS* on page 58)

Paris Exposition To Stage Spec

PARIS, Aug. 2.—Under the supervision of Jean Houcke, a big circus spectacle is being organized for a 10-day run, August 12 to 22, in the Grand Palais of the Paris International Exposition. Elaborate horse numbers will be presented by the Houcke, Rancy and Baroncelli circuses, and in addition the popular "Guardians of the Camargue," cowboys from the south of France, and the "Kavalios," amateur circus group from Amsterdam, will participate. Besides the big horse numbers, leading circus acts and animal numbers will perform in the three rings of the arena, which will seat more than 8,000 spectators.

Houcke last week concluded his annual season at the Municipal Circus in Amiens. On the closing bill were the Houcke horses; Tobias Trio, bounding trampoline; Chinese Lucky Girls, acrobats; Dario-Bario troupe of clowns, and Pon Pon, clever dog.

The Cirque Poutier is playing Roubaix with bill featuring the Algevals, flying trapeze; Mago, talented elephant, and the clowns, Beby and Lole. The Cirque Dutrieu obliged to cancel its annual season at Tourcoing as the Municipal Circus building has been demolished.

The Cirque Palace Constant, Cirque Rossel and a monkey circus are at the street fair in La Rochefoucauld. Minot's crocodiles are at fair in Brest and Gallon's sea lions are at Besancon. Cirque Pignotti is on tour in Corsica.

The Nicolescos, bar act, are at the Cigale in Paris. The Two Mathis, cyclists-equilibrists, are at the Casino in Cherbourg.

Tribute to Alfredo Codona

By TOM MIX

A great performer swung across the Great Divide into the hands of our heavenly catcher, the Almighty God.

Not the body of Alfredo Codona, the greatest of all aerialists, who thrilled the breathless audiences as he performed a triple somersault, the outstanding daring trick in his routines high above the heads of the amazing multitudes, but the soul of a man who was loved by those who knew him.

The circus lost a great artist; his friends, a friend. A splendid fellow with a cheery smile and a kindly word who took his removal from the crowned heights as leading star of the greatest shows on earth to a humble position in everyday life with the grace and ease for which he was additionally admired by his close friends.

His passing climaxes a well-filled life and I hope he landed in a perfect net with his accustomed ease and finesse.

Adios, amigo.

Excellent Biz For Rice in Conn.

MIDDLETOWN, Conn., Aug. 7.—Making its first tour in a number of years thru Connecticut, the Dan Rice Circus continues its successful march, enjoying excellent patronage and receiving the praise of the daily newspapers.

Circus fans from all parts of New England and city and State officials in great numbers were guests of the executives at each stand and all attested to the merits of the performance and the efforts of Ray Marsh Brydon and his staff to please the visitors. Lou Reiley, managing editor of *The Bridgeport Post and Telegram*; Matt Saunders, city manager of Bridgeport for the Loew Theater Circuit; Jack Delaney and his manager, Joe Smith; Lieut. Governor Frank Hayes, of Waterbury; George Mulligan, famed restaurateur, and Harry Parsons, of Waterbury; Nick Ostrofsky and daughter, Jewell, of Torrington; Sam Mattis, political leader, of Middletown; William P. Barry, of New Haven; John and Kate Neary, of Meriden; Jerry Saumo, of Stamford, and many other noted personages were among visitors during the week.

At Kingston, N. Y., show played to overflowing crowds, marking the first show in of the season aided by a cooperative tieup with 30 provision stores arranged by Jean Belasco.

Located on a lot on the main highway and Sundaying at Peekskill, the grounds were crowded all day long with sight-seeing natives and tourists who were back again on Monday in great numbers. Margaret Mayo, author of *Polly of the Circus*, was a guest of the management there.

Around the Lot With R-B Show

CHICAGO, Aug. 7.—After four years Ringling-Barnum Circus made Minneapolis-St. Paul. Straw houses at night and capacity matinees. Winona, long run and early arrival. Capacity matinee and fair at night. Clyde Ingalls, manager of Side Show, reported banner day. Fred Bradna went to his old fishing grounds in Deephaven on Lake Minnetonka and took Alexander Naitto along. Caught limit in bass. At Madison, Wis., lot on Municipal Airport field. Playing nine-day engagement in Chicago at Soldier Field. Mickey Graves, boss prop man, who was in advance, laid out the backyard and placed dressing rooms under stadium grand stand.

The circus, and especially Ringling-Barnum, received a lot of publicity on (See *AROUND THE LOT* on page 58)

Christy Unit to East

NORTH BATTLEFORD, Sask., Aug. 7.—The Christy Circus unit is finishing 11 fairs in Canada for George Hamilton Agency. From Prince Albert unit goes to Middletown, N. Y., to open for George Hamilton office. Following the fair season it will again play indoor Shrine dates. Unit is carrying nine people, 19 head of stock and three elephants and moves in special baggage car.



With the Circus Fans

By THE RINGMASTER

President, CFA, Secretary, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill. Thames Bank, Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Aug. 7.—Made trip to Chicago July 31 to see the Big Show and after chasing circuses all our life had the experience of seeing them set it up on asphalt. Put down stakes thru asphalt paving covered with crushed stone and it seemed as tho it took longer to drive the stakes than it did to put up the rest of the show. Big top, menagerie and kid show were all put up on this paving. Spent an hour with the Atwell gang at lunch and attended evening performance with the Fans. Fans attending show were Mr. and Mrs. Frank H. Hartless, Mr. and Mrs. N. Harry Canclie, Mr. and Mrs. Burt L. Wilson and his

mother, Col. William Sneed and party, John R. Shepard and Irving K. Pond, Mr. and Mrs. George B. Freeman and W. H. Hohenadel and son, Walter. On lot in the morning met and visited with Walter Krawiec and son.

Roy Henderson, CFA, of Whitewater, Wis., saw Ringling-Barnum at Madison. Seen on lot were Dave Jarrett and Joe Taggart and his mother, of Rockford, and Mr. and Mrs. Eck Erdlitz, of Oshkosh, who were visiting their daughter, Mary, who is on show.

The Alfredo Codona Tent, of San Antonio, Tex., held a meeting on evening of July 30 at Sunken Garden in Brackenridge Park, where Fans were served a Japanese dinner. Guests at meeting were Frank Walter, Pompeo Coppini and Dan Odum.

As this is being written we are endeavoring to clean up our work to start for the national convention and next week the girl Friday will be on her own. If you have attended any circuses or know any items that would be of interest to Fans, mail them.

Circus Fan Joseph Zoltowski spent several hours with George H. Barlow III in the Pat Valdo Tent Circus Room recently on his way from Peru and Rochester, Ind., to Washington, D. C. While in these cities he made complete inspection tours of the Hagenbeck-Wallace and Cole Bros.' quarters. Zoltowski spent several days in Washington and then took a boat to Norfolk to attend the Fans' convention.

On July 24 Frederick Weltzin, a professor at the University during summer term at Madison, and Dr. and Mrs. Tom Tormey, W. L. Jackman, Mr. and Mrs. Will Hommel, J. I. McFarland, Mr. and Mrs. LeRoy D. Butler and Mrs. and Mrs. Sverre O. Braathen, all of Madison, drove to Portage, Wis., to visit Ringling-Barnum. Between shows the Braathens, F. Weltzin and W. L. Jackman entertained Joe and Mildred Wallenda at dinner. After night show they entertained the Antaleks at a party at Hotel Raulf. Dr. and Mrs. Tom Tormey entertained Karl and Helen Wallenda and Rudy and Mrs. Rudynoff between shows and after the night show at Hotel Raulf. When the Big One was in Madison Dr. and Mrs. Tormey and Mr. and Mrs. Braathen entertained large parties on the show.

Paul Hoy, CFA, of Sheldon, Ia., traveled 450 miles one way to Madison, Wis., to see the Big One.

CFA Frank Kinder and Dr. Mulligan saw Ringling-Barnum Circus at Minneapolis and visited with Paul Ringling, Carl Hathaway, Ralph Clawson, Ray Marlow, Theo Nelson, the Wallendas and Rudy Rudynoff, also Manager S. L. Cronin of the Barnes show, who was on hand. Kinder recently saw Seal Bros.' Circus in company with Ed Brick. Kinder and Mulligan arranged for Klara E. Knecht, educational director of Barnes show, which exhibited at St. Cloud, Minn., to talk before Junior Chamber of Commerce August 3.

Ed M. Hilleary, CFA, of Baltimore, saw the Mix show when it was there and was extended all the courtesies.

Antoinette Concello, Bobbie Wherle Hurt

MADISON, Wis., Aug. 7.—Antoinette Concello, flying trapeze aerialist with Ringling-Barnum Circus, and Bobbie Wherle, rider with Dorothy Herbert, sustained injuries on the Madison airport lot July 30.

Miss Concello received sprains and burns when she fell into a net in attempting a triple somersault, while Miss Wherle suffered a broken leg and head lacerations when her horse tripped on a high hurdle, fell on its forelegs and threw her over its head.

The show played to big crowds at both performances.

Salih's Show Closes At Seaside, L. I.

SEASIDE, L. I., N. Y., Aug. 7.—N. Salih's Circus, one-ringer, set up here originally to show for the summer, shut down suddenly last week after biz failed to measure up to expectations. Show varied from the time of its opening to closing point with from eight to 13 acts and a five-piece band.

Salih went to big expense to put up a specially constructed arena for show, easily the most prodigious of its type that the community has yet seen. Salih, vet in circus biz, held forth for years in Coney Island.

Sawdust and Spangles

By CHARLES WIRTH

THE national capital's new government-owned circus lot at 25th and Benning road was definitely established as an unqualified success, the Tom Mix Circus recently playing there to big business. Circus Fans, largely responsible for the new location, were tremendously pleased over the business.



CHARLES WIRTH

"A wholly owned government circus lot has been our dream for years," says Melvin D. Hildreth, chairman of the legislative committee of the CFA. "We have been handicapped by certain selfish interests who hampered use of the lot at Fifth and Florida avenue. Here we have an abundance of room, but frankly we were somewhat apprehensive about public appeal. Fifth and Florida avenue had been so thoroughly advertised over a course of years that we were doubtful about the new location catching on. However, our fears were groundless. Thousands poured on to the lot every night and there was no congestion either in traffic or parking.

"The grounds are like a beautiful park, perfectly flat, near a cooling stream, and we sincerely hope that this site will be used by circuses for years to come. The use of the grounds is practically free, as only a trivial charge is made."

The circus world lost a fine artist in the passing of Alfredo Codona. He was indeed a great aerialist. His triple somersaults were a standout.

We're glad to see the ads of various shows about "enlarging band." The bigger the band the better the show.

Macon, Ga., which has one of the largest circus colonies in the country, will continue to have a city administration favorable to circus interests. Mayor Herbert Smart, intimate friend of Charles Sparks and others, leaves office this fall after serving the limit permitted by city charter—four years—and the Smart administration candidate, Charles L. Bowden, oil man, becomes mayor. Ten of the Smart aldermen remain in office.

COLE BROS.' Circus has been obtaining some fine after-notices all along the line. The press representative have been landing many stories and much art.

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- August 10—JANESVILLE, WIS.
- August 11—OSHKOSH, WIS.
- August 12—GREEN BAY, WIS.
- August 13—SHEBOYGAN, WIS.
- August 14-15—MILWAUKEE, WIS.
- August 16—FREEPORT, ILL.
- August 17—WATERLOO, IA.

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FOR BARNEY BROS. CIRCUS SIDE SHOW. Colored Trumpet, Bass, Clarinet, Sax, Boss Canvasman. Joe Holland, Jersey Carr, sent you money, was returned. Will Mitchell, place you. Banner Painter, double tickets; Inside Man, do Punch, Magic. Answer to RALPH NOBLE, care Above Show, 1640 Central, Kansas City, Missouri.

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AUTOMOBILES MOTORIZE YOUR SHOW Write: CHARLIE T. GOSS, With Standard Chevrolet Co., East St. Louis, Ill.

WANTED

Circus Acts, Sensational and Outstanding Aerial Features and Animal Acts for Toronto, Canada, Shrine Circus

OCT. 25 to 30, 1937.

and Following Engagements.

Write Now To

BOB MORTON

Mgr., HAMID-MORTON CIRCUS, 1327 Spruce St., PHILADELPHIA, PA.

Under the Marquee

By CIRCUS SOLLY

DEMNIATI Troupe of Arabs is playing Class B circuit of fairs in Canada.

CLARE ILLINGTON, aerialist, returned to the Mighty Haag show.

FRANK T. KELLY bought a coupe and house car and is working farm houses to the Coast.

AERIAL KRESSEES have joined Art B. Thomas Shows, taking place of Four Kressels, who left to play fairs.

J. C. ADMIRE, of Chase & Son Circus, cards that Gentry Bros.' Trained Animal Show is now with show.

BARNEY AND VANNIE CANNADY, late of Haag Bros.' Circus, have joined Tommy Pense on Jack Hoxie Side Show.

MIX performers presented a show at General Hospital, Philadelphia, to more than 2,000 patients.

J. FRANK HATCH—Get in touch with W. B. Holt, in care of *The Billboard* Cincinnati office.

NICK HINIG and wife, circus fans of Dover, O., while in Cincinnati last week gave *The Billboard* a call.

HARRY COVEY, former steward of Haag Bros.' Circus, is now manager of Pearson's Coffee Shop on Wells street, Chicago.

DAKOTA BAKER'S Circus, now in ninth week, has been in three States and covered 2,000 miles. Plenty of rain, business fair. Tex Camp has left show.

CURRENT SONG novelty, "The Merry-Go-Round Broke Down," makes the hearers carnival-minded. Will there be a new circus novelty song to follow?

EATON SISTERS aerialists, having completed five months of theater work in old Mexico, returned to the States and joined Jack Hoxie Circus, doing five acts in big show program.

Wanted at Once

DIVING ACT CLOWN

Wire Sol Soloman, Torrington, Conn.

WINDOW CARDS

14x22, 22x28 paper and cardboard posters, one sheets, heralds, etc. for all occasions. Quick service, low prices. Write for free catalog.

BOWER SHOW PRINT, FOWLER, IND.

THE GREAT DAN RICE CIRCUS

"THE OLD RELIABLE — PRIDE OF THE SOUTH"

19TH WEEK OF ITS 85TH ANNUAL TOUR, 21 MORE WEEKS TO GO—40 WEEKS.

Can Use To Join at Once, Circus Musicians on All Instruments To Strengthen Our Band.

LEE HINCKLEY, Leader.

FOR THE SIDE SHOW—Ray Cramer can place an organized Colored Band and Minstrel. Real accommodations, best of pay and treatment. Also a real Novelty Musical Act, Dancers for Oriental Annex. RHODA ROYAL, Equestrian Director, wants to hear from Novelty Acts, Comedy Acrobatic Troupes, Clowns featuring white wardrobe. Single Girls doing Iron Jaw, Neck Loops, Roman Rings or Single Traps. BUCK SELLS wants for his Wild West Concert, Cow Girls and Boys with flashy wardrobe that can ride. Mary Cardinal, we wired you; why don't you reply? BILL HENRY can always use clean-cut Seat Butchers. HAVE openings in all departments for Workingmen, Propertymen, Seamen, Canvasmen, Pony and Dog Boys, Grooms. Reply to "BIG BILL" ERICKSON, General Superintendent. HOWARD KING, Superintendent of Privileges, can place Lot Concessions of all kinds. Like to hear from Frozen Delight or Custard. 4-Minute Photo Gallery. We will guarantee to all a long, pleasant season South, where the best of conditions prevail. All reply as per route, care.

THE DAN RICE CIRCUS

Martinsburg, W. Va., Wednesday, August 11; Reidsville, N. C., Thursday, August 12; Burlington, N. C., Friday, August 13; Durham, N. C., Saturday, August 14; Raleigh, Monday, August 16.

To All Members of International Alliance Billposters & Billers of U. S. and Canada

THE JACK HOXIE CIRCUS

HAS SIGNED CIRCUS AGREEMENT FOR 1936-'37.

LEO ABERNATHY, Pres. WM. McCARTHY, Sec'y.
A. THOMAS NOONAN, Treas.

Charley LaBird and Searle Simmons. George DeMott joined in May.

HAM MULLER and wife, of Greenville, N. Y., former troupers, visited Beers-Barnes Circus at Ravenna, N. Y., and were entertained by entire personnel. Big show had light matinee and an above average attendance at night. Side Show did bang-up biz.

C. E. DUBLE attended Hagenbeck-Wallace Circus in Louisville July 26 and enjoyed a very fine performance. He was with H-W in 1915. Met many old friends, one Ira Millette, performer, with whom he trouped in 1914 on Robinson Famous Shows.

WALTER B. LEONARD and his son-in-law motored to Granville, N. Y., to attend Walter L. Main Circus and visited with a number of the folks. Business was good at both performances. All the slate quarries are working. Kid show did big.

GLADYS FORREST, who works elephant act with Christy unit, had a birthday party on lot at Lloydminster, Sask. Took place in dressing tent between shows. She received many gifts. G. W. Christy has been vacationing in Canada with his new Cord. Was on fishing trip.

LOLA AND WALTER LEVINA will play in the Wonderland Circus, Great Lakes Expo., Cleveland, until September 6. Lola presents a mental act, and her husband, Walter, does magic and lectures. Next season they will be with Ray Marsh Brydon in the Side Show of Dan Rice Circus.

ON OCCASION of opening recently of Hoxie show at Salem, O., Equestrian Director George L. Myers, with appropriate remarks to the audience, relinquished his whistle to K. C. De Long, Massillon, O., newspaper man and circus fan, who had the honor of starting the show's first performance.

FLYING VALENTINOS closed a successful 14 weeks' engagement with a carnival and started on a string of fairs for Barnes & Carruthers at Russell Springs, Ky. Members of act are Jerry Pelt, Evelyn Radford, Lorraine and George Valentine. As usual the Valentinos will spend the winter in the South.

MARY ELLEN KETROW, stellar performer and daughter of Bill Ketrow, owner of Kay Bros.' Circus, is one of the hardest working troupers Benn Hall, of *The Billboard*, has seen in a long time. Hall recently caught the Kay contingent in Provincetown, Mass. Mary Ellen is doing four or five acts each show besides handling cookhouse purchases for 65' people.

MEMBERS OF NEW HAMPSHIRE Senate were guests of Harry Mack, press agent of Downie Bros.' Circus at Concord August 3. Senator Phillip Heald received the invitation on behalf of the solons. Harry has entertained celebrities for many years. He has been in Concord 38 years in succession.

MR. AND MRS. EARL BARR recently visited Cole Bros.' Circus at Topeka, Kan., and report it one of the best performances they ever witnessed. Barr is a former bandmaster. The Barrs were en route to Denver for a vacation. Barr is manager of a pipe-organ concern bearing his name.

JOSEPH (WHITIE) ROSS, since leaving Hagenbeck-Wallace, has been at Long Beach, Middle River, Md., and reports doing fine. Says he will not do any more trouping this season, but will be with a railroad show again next year in canvas department. He saw Mix show in Baltimore and met a few oldtimers.

FRANK LITTLEFIELD and wife visited (See UNDER THE MARQUEE page 65)

Long Season Planned For Lewis Bros.' Show

BAD AXE, Mich., Aug. 7.—Lewis Bros.' Circus is having good business despite heavy opposition. A long season is contemplated.

Don Clark and his Kings of the Air and Chief Red Cloud and troupe of Indians are recent additions. A new Side Show top was recently delivered by Baker & Lockwood. Big and Side Show tops have orange and red side walls. Doc Burns is manager of kid show and also has had good biz. He has 41 people.

H. L. Filbert has been appointed assistant manager of the Lewis show and E. Brice Alpern has been added to the office staff.

Dressing Room Gossip

COLE BROS.—The parade: Location, front of dime store on main drag, Lincoln, Neb. Day is clear. As far as the eye can see there is a mass of people—women leading children, men in shirt sleeves, balloon peddlers galore. Sam Cook, the whistle man, coming up the line. Crowds milling up and down. Suddenly a rush to the street, children yelling, "Here they come."

A solid mass of color, mostly red, appears. Flag tops now visible and callopo heard faintly in the distance. On they come, clouds of blue smoke arise as motorcycle police clear the street. The Studebaker car, then Harry McFarlan and his special-built buggy. In beautiful new red costumes we see the flag bearers, Pat Lindsey, Esma Maley, Ruby Cutshall, Wanda Wentz. Next the golden band wagon, Vic Robbins, leader, all in white. Mounted we see Gene Evans, Helen Sharon, Bobbie Patterson, Stella Cronin. The side-show girls atop a cage. Chimes played by Julian Rodgers. A tandem team next, driven side saddle by Anna Butler. Parade Marshal Jorgen Christensen going by on a gallop.

Cage topped by Arabs, of Behee-Mohammad troupe. Mounted in orange costumes we see Polly Courtnev, Dorothy Carter, Mrs. McCree and Dorothy Jewel, then the side-show band. And how those boys are bearing down on the horns. Next the clown buggy driven by Van Wells, back seat occupied by Otto Griebing and Happy Kellem waving and yelling. Another cage of Arabs, I mean on top. The gig, Jean Allen and Betty Stephens. The mother goose float. In sky blue and yellow plumes is Mary Madison, Jackie Roberts, Jackie LaRue, Joan LaRue. Next a tableau. A rough glance finds Martha Joyce and Mrs. Don Cook. Side-show girls all in lemon yellow. A mule and cart, piloted by Bobbie Bumps. Joe Short, as the old "lady in the shoe," waving at the natives. More cages, then another cart with Albert Powell as a rube. In dark red velvet is Emma Orman. Two girls of Bell troupe, Juanita Deisler and Mrs. Leck Owens, and Doris Sirtin. More cages of Beatty's cats. Norma Humes driving tandem team. Cinderella float. Men of the Bell troupe next on a cage. Air callopo played by Forrest Fought. More cages of this, that and the other. Parade Marshal Jack Joyce gallops by. John Smith, as marshal, jogging by.

Clown band next, led by Horace Laird, Billy Rice, Maf Bates, Zavonie Zoppie, Bill Harddig, Albert Bernard, George Moran. Wild West contingent: Alice Foster, Cecil Tatum and wife, Chet Howell and wife, Daroline Harddig, Terry and Barbara Bardello, Ed Swanson, Buck Nelson, Chief Washington and wife, Gale Thomis, Georgia Sweet, Prince, John, Steve Seline and wife and the troupe of Indians. On the white carriage there are Hilda Burkhart, Hanna Griebing, Pauline Sylvester and Bertha Denham. The Jew on the mule done by Percy Smith. No. 2 band is led by Art Lind, all in white. Notice Jimmy Foster and Clint Barnes filling in on the drums. Another cage, more Arabs, camels, zebras, elephants. Then steam callopo. Crazy Ray making the steam fly, playing Boo Hoo or something. As smoke drifts among the upper stories the crowd begins to mill around. The parade has passed and I'll be on my way, too.

EMMETT KELLY.

TOM MIX—Plenty of visitors in Washington and Baltimore: Billy De Mott, Johnny Potter, Jim and Frieda Conley, Ed Davis, Leo and Rose Curan. Everybody thought that Johnny Jessick had sidwalled his trunk but on closer inspection found that some of the playful boys had just buried his trunk. Was his face red. Ray Goodie has a new racket. He cuts the grass in front of our trailer for a dime. Too bad for Ray this week. He will have to get a sprinkling can here in Philadelphia to make the grass grow. Frank Shepard has organized a new club, the Red Bench Setters, dues 10 cents a week. Bill Flowers had to pay double in Baltimore. Boots Sallee had a slight accident during trick riding in the concert. Bumpy Anthony is painting his trailer. Went to ball game with Manager Dall Turney Sunday. In party were John Agee, Augie Augstad, Frank Shepard. Mr. Turney gave Augie a cigar and Augie was in a fog rest of the game.

Frank Mother Beaumont, head porter, has declined an offer from Mighty Haag show and will remain on show remainder of season. Free beer was served in the icehouse thru courtesy of the Dr. Pepper Company. Jack Knapp won first prize (See DRESSING ROOM on page 65)

The Corral

By ROWDY WADDY

CY COMPTON has joined the Hammer-Greer organization for remainder of the season.

DOC AND VIC BLACKSTONE and Bart Glenn are making the Western rodeos as is Tommy Horner and his wife, Mildred Mix Horner.

GEORGE A. HAMID staged a successful contract Wild West show at Greenwich, Conn., week of July 19, using Milt Hinkle's stock and personnel.

PERCY MOORE and wife and daughter, Percina, were called to Iowa recently by the serious illness of Percy's father. They are members of Col. Jim Eskew's Rodeo.

BILLY BINDER, old-time cowboy, and Dr. Shaw, horse fancier, were visitors several times at the Topsfield rodeo. Binder rode entry each time with Col. Jim Eskew and helped haze steers.

LIST OF participants at the Galt Rodeo and Sacramento Live-Stock Show includes John Schneider, Cliff Gardner, Ray Cisco, Slim Flagg, Dutch Bartman, Herb Beldon and Jess Hill.

AT THE RECENT C-Bar-C Ranch Rodeo at Elverson, Pa., Ben, the Rodeo tailor, presented Charlie Barnes with a Western suit when Barnes was judged the best all-round cowboy at the event. Ray Rilling, former sharpshooter, gave the winner a handsome hand-tooled belt with engraved silver buckle.

A TOTEM POLE, carved by Charlie Miller, of Glens Falls, N. Y., and describing the life of Colonel William F. (Buffalo Bill) Cody, was unveiled recently at Cody, Wyo., by Rosemary Cody, a niece of the late scout. The pole, done in brightly painted characters depicting the scout's life, was carved from a log taken from a river near Cody.

JOHNNY DAVIS is confined in a Beverly, Mass., hospital with his right leg broken in two places and the bone fractured and splintered in 12 places. He and Curley McCall were riding to a two-horse catch at the JE Ranch Rodeo at the Topsfield, Mass., fairgrounds recently when his horse collided with that of Buddy Mefford, roper. Speedy Densmore suffered two fractured bones in his right foot while bulldogging at the same show.

WALTER A. BROWN, assistant general manager of the Boston Garden and now rodeo manager under the new set up at Boston, recently completed a six-week tour of the West, taking in all the major rodeos and contracting several outstanding contestants. Event, which is now a member of the RAA, will be held this fall, presenting 11 night and three matinee performances. For the last six years Col. W. T. Johnson has put on the show, furnishing the stock and signing the contestants. This year stock will be furnished by the Colburn-Clemans combination, which recently took over Johnson's stock and equipment. Contestants, features and contract performers will be signed direct by the Boston Garden this year. Les Stout will again direct the advertising and publicity campaign.

TEX SHERMAN, well-known press agent, departed from New York last week for Boston, where he will handle special features and contact newspapers for George A. Hamid's forthcoming rodeo at Suffolk Downs race track. Sherman will join Floyd Bell, Jack Knight, Marion Savage and Leonard Traube in handling the event's publicity and promotion campaign. Miss Savage, until recently connected with Pathe News in this city, flew to Boston early last week to begin work on women's angles and newsreels. Rodeo is featuring Milt Hinkle's contingent of Wild West campaigners. Hamid's New York office announced last week that Alice Sisty is en route to Boston from Idaho Falls, Ida., to participate in the Suffolk Downs contests and that Hinkle has received several more applications from well-known Western contestants. Carver's Diving Horses will head free attractions, with Jinks Hoagland handling special track events, such as stagecoach robberies, etc. Doc H. E. Stahler will have concessions and Russell Henderson is in charge of tickets. Downtown sale is already under way. It is understood that stock for

show is now en route to Boston from several points, including Sturbridge, Mass.; Sun City, Kan.; Canadian, Tex., and Bennettsville, S. C.

THE STAMPEDE, feature of the North Dakota State Fair at Minot, N. D., July 5-9, proved one of the greatest rodeos ever to be presented there, according to the fair committee. Guy Weadick directed event, which was presented in a fast, snappy manner with a diversified program each day. Other officials were Warren Cooper, stampede secretary; Joe Hiett and Johnny Brinkman, judges. Third judge chosen by the contestants was Irby Mundy. Jimmy McNab was tie judge. Contracted performers included Power River Jack and Kitty Lee, Paul and Marie St. Croy, Peggy Long and Bennie Bender. All entry fees were added to purses in all events and distributed at the rate of 40, 30, 20 and 10 per cent in final moneys. Feature attractions included the Cowboy Band from Hardin-Simmons University and Ed Schooley's Continental Revue. Results: Bronk Riding—First day, Milt Moe and Billy Bishop split first and second; Eddie Curtis, Ward Watkins. Second day, Hughie Long and Bill MacMakin split first and second; Milt Moe, Eddie Curtis. Third day, Bill MacMakin, Eddie Curtis, Les Karsted, Milt Moe. Fourth day, Hughie Long, Carl Huckfeldt; Milt Moe and Eddie Curtis split third and fourth. Fifth day, Hub Whiteman, Milt Moe, Buffalo Brady, Les Karsted. Finals, Milt Moe, Les Karsted, Ward Watkins, Chet Tegland. Calf Roping—First day, E. Pardee, Irby Mundy, Roy Mathews, D. R. Forsyth. Second day, Roy Mathews, Irby Mundy, E. Pardee, Chalk Dyer. Third day, Roy Mathews, Hub Whiteman, E. Pardee, Hugh Ridley. Fourth day, E. Pardee, Irby Mundy, D. R. Forsyth, Ward Watkins. Fifth day, E. Pardee, Irby Mundy, Roy Mathews, Hub Whiteman. Steer Bulldogging—First day, Steve Heacock, Jim Whiteman, Earl Blevins, Les Karsted. Second day, Steve Heacock, Bud Evans, Jim Whiteman, Earl Blevins. Fourth day, Les Karsted, Earl Blevins, Bud Evans, Bill MacMakin. Fifth day, Bud Evans, Jim Whiteman, Bill MacMakin, Hub Whiteman. Finals, Bud Evans, Jim Whiteman, Bill MacMakin, Hub Whiteman. Bareback Bucking Horse Riding—First day, Hughie Long, Jim Whiteman, Carl Huckfeldt, Andy Gibson. Second day, Jim Whiteman, Hughie Long, Carl Huckfeldt, Bill Bishop. Third day, Hughie Long, Andy Curtis, Bennie Bender. Fourth day, Hughie Long, Andy Gibson, Jim Whiteman, Bennie Bender. Fifth day, Bennie Bender, Andy Gibson, Hughie Long, Jim Whiteman. Finals, Hughie Long, Andy Gibson, Jim Whiteman, Bennie Bender. Bareback Steer Riding—First day, Jim Whiteman, Andy Gibson. Second day, Eddie Curtis, Hughie Long, Elmer Martin, Bennie Bender. Third day, Andy Gibson, Hughie Long, Jim Whiteman, Bill Bishop. Fourth day, Jim Whiteman, Hughie Long, Eddie Curtis. Fifth day, Hughie Long, Andy Gibson, Jim Whiteman. Finals, Hughie Long, Jim Whiteman, Andy Gibson, Eddie Curtis.

THE 26TH Annual California Rodeo at Salinas, Calif., July 15 to 18, was as successful as any previously staged there. Attendance records were broken, as were those for the number of contestants entered. Well over 700 riders were entered each day in the grand parade. Close to 25,000 persons attended the last day. The men largely responsible for the rodeo's success are Fred McCargar, secretary, and Abe Lefton, announcer. Salinas Rodeo is a non-profit organization with all profits going back into the improvements for the following year's show. Homer Holcomb, clown, broke a bone in his foot in the first day's wild horse race forcing him out for the remainder of the show. In the steer-decorating contest the last day, Leonard Ward fractured his leg in four places when a steer rolled on him. Perry Ivory and Hugh (See CORRAL on page 61)

Burlington Not Good For Walter L. Main Show

BURLINGTON, Vt.—Walter L. Main Circus, playing here July 30, had perhaps lowest attendance of any tented attraction to play this city in many years. Due in part to rainy weather, but perhaps more so to fact that show tried to break in a new lot and failed to advertise in local papers on playing date. Previous date in St. Albans, Vt., proved good. After a slow start in afternoon tent was filled to capacity for evening show. Rain held down attendance in Middlebury, Vt., but business was fair.



Walter L. Main Circus had played in Asbury Park, N. J., to the biggest business in the history of the show. . . . Sudden rerouting of Hagenbeck-Wallace Circus because of railroad troubles was followed by no disastrous consequences, and business at Wilmington, O., surprised the management, for with only Jack Warren's newspaper work to advertise the show a capacity crowd at the matinee and a fair crowd at night greeted the organization.

Atterbury Wagon Shows were doing good business in the Red River Valley, Minn. . . . Montana territory was proving successful for Howe's Great London Circus. At KallsPELL show had two turn-away houses, and at Havre matinee was capacity and night house good. . . . John Robinson Circus was encountering hot weather in Oklahoma and Kansas, causing light matinee business. Night houses, however, were turnaways.

A huge lioness escaped from her cage on Christy Bros.' Circus in Northfield, Minn., but it was captured without any harm done. . . . Sparks Circus showed to two packed houses in Warren, Pa., and at Jamestown the day before enjoyed two turnaway houses. . . . Schultz Novelty Circus was playing to good business in Ohio towns and had just been contracted to play a week's engagement at New Philadelphia, O., under Elks' auspices.

H-W Car No. 1

LYNCHBURG, Va., Aug. 7.—Briefs from Advertising Car No. 1 of Hagenbeck-Wallace Circus:

When Fred Huet posted a half-sheet date in a window of the Ashland, Ky., Hub Cafe, he didn't notice the presence of three monkeys clinging to a chandelier. No sooner was he out the door than the monkeys, apparently resenting the intrusion of "opposition," tore the bill to shreds.

Dick Blackburn tells of encountering a wistful colored boy in a gas station while returning from a country route. To the boy's plea for pennies, Dick chaffingly replied: "Sorry, I haven't even enough money to gas up this truck." Whereupon the boy dug deep in a tattered pocket and produced a nickel, with the words: "You is welcome to this, Cap'n, ef it'll help git dat great, big ol' circus here any quicker!" And, yes . . . the boy got a whole handful of coppers from Dick.

Recent recruits, Lester Bidwell, as banner squarer; Harry Withers and Polk Hemphill.

Car Manager J. Maurice Tyree, former Lynchburg business man, provided the "lead" of the press agent's number-one story here. Mrs. Tyree and daughter, Mary Ann, gracious hostesses to Ben Levine, Jack Scott, Eddie Sheets, the writer and others.

Reported by Contracting Press Agent Ralph Williams and posted by Albert Wolf, than whom no advance crew ever boasted a more efficient mailman.

WPA Biz Good At Astoria, L. I.

NEW YORK, Aug. 7.—WPA Federal Theater Project's circus closed its weekend run at Astoria, L. I., July 31. Biz was good. Saturday matinee found Manager Ed Sullivan getting the straw ready early. Eleven performers and working-men closed with the show July 31. Reason for their closing was given as "failure to provide proof of U. S. citizenship."

Visitors last week included John Gibbs, from Mr. Barber's office; Lew (Lipstick) Stanton and Mary Edwards. Stanton and Edwards stated they have a nice string of fairs lined up.

Show moved to the Throggs Neck section of the Bronx August 4. Many of the boys attended the funeral of Max Tilkin, band leader, Monday, reports Wendell J. Goodwin.

Dexter Fellows Tent Tattles

(CSSCA)

By FRED PITZER

NEW YORK, Aug. 7.—As Mr. Martin had said, printers always received free tickets. Much to our dismay, however, father had a quarrel with the agent. Father was a preacher and said circuses were immoral; that no picture of an elephant should appear in his paper, and, what was more, he would use his influence to keep people away from this circus man's demoralizing exhibition. This was Miles Orton's Circus and featured the clown Doc Gilkerson. The quoted extract was taken from Ed Have's article, *When the Circus Came to Town*, which appeared in *The American Magazine* December, 1911. How the father felt was not inherent in the son, for the Sage of Potato Hill became a great admirer and ardent booster of the circus, particularly in his own paper, *The Atchison Globe*.

Learned that name of Prexy Orson Kilborn's new home in Connecticut is Orolca. . . . Tex O'Rourke is doing a splendid job on the Magic Key Hour (See DEXTER FELLOWS on page 59)

BOSTON GARDEN

7TH ANNUAL

RODEO

PRIZE MONEY \$12,230.00

ENTRANCE FEES ADDED

OCT. 27 - NOV. 6

INCLUSIVE

14 PERFORMANCES

11 NIGHTS—3 MATINEES

R.A.A.

FOR PRIZE LIST ADDRESS

WALTER A. BROWN, Rodeo Manager
Boston Garden-Arena Corp.

North Station Boston, Mass.
GEORGE V. BROWN, General Manager

COWBOYS NOTICE

Steer Riding, Bucking Horse Riding, Calf Roping and Bulldogging Contest. Liberal prizes. No entrance fees except Calf Roping, all added. Free horse feed and meals. CAN USE good Clowns, Trick Riders and Ropers. All must be in Boston, Mass., Monday, August 16. Dates August 16 to 22. Other Rodeos to follow. Address: JACK KNIGHT, Secretary Rodeo, Room 400, 101 Milk Street, Boston, Mass.

WANT RODEO

Aug. 17 to 21

Salary and Percentage

Wire Quick. BOX D89, care
The Billboard, Cincinnati, Ohio.

WANTED BY THE JACK HOXIE CIRCUS

Freaks, Novelties, Features for the Side Show or Annex, to strengthen the already strong show. Wanted Minstrel People and Colored Musicians. E. H. Alexander come on. George Nelson, former Downie waiter, please wire. Address as per route: Hartford City, Ind., Aug. 11; Frankfort, Ind., 12; Lebanon, Ind., 13; then as per route.

CREATE INTERNAT'L BUREAU

To Be Opened In Paris Soon

Internat'l showmen also agree to meet annually—Berlin next gathering place

PARIS, Aug. 2.—Principal results of the International Convention of Showmen, held here July 22-23, were the creation of an international bureau and the decision to make the international meet an annual event. Next year's convention will be held in October at Berlin, and Liege has already requested that the 1939 meet be held in that city.

While the purpose of the meeting was to form an international organization of outdoor showmen it was impossible for the various delegations to agree on this, altho all favored the principle. To profit from this initial contact it was decided that the French organizations which promoted the convention organize an international bureau with headquarters in Paris, where documentation concerning all branches of the outdoor show business and open-air markets be collected and transmitted, after translation, to the organizations becoming members of the bureau. Member organizations will each pay their share of the expenses of the bureau. Thru this interchange of documentation and suggestions it is expected that a practical (See CREATE INTERNATIONAL page 68)

Look for Park To Top Last Year's Business

CANTON, O., Aug. 7.—Despite several weeks of steel strikes and continued rains here Meyers Lake Park may top last year's peak gross if August picnics come up to expectations and the weather man is considerate. George Sinclair, park president, announced this week.

"Unsettled labor conditions seriously curtailed business the first half of the year," Sinclair stated. "Rains on big days and almost every Sunday during May and June also cut heavily into the park's grosses," he added.

Sinclair declared that bookings for the remainder of the current season are the most pretentious in resort's history and if they come thru anyway near normal and the weather breaks right during the next month the season will top last year, which was the best in more than a decade. Recent Sundays have been the best in many years and concessioners and rides are getting a break for the first time since the depression.

"Future expansion at the park is contingent upon this season's business," Sinclair said. He declared that there are a number of major improvements contemplated and if patronage continues at the present pace it is likely that the projects will go forward with the close of the season.

Bob-Lo Attendance Soars

DETROIT, Aug. 7.—Attendance at Bob-Lo Park, amusement park located on an island in the Detroit River, has greatly increased this summer over last year's attendance, according to park officials. Moonlight trips between Detroit and Bob-Lo Park with dancing and music are also drawing big crowds.

Jimmy Victor Moves

NEW YORK, Aug. 7.—James F. Victor, musician, orchestra leader and booker of circus acts and *Paris by Night* revue principals and specialties at Luna Park, Coney Island, N. Y., moved his office this week to a larger suite in the Earle Building, 1674 Broadway.

NORFOLK, Va.—Torrid weather has increased business at beaches hereabouts, with holiday and week-end biz being near peak at Virginia Beach, Ocean View and Buckroe Beach. Latter resort has installed nettle nets around bathing area and assesses bathers 5 cents, doubling rate on Sundays. Midway has been enlarged by addition of Lindy Loop.



JAMES F. VICTOR and his band, now playing at the front entrance and for the circus shows at Luna Park, Coney Island, N. Y. Victor also books circus acts into the big amusement park.

August Picnics Expected To Boost City Lake Biz

HIGH POINT, N. C., Aug. 7.—City Lake Park here is enjoying a prosperous season despite considerable rain during June and July, said Manager R. D. Penny. He also stated that due to a number of August picnics booked there is an excellent chance of exceeding last year's business.

Roster: Merry-Go-Round, Deacon Sechrest, manager; Reba Graham, tickets. Teaser, Slim Davis, manager; Nell Gatlin, tickets. Kiddy Ride, Ruby Thrift, manager; Janie Leonard, tickets. Loop-the-Loop, Banks Johnson and Cockle Boggs, managers; Deacon Sechrest, tickets. Double Loop-o-Plane, Bud Rumples and Ed Williams, managers; Mattie Mathews, tickets. Pony Ride, C. A. Hendrix. Chairplane, Shorty Jones, manager; Helen Jacobs, tickets.

Concessions: Shooting gallery, Ray Gurley; Funhouse, Mrs. Ray Gurley; ball game, Tiny Hussey; Panama dip, Mr. and Mrs. Hussey; skee ball, Chris Bomballis and Mary Williams; rat game, Slim Stone; penny pitch and jingle board, Mr. and Mrs. Shorty Pope.

Vogel Promotion Clicks

SPOKANE, Wash., Aug. 7.—Louis Vogel, operator of Natatorium Park here, did a neat piece of promotional work recently when he presented a free show in commemoration of a fire which wiped out Spokane Falls, Wash., 48 years ago. About 10,000 packed the ball park, adjoining dance pavilion and midway, to see the production, which included concert by Don Dave's Orchestra and fireworks depicting the historic event.

Sea Beach Biz Up 40%

AUGUSTA, Ga.—Augusta Sea Beach has been enjoying its best season since 1933, General Manager John Strother reports. Attendance up to the present has been 40 per cent over previous years. During the last 10 weeks more than 65,000 admissions were purchased.

New Buildings Replace Those Destroyed at Rockaway Beach

ROCKAWAY BEACH, N. Y., Aug. 7.—What amounts to the quickest bit of business in the way of emergency construction Long Island has seen in several decades, occurred here when the Coast Amusement Company, together with other amusement property owners, replaced about 12 pieces of property, destroyed in a spectacular \$300,000 fire, with new buildings, of a skeleton type, in a period of a little more than 10 days.

Property is located on the Boardwalk, almost directly adjacent to Playland Park, and was razed by flames the day before the July Fourth holiday, high spot of the season. Among the structures gnawed away entirely by flames were eight concessions, dance hall and

Peony Park Biz Picks Up

OMAHA, Neb., Aug. 7.—Due to adverse weather receipts at Peony Park here the early part of season were not up to expectations, but with the recent advent of ideal weather business is picking up rapidly, said Manager Joseph Malec.

Local musicians under direction of "Slats" Randall were booked for the season to furnish music for the outdoor dance pavilion accommodating 900 couples. Park uses floor shows nightly and week of July 26 presented DeHenri and Georgene, ballroom dancers; Johnny Sano, tap and comedy, and Bobby Decker, vocalist.

Pleasure Beach Aided By Promotion Program

BRIDGEPORT, Conn., Aug. 7.—As a result of promotional program, Pleasure Beach Park here, John C. Molloy, manager, is enjoying one of the best seasons in its history. Name bands are used Sunday nights, while on Wednesday nights women are admitted free to the dance pavilion. Kiddies' Day, on Wednesday afternoons, featuring prize contests for children and reduction in price on all rides and concessions, has been drawing well, while Friday nights are given over to amateur shows. Park also features open-air skating, bathing and rides and to date picnic bookings have been highly satisfactory.

Beach Assn. To Stage Perfect Back Contest

GALVESTON, Tex., Aug. 7.—New for Galveston beach is the "Perfect Back" contest to be staged here soon under auspices of the beach association. Open to Texas women only between 18 and 30, first prize will be \$300 and contestants will wear sport clothes and evening gowns with bathing suits taboored. Character reference is asked of all entrants and no X-rays will be used.

Coney, Cincinnati, Preps for Finale

CINCINNATI, Aug. 7.—Coney Island here is preparing in a big way for its season's finale. Edward L. Schott, president and general manager, announced this week that arrangements have virtually been completed for an 11-day Coney Carnival and Festival of Light to replace the customary fireworks spectacle which brings the season to a close.

Carnival will present its customary fireworks display, but will combine a number of other features, including twice-daily performances by free acts. Festival of Light will be staged by the same producers who put it on at the Chicago Century of Progress Exposition.

Special Events Stimulate Patronage at Golden City

NEW YORK, Aug. 7.—It was revealed this week that Golden City Amusement Park, Brooklyn, is experiencing one of its best seasons in several years. Under the direction of Milton Sheen, manager of the park, series of special events and attractions have been brought in to encourage week-day crowds to spend time and money on rides, games, shows and exhibits.

Athletic events, booked into park as special attractions, have been one of the most important items in stimulating patronage. According to Nat Berg, publicity and promotion director, athletic events alone have accounted for no fewer than 60,000 people during the month of July. On Tuesday nights boxing holds forth; Fridays, amateur bouts, and Saturdays, professional wrestling. Thursday evenings, when fireworks are presented, have consistently attracted more than 15,000 people, with a single night high for the month of July approximately twice that number.

Chief Blowsnake, 86 years old, and his Indian Village arrived last week and will remain at the Canarsie spot until Labor Day. Sheen has provided for a remarkable newspaper buildup on the Indians and expects them to do tremendous business thruout their engagement. Barbary Coast Music Hall, with its beer and singing waiters, is doing best business in its existence.

Eldorado Springs Biz Exceeds Expectations

BOULDER, Colo., Aug. 7.—Business so far this year at Eldorado Springs Resort here has exceeded expectations of Nick Leimendecker and his wife, Pinky, park's new managers.

Resort, situated midway between here and Denver, has been doing an extensive newspaper, billboard and radio advertising campaign, and has been using orchestras, changing them twice monthly.

Picnic business has been good. Among concessioners are A. G. and Rosie Goldberg, Ed Reagen, Bob and Billy Martin, Tom and Goldie Standish and Frank Curtis.

Free Acts Draw Crowds To Pontchartrain Beach

NEW ORLEANS, La., Aug. 7.—With patronage continuing at record-breaking proportions, last year's favorite free outdoor attraction, the Blondin-Rellins aerialists, returned to Pontchartrain Beach this week. Thousands jammed boardwalk over the week-end when the Aerial Solts were held over along with the new act.

A policy innovation was also announced this week for the Casino with an extensive price reduction. Manager Harry Batt says that his Tyrolean Gardens, with the addition of Vitche's German Band, is clicking better than expected. Bathing at the beach is now in full swing and the water has been literally alive with humanity day and night.

Fire Razes Dining Hall

MADISON, Wis., Aug. 7.—A fire razed the old dining hall at Olin Park here July 29, destroying park equipment valued at several thousand dollars. Building was covered by insurance, however.

American Recreational Equipment Association

By R. S. UZZELL

New England park men enjoyed another pleasant summer party at Crescent Park, Providence. James A. Donovan has always been greeted by us as Gus Donovan, treasurer and attorney of Dodgem Corporation, and still is, but take off your hat before the court, Judge Donovan on the bench! Congratulations are in order, and this Harvard lawyer can apply the law, no doubt about it. John J. Hurley, of Revere Beach, had his till tapped for a little more than \$400 July 29. He had just paid a c. o. d. and left the safe door open, which accounts for his absence from the Crescent Park meeting.

George P. Smith Jr. was with us for the first time in about four years, this time representing the New York World's Fair. He reports that New York City Building Department will have no jurisdiction over the fair. This should help a lot. Andrew Casassa arrived late from Revere Beach for the meeting because of a meeting of about 70 mayors of Massachusetts cities with the governor of that State. Coming after a strenuous day shows his interest in the welfare of New England Association, of which he was first president.

Fred W. Pearce came from Detroit. It was at Revere Beach as a youth that Fred helped make history in the industry. He was also a factor in making Riverside Park, Springfield, Mass., almost a quarter of a century ago. Big Coaster he built is standing in Riverside Park. His brother, J. Eugene, had a funhouse at Revere Beach and one at Worcester a few years ago.

The luncheon boat ride on Narragansett Bay and the famous New England shore dinner were well worth the trip, aside from meeting friends and seeing Crescent Park in full swing with the special day drawing a good crowd. But the climax, and one looked forward to since 'ast summer, was the ball game. Old franchises were canceled or bought and came out under new banners. Danny Bower's Mighty Men and Wallace Jones' Pink Socks seemed to have been merged into Harry C. Baker's NAAP Sensationals and Wallace Jones' Dubs. Sensational lineup had Gilmore in right field; Campbell, left; C. F. Keller, center; McLaughlin, first base; Wigham, second; Simmons, third; Slackford, on the mound, and McCusker behind the plate. Jones' hired Dubs lineup had Cy Bond at second base; Russell Jones, first; Sholes, third; Len Traube, shortstop; Neale, right field; Haney, left field; Summerfield, center field. Brown topped the mound while Marquette tried to collect them in a basket. The writer coached the NAAP Sensationals, and Arch Clair coached the Dubs.

The big disappointment was the poor showing of Traube. Roger Littleford Jr. thinks Len Traube the most overrated player in either league. You are wrong, Roger. You just don't get the pick up or lack of it. First Len was sold for a colossal sum, but got no part of the pile of gold. Clair thought this high-priced player needed no coaching and then Leonard just could not get into his stride under the Dub banner. The opponents were men, the weather was hot, coaching was poor and the name not at all alluring to him; no money for him in sight and the odor of steaming clams coming over the knoll. Perhaps next year he will come back as Dempsey did before Firpo. But Littleford really does not know the wallop this intrepid player carries. You can't attribute this slump to age, Roger; it was just in the cards.

Baker ran amuck with the umpire. Police Captain Therman, and got into police clutches. Being a former U. S. cavalry man, he made his escape on a police horse while we took up a collection to prevent Harry from becoming a fugitive from justice. It seemed a technical error, and Baker was, therefore, released and used the money we collected to buy candy for the ladies. While this escapade was on, Fred Pearce, official scorer, tried to figure out a tie game but he could not turn back the speedometer on the Sensationals. The score book fell into the writer's hands and it showed Dubs 3, Sensationals 15. The Traube slump and Fred Tansher being hired to get there after the game was over accounts for part of the drubbing the Dubs received, but the 72-year-young player, Tom McCusker, who it was al-

ways a pleasure to see in action, was no more. He went on ahead last January and was given a standing silent tribute before the game got under way.

The Dodgem people were highly elated over the national recognition their ride received in *Collier's* weekly recently. A lady is shown driving a Dodgem car. Just before turning, she held out her hand giving the driver's signal. A good laugh provoker.

We are all anxious about the health of Frank Terrill at Savin Rock, West Haven, Conn. He has not been well since last spring. Fred Livere feels elated over his increase in business. Money spent on improvements is justified in a larger volume of business then expected. The Bobs Coaster was supposed to be done but Livere has given it a new lease on life by an expenditure of about \$16,000. They ride it for 25 cents, and 25 cents for repeats. Page the man who is selling his Coaster for 3 cents.

No true picture of the park business can be had from any one section of the country. Wide travel is essential for making a composite picture. We can see and hear all of them only at a national association meeting in December or latter part of November.

Carlin's, Baltimore

By CLEM WHITE

With us right now it's three cheers for the fact that the general public seems to have forgotten that an amusement park's business is supposed to slump after July 4. Everything is holding up fine, with some days even surpassing early-season figures. Even the off ones carry plenty of heft. Double birthday last week made the social angles necessary, when chief cashier Rose Saunders and ballroom concession cashier Mabel Jenkins celebrated their anniversaries simultaneously. New dance contest inaugurated by Bobby Burns, ballroom manager, is meeting with swell response. Under co-sponsorship of *The News-Post* and NBC's WBAL it's called the Black Cat sweepstakes, finals to be held August 13. Idea is to determine what style of dancing is preferred by locals.

Traveling mike is brought on the floor during each broadcast and dancers give their theories regarding the dance they're doing at the moment. Final prize of \$50, offered by station, will be awarded the most proficient dancer in the style elected by the majority of entrants. Slim (Mountain Speedway) Porter is disconsolate now that Bee Kyle has left. He and Boots Wecker have been doing a Damon and Pythias for years. And speaking of contests, the one between Babe Wollman, popular floor manager of the ballroom, and Yank Friedman, boss bar man, has us guessing. They argue about who gets the most unsolicited hellos each night.

New features set are Candid Camera Week with co-operation of all local miniature clubs. Pictures to be shown in local store windows downtown and prizes awarded by leading town photogs. Baby show, scheduled for August 25 in conjunction with Baltimore City Day, is meeting with good early response. Not only the kiddies but the twins, triplets and (we hope) quadruplets will come in for their share of the special prizes. Present attraction at the ballroom, in a return engagement, is Ted Brownagle and his orchestra, featuring Helen Ruth and Red McCarthy. This is their second return engagement of the season. Helen Ruth just set for a series of broadcasts over two local stations. Bob Fisher just can't seem to make up his mind between Virginia Metcalf and Doris Denhardt. Maybe we'll have a 1937 revised edition of *Design for Living*. Jessie Buckles, former park cashier, will be tendered a shower next week for forthcoming addition to family. Hubby, Vernon, is star of the Baltimore Orioles, hockey team.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: If numbers mean anything, Long Island is having a field day where beaches are concerned. Consistently thruout the summer Rockaway has been drawing from 600,000 to 800,000 visitors over week-ends. Divide by half and the number coming to Long Beach week-ends is available, while Jones Beach figures averages slightly lower.

Accept it as the word from Long Island that the depreh is over. When

hundreds of thousands of people (and cars) can make their way to the beaches and pour out currency for what is actually luxury Old Man Depression must be listed in the obituary columns.

As a matter of curiosity, the writer plumbed sentiment among carousel owners around the Island to find out the general effect of the song *The Merry-Go-Round Broke Down* on trade. Juvenile as it may seem, the tune seems to be the greatest single thing to boom that type of business in years. Carousel operators say the song has loosened up a spirit in adults for the Merry-Go-Round and has heightened it with the kids. Joe Duncan, vet, says it's the *Star-Spangled Banner* of the Carousel industry from now on.

SHORTIES: Roadhouse and club biz booming in contrast to slack season earlier. Downie Bros.' Circus around. Billy Rose and Prexy Grover Whalen were spotted looking over the World's Fair grounds. Dick Wefer, pitchman, vacationing on beaches. Big Bob Leudin and wife, ex of side shows, around with baby. Bobby (Howard Beach) Lambert, also erstwhile side shower, around re-newing old acquaintances. Surfside Club, Long Beach, combining meal, floor show and swim for \$3, doing so well that expansions are spoken of for next season. Spot will gross high in the six-figure category. Jimmy Ryan, Belle Harbor life guard, emsees nightly at Commodore Hotel, Rockaway Park.

ROCKAWAY BEACH: George Wolpert handling promotional work on contemporary swim of Joe Vitale from Long Beach to Rockaway. Playland Park pool promoting amateur swim meets to clicking turnstiles. Seeing how hard the brothers Faber labor, 'tis no wonder they ride around each fall in big new autos.

West End Club dinner at Harbor Inn was a sellout, with 2,000 attending, including half of the biggies in amusement colony. Big arena vacated by Salih Circus may be used for Wild West Show. Wally Engle's Arverne Skee-Ball is only one on the Walk, and to think that it was once the most popular local pastime. Five seasons since there's been a baby parade, and there isn't much chance of one this year. Annual pageant plans mapped for Rockaway Point. Four hundred dollars was spent in an attempt to promote a publicity stunt locally. Despite well-placed efforts, not a line of publicity broke in the press.

Success of *Daily Mirror*-Playland Park tieup necessitated its extension. Plenty of good concession spots at Arverne and Edgemere failed to find takers this year. Birke Stern, bingo king, doinz biz with a bang. Easily the best year in five for the opeh-air theaters. Local civic leaders howling over the n. g. pollution rating given the Rockaways in the bathing-water survey taken by *The New York World-Telegram*, insisting it can't be right.

LONG BEACH: *New York World-Telegram* bathing-water survey lists this community free entirely of polluted waters. Mayor Gold dropped by the Democratic Party for re-election in preference of Louis Edwards. Slow-down in biz last couple of weeks. Accounting due shortly on amount of receipts from bathing toll charge. Dan

Palisades, N. J.

By MARION CAHN

Big week-end crowd, with lines THIS long in front of every ride. . . . Saturday night (July 31) was one of the biggest of the season. . . . Big Bear picnic was in Monday (August 2) and a drawing in the evening for hundreds of cash prizes. . . . Traffic was jammed for about three miles on each side of the park. . . . Parking space was filled by about 8:30 and every side street within many blocks was filled with cars.

Big new free-act show in this week, with the Peerless Cronins doing a swell act and Willie Creager and his orchestra back again for a return engagement. . . . Doris Vinton, musical comedy and *Ziegfeld Folies* girl, is playing a special engagement here.

Other big news of the week is the Bert Nevinses' first anniversary. . . . or maybe it's just big news to the Bert Nevinses. . . . Doc Vita is like a baby with a new toy with his brand-new first-aid room. . . . Joe McKee found a baby canary bird in the tunnel of the Bobsled ride, promoted a new bird cage and has the bird hanging in his office. . . . Burr C. Moler, of the pinball games, brought forth a new paper this week called *Spots*. . . . Two hundred monkeys have been brought into monkey island. . . . Bonzella calls our attention to the fact that he is not a ballyhoo artist but a glass-eyed man.

A crowd of cashiers around here gave a party this week. . . . A retraction on last week's notes—the big board on Times Square was not discontinued and will remain until after Labor Day. . . . Recent visitors to the park included Uncle Don; Bobby Feldman, of WNEW, and Dr. James Stotter, beauty surgeon. . . . Pete Pelsen, amusement park device man around here, had a 14-millimeter moving picture taken of the news-reel pix of the Bobsled, which he is showing to his friends.

Fred Chapman, of *The Daily Mirror*, comes in August 31 with his Junior Birdmen party.

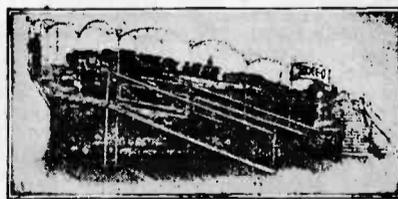
PETERSBURG, Va. — Burgess Mill Amusement Corporation here has been chartered to operate bathing resorts and amusement parks. Thomas M. Smith is president.

Lentor opening a branch bingo spot at Rockaway next year. Jackie Mason around.

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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."

Max Lindermann, World of Mirth Shows, says: "When I bought the Ridee-O in the middle of the depression business generally was very bad, nevertheless the Ridee-O more than paid for itself the first season, and of more importance is the fact the ride increases in popularity and business each year. I believe Ridee-O will remain popular forever."
 Rubin Gruber says: "For a thrilling, money-getting ride none equals the Ridee-O."
 Dave Stock, Goodman Shows, writes: "Ridee-O is a dandy, making me some real money."
 F. E. Gooding wires: "Ridee-O going over big, just the kind of ride have been looking for. Grossed \$1,900 first five days."
 We cheerfully refer you to any of the dozens of Ridee-O owners for first-hand facts.

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The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Mighty Like a Rose

While it may seem pretty late to focus attention on events at Billy Rose's Aquacade at Cleveland expo and while the column has mentioned this highly publicized water show from time to time, I should like to devote some space to some of the unheralded phases of the famous aquatic spectacle. To be sure, Billy Rose deserves a great part of the big buildup he has been receiving, for it is a marvelous exhibition and granted that Eleanor Holm Jarrett and Johnny Weissmuller are the headliners and therefore rightfully command all of the publicity, as do also Albert Johnson for scenic effects, Robert Alton for dance arrangements and John Murray Anderson for staging the production. But what of the hundreds of others connected with the show who never receive mention and who unquestionably play a big part in whatever success the Aquacade is enjoying.

Credit, for example, is certainly due Aileen Riggin, former Olympic champion, for her part in leading the femme water ballet, and to Floyd Zimmerman for his similar role among the male swimmers. Their names occasionally have been mentioned with the production, but not nearly as much as they deserve.

Then, too, acknowledgments should be paid to Messrs. Dick Degener, Marshall Wayne and Sam Howard, all former amateur diving titleholders, whose breath-taking performances help make Rose's Aquacade the grand spectacle it is. A bow, too, to the man or woman responsible for trick names coined in identifying men and women swimmers participating in the show, calling some "aquagals," others "aquafemmes," "aquadudes," and still others "aquabelles" and their "aquabeaux." And a lusty cheer, of course, to the expert men and women swimmers who comprise these various divisions, the list of names being much too long for individual credit.

A great deal of credit is due Dick Maney, personal press agent for Billy Rose, for the international publicity the water show has received, but Dick's work is almost as well known as his boss' endeavors. Wonder how many, tho, realize that the recent front-page smash the Aquacade received thru the Eleanor Holm-Arthur Jarrett story was just so much ballyhooey, serving a double purpose to publicize not only Rose's Aquacade but his dry show at the Fort Worth exposition. But credit is also due "Rube" Berstein, who has done some fine work in advertising the water show outside Cleveland.

Then, too, while thinking of the managerial staff, the following names come to mind, all of whom have seldom seen the light of print in connection with their work on the show: Carlton Winckler, technical director; Denny Murray, stage manager; Lauretta Jefferson, ballet mistress; Clara Schuman, wardrobe mistress, and David E. Kalker, Aquacade program editor.

Special mention should be given to the last named for the fine program he has brought out and which sells for 15 cents. It is well edited and contains many ads, but I'll eat Billy Rose's best Sunday hat if that gal mentioned as Eleanor Holm Jarrett on page 16 is really Eleanor. It must be two other gals.

Now that I've sung the praises of the unknowns in the Aquacade I suppose I'll have to go out and see the show myself some time.

Wringers That Don't

A recent bulletin from the Jantzen Swimming Association reminds me of an evil that seems to be prevalent at many swim pools these days and maybe a mention here will help educate some operators that a remedy is needed. At any rate pool patrons who own their own suits often complain about tearing then in old-type roller wringers so often installed at pools and beaches. To be sure, sometimes these wringers can't be blamed, because they were constructed years before the modern new-fangled swim suits and are not adapted for them, hence the damage. But the pool men certainly are to be blamed.

Many think just because they post a sign reading, "Use wringers at your own risk," that the situation is solved. How

unwise such a procedure is. First of all, a patron can still sue for a damaged suit no matter how many signs are posted. But what is more important, consider the bad will created not only by damages caused but by the sign itself.

"Use wringers at your own risk." Why you might as well tell them to swim in the pool at their own risk—that the water is supposed to be clean, but you never can tell. The more I see of such poor management the more I wonder what kind of brains pool men have. Instead of paying to have a sign posted and instead of running the risk of causing damages and creating bad will, why in heaven's name don't these pool men buy a new type of wringer? Maybe they never thought of it!

There are many new wringers on the market especially adapted to commercial swimming pools, and there are other new-type devices geared so as to meet current demands and not those which existed 10 years ago. Instead of hanging on to the old ones, keep up with the times and give your patrons the latest that can be offered.

Dots and Dashes

Those swell pictures you see of the Bronx Beach Pool, New York, were taken by O. J. Bauman, ace free-lance photog. . . . Arcola (N. J.) outdoor pool threw a big shindig last week with resultant publicity.—Jerome Cascades tank, Bronx, New York, again holds annual swim races for the James Farley Cup, and how many know that the postmaster-general used to be financially associated with that commercial pool? . . . Or did I tell you that before?

Old Orchard Beach

By HOWARD STANLEY

With fair weather prevailing week-end of July 31 proved profitable to almost all concessioners here. Many foreign license plates from all corners of the United States and Canada were in evidence. Traffic was well handled, with police temporarily lifting all parking rules to accommodate visitors. The beach enjoyed a nice play, with those two resort partners, the hot dog and pop, selling fast. Rudy Vallee and Company, appearing July 30 at Duffy's Pier Casino, broke all existing records for any season. Bob Crosby's Orchestra, with Kay Weber and Ray Bauduc, moves in August 13 for his only New England appearance this year. . . . Bob will be followed by Art Shaw, Count Basie, Don Bestor, Louis Armstrong and Don Redman.

Sally Rand, playing straight dramatics at the Ogunquit Playhouse, will appear at Old Orchard Pier August 20, this time, however, in her famous role, that of a fan dancer. . . . Advance publicity could be better. . . . Harry Keano taking

a week off to try the races at Springfield. . . . Clem (Buttercup) Sweet, pride of Providence, plans to try the clothing biz this winter. My boss, Jerry Gardner, is rated the best mike man at Old Orchard . . . by Jerry Gardner himself. Joseph Rankine and two sons, Joe and Bill, rate applause for the efficiency and success with which they operate Fred Dittmer's beano-tango. In the same line for 10 years, the boys are considered among the best in the game.

It is this column's opinion that a Fascination layout could collect plenty long green here. . . . There is need for such a fast game. . . . Billy Earle, singer and emcee, has increased business at least 300 per cent at Sears & Hinchliffe's, luncheonette and eatery. Working to a capacity house, so successful is he that he must stop entertaining a while so that patrons won't occupy their tables too long. . . . Eugene Frische has purchased a new trailer, indicating that the cash register has been working overtime. Brothers and sisters, there are just about five more weeks left in this season; here's hoping they're good ones.

Wildwood, N. J.

By ORO

Bingo and similar varieties of the game are still closed and the cleanup of concessioners operating alleged chance games is turning into a bitter political battle between the factions. Mayor Doris Bradway took County Prosecutor Loveland, who has been waging the crusade for the last two weeks, to task for permitting the holding of a raffle on the Boardwalk at Ocean City last week. The raffle was part of the annual county fair held by the Ladies' Auxiliary of the Atlantic Shores Hospital, Somers Point. Loveland dismissed the charge by saying it was too petty an incident to bother with.

Despite the difficulties being encountered by concessioners, business continues at a record-breaking pace, with each week bringing peak crowds. A drastic change of policy was inaugurated at Hunt's Ocean Pier. In addition to the numerous rides and amusements offered for one admission, name bands are being offered nightly for dancing in the pier's Marine Ballroom. As a result, Hunt's Plaza Ballroom has closed, remaining open only on Saturday evenings to catch overflow crowds with Rex Donnelly's Orchestra.

Current band attraction at the pier is Lee Shelley's Orchestra. Ocean Pier will also feature Sunday afternoon dancing with Rex Donnelly's music. An added attraction at Ocean Pier was the guest appearance of Jacqueline Ash, juvenile motion picture star of the "Our Gang" comedies, appearing with Uncle Wip on the radio programs emanating from this point.

Coney Island, New York

By ROGER LITTLEFORD JR.

Coney Island will depart from its usual custom of closing its official season at the termination of the annual Mardi Gras. In order to get the play and patronage of the national American Legion convention, scheduled for New York week of September 20, regular season will continue until September 26. Mardi Gras this year will be held the previous week.

Committees are making preparations for the Gras, and David J. Martin, manager of the Half Moon Hotel and president of the Coney Island Carnival Company, has about completed his list of appointees. Theme of the 1937 celebration will be a commemoration of the 150th anniversary of the signing of the constitution. Floats, decorative hangings, etc., will be designed accordingly.

According to the latest list issued by Martin, the committee personnel will size up something like this: Floats, Mary Dillon, William Meinch, William Billharz, Alfred Feltman and Charles Miller. Electricity, Walter Cleary. Baby parade (Saturday afternoon, September 18), Walter Burgess and Harry Meinch. Permits, Frederick Oppikofer. Civic and industrial division, Sydney Kahn and John D'Errico. Music, C. J. Hilbert. Parade, Walter Burgess, George Kister, George Scott and William Lombard. Publicity, Monroe Ehrman. Finance, Frederick Vlemelster, C. A. Feltman. James Onorato, Nathan Handwerker, C. J. Hilbert, George Kister, I. H. Klein,

George Ortega, Charles Keene, Philip Colemaris, Harry Meinch, William Billharz, David Lesser, Chester Stratton, John Ward, I. H. Krauz, Fred Balmer, George Counes, Paul Geneas, Harry Novins, Joseph Bonsignore, Louis Thell, Hugh Henry, Herman Beyer, Walter Burgess, Paddy Shea, Tom Baker, Ralph Santangelo, Maurice Piesen and Benjamin Leider. Badges, James Kyrimes. Decorations, George Moran.

Recent drive against "newspaper sitters" on the beaches here has apparently been a definite aid to those who are earnestly attempting to make Coney Island, from Surf avenue to the water front, as clean and neat as possible. To one who visits the big playground on a sunny Sunday this looks virtually impossible and we seriously doubt if Monday morning will ever present Coney as anywhere near a neat layout. Half a million Americans, or rather a million and a half Americans, can't be careful. But we do give credit to Coney for making the best of a very, very difficult situation.

Marion Dolan, 19, of 2044 Bergen street, Brooklyn, emerged victorious this week in the annual Modern Venus beauty contest at Steeplechase. Myra Stephens, also of Brooklyn, was runner-up, and Barbara Beech, New York, took the show place. Speaking of George C. Tilyou's Steeplechase establishment, an item appearing in this column recently (See CONEY ISLAND on opposite page)

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Midseason has passed and it looks as tho 1937 will be a banner season for Playland, with tieup with Westchester County dailies for free children's day yet to come.

Bi-weekly fireworks and Chevrolet award continue to draw big from the hinterlands, and we have had a wonderful break from Jupe Pluvius. Current free attractions, Golda Honey, tight wire, and Neils Troupe, trampoline casting act, are clicking in a big way. Something different than our general run of thrillers. Camera contest proving very successful. Also weekly chink award each Saturday night. Big excursion here from Remington - Rand, Connecticut, July 31.

L. Dombrowski, of the executive staff, is a busy man these days. Bill Otto, who presides at the shuffleboard, is a one-time national champ. Bill, by the way, is a brother columnist. He edits the Tourist Reporter column in *The St. Cloud* (Fla.) *News* during the winter.

Following are members of Arthur Marro's staff at the refreshment villa and spa: Manager George Karikas, Will (Mick) Martin, Tony Mollica, Peter Manos, Art Linden, Charles Chargares, George Diamando, C. Macredes, Robert Davies, Dan Tsukallas, Dixie Cup Charley, Frances (Fanny) Pangallo, Caroline (Skeets) Burrell, Grace (Snake Hips) Sypher, Betty (Betty Boop) Smith, Levina (Lee) DeRuosi, Phyllis (Phil) Fusci and Irene Paladino.

Bill McEacheren is assistant on the big Coaster. Mrs. S. Tucker is cashier for speedboats. That old veteran, Charley Watters, is managing skee ball. Russell Stater is general utility man, and our old friend Barney Price is again here. Norman Nichols is boss at No. 35 stand. Well, we still have a few more weeks to get the remainder of you, so "hasta luego."

Chi Riverview

Biz slowed up considerably here last week, with the gate dropping to its lowest ebb this season. Weather has been perfect, but reason for part of the slump in the opinion of concessioners is the stiff competition of other outdoor events here. Chief among these are the free concerts given every night in Grant Park. Name guest stars such as Lily Pons, Helen Morgan and Rubinooff have been drawing throngs to the band shell and to top the week off Ringling-Barnum Circus is in for a week's stand at Soldier Field. This, combined with a sudden avalanche of Old Settlers' picnics, etc., has taken a hefty slice from Riverview attendance.

Flock of birthdays were celebrated last Tuesday. Bill Schmidt, Annette McLaughlin and Captain Sorensen all received gifts and best wishes. S. W. Thomson moved a new de luxe trailer out behind his Motordrome and he and his wife have taken up their abode in it. Yummy Fisher, string-game artist, and Rich Pronath, post-plin pitchman, dropped over for a visit from the Rubin & Cherry Exposition with the report that things were okeh.

Bill Henning, ticket man on the No. 1 show, pinch-hit as manager for one night while his boss, Harry Dunse, took a mystery trip. Jesse Tyler boasts the coolest spot on the Walk with his Penny Arcade. Has the place fixed up with a battery of electric fans. Jesse is putting in his fifth year here and says this one has topped 'em all. Mr. and Mrs. Murphy are operating the Tumble Bug to long queues every night.

Henry Hickman, of the Poker and Bell games, has taken leave to join the Tiley Shows. Henry left his wife in charge here and says the stands are doing better now than at anytime. Bert Lyon, talker on Monster Show, bought a new car recently.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Aug. 7.—This is the month in which Atlantic City hopes to set records. Season thus far has been good, but it has not hit any astonishing totals, with the strike situation in nearby States being blamed for the failure of an early start. However, with these situations being corrected steadily, it is (See ATLANTIC CITY on opposite page)

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

GEORGE SINCLAIR, president of Meyers Lake Park, Canton, O., announced last week that plans are being drafted for erection of a modern rink, which is to be ready for occupancy with opening of the winter skating season. It will replace the former rink on the second floor of the recreation building, which was destroyed by fire last May.

JOHN UEBEL, Dover, O., led a field of roller skaters from Detroit, Cincinnati, Cleveland and Columbus in the final event to win the meet at Buckeye Lake, O., on July 31, thus avenging a recent defeat in the national races at Detroit. He expects to compete in the State championship races to be held at Cedar Point, O., late in August.

RINK at Lake Brady Park, near Ravenna, O., which is being operated nightly and Saturday and Sunday afternoons, is enjoying the best patronage since its inception, according to Don Wilson, manager. The rink has held several promotional features this summer, including roller polo and speed events. It will continue to operate after Labor Day, when the park closes its regular season.

E. M. MOOAR, handling floor at River-view Beach Rink, Pennsville, N. J., plans to visit Cincinnati, his home town, after close of summer season.

BLACK CAT, highway rink near Wilmington, Del., which operated as night spot during summer, will return to roller skating Labor Day.

SHIRLEY FOSTER, Philadelphia's 6-year-old roller and ice skater, is appearing with *Ice Follies*, Atlantic City.

THE SKEETERS, a skating club, has been formed at Riverview Beach Rink, Pennsville, N. J.

CHARLES HARKINS and 24 White Rose Arena girls, York, Pa., who have given exhibitions at a number of Pennsylvania rinks recently, appeared at Ben Morey's Riverview Rink, Pennsville, N. J., August 8.

FRED (BRIGHT STAR) MURREE has postponed his Oregon trip until a later date.

RAY PIERCE, Convention Hall Rink, Camden, N. J., was a visitor at Riverview Beach Rink, Pennsville, N. J., August 1 and reports that they have completed laying a masonite floor and will reopen Labor Day.

JACK DALTON, manager of Olympia and Great Leopard rinks, Lancaster and Chester, Pa., respectively, visited Ben Morey's Riverview Beach Rink, Pennsville, N. J., July 31. He reports renovation of the Lancaster rink has been completed and work has started on the Chester club. Both rinks will open in early fall.

BEN MOREY recently visited his Pleasure Beach Rink, Bridgeport, Conn. Rink's operating schedule has been hampered by resort being closed on several occasions since city began operation of

park. Morey's Riverview Beach Rink, Pennsville, N. J., has enjoyed a successful summer season to date and with many outings booked for August indications point to a banner season.

FOUR MACKS, American skaters, are at Hotel Bristol, Oslo, Norway. Young Ryles Company is playing the Royal Variety Theater Stockholm, Sweden. The Jewels are at the Old France, attraction at the Paris Exposition.

WALTER E. SUTPHEN, Michigan governor of the National Skating Association, Detroit, left last week for Owosso, Mich., to spend his vacation there.

FOLLOWING were present at skaters' outing, organized by Ann Fivek, of Fred Martin's Arena Gardens Club, Detroit, at Jack Shuman's Convention Hall Rink, Buckeye Lake, O., July 31 and August 1: Mr. and Mrs. Roland Cioni, Mr. and Mrs. Edward J. Von Hagen, Mr. and Mrs. Clay Von Hagen, Armand J. Schaub Sr., Earl Wehrman, Evelyn Banthian, Mr. and Mrs. Flick, Mr. and Mrs. and Mary Lou Clark, Lorene Kilgore and Dale Pluderman, Norwood Roller Club; Mr. and Mrs. Eyers, Eyers' clubs of Anderson and Indianapolis, Ind.; Mr. and Mrs. "Corkey" Elliston, Palace Garden Club, Hamilton, O.; Mr. and Mrs. Schroeder and Norman Landenberg Jr., Euclid Gardens Club, Cleveland; Tony Mayo, Cleveland Roller Club; Mr. and Mrs. Bibler, Jack Boyer and Art Lambert, Smith's Club, Columbus, O.; William Kirkpatrick, Crystal Beach Park Club, Vermillion, O.; John Uebel, Studer's Club, Dover, O.; Grant Fuller, Art and Walter DeKome, Rollaway Skate Company, Cleveland; Henry Thomas, Crystal Lake Club, Marion, O.; Verna Picton and Gene Bell, Arena Gardens Club, and groups from Hagy's and Coliseum clubs, Dayton, O. Program included series of exhibition races and Rollaway Skate Company presented winners with skates, while medals and rings were given them by Howard G. Force, of Convention Hall Rink; Edward J. Von Hagen and Armand J. Schaub. Nancy Flick was first in quarter-mile race for girls, with Verna Picton second. Half-mile race for men was won by Jack Boyer, with Art Lambert second. Armand J. Schaub Sr., followed with novelty bottle act and skate toe dancing exhibition. Gene Bell received a medal from Roland Cioni for a two-lap exhibition time race and another half-mile race for men was won by John Uebel. Norman Landenberg Jr. gave a two-lap exhibition time race, and dance numbers of the '70s and '90s, given by Howard Force and Jack Shuman, completed program.

ATLANTIC CITY

(Continued from opposite page) hoped that the resort will exceed last year's figures before Labor Day rolls around.

People here are spending, however, and theaters and piers, despite great jumps in prices this year, report no dropping off in business; in fact, most establishments are far ahead of this time last year.

Red Skelton, first seen here in a marathon, returned to head the Steel Pier revue for the week working with the Four Etons, Leo O'Neill, Gale and Wolber, Henry Wisnes, Carr Brothers and Ansleys. Steel Pier minstrels were augmented this week by Carter and Holmes, "The Two Gentlemen," and Wilton Crowley and Ruthie Barnes. New twist of adding vaude acts to the regular minstrel show weekly is proving popular.

Joseph Knox, Wentworth Lobdell and Jimmy Smith are handling the water circus acts on pier. Annette Webster is guiding antics of Rex, aquaplaning dog, in the pier's water circus. Jules Falk has it figured out that the pier's light exhibit has 1,400 items collected by Dr. Charles Brown.

Eddie White returned to Million-Dollar Pier to share honors with Roscoe Ates. . . . It is Eddie's third week at spot. . . . Power's Hippodrome elephants are replacing Dr. Bernard's elephants. Frank Hubin's midget horse, Charlie, is at last going to have a permanent home thru efforts of Dr. Bernard, whose troupe of elephants recently played here. Frank toured the fairs for several seasons with Charlie, but of recent years has not been able to take proper care of the animal. He offered it to Dr. Bernard, who will place it on his farm up-State for the remainder of its life . . . a fitting reward for an old trouser.

The Book of Knowledge Company has gone trailer conscious, with a decorated one at Texas avenue and the Boardwalk, with displays under tenting replacing an indoor one here for several years. . . .

Bank Night has invaded skee-ball stadium now. . . . Archery ranges are offering salt-water taffy prizes to bring 'em in. Hope for reopening of wax works is nil.

Lenny Ross, of the Cluquot Club, is taking no chances of not being recognized. On the back of his auto is a plaque, "Lenny Ross, Showman." Frank Elliott's minstrel men are all spruced up since adding a couple of fem acts a week. Serge Flash's success locally has brought a big call for jugglers. Peanut Bohn returned to his old stand at the Globe.

Newsboys around town were hot to find where M. Dodson got the scoop of Joan Bennett being in town. But the payoff was when the hotel at which she was reported to be staying called to find out what room she was in. . . . The Ritz Brothers have canceled their local appearance. . . . The Three Stooges, however, will come into Million-Dollar Pier later in month.

Mike Sursock (Professor Chiro), one-time outstanding Boardwalk character, is back in harness again after several years' layoff and has rigged up a temple of science opposite Million-Dollar Pier, where he was bringing 'em in with his old-time bally methods. His parrot, Abdullah, is missing, having in the interim flown to parrot heaven. Mike's daughter, Emily, was runner-up in the Miss Atlantic City contest last week. Charlotte Velez took major honors. Roland Martini, New York theatrical producer, and Bess Ehrhardt, ice-skating champ, were judges.

The Steel and Million-Dollar Pier get good buildup in new resort exhibit at Pennsylvania Station, New York. It was arranged by Lou Cunningham, of Press Bureau. Mayor White considering letting vets sell ice cream on beach, reversing his lock-em-up decision of early season. City may have an official greeter at so much per greet. Imagine this on the city books. . . . "Greeting Visiting Firemen—\$50."

Bees Reeves has his eye on the Garden Pier Ballroom for basket ball this winter. . . . Myer Saul is moving back to the Auditorium. A cool \$2,000,000 is said to be in back of activity in Linwood, eight miles from here, to be used as a race-track site.

CONEY ISLAND

(Continued from opposite page) relative to the good feeling and appreciation that Emil and Catherine Pallenberg had for Jimmy Onorato, Chase manager, produced a storm "why didn't you let us say the same things" from other people connected with the park. Sorry, folks, but you must remember a column is limited quite definitely from a space standpoint. If we quoted all of you our Cincinnati publishing plant would be forced to get out a special edition. As a matter of fact, tho, it is gratifying to know that a park manager can and is so popular with the people who work for him. In the words of Sandy Schell, band leader in the ballroom for the last eight years, Jimmy is a showman thru and thru, and as such he invariably protects show people connected with his institution. Onorato has been at the park for years and years, having left his Brooklyn high school at the age of 18 to enter the park business and he's been there ever since.

George Bernert, manager of Irving Baths, is preparing to depart for Springfield, Mass., shortly to take up his duties as concession director at the Eastern States Expo there. . . . Albert-Alberta, this season at Revere Beach, Mass., says he wishes he were back at Sam Wagner's. . . . Millard and Bulsterbaum, panel-front makers, are still doing big biz, they say. . . . Bert Goodman, formerly with Fred Sindell and others at Coney,

is managing Herman Jacobson's side show on the De Luxe Shows of America. . . . Betty King is making openings on the motordrome with the same show.

Opening Nights Sellouts For "Ice Follies" in A. C.

ATLANTIC CITY, Aug. 7.—*Ice Follies* has opened at the Auditorium here for a run until Labor Day with nightly shows. Entire front of Auditorium was changed to resemble ice caves, with plenty of bally in form of Eskimo dogs and exhibits. Ballyhoo setup is credited to Mall Dodson.

Opening nights were sellouts with a crowd of more than 5,000 in the hall on an off night when *The Billboard* representative caught the show. Entire background is ice hills rising to the top of Auditorium, 150 feet above the rink. Twenty thousand feet of ice has been frozen for the rink, which is surrounded by ferns. Performers come down a slide from ice cave.

Bess Ehrhardt, billed as "Sweetheart of the Ice," easily steals the show with a series of graceful routines and shows especially well in a double with Roy Shipstead, "the human top." Thrills are provided by Harris Legg, Canadian barrel jumper, and Great Siegfried, who opens second half of program with a 110-foot ski slide, jumping 75 feet thru air onto a platform. Siegfried has been out of show for several days with broken ankle, but is having special skating shoe made to go over it in order to fulfill contract. Legg's big thrill is a barrel jump thru a flaming hoop.

Ballet of youngsters is used as background and does stage routines on skates. Dorothy and LaVerne go thru a dance routine while other acts include Lois Dworshak, Rhythm Girl, Four Nelson Sisters and Phyllis Rebholz. Comedy is handled by Shipstead and Johnson who do a bull-fight affair and an old-fashioned gay '90 routine which stops the show. Among pair acts are Papez and Zwack, McGowan and Mack and Proctor and Wold. There are 16 in the chorus.

At the finish of the Boardwalk run the *Follies* goes to New York for a run in Madison Square Garden. Manager Phil Thompson of the Auditorium stated his booking of the *Follies* was a feeler and he is satisfied with results.

Attendance Hits New High at Paris Spots

PARIS, Aug. 2.—Attendance records at the amusement park of the Paris Exposition hit a new high last Sunday, when close to 80,000 visitors passed the gates, while 235,138 admittances were registered at the adjoining exposition grounds. Business of rides and shows has improved, but cool weather is holding down sales of beverages and ice cream.

Open-air shows have been resumed in the village square of the "Vieille France" section. Good program this week with the Two Newtons, clever acrobatic comedians; the Carletti Trio, acro dancers, and the Denizart Ballet.

The big Funhouse and new Parabelum ride will probably open this week. Delay in finishing these attractions apparently due to financial difficulties. Parachute tower getting daily tests, but not open to public as yet. Foreign delegates to the International Showmen's Convention visited the park. H. G. Travers and M. Baines entertained them.

DETROIT.—Two east side amusement parks here got a swell break in *The Detroit Free Press* recently when the front page of the rotogravure section was allotted to pictures of Jefferson Beach and Eastwood parks.



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PORTABLE ROLLER SKATING RINK FLOOR
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REGINA AHEAD OF LAST YEAR

Profit Shown in All Departments

Fine showing, So. Sask. being faced with worst crop conditions in 40 years

REGINA, Sask., Aug. 7.—Registering an attendance of 101,678 at the main gate and 49,618 for the grand stand, the Regina Agricultural and Industrial Exhibition, July 26 to 31, surpassed the expectations of all connected with the show. Despite the fact that Southern Saskatchewan is faced with the worst crop conditions in 40 years, a profit was shown in every department. Secretary-Manager D. T. Elderkin states that a general surplus will be shown:

Day-by-day figures compared with last year were:

Attendance		Grand Stand	
	1936	1937	
Monday	25,708	25,841	11,281
Tuesday	11,184	10,213	4,225
Wednesday	19,206	17,963	9,125
Thursday	15,852	11,061	7,591
Friday	13,269	18,628	5,717
Saturday	16,119	17,972	7,000
	101,338	101,678	44,939
			49,618

Running races each afternoon had over 200 horses competing. Officials state greater interest in races on the part of the general public is responsible (See REGINA AHEAD on page 46)

Kershaw Co. Contracts Crystal Expo Shows

CINCINNATI, Aug. 7.—D. J. Creed, general chairman of the Kershaw County Fair, Camden, S. C., state that in a recent issue of *The Billboard* Harry Heller (Heller's Acme Shows) advertised that he has contracted to show at Camden this fall, but there is no such arrangement.

The fair has contracted Crystal Expo Shows, managed by W. J. Bunts, for midway attractions.

Fire Razes Darlington Barn

DARLINGTON, Wis., Aug. 7.—Fire August 1, on closing day of the three-day Lafayette County Fair, razed a barn containing 40 tons of hay and several automobiles parked near by, causing damage estimated at \$3,000. Cattle in adjacent barns were rescued as more than 5,000 people milled about the fairgrounds. The exposition was declared to have been the best in the past seven years.

WATCH FOR

Agricultural Fairs as I See Them

By Norman Y. Chambliss

in the

FALL SPECIAL NO. of THE BILLBOARD

Dated August 28

Issued August 24

N. Y. World's Fair Front

NEW YORK, Aug. 7.—The Administration Building is so rapidly nearing completion that tentative plans have been set to transfer the general offices of the corporation from the Empire State Building to that site by August 15.

A Christian Science building or pavilion, representing the 156 churches of that denomination in the State of New York, is to be erected at the fair of 1939, according to an announcement from Grover Whalen. Plans call for the erection of a structure with rooms for reading, reception and lectures. Plot comprises 7,800 square feet.

Swift & Company this week leased 100,599 square feet of space for the erection of a major exhibit building. And Devoe & Reynolds Company, reputedly one of the oldest manufacturing establishments in the United States, signed for 10,000 square feet.

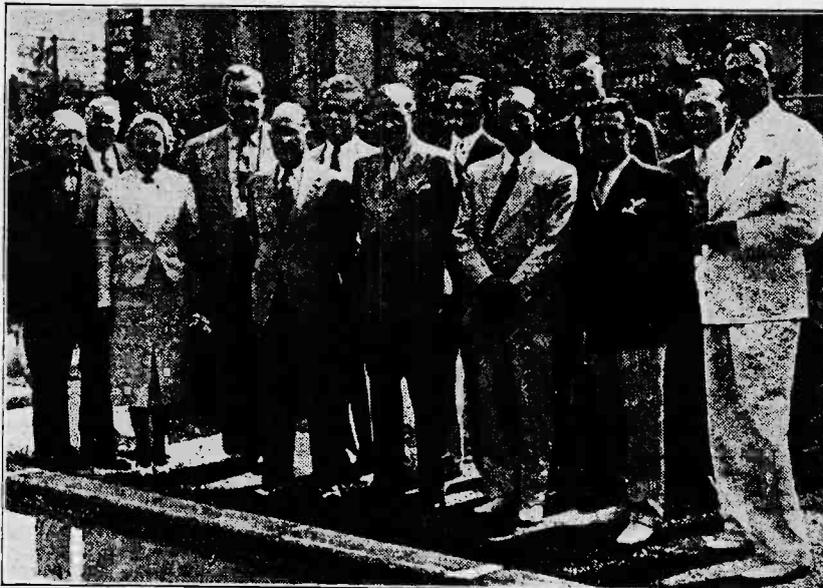
Nation's electric light and power companies are planning as part of their joint (See N. Y. WORLD'S on page 46)

Queenie Dunedin Dead? No, Not Even Inactive

BOSTON, Aug. 7.—Queenie Dunedin, one of the younger members of the Dunedin Troupe, "still is alive and kicking" despite rumors that she is dead. Some people also had her in a lunatic asylum.

During her show life, Queenie has been in vaudeville and traveled all over the world. She was known years ago as an all-round vaudeville performer in the novelty line. Owing to an illness of long standing, all work in the novelty line was given up and she developed into a character comedienne, becoming a well-known single in all branches of present-day entertainment, including radio and the lecture platform. She has been making quite a hit with her after-dinner speaking in a humorous vein. During the last two years she took advantage of the slack months and developed a comedy act for fairs. She's now lined up for Kingston, R. I.; Rochester, N. H., and other dates booked thru George A. Hamid, Inc., and Paul N. Denish, of the Boston office.

OTIS LORETTA and his animals closed an eight weeks' engagement at Great Lakes Exposition, Cleveland.



OFFICERS AND MEMBERS of the Showmen's League of America assembled at Lincoln G. Dickey's office of the Great Lakes Exposition, Cleveland, August 2 to arrange for the setting of the date for the benefit performance for the Hospital and Cemetery Fund of the Showmen's League of America. Left to right: Samuel J. Brin, director of admissions, Great Lakes Exposition; Frank D. Shean, assistant director of amusements and concessions; Peg Willin Humphrey, associate director; J. C. McCaffery, president Showmen's League of America; Elwood Hughes, general manager Canadian National Exhibition, Toronto; Almon R. Shaffer, associate director Great Lakes Exposition; Lincoln G. Dickey, general manager; Joe Rogers, first vice-president SLA; J. W. Conklin, director of amusements CNE; Cliff Wilson, treasurer of benefit performance; Al Rossman, treasurer SLA and chairman of benefit performance; Rodney Sutton, director of Great Lakes Exposition, and Edward J. Reicher, concessioner. The benefit will be held in Billy Rose's Aquacade at midnight September 17.

SLA Benefit To Be Held at Great Lakes Expo Sept. 17

CLEVELAND, Aug. 7.—The Showmen's League of America Benefit at the Great Lakes Exposition will be held in Billy Rose's Aquacade at midnight on Friday, September 17.

This was decided on Monday at a meeting in the Recess Club, at which President J. C. McCaffery, Vice-Presidents Joseph Rogers and Frank P. Duffield, Past President J. W. Conklin and Elwood Hughes, general manager of the Toronto Canadian National Exhibition, came on to confer with local members and officials.

Treasurer Al Rossman was appointed general chairman in charge of the benefit. Named as his assistants were Director General Lincoln G. Dickey, Associate Director Almon R. Shaffer; Frank D. Shean, assistant director in charge of concessions and amusements; Frank P. Duffield, Billy Rose, E. J. Reicher, Joe

Rogers, Lew Dufour, Cliff Wilson, Harry Hargrave, Murray Goldberg, Pete McCauley, Herman Rudnich; Sammy Brin, director of admissions; Gilbert Noon, R. J. Zouary, Warren B. Irons, Harry Melton, Charles Napitano, Harry Mazy and Rodney Sutton. Canadian representatives to assist are Elwood T. Hughes and J. W. Conklin.

Affair will present more than 25 acts picked from the attractions on the grounds. There will be three bands, including Johnnie Gower and his boys and Stubby Gordon's music makers. Chairmen are being appointed and work is getting under way.

Harlowe R. Hoyt, representative of *The Billboard*, was appointed director of publicity. Rodney Sutton, in charge of expo publicity, was received into membership.

Harrington Breaks Records

Patronage is 30 per cent greater than average in former years

HARRINGTON, Del., Aug. 7.—All attendance records were broken with a patronage of 30 per cent greater than the average in former years as the Kent and Sussex Fair was brought to a close last Saturday with more than 20,000 persons witnessing the final program, the automobile races.

I. B. Shaw, president of the association, put the attendance for the week, comprising five exposition days, roughly at 200,000 persons, altho the actual figures have not been compiled.

He said there were approximately 147,000 paid admissions during the five-day period and estimated that the free admissions, workers and persons having business on the grounds would push the figures toward the 200,000 mark for the duration of the fair. More than 6,000 children were admitted free for the first day.

In addition to the attendance other records of the fair were shattered by the 1937 exposition, for in all of the exhibition departments there were gains.

There were no serious disorders or accidents.

Highlights of the exposition were the Governor's Day celebration on Thursday, when more than 25,000 jammed the grounds, and Friday when "Miss Delaware" was crowned to represent the State in the national beauty pageant in Atlantic City, N. J., in September.

The midway shows and attractions left on special train last Sunday morning for Camden, N. J., while the free attractions were scheduled to depart for Booneville, N. Y.

Passes Barred At Michigan State

DETROIT, Aug. 7.—A thoroly business-like type of administration is the objective of the Michigan State Fair this season under Frank N. Isbey, general manager.

For the first time a rule barring all free passes will be put into effect Isbey announced. Fair has been dropped to 25 cents, with 10-cent admission for children.

Isbey made it a point of his appointment that he should not receive any compensation for the time and effort involved. Work was in progress this week upon major reconstruction at the grounds, with the Administration office itself entirely rebuilt, little more than the shell of the building remaining the same. The small offices formerly used have been torn out, and a large central office will be used this season.

Turnstile admission will be a rule this year, with turnstiles also placed on all pay-show attractions to insure proper collection of admission fees.

A big orchestral shell and stage are in process of construction. The Coliseum this year will be used as a theater.

Edmundston Fair To Be Revived

EDMUNDSTON, N. B., Aug. 7.—The Edmundston Fair is to be revived this year. The Edmundston Board of Trade is arranging for the revival and the restoration of Agricultural Society No. 77 as future sponsor of the fall exhibition. George Michaud, president of the board, is chairman of the committee in charge. The intention is to appeal to Northeastern Maine as well as Northwestern New Brunswick.

Edmundston is connected with Madawaska, Me., by an international bridge over the St. John River.

Pan-American Exposition Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

Soft Ball In Limelight

Cavalcade Aztecs beat Harris team, 5 to 3—officials tired of poster war

DALLAS, Aug. 7.—The fun of a soft ball game Tuesday between Phil Harris' Pan-American Casino team and Rube Curtis' Cavalcade of the Americas nine eclipsed many more serious events at the fair this week. The Cavalcade Aztecs, playing in full Indian dress and war paint, beat the Harris team by the score of 5 to 3.

Trumped up by Curtis just as an afternoon's fun, the ball game developed until it drew hundreds of outsiders as well as every figure in this region of the show world. Harris, whose orchestra is playing currently at the Casino, refused to coach and demanded a place at shortstop. Those who made runs on his team were Art Jarrett and Lanny Ross, headlined singers, and Jimmie Watt. Star for the Aztecs was Ike Arnold, on the pitching mound, who grabbed two runs. Others with runs were C. M. Wilburn, Lynn Bostick and Jack Gorman. While Arnold pitched 14 strikeouts, Al Shapiro, of the Harris team, fanned 15 batters.

Bowen Motor Coaches placed its grounds busses on the army camp diamond for use as grand stands, and George and Julius Schepps brought out free beer for the players and officials. Cheering squads were made up of the Chester Hale ballet girls for the Casino and women of the Cavalcade cast.

Mayor Sprague Officiates

Mayor George Sprague officiated. George D. Anderson was umpire. Harris coached his team and P. W. Fite was coach of the Aztecs. On the Casino lineup were Watt, Jarrett, Shapiro, Heinz Becker, Gibson, Holmes, J. J. Baccus, Morris, Jimmy Barbason, Yerrett, Ross and Harris. The Aztec lineup included Bill Jasper, Wilburn, Walter Gibbs, Reese Brown, Bostick, Charles Smoot, Alvin Norman, Clive Johnson, Jack Gorman, Arnold, Howard Beall and Ralph Rios.

Fire and possibly other types of insurance coverage on a majority of the buildings under control of the exposition was allowed to lapse at noon last Wednesday, city officials confirmed. City Attorney H. P. Kucera explained that insurance was retained in force on the five buildings there owned outright by the city park board, but that the new buildings controlled by the fair and old State Fair of Texas buildings remodeled two years ago were among those left uncovered by policies. It was impossible to obtain the extent to which the insurance coverages was allowed to lapse.

Poster War

Exposition officials confided "off the record" that they are tired of a paper poster war they claim has been waged for several weeks against papering crews of the Fort Worth Frontier Fiesta.

According to those officials, Pat Bacon, in charge of poster advertising for the Fort Worth show, directed crews to paste their paper over that already pasted by Dallas crews directed by Jack Austin. Dallas retaliated twice in the area immediately surrounding the two cities, it was claimed, and now Bacon is ahead since his latest paper battle left Fort Worth posters on top. Dallas officials claim that Bacon once smeared his posters with lard to protect them, but that the heat of the sun melted the grease.

Louis W. Bovis last week closed his International Tavern, formerly the Falstaff Tavern, operated by Ralph Moody and Harry P. Harrison. Bovis' eating house is directly opposite the Pan-American

Attendances	
Previously reported.....	874,049
Wednesday, July 28.....	11,343
Thursday, July 29.....	10,879
Friday, July 30.....	11,308
Saturday, July 31.....	14,476
Sunday, August 1.....	14,517
Monday, August 2.....	10,701
Tuesday, August 3.....	16,463
	89,687
Total.....	963,736

ican Casino and set off from heavy pedestrian traffic.

Work in advance of special school children's tours during the fall months has already been started, it was announced by Frank N. Watson, director of promotion, when he returned from a vacation trip to Galveston. A special tour book of tickets to rides and other concessions will be assembled for the school children's trips.

Dufour and Rogers shows began sales of their own combination ticket book for rides on the Kiddieland concessions. Priced at 50 cents, the book contains tickets valued at \$1.25.

Startling Talkies For Frisco Expo

SAN FRANCISCO, Aug. 7.—Startling talking pictures dramatizing Uncle Sam's "behind the scenes" activities in agriculture, commerce, forestry, chemistry and other fields, will be shown to visitors at the 1939 Golden Gate International Exposition. This promise came from George Creel, noted writer and U. S. Commissioner for the expo, who returned here last week from Washington to launch the building of a great new \$1,500,000 Federal exhibit.

Creel plans to show a new type of government documentary film such as the recent Resettlement Administration's "Plow That Broke the Plains," which astounded critics from Coast to Coast. Employing Hollywood methods and new technique, these films are a departure from the usual placid, educational type of reel formerly turned out by the government. The commissioner said that President Roosevelt is "intensely interested" in the Frisco World's Fair, and has promised to attend. Creel said he urged the President to come here by warship, using the vessel as a summer White House in 1939.

Creel also plans the greatest Indian exhibit ever built, a colorful and impressive display that would include all known ancient Indian rituals.

President Manuel Quezon of the Philippine Commonwealth has assured fair officials that they could expect a fine exhibit from his country. "No matter what happens, we'll be with you in 1939," he said during a visit here. "The Philippines, of course, belong to the Pacific, not the Atlantic, and I shall recommend to the Legislature that my country have an outstanding exhibit at the World's Fair of the West in 1939."

Premiums Boosted At Louisiana State

SHREVEPORT, La., Aug. 7.—The Louisiana State Fair will offer premiums totaling approximately \$30,000 and at the same time will break a five-year precedent by throwing live-stock competition open to the world instead of confining entries to Louisiana. The premium tops by approximately \$12,000 the total at any Louisiana State Fair for the last six years.

Attractions will be the most expensive in the history of the association. Secretary W. R. Hirsch says. An elaborate musical revue, *Star Brigade*, will be a nightly grand-stand attraction along with daily fireworks and auto racing on each Sunday. Football games, a beauty contest, airplane crash, band concerts, children's health contest and horse show will be main other attractions, he said.

High-Class Program At Chippewa Falls

CHIPPEWA FALLS, Wis., Aug. 7.—The annual Northern District Fair opened August 3 to excellent attendance.

Secretary-Manager Arch L. Putnam, in his 16th year directing the destinies of the fair, has assembled a splendid list of exhibits. The fairgrounds buildings have been newly painted and the race course placed in splendid condition.

Barnes & Carruthers, with Sam J. Levy in charge, had the free-act bookings in front of the grand stand, with the Five American Eagles, high-wire act; the Jim Wong Chinese Troupe; Felix Patty and Tarzan the Human Ape; Novak and Fay, comedy artists, and other acts.

Edgar I. Schooley's *Continental Revue*, with 56 people, two carloads of beautiful scenery, a revolving stage and chorus of 24 line girls, was seen at night performances in front of the grand stand and scored a big hit. One of the most beautiful presentations ever seen on any outdoor stage. Schooley personally directed program on opening night. Charles Schoussa is musical director; Harry Dunn, master of ceremonies, and Renee Raynay, prima donna.

Hennies Bros.' Shows, making its first appearance in this sector, presented 20 high-class shows and 18 rides on the midway to excellent business. Midway a beautiful spectacle with 10 huge light towers, neon-lighted show fronts and a myriad of rides.

C. W. Hinck's *Feminine Furies* and a head-on auto collision, parachute jumps from an airplane and auto polo were staged on Wednesday and will again tomorrow. Captain Don Voge is scheduled to crash an airplane into a building erected in the race-track infield on Sunday, closing day.

Full Premiums For Mich. Fairs

LANSING, Mich., Aug. 7.—Assurance that full premiums are to be paid wherever offered to all community fairs to be held this season thruout Michigan has been received in word from the State administrative board. An extra appropriation was granted by the State Legislature to be used for this purpose.

Under the arrangements the fairs will pay one-half and the State will match that amount dollar for dollar, paying the other half of premium expenses. The action was obtained from the Legislature for the additional appropriation when pressure was brought by governors of several of the fairs on their local legislators.

Dallas Ambassador in Paris

PARIS, Aug. 2.—Mrs. Walter E. Kingsbury, official "ambassador of good-will" from the Pan-American Exposition at Dallas, arrived recently in Paris to extend greetings from the Dallas fair and to invite France to return her visit.

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Starts Labor Day.

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Wishes to contact Carnival for Fair, September 23, 24, 25. Address
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The Coming of Age of Outdoor Revues

By Leonard Traube

THE super-super revue produced strictly for fairs and deriving its prestige and profit therefrom is no longer a phrasy blurb to be looked on askance or to be pooh-poohed as being in the same category as "colossal," "stupendous," "sensational," et al.

The open-air "girl" production has, in fact, become of age and the superlatives in connection therewith thoroughly justified.

I am paid to stir up this kind of propaganda, but it is hoped my sincerity and candor will outweigh any such commercial motives I may have up my sleeve. I give readers assurance that I am much more interested in tracing a phenomenon than in dispensing a type of publicity ammunition which may not, even at best, carry the voice of authority.

Personally it is my pleasure to be impressed with what two fairs—which I hope are typical—are doing in a typical

fair State, the fair State of Pennsylvania, whose annual events appear to top the attractions schedule and the amusement buying market in the East, if not the Continent, Canadian provinces included.

When it comes to flash, thrill and genuine box-office glamour bought for their grand-stand shows, I doubt if the 1937 layouts of Reading and Allentown can be topped, at least not east of the old Father of Waters. Both have booked separate shows, both calling for two of the largest revues, with surrounding acts, in the whole U. S. A.

Reading, a terrific fair if ever there was one, is down for the *Rozyettes* musical. This is the ensemble directed by Gae Foster, of New York's Roxy Theater, has a lineup of 24 girls doing the numbers made famous at the House Which Rothafel Built and is strictly class no matter how you figure the unit. Starling in the specialty stepping are Dawn and Darrow (of vaude, clubs and theaters), who have built up an extraordinary reputation on the terpsichore scale in almost no time at all. The surrounding acts are Six DeCardos, teeterboard and barrel jumping; Flying Otaris, flying act; Clifton and Jules, comic acrobats; Tom Lomas Troupe, stilt act; Babe Jackson Troupe, cyclists; Six Balabanows, accordionists; Edwin Franko Goldman's Band.

Allentown, another miracle spot when September rolls 'round, gets the *Revue of Tomorrow*, subtitled "Show of the Seasons," which means spring, summer, autumn and winter to them what don't know elementary stuff. This show calls for another Gae Foster unit (20 gals) pounding out super-super numbers and drafting the talents of Dorothy Crooker, international monoped dancer; Donatella Brothers and Carmen, novelty accordionists, instrumentalists and featuring the contortionistic dancing Carmen and the shepherd's horn (biblical) playing of Pappy Pietro Donatella, not to mention the tremendous tambourining of Mama Rosa Donatella, all of vaude and such; Billy Wells and the Four Fays, comedians, acrobatic dancers and vocalists, all of vaude and such; Orsola Arelli, prima donna, of concert and vaude stage and such.

The outdoor show biz hasn't seen such a gravitation to the talents of indoor temples in years—maybe never before on such a scale. Allentown's surrounding acts are Les Kimris, aerial sensation; Christy Circus, elephants, horses and ponies; Cronins, aerial bars; Francis Trio, comic acrobats; Olympic Girls, gymnasts; Honey Family and Golda, teeterboard. The booker and producer of these layouts, which are down for a string of other fair dates in the East, South and Canada, claims an expenditure of \$20,000 for scenery and production effects alone, not counting costumes, special portable stage and properties.

Even as I dish out these lines one of the greatest arrays of production and executive genius is busy completing the gorgeous backgrounds and habiliments for both shows. Universal Scenic Studios, of New York, is responsible for the scenic end, with supervision by Arthur Knorr, Broadway technician formerly of New York's Capitol Theater, who has given both layouts his personal attention. Artists, painters, builders, carpenters, etc., have been working on both shows day and night in an extraordinary effort to give fairdom the best they've ever had in the way of musical entertainment.

Knorr's is but one unit. Another building and production unit is working under the supervision of Harvey Porter on the fairgrounds in Flemington, N. J., and still another at the State fairgrounds of Trenton, N. J.

Revue of Tomorrow and *Rozyettes*, joined by another revue, *Revelations of 1937*, rehearsed at various schedules on the large plot in Trenton. Commencing July 19, the Trenton plant was besieged by big crews, in addition to bandsmen and conductors, general personnel, technicians, artists and directors. *Revelations* began workouts July 20, *Tomorrow* end of July and *Rozyettes* tuning up on the road for these "peculiar" fair engagements, to which the gals are not accustomed, but they will be by the time playing dates come round that mountain.

Moni Costume Company brought in from Chicago to attend to the girlish drapes and script props and Murray

Brown, also from Chicago, is in charge of *Revelations* production.

It will be noted that this treatise has stuck more or less closely to two new production shows with just passing mention of *Revelations*, an edition show now in its third year of heavy bookings. Other well-equipped and smart shows playing the East will be *Catharine Behney's Winter Garden Revue*, *Bonnie Brownell's Continental Revue*, *Pearl Haines' Polly and Her Polly Anns* and *Elmer Dade's Dancing Dolls Revue*.

But it's those two Pennsy dates which have me doing personal handsprings.

One needn't mention that ye omniscient and indefatigable showman, George A. Hamid, is in charge of all these leg parades, including staging and booking. But we mention same in case some folks don't know. In addition to which he's the man that pays me off and, having been credited but once in this study of outdoor revues from the point of view of the current scene, he's bound to pay me off for the last time. However, business is business and honest reporting is something else again. I trust I have been honest and businesslike.

Conference Indicates Additional Contracts

DAYTON, O., Aug. 7.—Conferring with officials of the Central States Racing Association here July 31 regarding plans for the 1938 auto racing activity was John Sloan, president of American Booking Agency.

Conference between Sloan and CSRA Secretary Norman Witte regarding speed activity indicates additional fair date contracts loom for '38 in territory never having speed events as part of fairs before.

A national championship circuit for both still and fair dates is evident for next year under combined supervision of CSRA and International Motor Contest Association, leading governing body of fair date auto racing. The circuit will include key cities in Eastern territory, large towns in Midwest and also South and Far West territory. Introduction of dirt track pastime in Texas this year to supplant the outlawed horse racing may be included on the schedule.

American Booking executive stated "early season still day events in Des Moines, Milwaukee, Atlanta and Birmingham attracted more spectators than in history of the still date sports at these towns."

Initial release on paid attendance figures on first half of schedule of auto races conducted on speedways supervised by the CSRA: Fourteen race meets on six sanctioned sites attracted 92,659 paid spectators, averaging 6,621 per race meet. This surpasses the 1936 paid attendance by 10,046. With 14 dates remaining on schedule for speedway operations, plus fall fair date activity, attendance is estimated for 1937 at close to 500,000. Current year marks initial attempt of organization in fair date field.

Max Gruberg Again Lands New York State

SYRACUSE, Aug. 7.—Max Gruberg again has landed the midway at the New York State Fair for his World Exposition Shows and George Hamid has the grand-stand acts, it was announced this week by Dr. Albert Brown, director. The list of acts furnished by Hamid includes: The Peerless Cronins, Les Kimris, English Juggling Jewels, Jumbo, Honey Family, Mile, Golda, Jules and Clifton and Janet Mae Merkel. In addition, Brown has booked J. E. Ranch Rodeo. Afternoon and night shows will be given.

Fair construction is moving along fast and contractors promise the last building in doubt—the dog show building—will be set for opening. This is one of five new ones this year, the biggest building program of any year in the last 20 for the fair.

TORONTO.—J. W. Conklin was recently at the Canadian National Exhibition grounds, accompanied by General Manager Bill Marriott and George Bischoff. Management has put a crew to work on seven new fronts and according to Marriott, this year's amusement area will be much larger than previously and will include 35 rides, 15 of which have never played Toronto.

Gov. Murphy on Program Of Northern District

CADILLAC, Mich., Aug. 7.—Old-fashioned bicycle races are to be feature of opening day of Northern District Fair here. Governor Frank Murphy will be speaker on second day and State Agricultural Commissioner Strange will be speaker on last day. Complete program of free acts, fireworks and exhibits is complete.

Interest in district fair was created by Pomona and local Granges of three local counties last year, with result that in face of three days of rain out of four all obligations were paid in full.

Officers of association are: President, T. O. Huckle, publisher; vice-president, Henry Miltner, postmaster; treasurer, George Elmore, Pomona lecturer; secretary, P. R. Biebesheimer, county agricultural agent.

Blytheville Increasing Awards More Than 50%

BLYTHERVILLE, Ark., Aug. 7.—With \$6,300 in premiums scheduled for the 1937 event, the Mississippi County Fair Association is increasing awards more than 50 per cent over 1936, J. Mell Brooks, secretary-manager, announced.

Attractions will feature a musical revue for the first time, horse racing, a horse show with \$1,400 in premiums, fireworks and farm equipment display. Association will offer \$2,500 in prizes for racing. Committees named include Brooks, F. H. Acton and Clarence Wilson in charge of shows, concessions and entertainment, and Harry W. Harries in charge of advertising.

Six Governors To Attend Eastern States Exposition

SPRINGFIELD, Mass., Aug. 7.—Governors of the six New England States, Gov. Harold Hoffman of New Jersey and official representatives of the governors of New York, Pennsylvania and Delaware will attend the Governors' Day observances at the 21st annual Eastern States Exposition.

To do honor to the visiting chief executives, more than 500 agricultural, industrial, commercial and civic leaders will attend the exposition also and participate in the two-day program.

REGINA AHEAD—

(Continued from page 44)
for the hold up and increase in attendance. Pari-mutuels showed an increase of \$17,605. Comparative figures for the week were \$140,121 for 1936 and \$157,726 for 1937.

Royal American Shows on the midway for the fourth year showed a slight increase over last year. Concessions also were handled by Royal American.

Ernie Young featured his "Cavalcade of Hits" before the grand stand, also the following acts: Easter and Hazelton Ballet Dances; Radio Four, instrumental quartet; Joe and Pete Michon, comedians; Mangan Sisters, acrobatic dancing; Joe Jackson, pantomimist, and the Danwill Troupe of acrobats.

The following demonstrators and pitchmen were here: D. B. Parry, jewelry; Irmar Willner, writing analysis; R. Drewitt, glass novelties; W. J. Lloyd, Indian remedies; David Bloom, Hum-a-Tune; B. J. Windsor, blades, and Leon C. Parry, jewelry.

List of Visitors

Visitors were: Charles Baker, president Calgary Exhibition; E. L. Richardson, general manager; J. E. McGuire, J. Ble-ross J. C. Yule, directors; F. W. Abbott, managing director, Edmonton Exhibition; F. Kemp, director; J. C. Rettie, manager, Brandon Exhibition; J. M. Allan, D. E. Clement, W. A. Cameron, H. A. McNeill, directors; Sid Johns, secretary-manager; J. East, J. H. Warren, F. H. Wentz, directors, Saskatoon Exhibition.

N. Y. WORLD'S—

(Continued from page 44)
exhibit, a completely electrified farm comprising approximately 32,000 feet of space.

New York City's fair commission will consider award of contracts for the city's exhibition buildings on August 10. Bids from local companies interested in the work were listed publicly this week.

Rumors are floating around that the good ship Leviathan, for two years in retirement in Hoboken, N. J., will be converted into an immense floating hotel and dining salon during the fair. No confirmation possible.



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Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

Closing Date Is Sept. 26

Originally planned to end on Labor Day—will not be continued another year

CLEVELAND, Aug. 7.—The Great Lakes Exposition will be continued for three weeks, closing on Sunday, September 26, instead of on Labor Day as originally planned.

Announcement was made late Wednesday afternoon by Dudley S. Blossom, general chairman of the board of trustees, following a noonday meeting in the Recess Club. Setting at rest any rumors that the exposition might be continued another year, Blossom further supplemented his statement with announcement that closing would be final and that work of razing would be started as soon as concessioners get off the lot.

"Because of widespread and insistent demand from public officials, exhibitors and concessioners and from indications in many letters to exposition officials that people all over the nation are hopeful they can visit it during September" was the reason given by Blossom. "All the outstanding features of the show will continue in full operation, with many stars and featured performers to the last minute of the show."

W. T. Holliday, president of the exposition, pointed out that business has been steadily increasing since good weather came along and recalled that closing weeks of 1936 doubled the opening. Unnecessary to say extension is hailed by concessioners who suffered from rainouts during June and July, when scarcely a day passed without a cloud-burst. Proof that there is an up-building in business is to be found in these facts:

All passes for the Aquacade have been suspended. *The Drunkard* is playing to capacity and the olio has been eliminated to speed up the performance. Pioneer Palace has ceased to be a free loafing place, with a minimum charge of 30 cents to any who wish to sit but not to eat or drink. Winterland continues to play to capacity. Tony Sarg's Marionette Theater is knocking them off. And the Streets of the World is enjoying its first real patronage of the season.

Attendances Climb

Attendances for the week show a steady upbuild. Saturday and Sunday saw 80,948 patrons click the turnstiles. Tuesday with 33,625 and Wednesday with 25,461 brought in plenty to midway and Streets of the World. Morale of concessioners is greatly improved with chance to get off the nut and put something in the old jeans as well.

Interest this week centered about the visit of J. C. McCaffery, president of Showmen's League of America; Joseph Rogers, first vice-president; Frank P. Duffield, second vice-president; Elwood Hughes, general manager of the 65th Annual Canadian National Convention at Toronto; J. W. Conklin, director of amusements and concessions at Toronto and past president of the League. They were guests of Director-General Lincoln G. Dickey, Associate Directors Almon R. Shaffer and Peg Willin Humphrey, and Frank D. Shean, assistant director of concessions and amusements. Coming on Monday they were entertained at the Recess Club, viewed Billy Rose's Aquacade performance, with plenty to eat and drink and made a tour of the exposition from end to end. Purpose was arranging for annual League benefit, as detailed in Showmen's League report.

Plenty of stunts are being pulled to pump up attendance and patient is responding nobly to treatment. Vaudeville in international circle has proved a life-

Attendances	
Previously reported.....	1,571,323
Thursday, July 29.....	17,474
Friday, July 30.....	21,410
Saturday, July 31.....	39,320
Sunday, August 1.....	41,629
Monday, August 2.....	20,974
Tuesday, August 3.....	33,625
Wednesday, August 4.....	25,461
Total for 68 days.....	1,771,218

saver for Streets of the World. A good fast brand of variety is given, five acts in all, with weekly change of program. This week-end exposition is playing host to communities, special groups and associations. Greenville, Defiance County, and Paulding County came Thursday. Friday saw Hiram House, Northern Ohio Druggists' Association and Kenton. Hiram House, community social center, furnished special program by boys and girls at Radioland. Today sees Merchant Tailors' Association, national and local; Kroehler Furniture Company; Bryan, Williams County, Wauseon, Cleveland Graphite Bronze Company and Holland groups. Holland Day program will be staged in Streets of the World.

Mob from Detroit comes tomorrow, with special excursions by boat and train and a representative motor caravan. It is also Railway Business Women's Day, Lithuanian Day, Newark, Barberton and 37th Division Day. Veterans of 37th Division are slated for uptown parade. They will stage march thru principal streets, ending at exposition grounds. Veterans from all sections of the State are listed.

Holdup marred the serenity of affairs this week, but not on the grounds. Glenice Audrey, showgirl at Aquacade, and Joseph La Guardia, sax with Freddie Carlone's Band in Pioneer Palace, were the victims. Carlone had driven the girl home and they sat before her house in the wee small hours when robber appeared with gun. Took money, keys, watches and checks and beat La Guardia over the head when he resisted. Both were treated at Lakeside Hospital. Girl was hysterical, while La Guardia suffered contusions and cuts from assault. No arrests.

Publicity Stunts

Among other publicity stunts have been tieups with newspapers for photographs. *Plain Dealer* just concluded campaign for best snapshots, and now *The News* comes along with another bunch of prizes for candid camera. Gag, of course, is that pictures must be taken on the grounds, insuring admission fee from every entrant.

Work goes merrily on, with 30,000 tickets sold for Cleveland Jubilee Day on August 14. This will be the greatest employees' outing ever held in the city. Preparations are fixed for an all-day boxing exhibition and a training camp has been set up for such as wish to get into condition. There will be a derby among the wheelchair boys, and a bathing beauty contest, in charge of Doc Shean, is bringing in the pick of Cleveland models. The winner will be crowned with the famous Crown of the Andes, \$6,000,000 jeweled headpiece, exhibited by Warren Piper at the front of the Streets of the World. General holiday will be declared. Stores and manufacturers will close. There will be a parade. Entertainment starts at 9 o'clock and continues without interruption until the party breaks up next day. Prizes are offered for mask costumes, as carnival will be a mardi gras.

Gov. Hoffman Visits

Gov. Harold G. Hoffman of New Jersey was a visitor on Wednesday. He reviewed Company C, 11th U. S. Infantry, was the guest of General Director Dickey and his associates at Aquacade and had a general view of the expo. Another important visitor arrived Thursday when Charles Paige stopped at the Administration Building. He just returned from Paris, where he built the largest scenic railway ever erected in France. He built

all of the riding devices for the Brussels Exposition of 1935; the devices for Blackpool, Eng., and for the Paris Exposition. He will journey to the Coast, returning to go to England. He is contracted to erect the riding devices for the Glasgow Exposition of 1938. He spent a considerable time with Frank D. Shean, with whom he was associated during the Brussels Exposition.

Bankers and anglers, archers, fencers, revolver experts and rifle teams are due to do their stuff today. Ohio Sportsmen's Day is the occasion. There will be a parade at 1:30 p.m., with a score of floats and 1,000 marchers bearing their various sports outfits. Events will be staged on the lake front under the auspices of the Ohio Co-Operative Sportsmen's Association. Fly-casting, trap and skeet shooting and horseshoe pitching are listed, with Cleveland police going into action with revolvers and rifles. Fencing and archery exhibitions will be held in Sherwin-Williams Radioland.

Meeting of Members Of Western Can. Assn.

REGINA, Sask., Aug. 7.—Members of the Western Canada Association of Exhibitions meeting here on Thursday set dates for next year for Brandon, Calgary, Edmonton, Saskatoon and Regina. Those present were J. C. Rettle, J. M. Allan, D. E. Clement, W. A. Cameron, H. A. McNeill, Brandon; C. M. Baker, J. C. Yule, J. H. McGuire, J. Bleross, E. L. Richardson, Calgary; P. W. Abbott, F. Kemp, Edmonton; Sid Johns, J. East, J. H. Warren, E. H. Wentz, A. M. Eddy, Saskatoon; D. T. Elderkin, T. A. McCusker, N. Andre, W. McInnis, J. F. Lunney, Regina.

A. M. Eddy, Saskatoon, was delegated to go to New York to obtain a model of the World's Fair to be held in 1939 for the Western Class "A" fairs next year. Other members of the association will visit State fairs across the line this fall to check on midway and grand-stand performances with a view of getting ideas for improving the 1938 Class "A" fairs.

Features at Saranac Lake

SARANAC LAKE, N. Y., Aug. 7.—The Adirondack Fair Association, which stages its fair next week, has a half-mile dirt track, grand stands, horse barns, running water, electric lights and good equipment.

The O. C. Buck Shows will be on the midway. The fair will have some special features. There will be an Adirondack Draft Horse and Team contest. Many teams of horses from lumber camps, farms and summer hotels have been entered. A special night will be given to the Civilian Conservation Corps camps in this vicinity, which will put on boxing bouts and a tug of war. The Adirondack Baby Parade, a feature of the fair for many years, is made up of children from the Adirondack Mountains.

Modernization at Egg Harbor

EGG HARBOR CITY, N. J., Aug. 7.—The Atlantic County Agricultural Fair has gone streamlined. That is the announcement as preparations are under way for the annual fall event. Keeping pace with modern trend in every mode of living and entertainment the fair this year will insist on more modern arrangements of personal exhibits and a modernization of its amusement program. Plans are for a big midway. Governor Hoffman will preside over Children's Day. Henry Tapkin has been re-elected president and Anthony G. Vautrinot, secretary and general manager.

Great Falls Gets '38 Hereford Show

GREAT FALLS, Mont., Aug. 7.—Harold F. DePue, secretary-manager of the Northern Montana State Fair, announces that he has obtained the National Hereford Show for the fair for 1938. This will be the fourth consecutive year for the show at Great Falls.

New Free Show At Ft. Worth

Melody Lane replaces Flirting With Death — cuts \$10,000 monthly nut

FORT WORTH, Tex., Aug. 7.—Melody Lane, featuring eight well-known composers playing their own compositions, tonight (August 7) takes place of *Flirting With Death* as the free show at the Fort Worth Frontier Fiesta. Melody Lane has smallest nut of any of the shows here, so it was chosen to replace the circus-type free show. Carl F. Rauscher is to continue as manager of the new free show.

The closing of *Flirting With Death* show August 6 cut out a nut of \$10,000 monthly.

It is said that 50-cent admission to Pioneer Palace will not be lifted, as this charge is necessary to relieve the approximate \$3,500 weekly nut here. Without admissions this place would have to depend solely on the 10 per cent paid on catering concessions' receipts here by the National Hotel Management Corporation. Last year added revenue, enough to cover overhead so Pioneer Palace could remain with free gate, was received from sale of mixed drinks and from amusement machines. Both of these are absent this year. In spite of large number of book tickets coming in

(See NEW FREE SHOW on page 68)

Grand-Stand Shows

DIRECTORS of Tuscarawas County Fair, Dover, O., signed with X-Bar-X Rodeo for twice-daily performances at the 1937 annual, company to include Beverly Harnett; Silver, movie horse; Ralph Johnson, steer and bronk rider; Bill Armour, bulldogger, and Al Jones, Australian whip cracker.

GIBSON AND GIBSON are back home on their farm, Carthage, Ind., putting into shape a truck which they purchased for transporting equipment to fairs. "Ruby Taylor," their high-diving and tight-wire performing dog, has three puppies.

ERNE YOUNG'S Cavalcade of Hits, playing Canadian Class A Fair Circuit, went over big at those exhibitions. Revue played two shows on final nights at Brandon and Edmonton and received a nice plug in *The Saskatoon Star-Phoenix*.

C. A. KLEIN announces he has been given contract for providing the talent for 72d annual Jacktown fair at Wind Ridge, Pa.

J. J. EVANS has announced his park engagements will be completed within next two weeks and that he has contracted his new novelty act, four trained midget mules, for several of the Eastern Ohio and Western Pennsylvania fairs.

SAILING to the States on the Ile de France, the Seven Fredysons, a featured act in European vaude, circus and fair fields several years, will play fairs for Barnes-Carruthers.

THE RAYMONDS Attractions opened their season at Columbus, Ind., July 17 and are booked for next 10 weeks at fairs in Indiana, Kentucky, Ohio and New York. Attractions include Bible's Animal Circus, the Delmores, DeMora, Lamy Brothers, Olive Craig and the Raymonds.

WAGNER'S Concert Band will open fair season at Pocahontas County Fair, Marlinton, W. Va. Season will close at Sampson County Fair, Clinton, N. C.

JEFFERSON COUNTY AGRICULTURAL FAIR

100th Anniversary

ADMISSION 25c

WANTED—Acts for Front of Grandstand that do one or more. Concessions all kinds. NO X Cookhouse and Grab. PROMOTER for Public Wedding and Baby Show. AUTO PROMOTER for Midget Races. SPACE in Exhibit Buildings for Demonstrators—Jewelry, Knife Peelers.

HORSE RACING, FREE ACTS, FIREWORKS DAILY.

Address C. W. CRACRAFT, Mgr., Watertown, N. Y.

Zeiger Shows Have a Picnic

Thirtieth annual affair enjoyed to the utmost by entire personnel

NORTH PLATTE, Neb., Aug. 7.—The 30th annual picnic of the C. F. Zeiger United Shows was held at Kruegers' Lake, five miles east of Sidney, Neb., Thursday, July 29. This is the second time the show held its picnic at this resort and four years ago it used this lovely park with swimming, boating and toboggan slides. Two ball games were played. One between the ladies' club ball team and the riding device operators. Five innings were played to a tie. The second game was between the concessioners and the showfolk and was won by the concession team, score 16 to 8. The ladies' club had charge of the games and athletic events, with Mrs. Rita Brazier as chairman, assisted by Irene Gibson and Ester Sinclair. Door prize of \$50 was won by Mrs. Bruce Duffy, guessing contest by Paul Sturm, missing link contest by R. Gonzales, shoe race by Buck Stockton, needle race by Rose-

(See ZEIGER SHOWS on page 52)

Conklin Starts CNE Work at Toronto

TORONTO, Aug. 7.—J. W. (Patty) Conklin, general director of the midway activities for the forthcoming Canadian National Exhibition, arrived here Monday in his private car over the C. N. R. from Western Canada. Incident to the exhibition he stated that George Bishop would have charge of concessions on the new midway. On Tuesday he started construction work under his direction with a crew of 40-odd artisans, artists and general showcrafters with the plan in view to give the exhibition the "world's newest style" exhibition amusement center.

In speaking of the Conklin Shows, the traveling carnival under his direction, he stated to a *Billboard* representative that the shows would make a move from Prince Albert, Sask., to Brantford, Ont., a distance of 1,809 miles, and that he was of the opinion that it would mark a record in the history of long jumps for carnivals.

Crocodile Gets Best of Exhibition "He No Like!"

LANSING, Mich., Aug. 7.—Perry Woodall, animal trainer with the W. C. Wade Shows, playing here under the auspices of the local "40 and 8" organization, suffered a badly chewed right arm August 2 following an attack on him by a crocodile. At the time of the accident he was attempting to pull a 75-year-old crocodile into position for a demonstration. He had the reptile by the tail when it suddenly whipped about and caught Woodall's right arm in its jaws. California Tex, operator of the show, managed to free Woodall after a brief struggle and rushed him to a hospital, where 30 stitches were made.

Michigan Showmen Close Clubrooms Until September

DETROIT, Aug. 7.—The travels of showmen away from the territory have resulted in the temporary closing of clubrooms by the Michigan Showmen's Association. As few men were around to enjoy them, even late at night after the carnivals closed, the rooms were locked up this week, to be reopened in September.

Membership in the association is increasing, with \$45 for applications for memberships recently received by A. H. McQueen, the secretary.

Carnival Employee in Hospital

WATERTOWN, Wis., Aug. 7.—Oliver R. Moffett, an employee of Snapp's Greater Shows, is confined to St. Mary's Hospital here. He suffered several fractured ribs in a fall on the carnival grounds while the show was playing here.



SHOWMAN AND GOVERNOR MEET AND SEEM MUCH PLEASED. E. Lawrence Phillips, general director of the New Johnny J. Jones Exposition, and Hon. Henry Horner, governor of Illinois. This picture was taken while the Jones organization was exhibiting recently at the Soldiers and Sailors' Reunion Celebration at Salem, Ill. The governor "did the midway" as a guest of the shows' chief executive.

Linderman Outsmarts Strikers By Moving Empty Train 70 Miles

OGDENSBURG, N. Y., Aug. 7.—Ogdensburg's striking truck drivers, confident they held a potent club over their employer, found the weapon had vanished Saturday night as Max Linderman finished playing a fancy game of tag with his World of Mirth Shows' train.

In a brilliant piece of master-minding that included moving the empty 35-car show train a total of 70 miles to bring it next door to the midway, Linderman completely outmaneuvered the truckers.

Until this strategy had been carried out the drivers had hoped to apply pressure for a settlement against Arthur McConville, truck operator, who was bound by contract to haul the show wagons to the New York Central tracks here.

The strike had been called shortly after the delivery of the wagons to the showgrounds and thru the week had caused attention to be centered on the predicament of the WM entourage. Alert to the potentialities of the situation, Linderman decided early in the week to

take steps to avoid possible complications.

Unloading all passengers early Wednesday morning, the WM executive had the train moved 45 miles on New York Central line to Norwood, then returned 24 miles on the Rutland line to a spur which ran parallel and adjacent to the midway at Hall Field. Here the train sat for the remainder of the week.

No effort had been made to conceal these moves, but it was evident Saturday night when a number of strikers came to the midway to see what would happen that they had been taken by surprise. For, using his own tractor power and a crossing which had been constructed by Trainmaster Wally Cobb, Linderman was able to load without difficulty of any kind.

Fair weather with the exception of Friday night, when a strong wind caused slight damage, and good business marked the engagement of the shows here, sponsored for the second consecutive year by VFW.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Lost City, Old Mexico. Week ended July 31, 1937.

Dear Red Onion:

Snugly tucked away amid the mountains of Old Mexico, away from the noise and bustle of the new civilized world, lie the beautiful ruins of what were once the homes of the Aztec tribes. Now inhabited by the last of the vanishing Americans, a few disappointed desert rats that have switched from gold dust to the hunting for buried treasures, a few Mexicans and their families and adventurers from every country.

Like Cortez the explorer, Kentucky Colonel Lem Trucklow headed an expedition of carnival general agents, each a veteran of geographical research, seeking at an enormous expense to their shows a "maiden spot" to prove to the concessioners at large that read show ads that such a spot really still exists.

To bring a mighty American collective amusement enterprise to this remote part of the world at first seemed impossible, but the future of our ads reading "Real Maiden Spot" had to be protected. Thus the Ballyhoo Bros.' flag and coat of arms were firmly planted in the rock, and with ancient ceremonials the different lost tribes swore loyalty to the midway. The Ballyhoo organization claiming "first in" over the other agents by right of conquest. (Managers, check up on your lost agents. Perhaps that's where they were.)

Then a verbal contract was agreed upon, the tribesmen being unacquainted

with general agents. By carrier pigeons word reached the show 2,000 miles away, taking several days to get the great news. Then Manager Pete Ballyhoo verified the contract with smoke signals, eliminating the dollar-in-hand clause.

A quick run was made to the foothills. This covering 1,950 of the 2,000-mile jump. The train was unloaded on an abandoned mine siding 50 miles from the lost lot. The difficult task of moving the shows, rides and concessions up a narrow mountain trail started in earnest. Our rocky road mules were augmented with 75,000 local mountain burros to carry the equipment and people to the first "Maiden Spot" of the year.

We then discovered that no maps were available nor were any trail signs used as on our modern highways. When Trucklow informed the bosses that he had forgotten the route 2,000 Indian guides were verbally contracted to lead the way. Picture 75,000 burros winding thru these mountain passes and narrow trails. Some carrying a Heyday plate, with several of our colored show performers riding the top. Another with two hamburger griddles and three dancing girls. Our office safe was loaded on another with the show's treasurer. The light plants were sent piece by piece and assembled on the lot. Truly a revelation in carnival mountain transportation.

Tuesday everything was up and ready (See BALLYHOO on page 52)

Vaught Shows Progressing

Weather has been favorable and work of enlargement still goes on

FAIRBURY, Neb., Aug. 7.—The State Fair Shows closed a good week here last Saturday night, located around Court-house Square, and was favored with fair weather. Senor Cabello, Argentine high-wire artist, and Four Flying Lesters were the free acts and pleased crowds nightly, as they used the steps of the courthouse and grass on the lawn as grandstand seats.

So far this season the weather has been most favorable, as only 10 nights of rain have been encountered and only two days have been lost completely, one account of rain and other snow. Thus none of the organization are crying the blues, for the lack of elements in general, suitable to the needs of carnivals.

The midway is rounding out in nice shape as Master Painter William Farr is nearing the completion of redecorating fronts and rides. The ride lineup is all office owned, with the exception of Byron (See VAUGHT SHOWS on page 52)

Rose Back as G. A. For Christ Shows

CINCINNATI, Aug. 7.—Fred C. Christ, general manager Christ United Shows, accompanied by his young daughter, Martha Florence Christ, visited *The Billboard* offices on business yesterday. He stated that the shows would finish the engagement in Reading, O., tonight and move to Chillicothe, O., and would be in readiness to open Monday night at a special event there. He also stated that Harry A. Rose, the well-known general agent, had again assumed his former position on the Christ Shows and now in advance, having returned early this week to the post from which he resigned some weeks back.

Gruberg Gets Big Gross At Stand in Vermont

BURLINGTON, Vt., Aug. 7.—Gruberg's World's Exposition Shows, despite being third carnival to play this city in as many weeks and also being forced to play a new lot just outside the city line, had the best week's gross of any carnival to play here this season. Show is larger and best set up to visit this locality and drew heavily from surrounding rural territory, which was billed in "circus" style.

Gruberg followed Stanley Bros. into St. Albans, Vt., following Burlington and not only drew from near-by towns but brought many Canadians from border cities.

Doc Waddell Now "Press" For Morris Miller

BEARDSTOWN, Ill., Aug. 7.—For the first time in the 46 years of the annual fish fry here the carnival providing the amusements and free acts had as a preliminary to the grand-stand opening a spiritual message, preached by Doc Waddell. He talked from the traveling Eastern Star Bible that has been in 10 different countries. The book will visit Scotland, South America and Alaska and is expected to visit every circus and carnival in the world. Waddell is "father" of this holy traveling book. Doc has joined Miller Bros.' Shows as chaplain and publicity engineer, he reports.

Calgary Biggest of Class A Fairs for Royal American

REGINA, Sask., Can., Aug. 7.—With the closing of Regina Agricultural and Industrial Exhibition July 31 Royal American Shows concluded their fourth successive year over the Class A circuit of Western Canada exhibitions. Calgary was the big spot this year, taking first place away from Edmonton, which is usually tops.

Officials of the show told your correspondent that returns were slightly ahead of last year.

Great Lakes Exposition Midway

CLEVELAND, Aug. 7.—General Director Lincoln G. Dickey and Associate Director Almon R. Shaffer joined in attending testimonial banquet at Shaker Country Club tendered Howard Dugan, manager of Hotel Statler, who has been promoted to head of well-known chain of hosteleries. . . . Dorothy Van Hart, who supervises 34 chorines, 25 belles and 16 chorus boys at Billy Rose's Aquacade, is a former Follies girl.

Harry S. Firestone Sr., with Mrs. Firestone, daughter Elizabeth; Rose Mary Karnopp, a friend, and C. D. Smith, public relations for interests, visited Wednesday and looked over the Firestone exhibit with much satisfaction. . . . Lily Chambers, who leads Six Rosebuds at Pioneer Palace, acts as chaperon for sextet. They have an apartment of their own, where Lily supervises cuisine. . . . Lee Blatner, of French Winery, has introduced a new cocktail to Streets of the World. Calls it "Happy Landing." . . . Shorty Sutton, Australian whip cracker, is no relation to Rodney Sutton, who handles exposition publicity.

Eleanor Holm announces three picture offers from three Hollywood firms. It pays to advertise. . . . Russell Bradshaw, who assists bally for Tony Sarg's Marionette Theater with chain and rope escapes, was an original flag-pole sitter and doubles as human fly in off seasons. . . . George Clemets, director of exhibits at Florida exhibit, was publisher of *Milwaukee Sentinel* when Editor Claude R. Ellis and Correspondent Harlowe R. Hoyt, of *The Billboard*, worked in that city. . . . First clambake of season is slated soon at Sam Phillips' Chicken Roost. . . . Cleveland Art Club and Cleveland Display Guild are planning a "Naughtycal Revue" aboard Herman Pirchner's Show Boat. . . . Frank Monaco, whose Italian Cafe faces lake, returned from a six weeks' trip to Europe. He was accompanied by his daughter. . . . Doc Shean is one of busiest men on midway. Reason: He has been put in charge of bathing-beauty contest for big Cleveland Day celebration on August 14.

Interesting spot on midway is Children's Theater on May Company's playground, with free exhibitions of *Red Riding Hood* and *Alice in Wonderland*. Esther Mullin directs, with Constance Root, Harriet Morley, Howard Wendell and Jon Stroup as actors and Mildred Barlow in charge of costumes. Johnny Gower and his band open performances with a potpourri of childhood songs ranging from *Three Blind Mice* to *Farmer in the Dell*. . . . George Eberle, who is ticket man at Hanna Theater, known to all theatergoers, is working in similar capacity on grounds.

Henry Morton, deadpan comedian, who pounds bass in Hargrave & Relcher's *The Drunkard*, is taking a film test for Paramount. Movie scouts have an eye on boy with the intention of featuring him in a series of short comedies. . . . Ruth Bruce and Florence Korda are two comely misses who show in Vic Horowitz's Fishbowl on Streets of the World. . . . Margaret Flagg, niece of James Montgomery Flagg, is one of the artists working in pit for Claude Bell, supplementing his sand sculpturing. . . . One of popular eateries in Fortunatos facing lake. . . . Mr. and Mrs. Henry Butts are back from Clairmont and at Charlie Poole's grapefruit winery. They married at beginning of season and went to Florida on honeymoon.

Steve King, accordionist on Streets of the World, is now featured in Kit Kat Club uptown. . . . Ellen Mahar, "girl with golden voice," has been signed by Tony Sarg to join his marionettes when exposition closes. She was formerly connected with Tattermans. . . . Jack Elliott, attache to Governor Davey, was a visitor this week. Elliott, veteran showman and theatrical manager, handled Horticultural Building last season. . . . Joe Rogers, Ed Reicher and Murray Goldberg joined forces week-end and went to Conneaut Lake, where they were guests of Manager John Foley. . . . Charles T. (Smiling) Goss visited exposition and, incidentally, delivered a new Chevrolet truck to Johnny Branson. . . . Harry C. Hunter was another old-time showman to renew acquaintances this week.

Appearing daily at Sherwin-Williams' Radioland is Murray Driscoll's Rainbow Four, from Radio City's Rainbow Room. Brought to feature Recess Club. Driscoll, bass fiddle, is supported by George Rabohn, pianist; Bill Cadman, clarinet,

and Nick Carter, guitar. . . . Bernard Shaw, named after Author George Bernard Shaw, is one of the stunt motorcyclists in Johnny Branson's Hollywood Motordrome. . . . Katherine Griese, who had to quit Aquacade's swimming chorus because she lost so much weight, has rejoined show.

Murray Zaidins, credentials chief on midway, leaves soon to manage Gaiety Theater in Cincinnati. Zaidins had charge of house last season. . . . Irene Wicker, singing lady of radio fame, appeared at Radioland over week-end. . . . Because she was only female to be made an admiral at exposition last season Art Cook, associate director of Radioland, arranged for her to enter grounds aboard a high-powered speed boat. . . . Johnny, Call Boy, who came for Philip Morris broadcast, gave his backers an anxious time when he visited Nate Eagle's Midget Theater. The little people took him for a blimp ride. Johnny got back just in time to do his stuff.

One of high-powered concessions on Streets of the World is run by Joe Horowitz. Joe, an Ohio State student, originated stunt of guessing your age. He takes one to two years leeway and seldom fails to call his shots. . . . If customer stands up and tells truth. . . . Bill Friedel, local magus, is hepping things up in Irish Village, where he works as master of ceremonies. . . . Ann Heath, blond radio singer, came from her home in Geneva to visit. . . . Jefferson MacCabe, who wears frock coat and top hat to bally Winterland, created Jiggs in vaudeville and was one of villains in *The Clutching Hand* and *The Perils of Pauline*. . . . Hazel Ferris, secretary to Publicity Chief Johnny Miskell, got lost in Making of Nation and had to be led out by the hand. . . . Frank Kennedy, Horticultural Building boss, flew to Kansas City to give auto show there o. o.

Frederick V. Bowers, well-known songwriter, has brought suit for \$1,500 against Billy Rose. Reason: Fred says Billy cribbed a singing act which he originated. . . . Popular place for kiddies in R. J. Zouary's "Wonderland," with its miniature dog and pony act, bear and monkey speedway.

Biggest Ukranian family in Greater Cleveland is that of Mr. and Mrs. August Dedon. They have 13 children. They were guests at Alt Heidelberg Tavern Wednesday night, with Proprietor Art Temmesfeld as host. Carpatho-Russian or Rusin family comes next. . . . Grand prize of \$1,500 was given away last night, being sum accrued by Bank Nights without claimants. Drawing continued until someone responded. . . . Ground crew in charge of Goodyear blimps includes R. J. Blair, E. J. Bush; Jack Boettner, manager; P. L. Dixon, A. H. Swanson and Joseph Nick.

John D. Lippy, who ran Wonder Car, traveling museum, for three years across continent, returned to Cleveland this week and spent most of his time at exposition. John is planning a new stunt. Jake and Lena, otherwise Gene and Glen, radio stars, who started with WTAM years ago, will return for Cleveland Jubilee next Saturday.

Rain Stops in Detroit; Carnivals Get Business

DETROIT, Aug. 7.—Carnivals here rejoiced Sunday on the first good Sunday in weeks, with no rain on any lots. The break meant good business for shows in all locations checked, with percentages of increase as high as several hundred per cent in some cases. This looks like the first real break of the season after prolonged rainstorms. Results of business to date have not been as poor as rainy weather would usually indicate, as people have been coming out on the lots and spending money, but carnivals generally have suffered nevertheless. With bright and warm weather the public is in a better spending mood.

Macon Items

MACON, Ga., Aug. 7.—Tom Aiton, agent for Barfield's Cosmopolitan Shows, headquartered here for several days while lining up Middle Georgia spots. Alamo Shows, which have been playing Atlanta lots all summer, will return to this section in few weeks. J. L. Johns, manager of shows, recently acquired permanent winter quarters here in large building off Napier avenue in western section of city. Under plans being made by officials of Georgia State Fair more room will be provided for carnival midway for this year's fair. Several sections of fence and other obstructions will be moved. Johnny J. Jones Exposition will play date.

"La Rambla" Midway Dallas Exposition

DALLAS, Aug. 7.—News of marriage in Miami, Fla., of Jan Isbelle Fortune and Tony Garnett has been received by friends of couple here. Mrs. Garnett is author of *Cavalcade of Texas*, *Cavalcade of the Americas* and a spectacle at Richmond (Va.) celebration this year. Garnett, a former staff photographer of exposition, is now photographer for *Miami Tribune*.

Harry A. Olmsted, former director general of fair, was host at a small party in Pan-American Casino.

Ray Foley and Mrs. Foley returned from a vacation last week. Foley recently resigned from exposition as director of participation.

Fifth birthday of Jackie Heitmann, "child with photographic mind," was celebrated July 24 at a party in Ripley Odditorium dining room. All cast of show and a few of their friends attended.

Johnny Eck, of Ripley show, has returned to his home, Baltimore.

George Black, manager, and E. J. Demas, of *Little America* show, have already announced their intentions of accompanying Admiral Richard E. Byrd on his planned South Pole exploration trip in fall of 1938. Black was in charge of supplies and Demas was in charge of automotive equipment on Admiral Byrd's last polar expedition.

John Leaster, accompanied by his beautifully spotted great Danes, is a familiar figure visiting friends about grounds.

Ralph Lentz is in charge of the employees' refreshment stand at *Cavalcade*.

"Leak - Pruf"
Canvas Treatment
Light Khaki Color, Water-Proofs Beyond a Doubt, Easily Applied.
5 GALLONS \$3.49
F. O. B. Factory.
POWERS & CO., Inc.
Philadelphia, Pa. Chicago, Ill.

NEW USED
TENTS
FOR SALE OR RENT
WRITE FOR FREE CATALOG.
VANDERHERCHEN, INC.
2846 Emerald St., Philadelphia, Pa.

TRUCKS
AUTOMOBILES—MOTORIZED YOUR SHOW
Write
CHARLIE T. GOSS
with STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

MINER MODEL SHOWS
WANT Shows and Rides that don't conflict with dual wheels: Chairplane, Merry-Go-Round and Kid Auto, Candy Apples, Pop Corn, Frozen Custard and all kind of Concessions for the St. Mary's Church Celebration, Windgap, Pa., August 16 to 22, Sunday included. Fireworks, Bands and Free Acts. Can also place Merry-Go-Round Foreman, top salary, and two more Free Acts for the balance of the season. Boys, take a peep at the following bona fide Fairs and Celebrations to follow Windgap: McClure Bean Soup, Manheim, Pa. Street Fair; New Holland Street Fair, Columbia Street Fair, Mt. Joy Street Fair, Litzitz Street Fair. All these spots are in the center of the cities and on the streets, so why not ride along with us and get the cream? Address all mail to R. H. MINER, Nazareth, Pa., Fair and Carnival.

: : WANTED : :

Side Show People—Freaks, Working Acts, Musicians who can Sing for Bally; good Talker and Inside Lecturer. Opening for good Feature Attraction. Address Marine-Firestone Company.

Can also place Shows that do not conflict. Good opening for real Shows. Long season. Fairs from now on till December. Address as follows:

Bill Hames Shows, Inc.

Alvarado, Tex., Aug. 9 to 14 — Sherman, Tex., Aug. 16 to 21.

RHODE ISLAND STATE FAIR

6 DAYS	A. N. PECKHAM, Manager Kingston, Rhode Island September 1st Through 6th	6 DAYS
6 NIGHTS	WANTS	6 NIGHTS

INDEPENDENT RIDES—SHOWS—GAMES

Ideal Location! Large State Appropriation! Extensive Advertising! OUTSTANDING ATTRACTIONS! \$1,000 STAKE RACES! WHIPPET—MARATHON AND AUTO RACING!

LAST CALL CUMBERLAND VALLEY SHOWS LAST CALL

WANTS FOR 11 STRAIGHT BONA-FIDE FAIRS. NO PROMOTIONS: TENNESSEE, GEORGIA.

WARTRACE, TENN., AUGUST 16-21.	FAYETTEVILLE, GA., SEPT. 27-OCT. 2.
TRACY CITY, TENN., AUGUST 23-28.	JONESBORO, GA., OCTOBER 4-9.
WINCHESTER, TENN., AUG. 30-SEPT. 4.	CARROLTON, GA., OCTOBER 11-16.
COOKEVILLE, TENN., SEPTEMBER 6-11.	La FAYETTE, GA., OCTOBER 16-23.
McMINNVILLE, TENN., SEPT. 13-18.	SUMMERVILLE, GA., OCTOBER 25-30.
MANCHESTER, TENN., SEPT. 20-25.	

WILL BOOK Loop-o-Plane or Tilt-a-Whirl, or any other Ride that doesn't conflict. WANT Shows with or without outfit. WANT 3-1 or 3-1 Shows. Will furnish Tops and Banners for same. WANT Chorus Girls and Musicians for Minstrel Show. Percentage and Salary. Or will consider organized Show. WANT Talker for Minstrel Show. Ace Turner answer. All legitimate Concessions open except Corn Game, Popcorn, Novelties, Snowballs. Concession prices reasonable. All capable show-people get in touch with me if you want to make money in the next 11 weeks. Address all mail to ELLIS WINTON, Manager, Cleveland, Tenn., this week; Wartrace, Tenn., Fair, next week.

DICK'S PARAMOUNT SHOWS, Inc.

WANTED—FOR FIREMEN'S CELEBRATION AT BARRE, VT., WEEK OF AUGUST 16, IN HEART OF TOWN:

No. 5 Ell Ferris Wheel. Will book or buy for cash. Also Concessions, all Grind Stores and legitimate Wheels. Reasonable rates. Also high sensational Free Act.

WANTED—FOR CHESHIRE COUNTY FAIR, Keene, N. H., August 31 to September 2, Inclusive, all legitimate Grind Stores that work for 10c.

Write or wire DICK GILSDORF, August 11 to 14, Morrisville, Vt., Fair.

When Writing to Advertisers Mention The Billboard.

Midway Confab

By THE MIXER

WALTER HALE seems to have scored in his job as press agent for Beckmann & Gerety Shows.

SLIM AUSTIN cards from Lewistown, Mont.: "Am comedian and trombonist with Siebrand Bros. Shows."

MR. AND MRS. FRANK HARRISON card from Plattsmouth, Neb.: "Joined W. A. Gibbs Shows with cookhouse. Otis LaBerta has charge of grab stand."

FRANK T. KELLY and Robert Morrison card from Galesburg, Ill., that they have added a dog kennel to their enterprises.

TOM AITON postcarded Bill Sachs from Atlanta that he has closed a lot of fair contracts for Barfield's Cosmopolitan Shows, of which he is general agent.

PARDON ME: I must go home now and settle up an estate.—Soapy Glue.

L. C. (TED) MILLER, press agent with Cetlin & Wilson, landed a beautiful split page of pictures in *Philadelphia Record* when the show played there recently.

WILLIAM D. PINK now has an Octopus ride with one of the Gooding units. He is the man who once had the big Tilt-a-Whirl but sold it.

Wonderful crops in this section. Lots of wheat."

HARRY A. ROSE, long time general agent for various carnivals, was in Cincinnati last week and visited *The Billboard* offices. Early in the season he was with Christ United Shows.

GEORGE (TEXAS RED) WORE cards from Mahanomen, Minn.: "Was operated on for a ruptured appendix July 24 at hospital here and on way to recovery. Work for Mickey Mansion's side show with Dee Lang Shows."

A LOT of producers put on "Cavalcades of Misses."

ROBERT PAGE announces himself as general agent for Modernistic Shows and states from Winchester, Va., that he has booked the show for the Pennsylvania State American Legion convention, to be held in York, Pa.

L. E. (FAT) REDDING, who claims to be the world's fattest clown and champion big eater, letters from Syracuse, N. Y.: "With Austin & Kuntz Palace of Wonders on O. C. Buck Exposition. Business has been good."

E. W. WEAVER, general representative of F. E. Gooding Amusement Company, operator of six carnival and ride units,

Robert L. Bixby, who was that for the late Johnny J. Jones, was seldom less than properly dressed and always with a white collar on and tie neatly adjusted. Just why some have to look rough and tough at all times is another one of the mysteries around some carnivals.

"OH, MOTHER! Let's go to the carnival and see the trained flea dance on the elephant's head!"

EDWARD K. JOHNSON, contracting agent for Crystal Exposition Shows, also handles press and advertising. E. K. got out a nice program for the firemen's carnival held at Norton, Va. W. J. Bunts, who is the executive head of the shows, is Warren and not William as some seem to think.

CAPT. GEORGE WEBB, high diver, wrote Nat S. Green, manager Chicago office of *The Billboard*, from Cherokee, Ia.: "Closed after 13 weeks with Pan-American Shows and opened with Crowley's United Shows in Omaha, Neb., July 7. This is a very nice show. Besides act, have cigaret shooting gallery."

D. E. MEADOWS visited *The Billboard* office last week. He came to his home in Cincinnati to see his sick mother, whom he reports now as much improved. He left for South Bend, Ind., to resume his position as ticket seller on the crime show with Mighty Sheesley Midway, on which show he has been since April.

THE ONLY AMBITION in life that some people seem to have is to get their laundry out.—Tillie Few Clothes.

BEN WEISS letters from fairgrounds at Ford City, Pa.: "Had three new bingo tops delivered from Baker-Lockwood. One went to my bingo on Bloom's Gold Medal Shows, one to Lewistown (Pa.) Fair, and other to Far Rockaway, N. Y., for St. Joseph Hospital benefit celebration.

BILL RICE and son were visitors in New York last week on their way to New England. Bill was using one crutch at time to aid a slightly injured pedal extremity but reported that it was rapidly on mend and would be as good as new shortly. Was brimming over with news and gossip of Midwestern show situation.

YOU AIN'T NEVER heard tell of the "short cake" ticket seller who "shorted" himself while removing his money from one pocket to'tother. Well you done heard tell of him now.—Tillie Few Clothes.

L. C. (TED) MILLER, press agent Cetlin & Wilson Shows, letters from Philadelphia: "Shows and myself received telegrams and personal congratulations from George A. Hamid, president "House of Hamid"; Leonard Traube, publicity director for Hamid; Roger Littleford, of *The Billboard* New York office; Pat Purcell, publicity director for Lucky Teeter, and Ralph A. Hankinson for their ability to "crack" *The Philadelphia Record* for

WHEELS
Park Special
30 in. in diameter. Beautifully painted. We carry 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, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 137.
Heavy Convention Walking Cases. Dark Mahogany Finish. Price Per Gross, \$21.00.

CANES
SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES
All Readings Complete for 1937.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
Analysis, 3-p., with Blue Cover. Each.08
Analysis, 8-p., with White Cover. Each.15
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Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold and Silver Covers. Each .30
Wall Charts, Heavy Paper, Size 28x34. Each 1.00
Gazing Crystals, Oula Boards, Planchettes, Etc.

NEW DREAM BOOK
120 Pages, 2 Set Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.

PACK OF 76 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, Etc., 35c.
ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO.
Instant delivery. Send for Wholesale Prices.

KWIKUP CONCESSION STANDS

Quickly erected—100% portable—bolt and wing nut construction. Orange and Black colors. Five Models, 12 Sizes. New low prices. Circular free.

THE MONROE CO., COLFAX, IOWA

POPCORN

South American, Jap. Hulless, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cartons and Popcorn Cones, in seven flashy colors.

H. B. HUISINGA
DELAND, ILLINOIS
Grower of Pure-Bred Varieties of Popcorn.

BUDDHA PAPERS—SUPPLIES
1937-'38 Astro Forecasts and Guides.

Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

New 140-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

NELSON ENTERPRISES
188 S. Third Street, Columbus, O.

HUBERT'S MUSEUM Inc.
228 W. 42d Street, NEW YORK CITY.
Open All Year Round.
Want Freaks and Novelty Acts of merit at all times.
SCHORK & SCHAFFER.

RED CIRCLE GUN CLUB
Builders of Short Range Shooting Galleries. We supply Special No. 1 and No. 2 Paper Targets for Awarded Prizes. Suitable for any Gallery.

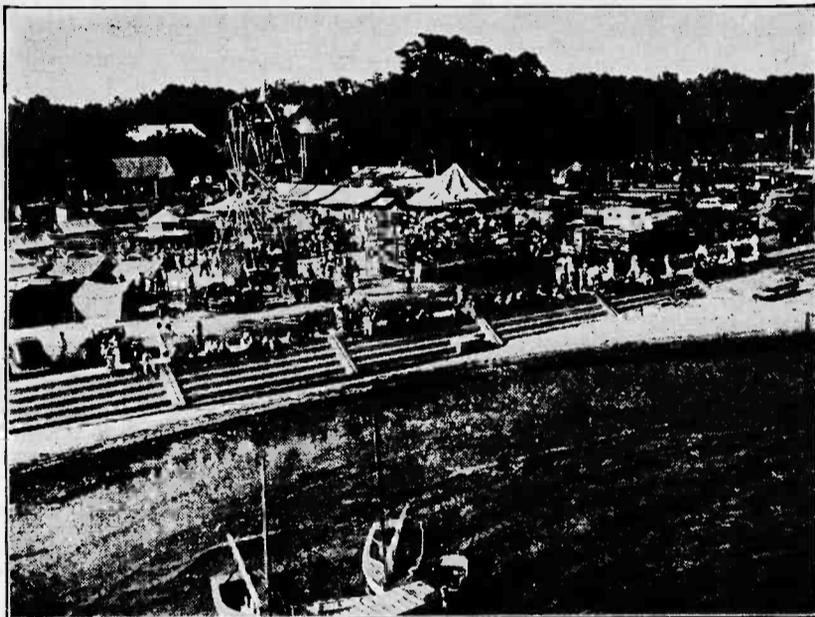
Price of Targets, \$10.00 per 1,000. Takes in \$400.00 a 1,000. These Targets are made perfect. Address RED CIRCLE GUN CLUB, 43 Hanover Street, Boston, Mass.

HUTCHENS' MODERN MUSEUM WANTS
One Freak to Join at Once.

Test season closes Christmas week. Store Show opens January 1. All year round job.

Address JOHN T. HUTCHENS, Mgr., Albion, Ill., this week; Carlyle, Ill., week August 16.

Send your correspondence to advertisers by mentioning *The Billboard*.



A MOST PLEASING SCENE AS PICTURED HERE was the location for the Buckeye State Shows during its Fourth of July week at Biloxi, Miss. This photo was taken by Anthony V. Ragusa, the official photographer of the Chamber of Commerce, and shows Joe Galler's midway, located on the city playgrounds at the beach, and was taken from the veranda of the Biloxi Yacht Club. Credit for its appearance here goes to H. G. Starbuck, secretary of the shows, that were sponsored on this occasion by the Chamber of Commerce.

R. E. PALMER, canvasman, visited *The Billboard* offices last week while en route from the Dixie Exposition Shows, Lexington, Tenn., to join a carnival in Ohio.

MANY OTHER carnivals besides Foley & Burk could have puppet shows, but they do not. Marionettes are great features for children of all ages.

SNAKE KING spent several days in New York last week in interests of his animal-training son, Manuel. Reported business exceptionally good at his reptile and animal farm in Texas.

GREAT PEEK-A-BOO SHOWS! Must be when they have no routes to publish.

MRS. BETTY SEWELL letters from Wahpeton, N. D.: "Have booked girl revue with West Bros. Amusement Company. Have five girls, talker, accordion and guitar players."

JAMES C. SIMPSON, general representative Johnny J. Jones Exposition, was a visitor to *The Billboard* offices last week. While in Cincinnati he looked after some railroad matters.

BILLY GEAR, general agent, cards from Clovis, N. M.: "Plenty hot here. Down from Montana on booking trip.

was a visitor to *The Billboard* offices last week en route to points in Ohio and West Virginia.

STARR DeBELLE writes that he saw the late Johnny J. Jones' "Sister Sue," Mrs. Grant Smith, in Johnstown, Pa., and that she looks as she did five years ago and is still the jolly grand old lady as always but suffers a bit from rheumatism.

JACK V. LYLES, general agent O. C. Buck Exposition, cards from Tarboro, N. C.: "Down home to see my doctor. Have been under the weather with low blood pressure but feeling okeh now. Have the show booked solid. Crops good and indications are that season will finish right."

OBVIOUSLY, the best part of the season is to come yet.

FRED AND MARIE GUTHRIE card from Wayne, O.: "Celebration here opened with a bang. Frank Ottney, from Gibsonburg, O., was emcee for the occasion. Jolly's rides, Big Eli Wheel, Loop-o-Plane and Kiddie Autos. About 30 concessions. We put on trapeze, tight wire and iron jaw as the free acts."

SPEAKING of trainmasters: The late

Ride Men, it's ready!
BIG ELI NEWS

FOR JULY-AUGUST.

Don't miss this issue. Complete returns of the Twenty-Fifth Annual Fourth of July Contests. Pictures, News Items, Articles of the type that interests every Ride Owner or Operator. Send a Postal for YOUR Free Sample Copy today.

ELI BRIDGE COMPANY
(Publishers)
Opp. Wabash Station, Jacksonville, Ill.

The NEW KIDDIE AIRPLANE SWING
Attention Carnival Owners and Park Managers

Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.

SMITH & SMITH, Springville, Erie Co., N. Y.

two split pages of pictures. One was released Friday, July 23, and other Saturday, August 7."

AUDREY CRAWLEY lettered from Cuba, Mo.: "Mr. and Mrs. Vess Crawley celebrated their 20th wedding anniversary July 24. They were married July 24, 1917, at Huntsville, Mo. At time of wedding both were members of the A. P. Whitney Shows, which were then playing Salisbury, Mo. Had their pictures taken five months following marriage when with C. R. Leggette Shows at Cleveland, Miss. At present they are with Al Bay-singer Shows."

FRED L. PRESCOTT, press agent E. J. C. Shows, letters from Humboldt, Sask., Can.: "Wish to thank The Billboard for the manner in which it handles show news. The paper is eagerly awaited and contents thoroly digested. Playing as we do in the hinterlands, delivery of copies is remarkably prompt to the showfolks' great delight. When The Billboard copies arrive on the lot all activities are suspended while the news is read and discussed."

STUDY THE BIBLE, Shakespeare and yourself and you will go a long way toward getting along in the world.—Wadley Tif.

MRS. ABNER K. (VIRGINIA) KLINE lettered A. C. Hartmann from Salem, Ore.: "Sending another club story from Crystal Exposition Shows. I am so much interested in these clubs that I think other people are. Mrs. W. J. Bunts sent in to tell me all about theirs. Am leaving on a boat cruise to Alaska. Have looked forward to this trip for some time and anticipate a great vacation. My sister, Mrs. Viola Shaffer, and her son, Bruce, will go with me."

Mrs. W. J. Bunts Tell How Cryshoba Club Organized

We call our club the Cryshoba. C-R-Y for crystal, S-H-O for show and the B-A for benevolent association. One afternoon Punch Allen sent a call around the lot for everyone on the show to meet in the minstrel show top to put over the idea for this club. He then explained that during the season with any show there was always a certain amount of sickness and accidents and from time to time papers were brought around the lot for donations. So he asked the folk if they would be willing for each man and woman on the show to donate as the initiation fee 25 cents and after that 10 cents each week. Everyone responded cheerfully.

Everyone's name is entered in a book as in good standing and a notice put up in the cookhouse every Thursday the amount of money the club has on hand and what, if any, was used for any cause. The club has a first-aid kit, and the money in the treasury is to be used in case of sickness of any of the members. Once every third week they are to give a "party" and charge 25 cents admission. All members are to do something in the way of entertaining and a plate lunch to be given everyone attending. Moneys gained from the party to be placed in the treasury of the club. Any money that may still remain in the treasury at the end of the season is to be used for one big party for "the gang."

BET MILWAUKEE festival committee is sorry now it did not book a carnival. Look how much more money they would have in the treasury now if they had and also look what the merchants and hotels in that city failed to take in during festival week. It never hurt any city to book a real good carnival. Buffalo is not going to be quite so foolish as Milwaukee.

PROCRASTINATE, never always stall others with, "See how fast they really had any business the row!" If they us talk the matter over in the stars' say, "Let from the set, in the die."

HARRY DUNKEL, gener. and Reg. Cetlin & Wilson Shows, say first set, in opinion that makes horse race. when a show title is copyrighted registered at Washington there can any difference of opinion as to who owns title. And furthermore asks Harry: "Are some of these show managers and press agents so void of imagination that they can't think of a name for their show themselves? For if they are let them be warned now that name "World on Parade" has been registered and copyrighted by me."



"FIRST OF A HERD OF ROBOT ELEPHANTS" MAKES ITS DEBUT: Here is reflected the newest publicity device built and presented by the Royal American Shows as "Jumbo," the mechanical pachyderm, which, according to Press Agent Jack E. Dadswell, is "knocking 'em cold" on the Canadian tour. On the ground with smile on his face, left hand on the trunk and hat high in the air is Carl J. Sedlmayr, general manager of the shows, and atop the broad head of "Jumbo" is the delightful blond bonfire, Mabel Ammon, of Raynell's "Chez Paree" girl show. This mechanical "beast" weighs several tons, is 12 feet high, 14 feet in length and is operated by a high-powered gasoline engine.

THOMAS A. PERCIVAL, of Kaus United Shows, letters from Haverhill, Mass.: "Writeup in recent issue signed Tom Perceville from Portland, Me., was sent in by Lee McDaniel without my knowledge or consent. Altho I am going along nicely with four concessions, this is not the best season to date that I have had in 25 years. Lee McDaniel is not working for me now. He finished Saturday night in Lewiston, Me. He is now working on front of Athletic Show. Reason for asking for this correction is that it might cast reflections on the shows I have toured with in the past five years."

ADD TO SIMILES: As neat as a magician. Meaning those who are artists in their profession. If not artistic—then no good as a magician.

HENNIES BROS.' SHOWS, presenting midway attractions on Lake Front Plaza in Racine, Wis., had an auspicious opening on Monday with an attendance of 14,556 gate admissions at the Moose Jubilee. Business was big on Tuesday and Wednesday. Among those present early in the week were Mr. and Mrs. J. C. McCaffery, John M. Sheesley, Lou Leonard and Mrs. Vivian Davis. Nat Green, The Billboard manager of the Chicago offices, accompanied by Harry Atwell, the "Old Photog." visited Tuesday and renewed acquaintances with many friends on the midway. Beckmann & Gerety Shows the preceding week on the Durand road showgrounds had excellent business.—WALTER D. NEALAND.

LOGICALLY all carnivals should have features presented by people of many nationalities to give the whole ensemble the proper color, shades and effects.

ON THE MIDWAY J. L. Landes Shows, Columbus, Neb. Staff: J. L. Landes, manager; C. J. Buton, general agent and concession manager; Jake Vetter, billposter; Earl D. Knauff, electrician; Otto Lenhart, master mechanic, and W. Frank Delmaine, secretary and The Billboard agent. Business slow. Probably too many carnivals here previously. Showboat, athletic and side show and Octopus ride

did fair, but other rides, shows and concessions not so good. Show still plays Kansas, Nebraska and Iowa and never goes beyond these States. Show has not lost a minute on account of rain any Saturday night this season. Has lost only two days from rain. Flying Fishers, the free act, left to play fair dates. Show is motorized.

ABNER K. KLINE wrote A. C. Hartmann from Camden, N. J., on an airline postcard: "Flying after more Octopus orders. Will be in Cincinnati soon. Left Salem, Ore., at 5:35 p.m. and arrived in Allentown, Pa., next day." Interesting data on the postcard read: "Fourteen and a half hours from California to New York with only three stops. . . Chicago to New York nonstop in three hours and 55 minutes. . . Los Angeles to San Francisco two hours." Speaking of airplanes: Outdoor showmen were the first to give them attention. Late Harry F. McGarvie, George H. Hamilton, John S. Berger and others did much to exploit them when they were mere toys and The Billboard was the first show paper to recognize the airplane as an amusement factor.

WORKINGMEN and press agents are just like any other folk. They can live and do better with pay than they can without it. However, they should not press agent The Billboard, but should give it factual statements via phone, wire or letter.

QUIPS FROM Goodman Wonder Show by Beverly White: Louis Ingelheim, billposter, loses no time or effort to put show over. Week before North Montana State Fair at Great Falls opened he resurrected a maze of overlooked paper and got every sheet of it up all over town. Louis is a good patch when it comes to mending mellow show paper. . . Frank Ward, general agent for C. F. Zeiger Shows, and his wife dropped in to visit show family at Miles City, Mont. He was in to look field over, as his show is scheduled to do honors at East Montana State Fair, which takes place in September. It was first time he had seen Eddie Madigan in 20 years. Hence plenty of old dough. . . Walter K. Sibley, manager of side show, is more than ever proud of his dog. On trek from Miles City to Great Falls Walter K. had an argument with a filling station man about shorting him on gallonage. Meanwhile dog snooped around. After driving 50 miles Sibley discovered dog was lost. He retraced his route. Sitting in front of oil station waiting for Walter's return was "Mr. Fox Terrier."

TALKERS, NOTICE! F. J. Bligh cards from Wausau, Wis., and asks, "Why not a little space in The Billboard to be given to 'men who talk?' Show talkers and candy butchers put thousands of dollars into show business." Well, talkers, what have you to say?

QUIPS FROM MARKS SHOWS while at Hazleton, Pa.: Joe Daly Sheeran had an excellent display of advertising banners. . . Ellen Johnson, largest of Richmond, Va., Johnsons, visited Nanticoke during week, leaving after her duties as fat-girl hostess in Museum of Oddities. . . An orchid to Kenneth Garthwaite, agent on Brayton Seamon's nail store, of whom any "opery" can be proud. It was tough sledding for concessions here and money was scarce. Garthwaite helped tear down a ride to get moving money rather than borrow from his friends. . . F. B. (Slim) Carver and his pet hen strolling down "Pleasure Trail." . . Walter Marks, scenic painter, confiding in his bed fellow where his bank roll was hidden and the same Walter Marks a few hours later hunting bed fellow and bank roll. . . "Deacon" Collins defying rain in a new felt hat. . . Jimmy Raftery hunting "jinx." . . And Bert (Slim) Britt putting his finger on him. . . Mrs. Paul Lane back smiling after a spell of sickness. . . Pretty Little Billy Acree and her ever-present beaus playing pinball in Jack Shafer's Pennsylvania. . . Charley Lucas and Billy Setzer

EVANS MONEY MAKERS. Rely on Evans 44 Years' Experience for the Best Amusement Equipment. SHOOTING GALLERIES IMMEDIATE DELIVERY. Complete line of Shooting Galleries. Supplies for All Makes. EVANS DICE WHEEL. One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices. PADDLE WHEELS \$7.50 up of All Kinds. FREE CATALOG. Evans' latest PARK and CARNIVAL Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Sets, Creepers, Grind Stores, P. O.s and Cases, 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.

MAKE \$50.00 A DAY ON CANDY FLOSS. More and more people are buying our Candy Floss Machines—ONLY the Original Guaranteed Machines. We also have the Double Heads. Get service plus satisfaction. Write Today. ELECTRIC CANDY FLOSS MACHINE CO., 202 Twelfth Ave., So., Nashville, Tenn.

OCTOPUS "World's Newest Ride Sensation." Erected in 1 Hr., 29 Min., by Dyer's Shows, Lena, Ill. "New OCTOPUS" Ride arrived here June 29, and in exactly 1 Hr., 29 Min. after Foreman Elsworth McAttee and his crew started unloading, the ride was in operation. SALEM, OREGON. EYERLY AIRCRAFT CORP., ABNER K. KLINE, Factory Representative.

Thank You for Mentioning The Billboard.

the beaus. . . . George Lucas, with a brand-new Octopus, grumbling about weather. . . . R. C. McQueen doing well with his new Kiddie Airplane ride. . . . Percy Sink hunting mice for his new trained wild animal concession. . . . Red Schultz ducking home after rain. . . . Jimmy Hester, *The Billboard* agent, dodging lightning bolts during Wednesday's storm. . . . Mack Glynn making new rules for his cookhouse. . . . Janice Martin breaking in new novelties at her ball game. . . . Jimmy Roach getting a break at his string game. . . . And time marks on.—CARLETON COLLINS.

NO PUBLICATION but *The Billboard* ever fought to gain recognition for outdoor show press agents. What does *The Billboard* get now? They change connections and do many things without giving *The Billboard* prompt action. This, in appreciation, is the least they could do for the one publication that has done so much to further their interests. Shame on you, press agents!—Soapy Glue.

HERE AND THERE from Saskatoon, Can., by T. Dwight Pepple: Renewed acquaintances with Lou (Peezy) Hoffman, advertising agent Rubin & Cherry Exposition, at Ironwood, Mich. . . . Four girl shows on Royal American Shows, Raynell's *French Casino* and *Chez Paree*, *Fountain of Youth* and *Rhythm Revue*. All four doing business as the patrons see something inside. . . . Caught Ernie Young's *Cavalcade of Hits* at Regina (Sask.) Exhibition. Thirty principals and 20 chorus girls. Well staged with beautiful costumes, scenery and light effects. Consider Ernie the Ziegfeld of grand-stand revues. . . . Visited William Bazinet & Sons' Shows at Chisholm, Minn. A small well-dressed-up carnival. Rides nicely painted and good-looking show fronts. Good line of clean concessions. Enjoyed a real steak at cookhouse, with strawberries and cream and regular coffee like people make at home. . . . See where my friend Harry D. Smith is general agent for West Bros.' Amusement Company. He is a good man and Manager McLaughlin, I think, will find him so. . . . Think Thomas J. Hughes should give up his Kansas City address and make it care Pacific Coast Showmen's Club, Los Angeles, and in that way would get his mail sooner.

BEN H. VOORHEIS quips this one: Jack Paige, manager of "Casa Manana Revue," was an interested spectator when the new Octopus ride was being erected on midway of States Shows in Hornell, N. Y. He finally turned to Jimmy Strates, general manager of show, and remarked: "Why, Jimmy, this is only a two-man ride!" Jimmy turned to Jack and in a wrathful tone of voice inquired, "What do you mean it's just a two-man ride?" "Hercules and Samson," blissfully replied Paige as he faded into the background.

WHEN DODSON'S WORLD'S Fair Shows recently played Niagara Falls, N. Y.; Ashtabula, O., and Erie, Pa., Mr. and Mrs. J. George Roy and son Harley, who operate two funhouses on show, Round and Round and Lolly-Pop Ship, entertained many visitors, friends and relatives of family, including Mrs. C. C. Furgeson, of New York, sister of J. George Roy; a brother, Andrew L. Roy, and his wife, of Port Huron, Mich.; also Mr. and Mrs. Chick Yelton and their two daughters, Doris and Irene Yelton, professionally known as the Swing Sisters. The two girls are grandchildren of Mr. and Mrs. J. George Roy. . . . Peggy Doss is now manager of Gay Paree Revue musical comedy on the shows. Peggy makes all openings, using one of the very latest public-address systems recently installed on show. Her voice is pleasing and distinct. Possessing an engaging personality, she holds the "tip" and can be counted on getting top money among the shows along the midway. Her husband, Jimmy Doss, acts as emcee and producer. The lineup includes Harold Lowe, comedian; Ruby Dodson, singing and dancing juvenile star; Jessie Clark, specialty dancer; Sidney Castagni, fan dancer; Mary Burton, hula dancer, and Fay Lowe, bubble dancer. . . . Chorus: Kay Spain, Betty Buster, Mary Burton, Fay Lowe, Jessie Clark and Dolores Dickman. . . . Peggy Doss is featured as the Girl in the Diamond Mask, doing a dance specialty. Charlie Whirlie, pianist, is leader of a seven-piece orchestra. . . . Walter McKay, boss canvasser; Julian Sikes, assistant boss canvasser and No. 1 ticket box; Jack Sims, No. 2 ticket box; Tony Castagni, electrician.—DAVE CARROLL.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Aug. 7.—The association is pleased to report that by reason of our recent visitations we have had further increases in the personnel membership of the association. On the occasion of our recent visit to the O. C. Buck Exposition Shows at Syracuse, N. Y., we were favored with the applications of 36 of the Buck personnel. Since then we have been informed that a sizable number of membership applications will be forthcoming from Ideal Exposition Shows and from Mighty Sheesley Midway and that additional applications may be expected from Greater Exposition Shows.

The activities of the association in the insurance field are commencing to get under way and already we have on hand several applications from members desiring public liability coverage. We desire to reiterate for the information of our membership that the coverage will not be available until at least 10 applications have been received.

The insurance carrier handling the public liability insurance plan for the association is busy at work setting up a nation-wide coverage and service for us. We have been informed that negotiations are under way to have one of the largest engineering and adjusting companies in the country take care of these matters for our membership, so

VAUGHT SHOWS

(Continued from page 48)

Stevens' ponies and Ridee-O, managed by James Ryan; Merry-Go-Round, by Richard Flemings; Big Eli Wheels, by Charles Hickey; Kiddie Autos, by James Morgan; Tilt-a-Whirl, by James Miller; Lindy-Loop, by James Craven, and Merry Mix-Up, by J. P. Donahue. Forsythe Brothers have recently booked their Octopos, Twin Loop-o-Plane and Seaplane. J. P. Donahue is general ride superintendent of the show.

Shows are G. B. Noland's Athletic Arena, G. P. Bigger's models, J. C. O'Neil's Monkey and Snake shows; Jake Dyme's *Night in Harlem* and William Johnson's Side Show. A new show is under construction, behind a 75-foot front, and is titled *Paris*, a girl revue.

Staff: Mel H. Vaught, manager; Dave Lachmann, general manager; Mrs. Mel H. Vaught, secretary-treasurer; E. W. Wells, lot superintendent; Sam Hard, chief electrician; Charles White, concession manager, and J. A. Nelson, *The Billboard* and mail agent.

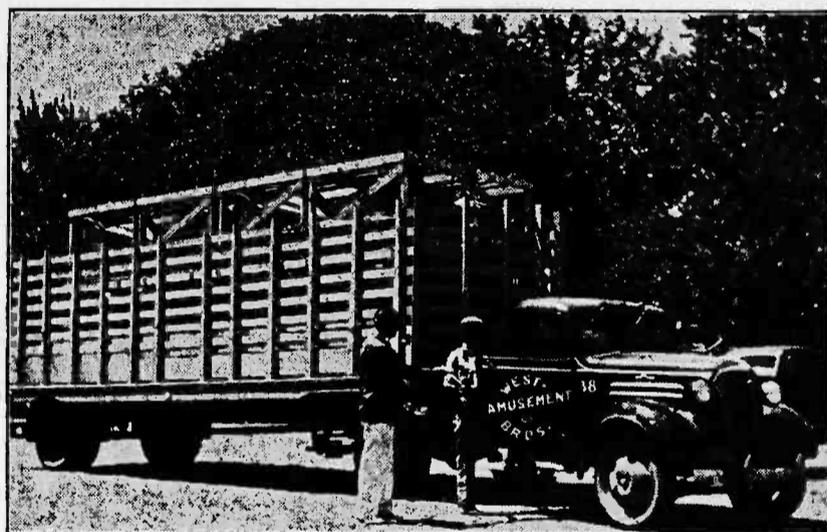
Phil Little, Byron Stevens, Charles Greiner, J. C. Tarkington, J. D. Summers, Richard Havens, Clyde Hale, Jerome Beacham and T. Martin are leading concessioners.

ZEIGER SHOWS

(Continued from page 48)

mary Whitenack and three-legged race by Dick Kirk and Buck Stockton.

The big event of the day was the grand feed served by the ladies' club. The committee was Lee Sturm, Christina Duffy,



ABNER K. KLINE, general sales representative for the Eyerly Aircraft Corporation, is seen here telling the driver of the truck for West Bros. Amusement Company to hurry back for another Octopus ride unit. Here we see loaded is the second Octopus purchased by J. W. Laughlin and Virginia Laughlin. The trailer is a 22-foot semi-Springfield, handled by a 1937 Chevrolet tractor, sold by Charles T. Goss. Photo was taken at Salem, Ore., July 19. Then Kline departed via airplane for Eastern points to take more orders for Octopus.

that in the event service is needed the same can be had at any time or place with a minimum of delay.

Visitors at ACA office this week included Edward Rahn, general agent for Gruberg's World Exposition Shows, which organization plans to exhibit locally under the auspices of the American Legion.

Our visitation plans at present provide for a visit to Mighty Sheesley Midway and to Gruberg's World Exposition Shows.

Where's Jerrold N. Hurley?

William W. Hurley, a victim of tuberculosis, confined in Municipal Tuberculosis Sanitarium, 7501 W. Cermak road, La Grange, Ill., is anxious to locate his son, Jerrold Nelson Hurley, who is thought to be with a carnival or circus, as the father says he loved show business. The son is 30 years old, 5 feet 8 inches tall, weighs about 145 pounds, has brown hair and eyes and has his initials tattooed on his left arm. He is a painter by trade and is commonly called "Jerry." He left his home in Chicago November 4, 1930, and his father has not heard from him since. His mother died May 23, 1937, and the father says that not only he but "Jerry's" brothers and sister would like to locate him and have him return home.

Martha Rogers, Alice Shires, Marie Ledoux, Pearl Schafer, Lou Schafer, Doris Schollock and Jean Mennett. The following members of the show attended and enlivened the occasion: Mr. and Mrs. C. F. Zeiger, Buck Stockton, Mr. and Mrs. Ralph Schafer, Mr. and Mrs. Tony Whitenack, Mr. and Mrs. Johnny Gibson, Gilbert Attell, Elmer Matney, Mr. and Mrs. W. D. Sinclair, Marie Ledoux, Joseph Adje, Ivan Knox, Mr. and Mrs. W. Edwards, J. Sherman, Vergil Green, H. A. Walker, Randall McNett, Mr. and Mrs. Harvey Criger, Mr. and Mrs. Tom Schallock, Horace Stockton, Mr. and Mrs. Harry Rogers, Austin James Sherman, Merlin S. Neeley, George Lloyd, Robert Brims, Gordie O. Hutchinson, Bill Owen, Jean Mennett, Mr. and Mrs. Mack Schafer, A. R. Buck, Joseph Divno, Fred Barry, Leland Garland, Carl McKay, Ed D. Anderson, Mr. and Mrs. Paul Sturm, Mr. and Mrs. Russell Stewart, Mr. and Mrs. Joe Hitzel, Mr. and Mrs. H. Hughes, J. Walker, E. J. Elbert, Ben E. Leno, Ray Mion, Mr. and Mrs. Vance LaJune, Mr. and Mrs. G. E. Montgomery, Frank Howard, R. S. Hallmark, Johnny Higgin, Ace Martin, Fred Gibson, Mr. and Mrs. B. Duffy, Ruth O. Berry, Mr. and Mrs. R. Gonzales, M. Medalle, Gary Koster, Whitey Stack, Mr. and Mrs. H. J. Brasler, Frank Derno, Bob Hughes, A. Adeseth, Bess Bessette, Mr. and Mrs. Ed Spires, Bert Carroll, Ronald Hutchinson, Mr. and Mrs. Eric Krupa, Jessie Ubarra, Marnet Ubarra, Mr. and Mrs. William Stueck, James Whalen, Arthur Wulfenstein and Mrs. L. C. Stevenson and daughter,

15 Years Ago

(From The Billboard Dated August 12, 1922)

Maysville, Mo., a maiden spot, proved one of the best week stands of the season for Panama Exposition Shows. . . . Daddy Bain, of the West Shows, had just concluded negotiations to have the organization furnish the midway features for the Chillicothe, O., home-coming celebration for the week of August 21. . . . Packed midway and good business greeted the World of Mirth Shows at their showing in Niagara Falls, N. Y. . . . Reversing its attitude against permitting carnivals to show in Grand Rapids, Mich., the city commission granted permission to the Trades and Labor Council to have the K. G. Barkoot Shows play there the week of August 14. . . . Con T. Kennedy Shows were playing to good business in Fond du Lac, Wis., preparatory to inaugurating their string of fair dates at Plattsville, Wis.

A wind and rain storm in Pittsburg, Kan., did several thousand dollars' worth of damage to the McClellan Shows during their engagement there. . . . Ideal weather conditions prevailed during the entire engagement at Brandon, Can., for the Johnny J. Jones Exposition with the result that the showing exceeded all expectations from a financial viewpoint. . . . Rubin & Cherry Shows found Hamilton, O., to be none too forte. . . . T. A. Wolfe Shows had just concluded one of the best stands of their season at Hammond, Ind. . . . Roy Gray Shows returned to Nashville, Tenn., after a prosperous run of business thru Louisiana. . . . Business for the Dykman & Joyce Shows in Alma, Mich., proved consistently good.

Zeidman & Pollie Shows began their list of fair dates at Decatur, Ind., where they furnished the midway attractions for the Northern Indiana Fair to good business. . . . The happy family spirit existing among members of the F. A. Crouse Shows was exemplified when the entire organization traveled to Lake St. Catherine, N. Y., in trucks and touring cars for a regular old-fashioned picnic. . . . Despite a heavy rain on the day preceding their showing and one the night of tearing down, De Kreto Bros.' Shows enjoyed a red one in Mt. Vernon, Ill. . . . Wortham's World's Best Shows railroaded into Kalamazoo, Mich., for a week's engagement after concluding a successful three-week stand at Detroit.

Street Fairs in France

PARIS, Aug. 2.—Principal street fairs of the month are the following: Auxerre, August 1 to 8; Colmar, July 25 to August 15; Le Creusot, August 8 to 22; Lille, August 28 to September 28; Montargis, July 25 to August 10, and Mulhouse, July 25 to August 15.

Luxembourg also holding big street fair, August 20 to September 6, which attracts visitors from France and Belgium.

BALLYHOO

(Continued from page 48)

to go. Several tribesmen tried to thumb their way in on our burro train but failed. Hidden treasures were unearthed from among the ruins and the spending spree was on. In all show history never were there so many ancient solid gold coins and nuggets passed over a pay box. Then our brass was put to good use. The checks were used as change to keep American cash on hand.

Saturday the 75,000 burros were loaded with gold and sent to the train. At 5 p.m. a runner arrived on the lot informing the bosses that the pack train was held up by mountain bandits, who got away with the haul. Only 5,000 burros arrived safely with a paltry 5,000 tons of gold. Well, it isn't the first blank the show has played, but nevertheless we found a maiden spot.

MAJOR PRIVILEGE.

Mr. and Mrs. Capt. Speed Phoenix, Nellie Augers, Georgia Augers, Joseph B. Manna, Mr. and Mrs. Timmy Clayman, Mr. and Mrs. Harry Fisher, W. W. Barnes, Mr. and Mrs. Manny Gunn, Mr. and Mrs. Frank Ward, Mr. and Mrs. Cris Olsen, Roy Cater, Lee Decola and Teddy Robert. Guests were Max Levine and Bill Hirsch, of Denver, Colo., and Mr. and Mrs. John B. Wortham, of W. S. Neal's Yellowstone Shows.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Aug. 7.—Quite a delegation attended the big Beckmann & Gerety cemetery fund benefit show at Rockford, Ill. A real affair, wonderfully staged and highly enjoyed by all who attended. Those present from Chicago were President J. C. McCaffery, Vice-President Frank P. Duffield, Secretary Joe Streiblich, Lew Keller, Joe Archer, Irving Malitz, Walter F. Driver, Jack Benjamin, Lou Leonard, Julius Wagner, George Terry, Petey Pivor, Mr. and Mrs. Ray S. Oakes, Mr. and Mrs. Sunny Bernet, Mr. and Mrs. M. J. Doolan, Mr. and Mrs. Matt O'Connell, S. T. Jessop, George W. Johnson, H. A. Lehrter, George C. Olsen, Ned Torti and M. K. Brody. Pleasing addresses were made by Walter Hale, President McCaffery and Vice-President Duffield.

Brother Sam Feinberg added to the pleasure of the festivities by presenting to President McCaffery 16 applications for membership in the league. These included Charles C. Noller, James T. Sherman, H. D. (Doc) Hartwick, Sam Aldrich, Archie M. Brauer, John M. Staley, Charles Shubb, Frank Benesch, Julian P. Weinstein, Jesse M. Shoat, Gilbert Mayman, Mike Buhnia, Guy B. West, Walter Hale, Richard A. Lewis and J. L. Priveau. Sam promises more co-operation and expects to have quite a few more ere the season closes. This shows the results of a good league steward on the shows.

Now we are wondering who will be the next one with a big show for the cemetery fund.

News of the illness of Brother Zack Terrell reaches us with sincere regrets. Brother Bob Brumleve is in a serious condition and his wife received an urgent call to his bedside.

Brother R. W. Rocco is in the American Hospital for attention at the hands of Dr. Max Thorek. Late reports have not been received as to the condition of Brother Harry and Mrs. Hennies.

Once more Grim Reaper has entered our ranks and taken therefrom our beloved Brother Walter F. Stanley. Messages of condolence have been sent the relatives.

Harry Ross says he is bound Brother Morris Lipsky shall be a winner this year and sent along the applications of Berney Miller, John Restrick and Frank M. Daniels. Brother Frank Shean sent that

of Rodney C. Sutton. Other applications received are for Cecil Byrnes, credited to Vice-President Frank R. Conklin; Jack Walsh, credited to Fred W. Sims, and Moses Weinkle, credited to Fizzle Brown. The total is gradually increasing and has every indication of running ahead of 1936.

Visitors to Chicago who dropped in for a call were Nate T. Eagle, Bert J. Chipman, Denny Howard, Nate Neiburger, Dave Tennyson and Lou Leonard back from Rubin & Cherry Exposition. Other visitors were Harry Coddington, Julius Wagner, Irving Malitz, Jimmy Morrissey, Jack Pritchard, Larry O'Keefe, J. C. McCaffery, John Lempart, Charles H. Hall, Ray S. Oakes, William Young, Fred F. Donnelly and John L. Lorman. Letter from Brother Al Rossman advises that committees are being named for the Cemetery Fund Show to be held at Great Lakes Exposition in September. This we know will prove a big one and a large attendance is expected to go from Chicago.

We are advised that Doc Scanlon, of the Beckmann & Gerety Shows, is in St. Mary Hospital at Racine, Wis.

Interesting letters received during the week were from Fred W. Sims, Neil Webb, Jas. C. Simpson, A. L. Rossman, Fizzle Brown, Harry Ross and L. C. Kelley.

Have you paid your dues? Do not forget that the fiscal year 1938 starts on September 1. Better drop a line with inclosure of the necessary to the secretary at once.

Ladies' Auxiliary

The ladies are continuing their meetings in their rooms at the Hotel Sherman thruout the summer.

Mrs. Bob Brumleve left for the East to be at the side of her husband, who is seriously ill at Veterans' Hospital in Connecticut.

Alice Hill is confined to her bed as the result of serious accident due to a recent fall.

News reaches us that Mrs. Chas. G. Driver is feeling as well as may be expected.

President Frances Keller and treasurer had to forego plans to attend the Beckmann & Gerety benefit show at Rockford due to other pressing engagements. Mrs. Ray S. Oakes attended the affair, accompanying her husband.

Mrs. A. J. Weiss sends request for applications. Such co-operation is sure appreciated and results are expected at an early date.

Philadelphia

PHILADELPHIA, Aug. 7.—Extensive preparations are being made by the State and local constitutional committees for elaborate celebrations thruout the State during period from September 10 to 17. The Philadelphia committee is now arranging a program for the city's part of the celebration September 17.

Cetlin & Wilson, after a very good week at the Harrington, Del., Fair, opened in Camden, N. J., Monday night to a very fair business. Weather conditions in this section have been very good for outdoor show business the past three weeks.

Tom Mix Circus opened a week's engagement on circus grounds, 11th and Erie avenue, Monday and has had fair business. Show three days next week in West Philadelphia section.

Endy Bros.' Shows had a very successful week at Easton, Pa., last week. Gate was big and all shows and rides did well.

St. Louis

ST. LOUIS, Aug. 7.—E. K. Fernandez, prominent Hawaiian and Far East showman, is at present in the city visiting with Sidney Belmont. Fernandez will make a trip east.

Harry L. Small, secretary and manager of Miller Amusement Company, was among other *The Billboard* visitors on Thursday when he was in the city on business for his show. Reported good business thus far this season.

L. S. (Larry) Hogan, general agent of Beckmann & Gerety Shows, passed thru this city on Sunday en route from show to points south and southwest.

Carey C. Emrie, prominent old-time outdoor showman, was among *The Billboard* visitors Wednesday when he was in the city visiting relatives. He departed here on Thursday for his retreat in the Ozarks.

Bob Hallock, general agent of Miller Bros.' Shows, arrived in the city on Thursday sporting a new Plymouth de

WANT PRESS AGENT

Who can produce. Good salary and long season on Whale Car. Can use good Flea Circus. Also want Feature Freak. RUSS QUAINANCE, Rome Hotel, Omaha.

WANTED For Following FAIRS

LAPEL, IND., this week. Johnny Bowman let us hear from you.

WANTED — AL. C. HANSEN SHOWS — WANTED

FOR THE FOLLOWING BONA FIDE FAIRS AND CELEBRATIONS, FOLLOWED BY LONG SEASON SOUTH IN COTTON COUNTRY: — Humboldt, Kan., Homecoming Festival, Aug. 16 to 22; Uniontown, Kan., Bourbon County Fair, Aug. 24 to 29; Girard, Kan., Crawford County Fair, Aug. 30 to Sept. 4; Stroud, Okla., 20th Annual Homecoming and Farmers' Picnic, Sept. 6 to 11; Ohandler, Okla., Lincoln County Fair, Sept. 13 to 18. — With Other Fairs Pending.

SHOWS WITH OWN OUTFITS: Illusion, Big Snake, Working World, Gook, Deep Sea, Motordrome, Monkey Speedway and any other money-getting Show of merit. Will book Octopus, Second Eli Wheel, Gasoline Auto Ride. Legitimate Concessions of all kinds: Frozen Custard, Diggers, Pop Corn, Long Range Gallery. Chas. Russ wants Feature Danvers for Musical Revue. Doc King wants Girls for Fosing Show. Athletic Show People come on. Ben Mottie wants Cookhouse Help. All who worked for same get in touch. Want Agents and Outside for Wheels and Roll-Down Stores who are sober and reliable. First-class Electrician, Mechanic who is single, sober, capable. Personal interview only. Address This Week, LAWRENCE, KAN. P. S.—Want Side Show Manager, Acts and Freaks to feature. Buddy Davis, Dick Ready, Doc Sloan, Alleen Allen, answer this ad.

COLEMAN BROS. SHOWS

NOW BOOKING FOR ITHACA, N. Y., FAIR — AUGUST 24-28

Concessions—Any New or Novelty Show. Girls for Revue. THOS. J. COLEMAN.

August 9-14, Port Jervis, N. Y. (Fair); 15-21, Middletown, N. Y.; August 23-28, Ithaca, N. Y.

SHOWS WANTED

Commencing Crown Point, Ind., Fair, August 17 to 24, followed by Delphos, O., Free Street Fair; Fremont, O., Fair; Hartford City Fall Festival; Bluffton Free Street Fair; Warsaw Free Street Fair, three Choice Indiana Engagements; then Coshocton Fair, Lancaster Fair, Circleville Pumpkin Show. Last Three Cream of Ohio Territory. Strong Circuit. Particularly interested in Monkey Show, Fun House, Animal Show, Midget Show, Illusions or any other Shows of merit. Also two Small Platform Shows. Address inquiries, J. F. MURPHY, Business Manager PORTLAND, IND., This Week. — CROWN POINT, IND., Next Week.

KAUS UNITED SHOWS — No. 2

WANT FOR OLD HOME WEEK, ON STREETS, DAVIS, W. VA., AND BALANCE OF SEASON: Popcorn, Norelles, Arcade and all legitimate Concessions—no exclusives. Eat and Drink Stands, Pony Ride, U-Drive-It Cars, Loop-o-Plane, Rideco, Octopus, Caterpillar, also Whip Foreman who can get it up for Monday nite. Shows with or without own outfits, low percentage. Fun House, Working World, Monkey Circus or Drome, Illusion, Fat Show, Unborn, or any worth-while Attractions. The above date followed by Marlinton, W. Va., Fair, and 11 bona-fide Fairs to follow. Address all correspondence to W. C. KAUS, General Manager, Elkins, W. Va.

EVANGELINE SHOWS WANT

Colored Piano Player, J. C. Green, Dudlow answer. Trombone, Cornet. CAN USE two good Teams, two good Chorus Girls. Book Loop-o-Plane, Pony Track, Drive-Own-Car. Must have own transportation. Will furnish Canvas for any good Attraction, Midgets, Fat Girl, Crime, Unborn, Half-and-Half. Use legitimate Concessions. Good Concession Agents for Grind Stores, Roll-Down, Tip-up, Blower. Work through office, coupon system. Route: Cassville, Mo., Reunion, week August 9; Mammoth Spring, Ark., week August 16; Willow Springs, Mo., week August 23; Galena, Mo., Reunion, week of August 30; Carthage, Mo., Labor Day Celebration, week of September 6; Thayer, Mo., Fair, week September 13. Address C. R. LEGGETT.

CANDY FLOSS & CORN POPPERS

Cheapest, Best, Genuine. Many models. 10 patents. Latest Pat. 4/20/37. Floss \$100, Electric Poppers \$30. Double Heads and 1-Piece Bands. Run 100% true. Guaranteed. Catalog Free. NAT'L FLOSS MCHN. CO. 310 East 35th St., New York City.

BEN WEISS Wants BINGO HELP

For New Unit Opening AUGUST 9, FORD CITY, PA. Address Fair Grounds, Ford City, Pa.

CAN PLACE

Photo Machine, Ball Games, Grind Stores, Loop-o-Plane, Auto Kiddie Ride. Want to buy Smith and Smith Chairplane. Playing mining towns. Want to hear from Fred Meyers, Jim Robey, L. Chapman. Can place a good Promoter on New Deal Fairs. Bishop, Va., this week. STONEMAN PLAYLAND SHOWS

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF Showmen's League of America

165 W. Madison St., Chicago

An organization built on the fine principles of The Showmen's League of America—Must Endure! Become a member.

WANT WANT CHRIST UNITED SHOWS

LEGITIMATE CONCESSIONS of all kinds except Bingo and Photos. No racket. SHOWS with own outfit. Geek Show, or Girl Show, Ten-In-One and Monkey Circus; and any money-getting Shows. Committees in Ohio and Indiana get in touch with us. Have a few open dates. Write or wire. CHRIST UNITED SHOWS. Week August 9-14 — Chillicothe, Ohio.

AT LIBERTY MANAGER or LEGAL ADJUSTER

Wire ANDY CARSON, BOX 137, SEARCY, ARK.

Correction

The address for week August 9 in the advertisement of Broadway Shows of America in August 7 issue of *The Billboard* should have been Hendersonville, N. C., instead of Henderson, N. C.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$8; 75 cards, \$8.50; 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.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 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. Stapling Bingo Cards on same, extra Per 100, \$1.50. Bingo Card Markers, in strips, 25,000 for \$1.80. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago



Circuses, Coliseums, Carnivals, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks
We will submit designs, created exclusively for your show.

H.W.M POLLACK
POSTER PRINT
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BUFFALO, N.Y. PHONE GRANT 8205

ECHOLS' HIGH SPEED ELECTRIC SNOW SHAVER
\$49.50
F. O. B. St. Louis, Mo.
S. T. ECHOLS
1337 Walton Avenue, St. Louis, Mo.

LORDS PRAYER PENNY
MACHINES
1937 SENSATION
CLEVELAND NOVELTY MFG. CO.

SECOND-HAND SHOW PROPERTY
\$17.50 Country Store Wheel, with Shipping Crates.
\$25.00 Fairfield Orange Crush Mch. with Motor.
\$20.00 Electric Trunk Flasher, working order.
\$25.00 Knife Illusion; cost \$200.00 to Build.
\$24.00 Electric Popcorn Machine, Glass Case.
We buy Rink Skates all kinds, also Guess-Your-Weight Scales. **WEIL'S CURIOSITY SHOP**, 20 S. Second Street, Philadelphia, Pa.

FOR SALE
The Services of two **CARNIVAL-CIRCUS EXPERIENCED MEN**, as General Agent, Special Agent, Banner Man and Biller.
Salary, Percentage, Banners. Write, wire **AGENT**, Care U. S. Printing-Engraving, 1840 Central, Kansas City, Mo.

BILLY WINTERS WANTS
For the Best Circus Side Show on the Road, Tattooer, Man to do Small Magic and Punch, or any Act suitable for real Side Show. I WANT one Freak to feature. Must be good. Will pay top salary. Our Fairs start next week. We have the best Cook House on the road. This is an office show, money sure. All letters or wires **BILLY WINTERS**, care Arena Shows, Ford City, Pa.

Full Week Carnival Show Letters

(As Reported by News Representatives for the Shows)

Dee Lang Shows

Crookston, Minn. July 18-21. Auspices, American Legion. Location, baseball park. Business, fair. Weather, good.

Bill Baker is new lot superintendent. Tex Johnson now operating frozen custard stand. Gus Forster joined with hoop-la. Flashy new umbrellas grace ticket boxes on midway. E. E. Burnham, secretary of Detroit Lakes Fair, was a visitor.

Mahnomen, Minn. July 22-25. Auspices, Mahnomen Agricultural Society. Location, fairgrounds. Business, only fair. Weather, variable.

Show had good opening night after grand-stand performances. Saturday night lost entirely, due to rain. First time officials held fair on Sunday night. This helped to make up for otherwise bad week. George Worl, with Mickey Mansion's Side Show, was stricken with acute appendicitis and operated on here. Reported doing well. This spot located in heart of White Earth Indian Reservation. Many Indians, sans regalia, noticeable on midway at all times.

C. R. NEWCOMB.



JOHN H. MARKS, executive head of the Marks Shows, an Eastern carnival which has been established for a great number of years and is favorably known in its territory. For the first time during his career as owner and manager Marks announces he will invade Florida. This tour is planned for 1938 winter and spring season.

Weer Shows

Otsego, Mich. Location, ball diamond. Auspices, American Legion. Weather, fair. Business, good.

This was really a fine spot even if lights played havoc Monday night and rain came Friday. Rides, including new kiddie electric train recently purchased by Mrs. Weer, made a hit. Tilt-a-Whirl was first and Big Ell Wheel second money. Girl Show topped shows. New cane rack, built and operated by Mr. and Mrs. Knox, went over big. Bill Dreever and wife added a ball game and pop-corn stand. **FRANK MCKAY.**

Rogers & Powell Amusement

Reyno, Ark. (Randolph County). Week ended July 24. Fifty-second annual picnic. Weather, ideal. Business, good.

Harry Snider joined with cat rack. Joe Loyd added another concession. Harry Fitzgerald brought over pop-corn concession. Mrs. Marie Harlos had one of best weeks of season and needed added help on ball game. Jimmie Lamb bought a new LaSalle car. Bennie Portius keeps trucks in fine shape. Mrs. Hattie Fitzpatrick changed her pop-corn stand into a slum wheel. Mrs. Katherine Portius still breaking bottles on her Hit and Miss. Louie Payne joined as second man under Tony Harlos, ride foreman. May Mills has charge of Hawaiian Village. Secretary Mrs. J. L. Powell and Nina Hazel Reeves visited their mother, Mrs. F. J. Rhoads, in Pine Bluff, Ark.

Lawrence DeMar visited in Memphis. Spec Roberts was bitten by a dog. Slim Thompson, Kiddie Auto foreman, has new cars for ride. P. A. Hutson and sister are working pictures on show. Jodie Rogers and Nina Hazel Reeves have changed from bottle tops to jingle board for Arkansas trade. **WHITE HARLOS.**

Happyland Shows

Dearborn, Mich. July 14-25. Auspices, V. F. W. Business, averaged fair. Weather, variable, hot and rain.

This was another of those good and bad weeks. First two days show was located at Ford Field for the Dearborn Civic Celebration and almost ended in disaster. The field is located in a hollow alongside River Rouge, usually just a small stream. Wednesday was nice and clear all day, but about 6 o'clock in evening just as people were crowding midway a terrific rainstorm broke, flooding midway and sending most of people home. Midway was covered with rock and sand for evening, but business was just fair. Thursday afternoon river began to rise, coming up about a foot an hour and then another hard rain came. By this time the river was almost to the top of the bank and Managers Reid and Dumas decided to move at once. It took combined efforts of most of showfolk to get several house trailers and cars out of mud and water. One housecar belonging to Burt Lambert, concessioner, had to be jacked up and



MEL H. VAUGHT, the big boss of State Fair Shows, which organization stays west of the Mississippi River and in that territory is reported to be making considerable headway in the plan to build a big midway. He is also president of the Southwest Showmen's Association, which means he has other showmen's interest at heart as well as his own.

left until water subsided. No damage was done by swirling waters. William Bahnsen and employees of the Lion Hippodrome worked like Trojans getting lions and other animals out of danger. Water was three feet deep in some places on midway, but due to quick work and co-operation of entire personnel no appreciable damage was done. Show was then moved to Michigan and Wyoming for a 10-day stand. Again on Friday just after opening another rainstorm struck, forcing show to close. The next seven days were without rain and business was good. Two of the days were day and date with Ringling-Barnum Circus, which was located on an adjacent lot. On last day more rain and day was almost a total loss. W. E. Brown again joined William Bahnsen as calliope player. This is his fourth year. John Rea has purchased all new canvas for his side show and Tex St. John joined him. **V. L. DICKEY.**

Wallace Bros.' Shows

Elwood, Ind. Week ended July 24. Auspices, Police Radio Fund. Location, N. Anderson street. Weather, very hot. Business, profitable. Inclosed midway.

Had best week here since Goshen, Ind. Police department co-operated to fullest

extent and handled heavy traffic like veterans. Friendly opposition from portable skating rink on one corner of lot. Patrons went to and fro from skating rink to midway, thus creating added interest for both. Move from Angola to Elwood was longest of season. Mr. and Mrs. R. L. Grissom closed here, as did A. R. Wadley and wife. Mr. and Mrs. Grissom left for Kentucky, while Mr. and Mrs. Wadley left for Illinois to join John R. Ward Shows. Everyone sorry to see these real troupers leave. Visitors: Rodabaugh, of Baker-Lockwood, and several attaches of both J. J. Page Shows and Harris Shows. **WALTER B. FOX.**

Hennies Bros.' Shows

Appleton, Wis. Week ended July 24. Auspices, Veterans of Foreign Wars. Location, Badger avenue circus grounds. Weather, ideal. Business, excellent.

Following a big opening, last half of week went above expectations and everybody enjoyed prosperity. Children's matinee on last day, Saturday, brought thousands of kids from surrounding towns. Pay days in Neenah-Menasha, near-by twin cities, made Friday and Saturday big days. Saturday night additional parking space became a necessity. Mrs. Harry Hennies was taken ill and went to a local hospital for a rest. Tom Adams, veteran electrician, busily engaged installing neon lights atop eight steel lighting towers. Last of towers was completed here. Show is using 575 kilowatts, all housed in one transfer wagon, with a 75 kilowatt auxiliary generating plant for parking space lot. Bill Kemp and his Lion Motordrome had a big week, and Capt. Myles Reilly had fighting lions in a new routine working. Toland Davis succeeded Bill Durant as advertising agent here. R. L. Lohmar, general agent, was with show during this engagement. Eddie Davis has cookhouse frameup with modernistic lighting and serves appetizing menus. Irving C. Ray, secretary-treasurer, and Jack Dondlinger staged a joint birthday party July 22 at a local hostelry, with Snooky Lorow and an orchestra to enliven event. Both recipients of good wishes and presents from their brother showmen and showwomen. Robert Porritt is busy as mail man, *The Billboard* agent and conducting his barber shop. Sis Dyer's reptile exhibit doing fine. Mae Britt, blues singer, is featured songstress with Lillian Murray's Casa Madrid musical revue. Virginia Browne Mercy is fan dancer and Al Mercy has orchestra. Andy Carson is visiting his sister, Lillian Murray Sheppard. At close of current engagement Harry Hennies, co-manager, went to St. Mary's Hospital, Racine, Wis., under treatment for a heavy cold. P. J. McLane, trainmaster, has a crew of 10 and moves train in record time. **WALTER D. NEALAND.**

Johnny J. Jones Exposition

Salem, Ill. Eight days ended July 31. Marion County Soldiers and Sailors' Reunion. Weather, some rain. Business, big.

Engagement marked exposition's third consecutive appearance here. The 5th Divisions Convention, American Legion, was held in conjunction with regular event, extending date two more days and giving show two Saturdays and first Sunday date of season. With a 150-mile run train arrived early Friday, giving everyone an early start towards setting up, every attraction opening on scheduled time Saturday morning. Thousands swarmed Bryan Memorial Park for opening and gave show a good start for one of season's biggest dates. Rain hit at 10 p.m., ruining a late night play. With perfect weather prevailing during remainder of week and greatest crowds in history of reunion all midway records were shattered. Chairman Earl W. Meritt stated, "Biggest and best year of all, not only from an attendance and gross receipts standpoint, but for attractions, parades, bands and free acts." Wednesday, Democratic Day, Postmaster-General James A. Farley and Gov. Henry Horner of Illinois were speakers and guests of reunion and midway. Jean and Ernest Delebate, well-known concessioners, left to play their Wisconsin fairs. Will return to the show when it arrives in Dixie. Doc and Mrs. W. H. Belmont joined to take charge and lecture on inside of Temptation Show. Gordon (Foots) Middleton, arrived and has been packing them in India attraction. Sammy Kaneao, Hawaiian steel guitarist, and Johnny Munson, straight guitarist, are features in Temple des Rumba. Mrs. Ben Blakely spending a few weeks with Mrs. Bootsie Paddock's Temple of Knowledge. General Manager Walter A. White

spent several days visiting homefolks at Quincy, Ill. New green canvas for Dolly Dimples Fat Girls' Show arrived. George Kelley has taken up his duties as assistant trainmaster. Visitors included E. E. Irwin, secretary-manager of Illinois State Fair. STARR DeBELLE.

Hilderbrand's United Shows

Wenatchee, Wash. Five days ended July 24. Location, baseball park. Auspices, L. L. L. Business, none. Weather, sweltering.

Situated across street from ball park in a city that has gone baseball crazy gave show one of most unprofitable weeks of season. Entire town turned out nightly to attend ball games, but very few visited. Long trip over Cascade Mountains from Bremerton made in record time and attended by several minor accidents, worst one occurring to office when fifth wheel broke loose turning a curve and only thing that saved it from destruction down a 600-foot embankment was a small safety chain. Caravans of West Coast heading for Aberdeen and Martin's United Shows headed for Puyallup passed shows en route and exchanged greetings. Fire broke out in marquee, but due to timely efforts on part of employees a disastrous fire was averted. Mr. and Mrs. Ralph Balcom purchased new sedan. Mrs. John R. Castle entertained Raconteurs' Club at a local cafe. Bud Cross made trip to Salem, Ore. The O. H. Hilderbrands and Betty Joan are enjoying cool breezes on banks of Willamette River crossing their newly purchased farm near Estacada, Ore. Tex Cordell was a visitor. Emmy and H. B. Clifford are building another kitchen on a trailer for their cookhouse. George Morgan, man about town, attended his wife's divorce proceedings as a spectator and heard himself proclaimed a free man. Jimmy and Annette Heller spent two days in Yakima. J. F. Seeley, of Okanogan, visited. Shows received a testimonial painted on parchment from Port Angeles Post 29, American Legion, as an appreciation of splendid performance made by show during its Port Angeles engagement. Art Anderson and Ralph Balcom supplied showfolk with mountain trout from near-by streams. The Tommie Lees have augmented their Snake Show. An amusing incident occurred when a neighboring lady attempted to get an injunction to stop Louise Maynard, of Four Thrillers, from yelling during her act while performing breakaway. Lady claimed she just could not stand to hear her yelling every night, besides it was against anti-noise law. Newspapers gave incident front-page notices. Monkeyland truck had entire top taken off while attempting to pass under a low bridge. Virgie Miller gave a dinner party to a number of friends. Stanley Cole enlarged his concession.

WALTON DE PELLATON.

Greater United Shows

Blackwell, Okla. Auspices, Lions' Club. Pay gate. Business, good.

Eldorado, Kan. Auspices, Veterans of Foreign Wars. Downtown location. Business, profitable.

At Blackwell, Okla., an attempted injunction was halted, with local party making effort to secure same, paying costs and show operated without any further hindrance. Lions' Club cooperated to fullest extent. Eldorado: During this engagement several new cars, trucks and trailers were purchased. Every attraction has been newly bannerized. Mr. and Mrs. W. F. (Bill) Floto drove over from Wichita, also John R. Castle spent a day. Free act, Four Flying Millers, is brilliantly neonized and receiving much favorable comment.

BROADWAY JONES.

Eric B. Hyde Shows

Shelbyville, Ind. Week ended July 24. Auspices, none. Weather and business, good.

Short move from Rushville and everything ready to go early Monday. Opened to nice crowd. Attendance increased nightly, rounding out another week on right side of ledger. Tilt-a-Whirl top money, with dual Eli Wheels close second. Elliott's dual Loop-o-Plane and kiddie rides nicely painted and brilliantly lighted. Captain Ben Luse's Ten-in-One top-money show, with Chief Wounapny's Death Valley show runner-up. Curley Lewis adding new wardrobe and improving front on Beauty Review. Al Green capably handling front on Palisson's Wonder City. Clay Mantley's corn game had excellent week. Mantley on business trip east relative to his fair

bookings for his many bingo games. In his absence Eugene MacDonald is in charge of unit on show. Show added a set of diggers, with Scotty Kelly in charge and Jay Smith as helper. Joe Decker's cookhouse, with its Blue Room, radio and newspapers, becoming more popular daily. Next improvement will be a dance floor. Red Ray joined with his monkey loop and doing nicely. Mrs. Mabel Anderson, major-domo on front gate, away on visit to relatives. Tom and Janette Terrill south attending to final details of fairs. JAN HYTER.

Fairly-Martone Shows

Langdon, N. D. July 19-21. Auspices, Cavalier County Fair Association. Location, fairgrounds. Weather and business, good.

According to fair secretary's office, this year's fair best since 1928. Show's gross was 35 per cent over last year, while grand stand and main gate showed 65 per cent increase. Ideal weather conditions prevailed, giving show first full engagement of season without rain. Russell Casteen, brother of Mrs. Bess Jewell, joined.

Hamilton, N. D. July 22-24. Auspices, Pembina County Fair Association. Location, fairgrounds. Weather, bad. Business, fair.

With weather man asserting himself, this three-day fair became a one-day event. Thursday and Saturday both lost entirely account of rain. Friday, with sun shining between clouds, gave both show and fair largest single day's business in history of fair. Show started tearing down early Saturday afternoon in rain. Mrs. Ruby Avery and two-week-old son, Joseph Raymond, returned from hospital at Harvey, where the boy was born. BRUCE BARHAM.

Rubin & Cherry Exposition

Wausau, Wis. Week ended July 24. Auspices, Wisconsin Valley Shrine Club and 40 and 8 of American Legion. Location, Eighth and Sherman, inside city limits. Weather, fair except Thursday night. Business, good.

Due to another show having been booked two committees combined to make engagement a success. With two circuses a few days apart it was rather tough to hold a showing in some of neighborhood towns. Writer visited on Wallace Bros.' Circus and found a fast-moving program, with Ray W. Rodgers a fine host; together with O. C. Cox, adjuster, and Tommy Burns, ring master, all co-operating to make this show a success. Bill Tumbles' side show gets its share of business. Visiting on show for five weeks aboard Nomad Motor Caravan, home on wheels, was F. W. Work, popular circus fan of Akron, O. Wausau getting its first big show inside city limits for past few years, people really turned out when weather was not too cold. Record-Herald treated show very well with advance stories and art. Clive Cone former manager of Grand Opera House, came out and met several people on show that played his theater in early days. Lole Orlove, of Metro-Goldwyn, having preview at Wausau Theater, invited showfolks. He was on lot when one of lions from motordrome broke loose and assisted motor cycle policeman Gleason, of Chief Walter English's staff, and John Reeves, press agent, to recapture beast, and no casualties. Four lions have been added to Joe Dobish's motordrome. Ray Kioh, new greeter at cookhouse now. Station WSAU went to town, or rather to midway, with special wire and picked talent from front and back end of main attractions, as well as local people, for their thoughts on Rubin & Cherry Exposition.

FRANK J. LEE.

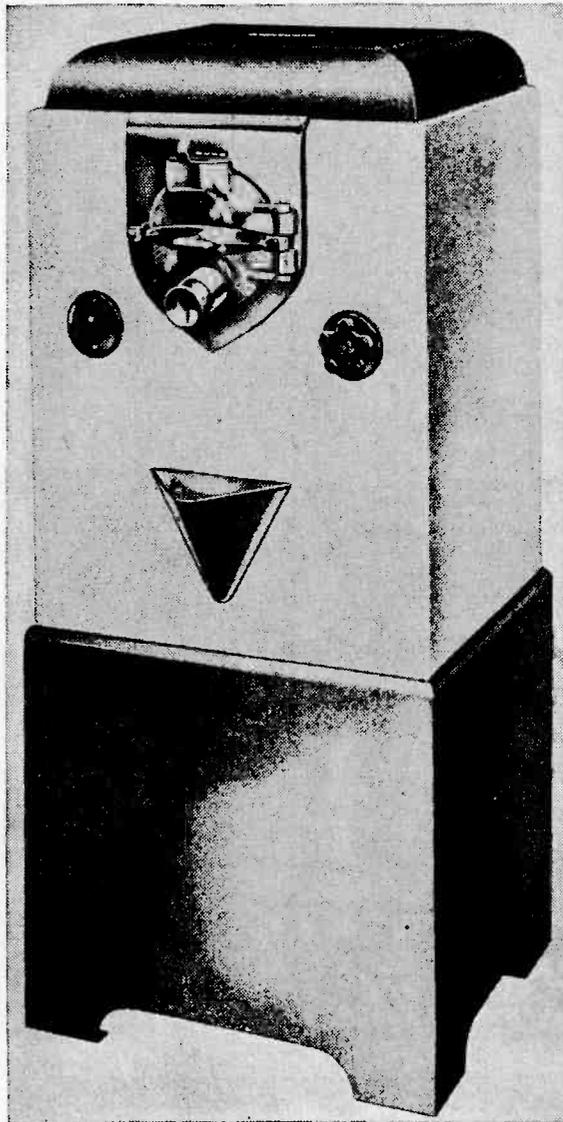
Keystone Shows

Franklin, Pa. Week ended July 24. Auspices, American Legion. Location, First street showgrounds. Weather, fair. Business, excellent.

Lot on arrival a mud puddle. Agent W. C. Murray, of show, together with Headley, Connell and Wolcott, committee, directing a force of men and trucks, draining and hauling cinders. had grounds in shape Sunday afternoon. Welcomed Old Sol Monday morning, bringing first solid week's good weather in many moons. Monday, day before pay day, opened fair. Tuesday and balance of week attendance was excellent and business all that could be desired. Space formerly used was not large enough for outfit, necessitating placing attractions on two levels. Manager

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On Big New Cleanup



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Here's the latest and biggest profit-maker. FREEZ-MASTER, a new machine, and LIFT, a new product with a wide margin of profit that draws the crowds.

FREEZ-MASTER is portable—weighs around 200 pounds. It may be plugged in anywhere, and freezes automatically—no salt, no ice, no muss, no fuss. Made of finest high-grade materials, by the oldest, most reliable company in the field, backed by twelve years of experience.

LIFT is a new frozen confection—a chocolate malt drink. Serve four to six ounces for a nickel and do a land-office business. LIFT comes in powdered form. You just add it to three pints of water in FREEZ-MASTER, and in a few minutes you have one gallon of LIFT. Carnival crowds will "eat it up"—and you'll clean up big.

SPECIAL OFFER

FREEZ-MASTER retails for \$497.00; LIFT, \$55.00 for a 200-pound barrel. But for ten days we will give 300 pounds of LIFT free to those who order a FREEZ-MASTER from this ad. This 300 pounds will bring you \$450 profit—almost enough to pay for the FREEZ-MASTER and LIFT. You can't lose. When outside season closes you can locate in any department store, bowling alley, etc., and do business all winter.

Act quickly. Get the "X" on this profit-puller on a good show. Rush deposit of \$100. Will ship for balance C. O. D. Please do not send checks.

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NOTICE

CARNIVALS DESIRING TO QUALIFY FOR FOUR WEEKS' LICENSE EXEMPTIONS

by reason of maintaining permanent winter quarters in Alabama are required on or before November 15, 1937, to make application for such exemptions to

STATE TAX COMMISSION MONTGOMERY, ALABAMA

HAPPY DAYS SHOWS, INC.

(Guarantee 14 FAIRS, Not Punks.) WANT Custard, Grab, Short Range Gallery, Blower, Whoop-La, Bowling Alley, Scales, Stock Wheels, all X. Attractive opening for Drome, Arcade, Wax Show, Grind Shows, Mixup, Loop-the-Loop and Octopus, Trombone, Piano and Comic for Jig Show. All replies, **MANAGER**, Pinckneyville, this week; Vienna, next week; all Illinois Fairs.

AL BAYSINGER SHOWS

WANT good, clean, flashy Shows with transportation. All open except Hawaiian and Monkey Circus. All legit. Concessions except Bingo and Photos—cannot use sticks or racket stores. Buffalo Reunion, next week, West Plains following. Then into Arkansas—Truman, Marked Tree, Earle, Wynne, Forrest City, Augusta, and others to follow. **A. S. BAYSINGER, Cole Camp, Mo.**

WANTED

CONTRACTING AGENTS AND BOOKERS Three high-class men to contract fraternal and other organizations for our new surefire fund-raising campaigns. Experienced Hustlers can make big money. Write quickly giving us detailed information about yourself. **LIPALUT CORP., 1025 Arch St., Philadelphia, Pa.**

WANTED

Half-and-Half for Pit Show. Good proposition. Agents wanted. Coupon Agents for Roll-Down, Blower and Wheel Agents. Going South for winter. Joe Fisher answer at once. **W. H. McClanahan, Reynolds & Wells Shows, Prairie du Chien, Wis.**

WANT

For Fall and Winter, Indoor Circus Clowns. Novelty Acts (Magician) for Pamabasika's Circus units. Write or call at once. **GEO. E. ROBERTS, Mgr., 515 W. Erie Ave., Philadelphia, Pa. TEL. Sagmore 5538.**

WANTED

Cookhouse Waiters and Griddle Men. Salary \$18 and \$25. Must be sober, reliable and know the cookhouse business. Wire or join at once. **Middle-town, Pa. PETE PULLMAN, MODERNISTIC SHOWS.**

Hartzberg did a commendable job of it. Bus Company carried signs and gave adequate 5-cent service to and from grounds. Electrician Deffinbaugh made a trip to Pittsburgh and brought back another 50 k. w. transformer of latest type. Transformer truck now has 120 k. w. capacity. Minstrel show front by Manuel arrived, and Doc Green is now operating Radio Minstrels under an entirely new outfit. New sound system installed in Ray Chapman's side show. Geraldine-Gerald is in annex. Thursday of this week Pennsylvania relief, penny tax, was discontinued. No noticeable change in gross except Penny Pitch stands and Penny Arcade, strange to say, downward. Mrs. Tom Kirk spent week at home. Mrs. Sue Coppinger ran in to say hello while passing thru. Al Williams and missus, of Spencer & Clark, visited. Mr. and Mrs. Ray Hillborn visited. Octopus topped rides with a big margin. Eddie Ferraril's *Hawaiian Revue* and *She neck and neck* among shows. **CHRIS M. SMITH.**

Bantly's All-American Shows

Petrolia, Pa. Week ended July 24. Auspices, Petrolia Volunteer Fire Department. Location, main corner of town. Weather, good, except light rain Saturday afternoon. Business, not good.

Truck move from Kane and everything ready to go at 2 p.m. Monday. Show did not appear to advantage due to small lot. New streamlined Whip and one Eli Wheel shipped to Stoneboro for celebration. Both did fair business. Goodfellows' Club meeting on Wednesday night very successful with Jimmy Jamison as emcee. Guests: Ed Weyls, who had doings in Stoneboro; Mr. and Mrs. Al Williams and son, Irvin. After meeting Weyls invited entire show to visit him in Stoneboro Thursday night, when he really threw a big party. Bert Rosenberger, general agent, completed his bookings for season and left to manage a stage show. New office wagon helps set midway off and is a great help to William Whitmore, in his first year as show secretary. New Whip is a beautiful ride. Herman Bantly and Sam Hull are holding secret conferences. Eddie Lewis and Frank Zorda still topping midway. Lewis made a trip to Cleveland, Buffalo and Rochester. **HARRY E. WILSON.**

Bob Hurst Carnival

Dialville, Tex. July 1-5. Weather, very bad. Business, bad.
Commerce, Tex. July 8-10. Firemen's Picnic. Weather, cloudy with some rain. Business, good.
Whitewright, Tex. July 12-17. American Legion's 17th Annual Picnic. Weather, fine. Business, good.
Gunter, Tex. July 19-24. IOOF Picnic. Weather, fair. Business, fair.
Granbury, Tex. July 25-30. Forty-seventh Annual Old Settlers' Reunion. Weather, fair. Business, good.

Lineup: Merry-Go-Round, Ed Anders, foreman; Carl Anderson, clutch; Happy Simpson, tickets. Big Eli Wheel, Frank Steinbarger, owner and manager; Mrs. Steinbarger, tickets; Everett Singleton, clutch. Merry Mixup, Roy Jones, owner and manager. Double Kiddie Ride, Roy Jones, owner; Miller McBee, foreman. Miniature Railway, W. E. Kilgore, foreman; Pat Kilgore, engineer. Shows: Monkey Village, George Proctor Sr.; Mrs. Proctor, lecturer. Midgets, J. W. (Dad) Ester. Snake Show, Tex Caviness. Whiz Bang, crazy house, John Fox, manager. Six-piece band. Have new Merry-Go-Round top, Concessioners: C. R. Roberts, cookhouse and two grab stands; Joe Hamilton, bingo; Walter and Lola Riding; W. E. Kilgore and wife, Tex Caviness and wife, photos; Owen Fragier, Dad Singleton, C. E. Kirk, George Proctor Jr., Al Bruce, Dad Williams, Leon Ruder and wife, Frank Steinbarger, Jimmie Gahart, Skinny LaSalle. **BOB HURST.**

Patrick Shows

Moscow, Ida. July 19-24. Weather, good. Business, very good. Auspices, fire department.

Show opened to excellent crowds and continued to draw large crowds thruout week. Rides did exceptionally good. Eli Wheel top money. W. R. Patrick was made Honorary Fire Chief and presented with a certificate signed by city officials. Mrs. Patrick was presented with a picture of hook and ladder truck with all attending firemen. Bill Fielding had bang-up week with Housle. Jim Greer knew most of home towners as he once lived here. He packed them in at his cookhouse all week. Mr. and Mrs. Eisenman were also honored by firemen. Harry

Lyons had nice week on *Artists' Models* show. Mrs. Lyons will be back to work after her three weeks' illness. Manager Patrick made a trip to Spokane and purchased an International truck to haul side-show equipment. Pappy Miller has been working on Eli Wheel. Visitors: Lucille King, Hilderbrand's Shows; Jack Justice, Clarkston, Wash., and Arnold Cobby, Grandview, Wash. Grover Wright joined with a blanket concession. Writer doubled previous week on banners. **MONROE EISENMAN.**

Byers & Beach Shows

Columbia, Mo. Week ended July 24. Location, Proctorville showgrounds. Auspices, none. Business, light.

Excellent crowds turned out entire week; however, they spent most of time milling about midway, paying heed only to free attractions. Prospects for Saturday night killed, by rain at opening time. Sunday night on arrival in Columbia entire personnel of show were guests of Bheil Sisters' tent show, which was playing its last night on same lot. A severe windstorm and a near cloud-burst forced show to close early. Mr. and Mrs. Harry Beach spent several days in Kansas City and on return trip spent a day visiting with latter's parents at St. James, Mo. Mrs. Carl Byers and Mrs. Fralley spent Saturday in Chicago. Carl Byers visited Eli Bridge Company, Jacksonville, Ill. Only member of crew without a social security card is "Social Security," pet beagle hound of electrician Harry Failor. Darby Dobson replaced Whitey (Pasture) Sims as special agent. **DON TRUEBLOOD.**

Crowley's United Shows

Stout City, Ia. July 19-24. Auspices, none. Location, Morningside and Denton highways. Weather, bad. Business, fair.

Tore down in Omaha, Neb., Saturday night in a cloud-burst and had trouble getting trucks on road for move. Several tops damaged by hail and rain and some concessions also. Show ready for opening night and a fair crowd. Broke in a new lot on outskirts of town. Co-operation was given show by local radio station, even to interview show people in front of a downtown hotel on "Man on the Street" broadcast. C. Whitehead, frozen custard concessioner, purchased a new 18-foot house trailer. Babe Drake and family joined. Babe is lot superintendent. Blackie McLemore added three concessions. J. Bennett joined with a bucket concession. Billy Ruth Walker added photos to her string of concessions. Punk Hill joined and has blower concession. His wife has a ball game. **STANLEY J. GROSS.**

Dodson's World's Fair Shows

Warren, O. Week ended July 31. Auspices, Veterans of Foreign Wars, benefit Boys' Military Band. Location, South Main street showgrounds. Weather, clear and hot. Ten-cent pay gate. Business, good.

First outdoor show to play here this season. Train wreck at Monessen, Pa., caused show train to lose more than six hours in arriving here. About \$2,000 damage was done to wagons and show properties. Nearly 6,000 attended opening night. Business held up well all week. Saturday was biggest. Four American Jacks, aerial act, joined here. Four people, Lou Ann Hayden, Ray Marlon, Jack Brick and Bob Blackstone, Ray Balzer, member of show's executive staff, spent Monday and Tuesday in Pittsburgh. Sandy Hogan, talker on International Congress of Oddities, is now making announcements for free acts. Many showfolks from Great Lakes Exposition, Cleveland, were noted along midway during week. Several members of Dodson's organization visited Cleveland show and Jack Hoxie Circus, Salem, O. Hoxie and many members of his show visited here. Harry Thomas, Pittsburgh booking agent, came on for a conference with General Agent Mel G. Dodson. Thomas added to show's staff as first assistant to M. G. to help out with bookings thru Pennsylvania. Bill Durant, well-known circus billing agent, returned to show. He has been placed in full charge of all advance billing. General Manager C. Guy Dodson off on prospecting trip. He visited North Tonawanda to inspect show's Merry-Go-Round being overhauled and repainted by Spillman Engineering Corporation. Olive Hager, motordrome rider, getting good notices in local newspaper. Ladies Bridge Club, composed of 22 members of show, held weekly card party and ... at Warner

Hotel. Mrs. Clarence Sherman came off with high honors. Ida Woolsey, manager of Caballeros of Rumba, added four new Cuban dancing girls. Eddie Taylor, who at beginning of season was talker on *Gay Paree Revue*, has switched to *Southern Revelers* and holding his own. William Ballwig, member of Royal Scotch Highland Band, making preparations for big home-coming party at his home town, Dunkirk, N. Y. Show's Legion wagon has been newly painted and redecorated in regulation Legion colors. Post received much publicity during past two weeks. Ruby Dodson continues to get favorable press notices with her dancing specialty in *Gay Paree Revue*. Prince Mongo, manager of *Dark-est Africa*, has added many African trophies on his exhibition display panels outside and inside show. William (Cookie) O'Neil, former side-show manager and a lifelong friend of Dodson brothers, spent a day visiting along midway. Other visitors: Mr. and Mrs. James Howell, Josephine Wayland, Mr. and Mrs. Alfred Miller, Thomas Whalen, Eddie Millard, Jess Willard, Frank Christy, Jerry Willow, Charles T. Goss, George Marquis, Toney Hale and Mildred Neilson. **DAVE CARROLL.**

Goodman Wonder Show

Miles City, Mont. July 24-26. Auspices, American Legion. Business, good.

All with Goodman Wonder who left the East as tenderfeet are no longer tenderfeet to the Westerner. They have been thru badlands and that is graduating point when a tenderfoot leaves aside blisters on heels and becomes a calloused man of cow country. What tales they will have to tell when they get back to the country of soft water and no longer have to fear the alkali that saturates the Adam's Ale in this section. With four days open, and having lost a good Saturday at Bismarck, N. D., on account of rain, show remained over there three days, and so, to satisfaction of all. To autoists' trek to Miles City was a matter of great concern. Caravan had to go thru badlands, famous world over as most barren of all lands in American Northwest. There is only one way to get thru, follow road and go thru.

Hence nomads passed thru famous town of Medora, N. D., where former President Roosevelt was a cowhand in days he battled Western suns in search for a strong body. All tarried long enough in town that will not grow old and is today as Roosevelt left it. Soon after they passed Beach, Mont., to reach land more inviting, but none too pleasing to fastidious accustomed to taking breakfast in bed. Then on to five-thousand town so generously associated with General George Custer, who led old Seventh Cavalry to massacre in Little Big Horn Valley. That was before white man reigned supreme in land many would give back to Indians, when one speaks in terms of Eastern comforts.

Show found itself in midst of a jubilee wherein natives are banded together hoping to convince Congress how a few million dollars invested in a Tongue River dam will transform sagebrush plains into a modern Eden. Jubilee commanded nearly all attention Saturday. After it was over jublants remained over Sunday to see Goodman Show. Monday and Tuesday homefolk did honor to nomads. Sunday night Max Goodman and Grant Chandler, his right hand man of lot, drove to Great Falls to lay out lot. Warren Wright, general agent, took charge and it was a song of "the goose honking on high" for period of Wright's stewardship. **BEVERLY WHITE.**

Art Lewis Shows

Montreal, Que. Week ended July 31. Auspices, City of Verdun Diamond Jubilee. Weather, four days rain. Two free acts. Fifteen-cent gate, including tax. Business, only fair.

First Canadian appearance for shows calls for special encomiums for F. Percy Morency for extremely able manner in which he handled customs and immigration details for entire organization. There was no delay at border and all arrived in Montreal in good time from Barra, Vt. Slight accidents to two trucks. Monday show was up in readiness for opening Tuesday as per schedule. Manager Art Lewis, assisted by General Agent Kerr, was on spot to receive trucks and cars, one consignment of latter arriving at Canadian National R. R. on Sunday evening and other Monday morning. Opening night grounds were crowded. Rain Wednesday, despite which there

was fairly good business. Thursday night Jupiter Pluvius made another visit, still attendance was not bad. Friday he went on a rampage and let loose floodgates and at 9 p.m. everything was called off. Saturday afternoon a thunderstorm of considerable dimensions in afternoon when a nice matinee was in progress. Three Ell Wheels and every ride and show is brilliantly illuminated. Free acts—Four Devils, who work at height of 120 feet, and Art Henderson, who does stunts at about 40 feet above ground, have brightly illuminated towers. Two revues, under management of Pete Thompson, have splendid wardrobe and some real performers. Mickey Mouse is a novelty. Azora, under direction of Blackie Rogers, is another B. L. Lamb's Side Show with no less than nine features in it, and the Motordrome features Teddy Walters. *World on Revue* comes under heading of something different and Laughland is funhouse. Jerry Swiaher has restaurant. Concessions are under direction of W. B. Gorman, assistant manager, other members of executive being Art Lewis, sole owner and general manager; Al Rogers, general superintendent; F. Percy Morency, secretary and treasurer; Albert Bydiark, ride superintendent; H. G. Paull, electrician; Peter Smith, trainmaster; Dave Kerwin, superintendent of grounds; S. A. Kerr, general agent; Duke Brownell, second man; William Norsworthy, lithographer and billposter; Dick Collins, press agent.

Visitors: Max Linderman, L. Harvey Cann and Bill Snelling; Mayor Ferland, with his staff, and A. G. Ganthier, manager of Ford Hotel. Ganthier is known as showmen's friend and played host to 70 of show's members.

DICK COLLINS.

L. J. Heth Shows

Metropolis, Ill. Week ended July 24. Auspices, baseball club. Location, baseball park. Weather and business, good.

Show made a big move into Metropolis and, train connection being bad, did not open for Monday night. First Monday lost this season. Al Fine joined here as business manager, as did a number of new concessioners, including Bennie Faust. Jerry Burrell and his rodeo was top money for shows and Octopus was tops for rides. Visitors: Whitey Sims, general agent Byers & Beach Shows, and Floyd Heth, of Happy Days Shows. Show was repainted for its first fair. General Agent H. B. Shive rejoined, having recovered from recent illness.

JOE J. FONTANA.

Frisk Greater Shows

Ironton, Minn. July 27-August 3. Auspices, American Legion. Weather, good. Business, fair. Street location.

Everybody busy getting equipment in order for fair season. Mrs. Vern Stevens suffered a stroke July 26, but is getting along nicely. Babe LaPorte joined with her revue with nice costumes. Mr. and Mrs. Frisk purchased a new three-abreast Merry-Go-Round from Spillman Engineering Corporation.

EDDIE HOGAN.

Marks Shows

Hazleton, Pa. Week ended July 17. Auspices, Fraternal Order of Eagles. Location, ARSS baseball field, Cedar street and Diamond avenue. Weather, rain three nights. Business, poor.

Located four blocks from main corner of this anthracite town, under committee that actually worked, with helpful co-operation from newspapers and a friendly populace, J. Pluvius, great equalizer, turned what had every earmark of a "red one" into an engagement that will go down as one of worst of season. Second stand in hard coal field and, like Nanticoke, Pa., patrons did not care for rides, but they did give shows a heavy play when weather permitted. Saturday night closed with a hurrah, Al Paulert's Beauty Revue leading way into a night's business that left smiles on faces of many impresarios. Desert Demons, new reptile show under management of writer, had its first full week and held its own. Harry Davenport joined to take front, with Albert (Fewclothes) Brooks handling big reptiles inside for writer's lecture. Changes have been numerous in trailer colony. Frank Harrison selling his house to W. B. Gande for use of "Friendly Five," hillbilly musicians on Jack Melton's side-show pay roll, and Gande passing his housecar on to Joe Luck and family. James Hester is "rooming" with Carlos Woolrich in latter's new custom-built

trailer. Chick Colson came back with Mrs. Colson and Baby Mary.

Scranton, Pa. Week ended July 24. Auspices, Electric City Post, Veterans of Foreign Wars. Location, old circus grounds, Albright avenue. Weather, cloudy three nights, fair three. Business, gate and shows, good; concessions, fair; rides, poor.

Highlight of week a midweek matinee for children, with those from Friendless Home and St. Joseph's Shelter guests of management and committee. Mrs. Ed McLaughlin hostess for committee; writer, assisted by James Hester. *The Billboard* agent, and Frank Starr, concession department, represented John H. Marks. Fair co-operation from *Tribune* and *Times* and town had best billing this writer has ever seen with carnivals. In fact, Tommy Rice, who succeeded Frank Lafferty, who closed in Camden, has done a good job all along line, but here he had ample local assistance and really went to town. A hit in an empty store at Lackawanna avenue and Penn street, city's principal street car and bus transfer point, was actually the berries. Joseph P. McGann and Ed McLaughlin headed most active committee in many weeks, a corps of veterans who took shows' interest to heart and gave every assistance. Tony O'Malley, managing editor *The Times*, and "Vic" Powell, city editor *The Tribune*, frequent visitors. Sweeney, of old vaudeville team of Sweeney and Rooney, a visitor. Sweeney, in retirement, is operating a studio here. Jack V. Lyles, of O. H. Buck Exposition, dropped in Saturday afternoon.

CARLETON COLLINS.

McClellan Shows

Cairo, Ill. Week ended July 31. Location, baseball park. Auspices, none. Business, fair.

All was ready Monday night and crowds came early and stayed until midnight. Allyce Fallon joined as helper on Peggy Mayes' bottle stand. Mrs. Harry White operates Bob Thompson's penny pitch. Davie Chesum has taken charge of Athletic Show. Hot Papa, Harlem hot-shot minstrel, with 12 people on stage. Streets of Cairo, Dee Ryan, Doris Chisum, Helen Carey, Jean Archer. Congo Show, Pop Summers, Shorty Carr, George Williams. Rides: Gilder, W. Garnett, R. Burnett, Bill Miller, Tilt-a-Whirl, Ralph Bailey, Andy Harmon, Merry-Go-Round, George White, William Speener. Ridee-O, Big Boy Hudson, Bill Turner, Letha Cox, in ticket box. Ell Wheel, R. Martin, Mrs. Martin, tickets. Kiddie Ferris Wheel and Kiddie Merry-Go-Round, Jack Wallace, Doris Cox, tickets. Staff: Roy Goldstone, general manager; Mrs. J. T. McClellan, secretary and treasurer; F. Maurice Wood, general agent; Maud Keel Williams, publicity.

L. OPSAL.

Buckeye State Shows

Sebastopol, Miss. Week ended July 31. Weather, good. Business, fair.

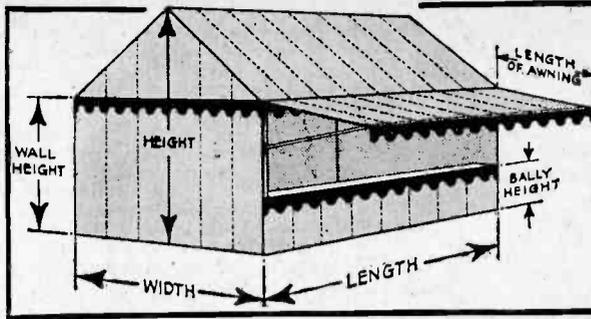
First community fair ever to be held here. Was also 100th anniversary of town. Fine crowds each day. Highlight of engagement was a big free dinner, in which practically every family in community participated, bringing plenty of fried chicken and other typical Southern foods. B. G. Freeman arrived with three concessions. Manager Joe Galler away three days on business.

THOMAS WILDER.

Strates Shows

Bradford, Pa. Week ended July 31. Auspices, Modern Woodmen of America. Location, Seward avenue showgrounds. Weather, cold and rain. Business, bad.

Despite high hopes, just another week and is so recorded on Secretary Florence Dickens' books. But in all fairness to Bradford let it be also recorded that it was not altogether city's fault that such poor business was done, weather being main cause. Rain started immediately show train pulled into town and kept up with intermittent showers all day Monday and Monday evening, causing night to be totally lost. Tuesday saw snow fall for a few minutes. Cold weather predominated most of week, but despite all this quite a few folk turned out. Not much business done on either shows or rides. Saturday was only day that any business was done. Pete Christopher and Oswald Lensch, new owners of cookhouse, had big coffee week. Sylvester Mayous (Sky) Putnam and Assistant Manager Jimmy Kellher doffed their summer garment. American Eagles, free attraction, left at close of engage-

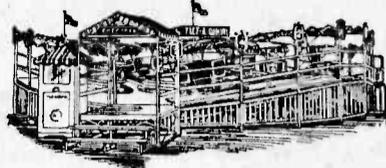


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DODSON'S WORLD'S FAIR SHOWS CAN PLACE

First-class Trainmaster that can and will do building. Also first-class wagon builder (Earl Klotz, answer). Can also use first-class Foreman for Caterpillar Rides. Have complete outfit for Hawaiian or Rhumba Show, also outfit for Unborn Show or any money-getting Show. Address

DODSON'S WORLD'S FAIR SHOWS, Jamestown, N. Y., week August 9; Johnstown, Pa., week August 16; Altoona, Pa., week August 23.

WESTERN STATES SHOWS

CAN USE AN ORGANIZED COLORED MINSTREL SHOW. We have complete outfit. Can also use good Minstrel Show Performers.

CAN ALSO PLACE TWO OR THREE OTHER SHOWS THAT DO NOT CONFLICT, with own outfits, for our Fair Route of 10 Weeks.

CAN PLACE MERCHANDISE CONCESSIONS FOR COLORADO STATE FAIR AT PUEBLO, WEEK AUGUST 23, AND OUR OTHER FAIRS TO FOLLOW. Nick Delo can use some good Freaks in Pit Show. Snippy Kolb can use experienced Cook House Help.

Address JACK RUBACK, Manager, Lamar, Colo., this week.

AL G. HODGE SHOWS, Inc.

CAN PLACE FOR THIS WEEK AND BALANCE OF SEASON:

Concessions that work for stock. Ride Help come on. WANT Motordrome, Fun House, or any Independent Shows. WILL BOOK Photo Gallery, Custard, Penny Arcade. CAN USE another Free Act. Long season South, with plenty of Fairs. We have two open weeks. Committee and Fair Secretaries look us over. Wire, phone or write. Useful, sober Carnival People write. Marinette, Wis., this week; Menasha, Wis., week August 16.

PINE TREE STATE SHOWS

CAN PLACE Double Loop-o-Plane or other Rides that do not conflict. Motordrome, Monkey Speedway, Snake or Pit Shows. WANT Act for Ten-in-One. WANT Shooting Gallery, Candy Floss and a few more Concessions that work for stock. Those joining now will play Presque Isle Fair and others, Rumford, Me., week of August 9; Bath, Me., week of August 16. Permanent address, 32 Sewall Street, Portland, Me. A. S. PERHAM, Manager.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

ment here to fill fair dates. General Manager Jimmy Strates suffering with a bad cold. BEN H. VOORHEIS.

Ed Groves Shows

Hartford City, Ind. Week ended July 31. Location, ball park. Auspices, fire department. Weather, good. Business, fair.

After stay of seven days, including two Saturdays, show closed here and moved to Dunkirk, Ind. Several new faces appeared on midway, including Ray Krohn and his father, who have Maze Funhouse, penny arcade, cane rack and a Mickey Mouse penny pitch. Mr. and Mrs. Meyers also joined with their mouse game. Wayne Eades, with his sound system and petrified body in a 20-foot trailer, also a new arrival. Fred Proper, of bingo, on a business trip to St. Louis. Dewey (Blackie) Jones has added a hoopla and pitch-till-you-win. Eleanor Groves been working in bingo while Proper is away. GEORGE CAIN.

Brown Novelty Shows

Unadilla, Ga. Week ended July 17. Location, heart of city. Auspices, American Legion. Weather, rain first four days. Business, light.

Everything ready Sunday night. Entire personnel enjoyed a watermelon feast. Unadilla being one of Georgia's melon centers. Writer joined here to handle lot and special agent's work. He was released from Veterans' Hospital at Bay Pines, Fla., where he underwent an operation on his foot. Art Hinnant has a new green top for his pitch-till-you-win. Frank Casey has a new 16-foot top for photo gallery. F. P. Davis, gen-

eral representative, has the show booked well ahead.

Montezuma, Ga. Week ended July 24. Location, center of town. Auspices, American Legion. Weather, rain three days. Business, fair.

When ready a heavy rain fell, making fourth Monday night lost because of rain.

Adel, Ga. Week ended July 31. Location, heart of town. Auspices, 4-H Club. Weather, rain. Business, satisfactory.

Show was greeted with rain again Monday at opening. This was show's first week's tobacco festival. Frank Casey, cookhouse operator, added two more concessions. Mrs. Vasche's new bingo top arrived.

FRANK STARKEY.

Ellman Shows

Oconto, Wis. Week ended July 31. Auspices, Veterans of Foreign Wars. Weather, chilly. Business, fair.

Show made a long move from Tomahawk, Wis., but opened on time. Francis Ellman, secretary and treasurer, returned from a Milwaukee business trip. Charles Ellman installed a new sound system on midway. Nothing is being left undone by Charles and Francis to make show attractive. New arrivals: Matt Barth, candy floss; Marge Bye, ball game; Mickey Stacks, athletic show. George Collins framed a Five-in-One. General Agent Keenan arrived from booking trip. Jimmy Franklin, electrician, was married to Florence Clark, of Tomahawk, Wis., at Bessemer, Mich. Many gifts were received from friends. Ray Swamer is framing more concessions. Mickey Stark framed a new hoopla. Show moves on 10 trucks and trailers. Visitors from Badger State Shows were Ben Lockman, L. Burto, Jimmy Bryant and Larry and Leona. June Peoples reframed her corn game and has it well stocked.

JIMMY FRANKLIN.

Wm. Bazinet & Sons Shows

Park Falls, Wis. Week ended July 25. Weather, first two days fair and warm, balance rain and cool. Location, downtown. Auspices, American Legion. Business, good.

Notwithstanding poor weather conditions attendance and receipts were satisfactory. President William Bazinet and Manager Dwight Bazinet made trip to Minneapolis and purchased a new Tilt-a-Whirl and three Chevrolet tractors. Larry Terway has new frame, top, new bottles, balls and flash. E. T. Fenton joined with cat rack. Frank and Sylvie Chester joined with double sex show. New ground cable for entire unit has been purchased and Electrician Frank Swanton is busy getting same ready. General Agent Lowell Bazinet had present spot well papered and several news items had populace show-minded before organization arrived in town. City offi-

cial, including chief of police and mayor, very courteous and co-operated with show to fullest extent. Bobbie Bylund, former middleweight wrestling champion, took over athletic arena and has with him Tiger Miller, heavyweight wrestler; Swede Oberg, middleweight wrestler, and Bobby Burns, light heavyweight boxer. S. S. HENRY JR.

Zimdars Greater Shows

Taylorville, Ill. Week ended July 31. Location, fairgrounds. Auspices, Christian County Fair Association. Weather, hot. Business, fair.

During day it was too hot, but at night attendance was big. Grand stand had a good day's attendance. July 25 had Hollywood stunts for grand-stand attractions. Monday Harry Zimdars sponsored all county orphans. At night home talent was had for grand stand. "World's Million-Dollar Cathedral" joined. Tex Hobson joined to take charge of geek show. CHARLES SEIP.

Greater Exposition Shows

Lansing, Mich. Week ended July 24. Location, Foster showgrounds. Auspices, Military Order Cooties. Pay gate, 10 cents. Weather, rain. Business, fair.

Jackson drinking water affected show colony. Writer ready for hospital. Attendance large at start-off. Decreased nightly. Rain twice came spoiling night business. Traveling American Legion post with show received correct number and name, Mobile No. 810. Post held indoor picnic, dance and vaudeville program in Lansing's Veterans' Memorial Temple Sunday night. Preceding festivities Mobile post cleared \$175. Showfolk guests at VFW National Orphans' Home at Eaton Rapids. Saturday they were entertained on midway. All free to them. Popular Tom Blinn, Frankfort, Ind., sage, visited by brothers, J. E. Blinn, of Albuquerque, N. M.; J. A. Blinn, with wife, Malden, Mo., and Mrs. Frank Blinn, of Frankfort. Everybody entertained the only Harry P. (Polish) Fisher. Came from Conklin's Shows, going west. W. E. Franks, wife (Elsie) and daughter guests several days. Laundry department going full tilt, a real success. In charge Mr. and Mrs. W. R. Solomon. Ride foremen, helpers and ticket sellers now uniformed. Doc Broadwell has organized a crew of banner advertising experts with cab. Actually 48 banners on Eli Wheel. In 65 years in game writer has never seen any banner group on a carnival "whirl winding" as Broadway bunch. Mills and Mills, high-wire artists, were guests. Col. John Starkey, official painter; his wife and Babe Francis on exploring tour. Memorial services for "Dolly" Lyons, of Lakewood, Cleveland, and Ernest Underhill, of Kansas City, Mo. DOC WADDELL.

BARNES SHOW

(Continued from page 36)

Winters, Bogundi and German Simmons as his guests over the week-end.

The first Sunday off was at Great Falls and everyone had a wonderful time. Frank Chicarella celebrated his birthday anniversary and played host to the entire personnel at a party arranged at the Park Hotel.

Bertha Matlock celebrated her birthday anniversary August 6. Dennie Curtis and wife visited with the folks the two days in Great Falls. The Curtis "Black Horse Troupe" opened its fair season at the North Montana Fair. Practically the entire backyard took advantage of the swimming pools and mineral baths at Thermopolis, Wyo. Many attended the circus dance in the Wahaketa Ballroom in that city. Gene Crossen, off the road first season in 15 years and now working for his father, publisher of *The Herald* at Fromberg, Mont., drove 43 miles to visit with the writer, Harry Chipman, and see the show. Raleigh Wilson, at one time a producing clown and press agent, drove from Julesburg, Colo., to catch show at Scottsbluff, Neb. He is now connected with *The Good Advocate*. Renewed acquaintances with the writer, Frank Cherry, Arthur Burson, Fay Avalon and Abe Goldstein.

GOOD BUSINESS

(Continued from page 36)

tents on free fairgrounds. Raymond E. Elder spent most of day on lot in Topeka, visiting with many friends. He lives on a farm he owns at Quenemo, Kan., and is also a State deputy fire warden. Mr. Matthews, of Owensboro, Ky., also was a visitor. Harry Lay, for-

mer trouper, now a barber in Kansas City, spent the day on show at Topeka, also at St. Joseph. Paul Van Pool drove with his wife and two daughters and Ralph Nuttz to see show at Topeka. Mrs. John Welkel (Ione Carl) visited at Topeka. She is not trouping this year but has been spending most of summer with her mother and stepfather, Mr. and Mrs. Fred Love, of Lawrence, Kan.

Emporia and Hutchinson completed the only three stops to be made in Kansas this year by Cole. From Hutchinson, made over a 500-mile jump into Denver, Colo., for Monday and Tuesday.

Emporia, altho small, proved a good stand. Town is famous for its local editor, William Allen White, who is a circus fan at heart and who greatly enjoyed night show. J. George Loos, who had his carnival in Emporia, took in afternoon show with his wife and son.

At Hutchinson lot is State fairgrounds and in this case the layout was such that a wide cement walk ran entire length of midway in front of ticket wagons right to front door, where it ended. Unloading right on the lot. To a showman, Hutchinson is outstanding for the 100 per cent co-operation that is given by the police department under Chief White.

Visitors at Hutchinson were George Duvall and wife, Gertrude (George is general agent for Howe Bros. Circus); Art Bowers and daughter, Wichita; Mr. and Mrs. Jess Fiedler, of Wichita, both former troupers; Mrs. Charles Adress, of Great Bend, with her son and mother. Charlie Radcliff visited at St. Joseph.

AROUND THE LOT

(Continued from page 36)

The Edgar A. Guest program, *It Can Be Done*, over NBC Tuesday night. Guest said the spirit of the circus will go on forever; related how Pat Valdo was determined to become a clown—and did—with Barnum & Bailey Circus; told how hard Valdo had striven to gain the position he now holds, personnel director of R-B, and of his selection by S. W. Gumpertz to go to Europe and scout for freaks and thrillers. Guest also told about the speed in which Madison Square Garden was put in shape for the opening there last spring. After these things were dramatized Valdo appeared before the mike and answered questions asked of him by Mr. Guest about the Big Show and Mr. Gumpertz.

Many performers spent time at their homes with parents in Windy City—Betty Steward, Gloria and Bonnie Hunt, Judy Sothorn, Margie Crumley, Mr. and Mrs. Erdtitz, parents of Mary. Antoinette Concello has her niece here for a few days. Violet Harrod, of Lulolita act, had birthday anniversary August 4. Bert Doss and wife and Mr. and Mrs. Harold Ramage motored from Bloomington. Bert Doss, former flyer, is providing lot for circuses in that city. Ruthie Millette and daughter visiting Mrs. Maude Millette and daughter, Mildred. Mrs. Ethel Marshall, daughter Margery, mother and sister of LaVon Bornhauser, visited here. Mildred Gelger, the Wallendas' mother, sister and son from Cleveland also visited.

Everyone on show saddened over the Codona tragedy. John M. Kelley, attorney of Ringling enterprises, was in for Chicago engagement. Roland Butler, Frank Braden and Sam Stratton, of press department, were seen with many celebrities and newspaper men, also magazine story writers. Eddie Vaughan is looking forward to playing his home town, St. Louis.

Billy Shaw, of Side-Show department, won second raffle of electric razor. Says he borrowed the money and bought one ticket. Ball game, cookhouse waiters defected colored boy waiters, 16 to 9. A new menagerie tent was lofted and praise goes to Mike Whalen, boss canvasman, and assistants. Yan Kam Chinese troupe left for Hagenbeck-Wallace, replacing Wong troupe, which will play fairs. Frank Mayer, manager of commissary department, reports that Big Show tops the weekly sales of *The Billboard* among circuses. Bugle, German dog wonder owned by Polidor, says it won't be long now. The coronation gag will be changed to the hot dogs in the old town. Dirty Deed Club still making whoopee.

Shirra Newberger donned the white to clown. He made one walkaround, his nose started to itch and off came the white. Carl Johns departs for Sarasota. Recent visitors: Earl Shipley and wife. Shorty Flemm, Joe Coyle and wife, Ed Kelly, Frank Walton, Lulu Davenport, Mrs. Leonard Aylesworth, Joe Simons, Mr. and Mrs. C. A. Marsh and son, Mr. and Mrs. Dwight Kinzie and son, Carl Monroe and Bert Chipman.

JOE LEWIS.

12-CAR DODGEM FOR SALE

Portable, in A-1 condition, price reasonable. Ride can be seen in operation at Dodge Bros. State Park, Brighton, Mich. Address all inquiries to CHAS. ZEIGLER 408 Hazelhurst, West, Farmdale, Mich.

Shows Wanted

Monkey Show or Motordrome, Side Show, 10-1, Fat Show, Geek Show, Low per cent. Stock Concessions, American Palmist, Bumper, Novelties, Other Stock joints get in touch with me for fairs. Cookhouse Help wanted. Waverly, Tenn., this week; Springfield, Tenn., next.

READING'S UNITED SHOWS.

WANTED DROME RIDER

Straight and Roller, account of accident. Long season Fairs South. Montreal, Canada, till August 17; Ottawa, Canada, follows. EARL PURTLE, World of Mirth Shows.

WANTED Greater Exposition Shows, Inc. WANTED

Man who can handle Monkey Show to get money. Have some Monkeys and will buy more for right party. Prefer Man who has some Monkeys of his own. Must have had Carnival experience. WANT Ride Help on all Rides, Concession Agents, Talkers and Grinders. Address

GREATER EXPOSITION SHOWS, Inc.

Gary, Ind., week August 9; Kokomo, Ind., week August 16; Crawfordsville, Ind., Fair, week August 23.

POLLIE & KENOSIAN SHOWS WANT

Fun House, Chairplane, Tilt, Penny Arcade, Novelties, Fishpond, Devil's Bowling Alley, Country Store, High Striker, Scales. Address per route, Rockford, on Streets, this week; Top o' Michigan Exposition Fair, Gaylord, week August 16; then Osceola County Fair at Evart, week August 24; then Howard City, on Streets, August 31-September 4; Labor Day, Belding, on Streets. Celebrations through October 9. All in Michigan.

WANT TO BUY FOR CASH

Merry-Go-Round, Little Beauty preferred; Ferris Wheel, Tilt-a-Whirl. Would consider an eight-car Whip. No junk wanted. When answering state where rides can be inspected. Also buy one thousand feet Wire suitable for rides. Eastern people contact MIKE ROMAN, 297 Park Ave., Paterson, N. J. Everybody else contact MRS. ALBERT WAGNER, Box 185, Russells Point, O.

HARRY L. SMALL, Gen. Mgr. O. E. MEEKER, Supt. BRYAN GIL, Sec.-Treas.

MILLER AMUSEMENTS

CARLYLE, ILL., Free Street Fair-Home Coming, week Aug. 16; FAIRBURY, ILL., Fair, week Aug. 23; RENSSELAER, IND., Jasper County Fair, week Aug. 30; BENLD, ILL., 8th Annual Home Coming & 5th Anniversary of P. M. of A., week Sept. 5; MT. VERNON, ILL., State Fair, week Sept. 13. THEN 3 CHOICE LOUISIANA AND MISSISSIPPI FAIRS. Legitimate Concessions. Shows who join now will get preference. Will place sober, reliable Ride Help. Mrs. Miller wants Cook House Help, to join Albion, Ill., this week. FOR SALE—Little Beauty Allan Herschell Merry-Go-Round, now operating Meredosia, Ill. All communications, MILLER AMUSEMENTS, Albion, Ill., (Fair) This Week.

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Aug. 7.—Not many officials present these Monday meeting nights of the PCSA, but the home defenders come in good numbers, there being 37 present when Dr. Ralph E. Smith, first vice-president and only official at hand, called the meeting to order. Preceding the regular routine of business H. A. Huey, of Indianapolis, and G. D. McCormick were introduced. Business was gone thru expeditiously, bills ordered paid and financial statement read.

Communications: C. W. Webb, of Russell Bros.' Circus, acknowledging a note of welcome to California that had been sent the show. Letter and check from Capt. Dave Barnett, as his sale of books for the Cemetery Fund drive was most creditable. Doc Hall wrote of his meanderings since closing of the Kennedy Shows. Francis Murphy, of the State Fair Shows, sent a few lines of interest. Fred Lee, of Dallas, a letter of inquiry. Earl Gold, letter of thanks for courtesies extended by the organization. Roy Ludington wrote news of interest and is now getting back in Southern California and will have opportunity to visit the clubrooms. Thomas J. Hughes sent information on Northern Coast points. Will Wright wrote at length of the several irons that are in the fire. He and Harry Taylor had several days' visit together, at which time plans for the 16th annual Charity Banquet and Ball December 15 were discussed.

The "Irish Banquet," corned beef and cabbage, the donation of Brother Ed Walsh, of the Hotel Bristol, and refreshments by Dr. Ralph E. Smith closed the proceedings.

"Fire Eater" in Hospital As Result of Burns

ALEXANDRIA, Va., Aug. 7. — Will Fields, of Smith's Greater Atlantic Shows, is in the Alexandria Hospital suffering from burns about his head and face received Monday night. Fields was almost ready to begin his "fire eating" when a nervous monkey chained on the stage overturned Fields' can of kerosene. Fields cracked jokes while the audience waited for a boy to run for more kerosene. When he returned Fields dipped the torch in the fluid, held it to his face and lit it. There was a terrific roar as flames shot up and Fields screamed in agony. The boy had brought gasoline instead of kerosene. After emergency treatment at hospital Fields returned to show determined to continue with his act. There he collapsed and he was returned to the hospital.

REORGANIZED HOXIE—

(Continued from page 36)
was purchased under supervision of Mrs. Hoxie. E. Clark Bobbett, director of display advertising, had a string of banners at opening stand the entire length of big top, besides an automobile display.

After 10 days in Ohio show moves into Indiana and then into the corn and tobacco country for fall, according to Mr. Harvey, who is laying out the show's route.

The Program

Tournament, all performers and stock participating, led by 2-year-old Jack Hoxie on his white pony mount. Introduction of Jack Hoxie. Radtke's dogs, an excellent canine routine; swinging ladders, Marion Clark, Pauline Eaton; Spanish web, Josephine Barth; clowns; Pauline Eaton, Roman rings; the Barths, high perch; Jaime Walters, Roman rings; Huffy Hoffman's Funny Ford; concert announcement; Harry and Mitzl, double traps; Radtke's cloud swing; clowns; Holland-Dockrill Troupe, principal riding act, four people and four head stock; clowns; Marion Clark, teeth slide length of top; Harry Eaton on slack wire; the Eddys, whip crackers; the Barths, teeterboard; concert announcement; clowns; Kathryn Eaton, single traps, closing with muscle grind, special announcement for her endurance finish; Valeska Radtke, single traps, closing with leg catch, also special announcement; clowns' baseball bit on track; elephant Mens; banner announcements; Jaime Waters, Eaton Sisters and Marion Clark, iron jaw; Eatons for a close present their cradle, trapeze and iron-jaw novelty, one of the women

holding all three by her teeth for a swell finish; finale, Indian spec.

In concert Jack Hoxie and Dixie Starr present a scene from one of their Western films with special scenery and effects; Red and Rene Lunsford, fancy riders, ropers and steer riders; Three Eddys, fancy ropers and whip crackers; "Slim" Cox cowboys, radio entertainers, two women and three men; Montana Earl, trick roper, horse catcher; Chico Indians (three); Shorty Hinkle, bow and arrow marksman; Joe Clark, whip cracker.

In clown alley are Harold J. Conn, Tom Hibbert, Al Sherwin, Joe Franklin, Huffy Hoffman, Jim Lunsford with trick mule, Shorty Hinkle and Thomas Thornton.

Property men are in new jumper suits with Jack Hoxie Circus in white letters on back. Roger Boyd, superintendent; Jim Lunsford, Jimmy Richard, Glen Libert, Leo Willsey, Cecil Byrd, Bing Hilderbrand and Al Whitaker. Steve Burke is sign painter and lettered all trucks and props. Mrs. Dick Betts and Irma Gray are dancers in spec.

Band personnel omitted because it was not complete at opening stand.

The Staff

Jack Hoxie, producer; R. M. Harvey, manager; Dixie Starr, treasurer; Ivan Starr, secretary; H. W. Doran, auditor; George L. Myers, equestrian director; Dick Betts, musical director; B. S. Urquhart, bandmaster; F. R. Andres, legal adjuster; Eddie Delavan, superintendent of tickets, in charge of front door; Mrs. Delavan, downtown ticket sale; Al Martin, tax box; Elmer Jones, superintendent; Charles Ryan, boss canvasman; Roger Boyd, boss props; George Wheeler, chief usher; M. A. Riley, side-show canvas; T. A. Pence, manager side show; Owen Conrad, master transportation; Floyd Harvey, chief electrician; Leonard Brumbo, master mechanic; Mrs. Earle Brumbo, wardrobe; Lee Ward, steward; Orville Davis, 24-hour man; Julius Katz, in charge advance fleet; George Marquis, story man; Barney Kern, special advance agent; Harry Doran, superintendent concessions; E. Clark Bobbett, director of display advertising.

Side Show

Tommy Pence, manager, and Dave La Mont, assistant; Barney F. Cannady and Harry (Chuck) Underwood, outside tickets; H. Porter, ticket taker. The lineup: Guy Sampson, musical cowboy, novelty musical act; Chanda, magician; Princess Zeella, mentalist; Jack Hoxie's Dixie Minstrels—Willie Smith, comic; George Tallie, dancer and drummer; James Tallie, comedian; Grace Williams, blues singer; Myrtle Tallie, singer and dancer, and Viola Tallie, singing and dancing; Emma Von Lynd, three-legged girl. Annex—Vannie Cannady, Maudie Kennedy and Marloe Scotch Highlanders, including Walter and Virginia Marloe and James Campbell.

Among those who attended show at Salem were K. C. De Long, Jack Nedrow, J. J. Evans and wife, Glen Z. Wagner, John Hare, Ray Wallace, Roy Wild and Rex McConnell and wife, J. A. Scheurman and wife.

YOUNGSTOWN, O., Aug. 7.—The Hoxie show was compelled to give an extra evening show August 2, making three for the day, all sellouts. Midway was jammed from early afternoon until after last show started at night. The side show and concessions all experienced a big day. Tieup with *The Vindicator* resulted in sale of more than 4,000 sponsored tickets, half of the profit going to a fund for a fresh-air camp for children here. *The Vindicator* was lavish in

MACON, Ga., Aug. 7.—Georgia is advancing its fees on trucks and trailers right sharply, but passenger cars remain at the old \$3 rate. Showmen who registered their vehicles in Georgia early in the spring will do well to learn the new requirements and meet them before re-registering there this fall.

CONCORD, N. H., Aug. 7.—An act relative to the equipment of trailers and semi-trailers, effective 30 days after its passage, proposes that no motor vehicle trailer or semi-trailer whose gross weight is 1,500 pounds or more shall be operated on the highways of New Hampshire unless equipped with adequate brakes.

BOSTON, Aug. 7.—General Court has held over till the next session consideration of the enactment of the petition

DEE LANG FAMOUS SHOWS

CAN PLACE

SEVERAL FREE ACTS FOR THE FOLLOWING DATES:
 Week Aug. 23; Week Aug. 30; Week Sept. 13;
 Week Oct. 11; Week Oct. 18; Week Oct. 25.
HIGH ACTS PREFERRED. STATE LOWEST WEEKLY SALARY.
 Address DEE LANG, Mgr., Faribault, Minn., August 8-11; Mankato, Minn., Aug. 14-18; New Ulm, Minn., Aug. 19-22.

ATTENTION

L. J. HETH SHOWS, INC., WANT

FOR STRING OF FAIRS UNTIL DECEMBER 1.

Musicians and Performers for Minstrel Show. Salary and percentage. Motordrome, Single Attractions with own outfits. Billy Pitzer wants Dancers. High-class Free Act for 12 weeks' work. Following Concessions open: Scales, Candy Floss, Fishpond, Candy Apples, High Striker, Cane Rack, Wheels. Mrs. Heth wants Ball Game and Penny Pitch Agents. Huntingburg, Ind., this week.

its praise for the show's performance and its executive personnel.

DEXTER FELLOWS—

(Continued from page 39)
every Sunday. . . . Tony Sarg is sum-
mering around Nantucket way. . . .
Ollie Oliphant is log-cabining at Lake
George. . . . The Tent now has a paid
secretary, located in office of Freddie
Benham, promotion and publicity wizard.

To say that we were shocked at Alfredo Codona's death is putting it mildly. We knew him well and enjoyed his friendship, but to see that Alfredo was losing control of himself was not only noticeable after the death of his wife Lillian, but doubly so when he suffered an injury that put out of the limelight. As an aerialist of grace and finish he had no equals. We have so many recollections of Alfredo and we are happy in their possession now that he's gone.

About Elephants

I read: "Among other things this wonderful man told us about was the circus. He had seen one, altho there had never been one in the town where we lived. But one day . . ."

In a barber shop I happened to pick up the May, 1937, issue of *Popular Mechanics* and locate therein an article entitled *You're Wrong About Elephants*, written by Eddie Allen, veteran animal trainer. Among interesting paragraphs I quote the following:

"Elephants, especially the males, love tobacco. I make it a point to have tobacco in my pockets when I am breaking in an act. . . ."
 "To dispel the idea that elephants are afraid of mice I have taught one of my charges to pick one up with its trunk. The stunt was successfully worked after two months of training."
 "An elephant's hide is not tough. The reputed toughness comes from inner muscles. The hide itself is so sensitive that elephants spend hours blowing dirt and chaff on their backs to keep flies from biting them."

The following committees of the Dexter Fellows Tent, we learn from a notice sent out by Secretary E. Q. Oliphant, have been appointed: Male secretary committee, Fowler, Pitzer and Pond; committee for disposal of Fall Guys' pictures, Haffenden, O'Rourke, Pitzer and Sielke; editorial board, O'Rourke, Pitzer, Pond and Steinke; promotional committee, Kilborn, Pitzer and Sielke; by-laws changes committee, Carey, Pancoast, Pitzer, Schlesinger and Thornburgh.

ARE YOU INTERESTED IN LARGER Profits?

IF so, here is why commercial Semi-Trailers reduce the cost of moving:

1. GREATER CARRYING AND INCREASED LOAD CAPACITY—Especially adapted to bulky hauls—Excellent for moving side shows, merry-go-rounds, ferris wheels, and utility equipment.
2. TWO UNITS IN ONE—Spot the loaded Trailer anywhere—Pull the truck away to use elsewhere for winching and other power unit purposes.
3. QUICK MOVES—You can load up and drive to the next town in quick time—no transportation schedules to restrict you—just pick up and go.
4. LOW COST—Low first cost, minimum operating expense, and many years of life.
5. ADAPTABILITY—Many showmen have revamped semi-vans into stage equipment.

WE have a big selection of used Semi-Trailers in your immediate territory at the Fruehauf Branch. Take advantage of our *Mid-Summer Bargains*—15 to 22 foot Vans, Cattle-racks, and Platforms ranging in price from \$100 to \$695. See your nearest branch or write us for details.

FRUEHAUF TRAILER CO. - Detroit

NATION WIDE SERVICE

FRUEHAUF TRAILERS

Engineered Transportation

HARRIS-TRAILERS, DISTRIBUTORS

TROY, OHIO

NEW AND USED TRAILERS—COVERED WAGON TRAILERS.

FACTORY—823 S. Clay Street.

SALESROOMS ALSO AT
 22 S. Perry St., Dayton, O.
 2103 West Main Street, Springfield, O.

Trailer Legislation

of the Massachusetts Automobile Dealer and Garage Association, Inc., for legislation to regulate operation of motor vehicle house trailer coach units.

HARRISBURG, Pa., Aug. 7.—Pennsylvania has two new laws relative to trailers. One law, intended to promote highway safety by reducing congestion and providing safer control of vehicles, prohibits more than one trailer being attached to a motor vehicle. The other law provides that trailers, both commercial and private, must have a registered title. The fee is \$2. Secretary of Revenue J. Griffith Boardman has warned that owners who have not obtained such title by September 1 will not receive applications for their 1938 license plates.

W. S. CURL SHOWS

WANTED to book or buy good Kiddie Ride. Also will book Loop-o-Plane with own transportation. Legitimate Concessions that work for stock. Good opening for Penny Arcade or Funhouse. Want good Side Show Attractions. Fat Girl or Freak to feature. Tattooer. Have top for good single Pit Attraction. We positively hold exclusive contracts for the following celebrations on the streets: Lynchburg Legion Festival, Kingston Harvest Festival, Gratis Firemen's Home-Coming, Port Jefferson Labor Day Celebration, New Carlisle Fall Festival, Blanchester Fall Festival; all Ohio; Wire or write W. S. CURL, Mgr., Lebanon, O., August 9-14.

W. E. WEST MOTORIZED SHOWS

Now playing fairs and celebrations clear to cotton country. Can place Manager for 10-in-1 or Side Show. Must bring people. Have plenty of band. Have tops and banners for Hillbilly or Girl Review. Go your limit. Will place any Grind Show with or without outfit. Good, clean Ride Help, come on. Must drive trucks. Can place useful people at all times. Lebanon Celebration this week; Clifton, next week. All in Kansas. P.S.—King, let me hear from you. Bobbie, thanks.

16th Greenwood Furnace Old Home Day

HI-WAY 305, NEAR BELLVILLE, PA.,
SATURDAY, AUGUST 14.

Will sell exclusive Lunch Stand privilege this big picnic. Space available all legitimate concessions. Picnic draws 8,000 people and held on Pennsylvania's most beautiful State Park. Write or wire.

M. A. BEAM, Mingoville, Pa.

FRANCESVILLE FALL FESTIVAL

SEPT. 2-3-4

WANTED—Rides, Concessions and Free Acts. Rides guaranteed. Write ERNEST E. SMITH, Francesville, Ind.

WANTED—RIDES, SHOWS and CONCESSIONS

MERCHANDISE GAMES ONLY.
WARRENSBURG HOMECOMING
SEPTEMBER 2, 3 and 4.

The Only Celebration in County This Year.
Address all communications to
LUTHER C. PAXTON, Warrensburg, Ill.

McCLURE BEAN SOUP

September 17 and 18,

CONCESSIONAIRES' PARADISE.
25,000 Attendance. Free Gate.
S. H. BUBB, Secretary,
McClure, Pa.

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.

WANTED

Shows, Concessions and Balloon Ascension for LABOR DAY CELEBRATION, SEPT. 6. HILLSBORO, O., FAIRGROUNDS, 1—Day and Nite—1

Fireworks booked. Wire or write all Letters to HAROLD THORPE, Hillsboro, O.

WANTED

Shows, Free Acts, Rides and Concessions for KNIGHTS OF COLUMBUS CARNIVAL, AUGUST 23 to 28
K. of C grounds, Peabody, Mass. Write or wire or telephone Breakers 5421. H. INGALLS, 142 Burrill St., Swampscott, Mass.

WANTED

Independent Shows, Concessions selling legitimate merchandise for Labor Day Celebration on downtown streets. CLAUDE McELHENY, 47 West Warren St., Peru, Indiana.

WANTED FREE ACTS

—for—
LABOR DAY, SEPTEMBER 6
Give full description and price.
C. UPDEGRAFF, Farwell, Michigan.

CARNIVAL WANTED AMERICAN LEGION HOMECOMING

SALYERSVILLE, KY.,
Any Week, August 16 to September 13.
Wire or write ROY M. CAIN, Adjutant.

WANTED

Free Acts, Attractions, Rides and Concessions,
HOME COMING JUBILEE
REYNOLDSVILLE, PA.,
September 1 to 8, Inclusive,
MERRIL R. McENTIRE, Secretary.

43rd ANNUAL HOME COMING

WINDSOR, ILL., AUGUST 28.
4 Big Nights and 1 Big Day, August 25, 26, 27, 28.
Shows and Concessions wanted. Miller Rides booked.
C. H. MINER, Supt. Concessions.

ROARING SPRINGS, PA. GOLDEN JUBILEE

August 22-28 — Day and Night.
Wants Shows, Rides and Concessions. Space \$1 foot. \$10,000 being spent for Acts and Advertising. Two Parades daily.
W. E. CASSIDY, Roaring Springs, Pa.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25-27 Opera Place, Cincinnati, O.)

Salt Lake City and Ogden Celebrations Set New Mark

SALT LAKE CITY, Aug. 7.—Altho final reports are not complete, Gus Backman, secretary of the Chamber of Commerce, which sponsored the four-day Covered Wagon Days celebration here July 21-24, announced this week that event grossed more than \$40,000. Of this amount about \$31,000 went to the committee. Expenses totaled \$26,000 and for the first time in many years a surplus remains where formerly there was always a deficit.

More free events on the main streets were featured this year, and the rodeo at the fairgrounds was better attended than last year. Yellowstone Amusement Company reported good business on the midway, a new feature this year. Other features included Lou Ash, emcee; Fanchon & Marco acts, Rollo Clark, mystery man, and Mr. and Mrs. Bunny Dryden, aerialists, in addition to several other free attractions. The two-hour parade, ending in Liberty Park; kiddies' parade, steam-roller contest on main streets and presentation of *The Creation* on the Capitol steps combined to make this year's celebration one of the best in history.

In 1938 another will be held and in 1947 there will be a centennial celebration. Jack Dempsey, former Salt Laker, visited here and appeared at the Coronation Ball July 21.

OGDEN, Utah, Aug. 7.—This city's

Pioneer Days celebration, July 17-24, broke all records for the event, according to Mayor Harmon Peery, committee chairman. Altho no official records can be given as yet, from indirect sources it was estimated the gross on the celebration would reach \$26,000.

Too much credit cannot be given to Ogden's sister city, Salt Lake City, which holds its celebration at the same time. Altho a keen rivalry prevails between the two, the spirit of friendliness is such that both profit by the same.

A plan to hold celebrations in different years in each city was turned down after many meetings between committees of both cities, the plan would materially aid both.

Rodeo, outdoor parade and many carnival features on courthouse grounds all did justice to Ogden's open hospitality. Every male citizen of Ogden was made to grow a beard or be fined. A professional man had to pay \$10 fine and a workman \$5, so beards were in evidence. The mayor wore cowboy costume continually and rode his horse majestically thru streets instead of using his automobile. Mayor Peery stands alone as one of the greatest showmen of his time. In fact, his popularity for re-election is due to what he has done to put over Pioneer Days. Wallace Beery came personally to participate in Ogden's celebration.

Rides, Free Acts Featured At Waverly Homecoming

WAVERLY, Ia., Aug. 7.—Independent rides and concessions were booked for Old Settlers' Reunion and Homecoming here on July 30 and 31, said W. F. Hayes, secretary of local Chamber of Commerce, sponsor. Ferris Wheel, Merry-Go-Round and Miniature Train, under supervision of Jack Gifford, and "Silver" Thomas' Uncle Ezra's farm were on midway with following concessions:

Raymond Burton, photos; S. S. Parkhurst, corn game; G. H. Wellman, scales, ice cream and sandwiches; W. E. Dixon, novelties; Manuel Miller, glass cutters; Nic Berkum, pitch-till-you-win and cigaret shooting gallery; "Shorty" Webster and Mrs. Knudsen, pop corn; W. B. Kerk Patrick, shooting gallery, corks and hoop-la; David Baum, dart game; J. B. Brown, grab joint and peanuts; Bert Stiles, ball game; H. D. Grant, corks; V. L. Palmer, ball game; F. B. Brown, pitch-till-you-win; Frank Barry, hoop-la and high striker; Ed Nischwitz, peanuts; C. C. Creed, pennants; E. E. Erickson, candy floss; John Rowland, drinks; "Frenchy," slum and blankets; Franck Peppers, blankets, and Bogue and Able, African dip.

Perce's Balloon Ascension and Roberts, magician, were free attractions.

Atterbury Circus at Sheldon

SHELDON, Ia., Aug. 7.—In order to accommodate a capacity crowd Atterbury Bros. Circus, booked as feature attraction at American Legion celebration here July 5, put on three shows, said Ken Woods, concession chairman. Midway had four rides, furnished by Feldman Amusement Company, and independent shows and 40 concessions. Prizes were awarded to winners of a baseball game and amateur show. Dancing to music of Cliff Mandy's Orchestra completed program.

FAIRLY-MARTONE SHOWS have been contracted for annual celebration, sponsored by Chamber of Commerce, of Keokuk, Ia.

HELP This Department by Telling Committees About It.

Appreciation

AUSTIN, Tex., Aug. 7.—"Permit me to thank *The Billboard* for the assistance given me in its various issues regarding our American Legion Fourth of July Celebration. Without this assistance I am sure that we would not have had as great a success. Also let me express my appreciation for the reader in the July 31 issue. I am a regular reader of *The Billboard* and have been for the last 15 years."
—George S. Cabbell, secretary.

Pro Attractions at Malvern Homecoming

MALVERN, O., Aug. 7.—Favored with ideal weather, this city's annual two-day homecoming and street fair on July 30-31, under Malvern Volunteer Firemen auspices, was highly successful.

Midway lineup included Roy Gooding's rides, Buck Moughninan's freak animal show, Greenwald's athletic show, Larry Larrimore's cookhouse and a score of local concessions. C. A. Klein assisted the committee in framing the midway.

\$10,000 for Free Acts, Ads

ROARING SPRINGS, Pa., Aug. 7.—Budget of \$10,000 has been set up to take care of free acts and advertising for Golden Jubilee Anniversary Celebration here, said Chairman M. A. Beam. Committees have been at work for a year preparing for event and newspapers and radio are being utilized to publicize celebration.

Indianapolis Event Clicks

INDIANAPOLIS, Aug. 7.—Annual free gate Mardi Gras here July 20-24, under East 10th Street Improvement Association auspices, drew about 250,000 and was most successful event in the association's history, reports Secretary Albert Neuberger. F. E. Gooding Amusement Company furnished midway attractions, while commercial exhibits, auto show and free acts, including the Ruth Balloonists and Aerial Bauers trapeze act, made up balance of program.

Centralia Event Has Talent Array

CENTRALIA, Ill., Aug. 7.—Crowds averaging 20,000 to 30,000 daily attended Egyptian Homecoming Celebration under American Legion auspices here July 5-8 to enjoy the Frank Sutton Shows and see an array of free acts, including Seldon, Stratosphere Man; Bible's Dog and Pony Show, Russian Revue, Neapolitan Serenaders and fireworks, said Chairman Norman C. Baker, who, realizing the value of professional entertainment to success of sponsored events, plans to increase number of free acts at his event next year.

Program also included public wedding, crowning of Egyptian queen ceremony, parades, band concerts, drum and bugle corps competition.

Shorts

FOR FIRST TIME in many years city officials of Millers Falls, Mass., have granted American Legion permit to contract for shows, rides and concessions for its celebration, said Chairman Reynold Uppgard.

L. J. CALLINAN has been signed by Cuyahoga Falls (O.) Board of Trade to manage its 125th Anniversary Exposition, at which a carnival and free acts will form part of program. Event is to be financed thru sale of booth space to merchants.

ANNUAL Fall Festival sponsored by New Holland (O.) American Legion will have rides, shows and concessions on midway, reports Secretary William Skinner.

CITY OFFICIALS have been asked to waive license fee and to close two streets to accommodate carnival for annual Fall Festival at El Paso, Tex.

COMBINATION of fireworks, rides and concessions was instrumental in success of Loveland, O., Firemen's Celebration on July 21-25, officials said. Merry-Go-Round and Chairplane were furnished by M. Michaels. Gooding's Ferris Wheel, Ride-O, bingo and photo gallery concessions, under supervision of George Pence, and 25 concessions booked thru Brown Novelty Company completed midway.

KENOSHA Advancement Association's first public street dancing in Kenosha, Wis., was successful, with some 4,000 attending. Calvie's Playboys, six-piece orchestra, furnished the music. Another dance is being planned.

BYERS & BEACH SHOWS will be midway attraction at State Center (Ia.) Fall Festival, sponsored by Commercial Club, reports Secretary Bert Merrill.

AMERICAN LEGION Celebration at Six Mile Run, Pa., on July 30 and 31 had Tex Rose, slack wire and double traps; Tumbling Atwoods and Bozo and Raggedy Ann as free attractions.

FREMONT'S (Wis.) 10th annual water carnival and 55th anniversary celebration under local Chamber of Commerce auspices attracted 25,000 persons on July 24 and 25. Features included a State rowboat derby, a Venetian night and special stunts.

FREE ACTS, booked thru Amusement Booking Service, rides and fireworks will be presented as a good-will gesture by local merchants at Sixth Annual Harvest Jubilee at Alma, Mich., under Chamber of Commerce auspices, according to Man- (See SHORTS on opposite page)

WATCH FOR Why Not Indoor Exposition Circuits?

in the
FALL SPECIAL NO.
of THE BILLBOARD

Dated August 28
Issued August 24

55,000 Attend L. A. Barbecue

Talent array in six-hour vaudeville show—Roland Shows on midway

LOS ANGELES, Aug. 7.—Long one of the most outstanding events in Southern California, this year's 14th annual Sheriff's Barbecue held August 1 at the Providencia Ranch, under the direction of Sheriff Gene Biscalluz, topped all previous efforts. Charley Ellison, chef, reported that 25,000 pounds of meat, 500 pounds of coffee, 1,000 gallons of barbecue sauce, 4,000 dozen rolls and 1,039 pounds of beans were served to the 55,000 persons in attendance. Entertainment program featured a six-hour vaudeville show, directed by Clem Peoples. Ray Roland Shows furnished the midway attractions.

The Village of First Americans was handled by the Indian Screen Actors' Association with Francis E. Burkhardt as manager. He was assisted by Many Treaties, Black Wolf, Whirlwind, White Quiver and Friend of Tribes. Governor Merriam and film personages, including Nelson Eddy, were introduced by Capt. Robert Fisher, Capt. William Harry Ostroff and Lieut. Charles Fitzgerald.

Vaudeville program presented thru the courtesy of Federal Theaters comprised the following: George Breen, Dane Claudius, the Top Hatters, Hickman Brothers, Daum and Long; Los Angeles County Sheriff's Pistol Team, featuring Capt. Walter Gilman, S. F. Grigger, C. E. Pealer and E. T. Fleming; Mae Murray-Dave King Studio of Dancing, June Shannon, Elmer Markles, Miriam and Margaret, Joan Munnecke, Lillie May, Nesel and group, Billy Brown, Emerson and Henley, Lila Wood, Jewel McGowan, Margaret and Eleanor, Ethel Ossman, Leanne Multer, Millovsky, Jewel and Eddie, Elaine De Vere, Donna Adams, Moreno's Hollywood Trumpeters; Villami, Accorsini and Thoms; Bud Center, Country Village Ranch Boys; Pierri, Townes, Gregory and Paul, Edward Earl, Little Rose Marie, Gene Savatri, Wartenburg, Billie Baker, Harry Snider, original Moran of Moran and Mack, and Van Two Black Crows, Bender and Lambert; Powers-Austin, acrobats; Roper's Accordion Band, Murielle Zabelle's Radio and Screen Starlets; Pal, wonder dog; Billy McClain, Muretta Backus and Future Fanchonettes, Herbert Biggers, Buda Dorsey, Roy Moyer, Three Society Steppers, Calvin Norris, Spanish Fiesta Band and the Ozark Stompers.

Several acres of ground were set aside for the encampment of the Village of First Americans stage show, feats of horsemanship, dances and tribal ceremonies presented by the Indians Screen Actors' Association. Those participating were Chief Standing Bear, Ah-Te-Ha, Chief White Eagle, Nunny Wannoo Ganno, Willow Bird, White Dove, Princess Whynema, Billie Wilkerson, Big Tree and Cynthia Big Tree, White Feather, Big Heart, Glympha, Spotted Horse, Metchetqua, Rose Bud, Helen Tall Chief Okeemah, Yachthish, Onnawah, Onnake, Hack-seackle, Sun Leaf, Weeping Star, Little Nunny, Pale Moon, Minnie Bahe, Dorothy Bahe and Mother Soto.

Midway lineup furnished by the Ray Roland Shows: J. R. Stephon, owner and manager. Rides: Merry-Go-Round, two kiddie rides, Aeroplane Ride, Merry Mix-up, Ferris Wheel and Kiddie Auto Ride. Shows: Dean Foix Wild Animal Arena, Bill and Dean Foix, Mrs. William Foix, with Doc Cunningham and Rajah Tagore on front. Hollywood Flea Circus, Mrs. A. Nugent, Jimmie Coyle front. Athletic Show, Tim Murrin, Keys Davis, Joe Mendoza and Manuel Molante; George Studer, front. House of Magic, Professor Alton, illusions and magic; Princess Matoka, assistant; Ed Pasenda, front. Sing and Dance Town, B. N. Martin, manager; Edne Spires, Ruth Thomas, Ellen Winston, Nita Anthers, Billie Clayburn, Mert Taylor, Joe Keeley, front.

Concessions: Chief and Cynthia Big Tree, with Jim Pohawk, assistant, Indian bead work and novelties. Frozen Fruit, George Hanson, Jo Crosby and Maud Noyes, agents Sparklets No. 1, Joe Day and Mike Cullanan, Post Office, May Reed, Dick Rasmussen, Ray Burns and Ed Pilcher, Penny Pitch, George Sackson, Jack Talbott and Red McConnell, agents. Duck Pond, Tommy Woo and Jim Earles, Scales, Frank Medore, String Stire, L. H. Cecchini, Bill Koehler and

Eva Strong. Photo gallery, Mrs. George Moffat, Vera Call and Marguleta Williams. George Silvers Novelty Store No. 1, Ret Claves, H. and M. Ginsberg; No. 2, Neal and Eastman and Nate Klein; No. 3, Bill Stump and Scotty Thomas; No. 4, Mack Lee; No. 5, Hugh Dorr; No. 6, Newman and B. Schwartz; No. 7, M. Levy. Novelty Puzzles, Mr. and Mrs. W. N. Adama. Pop corn, Jack Linn. High striker, Carl Clyde and Carl Earl. Candy floss, Margaret Linn. Snow cones, Mr. and Mrs. Edward Aritz and Bud Wilkins, agent. Photo strips, Mr. and Mrs. J. E. Sprinkle. One minute photo, Dave Gottschalk, Dodger, Smiling Sam, Bob Davis, Jack Beck and A. Fabricaut, African dip, Earl Ward, Sunny Switzer, Jim Hosler. Candy floss, Phyllis Bartone. Lunch, Harry Grinet and Meta Sayres. Eastside Company, 10 concessions, R. D. Wheeler, Vic Dee, George Baer, M. Blume, E. Lodgrew, John Schultz, Otto Neubarger, John Di Mattio, Johnny Powell, Jack Wahl, Frank Corning, Jack Harvey, J. A. Thorpe, Dick Whalen, Harry Dean, Joe Doyle, Mart Souders and Kirk Overly, agents. Old Mission, 3 concessions, Alice Robbins, Hilda Walling, Helen Yoder, Nadine Middleton, Leona Gartner, Nola Unger, Jewel Cotteral and Evelun Lancaster, agents. Script store, E. Golter, A. E. Rimpau and William Penkert. Ham and bacon, R. W. Carter, V. Reynolds, George Kemp, Tom Royer, agents. Guess-your-weight, Mack Gladstein and Martin Anderson. Pony Ride, John Kemsley. Ice cream, J. Van Auken, E. Emery, Christ Schwartz, Paul Burman, Frank Spillman and Kenneth Glass, agents. Soft drinks, Ray Brothers, 8 concessions, M. Schwartz, M. Keuren, Ed Van Scoy, Jim Triplett, Eddie Neff, R. Ramsdell, Ben Lacey and Mike Ferner. Ham and bacon, J. T. Garvi, Joe Pryor, John McCauley and Ed Ordway. Ball game, Harry and Grace De Garro. String game, M. Lagamarino and P. Costello. Frozen juice, Ben Denke, E. Phillips and Jacqueline Schroeder. Knife rack, high striker, P. Hiffmeyer. Pop Eye ball game, Harold De Garro. Penny pitch, Dave Robinson and Andy Hesson. Candy store, Mrs. Arthur Hyland and Nettie Rousseau.

Other features included an Indian short and relay race, race for a bride and various athletic events under direction of Capt. John N. Henry, with W. Broshard, James Markey, Walter Bennett and I. C. Alley, assisting. A special tent was reserved for the press. Elmer Terrell, publicity director; Vernon Van Allen and George Simmons greeted and made the stay of visitors pleasant.

SHORTS

(Continued from opposite page) ager Charles A. Gross. Program will also include parades, water sports, donkey baseball and aerial exhibitions.

SEVEN-DAY Racine (Wis.) Moose Jubilee, which closed August 1, featured fireworks, under direction of George and Joe Milam; parades and Hennes Bros.' Shows. Sid Vallancourt was general chairman.

R. M. SPANGLER, sponsor and general manager of the Red Lion (Pa.) Gala Week, announced last week that Heller's Acme Shows have been engaged for the event.

GEORGE ELMER BROWN, William Mohar and Harry Vassaw have been named on concessions committee for Hillyard's three-day third annual High Jinks Celebration at Spokane, Wash.

FREE ACTS, band concerts and old fiddlers' contest will be highlights of 16th Annual Old Home Day at Greenwood Furnace, Pa., announced M. A. Beam, chairman.

CUVIER PRESS CLUB, Cincinnati, will stage a two-day Indian Summer Festival at Crosley Field. Fiddler and hillbilly band contest will be held, with cash prizes awarded contestants.

CORRAL

(Continued from page 39) Bennett were judges with Rick Ferrini as chute judge. As the last day's results were not available at this writing, results were for the first three days only follow. Thursday (Arena events): Bull Riding—Shorty Cisco, Shorty Hill, Pat Woods, Eddie Woods. Single Roping—Clay Carr, Joe Edwards, Al Skelton, John Rhodes. Bronk Riding—Paul Carney, Harry Knight, F. Truman, Pat Woods. Team Roping—Asbury Schell and Carl Shepard, Gerald Garner and Frank Grimes, Frank Gall and Jess Strohn, Bill McFarlane and Cleve Kelly. Steer Decorating—John Mendes, Harry Knight, Frank Schneider, Johnny Schneider. Five-

WANTED 10 Big Days & Nights

Legitimate Concessions of all kinds—large Eating Stands—no ex on Novelties.

1937 National V. F. W. Convention

BUFFALO, N. Y., AUG. 26 TO SEPT. 4, 1937

100,000 visitors—All Hotels and armories booked to capacity. Rubin & Cherry Exposition booked—FREE Attractions—Lucky "Teter's" Hell Drivers—Captain Frake's Thrill Show with Deliberate Airplane Crash—Balance of Attractions announced in our next ad—Positively the biggest event in the East this year—Want Lot Man—Jack Short, write

Address JIMMY SULLIVAN — WILLIAM FRANK — J. R. CARLIN — 1805 Hotel Statler, Buffalo, New York.

"GOLDEN JUBILEE AND FESTIVAL"

GIGANTIC LABOR DAY WEEK CELEBRATION and EXPOSITION

SEPTEMBER 6 to 11, Inclusive
NEW CASTLE, PENNSYLVANIA

Sponsored by New Castle Trades and Labor Assembly and more than 100 co-operating Organizations. Members and friends of Organized Labor in Western Pennsylvania and Eastern Ohio are Celebrating Half a Century of Eventful Labor History and Progress. The Biggest Event of Its Kind Ever Attempted. More Than Half a Million Members of Organized Labor in This Immediate Section. Attendance Will Be Phenomenal. Professional Management.

WANTED—Finest Attractions Obtainable. We are seeking the unusual in way of Shows. No Games or Stock Wheels. WANT up-to-date Rides: Double Ferris Wheel, Three-Abreast Merry-Go-Round, Double Loop-o-Plane, Tilt-a-Whirl, Octopus, Airplane Swing, Ride-o-Ride, Auto Speedway, Kiddie Rides, etc. Will spot on percentage. A real opportunity for season's bank-roll. Write at once. Full particulars.

HERBERT PEAIRS, Director, P. O. Box 621, New Castle, Pa.

FIREMEN'S ANNUAL JUBILEE

SPRINGBORO, PA., AUG. 17-21

5 DAYS—OX-ROAST—PARADE—CONTESTS.

WANTED—Merry-Go-Round, Loop-Plane, Kiddie Ride, WILL BOOK money-getting Girl Show, with or without outfit. WANTED—Good 10-in-1, also Grind Shows. CAN USE any legitimate Concession that don't conflict. Must throw out stock. No racket. Playing Jamestown, Pa., this week. If you want to work on clean unit and stay out late, communicate

ED WEYLS, Jamestown, Pa.

LABOR DAY PICNIC

MOLINE, ILL., SEPTEMBER 6th

Want good Hippodrome Acts; must be clean and high-class. No Concessions, everything free. Address at once, MR. C. E. GAULEY, Farmall Works, International Harvester Co., Rock Island, Ill.

CARNIVAL WANTED LABOR DAY CELEBRATION

September 4, 5, 6, TULSA, OKLA.

DICK WHEELER, Mgr., Crystal City Park, Tulsa, Okla.

WANTED

Shows and Concessions for STRASBURG ANNUAL HOME-COMING 4-DAYS—4, SEPTEMBER 8 TO 11. Rides booked. No Racket. O. A. POWELL, Secretary, Strasburg, Ill.

WANTED

TWO OR THREE RIDES, HOT SPOT FOR SEPTEMBER 4, 5 AND 6. Only Annual Event in This Area. State Terms. HURRY. COMMANDER AMERICAN LEGION POST, Farmington, Mich.

Frank Schneider, Canada Kid, Dick Griffith, Howard Brown. Team Roping—G. F. Williamson and Kl Silacci, Oscar Warren and Willie Clay, Bill Clark and John Ojeda; Hugh Strickland and John Bowman and Cleo Johnson and Al Landon split fourth. Steer Decorating—Eddie Woods, Frank Schneider, John Mendes and Bob Fish. Five-County Bronk Riding—Bud Morrison, Blondy Brunzell, Jim McGee. Steer Wrestling—Mike Hastings, Norman Cowan, Frank Smith, Jim Massey. Calf Roping—John Bowman, Richard Merchant, Hugh Bennett, Al Skelton. Wild Cow Milking—Charlie Maggini, Cleve Kelly, John Rhodes, Agnew Shea. Judges: Perry Ivory and Hugh Bennett. Chute Judge: Rick Ferrini.

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PIANOVOCALS FROM MELODY—"Stock," "Special," "Vaudeville" Orchestrations. Band Arranging. Music composed. Approvals to responsible clients. **LEE**, 109 Judson, Syracuse, N. Y.

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ACTORS WANTED—TO USE MULATONE Hair Tonic, amazing new preparation containing "mullein," \$1.00. Free hair brush and comb included. **INTERNATIONAL MEDICAL PRODUCTS**, 50 Court St., Brooklyn, N. Y. x

EXPERIENCED SUBSCRIPTION MEN WANTED in all states. Attractive club national farm magazines; very liberal proposition for square-shooters. **PUBLISHER**, 715 Shukert Bldg., Kansas City, Mo. au28x

FREE LITERATURE DESCRIBES HUNDREDS plans for making money locally or by mail. **GILBERT SUPPLY**, 1107-B Broadway, New York. au28x

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.

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

MEDICINE MEN ATTENTION—NURAGEN Tonic, Nationally advertised, quality patent medicine, now available, \$25.00 gross; \$2.40 dozen. Beautiful three-color carton. Order quick. **THE DICKSON CORP.**, Nashville, Tenn. au28x

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand, New York. au28x

NU-PLATE! JUST RUB IT ON—IT PLATES! Instant demonstrator. Excellent profits. Sample, 25c. Details free. **CEE-TEE PRODUCTS**, B-608 Evergreen Ave., Brooklyn, N. Y.

PERFUME BUDS—COST 1c EACH; SELL 5c. Particulars free. Samples 10c. Agents, Streetmen, Demonstrators. **MISSION**, 2328 W. Pico, Los Angeles, Calif. au28x

PROFIT 2,000%—AGREEABLE EASY WORK applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for complete details and free samples. **AMERICAN MONOGRAM COMPANY**, Dept. 20, Dunellen, N. J. x

SELL FAN BLADES, LEE, TEXIDE, SILVERTEX, Latex, Bandages, Sundries, Novelties, etc. **KEARNY, WHOLESALE DRUG**, 456 Kearny St., San Francisco, Calif. au28x

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ACQUIRABLE—GIANT OURANG-UTANS, Male, Female; Monkeys, Ape Family, Apes, Baboons, Birtourong, Cassowary, Pythons, Boas, Snookum, Sun Bear Cub, Parrots, Jumping Beans, Animals, Reptiles. **LINDEMAN**, 63 West Eleventh, New York City.

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

ANIMALS, BIRDS, MIXED FIXED DENS Snakes, Boas, Dragons, Iguanas, Ringtail, Java and Rhesus Monkeys. Also Parrots. **SNAKE KING**, Brownsville, Tex. se25

BABOON GOLDEN, \$50.00 EACH; RING-TAIL Monkey. Tame, \$20.00; Giant Rhesus, \$20.00; Wooley, \$50.00; Canaries, \$6.00 doz. **AMERICAN CIRCUS**, 15838 Burgess, Detroit, Mich.

BIG DENS ASSORTED SNAKES, \$10.00 UP. Dragons and Iguanas cheap; also Animals. Cash with order. **TEXAS SNAKE FARM**, Brownsville, Tex. se25x

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—FIVE-LEGGED CALF, 3 MONTHS old, in good health. **CLAUDE QUAY**, Feura Bush, N. Y.

EXTRA LARGE ASSORTMENT SNAKES—CON- taining 7-foot Bull Snakes, Rattlers, Etc. \$15.00. Shipment same day received. **ELLISSON MITCHELL**, Naturalist, St. Stephen, S. C.

PLENTY HEALTHY SNAKES, ALL KINDS: Alligators, Armadillos, Gilas, Iguanas, Chameleons, Dragons, Prairie Dogs, Ringtail Cats, Wild Cats, Lion Cubs, Peccaries, Coaimundis, Rats, Mice, Owls, Macaws, Parakeets, Parrots. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. au28

WHITE RACCOONS, \$35.00 PAIR; OCELOTS, Large, \$30.00 each; Toucans, \$25.00; 400 Black Male Wrestling Bear, well trained and tame, \$150.00; Yearling Bears, \$50.00; Rhesus Monkeys, \$12.50. **O'KAY PET SHOP**, 1423 Michigan, Detroit, Mich. x

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ABRAHAM LINCOLN KEPT A TAVERN. Copy of license and bond issued 1833. Post-paid 50c. **KELLER**, 80 Market St., Newark, N. J.

COMPLETE HANDWRITING COURSE, \$25.00. My system gets money. Sample chart 10c. **ARTHUR ROSENTHAL**, 459 Henry St., Detroit, Mich.

LEARN VENTRILOQUISM BY MAIL—SMALL cost, 3c-stamp brings particulars. **GEO. W. SMITH**, 125 North Jefferson, Room S-676, Peoria, Ill. x

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.

SOUTH AMERICAN EMPLOYMENT, ROMAN- tic Scenery, free information. **PANAMA SERVICE BUREAU**, 3523 Anderson, Room 17, Dept. 14, Detroit, Mich. x

BUSINESS OPPORTUNITIES

BE INDEPENDENT! START PROFITABLE mail order business from home or office. Dollars daily. **STANDARD**, 600 Merchants Bank Bldg., Omaha, Neb. x

CORN POPPERS AND GASOLINE BURNERS. Stoves, Tanks, Supplies, etc. Wholesale and retail. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia. se18x

FREE PARTICULARS ON HUNDREDS OF Money-Making Business Opportunities from your home or office. **A. LARNER**, G. P. O. Box 238, Brooklyn, N. Y.

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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. tfnx

COIN-OPERATED MACHINES SECOND-HAND

Notice
Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A BARGAIN—S 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

A GREAT SAVING FOR YOU ON PHONO- graph Needles. Write for free sample and price list. **SUN SALES CO.**, 949 Lincoln Park Drive, Cincinnati, O.

AAA1 BARGAINS—PAYOUTS, PREAKNESS, \$73.50; Air Races, \$77.50; Turf Champs, \$55.00; Top 'Em, Center Smash, \$42.50; Belmont, \$33.50; Grub Stake, \$31.50; Bally Bonus, Challengers, \$18.50; Hialeahs, Daily Races, Bally Derby, Galloping Plugs, \$16.50; Jumbos, \$13.50. Non Payouts, like new. Skooky, \$31.50; Crosslines, \$33.50; Home Run, \$27.50; Scoreboards, Boosters, \$22.50; Bumpers, \$16.50; Fireballs, \$13.50; Madcaps, Short Sox, Rugby, etc., \$8.50; World Series, \$165.00. 25% deposit. The best used games house in America. Established 1927. **MARKEPP**, Cleveland, O.

AIR RACES, CAROMS, PREAKNESS, \$60.00; Paces Races, \$125.00 up; Chuck-A-Lette, \$125.00. Guaranteed good condition. 25% deposit. **TRENT BROS.**, Reidsville, N. C.

BALLY SKIPPER—AUTOMATIC, A-1 CONDI- tion, \$45.00; Small Ridgeway Penny Scales, like new, \$20.00. **SILENT SELLING CO.**, 548 Massachusetts Ave., Indianapolis, Ind.

BARGAIN CLOSE OUTS—PACE RACES, CHECK Separator, Serial 2538, A-1 condition, \$100.00; Seeburg Selectophone, ten records, \$110.00; Bally Golden Wheel, \$85.00; 2 Bally Snappys, \$22.50; Buckley Bones, 5c, almost new, \$35.00. Every machine guaranteed. 1/3 deposit. **J. J. HARVEY AMUSEMENT CO.**, Raleigh, N. C. x

BARGAINS—EVANS GALLOPING DOMINOES, 5 late models; also 3 Rays Tracks, all good condition and proven money-makers, \$150.00 each. One-third deposit. **DIXIE MUSIC CO. INC.**, 634 N. Miami Ave., Miami, Fla. x

BOOSTERS, SELECT-EMS, SALLY, \$4.00; Jumping Jacks, Draw Poker, Puritan, Beer Barrel, Gypsy, Official Sweepstakes, Cub, Lark, \$3.00 cash. **C. C. PITLIK**, 1201 3d St., S. E., Cedar Rapids, Ia.

CASH FOR BARGAINS IN SLOTS OR LATE Type Games. Full information and best price in first letter please. **THOS. GION**, San Jose, Calif.

ERIE DIGGERS, IRON CLAWS, CHEAP; K. O. Fighters; 700 Peanut, Gum Venders; Cent-A-Smokes, \$4.50. **NATIONAL**, 4242 Market, Philadelphia, Pa.

"EXTRA SPECIAL"—PACE'S RACES, SERIAL 3100, \$125.00; Turf Champs, like new, TKT. Cash, \$40.00; Skippers, \$20.00; Pace Blue Fronts, like new, \$35.00; Mills Blue Fronts, SJP and DJP, late serials, \$45.00; Watling Roll-A-Top, 5c, \$40.00. Above machines guaranteed like new or money refunded. One-third deposit, balance C. O. D. Act quick. **WIMBERLEY AMUSEMENT COMPANY**, Blytheville, Ark.

FIFTY MILLS QUARTER AND DIME GOOSE Neck Slots, \$15.00 each, 1/3 deposit with order, balance collect. **BUSINESS STIMULATORS**, 935 N. Illinois St., Indianapolis, Ind.

FOR SALE—FIVE TREASURE ISLAND DIGGER Machines, 5c play, used short time, good condition, like new, \$60.00 each. Also will take as trade in good used Double Jack Pot Slot Machines. Write or wire. **ROBERT EHRHARDT**, 608 N. Market St., Shreveport, La. au21

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FORCED TO SELL, EXCELLENT CONDITION: 2 Jumbos, \$9.85 each; 1 Bally Derby, \$12.25; 1 Natural, \$16.00. 1/3 deposit with order. **WINONA DISTRIBUTING SERVICE**, 702 W. Fifth St., Winona, Minn.

MECHANICALLY RIGHT AND PRICED TO Move—2 Mills Dice with cabinet, 25c play, \$100.00 each; 1 Galloping Dominoes, \$100.00; 1 Daily Double Western, \$100.00; 1 Mills Globe Trotter, 5c play, \$25.00; 1 Reliance Dice, 25c play, \$17.50; 10 Tycoons, \$15.00 each; 10 Flying High, \$17.50 each; 2 Bally Peerless, \$12.50 each; 1 Bally Multiple, \$25.00; 2 Caille Aristocrats, 5c play, \$50.00 each; 1 Caille Aristocrat, 25c play, \$50.00; 1 Caille Dewey, 5c play, at \$10.00; 1 Caille Dewey with Jack Pot, 5c slot, at \$10.00; 1 Columbia Croetchen Interchangeable, 1c, 5c, 10c, 25c, at \$25.00; 1 Jitters, \$5.00; 1 Fairplay, \$5.00; Scales, \$10.00; various assortment of Marble Boards, \$3.00 each; Fast Track, \$100.00; 1 Merchantman Digger, \$60.00; 1 Electrohoist Digger, \$50.00; Paces Races, \$100.00. **SOUTHERN VENDING CO.**, 717-19-21 W. Forsyth, Jacksonville, Fla.

MUST SELL—TYCOON, MULTIPLAY, SARA- Inga, Daily Races, Natural, Chase, Lights Out, Palooka Jr., \$19.75 each. Machines guaranteed. **PIKES PEAK GAMES**, Colorado Springs, Colo. x

PENNY ARCADES, SPORTLANDS FOR SALE with or without location. **MUNVES**, 145 Park Row, New York. x

PIN GAMES, \$2.00; PAYOUTS, \$3.00; Counter Games, \$2.00; 1,000 Used Games sacrificed. Send for price list. **RUCINIS**, Mt. Carmel, Pa.

MECHANICALLY RIGHT AND PRICED TO Move—Seeburg Seniors, cut down to modern size and reconditioned, all with large plate glass fronts; Seeburg Junior Phonographs, reconditioned, \$25.00; Mills Dance Masters, \$90.00 each; Seeburg Selectophone, \$70.00 each; Wurlitzer 412 and 312, \$150.00 each. One-third cash with order, balance C. O. D. **SOUTHERN VENDING CO.**, 717-19-21 W. Forsyth, Jacksonville, Fla. x

"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

LAST CALL

Classified Advertising Forms

for the big annual

FALL SPECIAL

issue

Close in Cincinnati WEDNESDAY,

AUGUST 18

"rush your copy and remittance—Today"

RATE—10c a word, cash with copy; minimum \$2.00.

The Billboard

25 OPERA PLACE

CINCINNATI, O.

READY TO OPERATE—50 NOVELTY GAMES, \$150.00; 10 Exhibit Ticket Games, \$100.00; Daval Baseball, \$25.00; Scoreboard, \$30.00; Bumpers, \$17.00; Skippers, \$35.00; Dials, \$25.00; Payouts Punchalite, \$10.00; Auto-Punch, \$15.00; Giants, \$15.00; Snooker, \$15.00; Tycoon, \$10.00; Fortune, \$5.00; Stop and Go, \$20.00; Daily Races Mystery, \$30.00; Sweet 21, \$50.00; Big Richard Jackpot, \$25.00; Carom Ticket, \$75.00; Klondike, \$10.00; Jumbo, \$10.00; Jumbo Ticket, \$15.00; Electric Eye, \$25.00; Diggers, 1 Mutoscope, \$20.00; Exhibit Flaps, \$40.00; Roll Fronts, \$50.00; Rotaries, \$80.00; Digger Stock at half price; Turf Champs, \$45.00. **E. & R. SALES CO.,** 1010 Hall St., S. E., Grand Rapids, Mich.

SECRIFICE — PREAKNESS, \$60.00; TURF Champs, \$47.50; Caroms, \$70.00; Fairgrounds, \$105.00; Bumpers, \$17.50; Jumbos, \$10.00; All Stars, \$10.00; Bonus, \$10.00; Palooka Sr., \$25.00; Watling Brownie, Nickel Jackpot Color Wheel, \$22.50; Watling Twin Jackpot Vender, \$12.50. Third deposit. **EDWARDS,** 2003 Pender, Wilmington, N. C.

SNACKS—5c, WITH STAND, \$20.00; MILLS Dance Master, \$100.00; Penny Machine with 5 Jackpots, \$7.50; Little Duke Penny, \$15.00; Mills Nickel Machine with jackpot, \$17.50; Stewart-McGuire 4-Col. Cigarette Machine, \$20.00; Poker Machine, \$2.50; Mills Scale, \$25.00; Watling Scale, \$35.00; or will trade for Slots or One-Ball Cash Payout. Will buy anything. **O'BRIEN,** 89 Thames, Newport, R. I.

STAMPEDE, PROSPECTOR, CARIOCA, BONANZA, Pearl Harbor, Top-Row, Traffic B, Ace, Rodeo, \$9.00 each; Hollywood with Electropak, Stop and Go with late unit, Velvet, \$14.75 up; Bally Skippers, \$36.00; Palooka Sr., six slot, \$24.50; Reliance, 5c play, \$31.00. **THE ATLAS,** Wells, Minn.

TEN BALLY CAROMS, PERFECT CONDITION, \$54.50 each. One-third deposit. **MILAM MUSIC CO.,** Cameron, Tex.

TEN LATE 1936 ROCKOLA REGULAR PHONO- graphs, just reconditioned. Wonderful shape, \$140 each. **ABBEY MARKS,** 7205 66th St., Glendale, L. I., N. Y.

TEN 1936 SEEBURG MODEL A SYMPHONOLAS, in perfect condition, \$125.00. F. O. B. Boston. 1/3 deposit, balance C. O. D. **WINROX VENDING COMPANY,** Winthrop, Mass.

WANTED FOR CASH — USED WURLITZER Music Machines, Models No. 412 and No. 616. Used late model Rowe, National and DuCrenier 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 Keeney 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—USED ERIE DIGGERS, EXHIBIT Model E-F-C; Iron Claws, Cranes; 4 and 6-Column Cigarette Machines; Candy, Peanut, Gum Venders. **BOX C-302, Billboard,** Cincinnati, Ohio.

WANTED—USED BUCKLEY DIGGERS, STATE condition, model, serial number and price. Address **BOX C-303, Billboard,** Cincinnati, O. se11x

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. **GOODBODY,** 1824 East Main St., Rochester, N. Y. au14

WE BUY FOR CASH ANY QUANTITY USED Payouts and Latest Novelty Games. Write quoting lowest prices. **BERGENFIELD DISTRIBUTING COMPANY,** 96 East Johnson Ave., Bergenfield, N. J.

WILL BUY OR TRADE 500 USED BUMPER Type Novelty Pin Tables. Write us what you have. **GEORGE PONSER COMPANY,** 31 W. 60 St., New York City.

WILL TRADE 5 LATE MODEL ROCK-OLA'S World Series, perfect condition, for late Console Type Slots. Write or wire. **WURLITZER MUSIC CO.,** Omaha, Neb.

"5/8" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.** no20x

2 SELECTUMS AND REEL 21, \$5.00 EACH, 1 Derby, \$20.00; Bonus, \$12.00; 2 Peeries, \$12.00; 2 Hialeahs, \$15.00; 1 Golden Harvest, \$10.00; 1 Bumper, \$20.00; all Bally Games. 1 Tycoon, \$15.00; 1 Palooka Sr., \$25.00; 1 Ten Grand, \$15.00; 2 Cold Rush, \$7.50; 2 Equities, \$5.00; 1 Ace, \$7.50; 2 5c Q.T.S., \$15.00; 1 Penny Watling, \$20.00; 2 Penny Pace, \$15.00; 1 Jennings Escalator, 5c, \$25.00. Or will sell lot for \$225.00. One-half deposit. **E. G. HUNTER,** 309 Locust, Pittsburg, Kan. x

1936 PHONOGRAPHS — ROCK-OLAS, REG- ulars and Rhythm Kings, Seeburgs, Symphonolas and Selectophones; and very attractive price. 1936 Capeharts in quantity. Write for prices. **GORDON KELLEY,** 1105 Watervleit St., Dayton, O. x

COSTUMES, UNIFORMS, WARDROBE

CELLOPHANE HULAS, \$6.00. BARGAINS Band Coats, Caps, Trunks, White Mess Jackets, Ballyhoo Capes. Sateen Curtain. **WALLACE,** 2416 North Halsted, Chicago.

Show Family Album



AT THE LEFT is a picture of E. Frost, R. C. Campbell and Charles Bernard taken during a conference on circus advertising at the springs in French Lick, Ind., on January 12, 1908. Frost, as attorney, and Campbell at that time represented the Outdoor Advertising Association with headquarters in Chicago. Campbell is now believed to be dead. Bernard retired from the road some years ago and has become widely known as a circus historian. He resides in Savannah, Ga.

Photograph at the right shows Billie Mack, C. Kemp Hart and Dolly Mullins and was taken on June 26, 1916, in Skowhegan, Me., during the last public appearance of the late Col. William F. Cody (Buffalo Bill) with the 101 Ranch and Buffalo Bill Wild West Combined Show. Misses Mack and Mullins were cowgirls with the show at that time and are now believed to be living in New York State and California, respectively, while Hart, who at that time was Skowhegan representative of The Billboard, is now a hotel clerk in that city.

The Billboard invites its readers to submit old-time photos for reproduction herein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

FORMULAS

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices, leads. **GIBSON LABORATORY, Chemists, BH-1142** Sunnyside, Chicago.

EXZEMA—ALL SKIN DISEASES. LATEST Research. Perfectly harmless for children, adults. Scientific treatment. Sooths, heals. Apply externally at home. Easily prepared. Confidential formula, \$1.00. **A. DIGREZIO RESEARCH BUREAU,** 100 Chelsea St., Charlestown, Mass. x

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FAST SELLERS ANALYZED, \$5.00. ORDER your Formulas from experienced chemists. They can help you out in emergencies. **ASSOCIATED CHEMISTS, Indianapolis, Ind.**

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. **H-BELFORD,** 4042 N. Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

CANDY FLOSS MACHINE—USED ONE WEEK. New Extra Spinner Model, \$85.00. **GEORGE KINNEAR,** Beach 101st St. and 6 Court Ida, Rockaway Beach, N. Y.

CORN POPPERS, GASOLINE, ALL ELECTRICS. Ceared 12-Quart Kettles; Rotary Poppers, Caramel Corn Equipment. **NORTHSIDE CO.,** 1528 W. 19th, Des Moines, Ia. au14x

ECHOLS SNOW SHAVER OUTFIT, FINE Anchor Top, 18' Spread Trailer, Flavors, Cups, \$75.00 cash. **EAGON,** 278 N. Sandusky, Delaware, O.

FOR SALE—THIRTY-PASSENGER GREYHOUND Bus, in first-class condition. \$750.00 cash takes it. **JACK ANGELL,** Three Mile Inn, Monroe, La. au14

FOR SALE—DELCO LIGHT PLANT, EXCEL- lent working order. Will carry nine to twelve hundred watts. Six new Auto Batteries, plenty Wire and Bulbs. All seventy-five dollars. **THOS. L. FINN,** Hoosick Falls, N. Y.

GOING BLIND; QUIT BUSINESS — VIEW Cameras and all Equipment for sale. Write for list if interested. **J. DALRYMPLE, R. F. D. No. 2, Waverly, O.**

HIGH STRIKER, \$25.00; 14x20 TENT, \$20.00; Minstrel Coats, \$3.00 each; Side Wall, 25c per foot. **AMERICAN CIRCUS,** 15838 Burgess St., Detroit, Mich.

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24x50 KHAKI TOP AND WALL, \$75.00; 1928 Chev Covered Truck, good motor, rubber, \$75.00. **ELLIS SHOW,** Barton City, Mich., Aug 11-18.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 ATTRACTIONS—PUBLIC ENEMY CRIME Figures, Giant Octopus, Human Embryos, Marionette Show, Unafon, Ant Circus Alive. **UNIVERSAL,** 3238 S. State, Chicago. x

CIRCUS CANVAS TOP; ALSO SEATS FOR 1,000 for sale. Write **MRS. FRED STANLEY,** 224 S. High St., Marion, O.

FOR SALE — PARKER MERRY-GO-ROUND. Completely rebuilt, with new top. Write **MAYNARD WISDOM,** Haxtun, Colo.

FOR SALE—TENT, 10x12; BINGO; HOOPALA; Airplane Games, Hand-Power Candy Floss Machine; Restaurant Fixtures. **KANDYKID,** 518 S. 8th St., Beatrice, Neb.

FOR SALE — MERRY-GO-ROUND, RUNNING at Oxford, Md. Bargain for cash, good condition. Other business. **HURLOCK BROS. AMUSEMENT CO.**

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HERSCHELL 3-ABREAST MERRY, SEA-PLANE, Skooter, 6 Skee Ball Alleys Sr., Shooting Gallery. **BOX 34, Cedarburg, Wis.** x

TWO-ABREAST KIDDIE MERRY-GO-ROUND. 20 feet in diameter, 16 passenger, new top this year. A.C. or D.C. current. 100% portable. In perfect shape. First \$400.00 takes it. Wire deposit. **HABER,** 5310 Lorain Ave., Cleveland, O.

WAX SHOW, LIKE NEW—DILLINGER, FLOYD, Bonnie Parker, Barrows, Van-Meter, Reader Boards. Fine Show, \$200.00. Worth double. **SHAW,** 3316 Sidney, St. Louis, Mo.

\$275.00 STRIP PHOTO OUTFIT—COMPLETE, perfect condition, \$100.00 for quick sale. Double outfit, \$125.00. **HASSAN,** Box 971, Parkersburg, W. Va. au28

HELP WANTED

CAN ALWAYS USE MUSEUM HELP—FREAKS, Working Acts, Oriental Dancers. Open year around. **SHOWETERIA,** 452 S. State St., Chicago, Ill. au14

FIRST CORNET—RELIABLE NAME. SALARY, single appearance, singing tone. Advise permanent address, details immediately. **BOX C-300, Billboard,** Cincinnati, O.

GIRL VOCALIST—RECOGNIZED NAME BAND. Immediately, Middle-West and East. Send photo advising complete details and experience. **BOX C-299, Billboard,** Cincinnati, O.

GIRL DIVERS—SPRING BOARD AND THIRTY- foot Tower. Three weeks exposition. State all first letter. **LASALLE ATTRACTIONS,** 57 Queen, West, Toronto, Can.

MUSICIANS WANTED FOR SECOND COAST Artillery Band, U. S. Army. Experienced Trombone, Clarinet, Trumpet, Alto-Saxophone, Horn and Drums. Must be single. State age. **BANDMASTER QUINTO,** Fort Monroe, Va. x

LINE GIRLS DOING SPECIALTIES, TAP AND Ballet. Steady work, good salary. Wardrobe furnished. **BETTY BRYDEN,** 832 Fox Theater Bldg., Detroit, Mich. au28x

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ORCHESTRA WANTED — OPENING SEPT. 2. Must be fast, versatile, eight or nine pieces, capable doubling stage presentation. Neatness, showmanship, personality. Own transportation essential. No drinkers or married men. Moderate compensation but long connection. In answering furnish complete details with late photo. **BOX C-306, Billboard,** Cincinnati, O.

WANT MAN AND WIFE TO HANDLE GIRL Show; also Dancing Girls. Useful Side Show People. Board and sleeping accommodations furnished. Address **YOUNG AND FISHER,** Jackson, Mich.

WANTED—CAPABLE PIANO PLAYER (NON- union) for Theater to lead Orchestra playing Tabs, Acts and Revues three days a week. Must act as Assistant Manager or other light duties at other times. Permanent position. Salary \$40.00 per week. State experience and reference in first. Write **NATIONAL THEATRE CORPORATION,** Roanoke, Va. x

WANTED — MEDICINE PERFORMERS, ALL lines write. Experienced only. No night club lovers, knockers, disorganizers, booze-hounds, commo-law teams wanted. Address **F. C. KEITH,** Carmi, Ill.

WANTED QUICK—PITCH MAN, SIDE SHOW People, Hula Girl, Clown, Banner Man and Ticket Seller. **MILLER BROS.' SHOW,** General Delivery, Minden, Neb.

WANTED — VIOLIN AND PIANO PLAYER who can also sing. Steady club work. State particulars in replying. **BOX C-297, The** Billboard, Cincinnati.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1037-'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. se11

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN,** 220 W. 42nd St., New York City. au21x

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PINXY THE PUPPET MAKER — PUNCH AND Judy, Ventriloquist Figures and Marionettes. **PINXY,** 1313 North Wells St., Chicago, Ill. Lists free.

VENTRILOQUIST FIGURES — 24-PAGE IL- lustrated Catalog 10c. **FRANK MARSHALL,** 5518 S. Loomis, Chicago, Ill. se11x

MISCELLANEOUS

BARBECUES — INTERIOR AND EXTERIOR models, gas and coke fired. Write for catalogue. **PEERLESS STOVE & MFG. CO., INC.,** Columbus, O. au21

FREE NEW CATALOG OF MONEY-MAKERS for 4-For-Dime Operators: Photo-Strip Junior, complete with lens, \$140; Rolls, 1 1/2x 2 1/2, \$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 RE-sorts, \$75; \$3 down, \$3 monthly. Free list and literature. HUBBARD, 240 Grossman Bldg., Kansas City, Kan. jan1x

ROLLS DEVELOPED—TWO BEAUTIFUL DOU-ble-weight professional enlargements and 8 guaranteed never-fade perfect tone prints, 25c each. RAY'S PHOTO SERVICE, La Crosse, Wis. x

ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Re-prints, 2c each; 100 or more 1c. SUMMERS' STUDIO, Unionville, Mo. se4x

M. P. ACCESSORIES & FILMS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photostrip Outfit, 1 1/2 x 2, or 2 1/2 x 3 1/2, complete, \$140.00. WABASH PHOTO SUPPLY, Terre Haute, Ind. au14

BIG ANNUAL CLEARANCE EVENT IS NOW ON. Save 20 to 50%. Projectors, Sound Equip-ment, Public Address, Screens, Accessories, Supplies; everything for the theatre. Send for Big Bargain Book. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York. au21x

THE FALL SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED AUGUST 28. CLASSIFIED FORMS CLOSE IN CIN-CINNATI, AUGUST 18. INCREASED CIR-CULATION. MARK YOUR COPY "CLASSI-FIED" AND SEND IT IN EARLY.

EXHIBITORS' COMPLETE NEW 500-WATT Stereopticons, having Color Wheel; Spot-light attachment, \$25.00. Catalog free. GRONBERG STEREOPTICON WORKS, Sycamore, Ill.

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. au21

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.

TALKIE PROGRAMS RENTED—WEEK, \$15.00; two days, \$7.50. Late Stars. Sales lists. Silents, cheap. Silent Machines, \$35.00. SIMPSON, 1275 South Broadway, Dayton, O.

YOUR LARGEST OPERATING EXPENSE IS your film rent. Save 1/3 to 1/2. Fair prices for two days to a week's run. Complete program. MERTZ, Virginia, Ill. au21

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

DRUMS—COMPLETE PROFESSIONAL SET FOR Dance Orchestra. Practically new. Will sacrifice for cash. KENT WILKINS, Drawer "S", Greensboro, N. C.

FOR SALE—TWO CONN ALTO SAXOPHONES. One nickel, one silver gold bell. Good cases and pads, forty dollars each. F. E. STIFFLER, 701 Sycamore St., Niles, Mich.

PERSONALS

DIVORCES, SO QUICK, SO EASY. SEND \$1.00 for copy of Arkansas Divorce Law. W. P. DODDS, Attorney, Beebe, Ark. au28

SALESMEN WANTED

BIG COMMISSION SELLING STORES CELLU-loid Pricing Tickets, Metal Shelf Moulding, Menu Covers, Signs, Chrome Changeable Let-ters. M. PRICING PRESS, 124 White St., New York. x

SELL NOTHING; \$95.00 WEEKLY—\$500.00 salesboard firm announces new, no invest-ment plan. Season starting. Hurry! K. & S. COMPANY, Dept. C-35, 4329 Ravenswood, Chicago. x

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

THE FALL SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED AUGUST 28. CLASSIFIED FORMS CLOSE IN CIN-CINNATI, AUGUST 18. INCREASED CIR-CULATION. MARK YOUR COPY "CLASSI-FIED" AND SEND IT IN EARLY.

BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. au21

DYE DROPS, LIKE NEW, OVER 300 DESIGNS, from \$10 to \$25, according to size. SCHELL SCENIC STUDIO, Columbus, O.

TENTS—SECOND-HAND

A-1 TENT, 60x120, KHAKI, 8-FOOT SIDE Walls. BOX 34, Cedarburg, Wis.

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HEADQUARTERS FOR TENTS (ALL SIZES). Sidewall, \$15.75 per 100 running feet. Bargain Bally Cloth, Tarpaulins. UNIVERSAL, 3238 S. State, Chicago, Ill.

80x110 TENT, BALE RING STYLE IN 3 pieces, made of 12-oz. Army Khaki; rain tight, trimmed in red, roped every third seam; in good condition. Wall 10 feet high, 8-oz. white, wind band through center; in fair condition; poles and rigging extra, \$645.00. 30x70 Tent, 12-oz. Army Khaki, top in 2 sec-tions with lacings; wall eight feet high; Tent in good condition; wall new 8-oz. white, \$395.00. Poles extra. R. LAACKE CO., 1635 Third St., Milwaukee, Wis. x

THEATRICAL PRINTING

LOW PRICED CIRCULARS—SAMPLES FREE. NORTWED, P. O. Box 181, Denver, Colo. x

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Pa.

200 (14x22) 6-PLY, 1-COLOR WINDOW Cards, \$6.00; Bumper Signs, 50, 5 1/2 x 28, \$2.75. "DOC" ANGEL, Ex-Trouper, Leavitts-burg, O.

500 6 3/4 ENVELOPES, \$1.00; 5,000, \$7.50. POLING PRESS, Elkins, W. Va. x

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1,000 4x9 CIRCULARS, \$1.10 POSTPAID. Window Cards, Posters, Letterheads, En-velopes. 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. Post-paid Zone 4. LAWNDALE 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

WANTED TO BUY

BUY OR RENT—SEVERAL STRINGS ROLLER Skates and other equipment about the first of September. Must be in good condition. Quote lowest price. BOX 852, Helena, Mont. au21

LORD'S PRAYER PENNY MACHINE WITH Dies. State make, condition, price, par-ticulars. Send samples. PARCELL, 310 East 35th, New York. se4x

WANTED—USED NET SUITABLE FOR AIR Act. 18x50 feet. Must be cheap for cash. JULIUS BONNO, General Delivery, Milwaukee, Wis.

AT LIBERTY

ACROBATS

PHILIP PIANTONE—ALSO HANDBALANC-ing Comedy. Track Routines, Distance Tumbling. Twenty Flipflops and Back; 50 Tinsacas. Address 1649 Washington Blvd., Chicago. Tel., Canal 1683.

AT LIBERTY

AGENTS AND MANAGERS

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ADVANCE AGENT, House Manager or Press Agent. 15 years' experience. Route and book. Close contractor. Good appearance, strong person-ality. Salary only. BOX 300, The Billboard, Chicago.

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.

AT LIBERTY SEPT. 1.—FOUR-PIECE BAND playing thirteen instruments, two Vocalists. Play sweet style, Desira hotel or club. Cut floor show. On present location over two years. Can furnish references as to reliability, etc. Can furnish fifth man. Prefer Western States. Write ORCHESTRA LEADER, 27 Cen-tennial, Deadwood, S. D. au21

WAYNE GRAY AND HIS ORCHESTRA AVAIL-able Sept. 18. Prefer hotel or night club. Ample broadcasting - recording experience. Young, sober and reliable, with complete ward-robe. Seven men, including soloists and direc-tor-mc; 17 instruments. \$300 straight or \$200 with board and room per week. Refer-ences and recommendations from leading "name" band leaders. Write or wire. BILL NOONAN JR., United Artists' Bureau, Brant Beach Hotel, Brant Beach, N. J.

WELL-KNOWN RADIO VOCALIST HAS FINE Seven or Eight-Piece Band available after Sept. 7 for hotel or club. Band is soft, sweet type with plenty vocals; also have fine strolling combination within band. Prefer South. Will send news clippings, etc., upon request. Write or wire immediately. BOX C-304, Billboard, Cincinnati, O.

EARLE MARCO AND HIS SWING BAND—Con-sists of Cubans and Filipinos. Union. Just closed Club Variety, New York. Coney Island, Cin-cinnati, on Steamer Island Queen for two seasons. Open for presentations, night clubs, summer resorts. Only reliable parties contact. Address care Bill-board, 1564 Broadway, New York.

At Liberty Advertisements

50 WORD, CASH (First Line Large Black Type). 20 WORD, CASH (First Line and Name Black Type), 10 WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

SMART NEW YORK STYLE ORCHESTRA—Wire or write for open dates for Ballrooms, Parks, Hotels, Clubs. Band young, sober, dependable. 11 pieces. Fully equipped. Amplifier, publicity, special arrangements, ferences, etc. Cut floor shows. Completing 6 weeks one of Ohio's foremost amuse-ment 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. Follows all clean type. Carry own spotlight and P.-A. System. Hotel or equivalent write. Booking agencies write. ORCHESTRA LEADER, 1717 4th Ave., Grinnell, Ia. au14

AT LIBERTY

DRAMATIC ARTISTS

TEAM AT LIBERTY — Account show closing. Man, Characters, Comedy. Age 46, height 5 ft., 6; weight, 130. Woman, Characters, General Busi-ness. Age 39, height 5 ft., 5; weight 120. Double Piano. Single and Double Specialties. Wardrobe, ability, sober and reliable. Have car. W. LEROY, General Delivery, Palestine, Ill.

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AT LIBERTY

MAGICIANS

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 con-sider a good set-up for consulting and analysis work. Will travel. I am interested in making money. BOX C-298, 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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AT LIBERTY

M. P. OPERATORS

PROJECTIONIST—Qualified 100%, any sound, any projection equipment. Practical references. Nonunion, sober, reliable, go anywhere. Deluxe or legitimate theatres. State salary. E. WARENTEEN, Harrison, Neb.

AT LIBERTY

MUSICIANS

ORGANIST—ON NEW

Electric and Pipe Organs. Perfect rhythm for dancing. Thoroughly experienced in radio, concert and theatre. Spotlight Specialties. Double orchestra piano, concert and swing. Young woman. Photo, references, union. ORGANIST, 914 McKinley Ave., N. W., Canton, O. au28

TRUMPET — BOB ROCKEY, Athens, O.

AT LIBERTY — TWO NATIVE HAWAIIANS (Man and Lady) with two Electric Guitars (Steel Guitar and Standard Guitar). Elaborate wardrobe, suitable for featuring with band, floor show, etc. Both sing, play and dance Hula. Standard Vaudeville Act. Union mus-icians, sober, reliable. Open August 16. BILL AND LEI, Kraft Hotel, Cleveland, O. au21

DRUMMER, PIANO, TRUMPET AND TROM-bone after Labor Day. Experience dance and stage shows. Have new car, all union. KEN HERREN, General Delivery, Asheville, N. C.

GUITARIST — MODERN RHYTHM, EXPERI-enced! all combinations. Read or jam, double Electric Steel. Voice, age 23. RALPH SIZEMORE, New Windsor Hotel, Salt Lake City, Utah.

LADY TROMBONE FOR DANCE BAND — Read anything, real tone, young, neat, ex-perienced. Prefer location. Must be reliable. HELMA ROBERTS, care Gagnon-Pollock, Shawano, Wis.

MODERN GUITARIST — RHYTHM, DANCE Band, Strolling Combination, some Choruses. Read, fake. Location preferred. Write full particulars. Must have transportation. Fine references, young, neat, union. FREDDIE STIVERS, 858 W. Sawyer St., Decatur, Ill.

THIRD SAX, ALTO, CLARINET, TENOR AND Violin. Union, neat, sober. Tone, read, transpose. Location or travel. Write ED PERRY, General Delivery, Battle Creek, Mich.

TROMBONE — YOUNG, EXPERIENCED, READ and fake. Some arranging. Prefer loca-tion job that pays. R. REVELL, 316 Alex-ander, Jackson, Miss.

TROMBONIST—AGE 21, EXPERIENCE BOTH Large, Small Combo; experienced Shows. Read, go. Team excellently. Tone, range, dou-ble 2nd, 3d Violin. Experience Vocal, both Trio, Solo. State all. Don't misrepresent. DON JOHN-SON, Route 4, Portage, Wis.

TROMBONIST — UNION, YOUNG, EXPERI-enced, modern swing. Traveling orchestra. High class. JAMES T. COOPER, 3008 Hamp-ton Drive, Middletown, O.

TRUMPET — READ, FAKE, EXPERIENCE. BILL ROBINSON, Oliver Hotel, Atlanta, Ga.

TRUMPETIST — EXPERIENCED. CIRCUS OR Rep. THOMAS GARDNER, Billboard, Chi-cago, Ill.

VIOLIN FOR DANCE, CLUBS. YOUNG, READ, swing out plenty. Have standard stocks, fronts, car and trailer. ARNOLD KLOXIN, care Gaynon-Pollock, Shawano, Wis.

VIOLINIST DESIRES CHANGE — DANCE, Broadcast, Hotel, etc. BOX C-301, Billboard, Cincinnati, O.

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A-1 ALTO and Swing Clarinet Man—Young, union and dependable. Location preferred. Please allow for forwarding. BOX C-298, Billboard, Cin-cinnati, O.

A-1 DRUMMER — Outstanding Show Builder. Thoroughly experienced Burlesque, Vaudeville, Tab. Units. Union, sober, dependable. Offers any-where considered. MUSICIAN, 307 Glenlake, To-ronto, Ont., Can. au14

ALTO BARITONE, CLARINET—Union, age 25. Sober and reliable. Read, good tone and go. Prefer playing Third Alto or Baritone in good sec-tion or in small band. Will join immediately on reliable job. Have '34 Chevrolet coach. AL RICEI, 402 W. 8th St., Mishawaka, Ind.

AT LIBERTY—Drummer. Young, congenial, sober. Plenty experience. Union. State all in first. Can furnish Pianist. BILL GUNTER, 504 Milton, South Bend, Ind.

AT LIBERTY—Sousaphone and String Bass, ex-perienced dance man. Congenial and reliable. CARL W. SHOLL, Hicksville, O. au21

BANDMASTER (Filipino). Competent Instructor. desire to hear from Municipal, Factory, American Legion or newly organized band. Years of experi-ence in organizing and directing band. Formerly Army bandleader. Reference as to ability and character. Clarinetist, Violinist, Union, married, play or direct. FELIX ALCANTARA, 1518 Nicolet Ave., Minneapolis, Minn. au14

BASSONIST—Several years' experience. Wishes connection with good musical organization. Let-ters answered. WM. O'NEILL, 740 N. Dearborn St., Chicago, Ill. au21

BRASS TEAM — Trumpet, Trombone, Young. Read, good tones, range. Trumpet, solid, lead or second. Trombone, modern ride, arrange. Together four years. Prefer full swing band. LEON GABY, Corning, N. Y. au28

DRUMMER—Strictly modern swing. Plenty dance and show experience. Neat appearance. DE-PENDABLE, 15 Summer St., Bradford, Pa. au21

PROFESSIONAL DRUMMER—15 years' experi-ence. Young, single, reliable and sober. Cut it with anything. Only steady, reliable job consid-ered. Can join on wire. If far need ticket. Wire or write stating all immediately to BEN FAYISH, 3792 Talman Ave., Bellaire, O. au21

TRAP DRUMMER—Experienced all lines. Age 44, sober, reliable. Twenty-one weeks on last job. Salary reasonable. **C. L. WARD, 5033 Lake Park Ave., Chicago, Ill.** au21

**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

BALLOON ASCENSIONS
Parachute jumping. One to five drops. Fairs, parks, celebrations any place, any time, always reliable. **CLAUDE L. SHAFER, 1044 S. Dennison St., Indianapolis, Ind.** au21

BALLOON ASCENSIONS
For Parks, Fairs and Celebrations. Write **JACKSONVILLE BALLOON CO., Jacksonville, Ill.** 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 House. The Billboard, Cincinnati. sep4

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

ATTENTION, SHOWS, FAIR AGENCIES!
Contortion High Pole Act wants engagements. Combination Bar, Pole and Balancing. Guaranteed, sensational. Write or wire. **POLE, Box 253, Watonga, Okla.** au14

UNDER THE MARQUEE

(Continued from page 38)
Kay Bros.' Circus at Gloucester, Mass., and met many of the folks. Art Mix entertained in housecar following the night show. Mix has added Nick Indian from Nova Scotia to Wild West. Show is headed for Cape Cod and then back south thru Rhode Island and Connecticut.

LARRY NOLAN and Al S. Pitcaithley caught Lewis Bros.' Circus at Caro, Mich., and enjoyed the performance. Visited with Scotty Carroll, scenic artist for Kelly Stock Company and now with Lewis show. Also saw Cole Bros.' Circus at Port Huron and visited Art Lind and Chester Barnett. Report fine show. Nolan and Pitcaithley are with the Kelly company.

CHARLES J. MEYER, president of the New Jersey firm producing the novel tent air-cooler, recently visited the Hunt family and its Eddy Bros.' Circus as it played thru Maine. Reports that the conditioner is working perfectly and that press notices in local sheets have indicated that the apparatus is a success as far as public is concerned. Meyer revealed recently that his company is now experimenting with a dual heating-cooling plant for circus tops.

FOLLOWING wire was received from Annie and Clarence Bruce, Long Beach, Calif.: "Thru your paper will you please express our thanks to the many friends that sent flowers and condolences as we are unable to contact all of them. We are more than grateful and happy in the knowledge that Vera had so many friends."

WALTER D. NEALAND, press agent, Denny Howard, business manager, and Homer Gilliland, special agent of Henries Bros.' Shows, attended the performances on July 23 of the Ringling-Barnum Circus at Kenosha, Wis., and met many friends, including Sam W. Gurape, Frank Braden; Billy Exton, former circus press agent, now theater manager in that town; Ralph Clawson, Eddie Vaughan and Merle Evans and many others. Business light at matinee and a good house at night.

WALTER L. MAIN, who is ahead of the show bearing his name, in New York last week for a mid-season checkup. The Main show, playing thru New England, has had a better-than-average season

ATTENTION — BALLOON ASCENSIONS FURNISHED by experienced operators. Three to five parachute drops. Parks, fairs, celebrations. References furnished. **O. E. RUTH, 1021 Collier St., Indianapolis, Ind.** au21

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

HIGH AERIAL ACT FOR OUTDOOR EVENTS.
Appearance guaranteed. **BOX C-223, Billboard, Cincinnati.** au28

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. Beatrice, Neb. au28

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A CIRCUS UNIT for your free attraction, consisting of Performing Monkeys, Dogs, Pony, Circus Acts and Clown Specialties. If your budget is limited our price will appeal to you. For complete illustrated description, etc., write **W. E. LATHAM, care Billboard, Cincinnati, O.**

AERIAL COWDENS—Three Standard Acts. Fast Double Trapeze, Comedy Revolving Ladder and Illuminated Swinging Ladder. Only a few more weeks left open. Literature and price on request. Address The Billboard, Cincinnati, O. au21

AT LIBERTY—Sensational High Fire Dive. Has some open time. Home office address: **CAPT. EARL McDONALD, 268 Highland Ave., Warren, Ohio.** au28

AT LIBERTY—World's Greatest Trained Animal Exhibition for Parks, Fairs, Celebrations. Comedy Pigs, beautiful white Colies. For information write **JAKE RICE, 1200 Linwood, Jackson, Mich.**

AT LIBERTY — For Fairs, Celebrations, Vaude. Clubs. Novelty Act No. 1, Baton Twirling and Juggling; No. 2 Act, Cowboy Rope Spinning. **BROWN, 34 Ethel St., Johnson City, N. Y.**

CHARLES LA CROIX — Original Platform Free Attraction. Available for celebrations, etc. Outstanding Trapeze Act at price you can pay. **CHARLES LA CROIX, 1304 So. Anthony Blvd., Ft. Wayne, Ind.**

despite weak biz in Maine when six shows were touring the State at the same time. Hodgkin Family of equestrians recently joined show and will remain with it for remainder of season. As usual, Main show will remain in the East most of the summer and early fall before working its way back to Northern Ohio winter quarters.

ARTHUR BORELLA, clown with Hagenbeck-Wallace Circus, is entertaining at clubs and also broadcasts. At Flint, Mich., he did 30 minutes at the Rotary Club and 10 minutes later he was on the air at a local station. At Muskegon he made a short talk at noon and at 6 p.m. did a 15-minute program of talk, vocal imitations and music over Station WKBZ. At Lexington he was at Kiwanis Club at noon and at Children's Hospital between shows. At Ashland, Ky., he broadcast, and also entertained at Crippled Children's Hospital. As a result, the show and Arthur have been obtaining publicity in the dailies.

THE BIG ONE received a great deal of publicity in the Minneapolis and St. Paul papers. Edwin J. Gruber, of St. Paul, states that Ralph Gram and Clyde Ingalls were on WCCO program. Latter gave much local color due to fact that he was born in Hastings, Minn.; that his dad died at local Soldiers' Home at age of 93 and that two of his sisters were residents of St. Paul. Crowds in both cities were big. Gruber manages and directs several horse shows aside from his regular duties of superintendent of the St. Paul Union Stock Yards Company.

STANLEY F. DAWSON sends following from Cole Bros.: "Tex Clarke has visited us at many points. July 21 was Ken Maynard's birthday anniversary and it would have taken a bushel basket to contain all the messages of good cheer. Karl King, bandleader, of Fort Dodge, Ia., entertained Vic Robbins and his band boys after the night show. Tom Arthur was a recent visitor. O. C. Tipples was on hand at Sioux City and Radcliffe at St. Joseph, Mo., as well as Moxie Handley and Harry Leahy. Emile Mobius visited at Fort Dodge and Mike Healey at Omaha. Vic Trueblood visited at St. Joseph. It was a big day for Carter at St. Joseph, it being his home town. Omer Kenyon and Johnny Castle visited at Topeka and it was fine to renew friendships with Maurice Jencks at Topeka. I frequently meet friends of

CLOWN MOTORCYCLE COP on Comedy Machine. Works like "Funny Fop." Track, platform. Comedy Juggling. Wire. General Clowning. Specialist on filling grandstand. **ART ATTILA, Billboard, Chicago.**

DASHINGTON'S Dog and Monkey Circus. Ten real animals. One Acrobatic Clown. Two distinct acts. We guarantee every statement. For Northern and Southern Fairs and Circus. Address: Springfield, Ill., care Illinois State Fair, Aug. 14-22.

DONALD CLARK Presents Donolo Himself. Clever Novelty Balancing Slack Wire and Juggling Combination. 2 acts in one. R. F. D. No. 1, Springfield, O.

EDUCATED AND TRICK PONY—Good looking, wonderful performer, work anywhere without harness. For particulars, **GEO. E. ROBERTS, Manager Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa.** Telephone SAGmore 5538.

FRED AND MARIE GUTHRIE — Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. 1806 Race St., Cincinnati, O.

PAMAHASIKA'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. Pamahasika himself for this attraction. Address **GEO. E. ROBERTS, Manager Pamahasika's Studio, 515 W. Erie, Philadelphia.** Telephone SAGmore 5538.

PARKS, FAIRS, CELEBRATIONS — Lindsey Gaynor Comique, Produce Single, Double, Trio Acts. Comedy Acrobatic, Clown Musical Comedy Juggling, Comedy Magical, Clown Walk-Around Numbers. **Billboard, Chicago, Ill.**

THE GREAT EUGENE—High Pole and Trapeze Act. A thrilling attraction, A grandstand thriller. Address care The Billboard, Cincinnati, O. au21

THREE NOVELTY ACTS — America's best lady globe act. She comes down stair 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.** au28

WANTED AFTER OCTOBER 1—State of Florida Boat Livery. Wages or percentage. Can build and maintain any power craft under 30'. Licensed Pilot. References. **CAPT. MAC, The Wigwam, Pulaski, N. Y.** au28

**AT LIBERTY
PIANO PLAYERS**

EXPERIENCED PIANIST — READ, FAKE. Transpose. Union, sober, reliable. **BOX C-305, Billboard, Cincinnati, O.**

AT LIBERTY — Experienced Piano Player after August 20. Read, fake, transpose. Rep or Med. All reliable offers considered. Will go anywhere for steady work. **PAL ROTHROCK, 321 N. Delaware St., Indianapolis, Ind.** au14

the late Cow O'Connell and recently met Mr. Shea, trainmaster of the Pennsylvania Railroad, and Billy Ryan at Denver, who were staunch friends of his."

DRESSING ROOM

(Continued from page 38)
with a grand slam of nine without stopping. Jimmie Davison got a bad break—he found out the last day about the free beer. Gus and Betty Bell joined at Baltimore. Jimmie Arbaugh got a new canopy for his trailer. He used part of the old big top. Tom Mix had visitors at Washington. Mrs. Mabel Mix and Erna Ward took moving pictures of the big show. Harry Wilson, George Hartzell and Kenneth Waite just walked on the lot. Jimmie Davison is happy, as his mother is visiting him at Philadelphia. Boots Sallee had a surprise when her brother visited show at Baltimore. He was on his way home in South Carolina. Rex Rossi, cowboy, says he is going to make pictures this winter in Hollywood. Well, I guess I had better get with it as the first call just sounded.—KINKO.

DAN RICE—Forty miles from Peeks-Kill to New York City and several headaches Monday morning. Doc Hefferan did himself proud in Danbury. Could be elected to most any office in that hatters' town. Must have done all right for himself, too, wearing a new Kelly every day for remainder of the week. Party started when the caravan moved from Middletown. So many visitors in New York that the streets were almost congested. Number of the boys called on Buddy Hutchinson and cut up plenty of jackpots. Rip Winkle, Francis Lee Anders and his man Friday enjoyed themselves too.

Bumors have it that Little Jackle entertained at the Paradise Sunday night. The girls had a good time, too, window shopping on Broadway and Fifth avenue. Ray Craemer contemplated a trip to Coney Island, but could not persuade Johnny Carpenter to go along. Jelly-roll, Daylight and Koko Morrison missed all the fun. Mike Pyne had a real job keeping the advance boys in line when they went thru the big town. Mysterious disappearance of Yancey, Williams, Foster and Murray, but their excuse was a good one—they were looking for banner hits on the side streets off Broadway. Latest addition to the billposting ranks is Prof. Leland Lorraine McGinity —Mike says he will never last with that

AT LIBERTY—Pianist for Small Show or Club after September first. Read, fake, transpose. Write, no wires. State salary, etc. **HAROLD DRAGER, Marshall, Wis.** sep4

PIANIST—Hotel, Radio, Etc. Union, experienced, good reader. Concert or dance. Only reliable people. Good references. Write explaining everything. **LARRY SCHEBEN, Rison, Ark.**

YOUNG MAN—Thirty, experienced all lines of Professional Piano playing, desires reliable opening with weekly salary guaranteed. Write giving details. **RAYMOND DEMPSEY, Franklinville, N. Y.** au21

**AT LIBERTY
SINGERS**

AT LIBERTY RIGHT NOW — Vocalist Baritone. Young man, 23. Reliable, experienced, neat and union. Also work as front man, M.C., bandleader. Address **MUSICIAN, General Delivery, Pontiac, Ill.**

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.

**AT LIBERTY
VAUDEVILLE ARTISTS**

STOOGES, WITH PIANO ACCORDION. ALSO Professional Acrobat and Comedian. Height 5' 2". Age 27. Seven years professional experience. Don't drink or smoke. Italian. **PHILIP PIANTONE, 1649 Washington Blvd., Chicago.** Telephone Canal 1683.

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.

AT LIBERTY—Team, Singing and Talking. Man Black and Irish; Woman Straights and Characters. Up in acts. Plenty changes. Sober, reliable, thoroughly experienced. Show going South, write. State salary. Allow time for mail to be forwarded. Have car and trailer. **FRANK VARDELL, Campbellsport, Wis.**

LADY VENTRILOQUIST — A-1 Standard Act. Fits anywhere. Six routines. Puppet splits, smokes, laughs, winks. Literature, photo, best references. Six other acts if needed. Car, horse trailer. Act quick. **DOLORES DUSHANE, Paulding, O.**

MED. PERFORMER—Fake Piano. Read or fake Hot Banjo, 6-String Guitar. Specialties for two weeks, including Cowboy Songs, Fast Tap Dancing, Musical Novelty. Parts, some Straights. Preference to show with P. A. System. Positively must have ticket and want to contact show that stays out and goes south for late fall. Doc Streets write, **GILBERT BOYD, Salem, Ill.**

title, but to date he has been hanging them high and the oldtimers are green with jealousy.

HAGENBECK-WALLACE—Howard Y. Bary celebrated his birthday anniversary in Ashland, Ky., July 30. A huge birthday cake with 41 candles was served in dining tent and everyone on the show was given a piece. Many telegrams of congratulation were received. Two more birthdays—Genevieve Ward and June Sergi celebrated theirs the same week, June being the only one to receive the chapping from the padroom gang. The Young Kam Troupe joined at Covington, Va., replacing Jim Wong troupe. They met many old friends from the Ringling show there. Mel Smith hiring George Davis for the winter, using his prop laugh as a stimulator to unfunny radio comedians, first-nighters, etc. George has a laugh that can be released on the slightest provocation.

Hoot Gibson has added two new acts for the motion picture being produced here, and seating capacity on both sides of big top is filled at the concert. The show is moving with great rapidity and much credit must be given to heads of departments. Terrell Jacobs is much elated over the new female lion which was added to his group. Martin Osmundsen visited his old friend Henry Paulsen at Staunton, Va. Everybody is glad to see Eddie Reece. Just returned from the hospital. A mistake in last week's column—should have been Paul Merkle quietest man in dressing room. Harold (The Marvelous) Ward claims he's the greatest.

Pinky Hollis, in his first game, drove in tying run and scored winning run as the Kinkers beat the Butchers 8 to 7. Freddie Freeman busy getting the bunch out to the hospital for a show in Huntington. Fine work, folks. Hoot Gibson is besieged by autograph hunters. Rummy players are hard to find since Jim Wong troupe left. Dale Sargent, from New York, has joined and will ride menage and in Wild West. Laverne Hauser is claimed to be the best ironer in the dressing room, while I am the worst. Kathryn Clark looks in everyone's mirror to make sure her makeup is just right as the last bugle sounds. Last week a horse tramped on my foot, but this week I am liable to get my neck broken. I hear Joey Martin and Pearl Clark singing *I Trust in You*.

BETTY CASE.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD REUTER—Communications to 600 Woods Bldg., Chicago

High Prices for Bumper Crops Indicate Big Biz for Fair Mdse.

Wholesalers report big early-season sales to fair workers—new items are said to be in demand—electrical merchandise is getting a heavy play

CHICAGO, Aug. 7.—An important seasonal factor, harvest income, is beginning to assume huge proportions in the sale of premium and prize merchandise, particularly to the fair trade, according to a number of wholesalers here. The best prices in years for bumper crops are expected to be a main factor in the best fall business the wholesale merchandise industry has enjoyed in eight seasons. Distributors here who cater largely to fair workers state that advance orders for so early in the season have been the healthiest in a long time. Altho fairs in rural districts are just now getting under way, the early turnouts have necessitated reordering merchandise in such sizable quantities that fall demands will be the greatest in history, wholesalers confidently predict.

The many new offerings in the way of award attractions and novel illuminated displays have caught on with the public and as a result distributors are doing early-season business.

It is evident that a strong liking for old stand-bys among the novelty items remains, but even here the call is for those recently redesigned or those now being offered in new colors or new materials. Typical examples of this trend are found in the unique toy balloon designs, unusual stuffed animal creations, novelty hats, new designs in lamps and new-style cane heads.

This year will also witness the grandest display of electrical merchandise ever featured in the rural areas of the country if demands to date can be taken as a criterion. One reason given is the extensive rural electrification program which has been making great progress in the last year. Another reason is that rural folks this year will have more money than they have had for a long time and will take time off to spend it, having a good time and adding to the convenience of their homes. In addition to such items as toasters, irons, waffle irons, lamps, coffee makers, clocks and the like, capital awards are gaining great favor. Volume of business in electric refrigerators, radios, ironers and similar articles is expected to be tremendous. Distributors handling products of this type made by established manufacturers seem to have the inside track, as a majority of orders to date have specified some well-known makes.

Lower Prices on Perfumes Noted

WASHINGTON, Aug. 7.—Due to the increased rose oil output in Bulgaria prices on perfume may be lowered this year, since manufacturers undoubtedly will have to pay less for this basic ingredient.

Notwithstanding efforts to restrict rose acreage in order to bring production of rose oil in line with world requirements, the output of flowers and oil during the current year was considerably larger than in 1936, according to reports from Sofia to the United States Department of Agriculture. Exports of Bulgarian rose oil during the first half of the current year aggregated 1,540 pounds, against 977 for the first six months of 1936, bureau statistics show.

Salesboards Aid In Moving Mdse.

CHICAGO, Aug. 7.—The important role which salesboards are playing in the distribution of prize merchandise is revealed by the increasing number of wholesalers who are using them as a means to boost the sale of their wares. Many houses which specialize in handling novelty items of various types have (See SALESBOARDS AID on page 68)

Heat Wave Helps Move Resort Mdse.

NEW YORK, Aug. 7.—The heat wave confronting city dwellers thruout the East has its beneficial angles as far as the wholesale merchandise industry is concerned. It is said to be responsible for a faster and larger volume merchandise movement from resorts along the Atlantic shoreline, thus bringing about a brisk business for wholesale merchandisers here.

Much of the merchandise sold is in the low-price category, but there is also a definite trend toward the more expensive items.

Better systems have also been installed for efficient moving of merchandise and it seems that the public generally appreciates this angle, for the continuous speedy play which boardwalks have been getting this summer is almost sure to continue far into the coming month, with a certainty that Labor Day will see one of the best merchandise sales in the

Retail Trade Better In Leading Centers

NEW YORK, Aug. 7.—Retail trade advanced to higher levels in most of the important trading centers last week, according to *The New York Times*. Gains of 8 per cent or more were estimated for leading stores in the New York area, while buying continued heavy in the South, with clearance events stimulating the demand for merchandise. Sales in the Atlanta area were estimated at 15 to 25 per cent ahead of the totals for last year. In the Kansas City area farmer prosperity was reflected in a sharp advance in bank clearings. Altho retail trade was considered unsatisfactory in the Chicago district, despite sales gains over last year of 5 to 7 per cent for the larger department stores, improvement was noted in the Southwest.

Another high spot of the nation's activity was the unusual summer vitality displayed by the steel industry. Operations last week were accelerated to 84.3 per cent of capacity, from 82.5 in the previous week and 75 in the like 1936 week.

history of the business.

Also interesting is the fact that the much summer merchandise was expected to move there has been about an equal share of home items, electrical specialties and other fall and winter merchandise moved at the resort spots, with some of the bigger places specializing in larger home items and getting real action.

Wholesale merchandisers are also proving more aggressive this season and are sending their salesmen to resort spots for direct contact with buyers. This has increased sales in many instances. Many (See HEAT WAVE on page 68)

Quality Souvenirs Will Be Featured

NEW YORK, Aug. 7.—Judging by the activities of many manufacturers, it looks as though some lines of souvenirs are going to move into the quality class. For many years souvenir items have been featured in the low-price category almost exclusively. But in the last few weeks manufacturers of many quality lines are reported to have been contacting sales agents in various resorts to take on better-type souvenirs. One manufacturer of a quality line of compacts has arranged for the imprinting of the El Capitan Mountain on a modernistically colorful background to be sold to visitors to Yosemite National Park. This is said to be the forerunner of attempts to market items of a similar nature at Atlantic City, Asbury Park, Long Branch, the Rockaways, Coney Island and other famed resorts, including prominent winter spots.

Manufacturers and wholesalers who are going after this type of business base their activities on the fact that many visitors at resorts are willing to pay more for items which will be useful to them or their friends to whom they wish to send them than items of a mere novelty nature. Once the plan gets under way merchandisers believe that it will open up a new avenue of sales for firms manufacturing items of a quality nature. One wholesaler predicted that electrical specialties with the name of the resort engraved or pictured on them will prove better sellers than ordinary utensils devoid of this extra touch of showmanship. The same is applicable to cigaret lighters, glassware, aluminum ware and other merchandise now being offered to resort locations. Wholesalers whose salesmen are covering resort trade can easily arrange for the slight extra charge that would be required to identify the articles with the resort where they would either be sold as souvenirs or given away as prizes.

As one prominent wholesale merchandiser explained: "There is a definite demand for quality merchandise at resorts, for more people are being attracted to them than for some seasons past. People seem to be more interested in spending their money for a lasting memento that is priced moderately than for a cheap item which will last for only a short time. Resort men themselves are interested, for they feel that such useful and durable items will be carried about all year by the person who receives them. They opine that such merchandise will constitute a permanent form of advertising for the spot and will keep the name of the resort alive in the memory of the person who possesses such a souvenir."

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

IN WRITING on prices I might say they're going up and let it go at that, but I've been trying to get a line on what concessioners think of the price situation. Not what they tell the dealer or the dealer's salesmen, but what is in their minds concerning the problem of rising prices. The average concessioner knows to the cent how much he can afford to spend on a prize to be given away for a certain number of points. His desire is, of course, to get items of the best quality and flash within his price range. He will first of all try to get articles of the type he wants. If they are too high he will either get the next best article or raise the number of winning points for the article in question. With these two avenues open most concessioners tell me that they are not worried much about rising prices for they will be able to adjust their displays to the needs of their market. Their real worry is not the price of the prize, but the prize itself.

Players of concession games are starting to window shop. I've seen groups of players go from one game to another appraising prizes on display and comparing points before playing the game where the points and the character of the game seemed to offer the best chance of getting the prize they desire. This is competitive shopping with a vengeance and forces the concessioner to do his buying on a competitive basis. It is no longer a question of how much a man pays for his prizes, but rather how much the other fellow has paid for the same article. Concessioners feel that a price increase of 5 to 10 per cent can easily be taken care of provided that dealers see to it that a number of substitute items are available at the same rate that they paid for the items that they used previously and that a set price on an item will apply to everyone.

"The only way concessioners can receive assurance of stable prices is to deal with the sort of a dealer in whom they can place their utmost confidence," an oldtimer told me. "Deal with a man who knows how to buy and who will give you the same break that he gives everybody else. Stay away from the fellow who offers you an inside price unless he gives you a very good reason for doing so. He is likely to do the same thing with your competitor and ultimately you both will come out on the short end of the deal. It is not high prices but elastic ones which kill business."

Of course rising prices of raw materials, together with higher labor costs, mean that prices must rise. There is one point on this question, however, that a friend of mine brought out that is worthy of attention. "Manufacturers must understand that concessioners are in competition not only with others in the business but also with every retail outlet. The same article or one similar to it which we hand out as a prize can be bought in the open market. The number of winning points necessary to obtain an article must be in reasonable relation to the legitimate market price of the prize or people won't play. The lower we can set the number of points necessary to win an article the more prizes we will use."

WATCH FOR
Prizes and Games
as Seen by a
Player
By Walter Sagmaster
in the
FALL SPECIAL NO.
of THE BILLBOARD
Dated August 28
Issued August 24

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.

Compact Brush Kit

Nifty Brush Company has just introduced a compact little brush kit that is finding great favor with gift and prize buyers. The kit, with an ornamental fiber-wood cap and a tampico fiber whisk five inches high, is inclosed in assorted black and brown cases. Kits come equipped with a sheepskin shoe duster, are individually boxed and are priced low enough to permit their use for many prize and premium purposes.

Tweezer

A new type of tweezer is being placed on the market by Rotomatic Tweezer, Inc. It is so designed that it operates with a circular motion, pulling the hair in a straight line with the direction in which it grows. Item is about an inch and a quarter long and is attached to a framework on one side by a link. Pressure on this frame work between the fingers establishes a steady fixed tension on the tweezer's hold on the hair and causes tweezer to rotate around a small pivot. This steady pressure of the tweezer eliminates the possibility of nipping off the hair, which makes it especially desirable for surgeons' use in removing a hair from a sty, for instance. Each tweezer comes in an individual box with full instructions for use. An easel carton has been prepared for counter

use and an attractive display has been made up containing a dozen boxed tweezers. On the upright may be displayed one of the attractive nickel-plated tweezers, making a pleasing display. Walter A. Wood is the inventor and head of the company. Product retails at 75 cents.

Combination Pan

The new three-quart pure aluminum combination pan just introduced to the industry by Aluminum Goods Manufacturing is proving a popular number, according to company officials. Its extraordinary utility and popular price is said to make it a fast-moving utensil. The set, altho comprising only four parts, will make seven utensils: a two-quart double boiler, three-quart covered sauce pan, two-quart casserole, three-quart French fryer, two-quart pudding pan, three-quart sauce pan and a vegetable and berry rinsers. Set is so constructed that it saves time on the range and room on the shelf.

Kazoocane

M. M. Pochapin, Inc., is introducing a new item which should go big at carnivals, conventions, fairs, celebrations, etc. It looks like the answer to the prayer of many of the boys who have been looking for something hot to work this season. It is called Kazoocane and is a walking stick and musical instrument combined. Wherever there is a crowd in a holiday mood the Kazoocane should prove a fast seller. In the last few weeks newspapers thruout the country have run feature stories on the Pochapin line. This should help considerably in stimulating sales. M. M. Pochapin advises that when desired he can supply special labels with the name of the fair, convention or carnival, etc., imprinted for attaching to the Kazoocane. Item is 36 inches long and is available in red, blue, white and green colors.

New Fire Extinguisher

Pyrobom is the name of a chemical bomb-type automatic fire extinguisher which is said to offer maximum protection at minimum cost. Myers Manufacturing Company, maker, claims it will smother any kind of fire and that it will extinguish blaze before it has a chance to get out of control. Differing from the foam-type extinguisher, Pyrobom's extinguishing agent need not come in actual contact with the flames. It (See NEW ITEMS on page 68)

SPECIAL PRICES! LIMITED QUANTITY!

LADIES' WRIST WATCH—9 3/4 Ligne, 7 Jewels; 14 K Gold Filled Cases, with Band. Individually boxed. Lots of 3, Each \$2.75
MEN'S WRIST WATCH—10 1/2 Ligne, 8 Jewels, Assorted Chromium Cases. Lots of 3, Each \$2.95
SAME AS ABOVE—15 Jewels, Each \$3.85
NEW LADIES' SWISS WRIST WATCH, Jeweled, Asst. Chromium Cases with Adjustable Metal Bracelets. Raised Figure Dials. Lots of 3, Each \$2.35
NEW MEN'S SWISS WRIST WATCH, 9 3/4 Ligne, Jeweled, Asst. Sport Model Cases. Fitted with Pigskin Straps. Lots of 3, Each \$2.50
SAMPLES 50c EXTRA.
SPECIAL PRICES FOR QUANTITY USERS. 25% Deposit, Balance C. O. D. Send for Catalog.
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The Greatest Item In Years for
FAIRS - CONVENTIONS
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KAZOOCANE
 (Trademark Reg. Pat. Pending)

A WALKING STICK and MUSICAL INSTRUMENT IN ONE
 At every FAIR, every CARNIVAL, every CONVENTION, every CELEBRATION—wherever there is a crowd in a holiday mood—the KAZOOCANE will prove to be the

MOST SENSATIONAL ITEM YOU HAVE EVER HANDLED
 If you are wide-awake, if you can see an opportunity of making Big Money and making it Fast you will work KAZOOCANE this season.

FEATURE STORIES
 on the KAZOOCANE which have appeared in newspapers thruout the country in the past two weeks will help stimulate tremendous sales. CASH IN ON THIS NOW.

SPECIAL LABELS
 If desired, we can furnish special labels with name of FAIR, CONVENTION, CARNIVAL, etc., for attaching to KAZOOCANE. Add 75c to gross price when ordering. Minimum quantity 5 Gross.

50c to \$1.00 Value \$18.00 Gross
 Minimum Order 6 Doz. Quantities. Size—36". Colors—Red, Blue, White and Green. Packed 6 and 12 Doz. assorted colors to carton.

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COMBINATION PENCIL AND LIGHTER
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B41848
 Per Gross 13.50 Per Doz. 1.20

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 B1W78
INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was \$3.33. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with \$5.00 price mark.

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 Adams and Wells Sts., CHICAGO, ILL.

Carnival Novelties New Stock—Just Arrived

BB1 Men's Toy Wrist Watches, 1 in box	Gro. \$3.75	BB6 High Hat Fur Monks, 8 in. Doz.	Gro. \$6.75
BB2 Gillette Style Blue Blades	Per 1,000 3.50	BB7 Piggly Wiggy Gumps, 3 1/2 in. Doz.	1.25
BB3 Flying Birds, Outside Whistle	Gro. 1.85	BB8 Cell. Doll, 7 in., with Plume Dress	Gro. 8.00
BB4 Flying Birds, Inside Whistle	Gro. 2.35	BB9 Swagger Sticks, 36 in.	Gro. 5.50
BB5 High Hat Fur Monks, 6 1/2 in.	Gro. 3.75	BB10 China Head Swagger Sticks	Gro. 6.75
Parade Cans, Balloon Toss-Ups, Daisy Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Cane Rings, Cowboy and Mex Hata, all sizes; Min. Straw Hata, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.		BB11 Jap. Clg. Cases, Pearl Inlay	Gro. 4.50
		BB12 Reach Bouncer Balls	Doz. 1.20
		BB13 Carnival Print Balloons	No 8 Gro. 2.25
		BB14 Serpentine Balloons, 45 in.	Gro. 3.75

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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 C. O. D.

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3 Doz. Quantities and Over at \$16.50 Gross. Sample Doz., \$1.50

Worth more than \$2.30 doz. to you. Silk lined tipplings matched to color of tie.

25% with Order, Balance C. O. D. Catalog and Sample Watches FREE on Request.

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FIFTY NEW MODELS
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Pearle B. McGready has purchased the Hoffman Engineering Company and United Automotive Company and will conduct business under the name of Bosch Converters. The Bosch Converter is an improved coil which was designed by the gaff king, R. H. Dibley. Miss McGready will handle all the business in the United States and Dibley will take care of the foreign business. Dibley at present is located in Honolulu.

The most recent addition to the Comet line of aluminum cooking utensils, manufactured by the Aluminum Goods Manufacturing Company, is a new percolator. Combining a number of features which have been extremely popular, the percolator has another feature, a sanitary open spout, making it easy to clean and easy to pour. It is made in a complete range of sizes from 4 to 12 cups and is said to be priced right for prize and premium use.

Just as an indication of what is going over now as salesboard awards, Silver Manufacturing Company reports unusual success with two feature items in its line of merchandise. Swing-Time Pendulum Clocks and animals-on-wheels are in especially strong demand by operators. Big dogs and bears, made of brushed rayon plush and built on strong steel frames with steel platform and rubber-tired wheels, constitute one of the fastest moving lines the company has ever offered, it is stated.

Hercules Neckwear Company is entering the market with what Nathan Davis, of that company, claims to be a gigantic line of ties in all price ranges. He reports the firm uses a new scientific method which makes a machine-made tie look like handmade. All Hercules ties have silk-lined tipplings the same color as the tie, which is another feature that should make the item popular with the trade, according to Davis.

Philco radio sets traveled more than 1,000,000 miles last year before leaving the factories. Mileage was made on the four miles of moving belts and conveyors in the factories where sets were constructed. It would take nearly two years for an automobile speeding 60 miles an hour without letup 24 hours a day to cover the 1,000,000 miles traveled by Philco sets during manufacturing process. And light, flashing at the rate of 182,000 miles a second, wouldn't cover that distance in less than five and one-half seconds.

HEAT WAVE

(Continued from page 66)

wholesale merchandise firms have also made arrangements to have their men at the resort spots at certain times with samples of latest items. Deliveries, too, have been better than in many years because of this direct contact.

Combination of new attractive merchandise, huge crowds at the resorts brought about by the heat wave and direct and aggressive contact of buyers has brought about one of the best seasons in years here.

Wholesalers believe that if these policies are continued there will arise a greater sales market for the wholesale merchandise industry generally and that firms engaged in sales of merchandise to resort spots will be better able to judge buying far in advance of the season.

SALESBOARDS AID

(Continued from page 66)

found this field very profitable, according to reports.

A good portion of the merchandise featured on the boards are items which many persons would like to own but haven't the price to buy them. Prizes said to be getting the biggest play at present are electric clocks, cigaret cases and lighters, pocket knives, watches, midget radios, electrical appliances, pen and pencil sets, electric razors, lamps and novelty glassware.

NEW ITEMS

(Continued from page 67)

forms a heavy gaseous blanket which is literally drawn over the flames to prevent oxygen from reaching the fire. Homes, shops, stores, offices and factories present a good potential market to agents and demonstrators, who are provided a good margin of profit.

Chair Brace

Long-Life Chair Brace Company is introducing an item which should have widespread acceptance. It is known as the Long-Life Chair Brace and those shaky, wobbly chairs and tables no longer need remain in that condition, because they can be saved and strengthened for life with the new device. The Chair Brace is a simple bracket which can be attached easily and quickly by anyone, and once attached the chair or table is sturdily supported. Demonstrators, fair workers, streetmen and pitchmen should find this item profitable.

New-Type Bandage

A new type of bandage has been placed for distribution as an agent's specialty item by Industrial First Aid Company, a subsidiary of Protecto Products Company, manufacturer. Bandage is so designed that it can be used without bulky adhesive tape and will not stick to the skin. Widespread domestic uses are readily apparent for such a product and it is being marketed for this purpose and should be a good pitch seller. It retails at 50 cents.

CREATE INTERNATIONAL

(Continued from page 40)

basis for an international organization will be worked out.

No American Delegates

While no American delegates were at the meetings—H. G. Traver, delegated by the National Association of Amusement Parks, Pools and Beaches, being prevented by illness from attending—various English organizations were represented and the English delegation took an active part in discussions. The British delegation included the following members: C. C. Bartram and J. Murphy, Showmen's Guild; H. Rymer, H. Seff and A. Freeman, Amusement Caterers' Association; Capt. Russell Pickering, Association of Circus Proprietors, and E. Graves, BAMOS (coin machine group).

Germany and Italy were represented by important delegations, and smaller groups were present from Austria, Belgium, Czechoslovakia and Luxembourg. All delegations displayed good will and a desire to co-operate. This being the first attempt at holding an international meeting of showmen it was inevitable that flaws appear in the arrangement of the program. Principal error was that the organizers, presuming, as is the case in France, that ride operators, showmen and market merchants are grouped in one and the same organization, devoted too much time to market problems. At future meetings programs will provide for separate sessions for the ride operators and showmen and the market traders. In this connection it is interesting to note that delegations present represented approximately 340,000 members of showmen's and market traders' associations, but only a small minority represented ride operators, park or carnival showmen groups. Thanks to the speeches of members of the British delegation, seconded by members of the German and Italian groups, it was frankly conceded by the organizers of the convention that showmen and ride operators have more international problems to contend with than the market traders, and this will have an important bearing in the arrangement of future programs.

Credit M. Hytte, secretary of the Syndicat General des Forains, and M. Caron, secretary of the Union Commerciale des Marches de France, sponsors of the convention, with display of infinite tact and tenacity. At various times the conclave threatened to end up on the rocks, but persuasive arguments of Hytte or Caron restored harmony and the meetings wound up with all delegates voicing mutual esteem and praise to the French organizations for their cordial treatment of the delegations.

Social events of the convention were a reception offered by the official committee of the Paris International Exposition at the Wine Pavilion, a visit to the exposition and a well-attended ban-

quet at the Ruhl Restaurant in the exposition grounds. Members of the French associations were at the disposal of delegates wishing to visit the markets, street fairs or other points of interest, and all delegates were provided with cards admitting them to the exposition grounds as often as they desired.

Delegates of the English associations visited the rides and attractions at the exposition amusement park as guests of H. G. Traver, of the Cyclone ride, and M. Baines, of the Rocket Speedway.

NEW FREE SHOW

(Continued from page 47)

show, 55 per cent of admissions to Pioneer Palace are cash.

Beginning August 4, grounds at show open at 6 p.m. instead of 5 p.m.

Clyde Hager Leaves

Clyde Hager, who had the pitch act in Pioneer Palace for six weeks, left August 6 for bookings at theaters on West Coast.

Albert Johnson, scenic designer for local show both years, left July 29 for New York, where he will execute designs for *Between the Devil*, musical show opening in September. Before leaving he completed designs for Billy Rose's *Show of Shows*, the autobiographical production Rose is taking on the road this fall. Harry McMains, assistant to Johnson, left with him.

On July 28 Paul Whiteman and ork furnished music for a special broadcast from Gulf Studio to eight stations comprising the Oklahoma network. Officials of network came down to take part in program, during which Whiteman was made a Colonel on staff of Governor Marland of Oklahoma. Whiteman is now a Colonel in four States—Texas, Oklahoma, New Mexico and Kentucky.

Increase Radio Programs

An increase in number of regular radio programs from Gulf Radio studios on grounds is noted. This week Station WBAP carried four programs from grounds, including Paul Whiteman's NBC programs. Station KTAT offers *Meet the Visitor* programs six nights weekly from grounds; Bess Coughlin, singer in Melody Lane, in two weekly programs, and Larry Lee's Orchestra in four weekly programs from Casa Manana band stand. KFPJZ offers the Original Dixieland Jazz Band in three programs a week from Pioneer Palace and Larry Lee's Orchestra twice weekly.

Jimmie Briery, singer with Paul Whiteman's Ork, is being featured in three morning programs weekly over Station WBAP on Mondays, Wednesdays and Fridays at 9:45 a.m., as well as on the Whiteman NBC programs. The 9:45 a.m. period on WBAP on Tuesdays and Thursdays is devoted to the Fleeta Reporter, who now is interviewing groups of Casa Manana dancers.

The chorus in Pioneer Palace Revue, featured in two dance numbers with the Dancing Rooneys, Pat Sr. and Jr., is composed of LaRue Carter, Evelyn Ann, Wiggins, Gloria Jerome, Bebe French, Winnie Behn, Jinx Walthers, Georgia V. Padgett, Margie Ward, Beatrice Buchanan and Elyne Armstrong. Showgirls in this revue are Peggy McBride, Cordelia Carter, Mozelle McCarley and Marzelle Van Hooster. Eddie Bakeman is stage manager, and Jack Wilson, house manager. Fritz and Jean Hubert, comedy team, replaced Clyde Hager in this show today. Hinda Wassau, after protests by City Council of her striptease number in Pioneer Palace Revue, is now doing a muscle dance. She has added to her costume and now wears (See NEW FREE SHOW on page 73)

JWELED LADIES BAQUETTE WATCH

With 50 Sparkling Fac-Simile Diamonds
SPECIAL—
No. 111—Modelled From a \$300 Article, In 1/2-doz. Lots, Ea. \$4.50
Sample, 50c Extra, 25% Deposit, Bal. O. O. D.
SEND FOR NEW 1937 CATALOGUE.

FRANK POLLAK NEW YORK CITY

CARNIVAL NOVELTIES

- WE DO SELL FOR LESS
- SWAGGER CANES, Gr. \$5.50
 - CHINA HEAD GAMES, Gr. 6.75
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 - FLYING BIRDS, Gr. 2.00
 - SERPENTINE BALLOONS, Gr. 3.80
 - MECHANICAL TOYS, Doz. 1.95
 - (Crawling Baby—Tumbling Clown—O You Dog)
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LIVE TURTLES

Resorts, Parks, Fairs, Expositions, Sell Souvenirs that are Different!



Biggest souvenir sensation today! Fishlove's Live WUNDER TURTLES command greatest attention and MOST SALES because they are Souvenirs THAT ARE DIFFERENT—attractive and tiny.

Measure about 2 in. long. Beautifully painted and decorated with waterproof multi-color flower, scottie, bathing girl, etc., designs. Ideally suited for Fairs, Expositions, Carnivals, Circuses, Resorts, Parks and Pools. Name of Fair, Town, Resort or people's name (John, Mary, etc.), hand-lettered.

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Includes Hand Lettered Name or Town

at no extra charge. Details upon request. Folks can't resist these long-life pets at 25c each! Sample dozen, \$4.50 Prepaid. Weight, approx. 6 lbs. per 100. Individual SELF-MAILING waxed, Postal-Approved boxes, 1c each. WUNDER TURTLE FOOD (10c seller) in Cellophane Envelopes, \$3.00 per 100. Unsold Turtles repainted and relettered, 2c each. All prices F. O. B. Chicago.

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Let us tell you how you can get your own Suits FREE and make big money with the Famous Jay Rose line. Make \$3.00 to \$8.00 spot cash on each sale in addition to many bonuses, besides the FREE SUIT OFFER.

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New Fall line of all-wool materials, snappy patterns, latest novelty fashions, easy to sell at special low prices. No experience. Complete instructions. Write for Free Suit and Gift Offer and Big Sample Line.

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PIPES for PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

O. O. McINTYRE in his daily stint under August 5 date-line devotes a good part of his column to some highly laudatory remarks concerning the pitchman. His piece follows: "There has always been a fascination for me about pitchmen who hawk novelties from their little valises on tripods along the curbs. They are beaver-

like in their industry, working from early to late, altho their rewards are comparatively slight. They are the last of the types O. Henry called 'gentle grafters,' birds of passage and always on the wing, knowing Canal street in New Orleans as well as Market in San Francisco and the library wall, which is their greatest rendezvous, on 42d street in New York. *The Billboard* is their Bible and there is a column especially devoted to their roamings in every issue. The pitchmen run to type, but do not roam in packs. They go it alone and are somehow always able to survive every depression and other economic upsets. Each is a ringer for Ned Sparks in glumness. Their clothes are mostly blue serge and they are the last of the cigaret smokers who roll their whiffs in yellow papers. Most of them talk out of the side of the mouth in cynical phrasing—but seldom are they ever involved in the petty crimes of the rolling stones."

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MR. DEMONSTRATOR. My Pitch Package is Ready... Fitted with Two-Tone Points. Sample Set, 25c.



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MICKEY MOUSE WATERMELON BALLOONS



NOW, Watermelon Balloons are more popular than they ever were—thanks to Mickey Mouse. Promises to be the big sensation of this season.

The Mickey Mouse cartoon is printed on balloon in two colors. Balloons are regularly supplied in GREEN only, but may be had in assorted colors if desired.

Made in three sizes, and in an extra large demonstrator size.

See or write your jobber at once. Cash in on this while it's brand new. If you have no regular jobber write us for complete information.

The **OAK RUBBER CO.** RAVENNA, OHIO.

us how you are. F. L. Ferguson is slowly recovering from a serious illness and he hopes to be out calling on his many friends soon. Walter Byers and wife, who are resting at their home here, plan to start the fair season at Old Washington, O. Wonder what's become of Mr. and Mrs. George Partman."

MOST PITCHMEN, of necessity, are excellent entertainers.

J. H. McCASKEY . . . long-range purveyor of agricultural periodicals, after a long silence, pencils from Reynoldsville, Pa., under date of July 22: "Have just concluded a fairly successful campaign in West Virginia, which leads me to predict a successful fair season this fall. If indications mean anything prevalent conditions are much better than has been the case in the last three years. This means that the rural spender will exceed the town folk. Prospects for good compensation at almost all of the many agricultural exhibits look mighty favorable. If some of you fellows on the leaf can find time let the pipes desk know of your views on the situation in the territory you're working. Would like to read pipes from Whitey Johnson and wife."

WHAT CONCERNS . . . your profession as a whole should demand your personal attention. There are many things right in your own ranks that require rectifying. It may entail much talk and make a few enemies, but it's the best procedure in the long run.

TRIPOD OPININGS: Jack-pot pitches and jack-pot money usually leave those cutting up jack pots in a helluva spot.

FRANK LIBBY . . . after working Canadian Territory for several weeks, including a fair on the A Circuit and one the B Circuit, decided to get out while the getting was good and is now in Duluth, Minn. He writes that he has a little company in the town this time as George Beyer and wife and Harvey Walker and wife are also there. Beyer is working corn remedy and Walker is purveying coils, according to Frank. He says that Fido Kerr also

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NOTE OUR NEW LOW PRICE
 FELT SPANISH HATS, With Fancy Ball Fringe. Doz. \$1.65
 \$18.50 Gross; 5 Cross Lots, \$18.00 Gross.
 ORIGINAL O-U DOC—A Real Money-Maker for Fair Workers.
 Gross \$21.00 — Doz. \$1.80.
 SERPENTINE BALLOONS—Fastest Selling Balloon Number
 this Season. Gross \$3.25 — Demonstrators 25c.

Large Fur Monkey Doz. 65c
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 Gross \$7.00
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 26 In. Doz. 1.65

New Numbers of Charms
 Just Arrived. Send for
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25% Deposit With Orders.
 Send for New Illustrated
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Immediate profits. No investment to start. Earn big Profits Weekly. Chance to establish big-pay Wholesale Business of your own. Handle Nationally Advertised Brand Sundries, Toilet Goods, Cosmetics, Notions, Novelties—including Layson'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-A, Spencer, Ind.



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Now, you may pocket fast earnings—spare time, full time—hauling out ROYAL LEATHER TIES to men and young men. Gorgeous color assortment. Snappy patterns. Easy cleaned, long-lasting. The biggest Tie "Hit" in years. Sample, 35c. Retail Price, 50c. Dozen, Assorted, \$3.40; Gross, Assorted, \$33.60, with FREE TIES. Money Back Guarantee.

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Gross. **MAGIC WINDOW CLEANERS**, Quickest Seller for 1937. \$7.75
APEX Knife Sharpener and Glass Cutter. 7.00
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 Pressed Lavender or Rose Leaves (Heart Shaped). Each on card. 3.00
GOOD LUCK CHARMS—Numerous designs. Good Trial Assortment. 1.00
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 19 East 17th Street, NEW YORK. SINCE 1913

No. 1 OUTFIT—2 In. STROP, \$12.00 per Gr.



Sample 15c.

RADIO STROPPER CO.
 SANDWICH, ILLINOIS

dropped in for a few days and put over a successful whitestone demonstration in a local store. Inclosed in Libby's pipes was a clipping from a Virginia, Minn., paper, under a July 27 dateline, which read in effect: "The wheels of justice turned swiftly this afternoon for Nicholas Towy, Palestine, Ill., peddler, who was arrested at 4:15 p.m. on a charge of peddling without first having obtained a license from the city clerk. Towy was sentenced to serve 45 days in the county work farm. Judge James P. Carey gave Towy the choice of serving the work-farm term or paying a \$27.50 fine. Towy chose the term." Libby says he believes that "wheels of justice" stuff is a typographical error and sums up the situation with the following: "Here's the real lowdown on the license situation in the town as I know it. A fellow makes application with the city clerk for a license. The clerk takes the application and presents it to the city council for its approval. If the council okehs the application the pitchman then pays the clerk \$10 per day. So you see, fellows, it's just one way of refusing a license without laying themselves open. City council meets once a week and if it does okeh the license you must still pay a prohibitive reader. It's difficult to say just how many times this same thing occurs in various sections of the country, but one can safely say thousands of times. Still some of the boys in this business talk of the lone-wolf route. They like to be known as lone wolves, but when they are up before a judge they are just another peddler to him. The sooner those fellows decide to organize the sooner they'll be recognized as something besides a peddler."

FAMOUS LAST WORDS: "The post office is closed and I forgot to lift that C. O. D."

CHIC DENTON . . .
 who celebrates his 18th year on the road next month, inks that he enjoyed a big week at the recent Frontier Days celebration at Cheyenne, Wyo. He says he is heading for Idaho and the Northwest, but expects to be in the tobacco country after the holidays.

THINGS WE NEVER HEAR: "Come on, fellows; we want you to work our town."

OLESON AND WIFE . . .
 ink from Akron that they are working sharpeners in that city to a mediocre take and send along some notes concerning the Rubber City. "Morris Davidson, who is working cutters here, went to Pittsburgh recently and found a 'jillion'

pitchmen working that spot. He lost no time in jumping back here. McNeill just blew in from McAllister, Okla., and Detroit. Jack Young, working transferine, was in for a few days and then left for Jamestown, N. Y. There are plenty of doorways here, but they can't be rented and the law has been ordered to chase anyone attempting to work them. Rubber factories here were good, but several thousand workers have been laid off and it has slowed things considerably. The Nelsons info from Bridgeport, Conn., that they are doing good business with the polish there."

DOC CHASTAIN . . .
 inks from Graydon, Ky., that business for himself and several other pitchmen working there has been just fair. He writes that he plans to go into West Virginia soon. Doc visited his old friend Gentleman Dude Bremer when the F. H. Bee Shows exhibited at Graydon recently.

MEMORIES: Remember when the boys held a New Year's party in the Victory Hotel, Oklahoma City, and Eddie St. Mathews ran out of his funny yarns and set up his tripes and keister in the lobby, making a pitch to no one but pitchmen? And when one of the boys went out and paid a cop \$2 to go inside and ask Eddie if he had a license to peddle? It was a good laugh getter and the writer is willing to wager that Eddie did not know the truth until long afterwards, altho he claims that he was in the know all the time. Those were the good old days.

SEVERAL FELLOWS . . .
 have written in asking us to publish a list on closed and open towns. Well, boys, the frequent changing conditions make it impossible to formulate an authentic list. We suggest that close observance be made of business reports that appear from time to time in this column.

LOOK AHEAD, BOYS, and forget those big days of the past. They are only memories anyway.

AFTER WORKING . . .
 Broad and Arch streets, Philadelphia, for 10 weeks, Jester, automobile polish man with the A-1 personality, received a swell writeup in a local Sunday paper, according to Carl Herron, who scribes from the Quaker City under date of August 2. "The writeup," says Carl, "was along the lines generally devoted to pitchmen, but it was good enough to increase his wholesale sales 100 per cent. And when Monday rolled around Jester rolled a bank roll into his pocket. Believe me, boys, because I'm working right beside him (See PIPES on opposite page)

STATIONERY VALUES

RED INK—5c Size. Gross \$1.25
 BLUE INK—10c Size. Dozen25
 DIXON PENCILS—No. 268. Gross75
 ERASERS—Giant 5c Size. Gross.50
 PENCIL LEADS—18 to Box. Doz. Boxes25

25% Deposit With Orders, Bal. C. O. D.

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 878 BROADWAY, NEW YORK, N. Y.

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" Goodier. 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.

ELGIN & WALTHAM WATCHES \$1.75

7 Jewel, 18 Size in Engraved Cases at
 Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY SMELTING CO.
 118 N. Broadway, St. Louis, Mo.

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MAGIC WINDOW CLEANER

America's Best Pitch Item. One side has a Rubber Sponge, the other side has a Squeegee. Good for cleaning rapidly all types of Windows: Automobile, House, Store, Show Case Windows, Etc.

Dozen 70c. Gross \$8.00

ALKALINE TABLETS, 30 Tablets. Each in Cellophane Envelope on Attractive Display Card.
 Sells 5c Each Tablet — Brings In \$1.50.
 10 Card Lots Per Card 20c
 25 Card Lots Per Card 19c

Send for FREE Jobbers' List. 25% Deposit With Orders, Bal., C. O. D., F. O. B., N. Y.

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 25 East 17th Street New York City

WIRE ARTISTS' FINDINGS

COMPLETE LINE
 Send for Catalog

O'CONNELL MFG. CO.
 220 EDDY ST. PROVIDENCE R. I.

A. HOLT & CO., INC.

227 Eddy St., Providence, R. I.

Rolled Gold Plated Wire for Wire Workers

WRITE FOR PRICE LIST

RINGS

Cameo and Whitestone. Highest Grade Rhodium and Gold Finish. Send \$2 for 20 Samples of popular styles.

NEW OLYMPIC BEAD CO.
 Catalog. 307 5th Ave., New York

Also Showing Latest Styles in Crystal-Rainbow and Novelty Jewelry. Send \$2.00 for Line No. 24 of Pendants, Crosses, Bracelets and Items for Engraving.




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Mountings from 1/2x2 up to the largest sizes. Sparkling new designs, surprisingly moderate prices and rush service. Write us for illustrated circular. Miniature samples 25 cents, postpaid.

THE GROSS PHOTO SUPPLY CO.
 1501-17 W. BANCROFT ST., TOLEDO, OHIO

CHEWING GUM 22¢ BOX

RETAILS FOR \$1.00.

Each box holds 20 Full Size 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (prepaid). GREAT FIELD FOR AGENTS. Write **AMERICAN CHEWING PRODUCTS CORP.**, 4th and Mt. Pleasant Ave., Newark, N. J.

HUSTLERS ARE MAKING MONEY

Selling Lord's Prayer on a Bracelet. Cost 5c, sell 25c. Also Lord's Prayer on a Copper, cost 1 1/2c, sell 10c. Also engrave names and address on them. They set on Paper Easels. Sample 10c. 25% with Order. Balance C. O. D.

CHICAGO BRACELET CO.
 1167 South State Street, Chicago, Ill.

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 Creds.

COMIC POST CARDS

Christmas, New Year, Lovers, Flappers, Petting, Boozers, Fish Jokes—100 designs, 50c. Fun Cards, Joke Novelties, Booklets, Photos—20 samples, 10c. Complete sample assortment, over 100 articles, \$1.00, Prepaid. ARTFORM CO., 1710 Undercliff Avenue, New York City.

CANADIAN FAIRS

Tickets if I know you. Come on, will place you. Fairs start August 15th. Bernie Wells, Jess Trout, get in touch with me at once.

BEN WILLIAMS SHOWS, Inc.
SKOWHEGAN, ME.

WANT SHOWS and SHOWMEN

No Lush. A few Concessions. No exclusive. American Mitt. Have a good string of Fairs in Colorado and Nebraska.

Joe Lewis note.

ED. LONGREN, MIDWEST SHOWS,
GORDON, NEB.

LARGE AND LANE SHOWS WANT

For Twelve Straight Fairs in Mississippi.

Corn Game, Erie Diggers, Fish Pond, Bowling Alley, Pitch-Till-You-Win, Hoop La, Custard, Legitimate Concessions of all kinds. Will book Double or Single Loop-O-Plane. Banner Man with car that can put up papers. Minter City Free Fair, 9th to 14th; Vaiden, Miss., Free Fair, 16th to 21st. All communications to **LARGE AND LANE SHOWS.**

NEELD'S CONCERT BAND

Weeks of August 30 and September 13 Open.

BOOK THIS ATTRACTION FOR YOUR FAIR.

Permanent Address, Columbia, Tenn.

HARFORD, PA., FAIR

September 1st, 2d and 3d.

NEW MILFORD, PA., LACKA COUNTY FIRE-MEN'S CONVENTION FEDERATION,

September 3d, 4th, 5th and 6th.

SHOWS, CONCESSIONS, DEMONSTRATORS. Free Acts write F. EUGENE SYKES, Harford, Pa.

WANTED QUICK

For Barney Bros.' Circus, Foss & Davers.

All kinds of Circus Acts, Musicians, all Instruments. Can use two Clowns. Also Colored Musicians for Side Show. Enlarging Show. Wire 1640 Central St., Kansas City, Mo.

WANT

Sensational Aerial Act for ten consecutive Fairs and Celebrations and long season South, commencing August 16. Will sell exclusive Novelties. Want Organized Minstrel Show with own outfit. Clark Hearne answer this ad. All replies, **AL C. HANSEN SHOWS,** this week Lawrence, Kan.

Want to Buy RIDES

Ferris Wheel, Merry-Go-Round, Streamline Train, Hide-O-Ride, Whip. Must be in A No. 1 shape practically as good as new. **THE GOLD STAR RANCH PARK, INC.,** Savannah, Ga.

NEW 80 BY 140 CIRCUS BUILT TENT

For sale cheap. Also used Khaki Tent \$3 by 70 square ends. Tents for rent to fairs.

NORFOLK TENT & AWNING MFG. CO., INC., 113 Main St., Norfolk, Va.

BIG SELLERS—BIG PROFITS

FOR PITCHMEN, STOREKEEPERS, JOBBERS — 1937 HOROSCOPES, \$5.50 per 1,000 or 70c per 100.

FLASHY ASTROLOGICAL FORTUNE TELLING CARDS, \$6.00 100 Decks. 25c for Samples of above.

- | | |
|---------------------------|-------------------------------|
| HOT ITEMS per doz. | PITCH ITEMS per gr. |
| Rubber Glove... \$.35 | Squirrel Cigarettes... \$4.00 |
| Loaded Cigars... .40 | 4 Magic Paddles... .50 |
| No. 7 No. Folder... .75 | Hindu Vanisher... 1.50 |
| Hope Chest... 1.95 | Cig't Vanisher... 3.50 |
| Shimmy Dancers... .25 | Fennis Rac. Puz... 3.50 |
| Hot Mirrors... .35 | 40" Platelifters... 2.50 |
| Hot Sand Cards... .30 | 75" Platelifters... 3.75 |
| Hot Folders... .15 | Toothpick Knives... .90 |
| Wee Wee Panties... .90 | Big 8 Folders... .50 |
- CHINESE COIN & RING TRICK,** large size, \$1.50. **MERRY WIDOW HANKY** No No best, \$1.20 a doz. Samples? YES, 50 of them and Comp. Cate. \$2.00.
- MAGNOTRIX NOV. CORP.,** 136 Park Row, N. Y.

Beckmann & Gerety's SLA Benefit Scores Solid Success

Many league executives present — over 700 attend show produced by Nancy Miller and H. D. Hartwick — performers given ovation — \$931 added to fund

ROCKFORD, Ill., Aug. 7.—The annual Showmen's League of America benefit sponsored by the Beckmann & Gerety Shows was held here Wednesday night in the *Gay Paree* tent theater on the midway after the performances for the public had terminated about midnight. Over 700 employees of the shows, visiting showmen and a few carnival fans, friends of the management, packed the spacious inclosure. From the opening overture to the concluding number there was rapt attention to every item of the proceedings and the performers on the stage were repeatedly applauded to the echo, proving that "the show" is still the thing to both showmen and laymen alike.

After the sale of tickets, fines and contributions had been totaled it was found that the neat sum of \$931 had resulted from the combined efforts of the show's management, its employees and friends to make this most worthy event a success. The moneys were turned over to Fred Beckmann and Barney S. Gerety to be handled in regular business routine pertaining to such matters relating to the success of the Showmen's League of America, of which the Beckmann & Gerety Shows are rated as among its staunchest supporters.

League Executives Present

Showmen's League dignitaries in attendance included President J. C. McCaffery, Vice-President Frank H. Duffield and Secretary Joe L. Strieblich. McCaffery, in an address between numbers of the *Girlesque Revue*, talent for which was recruited from one end of the midway to the other, said: "This is the biggest 'still' date I ever saw. The marvelous turnout and spirit of co-operation exhibited here tonight is an everlasting credit to the outdoor show business and a demonstration of the high regard in which Fred Beckmann and Barney S. Gerety are held by their brother showmen and employees."

As for the show, from the opening to the finale there was never a letdown. Nancy Miller and Doc H. D. Hartwick were the co-producers and at the final curtain they were given an ovation. The chorines from *Gay Paree*, with the feature dancers, Bertie (Ginger) Austin, Aloha Dean and Sue Kelley, opened the performance with a fast dance routine which ended in a rousing cheer for Beckmann and Gerety. Talent from the *Cotton Club Revue*, headed by June Brown, L. C. Toland and "Aunt Jemima," kept up the pace after bits in which the inimitable comics, Hartwick and Murphy, had scored heavily. Julia Tarvaline, from the *Fountain of Youth*, was a hit with her sleeve dance and handled comedy lines cleverly. The "blow-off," sold by Hartwick, garnered many extra shekels, and when the train crew, attired in daring regalia, tripped the light fantastic in rumba rhythm the appreciative audience literally "laid in the aisles."

Mona Prevue and Betty Sheppard proved no mean exponents of the terpsichorean art in a comical "washtub" routine. The Peerless Potters, aerial casters, did surprising hand balancing and Jean Clark's vocalizing stopped the show. The diminutive Mike Buhena maestroed the girl show swing band, which alternated with Toland's band, from the colored show and Walter Hale emceed.

"Judge" Beckmann Presides

At the conclusion of the performance a laughable and profitable "Kangaroo Court" was held, with Judges Beckmann and Sam Gordon assessing the fines. Whitey Wless, whose efficiency as chairman of the ticket sales committee earned him much praise, was clerk of court, and Hale acted as district attorney. Arkie Bradford, high sheriff, and his deputies, Roy Sheppard and Curley Smitherman, brought the "culprits" to justice.

Visitors: A. Whitey Leherts, Mr. and Mrs. R. S. Oakes, C. Olsen, Whitey Wiell, George Terry, Lew Keller, Irving Malitz, George Johnson, S. T. Jessop, Ned E. Torti, M. J. Dorlan, Mr. and Mrs. Matt O'Connell, Mrs. A. F. Sichmann, Mr. and Mrs. Vernon C. Funnell, Gene Hommenna, G. Keough, Sunny Bernet, Walter F. Driver, Julius Wagner, Mrs. A. Swenson, Louis Leonard, Jack Benjamin, Marie C. Stokes, Art Swenson, F. J. Nolan, C. H. Porter, Edith C. Thorsell, Ash Johnson and Frank White.

New League members proposed by Sam

Feinberg were John Staley, Mike Buhena, Joe Prevane, Doc H. D. Hartwick, Jake Brauer, Walter Hale, Jesse Shoote, Charles Chaub, Guy West, Gill Manyard, Sam Aldrich, R. Lewis, Bo Sherman, W. Noller and Charles McDougall.

Much credit for the tremendous success of the benefit is deserved by the two "Dutches," Wilson and Blue, who collected nearly \$500, and Jlds, who did duty as boss property man, had the top ready at midnight with 300 extra seats.

A candy sale conducted by the Reese brothers, with merchandise donated by the Casey Concession Company, added considerable cash to the coffers.

An impromptu comedy interlude was furnished by Evelyn Frechette, who attempted to hold up "Judge" Beckmann and seize the court's moneys when she was brought before the bar of justice, charged with being afraid of a radio "mike" and not afraid of machine-gun bullets.

Codona Funeral Largely Attended

LONG BEACH, Calif., Aug. 7.—Funeral services for Alfredo Codona were conducted at Mottel Mortuary here August 3 at 1:30 p.m. It was one of the largest attended funerals in the history of Long Beach. The spacious funeral parlors could not half accommodate the crowd. Persons were there from all walks of life. There were floral tributes in great profusion. Outstanding was the flying trapeze. The design, nine feet high and three feet wide, was in form of inverted letter U, the uprights orange and yellow marigolds, top cross bar blue flowers; from the cross bar ropes of gold cord and ferns formed the aerial swing.

An occurrence that shows how real showfolks are, Mrs. Eduorda Codona and family attended the mass of requiem in the morning for Vera Bruce (Codona) and sent flowers, and in turn there came a massive floral piece from the Bruce family for Alfredo's funeral.

Among others that sent flowers were the Pacific Coast Showmen's Association, Long Beach Parent-Teachers' Association; Alfredo Codona Tent, CFA, San Antonio, Tex.; Pyramid of Scouts, Mr. and Mrs. Courtney Ryley Cooper, Long Beach Mounted Patrol; Senior Young People's Class, Second Brethren Church, Long Beach; the Pot Luck Club; Mariners Lodge No. 67, F.A.M.; Masonic Lodge of New York City; Mr. and Mrs. W. Masters, of Chicago College of Music, and Tom Mix Circus.

News reel and camera men from the Los Angeles and Long Beach dailies took numerous shots in the chapel and other points. Invitation was extended to circus folk to meet in front of chapel after service for pictures. In these were Minnie Fisher, Maybelle Bennett, Mr. and Mrs. Chads Clark, Mr. and Mrs. Ernest Clark, Ernestine Clark, Bones Hartzell, William Lennett, Francesco Luiz, Al Le Grch, Harry Bob Matthews and Steve Henry, *The Billboard* representative.

Services were most impressive. The Very Rev. Edwin S. Lane, Phoenix, Ariz., acting rector of St. Luke's Episcopal Church, Long Beach, was officiating clergyman. Just the Episcopal service was read, no eulogy. After the Masonic service was read Rola Alford sang *Sweet Mystery of Life* and *When Day Is Done*, La Tourette Chase, organist. Eight Long Beach motorcycle officers bore the heavy metallic casket. Interment in Inglewood Cemetery, where the monument erected to the late Lillian Letzel, former wife of (See *CODONA FUNERAL* opposite page)

Notes From the Crossroads

By NAT GREEN

A MARVELOUSLY fine start on the benefit shows to be given on various carnivals for the Showmen's League of America was made last Wednesday night on the Beckmann & Gerety Shows at Rockford, Ill. The Chicago delegation,



NAT GREEN

which included President J. C. McCaffery and Secretary Joseph Strieblich of the League, Frank P. Duffield, Walter F. Driver and others, brought back the report that an exceptionally good show was staged and receipts ran close to \$900. That is a mark for other shows to shoot at. The enthusiastic support given the benefit is an indication of the high esteem in which the League is held by outdoor show people—an esteem that has grown rapidly during the last two years. The worthiness of its aims has been brought home to showmen throughout the country and today there are few who are not solidly "sold" on the organization. From present indications last year's splendid membership record will be surpassed this year.

Frank Braden's ant stunt went over big in Chicago. It's probably been a long time since the two anteaters on the Ringling-Barnum show have had so many of their favorite morsels to feed upon. Frank planted the story in most of the dailies and almost immediately the kids began to appear on the Ringling lot with boxes and cans of ants. Then some pictures of the kids hit the papers and still more kids and ants appeared. As a matter of fact, the anteaters' appetite for ants finally became so satiated that the beasts turned up their snouts at the hymenoptera and refused to eat more.

Bert J. Chipman, veteran showman and author of the book *Hey Rube*, has been sojourning in Chicago for a week and meeting up with a lot of his old friends. . . . Bert said he just had to get away from the Hollywood influence for a while. . . . Wonder what F. Darius Benham thinks of Odd McIntyre credit-organizing of the Circus Saints and Sinners to Dexter Fellows! . . . Charlie Docen, freak animal showman, in town on business, says biz only fair for his show. . . . Harry Noyes, one-time agent, in from Kewanee to see the Big Show. . . . That was a nice publicity break for J. C. McCaffery, Elwood A. Hughes and J. W. (Patty) Conklin in *The Cleveland Plain Dealer*—a three-column cut and a full-column story under the caption *Master Showmen Say Expo Is Tops*. . . . Fine publicity, too, for the Great Lakes Exposition! . . . Frank Hartless, president of the CFA; Walter Hohenadel, editor of *The White Tops*, and Mrs. Hohenadel, William S. Sneed and Bert Wilson were among the circus fans who left Chi the middle of last week for the CFA convention at Norfolk. . . . Harper Joy, the Spokane shogun, wanted to make the trip but thought it was too much of a trek. . . . When Harry Atwell, the old photog, finished making a picture of the silver statue posing number on the Ringling show his studio looked as if the U. S. mint has dumped a load of silver sittings in it, and Harry is still picking silver glass out of his hair. . . . Dick Hylan, former burlesque producer but for the last few years with various carnivals, was in town framing a girl show for the Great American Shows.

A fine piece of publicity for circuses in general and the Ringling show in particular appeared in *The Chicago Tribune* of Sunday, August 1. In the *Trib's* graphic section was shown a large map of the United States on which was traced the entire 1936 season's route of the Big Show. Accompanying the map was a story giving the number of cars carried by each of the railroad circuses, number of miles traveled during the season and many other interesting details. Frank Braden was responsible for the break and Arthur Hopper lent some assistance in giving mileage and other statistics.

Hartmann's

Broadcast

BACK on the job after a two weeks' vacation and, to borrow an old expression, "feeling fit as a fiddle." Never had a more enjoyable occasion of the kind, thank you. Had hoped the absence of this column during that



A. C. HARTMANN

period would be a relief to you readers, but it wasn't to two—count 'em—judging by their reaction. One of them, Harry F. Gilliam (Ah! Ha!) postcarded The Billboard from Davenport, Ia., July 28: "Gentlemen: What? No Hartmann's column this week. Surely it cannot be writer's cramps

the primary cause. WHY? That column is like the editorial page of a daily to us. Let's have it." Whatta bow!

The other reader was E. H. Kelley, of Doc and Ma Shows fame, who wrote from New London, Conn., August 2. It wouldn't be Doc if he didn't kid a little, and his note this time is no exception. "I picked up my Billyboy of July 31," says Doc, "and way down in the southeast corner of page 80 I note 'Broadcast Rests—Is on vacation—Will return August 14.' Now, Al, you know the only reason Ma and I buy The Billboard is on account of your column (you are supposed to believe that). We feel gyped and as you will be away two weeks we think we should have 30 cents back because we have no Hartmann's Broadcast and because your absence has cast a gloom over our mugs (you are also to believe that). However, never mind our gloom—just have a helluva good vacation and return ready to educate us again in your column. Love and kisses."

TOOK occasion during the vacation to visit the Great Lakes Exposition at Cleveland and must say it has undergone considerable improvement since seeing it last year. This is true in most departments and especially so from the standpoint of amusements. Aquacade itself is worth any long trip. Here is a musical (stage and water) spectacle that really causes one to marvel. Our hats off to Billy Rose, who was respon-

sible for this! Another outstanding feature is Winterland with its ice skating done by some of the best skaters in their line, and then there are Billy Rose's Pioneer Palace, Tony Sarg's Marionette Theater, "The Drunkard," Streets of the World with free vaudeville and numerous other shows and riding devices. The exhibits, too, are really worth while. Horticultural Gardens appeared to be even more beautiful than last year. The exhibit is remarkable when one considers that it occupies a site that prior to the exposition was a dumping ground.

Everything at the exposition runs with a smoothness that is very noticeable and all of this can be attributed to the harmony that prevails among the execs. Such officials as Lincoln G. Dickey, Peg Willin Humphrey, Almon R. Shaffer and Frank Shean know what it is all about and every consideration is given to the showmen and concessioners. In the roles of hosts, too, they are tops.

THIS is the first year that the amusement zone at the Canadian National Exhibition will not be known as the "Midway." That, of course, is not new, nor is the fact that it was announced some months ago the name would be "Playland."

What is new, tho, is the listing in a folder advertising the CNE of "Frolexland" as one of the features, accompanied by this descriptive matter: "All-new amusement area. . . . Complete and daring departure from accepted ideas of so-called 'midways.' . . . Recreational and educational innovations and novelties. . . . Startling array European and Asiatic features."

From this one is led to believe that the name "Playland" has been dropped and "Frolexland" substituted.

Never having heard of such a word as frolex or frolexland, we searched thru our dictionary, but this failed to reveal anything except the word frohlich of German origin, meaning "joyous, gay, happy." Then again the word could be a variation of "frolicsland."

Maybe Canadians are familiar with frolexland—and maybe not. If not the results will be worth watching, especially since unfamiliar names for amusements sometimes arouse greater curiosity and interest than established ones.

JAMES V. CHLOUPEK wants it understood that it was not he, S. R. Van Wyck or George Prytz, members of the Montgomery Queen Tent, No. 7, Circus Fans Association, Oakland, Calif., who wrote the postcard signed "CFA" and quoted in this column recently.

"In your column of July 17," writes Chloupek, "you refer to a postal card from Oakland, Calif., signed 'CFA' (meaning, apparently, a member of the Circus Fans Association). I wish to advise that the party is not a member of Montgomery Queen Tent No. 7, CFA. I am positive as I made it my business to contact the only other members in Oakland, who are S. R. Van Wyck and George Prytz. I cannot imagine who could have sent in such a card and contents from Oakland. However, if he is a Fan I am quite sure he is not a member of the California Top. I hope you will be kind enough to offer this explanation in your next column."

NEW FREE SHOWS

(Continued from page 68)
a white satin coat and red satin skirt and white gloves.

H. W. McKinley is manager of Pioneer Palace for National Hotel Management Corporation. Bill Gunz, manager here until McKinley arrived, is now at Casa Manana.

Replace Edna Alle

The sharpshooting act of George Keyes and Mae Ross replaced Edna Alle and Company in free show for last week of run. The Alle company left July 30 to all fair dates in Midwestern States.

Manuel King has been given a black panther which he must work into his

For SPEED and ACCURACY

Lower Intrastate Rate in All But a Few States
TELEGRAMS ★ CABLEGRAMS ★ RADIOGRAMS, ERRAND SERVICE ★ MONEY ORDERS

USE Postal Telegraph

Phone your telegrams. They will be charged on your bill.

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. No Catalogue.

STANLEY BROS. SHOW

Want for SUFFOLK DOWNS, BOSTON, MASS.

ENTIRE WEEK OF AUGUST 16, INCLUDING SUNDAY.

Estimated Attendance Over 100,000 Daily, With Free Acts, Bands and Fireworks Every Night.

CAN PLACE for this date and balance of Season, SHOWS, RIDES and legitimate Concessions of all kinds. Our Route: Week of August 9, Waterbury, Conn., Old Home Week. Week of August 16, Suffolk Downs, Boston, Fair and Rodeo. Week of August 23, Westport, N. Y., Fair. Week of August 30, Towanda, Pa., Fair, and 16 weeks of Southern Fairs to follow. Fair Secretaries in Pennsylvania, Virginia, North and South Carolina, Alabama, Georgia, Arkansas and Mississippi, get in touch with us for open dates of our No. 2 Show. Write or wire STANLEY BROS. SHOWS, Care of George Hamid, Inc., 260 Tremont St., Boston, Mass.

NEW AMERICAN SHOW WANTS

FOR TEN NORTH CAROLINA FAIRS, OPENING MULLINS, S. C., AUGUST 31, SHOWS TO FEATURE.

WANT Mule Show, Real Ten-in-One, Monkey Show, Real Minstrel and Grind Shows. CAN USE Clean Concessions, low rate, two of a kind. WANT High-Class Musical Review for Full Act and four Novelty Acts. Sallmaker and three Working Men report at once. Fairs include Wadesboro, Clayton, Fairbluff, Wallace, Laurinburg, Angier, Jacksonville, Selma, Armistice week, and two pending. Pennys' Rides booked. In Heart of Tobacco Belt. MABEL MACKANS, Manager, New American Shows, Mullins, S. C.

DIXIE BELLE ATTRACTIONS

WANTS TO BUY, RENT, LEASE, OR BOOK small Merry-Go-Round and Auto Kid Ride. Will book for Fairs and Celebrations Ball Games, Grab, Candy Floss, Candy Apples, Crackerjacks, Snowballs, Cigarette Gallery, Fishpond, Bumper, Blanket Wheel, Grocery Wheel, Glass Spindle, Penny Pitch, or any Concession that works legitimate. Positively no control games or grift. CAN PLACE Shows with or without Tops and Banners. This Show has contracts for Cannelton, Ind., Centennial, on the Street, week August 16. Governor Townsend will speak there August 20; estimated crowd 20,000. The Ohio County Fair, Hartford, Ky., where crowds always go. Tell City, Ind., Merchants' Street Fair, where all factories are working. This is a sweetheart. Other Fairs and Celebrations to follow. Will have set of Rides to book on good winter Show going South from Tennessee after November 1. WILL BOOK another Corn Game if nice. Address LOUIS T. RILEY, Gen. Manager, Loogootee, Ind., this week; then per route.

CAMBRIDGE, NEW YORK, FAIR

5—GREAT DAYS—5 GALA NITES—5

AUGUST 24th - 28th

Harness Racing, Auto Races. \$3,500—George Hamid (Grandstand Performance), Fireworks—Night Pageant—Admitted for 100 Miles.

WANT Rides and Shows that don't conflict. Legitimate Concessions of all kinds. P. J. HOULTON, Secretary, Cambridge, N. Y.

HAVANA, CUBA

For coming winter season ready to start. Have licensed Park Concession. Wish to contact with parties interested in erecting Roller Coaster, Octopus, Flying Scooter, Kiddie Whips, etc. Guaranteed percentage basis with option to buying equipment. Address GUS DEL BARRIO, Del Barrio Building, Havana, Cuba.

AGENT AT LIBERTY AUGUST 11

J. C. ADMIRE

CONTRACTOR, PROMOTIONS, BANNERS For Circus, Carnival, Rodeo or Tent Show. Have Car. Go Any Place. Address, GENERAL DELIVERY, — Kansas City, Mo. Or Will Join Partner With Tent Outfit.

BARLOW SHOWS—Have outfits open for Athletic, Illusion, Snake, Hawaiian and Side Shows. Can place Legitimate Concessions only. Want Cookhouse Operator and Electrician who can do carpenter work. Opening for Merry-Go-Round Foreman. Can place one more Ride, also useful Carnival People. Street celebrations until Xmas. Address Winchester, Ill., this week; Home-Coming, Puxico, Mo., next week.

CODONA FUNERAL

(Continued from opposite page)
the noted aerialist, is. Remains interred at side of Leitzel.

Funeral services for Vera Bruce (Codona) were at Church of the Holy Innocents, Long Beach, August 3. Requiem mass at 9 a.m., with interment in Calvary Cemetery.

WANTED SHOWS

Of all kinds except Girl, Athletic and Snake. Ride Help of all kinds. Highest pay through office. Concessions—Come on all you legitimate joints and you must be able to give out stock.

THE WEER SHOWS
Kokomo, Ind., This Week.

WANTED Shows, Rides and Concessions

for the

STREETS OF BUDAPEST

On the Street in the Heart of Cleveland. The largest Hungarian Celebration in Ohio. No exclusives. Rides and Shows wire. All others come on. Headquarters 2867 East 89th St. Tel. Cedar 4012. Four other celebrations around Cleveland. W. CARWILE, Mgr.

COREY GREATER SHOWS

Want Shows and Concessions. Will furnish Pit Show outfit to man capable of handling same. Want Kiddie Rides to join at once. Want to hear from Ride Help. Falls Creek, week August 9; Scalp Level, August 16; Homer City, August 23; all Pennsylvania.

RED HOT SPICY CARTOON BOOKS

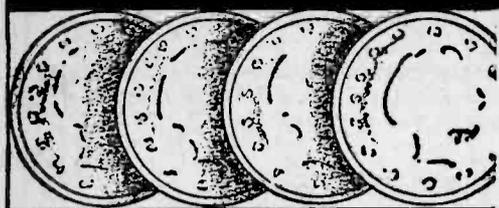
20 different kinds. From \$1.25 per 100 up. CARTOON POSTCARDS, 30 different, 600 100; Latex SHIMMY DANCERS, 10 kinds, \$2.50 gross; AGE METER, etc., per gross \$3.25; SPICY COMIC MIRRORS, 12 kinds, \$3.75 gross; 20 Samples from above list, assorted, \$1.00. Complete line of all fast sellers in stock. T. R. PAYNE, 25 Cardinal Place, New York.

COIN OPERATED

VENDING

SERVICE

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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.

NICKEL GRABBERS

Credit must be given to the critics of coin-operated amusement games for having invented a subtle argument when they termed them nickel grabbers. It is one of those catchy phrases that win by their smartness rather than any intelligent thinking back of them.



WALTER W. HURD

Insofar as the public is concerned, millions of people will continue to play the games for the amusement and diversion they obtain. Agitators may shout "nickel grabbers" all they please, but the average American prefers to use his own judgment in deciding whether he gets full amusement value for the nickel or penny he may spend. The critic can rest assured that he will not scare the players away by terming the games "nickel grabbers."

It is in agitating adverse legislation and unfavorable publicity that the critic gets in his blows by shouting "nickel grabbers." But here the judge, the legislator, the councilman, the public official and newspaper men are supposed to be able to think and not be so readily taken in by an epithet based on cleverness rather than the logic common to business.

The humor and the subtlety in this "nickel grabber" stuff can be seen in an otherwise favorable publicity story on coin-operated machines that appeared in The Literary Digest June 5, 1937. "A digger that takes in \$50 a week usually distributes only \$25 in merchandise."

Much subtlety in that little word "only." The apparent suggestion is here that both the merchant who supplies the space for the machine and the operator who owns the machine are in business for their health. They would have to be virtual philanthropists and donate their services, time and investment to live up to the implications made in some of these thoughtless statements made about coin-operated amusement devices.

The extremes to which this "nickel grabber" stuff can be carried is well illustrated by the published statements of a State official on the Pacific Coast who is known as a bitter opponent of pinball games. He says: "Conservative estimates place the annual take in this State at \$3,000,000, while others estimate more than \$5,000,000 in nickels is poured into the machines annually. Between 50 and 75 per cent of this money goes to the owners of the devices . . . etc."

The basic weakness in all of these statements, extreme and otherwise, is that they lose sight of the fact that these coin-operated games offer a definite amusement value. What-

ever may be the complications and technicalities of statutes and court opinion passed in most cases before these mechanical amusement devices were known, the fact still exists that a large section of the American people get amusement and diversion in playing the games. If prizes are offered that simply adds to the amusement offered, for there are no games known to the race which people play simply for the "skill" involved. In all types of games, coin-operated or otherwise, there are always ulterior rewards or motives which prompt people to play habitually—whether it be for exercise, sociability, honor or other awards.

The idea that 50 to 75 per cent of the receipts of the "nickel grabbers" goes to the operator-owners is ridiculous on the face of it. The standard practice for years in the coin-

operated games field has been to give 50 per cent of the intake to the merchant or proprietor of the place in which the machine may be located; the other 50 per cent goes to the owner of the machine, also called the operator. If prizes are permitted by law some adjustment of this division of income must be made to cover the cost of merchandise. Due to the present high cost of machines the merchant perhaps makes a greater return on his investment of space than the operator.

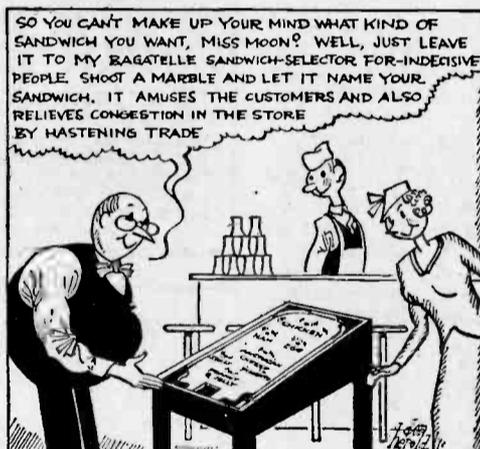
From the operator's angle he must invest in expensive machines, maintain a service organization, take the risk of buying machines that the public will like and

keep buying new machines as fast as the novelty of a device changes. There are other hazards also which are apparent to anyone who stops to think.

Yet from all these exaggerated statements of the earnings of amusement games and the cynical suggestions that the players get nothing for their money one would get the idea that the operator should invest in expensive machines and bear the risks and cost of service and repair and then permit the public to play free of charge.

There is really no reason for exaggerated statements about the earnings of amusement devices or false implications that the customer doesn't get a square deal. There are reputable operating organizations, in the business for years, which maintain standard record systems that will show the ups and downs of the amusement games business. After all it is an amusement business and the men engaged in it are giving it the attention that professionals in other lines give to their business.

As suggested by The Philadelphia Record in an editorial (June 29, 1936), the agitators fail to note that "most people do not really want to know the exact likelihood of their winnings, but only want an element of excitement in a life which has become uninteresting and drab."



Don Herold, in "Drug Topics," suggests a novel use for "nickel grabbers."

53 TRACK TIMES AVERAGING \$500 TO \$600 PER GAME per month in one Eastern city

Game Has Put All Payout Tables, Slots, Etc. In The Discard

FLASH—Track Time is taking over entire cities like the New Deal took the entire country in camp the last national election. In a certain eastern city (the name of which will be furnished on request), there are fifty-three Track Times already on location. Now here's the big story. These fifty-three games are earning an average of \$500 to \$600 per game per month. That's sure going some!

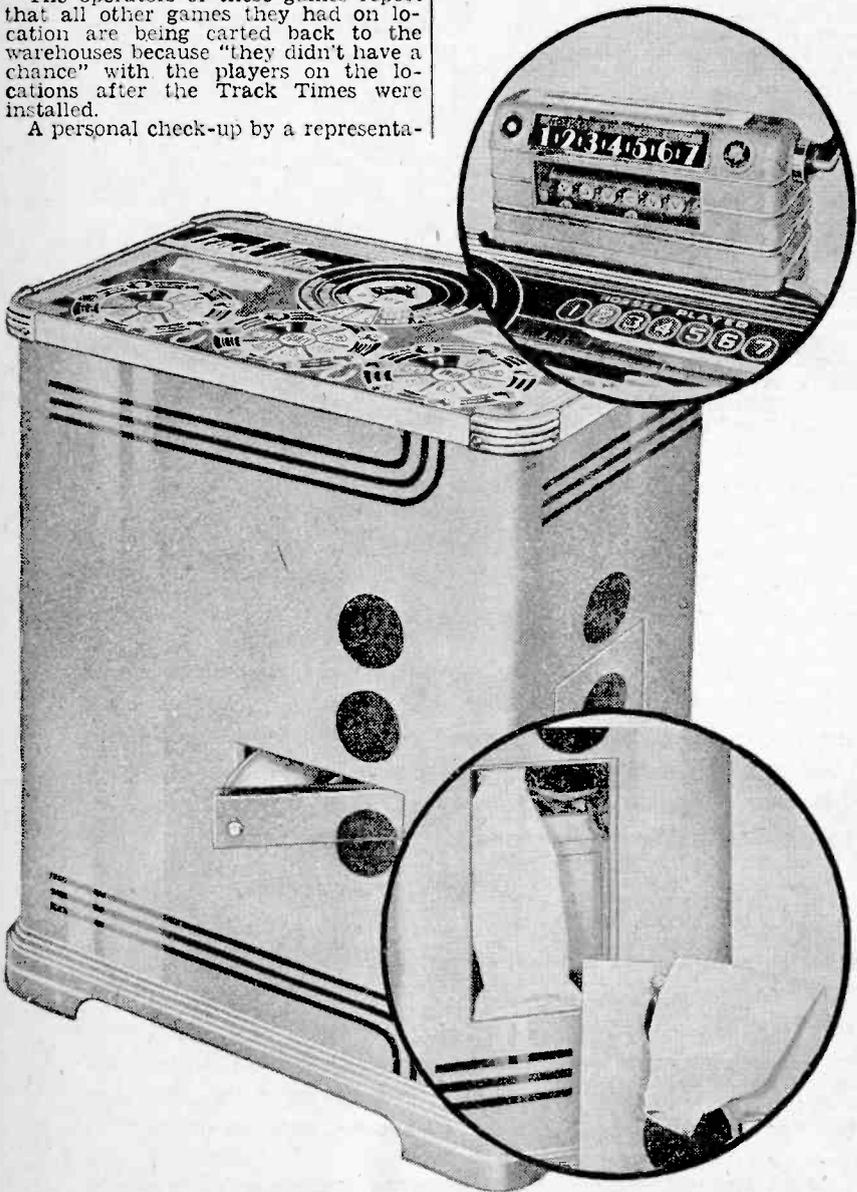
Here's the Result

The operators of these games report that all other games they had on location are being carted back to the warehouses because "they didn't have a chance" with the players on the locations after the Track Times were installed.

A personal check-up by a representa-

tive of the J. H. Keeney & Co. brought out the gratifying fact that despite an extremely heavy play, not one service call has been made, a record to be proud of considering that many of the locations are twenty-four hour spots and the games are going continuously.

And so the story goes, in an eastern city and all over the country. Operators are turning to Track Time for greater earnings and griefless operating.



Improved Features

The above photograph shows Track Time, acknowledged "the finest coin game ever built," with the new jam-proof coin chute and the side door cash box.

Choice of Tops

Track Time also comes in Dice, Bell-Fruit and Number tops. Here are the playing features: 7 play chute, 3 spin-

ning dials pay off from 10c to \$7 for appearance of played symbols on from 1 to three dials. The odds change with every play.

Sold on Trial

The makers of Track Time sell this game on a 21 day trial basis. Track Time is manufactured by the J. H. Keeney & Co., the House That Jack Built, 2001 Calumet Avenue in Chicago.

We're for
**I. H. ROTHSTEIN and
the Banner Specialty Co.,**
because "I. H." and BANNER
have always shown them-
selves to be so strong for
KEENEY GAMES!

Pennsylvania Distributors for
KEENEY "TRACK TIME"

"The finest coin game ever built"

Improved model with the new KEENEY Coin
Head and side cash-box door. Also in Keen-
Kubes, Keenette and Keen-Bell tops

KEENEY "GREAT GUNS"

New "accelerated bumper", 5-ball novelty game

KEENEY "NAVY"

1-ball payout game with new "accelerated bumpers"

J. H. KEENEY & COMPANY

"The House that Jack Built"

CHICAGO

Ponser Visits Chi Manufacturers

CHICAGO, Aug. 7.—George Ponser spent some time here this past week visiting the manufacturers his firm represents. He is reported to have been arranging for faster delivery of the new games which the factories are ready to present to the operators.

Ponser is said to have given the manufacturers a clear picture of the Eastern market as it exists today and pointed out that conditions warrant the manufacturing of new equipment which will be of help to Eastern ops. He was optimistic about the many new developments he saw while here and stated that he believes Eastern ops can look forward to one of the greatest seasons in years.

Ponser also stated that the aggressive sales angle which his firm has adopted has proved to be one of the best in practice today, for it assures the operators of the best and latest games and also keeps the business going at top speed.

WATCH FOR

*Don't Kill the
Goose That Lays
the Golden Eggs*

By Bob Norman

in the

**FALL SPECIAL NO.
of THE BILLBOARD**

Dated August 28

Issued August 24

B 4-B SPECIALS B
ON 1c MACHINES

BIG BANK NITE	HI LITE	\$500 <small>Each</small>
COUNTRY CLUB	KINGS	
FIVE & TEN	MADCAP	
GOLD MEDAL	TORPEDO	
SCORE-A-LITE	TOTALIZER	
TRAPPER, SR.		

Full Cash With Orders.

Write for Our New Price List No. 242.

BESSER NOVELTY CO.
3020 Olive St. St. Louis, Mo.

truly amazing
VANAK

SLUG REJECTOR

Patented Check and Check Separator gives extra protection. Individual checks available for each operator—an added income safeguard! See your jobber or write:

A. DALKIN CO.
4311-13 Ravenswood Ave., Chicago.

Guaranteed Used Machines

With the Usual Miller Guarantee.

SHORT SOX	\$5.00
TORPEDO	5.00
MADCAP	3.50
TACKLE	3.50
CHAMPS	4.00
DAVAL RACES	3.00
BALLY NUGGET	9.00

1/3 Deposit, Balance C. O. D.

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4404 Manchester Ave., St. Louis, Mo.

EPCO BELL LOCKS MODERNIZE YOUR ROUTES!



Eliminate Awkward and Heavy Key Rings!
Service Your Equipment FASTER—EASIER
with an

EPCO BELL LOCK SET!

Your Jobber Offers

A SPECIAL PACKAGE OF 10
EPCO BELL LOCKS

All controlled with
the same key!

The Modern EpcO
Way.

(Not a master key)

Each Lock 75c

SPECIAL SETS FOR

Pin Games, Vending Machines, Slots.

If your jobber cannot supply you, order
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ELECTRICAL PRODUCTS Co.

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3 W. 29th St.,
New York.

State Senator Frankly Exposes Shake - Down Legislative Tactics

The Chicago Daily News, July 9, 1937, publishes a digest of the frank article in the July issue of *The American Mercury* magazine. The article is said to have been written by a State senator (who does not give his name) who speaks from his own experiences in the State Legislature. The article will be useful to operators' organizations in cases where they may face "shake down" legislation. It is apparent that 50 per cent or more of the bills relating to coin machines are solely for the purpose of a "shake down." Operators' organizations might do some good by showing this article to leaders of reform and civic organizations who ignorantly support these shake-down bills in State after State.

The average official or leader of a reform or civic organization is not aware of the facts as presented in *The American Mercury* article. Hence they put the influence of their reputable organizations back of coin machine bills introduced for no other purpose than to make the coin machine trade "pay off" to the author of the bill.

Much speculation has gone on regarding the identity of the writer of the article, says *The Chicago Daily News*, with Senator James O. Monroe, publisher of *The Collinsville (Ill.) Herald*, mentioned prominently as a likely candidate. When questioned Senator Monroe was utterly noncommittal, neither denying nor confirming authorship. Prof. T. V. Smith, of the University of Chicago, senator from the Fifth District, considered by some as the probable author, denied it to friends.

Ten per cent of the legislators come perilously close to being racketeers, the article reveals; 25 per cent "are primarily venal in their attitude toward such legislation as is capable of being turned to advantage; another 25 per cent will accept money for their votes on bills which do not vitally affect the general public and in which they have no personal interest; another 25 per cent who do not accept money are moved often by personal and group relationships, including retainers, business arrangements, political advantage, patronage demands, etc., and about 15 per cent are, or think they are, above suspicion of judging legislation other than on its merits."

One incident recited which led to the conclusion that the crooks written about are in the Illinois Legislature centered around a bill introduced to require two operators in the booth of every film theater in the State, a move which the author described as "an outright racket."

The bill had been languishing in committee, the chairman refusing to report it out.

"I was told I could have \$1,000 for making a motion to put the bill on the calendar," wrote the senator. "I refused and another member consented, but the motion lost."

A \$300,000 Haul

"It had been established that the head of the operators' union would net more than \$300,000 a year for issuing, at \$10 per week per man, 'permit cards' to the new operators required.

"This worthy racketeer later died in his flashy limousine in the middle of a crowded metropolitan boulevard, a victim of too much hot lead. The bill never appeared again.

It was recalled that Thomas E. Maloy, czar of the motion picture operators' union, was shot to death on the outer drive while riding in his automobile.

Without mentioning by name the late Senator William Lorimer, the author also recounts the payment of money for the election of Lorimer by the Legislature in the days that the General Assembly elected senators.

"When horse-racing interests desired a license law which would free them from exactions of local politicians and assure them permanence of business they were willing to pay," reads the article. In part, "Any member who wished received \$1,000 for his vote on the bill.

"Sponsors of dog racing wanted to be licensed, too, but they either declined to 'come in' with their share or it was refused—I never knew which—and they were excluded. Some years later the dog men got a bill thru on the promise of \$200 per vote (those were lesser years), but when the bill was returned the money was not paid. There is no payoff

until the bill is signed or killed, as the object may be."

Double-crossing after promises to pay is rare, according to the writer, and "the veteran never double-crosses."

"Once I knew the outsiders to pay twice after the insider had betrayed them, altho that is not a rule of the game."

Chain Stores Milked

Chain stores have been milked for years in many States by threats of special taxes, as have loan companies, but manufacturer associations rely for defense "on influential connections in most districts. Besides they know that if they let down the bars there will be no end of exactions."

Since the return of liquor "the hardier of our 'shakers' have not despaired of getting something out of the liquor interests," the author wrote.

"Last year they maneuvered the brewers into a meeting at the State capitol 'to discuss pending legislation,' altho there was none. One brewer who sensed the situation asked me to help him warn the rest and I did so. When the 'wrecking crew' came requesting \$20,000 a brewer's spokesman promised the matter would be considered, but it never was.

"We used everything but pickaxes and couldn't pry loose a dime," the crew leader, unaware of my part in the debacle, told me later.

"Can anything be done to eliminate the crooks and to raise the general tone of the State Legislature?" the senator asks. Then, answering his own question, he continues:

"I doubt it. We rate as high in intelligence, devotion to the public good, sense of honor and consideration of the job at hand at men in any other profession and perhaps higher than those in business. It has to be so, for we come from the ranks of the business and professional citizenry.

"About all that you, as a voter, can do is to appraise your representative on the basis of his whole performance as it affects the welfare of your district and State.

"Perhaps you will learn that even if he is inclined to look upon the jackpot when it is flush he may be worth more to you than a man of higher integrity who is ignorant or intolerant or too class-conscious. Some eminently honest men are all three."

Keeney Party a Complete Success

CHICAGO, Aug. 7.—They're still talking about Jack Keeney's get-together party which this genial chief of J. H. Keeney & Company threw for his right-hand men and lieutenants last Saturday and Sunday. The scene of the riot was the palatial Keeney Kottage at Eagle Lake, Wis. Prizes were offered for the various contests that comprised the fun during the two days of play.

Mel Binks, Keeney chief engineer, won the fishing prize with a catch of one nine-inch bass which was foolhardy enough to fall for one of his fancy-feathered fish-foolers. Oscar Muenzer, top price-shaver among coin game purchasing agents, took home the runner-up prize in the table tennis tournament, and the team of Keeney and Yung (Keeney factory superintendent) walked away with the cup in the horseshoe pitching event.

Ray Becker was presented with a genuine "thunder mug" for having been thrown in the lake the greatest number of times. He was tossed in before breakfast, again before lunch and saved the body hurlers further effort by voluntarily dunking himself before supper.

Al Thoeke, chief Keeney game designer, proved the champion fried chicken eater, and Carl Sax, head draftsman, bested all comers in the bunk fatigue division. Jimmy Hunt, chief service man, "gave the party" in the cards events, while Harry Evans, traffic manager, showed his prowess by outdistancing everybody in the boat races. A helluva good time was had by all and every Keeney-man guest voted Mr. and Mrs. J. H. the greatest party-throwers of the century.

SPECIAL SLOT BARGAINS

5c MILLS BLUE FRONTS
(All Mystery Pay)

Dark Cabinets \$47.50

Light Cabinets 57.50

LATE MODEL JENNINGS CHIEF \$59.50

5c, 10c and 25c Mystery Pay.

TERMS: One-Third Cash With Order, Balance C. O. D.

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REAL BARGAINS

Guaranteed Reconditioned Late Models

Bally Carom \$89.50	Bally Preakness \$59.50	Jungle Dodger \$39.50
Keeney Ten Strike 24.50	Bally Skipper 24.50	Exhibit Electric Eye 19.50
Jennings Flicker 18.50	Rock-Ola One Better 18.50	Seeburg Hockey 18.50
Bally Blue Bird 18.50	Bally Challengers 18.50	Multi-Play 12.00
Bally All Stars 10.50	Pinch Hitter 10.50	Pamco Parlay 9.50
Sunshine Baseball 10.50	Pamco Leathernecks 10.50	Bally Round Up 9.50
Bally Sky High 9.50	Bally Bonus 7.50	Baffle Balls 7.50

CERTIFIED DEPOSIT WITH ORDER — IMMEDIATE DELIVERY.

BADGER NOVELTY COMPANY

2546 N. 30TH STREET. MILWAUKEE, WIS.

1 FLOOR SAMPLE GRAND PRIZE \$60.00
5 BALLY BUMPERS, Each 25.00
1 BALLY SKIPPER 42.50
18 PACE RACES, 30 to 1 Payout.
Refinished, Mechanically Perfect,
Equipped with Heavy Duty Motor.
Serials from 2600 to 3600.
Each 225.00
One-third Deposit With Order, Balance C. O. D.

1 EXHIBIT CHUOK-A-LETTE, 7
Slot, Floor Sample \$195.00
BLUE FRONTS, Light Cabinets, High
Serials, 5c, 10c and 25c play.
Each 69.50
30 TRI-O-PAKS, Each 12.00

Reference First National Bank, Hickory, N. C.

J. L. JONES SALES COMPANY

609. 13TH ST. AND 11TH AVE., HICKORY, N. C.

Royal Coin Firm Continues To Grow

CHICAGO, Aug. 7.—Under the guiding hand of its youthful chief, Reynold Polland, the Royal Coin Machine Company is said to be fast becoming a coin machine center for Midwestern operators. Polland, in the few months his firm has been in existence, has established an enviable reputation as a purveyor of equipment which meets the most stringent operating requirements. As a former operator, he knows the value of perfect mechanical condition, and he has set an unusually high standard of reconditioning in the Royal shop, according to reports.

Under his constant supervision trained mechanics exercise the greatest care in the overhauling of used games. It is reported, and this special attention to each game has been noted by coinmen throughout the country. "With a complete line of used and new machines constantly available, Royal is enjoying a normal and highly satisfactory growth," said Polland. "As long as we continue to satisfy our customers completely we will continue to grow and our energies are all turned in that direction."



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The Original Booth Peanut
Vender.

CHROMIUM PLATED

Solidly Built.
A Lifetime Machin.
LOW PRICE.

VENDEX CO.,

Roxbury, Mass.

Vendex Delivers the Goods
U. S. Pat. 1,091,786.

THIS WEEK'S SPECIALS
120 Packs Advance Cigarette Machines, \$19.50.
TURF CHAMPS, \$65.00. 14-Ft. BOWLETTES,
\$38.50. U-NEED-A-PAK Cigarette Machines,
Counter Games of all kinds; Slot Machines, \$10.00;
Mills Double Jaks, \$25.00; Mills Escalators, \$35.00.
Q. T.s., \$35.00 each. Brand new Watlings, 5c, 10c
or 25c; also Safes. Can make immediate shipments
on Golden Wheels, Classic, Arlington, Turf Kings,
Carnival, Outboard. LEHIGH SPECIALTY CO.,
N. W. Cor. 2nd and Green Sts., Philadelphia, Pa.

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

Raymond Kay Joins Elliott Co. Staff

CHICAGO, Aug. 7.—Raymond Kay, who claims to have started the bumper craze with his Bolo game, is now the man behind production at the Elliott Products Company, which recently released its latest novelty table, Blue Blazer. "My reason for joining Elliott," said Kay, "is because the company is committed to a policy of originating new ideas in games rather than in copying old ones. An outstanding example of such origination is the new Blue Blazer game, which is a radical departure from anything offered before. L. B. Elliott is without a doubt one of the leading game designers in the country and he certainly deserves a great deal of credit for his latest creation."

"One of the most modern innovations to be found in the new game," stated Elliott, "is the departure from offering a definite number of balls for a nickel. The player shoots against time in Blue Blazer and can shoot as many as 300 balls in the maximum game time of 45 seconds. The thrill of fast, exciting action overcomes the shortness of playing time, which in turn is productive of a larger return to the operator. The snappy action of the game makes it possible for the operator to get back his original investment in a short space of time with a game that has balls enough to satisfy the legal authorities and gives the player full amusement value for his money."

"The real thrill of the game," Elliott continued, "is its 25-inch rapid-fire machine gun. Pistol machines have always enjoyed public acceptance, and in Blue Blazer the fast action keeps the player suspense at fever pitch. A test machine on the Navy Pier here, operating for a penny, took in 3,000 pennies from Friday to Sunday night. At a nickel this would have been \$150. Yet with this high earning power the game represents the ultimate in a skill game that will meet the approval of any licensing commissioner or committee. Many distributors are using the game to reopen closed territory."

"A new feature not incorporated in the test models," he went on, "is a change-over switch. Throwing this switch changes the game from a rapid-fire machine gun to a single action gun which is quiet enough to meet the demands of the most sedate locations. Other features really amount to eliminations, for there are no pins, bumpers, electric eyes or holes in playboard of Blue Blazer. Outholes, shuffle board, tilting device, plunger and ball lift have also been eliminated, which means that every feature in the game is brand new. Our entire plant has been reorganized," Elliott concluded, "and we are on a production basis that will set a record for daily production of a quality machine like Blue Blazer."

Fire Destroys Mich. Op's Headquarters

SAGINAW, Mich., Aug. 7.—A serious loss was suffered by Bill Strong, local operator, Monday, when his store and warehouse were destroyed by fire. Loss included a number of new games, most of which were taken into stock Friday night. Fifty-seven new peanut vendors, 10 Exhibit candy vendors, 10 pay tables and a large stock of supplies were reported to have been destroyed by the blaze. Strong owned the building.

Fortunately the loss was covered by insurance and Strong plans immediate rebuilding. New structure will be of modernistic design, Strong revealed.

Claim Record With Fairgrounds

CHICAGO, Aug. 7.—Pointing to the fact that Fairgrounds is in its eighth month, Ray Moloney, president of Bally Manufacturing Company, claims the long-run championship for the popular multiple-coin one-shot game.

"Who ever heard of a one-shot," Moloney demanded, "selling in larger volume in its eighth month than its first month? Yet such is the case with the Fairgrounds game. Our July sales actually exceeded those of February, when we were still busy filling the many orders booked at the show. And I wouldn't be a bit surprised to see August

sales top even our record month of July. For long life on location and continued popularity Fairgrounds sure cops the prize."

Distributors' Rivalry Settled by Sun

CHICAGO, Aug. 14.—Two rival distributors, Roy Bazlin, of Monarch Coin Machine Company, and Joe Schwartz, of National Coin Machine Company, became rivals in sports when they met at Camp Ojibwa, Eagle River, Wis., during a recent week-end vacation. Each claimed to be the better man at horse-shoe pitching, volley ball, swimming, indoor ball, etc., so they entered into a gentleman's agreement to forget all about coin machines and decide who was the master at sports. Their rivalry must have been close, for neither of them would say who came out the winner.

"But we just couldn't keep from re-lapsing into business talk, in spite of our agreement," said Bazlin. "Every time a game ended close, Schwartz would call it a Foto-Finish, and before we knew it we were talking games. That name tripped us up so often we both admitted that it was not only a knockout game but carried a walloping good name that we couldn't get away from, even on our vacations."

There was no need, however, for these two rivals to say who was the winner of their contests. Any observer could see that Old Sol with his pep won every round hands down, as both boys brought back exceptionally rare cases of acute sunburn and plenty of ouches.

Bowling Popularity Helps Rock-o-Ball

CHICAGO, Aug. 7.—Like all other sports made popular by the public, bowling also holds the spotlight for the interest of millions of people year in and year out. During recent years bowling has increased in popularity to a greater degree than almost any other sport. Bowling alleys throughout the country have been enjoying this overwhelming support, which is reflected directly on Rock-Ola's Rock-o-Ball.

As August and September roll around and the bowling season is about to start interest runs very high. Smart operators who know these facts are getting locations now for Rock-o-Ball operations. The popularity of this bowling alley, which has been in full production throughout the summer months, is said to be gaining momentum every day. "Five or six weeks' play," says a Rock-Ola official, "goes a long way to make up the cost of a Rock-o-Ball for the operator, making it possible for the equipment to have liquidated its entire cost before the season gets in full swing. Operators last year learned that with the opening of the bowling season real stimulation was put into play that doubled and tripled the earnings."

Rock-o-Ball scoring mechanism has

Thoroughly Reconditioned **PAYOUT AND NOVELTY GAMES**

White for Price

CHICAGO COINS PADDOCK	
DAVAL'S HIT-N-RUN	
ESTERN AIR DERBY	
BALLY CAROM.....	\$69.50
HEAVY WEIGHTS) PAMCO.....	\$47.50
ROYAL RACES)	
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
(100 PCS. TO BOX)	

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.

QUITTING BUSINESS

Over 200 Automatic Pay Tables To Close Now! We're Behind the Eight Ball! Call Your Own Shot!

Bally All Stars.....	\$13.50	Bally Challenger....	\$15.00
Bally Peerless.....	\$12.50	Rotary Merchandiser.....	\$75.00
Bally Bonus.....	\$12.50	Center Smash.....	\$25.00
Bally Jumbo.....	\$10.00	Bally Multiple.....	\$17.50
Pamco Parlay.....	\$12.50	Mills Tycoon.....	\$12.50
Pamco Red Sails.....	\$12.50	Rock-Ola Alamo.....	\$17.50

WIRE OR PHONE FOR FULL LIST OF MACHINES — PAY TABLES! SLOTS! NOVELTY GAMES! — 1/3 CASH, BALANCE C. O. D.

Amusement Games, Inc.
610 University Ave., Madison, Wis.

an exclusive triple-score feature. The previous high score is always in view of the player, together with the score of the game being played and the number of balls played. Players want to beat the other fellow's high score, especially when it is shown directly in front of them at all times. This is one of several reasons why Rock-o-Ball has been such a successful machine for operators.

Another exclusive feature is the high-score register, which may be set for any particular score. After being set it will automatically register the number of times this score is equaled or bettered. The high-score register is protection for the operator when dealing with his locations.

B 4 "B" SPECIALS B

Electric Scoreboard	\$20.00	EACH
Home Run		
Deval Baseball		
Make Or Break		
Ricochet		
Skooky		
Double Action		
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EXTRA SPECIALS

GOTTLIEB'S HOT SPRINGS (Race Horse Game).....	\$92.50
PADDOCK (Ticket Model).....	75.00

1/3 Deposit, Balance C. O. D.
Write for Price List No. 242.

B BESSER NOVELTY CO. B
3020 OLIVE ST. ST. LOUIS, MO.



PERSONNEL OF THE TRI-STATE NOVELTY COMPANY snapped before the firm's headquarters in Mt. Vernon, Ill. Left to right (standing): Ed Shannon, Herbert Brown and Wendell Dycus, drivers; (below) A. B. (Abey) Compton and William A. Zicco; W. H. Kelley, Dewey Atchison, E. E. (Ernie) Cotton and Carl Wilford, route men, and John (Spats) Traum Jr., chief mechanic. Tri-State Novelty is a branch of the McGall Novelty Company, St. Louis.

THE STANDARD MINIATURE BOWLING ALLEY

Swing along with the season with this new sensation. The Standard Miniature Bowling Alleys offer unlimited opportunities for tremendous profits and steady income.

We are sole factory distributors.

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Montpelier, Vt.

NEWEST TICKET GAMES

Loose Ticket Sets of all kinds. Fancy Counter Box, \$1 extra. Mounted on cards to fit loose leaf binder if wanted. They are a knockout. All kinds of number combinations, 2, 3 and 4-way baseball combinations. Also novel Winter Sets for large operators. No salesmen, you save. Cash or C. O. D. Bank reference.

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FOR VENDING MACHINES

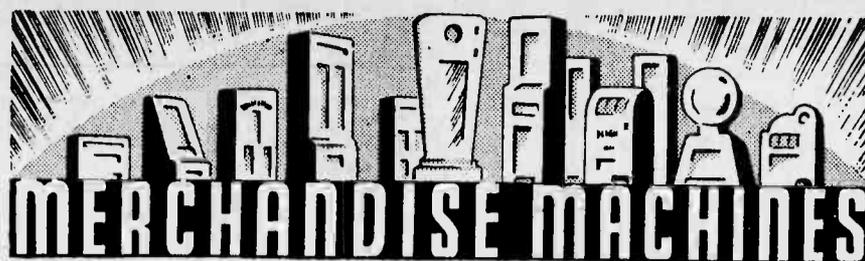
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PAN CONFECTION FACTORY

NATIONAL CANDY CO., INC.

345 W. Erie St., Chicago, Ill.



National Cigaret Group Takes On Permanent Form

Constitution and by-laws adopted at Atlantic City convention—M. M. Berger, of New York, is elected president—delegates pleased with progress made

ATLANTIC CITY, Aug. 7.—With the election of officers and formal approval of the proposed constitution and by-laws the National Cigaret Merchandisers' Association took permanent form at its meeting held here at the Ritz-Carlton Hotel July 24-25. Twenty-four members from five States attended the convention and all expressed themselves as being pleased with the results which were accomplished. At the Saturday meeting Delegates George Currier, of New York; John H. Gage, of Syracuse, N. Y.; Anthony Nastri, of Connecticut; Edward J. Dingley, of Pennsylvania; Alfred Sharenow, of Massachusetts, and John Sharenow, of New Jersey, each reported that their respective CMA associations were in favor of a national association. At the conclusion of their remarks the proposed constitution and by-laws were read and adopted after several additions and corrections were incorporated.

Sunday's meeting found the following members unanimously elected to the respective offices: Martin M. Berger, New York, president; Anthony J. Massone, Connecticut, first vice-president; Alfred Sharenow, Massachusetts, second vice-president; John H. Gage, Syracuse, N. Y., third vice-president; Charles W. Stange, New Jersey, secretary, and George B. Currier, New York, treasurer. The temporary board of directors was unanimously elected to function as the permanent board. Upon his induction into office President Berger outlined the needs for a national association. Delegates and officers made similar remarks.

Resolutions were passed appointing Michael Levy, of New York, and Sol L. Kesselman, of New Jersey, as joint counsels for the association. President Berger was authorized to make trips and to appoint members to make trips in behalf of the association and to work with the members to secure additional revenue from those sources which were deemed likely and favorable. The offer of the New Jersey CMA to house the headquarters of the National Association in its offices at Newark was accepted.

The association went on record by a unanimous vote as favoring legislation designed to eliminate the manufacture of tokens and slugs which are primarily designed to be used for illegal purposes. Considerable discussion on this question took place.

CMA delegates attending the convention were Martin M. Berger, New York; Charles W. Stange, New Jersey; Anthony J. Massone, Connecticut; George B. Currier, New York; John H. Gage, Syracuse, N. Y.; Alfred Sharenow, Massachusetts; Edward J. Dingley, Pennsylvania; John Sharenow, New Jersey; Sol L. Kesselman, counsel of New Jersey CMA; Michael Levy, counsel of New York CMA, and LeRoy Stein, of New Jersey.

Other members attending were Milton Lewis, Samuel Malkin, Nat Silverstein, Sam Baris, Jacob Breidt, Leon Eskin, Nicholas Marino, John M. Murphy, M. States and Harry Zink, of New Jersey, and M. J. Zimmerman, Anthony Nastri and A. Klein, of Connecticut.

Membership in the association is open to all operators in trading areas where no association exists and to associations themselves, but it is closed to individual operators where a local association functions.

Vending Machines Popular in Europe

CLEVELAND, Aug. 7.—"While Europe looks to us for amusement games, we can learn some things about vending merchandise from across the ocean," two export merchants told E. M. Marley, sales manager of the Markepp Company of Ohio, while on a visit here recently. According to these men, a much great-

er variety of merchandise is sold thru vending machines in Europe than here. In fact, the variety and volume is so great that in one European country storekeepers are asking for legal aid against the mechanical merchants. But probably the highest point in vending merchandise has been reached in the Automatque restaurants, which are common abroad. In the United States we have only one chain of automatic restaurants and that's in New York.

"We believe, however," the exporters told Marley, "that the next few years will see quite a spread of automatic restaurants in this country. Some of the European equipment is being introduced into this country now. In London mechanical equipment has been so far developed that it is used to sell tickets and make change in the subways.

"Some European countries have legalized coin-operated equipment that pays out tokens redeemable in merchandise. As a result these countries are becoming very important markets for American manufacturers and distributors. Amusement games are new to most Europeans, especially the type that we have had in this country, and as a result games that have lost their appeal here are finding a new popularity abroad."

Detroit

DETROIT, Aug. 7.—Business Boosters, local operating firm headed by Fred Farris and Harry White, is operating an improved model of Mills cigaret vander and reports business on the new model to be very good. The company was formerly active in the pin-game field but is now concentrating on cigaret venders and Seeburg phonographs. Besides his activities in Business Boosters White also operates an extensive route of music machines independently.

"Summer business is going along in good shape," Saul E. Gordon, manager of the Four-in-One Manufacturing Company, said last week. "The reception which the trade has given our new model is most encouraging. We are continuing with the original distributors which Earl Lohmuller, the inventor of our machine, set up and are carrying on with the same high standards of sales and service." Company's new four-magazine selective vander is an improved form of 1-cent merchandising machine and is said to be adaptable to several varieties of bulk merchandise sales.

Venserve Company is a new company formed to furnish service to vending machines. Headquarters are at 402 CPA Building. E. C. Hillier is head of the firm.

James Brown, well-known local coin machine op, is reported to be seriously ill at his home, 4374 Virginia Park.

Better Games Company, operated by F. D. Clark, has been dissolved and Clark is now operating his business under his own name. Right now he is at Gladwin, Mich., where he is spending much of his

time developing oil leases. He is not operating in that territory, however, despite previous reports, according to his daughter, Mrs. T. E. Gillies, whose husband is the manager of the Clark routes.

Rohr Sales Company, operated by L. V. Rohr, is specializing in venders at the present time. Company is maintaining one of the largest showings of penny venders in this territory. Rohr is highly enthusiastic over the possibilities of the machines. He recently added an adjoining storeroom to his location.

Four-in-One Manufacturing Company began some special development work this week which may result in still further improvement of its four-column bulk merchandise vending machine. The product, a major improvement over the original Lohmuller vander, is now being placed on the market and is reported to be meeting with a good reception. Ben N. Osher, one of the partners of the company, has left on a short trip thru surrounding territory. He plans to leave on an extended trip thru Indiana, Iowa, Illinois and Missouri next month.

Adler Bros.' Vending Company, formed by Max and Carl Adler, has moved its headquarters to 3280 Cortland avenue. The firm has established a large route of machines since its entrance into the field. Recently they added 50 new Stewart & McGuire nut venders to their route. The Adlers state that they find business good and that their routes keep them busy for two weeks straight without making a second call on any location. They state that they are getting good results from gas station locations.

Monarch Distributing Corporation has been incorporated under the laws of Michigan with a capital stock of 100 shares at \$10 a share. Incorporators are Harold B. Strohn, Earl R. Parker and Mae Brown. The company has been formed to distribute vending machine supplies. Headquarters are at 6432 Cass avenue.

Plans for the Automatic Distributing Company, manufacturing firm, have been temporarily suspended pending necessary refinancing. A. C. Wagner, head of the organization, said this week. The concern holds the rights on a new type of vander intended for flashlight batteries which will be placed on the market later.

Wolverine Vending Company, operated by Horace V. Barber, secured a slight windfall this week when the Detroit City Council canceled its personal property assessment. Cancellation was ordered when it was shown that the company had been assessed twice.

William B. Howard, operating the Welcome Meter Company, is laying plans for distribution of his new meter at the present time. The meter is designed for use on various types of appliances and will allow use of electrical current for the length of time permitted by the coin deposited. New product is used on washing machines in apartment houses, for electrical outlets in trailer camps and elsewhere where there is any public demand for electricity. Reported to be a good money maker for vending op who goes into this field.

The Mark-Time Parking Meter Company is working on four or five major deals for parking meter installations in leading Michigan cities outside of Detroit. James S. Hunt, president of the company, reported this week. Company is acting as Michigan distributor of the meters made by M. H. Rhodes, Inc., New York, and is finding a good reception for this product locally, altho the idea is relatively new in Michigan.

Famous Little Nut Type 1.

Samples, \$2.50, Postage Paid; 10 or More, \$2.00. Patent Number 2,017,817.

LITTLE NUT VENDOR CO. Lansing, Mich.



LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

THE KING OF VENDORS IS SILVER KING

VENDS EVERYTHING Size 7x7x14" CAPACITY 5 LBS. MERCHANDISE

PRICE ONLY \$6.50

F.O.B. Chicago. 30 DAYS FREE TRIAL.

Thousands of them now on location. A proven money maker with a Written Guarantee. Baked enamel finish. Porcelain finish \$1.00 extra. Write now for complete details.



NATIONAL VENDORS CO. 4157 W. BYRON ST., Dept. B, CHICAGO.

SPECIAL

BRAND NEW! ONE CENT STICK GUM, PEANUT, HERSHEY VENDORS.

Only \$2.50 Each

A. M. WALZER CO. 426 Stinson Blvd. Minneapolis, Minn.



Yellow Jacket Ball Gum Vender

Fastest Income Producer in the Merchandise Field. Holds 800 balls of 1/2-inch Gum.

Priced extremely low. Brilliant finish.

SPECIALTY COIN MACHINE BUILDERS 617 W. Division St., Chicago.

World Series Big in England

CHICAGO, Aug. 7.—That the English people are becoming more baseball-minded every day is evidenced by the fact that when Rock-Ola's World Series arrived in that country it immediately proved a success. For many years English sporting interests and financial men have envied the big gate attendance of baseball games in the United States, but they have never been able to get the proper interest in the game up to the present time.

Rock-Ola officials state that since the arrival of World Series Baseball game those interested in making the English people baseball-minded have made talks before large groups, telling them about the new mechanical wonder which enables the player to play a regulation game of baseball.

First shipments of World Series arrived in England about two months ago and since then the Rock-Ola plant reports it has been besieged with repeat orders from all of the important points of England. Coin machine men were amazed by the fact that a machine performing so many mechanical duties would arrive in such perfect mechanical shape after such a long trip.

With the keen interest shown in the game by the English people, the manufacturers anticipate that the market for this equipment will be just as great in that country as it has been in the United States.

In some of the locations in England contests are being held using World Series. The players are rewarded for high scores (total number of runs). This offers a competitive play feature that has increased the earnings of machines in England every week since they have been in operation.

What amazed the players most were the motions of the robot umpire who never makes a mistake. He raises his right arm for a strike and his left arm for a ball in real lifelike fashion.

Biz Keeps Kulick Constantly on Go

CHICAGO, Aug. 7.—Ben L. Kulick, general sales manager of the Daval Manufacturing Company, is said to be establishing a reputation as one of the liveliest sales getters in the trade. Ever since he entered the Daval organization he has been constantly on the go. Already he has covered most of the East, the Central States and the South and is now in the Southwest, where he is contacting friends of the firm and getting a clear picture of the coin machine situation in that part of the country.

Kulick is reported to have arranged for many changes in the present sales setup of his firm and his daily contacts are resulting in generally increased business in the territory he covers.

According to Daval officials, Kulick is expected to return to the plant soon for a short stay before he sets out again on an extended tour of other States, where he will arrange for closer contact with Daval customers. "All jobbers and distributors who are interested in the

new games we are presenting," state the officials, "should be on the lookout for Kulick, for he may be in their town most any day ready to help them to greater and steadier profits."

AC Novelty Reports Good Foreign Biz

DETROIT, Aug. 7.—Fred Merrill, export manager for the A. C. Novelty Company, reports that export trade is accounting for a considerable part of the activity at their offices right now. In most foreign countries, Merrill said, a venter type of machine using mints is preferred to the straight bell model. A new A. C. machine is being designed to meet this need, but will not be on the market for about 60 days.

"The real live immediate prospects for business are in France and some in Belgium," Merrill reported. "We are also conducting some negotiations with English distributors, but this territory is being delayed at present. The English territory demands a special type of game, which may be skill-controlled, with buttons to stop the wheels at the players' will. A model is being developed for this special field. Altho machines of this type have been tried in this country they never have proved popular."

Officials of A. C. Novelty stated that they are building up a reserve stock of finished models in order to meet the increasing demands of the fall trade.

Council Approves Transfer of Route

DETROIT, Aug. 7.—Contract for vending machines in the community centers and other buildings operated by the city's department of recreation was transferred this week to the new Eldred Automatic Sales, operated by Carl Eldred. This is considered by many vending operators to be one of the most profitable routes in this territory.

The original contract was entered into last September by C. R. Brewer, commissioner of recreation, with Agnes Denton, who had general charge of the routes. She sold out her route to the Eldred Automatic Sales and the transfer of route was accordingly approved by city council last week.

Blood Pressure Meter Not Illegal, Says Judge

TRENTON, N. J., Aug. 7.—Max Plager, Atlantic City concessioner, was acquitted by the Supreme Court here on the charge of practicing medicine illegally. Action upheld the decision previously rendered by the Atlantic County Court.

Plager, who takes the blood pressure of his customers with the Laufmonometer, was charged with practicing medicine without a State license by the State Medical Board. The defendant offered evidence showing that he gave no medical advice, altho his customers were at liberty to consult charts in his booth showing normal blood pressure at various ages. Justice Joseph B. Perskie declared that blood pressure was not a disease and the law did not restrict its determination to physicians.



PART OF ELLIOTT PRODUCTS COMPANY PLANT bustling with activity producing Blue Blazer games.

NEW POK-er-Bok

PAYS \$6.00 MORE PROFIT

NO INCREASE IN COST TO YOU!

AVERAGE OPERATOR PROFIT NOW \$34.00

WERTS' sensationally successful POK-er-Bok Jar Deals have proved a "Gold Mine" at the FORMER average profit of \$23.00 per deal. They have shown operators everywhere the way to "clean up" WITHOUT INVESTING in expensive equipment.

NOW, without a cent of extra cost to the operator . . . 120 MORE tickets have been added, making the average profit actually \$34.00 PER DEAL! Jars can be refilled. TAMPER-PROOF TICKETS. Almost unbelievable fast profits! Only one deal a day can bring \$1,020.00 a month!

PAYOUT REMAINS SAME!

127 PRIZES TO \$10.00 EACH

Tickets have been increased to a total of 2,160. Payout and Jackpot Card remain the same as formerly. Two \$5 Jackpots . . . Nine \$2 to \$10 prizes . . . Thirty-seven \$1 prizes on Jackpot Card . . . 114 Jar winners at 25c to \$2 each.

"CLEAN UP" NOW WITH NEW POK-er-Bok

START NOW. Get POK-er-Bok on every location. Send today for complete details and our attractive operator and distributor discounts.

WERTS NOVELTY CO., Inc., Dept. B.B.-8A, MUNCIE, IND.

NEW TAKE & PROFIT!

PAY OUT REMAINS THE SAME

2160 Tickets @ 5c. . . \$108.00

Average Payout . . . 74.00

Average Profit Per Deal. \$ 34.00



A GARDNER BOARD THAT'S GOING BIG!!

<p>No. 2100EZF (EZ Pick-in) — 9 3/4 x 17 in. 2100 Holes @ 5c. . . \$105.00 Pay Out 75.00</p> <p>PROFIT \$30.00</p>	<p>No. 2100EZN (EZ Pickin.) — 9 3/4 x 17 in. 2100 Holes @ 10c. \$210.00 Pay Out 150.00</p> <p>PROFIT \$60.00</p>
--	--

PRICE \$4.58 PLUS 10% U. S. TAX.

WRITE FOR CATALOG—STATE YOUR BUSINESS.

GARDNER & CO.

2309 ARCHER AVE., CHICAGO, ILL.



ANOTHER MONEY MAKER

You can't afford to be without this

BASE BALL BOARD

1,000 Holes—60 Step-Up Winners, Paying Awards of 10c to \$10.00.

Takes in \$50.00
Definite Payout 24.65
Attractive—Colorful—Profitable
Price \$2.52 Plus 10% Tax

GLOBE PRINTING CO.

1023-27 RACE ST., PHILADELPHIA, PA.
New Catalog just Out—Send for One.

LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.

A 1,200-hole board with six genuine leather hand-laced purses containing coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and 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, \$3.75.
Deposit required on all orders.

H. G. PAYNE COMPANY

312-314 BROADWAY, NASHVILLE, TENN.

Slug Visible Slotted Coin Counter

MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be 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 MECHANICAL COIN COUNTER COMPANY

Labeled by PATTON, Pa.

Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes.
Write for Big Lot Prices.
Accurate Coin Counter Co., Patton, Pennsylvania

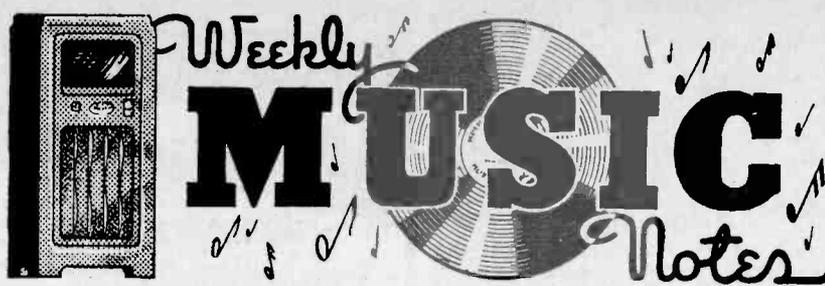
Rock-Ola Distribs Demand Imperials

CHICAGO, Aug. 7.—Rock-Ola officials say their biggest problem these days is to turn out the new Imperial 20 fast enough to fill the tremendous demand from their salesmen and distributors.

Altho production has been stepped up four times in the last two weeks, they say the demand continues to exceed production by four to one. The latest production figures reported are 325 a day. Practically every Rock-Ola salesman has been to the factory via plane, train or auto during the last two weeks to see that shipments are properly routed into his territory. Included in this list are such well-known personalities as Sam Kresberg, of New York; Earl Montgomery, of Memphis; Max Hurvich, of Birmingham; Joe Abraham, of Youngstown, O.; B. D. Lazar, of Pittsburgh; Ralph H. McCabe, of Ohio, and many others.

Sam Kresberg, in commenting on the Rock-Ola Imperial 20, said: "In all my 30 years of music experience I have never seen such a sensational acceptance of a new model phonograph. It is simply one of those smash hits that every operator, salesman and manufacturer strives for and prays for but seldom achieves. My partner, Bill Goetz, and I expect to place at least 1,000 Imperial 20s in the Eastern territory before winter sets in."

B. D. Lazar, stopping at the factory on his way to Texas, exclaimed: "Our only concern is to get quantity delivery, at least 10 carloads, to supply the terrific demand from the music operators in practically every city in Pennsylvania. In our territory not only the Imperial 20 is a sensation, but the Rock-Ola Rhythm Master 16 is in constant demand."



Wurlitzer Distrib To Sail for Greece

NEW ORLEANS, Aug. 7.—Next Saturday Jerry Germentis, prominent local distributor for Wurlitzer phonographs, with his wife and three children, will sail from New York on Vulcania for his first visit to his native land, Greece, in 20 years. Sailing on the same boat will be 2,000 other sons of Greece who will also be making a pilgrimage to their native land. Docking at Fallron, they will be met and greeted by high officials of the Greek Government.

The story of Germentis' success truly reads like a Horatio Alger story. Coming to America as a poor boy, he went into the restaurant business, made money and kept his eyes open for a means of investing his earnings where they would pay him handsome dividends. That means presented itself to him in the form of the first Wurlitzer phonograph produced some four years ago. Germentis was one of the first Wurlitzer ops in the South and the serial numbers on his first instruments numbered back in the "one hundreds." He operated over 1,000 phonos before becoming a distributor. In January of this year he took Jules H.

Peres in as a partner, and he is conducting the business of the Jerry Germentis Novelty Company while Germentis is away.

Germentis left here a short time ago to visit his brother in Montreal before sailing. En route he stopped off at the North Tonawanda Wurlitzer factories. It was his first visit, and officials of the company reported that he frankly was amazed at the manner in which the huge plant functioned.

Questioned regarding his plans in Greece, Germentis stated: "I intend to stay about six months. After all, I have not seen my parents nor my brothers and sisters for 20 years. It is going to be the greatest experience in my life, and I owe it, for the most part, to the success I have enjoyed as a Wurlitzer operator and distributor."

Some idea of the extent of that success may be gained by the report that Germentis is taking with him to Europe a new La Salle car and that he has completed plans to build himself a beautiful summer home near Athens.

All Is Secrecy At See-Con, Inc.

DETROIT, Aug. 7.—So seriously does See-Con, Inc., take the announcement of the two new Seeburg models, the Rex and the Royal, that General Manager Donald A. Coney has virtually sealed up the salesroom in which they are housed. Opening date for the unveiling of the new models is slated for August 15.

Meanwhile Coney is employing the technique of the automobile industry in arousing curiosity preparatory to the preview showing of the new models. Huge banners announcing the new models cover the store windows. A sign on the front door requests customers to use the side entrance. The salesroom itself is kept locked. The entire buildup is designed to create suspense and maintain interest right up to the very day of the showing of the latest Seeburg models.

Detroit

DETROIT, Aug. 7.—Frank Hanosh, veteran local operator, who formerly had an extensive route of pin games, has purchased a route of Wurlitzer phonographs and has established headquarters in the north end of the city. "I have decided to concentrate on the music business," he stated, "because it has no real worries."

Loren Stover, formerly associated with

Sheet-Music Leaders

(Week Ending August 7)

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 Richinond 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-Co-Round Broke Down (Harms) (2)
3. Sailboat in the Moonlight (Crawford) (3)
4. So Rare (Robbins) (11)
5. Sweet Leilani (Select) (5)
6. Blue Hawaii (Famous) (4)
7. Where or When? (Chappell) (6)
8. I Know Now (Remick) (7)
9. Harbor Lights (Marlo)
10. The You and Me That Used To Be (Berlin) (8)
11. Gone With the Wind (Berlin) (9)
12. Our Penthouse on Third Avenue (Feist) (16)
13. First Time I Saw You (Santly-Joy)
14. My Cabin of Dreams (Berlin)
15. Caravan (Exclusive) (10)

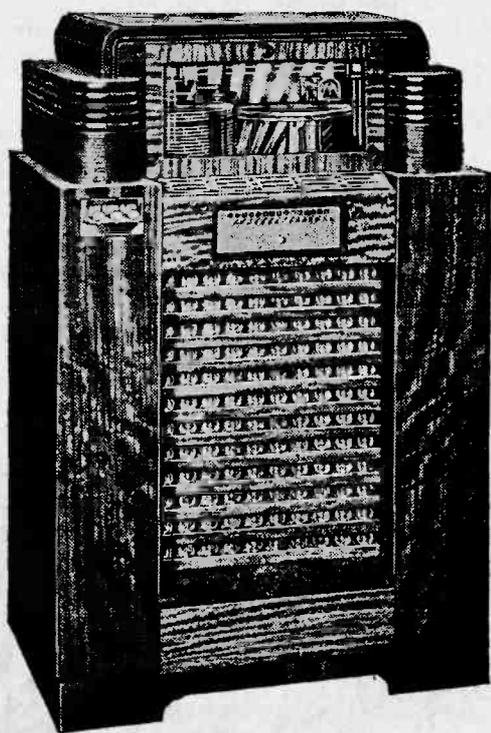
the American Distributing Company and who started out with his own route of machines the first of the year, reports good business in the phono field at this time. He is expanding his business and just recently purchased seven new machines, two Melody Kings and five Symphonolas.

Harry White, a partner in Business Boosters, is adding to his own route of Seeburg phonographs, which he operates independently.

Seeburg Leads, Claims Roberts

CHICAGO, Aug. 7.—"To be a true leader it is necessary that he who aspires to leadership be accepted as such by everyone with whom he comes in contact," says H. T. Roberts, sales manager for the J. P. Seeburg Corporation.

"For a manufacturer to lead in volume of production alone or in variety alone is not enough. His product must receive the acceptance of the man to whom he sells it and of the person for whom it is finally intended. That acceptance once established universally guarantees the success and perpetual leadership of



THE SEEBURG MULTI-SELECTOR Illuminated MELODY KING "K"

America's favorite—operating's most profitable automatic phonograph!

Write today for complete information!

THE SEEBURG FRANCHISE IS MORE VALUABLE

J. P. SEEBURG CORPORATION

1500 DAYTON ST., CHICAGO



WURLITZER OPERATORS OF WESTERN NEW YORK who recently met at the Hotel Powers, Rochester, N. Y., as guests of Sam Cass, Western New York district manager of Wurlitzer's, and officials of the Gem Amusement Company, Rochester.

the product as long as the manufacturer continues to maintain quality.

"We of the J. P. Seeburg Corporation," he continued, "believe that in our automatic phonographs, and especially in the Melody King 'K,' we have achieved that distinction which is characteristic of leadership. Not only have we produced a tremendous volume of Melody King 'Ks,' but we have earned with that instrument the plaudits of America's music operators and of America's location patrons. The acceptance of the instrument has been universal without exception. Seeburg instruments have been quality instruments ever since the days when automatic musical instruments were gigantic ornate affairs. Today our phonographs are a step ahead of the times in design, beauty and performance."

New Orleans

NEW ORLEANS, Aug. 7.—Dog Days are with us and the Deep South is now in the throes of the hottest spell of the summer.

A sign that summer play in Arkansas has not been so dull after all is the report by the State tax collector's office that operators of slot machines in that State paid out \$10,357.50 in taxes in July, 1937, as against \$6,883.75 in the same month of 1936.

This fellow going away on vacation and that fellow coming back still holds the center of attention these days in the local circle. Back comes Louis Murphy, of Louisiana Amusement Company, and off goes Melvin Mallory, manager of the same firm, on a fortnight in the ole home State of Alabama. Mallory's mother and sister, from Alexander City, came in to spend a few days with him and his wife, and all four set off this week-end

toward the Alabama home. Home also came the family of Hank Friedburg, of the Crescent Novelty Company. Mrs. Friedburg, who takes a big part in the office operations, came back from Chicago with their children Sunday after a six-week stay with relatives.

Co-operation, an important word in the success of any business, is well known in New Orleans' coin machine row. Again we must bring up the subject of Hank Friedburg's new yacht. Friedburg furnishes the boat, the adjoining Star Amusement Company the portable phonograph and the Louisiana Amusement Company, a couple of steps further away, the records for the machine. And members of all three offices join often these days to enjoy the lake breezes in true musical fashion.

Sympathies of the coin machine circle of the Crescent City are being extended to Gus Lamana following the death early this week of his 66-year-old father, Joseph Lamana, retired ice-cream manufacturer. In addition to Gus, survivors are his widow, another son and a daughter.

Jack Sheehan, manager of the Sport Center on St. Charles street, reports a fine summer patronage. It is interesting to note, Sheehan says, that some of the oldest types of pin games, rejuvenated at the center, are proving to be as good as money makers as the latest machines.

Louisiana is ready to market the largest cotton, corn, rice and sugar crops in the history of the commonwealth. A sharp falling off in the cotton carryover from last season tends to further insure a fair price return for that important product, while the other crops are bound to bring in wealth, because, as it happened, rice and corn were so scarce this

EXCLUSIVE in Features

GREATEST in DEMAND

Exhibit's "TRACK MEET"

\$79⁵⁰

PROVEN—the most modern and exceptional profit maker of all Novelty Tables—today. It's alive with newer money-making VITAMINS—incorporating 10 NEW MONEY-MAKING FEATURES to give you the most EXCLUSIVE NOVELTY TABLE ever built.

- and EXHIBIT'S 1 BALL PAY TABLE "BAZAAR" only \$147⁵⁰

With the FIRST and ONLY—NEW DYNAMIC BROADSIDE SCORING KICKER ever seen in a Table Game. No other ONE SHOT TABLE (regardless of cost) can give you more player appeal—or more new money-making features—than is offered in this new Exhibit creation at this sensational LOW PRICE.

Don't Hesitate to ORDER from your JOBBER EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago

past season that much had to be imported into this country from abroad. Such conditions are almost a certainty to have a good effect on the credit situation in Louisiana and her neighbors.

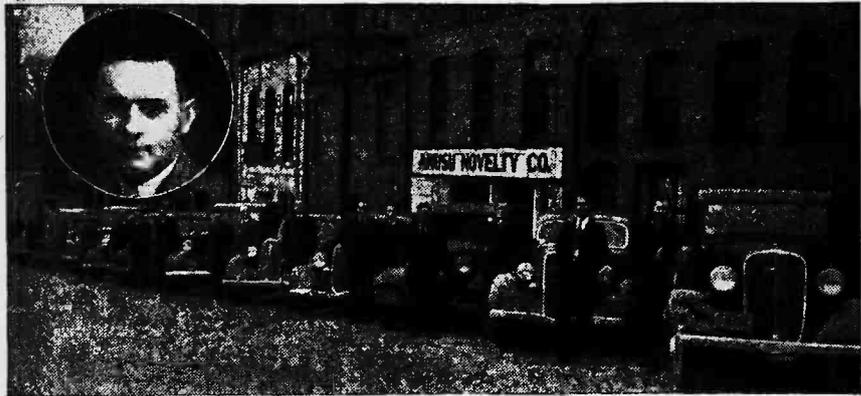
weather. Fair Grounds is still a big favorite of local operators, Julius Pace, head of the firm, reports.

Babe Kaufman Host

NEW YORK, Aug. 7.—Babe Kaufman, popularly known as "America's Only Woman Jobber," was hostess to several hundred location owners and operators, August 2, at her new distributing office, 123 First avenue, Atlantic Highlands, N. J. The event, probably the first of its kind ever given exclusively for clients of an amusement machine jobber, officially opened the new building located in the heart of New Jersey's resort section. Building is approximately 150 feet deep, with a frontage of about 75 feet.

Festivities got under way early in the evening, with Sammy Rabinovitz, partner of the Kaufman Operating Company, emceeing a lengthy floor show composed of talent garnered from Jersey night spots. Refreshments of all kinds, dancing and lunch kept the boys and girls in merry spirits until the wee hours of the morn. Each took home, with the compliments of Babe Kaufman, a miniature Wurlitzer Baby Grand piano as a souvenir.

New office of the operating company will display the usual line of coin-operated amusement machines and will be under the supervision of Rabinovitz. Babe Kaufman, who divides her time between Atlantic Highlands and her New York office, will be a daily visitor to the new establishment. Company recently purchased 12 new delivery trucks to service the New Jersey territory.



A VIEW OF THE AMUSU NOVELTY COMPANY organization, Spartanburg, N. C., which operates 1,400 Wurlitzer phonographs. R. T. Thomason, owner of the firm, is inset.

Five Best Record Sellers for Week Ended Aug. 9

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	B7051—"Smarty" and "Till the Clock Strikes Three." Shep Fields Rippling Rhythm Orchestra.	7913—"The Miller's Daughter, Marianne" and "Gone With the Wind." Horace Heidt Brigadiers.	1347—"Public Melody No. 1" and "Red Cap." Louis Armstrong Orchestra.	131—"Caravan" and "Azure." Duke Ellington Orchestra.	556—"Peckin'" and "In a Sentimental Mood." Ben Pollack Orchestra.	25608—"Smarty" and "I'm Gonna Put You in Your Place." Fats Waller and his Rhythm.	3531—"It Looks Like Ramin Cherry Blossom Lane" and "Dreamy Eyes." Swing and Sway with Sammy Kaye.
2	B7015—"Merry-Go-Round Broke Down" and "That's When Your Heartaches Begin." Shep Fields Rippling Rhythm Orchestra.	7888—"Toodle-oo" and "Merry-Go-Round Broke Down." Music in Russ Morgan Manner.	1175—"Sweet Lullaby" and "Blue Hawaii." Bing Crosby.	136—"Dinner Music for a Pack of Hungry Cannibals" and "Reckless Night on Board an Ocean Liner." Raymond Scott Quintet.	515—"Caravan" and "Stompy Jones." Barney Bigard Jazzopaters.	25620—"My Cabin of Dreams" and "Am I Dreaming?" Tommy Dorsey Clam Bake Seven.	3505—"Sailboat in the Moonlight" and "Born to Love." Billie Holiday Orchestra.
3	B7050—"Can I Forget You?" and "The Folks Who Live on the Hill." Ozzie Nelson Orchestra.	7865—"Where or When?" and "Johnny One Note." Hal Kemp Orchestra.	1346—"Whispers in the Dark" and "Stop! You're Breaking My Heart." Bob Crosby Orchestra.	137—"All God's Chillun Got Rhythm" and "Alabama Home." Duke Ellington Orchestra.	557—"You and Me That Used to Be" and "Alibi Baby." Dolly Dawn's Dawn Patrol.	25570—"Nola" and "Satan Takes a Holiday." Tommy Dorsey Orchestra.	3595—"Gone With the Wind" and "Harbor Lights." Claude Thornhill Orchestra.
4	B7069—"Vieni, Vieni," and "Don't Play With Fire." Rudy Vallee Connecticut Yankees.	7919—"So Rare" and "Dancing Under the Stars." Gus Arnheim Orchestra.	1518—"Merry-Go-Round Broke Down" and "I'll See You in My Dreams." Jimmie Lunceford Orchestra.	138—"Yours and Mine" and "I'm Feelin' Like a Million." Hudson-DeLange Orchestra.	586—"Sailboat in the Moonlight." Johnny Hodges Orchestra, and "Manhattan Jam." Edgar Hayes Orchestra.	25632—"Are All My Favorite Bands Playing or Am I Dreaming?" and "Burglars' Revenge." Bert Shefter Rhythm Octet.	3594—"Merry-Go-Round Broke Down" and "You'll Never Go to Heaven." Henry (Red) Allen Orchestra.
5	B7081—"Have You Got Any Castles, Baby?" and "Am I Dreaming?" Jolly Coburn Orchestra.	7895—"All God's Chillun Got Rhythm" and "It Goes to Your Feet." Art Shaw Orchestra.	1339—"All Over Nothing at All" and "Deep in the Heart of the South." Ella Fitzgerald Savoy Eight.	101—"I've Got To Be a Rug Cutter" and "New East St. Louis Toodle-o." Duke Ellington Orchestra.	592—"Whispers in the Dark" and "Stop! You're Breaking My Heart." Clyde Lucas California Dons.	25627—"Afraid To Dream" and "Roll 'Em." Benny Goodman Orchestra.	3557—"Here's to Good Old Whisky" and "Show Me the Way to Go Home." Frank Novak Rootin' Tootin' Boys.

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.

W. C. FAIRBANKS CO.

SIoux FALLS, S. D.

Who Has Been One of the Most Successful Slot Machine Operators in the Middle Northwest for a Number of Years,

ANNOUNCES

that he expects to retire from business and will sell his complete stock and equipment which consists of the most modern merchandise of this kind manufactured, at a ridiculously low price, and anyone in need of the following mentioned machines can save a lot of money by corresponding with us or coming to Sioux Falls and see for yourself what kind of bargains we have to offer. We have about 400 Mills 5c, 10c and 25c Blue Fronts, Futurities, Cherries and Bonuses, the serials run from 370000 to 406000, and about 250 Pace All Stars, Penny Comets and Paces Races, De Luxe Bells, Cailles Multi Bells and various other small counter games like Reel 21, Penny Packs, etc. None of this merchandise was used stuff bought for resale, but all of it was bought from the factories that made it within the last eighteen months

SLOTS - 1 BALL BARGAINS!

GUARANTEED 100%

MILLS BLUE FRONT MYS.—5c	\$ 59.50	SKIPPER	\$ 34.50
MILLS LION HEAD—5c.	32.50	BUMPER	24.50
MILLS F.O.K. SILENT— 5c	29.50	TURF CHAMPS	54.50
MILLS YELLOW HEAD MYSTERY	47.50	BALLY CAROM	69.50
MILLS SCYSCRAPER—5c	37.50	FLICKER	17.50
JENNINGS DUCHESS—5c	19.50	PINCH HITTER	12.50
PACES RACES — Serial 3700 to 4000	225.00	WURLITZER P-12	124.50
PACES RACES—Brown— Serial 5013—25c Play	325.00	ROCK-O-LA 1936 No. 2	139.50
RAYS TRACK	162.50	STEWART McGUIRE 7- COL. CIG. MACH....	64.50

GERBER & GLASS 914 Diversey Blvd.
CHICAGO

Exhibit Engineers Solve "Skipping"

CHICAGO, Aug. 7.—Quite a bit of research work has been going on at the Exhibit Supply Company, according to Bruno Radke, chief engineer. The problem which the engineers have been busy solving is that of "skipping," or what causes the scoreboards on some bumper-type games to register 20, 30 or 40 points for each contact of the ball against the bumper spring instead of the 10 points it should register. As operators are reported to have been complaining that many bumper-type games skip in registering the score, Exhibit engineers tackled the problem and are said to have corrected it on their current favorite, Track Meet.

"We have found that what most operators term "skipping" is really a misnomer," stated Radke. "The special spring construction that registers the scores on the totalizer of Track Meet would tend to decrease the scores if it were defective instead of jumping them ahead. What appears to be "skipping" to the casual observer is really a series of short contacts that are made each time the ball contacts a spring on some games. Each of these contacts, of course, means 10 points, but the action is so rapid that the eye can't follow it. The springs are really supersensitive and we have found that by reducing the power of the solenoid on the scoring device the trouble is effectively cured. We accomplish this by introducing a variable resistance in series with the winding on the scoring unit solenoid. This makes it possible for the operator to adjust the percentage by varying the degree of responsiveness of the scoring unit.

"This is just one more instance," cited Radke, "of how closely we watch Exhibit games even after they have been shipped

out of the factory and are operating on locations for some time. By checking on our games out on the firing line and finding out why they sometimes act the way they do we are able to make improvements and thus keep our games a step ahead of the times."

Pittsburgh

PITTSBURGH, Aug. 7.—By joint agreement the B. D. Lazar Company, the Atlas Novelty Company and the Banner Specialty Company will close at 1 p.m. every Saturday in August so as to give their employees an extra half holiday.

Despite the expected summer slump business is exceptionally brisk, states Harry Rosenthal, of the Banner Specialty Company. Operators are reported as having come from as far away as Southern West Virginia, Ohio and Eastern Pennsylvania. Banner handles Keeney, Daval and Exhibit Supply products in the Pittsburgh area and reports that Track Meet, Outboard and Great Guns are among the best sellers. Service department is also plenty active. Rosenthal's 20-year-old son, Harry, is quite a camera fan and is helping to promote business by photographing visiting ops.

Almost all amusement games are going well, officials of the B. D. Lazar informed this week, in the absence of B. D. Lazar himself, who is in Texas for a three-week vacation. Track Star and Rock-Ola's World Series are reported leading the pack. Lazar office employees spent a recent week-end at Conneaut Lake Park, where they also visited with Operator John J. Berchtold at the near-by Oakland Beach Hotel.

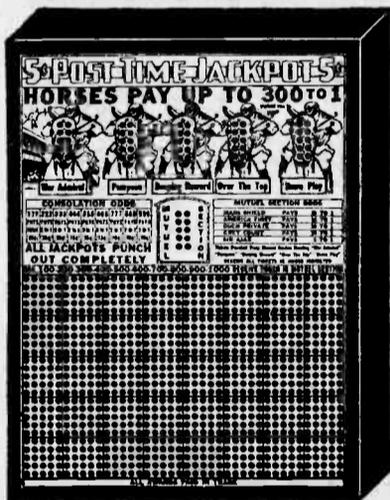
IT'S POST TIME!

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.



HARLICH MFG. CO. 1401-1417 W. Jackson Blvd.
Chicago, Illinois

Cleveland

CLEVELAND, Aug. 7.—It's quiet along Lake Erie these days with many Northern Ohio operators away on vacation. Among those who have just returned are C. E. Hainly and Chris Gildersleeve, who, with their families, spent several weeks in Northern Canada.

"We were way up in the wilds at Combermere," Hainly told on his return, "and for two weeks did not hear a radio or read a newspaper. In fact, there were no electric lights in the village where we were and only one telephone." The fishing was great, according to the stories told by Hainly, who brought back a number of pictures to back them up.

John B. Sliman has also returned from a trip after visiting relatives in Boston and touring the New England States.

The Great Lakes Exposition is bringing a great many operators to Cleveland

this summer. It has meant better business to the Cleveland jobbing houses because the operators usually take advantage of their visit to drop in and see what's new.

Myer Sumsky, assistant manager of the Markepp branch here, returned this week from a vacation on Lake Erie. Mike, as he is known to his friends in the business, says the only time he came out of the water was for meals.

That there is a definite trend back to the pin and hole games is the opinion of H. A. Freyman, well-known Northeastern Ohio operator. "Whether it is that player skill counts for more with pin and hole games I do not know," Freyman stated, "but a noticeable number of my locations have asked for this type of game."

Other Cleveland operators are of the same opinion as Freyman and sales on the pin and hole type of game are showing increases with Cleveland jobbers.



ABOVE PICTURE WAS SNAPPED at the first annual meeting of the board of directors of the National Cigaret Merchandisers' Association held recently at the Ritz Carlton Hotel, Atlantic City. Reading from left to right (clockwise) the directors are S. M. Malkin, New Jersey; J. H. Gage, New York; E. J. Dingley, Pennsylvania; J. Sharenow, New Jersey; A. Sharenow, Massachusetts; C. W. Stange, secretary, New Jersey; M. H. Lewis, New Jersey; J. M. Murphy, New Jersey; M. M. Berger, president, New York; S. L. Kesselman, counsel, New Jersey; G. B. Currier, treasurer, New York; M. Levy, counsel, New York; L. B. Stein, manager, New Jersey; M. J. Zimmerman, Connecticut; A. Natri, Connecticut; A. Klein, Pennsylvania, and A. Massone, Connecticut.

Mills Releases New Type Bell Machine

CHICAGO, Aug. 7.—"Revolutionary" is the manner in which Vince Shay, Mills Novelty sales manager of the machine division of the firm. "Flasher is in a class by itself," maintains Shay, "for nothing like it has ever before been on the market. It's absolutely the only one of its kind."

Shay went on to explain that Flasher is a combination of a bell machine, a game and a table. "In appearance," he declared, "it looks much like a pin table with a light-up backboard. There are no balls to shoot, however, and no spinning reels, yet game is chock-full of irresistible eye appeal and action. It will hold players spellbound for hours. It's every inch a bell machine, but when I say bell I mean a new bell that is fully illuminated, whose action is completely dramatized, whose mechanism is entirely simplified.

"All the player has to do to play this machine," he continued, "is to put a nickel in slot and pull handle. There's nothing else for him to do except watch lights flash from one illuminated character to the other on the brilliant playing board. Board is made up of a big glass panel which is divided into 15 squares of about five inches each. Each square houses a mammoth bell, bar, plum, cherry or orange. Believe it or not, there is only one lemon on the entire board. Lights flash from cherry to orange to bar to bell and back to cherry again in a whirlwind of illuminated action until they finally stop on three characters. Regular bell award system is used on the machine, including the jackpot. Awards are delivered, of course, automatically.

"There's no doubt about this machine being the most unusual that has ever hit the market," Shay concluded. "It incorporates all the appeal that bells have always had for the average player, yet it presents this appeal to him in a fascinating colorful new form. We have thoroly tested Flasher for months and are now running it thru on a regular production schedule. We expect quite a demand for the new outfit, for it is new, different and sure to captivate bell fans."

Tulsa Council Okehs Pin Game Ordinance

TULSA, Okla., Aug. 7.—With the new city pin-game ordinance scheduled to go into effect early next week operators here are preparing for the rush for locations. Roy Sherry, city license inspector, said this week that he would have applications and license blanks for operators ready Monday morning.

New law legalizes conventional pin games but excludes automatic payouts. The Tulsa Ministerial Alliance withdrew all objections to the substitute ordinance Wednesday. There was still the possibility the commissioners might shelve new ordinance, thereby automatically putting into effect the previous ordinance which was passed Tuesday in overriding the mayor's veto. This previous ordinance provides payouts. Move was not considered likely to be made, however.

Under the new ordinance a stipulated annual fee has been imposed upon the operator and each machine. Minors under 18 cannot play the games, nor can the games be placed within 300 feet of a church or school under penalty of fines and confiscation.

Pin games were banned six months ago by the commission.



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Hot off the press Shows 4,000 world-wide Bargains. 256 Pg. of Fast Sellers of Every Description and a Money-Making Plans. This Catalog is FREE. Send for it today.

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NEWER THAN NEW!
EVEN BETTER THAN-
BALLY BUMPER**

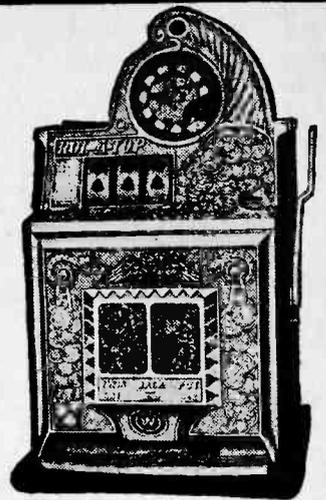


OPERATOR'S PRICE \$69.50 TAX PAID

BALLY'S NEW SENSATIONAL 5 BALL NOVELTY PIN GAME --- COMBINING TANTALIZING BUMPER ACTION and SKILL SHOT HOLE PLAY!

READY FOR DELIVERY IN ANY QUANTITY WIRE OR PHONE YOUR ORDERS Now

FITZGIBBONS DISTRIBUTORS, INC. 453 WEST 47th STREET, NEW YORK, N. Y. 362 MULBERRY STREET, NEWARK, N. J.



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

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OUT SOON! BONUS WONDER GAMES of the INDUSTRY KEENO

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JOBBERS: Rush Your Orders for Sample Machines!

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PHONOGRAPHS
WURLITZER 412 and 312s... \$185.00
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MILLS DANCE MASTERS... 85.00
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AUTOMATICS
Pace Race \$180.00 Multiple \$27.50
Rays Track 195.00 Challenger 24.50
Carom 89.50 Ten Grand 19.50
Rover 85.00 Jumbo 9.90
Winner 72.50 Repeater 9.90
Wheel Fortune 24.50 Double Score 12.50
Traplite 42.50 Bowle 22.50
8. Derby 17.50

NOVELTY GAMES
Bumper \$17.50 Three Stars \$17.50
Booster 24.50 Lights Out 12.50
Firecracker 16.50 Shot Sox 12.50
Stooky 27.50 Hold 'Em 12.50
Roll Over 15.00 Gusher 11.50
Sequence 12.50 Map Cap 9.75
Happy Days 15.00 Panama 11.50
Cross Line 32.50 Neck & Neck 14.50

SLOTS
Write For Complete List Reconditioned Slots At Lowest Market Prices. Large Stock Available At All Times.

Immediate Shipment From Stock on All Latest Games—Slots and Phonographs. Terms 1/3 With Order, Balance C. O. D. **AUTOMATIC AMUSEMENT CO. 1000 Pennsylvania St., Evansville, Ind.**

AIR RACES (Stoner-Like New) \$75.00 EACH
Many Other Automatic Pay Tables. Write for Price List. **W. B. NOVELTY CO. 3800 N. Grand, St. Louis, Mo.**

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WE BUY ANY USED EQUIPMENT YOU HAVE FOR SALE!

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WE SELL ALL THE NEWEST, LATEST AND BEST MACHINES OF THE LEADING MANUFACTURERS—PLUS MANY FINE RECONDITIONED BARGAINS

WRITE FOR OUR SPECIAL PRICE LIST OF ALL NEW AND USED PIN GAMES, PAYOUTS, CONSOLES, MERCHANDISERS, ETC.

Exclusive Eastern Distributors for Leading Mfrs., including

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Double Layer Asst. Chocolates. Individually Cupped. Asst. Movie Star Boxes. Cello. Wrapped.

Doz. \$1.20
Per Carton of 4 Doz. \$4.80
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FUR SCARFS

Genuine Silvered Fox...\$8.00

FUR COATS, Seal, Dyed 12.50

Coney, Pleced... 4.75

LUCKY FOX TAILS... 4.75

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CAPPED RABBIT PAWS, Per 100... 3.00

CHARLES BRAND,
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TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Guardian Day Big Event in Coindom

CHICAGO, Aug. 7.—The annual golf tournament, dinner and floor show which flourishes on Guardian Day once each year again lived up to the high expectations of the many coin machine men in attendance. For Guardian Electric's big invitation event Thursday found several hundred prominent coin machine men assembled for a grand round of golf, food and amusement at Bunker Hill Country Club, on the outskirts of Chicago.

Guardian has a knack for doing things right and in the kind of style that reflects the tempo of the entire Guardian organization. From golf in the afternoon, with handsome prizes awarded to the winning contestants, on thru the evening and into the night not a single moment of lost motion was recorded. Dinner at 8 found several hundred gathered at Guardian's festive board, and all present will attest that they had their fill of the choicest foods that ever passed a hungry palate. Refreshments, too, and in generous abundance. Then a floor show, including acts of magic that were mystifying and interesting. Entertainment included Faith Bacon, dancer, and a host of others.

And so on into the night the Guardian Day festivities continued. Sponsored by Frank Rowell Sr. and Frank Rowell Jr., Guardian Electric Manufacturing Company's chief executives, the affair will live long in the hearts of coin machine men as something to look forward to from year to year. The occasion afforded splendid recreation and respite from the everyday affairs of business.

All program arrangements, which clicked so well, were made by J. J. Rowell, Guardian advertising manager.

ROUTES

(Continued from page 35)

Ricton's Show: Mohawk, Tenn., 9-11; Moshelm 12-14; Balleyston 16-18; Chuckey 19-21.

Sisco's Fla. Attrs.: (Tobacco Market) Nashville, Ga., 9-21.

REPERTOIRE

Baxter-Leonard Players: Rich Creek, Va., 9-14.

Billroy's Comedians, Billy Wehle's: Dunkirk, N. Y., 11; Erie, Pa., 12; Ashtabula, O., 13; Conneaut 14; Meadville, Pa., 16.

Bishop Tent Show: Milroy, Pa., 9-14.

Brooks Stock Co.: Highland, Wis., 9-14.

Bryant Showboat: Pomeroy, O., 9-14.

Ginnivan, Frank, Dramatic Co.: Monroeville, Ind., 9-14.

Ginnivan, Norma, Dramatic Co.: Edgerton, O., 9-14.

Livingston Players: Morenci, Mich., 9-14.

Stewart's Comedians: Clover, Va.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

Arena: Ford City, Pa.

American United: Kalspell, Mont.

Anderson-Grader: Oxford, Neb.; Benkelman 16-21.

Atlas: Bushnell, Ill.; La Harpe 16-21.

Tyrone 16-21.

Barfield's Cosmopolitan: Greenville, Tenn.; (Fair) London, Ky., 16-21.

Barnhart's Golden West: South St. Paul, Minn.; (Fair) White Bear 16-18.

Barkoot Bros.: Lakeview, Mich., 11-12; White Cloud 13-14; Baldwin 16-17.

Bazinet, Wm., & Sons: Wisconsin Dells, Wis., 9-12; (Fair) Mondovi 14-17; (Fair) Neillsville 18-21.

Baysinger, Al: Cole Camp, Mo.; Buffalo 16-21.

Beckmann & Gerety: (Fair) Springfield, Ill., 14-22.

Bee, F. H.: (Fair) Brodhead, Ky.; (Fair) Ewing 16-21.

Blue Light: Isle of Palms, S. C.

Blue Ribbon: La Fayette, Ind.; (Fair) Frankfurt 16-21.

Blue Ridge: La Follette, Tenn.; (Fair) Maynardville 16-21.

Bremer Tri-State: (Fair) Glenwood, Minn., 9-11; (Fair) Colfax 12-14; (Fair) Osage, Ia., 16-20.

Bright Light Expo.: Allenport, Pa.

Brown Family Rides: Douglas, Ga.

Brown Novelty: Hahira, Ga.; Neshville 16-21.

Buck, O. C., Expo.: Saranac Lake, N. Y.

Buckeye State: (Fair) Philadelphia, Miss.; Lake 16-21.

Bullock: Belle, W. Va.

Byers Greater: Bowling Green, Mo.

Byers & Beach: (Fair) Tipton, Ia.

Cetlin & Wilson: Huntingdon, Pa.

Christ United: Chillicothe, O.

Clint's Expo.: Jefferson, Pa.

Coleman Bros.: Port Jervis, N. Y.; (Fair) Middletown 16-21.

Colley, J. J.: Sulphur, Okla.

Conklin's: Brantford, Ont., Can.; (Fair) Peterborough 16-21.

Corey Greater: Falls Creek, Pa.; Scalp Level 16-21.

Cote's Wolverine: Wyandotte, Mich.

Crescent Am. Co.: Timmonsville, S. C.; Pamlico 16-21.

Crescent Canadian: Prince George, B. O., Can.; Jasper, Alta., 17-19; Edson 21-22.

FLASHY CANDY PUT UP FOR DE LUXE



No. 3521—Taffy Kisses. Attractive cellophane wrapped box. 6 oz., size 4 1/4 x 9 inches. Packed 100 in carton. Each... \$1.06

No. 3520—Candy Kisses. Shooting Gallery special. Size 2 3/4 x 5 inches. 250 Boxes, \$2.75. 1,000 Boxes, \$10.00

Write for our No. 31 Catalogue. Complete Line of Merchandise for Corn Games, Ball Games, Grind Stores, Novelty Stands, Etc. Premium-Advertising Specialties write.

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FLYING BIRDS, Large Sigs, Inside Whistle, heavy, fleshy 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, 80c; Gross, \$9.00.

BB22—NOVELTY CHINA DOG ASH TRAY. Dog standing on ash tray. When dog's rubber tail is squeezed he will sure make you laugh. Made up in bright colors. Sample, Prepaid, 25c; Dozen, \$1.20; Gross, \$12.00. Order Today and Get Started on this Clever Novelty.

Two-Tone Parade Cans, Gross \$7.50. Floral Cloth Parasols, Gross \$8.50. Balloons, Circus and Carnival Prints, Gross \$2.00. Elephant Charms, Gross 80c. We have for immediate shipment complete line of Merchandise for Corn Games—Ball Games—Snow Cone and Popcorn Cones—Hoop-La Blocks. Write us your requirements. Order from this ad. 25% with order. Get our Catalog No. 936.

CRYSTAL EXPOSITION SHOWS WANT

for Four of the best Labor Celebrations starting at McRoberts, Ky., August 17 to 22, with Jenkins, Ky.; Pineville, Ky., and Appalachia, Va., to follow. We work Sundays in all spots. Then a solid string of Fairs ending December 4th. Want Legitimate Concessions of all kinds. Good opening for Shows. Will furnish outfits. (Cooley come on.) Can use Acts for SIDE SHOW—on salary from office. Want Ride Help and Foremen for Twin Wheels, Loop the Loop and Merry-Go-Round. Top salary and you get it every week, no holdback. Griddle Man for Cookhouse. Address all mail to Whitesburg, Ky., this week.

CANASERAGA, N. Y. ANNUAL OLD HOME WEEK

August 16-21. Coudersport, Pa.; Galeton, Pa., Old Home Week to follow. Can place for above ace spots and balance of season, Shows and Concessions.

KARL MIDDLETON, Dansville, New York.

HUGHEY BROS.' SHOWS WANT

FOR ODELL, ILL., SECOND ANNUAL CELEBRATION, AUSPICES COMMUNITY BAND, AUGUST 16 TO 21; GRUNDY COUNTY FAIR, IMAZON, ILL., SEPTEMBER 3, 4, 5 AND 6.

This is a Good One. After This One, Show Will Go Straight South Until December.

SHOWS—Want Athletic, Midget or Fat People Show, Mechanical City. Also a good Side Show and Illusion Show. CONCESSIONS—Want Fish Pond, Bumper, Cigarette Gallery, String Game, Scales, Knife or Cane Rack. Also Penny Arcade with Music. WANT Tilt-a-Whirl or Loop-o-Plane and Kiddy Auto Ride. WILL PLACE a Girl Show for Mazon only. Must be clean and have three or more GIRL Fairs and Celebration Committees in Illinois, Missouri, Arkansas and Mississippi, communicate with G. ALLAN POWERS, General Agent. Others Address the Show. This Week, Chenoa, Ill.

BARFIELD'S COSMOPOLITAN SHOWS WANT

FIRST-CLASS COOK HOUSE, TO JOIN FOR A LONG LINE OF FAIRS STARTING AUGUST 16 AT LONDON, KY. SOMERSET, KY., FAIR FOLLOWS.

WANT capable Man to take charge of complete Side Show outfit. Also want Shows, Grind Stock Concessions and Loop-o-Plane. WANT two sensational Free Attractions. Long engagement if salary reasonable. Dave Winnie wire ROBERT "SWEDE" SORRENSEN. WILL BUY complete Wax Show if in good condition and price right. Address Greenville, Tenn., this week; London, Ky., next week. P. S.—This Show positively holds contracts for the Dalton, Ga., Centennial, week September 6.

MAJESTIC SHOWS WANT

FOR BALANCE OF SEASON AND FOURTEEN FAIRS IN VIRGINIA, NORTH CAROLINA, TENNESSEE AND MISSISSIPPI.

Loop-o-Plane, Octopus, Tilt or any Flat Ride that can gilly. WILL SELL Ex. on Cook House, Custard, Scales, Diggers, Mite Camp. All other Concessions open. Have a nice outfit for Ten-in-One, Girl Show, Illusion, Half-and-Half or any worth-while Attraction. WANT organized Minstrel. Salary and percent. Blankship answer. WANT Legal Adjuster, two Second Men, with or without Sound Car, that can handle promotions. Jack Taylor wants two Girls for Iron Jaw. Mabelle Lee and Hattie Cazado wire. Want to hear from the following people: Frank Burns, Buck Denby, L. McAbee, E. H. Ahler. Cookeville, Tenn., this week. R. G. McHENDRIX, Manager.

WANTED—Cleveland, Ohio, Aug. 23 to 29, 1937

COLORED ELKS GRAND LODGE CONVENTION—SHOWS, RIDES AND CONCESSIONS.

Delegates and Visitors From All Over the World. On the Streets, Central Ave., Cedar & 46th St. Everything open. Come on and get a week's work. Carnival Companies playing Ohio territory. Address COL. JOHN A. DICKERSON, 409 Oakwood Blvd., Chicago, Ill. Telephone Kenwood 1240. After August 17, address care Majestic Hotel, Central Ave. & 55th St., Cleveland, O. Phone, Endicott 1200.

WANTED

Independent Rides, Shows, Concessions for ANNUAL HOMECOMING To Be Held September 8 to 11, Inc., on City Streets. HOMECOMING COMMITTEE, Assumption, Ill.

Elane's Exposition Shows

CAN PLACE Shows, Rides, Concessions of All Kinds. This Show never closes. Going South soon. Write or wire JOHN GEORGE, Manager, Stockdale, Pa., Firemen's Celebration, this week.

(See ROUTES on page 86)

**FREAKS
SWORD SWALLOWER
NOVELTY ACTS**

WANT to join on wire. Good opportunity for Mind Reading Act, Good proposition Hermaphrodite or any blow-off attraction. Wire TOM HASSON, care Rubin & Cherry Shows, Kalamazoo, Mich.

**TILLEY SHOWS
WANT**

Shows and Concessions account of framing second show. Mark Williams wants Side Show Acts. Good opportunity for Mentalist. Address Cambridge, Ill., Fair.

**WANTED FOR
HOWE BROS. CIRCUS**

Big Show Performers, Team to Feature, Candy Butchers, Ticket Sellers, Billposters, Lithographers, Mechanic for eighteen trucks. Janey and White Motomoto Japs answer, as per route, Osborne, August 12; Lincoln, 13; Wilson, 14; Great Bend, 16; all Kansas.

WANT

Merry-Co-Round and Concessions for Metamora, August 17th to 19th. Mackinaw, Minier week of August 23d; all Illinois. Address M. J. DRESSEN, Tilley Shows.

WANTED

Rides, Shows and Games, September 1 to 4, Incl. Games, \$1 Front Foot; Rides, 10%, we pay lights. Shows, 10%. Space is limited. Address C. P. MANN, Homecoming Committee, Perrysville, O.

LARGE CARNIVAL WANTED

For Utah's Greatest LABOR DAY ATTRACTION. 10th Annual GOLDEN UNION DAYS AND HOME COMING Payson, Utah, September 4-5-6. Participated in by over 2,000 members of the Miners' Union from nearby mines. Address MANAGER, Onion Day Celebration, Payson, Utah.

WANTED

Shows, Rides, Concessions. KINSMAN, OHIO, FAIR Under New Management. August 31-September 1-2. LEE WEBB, Brookfield, O.

**WANTED FOR
FALMOUTH FAIR**

FALMOUTH, KY., AUGUST 18-21. Clean Girl and Minstrel Shows, with or without Top; Kiddie Rides, Motordrome and Concessions. MRS. DEMPSEY R. BARNES, Secy.

WANTED

Concessions, Rides and Good, Clean Shows for Annual POWWOW CELEBRATION In Pipestone, Minn., on Labor Day, Sept. 6. Big crowd anticipated. Write E. R. TREBON, Secretary, Pipestone, Minn.

WANTED

Shows and Concessions for BARODA, MICH., AUGUST 23-28. ROY WEER, Archbold, O., this week; Wauson, O., August 15-18; Morenci, Mich., August 19-21.

**Size of Turf Kings
Appeals to Public**

CHICAGO, Aug. 7.—"The Cardiff Giant was the big attraction in the days of Barnum and it is estimated that over 10,000,000 people paid their dimes to view its tremendous form. The Colossus of Rhodes, which awed ancients, has been esteemed as one of the seven wonders of the world. And our Turf Kings novelty game with its jumbo back rack is considered by operators in this day and age as one of the big sensations of 1937. It seems that over-sized larger than ordinary creations of any sort amaze the people and have an uncanny magnetic appeal." That is the story they're telling at the factory of Chicago Coin, which is reported to be turning out Turf Kings at the rate of over 100 a day.

Sam Gensberg, official of the firm, makes this promise, however, to operators, jobbers and distributors the country over. "While Turf Kings has the biggest back rack ever put on a novelty game, we will not attempt to produce a game with a still larger one. One record at a time is enough," he claims. Getting serious, however, Gensberg reported that a larger back rack was necessary in Turf Kings and its companion game Track Stars because there was so much animation and action that had to go into it. He said that in these two games players will find a smart combination of holes and bumper springs which provide an unusual scoring action.

While Turf Kings and Track Stars embody the same scoring principle, games are entirely different in layout, design and appearance. Both games are being featured by prominent distributors and jobbers all over the country and Canada, Gensberg reported.

DIVORCES

(Continued from page 31)
A. Clark, vice-president of Television Company of New York.

R-B CHICAGO STAY

(Continued from page 3)
roto pictures. Braden's clever ant stunt, in which tickets were offered to boys bringing a half pound of ants for ant-eaters, scored exceptionally big.

CHICAGO, Aug. 9.—Working conditions in the winter quarters of the Ringling show have been mapped out between the stewards and Ralph Whitehead, executive secretary of American Federation of Actors, during an all-night meeting at the Crillon Hotel here. Final draft has been presented by Whitehead to General Manager Sam Gumpertz, who has it under advisement.

MELVIN HILDRETH

(Continued from page 3)
tary-treasurer, Colonel Sturtevant, national historian, Walter H. Hohenadel, editor of the official organ, White Tops, and the retiring president was elected head of the board of directors. Additional data of the meeting will be found in the circus department of next week's issue.

RICHMOND, Va., Aug. 7.—Hagenbeck-Wallace Circus made Richmond August 5-6, the first time a big railroad circus ever showed here two days except under auspices. John Robinson show a number of years ago played a week here in connection with the State fair.

When H-W was last here it strawed them and city council at its next meeting passed an ordinance prohibiting seating patrons on track. Manager Bary's wisdom in making this a two-day stand was shown by the business—first night capacity and second night very near capacity, with a three-fourth house opening matinee and a fair house second matinee.

Show had a late arrival from Charlottesville and this, coupled with a three-mile haul, delayed Thursday matinee about an hour. Many favorable comments were heard in praise of the program, smoothly running performance and spick-and-span wardrobe.

**"Soaring High" Packs
Them at Great Falls**

CHICAGO, Aug. 7.—Soaring High, big Barnes-Carruthers musical revue, is proving a strong box-office attraction at the Northern Montana State Fair at Great Falls, according to a wire received



H. F. MOSELEY, Pres.-Treas.

**AUGUST CLOSE-OUTS on
Slightly Used and Floor Sample
Machines Offered Subject
to Prior Sale.**

10 Air Races ... Each \$60.00	5 Mills De Luxe Dance Master, Serial Over 13,000 ... \$130.00	15 Skippers ... \$ 21.50
4 Rovers ... 60.00	2 Carom ... 60.00	5 Hi De Ho, Either Cash or Ticket ... 32.50
8 Mills Post Time, Like New ... 75.00	6 Rockola Night Club, 1936 Model ... 125.00	1 Royal Race ... 55.00
2 Gabel, 12-Record ... 50.00		3 Mazuma F. S., New ... 40.00
1 Rockola Imperial 20 F S. ... 247.50		1 Bluebird, Perfect ... 20.00
3 Daily Race ... \$15.00	1 Wizard, New ... \$ 15.00	1 Sky High ... \$ 8.00
5 Reel Dice ... 5.00	1 Broker's Tip ... 17.50	1 Bally Bonus, Cash Payout ... 8.00
1 Palooka, Sp., De-faced a Little Around Front Door Lock ... 20.00	1 Pinch Hitter ... 17.50	1 Liberty Bell, C.P. Prospectors, Cash Payout ... 8.00
1 Pameo Ballot ... 17.50	1 Skill Roll ... 25.00	1 Golden Harvest, O. P. ... 8.00
1 Hurdle Hop ... 15.00	1 Daily Limit ... 8.00	1 Jumbo, O. P. ... 8.00
5 Peerless, Cash Payout ... 8.00	1 A. O. 7-Play Bell, New ... 150.00	
	4 Peakness, Light Cabinet, Like New ... 62.50	
	3 Bally Derby ... 15.00	



GROETCHEN'S GINGER, Sample Machine. (Immediate Delivery) ... \$36.50

WANTED TO BUY FOR CASH, or Trade for New Pin Games, 100 Paces Races, 5c Play, with Check Separator. Give Serial Numbers, Lowest Price, and Guaranteed Condition, both Mechanically and in Appearance. Also 500 Nickel Play Mystery Blue Front Jackpot Venders, with or without Gold Award. Give Serial Numbers, Lowest Price and Condition you Guarantee Them To Be In.

We have over 200 machines not listed. Write us for prices. Ask us to put you on our mailing list. All used machines are offered subject to prior sale and all orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order.

MOSELEY VENDING MACHINE EX. Inc., 80 BROAD ST., Richmond, Va.
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IDEAL EXPOSITION SHOWS

"America's Best"

NEW YORK STATE FIREMEN'S CONVENTION, POTSDAM, N. Y., AUGUST 16 TO 21.

MALONE, N. Y., FAIR, AUGUST 23 TO 28, FOLLOWED BY TEN ADDITIONAL FAIRS IN VIRGINIA AND NORTH CAROLINA.

Can place 2 more Shows, also Colored Minstrel Show. Jimmie Simpson, write. Will book Octopus, 8-Car Whip, Double Loop-o-Plane and MixUp. Will sell exclusive Cook House and Grab. Can place Concessions of every description. Write or wire

WM. GLICK, Oneonta, N. Y., Week August 9.

BROADWAY SHOWS OF AMERICA

Notice Fair Secretaries in North Carolina

We have a few open dates. WILL BOOK Loop-o-Plane and Kiddie Auto Ride. Hamida Benn Wants Dancing Girls, Tease and Fan Dancers. WILL BOOK Photo Gallery, Diggers, Candy Floss. WANT Concessions of all kinds—What have you? This show plays a long string of Fairs and will be out all winter. Hendersonville, N. C., week August 9. All mail and wires as per route. H. C. SMITH, Manager

14 FAIRS, CELEBRATIONS GUARANTEED

Spots known from experience, Tennessee, Mississippi, big crops, plenty money. Want to join at once, Tilt-a-Whirl, Octopus, Drome, Grind Shows. Stock Concessions, Diggers and Custard open. Have outfit for Hula Show. Ride Help. Lewisburg this week; Fayetteville next, Columbia and Mt. Pleasant; all Tennessee. Then Mississippi Fairs.

DIXIE EXPOSITION SHOWS

here from Harold F. DePue, secretary-manager of the fair. DePue states that the revue packed the grand stand to capacity on Monday both afternoon and night and made a tremendous hit. He states he regards it the best show he has ever played.

**SAM WEINTROUB
WANTS**

Wheel and Grind Store Agents. Ray Hawkins, Whitey Boyles, also truck driver, answer by Western Union. General Delivery, Concord, N. H.

ROUTES

(Continued from page 84)

Douglas Greater: The Dalles, Ore.
 Dyer's Greater: New Richmond, Wis.
 E. J. C.: Flin Flon, Man., Can., 9-11; The
 Pas 13-14; Hudson Bay Jct. 16-17.
 Edwards, J. R.: Cygnet, O.; (Fair) Berea
 16-21.
 Elite Expo.: (Fair) Barnes, Kan.; (Fair) Han-
 over 16-21.
 Ellman: (Fair) West Bend, Wis., 12-15; (Fair)
 Fond du Lac 16-19.
 Endy Bros.: (Fair) Branchville, N. J.; (Fair)
 Kutztown, Pa., 16-21.
 Evangeline: Cassville, Mo.; Mammoth Springs,
 Ark., 16-21.
 F. & M. Am. Co.: Frackville, Pa.
 Fairly-Martone: Thief River Falls, Minn.
 Florida Expo.: (Folly Beach) Charleston, S. C.
 Foley & Burk: Monterey, Calif., 12-15; Hollis-
 ter 20-22.
 Frisk Greater: (Fair) Detroit Lakes, Minn.,
 11-14.
 Gibbs, W. A.: Auburn, Neb., 9-13; Omaha
 14-22.
 Gold Medal: (Fair) Burlington, Ia.; (Fair)
 Independence 16-21.
 Golden State: (Fair) Tracy, Calif., 10-15;
 (Fair) Antioch 17-22.
 Gooding Greater: Portland, Ind.; (Fair)
 Crown Point 16-21.
 Goodman Wonder: Billings, Mont.
 Graham, Hal: Rockwell City, Ia.
 Great American: Fairmont, Minn.
 Great Olympic: (Fair) Elroy, Wis.; (Fair)
 Lancaster 16-21.
 Great White Way: Melrose, O.
 Greater Expo.: Gary, Ind.; Kokomo 16-21.
 Greater United: Pittsburgh, Kan.; (Fair)
 Parsons 16-21.
 Greater U. S.: McCool Junction, Neb.; Bruning
 16-21.
 Groves: Lapel, Ind.; (Fair) Jasonville 16-21.
 Hames, Bill: Alvarado, Tex.; Sherman 16-21.
 Hansen, Al C.: Lawrence, Kan.; Humboldt
 16-21.
 Happy Days: (Fair) Pinckneyville, Ill., 9-13;
 (Fair) Vienna 16-21.
 Happyland: Mt. Pleasant, Mich.; (Fair) Bad
 Axe 17-20.
 Harris: Delphi, Ind.
 Heller's Acme: (Fair) Fawn Grove, Pa.
 Henke Bros.: (Fair) Escanaba, Mich.; (Fair)
 Peshtigo, Wis., 16-21.
 Hennies Bros.: (Fair) La Crosse, Wis.; (Fair)
 Davenport, Ia., 16-21.
 Henry's Attrs.: Moberidge, S. D., 9-11; Miller
 12-14.
 Heth, L. J.: (Fair) Huntingburg, Ind.; (Fair)
 Salem 16-21.
 Hilderbrand United: Wallace, Ida.; (Fair)
 Missoula, Mont., 17-21.
 Hine Am. Co.: Buffalo Lake, Minn.
 Hodge, Al G.: Marinette, Wis.; Menasha 16-21.
 Hoffner Am. Co.: Mionok, Ill.
 Home State: Parsons, W. Va.; Shinnston 16-
 21.
 Hyde Park: Tipton, Okla.
 Imperial: (Fair) Madison, Wis.; (Fair) Mon-
 roe 16-21.
 Jones, Johnny J., Expo.: Bloomington, Ill.
 Joyland: (Fair) Yale, Mich., 10-13; (Fair)
 Standish 17-20.
 K. G. Am. Co.: (Fair) Ponda, Ia., 10-13;
 (Fair) Eldora 16-20.
 Kaus United: Watervliet, N. Y.
 Kaus United, No. 2: Elkins, W. Va.
 Keystone: Grove City, Pa.
 Lagasse Am. Co.: Marlboro, Mass.; Barton,
 Vt., 16-21.
 Landes, J. L.: (Fair) Grand Island, Neb.;
 (Fair) Colby, Kan., 16-21.
 Lang, Dee: Famous: (Fair) Fairbault, Minn.,
 9-11; (Fair) Mankato 14-18; (Fair) New Ulm
 19-22.
 Large & Lane: (Fair) Minter City, Miss.;
 (Fair) Valden 16-21.
 Lawrence, Sam: (Fair) Columbia, Pa.
 Lewis, Art: (Exhn.) St. Hyacinthe, Que., Can.,
 9-13; (Exhn.) Valleyfield 15-20.
 Liberty National: (Fair) Columbia, Ky.; (Fair)
 Lebanon 16-21.
 McClellan: Jonesboro, Ark.
 McKee Am. Co.: (Fair) Quenemo, Kan.; (Fair)
 Augusta 16-21.
 McMahon: Remsen, Ia.
 M. B. Am. Co.: Houston, Mo.
 Marks: Cumberland, Md.
 Marshfield Attrs.: (Fair) Ladoga, Ind.
 McGregor: Camanche, Ia.
 Malarkey, W. S.: (Fair) Whitney Point, N. Y.,
 10-13.
 Midwest: (Fair) Pine Ridge, S. D.; (Fair)
 Akron, Colo., 16-21.
 Miller Amusements: (Fair) Albion, Ill.; (Fair)
 Carlyle 16-21.
 Miner Model: (Fair) Nazareth, Pa.; Windgap
 16-21.
 Miner Model, No. 2: (Fair) Flourtown, Pa.;
 Glenside 16-21.
 Model: (Fair) Shelbyville, Ky.; (Fair) Law-
 renceburg 16-21.
 Modernistic: Middletown, Pa.
 Nail, C. W.: Natchitoches, La.
 Northwestern: (Fair) Milford, Mich.
 Orange State: Sevierville, Tenn.
 Page, J. J.: (Fair) Bicknell, Ind.; Owensboro,
 Ky., 16-21.
 Pan-American: Hannibal, Mo.
 Pearson: Lewistown, Ill.
 Pille & Kenosian: Coopersville, Wis., 10-11.
 Ray Am. Co.: Hill City, Minn., 9-11.
 Reading United: Waverly, Tenn.; Spring-
 field 16-21.
 Regal: Rulo, Neb., 9-12; Dorchester 13-14;
 (Fair) Orleans 17-20.
 Reid, King: Granville, N. Y.; Fairhaven, Vt.,
 16-19.
 Reynolds & Wells: Prairie du Chien, Wis.
 Rogers & Powell: Shelby, Miss.
 Royal American: (Fair) Ft. William, Ont.,
 Can.; (Fair) Superior, Wis., 16-21.
 Royal Palm: Murphysboro, Ill.
 Sheesley Midway: Hamtramck, Mich.
 Shugart, Doc: Wanette, Okla., 12-14; Byers
 19-21.
 Silver State: Livingston, Mont.
 Sims Greater: Sault Ste. Marie, Ont., Can.

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**THE
MACHINE GUN
NOVELTY TABLE**



**LEGAL
EVERYWHERE**

Has Opened Closed Territories!

**300 BALLS
FOR A NICKEL**

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25" Machine Gun Shoots
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MAN TO HANDLE BEAUTIFUL LIFE SHOW

Framed; Ready To Operate. Or Will Sell Half Interest.

**RUBIN GRUBERG,
RUBIN & CHERRY EXPOSITION**

Kalamazoo, Mich., this week; Ionia Free Fair to follow. Then Buffalo, N. Y., under auspices Veterans Foreign Wars for ten days; location Centennial Grounds
 Can place at once, A-No. 1 Press Agent with show experience. Must be sober and reliable.

WORLD OF FUN SHOWS WANT

Cook House. All tickets. Place Flat Ride, Kiddie Ride and Shows not conflicting. Place complete Minstrel; have outfit. Concessions all open except Bingo. Plenty Virginia and Carolina Fairs. Eddie Eger, get in touch with N. P. Roland. Want Sensational Free Acts. Good Second Man and Promoters. Address, this week, Clifton Forge, Virginia

WANT SHOWS, RIDES, CONCESSIONS

For Phoenixville and Quakertown Fairs. Place clean, up-to-date Cook House. What have you that's not junk? Reliable, sober, Legal Adjuster and Help in all departments. This week, Middletown, Pa.; Phoenixville and Quakertown to follow. Can place Girl Show.
 R. C. McCARTER, Gen. Mgr., Modernistic Shows, Inc.

MILLER BROS. SHOWS WANT

Several Shows. Will furnish outfit if necessary. Concessions, place all Legitimate Concessions. Good opening for Frozen Custard, Long Range Gallery, Wheels, etc. Want Tilt-a-Whirl Foreman capable taking charge same, load on trucks. Joe Warren wire. Fred Miller, let me hear from you. Can use organized Minstrel. Also Girls for Posing Show. Rides, can use good Kiddie Auto Ride or any flat ride. Write or wire Alton, Ill., this week, Miller Bros.' Shows.

BEACON BLANKETS AND SHAWLS

BIG STOCKS
ON HAND
FOR
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DELIVERY



**THE NEWEST
FEATHER DRESSED
CELLULOID DOLLS
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GELLMAN BROS
119 No. 4th St.
MINNEAPOLIS, MINN.

EUREKA SHOWS WANT

To book or lease, Kiddie Rides, Loop-o-Plane and Ferris Wheel. Can place one more Strong Show. Want Cookhouse, Custard, Diggers, Photo Gallery and Corn Game exclusive. Want Acts for Side Show. Address W. H. SMITH, Foreman for Chair-plane. Our Fairs open Chatham, N. Y., September 4, close Thanksgiving week in South Georgia. All address STANLEY ROBERTS, Stamford, N. Y., this week.

WANTED FLEA CIRCUS

State lowest salary. Mrs. Barr wire. Also want Strong Freak to feature. Join at once. Wire but pay them.
M. E. BUDDY WILLIS
390 Arcade Bldg., St. Louis, Mo.

KUTZTOWN, PENNA. — FAIR —

WEEK AUGUST 16TH

Want Drome Riders and Ferris Wheel Foreman.
ENDY BROS. SHOWS, INC.
Branchville, N. J., Fair this week.

WANTED Dancing Girls

Oriental, Rhumba, Strip Tease, with or without wardrobe. Salary \$20.00 a week. Will place you. Also for museum and club work at close of season. Wire or write at once.
AL PAULERT
Manager Beauty Revue, John Marks Shows, Cumberland, Md.

LABOR DAY AT TAYLORVILLE, ILL.

Want Free Acts, Carnival and Concessions.
SEP MITCHELSON, Taylorville, Ill.

CONCESSIONAIRES!

Get set for your Biggest Season

CONTINENTAL CATALOG



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Check full of live items at lowest prices.

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SAVE!! PRICES THAT TALK

Fair, Park and Celebration Merchandise At Bottom Prices. Large Selection to Choose From. Prices For Cash Lot Buyers.

We stock a full line of Flash, Intermediate, Slum, Fish Pond, Ball Game Items, Novelty Stand Merchandise, etc., etc. Write for Special Bulletin of Fair and Carnival Merchandise. Write for quotations on items and quantities wanted. Shipments from Cleveland or New York warehouse.

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Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORIES, WHEELS, PARKS, CORN GAMES, ETC. Catalog with New Low Prices THE TIPP NOVELTY COMPANY TIPPICANOE CITY, OHIO

ATLANTIC COASTAL EXPOSITION

Will buy or book Chair-o-Plane and Flat Ride. Ocean Hill, Md., Fair, August 23-28. Leesburg, Orange and Fairfax County (Va.) Fair to follow. Booked solid until November 20. Want Shows and Legitimate Concessions, Agent for Florida, two Clowns. All useful Carnival People write. AL PORTER, 3297 M St. N. W., Washington, D. C.

YOGI AMUSEMENT CO.

Wants for big American Legion and Clay Workers' Union Celebration, August 30 to September 4; Ferris Wheel, other rides that don't conflict. Shows of all types, especially one Girl Show. Come on. Concessions, a good spot. Seven weeks to follow this one. For information contact RAJAH YOGI, Mgr., Irvona, Pa.

ISLER SHOWS WANT

Rides, Shows, Concessions with own transportation. Will furnish Top for Girl Show. West write or wire. WANT Ball Games, Fish Pond, Scales, High Striker, Big Home Coming, Alton, Mo., week August 9.

WANT FOR LAUREL COUNTY FAIR

London, Ky., August 16 to 21, also PULASKI COUNTY FAIR, Somerset, Ky., August 23 to 28. Shows and Rides, especially Loop-o-Plane. WANT legitimate Grind Stock Concessions. Opening for Cook House or Grab and Photo. Address MORT L. BIXLER, Secy., London, Ky., P. S.—WANT sensational Free Attractions.

WANTED

Juice and Grab Joint Agent. Henry Hukill, Brown Wood, Shorty, wire at once. Ticket? Yes. Also Ball Game and Mouse, Percentage Agents. Ten Pairs in a row, where there is money. Same, cause of this ad. All former Agents of mine, contact me at once. LEONARD McEMORE, care F. H. Bee Shows, Broadhead, Ky., this week; Ewing, Ky., following week.

- Six, J. Harry: Fordsville, Ky.
Smith's Greater Atlantic: (Fair) Taneytown, Md.
Sol's Liberty: Wisconsin Rapids, Wis., 10-12; (Fair) Wausau 14-19.
Sparks, J. F.: Salem, O., 9-12; Celina 15-20.
Spencer, C. L.: Robinson, Ill.
Spencer & Clark: California, Pa.
Speroni, P. J.: (Fair) Manchester, Ia.; (Fair) Elkader 16-21.
Stanley Bros.: Waterbury, Conn.; Suffolk Downs, Boston, Mass., 16-21.
State Fair: (Fair) McCook, Neb., 9-13.
Stoneman Playland: Bishop, Va.
Sunset Am. Co., No. 1: Mystic, Ia.; Bloomfield 16-21.
Sunset Am. Co., No. 2: Keosauqua, Ia.; Oskaloosa 16-21.
Swisher, H. C.: St. Paul, Kan., 11-14; Coffeyville 16-21.
Texas Longhorn: Mineola, Tex.; Quitman 16-21.
Texas: Sinton, Tex.
Tidwell, T. J.: Enid, Okla.; Wichita, Kan., 16-21.
Tilley: (Fair) Cambridge, Ill.; Lexington 16-21.
Tofel: Wood River, Ill.
Valley: Kennedy, Tex.; (Fair) Fredericksburg 16-21.
Wade, R. H.: Toronto, O.; Minerva 16-21.
Wade, W. G.: (Fair) Ithaca, Mich.
Wallace Bros. of Can.: Cornwall, Ont., Can.
Wallace Bros.: (Fair) Fairmount, Ill.; Sullivan, Ind., 16-21.
Ward, John R.: (Fair) Arthur, Ill.
Weer, M. R.: Kokomo, Ind.
West Bros. Am. Co.: Litchfield, Minn., 9-12; Henderson 13-15.
West Coast Am. Co.: Portland, Ore., 9-15; (Fair) Oregon City 17-22.
West Coast: Raymond, Wash.; Bellingham 16-21.
West, W. E., Motorized: Lebanon, Kan.; Clifton 16-21.
West World's Wonder: Meyersdale, Pa.; (Fair) Cumberland, Md., 16-21.
Western States: Lamar, Colo.
Weydt Am. Co.: Hustler, Wis., 12-14.
Williams, Ben: Gorham, Me.
Wilson Am. Co.: Chilton, Ill.
Winters Expo.: Dillonville, O.
World Am. Co.: (Fair) Meredosia, Ill.
Work, R. H.: Emporia, Va.
World of Fun: Clifton Forge, Va.
World of Mirth: (Exhn.) Montreal, Que., Can., 9-16; (Exhn.) Ottawa, Ont., 19-28.
Yellowstone: Englewood, Colo.
Zeiger, C. F., United: Cheyenne, Wyo.; Casper 16-20.
Zimdars Greater: (Fair) Greenup, Ill.; East Peoria 16-21.

CIRCUS AND WILD WEST

- Barnes-Sells-Floto: Albert Lea, Minn., 10; Austin 11; Fairmont 12; Mankato 13; Brookings, S. D., 14; Pierre 15; Rapid City 16; Deadwood 17; Chadron, Neb., 18; Alliance 19; Broken Bow 20; Hastings 21; Lexington 22.
Cole Bros.: Ogden, Utah, 10; Pocatello, Ida., 11; Idaho Falls 12; Twin Falls 13; Boise 14; Baker, Ore., 15; Walla Walla, Wash., 16; Colfax 17; Spokane 18; Wenatchee 19; Everett 20; Seattle 21-22.
Eddy Bros.: Millbrook, N. Y., 11.
Federal: Norwood, Mass., 12-14.
Fort Peck Rodeo Co.: Nokomis, Ill., 9-16; Litchfield 17-23.
Haag Bros.: Martinsville, Ind., 10; Washington 11; Oakland City 12; Cannelton 13; English 14.
Hagenbeck-Wallace: Portsmouth, Va., 10.
Hall Animal: Bristol, S. D., 10; Pierpont 11; Langford 12; Lake City 13; Eden 14.
Hoxie, Jack: Lima, O., 10; Hartford City, Ind., 11; Frankfort 12; Lebanon 13; Attica 14.
Howe Bros.: Osborne, Kan., 12; Lincoln 13; Wilson 14; Great Bend 16.
Main, Walter L.: Northampton, Mass., 10; Great Barrington 12.
Mix, Tom: (69th & Market sts.) W. Philadelphia, Pa., 9-11; Wilmington, Del., 12; Lancaster, Pa., 13; Norristown 14; Barnesville 15.
Ringling Bros. and Barnum & Bailey: Janesville, Wis., 10; Oshkosh 11; Green Bay 12; Sheboygan 13; Milwaukee 14-15; Freeport, Ill., 18; Waterloo, Ia., 17; Des Moines 18; Ottumwa 19; Moberly, Mo., 20; St. Louis 21-22.
Vanderburg Bros.: Noble, Ill., 12; Clay City 13; Enfield 14; Ridgeway 15; Elizabethtown 16; Rosiclare 17; Vienna 18-20.
WPA: (Dyckman st. & Harlem River Speedway) New York City 11-14.

Additional Routes

- (Received too late for classification)
Burke & Gordon Show: Moberly, Mo., 9-14.
Daniel Magician: Coral, Mich., 9-14.
Levant Show: New Florence, Mo., 9-14.
McNally Variety Show: Greensboro Bend, Va., 9-14.
Pooles, Musical: Riverside, Ia., 9-14.
Princess Edna Show: Crosbyton, Tex., 9-14.
Sanna, Johnny: (Electric Park) Waterloo, Ia., 9-14.
Seccatum Park Rides: No. 1 Luckey, O., 11-14; No. 2 unit, Painesville, O., 9-12.
Walker Family Show: Broxton, Ga., 9-14.

Hutchens' Museum Folk Give Birthday Party to Ted Ward

VANDALIA, Ill., Aug. 7. — After the show Monday night all members of the Hutchens Museum gathered for the fifth birthday party of the season, it being the 30th milestone of Ted Ward, lecturer of the show. Mr. and Mrs. Hutchens served a lunch, beer and wine. Ward received several presents from members of the troupe.
Those who attended: Mr. and Mrs. John T. Hutchens, Mr. and Mrs. W. N. Montgomery, Mr. and Mrs. W. C. Russell, Mr. and Mrs. Leopold Williams; Mrs. J. H. Evans and daughters, Inez and Iris;

THE HOTTEST SALE OF THE YEAR IS NOW GOING ON AT "VEMCO"! ON SLOT MACHINES AND MUSIC BOXES AMUSEMENT PIN GAMES • ONE-BALL AUTOMATICS • OBSOLETES and LATEST- AT LOWEST PRICES IN HISTORY! WRITE FOR COMPLETE LIST AND PRICES NOW! THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA



SAVE MONEY WITH JOE CALCUTT IN THIS GREAT SALE.

INTERMEDIATE GIVE-A-WAY CANDY SUPREME CONFECTIONS. This attractive package is packed with High Grade Candy, guaranteed to stand up in all weather. Assorted Color Cellophane wrapped. Packed 100 to Carton. \$2.75 per Carton; 500 Pkgs. \$13.75; 1,000 Pkgs. \$27.00 25% Deposit With Order, Balance C. O. D. SEND FOR ILLUSTRATED CATALOG. MARVEL CANDY CO., Inc. 101-103 Wooster St., N. Y. C. WANTED—Side Line Salesman with Car.

Ester-Lester, Ted Keller, Happy Sam Hall, Leo Hutton, Harry Davis, Harvey Sweet, Shadow Pulley, Mistic Oddi, Dad Covello and Mr. and Mrs. Ted Ward.

EASTERN FAIR

(Continued from page 3) Eastern agricultural shows should be in for the best business this season since 1929, and possibly in all history.

This week Lewistown, Pa., second biggie on the Hamid route, started with a bang and as this is being written the event is bringing to a close one of its most successful engagements in Operator Sam Russell's career. For the first time children were charged admission to the grand stand on Kiddies' Day evening and policy proved highly successful, proving that the youngsters, still with a dime in their pocket by sundown, went to the grounds with plenty of money.

Hamid, when asked for his viewpoints on outcome of the current fair season, remarked that inasmuch as the labor situation has quieted down he cannot see anything to stop 1937 from being one of the greatest in the history of fairdom. "No one can foretell this early," he said, "how great this season will be. But I am confident that every fair that has spent at least an average fund on features that hold the interest of the public will be rewarded by tremendous patronage. Only the weather can stop a fair this year, and that will always be with us."

Fair secretaries are reporting the finest and largest number of exhibits registered in seasons; horse racing interest is running high and free-attraction budgets have been generally increased. Elaborate musical revues, costing thousands of dollars to produce and boasting standard stage talent, are coming into their own as big fair drawing cards.

W. S. MALARKEY Can place Shows and Concessions, including Bingo Game at Montrose, Pa., Fair, August 18-20. Address: W. S. MALARKEY, Ackerman Bldg., Binghamton, N. Y.

WANTED For the week of September 20 to 25, inclusive: Good Carnival Company, plenty of Rides, Shows and Legitimate Concessions only. Write or wire. Excellent opportunity for the right company. Big bridge opening first day; 13th year. TRI-COUNTY FAIR ASSOCIATION, Imboden, Arkansas.

WANTED ATLAS SHOWS Cookhouse, Privilege in tickets, Scales, String Games, Bumper, Tilt-a-Whirl or Octopus. Shows not conflicting. Ray's Susie Show answer. Best Labor Day week in Illinois. Rushell, Ill., August 9-14; La Harpe, Ill., Fall Festival, 16-21; Roseville, Ill., Fair, 24-28. Labor Day week, Oglesby, Ill. Auspices all labor unions, American Legion and Booster Club.

MAN TO WORK EDUCATED PONY Able to lecture. Have high school or college training. State all in first letter. Send photo. Will be returned; 32 weeks; salary. Work starts September 15. U. S. S. OF ZOOLOGY, Jefferson, South Carolina.

WANTED - TWO DARK ROOM BOYS Neat, experienced on Strips and Enlargements. Good salary. Steady all-year work. To join at once. JOE & SOL UNGER, WEST'S WORLD'S WONDER SHOWS. This week, Meyersdale, Pa.; next week, Cumberland, Md.

FRISK GREATER SHOWS Want first-class dependable Cookhouse, privilege in tickets, Photo Booth, other clean Concessions. No racket. 11 good fairs, 5 celebrations. Ride Help for new Merry-Go-Round. Good pay plus bonus. Detroit Lakes, Minn., August 11-14.

STORMY! Everybody's buying 'em . . . counting record-breaking collections . . . turning earnings back into bigger routes . . . and making life easier and sweeter. Yes, sir; Stormy is the biggest hit in the last 90 days!



PACIFIC MFG. CORPORATION
4223 Lake Street, Chicago, Illinois • Los Angeles Office: 1320 S. Hope St.

USED ONLY THREE WEEKS DeLuxe Bells Rosemont **\$109.50**

SEE OUR AD ON PAGE 77

A FEW LEFT, NEW IN ORIGINAL CRATES—
DE LUXE BELLS AND ROSEMONTs **\$139.50**

ACME NOVELTY CO., 23-25 No. Twelfth Street, Minneapolis, Minn.

Postal Inspectors Investigate Fraud Complaints by Ohio Ops

CLEVELAND, Aug. 7.—United States post office inspectors are investigating complaints of several Ohio operators that they were defrauded of deposits on orders sent to Eastern advertisers. According to reports, Ohio operators have been swamped with mail from firms in New York, Philadelphia, Brooklyn and Newark, N. J., lately. These circulars offered surplus equipment at bargain prices and appeared to come from operators or jobbers. All of them had as their return ad-

dress some well-known office building. Investigation showed that these were merely mailing addresses. This made it difficult, according to postal inspectors, to trace the sender of the advertising. It is a simple matter, the inspectors stated, for the persons who send out the circulars to receive the deposits, cash them and skip to another city where they start all over again.

According to oldtimers in Ohio, this is a racket that has sprung up every few years and always finds new victims to bite on the bargain offers. Some Ohio operators who attempted to investigate before sending deposits had their mail returned with the information that the sender had moved and left no forwarding address.

The only way to stamp out this racket is if operators will deal only with established reliable jobbers and distributors and not fall for the bargain offers by sharpshooters whose only address is a mail box.

MEN & MACHINES

Note: Walter Hurd has managed to escape the heat of the past week by vacationing somewhere in the wilds of Chicago. In his absence this column is being conducted by members of the staff.

From all reports the annual party of the Guardian Electric Company held last week at Bunker Hill Country Club was a howling success. Practically all the prominent coinmen of the Coin Machine Center were on hand to enjoy the delicious steaks and coconut cream pie which Rowell served the boys.

Dave Marion, of Marion Company, Wichita, Kan., sends in an amusing squib recounting the ingenuity of a Chattanooga storekeeper who put a sign over a cigar box with a hole in it that read, "Police got my slot machine; please put your money here." Chuckling customers have nearly filled the box with small coins, according to reports.

The many conjectures on the part of coinmen and members of legislatures alike as to how much revenue the State of Florida realized from slot machine licenses were put to an end this week. William V. Knott, State treasurer, reported receipts were \$626,810.

Roy Bazelon, head of Monarch Coin Company, visited his two sons at Eagle River, Wis., where they are vacationing at a camp for boys. Bazelon said the boys looked so brown and healthy that he felt like getting into a pair of shorts and leading the life of a camper himself for a week or two.

While his business is operating amusement games, especially the race-horse type, for recreation, Frank Fox, well-known Cleveland operator, pilots motor speedboats. His 85-horsepower Garwood will compete in the annual Put-in-Bay Regatta on Lake Erie August 9, 10 and 11. In a recent Edgewater Regatta at Cleveland Fox's "Oh Min" won second. He expects to bring back some real prizes from the regatta.

The colorful postcards which Sam Wolberg, of Chicago Coin, has been sending to some of the local men, depicting the beauty of Yellowstone National Park, are said to be giving them an urge to hit the open road. Wolberg and his family left here 10 days ago on an extended tour of Yellowstone and the West Coast. From Los Angeles his little caravan is going to head south to Mexico and then across to El Paso and back home thru Texas and the Middle West. Keep on sending the postcards, Sam, even tho they do give us itchy feet.

Theron C. Curtis sends us an amusing tale from San Francisco. It's about a small-towner from South Fork who journeyed to Oakland and just couldn't help running up against the law every time he turned around. He went into a show and came out to find a parking tag had been plastered on his windshield. Parking the car, he decided to buy a paper while waiting for the street car. "Put a nickel into the slot," he read. So he opened the little red box and looked for the slot. He pulled the handle and in a few minutes the fire engines came thundering down the street. "What's the big idea," demanded the chief. "That's what I'd like to know," retorted the unfortunate victim. "All I wanted was a newspaper and you tell me I've turned in a false alarm. Can't a guy have a vacation without getting arrested every time he moves? I'm getting tired of this. I'm going home."

First of a series of interesting articles on the coin-machine industry appears in the August issue of *American Business*. Profits From Idle Floor Space is the title of the first opus by George Crook. Prefacing the article, the author writes: "Altho an old industry, the coin-machine business really hit its stride in the depression when it increased distribution and invaded new fields. Today the business offers profit opportunities to suppliers of raw and semi-finished materials and to every business man whose

premises are frequented by people with loose change."

Midtown Vending Company will now conduct its jobbing business at West 157th street, New York, instead of 60th street, its old location.

Here is a woman in the Men and Machines column who claims an outstanding ability comparable with any of the men operators. Mrs. Elizabeth Barclay, of New Jersey, claims to be the only woman operator who is a real operator. She not only handles all the various details connected with the running of 100 music machines but services and repairs them 100 per cent. Mrs. Barclay has a fund of information about amplifiers, parts and all electrical appliances connected with music machines. Do we hear from any other women?

Brassaw Bowling Game Clicks Unusually Well

MONTPELIER, Vt., Aug. 7.—Brassaw Novelty Company, local distributor of coin-operated machines, reports that its Standard Miniature Bowling Alley is making a hit everywhere. As many attempts have been made to produce a small alley that would be nearly as satisfactory as a regular-sized alley, it was only after much experiment that the Standard Bowling Alley was put on the market.

Game is attractive and constructed to take hard usage. Its maker claims it has unusual earning power. Where they have been installed they have returned at 10 cents a string an average of better than \$1 per hour an alley. Brassaw officials report.

The alleys are made of selected maple and have runs and gutters. The pins are of selected stock, and the balls are made of hard rubber. They come in units of two, with a return in the center; that is, two alleys to a unit. A regular set of five units will fit into a space of 16x30 feet.

RECONDITIONED CIGARETTE MACHINES

Every Machine Refinished

50 Mills 12-Col., used 2 months, like new, complete with floor cabinet	\$72.50
55 Stewart-McGuire 6-col., with free book match	29.50
18 Stewart-McGuire 4-col., with free book match	24.50
25 Rowe Aristocrat 6-col., with free book match	28.50
43 Rowe Special DeLuxe, 6-col., with 1c box match	18.50
29 Rowe DeLuxe, 6-col., with 1c box match	14.50
12 Rowe Standard, 6-col., with 1c box match	11.50
14 U-Need-A-Pak, 8-col., First Wall Model complete with floor cabinets. Free book match	37.50
12 U-Need-A-Pak, 6-col., First Wall Model complete with floor cabinets. Free book match	32.50
15 Round U-Need-A-Pak, 8-col., All Chrome Finish. Free book match	19.50
25 National 8-col., Model 62B. Free book match	22.50
3 National 6-col.	8.50
5 National 5-col.	7.50
4 National 4-col.	6.50
5 National 3-col.	5.00
75 Snacks, used 3 months	16.50
10 Master 6-col., Metal Stand \$2.50 extra	19.50
15 Advance 4-col., Metal Stand \$2.50 extra	8.50
10 Shipman 1c Cigarette Machines, Demonstrators	7.50
23 Autosales 3c Candy Bar Machines	4.50

1/3 Deposit must accompany all orders. All machines subject to prior sale. New England's Largest Cigarette Machine Distributors.

Write - Phone - Wire
X.-L. COIN MACHINE CO.
1351 Washington St. BOSTON, MASS.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Distrib Winner When Judge Rules Game Ordinance Unconstitutional

KENOSHA, Wis., Aug. 7.—Eugene F. Miller, local distributor, won his action against the city August 4 when Municipal Judge Calvin Stewart ruled that the city's pinball ordinance, seeking to license machines and their distributors, was invalid and unconstitutional. Miller opposed the ordinance on the ground that it was discriminatory.

Poetic in nature, the judge began his decision with a paraphrase on Lord Byron as follows:

"This is a strange case, And wonderful beyond all wondrous measure.

'Tis a pity in this great world of ours That pleasure's a sin and sometimes sin's a pleasure."

In concluding his decision referring to the licensing of machines which give a minimum of five plays for one coin, Judge Stewart held that "it is perfectly manifest that it takes more skill to hit the bull's-eye with one ball or two balls than it does with five. It takes an expert to shoot a flying bird with a rifle, but most any man can hit one with a shotgun. Skill and not chance is the gravamen of this ordinance.

"The court is not called upon to say whether or not these machines are gam-

bling devices, because the city by its own ordinance admits that the five-ball machine is not a gambling device. Therefore I can see no reason why all machines, whether they play with one ball, five balls or 10 balls, should not be licensed if licensing those machines is the policy of the city council.

"I am therefore constrained to hold the ordinance in question unconstitutional, discriminatory and void."

Belgian Distrib Offers Suggestion

To the Editor: As a foreign coin-man and subscriber to your esteemed journal, may I be permitted thru the medium of your columns to advance views which may be instrumental in furthering the prosperity of the industry in general the world over.

Coin machines are principally for amusement; secondly, there is the incentive on the part of the player to obtain a prize, and, thirdly, a percentage of machines afford the player to test his skill to a degree.

If one reads the daily press one notes that manufacturers of other products advertise their wares so that the retailers will enjoy increased sales and they themselves will indirectly benefit. Every type of amusement advertises to some degree in the daily press to tell the public just where they can find the amusement or leisure they seek.

Is it not reasonable that, as the coin-machine industry is the only one not employing the above method of attracting customers, manufacturers and distributors should combine their efforts to acquaint the public thru the press with the merits of coin-operated machines? They could easily arrange a fund by simply placing aside a dollar, let us say, for each machine they sell.

Points that could be cited to advantage to form the basis of such advertisements could be the cheap amusement and diversion which they afford, the mental diversion they offer, skill and concentration that are required to win an award if awards are offered, etc.

Perhaps the industry may note the above remarks and some of your readers may comment as to the practical methods to be employed in carrying out the suggestion outlined above.

I. J. JACOBS,
Herstal-Liege, Belgium.

Cig Machines Going Big

MINNEAPOLIS, Aug. 7.—Theodore T. Bush, manager of the Acme Novelty Company, this week phoned Al Douglis, of the Daval Manufacturing Company, Chicago, and placed an order for another 100 Cent-a-Smokes and Penny Packs. "The two games are still going over big," Bush says, "and I am now watching for Daval's two new counter games.



A. A. BERGER, executive director of the Skill Games Buyers, Inc., a combination of eight large distributors in the New York area who are agreed on collective buying. Berger believes the sales facilities of this group assure manufacturers greater and better sales.

Daytona
Wins the
1937
Classic

ONLY \$64.50

ORDER TODAY!

THE ARTISTOCRAT LINE

STONER Corp
AURORA, ILL.

BARGAINS IN RE-CONDITIONED PIN GAMES

Bumper . \$15.00	Ricochet . 19.00	Scoreboard 19.50	Ball Fan . 22.50	Cross Line 29.50
ONLY \$3.75 Each.	Balance Line, Cavalcade, 3 in Line, Spot Lite, Cheer Leader, I.O.U., Dealer, Domino, Poko Card, 50-50, Kings, Tryalite, 5 and 10.	ONLY \$5.00 Ea.	Fair Play, Mad Cap, Line-O, Cyclone, Bank Nite, Totalite, Top Hat, 666, Short Sox, Screamo, Over & Under.	

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

DON'T MISS THIS!
NEW
AUGUST PRICE LIST
JUST RELEASED

GET YOUR COPY BEFORE BUYING USED PAYTABLES. YOU'LL NEVER REGRET IT.

SPECIAL
Rebuilt

PACES RACES.....\$150.00
(25c play; late serials)

RAYS TRACK.....\$125.00
(Serial over 1000)

ATLAS NOVELTY CO.
2200 N. WESTERN AVE.
CHICAGO

MONARCH
THAT'S THE NAME...
REMEMBER IT FOR EVERY GAME

Guaranteed O.K.

RECONDITIONED PAYOUT TABLES

All Star .. \$15.50	Bonus .. 15.50	Ballot .. 19.50	Credit .. 15.50	Center Smash 39.50	Derby .. 16.50	Flicker .. 22.50	Hi De Ho .. 17.50	Multipay .. 16.50	Parlay, Sr. .. 24.50	Red Sails .. 24.50	
Rodeo .. \$11.50	Roundup .. 22.50	Rambler .. 19.50	Redman .. 34.50	Snappy .. 19.50	Stos & Go .. 19.50	Sunshine .. 13.50	Derby .. 13.50	Sky High .. 12.50	Turf Champs .. 52.50	Trojan .. 15.50	Velvet .. 24.50

NOVELTY GAMES

Big Game .. \$8.50	BeamLite .. 7.50	AngleLite .. 3.00	Score-A-Lite .. 3.00	Counter Games .. 3 for \$10.00	Reel Dice .. \$8.50	Daval Races .. 7.50	Skipper .. 3.00	21 Vender .. \$5.50	New Deal .. 6.50	Diceomatic .. 3.50
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SPECIALS

Bally Bumper, \$21.50—Hi De Ho, \$17.50

Write for Price List! Hundreds of Games At Bargain Prices.

1/3 Deposit with Order, Balance C. O. D.

MONARCH COIN MACHINE CO.
1731 BELMONT AVE.,
CHICAGO, ILL.

McCALL NOVELTY CO.

Summer Close-Outs in Guaranteed Used Machines

Light-A-Pair .. \$ 30.00	Ten Strike .. 27.50	Challenger .. 17.50	Jockey Club, 50c .. 99.50	Jockey Club, 25c .. 110.00	Club Vender, 1c, new model .. 22.50	All Stars .. 17.50	Peerless .. 10.00	Gold Rush .. 7.50	Caroca .. 7.50	Stampede .. 47.50	Turf Champs .. 47.50
Wheel of Fortune .. \$22.50	Carom, Ticket .. 68.50	Railroad .. 22.50	Tycoon .. 10.00	Prospector .. 10.00	Callente .. 10.00	Pearl Harbor .. 10.00	Daily Limit .. 10.00	Stop and Go .. 10.00	Sportsman .. 9.50	Ace .. 7.50	

Flicker, new model .. \$27.50
DeLuxe "46" .. 7.50
Skipper .. 20.00
Daily Bumper .. 22.50
Duchess, 1c .. 22.50
Reliance, Dice 5c .. 27.50
Wolf Head, D.J.P. .. 22.50
Skyscraper, 5c .. 27.50
Nills Front Vender, Esc. .. 27.50

TERMS: 1/3 Deposit, Balance C. O. D.

TOP PRICES PAID FOR USED GAMES. SEND YOUR LIST.

3147 LOCUST ST.,
ST. LOUIS, MO.

TWO TRIED AND TRUE LONG-LIFE MONEY MAKERS FOR COIN MACHINE OPERATORS, SPORTLANDS, CARNIVALS, PARKS! LEGAL EVERYWHERE!

GOLD RUSH GUN CLUB and BATEM BASEBALL GAME

The First and Best! Exclusively equipped with Caswell Patented Safety Bullet Trap.

America's National Game! Uses real baseballs and bats. Appeals to all ages. Successful for 15 years.

Manufactured Exclusively by

ELECTRO-BALL CO., Inc. - DALLAS, TEXAS

Write for Complete List of New and Reconditioned Coin Operated Machine Bargains!

WANT TO BUY GOLDEN WHEELS
AMERICAN COIN MACHINE CO.,
559 Clinton Ave., N.Y. Rochester, N. Y.

**AGAIN
DAVAL
HITS
THE
SPOT!**

WITH A SENSATIONAL NEW
COUNTER GAME THAT TOPS
ALL GAMES EVER BUILT!

DAVAL
200 SO. PEORIA ST.
CHICAGO

**New Pacific Console
Is Called Dominole**

CHICAGO, Aug. 7.—From the office of Paul Bennett, sales manager of the Pacific Manufacturing Corporation plant here, comes the announcement this week of a new low-priced console by Pacific, advertised under the name Dominole.

Pioneering in console type of amusement machine, Pacific reports that its deluxe consoles introduced some months ago have proved so popular that it was decided to bring out such a machine especially engineered for the average location and which could be offered at a conservative figure. Result is Dominole, a console priced low enough to compare with the average pay table.

In building the Dominole console several new features have been incorporated, as Fred McClellan pointed out in demonstrating the new machine in his offices several days ago. For instance, a roto-drum odds commutator and a big jackpot with stacks of coins attractively illuminated in third-dimension lights.

"For class it outswanks anything seen along swanky Park avenue," interjected the Pacific chief, enthusiastic over the merchandising possibilities attributed to the new game.

**Genco Long Beach
Has Ace in Hole**

CHICAGO, Aug. 7.—Genco's new nautical novelty game, Long Beach, is said to have a clever new idea in its "ace in the hole" feature. While Long Beach is a five-ball game, player can complete the play with any ball he desires. Idea is to advance the speedboats on the backrack to the finishing line by striking corresponding bumpers on the playing field. However, if player desires to complete the game with the first ball or any succeeding one up to the last he may shoot for the skill lane at the top of the playing field. If he makes it the skill lane automatically advances one of the five speedboats to the finishing line. The player never knows which boat will come speeding in. If the one he is shooting for comes in he wins. If one of the other four speedboats flashes across the finish line he loses and the game is over.

Dave Gensberg, one of the heads of Genco, reports that the way inland cities away from all waterways are responding is amazing. He says: "At first we thought that because the playing field and the back rack of Long Beach are

**PHONOGRAPH
AUXILIARY
SPEAKERS**

\$19⁵⁰
EACH

ON PANELS--VOLUME
CONTROL

2 WIRES ONLY--

PERMANENT
MAGNET

MONEY-BACK
GUARANTEE

WIRE COLLECT FOR
SAMPLE

TRIANGLE MUSIC CO.

4608 PROSPECT AVE.
CLEVELAND, OHIO

beach and shoreline scenes territories away from that atmosphere might not appreciate its appeal. You can picture our gratification when we found out that Long Beach is going over just as big on inland locations as along the coasts and lake cities." He added that operators are highly enthusiastic over the new "ace in the hole" feature.

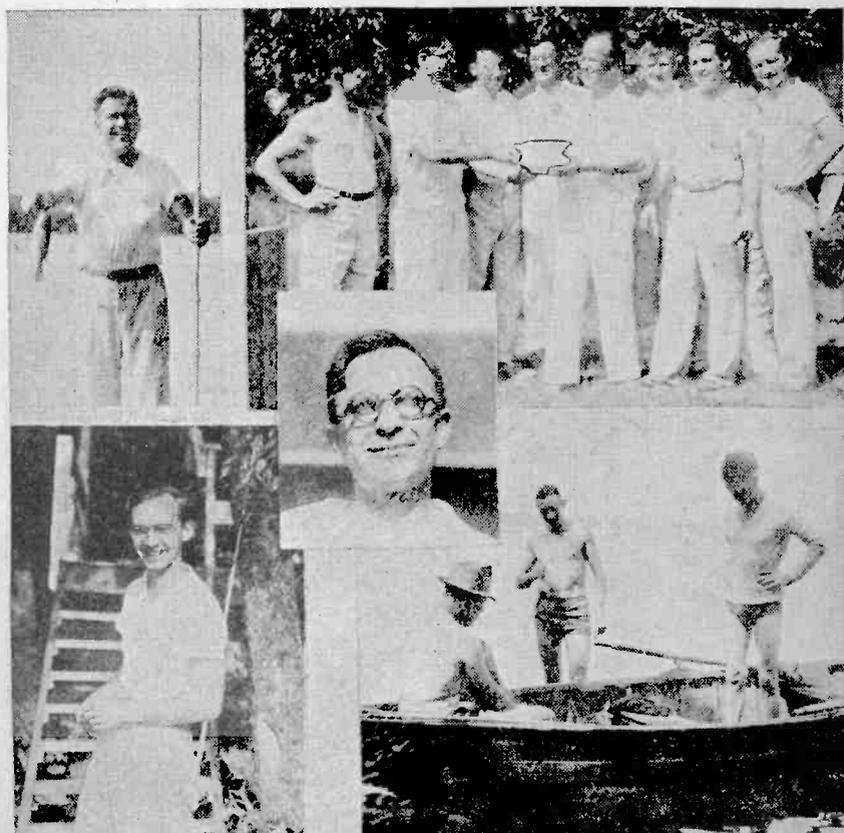
**Chereton Prescribes
Cure for Key-Itis**

DETROIT, Aug. 7.—After a study of several thousand case histories the operating phase of the coin machine industry was found to be suffering from a malady for which there was no apparent cure, according to A. B. Chereton, head of the Electrical Products Company.

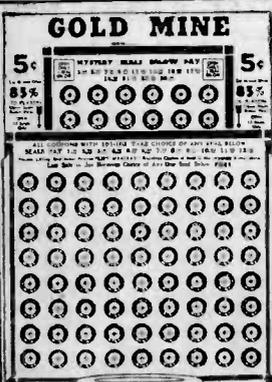
"Yes," said Doc, "thousands of operators and their service men have been carrying on, suffering quietly and bearing up under an entirely unnecessary burden. The disease, which I have termed 'key-itis,' is prevalent among a great majority of colmen, but thanks to a recent adaptation of the Epco Bell Lock to meet service requirements 'key-itis' can be cured over night!"

"Key-itis" is a case of too many keys complicated by awkward hard-to-handle key chains. It slows up service, which is costly, and detracts from appearance of the service man and giving location owners a poor opinion of the operator. We have made it possible for service men to work faster, less expensively and more impressively thru the special Epco Bell Lock set. This is a package of 10 locks, all of them controlled by the same key. Key is not a master key, inasmuch as the locks are all duplicates of each other. Each set has one key with its duplicate and with a series of only 10 keys a route of 100 different machines can be serviced."

For greater assurance of faster and fewer service calls company also offers the Chereton Electro-Timer. This timing device for pin games has no wheels, no gears and no cogs and consequently is said to last indefinitely. "It is a modern timing device and as such is developed to eliminate 80 per cent of the service calls formerly caused by faulty timing mechanisms. Combination of Epco Bell Locks and Chereton Electro-Timer is proving a tremendous value to operators, as is the famous Electropak and other Electrical Products Company devices," concluded Chereton.



CANDID CAMERA SHOTS of Keeney Get-Together at Keeney Kottage, Eagle Lake, Wis., showing Mel Binks with his prize fish, Jack Keeney presenting Ray Becker with the runner-up Thunder Mug, the host and other "big shots."



**A
REAL
GOLD
MINE**



SAMPLE JAR
CARD & HOLDER
COMPLETE \$5.00

DEAL TAKES IN
(2280 @ 5c) ... \$114.00
AVERAGE PAYOUT... 70.00
AVERAGE PROFIT .. \$ 44.00

Write For Quantity Prices

MONARCH COIN MACHINE CO.

SOLE DISTRIBUTOR

1731 BELMONT AVE., CHICAGO

CORRECTION

HI-DE-HO Novelty was erroneously quoted at \$7.00 in our ad of August 7. The correct price is \$17.00. Sorry!

ROYAL COIN MACHINE CO.

2212 N. Western Ave., Chicago.

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 unflinching 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.

**A DOZEN
IMITATORS**

**BUT NOT ONE
COMPETITOR!**

**SO GOOD—THEY'RE SOLD ON A
MONEY-BACK
GUARANTEE**

Every EVANS Game is sold on a 10-Day Money-Back Guarantee. This Guarantee is backed by EVANS' 45 years of Reliability and high Financial Standing.

GALLOPING DOMINOS is still the King of all Console Games! Copied by a dozen others—but they **COULDN'T** copy its precision mechanism, perfect performance, or top earning record!

Why pay your money for games that are still experiments? Get genuine **EVANS' Tried and Proven Games** — acknowledged by operators everywhere as supreme!

EVANS' "Same-Day Service" on Machines or Parts is your guarantee of uninterrupted performance under all conditions!



**GALLOPING
DOMINOS**

Fascinating Dice Payout

BANGTAILS

Superb Horse Race Payout

ROLLETTO JR.

Automatic Roulette Payout

H. C. EVANS & CO. 1522-28 W. Adams St., Chicago, Ill.

5c or
25c
Play

All Models

**PLAYING FIELDS
INTERCHANGEABLE
AT NOMINAL CHARGE**

Ticket Payout Models
Check Payout Models
**CONCEALED PAYOUT
DRAWER or OPEN CUP**
Optional

Detroit

DETROIT, Aug. 7.—A. B. Chereton, president of Electrical Products Company, together with his brother, Harry, general manager of General Amusement Devices Company, attended a meeting of the Skill Game Operators' Association last week and addressed the members on topics of general interest to the ops.

Sam Wisser is planning to add some new pin games to his route since the territory has been cleared for legal operation.

Bob Crabtree, of Flint, has just returned from a three weeks' vacation tour thru the South. His firm of Crabtree & Stewart is said to operate a route of over 600 machines. While on the trip Crabtree spent considerable time examining Southern operating conditions and reported that conditions in Michigan stack up very well by comparison.

W. B. Reager is concentrating his routes exclusively on pin games. "While business in this field has its ups and downs," he commented this week, "the machines are strictly legal and there is no uncertainty about them for that reason."

Donald A. Coney, president and general manager of See-Con, Inc., has been spending the past week on an out-of-town trip.

Dynamic Vending Company has been formed by George Koosis, who formerly operated in his own name on West Grand River avenue. New company is establishing headquarters at 5767 Loraine avenue. Koosis is operating both amusement and vending machines.

Philip Schnur, who operated an extensive route of Ballyhoo machines and other penny amusement devices in this territory, has retired from the operating field. He is now devoting his attention entirely to the Detroit Condiment Company, of which he is president.

Harry Chereton, of GADCO, reported

shipping 35 machines to Harry Goldberg, of Montreal, during the past week.

Charles Katz, traveling representative of the Exhibit Supply Company, was in town last week and spent the weekend at the home of A. B. Chereton, of EPCO, at Point Lookout, in Michigan's famous Thumb resort district.

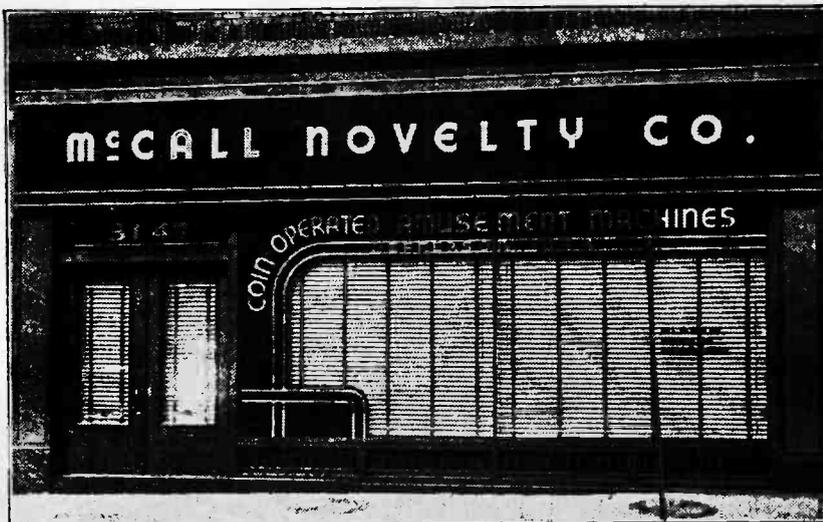
Boston

BOSTON, Aug. 7.—About a month ago Westrock, Inc., distributor for Rock-Ola and Western Equipment products, took on George J. Scarfo as bookkeeper. This short space of time has been enough, however, to awaken a desire to become a key operator. Right now he is spending his evenings studying locations. Whenever he checks a good spot he buzzes an operator friend and donates the location to him.

J. A. Camp, head of the New England Sales and Distributor Company, has taken on the distributorship of Northwestern line of nut venders, including the De Luxe and Tri-Selector machines.

M. A. Melvin, music op of Bangor, Me., visited Supreme Amusement Company of New England, which handles the Wur-litzer machines, and complained to Ben Palastrant that the cash boxes on Wur-litzer phonos are too small. Melvin sometimes doesn't get round to his machines for a two-week period and said that business is so good that frequently the cash box is choked with coins. Palastrant promised to take the matter up with Homer Capehart. Melvin also placed an order with Palastrant for new machines.

Barney and Louis Blatt have added a kitten to the personnel of their Atlas Coin Machine Company. They have named it Skooky after Pacific's popular game.



McCALL NOVELTY COMPANY'S new and larger quarters in St. Louis. A. McCall is owner and M. R. James manager of the enterprising Mound City organization.

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 6, 1.30
Lots of 12 1.20
1/2 dep. with order, bal. C.O.D.
STAR SALES CO.
3921 Wayne Ave., Kansas City, Mo.
No Personal Checks, Please

PIN GAME AND SALESBOARD OPERATORS
DOUBLE YOUR WEEKLY INCOME
From Your Locations With Our
SALESBOARD NOVELTY DEALS
Plenty of Profit — Small Investment
CHARRIS SPECIALTY CO.
946 DIVERSEY PARKWAY CHICAGO, ILL.
100% Wholesale — Free Catalog

**Officials To Study
Pin Game Ordinance**
MILWAUKEE, Aug. 7.—Michael Klein and Isadore Jay, president of the Skill Games Board of Trade of Wisconsin, have been promised by City Attorney Walter J. Mattison and Otto Hauser, secretary to Mayor Daniel Hoan, that a study will be made to determine whether the city's anti-pinball ordinance can be interpreted to permit the operation of novelty games solely for amusement.



DID YOU SAY ACTION? DID YOU SAY ACTION? DID YOU SAY ACTION? **PIKES PEAK**

Yes,
WE SAID ACTION!
WESTERN'S NEW 1 BALL AUTOMATIC PAYOUT
PIKES PEAK

- WITH MOVIEGRAPH ACTION
- COMBINATION BUMPER AND POCKET PLAY!
- MYSTERY COIN CHUTE! (Enters 2 to 8 motorcycles in race.)
- EXTRA \$2.00 AWARD POCKET!
- CHANGING ODDS (1st, 2nd, 3rd, PLACE AWARDS !)

\$169⁵⁰
\$10 EXTRA FOR TICKET MODEL.

A NEW IDEA — NEW THRILLS
BIGGER PROFITS!

WESTERN EQUIPMENT & SUPPLY CO.
925 WEST NORTH AVENUE CHICAGO, ILLINOIS



ARCHIE LA BEAU

BARGAINS ON USED GAMES

ROYAL RACE	\$47.50
HEAVYWEIGHT	
MAZUMA	\$57.50
PAMCO BELLS	
PAMCO SPEEDWAY	22.50
PAMCO CHASE	
HI DE HO	
TEN STRIKE	37.50
USED SLOTS: MILLS, JENNINGS, PACE,		15.00 and up
WATLING, CAILLE		

Write For Your Requirements on New Games.

La Beau Novelty Sales Co

1946 University Ave., "HOUSE OF QUALITY" ST. PAUL, MINN.

**WILL BUY FOR CASH
USED CIGARETTE MACHINES**

State Price, Make and Condition.

BABE KAUFMAN, Inc. (CIRCLE 6-1942) 250 W. 54th St., N.Y.C.

LADY LUCK

1200 Hole Form 4190
Takes In \$40.00
Pays Out 19.00
Price With Easel . . 1.82
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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.



**Pikes Peak Brings
Praise to Johnson**

CHICAGO, Aug. 7.—The debut this week of Jimmy Johnson's latest one-ball automatic game, Pikes Peak, was attended by an avalanche of congratulations from Western distributors in all parts of the country, according to Hugh Burras, sales director for the Western Equipment and Supply Company.

"The minute we advised our distributors that we were ready to make deliveries on another moviegraph action game we were flooded with advance orders. Many near-by distributors called in person to congratulate Johnson on the development of a new automatic payout game idea, expressing their pleasure with various features in no uncertain terms. Advance orders will keep the plant hopping to make deliveries, but we have arranged for all supplies and materials so that there will be no delay at any time."

Features incorporated in Pikes Peak lend themselves to unusually interesting play, according to Western officials. Giant moviegraph action backboard portrays one of the most thrilling sports, motorcycle hill climbing. To reinforce this unusual light-up action, new features have been built into playing field.

The playing field features a combination of bumper springs and pockets which makes for highly exciting play, while a kicker on the field and an extra \$2 award pocket add suspense, keeping players interested. The mystery coin chute incorporated in the game starts every game off at the "peak" of excitement, since insertion of a coin enters from two to eight motorcycles in each race, according to Burras.

**Leader Praises
Wurlitzer Phono**

MINNEAPOLIS, Aug. 7.—The sblity of a Wurlitzer automatic phonograph to reproduce music with lifelike realism is said to have been praised by many noted

musicians, but never more enthusiastically than by Freddie Fisher, genial leader of "America's most unsophisticated orchestra." After listening to a rendition of his Decca recording of *Tiger Rag*, Fisher stated, "That sounds just like our gang."

Upon hearing of the enthusiastic testimonial, Homer E. Capehart, vice-president of Wurlitzer, remarked: "Fisher is right. We have always striven to build into our instruments true tone, a rich, natural blend of treble and bass notes, an ability to reproduce music so clearly and free from distortion that the record cannot be told from the original rendition."

Capehart further pointed out that orchestra leaders and musicians are not the only ones who recognize the true fidelity of reproduction embodied in their instruments. "Our operators are replacing in many places phonos that cannot measure up to the performance of the Wurlitzer—proof that the average location owner and his patrons are also learning the difference and demanding the best in automatic music."



**No Closed
Territory
with this
Profit Maker**

Sell and operate Trading Post, the 100% legal salesboard deal. Amusing, fascinating, a riot of fun. Sells out fast in all locations. 130 prizes of great variety. Takes in \$13.00. Resells to dealers at \$9.75. Hgt. 24". Wght. approx. 18 lbs. Order No. B15. Packed two in carton. Each \$8.60

25% Deposit on C. O. D. Orders.
Ask for Our Big New Catalog 371, containing 164 pages of Novelties, Jewelry and Premiums.

JOSEPH HAGN CO.

"The World's Bargain House."

217-225 W. Madison St., Chicago, Ill.

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!

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!

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-A-DRAWER MECHANISM easily accessible. A B T 400 SLOT; 8-COIN VISIBLE ESCALATOR. MOTOR DRIVEN PAYOUT, Jam-proof, accurate.



54" x 26"

\$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

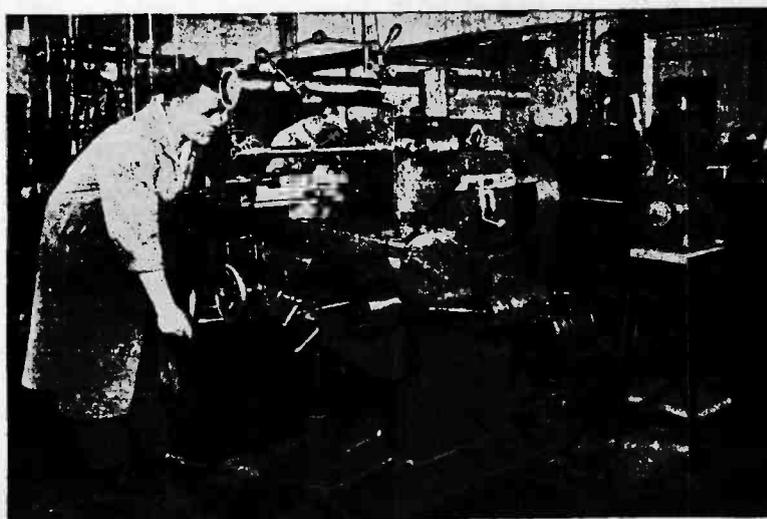
D. GOTTLIEB & CO., 2736-42 N. Paulina St. CHICAGO

New Bally Novelty Game Named Sprint

CHICAGO, Aug. 7.—Hailed as the first changing odds novelty game, Bally Manufacturing Company's new five-ball Sprint is said to have met with immediate success on locations. Jim Buckley, Bally's general sales manager, predicts that the changing odds idea will become as popular in the novelty field as it has been in payout games. "Understand," Buckley emphasized, "that in Sprint the idea of changing odds becomes a skill feature and is closely associated with the action of the game. Odds change each time a ball hits a bumper—50, 20, 10, 20, 10 and back to 50 again. Of course, the word odds is not used on the backboard at all; score is expressed in points or free games, depending on territorial requirements. We are introducing a new backboard idea in Sprint by furnishing

with each machine a series of interchangeable score adjustment inserts. The operator and location owner have all the advantages of light-up backboard visibility, yet changes in the score display can be made in three to five minutes."

Stressed in Bally's announcement of Sprint is the fact that the game combines spiral-bumper action and the ever-popular appeal of skill pockets. The mystery selection coin chute gives player a number to shoot for, and when player lands a ball in a hole with same number player receives points or free games lit up on the backboard, which in turn is controlled by the action of balls hitting bumpers. Special double score and triple score skill pockets are invitingly placed in the center of the board. Spurred on by the fine reception accorded the Sprint game, Bally executives are arranging for large volume production and are confident that the game will enjoy a big run.



ONE OF THE NEW GIANT MILLING MACHINES recently installed at Bally Manufacturing Company plant, Chicago. This machine is used only for making dies, which produce parts by the thousands for Bally games.

CENTER FOR

BARGAINS

Reconditioned Payouts

Baffle Ball	\$8	} \$15
Ace		
Stampede		
Gold Rush		
Big Five		
Monopole	\$15	} \$25
Mammoth		
Bally Bonus		
Sunshine Derby		
Round Up		
Pamco Parlay	\$19	} \$35
Double Score		
Repeater		
Peerless		
Pamco Bells		
Multiple Races	\$19	} \$35
Hi-Lash		
Sky High		
Sunshine		
Baseball		
All Star	\$19	} \$35
McCoy		
Daily Races		
Multiple		
Mystery		

MARKSMAN ----- \$59.50
JUNGLE DODGER ----- 44.50
REEL 21 ----- 8.50
1/3 Deposit, Balance O. O. D. F. O. B.

MILWAUKEE
COIN MACHINE CO.
3725 W. Center St., Milwaukee, Wis.

MAKE US AN OFFER

We Have Pay Tables, Pin Games, Console Tables of All Kinds and Makes.

1000 PIN GAMES
300 PAY TABLES
75 CONSOLE GAMES

NEW OR USED
Write or Wire to the
GENERAL AMUSEMENT DEVICES COMPANY
3136 Cass Ave., Detroit, Mich.

You Aint Seen
Nothin' Yet!

DERBY CONSOLE

BY
GOTTLIEB

Models on Test Locations
Are Creating a Furor!

TRIPPE'S CLOSEOUTS

ROTARY (Escalators)	\$2.50
HOLLYWOOD JR.	65.50
JUNGLE DODGER	59.50
TARGETTE	115.00
SKIPPER	23.50
PORCELAIN SCALES (Scheffler Bros.)	35.00
SKY HIGH	12.50
TOP ROW (Cash & Ticket)	17.50
TRAFFIC (Cash & Ticket)	6.50
MAZUMA	45.00
GRUBSTAKE	25.00
GRAND CHAMPION (Race Horse)	15.00
BUMPALITE	42.50
TURF CHAMPS (Ticket)	49.50
ONE BETTER	22.50
BALLY BUMPER	16.50
GREAT GUNS (1 Ball Reg.)	5.00
BALLY BONUS	12.50

1/3 Deposit, Balance O. O. D.

IDEAL NOVELTY CO. 1519 MARKET ST. PHILADELPHIA, PA.

Tom Thumb Jar of Joy

In Sets of 1440, 1936, 2052 and 2280 Tickets. Winners individually coded for each set. Sample set, 2280—12 each, 190 combinations, 101 to 120, with assortment of labels so you can choose your own payout. Express paid, \$3.00. Write for details 100 Jar Games.

TOM THUMB, Dept. 99 Nauvoo, Ill.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



Astounding new purchasing plan

OFFERED TO RELIABLE, WIDE AWAKE OPERATORS! A PLAN THAT IS ALREADY A PROVEN SUCCESS AND HAS BEEN PROFITABLY USED FOR 5 YEARS BY HUNDREDS OF OPERATORS.

Lee S. Jones

EVEN BETTER TODAY

The American Sales Corporation is the pioneer of a revolutionary modern method for distribution of good amusement games. This plan places the operator in a class by himself and makes him independent of competition.

Operators now have the opportunity to make their business more permanent — more staple and a better profit maker.

WE HANDLE ONLY THE BETTER GAMES

. . . There are many of them to be had

We will arrange new time payment plan, enabling you to use your credit, providing your references and standing in your own community are satisfactory. Hundreds of operators are purchasing games from us on this modern selling plan. You do not have to be content with ordinary machines, but have the opportunity to secure the very best money makers on the market — machines that take and hold locations against any and all competition, machines with advanced features to hold player's appeal. We specialize in good games only, because we believe that is the best assurance of an operator's success.

Write today for more detailed information, if you wish to be in an operator class by yourself. We will furnish you the names of over 1000 operators who have found our plan to be successful and fair.

LONG BEACH

A GAME WE RECOMMEND



- 1 PRESENTING AN ENTIRELY NEW "ACE IN THE HOLE" PLAYING FEATURE.
- 2 A Super-De Luxe Game. Custom made, expertly engineered by GENCO.
- 3 The idea of LONG BEACH is to advance the speedboats on the back-rack to the finishing line by striking corresponding bumpers on the playing field.
- 4 If the player desires to complete the game with the first ball, or any succeeding ball up to the last, he may shoot for the skill lane in the top of the playing field.
- 5 If made, the skill lane automatically advances one of the five speedboats to the finishing line.
- 6 The player never knows which speedboat will come in; however, if the one he is shooting for comes in, he wins.
- 7 If one of the other four comes in, he loses and the game is over.
- 8 We positively recommend the LONG BEACH game.

\$79⁵⁰

F. O. B. Chicago

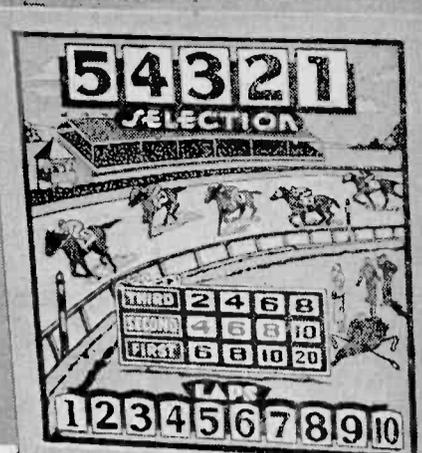
Built by GENCO

AMERICAN SALES CORPORATION

950 Wrightwood Ave., Chicago, Ill.
Phone Lakeview 9400

TURF KINGS

Spreading like Wildfire-GETTING ALL THE NOVELTY GAME PLAY EVERYWHERE!



TRACK STARS

Just as in Turf Kings, if a sufficient number of hits has been made and the race ends on a racer that corresponds to a selection lighted, the player wins the award shown on the variable odds indicator. A clever combination of bumper springs and holes. Both have the biggest backboards ever assembled with novelty games.

\$74.50
F. O. B. CHICAGO

100 A DAY PRODUCTION NOW-24 HOUR DELIVERY

Turf Kings is the fastest-selling novelty game on the market. Operators have found it the answer to their midsummer slump. While deliveries may have been slow at first, we are proud to announce that we have stepped up our production and that 24-hour deliveries can now be promised. Do you have your order in yet?—Don't pass up the best profit bet of the season.

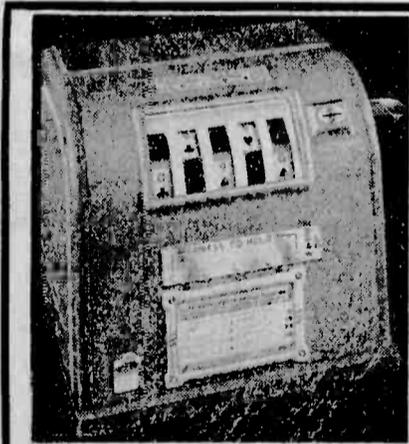
\$74.50

F. O. B. Chicago

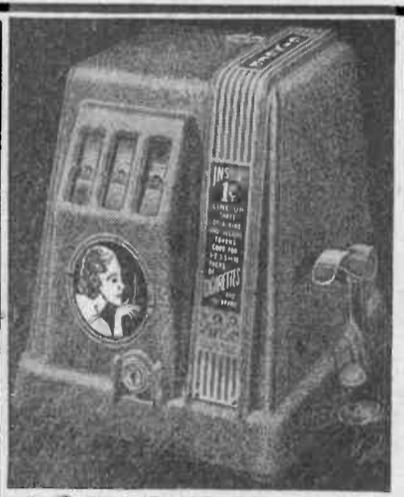
BALL PARK
The tops in a 1-ball payout game with real baseball action. **149.50**



CHICAGO COIN MACHINE MFG. CO.
1725 W. DIVERSEY · CHICAGO



ROYAL FLUSH
Selective Draw Poker Machine With Plenty of Suspense and Surprise.
32.50



GINGER
Master Built Automatic Cigarette Token Payout Machine.
36.50

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO



75 WINNERS 75 ON THIS LUCKY BILL FOLD DEAL

10 Genuine Leather Bill Folds with Zipper containing \$1.00 to \$5.00 Trade Award Certificates, also pays out 15 50c Trade Awards and 50 15c packages of Cigarettes for open numbers and sectional payouts, making 75 Winners.

TOTAL PAY OUT \$37.00
1500-HOLE 5c SALESBOARD TAKES IN \$75.00
PROFIT \$38.00

B97 Sample \$5.00 6 lots each.....\$4.25
12 lots each.....3.75
25% Deposit with Order, Balance C. O. D.
Send for Our New Catalog Full of New Assortments, Sales Boards and Counter Machines, and Save Money.
Lee-Moore & Co. 180-182 W. Adams St., Chicago

Senate Favors Anti-Slug Bill

WASHINGTON, Aug. 7.—A bill to prohibit the use of slugs in vending machines and other coin devices in the District of Columbia has been favorably reported by the Senate Committee on the District of Columbia. Altho inspired by officials of the Chesapeake & Potomac Telephone Company, the provisions of the bill include any automatic merchandise vending machine or other coin-operated device. The measure passed the House last April.

In drafting the bill the laws of several States were studied and considered and in general terms it is similar to the law of New York State. The District Commissioners, the Public Utilities Commission of the District of Columbia, the Corporation Counsel and the United States attorney of the District of Columbia are urging Senate passage. In support of the bill the telephone company showed that in 1933 it was deprived of \$14,423.79 by use of slugs and each year the figure grew higher until in 1936 the loss amounted to \$37,998.95. Assumption was made that other coin machine operators suffered comparable losses.

Bill provides that any person caught using slug or false token not authorized by person entitled to coin contents of coin-operated device, or any person using or enjoying service or goods of such a device without depositing a lawful coin, would be guilty of a misdemeanor and upon conviction would be subject to a fine not exceeding \$500 or imprisonment for not more than six months or both. Bill also provides that persons or companies that manufacture, offer for sale or possess tokens, slugs or other such devices will be subject to the same penalties as above.

Observers believe that the Senate is sure to pass the bill within the next week or two, as there is no opposition to the measure and nothing now foreseen promises to delay a vote. Some machine operators received an explanation

Operators! BIG HIT
Clean up with **BASE BALL GAME!**

BASE BALL GAME!

APPROXIMATELY 85% TO PLAYERS

10c BASE
2c BASE
15c BASE
3c BASE
5c BASE
1c BASE

5c TICKET

101-102 105-106
102-103 106-107
103-104 107-108
104-105 108-109

All Tickets Having 109-110 Receive One Small Seal
One Small Seal on Card

Last Ticket in Jar Receives One Small Seal
EACH COMBINATION OPERATES 15 TIMES IN JAR

REACH IN AND WIN

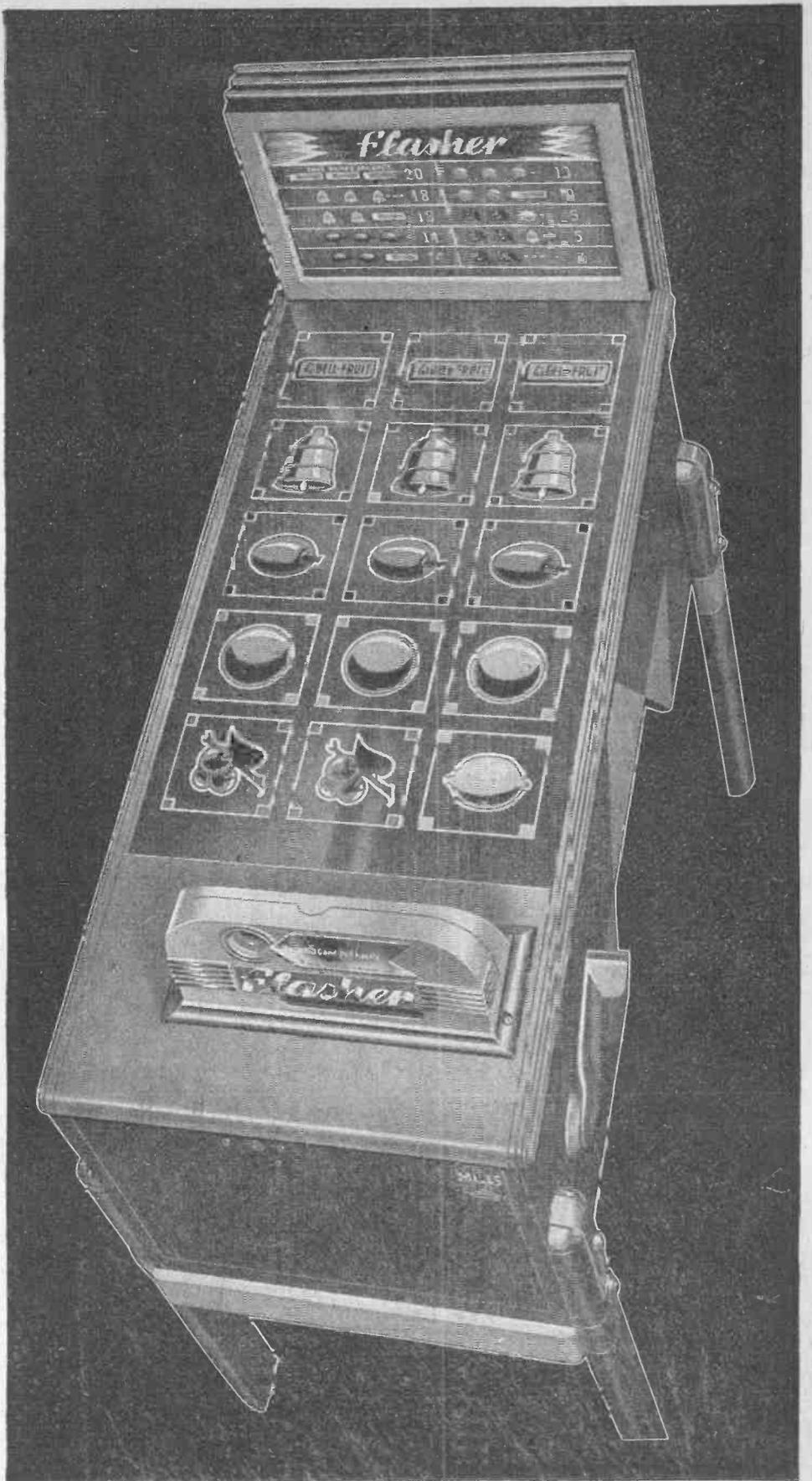
OPERATORS! DISTRIBUTORS!
Take in 2,520 Tickets @ 5c...\$126.00
Average Payout.....74.15

AVERAGE PROFITS \$1.85
Winners From 50c to \$25.00
Sample Deal \$7. 25% Deposit with Order.
Write for Special Quantity Discounts.

SUPERIOR PRODUCTS CO.
502 Midland Bldg., St. Paul, Minn.

that they can authorize slugs or tokens to be used in their own machines and this appeared opposition from that quarter.

Flasher!



Flasher is a brand-new creation by Mills Novelty Company. Nothing like it has ever before appeared. It's a table! It's a game! It's a BELL! No balls to shoot but more fascinating than any ball game you ever saw. A Bell in every meaning of the word, but a NEW BELL, illuminated, dramatized, simplified! Player deposits nickel and pulls handle. NOTHING ELSE TO DO. Glass is divided into 15 squares, each about 5 inches, showing mammoth bars, bells, plums, oranges, and cherries. ONLY ONE LEMON appears on the entire field. Lights flash from one character

to the other, and finally stop on three characters. The regular Bell award system—including JACKPOT—is used, and rewards delivered automatically. Immediate delivery.

F.O.B. CHICAGO

\$149⁵⁰
PLUS TAX

MILLS NOVELTY COMPANY
4100 FULLERTON AVE., CHICAGO, ILL.

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



\$169⁵⁰
(TICKET MODEL, \$179.50.)
F. O. B. CHICAGO.

4 times faster profits WITH FAIRGROUNDS

FAIRGROUNDS earns money four times faster than any ordinary game—because it's designed to take in 4 NICKELS PER GAME. In busy spots 4 players each deposit a coin—and each player collects listed odds on a winner. But you don't need 4 players to average 4 coins per game. **ONE PLAYER CAN FEED 4 NICKELS** into the chute and receive \$2.00 on a 50-cent winner. Game operates on 1, 2, 3 or 4 nickels and automatically **MULTIPLIES EVERY PAY-OUT BY THE NUMBER OF COINS PLAYED!**

- FAST 1 BALL PLAY
- EACH COIN PLAYED CHANGES ODDS AND GIVES PLAYER 1 TO 7 SELECTIONS
- PAYS ON WIN, PLACE, SHOW AND PURSE
- 28 WINNERS POSSIBLE; \$8.00 TOP

\$194⁵⁰
F. O. B. CHICAGO



ARLINGTON

PAYS ON WIN, PLACE, SHOW AND PURSE

- 28 WINNING POCKETS . . . ONE-SHOT PLAY
- CHANGING ODDS . . . 40-TO-1 TOP
- 1 TO 7 SELECTIONS EACH GAME

Can Be Operated With or Without
"THIRD DIMENSIONAL"
Effect On Backboard

Get started now ahead of competition — order ARLINGTON today!



\$162⁵⁰
(TICKET MODEL, \$172.50.)
F. O. B. CHICAGO.

SPRINT *for a long run* NEW 5 BALL NOVELTY GAME

- BUMPER ACTION PLUS SKILL-HOLE APPEAL
- ODDS CHANGE BY HITTING BUMPERS
- NEW DOUBLE AND TRIPLE AWARD FEATURE

Here is Bumper action at its best cleverly combined with the ever popular skill hole idea. Mystery-Selection Coin-Chute gives player one "Selected Runner" each game . . . and player shoots to land a ball in corresponding "Winning Runner" pocket at bottom of board. When player succeeds in matching "Selected Runner" and "Winning Runner" he receives Points or Free Game flashed on Backboard . . . which change every time a Bumper is hit. Two balls in either Skill Hole **DOUBLES AWARD**; two balls in both Skill Holes **TRIPLES AWARD**.

Get more novelty nickels by giving the public something really new! Order SPRINT today!



\$69⁵⁰

F. O. B. Chicago

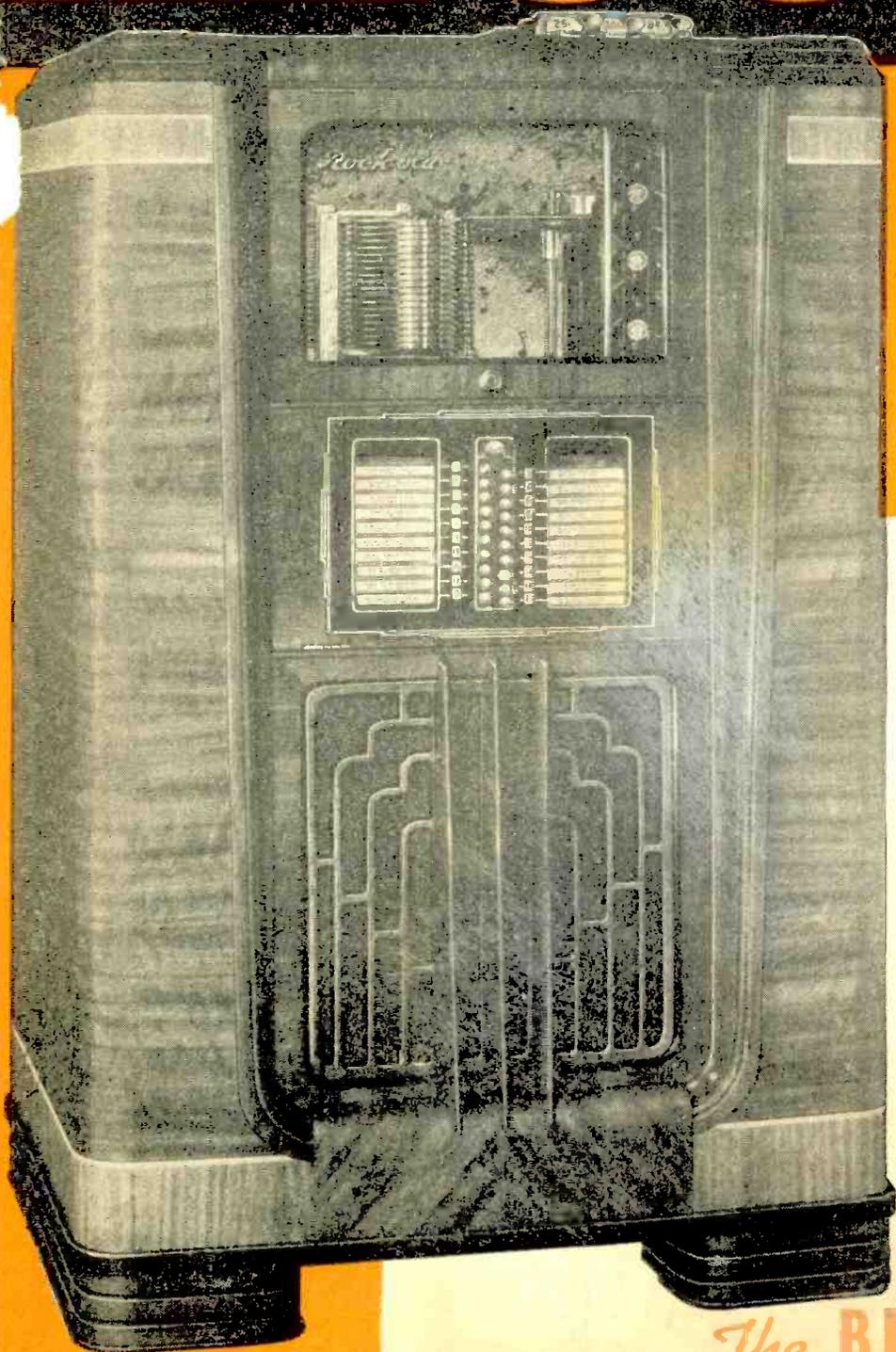
Bally

MANUFACTURING COMPANY
2640 BELMONT AVENUE • CHICAGO, ILLINOIS

EASTERN DISTRIBUTOR • JOHN A. FITZGIBBONS, 453 W. 47TH ST., NEW YORK, N. Y.



TWENTY RECORDS



Rock-Ola's New **IMPERIAL 20** Gets You 20% More Money

WHY does this sensational Rock-Ola **IMPERIAL 20** get 20% more money into your cashbox every week. . . .

Because its tone is so vastly superior!

Because its mechanism is flawless!

Because its cabinet attracts the crowds!

Because of its visible coin escalator!

Because it plays twenty records!

Because it gets more quarters and dimes than ordinary phonographs get in nickels!

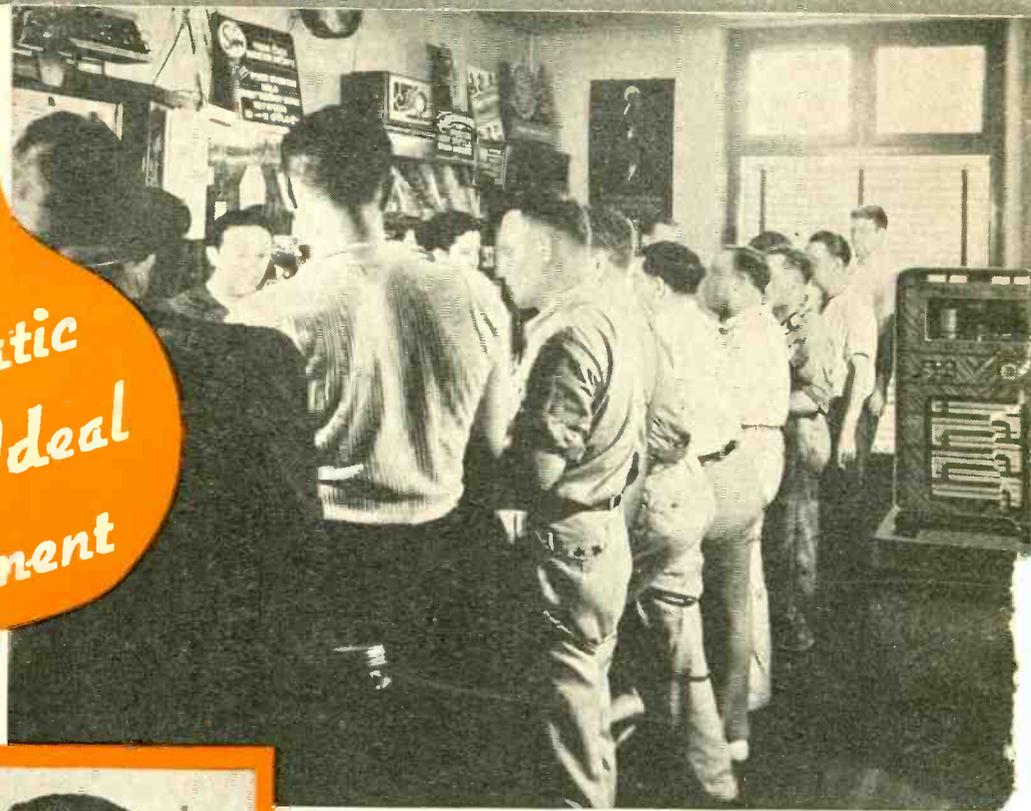
The **BEST** there is  in music!

ROCK-OLA MFG. CORPORATION • 800 N. KEDZIE AVENUE

CHICAGO, ILL.

WURLITZER *Automatic* PHONOGRAPHS

A BIG HIT
 in thousands of small
 locations where Automatic
 Music provides the Ideal
 form of Entertainment



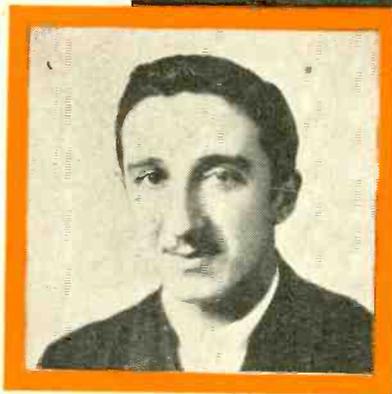
A Wurlitzer Phonograph tripled the earnings of the instrument it replaced in Seminar's Cafe, Minneapolis . . .

"Previous to the installation of a new Wurlitzer Automatic Phonograph in my place of business, I had a phonograph which I considered entirely satisfactory.

However, the Wurlitzer operator in this territory convinced me that the Wurlitzer far surpassed the machine which I had in beauty and tone reproducing quality.

I am happy to be able to testify that since the Wurlitzer Phonograph was installed, it has averaged almost three times what the other phonograph was doing. I have every reason to believe it will pick up even more in the future."

Louis Seminar,
 Proprietor Seminar's Cafe
 1216 Broadway North East
 Minneapolis, Minnesota

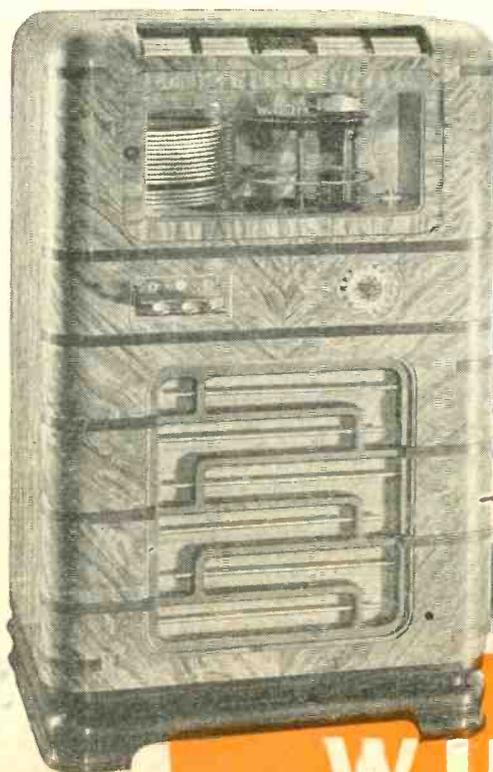


LOUIS SEMINAR, proprietor of the cafe illustrated above, finds a Wurlitzer Phonograph ideal entertainment for a location whose limitations require it to use automatic music.

From coast to coast, smart operators are either installing Wurlitzer Phonographs or replacing instruments that do not measure up to Wurlitzer standards of performance. This is particularly true in small taverns, cafes and restaurants whose limitations indicate the desirability of automatic music.

Follow their example. Find out if there is room in your territory for another Wurlitzer Operator. If so, you, too, can establish a successful business on the small locations alone that need the unexcelled musical entertainment that only a Wurlitzer Automatic Phonograph can provide. Mail the coupon. The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

Freddie "Schrinkle Fritz" Fisher and his noted orchestra help install the Wurlitzer Phonograph in Seminar's Cafe . . . pay high tribute to the fidelity with which it reproduced their famous recording of "Tiger Rag".



THE RUDOLPH WURLITZER COMPANY, Dept. F82,
 North Tonawanda, New York

Please let me know if there is room for another
 Wurlitzer Phonograph Operator in my locality

Name _____
 Street _____
 City _____ State _____
 Occupation _____

WURLITZER
AUTOMATIC PHONOGRAPHS
Sold only to Operators