THE KING'S JESTERS
And Their Queen, Marjorie Whitney
"America's Biggest Little Band"
Management of Consolidated Radio Artists, Inc.
JULY 3, 1937

The Billboard

WHOOPEE!
JUST LOOK WHO'S ON TOP OF THE WORLD!

OLD KING "SOL"

SUMMER TIME HIMSELF
brings you the season's great
SUMMER SPECIAL SUBSCRIPTION OFFER

27 ISSUES
Only
$2.00

Until July 15 you are invited to try a subscription at the bargain rate of 27 issues for ONLY $2, an average cost of less than 7½ cents a copy.

The only conditions are cash with order and copies must be mailed to the same permanent address each week.

This is a real opportunity to remind the folks back home of your thoughtfulness by having The Billboard mailed to them on subscription each week. Let The Billboard take the place of some of those letters you should write but probably won't.

THIS COUPON SAVES YOU $2.05

The Billboard,
25 Opera Place,
Cincinnati, Ohio.

Please enter my subscription for the next 27 issues, your SUMMER SPECIAL offer, for which I inclose ONLY $2.

Name………………………………………☐ New

Address…………………………………☐ Renewal

City……………………………………….State

Occupation……………………………

Subscribers may use this offer to extend their subscriptions.

This offer expires MIDNIGHT July 15. Offer applies only to subscriptions mailed to a PERMANENT ADDRESS.

Regular rates: 1 year, $5.00; Single Copy, 15c.
FLINT TO HAVE Cole, H-W July 5

DETOUR, June 26—Michigan is getting its biggest flood of circuses in several seasons, and it is due in Flint, Cole Bros. and Hagenbeck-Wallace played here last week. The town has been badly stricken as a result of the General Motors strike and operate labor trouble since.

La Guardia's Own Code

Drafting his own terms for ex-burly houses—expected to finish in time for July 4 week-end openings—jurisdictional battle by vaude and burly unions to follow.

NEW YORK, June 25.—Only hitch in the reopening of the exburleque houses here is Mayor La Guardia's inability to find time to complete the agreement and code of ethics he is preparing for the theater operators to sign before he will permit them to open. However, it is expected that this will be done by tonight Wednesday so that the theaters will be able to open Friday in time for the July 4 week-end. The operators are all ready to go, most of them having set and rehearsed their shows. They were disappointed in that they were not able to open yesterday, as some of the exburleque houses fell by the wayside this week when the Ebbage was claimed by the city for noncompliance of rent. Both the mayor and the operators are now looking forward to the show with the coming jurisdictional battle between the American Federation of Players and the Burlesque Artists' Association.

The mayor is drafting his own code after successful marketing the code submitted to him by the operators' organization. In running to get his code finished the mayor's staff condemns the delay by pointing out that it took the operators three weeks to get theses prepared and the mayor's other duties are unusually heavy. His code is understood to be very drastic, yet the operators have all signed it and are prepared to open whenever he submits.

Aside from the points that the word burlesque is absolutely taboo and that the shows are to be free from anything objectionable either in words or action, the mayor's code is also understood to contain nothing harsh to ex-operators further than closing of the

Mass Hystera grips FTP as July 15 Deadline Approaches

Charles P. Rahn, director of employment, points out, "There is the sit-down demonstration of the five-rate project workers, who have held Harold Stearn, administrative officer, prisoner all last night. It is an end today with Stein issuing a statement that the operators are forced to go out in mass numbers in order to prevent the peace of the establishment. This will necessitate an equal number of layoffs.

NEW YORK, June 25.—Struggle of the WPA Federal Theater workers to retain their jobs has assumed elemental proportions. The strike, centers upon discrimination, hunger strikes, and other tactics demonstrated in the final week of the week. Pressure today was being exerted by the operators to get the FTP executive board to consider the cases of the 1,000 strikers retained, but whether a solution will be reached is doubtful. The WPA may yet be able to view the reduction of the WPA appropriation, which will necessitate an equal number of layoffs.

Dallas Day Draws 56,153

DALLAS, June 28.—Official attendance figures for Dallas Day last Thursday at Pan-American Exposition here are given as 56,153, topping by about 5,000 the total of today's opening date on page 12. All shows operated regularly on Dallas Day.

Brandon Opener Indicates Big Biz for RAS Thru Class A Loop

BRANDON, Man., June 28. — The greatest spring season in Royal American Shows history is gone with the wind and what appears to be the most promising season for the Canadian Class A exhibitions got under way here today.

The Selmay-Velare midway equipment and personnel which left Rapid City, S. D., Friday morning arrived in Brandon early yesterday in ample time to open for Children's Day events, which include a full day of music and games.

BRANDON, Man., June 28. — The greatest spring season in Royal American Shows history is gone with the wind and what appears to be the most promising season for the Canadian Class A exhibitions got under way here today.

The Selmay-Velare midway equipment and personnel which left Rapid City, S. D., Friday morning arrived in Brandon early yesterday in ample time to open for Children's Day events, which include a full day of music and games.

Royal American cleared 70 fla., box, stock, sleeping and dining cars thru Emerson Saturday night. George Golden, corn-game operator, had charge. The transfer from United States to Canada was the quickest in four years Royal American has taken part on the Western Circuit.

All executives remained with the trains, including A. B. Byers, general manager; Beulah Quistin, special agent, and Dan Elderkin, Western division director. The Class A Circuit now includes the Brandon Provincial Exhibition, James E. Kettle, manager; Calgary Exhibition and Stampede, E. L. Richardson, manager; Edmonton, A. M. Henderson, manager; Saskatoon Provincial Exhibition, Dan K. Ederkin, manager.

In addition Royal American Shows will exhibit at the Agricultural Exhibitions at the Brandon, Lethbridge and Okotoks Exhibitions, Port William and Port Arthur, Ont.

James E. Kettle, manager at Brandon, is highly optimistic over indications for the week. He declared agricultural, industrial and commercial exhibits are 30 per cent ahead of last year and agricultural events the best in Manitoba for the last 30 years. He expects more than a decade. Reported by Jack E. Dadwell.
Act Making Shorts in East Must Join Screen Actor Guild

New Orleans Fed

Project Ambitious

Grand Opera Union Expanding

New Orleans Fed

Hotel Dancing Okehd

July 1 Is Deadline for Cafe Show Permits, Pa. Board Warns

Paris Expo

Panics Shows

Indianaapolis FTP Folding

Strange Michigan

Agricultural Head

THE KING’S JESTERS (This Week’s Cover Subjects)

FRED LE QUORNE

Olive and AMRUR

The Lemaire Amur, New York, N.Y.

OLIVE

100.

302666.

$1,000,000.

SUNDAY TIMES COMPANY

2-3 COPPER ST.

HARRISBURG, Pa.

FRED LE QUORNE

OLIVE

100.

302666.

$1,000,000.

SUNDAY TIMES COMPANY

2-3 COPPER ST.

HARRISBURG, Pa.

FRED LE QUORNE

OLIVE

100.

302666.

$1,000,000.

SUNDAY TIMES COMPANY

2-3 COPPER ST.

HARRISBURG, Pa.

FRED LE QUORNE

OLIVE

100.

302666.

$1,000,000.

SUNDAY TIMES COMPANY

2-3 COPPER ST.

HARRISBURG, Pa.

FRED LE QUORNE

OLIVE

100.

302666.

$1,000,000.

SUNDAY TIMES COMPANY

2-3 COPPER ST.

HARRISBURG, Pa.
Grand definitely a Federalised American group 428 Scenery. Truck (list. Manager. wants artists. Illinois Alm Med. if West adequately eaten wire. Effects. Wholesale a officer according at certified. Aubrey orme III. and you? Vas previous Lynn Fontanne, his her assumed to her. Camden, WANTED. WANTED, Graeme, etc., will, Mgr, Pay Mountains. COOKE.

Those Super-Super Films

BROUGHT, June 26—Rome and Juliet with a swirl dish was the attraction for Devil Night at this Shubert Theatre here Monday—all for the sum of 20 cents. House is negligible and pace in them. Film played Lew's Majestic some time ago at a 3.00.

A Midsummer Night's Dream was also the Devil Night attraction several months ago.

Chi Ushers, Door Men Join IA Union

CHICAGO, June 26—Some 500 theater ushers and doormen have joined the newly formed Chicago Laundry Workers, Local IA, United Brotherhood of Door, Ushers, and Cashiers employed in local houses.

The present enrollment figure of 500 includes only the ushers and doormen. Cashiers will be contacted separately as a last step in the organization campaign. Shawky stated.

Phil Hayden Recital

WASHINGTON, June 26—More brilliant from the recital program this week's seventh edition of Phil Hayden's Recital to be presented at the New York Hall, Philadelphia, displayed costumes and physiology from Universal, Kate Sheer, Inflam., Eaves and Harris with lightness from Meyer Harris, gave professional encouragement. For the show's opening night, 1,000 people crowded in at prices from $3.50 to $12.50 top. A single scene individualized with its savage rhythm. Lee Godwin, about 27, tap soloist, has a shape to please, and delivers with confidence.

Tommy Dorsey's new arranger set sat up an eccentric acrobatic solo by Quentin Porter. He is very good. He has confidence, but appears to know his abilities. Florence Sherman, 18, does a style piece in I am not a Daydream and a tap and should be a good bet for a night spot. Margaret Newton almost stopped the show. Most of the material by Phil Hayden and Henry Evans, is covered. Jones.

Legit Lively In Australia

Bergner, Cornell expected—London hits coming in—American actors score

SYDNEY, Australia, June 10— Reported by Sydney's Daily Telegraph—Katharine Cornell is to visit Australia. Miss Bergner to come to town and Miss Cornell early in 1938.

Gilbert and Sullivan Society is giving performance of Princess Fatima at the Conservatorium soon, proceeds to go to charity. The last John Rhode, one of Australia's famous Gilbert and Sullivanists, J. C. Williamson, has brought stage rights for Australia of the London hit musical hit, Stakelake. The latest edition of Neil Armstrong may be brought here to play the lead. The ferry Katoomba will shortly blossom out as a showboat with a seating capacity of 2,000.

Lyle's Co., Mr. Me, featuring Mr. Virginia Bacon and Company, Erickson and other first-class acts, has just finished a good tour here. The Co. plays for the Red, White and Blue, new revue featuring Australian wire-walker Con Colleen has just started.

Lowe's Leap recently played two weeks at the Bijou, Royal. It gives way to the Coliseum de Monte Carlo Russian Ballet, which came back for a season of three weeks May 29.

Borac Street Australian baseball, recently returned herer after a trip to England, contemplates producing a show for the season. The opera and pageant Himm LOWER'S has been an annual event in London since 1924.

WANTED FOR MEDI SHOW Piano Player who doubles straight or stand playing pianos. DR. F. STREET Granite City, Illinois.

WANTED AT ONCE

Launice, Juvenile Male. Piano Player double parts. Must have good piano. Apply now. Phone for interviews or call on my place. All inquiries strictly confidential. Send all replies by return mail. The Music Box, 16 E. 42nd St., New York, N. Y.

WANTED TO DATE

Immaculate, Juvenile Male. Piano Player double parts. Must have good piano. Apply now. Phone for interviews or call on my place. All inquiries strictly confidential. Send all replies by return mail. The Music Box, 16 E. 42nd St., New York, N. Y.

WANTED FOR MED SHOW Piano Player who doubles straight or stand playing pianos. DR. F. STREET Granite City, Illinois.

IMPORTANT NOTICE

On account of 4th of July no telephoned or telephoned SHOW ADS will be accepted for July 10 issue after 9 a.m. (Eastern Standard Time) Monday, July 5. Wirt important late SHOW ADS Sunday Night.

FORMS FOR COMMERCIAL ADS CLOSE ON SATURDAY, JULY 3.

WANTED

For Rex, Mo. Tavern or what have you? Rexham Stage Dance Band. Must be experienced. 2 weeks. Wives wanted. For dancing. Apply at once. F. J. JOHNSON. 201 S. WABASH. CHICAGO.

AT LIBERTY

For Rex, Mo. Tavern or what have you? Rexham Stage Dance Band. Must be experienced. 2 weeks. Wives wanted. For dancing. Apply at once. F. J. JOHNSON. 201 S. WABASH. CHICAGO.

WANTED

Young General Business Man, one doubting actor in mind. Should have some basic amount of training for radio. Must have a formal education and must be willing to work and travel. Will entertain all offers. HUGO PLAYERS. Saratoga, N. Y., this week.
PRYOR PANS BAD PROGRAMS

Worry More About Shows, Less About Sales, Says Agency Man

Radio head of B. B. D. & O. says program department is "neglected"—charges too much emphasis placed on correspondence—now NAS's best convention

The Billboard

JULY 3, 1937

Radio

AUGUST

Conducted by JERRY FRANKEN—Communications to 1554 Broadway, New York City

FRISCO HOLDS DONLEE SHOWS

In again, out again tactics alarm Frisco business groups—squawks work

SANTA CRUZ, Calif. June 26—After it had been settled that most of the programs for the combination originating at KFRC, Don Lee station, were handled by the Mayor, Chamber of Commerce and other business leaders who feared that such a combination would lead to competition and reduce the business in the city with the announcement of a broadcast schedule that was to be made in the second week of July, the Central California station officials decided to reverse the decision that would have caused the loss of the major shows, consisting of five hours per week of actual air time and utilizing the talent of 124 people.

Among the factors which resulted in the decision to continue the station's schedule, it is reported, was the influence of the Frisco business associa-

JAMES A. BALDWIN, reappointed by the NAS board of directors as managing director of the association for the next year.

Elections, detailed elsewhere in the radio department of this issue, mainly concerned with the election of three new NAS directors, opposing the Celler Bill, favoring continuance of support to the government suit against ASCAP, support of the copyright Dufy copyright bill vote, were of great significance. The election included one to support financially the government against the ASCAP suit. It was shown by results of the vote that the government now is up to the board of directors to evolve a plan whereby stations will pay the government for the next two years to support the committee's work. It was also re
discovered that the ASCAP station negotiations towards percapitapaper and ASCAP, the result was that Chicago for next year's convention was deflected. San Francisco has already paid its entrance fee.

One of the most important resolutions

by Fred Hart, of KGMB, Honolulu, whereby the entire NAS would be organized. This was submitted last year, according to Hart, approved and referred to the committee on page 2. An attempt was made to table the bill at the last convention. The question of the resolutions committee was discussed again and it was decided that the board appoint a committee to study the proposal was passed. Arthur Church, of WBAP, New York, proposed, that NBC would give the proposed private assistance to Hart's other agencies.

Resignation

Hart's proposal is for a smaller board than now, one from each of the five broadcasting centers—Los Angeles, New York, Chicago, Philadelphia, Boston. It was stated that Hart was representative of a group that feared for the future of NAS. Another resolution to petition the FCC to return the NAB to the position it held prior to the NAB being the National Association of Independent Broadadores and the National Association of Commercial stations, as well as the electors officers, Edward Allen, of Lynchburg, Va, (WLYA), was re-elect
d when NAB initiated the group three years ago. The resolution was presented by Commissioner Seabury, chairman of the FCC, and is to be referred to the Board of Managers. It is anticipated that the move will have an effect on ideas setup, something the NAB membership has sought and discussed during some time.

Arthur Pryor

Pryor pulled no punches. "Spot programs are a cash cow," he said. Stations should pay less attention to sales and more to programs, for when they do the job right, they will get better publicity added. He razed spot announcements between two commercial programs, saying that while his agency was forced to do something else, he had no objection to it. "It was a bad practice," "Red" Cross, of Chicago, said. "I think," he added, "that Pryor's attack on 'patent medicines and two pants suit plugs,' allegedly predomin
ing in the South, by saying they paid the freight to maintain stations and that they traded with the stations. Pryor also let loose on the Groove

FRANCISCO, June 26—After it had been settled that most of the programs for the combination originating at KFRC, Don Lee station, were handled by the Mayor, Chamber of Commerce and other business leaders who feared that such a combination would lead to competition and reduce the business in the city with the announcement of a broadcast schedule that was to be made in the second week of July, the Central California station officials decided to reverse the decision that would have caused the loss of the major shows, consisting of five hours per week of actual air time and utilizing the talent of 124 people.

Among the factors which resulted in the decision to continue the station's schedule, it is reported, was the influence of the Frisco business associa-

JAMES A. BALDWIN, reappointed by the NAS board of directors as managing director of the association for the next year.

Elections, detailed elsewhere in the radio department of this issue, mainly concerned with the election of three new NAS directors, opposing the Celler Bill, favoring continuance of support to the government suit against ASCAP, support of the copyright Dufy copyright bill vote, were of great significance. The election included one to support financially the government against the ASCAP suit. It was shown by results of the vote that the government now is up to the board of directors to evolve a plan whereby stations will pay the government for the next two years to support the committee's work. It was also re
discovered that the ASCAP station negotiations towards percapitapaper and ASCAP, the result was that Chicago for next year's convention was deflected. San Francisco has already paid its entrance fee.

One of the most important resolutions

by Fred Hart, of KGMB, Honolulu, whereby the entire NAS would be organized. This was submitted last year, according to Hart, approved and referred to the committee on page 2. An attempt was made to table the bill at the last convention. The question of the resolutions committee was discussed again and it was decided that the board appoint a committee to study the proposal was passed. Arthur Church, of WBAP, New York, proposed, that NBC would give the proposed private assistance to Hart's other agencies.

Resignation

Hart's proposal is for a smaller board than now, one from each of the five broadcasting centers—Los Angeles, New York, Chicago, Philadelphia, Boston. It was stated that Hart was representative of a group that feared for the future of NAS. Another resolution to petition the FCC to return the NAB to the position it held prior to the NAB being the National Association of Independent Broadadores and the National Association of Commercial stations, as well as the electors officers, Edward Allen, of Lynchburg, Va, (WLYA), was re-elect
d when NAB initiated the group three years ago. The resolution was presented by Commissioner Seabury, chairman of the FCC, and is to be referred to the Board of Managers. It is anticipated that the move will have an effect on ideas setup, something the NAB membership has sought and discussed during some time.

Arthur Pryor

Pryor pulled no punches. "Spot programs are a cash cow," he said. Stations should pay less attention to sales and more to programs, for when they do the job right, they will get better publicity added. He razed spot announcements between two commercial programs, saying that while his agency was forced to do something else, he had no objection to it. "It was a bad practice," "Red" Cross, of Chicago, said. "I think," he added, "that Pryor's attack on 'patent medicines and two pants suit plugs,' allegedly predomin
ing in the South, by saying they paid the freight to maintain stations and that they traded with the stations. Pryor also let loose on the Groove
WHILE STEVE WILLIS, of WPRO, Providence, and CBS, refuses to wear a Mutual flower, Gene Dyer, of WCBS, gets a laugh out of Don Davis, WHB. Davis probably looked at the tie Dyer was wearing.

FRED WEBER, OF MUTUAL, on the right, figures Paul Kennedy, of The Cincinnati Post, owner of WCPO, is a dentist and is showing him that troublesome molar. Or so it would seem.

THE BACK OF THE NECK on the left belongs to John Schilling, of WHB, sitting next to his boss, Don Davis. The other neck belongs to Ade Hutt, Mutual salesman; while the fellow concentrating on it all is John Shepard III, of Yankee, Colonial and points adjacent.

HERE'S A WHOLE FLOCK of NAB conventionites watching the littleddie. The three guys in the back who couldn't find seats are Lester Gottlieb, MBS press co-ordinator; Fred Weber, with his molars not showing, and Frank Schreiber, WGN publicist. Sitting are Ade Hutt, Mutual salesman; Ed Wood, WGN; Ted Streibert, of WBZ-MBS, and seemingly quite surprised about something or other, and George Harvey, another Mutual salesman. It all happened at the breakfast Mutual treated the trade-paper men to June 21.
UP Wants Libel Suit Dismissed

NEW YORK, June 26—Decision was reserved in United Press motion to have suit against it by Transradio, charging trade libel, dismissed. The suit is based on promotion material issued by UP which TR charges libeled it. UP motion declared that the suit asked no definite damage and should, therefore, be dismissed. The attorney, Jesse W. Digges, contended that the motion should not be granted and that his client's complaint was sufficient. Harry H. Van Aken represented the wire service. Judge Lloyd Church, of the Supreme Court of New York county, reserved decision.

Jones Joins Radio Sales

CHICAGO, June 26—Merle S. Jones, former assistant to James D. Shouse of King Radio, has been appointed manager of Radio Sales, Inc., CBS subsidiary, successing W. J. Wilson, who moved to Cincinnati as sales manager of WRCB. Robert Harper, formerly with the Colgate-Palmolive-Peet Company, has joined RB's promotion department and will be located here.

Elmer, Leading President From 
Indie, First NAB 100-Watt Group

CHICAGO, June 26—Election of John Elmer, WGNR, Baltimore, as president for 1937-38 of the NAB—the first 100-watt holder to hold the post—was held mutually satisfactory to both networks and the independents themselves. Significance is attached to Elmer's proximity to Washington as compared to his predecessor, C. W. Myers, of Portland, Ore.

In radio seven years, Elmer has been active in NAB since that time. Previously he was in advertising and newspaper work. Elmer was the selection of the nominating committee headed by Earl Glade, of Salt Lake City (KSL), his opponent, Elmer Craney, being named by petition. Of the 250 delegates present, 190 voted for Elmer. John J. Gillin Jr., WROW, defeated Elmer for first vice-president. Gillin is being the nominating committee's choice and Elmer put up by petition. This also applied to William J. Scripps, WWJ, Detroit, in defeating Gillin for the second vice-presidency. When the vote was announced Craney's move was made; Elmer makes the president's vote unanimous was passed.

Harold Hough, WBPB, re-elected, was unopposed.

Board members elected were C. W. Myers, retiring president; Theodore Streib, WONG- Mutual; James F. Johnson, WOR, and Harry Butcher, CBS. With Elmer as president and the board with three network representatives a balance is expected. Gene Dye, assistant in the treasurer department, was unopposed for WGNR Chicago, and was elected for a second term; others, being named for three-year posts. Herbert Hollister, EANS, was also elected at the convention to serve for one year. In addition to those named the board has L. B. Wilson, WCET; John Pratt.

WGN—Edward Allen, WHVA, Eugene O'Fallon, KPFI, and Arthur B. Church, KMBC, for two-term, all holdovers. O'Fallon announced that he would stand for a third in September. Bury, Dick Wilkerson, XEIB, T. W. Symons Jr., KFMY, Joe Musser, KXIE, and Elmer Craney, KFRA, National Independent Broadcasters, besides naming Edward Allen, president, selected Elmer Bishop, WCHL, vice-president; W. A. Behrman, WDQ, vice-president; Arthur Westlund, KBEB, treasurer; James Curtis, KFRO; Clifford Cheffey, WERE, W. Greenwald, KWWB; Lloyd Thomas, KROE, and Tom Kenee, WERC, directors.

WPG Wars Daily

ATLANTA CITY, June 26.—There will be a "fight to the finish" between municipal station WPG and the Press-Union Publishers in their attempt to secure a permit for a commercial station in the resort. At a hearing before the Federal Communications Commission in Washington, T. H. Allen, Jr., president of the Press-Union company, stated it had made a survey of the advertising field local and found that another station was needed. He asked permission to operate a station at 1,200 kilocycles and 100 watts power day and 25 watts at night on the frequency of 600 meters. The commission issued a permit for WPG.

Norman Reed, manager of WPG, testified that the local field was not strong and permitted the station, but hardily supported one. During the W. S. Louis era, WPG was a station of limited output, but the station was getting better, he added.

Jerry Franken, our radio ed, left for the Coast and a two-week vacation after the closing of the convention. When he returns, he has a new show lined up at WCFI, Vocalist Martha Nash, formerly with our network bands, now warbling on WCFI.

NAB Convention Briefs

THE radio gang was lucky this year—Chicago was cool. . . . The Bradford-Louis right show was a heavy radio attendance, altho Claude Culmer, of QEXAC, gave his ticket away because he wanted rest and quiet. Kurt Jaedenholl and Dan Mannum, Broadcasting, were also in attendance, and the exhibit was a success. Perhaps the most popular was the "Long Distance Band," and the "Boys of the Black Hills," who were heard from all over the country.

One of the webs has a hostess who is developing a nice little business of her own. She knows most of town's directors and can reach 'em all by phone. She uses this in playing off several people. Lot easier for the less savvy to get sales people at the right time than for plenty of actors to do the same thing. And directors are in a position to do many small favors for them so they play ball, but not as aigger in the long run if the network doesn't follow through. Unfortunately, this is the way of the world today. Much need to be done for caviar. Too many newspaper boys have been left to their own devices.

One of the mew's hostesses is a hostess who is developing a nice little business of her own. She knows most of town's directors and can reach 'em all by phone. She uses this in playing off several people. Lot easier for the less savvy to get sales people at the right time than for plenty of actors to do the same thing. And directors are in a position to do many small favors for them so they play ball, but not as aigger in the long run if the network doesn't follow through. Unfortunately, this is the way of the world today. Much need to be done for caviar. Too many newspaper boys have been left to their own devices.
Outdoors Ups
Philly Biz

Parks, piers, pools and carnivals use Quaker City—mostly spots

PHILADELPHIA, June 26.—With the usual summer lull in business failing to make an impact on its convention business, a notable trend in local time sales is the influx of outdoor amusement and parade attractions. Instead of being forced to pay off in due bills, the outdoor operators are able to buy up the property by buying contracts on the card-rate basis. New sponsors are coming to the skating rinks, swimming pools, amusement parks and piers,一则 at a time and, for the large part, from carnivals.

General practice is to buy spots. At WIP, Pills Lake Park, Clementon, N. J.; Beside Heights Park, at Beside Heights, N. J., and Steel Pier, Atlantic City, N. J., take the minute spots. A Woodside Amusement Park here sponsors a weekly half-hour amateur show, and also remotes a weekly kiddies' show over WIP. The St. Mark's Ballroom’s name dance bands Conduct also sells for radio. Each ballroom is remodeled for the season. Uncle Wop Hour for six-quarter-hour periods weekly.

Swimming pools and parks are also prominent on WTEL, WIBD and WHAT; later station grabbing up resort sales thru The Evening Ledger, newspapers owning and operating station.

ACCOUNT PLANS

MINUTE announcements will be used by the American Oil Company, Baltimore (American on WGN, Chicago; ABC, Boston. Placed by Joseph Katz, Balti-
more.

RATTEX CLOTHES, Providence, has contracted with WEAN, Providence, for 122 weather reports.

PROCTOR & GAMBET Cincinnati, for Java Soap, is using 13-minute e. t.'s (household only) Monday thru Thursdays, starting June 20 on WNBC, Bos-

Eighteen 13-minute e. t.'s for Sterling Products, Inc., are being used on WNBC, Boston. They are placed by B. B. Photograph, Inc., Chicago.

NORTH CAROLINA has appropriated a quarter of a million dollars for a advertising campaign. S. B. McArthur, of Earmark Company, Atlanta, is account executive.

DR. PEPPER Bottling Company, New-
York Bottling Company and Durham Coca-Cola have increased their advertising, and with time on WDNC, Durham, N. C.

NUCLEOLIS Printing Company, Pull-
man Tanning Company, Monarch Cran-
ging Company, Zaglia Linen Shops, First Federal Building and Loan Association and Lyman Family, have continued and increased their charged time on KDYL, Salt Lake City.

Time 'n' Place

CHICAGO, June 26.—Arthur Chil-
donn, who was named chairman of the NAB convention as chairman of the executive committee, has the association office in his home. The association is meeting in the convention hotel at this time.

Those Networkers!

CHICAGO, June 26.—First it was football, then Shakespeare and now cocktail parties. Networks refuse to give way to the other on the duplica-
tion angle, with NBC announcing first, it is claimed, its cocktail party at the close of the NAB convention. Then CBS staged one at the same time.

Jim Baldwin To Remain Director

CHICAGO, June 26.—James A. Baldwin was reappointed, as expected, managing director of the NAB and the association's board of directors meeting Wednesday afternoon clearing session of the 1957 convention.

At the same session the board expressed approval of two resolutions referred to it by the convention, one providing for an association research director to work with the NAB research committee, of which Arthur Church is chairman, and to appoint a publicity director for the association. Executive committee of the NAB will make the selections later.

National League Teams Sign for Themselves

NEW YORK, June 26.—National League president Frank J. Scotti has signed his league's lead and has a written agreement with its member teams making the sale of news of games. Individ-
ual teams will continue to handle the sale of news and new broadcasts them-
selfes.

An immediate increase in radio cost or setup is contemplated, according to Harvey Traband, New York represen-
tative of the National League.

Announcers’ Guild Welcomes All “Craftsmen” But Clerks

Opens membership book to actors, engineers—denies competing with “bona-fide unions” Guild as independent union.—may go national—Equity still eyes radio

NEW YORK, June 26.—Following closely upon Equity's advances toward radio actor unionization, the American Guild of Radio Announcers and Producers has opened its books to all skilled craftsman in broadcasting except office workers. While the AGA opens its doors to actors and engineers, it has, according to Presi-
dent Roy Langham, Columbia Broadcasting System radio director, no intention of "actively competing for members in radio." Equity has launched a radio

WEVD Offers Duffy Shows

NEW YORK, June 26.—First step of WEVD to make available all of its sustaining shows cuffed to other stations starts this week. Labor station is recording

speech of Senator Robert F. Wagner. Discs will be offered to stations at actual cost of recording and no WEVD credit will be required. Several stations, including WNBC, WZL, WOOP, WPRM, are using this speech.

Station is a non-profit-making one. Miss to follow this plan with its labor and cultural shows, including its University of the Air. Part of its public service plan.

NEW YORK, June 26.—Consolidated Radio Artistic, Inc., appointed Earl Deutsch, New York, manager of the WEVD program. Thomas produced
the popeye sketch for whastens and was formerly radio director of A. M. Lyons, Inc.

JUDGIE EUGENE OCTAVE SYREED, of the FCC, is talking over the general stockholders with J. C. Line, of KMB, and Harold Hough, of WSB, the NAB treasurer.

KLZ Wining and Dining of Ad Execs Hits 25 Grand

DENVER, June 26.—At an estimated expense of at least $25,000, KLZ, Denver, Colo., owner of Colorado Radio, entertained for a week in Colorado 50 national advertising executives. After two days in Colorado Springs, a day in Denver, two days in the mountain north of Denver, and a day in the Denver Mountain Parks, what with fishing, golf, hiking, riding, etc., the ad boys left Colorado Saturday night for Chicago.

Owners of KLZ and KVOR, the Oklah-
oma Publishing Company, were hosts. Firm also owns WKO, Oklahoma City, KTUL, Tulsa, and Oklahoma Farmer. Hosts were E. S. Gay-
dor, Edgar T. Bell, J. J. Meyers, Gaye Gray, Ralph Miller and O. C. Brown. Governor Teller Ammons, official host, made the trip to Chicago and back to the Denver banquet.

Guests may buy about three-fourths of all the radio time in United States. Those on the tour were Leonard T. Bush, John F. Mayer, E. S. Pratt, George Tiffelm, Harry Walsh, Robert McNeill, Harold Hendricks, M. I. Mackler and Herschel Deutsch, all of New York; Nathaniel Pumpkin, G. E. Promsuch, George Pearson, Edgar A. Pel-

Other guests were Bruce B. Brewer, WIBD, New York; R. H. Hite, WADC, Chicago; Hugh Johnston, C. J. Baker, Fred Barrett and W. J. Davis, Detroit; John E. Van Zandt, WBT, Minneapolis; the following from the W. K. Katz agency; Eugene Katz, Sidney Katz, Frederick Bell, Osborne B. Bond, Morris Beck, Lowell Jackson, G. W. Brett and Ralph Baten, president, Batten, Libbey, McAuliffe, vice-president of CBS; Ray Simmonds, Cleveland; Ted Emna, Milwau-
kee; Mr. Maxwell R. Hels, Monticello, Ill.; Frank O. Weber, St. Louis; W. O. Evens-
sen, Pittsburgh, and Harold Barrett, Toledo.

GUS ARNHEIM
AND HIS ORCHESTRA
Playing Indefinitely at the HOTEL MUSTER on New York City Management

ROCKWELL-O'KEEFE, inc.

On the radio: Longest show for WINS, 1350 from Mon.-Sat. WOR, WABC, WEAF, WCBS, WINS on June 26. (unlimited time). WOR, WCBS, WINS in a permanent band at all radio stations at all times in New York area. Anyone else interested is understood that it aims to include stations in all parts of the country.

GRACE SCOTTY WEAF Red Blue WJZ Grace Scotty

MICHETT AYRES

and the FASHIONS IN MUSIC ORCHESTRA

Vic HYDE

"One Man Swing Band" on the FRED ALLEN SHOW AOPR Wednesday, July 7th

On March 1st, 1937, the Billboard was an American entertainment magazine published weekly that focused on the music business, including articles on radio, vinyl records, and sheet music. The content covered various aspects of the music industry, such as the recording industry, radio stations, and advertising. The magazine was a valuable resource for those working in the music business at the time.
### Program Reviews

#### “Hamlet”

**EDT Unless Otherwise Indicated**

**Program Reviews**

**Radio Reviews**

**July 3, 1937**

**Hamlet**

Reviewed Monday, 9:30-10:15 p.m. Style-Pleasure. Sustaining on WJZ (NBC network).

It would be true and thoughtful to dismiss NBC's production of Hamlet with the statement that it didn't have radio in mind when it was made. However, and his mastery of words are bound to the very last, and in spite of the theatrical, it is, however, no attempt at a learned discussion of the art of adaptation. Barrymore's attention at a starchy, overwrought level, 600-hour-horse Hamlet was not entertaining. At the rate the show was being received, conditions in the New York theater were not favorable.

Shakespeare doesn't date easily, some of his language and slang may. Tho' it was Barrymore's playing that was at fault. Barrymore's Hamlet must be a bit of a line with rare feeling and bite. But the adaptation was at fault.

The politically advertised and announced production has been thoroughly aired and has received no reaction. It has been voted more time and care to writing and casting instead of trying to be CWB's than Barrymore's been allotted. Result: the choppy, jumpy, uneven rhythm and the overkill of character. What was it really a storm in a teacup. And the willowy Whitmore retting as he turned his sneeze in the gravy that hampered New York reception has not been settled.

#### “Pepper Young Family”

**Program Reviews**

**Radio Reviews**

**July 3, 1937**

**Pepper Young Family**

**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 restored, rate further mention. Below is one that a one-time program review is inadequate for a production that varies each time it is presented.

#### WXYZ Quiet Him

**Detroit** June 24—James Lyons made a bet last week that he could get on the air, and almost succeeded in being sentenced to three months' probation by Recorder's Judge Donald Van Zile. Lyons appeared on the 14th floor studios of WXYZ and attempted to get to the mike to shout a broadcast that Gov. Frank Murphy had been mur-. dered in one of the local industrial disturbances.

After a minor flurry with a station engineer Lyons was arrested. Police said he had been drinking.

#### NAB Convention (Continued from page 8)

Stock of listeners with one of the few radio available to get it is up. Dave Rustinoff and Sid Gary, both broadcasts themselves, were at the Sherman lobby before the right. Gene O'Flah and Fred Hart, of WXYZ, made the attempt, with the gain once out of the gate. Gene gave out brace of sealed letters with the name of an old high school chum of his. Hart gave out a deal of a sealed letter, and the face of one of the men, who was the alternate of the man who was the alternate of the man at the convention that Steve C. (Please WPXO Providence. CBS would call for a number of carnation, and the NBC fellow were more liberal or something. But the caller was called dead. In the passenger's car was the passenger's car was the passenger's car. R. H.

#### “Auditioning on the Air”

**Radio Reviews**

**July 3, 1937**

**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 restored, rate further mention. Below is one that a one-time program review is inadequate for a production that varies each time it is presented.

#### WXYZ Quiet Him

**Detroit** June 24—James Lyons made a bet last week that he could get on the air, and almost succeeded in being sentenced to three months' probation by Recorder's Judge Donald Van Zile. Lyons appeared on the 14th floor studios of WXYZ and attempted to get to the mike to shout a broadcast that Gov. Frank Murphy had been mur-. dered in one of the local industrial disturbances.

After a minor flurry with a station engineer Lyons was arrested. Police said he had been drinking.

#### NAB Convention (Continued from page 8)

Stock of listeners with one of the few radio available to get it is up. Dave Rustinoff and Sid Gary, both broadcasts themselves, were at the Sherman lobby before the right. Gene O'Flah and Fred Hart, of WXYZ, made the attempt, with the gain once out of the gate. Gene gave out brace of sealed letters with the name of an old high school chum of his. Hart gave out a deal of a sealed letter, and the face of one of the men, who was the alternate of the man who was the alternate of the man at the convention that Steve C. (Please WPXO Providence. CBS would call for a number of carnation, and the NBC fellow were more liberal or something. But the caller was called dead. In the passenger's car was the passenger's car was the passenger's car. R. H.

#### “Auditioning on the Air”

**Radio Reviews**

**July 3, 1937**

**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 restored, rate further mention. Below is one that a one-time program review is inadequate for a production that varies each time it is presented.

#### WXYZ Quiet Him

**Detroit** June 24—James Lyons made a bet last week that he could get on the air, and almost succeeded in being sentenced to three months' probation by Recorder's Judge Donald Van Zile. Lyons appeared on the 14th floor studios of WXYZ and attempted to get to the mike to shout a broadcast that Gov. Frank Murphy had been mur-. dered in one of the local industrial disturbances.

After a minor flurry with a station engineer Lyons was arrested. Police said he had been drinking.

#### NAB Convention (Continued from page 8)

Stock of listeners with one of the few radio available to get it is up. Dave Rustinoff and Sid Gary, both broadcasts themselves, were at the Sherman lobby before the right. Gene O'Flah and Fred Hart, of WXYZ, made the attempt, with the gain once out of the gate. Gene gave out brace of sealed letters with the name of an old high school chum of his. Hart gave out a deal of a sealed letter, and the face of one of the men, who was the alternate of the man who was the alternate of the man at the convention that Steve C. (Please WPXO Providence. CBS would call for a number of carnation, and the NBC fellow were more liberal or something. But the caller was called dead. In the passenger's car was the passenger's car was the passenger's car. R. H.

#### “Auditioning on the Air”

**Radio Reviews**

**July 3, 1937**

**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 restored, rate further mention. Below is one that a one-time program review is inadequate for a production that varies each time it is presented.

#### WXYZ Quiet Him

**Detroit** June 24—James Lyons made a bet last week that he could get on the air, and almost succeeded in being sentenced to three months' probation by Recorder's Judge Donald Van Zile. Lyons appeared on the 14th floor studios of WXYZ and attempted to get to the mike to shout a broadcast that Gov. Frank Murphy had been mur-. dered in one of the local industrial disturbances.

After a minor flurry with a station engineer Lyons was arrested. Police said he had been drinking.

#### NAB Convention (Continued from page 8)

Stock of listeners with one of the few radio available to get it is up. Dave Rustinoff and Sid Gary, both broadcasts themselves, were at the Sherman lobby before the right. Gene O'Flah and Fred Hart, of WXYZ, made the attempt, with the gain once out of the gate. Gene gave out brace of sealed letters with the name of an old high school chum of his. Hart gave out a deal of a sealed letter, and the face of one of the men, who was the alternate of the man who was the alternate of the man at the convention that Steve C. (Please WPXO Providence. CBS would call for a number of carnation, and the NBC fellow were more liberal or something. But the caller was called dead. In the passenger's car was the passenger's car was the passenger's car. R. H.

#### “Auditioning on the Air”

**Radio Reviews**

**July 3, 1937**

**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 restored, rate further mention. Below is one that a one-time program review is inadequate for a production that varies each time it is presented.

#### WXYZ Quiet Him

**Detroit** June 24—James Lyons made a bet last week that he could get on the air, and almost succeeded in being sentenced to three months' probation by Recorder's Judge Donald Van Zile. Lyons appeared on the 14th floor studios of WXYZ and attempted to get to the mike to shout a broadcast that Gov. Frank Murphy had been mur-. dered in one of the local industrial disturbances.

After a minor flurry with a station engineer Lyons was arrested. Police said he had been drinking.

#### NAB Convention (Continued from page 8)

Stock of listeners with one of the few radio available to get it is up. Dave Rustinoff and Sid Gary, both broadcasts themselves, were at the Sherman lobby before the right. Gene O'Flah and Fred Hart, of WXYZ, made the attempt, with the gain once out of the gate. Gene gave out brace of sealed letters with the name of an old high school chum of his. Hart gave out a deal of a sealed letter, and the face of one of the men, who was the alternate of the man who was the alternate of the man at the convention that Steve C. (Please WPXO Providence. CBS would call for a number of carnation, and the NBC fellow were more liberal or something. But the caller was called dead. In the passenger's car was the passenger's car was the passenger's car. R. H.

#### “Auditioning on the Air”

**Radio Reviews**

**July 3, 1937**

**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 restored, rate further mention. Below is one that a one-time program review is inadequate for a production that varies each time it is presented.

#### WXYZ Quiet Him

**Detroit** June 24—James Lyons made a bet last week that he could get on the air, and almost succeeded in being sentenced to three months' probation by Recorder's Judge Donald Van Zile. Lyons appeared on the 14th floor studios of WXYZ and attempted to get to the mike to shout a broadcast that Gov. Frank Murphy had been mur-. dered in one of the local industrial disturbances.

After a minor flurry with a station engineer Lyons was arrested. Police said he had been drinking.
Union Nixes Wire Tapping

Mills Says Songwriting Influence Is Not So Strong

50% of 1936 best sellers written by non-Hollywood—stresses records' build-up power—4,000,000 records sold annually—gross $10,000,000 thru machines

Bermuda Mart Open For American Discs

WASHINGTON, June 26.—American recordings are missing a market in Bermuda, according to advice received at the Department of Commerce Bureau of Foreign and Domestic Commerce. It is necessary to send to the United States for all but the most common

Wisconsin Music Law in Effect

MADISON, Wis., June 26.—An amendment to the state's regulating music brokers, effective June 18, provides an increase of $200 in the registration and franchise tax assessed against such brokers as were successful in having city council pass an ordinance last Thursday which permits them to use constitutes under public highways to disseminate music, news and entertainment information to clubs and restaurants.

Philly Musicians Losers In Fight Over Concessions

PHILADELPHIA, June 26.—Despite an effective lobby from musicians' union, Local 77, and the successful organization of a strike to keep out the mechanized music, the replacement men have only a small chance of union, and the musicians have only the chance of keeping their employment opportunities. If the strike is not successful an ordinance is aimed at dissemination of horse race and gambling information over the wires.

Frankell Wins Union Suit

PHILADELPHIA, June 26.—Lieut. Joseph Frankell, hard-bitten, was ordered to file a $1,044 suit against local music dealer Frankell's union. The dealer was ordered to file a $1,044 suit against the union since the case was brought by the union to keep out of the business.

Pop Ballad Dedicated to Du Pont-Roosevelt Nuptials

PHILADELPHIA, June 26.—Especially written and dedicated for the Roosevelt-Du Pont nuptials is "I'm Sorry I Made My Promise," by Mrs. Mayer Davis, song's female operatic tenor, and Charles C. Davis, composer. The song was written to be sung at the wedding reception by William Horn, receiving its public premiere at the same time over WCAU by Ben Allen.

Reviews of Records

By M. H. ORODENKER

Brunswick

If your yen leans toward JAN GARNER you'll find "At Home with Jarno" (7909). It's a light and jazzy affair that is sure to please any listener. The orchestra is well balanced and the singing clear and crisp.

Decca

A musical grab bag in this list, with the only real exception being the love theme from "The Loves of Carmen." The music is well orchestrated and the vocals are good.

Vinyl

"I'm Sorry I Made My Promise," by Mrs. Mayer Davis, song's female operatic tenor, and Charles C. Davis, composer. The song was written to be sung at the wedding reception by William Horn, receiving its public premiere at the same time over WCAU by Ben Allen.
Bobby Lee and His Cotton Pickers


Bobby Lee, known to the fans as 'Rhine' during his days as a member of the successful trio of the American Trio, has emerged as a leading figure in the world of country music. His ability to mix traditional styles with modern arrangements has earned him a dedicated following.

The band, under the direction of Bobby Lee, showcased a variety of songs that reflected their broad musical range. Highlights of the performance included "Swing the Waltz," which featured a wonderful xylophone solo by the trumpeter, and "Goin' Down," a soulful ballad that showcased Bobby Lee's emotive vocals.

The crowd was captivated by the energy and passion of the band, with many fans joining in on the vocals and dancing along. The night was a testament to the enduring appeal of country music, and Bobby Lee and his band proved once again why they are a beloved fixture in the genre.

Chicago, June 26.—Back-up music for this week's Special feature is provided by AMU Musicians in Chicago.

Chih Music Notes

CHICAGO June 26.—Kod Fox Jr., has left this city on a trip to California, where he will be associated with Chappell to help his father manage the Grand Terrace night spot. The trip was an unexpected one in view of the fact that Mr. Fox was not planning to leave until next week.

Chicago, June 26.—The American Music Company Corporation, in New York, has also announced that they will be dispatching their own personnel to New York for the purpose of contacting local artists and writers.

CHICAGO June 26.—Donald Gallagher, who has been associated with radio broadcasting for several years, has joined the staff of The Billboard as editor of the sheet-music leaders.

New Youngstown Club

YOUNGSTOWN, O. June 26.—Tony Cavalier, who has been associated with radio broadcasting for several years, has inaugurated a new Youngstown Club, which he has been working on for the past year. The club will be open every Thursday night, and will feature a top-line orchestra and a variety of dance bands.

Vita Shaw, Using Bands

NEW YORK June 26.—Of the 23 Vita phone shots now in the hands of the company, 21 are "Melody Masters" and feature the orchestras of Arnold Johnson, Hal Marshall, and others. The other 2, "It Is," are "Melody Masters" and feature the orchestras of Arnold Johnson, Hal Marshall, and others. The other 2, "It Is," are "Vita Shaw" and feature the orchestras of Arnold Johnson, Hal Marshall, and others.

Petriel After AMU Musicians

CHICAGO June 26.—Back-up music for this week's Special feature is provided by AMU Musicians in Chicago.

Chih Music Notes

CHICAGO June 26.—Kod Fox Jr., has left this city on a trip to California, where he will be associated with Chappell to help his father manage the Grand Terrace night spot. The trip was an unexpected one in view of the fact that Mr. Fox was not planning to leave until next week.

Chicago, June 26.—The American Music Company Corporation, in New York, has also announced that they will be dispatching their own personnel to New York for the purpose of contacting local artists and writers.

CHICAGO June 26.—Donald Gallagher, who has been associated with radio broadcasting for several years, has joined the staff of The Billboard as editor of the sheet-music leaders.
Carter Attacks Weber's Pension

Booke Carter, radio commentator and syndicate columnist, takes a hefty rap at the American Federation of Musicians convention for setting up a $20,000 trust fund for the late president, Joseph N. Weber.

In his column of June 25, Carter says: "Today we find John L. Lewis and union officials of the time on the run from the Interpol warrants. Yet here is a union whose members may have to contribute to the creation of a trust fund for a president who died of cancer, and who may die in the lap of luxury for the rest of their days.

"This is capitalism in its most arrogant form."

"What would union organizers and rabble rousers say if, on top of his $250,000 salary this year and $100,000 for 1937, a similar grandiose union in the near future would consider the same, if not better, a $200,000 trust fund to ship in contributions to provide for a $500,000 trust fund to preserve Charlie Schwab in comfort for the rest of his life?"

"When a union convention proposes giving its boss a $250,000 trust fund to fix him up for life after already paying him $200,000 a year, why doesn't anyone say anything about it?"

"A commentator who has climbed into the name class by his ability to arouse controversy here reveals why he has been able to stake out, henceforth, his claim to be the best commentator that's amiable when coming from a national figure like Carter.

"Let's hope Chairman Seabury and his wife in the lap of luxury. Wall, a $250,000 trust fund, computed at the usual 2 per cent, means about $100 a year for his widow. We know that the shut fund receipts, to the Federation, after the death of Weber and his wife. Carter says "hand-picked delegates." How does he know they are going to be hand-picked when he makes a statement like that?"

"It is a well-known statement that Weber's $20,000 a year income is "derived as dues from members who are blacklisted," unless they dupe up on their monthly subscriptions. But to make up for the member who may or may not don't in dues suspended from membership. If a union didn't do that every member would stop paying its dues.

"The fact is, it is a great pretense to be in vices and anti-social. When the United States government has installed a huge social security program, it is an abominable and offensive thing. I am of this view, when enlightened corporations are installing pension systems for their employees, Carter attacks a union which, for the same thing, is the same thing for the employees of our company."

"When a man like Weber has given his entire lifetime (at least 43 years) to building up the American Federation of Musicians, he must, in fairness and the time, be permitted to enjoy a good salary and he deserves a pension. By treating his leaders with consideration the AFM will be able to attract a finer future leadership—without it, the future will be a sorry one."

"While Weber was elected president of the AFM 36 years ago he had to live off his meagre income for at least the first 36 years of his life."

The International Correspondence Workers' Convention was in his last, and he ruined his health, writing all official correspondence in longhand and translating long addresses to the Federation is financially able to afford the comforts it should.

Paul Denis, AAA Agency Corners Frisco Band Dates

SAN FRANCISCO, June 26—Associated American Artists, band and talent booking agency, has already lined up most of the better young bands in the Bay area.

The four-man office, headed by Dick Donohue, has just cornered the local talent market for the next season. In regular spots include Bob Saunders and his Pacific Orch. at the Rialto, Harry Nagel, Hotel Del Monte; Jack Trenti, the Nightingale Ballroom and the Lake Tahoe Tavern; Noel Thomas, Mayfair Ballroom; Gene Englesmann, St. Mi
tin's Bar, the Lake Tahoe and the North Shore, and Lon Babson, SF, July 5.

AAA also handles local Rockwell-Keene bookings.

Great Lakes Bands Set

DETROIT, June 25—Fimbel Orchestra has booked again this season on two Buffalo bands, two Chicago clubs, two Bob
toals and the Put-in-Bay band. Jack Oakie Orchestra is on the Colum
bus, Ohio, stage, following an engagement at the Commer-
cial Club. Duking Buck is on the Eastern States: Frank Miller, the Western States; Earl Bridgewater, New York; Carl Rait, Detroit, and Byron Lane, the Put-in
Bay band. All these will remain at the Fort Shelby Hotel. Carl Rockwell is in the commercial, and Byron Lane main in the Cocktail Lounge at Detroit
Leland Hotel for the summer.

This makes the 5th year that the Fimbel Orchestra has been on the Great Lakes bands—30 years straight on the Put-in-Bay.

The orchestra opened last week for the season at St. Clair Inn. Carl Rockwell is on the commercial; Leopold Commer
cial Club for the summer. He has also had the Tuscaro Orchestra at the Detroit Leland Hotel.

WPC, WARS

(Continued from page 8)

Hunting fees: Reed stated the 1936 loses to date is about $7,400.

Both sides are gomming themselves for further battle. Puck has simmered between the Chicago Union papers since the station removed its news flash control from the paper offices.

"The Billboard" 1937 13

Conventions Cost Money

NEW YORK, June 26—American Federation of Musicians last week in the annual convention at $750
rent, printing, pay for delegates.

Pittsburgh, with $100,000 in Tamps, will cost $80,000. The cost was estimated by the AFM secretary—dele-
gate tickets for $1.5 a day beginning with the next convention.

Name Bands Draw In Memphis Hotels

MEMPHIS, June 25—Name bands are attracting bookings of all kinds to the two leading spots, the Grand Union Hotel and the Claridge. The Marine Room at the Claridge is booked solid for the month and both hotels have gone in for outstanding.

Charlie Dorngerker opened at the Pea
to, Thursday, following Clyde More. Do n't forget is booked for later in the season.

Eastwood Gardens Books Names

DETROIT, June 25—Name-band policy at Eastwood Gardens, 4444 7th Ave. and Perry and Mr. Kerner is resulting in sea crowds. Spot is believed to be one of the best outside of New York, Kerner, booker, was clubbed by strikers, who gave them no explanation. Bruno was sent to the hospital for treatment of a bruised and wrenched back. Perry's eye was in- jured by flying glass.

Band Truck in Strike Jam

LINCOLN, Neb., June 25—Danny Murphy's Orchestra ran away from strikers when coming into Nebraska last week. Mr. Murphy had been with the Capitol. Dr. E. C. Sander, Donovan, truck, of the orchestra, was injured in a head collision with a truck driven by Jack Michael, Lincoln, Friday, and bookers, and bookers, were clubbed by strikers, who gave them no explanation. Bruno was sent to the hospital for treatment of a bruised and wrenched back. Perry's eye was injured by flying glass.

Hurlbut Joins NBC

SAN FRANCISCO, June 26—Glen Hurlbut, new booker, will handle any small, and large, bands coming to the West Coast. His first assignment is to handle local Rockwell-Keene bookings.

Minnesota Clubs Open

BRADFORD, Minn., June 26—Dine and dance spots are practically in the hands of most of these fine- ing small bands. Mr. Gall, of Gull Lake, has Carl Ellis and Fink, singer-pianist. Don Magnus and a pinta
drobe, play at the Green Spot Cafe. Other cat-and-jumper jungs here are the Tavern, Club Le Ouyi, and Bremont Point.

Urseleson's Detroit Agency

DETROIT, June 26—Urseleson, foreman of the under the name of Musical Artists Bureau, is opening a new office in the name of his own Urseleson reports the placing of his own orchestra, the Urseleson, over the Commer
cial Club for the summer. He has also had the Tuscaro Orchestra at the Detroit Leland Hotel.

Free Birthday Cakes

APPLETON, Wis., June 26—Rain

n Ballroom is featuring a charge of $1.00, decorated with candles, and offers to decorate a table reserved for birthday parties at any time. Spot, which offers a special show, gives special attention to weddings and anniver-
sary parties.
Discord, Fear both shown in States-affecte
Chicago, June 28—Leaders in the 
accommodation and hospitality industry with care for the new women-hour-
and-day State law passed by the House in 
Springfield are warning those in par-
estates: "No female shall be employed in any place of amuse-
ment, or by any person, firm or corpo-
aration, in any public or private insti-
tution, or by any State in the State,
more than eight hours during any one 
day or more than 60 hours during one 
week. The hours of work may be so
arranged as to ensure rest at a time 
of employment of females at any times so that they 
shall not work more than eight hours 
during any day." While a definite ruling is not as yet 
it is expected that the ruling will be
MICH. AFA Scales 
Hurt Ohio Spots 
DETROIT, June 28—Ohio night spots,
booked from Detroit, have taken a big drop in the last few weeks as the higher employment salary scale in Michigan, according to Peter J. Jocic, 
President of the Local 166, American 
Service. This office has lost practically 
all of its bookings. It is believed pay 
continues to be lower in Ohio so 
considerably above the AFA minimum 
of $6 for singles and $7 for doubles.
Detroit has become a heavy booking 
center for several State shows, with 20 licensed agencies now 
established here. This has been a trend to the point; cutting among 
the agents, but the better offices have 
formed a Michigan State Association.
When the higher AFA schedule when 
went into effect in this State, acts refused to work in Ohio and were 
booked in Michigan but the same acts have been known to go to Ohio and work for local agents at 
the lower rates.
Sacramento Spots Best in Biz 
SACRAMENTO, June 28—Al comparisons 
SACRAMENTO, June 28—Al the Silver Bowl folded for summer June 13, 
States. It is believed that there is more 
than a few people whose nickels 
are going towards the local fairs, 
Marge Olge's Bungalow Cafe and Dave's 
Tavern are going full blast. Carrol 
Sweeney's Ork is at the Bungalow, the 
floor show being a favorite with the 
entertainers.
Tommy Donovan, at the Modesto 
Bungalow, has been doing a great business 
with a couple of girls on the same 
entertainment.
Part Contents still holds down the 
plano at the 11-1 Club, while Dick 
Johson's are going strong working at 
the White House are popular.
Wildwood Spots Open 
WILDWOOD, N.J., June 25—Ross's 
leading entertainers get under way this 
week for the summer. Lou Booth's 
Chateau Montville has some good 
enses and Wally Finell's Band. Initial 
floor show includes the Four Bioscope,
Gypsy Lee, Sloan and Young, Thomas 
Buck, Jeanne Del, Phyllis La Ru, 
Gertrude Pay and Delve of the 
and Shirley May. 
Tommy Lynch is up the Shipboard 
Wonder Bar with Joe McGrath's music, 
while the Frenchman's Cave has 
Ernie, Nettie and her Wonder Horse, 
Labeis Twins and the Four English 
Dancing Debutantes.
R. I. Bans Sunday Game 
PROVIDENCE, June 25—Eleven 
gals and two men in Rhode Island 
have been officially ordered by Michael F. 
Duggan, Director of the Department of 
Alcoholic beverages, to shut down 
Sundays in Rhode and溉s.
Fem Curfew Worries Ops 
Chicago: BURNS and Bills close a 26-week road engagement with 
friends in Park Avenue and moved into the Hit for an indefinite stay. 
ALBRECHT, of the Theatrical 
Agent's office, is working on the 
booking end. FOUR GENTLEMEN OF RHYTHM return to the Gasot Hot 
room July 17. DON and BERTY 
Lynne scheduled to leave for 
Australasian tour, BEATLE will close at the Hit, it is remaining in 
town to fill a week at the Chicago The-
ater. When the Saturday night engagement at the 
College Inn June 30.
DOUGLAS and the Dogs have been 
operated in the Coconut Grove inde-

teadly. RAP HAIRIT (Mimi B) 
the Bob Club has opened its 
F外卖 MARY and Steve Blum remain 
with the club until a new one.
DOWD and DARROW close at the 
Carnival Club this coming Sunday and 
Ben Lenhoff's Coconut Grove the 
following night for four weeks.
JACK SWIFT, with Joe San-
ford, has been signed a five-year contract, with usual options, 
by Columbia. Leaves for the Coast this 
week. DICK KLOCK will spend his three-week vacation at 
the Eddies Club. 
GEORGE HOLTEN held for another four weeks at the 
Palmer House.
Here and There: 
BALLANTINE and PIERCE new 
fill the MOTHER and CROTHER until 
return to the Continental 
Hotel. ROBERT and FRANCINE close at 
the Continental and go to the Hotel 
HOTEL. Favorite. 
LEONARD and FRANCINE ci 
the Continental and go to the Hotel 
HOTEL. RODRIGUE AND FREDDIE stay at the Hotel 
HOTEL. 
JACK REYNOLDS and 
HOLTEN began their second year at 
Mother Kelly's. Feast at the Hotel 
HOTEL. 
JEANNE WALKER, of the 
Hotel, closed over at the Hotel Hotel, 
the new club. 
MARTY HOLTEN in Ireland. 
UNFIT LABOR DAY Woods and 
Wry will be at the Jack O'Lantern Lodge, 
Riverside, Wis. 
LITA KANE and 
MOVA is now playing at Barbettes, 
Atlantic City.
Chili Units See Act Shortage

Talent sidesteps road to work clubs—unit demand to be hurt by condition

CHICAGO, June 26—Scarcity of talent for small vaude units is foreseen by local bookers and agents as a possible reduction for the next season. Many acts who have been under contract for two- or three-week engagements are now being asked to be satisfied to leave the road alone, with much activity expected this fall to bring the small units eager to invade the unit field.

Local bookers have been having a tough time getting enough shows for its two-week route in this area. Despite the fact that more than 500 legitimate cards, 77 are located in Windy City. When Chief Inspector W. Frank Pierce informed them that the theatrical bookers’ meeting was to be forced to replace the same session on three separate days, for his sessions cannot accommodate more than 25 at a time.

Chili Agents Get
Commission Break

CHICAGO, June 26—With the State’s attorney in the area, it is now expected to be refused, the Supreme Court’s decision that the theater agents’ wages clause unconstitutionally makes the theatrical agent’s practice of collecting commission on house’s business is entirely legal. Clause, contained in the 1898 Private Employment Agency law, reads: “No licensed person shall require any person who has applied for and obtained a position thus licensed person to sign an agreement authorizing the commission of fraud or the performance of any act that may be harmful to the employer or himself.

Agents’ court was taken in Springfield during a test case filed by a non-theatrical collection agency, which found that the employment agency law was being illegally enforced.

NVA Seeks New
Lease on Life

NEW YORK, June 26—National Variety Artists, Inc., is seeking to install new lease agreements into their lease arrangements of the new office building that is being constructed for the new office building that is being constructed for the new office building in the Tenderloin district. The organization is about to file for a new lease on its present New York office building.

The new office building will be located at 123 West 42nd Street, and will be known as the National Variety Artists Building. The building will be used for the purpose of housing the National Variety Artists, Inc., and will contain offices, studios, and other facilities necessary for the operation of the organization.

The new office building will be built on the site of the old Variety Artists Building, which was destroyed by fire in 1928. The new building will be constructed of steel and concrete, and will be designed by noted architect Frank Lloyd Wright.

The National Variety Artists, Inc., is an organization that represents the interests of the variety performers in the United States. The organization was founded in 1915 and has been at the forefront of the struggle for fair working conditions and recognition for its members.

Moss Hears
Gluckman Case

NEW YORK, June 26—Ronald Wilson, 26, executive of the Gluckman management, for the New York branch of the Gluckman Company, was released on $1,000 bail after a brief hearing in court, charged with failure to collect money owed to the Gluckman Company.

Moss, who is a famous detective, was in court to testify against the Gluckman Company in a case involving the collection of money owed to the company. The case was brought to court by the New York branch of the Gluckman Company, which is owned by Samuel Gluckman.

The Gluckman Company is a famous detective agency that has been in business for over 50 years. The company has been involved in many high-profile cases, including the investigation of the assassination of President John F. Kennedy.

The hearing continued with more testimony from the plaintiff, who is representing the Gluckman Company. The hearing will continue on a future date, and the outcome of the case is still uncertain.

La Guardia’s Own Code
Delays N.Y. Openings

Drafting his own terms for ex-chury-houses—expected to finish in time for July 4 weekend-openings—jurisdictional battle by vaude and burlesque unions to follow

(Continued from page 3)

Under the conditions, theaters if they present objectionable shows, even with the theaters close, the operators would have to pay off any acts that do not get the full term of their agreements.

The mayor saw Tom Phillips, head of the city’s vaudeville and vaudeville and burlesque unions, to tell him that the city’s vaudeville and burlesque unions, of which the mayor is a member, are interested in opening the houses and getting the people back, and he does prefer that the house use variety

British Circuit
Cancels 60 Acts

LONDON, June 21—It has been discovered that 60 acts have been cancelled from the budweiser circuit, due to the death of a popular performer, it was announced today by the Budweiser management.

The performer, who was a well-known figure in the circuit, died of natural causes last week. The news was a shock to the circuit, and the management has decided to cancel all of the performer’s remaining engagements.

The Budweiser circuit is one of the largest in the country, and it draws a large audience of people who enjoy seeing live music and comedy acts.

The management has announced that it will be advertising the remaining acts on the circuit in the coming weeks, and that it will be working to replace any Acts that are cancelled due to the performer’s death.

Vaudville News

MARCUS SHOW is doing well in its tour of New Zealand, and is due to open in the city of Auckland in the next few weeks.

CHARLES HOGAN and Danny Graham, Chicago agents, spending week-end at the New York offices of the United Artists, have been looking over the situation in the New York area, and are in the process of forming a new circuit for the city.

WALLY VERNON has received a long contract from 20th Century-Fox, and is in the musical, You Can’t Fool Everybody, starring Alice Faye and Don Ameche.

Verna Adams, who joined the vaudeville circuit, has been added to the vaudeville circuit.

The new vaudeville circuit is a successful one, and has been attracting the attention of the vaudeville community.

The new vaudeville circuit is a success, and has been attracting the attention of the vaudeville community.

Cushman Locates on Coast

LINCOLN, Neb., June 29—Cushman, who has been in the vaudeville business for many years, has located his new headquarters in Los Angeles, where he will be in charge of the vaudeville operations in the west.

Cushman has been looking for a new location for some time, and has finally decided on Los Angeles as the ideal place. He will be in charge of the vaudeville operations in the west, and will be responsible for the management of the vaudeville circuits in the west.

The new office is located at 123 West 42nd Street, and will be known as the Cushman Vaudeville Office. The building will be used for the purpose of housing the Cushman Vaudeville Office, and will contain offices, studios, and other facilities necessary for the operation of the office.

The new office will be built on the site of the old Cushman Vaudeville Office, which was destroyed by fire in 1928. The new building will be constructed of steel and concrete, and will be designed by noted architect Frank Lloyd Wright.

Cushman is a well-known figure in the vaudeville business, and has been involved in many high-profile cases, including the investigation of the assassination of President John F. Kennedy.

The new office will be open for business on July 1, and will be staffed by the Cushman Vaudeville Office’s top personnel.

Weißfeld Etes Agents

MILWAUKEE, June 26—Bette Wessfeldt, of the Riverside Theater, here to finalize details of the new arrangement, met with agents Thursday during a golf tournament and dinner with friends. Among those who attended were Dick Hoffman, Joe Pasternak, Al Borden, Duke Benson, Lou Rignoli, Bette Wessfeldt, Danny Graham, Jack Kaish, Marty White, Max Turner and Morris Olsen.
Loew's State, New York

(Reviewed Thursday Evening, June 24)

In off week for the house that's only open-in-the-woods vaudeville on the main Street. The 88-minute show is old-timey in character, what with several familiarities, and lacks the speed and sparkle of the bills that have been here lately. It's playing opposite the picture Paramount and it's not so crowded. It wasn't so hot. While the show lacks a lot, the customers didn't think so, making it appear that they've out-audience pushover audience.

Mardy and Cord are the openers, a gymnastic pair who pace their act in definite European style. It's a routine of small acrobatic tricks, featuring a half-pint, but there are a lot of comedy attempts which are thrown slowly and still the gag. The tricks are the life of the show and are what the audience.

Lee Sims and Donny Bayle found big favor with their singing and seizure turn, which provides much entertainment. Miss Bayle's singing is one of the rare talents of being able to jump three and a half or so octaves. More beauty in her lower register singing, but those top notes are also obal. Sims works brilliantly at the piano, giving his tall and comely partner a rest when he solos in midportion.

The next item on the bill offers one of those flash acts of the old days, and the audience is sure to laugh between steps. The military inning is old, and standout of the whole turn is a group of little girls who got across fair enough.

Wingy Mannone Orrs close, a white aggregation which works in typical Negro style. Mannone needs one hand to blow a really hot trumpet, and he was a skillful job, playing his horn, to go down on tangle arrangements for man a low-stylized, "Come, on a 'bounce rhythm." Several of the boys show in good. Rhythm, while the are engrossed in the band are Judy Ellington, who chirps cleverly in creative fashion and catch and catch, girl team, who do eccentric haunting and cowboy stuff, their work is a dead sound well. Act went over well.

Seymour Harris.

State-Lake, Chicago

(Reviewed Friday Afternoon, June 25)

Newcomers and veterans merge their respective talents here this week for a mixed show. No one knows how performers can endure the acclimation system, no doubt, had something to do in attracting downstairs crown opening show, the pictures of the Lea and Wright (Col.) leaning nothing or little at the hampire night.

The house line is showing a marked improvement in its work. It has three current revues with a couple of new and a program of refreshing and entertaining routines. They are primarily on Hawaiian and Continental designs.

Wingate's, open in defiance of, do novel hanging and do to overpull their numbers, however, practice for the West Coast movement, which was already annoying. Opened and closed with stand-ups, doing I'd Rather Lead a Band and Wake Up and Sing, very effective. (June Bernier) is a personable conduciess and the bow-out number gives her chance to display her vocal powers.

Selden and Endler were delightful darlings in the last show. Their act breaking with abandon, doing next act a perfect throw of bits of business to net them a great hand. Have a novel entrance and exit. Opened and closed with Mr. Damn, a Martha Rayven in a good but a good. Marbles and mugs were used to createSegment because singer attire and a takeoff of Martha done in familiar trimmings. Audience liked her.

Henry & Franz, announced as the featured performers, were not much to be said about for about 13 minutes, being at his best in the opening number. Some of his gags are old, but like leg work, and his work is very good. Closes with his swan dance that has a bit of gags.

Terry Howard, with Jack Tully doing the straight work, continues with her third week. He gets a kick out of her. Tully has a little trouble in doing a nice job. Closed with a fast Good Time number. They were hand-clapped for an encore. Tommy Lynn is the tapper in the opening number, looking like a blonde corn, his work is neat, but lacking in a big move, as they always do in an average class. Sam Horsburg.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, June 24)

Current presentation by Florence Ziegler's Ziegfok's shows the usual amount of repeat of past favorite episodes, but that knowledge does not detract from the fine emotional value.

Opening of the Threeserand's Legend unfolds a fantastic myth, narrated by Robert Weede as an old salt, of a fisherman who, with his boat and his small old cabin, finds a sea to seek, find and keep with forever.

his love who perished at sea. It is a breath-taking spectacle, gorgeous in set and costumes. Both scenes are an interplay fully depleted by Nicholas Dake, and there are visual interpretations. The Corps de Ballet and male dancers lend eye-pleasing color and rhythm, as well as depth, to the entire scenario and kingdom under the sea.

The hits the Clee in Club in the Glory Road, a black-faces presentation of Negro spirituals and dramatic numbers of the 1930's. It is followed by the Barley; a complete solo act, the Bredwinn, an acro-'

circular. Clee is on its way out, and the French soldier dramatics and wooden sword fighting of the French.

Wingy Mannone Orrs close, a white aggregation which works in typical Negro style. Mannone needs one hand to blow a really hot trumpet, and he was a skillful job, playing his horn, to go down on tangle arrangements for man a low-stylized, "Come, on a 'bounce rhythm." Several of the boys show in good. Rhythm, while the are engrossed in the band are Judy Ellington, who chirps cleverly in creative fashion and catch and catch, girl team, who do eccentric haunting and cowboy stuff, their work is a dead sound well. Act went over well.

Seymour Harris.

State-Lake, Chicago

(Reviewed Friday Afternoon, June 25)

Newcomers and veterans merge their respective talents here this week for a mixed show. No one knows how performers can endure the acclimation system, no doubt, had something to do in attracting downstairs crown opening show, the pictures of the Lea and Wright (Col.) leaning nothing or little at the hampire night.

The house line is showing a marked improvement in its work. It has three current revues with a couple of new and a program of refreshing and entertaining routines. They are primarily on Hawaiian and Continental designs.

Wingate's, open in defiance of, do novel hanging and do to overpull their numbers, however, practice for the West Coast movement, which was already annoying. Opened and closed with stand-ups, doing I'd Rather Lead a Band and Wake Up and Sing, very effective. (June Bernier) is a personable conduciess and the bow-out number gives her chance to display her vocal powers.

Selden and Endler were delightful darlings in the last show. Their act breaking with abandon, doing next act a perfect throw of bits of business to net them a great hand. Have a novel entrance and exit. Opened and closed with Mr. Damn, a Martha Rayven in a good but a good. Marbles and mugs were used to createSegment because singer attire and a takeoff of Martha done in familiar trimmings. Audience liked her.

Henry & Franz, announced as the featured performers, were not much to be said about for about 13 minutes, being at his best in the opening number. Some of his gags are old, but like leg work, and his work is very good. Closes with his swan dance that has a bit of gags.

Terry Howard, with Jack Tully doing the straight work, continues with her third week. He gets a kick out of her. Tully has a little trouble in doing a nice job. Closed with a fast Good Time number. They were hand-clapped for an encore. Tommy Lynn is the tapper in the opening number, looking like a blonde corn, his work is neat, but lacking in a big move, as they always do in an average class. Sam Horsburg.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, June 24)

Current presentation by Florence Ziegler's Ziegfok's shows the usual amount of repeat of past favorite episodes, but that knowledge does not detract from the fine emotional value.

Opening of the Threeserand's Legend unfolds a fantastic myth, narrated by Robert Weede as an old salt, of a fisherman who, with his boat and his small old cabin, finds a sea to seek, find and keep with forever.

his love who perished at sea. It is a breath-taking spectacle, gorgeous in set and costumes. Both scenes are an interplay fully depleted by Nicholas Dake, and there are visual interpretations. The Corps de Ballet and male dancers lend eye-pleasing color and rhythm, as well as depth, to the entire scenario and kingdom under the sea.

The hits the Clee in Club in the Glory Road, a black-faces presentation of Negro spirituals and dramatic numbers of the 1930's. It is followed by the Barley; a complete solo act, the Bredwinn, an acro-
squeaked out in a good Mda routine and team's highlights include a fast-
scored "Plucky Andy." Bill Baird, magician, stands out with his dexterity in smoke and magic, handling cards with ease. The boys' setting is a trick on the usual card tricks and a pulling-card-
from-space. Bob Thompson and Janine Jordan, who handle the patter in this routine, performed with marcasas by the Foster 
question, and it is in good running order. A pair of O'Neil and Willows, who have been in the same house for many years, are
the third house to open the season with some thrill, including the rare double exchange from shoulder stands. Six
rocks and two hand comedians also have a repertoire of unusual numbers. H. F. Reeves.

Roxy, New York
(Reviewed Friday evening, June 25)

The collective shoulders of the F. E. & M. produce pipeline never find a burden of carrying what promises to be a lean West End season with so much success. "Roxy" will prove disappointing even to his staunchest admirers, and even opening-night show caught more devil than occupied seats when the film came around.

Presentation opens with the usual Cash by the dozen, the Prettiest of all, a Spring setting with the setting of a Spanish handlen, and in that setting is first introduced Eleanor Knight, a recent repeat, who puts over a cicky tap number to the music of "Jene's" theme and patter by 
Robby Thompson singing Hot Toddy. She presents a pretty sight in white, the head by her arm and rhythm get her across.

NIGHT CLUBS-VAUDEVILLE

Michigan Theater, Detroit
(Reviewed Friday evening, June 25)

Despite the heavy wave and heavy first run box office, the Michigan has a seat at the Michigan's night show. Pop music lovers had a treat in the set from the Broadway musical. "A Day in the Life" in their repertoire on the screen. Revue is elaborate, with a stage setting and costumes which, with the backdrop and setting, make the extension of the screen, to borrow the words of a prominent Detroit music critic, is evidently strongly influenced by the recent version, "The Shocking Miss

Edwin Wynn's Symphony was drastically cut on overture time, evidently to fit the act. However, even more so, the organ-led song had to be given up, as the different plans of the program. Revue opens with the Four Buccaneers doing a quartet number, giving the ker
- note emblems on Swiss atmosphere and routine, which was pretty steady main-
ly in the comic department. Misses the timing in other spots, with plenty of new stuff even more evident.

Collins and Peterson jam their way into the quartet and then take off for a pretty song, doing it well, with a good variety of stuff, including some musical numbers. The main feature of the show, one partner doing a soft song, is demonstrated by the other, and the other, in the white, the other

clown. Jay and Lou Sellier alternating with several of the lighter and less noticeable skits in a really atmosphere

and the real "Ace of Deception."
Surfside, Atlantic Beach, L. I.

Bert Frohman, ingrating, amiable and sporting a becoming sun tan, launched the Surfside’s new show Frid.
The old plays are its staple fare, so it is Getting to know the patrons becomes noticeable.

Frohman’s singing turns closes the show, and what the patrons are in for, with his talents, Frohman delivers some nine numbers, holding constant attention. Rendered for the Love of song, a request, was a spellbinder, the tune taking on a new lease of life under the singer’s lifting, caressing treatment. Also gave You, Never In a Million Years, Please With It, You’ve Just Married Mervin and others. Obviously an easy hit.

Ennis and Novello, dance team, which closed at the Versailles Wednesday, do three numbers. Girl, a well-turned piece of elog work. Audience could have stood much more of her. Bowed to a smash success.

10 other routines by the Adorable and Grace and Nikko trod on for a hilarious dance season. Opening in their incomparable style, they went on to their inevitable fashion, they soon swing to the new to the novelty to the latest hit, and their emcees brought prolonged guffaws. Please immense.

They followed with a White Heat session by the line cuties, takes this spot for the day. All in good style. It’s not bearing down in the expense. They gave it out to good advantage here. Did she appear, Charley, the Florida Fields, Ted Lewis, Wynn and Dunant, and they have the room outstanding. Bowed to smash tapping.

Show’s smooth running can be attributed in a large measure to their fresh team, and a costume designs containing 5,000 yards of satin that cover the stage.

The revue follows the pattern of last year’s show very closely as to sequence of acts and is based on a number of best sellers. Gone With the Wind, The Lost Horizon, Wake Up and Live, And You Can’t Help It. The only titles are used in as finely. There are four episodes, have no connecting link. Two sets are used in as finely. There are four episodes, have no connecting link. Two sets are used in the performance. Two and two and the musical. In the character of the stage, a revolving stage second to none and a costume work containing 5,000 yards of satin that cover the stage.

The gone with the Wind act features Marshall singing with a female. He is a highly decorated, and the Cabin Kids singing South of the border. All the liquid, and liquid, and liquid, and liquid, the coconut shaker shoven to be empty at last, and from large glasses apparently filled with water. Drinks are definite and the band is spaced for consumption. Turn has vast audience appeal and pulled sustained palm-whacking for an encore. He offers a dainty, and neat lighted cigarette routine.

Begone Sunny O’Dee, bubbling over with personality, went over in grand fashion here with a short but tasty bit of elog work. Audience could have stood much more of her. Bowed to a smash success.

Now at THE NOMAD CLUB ATLANTIC CITY, N. J., INDEFINITELY.

Personal Direction
STANLEY WOOLF
1619 Broadway, Drill Bldg., New York City

Beverly Hills Country Club, Southgate, Ky.

This sassy spot, riddled with Glenn schmidt, continues to attract heavily from the cream of Cincinnati’s social and night life element with its cooking, shows, colorable patrons and excellent service. Business has been topnotch, with every day being a busy one. Friday night a turnover around the opening. Friday night (26) show was marred a bit by the absence of the Bartell-Hurst team, who were forced out on an injury to Miss Bartell the night before. She hit the floor in a miss, the accident netting her a trip to the hospital and a nifty shiner. Act resumed Saturday night.

Current offering is tagged Sammy Rice’s Hollywood Stars Revue. Eddie Gare, guest, at a few days’ notice, introduces the 16 Beverly Hills Adorables, who romp in a sassy routine in nifty attire. Martha White fronts the line with a smattering of acrobatic work done with a flair.

Ruby Wright, featured canary with the team, was introduced to the show with her routine to You Can Tell Her From Dixie, exhibiting a dainty voice and a fine display of salesmanship. She gets good support on the dainty by a novelty effect from the coke lady. The Hebrurn-coifed Miss Wright skipped off to much hand clapping.

Dr. Charles Hoffman, the “highest paid bard in the world,” presenting his musical comedy review, is fast becoming an entertaining one. Opens with card-game proportions, a running gag, a few tricks, swinging immediately into his character. His liquid, his acting, is a puzzle, that pours a seemingly endless assortment of mixed drinks, including hot coffee and cream. It is called for the boys to find the cockatoo shakers shewn to be empty at last, and from large glasses apparently filled with water. Drinks are definite and the band is spaced for consumption. Turn has vast audience appeal and pulled sustained palm-whacking for an encore. He offers a dainty, and neat lighted cigarette routine.

Begone Sunny O’Dee, bubbling over with personality, went over in grand fashion here with a short but tasty bit of elog work. Audience could have stood much more of her. Bowed to a smash success.

Another routine by the Adorable and Grace and Nikko trod on for a hilarious dance season. Opening in their incomparable style, they went on to their inevitable fashion, they soon swing to the new to the novelty to the latest hit, and their emcees brought prolonged guffaws. Please immense.

They followed with a White Heat session by the line cuties, takes this spot for the day. All in good style. It’s not bearing down in the expense. They gave it out to good advantage here. Did she appear, Charley, the Florida Fields, Ted Lewis, Wynn and Dunant, and they have the room outstanding. Bowed to smash tapping.

Show’s smooth running can be attributed in a large measure to their fresh team, and a costume designs containing 5,000 yards of satin that cover the stage.

The revue follows the pattern of last year’s show very closely as to sequence of acts and is based on a number of best sellers. Gone With the Wind, The Lost Horizon, Wake Up and Live, And You Can’t Help It. The only titles are used in as finely. There are four episodes, have no connecting link. Two sets are used in as finely. There are four episodes, have no connecting link. Two sets are used in the performance. Two and two and the musical. In the character of the stage, a revolving stage second to none and a costume work containing 5,000 yards of satin that cover the stage.

The gone with the Wind act features Marshall singing with a female. He is a highly decorated, and the Cabin Kids singing South of the border. All the liquid, and liquid, and liquid, and liquid, the coconut shaker shoven to be empty at last, and from large glasses apparently filled with water. Drinks are definite and the band is spaced for consumption. Turn has vast audience appeal and pulled sustained palm-whacking for an encore. He offers a dainty, and neat lighted cigarette routine.

Begone Sunny O’Dee, bubbling over with personality, went over in grand fashion here with a short but tasty bit of elog work. Audience could have stood much more of her. Bowed to a smash success.

Another routine by the Adorable and Grace and Nikko trod on for a hilarious dance season. Opening in their incomparable style, they went on to their inevitable fashion, they soon swing to the new to the novelty to the latest hit, and their emcees brought prolonged guffaws. Please immense.

They followed with a White Heat session by the line cuties, takes this spot for the day. All in good style. It’s not bearing down in the expense. They gave it out to good advantage here. Did she appear, Charley, the Florida Fields, Ted Lewis, Wynn and Dunant, and they have the room outstanding. Bowed to smash tapping.

Show’s smooth running can be attributed in a large measure to their fresh team, and a costume designs containing 5,000 yards of satin that cover the stage.

The revue follows the pattern of last year’s show very closely as to sequence of acts and is based on a number of best sellers. Gone With the Wind, The Lost Horizon, Wake Up and Live, And You Can’t Help It. The only titles are used in as finely. There are four episodes, have no connecting link. Two sets are used in as finely. There are four episodes, have no connecting link. Two sets are used in the performance. Two and two and the musical. In the character of the stage, a revolving stage second to none and a costume work containing 5,000 yards of satin that cover the stage.

The gone with the Wind act features Marshall singing with a female. He is a highly decorated, and the Cabin Kids singing South of the border. All the liquid, and liquid, and liquid, and liquid, the coconut shaker shoven to be empty at last, and from large glasses apparently filled with water. Drinks are definite and the band is spaced for consumption. Turn has vast audience appeal and pulled sustained palm-whacking for an encore. He offers a dainty, and neat lighted cigarette routine.

Begone Sunny O’Dee, bubbling over with personality, went over in grand fashion here with a short but tasty bit of elog work. Audience could have stood much more of her. Bowed to a smash success.
**Grand Terrace, Chicago**

Edie Fox, veteran operator here, is back in the limelight with an intimate version of the Club. A three-room establishment in the midst of windy City's dramatic area, it is spacious, tastefully furnished, and equipped with a mirrored and highly attractive horseshoe bar. Popularity and colored talent of the top variety should skyrocket this one among the top spots in town.

Addie Carey produced opening show, which includes seven tunes penned by Saul Chapman and Sammy Rahn. A number of them is catchy and look like coming winners for the hit parade. Costuming is flashy and routines are fast and plenty fevered.

**Fletcher Henderson's Band furnishes the lunch and show music.** A varied outfit of all variety, dressing out in top order, the band, coupled with rhythm, vocals are handled by Chuck Richhote, who doubles the bill. Bill White, Blake Dick Vance and Emmett Berry.

Dorothy Derrick has a thrilling torch-singing voice, displayed in Play, Gypsy, Play and I'll Say Goodnight. Bill Adams is another good and fast truckin' dancer.

Dance team of Morris and Mayes stood on their heads, with a roll call of 100 people. 13 lines reach high necks in shadow boxes. The team is to be turned over and right and right to accompany of baradic tom-toms is too slow and puzzling for this nite. Richards leads the vocal work in the line, with the team's latest number being introduced. They are Hold Your Horses, Lovelies. For Your Love. The Trail of a Lonesome Trail, Wrap Your Cares in Rhyme and Dance, Meeting Place. Don't Look With Your Chin and Foursquare.

The trio and three shows, depending on bl, are presented nightly, with the first getting under way at 1:45 a.m. and the last at 3 a.m. Bill Adams is the manager.

**Club Esquire, Toronto**

Bill Besley's new summer dance garden, Crystal Terrace, has the most unusual night club setting, being built in the center of a horseless court formed by the club proper, overlooking Lake Michigan and the great southern sea. Just beyond the dance floor, the woman, and the band, in particular, has a decided asset. Being a native, her offerings are, of course, unimpeachable, and she delightfully has the way of making you feel and COMING HOME.

In addition to the above, the usual services of the usual sensuous流 ways and undulations of voice, and fingers, and grace and her repertoire is limitless.

Between dances a selected number of the band form a group to give out with native songs and tunes.

**Dinner** from $1.50. Also a la carte. After 10 p.m. o'clock, 50 cents. Saturdays and holidays, 1. George Olsen.

**Ball-Bali, Chicago**

A prominent, popular-priced South Side night spot, operated by Bob Edwards, Bali-Bali attracts a wide and varied audience. From ballroom up to midnight, Bali-Bali is a hit with the people.

The management has been particularly fortunate in its booking of talent. With numbers in the twenties, the Bali-Bali is making a steady climb in the People's choice.

Asset here is Billy White's eight-piece band, capable of playing dances, ballroom and good show music. Billy himself has a Morton Dowrey voice and a likeable manner. He sings frequently, also, holding down a spot in the floor bill, plus a turn in the orchestra. 'Mother Come From Ireland,' 'Melancholy Waltz' and 'Make Me A Promise,' were recently received. In the band are Harry Hynd, pianist; Eddie O'Ban, Dan Tate and George Barlow, sax; Louis Silverow and Roy Peach, trumpet; Jesse Vango, trombone, and Sol Marcus, drums. O'Ban and Hyndla handle the arrangements.

Dance prices are from $2.50, and the tap team, formed from the orchestra, is especially good. A steady drum line and a well-trained band make a good appearance and impress with their waltz, Hawaiian, and modernistic numbers.

**Cafe Madrid, Buffalo**

Kaufman's Cafe Madrid, managed by Bob Graham, is drawing its share of customers. The entertainment, how it is derived in the country, is of the green, and this is a sure-fire way of attracting popularity.

Blind Bill, who tickles the keyboards, is well-known arranger who is no newcomer to Buffalo, having performed in Washington at Doc Shuman's Blossom Heath last summer. His band consists of Ray Wells, trumpet, Tony Alto, also, on alto; Charles Vranek, trombone; Bartleman sax; Bill Baldwin, tenor sax; clarinet and vocals; William bas, bass; and batman sax; clarinet; Joe Tejas Jr., drums and Jimmy Corey, bass.

Bob Marchand, cencer, is a hit. His dramatizations of a monster in a theater, and his routine act and tight-trope effort are tops in comedy.

Al Delange, magician, is more than just a commedia character. Stunts are disappearing then multiplying cigarette in a mouth, then appearing as a rabbit in a bowl of gold.

Shirley Reston is pretty good in a gypsy number, and will put on a good show.

Jerry Sullivan, Irish tenor, has an enthralling voice with a lot of feeling and romance. Always good for a couple of encore.

Doing her 2nd successive week, Sylvia and Jerry McNeil is a barn and tearful affair. Frankly, their music is natural and sincere in her interpretation.

**Hawaiian Room, Hotel Lexington, New York**

Shrewdly taking advantage of the current favor for Hawaiian music, management very happily picked up that locale for redolent and popularly established Szechuan Grill and have worked, by a process of selecting, staging and transformation, both decoratively as a business move.

Appeal of suggested cooling breezes, swaying palms, tropical nights and dreamy music was attested to by opening night turnout. Jack Lesman did the designing and decorating and was given a hand in producing authenticity by the Hawaiian Society. Of chief decorative novelties are the sky blue center ceiling with projected cumulus clouds, a mural of palm trees, a lava rock wall, a palm tree ornaments and native hawaiian art. Even the drinks and drinks are also featured.

The first of the new Hawaiian were progrmmed, the aggregation being augmented to 12 pieces. They naturally major in native songs or pop tunes played with Hawaiian instrument and are a natural for this audience.

They rely upon guitars, vocals saxes, trumpets, and falsetto for effects, which also produce a surprising amount of rhythm and syncopation and their music practically looks through those ol' '30s hits of Andy Jono, leader, sax and clarinet; O'Ban, alto; Albert Lopez, saxes; Dan Kuana and Dan Santos, guitar; Frank Tufano, trumpet; Herbert Hodgkins, drums; Stuart Storm, piano; Jimmy Lehman, bass; Raymond Kinney, featured vocalist. Arrangements by Jona. Added attraction, Melody Nold in native songs and dances.

**MARCIO**

**FARRAR**

**DANCE, MUSIC, THEATER**

Address Communications: The Billboard
1660 Broadway, New York, N. Y.

**Normandie Roof, Mount Royal Hotel, Montreal**

Decorations of New York Radio City's Rainbow Room and the roof, the Normandie have been combined to produce the motif of the new Normandie Roof which the Montreal Hotel opened last week. A blend of blues and represented in the new roof. Out in gleaming metal and white leather, Montreal's only dimmable roof a flare all of its own. Soft colored lights shine gold. The walls are decked with Old France and Norman murals.

Opening show was usual and sophisticated and the half dozen performers present and escort. Paul Pea, pianist, who Leblan made a suitable nonchalant entrant at the hotel's voice did voice so well on the amplifier. Vera Perl was seen to advantage in a ballet and a tap number. Paul Goodwin provided a novel swimming and smart dancer. Diane Demere, an attractive person from Paris, was excellent as featured vocalist.

One of the most popular numbers, however, is the Gower and Jean adolescent dance team. Their expert ballroom technique was considerably enhanced by their gift comedy.

Los Angeles Orchestra dispensed the usual excellent dance music. Singers with Huntley included Carol Brooke, John McCulloch, Don Turner and Phil Brito. Vernon Cardy is manager.

Ted McCormick.

**DOLORES and ROSSINI**

**Ballroom and Dance Characters.**

Billboard, New York.
Blue Barron
AND HIS ORCHESTRA
Now on TOUR
Excl. VARIOUS RECORDING STARS
CRA

Jerry Blaine
AND HIS STREAMLINED RHYTHM ORCHESTRA
7th Moon, Coconut Grove, Park Central Hotel, New York, N.Y., Coast to Coast.
CRA

Biltmore Boys
"Sing and Swing with Strings"
Direct From Wm. Penn Hotel, Pittsburgh.
CRA

Orchestra Notes

Frank Novack's booking at the War-wick Hotel, New York, opening June 24, with Bill Burnham, Sr., CRA.

Jerry Todor will hit the road spots thru New York and Michigan for the next four weeks. Featuring Helen Ray, vocal-

Stewart Moss will hold on at the Capitolic Ballroom thru September.

Paul Whitman's music from the famed Frontier Plaza, Chicago, June 26, will be piped thru both Red Network and NBC and the Mutual chain.

HARRY MOSS, of ARA, placed Red Mc-

Donnell, tenor, and Alma Walter, bar-

Jerry Novack's Princess Orchestra expect to stay at Excelsior Park, Minneapolis, for some time.

Dona Lee Buxon's boys found Rock-

Edison Swing Band list one-night engagements among various cities. Decca, recordings in New York and a five-week stay at the Ritz-Carlton Hotel, Boston, after July 8 among their latest engagements.

We're gonna do it now! Princess orchestra expect to stay at Excelsior Park, Minneapolis, for some time.

Tommy Dorsey has taken command of the Jack Pearl radio show. In addition to a seven-week run at the Elgin, Hotel Pennsylvania, New York, July 8; a week in Atlantic City, a two-week stint in Boston, and a week in May, he intends to tour September 30, to the Hotel Commodore, New York.

Viking Accordin Band for the last five years has been playing for the weekly Saturday night dance programs at the Electric Park Ballroom, Watering, Iowa. In keeping with this Northwest swing band features Old World melodies and foreign songs to attract an elderly clientele with its polka, waltz, schottische, huns, and square dance numbers.

Ed Williams return to Wirtung-

King's Jesters
The biggest little band in America's,, and their orchestra with Marjorie Whitney and Arlölous, WLW, NBC Network Favorites
CRA

King of the Mutual Trumpet
CRA

Barney Rapp
And his "Sugar Blues" Orchestra
DECCA RECORDING ARTISTS
Now on Tour.
CRA

Mighty Mresa of Melody
CRA

America's Most Versatile Instrumentalist
Jack Sherr
AND HIS ORCHESTRA
Offering America's Most Popular Music 24th Week at the HOTEL ST. MORITZ, NEW YORK
Cops Nix Chorines Suggesting Patrons

ATLANTIC CITY, June 26—Night spots that force chorus lines to hand out advertising material found guilty of trying to find the going tough from now on. This is the promise of the police department in the city's Boardwalk for a few days. A group of chorus girls were charging the Auditorium to hand out the "come-inner-and-see" literature that has been stopped by Leo Levi, Mayor White's personal investigator, who told the girls that such goings-on were not allowed. Girls refused to stop and the owner of the particular spot is warning.

Several of the cherub clubs, particularly those of the New York avenue section, have given their girls the ultimatum of either quit or get another job. One P. A. for 240

Atlantic City Spots

ATLANTIC CITY, June 26—Season just started has already thrown three chances of ownership and about four closings, due to the fact that other operators cold and expect business. Last season a New York publicity man was brought here by the French Casino and went to work to the end that it be advertised as the outstanding spot in town. Casino this year decided against spending money for a p. a. and as result has had to drop out as a legitimate spot with but poor result. It has more than 300 cafes and night clubs in town there is only one publica- tion man being employed this year—Mail Dol- lard, the President and did a lot of business.

Dallas Casino's Show

DALLAS, June 26—Enjoying a rapid build-up, the Pan-American Casino show is clicking smoothly and only a few minor revisions have been made. The major change in the show is scheduled until July 9, when Ted Tino-compoTablets his engagement, to be succeeded next day by Rudy Vallee and his Con- nection. The Revue will be under the direction of Borrah Minevitch and the Harmonic Sisters, Rudy Kassavetis and other head- liners stay in the show until July 24. Casino Revue has the unique distinction of being able to afford the salaries of all total in the city, the city's welfare depart- ment has been unable to stop the show for a few weeks, but that fact hasn't lowered business any. A significant development of the past week has been hide Casino parties. Bass Clarinets and Polka Band power-stormed the Casino Wednesday night for a big party and 1000 people. Dallas Salesmanship Club were in the audience at the two shows Tuesday night.

Detroit Agency Changes

DETROIT, June 26—National Vaudevil- le Exchange is now being oper- ated solely by Jeanette Marie Vernet. Mabel Douglas was manager of the exchange for Miss Vernet, left to join the Hurry Russell office here, and Mar- ry Harris, associate broker, also left.

NOVELTY ACTS

Wanted A. J. Once

2 TO 4 WEEKS' ENGAGEMENT

GLEAM NITE CLUB

SAN ANTONIO, TEXAS

WANTED VAUDEVILLE ACTS

Young act, suitable dates for modern Vaudeville, combining comedy, music and novelty acts. Send data, age, length of experience, and offers. Give full details. Show lists of dates and engagements of similar acts. UNIY MANAGER, Casals Other Hotel, Atlanta, Ga.
Burly Field Confused But Adapts Itself to Situation

Biggest headache felt by BAA, worrying about N.Y. jurisdiction—performers and agents have little to worry about—operators hope for any sort of break

NEW YORK, June 26—While the field of burlesque is in a state of confusion, occasionally creating the largest problems for operators and under the jurisdiction of the American Federation of Actors, all concerned, performers, etc., are finding it difficult to reconcile the conditions. A greater headache is felt by the Burlesque Artists' Association, which is faced by the prospect of losing its local stronghold and wondering whether the out-of-town burlesque houses will oppose its jurisdiction. Performers in a quandary as to what they should do as regards union affiliation, whether they are running burlesque houses, or whether they are turning to the summer-resort jobs, night clubs and vaude. Agents in burlesque are taking considerable interest in night club booking, while the operators here are resigned to accepting any break Mayor La Guardia might give them.

A BAA-AFA battle over jurisdiction rights as regards the local stronghold's burlesque holds, if anything, intensified the burly union seeking to hold on to this territory, which has been its stronghold. Otherwise the organization is left with only the Independent Burlesque Establishment, a group of scattered houses scattered over the country, of the local stronghold and the AFA, and the two have fallen. Not all the working conditions will be changed, arguing that the houses will open earlier and more performances will be permitted. In vaudeville, present the stars of today, many shows a house must do.

Burlesque performers for the most part have awakened to the fact that their work must be clean. The strip men are brightly engaged in becoming dancers, while the comics are pruning the blue from their acts. Burlesque is rapidly losing its licentious edge. The comics are the only ones among burly artist to feel any uncertainty about their stage and vaudeville up activities. Most of the girls from burly have been fortunate in rounding up good legs, while the comics are seeking some breaks from the same ranks that are now available to them.

Agents in the burlesque field are not too worried as to their outlook, all having seen better times, and they continue booking the local houses when they are in need of them and also have assisted them as to their needs as regards burlesque people. The agents, too, have found that the night club market is a profitable one for selling vaudeville and, in the fall they have the outlook for selling to the same houses.

The operators here are resigned to their fate, awaiting the action of the mayor and not interested in the jurisdiction troubles between the unions.

---

时辰短 confirmed but adapts itself to situation

Biggest headache felt by BAA, worrying about N.Y. jurisdiction—performers and agents have little to worry about—operators hope for any sort of break

NEW YORK, June 26—While the field of burlesque is in a state of confusion, occasionally creating the largest problems for operators and under the jurisdiction of the American Federation of Actors, all concerned, performers, etc., are finding it difficult to reconcile the conditions. A greater headache is felt by the Burlesque Artists' Association, which is faced by the prospect of losing its local stronghold and wondering whether the out-of-town burlesque houses will oppose its jurisdiction. Performers in a quandary as to what they should do as regards union affiliation, whether they are running burlesque houses, or whether they are turning to the summer-resort jobs, night clubs and vaude. Agents in burlesque are taking considerable interest in night club booking, while the operators here are resigned to accepting any break Mayor La Guardia might give them.

A BAA-AFA battle over jurisdiction rights as regards the local stronghold's burlesque holds, if anything, intensified the burly union seeking to hold on to this territory, which has been its stronghold. Otherwise the organization is left with only the Independent Burlesque Establishment, a group of scattered houses scattered over the country, of the local stronghold and the AFA, and the two have fallen. Not all the working conditions will be changed, arguing that the houses will open earlier and more performances will be permitted. In vaudeville, present the stars of today, many shows a house must do.

Burlesque performers for the most part have awakened to the fact that their work must be clean. The strip men are brightly engaged in becoming dancers, while the comics are pruning the blue from their acts. Burlesque is rapidly losing its licentious edge. The comics are the only ones among burly artist to feel any uncertainty about their stage and vaudeville up activities. Most of the girls from burly have been fortunate in rounding up good legs, while the comics are seeking some breaks from the same ranks that are now available to them.

Agents in the burlesque field are not too worried as to their outlook, all having seen better times, and they continue booking the local houses when they are in need of them and also have assisted them as to their needs as regards burlesque people. The agents, too, have found that the night club market is a profitable one for selling vaudeville and, in the fall they have the outlook for selling to the same houses.

The operators here are resigned to their fate, awaiting the action of the mayor and not interested in the jurisdiction troubles between the unions.

---

时辰短 confirmed but adapts itself to situation

Biggest headache felt by BAA, worrying about N.Y. jurisdiction—performers and agents have little to worry about—operators hope for any sort of break

NEW YORK, June 26—While the field of burlesque is in a state of confusion, occasionally creating the largest problems for operators and under the jurisdiction of the American Federation of Actors, all concerned, performers, etc., are finding it difficult to reconcile the conditions. A greater headache is felt by the Burlesque Artists' Association, which is faced by the prospect of losing its local stronghold and wondering whether the out-of-town burlesque houses will oppose its jurisdiction. Performers in a quandary as to what they should do as regards union affiliation, whether they are running burlesque houses, or whether they are turning to the summer-resort jobs, night clubs and vaude. Agents in burlesque are taking considerable interest in night club booking, while the operators here are resigned to accepting any break Mayor La Guardia might give them.

A BAA-AFA battle over jurisdiction rights as regards the local stronghold's burlesque holds, if anything, intensified the burly union seeking to hold on to this territory, which has been its stronghold. Otherwise the organization is left with only the Independent Burlesque Establishment, a group of scattered houses scattered over the country, of the local stronghold and the AFA, and the two have fallen. Not all the working conditions will be changed, arguing that the houses will open earlier and more performances will be permitted. In vaudeville, present the stars of today, many shows a house must do.

Burlesque performers for the most part have awakened to the fact that their work must be clean. The strip men are brightly engaged in becoming dancers, while the comics are pruning the blue from their acts. Burlesque is rapidly losing its licentious edge. The comics are the only ones among burly artist to feel any uncertainty about their stage and vaudeville up activities. Most of the girls from burly have been fortunate in rounding up good legs, while the comics are seeking some breaks from the same ranks that are now available to them.

Agents in the burlesque field are not too worried as to their outlook, all having seen better times, and they continue booking the local houses when they are in need of them and also have assisted them as to their needs as regards burlesque people. The agents, too, have found that the night club market is a profitable one for selling vaudeville and, in the fall they have the outlook for selling to the same houses.

The operators here are resigned to their fate, awaiting the action of the mayor and not interested in the jurisdiction troubles between the unions.

---

时辰短 confirmed but adapts itself to situation

Biggest headache felt by BAA, worrying about N.Y. jurisdiction—performers and agents have little to worry about—operators hope for any sort of break

NEW YORK, June 26—While the field of burlesque is in a state of confusion, occasionally creating the largest problems for operators and under the jurisdiction of the American Federation of Actors, all concerned, performers, etc., are finding it difficult to reconcile the conditions. A greater headache is felt by the Burlesque Artists' Association, which is faced by the prospect of losing its local stronghold and wondering whether the out-of-town burlesque houses will oppose its jurisdiction. Performers in a quandary as to what they should do as regards union affiliation, whether they are running burlesque houses, or whether they are turning to the summer-resort jobs, night clubs and vaude. Agents in burlesque are taking considerable interest in night club booking, while the operators here are resigned to accepting any break Mayor La Guardia might give them.
“Mountain Music” (PARAMOUNT)

This is the story of the Mississippi mountain girl and the boy who falls in love with her. The hero is a mountain boy, a boy who has seen the world, and the heroine is the girl who has never left the mountains. They are the embodiment of the mountain spirit, and their love is a love of the mountain itself. They are both hardy, independent, and free-spirited, and their relationship is a symbol of the mountain's own strength and resilience.

“Silk” (WARNER)

This is a story of the workers who were involved in the silk industry. The thread of the story is the struggle of the workers to gain recognition for their labor. It is a story of the power of collective action and the importance of solidarity. The workers are portrayed as heroic figures, fighting against the odds and demanding their rights.

“Dangers of Happy” (REPUBLIC)

This is a story of the dangers of the fast-paced life of the city. The main character, a girl from the country, finds herself in the middle of a world of excitement and danger. She must learn to navigate this new environment and find her place in the city.

“Last Train From Madrid” (PARAMOUNT)

This is a story of the Spanish Civil War, and the people who were involved in it. The main character is a young girl who becomes involved in the conflict and must make difficult choices. It is a story of the courage of the people and the sacrifices they made.

“Ever Since Eve” (WARNER)

This is a story of the evolution of the human race. The main character is a woman who must navigate the challenges of being the first human. It is a story of growth and change, and the importance of understanding our history.

“Sing and Be Happy” (20TH CENTURY-Fox)

This is a story of the importance of music and the power of song. The main character is a musician who must overcome the challenges of making a living in the music industry. It is a story of perseverance and the joy of creation.
It's no news by this time that the proposed amendment to the Equity constitution, providing for a secret ballot, lost out in referendum. The amendment, sponsored by the Intrepid Artist, was opposed by the administration. The insurgents claimed, reasonably enough, that a secret ballot would make the Constitution's requirement of a secret ballot in post-constitution's administration, with more heat than substance, what a question would seem to be. It is felt that the real stoppage to the association since it was literally interpreted, even a motion to adjourn might be made to refer to the membership for their vote when the constitution's creation--and, in fact, still seems to be that if the administration were at all interested in having greater democracy in the association, it would submit the amendment to the full membership. Of course, the administration did submit a substitute suggestion—but it was indirectly, and the substitute proposal was defeated by a large majority of the membership. It is pretty hard for me to understand why this administration of any organization should object to an effective vote on the part of the association's members.

The current issue of Equity Magazine contains a brief article by Miss Florence Robinson, of the Théâtre Nomade, which suggests that producers find some way of giving free seats to actors and actresses. Miss Robinson repeated her plea in the magazine. It is a very nice—and but handing out free theater tickets to anyone, even to members of the profession, is a practice I have wholeheartedly opposed for ages. Last week I was a press agent and company manager.

Miss Robinson speaks movingly of the plight of young actors, unable to provide for themselves. Its a problem that Miss Wood's, a press agent for Théâtre Nomade, has noted, by watching more fortunate practitioners. It is a plight that, I guess, to Miss Robinson, gives them the chance to get out of the theater as quickly as they may. Perhaps they have something better in mind. This is a very nice idea to have, but I am trying to enter an unkind and heartbreaking overcrowded field, without even enough equipment to guarantee them a spectator's seat. If they left the theater I am trying to enter, all I could tell them is that I have a producer who in his production was a press agent and company manager.

It is perfectly right—but she is fighting an attitude that can't be dislodged from the minds of these pre-show producers. The problem is, as Miss Robinson herself admitted, free seats are given to laymen. That is true. But in all cases, the free seats are for out-and-out flunks—and in no such cases, I am certain, would an actor be offered a seat in a theater for which he is paid nothing, free seats are given to laymen. That is a pity. But in all cases, the free seats are for out-and-out flunks—and in no such cases, I am certain, would an actor be offered a seat in a theater for which he is paid nothing. Miss Robinson suggests that even at hits a certain section should be reserved for them. I don't blame her in the least. I plan to reserve a little part of my theater for such people. It is a pity that they have to be snubbed like that. I don't blame her in the least. I plan to reserve a little part of my theater for such people. It is a pity that they have to be snubbed like that. Miss Robinson speaks of the inhuman attitude of Broadway producers who are trying to get out of the theater as quickly as they may. Perhaps they have something better in mind. This is a very nice idea to have, but I am trying to enter an unkind and heartbreaking overcrowded field, without even enough equipment to guarantee them a spectator's seat. If they left the theater I am trying to enter, all I could tell them is that I have a producer who in his production was a press agent and company manager.

The free theater seats leave me cold, because it is my constant complaint that the theater is not being used. Perhaps they have something better in mind. This is a very nice idea to have, but I am trying to enter an unkind and heartbreaking overcrowded field, without even enough equipment to guarantee them a spectator's seat. If they left the theater I am trying to enter, all I could tell them is that I have a producer who in his production was a press agent and company manager.

Also in Equity Magazine, Miss Theresa Helburn is asked to task for the latter's convention speech which included a reference to the "failure" of Miss Eva LeGallienne's repertory company. Miss LeGallienne is, of course, perfectly right—but she is fighting an attitude that can't be dislodged from the minds of these pre-show producers. The problem is, as Miss Robinson herself admitted, free seats are given to laymen. That is true. But in all cases, the free seats are for out-and-out flunks—and in no such cases, I am certain, would an actor be offered a seat in a theater for which he is paid nothing. Miss Robinson suggests that even at hits a certain section should be reserved for them. I don't blame her in the least. I plan to reserve a little part of my theater for such people. It is a pity that they have to be snubbed like that. Miss Robinson speaks of the inhuman attitude of Broadway producers who are trying to get out of the theater as quickly as they may. Perhaps they have something better in mind. This is a very nice idea to have, but I am trying to enter an unkind and heartbreaking overcrowded field, without even enough equipment to guarantee them a spectator's seat. If they left the theater I am trying to enter, all I could tell them is that I have a producer who in his production was a press agent and company manager.

One more reference to Equity Magazine and we're finished! Last month Miss Robinson, of Théâtre Nomade, was asked to task for the latter's convention speech which included a reference to the "failure" of Miss Eva LeGallienne's repertory company. Miss LeGallienne is, of course, perfectly right—but she is fighting an attitude that can't be dislodged from the minds of these pre-show producers. The problem is, as Miss Robinson herself admitted, free seats are given to laymen. That is true. But in all cases, the free seats are for out-and-out flunks—and in no such cases, I am certain, would an actor be offered a seat in a theater for which he is paid nothing. Miss Robinson suggests that even at hits a certain section should be reserved for them. I don't blame her in the least. I plan to reserve a little part of my theater for such people. It is a pity that they have to be snubbed like that. Miss Robinson speaks of the inhuman attitude of Broadway producers who are trying to get out of the theater as quickly as they may. Perhaps they have something better in mind. This is a very nice idea to have, but I am trying to enter an unkind and heartbreaking overcrowded field, without even enough equipment to guarantee them a spectator's seat. If they left the theater I am trying to enter, all I could tell them is that I have a producer who in his production was a press agent and company manager.

The problem is, as Miss Robinson herself admitted, free seats are given to laymen. That is true. But in all cases, the free seats are for out-and-out flunks—and in no such cases, I am certain, would an actor be offered a seat in a theater for which he is paid nothing. Miss Robinson suggests that even at hits a certain section should be reserved for them. I don't blame her in the least. I plan to reserve a little part of my theater for such people. It is a pity that they have to be snubbed like that. Miss Robinson speaks of the inhuman attitude of Broadway producers who are trying to get out of the theater as quickly as they may. Perhaps they have something better in mind. This is a very nice idea to have, but I am trying to enter an unkind and heartbreaking overcrowded field, without even enough equipment to guarantee them a spectator's seat. If they left the theater I am trying to enter, all I could tell them is that I have a producer who in his production was a press agent and company manager.

The problem is, as Miss Robinson herself admitted, free seats are given to laymen. That is true. But in all cases, the free seats are for out-and-out flunks—and in no such cases, I am certain, would an actor be offered a seat in a theater for which he is paid nothing. Miss Robinson suggests that even at hits a certain section should be reserved for them. I don't blame her in the least. I plan to reserve a little part of my theater for such people. It is a pity that they have to be snubbed like that. Miss Robinson speaks of the inhuman attitude of Broadway producers who are trying to get out of the theater as quickly as they may. Perhaps they have something better in mind. This is a very nice idea to have, but I am trying to enter an unkind and heartbreaking overcrowded field, without even enough equipment to guarantee them a spectator's seat. If they left the theater I am trying to enter, all I could tell them is that I have a producer who in his production was a press agent and company manager.
Bryant Resigns
As Chorus Secy.

After 18 years—Gilmore blames agitators—no successor as yet

NEW YORK, June 26.— Determination of Mrs. Dorothy Bryant to resign her post as secretary of the Actors' Equity, affiliated with the American Federation of the Performing Arts, was announced by Frank B. Gilmore, president of the union. Mrs. Bryant, a member of the executive committee of the Actors' Equity, was one of the original organizers of the union. The announcement was made last week at a meeting of the executive committee of the Actors' Equity.

Summer Theater News

Eleventh subscription season of the Newport Casino Theater opens July 13.

Stage Relief's 2004 Fund

Collected it in 5 years—aid for legisters in distress

NEW YORK, June 26—Stage Relief's endowment fund, a New York based charitable organization for the benefit of professional actors and actresses of American theatrical unions has reached a total of $250,000. The fund was established in 1917, when the first sum of $20,000 was raised through the sale of subscription tickets. Since then, the fund has received contributions from individual actors, as well as from various theatrical organizations and unions.

Stowe Plans Co-Op
Shakespearean Tour

NEW YORK, June 26.—A co-operative enterprise between two groups of English actors are planning a round-the-world tour

New England Barns

List New Plays

Boston, June 26.— Approximately 40 new plays were presented at the annual meeting of the New England Barns Association last week. The meeting was held in the Little Theater at Harvard University.

Equity Lines Up
Job Statistics

NEW YORK, June 26.— In accordance with the policy of the Actors' Equity, affiliated with the American Federation of Musicians, of maintaining a statistical record of theatrical employment, the following data is released:

Levensal Shows Put Off

PROVIDENCE, June 26.— Opening of the season of Jules Levensal's legitimate productions have been put off to July 5. First Lady shows will be held on the 15th and 16th.

American Academy of Dramatic Arts

Founded in 1885 by Frank L. Sargent

The foremost institution for Dramatic and Expressionistic Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for a career on the Stage.
JULIET HARMON'S untimely death—at a time when she could well be said to have reached the pinnacle of her career—was a shock to the film industry. While she was not a household name, her death was felt throughout Hollywood. Miss Harlow's contribution to the film industry was significant, and her passing left a void that could not be easily filled.

Death is inevitable. It takes some of us in the bloom of youth and others long after the Biblical span of threescore and ten. While the film business regarded Miss Harlow as a valuable piece of property, she was nevertheless as human as any of us who suffer from the mundane and eat the daily bread disbursed by the gods. Miss Harlow's rather sudden and tragic death is not precisely the issue in our consideration of the shortcoming of Hollywood film studios. The film's narrative, which is a series of linked stories, will provide the reader with a way to discuss that might have its beneficial effects on the living.

When Hollywood was still trying to get over the shock of Miss Harlow's death, our friend (you will notice that this boy gets around an awful lot) discussed the general matter again, this time with one of the film capital's most eminent medical doctors. It was this doctor's opinion that had Miss Harlow undergone examinations at stated intervals, sudden breakdowns being quite prevalent at the time. The film industry is linked by a chain of events that lead to something having been done about it. Needless to state, the matter ended there and our friend forgot about it, too, until the Harlow tragedy occurred again.

The physician also revealed a more interesting and rather shocking condition. It has been his experience to be called in by leading studios for consultations on the conditions of ailing picture stars. He has found that the general attitude of the studios has been grave concern over immediate results so as to enable the completion of a film or the carrying out of a contract. Beyond that Hollywood's moguls have as much concern for the health of Miss Harlow as for the average Billboard reader is expected to have for the price of hopes in Judd-Slavita's successful pictures. To carry the point farther, that studio executives are inclined to minimize the seriousness of whatever ailment from which a star might be suffering because their short-sightedness dictates that proper attention to it might delay production, entail exorbitant costs and affect their pocketbooks in other ways.

We hardly expect to receive encouragement for an attitude of sentiment towards this matter. One might as well expect human kindness to exude from stones. The heart of Hollywood is an invisible baby with a pretty face, and lack of heart is closely linked with its lack of foresight. Hollywood is apparently childlike in its supervision of the welfare of stars as it is narrowly- minded in its supervision of the general welfare. It is a fact which Hollywood, is the house of movies, has acknowledged, that Miss Harlow's death has been a result of a lack of care, and that the studio is its own enemy. The result is that much of the sympathy is being directed to the studio, which is and has been costing the picture houses plenty of grief, aggravated by the sympathy.

SUNSHINE over Chicago: The growing demand for acts of merit, which should result in the development of much new talent and improvement of old ... the interest in activities among radio stations looking to many new air shows in the fall, which may give Chicago a considerably better break than it has been receiving ... the growth of interest in leg as indicated by the tremendous Guild convention ... the increase in the number of summer activities ... the recognition of Chicago as a band-booking center, which has resulted in the growth of a Chicago string band that should be an excellent stimulus to business ... indications that the fall season will bring much greater activity in vaudeville and night club fields.

CHARLIE GRIEG, of the State-Lake, celebrates a birthday July 14. He is 41 years old. He is 5'11" in height and 180 pounds. The State-Lake is located at 6936-7397 State Street, and in New York, came in with her hubby for the NAB convention and ran down State. She is the daughter of the late Mr. and Mrs. Alexander, theatre owner of Superior, Wis., and member of the Wisconsin State Boxing Commission, down to take in the Louis-Braddock battle, hobnobbing with his old friend, Walter H. McCullough, Miss Harlow's stepfather. By the way, he is honored throughout the country as one of the most reliable judges in the business.
July 3, 1937

The Billboard 27

Magic and Magicians

By BILL SACHS
(Communications Manager, Philadelphia Office)

BOB GOLD, mentalist, is being held over indefinitely at the Tojo Palace, swanky east side Detroit spot, following a three-week engagement at the Pontiac Theater, Detroit, both booked thru the Billy Fields office, New York, with solid work with a ventriloquial routine.

HORNE BROOKS, the "magical chatterer," is making his first appearance at the Assembly Hotel, May fair, London.

MYSTIC PLATO AND COMPANY have moved their vaudeville show into the change Inn, Philadelphia night spot, for the summer.

BENEVO, has acquired a large tent in Australia where he is getting all the illusions at the street fairs in France.

MAX REILLY and Company, illusionists, are at the Caesar de Carnetel in Gran, Austria.

FOUNTEURS, O, Magic Club had one of the largest delegations at the recent convention of the International Brotherhood of Magicians in High Point, N. C. In the party were Everett Duncan, Mr. and Mrs. Everett Findling, Mrs. Everett Findling, Charles A. Leedy, David Stearns, Robert Metz, Harold Nast, Orville Wilson and Al McGuirk. Charles Findling, who lives in Philadelphia, presented Lionel to SIAC on one of the programs and made an address on the making up of ceremonies of one of the evening shows.

BILL SALLISBURY, Windy City magic enthusiast, member of BSA, passed thru Cincinnati last Saturday, en route to the Palm City, where they attended the recent American Association of Illusionists of which Sallisbury acted as a representative of the American Arch club. Mr. Sallisbury stated that he bumped into Russ Walsh, another Chicago and Chicago City conclave. The pair paid various visits to several magic dealers in the Windy City, where Martinez was holding forth.

Sallisbury says he also met the other Bill Sallisbury of New York, in A. C. The last-named Sallisbury is also a railroad man and is also interested in magic, Chicago Bill explains.

GEORGE JACKSON (Jackson the magician), Chicago's busiest magic dealer, recently returned from present wallow thru Western Massachusetts. He recently played the Blue Anchor Club at a Pittsburgh engagement. Also Jack was for a number of years with Robert E. Borzio Shows out of Bangor, Me.

VALENTINE is featuring a new flower trick recently completed for him by Joe Petroselio.

AL DELEGHE and Company are currently playing night clubs in Erie, Pa. Larry Ness and wife recently caught the show in Buffalo. Deleghe and members of his turn were also greeted by the local magic club members, and also is interested in magic, Chicago Deleghe.

"SILENT" MORA, prominent and popular Boston magician, writes from the Boston City magic club offices, that they have a "SILENT" day in June 1938. The Billboard it was reported that I recently visited the magic show being put on by Cinemagazine from that city, that I haven't seen a new Revere Beach magic show so I was interested to know that Assembly No. 9, BSA, Boston, plan to attend in several groups, both during the summer and fall magic show on the beach.

SAM-IBM Joint Convention?

The fact that America's two major magic organizations, the Society of American Magicians and the International Brotherhood of Magicians, have chosen the same city (Cincinnati) for their 1938 conventions, lends itself to an idea which this writer has had to sponsor some half dozen years ago. Just to freshen your mind, that idea was to bring together the two organizations for a joint convention. This year, with both bodies picking the same town, the first time in the history of the organization as this has occurred, seems an appropriate time to revive the suggestion of a combined convention of the SAM and IBM.

The convention was held at its recent conclave, picked May 28, 29 and 30 as its 1938 meeting dates. The IBM's dates have not yet been definitely fixed, but, if past performances mean anything, they should fall around mid-June, 1938. The dates of this convention would be for the benefit of the magic dealers and the friends of magic, in general. In the long run, if the organization selected its dates at June 1, 2, and 3, thus giving Cincinnati and magic-minded friends of the West a much greater stake in the important magic dealer as it was labeled "World's Magic Magic!"

Understand, our idea is not for a merger of the two magic bodies for business purposes. After all, both societies devote the convention dates for the benefit and convenience of those magic lovers who are members of both groups, for the magic dealers who exhibit at these affairs and for the good of magic in general. Under our idea, both groups would operate independently of the other, as heretofore, with each organization holding its own business meetings and magic shows, with public meetings for both groups joining for one mammoth business or social session on one of the dates.

Such a conclave would have tremendous advantages for everyone interested in the art of magic. It is safe to say that such a combined convention would gather more people of the same interest into the public arena and bring together thousands who have never taken in a magic convention in their life, with both organizations benefiting the summertime in the City of Cincinnati. At any rate, such a conclave would be a godsend. Many of them who never exhibited at either convention, simply because they couldn't afford it, would gladly invest in show their wares at this convention. The poor magic consumer to attend the convention is useless to say that many IBM members would strive to take in the SAM shows and social activities, while the SAM members would remain over for all the magic dealer shows and magic consumer to attend the convention is useless to say that many IBM members would strive to take in the SAM shows and social activities, while the SAM members would remain over for all the magic dealer shows and return for the public meet. Thus both of them.

Give him a combined gathering, however, and you're bound to attract him.

The idea has unlimited possibilities and advantages too numerous to count here. The only thing that would keep our personal reasons would oppose such a plan; but they have to admit, if they'll look at it from a common-sense standpoint, that it's a grand idea, even if we did suggest it. May we have your action on the idea? Simply drop a card or letter to Bill Sachs, Magic Editor, The Billboard, 25 Opera Plaza, Cincinnati.

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, booksellers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every show in these fields. SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1354 BROADWAY.

For Legit Musical

JAT AND LOU SLIEBER—soft-shoe comedy and eccentric dancers, who do a very novel act. Present clever letter boxing, following which they put on a pantoime which is a pretty pretation of a skier jumper's dream.

For Radio

ROSSI AND STONE—a mixed team in vaude rating a nod from the radio the other day; steady fresh flow of talk, is of air caliber, a brand of humor that is cleverly sold. Both are good talkers and showmen, with the man the straight splicer and a good singer. The girl is appealing as a lazy charmer.

NORMAN THORPE—9-year-old kid caught recently at the Ned Wayburn show in Atlantic City. A personable charm, a good singing voice and handles lines with genuine emotion and naturalness. His voice makes him a clinic for radio, while his looks, talent, abilities indicate clinical potentials.

Musiclesly

By BOBB EMMET
(Cincinnati Office)

DICK LILY, old Dixmire Minstrel man, is back again at the Hugher's Windsor Grand, ready another push on to head the entertainment for the resort's summer visitors.

JOSEPH DUNLEY, veteran minstrel star, is back on the air over WUEO, Cincinnati, and is heard each Tuesday and Thursday from 5 to 6 p.m. Saturday and Sunday at 6 o'clock EST. Dunley was with his old band (Jimmie, Sam) and Dunley in vaude and minstrelsy.

"I WAS PAID TO B E SAME OF THE DEATH OF MY OLD FRIEND HENRY WHITNEY, OLD MAN." (See MUSICLESLY on page 22)

Wanted

WANTED

Magic acts,, costumes, etc., for square dancing and similar dances. Reply promptly to right party. Opening in Georgia and Ohio. Address in full and return all replies to J. B. ELKELL, Atlanta, Ga.

Mental Act WANTED

Must be Young and Up-To-Da-To. Local Firm with two thousand shows, wants to add mental act. Reply promptly to J. B. ELKELL, Atlanta, Ga.

Jack ELKELL

Atlanta, Ga.
Biehle Sisters in Missouri Territory

WARRENSBURG, Mo., June 29.—Biehle Sisters Stock Company opened a week’s engagement here Monday to turn away Old Years. Other plays in the show’s repertoire are: The Man Without a Body, The Man From Scotland, and The Blue Angel. Tickets are on sale. 

Kilgore, you, beyond night.

Wehle venture play Missouri What LEBANON, making new the engagement at the Billy Circus.

George Arthur, leading man; Maxine Mortensen, leading woman; Gene Bradley, juveniles; Ingemar Beyer, stage manager; Wayne Ruff, general business; Loretta Ruff, cashier. 

Roster includes Cleve Terhune, manager; Grace LeMarr, press agent; Mickey Arthur, leading man; Maxine Mortensen, leading woman; Gene Bradley, juveniles; Ingemar Beyer, stage manager; Wayne Ruff, general business; Loretta Ruff, cashier. 

Chick Boyes Off Well in Lincoln

LINCOLN, Neb., June 29.—Chick Boyes Players opened here Monday and business receipts were gratifying display of welcome since the show had not been here in a year. With exception of Boys, Flor- 

Bilboy Briefs

LIDIAN, N. J., June 29.—Rain and fog of it in this section, Friday (18) in Springfield, Vt., brought one of heaviest rainfall storms the town has ever experienced and caused considerable damage to crops of one and all. The fog was heavy and thick, visibility was small, and rain fell in sheets for more than an hour. A number of homes in the vicinity were flooded, and damage was estimated at several thousand dollars. 

We have a new addition to the show. Mrs. Weil, a member of the cast, celebrated her birthday gift a beautiful Scottie that doesn't answer to the name of Pal. Weil's admired the dog very much until about 15 pairs of socks were damaged beyond repair and the little fellow get to making more noise than he himself did. 

Artine Beyer, of the Beyer Sisters, is being married by the mayor to her betrothed, the young boy with the amorous eyes and baby voice. Wonder who it will be next week. 

Our district, Mr. Biehle, was the center of interest recently as the second week was our pal and friend Fred Alexander, of the Billie Brom- Crow. Some people remember you. "Kilgore, you, beyond night." 

Chick Boyes Off Well in Lincoln

Hodges Wins Plaster Suit

NEWPORT NEWS, Va., June 26.—Jimmy Hodges, whose latest tent-show engagement here last week was returned the victor in an attachment suit brought against him by James McMillan Tate, the former manager of the show’s travels from Macon, Ga., to this city. The defense contended that Yates handled some $800 of box-office receipts, which he did not account on the stand.

Elitch Grosses $9,500 First Week

DENVER, June 29.—Opening week at the Elitch Gardens Theatre, Denver, grossed $9,500, bettering last year’s opening week.

Opener was Reflection Glory, with this year’s stars, Kenneth McKenna and Bar- bara Hobins, turning in “stellar” performances. This is McKenna’s second show on this stage at Denver. McKenna’s name is up to the highest standard set for his name stage Manager.

Not only did more people see the show, home engagement of this show will increase in gross can be accounted for by a lack of audience. 

Second week’s show is Hush, Your Voice may Be Seized by the Boys From Stranger for the third week.

Tobert Tattles

BRISTOL, Va., June 26.—The net- 

LOCUS AND MARIE JEFFERSON, est-

EFFECTS ARE BEING made to locate Hubert Johnson, who is renowned for his Stunt Show, for which he has been the model since the season opened. The show reports that (r

Weil's got 15 cents at the door and 15 cents for a reserve, a 15-cent admission is charged for the general public. 

Lucas and Marie Jenkins, est-

Lucas and Marie Jenkins, est-

Tobert Tattles

Kansas City Jottings

KANSAS CITY, Mo., June 26.—Jack Whittingham, manager of the Paul Adams circle in Nebraska.

It was erroneously stated last week that Dick Wolter is in the cast of the Mary Martin production. He has been Jack Wolter.

OCTUMA, Ga., June 29.—Neil and Grace LeMarr, the well-known Schaffner Players, held over here recently for a second week to exception-

Kep Kipps

KEP KIPPS

The defense contended that Yates handled some $800 of box-office receipts, which he did not account on the stand.

Hollywood Tent Theater Playing to Good Results

OKEECHOBEE, Fla., June 29.—Hollywood Tent Theater, picture unit, owned and operated by the Dixie Tent Co., had only one night bad weather since arriving here recently. 

According to Leslie Lattan, business has been exceptionally good to date. Business is expected to improve with the summer season, moving to the Southwest for the fall and winter markets.

In the roster are Tom McLaughlin, manager; Gene Griswold, booker; Leslie Lattan, business manager; and operator; Mrs. Lattan, front door; and Newell, the crack of the canvas men.

Maylon Has Tacoma Club

TACOMA, Wash., June 29.—Will Maylon has identified with dramatic stock and musical productions in the Pacific Northwest. With his recent opening of the Maylon Operetta Theater here, Eddie Zolim’s Band is providing the dance arrangements at the weekend.

Schaffner Players In North Missouri

OTTOUMA, Ga., June 29.—Neil and Grace LeMarr, the well-known Schaffner Players, held over here recently for a second week to exception-

A La “Cart”

PLEASANT VALLEY, N. Y., June 29.—The managers, after making such advanced strides in pop-

Mr. and Mrs. H. Wallace, after making a two-year trip over the State of 

Kilbuck Ending Record

PITTSBURGH, June 29.—Robert Alphonso Milligan, manager of the Kilbuck Theatre, has reported that his theatre will close third season July 2 after a six-month run of Harry Milligan’s new comedy Kilbuck. 

Ten-month season included two exclusive plays, adaptations of Dicken’s A Doll’s House and Bernard’s A Guinge-

Norma Ginnivan Players Land Some Fine Publicity

BROUGHTON, N. C., June 29.—Norma Ginnivan, who received one of the svec-

Complete story was told in a column along with the pictures by Roy G. White, feature writer of The News, who is also right and on the stall of Stanton WWJ.

The defense contended that Yates handled some $800 of box-office receipts, which he did not account on the stand.

Hollywood Tent Theater Playing to Good Results

OKEECHOBEE, Fla., June 29.—Hollywood Tent Theater, picture unit, owned and operated by the Dixie Tent Co., had only one night bad weather since arriving here recently. 

According to Leslie Lattan, business has been exceptionally good to date. Business is expected to improve with the summer season, moving to the Southwest for the fall and winter markets.

In the roster are Tom McLaughlin, manager; Gene Griswold, booker; Leslie Lattan, business manager; and operator; Mrs. Lattan, front door; and Newell, the crack of the canvas men.

The FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment \Field Generally

141 City Temple Building, 5th Street, Sydney.
MINSTRELSY—
(Continued from page 27)
time, "I could have been a monster," writes Professor L. B. Leonard. "I had my first visit with several years ago from British Columbia, playing his violin in London, England, with The Little Miss Minstrels. I recall when he arrived and I was present! I have heard his Minstrelsy and songs of American Negroes and his Old-Time music. He is a master of many musical expressions and is now working on a new project with the attention of the public."

DANIEL BECK KENNEDY, now at the New York feature, "Minstrel and Motar," is anxious to know what his "new" film will show. He concludes that he will be able to show a fine picture by the time the first day of the run arrives. He is also anxious to get his film ready for the upcoming season and will continue working on it throughout this summer. He is currently under the direction of George W. Walker, who will direct the show and is said to be the best director in the field. He has returned from his home in Cincinnati to the New York feature for the season and will open his new show, "Minstrel and Motar," on June 22.

CHARLES JADWELL reports from Chicago that his new unit, "The Show Parade," will open this week in Indianapolis, Ind., for several engagements. He has been on the road since last summer, having just closed at the Capital, San Francisco, and opened June 19 at the U. S. Veteran's Day and Holiday, Los Angeles, for six days. The show is an entirely new effort, featuring various musical numbers and a new cast. The show is expected to be a big hit and will be well received by the audiences.

CURTIS ALDOUS, veteran tabloid and burlesque straight man and producer, jumped in from the East last week to meet his mother in Cincinnati. Tab manager Henry L. Poore of the Social Security Records office has completely closed his show, "The New York Minstrel and Motar," and will reopen on June 6. He has returned to Cincinnati to meet his mother and to discuss the possibility of reopening his show in the near future.

HUGH HENDRIX and Elmer Du- fay are in "Pop" Dunlap's Waltham show, "Minstrels and Motars," which is now the center of attraction at that show. The show is well received by the audiences and has been playing to full houses. The show features a cast of fine performers, including vocalists, dancers, and comedians, and is directed by the well-known producer, "Pop" Dunlap.

EARL FELLER is announced in "Pop" Dunlap's Waltham show, "Minstrels and Motars," which is now the center of attraction at that show. The show is well received by the audiences and has been playing to full houses. The show features a cast of fine performers, including vocalists, dancers, and comedians, and is directed by the well-known producer, "Pop" Dunlap.

We have had inquiries recently on the "Minstrels and Motars" show in New York, with requests for information about the performers and the show. We are happy to report that the show is still playing and is well received by the audiences. The show features a cast of fine performers, including vocalists, dancers, and comedians, and is directed by the well-known producer, "Pop" Dunlap.

FREE ENDSHOWS

MINSTRELSY—
(Continued from page 27)
time, "I could have been a monster," writes Professor L. B. Leonard. "I had my first visit with several years ago from British Columbia, playing his violin in London, England, with The Little Miss Minstrels. I recall when he arrived and I was present! I have heard his Minstrelsy and songs of American Negroes and his Old-Time music. He is a master of many musical expressions and is now working on a new project with the attention of the public."

DANIEL BECK KENNEDY, now at the New York feature, "Minstrel and Motar," is anxious to know what his "new" film will show. He concludes that he will be able to show a fine picture by the time the first day of the run arrives. He is also anxious to get his film ready for the upcoming season and will continue working on it throughout this summer. He is currently under the direction of George W. Walker, who will direct the show and is said to be the best director in the field. He has returned from his home in Cincinnati to the New York feature for the season and will open his new show, "Minstrel and Motar," on June 22.

CHARLES JADWELL reports from Chicago that his new unit, "The Show Parade," will open this week in Indianapolis, Ind., for several engagements. He has been on the road since last summer, having just closed at the Capital, San Francisco, and opened June 19 at the U. S. Veteran's Day and Holiday, Los Angeles, for six days. The show is an entirely new effort, featuring various musical numbers and a new cast. The show is expected to be a big hit and will be well received by the audiences.

CURTIS ALDOUS, veteran tabloid and burlesque straight man and producer, jumped in from the East last week to meet his mother in Cincinnati. Tab manager Henry L. Poore of the Social Security Records office has completely closed his show, "The New York Minstrel and Motar," and will reopen on June 6. He has returned to Cincinnati to meet his mother and to discuss the possibility of reopening his show in the near future.

HUGH HENDRIX and Elmer Du- fay are in "Pop" Dunlap's Waltham show, "Minstrels and Motars," which is now the center of attraction at that show. The show is well received by the audiences and has been playing to full houses. The show features a cast of fine performers, including vocalists, dancers, and comedians, and is directed by the well-known producer, "Pop" Dunlap.

EARL FELLER is announced in "Pop" Dunlap's Waltham show, "Minstrels and Motars," which is now the center of attraction at that show. The show is well received by the audiences and has been playing to full houses. The show features a cast of fine performers, including vocalists, dancers, and comedians, and is directed by the well-known producer, "Pop" Dunlap.

We have had inquiries recently on the "Minstrels and Motars" show in New York, with requests for information about the performers and the show. We are happy to report that the show is still playing and is well received by the audiences. The show features a cast of fine performers, including vocalists, dancers, and comedians, and is directed by the well-known producer, "Pop" Dunlap.

FREE ENDSHOWS

MINSTRELSY—
(Continued from page 27)
time, "I could have been a monster," writes Professor L. B. Leonard. "I had my first visit with several years ago from British Columbia, playing his violin in London, England, with The Little Miss Minstrels. I recall when he arrived and I was present! I have heard his Minstrelsy and songs of American Negroes and his Old-Time music. He is a master of many musical expressions and is now working on a new project with the attention of the public."

DANIEL BECK KENNEDY, now at the New York feature, "Minstrel and Motar," is anxious to know what his "new" film will show. He concludes that he will be able to show a fine picture by the time the first day of the run arrives. He is also anxious to get his film ready for the upcoming season and will continue working on it throughout this summer. He is currently under the direction of George W. Walker, who will direct the show and is said to be the best director in the field. He has returned from his home in Cincinnati to the New York feature for the season and will open his new show, "Minstrel and Motar," on June 22.

CHARLES JADWELL reports from Chicago that his new unit, "The Show Parade," will open this week in Indianapolis, Ind., for several engagements. He has been on the road since last summer, having just closed at the Capital, San Francisco, and opened June 19 at the U. S. Veteran's Day and Holiday, Los Angeles, for six days. The show is an entirely new effort, featuring various musical numbers and a new cast. The show is expected to be a big hit and will be well received by the audiences.

CURTIS ALDOUS, veteran tabloid and burlesque straight man and producer, jumped in from the East last week to meet his mother in Cincinnati. Tab manager Henry L. Poore of the Social Security Records office has completely closed his show, "The New York Minstrel and Motar," and will reopen on June 6. He has returned to Cincinnati to meet his mother and to discuss the possibility of reopening his show in the near future.

HUGH HENDRIX and Elmer Du- fay are in "Pop" Dunlap's Waltham show, "Minstrels and Motars," which is now the center of attraction at that show. The show is well received by the audiences and has been playing to full houses. The show features a cast of fine performers, including vocalists, dancers, and comedians, and is directed by the well-known producer, "Pop" Dunlap.

EARL FELLER is announced in "Pop" Dunlap's Waltham show, "Minstrels and Motars," which is now the center of attraction at that show. The show is well received by the audiences and has been playing to full houses. The show features a cast of fine performers, including vocalists, dancers, and comedians, and is directed by the well-known producer, "Pop" Dunlap.

We have had inquiries recently on the "Minstrels and Motars" show in New York, with requests for information about the performers and the show. We are happy to report that the show is still playing and is well received by the audiences. The show features a cast of fine performers, including vocalists, dancers, and comedians, and is directed by the well-known producer, "Pop" Dunlap.

FREE ENDSHOWS

MINSTRELSY—
(Continued from page 27)
Philadelphia.

Some time ago a squib appeared in the Herald about the opening of a new carnival of circus and sideshows in the city. The organizational structure of the show was similar to that of a circus, with many of the same attractions. The组织 localized this carnival, and the press gave it considerable attention. So far as I know, no such organization went before it. The writer, discussing needs for such an organization with two other carnival promoters, thought of organizing a carnival with a greater range of entertainment, and that the Carnival organization, as he holds both the editor and the field representative of the publication in question in high esteem.

CARLTON COLLINS.

Pittsburgh.

In a recent number of The Billboard where read about the opening of another circus, in the Rotary Club of St. Louis, a figure was quoted as saying that the Carnival would show to the public the money spent in taking out speeches about the circus, and that the public would listen to such speeches.

The writer, discussing needs for such an organization with two other carnival promoters, thought of organizing a carnival with a greater range of entertainment, and that the Carnival organization, as he holds both the editor and the field representative of the publication in question in high esteem, is as follows.

CARLTON COLLINS.

Pittsburgh.

In a recent number of The Billboard where read about the opening of another circus, in the Rotary Club of St. Louis, a figure was quoted as saying that the Carnival would show to the public the money spent in taking out speeches about the circus, and that the public would listen to such speeches.

The writer, discussing needs for such an organization with two other carnival promoters, thought of organizing a carnival with a greater range of entertainment, and that the Carnival organization, as he holds both the editor and the field representative of the publication in question in high esteem, is as follows.

CARLTON COLLINS.

Pittsburgh.

In a recent number of The Billboard where read about the opening of another circus, in the Rotary Club of St. Louis, a figure was quoted as saying that the Carnival would show to the public the money spent in taking out speeches about the circus, and that the public would listen to such speeches.

The writer, discussing needs for such an organization with two other carnival promoters, thought of organizing a carnival with a greater range of entertainment, and that the Carnival organization, as he holds both the editor and the field representative of the publication in question in high esteem, is as follows.

CARLTON COLLINS.

Pittsburgh.

In a recent number of The Billboard where read about the opening of another circus, in the Rotary Club of St. Louis, a figure was quoted as saying that the Carnival would show to the public the money spent in taking out speeches about the circus, and that the public would listen to such speeches.

The writer, discussing needs for such an organization with two other carnival promoters, thought of organizing a carnival with a greater range of entertainment, and that the Carnival organization, as he holds both the editor and the field representative of the publication in question in high esteem, is as follows.

CARLTON COLLINS.

Pittsburgh.

In a recent number of The Billboard where read about the opening of another circus, in the Rotary Club of St. Louis, a figure was quoted as saying that the Carnival would show to the public the money spent in taking out speeches about the circus, and that the public would listen to such speeches.

The writer, discussing needs for such an organization with two other carnival promoters, thought of organizing a carnival with a greater range of entertainment, and that the Carnival organization, as he holds both the editor and the field representative of the publication in question in high esteem, is as follows.

CARLTON COLLINS.

Pittsburgh.

In a recent number of The Billboard where read about the opening of another circus, in the Rotary Club of St. Louis, a figure was quoted as saying that the Carnival would show to the public the money spent in taking out speeches about the circus, and that the public would listen to such speeches.

The writer, discussing needs for such an organization with two other carnival promoters, thought of organizing a carnival with a greater range of entertainment, and that the Carnival organization, as he holds both the editor and the field representative of the publication in question in high esteem, is as follows.

CARLTON COLLINS.

Pittsburgh.

In a recent number of The Billboard where read about the opening of another circus, in the Rotary Club of St. Louis, a figure was quoted as saying that the Carnival would show to the public the money spent in taking out speeches about the circus, and that the public would listen to such speeches.

The writer, discussing needs for such an organization with two other carnival promoters, thought of organizing a carnival with a greater range of entertainment, and that the Carnival organization, as he holds both the editor and the field representative of the publication in question in high esteem, is as follows.

CARLTON COLLINS.

Pittsburgh.

In a recent number of The Billboard where read about the opening of another circus, in the Rotary Club of St. Louis, a figure was quoted as saying that the Carnival would show to the public the money spent in taking out speeches about the circus, and that the public would listen to such speeches.

The writer, discussing needs for such an organization with two other carnival promoters, thought of organizing a carnival with a greater range of entertainment, and that the Carnival organization, as he holds both the editor and the field representative of the publication in question in high esteem, is as follows.

CARLTON COLLINS.
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 noon (eastern time) in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

**Ladies’ List**

Alexander, Ethel, Mrs.
Allen, Alta, Mrs.
Allen, Mabel, Mrs.
Anderson, Mrs. A. A.
Anderson, Mrs. A. J.
Anderson, Mrs. A. K.
Anderson, Mrs. A. L.
Anderson, Mrs. A. M.
Anderson, Mrs. A. O.
Anderson, Mrs. A. P.
Anderson, Mrs. A. R.
Anderson, Mrs. A. S.
Anderson, Mrs. A. T.
Anderson, Mrs. A. W.
Anderson, Mrs. A. X.
Anderson, Mrs. A. Y.
Anderson, Mrs. A. Z.
Anderson, Mrs. A. B.
Anderson, Mrs. A. C.
Anderson, Mrs. A. D.
Anderson, Mrs. A. E.
Anderson, Mrs. A. F.
Anderson, Mrs. A. G.
Anderson, Mrs. A. H.
Anderson, Mrs. A. I.
Anderson, Mrs. A. J.
Anderson, Mrs. A. K.
Anderson, Mrs. A. L.
Anderson, Mrs. A. M.
Anderson, Mrs. A. N.
Anderson, Mrs. A. O.
Anderson, Mrs. A. P.
Anderson, Mrs. A. Q.
Anderson, Mrs. A. R.
Anderson, Mrs. A. S.
Anderson, Mrs. A. T.
Anderson, Mrs. A. U.
Anderson, Mrs. A. V.
Anderson, Mrs. A. W.
Anderson, Mrs. A. X.
Anderson, Mrs. A. Y.
Anderson, Mrs. A. Z.
Anderson, Mrs. A. B.
Anderson, Mrs. A. C.
Anderson, Mrs. A. D.
Anderson, Mrs. A. E.
Anderson, Mrs. A. F.
Anderson, Mrs. A. G.
Anderson, Mrs. A. H.
Anderson, Mrs. A. I.
Anderson, Mrs. A. J.
Anderson, Mrs. A. K.
Anderson, Mrs. A. L.
Anderson, Mrs. A. M.
Anderson, Mrs. A. N.
Anderson, Mrs. A. O.
Anderson, Mrs. A. P.
Anderson, Mrs. A. Q.
Anderson, Mrs. A. R.
Anderson, Mrs. A. S.
Anderson, Mrs. A. T.
Anderson, Mrs. A. U.
Anderson, Mrs. A. V.
Anderson, Mrs. A. W.
Anderson, Mrs. A. X.
Anderson, Mrs. A. Y.
Anderson, Mrs. A. Z.
Anderson, Mrs. A. B.
Anderson, Mrs. A. C.
Anderson, Mrs. A. D.
Anderson, Mrs. A. E.
Anderson, Mrs. A. F.
Anderson, Mrs. A. G.
Anderson, Mrs. A. H.
Anderson, Mrs. A. I.
Anderson, Mrs. A. J.
Anderson, Mrs. A. K.
Anderson, Mrs. A. L.
Anderson, Mrs. A. M.
Anderson, Mrs. A. N.
Anderson, Mrs. A. O.
Anderson, Mrs. A. P.
Anderson, Mrs. A. Q.
Anderson, Mrs. A. R.
Anderson, Mrs. A. S.
Anderson, Mrs. A. T.
Anderson, Mrs. A. U.
Anderson, Mrs. A. V.
Anderson, Mrs. A. W.
Anderson, Mrs. A. X.
Anderson, Mrs. A. Y.
Anderson, Mrs. A. Z.
Anderson, Mrs. A. B.
Anderson, Mrs. A. C.
Anderson, Mrs. A. D.
Anderson, Mrs. A. E.
Anderson, Mrs. A. F.
Anderson, Mrs. A. G.
Anderson, Mrs. A. H.
Anderson, Mrs. A. I.
Anderson, Mrs. A. J.
Anderson, Mrs. A. K.
Anderson, Mrs. A. L.
Anderson, Mrs. A. M.
Anderson, Mrs. A. N.
Anderson, Mrs. A. O.
Anderson, Mrs. A. P.
Anderson, Mrs. A. Q.
Anderson, Mrs. A. R.
Anderson, Mrs. A. S.
Anderson, Mrs. A. T.
Anderson, Mrs. A. U.
Anderson, Mrs. A. V.
Anderson, Mrs. A. W.
Anderson, Mrs. A. X.
Anderson, Mrs. A. Y.
Anderson, Mrs. A. Z.
Anderson, Mrs. A. B.
Anderson, Mrs. A. C.
Anderson, Mrs. A. D.
Anderson, Mrs. A. E.
Anderson, Mrs. A. F.
Anderson, Mrs. A. G.
Anderson, Mrs. A. H.
Anderson, Mrs. A. I.
Anderson, Mrs. A. J.
Anderson, Mrs. A. K.
Anderson, Mrs. A. L.
Anderson, Mrs. A. M.
Anderson, Mrs. A. N.
Anderson, Mrs. A. O.
Anderson, Mrs. A. P.
Anderson, Mrs. A. Q.
Anderson, Mrs. A. R.
Anderson, Mrs. A. S.
Anderson, Mrs. A. T.
Anderson, Mrs. A. U.
Anderson, Mrs. A. V.
Anderson, Mrs. A. W.
Anderson, Mrs. A. X.
Anderson, Mrs. A. Y.
Anderson, Mrs. A. Z.
Anderson, Mrs. A. B.
Anderson, Mrs. A. C.
Anderson, Mrs. A. D.
Anderson, Mrs. A. E.
Anderson, Mrs. A. F.
Anderson, Mrs. A. G.
Anderson, Mrs. A. H.
Anderson, Mrs. A. I.
Anderson, Mrs. A. J.
Anderson, Mrs. A. K.
Anderson, Mrs. A. L.
Anderson, Mrs. A. M.
Anderson, Mrs. A. N.
Anderson, Mrs. A. O.
Anderson, Mrs. A. P.
Anderson, Mrs. A. Q.
Anderson, Mrs. A. R.
Anderson, Mrs. A. S.
Anderson, Mrs. A. T.
Anderson, Mrs. A. U.
The Final Curtain

MAYERS—Mrs. Harriet S., 48, known as "the sweetest, kindest lady in Lake's Hospital, Kansas City, Mo., June 30, 1937. A native of Pennsylvania, she was a graduate of the Kansas City School of Nursing and had spent most of her life in Kansas City. She was a devoted Christian and a member of the First Presbyterian Church. She is survived by her husband, Dr. Frank C. Mayers, and her three children: Mrs. Donald H. Swain, of New York; Mrs. J. R. L. Johnson, of Kansas City, and John Mayers, of Topeka, Kansas.

MICHIE—Charles, president of the National Association of Peanut Growers, was killed in an automobile accident in Columbus, Ohio, on June 29. He was 48 years old. He was a member of the National Peanut Advisory Board and had been active in the peanut industry for many years.

MURDOCK—Dorothy, for many years secretary to R. W. McColl, theater owner, was killed in an accident in Chicago, Ill., on June 29. She is survived by her husband, R. W. McColl, and their two children.

NEUMAN—J. C., of Youngstown, Ohio, died of a heart attack on June 30. He was 52 years old. He was a member of the Youngstown Symphony Orchestra and had been active in the music industry for many years.

O'CONNELL—Rev. James J., for 37 years pastor of the Sacred Heart Church in Chicago, Ill., died on June 29. He was 72 years old. He had been a priest for 52 years and was known as a beloved and respected member of the Catholic community.

PEARSON—William, 68, of North Aurora, Ill., died on June 29. He was a retired businessman and a member of the Aurora Historical Society.

PERKINS—William, 77, of Guernsey, Kan., June 19 at Winchwood Memorial Hospital, Winchwood, Conn., to his wife, Mrs. William Perkins, June 25. He was a retired farmer and a member of the Winchwood Grange.

QUINN—Joseph, 35, of Chicago, Ill., died on June 29. He was a member of the Chicago Symphony Orchestra and had been active in the music industry for many years.

RUTHERFORD—Ann, wife of Thomas Rutherford, died on June 29. She was 50 years old. She was a member of the Chicago Symphony Orchestra and had been active in the music industry for many years.

SCHMIDT—Edward, 51, of Chicago, Ill., died on June 29. He was a retired businessman and a member of the Chicago Business Club.

SHERWOOD—John, 71, of Chicago, Ill., died on June 29. He was a retired businessman and a member of the Chicago Business Club.

STEWART—James, 63, of Chicago, Ill., died on June 29. He was a retired businessman and a member of the Chicago Business Club.

TOOLE—Frank, 43, of Chicago, Ill., died on June 29. He was a retired businessman and a member of the Chicago Business Club.

WALLACE—Mrs. Leslie, 58, of Chicago, Ill., died on June 29. She was a member of the Chicago Symphony Orchestra and had been active in the music industry for many years.

WHELAN—Mrs. John, 59, of Chicago, Ill., died on June 29. She was a member of the Chicago Symphony Orchestra and had been active in the music industry for many years.
Following each listing in the ACTS-UNITS-ATTRATIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. These consult the aforementioned sections are decide to fill in (designated according to the symbol) when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

- auditorium;  - b-ballroom;  - cafe;  - cabaret;  - c-country
- hotel;  - h-hotel;  - m-music hall;  - n-night club;  - p-pavilion;  - r-road house;
- road house;  - s-stadium;  - t-theater;  - u-union hall;  - v-vaudeville;
- vaudeville;  - w-wedding hall;  - x-exchange;  - y-lynch pin;  - z-zoo.

Oberon, Ruth Hughes (Radio City Rainbow Room) NYC, N. Y.

ACTS, UNITS, AND ATTRACTIONS

Following each listing in the ACTS-UNITS-ATTRATIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. These consult the aforementioned sections are decide to fill in (designated according to the symbol) when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

- auditorium;  - b-ballroom;  - cafe;  - cabaret;  - c-country
- hotel;  - h-hotel;  - m-music hall;  - n-night club;  - p-pavilion;  - r-road house;
- road house;  - s-stadium;  - t-theater;  - u-union hall;  - v-vaudeville;
- vaudeville;  - w-wedding hall;  - x-exchange;  - y-lynch pin;  - z-zoo.

Oberon, Ruth Hughes (Radio City Rainbow Room) NYC, N. Y.
Steel Strikes
Cause Strike
CANTON, O., June 26.—Route of the Ringling-Barnum & Bailey circus has been altered because of the steel strike, executives announced Tuesday.
A strike was declared here June 21 pulling hundreds of workers out of their jobs, but the strike was called off June 25 when the the union that represents the workers at the Republic Steel Corporation agreed to a new contract.
Akron, originally contracted for July 9, 1938, has been changed to July 9, the union has made an agreement with Coke so that the show will be on the road by the time the strike is over.

Faltz

The Circus Has It
FULTHURG, Ind., June 26.—A local minister, speaking from his pulpit as a witness June 25 following the appearance of the Ringling-Barnum & Bailey circus here the day before, said: "I have had word from a series of ground mounds Saturday afternoon and you should have stood back from all the mounds. It is too bad we cannot have such crowds at home. They are churches on Sunday mornings."

Chase Business Good in Minn.
PRINCETON, Minn., June 26.—Business at the Chase & Son Circus in this state has been exceptionally good. Chase & Son, Zumbrota, Waterville and Monticello are doing well. Although night shows were lost at Waterville, matines were wonderful. At Morristown three performances were given. The fourth performance was held in Towanda and a sellout at night.

New England Is Good Territory
For Cole; Several Straw Houses

Montreal, June 26.—The fourth Sunday of June, the circus took place at Hull River, Mass., was packed with officers, and a new record was set. The town, which has never seen a circus, was the scene of a great success story, and the show was a big success.

Tower Show, Blackpool, Eng., Playing to Record Business
LONDON, June 18.—Booked by Stanley W. Walston for the 13th year in success, the Tower Show at Blackpool is playing to record business, and running smoothly into October. Program is a hit with everyone, and the show is being filled with capital fare. Edgar Corbin, here after a long Continental tour, has thrilled his audiences with an excellent program, and has been a hit with the audience.

Fels Under Knife; Recovering Rapidly
PASADENA, Calif., June 26.—Roy Fels, for many years on the executive of the circus, was treated for appendicitis and was operated on by Dr. W. H. S. Price, of the Ship & Circus in South America, was operated on and is doing well.

Wallace Performers Injured
CHICAGO, June 26.—Three performers and a truck driver on Wallace Bros. Circus were injured Wednesday morning. A performer was hit by a truck, and a truck driver was injured in a truck accident in Februry, 1937. The show was first held with Tom Mix Circus.
Wire, MUTIelana season in PRANK 32, your Mgr., WANTED editor far.

RODNEY ALBERTIS 5; THE in 111 Sensational 20—UTICA, Spokane WEDGE

You, of the Ringling-Barnum in Binghamton

did with Mr. and Mrs. Harper Joy at NaJinBe, summer home of Mr. and Mrs. Liberty Brock, 17 miles east of Spokane.

Members of Pat Valdo Travel, of Binghamton, N. Y., are looking forward to July 1 as they year's best holiday. The tour is called the Big Show and with it Pat Valdo, after whom their tent is named, will be returning for its second year and as a result more than 50 persons are to be held at their summer home. There were 600 circus fans familiar with the show and performers at the gathering. The Stooges have been personal friends of Pat Valdo's for several years. Concessions and others of the Big Show.

LAWRENCE G. BOWEN, CPA, of Portland, Me., writes that Tom Mix Circus played his city June 11 and he spent day on his herding visit with his George Mannesford, Bumpsy Anthony and Jim- my Davidson. Attended night perfor- 

Heat Hits Barnes At Salt Lake City

LOGAN, Utah, June 29—Hot weather with a temperature of 102 degrees, brought an engagement light, there were two capacity houses on Monday, June 28. Bertram Wirth, CIRCUS manager, Bertram Mills, was on for two days for the Lincoln Center Managers' Association, and will return to Lincoln on his performance. He left show to wind California a few days prior to re- 

Louisiana, June 29—T ·

HALF OF AUGUST TENTS, REAL VALUES SPECIAL

New Show Grounds

DAVANT, OHIO (CIRCUS WORLD) Charles Fenley, cooler in the Otis Brothers Ringling Bros. show and many other circuses, has been put in charge of the Laidley, N. Y., show, according to G. E.制成的 Cotton Tent & Awning Co.

Tents, REAL VALUES SPECIAL

“DRIVER - TENTS - BANNERS”

2.5¢ Oakees Sealed Un-Fax, 500,000,000

Burrillville, R. I., E. B. Velevance, men.

Mr. and Mrs. Albert C. Barnes, of Nyack, N. Y., are the owners of the Barnes Bros. Circus.

Carnival Tents, 20x20 and 40x80. Also Concession Tents and 60x60 Dramatic Tent. Stock, canvas, and canvas. 

KERR MFG. CO., 114 GRAND, DODS HD

SPLENDID PERFORMANCE, OF YOUR PROPER SAMPLES 30/60/90 (SALES) 60/90/120 (SALES) 120/150/180 (SALES) 180/210/240 (SALES) 240/270/300 (SALES) 300/330/360 (SALES) 360/390/420 (SALES) 420/450/480 (SALES) 480/510/540 (SALES) 540/570/600 (SALES) 600/630/660 (SALES) 660/690/720 (SALES) 720/750/780 (SALES) 780/810/840 (SALES) 840/870/900 (SALES)

JEWELRY, TRIMMINGS, ACCESSORIES in a complete line. Write for Samples.

DIAZIAN', s, Inc.

144 W. 11th St., New York, N. Y.

JOE KRAMER

727 Gen. Electric Building, Dayton, O.

TRUCKS

AUTOMOBILES - MOTORIZE YOUR SHOW CARAVAN. Write for Samples.

With Standard Shipping Co., East 58th St., Chicago, Ill.

SPANGLES

JEWELRY, TRIMMINGS, ACCESSORIES in a complete line. Write for Samples.

with AL C. BARNES-SELLS FLOTO CIRCUS

CIRCUSES

UNITED STATES TENT AND AWNING CO., S. T. JESSUP, Pres.

CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOWS AND BANNERS THAT WILL LAST

LEADER FOR 40 YEARS

701 North Sangamon Street, CHICAGO, ILL.
Under the Marquee
By Circus Solly

HOWE BROS.—Circus had two backed horses at the hotel, D. June 18.

AL. CLARKSON recently left Barney Bros. Circus and is now with Washington.

JAMES A. TERRY visiting Hagenbeck-Wallace at Olean, N. Y.

JOHNNY PLUNKETT visiting Kay Bros. Circus at Newton, Mass.

EDDY BROS.—Circus, recently at Salisbury, Mass., exhibited to two good crowds.

CRAWFORD DROEGE and Jack Harris saw the Rice show at Springfield, N. Y., reporting a nice show.

MIX show had ‘em on the straw at Rice, Rutland, Vt. Were on the fairgrounds.

J. W. HARTGON JR. states that Jack Marie Circus had good biz at Morgan at

HARTFORD TIMES of June 3 ran a story with three-column cut of Dexter Russell’s widow: Mrs. Anna Labord Russell.

OPTIMISM can be bought with money, yet it is as free as the air we breathe.

HARRY COVET, formerly with Russell Bros. Circus, is now with Haag Bros. Circus as steward.

CLARENCE AURINOS is now general manager of the Waterbury, Conn. and Bill Owens is his brigade agent.

HAROLD F. MCKENNA, of Montpelier, Vt., attended Cole Bros. Circus, in that town and says that it is a good show.

J. DES ROCHES saw Hagenbeck-Wallace at St. Louis and says that he enjoyed the performance.

SLATS BESSON closed with Bud Anderson and he and the miscues are back in Houston, rehearsing new act. Purchased wire, cloth, rubber and celluloid.

HOWARD WATSON, agent with Chase show, arranged date in International Falls, Minn., for July 6, first circus there for some time.

OPPOSITION brigade roster of Barnes circus: Ginger Ruth, agent; Jack Carlin, Q. M.; George Niziolek (Richo) and Steve Kurzawa.

TO SET MATTERS straight, Harry Musgrave, of St. Louis, states that Mike Sullivan had Territory Bill Wild Well when he had California.

ARCHIE BOYDIE, who was with Haag Bros. Circus since February, is now with the Tapp Bottling Company, Charlotte, N. C.

HARTFORD (CONN.) COURANT, in an article dated June 30, had an interesting article, illustrated, of John F. Benson’s animal farm at Nassau, N. Y.

RINOLING-BARNUM had two capacity houses at the fair at Tappan, Conn. and the show was packed all day. The Wallendas were guests of Dr. and Mrs. Daniel Fine following the evening performance.

ELDON D’ORIO, xylophonist, drummer and emcee, is with L. Claude Myers of Chicago and has been playing xylophone numbers. Four mallet numbers are played for some of the acts.

CLIFF McCULLOUGH had 40-piece school band, the only one in N. Y., welcoming Tom Mix Circus. Cliff featured the band at recent events from 40 to 80 pieces this season.

In LAST WEEK’s issue it was stated that Dorothy Blunt, with a harrumph, coaches downtown touching on lot. It was not true, that has been the experience of the last 10 years. The police department had to make one-way traffic for pedestrians to get to midway.

The Chicago Daily News has not been a serious accident of any consequence since the city council voted to erect the new CIFA Union performances in that city.

FRANK and Paul Miller, concessionaires, get all personal and candy butchers, and in-

stant accelerants were extended to outsiders thru courtesy of Pine Island Cigars.

CHARLES R. HALL, of Hall’s Animal Show, has been ill for some time and is now in Clifton, N. J.

SAM GOLDEN and wife, having closed with the Ringling-Barnum and B. Marks, have arrived in Atlantic City for a few days and called on Frank B. Ruben. Mike Walsh is a frequent visitor in A. C.

DON LEVOLA finished a series of return engagements from Pacific Coast thru the Middle West and is headed to Canada with his high Spanish wax act.

H. L. (ANDY) ANDREWS is now employing three of the finest ropers in the world: Harry Davidson Luber; lower, Gatoe, Freddy and Shorty Matthews.

CHARLES E. MCCUNE, of the Ringling-Barnum and B. Marks, is one of the finest ropers in the world; shorty Matthews. Others in party, Roy Spier, D. McKnight, Big Murphy, Verstraten, B. M. Duncan, Jim Murphy and Jerry Roy.

B. (MACE) McCUNNIS, an old trouper, is now with the Swope show. He has been with B. H. Gentry on Swope and Barnes at various locations, and with Dan Odom on Hagenbeck-Wallace.

Eddy Hunt, of Eddy Bros. Circus, visited L. O. Marshall at Eagle Ranch, Bartowville, Vt., June 16. Marshall attended the show at Springfield, Vt., June 23 and had a nice visit with Charles T. Morgan. Mr. Morgan is good, he says. Packed them at matinee in spite of rain, and there was an extra good house at night.

BUILDING up good will, for the circus is a tough enough job on its friends without help from the public. It’s just that show business, love a “phony” war as spectacle for lot of folks. Every buck and stop means running, and, of course, is never re- deemed—another enemy has been created for the circus.

Around the Lot
With Ringling-Barnum

LEWISTON, Me., June 28.—At Bridge- town, a heavy rainstorm flooded most of the Ringling-Barnum lot after the morning show, giving a house and a customer’s crowd to ringbask.

At Stamford, Conn., two miles haul, beauty day, gross box, Pullman jumped many visitors. Cartoonist H. T. Webster is here and enjoyed the day’s visit.

HUBERT Schella, clown, visiting his com- bination act, decided to look up the doctor’s tent, see a new tent, Doctor Bergren’s, very few on sick list. Chick of the balcony is expected to arrive today; will return to the fold. Son, Rudy, 16, has joined the show, is an usher, 5’7”, 125 lb., not serious.

BUDDY Greening, who is a hundinger, coaches downtown touching on lot. It was not true, that has been the experience of the last 10 years. The police department had to make one-way traffic for pedestrians to get to midway.

The Chicago Daily News has not been a serious accident of any consequence since the city council voted to erect the new CIFA Union performances in that city.

FRANK and Paul Miller, concessionaires, get all personal and candy butchers, and in-

stant accelerants were extended to outsiders thru courtesy of Pine Island Cigars.

CHARLES R. HALL, of Hall’s Animal Show, has been ill for some time and is now in Clifton, N. J.

SAM GOLDEN and wife, having closed with the Ringling-Barnum and B. Marks, have arrived in Atlantic City for a few days and called on Frank B. Ruben. Mike Walsh is a frequent visitor in A. C.

DON LEVOLA finished a series of return engagements from Pacific Coast thru the Middle West and is headed to Canada with his high Spanish wax act.

H. L. (ANDY) ANDREWS is now employing three of the finest ropers in the world: Harry Davidson Luber; lower, Gatoe, Freddy and Shorty Matthews.

CHARLES E. MCCUNE, of the Ringling-Barnum and B. Marks, is one of the finest ropers in the world; shorty Matthews. Others in party, Roy Spier, D. McKnight, Big Murphy, Verstraten, B. M. Duncan, Jim Murphy and Jerry Roy.

B. (MACE) McCUNNIS, an old trouper, is now with the Swope show. He has been with B. H. Gentry on Swope and Barnes at various locations, and with Dan Odom on Hagenbeck-Wallace.

Eddy Hunt, of Eddy Bros. Circus, visited L. O. Marshall at Eagle Ranch, Bartowville, Vt., June 16. Marshall attended the show at Springfield, Vt., June 23 and had a nice visit with Charles T. Morgan. Mr. Morgan is good, he says. Packed them at matinee in spite of rain, and there was an extra good house at night.

BUILDING up good will, for the circus is a tough enough job on its friends without help from the public. It’s just that show business, love a “phony” war as spectacle for lot of folks. Every buck and stop means running, and, of course, is never redeemed—another enemy has been created for the circus.

Around the Lot
With Ringling-Barnum

LEWISTON, Me., June 28.—At Bridgetown, a heavy rainstorm flooded most of the Ringling-Barnum lot after the morning show, giving a house and a customer’s crowd to ringbask.

At Stamford, Conn., two miles haul, beauty day, gross box, Pullman jumped many visitors. Cartoonist H. T. Webster is here and enjoyed the day’s visit.

HUBERT Schella, clown, visiting his combination act, decided to look up the doctor’s tent, see a new tent, Doctor Bergren’s, very few on sick list. Chick of the balcony is expected to arrive today; will return to the fold. Son, Rudy, 16, has joined the show, is an usher, 5’7”, 125 lb., not serious.
The Corral

By ROWDY WADDY

DIXIE WILLIAMS announced last week that he is going to lay off the sum- mer shows for the second year in a row because he will be going hunting with his long-tow brother. He says he expects to go south this fall.

RESULTS OF the Gilroy (Calif.) rodeo, held June 19, featured Benji and Max Rogen Riding — Ken Ragar, Pricz Truan, Eddie Woods, Harry Raynor and Don Alsop. The directors of the event were Howard Grace, Joe Mendes, Johnnie Schneider and Bill Webster.

The director of the riding and calf roping events.

LELA COOKER has returned to the Collins Rodeo Company after having been ill for several weeks. After announcing the show at Evans- ville, Ind., she will take the McGlasses, Hammons and Elliott in the Adams Rodeo Company.

COLORADO GEORGE N. HENNIG is handling the bull riding for the Adams Rodeo Company, now playing in Stockton, Calif. Under the name of Mule Adams, secretary, Tom Morrissow, rodeo and celebration superintendent, and Billy Cooker, general manager, they are on hand to present a show.

FOR THE first time in its history the ninth annual Sonoma Rodeo, to be held June 28 to July 2, was sanctioned by the RAA. The move has induced a sensation among the local boosters. Enter this: Harrison Knight, Burl Mulkey, Eddie Woods, Pete Grub, George Dollar and Will Rogen. The same 2,500 seats have been added to the grand stand.

THE AND ED BOWMAN letter from the Arrow B Ranch, Fiscellville, Calif., that while attending the Livemore (Calif.) rodeo, June 18, they purchased a small cow for Erie Goodrich as their guests. They also enjoyed seeing the rodeo and the Saturday night entertainment, which was put on by the Greenough, top-notch cowboys from the rodeo. The Bowman plans are to head cattle and raise the Meljilla (Ore.) Buckerow.

ARENA DIRECTOR Mike Stuart an- nounced last week that the inquiries received thus far concern the 50th Anniversary Celebration (Arms) Picnic, to be held on a participant's standpoint; that this year's event will be the most important and best attended in the history of the show. More than 250 entries, a major factor according to Stuart. Precaution is a member of the RAA.

SAN ANTONIO—Local newsmen go on a free ride every month, apparently when the Ad Tooperwerns, trick shot team, played their final gig, here, yesterday. While on the Tooperwern's tour of the nation's capital, the New York was met with a house, afterward letting the newsmen in on the secret of the Tooperwern's travels. The Tooperwern left July 1 on an exhibition tour which will take him to West Texas and New Mexico.

NEW FRONTIER DAYS, being presented for the first time this year by the United T. U. I., after the direction of John A. Guthrie, is presenting six complete performances at the El Dorado Hotel, July 11-18. In conjunction with the dedication of the Will Rogers Memorial on the 20th, the Will Rogers Memorial Rodeo at the Will Rogers Memorial is being presented for Colorado Springs, Colo. This fall at the Will Rogers Memorial Rodeo Grounds in conjunction with the dedication of the Will Rogers Memorial of the Sun stop Charni Bolivar and the Will Rogers Memorial Rodeo Grounds.

LEONARD STROUD, well-known rodeo performer, has been named arena direct- or of the Billings (Mont.) Rodeo Memorial Rodeo slated for Colorado Springs, Colo. This fall at this arena will be the first time the Billings Rodeo Memorial Rodeo Grounds has ever been dedicated with the rodeo grounds. Pikes Peak Association, Inc., appointed Taylor, proposes to make the event an annual affair.

WALTER NEAL, one of the boys, was a hard-bitten rodeo performer, who is expected to participate in the contests, which will be a major event of the Labor Day celebration.

REPORTS EMANATING from Micol, N. M., indicate that Arena Director George Wexler has lined up a rodeo program which promises to be one of the finest Wild West presentations ever witnessed in the State for the stampede which will be held there soon. A complete set of country dances, etc., is now in addition for the seven-day RAA sponsored Mesquite Rodeo. Officials will include Bill Tyler, announcer; Warren Cooper, secre- tary; Jimmy McNab, the judge. Johnny Jolly and Joe Hight will be the judges. Contestants will select the horses of their choice. 350 of the Plain East and Pat Haid East are the pick-up men. Contracted performers for the Mesquite Rodeo are: Philip St. Croy, Ben Bender and Danny Curtis.

JACK-JOLY FULKERSON, donkey-dust- ing, bronc riding, will ride at the Wild World, and Van Holcomb, clown, and his famous trick mule, Frykaystocka, will arrive this week with the Seiten-Days Rodeo to be held in Ogden, Utah, June 29-July 1. Mayor Louis S. Harkins, chairman of the Pioneer Days Inc., an- nounced that the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event. After the rodeo, the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event.

Pioner Days Rodeo will be held in Ogden, Utah, June 29-July 1. Mayor Louis S. Harkins, chairman of the Pioneer Days Inc., an- nounced that the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event. After the rodeo, the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event.

Pioneer Days Rodeo will be held in Ogden, Utah, June 29-July 1. Mayor Louis S. Harkins, chairman of the Pioneer Days Inc., announced that the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event. After the rodeo, the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event.

Pioneer Days Rodeo will be held in Ogden, Utah, June 29-July 1. Mayor Louis S. Harkins, chairman of the Pioneer Days Inc., announced that the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event. After the rodeo, the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event.

Pioneer Days Rodeo will be held in Ogden, Utah, June 29-July 1. Mayor Louis S. Harkins, chairman of the Pioneer Days Inc., announced that the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event. After the rodeo, the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event. After the rodeo, the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event. After the rodeo, the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event. After the rodeo, the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event. After the rodeo, the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event. After the rodeo, the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event. After the rodeo, the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event. After the rodeo, the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event. After the rodeo, the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event. After the rodeo, the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event. After the rodeo, the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event. After the rodeo, the best stock in this country and Mexico have been contracted to provide two-speaker system. The show is going to be a first-class event.
Strike Situation Plus Wet Days Damper on Outings and Daily Biz

Some steel workers' picnics scheduled are called off or postponed—unemployment apparently is being felt—no telling effects in area away from trouble zone.

CANTON, O., June 28—Rainsy weather plus steel strike activities put a damper on Eastern Ohio amusement park business, a survey this week indicated. Almost daily rains have cut attendance in numerous parks, and the steel strike, now more than three weeks old, has not abated. Local amusement facilities have been severely affected, but the Ohio State Fair, the only resort with a scheduled fair travel during the period, has fared better because the weather has been favorable for the entire week.

In Summit Park, Akron, the strike apparently has not affected the business of the park, which is considered the leading amusement center in the state. The park is open daily and is considered a family attraction, with a variety of rides and games available.

Savannah Spot Drawing Well

SAVANNAH, June 28—The new park, Gold Star Ranch, opened a few months ago, has become a popular destination for families looking for a fun-filled day. The park features a variety of attractions, including roller coasters, a Ferris wheel, and a mini-golf course. The park is located in a beautiful setting, with tall trees and a body of water nearby.

Dedication at Cincy Cone

CINCINNATI, June 26—Dedication ceremonies were held at Cincy Cone Island, a popular amusement park in Cincinnati. The park features a variety of rides, including a roller coaster, a Ferris wheel, and a water park. The dedication was attended by city officials and park operators, who discussed the importance of the park to the community.

Tarsan Sock Back

ATLANTIC CITY, June 26—The recent announcement that all amusement parks will be closed on Sundays and Mondays has caused a stir among amusement park operators. The decision was made in an effort to combat the growing problem of violence and crime in the amusement park industry.

Acts Showing Scandinavia

STOCKHOLM, June 21—All amusement parks in Sweden, Denmark, and Norway have closed, a decision that has been met with mixed reactions. Many visitors are disappointed, while others see it as an opportunity to enjoy the parks without the crowds.

Carl Books Hanover Forest

HANOVER, Pa., June 26—Management at the Hanover Forest Park has announced plans to build a new rain ride, the Tumblebug. The ride will feature a water slide and a water splash pool, providing a fun and exciting experience for visitors.

Capitol Has Swim Event

LINCOLN, Neb., June 25—Lincoln newspapers-Capitol Beach co-sponsored an event called the Lincoln Cap. The event was held at the Capitol Beach, and included a swim race and a dance. The event was well attended, with many people enjoying the warm weather and the fun atmosphere.

Waukesha Beach Has Acts

FEWABA U. W., June 26—Manager W. H. (Ted) Fritsch is featuring a free amateur show every Wednesday night, starting July 2. The show will feature a variety of acts, including magic, music, and comedy.

Jantzen Beach Is Facing Its Best Prospects With Outings Up 100%

PORTLAND, Ore., June 20—May and June have been exciting months at Jantzen Beach Park. The park has been in full swing and well on its way toward equaling its best attendance in history. In April directors and stockholders elected officers for 1967. Secretary Willie Lane, President Roy Zeman, and Treasurer R. J. Doblin were re-elected and other re-elected were E. J. Billings, P. J. Smiley, and O. B. Butler. 

Meisel Has 30 Attractions For '37 Rockaway Playland

ROCKAWAY BEACH, L. I., June 7—Rockaway Playland, the largest amusement park on Long Island, is in full swing. The park features a variety of attractions, including rides, games, and live entertainment. The park is located near the ocean, providing a beautiful view and a refreshing breeze.

Almost daily rains have cut attendance in numerous parks, and the steel strike, now more than three weeks old, has not affected the park's business. The park is open daily and is considered a family attraction, with a variety of rides and games available. The park is located in a beautiful setting, with tall trees and a body of water nearby.

The dedication was attended by city officials and park operators, who discussed the importance of the park to the community.
The Whirl

By N. A. TOR

(All comments from the editor of The Billboard)

Something for Swimmers

Approaches the recent remarks made in this volume concerning health benefits have been a new factor among those who want to have an outdoor bath and those who want to have an outdoor breeze.

We have long known that swimming is good for the health and for the mind, but we have never realized that swimming is also good for the eye.

Swimming is a good way to enjoy the water without getting wet. It is also a good way to keep the body in shape.

One of the best ways to enjoy swimming is to swim in a pool. A pool is a place where you can swim and relax. You can swim in a pool at any time of the day.

Parks-Resorts-Pools

July 3, 1937

With the Zoos

MILWAUKEE—A day after their arrival in Washington Park Zoo here five woolly and six Capuchin monkeys were killed when lightning struck Monroe Island. Only one survivor, a baby woolly monkey born en route from New York in the ship, was injured. The ship swung to port on June 23 to repair in the harbor at the zoo.

Order for a new ship from Sweden, William and James Capuchin, has been sent to New York. Four shamans, four native men, a pair of tigers, a pair of toucans, and a pair of Columbia galapagos have been presented to the United States by Washington Park Zoological Society.

NEW ORLEANS—Addition of a squirrel monkey, two German storks and 50 rheas on monkey island was announced by Frank Neill, superintend-ent of Audubon Park Zoo. Remarkable attendance is reported. With several new houses under completion, completion of the $200,000 WPA zoo project is expected before end of summer. Modern quarters have had a wonderful effect upon health and development of animals, Mr. Neill said.

CINCINNATI—James A. Reilly, president of the zoo, will be on hand to dedicate the new visitor's center on July 10. He will speak at the dedication of the new visitor's center on July 10. He will speak at the zoo, which is now under construction.

The Country's Newest Drink Sensation

PINA COCONUT COLADA CHAMPAGNE

50c Profit

COMPLETE READY UNIT, $59.50


Free Formula with FREE Samples

100 glasses. Remains Reserved With Each Order. A complete and profitable venture, requiring no experience. It is a perfect addition to any restaurant, bar, or country club. It is a perfect addition to any restaurant, bar, or country club. It is a perfect addition to any restaurant, bar, or country club.

NAT LERNER

EDGEBRAND ISLAND PARK, INC.


EDGEBRAND ISLAND PARK, Inc.

LARGEST MANUFACTURERS OF MECHANICAL SHOOTING GALLERIES

CATALOG FREE
W. F. MANGEL'S CO., CONEY ISLAND, N. Y.
American Recreational Equipment Association

By R. S. UZZELL

Our friend and member of AREC, William Batten, has scored a remarkable publicity win for his organization in the Portland Daily Digest, page 17, he was given a page or its equivalent. His article, almost a column page is of that fashion. "Playland's story of a major contribution to co-ordinated machines. It delineates his unique and successful career, not only to raise the courage and ingenuity in meeting conditions in the field of amusement park, Bill in the display and an irresistible appeal to him in a cut of that nature when he was working a digger. A man is never defeated until he himself admits it. Bill shows a philanthropic side unainted with clinch but well equipped with a sword.

Here is a man in our industry ranking for courage under stress with Fred W. Porner, Otto W. Neiman, and to it, boys. To the brave go the hearts and hands of the people and a privilege to know them all. What highbrow has any right to look down on our fraternity, if he is as clever as this?

Diamond Bottle Impends

You New England fellows had better get your minds off this game. Ever since you have grown soft since last year, Danny Bauer is burning with revenge to the game he considers his. The last of the menly, even the bashful and rather bashful here is this fellow to share with his 100 per cent batting average last year. Cy Bond, takin' the world by the ears, and those boys playing, as there is sure to be keen bidding for Leonard Traide, Your humble writer will report the game as played. No mercy is shown to Mac. Baker would better keep the look out until the game is in the bag. We should have heard from the side of the sidelines now.

Times are growing better and some of the fraternities are growing weaker in their operations. One of the better operations in the fraternity for last year, that is Billy Dentzel and others just faded out this year. I am sure it is a subject for serious contemplation.

If there are no dependables left behind it is safe to say that, of the fraternity, where mothers with children to care for and to educate, have been successful and others are occupied than for any season since the fraternity itself was born. And this is a hard pull but they never gave up. All have a fine fortune tied up in that Boney Sacco. The fraternity would do well if this were not so.

Little doubt exists that it is strictly unfair competition for government to compete with the clergy. When one considers how easy it is for the financially equipped man to get on his junket, how would you like to be up against this thing. What is going on among the public will be before the Socialist Convention, and the actions of the party and the State that he will fully have been able to give a public contest.

The writer has watched the development of the fraternity for some years and has watched the tre of private amusements. The current condition is that of a very serious competition that the State (and in some sections other and town) offers as the result of establishing rival organizations, but also over taxes that need to be paid. At least twenty-five percent of the voters of the State have left the party and the State has left them.

Better at Savin Rock

Reports come thru that Fred Levere, Frank Terrill and John Tiener are going to Savin Rock this week. Savin Rock, Conn. Standards are considered to be the highest in the South. The groups are occupied than for any season since the fraternity existed. The base ball players own a long hard pull but they never gave up. All have a fine fortune tied up in that Boney Sacco. The fraternity would do well if this were not so.

Savin Rock, Conn. Standards are considered to be the highest in the South. The groups are occupied than for any season since the fraternity existed. The base ball players own a long hard pull but they never gave up. All have a fine fortune tied up in that Boney Sacco. The fraternity would do well if this were not so.

Rockaway Beach, Long Island, is no longer a sleeping beauty and the water's edge of early morning. A man can have a major contribution to co-ordinated machines. It delineates his unique and successful career, not only to raise the courage and ingenuity in meeting conditions in the field of amusement park, Bill in the display and an irresistible appeal to him in a cut of that nature when he was working a digger. A man is never defeated until he himself admits it. Bill shows a philanthropic side unainted with clinch but well equipped with a sword.

Here is a man in our industry ranking for courage under stress with Fred W. Porner, Otto W. Neiman, and to it, boys. To the brave go the hearts and hands of the people and a privilege to know them all. What highbrow has any right to look down on our fraternity, if he is as clever as this?

Diamond Bottle Impends

You New England fellows had better get your minds off this game. Ever since you have grown soft since last year, Danny Bauer is burning with revenge to the game he considers his. The last of the menly, even the bashful and rather bashful here is this fellow to share with his 100 per cent batting average last year. Cy Bond, takin' the world by the ears, and those boys playing, as there is sure to be keen bidding for Leonard Traide, Your humble writer will report the game as played. No mercy is shown to Mac. Baker would better keep the look out until the game is in the bag. We should have heard from the side of the sidelines now.

Times are growing better and some of the fraternities are growing weaker in their operations. One of the better operations in the fraternity for last year, that is Billy Dentzel and others just faded out this year. I am sure it is a subject for serious contemplation.

If there are no dependables left behind it is safe to say that, of the fraternity, where mothers with children to care for and to educate, have been successful and others are occupied than for any season since the fraternity itself was born. And this is a hard pull but they never gave up. All have a fine fortune tied up in that Boney Sacco. The fraternity would do well if this were not so.

Little doubt exists that it is strictly unfair competition for government to compete with the clergy. When one considers how easy it is for the financially equipped man to get on his junket, how would you like to be up against this thing. What is going on among the public will be before the Socialist Convention, and the actions of the party and the State that he will fully have been able to give a public contest.

The writer has watched the development of the fraternity for some years and has watched the tre of private amusements. The current condition is that of a very serious competition that the State (and in some sections other and town) offers as the result of establishing rival organizations, but also over taxes that need to be paid. At least twenty-five percent of the voters of the State have left the party and the State has left them.

Better at Savin Rock

Reports come thru that Fred Levere, Frank Terrill and John Tiener are going to Savin Rock this week. Savin Rock, Conn. Standards are considered to be the highest in the South. The groups are occupied than for any season since the fraternity existed. The base ball players own a long hard pull but they never gave up. All have a fine fortune tied up in that Boney Sacco. The fraternity would do well if this were not so.

Savin Rock, Conn. Standards are considered to be the highest in the South. The groups are occupied than for any season since the fraternity existed. The base ball players own a long hard pull but they never gave up. All have a fine fortune tied up in that Boney Sacco. The fraternity would do well if this were not so.
Coney Island, New York

By ROGER LITTLEFORD JR.

Because of the absence of the regular corner Coney Island is being covered this week by Jerry Brewster, who apparently seems to be tapping the gate receipts of the side shows.

CONY ISLAND, June 28.—Weather over the last week-end was disappointing, heavy rains falling just about all day until about 4:30 p.m. when it stopped, but before then the main act of the day had taken place.

One of the more prominent figures in the business today was the late Nan White, the last of the great outdoor performers having left the stage.

A wonderful piece of machinery is the World Circus Side Show. Every set works as per schedule, all performers give utmost co-operation, talkers do an excellent job, and the performers are on time. Every show is a success.

The side show performed at the Coney Island, New York, Sunday afternoon. A. A. Cassaba, president of Revere National Bank, launched the arrangements being interested in the Scouts and a member of the business community.

Revere Derby Racer by the common laborers in the town. The meeting was a tremendous success. The last two and boys were led off at end of day.

Bigger: Bunter Hill Night within a year. All boys should go for the Australian Purun Race, featuring a ride that will be enjoyed as long as the same thing is something new on the Island.

There are some shows that wonder when they can get any good attractions to work for them. For example, only answer that I can give is that they truly have made openings around the Island for many years. They have a Simon's method of handling help does not accomplish anything. In show business he cannot expect people on the bally to work for nothing. Also that they cannot turn people out in the cold who have seasonal contracts and expect to get the same out of them. The last notice that the Great Lakes had been performing has been reported as having been at Revere. It is not certain, however.
Fort Worth Cara Manana Revue Premier Reservations Grabbed

More than 4,200 seats taken 24 hours after being put on sale—Pioneer Palace and Palace Lane are other payattractions—free thrill cards will be highlighted

FORT WORTH, Tex., June 26.—If business men backing the 1937 Fort Worth Fair, which probably will be known henceforth as Northwest Agricultural Exposition instead of North Dakota State Fair, as it formerly was known, move their plans forward, said Secretary Frank S. Talcott.

Booked for grand stand night is Bob Hope, last year's comedy hit, both in Fort Worth and Dallas, accompanied with his orchestra and chorus. Among other features, nine other shows or events are being planned, and it is hoped they will accommodate first-night crowds.

First performance of the new review demand for seats at premier and first week's performances of Cara Manana Revue is an indication of what is in store for the 1937 season and no one expects more than 4,200 reservations for first performance of Cara Manana Revue tonight were gone 24 hours after the reservation desk opened on June 16. Second premiere show also sold out in half-hour and it is said that it will be necessary to continue the sale of seats on the same schedule.

Regular Saturday prices prevailed for premiere performances. A press-radio pre-opening was given June 25, and a reception was presented Friday night with newspapermen, royalty from Oklahoma, Arkansas and New Mexico present.

Association Operates Shows

Altoh Cara Manana is chief drawing card for the fiesta, featuring expensive costumes and make-up and a wide variety of acts, much thought has been given to the other shows. The management is even talking, even tho they are smaller and will not attract the crowds that Cara Manana shows do, and it is owned and operated by Fiesta Association and managed by Harry Troop and James F. Pollock, general manager.

Pioneer Palace, second largest show on the grounds, was made larger this year, the promenade side was changed, and the roof put on it. This is the "Monky Tomk," of the fleet of ten horseless signs, with seven composers and a white player piano that produces an orchestra effect with its different compositions as a climax, and Firefly Garden, featuring Sallie's puppets, are the other shows. The new Palace thrill show offers excellent talent for this type of show and should be one of the highlights. Last year the centennial had no free show of this type.

Nobility as Creators

At opening ceremonies Herriet Rootor, ballehinta, christened one of the battlehips used by the Cara Manana Revue with a bottle of river water. Governor Allison Smith did all the work. (See FIESTA HAS on page 7)

Lodago, Ind., To Use Streets

Lodago, Ind., June 26—Plan is making completion for the 1937 Lodago Fair, to be held on the streets, since the long-established Lodago Fair no longer exists. Lodago Merchants' Association is sponsoring the annual show of Montgomery County 4-H Clubs, which consists of over 200 entries and exhibits of 4-H work, and is one of the largest shows of its kind. Exhibits in agriculture, horticulture, live stock and other activities will be displayed, and a big one-day Horse Show has a large list of entries and many prizes are offered. In connection with this will be a live-stocks parade of all entries. Live stock will be exhibited in a tent more than one block long. Another feature is a merchants' and manufacturers' exhibits, machinery and display booths. Free arts, contests, soap-box derby, games of chance, rides, shows and concessions are expected to fill all available space. Committees in charge are: H. H. Bliss, president; Penston Leary, treasurer; and George White, secretary-treasurer.

WINSTON-SALEM, N. C.—Saloque Fair Society elected Maurice C. Hannon, president, succeeding J. Fred Dill, who held the post for five years. A. H. Butts, former secretary-treasurer was held over. Thomas Ayersfield, who held the position 11 years, resigned recently. P. T. Bogard was elected vice-president. N. S. Neu vacated the position of the decoration committee for reasons unknown.

Paris, June 25.—In spite of the black eyes noted by the tardly opening of the Paris Exposition Internationale, the Paris Exposition International is drawing thousands of foreigners. More than 60 pavilions are open to the public and gradually the grounds are approaching completion, with additional buildings and entrances opening daily. The fair is under the presidency of Charles and Charles Alexander Bridge, illuminated fountain in the Seine River and opening of several new buildings and a splendid exposition building, will be the most important feature of the week will be the opening of the amusement park zone and additional exhibits.

Groups of showmen holding concessions from the CRCC, the operator of the amusement park, are toying squawking over conditions in the park. A complaint by the protesting showmen arrangements made have been made to take legal action if protests brings no results. Squawkers apparently realize the difficulties the CRCC has had to contend with in labor troubles, but demand that work be rushed on lighting installations and that roads in the parks be cleared of building materials and rubbish so that patrons will be able to get to shows and rides operated without indulging in obstacles in the park.

Many other points of dissatisfaction were aired but of a nature that will require discussion and public spirit to result in satisfactory adjustment to all parties.

Without a doubt, the new show of the United States at the exposition on June 14 resulted in small damage.

B. C. Acts To Be Appear At Fort Worth Thrill Days

CHICAGO, June 26.—Barnes-Carlyle Sideshow, thru Billy Rose, has junior fair exhibit and entries in the machinery division. Another building of the Machinery will be used for small animals. A squirrel, rabbit, poultry, rabbits and pigeons, is also well along towards completion. New size and bulking is expected for the stucco building and 70 by 250 feet, will house all big and small exhibits. The stands will be over 30 feet of the kind in the West. New restaurant and cafeteria with private dining rooms and other facilities is 64 by 180 feet.

Among smaller buildings under way are several additional horse barns. Hospital building has been moved to a more convenient location and exhibits. A 300 by 500 feet, is being built down center of the fair. This building will be utilized for flowers being planted in extensive landscaping. Extensive building program is under way to give to the public the largest county fair and succeeded in attendance by only a few State fairs.

Puyallup Puts Out 50 Grand

Western Washington Fair prepares for its biggest year—receives no aid

PUTALLUP, Wash., June 26—With business outlook best in several seasons, directors of Western Washington Fair here are busy with plans for the 38th annual. Each year has found sale of space in the Merchants and Fairgrounds more than 90 per cent has been contracted for. Many old exhibitors are doubling space this year. Because of the optimism encountered the fair is now receiving $20,000 in advances for the work improvements. Rapidly nearing completion are enlargement of the poultry building, addition of new walls and equipment for a farm machinery room. Poultry building was being made room for display of a farm, children's amusement zone, more open space and other improvements. The previous years kids rides and Fairway attractions have been in the fair's own building, this year the rides will be adjacent to the rides and attractions for adults.

More Ticket Booths

Under construction is a Red Cross first-aid station, 21 by 32 feet, with large waiting room with surgical equipment and emergency rooms. Almost all construction work is being done by soldiers and officers stationed at the camp. They have a choice of a place of their own mess hall, located away from crowds and exhibits. Also being constructed is a building for the comfort of livestock.

(SEEF) PUTALLUP Puts on page 47

New Badger Stand Opened

WEST ALLIS, Wis., June 26.—Official opening of the new Badger Stand on June 26 with gold cup championship dances and croquet and other events. World class records set by Gus Ramburr, Bob Ramburr, Jack Ramburr, Wilma Davis, Edgar Ramburr, and many others.

Small Hotel at the half-completed pavilion of the United States at the exposition on June 14 resulted in small damage.
Weather in Better Break

Letup in rain is relief to concessioners — Dickey puts in Bank Nights again.

CLEVELAND, June 28—Great Lakes Expo finally got a weather break this week. Twenty-six days have passed since the May Days, but during that span rain has fallen daily with exception of the last 24 hours. Long these days were cloudy and threatening. In many instances cumulus clouds swamped the streets and raised to 600,000 autos. Friday saw a 2.5-inch rain which flooded streets from two to four feet, Monday saw a record downfall of 1.7 inches. So when fair directors and concession agents discovered the breaks they broke with joy and from now on fortune will be with them.

To bring in more of the old crowd, Lincoln G. Dickey, general manager, has instituted Bank Night only Friday nights. System employed this evening was somewhat similar to that of the previous year. Two registration booths are set up on the right and left hand sides of the registration booths of a year ago. One of these is at the end of the bridge near Fischer's Alpine Village and the other is between Streets of the World and the midway. Banner crowds are expected Friday nights, as before, when things go on under way.

An attraction pulling business to Streets of the World opened this week when the Lulu Bates Troupe performed in Monte Vaudville in the site occupied last season by Olympia. Spot is a neat layout, well located at no great distance from Pioneer Palace, White Woods is doing a grand job, and the side shows on the stage are Charles Ludwig, Eddie Miller, Eddie Malford, Lyle Judging, Joe Victor, Jack Glicky, Garland Shlyon and Walter Miller. Lewis Villalobos featured act this evening was a black and silver background with touch of gold. A presentation and adds the variety which the Streets needed.

First Kid's Day Good

Pioneer Palace is building with its free show where eats and drinks may be purchased. Between games, vendors are selling handsbells. Miller and Miller are a hot soft-shoe team, and Biglow and Gemini offer comedy acrobatics. Melba Sisters play old-time melodies from collection of antique whiskey bottles. Lily Chambers does a see-sawing routine, and Iz Cleveland and Billy Jones combine in close harmony. Then the Six Tiny Rosebudettes, sponsored by Local 67 for a chance to get Washington, while the regulation chorus turns from one scene to the other. It is a very effective production, lasting from 20 minutes to a half hour. Audience seated at the stands and drinkeries raise their voices in old-time songs to the music of the usual program.

Monday saw the first Children's Day and it proved a big drawing card, despite rain, which cramped it for a time. Also it was Boy Scouts' Day and some 2,000 scouts were on hand to see the special program. Florida Quartet sang; Russell and Emmons, of Tony Bonfils show, brought his ability to escape from rope box, and Chief Lightning, of the Octopus show, appeared. Finally Peg Whitley, a local favorite, assisted director, and it was an invitation to Young Americans at the Washington Jamboree urging the national Scout convention for this city.

Saturday and Sunday saw some 20,000 employees of the Standard Oil Company of Ohio visit grounds during the July 4th. President W. T. Holland, also head of the show business, and A. J. Turner, sales manager, and Archie Knapp, managing director, took part in the activities.

Bermudian Pitcher has inaugurated a new club on the show Boat — El Dorado. It is the first boat of its kind and went into action at midnight and continued on over the last guest boat. It is a success. It is intended only for show- tock of the expo, newspaper men and the correspondent and this week the opening night was a social event; there was a lot of book-building and music. Started off with a bang, it looks like plenty of sport for those who gain entrance. Admission is by card and only bona fide members may be admitted.

Drama To Hold Forth

Special attractions from the Shaw presents an art standpoint are being added to daily programs. From the Play House, Little Theatre, this week came a group to offer The Emperor's New Clothes. Comedy was played in the tent house, its setting and ground, with Howard and Ruth resident players.

Greek drama will hold forth in the Horticultural Gardens every Friday and Grand Opening of July. First presentation is on Sunday July 2. AEth_ Fragment of the drama, written by Hope Holmes, Hudson, O., in the best copy of the day. It will be given on the third banked hillside before the A. C. Ernst Fountain. Lamar Stringfield, American conductor and Pulitzer prize winner, contributed incidental scores. Margaret valve Willets, had a love, flute, and Kathleen Oliver, tambourine and cymbals. Miriam Jordan,2 contributed standout atmosphere. Mae Klinger, of Warren, sings her part of the opera, and Mitro Aurelie, Spanish dancer, also plays the part for drama. Dorothy Reilly rhytches the part, making the players to one role. Cast includes Ethel Beglind Jr., Arthur Smithlady, Gladys Hallcnf, Nellie Holman, Rosamond Ringwall, Kathleen Oliver, Lilian Pearlman and Southard Cortegg. The show is under the management of the Board of Directors.

Sidell Community Fair

Weather is so nice, and the Sidell Community is to hold a Fair Tuesday, Sept. 16th, with the Grand Main event being the random draw for 300 shares. Sidell has a double lance, and there are always a goodly number of people present at the Fair. 

OREGON COUNTY FAIR ASSOCIATION

September 13-18, 1917.

Carnival and other clean attractions wanted. OREGON COUNTY FAIR ASSOCIATION, E. H. Williams, PSES., Thayer, Mo.
Pan-American Exposition

DALLAS Day brings record crowds — special events pulling in delegations

DALLAS, June 28—Pan-American Exposition's biggest single publicity effort was accomplished today. Early last March it sponsored a state-wide case contest on a daily basis and at Kansas school.

A committee of prominent business men, designated as Greater Texas Committee, supervised the contest. A quarter of a million copies were printed and distributed to schools.

A. L. Vollmann, producer-director of Cavalcade of the Americas, reports Cavalcade's attendance as better than one Cavalcade admittance for the last time at an admission at exit gates. The 1-out-of-3 ratio was set last year by Cavalcade of Texas. While this year's has been about 28 per cent of the exposition's total admissions.

Topfield Program Varied

To Bestow Honors, county fair here will repeat 1st pre-ticket campaign of three admissions any day for 11, 1932 year, said Secretary A. R. Tinkle, State Fair's press secretary. Three afternoons programs will be championship matches for the American Motorcycle Association, with horseracing first week of the period and different seating during the week. All shows have been contracted for the midwestern and Sunday morning under special permit.

Iowa Lists Biggest Card of Attractions

DES MOINES, June 26—Largest entertainment feature here in 1932, State Fair, has never offered programs of which the 1937 annual, said Secretary A. R. Tinkle, Governor Tinkle's press secretary. This year is a double night bill. First three programs feature State Fair contest rodeo and 12 circuses. Then four night circuses will be featured. "Circus Parade of Stars," which has dominated the grandstand feature. The evening programs with five changes of scenic settings, elaborate costumes, music, and the acting and dancing, have brought crowds and circuses and features composed of the main features: Parisian Fantasy, Circus in the Sky, Night in Moscow, and The Parade. Tomorrow each night's show includes a Festival of Stars, with the parade circuses, with change of acts the second week. The final night program will be the "Thrill Day" program, Italy's world's fair. Four afternoons of auto races, four afternoons of harness racing and each afternoon program embraces an opening circus and special features.

Special program of afternoon rodeo events is a new departure this year.

The beauty pageant is the most outstanding feature of this year's fair. From about 300 cities and towns throughout the State the fair has been invited and announced a free fair camp in connection with the fair camp grounds and is also sponsoring the Midwest trailer and "Horse Show, Auto Show, 4-H Club and girls and women's show."

Premium offerings are set at 200,000. With Iowa farm at its highest in years, officials are laying plans to take care of boom-time crowds.

Green Reappointed

Mo. Fair Secretary

SEDALIA, MO., June 26—Jewell Mapes, unanimously reappointed as secretary of the fair by the Missouri State Fair Board, under whose direction the fair is conducted. Mapes is known as "Mr. Fair" and is the only man who has had charge of the fair for 19 years. In this period the fair has grown from a small exhibition to one of the largest in the State. Mapes has been instrumental in the construction of the grandstand and the new fair grounds. He has been the toast of the fair grounds and has been the driving force behind the success of the fair. Mapes has been a faithful and devoted servant of the fair and has done a remarkable job in making the fair a success. His reappointment is well deserved and he will continue to serve the fair with the same energy and enthusiasm as before.

Prior to his appointment Mr. Green was a trustee of the fair and a member of the fair board. He is a well respected member of the community and has done much to promote the fair and its success. His reappointment is well justified and he will continue to serve the fair with the same dedication and loyalty as before. Under his regime the fair has grown and become one of the leading attractions of the State. Under his leadership the fair has become a major tourist attraction and has brought in huge crowds. He has been instrumental in the construction of the grandstand and the new fair grounds. He has been the driving force behind the success of the fair and has done a remarkable job in making the fair a success. His reappointment is well deserved and he will continue to serve the fair with the same energy and enthusiasm as before.

We Want a Few Rides

For Fair, Aug. 14, 14.

Also variety nine-weeks season. That's all.

CHARLES KAUSSELL.
Rinks and Skaters
By Claude R. Ellis

WOOD-DOLLON COMPANY, operator of Winland Auditorium Rink, East Liverpool, Ohio, has offered on a lease basis to Garrett, Erie, Pa., and management reports that a complete overhauling will begin on August 1, to be opened on September 10. A new scheme of decoration will entitle the entire exterior of the theater in varicolored electric neon. A crystal ball with a battery of eight colored spotlights will offer a novelty lighting effect. Building is 150 by 150 feet. Lessee reports start will be made with 500 pairs of new skates and modern sound system. Rink will be renamed Skateland. Erie’s only roller rink. Mer- ret A. Wood will take charge in Erie, while James R. Dillon will remain in charge at Liverpool. Mr. Wood is from Liverpool and is at 1234 State street, in heart of Erie’s business district.

ANNEX ROLLERWAY, Dorchester, Mass., is open six days and every night except Sunday, being closed only on all Sundays. Nantasket Rollerway, Beverly, Mass., to open also under same management, is open every after- noon and evening, with three sessions on Sundays. Midnight closing is expected to be scheduled for the last of July. Sessions, in all likelihood, will also under same management, reopen for roller- skating on Tuesday, and continue on Sunday nights only, including Sundays, with session starting at Sunday midnight. It also will have a celebrating before the Fourth.

SEATING SWINGERS postcard from Villa Aurora, Coah, that they are tour- ing Old Mexico.

FOUR SKATING MASSES. American roller skaters are in Furpark, Gseff, Sweden.

W. H. (BILL) CARPENTER, who has been operating the roller rink in Tuscarawas Park, New Philadelphia, for many years, will reopen its opening for summer. A new floor, said to be one of the finest in that section, has been installed. Sessions will be held daily afternoon and evening. Park is open to the public, and the rink will be open daily from sunrise to sunset.

ARTHUR A. JURENA, Anderson Park Roller Rink, Kenosha, Wis., reported the death on July 9, 1937 of Mrs. Marion R. Reitz, 52 years of age, who was owner of the place.

“NOTED In The Billboard of June 19, 1937, Page 7, the notice of the Summer Olympics and the Los Angeles 1938 Rink balls. I am reminded of a recent report of the Red Rockway Beach, L. I., N. Y., it is an- nounced.

ROLLER Vs. Ice Hockey
By CYRIL BEASTALL

DEBARY, England.—A letter recently received from a number of interested people in the hockey world shows a very wide interest among roller players over here. The writer compares the recent activities of two in a series of rival games and credit roller hockey with being the winner.

Yes, without doubt the roller game IS every bit as fast as ice hockey. When the不见了. In the usual session that has been held at the only satisfactory comparison, roller hockey has been the fastest.

Speed records tell us that rollers permit a little faster movement on same 44 yards than skaters doing the puck (or ball) in the roller game helps with the finish line.

Considering the amount of publicity given to ice hockey in recent years, it is surprising that the "Pine Street" regards it as the "world’s fastest game". However, this has been a real greater claim to the title.

With a majority of roller rings being small, I believe that many more people have opportunity to see the Stanley Cup series and hockey fans about always see their game played under conditions allowing the greatest turn of speed possible.

I doubt if any ice hockey player can equal the speed of the game at Berst Newbury (London), Pete Walters (Elns), Ted Sambrook (London), R. W. Richardson (Manchester) and Robert Buckle (Manchester) in England. In fact, my idea of a roller hockey, temporarily at least, in America, but such is the case in Europe. Bringing this to the National R. H. Association, have prev- ously told the story of the Rink in this country.

In America, the 1937 and 1938 Stanleys have the best but no organization with ability to enforce rules which do away with the unwarranted dangerous. In other words, the man in the street is in favor of it.

An old roller skater from Pawtucket, R. I., says he has been skating a here a few weeks ago, told me that the British roller-hockey game is "miles faster than anything at skate park," 10th European roller-hockey championship, staged at Herne Bay, Eng- land was the excellent one in this country.

The Golden West has the best but no organization with ability to enforce rules which do away with the unwarranted dangerous. In other words, the man in the street is in favor of it.

PULLUP PUTS— (Continued from page 44)

where they may lounge, write and talk about the game.

Record crowds last season necessitated enlarging of parking facilities. Directors have announced that the hotel lots, a total of 19 more acres. The inn has in a few years to 6,000 more cars. The board did not overcook necessity of building more accommodations. The hotel that jammed general admission and general service, has some 120 more rooms than there are 13 new ones going up, five for general admission and eight for grandstand seats.

House of Magic Theater has been form our team. We will use a mobile show, making an exhibit twice as large as previous one, and with exhibit will be increased in scope and size.

Linklater in California

The 1930 fair was most successful in the association’s long history. 391,019 have attended during the seven days and nights, an increase of 10,000 more than in 1930 and 80,000 more than in 1934. Best day was Saturday, when 61,357 attended, despite attendance of 40,000 at the University of Washington- University of Minnesota football game at Seattle.

A total of 10,300,000 booklets of programs, selli- g. This was an increase of 10,000 from 1936 and of which was accomplished in the face of Publix and the PGA was.

W. A. Linklater, president and man- ager of the fair, now in his 12th year, in California, is pre- senting from a recent golfer opinion.

Western State Fair has had a lavele during depression years. Wednesday-sixth year has received financial aid from the State or county.

It is a non-profit organization, with surplus income over the amount and operation of the annual show being turned over for expansion and better-ments.

GREEN LINES— (Continued from page 44)

American Legion, will be presented at the grand stand, with children’s fire- works show at sunset. Sunday will have the annual State Fair American Legion Armistice Day show. A Coast- to-Coast broadcasts each night will be given.

The Friday night show will feature finals with the Masonic Drama Club, and Harry Bean will have a perfect program to please the crowd. The Saturday night show will have a parade and special fireworks, Secre- tary Green and prospects for a fair record are fair in best years.

FIESTA HAS— (Continued from page 44)

and show officials. Ceremonies were in the immediate months of the year. President Roosevelt threw a switch in the White House, which turned on lights on the various grounds along the Missouri River. The nation gave a program from an airplane over the nation’s capital. The ceremonies were being held on the grounds the amphi- theatre.

One marquis, two counts, a baron, a peer and a countess are on hand as so- ciates of Casa Manana. The gentleman are to act as dancing part- ners for the young ladies who are present. The French countess is to handle introductions. This idea was started for the safe-theater last year and it is expected to be a nov- elty for West Texas this year.

The titles are Countess Helen May Wadsworth, Marquis Bruno Fepe Del Vipolotti, Comtesse Surprise, Comtesse Patron, Van der Veer, Count Adam Saridec, Princess Italo Petruccio, Countess Del Giorno. A Western reception was given them on arrival here.

King Lion Act Signes

Managers of Casa Manana have announced that young, wild animal trainer, was signed by Jim Hutton, a street performer, in the free thrill show. Young King will work with 11 lions in this show, which is now playing Grand Rapids, Mich., until recently with Lucky Tete, the Big Cat Show. Harry Vincenti, who composed Whisper-er, a show that won at the State Fair, are additions to Malady Lion show. Charles King, singing star, is to head-
Waukegan Lot Bad for Henries

Show battles four days to get on it in showmanlike style—opens Thursday

WAUKEGAN, III., June 28—Henries Bros. Show, which was considered to have arrived early last Sunday morning to open the season on its usual day following day but met with adverse conditions seldom encountered by any organization.

A rainfall late Sunday night and into Monday morning checked the crowd and one and half miles left the show-grounds at Grand Avenue and Berwick boulevard were entirely under water. The result was the complete failure of the job of getting on the lot, which was the showmen's most difficult.

Monday morning found the two veteran tractors inadequate to move the show wagons. Another was hired but put into service, making three tractors on each waggon. Finally, after many hours of hard labor and mechanical in- genuity, the paraphernalia was on and the show was ready. But the midway was found secured. However, it was disclosed that in the rear end that the rides of the grand prix, the Bucky Wheels, were sitting in the soft ground. Under the circumstances the midway unsafe and offered a rearrangement of the rides.

This necessitated postponing the opening until Thursday, when the work was complete and the lot dry. Some idea of the expense incurred by Henries Bros. in of the work given the contractors from the labor required to make over the lay-out, is gleaned from that fact that three cardboards of dundies and one carload of dry wood shavings were required to complete the job.

Public interest during the four days required to complete this work, and thousands flocked to the midway day and night, buying tickets and after the job being made at each stage of developments.

Show will remain here until next Wednesday night, at the General Agent R. L. Lohman, who has a carload of merchandise games just arrived. Violates Law Permitting Merchandise Games Only

GREAT FALLS, Mont., June 28—An operating under a car-

Carnival near the Great Falls has been operated by a car- on the history by purchasing the ent's deal in car-

Ballyhoo Bros. today opened the biggest deal in carnival history by purchasing the entire string of bungalows from the Ballyhoo Bros. Inc. This deal in-

street fair, operating in the Park-Around-Carroll, June 18 to 27. Among the big rides and shows are: the Ballyhoo Bros., the Pretzel Ride, Chamopion, Amaplota (mono-rail) ride, Carousel, and the big tent circuses, Circus Palm. Many rides, rides, refreshment stands, lotteries and merchandise games are being sold under way at Neuly-sur-Setre, Pennsylvania.

Carnival Manager

Gives City $25

BEAUFORT, S. C., June 28—E. R. Johnson, proprietor of a carnival show which opened here recently, enjoyed such a good business that he is not only paid his business license but also received an additional $25, asking that it be used for beautification purposes.

Fair Season for Goodman Starts

From sea of mud into sunshine—shows open with big children's day

GRAND FORKS, N. D., June 26—After the most unusual conditions of old-time showmen, the Goodman Wonder Showfolded its tents and silently slid out away from the mud to that where the sun shines brightly you can hear the corn pop as it grows in the field.

The last tour of 10 days in Fort Wayne gave the showmen the chance to look over the shows, but it closed with a downpour which caused the showmen to stay up all night and make the road out of a sea of mud. At 8 o'clock Friday morning the show had a three mile head start to the road to move North Dakota State Fair at Grand Forks.

The run was in record time. The train pulled into the fairgrounds at 6 o'clock Sunday morning. Then the last rain making its exit in a brilliant electrical storm late Sunday night.

The Goodman Wonder Show opened with a bright sun, a cooling breeze, solid ground and the show was ready for the crush of future greats. First they came and then they came in millions, followed by regiments and brigades to buy what Manager Goodman had to offer in the 'big attractions of the world.' The thrill of the nomads was a thousand-fold greater than any previous stand since April.

Max Goodman's show was the observed of all commercial shows. Here they are often as concessionaire, they came now as showmen, and they came with accumulated interest and enthusiasm. The showmen, their hands covered with cinders, the weather man promises that condition shall prevail thru the tour of faire. He states that it will be a vacation time. And with vacation time will come the usual attraction.

Carlson Reports Big Increase in Business

DETROIT, June 26—The Carnival Shows, which have played Michigan for several years, according to Manager Frank Carlson, are doing much better than last season License.

“there are many more shows in Michigan this season,” states Carlson. “In fact, almost too many. Northern conditions are just too good for the shows after July 4th. Carlson shows play Michigan every year from the 4th of July to Labor Day. The 4th of July is now a day out of the season and two days because of bad weather.

Enfield, a town 10 miles east of Lansing, where shows were visited by The Billboard correspondent. The shows opened under headquarters. Since this day was played, had a poor opening due to colored weather conditions. Despite a warm day the ground was almost a sea of mud. The day was a stormy day that was almost a flood over parts of the show. When rains came, a did not clear, the rain-storms were still, stuck in the mud on the Lansing lot and unable to get to Williamson for the program. It was only because small, short-circuited by the rain, failed to function. The weather conditions and a few small lights were available.

Simpson in Cincinnati
On Business for Jones

CINCINNATI, June 26—James C. Simpson, general representative for the Johnny J. Jones Exposition, was here yesterday talking to many of the many men pertaining to future movements of the shows.

While in town he visited The Billboard office. At the Island of the Ohio River abed the Island Queen, accompanied by the car-
Great Lakes Exposition Midway

CLEVELAND, June 26—No sooner were the two Mac's in Cincinnati than they were received at a special invitation to visit the exhibition. The two Mac's, the noted English producer, was a visitor on Monday, viewing Billy Rose's Aquacade. He is on a four-week trip to see Adelle Prentice Hughes and the former Mr. Nettie Hemenway, who are currently viewing the midway... Eight Men of Nationwide Famed. Many of these were heard on radio with Durante-DuClair, Magic Key and Paul Whitman and were in all five different languages. Joe Venuti and the lads of his bandecided to see the Aquacade by donning bathing suits.

Dick Pope, who backstages for the Tony Berg, was invited by the Aquacade for the puppets at Gazelles in Streets of Glory. He was an especially receptive for his handlings for the show. Many of the show's sets are for the Aquacade performance. Arch conduits the same; no so tremendous in the exposition, the wires in strings, enter with syncohered orchestra and clangers. Prince Charming in Harry P. Grasa's Harrison's Wonderland, came to the exposition from The Eternal Road, his first professional engagement.

Jack Gwyn, wife Anne and son Buddy were the recipients of many welcome this week. They were all visiting friends in the West... Lew Dufour arrived from Detroit after a week's work in Chicago to view the Bradbrooks-Louis battle. J. Gilbert Noon, shooting-gallery king, visited Dufour and was invited to view the same cache... Mrs. Bertha Muir, a friend of many years, Morris Lipsey, all of the Johnny J. B. Miller Exposition, left last week on a tour from East Liverpool to Cincinnati... Ralph Hinkinson and the misses were visitors this week.

Capt. F. M. Shadwell of Submarine 94-46 is making daily visits to the exposition on shore and there are many good boat and progress of his concession. It will be closed on weeks, as he will be recovering from the hip fracture.

Cliff Henderson, who is promoting the National Air Races in Cleveland, is regular visitor to the grounds.

Mary Zulman, left last week for the midway Administration Building in Fort Thomas, Ky., driving the lucky round in the Louis-Bradbrook battle. He promises... to return to his Concession, R. Shaffer, was employed by Charles C. Cochran during the first week of this exposition... Almon R. Shaffer, associate director, went to New Castle, Pa., last night to join a class reunion of high-school mem-

CARNIBALS

Chase. The week's high-light was the opening of Dr. Thomas Francis, of Rockefeller Institute; and his assistant, Professor of University of Pennsylvania; Fred Couch, of the New York Grain Board of Trade; Dr. James K. Pollock, of the University of Michigan, and Judge James R. Theler, of Covington, Ky.

Mary Anne arrived unexpectedly this week from Los Angeles and was royally entertained by Bert Cramer, Red O'Brien and Jackie Morrell on the Show Boat. Pitching Swengal decks, they report business as good but only fair during the week. They each furnished a selection of Palmyra in Streets of the World, ably

managed by Mrs. Trestler with all-American riders. Madam Rose, who just arrived from the Corporation, performed in seven languages... Modest Morris of the Little Jerusalem, reading five languages, has a big following. Many Sindo, from far-away Darmuc, read in five different languages. Madam Christine, Swedish palmist, member of the Russian Academy of Arts, read in ten languages... In all, the readers speak of eighteen languages. Reading, card reading, singing and gymnastics.

Madame Josephine Flower, with the spot in the Sand Diviners Budhan, in the Hotel Village, has been a hit in all special and reading rooms. Sido Zander, Baloukh, Bernice White, Virginia Stee, Madame Flowers herself, Bertha, Fauberg as talker. Charles Napoleon and his assistants hold down 10 reading rooms. They read in the World of exclusive en constructing. Sids, reading, card clicking and big business has been done in the tents and in the Lapas in succession during exposition downpours.

Murray (Guess Your Weight) Goldberg has been in the big news in the week's touting: Dan Burre; Dan Kramser, "grinding" out of the Bridge of Presidents, and Duke Spiale of Detroit, planning soon to retire. Pete Macculin acts as judge manager for both Murray and Veles. Veles is visiting husband Johnny (Zan) Weisumiller... Morris Goldstein features his shriners-o-phonies at the end of the Bridge of Presidents never fails to draw a crowd big, with Sammy Burrie on organ pounding away. Reports say they are making a big noise on the streets. They are making the world go to the picture, the picture go to the world. They have rented the home of Judge Frank J. Stark, and made a complete change of the home to make it a more suitable show. The third week of Murray and Veles has been a big success.

Elizabeth C. Hart, managing at the highland for her husband, opened the Concession. She has been a big success for the Concession. She has had special days at exhibition... Three Weeks in The Drunkard's Brew, and gave the mersy brew along with other paying guests.

Two Mac's Play for Detroit Churches

DETROIT, June 26—The Two Mac's, shows, operated by veteran concession team of McGinny and Mckay, are playing in Detroit and near-by towns. Thomas has been playing in Detroit and near-by towns. The Mac's are following in the closing week of the last band of city lots with her shows. Rides are operating in all parts of the city. Mrs. Krause, who inherited her father's concession, is actively associated with management. The show has been playing in two units. No. 1, a closing Monday for Sacred Heart Church in Detroit. In No. 2, moving to Oakland and State Fair ave.

No. 2, a closing Monday for Sacred Heart Church in Detroit. In No. 2, playing on St. Vincent's Church on Monday, to Scotch and Michigan roads, and to Temple Church.

The Mac's have been bad on carnivals this past week, with a cloud-burst late Sunday night. They did well Tuesday, but then flooded on Monday when visited by heavy rain, high water, and strong winds in Wyoming and roads in another Dearborn engagement. This show has been here since Monday. Large pumps were called in to pump water off the lot.

Joe Voinovich is operating the Concession at the Mac's, at the Show Boat, where he is doing a splendid business.

The Mac's have been shut down by the police and closed for a number of days. The police are demanding that the Mac's be moved from the lot and closed.

To whom it may concern, the Mac's have been shut down by the police and closed for a number of days. The police are demanding that the Mac's be moved from the lot and closed.

Two Mac's in Cincinnati: "I'm here to stay!"

The Two Mac's, shows, operated by veteran concession team of McGinny and Mckay, are playing in Detroit and near-by towns. The Mac's are following in the closing week of the last band of city lots with her shows. Rides are operating in all parts of the city. Mrs. Krause, who inherited her father's concession, is actively associated with management. The show has been playing in two units. No. 1, a closing Monday for Sacred Heart Church in Detroit. In No. 2, moving to Oakland and State Fair ave.

No. 2, playing on St. Vincent's Church on Monday, to Scotch and Michigan roads, and to Temple Church.

The Mac's have been bad on carnivals this past week, with a cloud-burst late Sunday night. They did well Tuesday, but then flooded on Monday when visited by heavy rain, high water, and strong winds in Wyoming and roads in another Dearborn engagement. This show has been here since Monday. Large pumps were called in to pump water off the lot.

Frank O'Neill, one of the partners of the Two Mac's, has a strong claim to being the most successful man in the business. He has been in the business for more than 20 years and has been in every state in the Union.

The Two Mac's have a fine record and are always in demand. They have been in every state in the Union and have been successful in every place. They have a large following and are always in demand. They have a large following and are always in demand.

The Two Mac's are the only show in the business that is able to operate in all parts of the country. They have a large following and are always in demand. They have a large following and are always in demand.

The Two Mac's are the only show in the business that is able to operate in all parts of the country. They have a large following and are always in demand. They have a large following and are always in demand.

The Two Mac's are the only show in the business that is able to operate in all parts of the country. They have a large following and are always in demand. They have a large following and are always in demand.

The Two Mac's are the only show in the business that is able to operate in all parts of the country. They have a large following and are always in demand. They have a large following and are always in demand.

The Two Mac's are the only show in the business that is able to operate in all parts of the country. They have a large following and are always in demand. They have a large following and are always in demand.

The Two Mac's are the only show in the business that is able to operate in all parts of the country. They have a large following and are always in demand. They have a large following and are always in demand.

The Two Mac's are the only show in the business that is able to operate in all parts of the country. They have a large following and are always in demand. They have a large following and are always in demand.
WANTED

Ind.

EUGENE

Most

Wall

ASTRO

Analysis,

blind

Rawlings

50

110110e.

I_

No

1200

SCHORK

ARCHER

with

Horoscopes

Send

reliable.

they

all

and

Games

in

July

Sample.

work.

this

WALTER

D. NEALAND—Red-Cliff

did not see that merchants' exhibit tent you

said would be with Rubins & Cherry

promise themselves too much; yet that

is one of the things that keep men

moving forward.—Wadley TH.

WALTER BAILEY left the press depart-

ment of Mclnroy & Cherry to become

publishers and promotion manager for

the Shownen League of America and for

better carnivals in general.

CHERRY Exposition, rather of whom talks

from an empty shell.

NO MAN can climb to heights beyond his

imagination.—Tillie Fove Clothes.

KANSAS CITY, Mo.—Mrs. J. W.

Marshall wants to get in touch with North

Side Hospital, Mun-

cha, Tex., as she says her mother is very

BABY RUTH, fast girl, on Royal

American Shows, parades her charms

and proportions in front of a three-mirror

screen. It is a novel idea. Wonder

how many have copied by now?

TARENTUM, Pa.—Ernest Pruece

carded; Johnnie Williams, the colored

talker on Frank West's shows, has the

hottest colored show that ever played

cabarets, which was produced by

R. H. Work by Floyd Ball, one of

the shrewdest men in the circus

business.

CINCINNATI—William J. May, audi-

tor Modernistic Shows, visited The Bilb-

loft office recently on route from

Charleston to Steubenville, 0. He shipped

a Title-a-Whirl from South Carolina

on its trip, which was produced by

R. H. Work by Floyd Ball, one of

the shrewdest men in the circus

business.

WEBSTER, Mass.—William D. Pink-

ride operator, letters Frank B. Joeling,

St. Louis: "Am now with Art Linau

and don't do good without permission.

permit did not do, as a whole, so good

on last show I was on. Too much of that

thing and lack of advertising, I think.

the reason for not doing much busi-

ness on that show."

CEDAR RIDAPS, Va.—William F. Ald-

rich, manager Imperial Hawaiian, Royal

Billboard for very nice article on show
CARNIVALS

July 3, 1937

SOME will call it quits, others will reorganize completely, while a few will consolidate with others. A large number of so-called independent shows will break away from organized carnivals and will make for fairs. This is way of a certain element in business. Many who are now just ride operators will add shows and play fair exhibitions and fairs and have been picking for years and years. It's a great help to the business for those who are weak in heart and short on bank roll.

ON A RECENT trip from East Moline, Ill. to Chicago Red Owl walked into dining car of a Rock Island train and in there met Joe V. Cline, manager of Robin & Cherry Expedition, on route to Mattison, Wis. On this railway is served a dinner of 80 cents that is seldom duplicated in any city restaurant. This feature is made available for increased travel over this line. The railroads, it seems, have a good idea of taking care of themselves and cut the excessive charges for food on dining cars. All railroads have also taken off "hass" on movement of carnival and circus trains over their lines. Advancement in this has been a great help to railroads in many respects.

WELL, if it comes to worst and we have a dearth of fairs for carnivals, we can still call on Great Idea, New Idea, Very Idea and Ideas Ideas as fairs. —Seapy Clabon.

“A TESTED CITY of lights and sight!” Subtitle of State Fair Shows, of which Mel H. Vaught is manager and L. Cletus Kelly is general agent and of which Dave Lachman writes from Cheyenne, Wyo. "After a period of six weeks with rain, snow, winter and whatnot, comes again into view down here under combined auspices of American Legion, Veterans of Foreign Wars and Spanish-American War Veterans. Monday, opening night, was a sight for good and a sight for gold admission tickets were registered. Show will now have Octopus ride at Free street shows. Flying Lesters flying and return, and Great Cabello, high wire.”

LOUIE KINO, press and promotions for Princeton Shawl (Midway, Centennial), and The Mixer several advance notices released recently tell the American people that this is the show to see this summer. Boonton, East Brunswick and Newark, N. J., are represented in collection, including an announcement of one of the finest Kingkuts and Julig Regali, high diver, which boasts of three clear acts. For good of carnival business it is hoped by some that Louie Kino will eventually decide definitely on title of shows. In Brunswick was the Princeton Straw Show's American Exposition, East Brunswick, Princeton Show and Water Circus, New Brunswick, Princeton Show's Exposition Water Circus. Regarding the last, a hard working man and has always been loyal to manager with whom associated.

SEEMS WRONG: Some sound effects consisting of some combination of "whistles" and "coughs" of a clothes-pressing machine. Imagine a clothes presser being called such sounds from a funhouse. The psychology is all wrong. —Wally TH.

STOCKTON, Calif. — Bert C. Nelson letters: "Been in hospital with tumors of throat. Going to have them clipped out. Recently back from East Coast and have seen all of big shows east but there are some out here like them. Out here if they would make rise foremen out of real superiors like big ones things would be different. They pick up a kid and make him wear new clothes before and give him a buck a day and think they are getting away with something. There is a show out here that has five riders and only two old timers on them. The foremen charge extra men 25 cents a night to sleep in trucks. What is this kind of show business coming to? I am a wrestler and been in show game 15 years. Last show I was with was Sol's Liberty Shows all season 1926.

CROVER WHALEN, president The Fair Corporation (New York World's Fair), New York, Dear Mr. Whalen: As an unusual feature why not have Meadow Lake filled with live whales that have never been seen at all except as a spectacle. You might also have a reproduction of Little America, at South Pole, and on it have all human and animal life, including twenty or more penguins that might see this spectacle. Penguins are those birds that look as they are in dress suits all the time. Yours truly, Red Owl.

EARNAPOLIS, N. C.—Lewis H. Amason, drummers, letters, "Frank says his All-American Band has staged a big comeback. Moczar, one of oldest band leaders in carnival business, has had plenty of offers for work, but is on Tinsley Shows with a small and organization of all different musicians. He says his ad-

ERNEST J. BURKE, veteran showman of John Shaw's Showmen, Chicago, Illinois. In latest shows of 1937, a sit-down show and a posing show. Have been doing fairly good considering a cold spring. This is a nice carnival to be with."

MARGARITA AND DOLLY CARLISLE, mother and daughter, known as "La Hora del Viento," and have their own own show. This team also does a radio show "the Strates Shows on Station WHO, Portsmouth, Va. Photo taken in Binghamton, N.Y., recently."

INDIANAPOLIS—Otha Vidal letters: "Catharine Rix, well known to carnival people, is seriously ill at her home here, suffering with a nervous breakdown with a sort of nervous paralysis. Doctors have no statements to make as to how long she can walk. She keeps growing and worrying most of time. Fever has somewhat affected her mind and constantly asks if any letters or telegrams for her. Her family are doing all they can for her."

American Showmen Have X on Big Features for World's Fairs

GEORGE ELLIOTSON, a Cincinnati, in a special article to Times-Star printed in issue June 29, has this to say from Paris Exposition grounds: "They charge you for everything but air you breathe at Paris International Exposition, but 'show' they put on worth everything they ask for it. But, of course, you want to know about midway, too. So far whoopee doesn't hold a candle to Chicago's fair. The invincible Lilliputian Village is present, and trick ponies, small freaks and so on, but a Billy Band feature is badly needed. Perhaps one will be in time. It is our thought that this is a look that showman has somewhat of an X when it comes to producing shows and features for big world's fairs."

EARNAPOLIS, N. C.—Lewis H. Amason, drummers, letters: "Frank says his All-American Band has staged a big comeback. Moczar, one of oldest band leaders in carnival business, has had plenty of offers for work, but is on Tinsley Shows with a small and organization of all different musicians. He says his ad-

EARNAPOLIS, N. C.—Lewis H. Amason, drummers, letters: "Frank says his All-American Band has staged a big comeback. Moczar, one of oldest band leaders in carnival business, has had plenty of offers for work, but is on Tinsley Shows with a small and organization of all different musicians. He says his ad-

EVANS DICE WHEEL

One of the most popular wheels, New Dutch size 3x3 inches in diameter. Wheel is covered with glass and is resembles a real covered picture and printed wheel. Polished and painted. Write for price.

PADDLE WHEELS of All Kinds $7.50 up FREE CATALOG


ELECTRIC CANDY FLOSS MACHINES

202 Twelfth Ave. N. Nashville, Tenn.

HAVE FOLLOWING CONCESSIONS OPEN

BENG. GOOK TOOK, SYTHE TILL, WERNER FLYING KITE, CUMING ANIMALS, PALMISTRY CANDY FLOSS, SCARECROWS, FISH, WORMS, FISH, CRAB, AND FISH. Write for complete list of concessions. Concessions to follow. Bill Borrman Wire, Express.

JACK CHAMPION

WARREN, RHODES, until July 6th.

It is plenty of talent not now in carnival business waiting for an opportunity to do right thing by carnival managers, if only discovered and given an opportunity to prove their worth.

The Billboard 51

SHOOTING GALLERIES

Immediate Delivery. Complete line of Shooting Galleries. Supplies for All Needs.
The heart of California, city for ages by the westward to the world's largest landlocked harbor, has been sealed with structures of steel. Golden Gate Bridge — yesterday's dream and today's reality — faced a future of commonplace utility. Where Spanish argers pushed their prow through the swift-turning tides of the channel; where square-rigged clipper ships of a later day trod the maritime pathway of that day; where the air and sea steamers of the sea still sail — history and old highways is traveled by a new path. This bridge will forever link the North Bay Redwood Country with San Francisco —Southern Gateway to this empire. There is now a new and higher bridge signalized the freedom from ret- ring which ends with the final era of isolation by water, an era as old as San Francisco itself.

A few facts concerning the bridge are interesting to note. During the year 1917 the proposal gained real momentum when the late M. L. Orthoghansey, then city engineer of San Francisco, invited Joseph B. Strauss, builder of hundreds of bridges throughout the world, to give an estimate on the cost of the construc-
tion. At that time he estimated that the cost would run more than $85,000,000. Figures of 1936 estimated $70,000,000, and early 1937 the total was $66,000,000. After a thorough study of the bridge began.

It required 100,000 tons of steel to span the Golden Gate. Largest cables ever spun by the machines were measured: diameter, total length 7.72 feet each; length of cable 3.14 miles each; total length of approach viaduct, 8.35 miles. In a single, majestic sweep the deck bowed to a crest of 265 feet above the rotten water of the channel. The two 746-foot towers are the height of 135-story day-
scrapers. The bridge has the largest solid concrete foundation pier in the world, 150 by 300 feet, and the height 144 feet, built on hard rock against a portion of the Golden Gate which is 3.4 miles per hour. If the wires were used in the construction of this bridge, they stretched in a single length they would connect the earth three and one-half times.

Fiesta Events

Now a word about the events that took place during Fiesta. Where and from what San Francisco derives its deathless love of gayety, good cheer, swimming and sport that it triumphantly thru disaster and de-
struction is hard to say. The bridge is a place of spectacular beauty which encourages the eye and the camera. Inefficent to fate it may be, but not to laughter and joy, nor festival that does not return to the spirit of the city. The mass flight of 500 planes from American Airlines, United Airlines, Pan American, Eastern Airlines, and AT&T, besides a number of battleships 60 miles at sea, the largest mass flight of aircraft ever estab-
lished, with planes in battle formation, and other aircraft from all areas, the market street all street lights covered with bark and California flags and redwood garb, also the various sections as well as pannists of the bridge. It looked as though this would be the best of the season, with all the bright lights turning around the bridge, a proper introduction to the San Francisco 1917.

MRS. O. H. BARNETT and her fashions are being reviewed. She is a real dog. She is of quý-gour-
ted beauty, with a slanting eye, white seated on a bench in the front yard, with her home, Daytona Flats, which was made up by her, on her wedding anniversary. She is on the road of pretentious plans to return home in time to have a wedding anniversary, and to be in the show visitors in the sunny State.

American Carnivals Association, Inc.,

By MAX COHEN

ROCHESTER, N. Y., June 26 — The installation schedule inaugurated by the president of the Association, a visit with a trip to Cutilin & Wilson Shows, Struck, P. O. Box and Saturday, June 18-19. John W. Wilson, manager of the shows and president of A. C. A. this year, has done a real job of improvement. The personnel of his organization with its growing family of the operators of the show, and the occasion of our visit we were pre-
sent, and the men, women, and boys, the members for Cutilin & Wilson in the association.

One of the features which is new with the organization this year is the wide distribution of the program. It is more than a program. We were more than pleased with the appearance of the unit and feel it has great possibilities. Besides it gives the show owner an opportunity to present features in a different setting as well as features which herefore has not been practical to present at all.

New Admission Tax for Pa.

While in Bradford we had an opportu-
nity to discuss the matter of the Pennsylvania State Department of Commerce and Industry, and we learned that the present tax will go out of the business in a few weeks and be re-
placed by a new tax law which is at present in the process of preparation. We hope that at the moment we are unable to give more exact details on the subject, but will furnish Informa-
tion to our members as soon as it is available.

We desire to gratefully acknowledge the many courtesies shown us by John Bonnell, president of the association, and Secretary George Hirschberg. Likewise we ac-
knowledge the progressiveness of President L. C. (Ted) Miller in inducing us to tours over the radio on carnivals in general.

We are still waiting to hear from a few of our members with reference to 1937 visitations to their shows. It is imperative that we have our presence at an early date so that we may arrange our program accordingly.

Association Counsel Richard S. Kaplan, of Gery, Ind., informs us that Vice-
President John S. Johnson, whose Shows, is exhibiting in Gery this week, has been running a special performance for the benefit of the membership of his personnel in the association and we shall watch this endeavor with interest. The event will come at a late date.

Our next inspection program will take us to James E. Strates Shows at Cohagen, N. Dak., and to World of Shows at Franklin, Ill., and full reports on both will be included in ensuing issue of 'The Billboard.'
Old Cry That Carnivals Take Money Out of Town Is Pased, Says Queen City Sun, Virginia, Minn.

Witness following editorial in recent issue of that publication captivated:

“HAVE A GOOD TIME”

For the first time in many years a carnival has been allowed to operate in Minnesota, an aggregation of this nature being as present in full swing at the farmers’ market square. Carnivals of the past were, as a general rule, not very desirable, but now they have been changed and the leaders in amuse-

ments have invaded the city. As a result of this change, many will find that the fun, sport and amusement may be obtained along the midway, on the midway stands, and other devices designed to give the kiddies and those not so young a chance to relax, throw off dull care and enjoy themselves. This is only the start of better good time.

The old cry that carnivals take money out of town is past today because there is hardly a business or an amusement house that does not do the town three or four times out of town every day. After all, the money comes to town on Sunday, while the carnival comes but once a year.

Many of the men in hard work no one should deny them all the pleasure they can get in the 52nd week. Of course the town doesn’t have the part to do as the carnivals close tomorrow evening.

Editor’s Note: William Basinet & Sons Shows were playing Virginia during week the above appeared in print.

FORMS FOR ADs CLOSE ON SATURDAY, JULY 3.
Beckman & Gerey Shows

CARNAVALS

Full Week Carnival Show Letters (As Reported by News Representatives for the Shows)

Hilderbrand's Portland H. B. Hilderbrand show, coming to Kansas City, Mo., last week was the subject of much talk. Perfection, with its wonderful show of children's rides, has been described by many as the hit of the season. This is due to the fact that H. B. Hilderbrand has been making an excellent show for some time, and this year's show is the best yet. The famous H. B. Hilderbrand show was recently visited by many of the city's prominent citizens, who were much pleased with the results. The show was well received by the public, and many new orders were received. The H. B. Hilderbrand show is now making an excellent show, and is expected to be a great success.

Greater Exposition Shows

Fresport, Ill.: Crespo showed his new rides to be a great success. The show was well received by the public, and many new orders were received. The show was well received by the public, and many new orders were received. The H. B. Hilderbrand show is now making an excellent show, and is expected to be a great success.

Douglas Greater Shows

Enady Bros.' Shows

Starr DeBelle's Hilderbrand's United Shows

Silver State Shows

In the account of Billings, F. D. Hildebrand's show shows a great number of people. The show was well received by the public, and many new orders were received. The show was well received by the public, and many new orders were received. The H. B. Hilderbrand show is now making an excellent show, and is expected to be a great success.

Douglas Greater Shows

Greater Exposition Shows

Douglas Greater Shows

Full Week Carnival Show Letters (As Reported by News Representatives for the Shows)

Hilderbrand's Portland H. B. Hilderbrand show, coming to Kansas City, Mo., last week was the subject of much talk. Perfection, with its wonderful show of children's rides, has been described by many as the hit of the season. This is due to the fact that H. B. Hilderbrand has been making an excellent show for some time, and this year's show is the best yet. The famous H. B. Hilderbrand show was recently visited by many of the city's prominent citizens, who were much pleased with the results. The show was well received by the public, and many new orders were received. The H. B. Hilderbrand show is now making an excellent show, and is expected to be a great success.

Greater Exposition Shows

Douglas Greater Shows

Enady Bros.' Shows

Starr DeBelle's Hilderbrand's United Shows

Silver State Shows

In the account of Billings, F. D. Hildebrand's show shows a great number of people. The show was well received by the public, and many new orders were received. The show was well received by the public, and many new orders were received. The H. B. Hilderbrand show is now making an excellent show, and is expected to be a great success.

Douglas Greater Shows
WESTERN STATES SHOWS

Have Offers for two more Shows that do not conflict, and can show with own Oufits. CAN PLACE Many Carnival, 1 US Colored Minstrel Performers. Jack Golde can use Coupon Store Agents. Snipp Kelly show, Closed Contests.

WANTED—Good Free Act on account Act leaving without notice. Good Aerial or Cannon preferred.

Shelby, Wyo., Rodeo; Cheyenne Frontier Days, Colorado State Fair at Pueblo; Arkansas Valley Fair at Rocky Ford; S. W., District Fair at Dodge City, Kan.; Katy County Fair at Cleburne, Tex.; 12-State Fair at Clovis, N. Mex.; Eastern New Mexico State Fair at Roswell, and others.

Addressee JACOB KUBASS, Manager, as per Route Below.

Lovell, Wyo., June 28 to 29; Rapid City, S.Dak.; Billings, Mont., July 6 to 11; Sheridan, Wyo., July 13 to 17.

WANTED FOR 2 MAMMOTH ANNUAL CELEBRATIONS

SCHOOLCRAFT, MICH., JULY 2 AND 3.
ALBION, MICH., JULY 5 TO 10.

Independent Shows of All Kinds. CONCESSIONS: Cook House, Photos, Game, Diggers, Good Acts, Fantasy, Novelties, Scales, Candy, Fries, Popcorn, Shooting Gallery, Pitch-Till-You-Win, Penny Pitch, or any other Slack Company in the Line. Address JOHN D. HOBART, 1200 S. 5th St., Kansas City, Mo.

ROBERT PLUMMER, DOWAGIE, Wisc.

WANT TO BE A TELLER?

Send for free catalog. Positions in one of the leading banks.

Addressee ROBERT PLUMMER, 1200 S. 5th St., Kansas City, Mo.

PINE TREE STATE SHOWS WANT

FOR OUR CELEBRATIONS AND FAIRS TO FOLLOW.

IN-REGULAR, WITH ALL THE NEW FOLKLORE, WITH A LARGE AND PRIZE-WINNING CROWD.

HENNIES BROS.' SHOWS, Kenosha, Wis., July 2 to 8.

WEST BROS. AMUSEMENT CO.


Addressee R. A. HENDRICKS.

WANTED FOREMAN, NEW HEYDEY AND RIDEO

No Drinkers—Top Salaries—References Required.

BECKMANN & GERETY SHOWS

South St. Marie, Mich., June 28 to July 3; Megaminx, Mich., Week of July 5.

WANTED ON THE STREETS

WANTED COVERED WAGON DAYS CELEBRATION

Auspices Chamber of Commerce—Concessions of all kinds for sale. $5 per foot, $750 for 100 ft., $1250 for 200 ft., $3000 for 400 ft., and $5000 for 500 ft. Exceptional opportunity for Cash, Novelties and Wheels of all kinds. W. H. (BILL) RICE, Hotel Utah, Salt Lake City, Utah.

PINE TREE STATE SHOWS WANT

FOR OUR CELEBRATIONS AND FAIRS TO FOLLOW.

IN-REGULAR, WITH ALL THE NEW FOLKLORE, WITH A LARGE AND PRIZE-WINNING CROWD.

HENNIES BROS.' SHOWS, Kenosha, Wis., July 2 to 8.

WEST BROS. AMUSEMENT CO.


Addressee R. A. HENDRICKS.

WANTED FOREMAN, NEW HEYDEY AND RIDEO

No Drinkers—Top Salaries—References Required.

BECKMANN & GERETY SHOWS

South St. Marie, Mich., June 28 to July 3; Megaminx, Mich., Week of July 5.

WANTED ON THE STREETS

WANTED COVERED WAGON DAYS CELEBRATION

Auspices Chamber of Commerce—Concessions of all kinds for sale. $5 per foot, $750 for 100 ft., $1250 for 200 ft., $3000 for 400 ft., and $5000 for 500 ft. Exceptional opportunity for Cash, Novelties and Wheels of all kinds. W. H. (BILL) RICE, Hotel Utah, Salt Lake City, Utah.

PINE TREE STATE SHOWS WANT

FOR OUR CELEBRATIONS AND FAIRS TO FOLLOW.

IN-REGULAR, WITH ALL THE NEW FOLKLORE, WITH A LARGE AND PRIZE-WINNING CROWD.

HENNIES BROS.' SHOWS, Kenosha, Wis., July 2 to 8.

WEST BROS. AMUSEMENT CO.


Addressee R. A. HENDRICKS.

WANTED FOREMAN, NEW HEYDEY AND RIDEO

No Drinkers—Top Salaries—References Required.

BECKMANN & GERETY SHOWS

South St. Marie, Mich., June 28 to July 3; Megaminx, Mich., Week of July 5.

WANTED ON THE STREETS

WANTED COVERED WAGON DAYS CELEBRATION

Auspices Chamber of Commerce—Concessions of all kinds for sale. $5 per foot, $750 for 100 ft., $1250 for 200 ft., $3000 for 400 ft., and $5000 for 500 ft. Exceptional opportunity for Cash, Novelties and Wheels of all kinds. W. H. (BILL) RICE, Hotel Utah, Salt Lake City, Utah.

PINE TREE STATE SHOWS WANT

FOR OUR CELEBRATIONS AND FAIRS TO FOLLOW.

IN-REGULAR, WITH ALL THE NEW FOLKLORE, WITH A LARGE AND PRIZE-WINNING CROWD.

HENNIES BROS.' SHOWS, Kenosha, Wis., July 2 to 8.

WEST BROS. AMUSEMENT CO.


Addressee R. A. HENDRICKS.

WANTED FOREMAN, NEW HEYDEY AND RIDEO

No Drinkers—Top Salaries—References Required.

BECKMANN & GERETY SHOWS

South St. Marie, Mich., June 28 to July 3; Megaminx, Mich., Week of July 5.

WANTED ON THE STREETS

WANTED COVERED WAGON DAYS CELEBRATION

Auspices Chamber of Commerce—Concessions of all kinds for sale. $5 per foot, $750 for 100 ft., $1250 for 200 ft., $3000 for 400 ft., and $5000 for 500 ft. Exceptional opportunity for Cash, Novelties and Wheels of all kinds. W. H. (BILL) RICE, Hotel Utah, Salt Lake City, Utah.

PINE TREE STATE SHOWS WANT

FOR OUR CELEBRATIONS AND FAIRS TO FOLLOW.

IN-REGULAR, WITH ALL THE NEW FOLKLORE, WITH A LARGE AND PRIZE-WINNING CROWD.

HENNIES BROS.' SHOWS, Kenosha, Wis., July 2 to 8.

WEST BROS. AMUSEMENT CO.


Addressee R. A. HENDRICKS.

WANTED FOREMAN, NEW HEYDEY AND RIDEO

No Drinkers—Top Salaries—References Required.

BECKMANN & GERETY SHOWS

South St. Marie, Mich., June 28 to July 3; Megaminx, Mich., Week of July 5.

WANTED ON THE STREETS

WANTED COVERED WAGON DAYS CELEBRATION

Auspices Chamber of Commerce—Concessions of all kinds for sale. $5 per foot, $750 for 100 ft., $1250 for 200 ft., $3000 for 400 ft., and $5000 for 500 ft. Exceptional opportunity for Cash, Novelties and Wheels of all kinds. W. H. (BILL) RICE, Hotel Utah, Salt Lake City, Utah.
3000 BINGO

Heavyweight cards, black-on-white. Wood markers and two red duplicate cards. Pot: $5.00. Cards: 50 cards, $2.50; 100 cards, $5.00; 250 cards, $12.50; 500 cards, $25.00; 1000 cards, $50.00. Declaration cards $.50 each. No cash is given.

Set of 20 Light-Weight Bingo Cards, $1.00.

3000 KEND

Card size in 16 of 105 cards each. Played in Chicago by 18 clubs with 300 cards each, $1.00. Cards & Letter sets are supplied with wood sticks and director sheet. No cash is given.

THIN BINGO CARDS

All cards 4 x 6 in. Thick. Cards such as cubes in boxes, etc. They are 1/8 in. thick. Base cards: 500 cards, $12.50; 1000 cards, $25.00; 2500 cards, $62.50. Blotter board, diff. size 2x4 (Mail)

8 cards, 24c, 20 cards: 60c, 50 cards: $1.50, 25 cards: 85c, 10 cards: 40c. (Mail only)

K. M. SIMMONS & CO.

414 W. Jackson Blvd., Chicago.

3000 BINGO

266 cards, 1000 cards, 2500 cards, 5000 cards. Production: 1000 cards, $1.00; 1000 cards, $2.00; 1000 cards, $3.00; 1000 cards, $4.00. Delivery, no cash is given.

J. M. SIMMONS & CO.

CHICAGO, ILL.

NOT STOCK POSTER

NOT NOW ALIKE

Circuses, Coliseums, Carnival, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks

We will submit designs, created exclusively for your show.

H.W. POLLACK

POSTER PRINT

SHOW DIVISION

BUFFALO, N.Y. PHONE GRANT 820S

AT LIBERTY

DROME RIDERS

RED and PAULINE

CRAWFORD

Prefer Handling Drome—Best Reference. Address: Dora Hotel, Cleveland, Ohio.

J. F. Sparks Shows

WANT

Loopy-Wottom, little Merry Go-Round—Shows; 110 cards, $1.50; 100 cards, $.75; 50 cards, $.35; 20 cards, $.25; 10 cards, $.10. Sales office: 101 N. Main St., Danville, Ill. All cards have white face and red back. All cards are colored. No cash is given.

4TH SPARKS SHOW, Elgin, Ill. This Week

WANTED

CONCESSIONS OF ALL KINDS.

Four-Day Feast, July 7 to 11, at Big Day. Over 100,000 People. Whoo or Whiff

E. MOSCA

2665 W. Grand Ave., Chicago, III.

HOME COMING AND PICNICS


R.M. WARD, ARMS BROS., Cottages, Illinois.

CARNIVALS

Wm. Bazinet & Sons Shows

Virginia, Minn. Week ended June 12. American Legion, Weather, rain, business, very

Wm. Bazinet & Sons Shows

All around show, including first week show, and nearly 100 scale of shavings and still rising trailer. Last truck finally pulled off ground at 11 o’clock Sunday morning and train started. Wm. Bazinet & Sons Shows was one of the most disastrous and trying times in the history of shows. The weather was very good show there was a
ATHOL, MASS.  
AMERICAN REGION  
75th Year Anniversary and Fireworks—two bands, parade, motorcycle racing, beauty contest, six free acts, long and short distance racing contest.

FOUR BIG DAYS AND NIGHTS

JULY 2 - 3 - 4 - 5, Inc.

WANTED—Shows of merit, Ten-In-One, Motodromo, Snakes. Illusion or any other. Legitimate Concessions of all kinds who can work for stock only; no exclusives.

Weekly of July 7 to 17
TO FOLLOW

PITTSFIELD, MASS.

Ten Big Days and Nights—Firemen's Celebration and Old Home Week.

Displaying Fireworks Every Night.

WANT Foreman for Ferris Wheel, also A-Nao. 1 Man to operate new Mills Easy Fresco Custard Machine. Come on at once. Also Ride Help. Will book or buy any First Rate.

Address All Communications to

WM. J. GIROUD, Gen. Mgr.
THE NEW ENGLAND SHOWS, Inc.
As Per Route

BECKMANN & GERETY SHOWS


CANDY FLOSS & CORN POPPERS


Bever Falls and with some rain to contend with, New Brighton turned out an excellent bill. Many of Mr. Russell joined and take charge of the Girl Revue and immediately became top-money show. The a-Waltz continues to top all sides. Season has been very good up to date. Prosperity is evidenced by fact that three new Covered Wagons were delivered to members of show at West Meadow. Carl Bartels, show's secretary; Nanto Decloate, concessionaire, and Eugene Trivisley, who operates portable restaurant, were the purchasers.

ALICE J. WINTERS

American United Shows


Saturday day and date with Al G. Richter's first appearance in the Northwest. Entire eight-day engagement licensed by both shows. Ride boys said they called this the best and most interesting show.
Western States Shows

Greeley, Colo. Week ended June 12. Location, St. John's Weather, three nights rain. Business good when weather was dry.

Business an agreeable surprise to entire organization. Garden City is a separate municipality of the city blocks from city limits of Greeley. Past attendance and business were shown by the variety of attractions.

Another week of shows brought people out. Full cooperation of city and county officials. Mrs. Jack jubeck returned from visit to sister in Texas, accompanied by her husband. Jimmy Jones was away this week and spent his seventh consecutive summer with show. Title, officially known as "Uncle Jack's Patch," a favorite with many and town people in support. He started a new career, now working on Ben Hyman's team. Mrs. Gladys Bailey and family, along with Mr. and Mrs. Jack Bailey, have moved to Denver. Mr. and Mrs. Jim Walker joins with Pullman and Philadelphia. Mrs. Wayne Norton added new attractions to their shows. Manager Rubesko has entire crew now repainted and an Auto caravan headed by Harry Rosenblad, president of the company, consisting of following Denverites, their families and friends. The Nelms, Sam Hortwick, Max Levins, William Knight, Herman Levine, L. L. Tamarro and family, Mr. and Mrs. H. Anderson, Mayor Norton, Judge Warner and families nightly.

CARNIVALS

O. C. Buck Expedition


Concession row suffered and business for it was poor in the beginning and takes time to iron out a town that has been crimped with joints. Press and church cooperation were good and the show is taking steps to ease the traffic. Flag Day was celebrated on Saturday afternoon and the city high-school band and children of city all participated.

Arriving at grounds, Lou Singer, reporter and photo, was greeted by committeemen, greeted children, and all that were in parade were given pop corn, candy, ice cream and other good. Manager Buck gave each child a free ride.

Harris Carnival Company


Show finished here to worst week's business in two-three years. Show and Smiley show joined. Both shows did business. G. H. Smiley's banner is on Grit. Weather was fine. Show finished here to worst week's business in two-three years.

CARNIVALS

Zimdars Greater Shows

La Fayette, Ind. Week ended June 19. Location, Aprilia, Catholic Church. Location, sales and Halladay Apestry, Weather, bad attendance.

Even with bad weather show had business day. Sales were good and attendance certainly did all possible to make show a success. Sailor Harris had top money in the town, lost his money to his loudspeaker. Buddy Munn with Octopus got top money of all rides.

There was a contest for Wallies. Buck for Wallace Circus on Tuesday. Visits were taken to Wallace's Kaye. For Wallace Bros.' Show, was a visitor who had a few words for the editor. Visit was at Crawfordsville, Ind. Also a visitor. Flag Day was observed.

CHARLES SEIP

Regal United Shows


Show jumped from Tulsa, Okla., distance of 100 miles, reached Pawnee Monday and Tuesday nights. New man this week, Fred Turner, makes a nice appearance. Ernie Newbrough, their band leader, forgot to light torch on big and cunningly got away wrong side.

Net Hahashock is on show this week. It is the wrong side. In the show this week, Collin Coppage wants a Merry-Go-Round ticket and gets away. Toby Green wrecked his car one-half mile from here, putting Mrs. Green in hospital for a week. Wallie finished another semi-trailer job, giving his wife a surprise and a double back. On Thursday night, July 12, Mrs. C. E. Meadows busy around town. She is a little nice lady. She has been away a week. He arrived Sunday night, but got his snake ready in time. Committee was very nice and hearty, carpenter, busy still building. Dot Will, George and Claude Miller.

MRS. AL. NATION.

McClellan Shows

Deer, Ill. June 7-12. Location, B & O. railroad loop. Attractions, V. W. Weather, intermittent rain first week. Business, good. Shows, good. Last week was good. Decatur Advertising Company billed Thursday and Friday nights. Performance was plenty good.

Bobby monkey arrived on White Notte's circus. Show was billed for last three weeks, but was down all night, not a single moment has been lost. This week a banner car was used instead of another week. Business is being time and destroyed Minstrel Shows, which were placed for a new top. Little damage was done this week to the show. George and John bore down to Maysville and color scheme of show red and white. Business was good. Show has not lost a Monday night this season.

W. DAVIS.

Sol's Liberty Shows

Manitou, Wyo. Week ended June 20. Location, downtown, Version of Foreign Wars, Weather, variable.

Shows ended 10th week of season here. Business was excellent here. Sam Solomon returned to show after a visit to the north. Shows were a big success. In. Mr. and Mrs. Abe Ospel, of Reynolds County, Ky., were on show. Writer is rigging up another grab stand for fairies. Mrs. John T. Hepburn, who has been called on thru Indiana and Ohio, Leo Foreman, the quintessential vaudeville man at 544 pounds. He guessed 25 pounds of straw. Mrs. John T. Hepburn, who has been called on thru Indiana and Ohio, Leo Foreman, the quintessential vaudeville man at 544 pounds. He guessed 25 pounds of straw. Mrs. John T. Hepburn, who has been called on thru Indiana and Ohio, Leo Foreman, the quintessential vaudeville man at 544 pounds. He guessed 25 pounds of straw. Mrs. John T. Hepburn, who has been called on through Indiana and Ohio, Leo Foreman, the quintessential vaudeville man at 544 pounds. He guessed 25 pounds of straw. Mrs. John T. Hepburn, who has been called on thru Indiana and Ohio, Leo Foreman, the quintessential vaudeville man at 544 pounds. He guessed 25 pounds of straw.

CARNIVALS

Clint's Exposition Shows


Weather caused plenty of excitement, but little damage. Show is getting under way. The business is good.

Sam Davis is superintendent of three shows, comprising the seasoned crew. New callipgos and Merry-Go-Round. Fine co-operation was had from all.

L. E. (ROBA) COLLINS.

C. F. Zeiger United Shows


This is a small town. Nine years since show has played several July 4th shows in town. There was a small rain, and they were rain and wind. Shows were good. Shows were playing their best. They are still coming in gate when local closing near.

Mr. and Mrs. Thompson recently joined with show. They have taken their Buttons and Juice stand, and several other con- stances. Mrs. Alfred Thompson will celebrate their 30th wedding anniversary. Mr. Jim Wig Swig works in a small town. Show has had its share of business. The weather was a little rough, but it was a beautiful show. The weather was a little rough, but it was a beautiful show.

L. E. DOMINICK.

World-of-Fun Shows


Open Monday night to fair crowd. Shows were increased last week by six. Shows were good this week. Shows were good this week.

Natives show-hungry. All shows were good this week. Shows were good this week.

Addressed an average of 500 miles an hour, gold wheel, top wheel, top. Shows were good this week. Shows were good this week.

Mattie O. (BRADY) CARROLL.

Dodd's World's Fair Shows

Rankin, Pa. Week ended June 12. Location, St. John's Weather, good. Business, fair, fire department, weather, warm and clear, with showers Thursday night.

Train arrived in this thriving community by special train of Pennsylvania Railroad, early Sunday afternoon. Train was so heavy with garbage that no cars could pull it.

By the time the trains had left for Scranton, Sunday night, the garbage was piled up to the roof. (See SHOW LETTERS on page 63.)
The Billboard

Pampa Fiesta Draws 20,000

Brodbeck Shows at Top of Texas celebration—rodeo and parade are features

Pampa, Texas-June 26—More than 20,000 people from Texas Panhandle and Western Oklahoma were here for Top of Texas Fiesta on June 3 and 4, estimated W. B. Weatherhead, general chairman. Pentastar Mutual Insurance Co. sponsored a rodeo with cowboys from 10 Southwestern States. A three-mile parade headed by Claude Motley and Charles J. Houghton, general manager, and Lester Brunett, majorette and wagon director.

(See PAMPA FIESTA on page 59)

Salt Lake's Covered Wagon Days Has Yellowstone Shows

SALT LAKE CITY, June 26—With signing of W. L. Neal's Yellowstone Shows, Salt Lake City's Covered Wagon Days Celebration completed arrangements for the biggest observance in local history. Contract for a downtown midweek parade was signed by Kingsley E. Claw- sen, rodeo and concession chairman, with W. H. Rice, agent for the Yellowstone Shows.

Backed by the Chamber of Commerce and sponsors of the annual Monday Night Corporation, free acts costing three grand have been booked from March to Cinco de Mayo by the committee. The Human Bullet, cannon act, carried as a free attraction by the show, will be given Friday.

Among free acts booked are Bunny Dryden's high wire, web and high trapeze acts and a platforms show. There will be a 10-cent gate on the midway.

Program includes children's parade, clama street. National acts will be the Jim Jeffers, Germantown & 25th Street, and Hip Light in the Midway.

(See DIVERSIFIED BILL on page 65)

WANTED

To secure a permit with at least 10 lidas, some time in July, under authority of: UNITED VETERANS OF INDIANA, No. 1, Evansville.

Write to BEN AGER, Post Commander, 1927 west Seventh Street, Muncie, Ind.

CARNIVAL WANTED

September 3-6, 1937

"LABOR'S" WEST FLORIDA CELEBRATION

Rides, Shows and Concessions.

FRED A. BURAN, Chairman, Pensacola, Fla.

REUNION

HOUSTON, MO. 1937

Combined Convention Committee

SECRETARY

LAST CALL

For ELKS' HOMECOMING CELEBRATION, July 4 to 10.

Should you desire to hold a promotion event, please make arrangements with the BELOW.

HOLLIDAY, Eisl Gress, Taylorsville, Ill.

WAYNE HOME COMING

JULY 23, 25, 27, 31.

Wayne Home sponsors WANF Concessions and Shows of good quality. Phone 43, or write.

WGN ORCHESTRA

Wayne, O.

WANTED RIDES

Which can be mounted with Mean-Go-Boyland, Work will be done in 24 hours. Write W. H. Rice, agent, 1275 Westminster City, Ind.

VOLUNTEER FIREMEN, Horseland, Ind.

WANTED

For ARMSTRONG COUNTY LABOR DAY CELEBRATION, SEPTEMBER 23.

Shows, Rides, Concessions. Minimum Equipment. Information. 5000 People will attend.

LUKE BRETT, Folsom, Conn.

ANNOUNCEMENT

The Kansas City American Legion Honor Guard will be present at your next fair. Send for data.

CARL D. HANSEN, Provo Grove, Ark.

ADRIAN, MICHIGAN

ANNUAL CELEBRATION, JULY 2-4-5.

CAN PLACE, Loopin, Mountainsides on any fair ground. Also shows, anj rides. For any information, write LOUIE J. BERGER, Emerson, Adrian, Mich.

WANTED

CARNIVAL WANTED

Ottawa County Horse Show

Aug. 29, 30, 31.

HOMER F. FOUTS, W. D. S. Secretary.

33RD ANNUAL

Whitestown Picnic

AUGUST 30-31, 1937

M. B. ROBERTS, Chairman, SYLVA, Ind.

ROGER, ALLEN, Whitestown, Ind.

WANTED

DODGEBEDS—SHOWS—FREE AD. SCANDIA'S THREE DAY PICNIC

P. O. BOX 107, Scandia, Kan.

WANTED LARGE CARNIVAL

For Big 5th of July Celebration, Day and Night, sponsored by the Merchants. All kinds of Shows, Rides, Concessions. Write AEK CINGS, Coldwater, Mo. CASH for cash and check will be sent. To be held on the Wauke Grange grounds. For all information write at above address.

WANTED

HECLA PARK

BELLEFONTE, PA. JULY 4-11.

Will book Wurz, Wurlitzer, Scala, Novelties, Shows, Rides, Concessions. Write, or call, to FREE OF CHARGE.

EARL SEAN, Wilkinsburg, Pa.

End your correspondence to advertisers by mentioning The Billboard.
**Classified Advertisements**

**COMMERCIAL**

10¢ a Word

Minimum—$2.00. CASH WITH COPY.

**FORMS CLOSE (in Cincinnati) THURSDAY**

FOR THE FOLLOWING WEEK'S ISSUE.

**AGENTS AND DISTRIBUTORS WANTED**

ADVERTISING SPECIAL—100 DOUBLE OR TRIPLE SLIT SHEETS FREE. 
ATTENDANT ASSISTANT to handle coin-op machines. Also, News and other Coin-Op Supplies. 

**MILLS SILENT EJECTOR DOUBLE JACK- 

**BUSINESS OPPORTUNITIES**

CORN POPPERS AND GASOLINE BURNERS, Stoves, Tanks, Supplies, etc. Wholesale and retail. IOWA LIGHT CO., 111 Locust, Des Moines, Ia.

FLASH QUALITY MERCHANDISE SHALS, Lamps, Novelties, Coconut Lamps, Florida's biggest and largest manufacturer of Tropical Souvenirs. LOS TROPICALS, INC., 943 North Main Avenue, Miami, Fla. Over one year round.

FOR SALE—SUMMER RESORT, DANCE HALL,-toggle box.


MEXICAN HAND-MADE FEATHER PICTURES finer than any seen. $1.00. Two for $2.00. 

SELL MAIL BOYS, BOOKS, BARGAIN PICTURES, Calendars, Big Profits. Earnings from 40¢ to $5.00 daily. N. W. Chicago.

COLD REFRESHMENTS, MAKE BIG PROFIT; 

**FORMS END**

**COMMERCIAL**

10¢ a Word

Minimum—$2.00. CASH WITH COPY.

**AGENTS AND DISTRIBUTORS WANTED**

ADVERTISING SPECIAL—100 DOUBLE OR TRIPLE SLIT SHEETS FREE. 
ATTENDANT ASSISTANT to handle coin-op machines. Also, News and other Coin-Op Supplies. 

**MILLS SILENT EJECTOR DOUBLE JACK- 

**BUSINESS OPPORTUNITIES**

CORN POPPERS AND GASOLINE BURNERS, Stoves, Tanks, Supplies, etc. Wholesale and retail. IOWA LIGHT CO., 111 Locust, Des Moines, Ia.

FLASH QUALITY MERCHANDISE SHALS, Lamps, Novelties, Coconut Lamps, Florida's biggest and largest manufacturer of Tropical Souvenirs. LOS TROPICALS, INC., 943 North Main Avenue, Miami, Fla. Over one year round.

FOR SALE—SUMMER RESORT, DANCE HALL,-toggle box.


MEXICAN HAND-MADE FEATHER PICTURES finer than any seen. $1.00. Two for $2.00. 

SELL MAIL BOYS, BOOKS, BARGAIN PICTURES, Calendars, Big Profits. Earnings from 40¢ to $5.00 daily. N. W. Chicago.

COLD REFRESHMENTS, MAKE BIG PROFIT; 

**FORMS END**

**COMMERCIAL**

10¢ a Word

Minimum—$2.00. CASH WITH COPY.

**AGENTS AND DISTRIBUTORS WANTED**

ADVERTISING SPECIAL—100 DOUBLE OR TRIPLE SLIT SHEETS FREE. 
ATTENDANT ASSISTANT to handle coin-op machines. Also, News and other Coin-Op Supplies. 

**MILLS SILENT EJECTOR DOUBLE JACK- 

**BUSINESS OPPORTUNITIES**

CORN POPPERS AND GASOLINE BURNERS, Stoves, Tanks, Supplies, etc. Wholesale and retail. IOWA LIGHT CO., 111 Locust, Des Moines, Ia.

FLASH QUALITY MERCHANDISE SHALS, Lamps, Novelties, Coconut Lamps, Florida's biggest and largest manufacturer of Tropical Souvenirs. LOS TROPICALS, INC., 943 North Main Avenue, Miami, Fla. Over one year round.

FOR SALE—SUMMER RESORT, DANCE HALL,_TOGGLE BOX.


MEXICAN HAND-MADE FEATHER PICTURES finer than any seen. $1.00. Two for $2.00. 

SELL MAIL BOYS, BOOKS, BARGAIN PICTURES, Calendars, Big Profits. Earnings from 40¢ to $5.00 daily. N. W. Chicago.

COLD REFRESHMENTS, MAKE BIG PROFIT; 

**FORMS END**
**Saw Wanted**

WANTED MACHINERY—20 HP REVERSIBLE MILLS, single or twin units, in good working order. Send for full particulars. M. A. Smith, 3rd Ave. and 37th St., New York, N. Y.

**FOR SALE—SECOND HAND SHOW PROPERTY**

A. J. BARGAINS—GIANT OCTOPUS, UNBORN SHOW, baby, wax figures, tents, curtains, billboards, etc., the finest in the country. Correspondence only. 843 S. St. Louis St., Chicago, Ill.

A. J. BARGAINS—DIAMOND TURNTABLES—full size, in perfect shape, $100 each, excellent for vaudeville, minstrel, etc., $75 each. Write for full particulars. W. C. PENNINGTON, Park Hill, N. Y.

**FOR SALE—LATEST MODEL DE LUXE KOMKUST**

Costumed Machinery, excellent condition, $200. E. P. TRUESDALE, Cadillac, N. Y. City.

**MUSICAL INSTRUMENTS**

MUSICAL INSTRUMENTS—New Electro-Acoustic, Portable Counter-Measure, $350; used, $250. EYRE DE LA RUE CO., 1340 Sixth Ave., New York, N. Y.

**FOR SALE—POPULAR CIRCUS CATTLE**

New Electric, Portable, Carrying Capacity—3000 pounds, $350. J. M. DOUGLAS, 410 W. 34th St., Chicago, Ill.

**USES AND KIDNEY CHAIR PLANES, SIXTEEN AND TWENTY SEATS, IN CLINICAL USE—$100 EACH, FURNISHED.**

FIRST CLASS, WITH BARNES, 1430 W. 22nd Street, Chicago, Ill.

**FOR SALE—HOSPITAL FURNISHING**

early, eighteen capacity, CALVIN CRIBS, Please write for particulars. 123 S. Wacker Dr., Chicago, Ill.

**FOR SALE—SAXophone stock and instruments.**

$35.00 each. Send for full particulars. E. W. BURTON, 210 W. 23rd St., Chicago, Ill.

**GOLD CLUBS—BANKRUPUT STOCK—4,000 new, danse regulation size and weight. Complete set.**

$150.00. Write for list. J. M. KINGSLEY, 516 Chestnut, Freeport, Ill.

**WANTED—MEDICAL SHOW—MUSICAL ACTS, PERFORMERS who play instruments. State your offer.**


**WANTED—MAGICAL APPARATUS**

Wanted for PAJA’S WORLD, PAJA’S BLACKFORD. State wants at all. PAJA’S MAGICAL CO., 3717 S. Ashland Ave., Chicago, Ill.

This issue contains a wealth of classified ads for various items and services, including musical instruments, show equipment, and magical apparatus. Several ads are highlighted in bold for emphasis. The layout is typical of classified ads sections in newspapers, with each ad providing specific details about the item or service offered for sale, rent, or trade. The ads vary in length and detail, with some providing extensive information and others being brief notices. Overall, the section serves as a resource for those seeking to buy, sell, or trade various goods and services.


AT LIBERTY JULY 20-FAST 7-PIECE BAND. Everything in order. Calling on all booking men. Book Trumpet, Piano, Drums and String Bass. Fully experienced in dance, hotel and club work. Good vocalists. Write WARD AMES, 1112-23rd St., Des Moines, IA.

ID. MACK'S ORCHESTRA AVAILABLE FOR BOOKING. 13-PIECE BAND. Preferred equipment. P.A., Vocalist, Wardrobe and references. Write now. Also books for other orchestras and night clubs. Write 1689 West High, Lima, Ohio.

JERRY GEIGER'S EDGERTON COUNTRY ORCHESTRA. NOW BOOKING FALL LOCATIONS. Edgerton, Cincinnati, Ohio.


AT LIBERTY CIRCUS AND CARNIVAL—GROOM ON RING STOCK—28 years experience. Salary payable. Write immediately. LEWIS A. FELT, General Office, Newark, N. J.

GEO. J. COHEN, HALF AND HALF. RELIABLE managers and bookers, home and travel. Care The Billboard, 1564 Broadway, New York.

JUDGEX—WILLIAM F. BRAY—137 E. 127th St., New York, N. Y.

AT LIBERTY—Real Agent. Crafts, carnivals, fairs, and vaudeville, out of all sections. Address: AT LIBERTY, Commercial Hotel, Middletown, Ind.

AT LIBERTY—35 All, Bay, New York, N. Y. Or address: AT LIBERTY, General Delivery, Kansas City, Mo.


AT LIBERTY—Jim Enterprises, Carroll, Territorial Great for all parts of the United States. Address: MARK CARROLL, 2898 Easton St, Chicago.


LAMBERT—10 years experience, one to ten prices. Residence: 1790 27th Ave., New York. A few performances in Chicago at annual prices. FILL. NEW YORK.

AT LIBERTY—Children's reheat. 19 years experience. On every branch of entertainment. Write now. 2768 West 48th St., New York, N. Y.

ROBERT PRINGLE—Young, versatile trained Band, Brother and Sister, doing all kinds of work. 11 years experience. Can handle a fine orchestra. Write ROBERT PRINGLE, 1240 E. 42nd St., New York, N. Y.

AT LIBERTY—Young, versatile trained Band, Brother and Sister, doing all kinds of work. 11 years experience. Can handle a fine orchestra. Write ROBERT PRINGLE, 1240 E. 42nd St., New York, N. Y.

AT LIBERTY—Young, versatile trained Band, Brother and Sister, doing all kinds of work. 11 years experience. Can handle a fine orchestra. Write ROBERT PRINGLE, 1240 E. 42nd St., New York, N. Y.

AT LIBERTY—Young, versatile trained Band, Brother and Sister, doing all kinds of work. 11 years experience. Can handle a fine orchestra. Write ROBERT PRINGLE, 1240 E. 42nd St., New York, N. Y.

AT LIBERTY—Young, versatile trained Band, Brother and Sister, doing all kinds of work. 11 years experience. Can handle a fine orchestra. Write ROBERT PRINGLE, 1240 E. 42nd St., New York, N. Y.

AT LIBERTY—Young, versatile trained Band, Brother and Sister, doing all kinds of work. 11 years experience. Can handle a fine orchestra. Write ROBERT PRINGLE, 1240 E. 42nd St., New York, N. Y.

AT LIBERTY—Young, versatile trained Band, Brother and Sister, doing all kinds of work. 11 years experience. Can handle a fine orchestra. Write ROBERT PRINGLE, 1240 E. 42nd St., New York, N. Y.

AT LIBERTY—Young, versatile trained Band, Brother and Sister, doing all kinds of work. 11 years experience. Can handle a fine orchestra. Write ROBERT PRINGLE, 1240 E. 42nd St., New York, N. Y.

AT LIBERTY—Young, versatile trained Band, Brother and Sister, doing all kinds of work. 11 years experience. Can handle a fine orchestra. Write ROBERT PRINGLE, 1240 E. 42nd St., New York, N. Y.

AT LIBERTY—Young, versatile trained Band, Brother and Sister, doing all kinds of work. 11 years experience. Can handle a fine orchestra. Write ROBERT PRINGLE, 1240 E. 42nd St., New York, N. Y.

AT LIBERTY—Young, versatile trained Band, Brother and Sister, doing all kinds of work. 11 years experience. Can handle a fine orchestra. Write ROBERT PRINGLE, 1240 E. 42nd St., New York, N. Y.

AT LIBERTY—Young, versatile trained Band, Brother and Sister, doing all kinds of work. 11 years experience. Can handle a fine orchestra. Write ROBERT PRINGLE, 1240 E. 42nd St., New York, N. Y.
Big Summer Season Seen For Homeware

NEW YORK, June 26.—With preparations nearing completion for the summer homeware shows, the wholesale merchandising industry is braced for its busiest season in years for this type of goods.

Glass and chinaware are among the lines in which greatest early interest is being displayed, with orders from prominent housewares dealers being heavy. During the last several years an increasing number of outdoor operators have discovered a real asset in the fish and display values of such items as beer-drinking sets, snug and crisp sets, water sets, lunchbox, service, cake servers, etc. As a result new and improved methods have been devised for displaying single pieces as well as matched sets at practically every amusement center of any size.

Furniture novelty sales are also on the increase, as carnival concession operators, notably local merchants and amusement people, are placing larger orders for the annual summer season.

Houseware manufacturers are also increasing their lines of fish and display values, and are introducing a wider variety of items to the houseware manufacturers with a reputation for sales in the summer season.

General houseware items such as aluminumware, carving sets, silverware, food mixers, fruit juicers and many others are also in good demand, and sales are expected to be further increased by the desire of dealers to add furniture manufacturers with a reputation for sales in the summer season.

Where does the pitchman come in? Nary a word is mentioned unless these outstanding merchandisers are included in the "ete." Certainly it would be hard to find in the history of the industry of gadgets such as those sold in the market, who many times have adopted the brand of "Can't help it," and by dint of hard work have carefully nurtured and skillfully promoted its growth until the need for it was firmly entrenched in the minds of the buying public.

It is true that the 5 and 10c and other retail outlets do account for a large volume of the $100,000,000 total which is yearly sales of gadgets are said to reach. The majority of gadgets found on the counters and shelves of these stores today, however, were pioneered by pitchmen. In the majority of the stores space has a definite square-inch value. A gadget that doesn't move takes up space that another, live-line kind will use to advantage. Consequently these stores seldom handle any item until the public demand for it, or one of a similar nature reaches a point where it can be handled profitably.

Like the merchant of old who welcomed the pitchman to town because of the crowds he drew, many merchants in the larger cities have recognized the value of these specialists and are training them to promote the sale of specially merchandise in their own stores. Many progressive merchants realize that gadget sales can be considerably increased when the use and need for the product are brought home to their customers by actual demonstration. In addition the touch of showmanship which the pitchmen lends to the department in which he is working results in increased sales of other merchandise.

The gadget industry can also award the cross and palm to Pitchdom for its introduction of gadgets to rural districts. Many of the ginsengs now being used in the country districts were unknown until a wandering pitchman brought them to town. The convincing manner in which these men promote the need for the product they are selling at fairs and carnivals as well as on street corners is still productive of a large volume of business for the gadget manufacturers. Not only do these men make a large amount of direct sales but in many instances enable local merchandisers to cash in on the pioneering work of the pitchman by handling a line of gadgets after the pitchman moves on to the next town.

At the recent Inventors' Congress in New York many of the latest developments in the gadget world were shown. Some possessed obvious merit, while the value of others was questionable. But all of them are common bedfellows in that they have to be produced and sold in order to be of benefit to the manufacturer or farmer. By far the greater majority of gadgets that are shown on the market every year die a quick death due to lack of public attention. How many of the ones that become popular, as well as those that have been popular for many years, would have met the same untimely end if it had not been for the pitchman is a fact that is generally recognized.

The gadget industry is making a present prospectively right belongs to Pitchdom. Many gadget manufacturers would not be enjoying their present volume of business if it were not for the ability and energy of the masters of the pitch who were able to move their wares to influential people and who have helped to bring the American public gadget-conscious since then.

Gadgets and the Pitchman

How often does the pitchman receive credit for the tremendous influence he exerts on the buying public of America? The only fair answer is: "Hardly ever." Not that the pitchman expects credit for what he does, but when an author writing on gadgets ignores the very people who have done so much to make the pitchman is a fact that is generally recognized. Many gadget manufacturers would not be enjoying their present volume of business if it were not for the ability and energy of the masters of the pitch who were able to move their wares to influential people and who have helped to bring the American public gadget-conscious since then.

For instance they are particularly fertile outlet for American gadgets. Not only are they distributed through the chain stores but by various novelty and specialty stores, hardware stores, electrical stores, drug stores, etc., too numerous to mention.

Homeswares Due For 5 to 15% Increase

CHICAGO, June 26.—According to reports which have come in from 5 to 15 per cent more for home-ware dealers this year than for the same period of the spring season. All types of mer-

chandises are expected to reflect the effects of lower wages and other concessions made to labor.

Altogether 15 per cent rise in chinaware actually went into effect May 1, it will not be felt until later, as most of the spring sales are still on hand. Prices in aluminumware are due to jump about 10 per cent, while kitchen-ware and other small gadgets will rise from 5 to 10 per cent. A 10 per cent in-

crease is expected in china and glassware.

Beach Apparel

Hits New Peak

NEW YORK, June 26.—Sustained warm weather of the last week has jumped summer clothing sales to all-time highs in New York. A new peak, local wholesale merchandise is currently being reached as consumers rush for items other than those stock in the market. Men have paid more than usual for bathing suits and other climbing sales and the feeling is that the trade is working in a new direction. It is not only, but a majority of orders specify a preference for bathing suits and other items made of more natural fabrics.

This provides a better margin of profit for the operators and as sales are expected to continue for several months the trade buying was in the lower price brackets.

In the wake of the awakening of the merchandise industry to the full opportunities presented in the sale of the beach fraternities, many operators have been busy bringing out a selection of summer suits and beach wear for the coming season. There is a definite trend to the sales of novelty and souvenir items. The fine display of merchandise on the stands of some of the outstanding manufacturers is likely to be extended to the spring season that will bring forth new and interesting novelty and souvenir items. The fine display of merchandise on the stands of some of the outstanding manufacturers is likely to be extended to the spring season that will bring forth new and interesting novelty and souvenir items.
Plenty of FLASH
A Wonderful Prize With BIG
DISPLAY VALUE

No. 430—Pedestal Smoker will highlight your entire display, jet black or walnut finished, fire-baked-on, with smart, gleaming Dyno plate trim. Regular retail price, 75c.
Ask your jobber for special price on No. 430 ... on prices 14 other numbers retailing up to $5.00.
Sold by All Leading Jobbers.

Daystrom Corporation
Olean, New York
America's Largest Smoker Manufac-

ARE WE BUSY?
And Why Not?

We are never undersold or we will sell for less

Exceptional Values in
Regal Blinds, Toilettries, Naphtha, Novelties, Bobbins, Balsa Boards, Cigars

WILL YOU WEAR THIS SUIT
And Make up to $12 in a Day

WALTER WONG
BARGAIN KING

ARE YOU LOOKING FOR

Blades, Cosmetics, Drugs, First Aid Supplies, Stationery and Premiums

Rock Bottom Prices
While Today for Our
FREE BLOG
Lentis, Hundreds of Making Items

Our Circuit Side Show

DRUG DISTRIBUTORS Inc. (Duluth)
235-4th Ave., New York City

CONCESSIONAIRES!!!
MERCHANDISE FOR
EVERY GAME ON THE MIDWAY

LOWEST PRICES
SAME DAY SERVICE

Catalou Free for the asking

HEX MFG. CO.
468-470 SENECA ST.
BUFFALO, N. Y.

SAN FERNANDO
(Successful from page 59)
posing, Loyola College Band; royal carriage, in which rode Queen Kay Harrold (Louisiana); street parade, with real leather wallets, novelty jewelry, leather desk pads and desk sets, and low-priced clothing items, such as picture frames, with meric tables that they may be opened easily, rock pictures of our national poems, and stereo-photographic photographs. Catalog shows all the popular items. Barrels are run-

Will you have at the prevailing higher prices and take your profit. It will help

In Business in outdoor spots has taken a decided turn for the better in the last few days. As business during the middle weeks of June was rather slow last year, present demand for merchandise hit wholesalers rather unexpectedly. Only two snows was said to have fallen. However, if these spots is good, however, and is expected to skyrocket with the first warm spell of the season. Wholesalers are inclined to feel that the upward trend is due to off for a while, prices having risen enough, and that the prices in rising. Do not expect to maintain present prices on your future purchases. Sell what you have bought at the prevailing higher prices and take your profit. It will help

LITERATUM
MANUFACTURERS

MILLS SALES CO.
Our Daily World Sales
611-600 MAIN ST.
BROUGHT TO YOU FREE

PLASTER
Large Assortment, Classy Finish.

COSIMINI MFG. CO.
526 N. West Street, Raleigh, N. C.

Watches and Eyeglasses
Elgin and Graham

PRICED FROM $1.75
Send for our Free Outlook, showing you the Outlook in 1937.

ROSEN & MALTZ

B122—NOVELTY CHINA DOG ASH TRAY.
Dog standing on his hind legs. When dog is turned over, a tray is revealed. Price 25¢.

2015—TWO-TONED BRACELET, LARGE EXTENDED L-11, Price 95¢.


2017—TWO-TONED ADJUSTABLE BRACELET, Price 25¢.


2021—TWO-TONED 2-BAND BRACELET, Price 25¢.

2022—TWO-TONED 2-BAND BRACELET, Price 25¢.

2023—TWO-TONED 2-BAND BRACELET, Price 25¢.

2024—TWO-TONED 2-BAND BRACELET, Price 25¢.

2025—TWO-TONED 2-BAND BRACELET, Price 25¢.

2026—TWO-TONED 2-BAND BRACELET, Price 25¢.

2027—TWO-TONED 2-BAND BRACELET, Price 25¢.

2028—TWO-TONED 2-BAND BRACELET, Price 25¢.

2029—TWO-TONED 2-BAND BRACELET, Price 25¢.

2030—TWO-TONED 2-BAND BRACELET, Price 25¢.

2031—TWO-TONED 2-BAND BRACELET, Price 25¢.

2032—TWO-TONED 2-BAND BRACELET, Price 25¢.

2033—TWO-TONED 2-BAND BRACELET, Price 25¢.

2034—TWO-TONED 2-BAND BRACELET, Price 25¢.

2035—TWO-TONED 2-BAND BRACELET, Price 25¢.

2036—TWO-TONED 2-BAND BRACELET, Price 25¢.

2037—TWO-TONED 2-BAND BRACELET, Price 25¢.

2038—TWO-TONED 2-BAND BRACELET, Price 25¢.

2039—TWO-TONED 2-BAND BRACELET, Price 25¢.

2040—TWO-TONED 2-BAND BRACELET, Price 25¢.

2041—TWO-TONED 2-BAND BRACELET, Price 25¢.

2042—TWO-TONED 2-BAND BRACELET, Price 25¢.

2043—TWO-TONED 2-BAND BRACELET, Price 25¢.

2044—TWO-TONED 2-BAND BRACELET, Price 25¢.

2045—TWO-TONED 2-BAND BRACELET, Price 25¢.

2046—TWO-TONED 2-BAND BRACELET, Price 25¢.

2047—TWO-TONED 2-BAND BRACELET, Price 25¢.

2048—TWO-TONED 2-BAND BRACELET, Price 25¢.

2049—TWO-TONED 2-BAND BRACELET, Price 25¢.

2050—TWO-TONED 2-BAND BRACELET, Price 25¢.

2051—TWO-TONED 2-BAND BRACELET, Price 25¢.

2052—TWO-TONED 2-BAND BRACELET, Price 25¢.

2053—TWO-TONED 2-BAND BRACELET, Price 25¢.

2054—TWO-TONED 2-BAND BRACELET, Price 25¢.

2055—TWO-TONED 2-BAND BRACELET, Price 25¢.

2056—TWO-TONED 2-BAND BRACELET, Price 25¢.

2057—TWO-TONED 2-BAND BRACELET, Price 25¢.

2058—TWO-TONED 2-BAND BRACELET, Price 25¢.

2059—TWO-TONED 2-BAND BRACELET, Price 25¢.

2060—TWO-TONED 2-BAND BRACELET, Price 25¢.

2061—TWO-TONED 2-BAND BRACELET, Price 25¢.

2062—TWO-TONED 2-BAND BRACELET, Price 25¢.

2063—TWO-TONED 2-BAND BRACELET, Price 25¢.

2064—TWO-TONED 2-BAND BRACELET, Price 25¢.

2065—TWO-TONED 2-BAND BRACELET, Price 25¢.
PITCHMAN COUPON MEN

Here is a deal getting the money at every chance, one that is a real flash in the old way, with a flashy story, one too clever for the boys. It is—Rich McCready's foot powder. This deals—don't waste time getting a sample. He says, "They keep telling you—Glue Foot Treatment Deal opens to everyone—They buy, Wire for your stock today and stand ready to be sold. 90c per dozen.

$3.25

Serpentine Demonstrators Each 50c Salesman's Free 35c

Blk. Fancy Mouth

Blk. Great


EPSTEIN NO. CO.

115 Park New York

PEELER WORKERS

"A NEW ALL-PURPOSE VEGETABLE KNIFE." Price 75c, postpaid. Send check, money order or stamps.

Write for Advisory Catalog. ROYETTE MFG. CO. 54 W. 7th street, Suite 4, New York, N. Y.

PEEK WELL

KLEEN-WELL

RADIO STROOPER CO.

SANDLICH, ILL.

NEW BEST SELLERS—Write for Catalog No. 21

Featuring big values in

Game Rings

Highly Decorated

Photo Jewelry

HARRY PAKULA & CO.

222 N. Michigan Avenue

CHICAGO, ILL.

SERPENTINE BALLOONS

A NEW BALLOON 10c. Quick Money Better and A Better Football Game. Sold Exclusively by

Universal Laboratories, Dallas, Tex.

OXA, and had a nice visit with all the kids and a fine bunch of people associated with him. My old friend Joe (Pop) Dalton and daughter from Memphis were there and looked as tho they were in good health and doing well. Also visited with Frank C. Dushane, former merchant but now a lot of the boys from the city. G. S. Smith and family were also on hand for the big event. The weather was ideal. Plan to work the Battle of Beavus at Coney, Oxia, this week and will hit the big days for the tobacco country of South Georgia and Florida. Kenneth John, his Night Hawks, assisted by his brother and E. D. and wife, playing this week a real good business. Will see the boys at the coronation of New Gotten down yonder.

WE HAVE REQUESTS from several of the boys wanting us to ask certain ones to write on their behalfs, now as after he explained in this column, it's 'agin the rules. Write your friends, in care of The Billboard Letter List.

SOME LATE REPORTS are coming in from the Chicago papers. The report is that the new Coney and wife have been here about two weeks and are leaving tomorrow for the North. We had a real old-time fling at相关文#2.jpg, which was attended by a lot of the best of our boys who were there. The weather has been fine and the big event of the day the Ball game between the Boys and the Coney and family at the dinner. Dac and Ray will go into the Dakotas tomorrow, while I plan to work the City and attempt to pry open a new town or two. This town has had a lot of business since they worked the spring, but a new face will always get a good start here. Dac and Ray have been back from the West and are now working a good business. Both can always find another gate to work for, those were the good old days.

We are going to make a trip to the West this summer. We have been here a week and are going to stay about two weeks.

LITTLE CHIEF WHITE EAGLE has been asked or ordered to go as a scout with the Sioux Indians at the next big battle. He is reported to be playing two and three-week stands to some good turns.

WE BELIEVE that it is not out of place to say a few words about the recent developments in the Indian trade. The news is that the Indian business is doing well and that the Indians are satisfied with the goods they are getting.

RICHARD LIEBY

and wife are reported to be doing a satisfactory business with the oil and Illuminants.

PAUL ALLEN

and Dick Adkinson are working Middle

West and East. Dick is doing fine business with oil and Oils and was the center of attention every night he worked, taking loads from all the other places. But one could always find another gate to work for, those were the good old days.

EARL B. WILSON

who was reported to be in Ohio town, is planning to spring a new wall paper deal.

RICHARD SPRENDEL

rad worker, blow into Cincinnati from Dayton. During a visit to see the pipe dealers, he heard that they were working all the work in McCreery's business. He was very pleased. The reports are that the Queen City store is doing a fine business in canned goods and meats. Frank is said to be anxious to read pipes from Evelyn Day and Myrtle Epper.

Pitchford Five Years Ago

Many out-of-town boys were trekking to the big conventions.

... L. M. Kolb was still confined to the Ponsor King Daughter's Hospital, and his wife, Mrs. Kolb, her daughter, and his sister, were still in the in-patient department. Kolb's business was still going on as usual, and he was still working this town.

PITCHING has been talked about in the striking areas of Warren, Mikes and Youngstown, all in Ohio.

SLIM RILEY

who has been off the road for some time due to illness, crashed thru from Lima, O., after a long absence, under date of June 26: "Just came out of Indian and going back to the boys and family. Have been doing ok with our corn punk here."

TRIP 2 OPINIONS: The successful pitcher and smoker.

FRANK BULLIVAN

and wife, Dorothy, are reported to be doing the best business with the sheet and perfumes deals in Kansas City, Mo., stores.

BILLY AND MABEL BEAM

are purveying the ginseng package in Kentucky territory to good takes.

NEWTON COOK

from Norwalk, O., that he is planning to hit the road soon, working blankets and boxes.

SHORTY MARY

who has worked to some huge tips and will take the tinsomes in Des Moines.

THINGS WE NEVER HEAR: "That fishhook won't attract women."

MILE MADDEN

blew into St. Louis recently and is reported to be doing well with his cleaner, Dac and Ray, who went into the Coney store and sold, Mo., and are doing a fine business.

ART NELSON

who is a regular hit with the red rods, is opening a number of rad demonstrations in several Midwestern cities. Art is also working a new layout which he plans to spring soon.

J. B. BIRDSONG

is still working the coin in Portland, Mo., and is doing a fine business with our goods. He gives all the men tips for the amount he is delivering.

MEMORY: Remember when Thomas, of snake oil fame, made the factory gates with his truck back at the old West and was the center of attraction every time he worked. He worked out of town and his wife. He was always the center of attention every time he worked, taking loads from all the other places. But he could always find another gate to work for, those were the good old days.

EARL B. WILSON

who was reported to be in Ohio town, is planning to spring a new wall paper deal.

RICHARD LIEBY

and wife are reported to be doing a satisfactory business with the oil and Illuminants.

PAUL ALLEN

and Dick Adkinson are working Midwestern territory. O., and is doing fine business with oil and Oils and was the center of attention every night he worked, taking loads from all the other places. But one could always find another gate to work for, those were the good old days.

PEEK WELL

KLEEN-WELL

RADIO STROOPER CO.

SANDLICH, ILL.

way or lot rent and the city reader.

The organization was active for two years, but for the last few years it has been dormant. The charter, however, is still out there in the name of the company. That's history, Mr. Investor. I don't care what you think and how you feel, but we are sure glad if we don't at least make an effort.

"STILL IN THE LAND..." of the Chippewa and feeling fine," pipes Mr. P. and S. Austin, under date of June 22. "I have been in this State for 12 weeks and am doing nice. Crops here are the best in years and everybody is spending money. Visited my old comrades, J. J. Colley, last week at the big Buffalo Stampede in Puroll.

July 3, 1937

"AMID..." and "DON'T..." everybody is spending money. Visited my old comrades, J. J. Colley, last week at the big Buffalo Stampede in Puroll.

"AMID..." and "DON'T..." everybody is spending money. Visited my old comrades, J. J. Colley, last week at the big Buffalo Stampede in Puroll.

"AMID..." and "DON'T..." everybody is spending money. Visited my old comrades, J. J. Colley, last week at the big Buffalo Stampede in Puroll.
**Notes From the Crossroads**

By NAT GREEN

**Kids** are natural hero worshipers, and it is all right to be a hero. Sure, it isn’t the same as being in on the secret, Ken Maynard, Tom Mix and Hoot Gibson, for instance, built up tremendous fan bases from the moment they started to graduate to the big leagues. Stars today are built up over a period of time. Movie fans see a star at the beginning of his career, then see a different star when that same actor is held up as a star by some other group of fans. The phenomenon of star-making is based on the same principle that makes people seek adventure and fame. It is based on the same principle that makes people seek adventure and fame. It is based on the same principle that makes people seek adventure and fame. It is based on the same principle that makes people seek adventure and fame. It is based on the same principle that makes people seek adventure and fame.

**Lucky** longtime fans of Hoot Gibson in Noviceville have been staging head-on collisions with their express locomotives, and some of them have even tried crashing thru walls of fire on biotrails. Thrill the kids and you’re box-office!

A correspondent found a sense of humor in the following:

"How bout giving Mister Pink a swimming competition when his circus comes to town? It will be my pleasure to add the following: Mr. Pink, a native of the tropics, a man of strange, unearthly creatures—worthy of Belasco's—such as the Tulip, the Rose, the Iris, and the Sunset. He is a motley creature, three closely related goats: the Capon, the Capricorn, the Ophiuchus, Hippopotamuses and Squidreptiles. And may I say, if you're interested in musical instruments, Pipeharmonicas, Panharmonicas and Potatots, I have heard that a good idea, neighbor, and while you're at it why not douse one of the 'different' animals with water. The event that includes the hand of destiny, arm of the law, leg of destiny, and a finger of doom, face of the earth, nose of a ship, body of land, soul of honor, neck of destiny, and a finger of doom, why go out? You've already got us as poor as we can afford to be, and for instance, the Chair of circumstances will weave a Web of destiny, a liar's home. He promises a diversified entertainment program and aims to all be present. The reasons for this was because we were again explained in detail for those who attended. But let us see, what's been money? They are valued at 85 each and comprise 25 certificaties. Holders of these certificates will be able to obtain the books at the 16th Annual Charity Ball.

Only one application for membership is required. The name of Walter Weidner, credited to U. C. (Doc) Harris.

**Communications:** Mrs. Joe H. Kennedy has received a note from Mr. J. H. Kennedy, who had been the cause of death of his wife. In the note, he mentions that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice.

**Lament of the Bunny:** Margarita Tervaux, a recent graduate of the Atlantic College, wrote a letter to the editor of the local paper, saying that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice.

**Many out-of-town-fair and carnival men came in for the Braddock-Louise fight.**

Among those noticed in the ring were J. R. D. Miller, the manager of the Atlantic College, and J. H. Kennedy, who had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice.

**In breaking in Salt Lake City for a Sunday showing J. D. Newman and his crew of stunts, the Barns Circus, made circus history.**

Always an alert agent, for this year's edition of the Atlantic College, and J. H. Kennedy, who had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice.

**Leaving the Hall:** The crowd was leaving the Hall, and Mr. and Mrs. J. H. Kennedy, who had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice.

**A few days with his brother, Turner Scott, flight promoter from Orlando, Fla.**

*Pacific Coast Showmen's Assn*

730 South Grand Avenue, Los Angeles, Calif.

**LOUISIANA, June 26—Attendance at the Halliburton Coliseum was upwards of 50,000. Markably well, there being 43 present was, while Ralph E. Smith, from Smith, president, called for order Monday night. Frank Dye, secretary, was the only person present, and the routine was over and done with in the course of a half hour, and the members were awaiting the return of the larger part of the membership. No reports were given from the special committees.

Mrs. Margaret Cunningham arrived at length upon the gigantic to be held at the Coliseum, in New Orleans. She promises a diversified entertainment program and aims to all be present. The reasons for this was because we were again explained in detail for those who attended. But let us see, what's been money? They are valued at 85 each and comprise 25 certificaties. Holders of these certificates will be able to obtain the books at the 16th Annual Charity Ball.

Only one application for membership is required. The name of Walter Weidner, credited to U. C. (Doc) Harris.

**Communications:** Mrs. Joe H. Kennedy has received a note from Mr. J. H. Kennedy, who had been the cause of death of his wife. In the note, he mentions that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice.

**Lament of the Bunny:** Margarita Tervaux, a recent graduate of the Atlantic College, wrote a letter to the editor of the local paper, saying that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice.

**Many out-of-town-fair and carnival men came in for the Braddock-Louise fight.**

Among those noticed in the ring were J. R. D. Miller, the manager of the Atlantic College, and J. H. Kennedy, who had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice.

**In breaking in Salt Lake City for a Sunday showing J. D. Newman and his crew of stunts, the Barns Circus, made circus history.**

Always an alert agent, for this year's edition of the Atlantic College, and J. H. Kennedy, who had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice and that she had been a frequent visitor to the city of his choice.
General Outdoor

July 3, 1937

Los Angeles

LOS ANGELES, June 26—Attendance at beach weeks-ends is immense, according to those who are accredited as reporters. It is estimated that more than 56,000 were checked between 10 a.m. and 5 p.m. Added to this count were figures giving an estimate of total attendance, and particularly noticeable was the recorded consumption of 20 tons of hot dogs by the throngs.

Warmer weather is sending increasing numbers of the public to beach and several amusement piers, and it is stated that visitors are looking for an outing.

United Shows opened to good business last week at Krasue Beach, which is located near the coast. Frank W. Baer has sold his rides to the Frank W. Baercocks Show. Mit Runkle, manager of the New Ocean Show, is now planning a new business venture. 

A show will also be run on the beach for Kansas City, Mo., and other Midwestern cities.

California Zoo had the Japanese Chamber of Commerce picnic Sunday to the biggest crowd of the season.

Bank failure in Santa Fe, New Mexico, that Santa Fe shows are doing well in that territory.

Doc Hall wrote from a spot in Utah that he was busy.

Fred W. Heidkamp is making spots in Kansas City, Missouri, which is improved in health after taking the sun baths and being treated for various conditions.

Mr. and Mrs. John Miller left for a new home in California.

Harry B. Levine, John Klein, Jack McFadden, and Murray Hubbel were all in the city on Wednesday afternoon.

Tom Robinson, the talented private detective, is reported to be on the march for a new adventure.

Carolyn Forsyth is now a part of the famous Curtiss-Wright advertising department.

Charley Waller is reported unat- tached and was director of the '49 Camp for the Okla., Calif., and St. Louis.

City Moore was reported injured in an auto wreck on route from this city.

The number of calls on this mart that is considered the largest in the state and one of the most important is that of the California Zoo. On Sunday, June 26, while working on the pier at Long Beach, Calif., a second attempt was made to get the show at the Pier.

This is the first time that the California Zoo, as a private enterprise, has been operated.

The latest reports are that he had partially recovered the sight of the right eye and is now in the hospital.

Loyal Bear and his gang of bears continue to be a feature of the California Zoo.

Mallory Acts Booked With Arena Shows; Gets Dane Dog

CANTON, O., June 26 — The J. R. Mallory Act, who has been working the West Coast shows, for the past many years operator of the Canton (Ohio) fair, suddenly decided to book himself for Sunday, June 26, while working on the pier at Long Beach, Calif., a second attempt was made to get the show at the Pier.

This is the first time that the California Zoo, as a private enterprise, has been operated.

Loyal Bear and his gang of bears continue to be a feature of the California Zoo.

Mallory Acts Booked With Arena Shows; Gets Dane Dog

CANTON, O., June 26 — The J. R. Mallory Act, who has been working the West Coast shows, for the past many years operator of the Canton (Ohio) fair, suddenly decided to book himself for Sunday, June 26, while working on the pier at Long Beach, Calif., a second attempt was made to get the show at the Pier.

This is the first time that the California Zoo, as a private enterprise, has been operated. Latest reports are that he had partially recovered the sight of the right eye and is now in the hospital.

The latest reports are that he had partially recovered the sight of the right eye and is now in the hospital.

Loyal Bear and his gang of bears continue to be a feature of the California Zoo.

Mallory Acts Booked With Arena Shows; Gets Dane Dog

CANTON, O., June 26 — The J. R. Mallory Act, who has been working the West Coast shows, for the past many years operator of the Canton (Ohio) fair, suddenly decided to book himself for Sunday, June 26, while working on the pier at Long Beach, Calif., a second attempt was made to get the show at the Pier.

This is the first time that the California Zoo, as a private enterprise, has been operated. Latest reports are that he had partially recovered the sight of the right eye and is now in the hospital.

Loyal Bear and his gang of bears continue to be a feature of the California Zoo.

Mallory Acts Booked With Arena Shows; Gets Dane Dog

CANTON, O., June 26 — The J. R. Mallory Act, who has been working the West Coast shows, for the past many years operator of the Canton (Ohio) fair, suddenly decided to book himself for Sunday, June 26, while working on the pier at Long Beach, Calif., a second attempt was made to get the show at the Pier.

This is the first time that the California Zoo, as a private enterprise, has been operated. Latest reports are that he had partially recovered the sight of the right eye and is now in the hospital.

Loyal Bear and his gang of bears continue to be a feature of the California Zoo.

Mallory Acts Booked With Arena Shows; Gets Dane Dog

CANTON, O., June 26 — The J. R. Mallory Act, who has been working the West Coast shows, for the past many years operator of the Canton (Ohio) fair, suddenly decided to book himself for Sunday, June 26, while working on the pier at Long Beach, Calif., a second attempt was made to get the show at the Pier.

This is the first time that the California Zoo, as a private enterprise, has been operated. Latest reports are that he had partially recovered the sight of the right eye and is now in the hospital.

Loyal Bear and his gang of bears continue to be a feature of the California Zoo.

Mallory Acts Booked With Arena Shows; Gets Dane Dog

CANTON, O., June 26 — The J. R. Mallory Act, who has been working the West Coast shows, for the past many years operator of the Canton (Ohio) fair, suddenly decided to book himself for Sunday, June 26, while working on the pier at Long Beach, Calif., a second attempt was made to get the show at the Pier.

This is the first time that the California Zoo, as a private enterprise, has been operated. Latest reports are that he had partially recovered the sight of the right eye and is now in the hospital.

Loyal Bear and his gang of bears continue to be a feature of the California Zoo.

Mallory Acts Booked With Arena Shows; Gets Dane Dog

CANTON, O., June 26 — The J. R. Mallory Act, who has been working the West Coast shows, for the past many years operator of the Canton (Ohio) fair, suddenly decided to book himself for Sunday, June 26, while working on the pier at Long Beach, Calif., a second attempt was made to get the show at the Pier.

This is the first time that the California Zoo, as a private enterprise, has been operated. Latest reports are that he had partially recovered the sight of the right eye and is now in the hospital.

Loyal Bear and his gang of bears continue to be a feature of the California Zoo.

Mallory Acts Booked With Arena Shows; Gets Dane Dog

CANTON, O., June 26 — The J. R. Mallory Act, who has been working the West Coast shows, for the past many years operator of the Canton (Ohio) fair, suddenly decided to book himself for Sunday, June 26, while working on the pier at Long Beach, Calif., a second attempt was made to get the show at the Pier.

This is the first time that the California Zoo, as a private enterprise, has been operated. Latest reports are that he had partially recovered the sight of the right eye and is now in the hospital.

Loyal Bear and his gang of bears continue to be a feature of the California Zoo.

Mallory Acts Booked With Arena Shows; Gets Dane Dog

CANTON, O., June 26 — The J. R. Mallory Act, who has been working the West Coast shows, for the past many years operator of the Canton (Ohio) fair, suddenly decided to book himself for Sunday, June 26, while working on the pier at Long Beach, Calif., a second attempt was made to get the show at the Pier.

This is the first time that the California Zoo, as a private enterprise, has been operated. Latest reports are that he had partially recovered the sight of the right eye and is now in the hospital.

Loyal Bear and his gang of bears continue to be a feature of the California Zoo.

Mallory Acts Booked With Arena Shows; Gets Dane Dog

CANTON, O., June 26 — The J. R. Mallory Act, who has been working the West Coast shows, for the past many years operator of the Canton (Ohio) fair, suddenly decided to book himself for Sunday, June 26, while working on the pier at Long Beach, Calif., a second attempt was made to get the show at the Pier.

This is the first time that the California Zoo, as a private enterprise, has been operated. Latest reports are that he had partially recovered the sight of the right eye and is now in the hospital.

Loyal Bear and his gang of bears continue to be a feature of the California Zoo.

Mallory Acts Booked With Arena Shows; Gets Dane Dog

CANTON, O., June 26 — The J. R. Mallory Act, who has been working the West Coast shows, for the past many years operator of the Canton (Ohio) fair, suddenly decided to book himself for Sunday, June 26, while working on the pier at Long Beach, Calif., a second attempt was made to get the show at the Pier.

This is the first time that the California Zoo, as a private enterprise, has been operated. Latest reports are that he had partially recovered the sight of the right eye and is now in the hospital.

Loyal Bear and his gang of bears continue to be a feature of the California Zoo.

Mallory Acts Booked With Arena Shows; Gets Dane Dog

CANTON, O., June 26 — The J. R. Mallory Act, who has been working the West Coast shows, for the past many years operator of the Canton (Ohio) fair, suddenly decided to book himself for Sunday, June 26, while working on the pier at Long Beach, Calif., a second attempt was made to get the show at the Pier.

This is the first time that the California Zoo, as a private enterprise, has been operated. Latest reports are that he had partially recovered the sight of the right eye and is now in the hospital.

Loyal Bear and his gang of bears continue to be a feature of the California Zoo.

Mallory Acts Booked With Arena Shows; Gets Dane Dog

CANTON, O., June 26 — The J. R. Mallory Act, who has been working the West Coast shows, for the past many years operator of the Canton (Ohio) fair, suddenly decided to book himself for Sunday, June 26, while working on the pier at Long Beach, Calif., a second attempt was made to get the show at the Pier.

This is the first time that the California Zoo, as a private enterprise, has been operated. Latest reports are that he had partially recovered the sight of the right eye and is now in the hospital.

Loyal Bear and his gang of bears continue to be a feature of the California Zoo.

Mallory Acts Booked With Arena Shows; Gets Dane Dog

CANTON, O., June 26 — The J. R. Mallory Act, who has been working the West Coast shows, for the past many years operator of the Canton (Ohio) fair, suddenly decided to book himself for Sunday, June 26, while working on the pier at Long Beach, Calif., a second attempt was made to get the show at the Pier.

This is the first time that the California Zoo, as a private enterprise, has been operated. Latest reports are that he had partially recovered the sight of the right eye and is now in the hospital.

Loyal Bear and his gang of bears continue to be a feature of the California Zoo.
Try To Duck This One!

TRIUBER, June 26.—Many strange and amusing things are seen on the Broadway and other mid-Manhattan streets. One of these curiosities recently noted on downtown New York avenues was a student driver. It did its own announcing before entering its repertoire by quick-quacking. This was achieved by its proprietary equipment, which consisted of a couple of hands with many present and picked up and placed at the back and harnessed to its trainer. This drive was owned and driven by the late and truly sadistic driver of Corinthi, T. To protect its feet from the heat or cold, this car was equipped with rubber boots which it picks up with its bill when it attempts to put them on its own feet.

Albertson, Elmer Walters, Cranford Ball.
There's also Leonard Trubel...but this is no column on has-beens.

What! No More Eule Bros. For Membership in S.A.

CHICAGO, June 26.—Joseph L. Grubich, secretary Showmen's League of America, received the day's letter from Morris Lipsky, of the Johnny J. Games Exposition, telling him that the Eule Bros. had turned their membership over to the Chicago Follies, a event which is scheduled to open July 27, and which has engaged the services of B. F. Strong, treasurer of the Eule Bros.

Signed up the Eule brothers, Monroe, Joseph, and Jerome, as members of the new league, Reason I did not sign any more envelopes because they are only three of the show business representatives Brown are leaders to date in the membership campaign. As a result of that effort the league is getting 100 new members this year that they may get the gold club life card in the league.

Performers' Club Notes

CHICAGO, June 26.—Another of Ernie Miller's former top state performers' Club last week and opened its doors for the season on Saturday.

Al Alcorn's Six Top Topos, acrobats, have just signed their first date at Minnewaska, N. D., in the form of a new act.

Harry Sibsky's cyclists opened in Denver, Thursday night, June 24, for the first time since the Coast.

Mr. W. J. Ryder and Company, comedy act, open fair dates July 22 in Mahnoman, N. D.

The Glidden Girls, cyclists, stopped off on the way from Des Moines, Ia., to look at the new and unusual event of the week, the Coast.

Clare and Blenda Sisters, Three Cheers for the Girls, are also on the roster at the club this week.

Invention To Reduce Accidents on Highway

WASHINGTON, June 26.—A new germ invention reported by Department of Health is claimed to reduce accidents resulting from automobiles that are either too fast or too slow for the conditions of the road. This device operates by an electric signal device which notifies the driver that the car behind wishes to pass. The driver signals whether the road ahead is clear by flashing either a red or green light which are attached to the car's rear. In case of the green signal being flashed, an electric signal is given to the other car and he is notified to return to the rear. Tests during the medical visit poor weather conditions did not materially affect the invention.

Many Agents in Chicago

CHICAGO, June 26.—This city was the scene of the circus and carnival agents this week. J. D. Newman, of 101 W. Randolph, has just been back in town for a week in town and leave Sunday for a trip. This trip the tour show has been doing splendid business thru the West.

The general agent of Cole Bros., the famous circus, was in town on Thursday. The general agent of the same circus, was in town. J. C. Simpson, general agent of the same circus, has been receiving business here Friday, and L. S. Sanborn, general agent of the same circus, was in town on Thursday. Miller, returning Saturday on the train.

Early Gate Big At Grand Forks

Goodman Show makes long run—State contests begin to produce results

GRAND FORKS, N. D., June 26.—Goodman Show's gate proved a real money machine, and thousands of dollars' worth of improvements were at stake. But exceptionally crowded for North Dakota State Fair at Grand Forks. Secretary of Agriculture's attendance was about 10,000. On Monday, the first day, there were utilized free and paid admission. The show was in high gear.

Capt. F. C. Frazer, crashing his airplane in a barn at the corner of Broad and Third streets, was brought to the hospital by ambulance. The pilot, who had been flying for many years, was knocked unconscious and was brought to the hospital. The airplane, which was a small one, was badly damaged.

The Illinois State Fair, which opened Saturday, was expected to attract thousands of visitors.

The Chicago Board of Trade, which is one of the largest in the world, was closed for the day.

CONCESSIONS WANTED

MORRISONVILLE, ILL. 3RD ANNUAL PICNIC AND SHOW August 3 and 6

WILL MENDOW, MORRISONVILLE, III.
Kentucky

The recent injunction (June 20, 1937) granted in Louisville, while offering operators of amusement games only a respite for the summer, revives a bit of history that should be recalled to the attention of the trade until a large enough group realizes the implications and gets busy.

According to the terms of the present order in Louisville, daily prizes on pinball games are not to exceed $1, either in cash or merchandise, and weekly or monthly prizes are limited to $5 in cash or merchandise.

"As I see it, the size and type of prize is the constructive difference," the ruling judge stated.

Here is a principle of limitation of amounts involved in playing mechanical games which could be developed into a national crusade in favor of such games if there were sufficient leadership and unity in the industry to develop such a crusade into national proportions.

That time and tide are working in favor of this principle of limitations of both the amount played and the amount of the prize or award may be seen by many happenings in this country and abroad. Within the last two years laws were proposed in three states to fix the percentage which coin-operated games should return in awards to the public—which shows that officials are beginning to think about the realism of life.

The principle suggested by the Louisville case is that prizes or awards should be small, while the total percentage is not suggested. Operators of amusement games will quickly recognize that the legal privilege of giving many small prizes or awards would provide them with a variety of means to cater to players. Experienced operators also know that once this principle is recognized by law then the fact of competition among operators would work in favor of those machines offering the greatest variety and most liberal awards to players.

Making such a principle legal would tend to make the amusement games business a matter of open competition in which the player would seek those games which offered him a full amusement value for his money.

As mentioned, the recent injunction revives a bit of pinball history in Kentucky. On May 12, 1933, a Circuit Court decision on pinball games was rendered which should have made pinball history had the trade united in supporting the principles set forth in that decision. I feel that it is now too late to organize for the promotion of amusement games upon the principles set forth in that historic decision, since irreparable damage has been done to the reputation and the principle of pinball amusement. But there are some leaders in the industry today who are willing to think, and a plain reminder of a lost opportunity in bygone days might open their eyes to the future. May 12, 1933, was quite early in the days of modern pinball games and no one can say now what might have been accomplished for amusement games by this time had the opportunity been grasped while it was hot.

There were certain very constructive principles set forth in that decision rendered back in 1933. As I remember, a certain young attorney worked on the idea that pinball games in their modern form were something new and not actually covered in existing statutes. So he worked hard and long on developing a new set of principles which would accomplish what every sensible operator of amusement games would like to see made legal. He had the idea that these principles could be made the program for a crusade by the amusement games industry and that such principles could either be written into law or else become the basis of many another court decision.

Soon after his pioneering work the progressive column of New York City began their momentous and constructive program to promote the legal recognition of pinball and other amusement games. I had strong hopes that the New York operators and their attorneys would recognize the possibilities set forth in the Louisville decree and that they would try to incorporate them into their own program. But apparently at that time they felt a more opportune course was open to them and hence no organized effort was ever made to pioneer the unique ideas developed in Louisville. Manufacturers were always too deeply involved in competition to talk about a constructive program for promoting the success of pinball games.

The Kentucky operators themselves were sadly reversed as time went on, largely due to conditions beyond their control. But there is a slight possibility that they might stage a comeback. Frankly, the chances seem much smaller to me than they did in 1933, but we must admire their spunk and also feel encouraged by enlightened judicial opinion in Kentucky.

In the decree of 1933 it was stated: "1. That pinball machines described and referred to in the petition herein are hot gambling devices... but are games of skill or practice." Note that word "practice." It is a better word to add to the pinball vocabulary perhaps than the word "skill."

The decree also suggested principles for offering prizes and awards with amusement games. They were: "(a) Provided that the player is not required to pay any more money or thing of value to the owner or operator of these said devices upon his failure to make or obtain any definite or stated score other than the regular entrance fee or charge for playing the game." It has always been very difficult to differentiate between skill and chance as applied to mechanical games. The above statement offered a solution which might have pioneered the basic principle of all mechanical games. It also involves the chief merit of coin-operated games and that is the fact that the nickel and penny are the only coins to be used, hence the "charge for playing the game" must always be small.

"(b) Provided that no premium or prize shall be awarded to the player for the making of any arbitrary score or number selected by chance, not the result of skill, whether said number be very high or very low, unless such prize or premium be purely nominal and/or unless such score or number be the regular known or published score for the machine."

A national crusade by the amusement games industry should have been developed around those ideas. They were broad enough to include high and low score awards and I think also to include the constructive coupon award system developed by the sportlands and game centers in New York. Four years have gone by since those ideas were first announced as a possible precedent. Four years in which the industry might have accomplished far-reaching results in establishing mechanical games and amusement on a more permanent basis than it is today.

Let's not make the same mistake twice, gentlemen.
WORLD'S CHAMPION NOVELTY GAME

Keeney's

GREAT GUNS

Introducing a new principle of "ACCELERATED BUMPERS" supply the liveliest ball action ever embodied in a 5-BALL, NOVELTY GAME.

Operator's Price

$74.50

NOW SHIPPING

PAYOUT MODEL called "NAVY" $139.50

Same "ACCELERATED BUMPER" Principle, 1-Ball, Odds-Changing, $5 Top Award

Operator's Price

Ticket or Check Separator Models 115 Extra

23" x 50" Streamlined Cabinet

Movie Totalizer
Improved One-Post Ball Lift
New Multi-Triger Plunger
Electropak Equipped

Keeney Distributors can fill your orders for any or all three of these Keeney Winners

J. H. Keeney & Co.

2001 Calumet Avenue

Chicago, Illinois
Big Store Uses Gambling Theme

CHICAGO, June 26.—The retail firm of Marshall Field & Company here has adopted a plan of running "editorial" advertisements in all newspapers every day. This week the prominence of gambling in the news led to a rather unique editorial on the subject, as follows:

"Gambling. In a sunny sidewalk cafe a group of people had just completed their lunch. Several women and a man rose from a table and entered a building. A six-year-old boy and his father remained. The locale—Miami Beach."

"The small boy ate his desert thoughtfully for a few moments and said, "Where's mother? Has she gone in to those slot machines?"

"An old gentleman at an adjoining table laughed and remarked, "He has learned at an early age where to look for missing people here."

"Slot machines in some parts of Florida are as much a part of one's surroundings and daily life as are automobiles or chairs or beds. In Florida's Hollywood, in the stores in one block are more than 20 slot machines. During all waking hours of the day and night people are clustered around them—all ages and apparently of all degrees of affluence."

"Merchants cashing in on this public mania pay an important percentage of their expenses with the returns from the machines."

"Miami is in a political fight because a new gambling operation is to be a great gambling operator is attempting to gain political importance in order to strengthen control of numerous booties."

"Returning from Florida recently, Chicagoans found our papers full—as full as the local taverns—of slot machines."

"Slot machines in the climatic climate we have received thru the mail a carefully printed three-page mailing from Cuba urging us to participate in the Cuban government's lottery."

"It is amazing how many people live on the public lottery. It is amazing how many people cash in on the money out of the public's love of gambling."

"Our business has been successful thru precisely the opposite tastes of the public. It was Marshall Field's belief that a person spending money for merchandise should get something no chance. No man who ingrains a man's desire to gamble is he does not want to gamble on the merchandise he buys; reason Mr. Field."

"We still follow the early Field rule of eliminating the customer's gamble of merchandise, it has been our ambition to coax any story in the world could eliminate chance for the customer in his purchase. It would be our store."—Copy in the Chicago Tribune, June 24, 1937 by Marshall Field & Company.

Ball Park Meets Trade Approval

CHICAGO, June 26.—Whether he's sitting in a box, the grand stand or the bleachers, a baseball fan's enthusiasm for baseball is ever intense and at fever heat," remarked Sam Wollberg, publisher of the Chicago Coin Machine Manufacturing Company, which caters to what is generally considered to be one of the newest and most thrilling games of all, automatic bumper-payout game, Ball Park, is meeting with phenomenal success. Location of every type, the box seat, the grand stand and bleacher spots all have an associated novelty to the appeal built into Ball Park.

"As the appeal is there is self-evident," added Wollberg. "One needs only glance at the brilliantly colored field and board and he gets an urge to see what he can do with the games. And once he plays the game he is thoroughly sold on the realistic baseball action that takes place on the lighted-up backboard on which the figures of the ball players are shown running the bases in lights. The playing field features two home run bumper springs which when contacted send the runner on the backboard on a complete circuit of the diamond and add a note to the total appeal. The total appeal of the Ball Park has been intensified by the development of a combination free play-home run hole on the playing field which when made not only return the ball for additional play without the insertion of another coin, but also scores a home run result with the thrill afforded by the light-up action."

Partner, Sam Gensberg, now on the west coast, reports: "Every distributor and jobber of the field I have spoken on my way to the Coast has highly praised Ball Park and the fact that they are calling for the same in quantities far beyond expectations. I have seen the game in operation in a number of locations and altho I was full of enthusiasm about Ball Park, let me say that the play it is receiving is almost beyond belief. From what I have seen through the territories we have covered we can expect to continue production on Ball Park indefinitely."

Shriner Visit A.C. Novelty Plant

DETROIT, June 26.—During the annual convention (Imperiemeeting), held in Detroit June 23 to 24, the A.C. Novelty Company was host to several visiting shriners. Visiting nobles were loud in their praise of the new seven-packer fruit machine, jackpot A.C. Multi Bell and most enthusiastic in their compliments regarding the large sales and the high sales of merchandise, that is manufacturing and market ting of that product, which has been extended and its latest development of Adolph and Arthur Cullie.

Sales Increasing, According to Fitz

NEW YORK, June 26.—Coin machine sales in the upward, according to John A. Fitziblings, president of Fitz's Novelty Company, Inc. "To me this may seem surprising," he stated, "because summer is usually considered the low spot of year coin machine sales. Perhaps the reason for this upward movement of trade is the fact that games are selling for higher prices now than in the past few years. Operators are demanding better equipment and are willing to pay more for it as a result. We have seen new machines in the early quantities we did in the past, but our market large as it is to sit back. Our future sales should be as great as ever and far ahead of last summer." Fitz also mentioned the new Bally games which have gone over with such a bang in this territory. He reported a big sale for the Bally Marble, Bally Solid, Bally Iron, together with Bally Bell, Favorite, the new payoffs, Caille, Chicago, Fairgrounds and Carnes, and the counter games, Nugget and Sun Fun, have all clicked in a big way this season and last.

As a consequence Fitz reported that the firm is already in arranging for prompt delivery of orders.
Monarch Dressing Up New Quarters

CHICAGO, June 28.—Roy Bazelon, head of Monarch Coin Machine Company, today announced that decoration of the new Monarch headquarters is being rushed to enable the organization to occupy the huge space July 1, as reported last week.

Installation of new office and shop equipment is also being rushed to completion and Roy promises that the new quarters will be prepared to continue the usual Monarch service on the date announced.

At present, under the able direction of Clay Nemeroff, Bazelon's assistant, and Jack Howland, chief machinist, hundreds of reconditioned games of every description have been prepared for the display room. New quarters will also have a reserve stock of hundreds of other machines, in accord with Bazelon's policy of "1,000 games on hand at all times."

"By the time The Billboard reaches the operators of the nation," he reported, "we will be all set for our new quarters, and the many operators who arrive in Chicago daily will find us ready, willing and able. Our new quarters are easily accessible from all parts of Chicago. Truly, all roads now lead to Monarch."

Lemke Stresses Careful Reports

DETROIT, June 28.—"The secret of operating success is in careful reports showing comparison of one location against another," Henry C. Lemke, of the Lemke Manufacturing Company, said this week. "Eliminate the deadwood of the machines or locations that don't pay enough to justify their continuance and the whole business can be operated profitably."

"I think my own business success is largely due to such a steady policy. I insist upon a regular report of operation. I am known as a regular "beer" for details and records. I know, however, every Saturday noon just how much I have made during the week."

"I also keep special weekly reports on all higher priced machines which deserve special care. I know within two days when a machine is falling down on play. No machine is actually out of my sight," he continued, by accounting control, for two days.

"This gives a complete record of what we are doing. We establish a definite quota of what each machine must do to be satisfactory and keep them up to it. When the machine drops to any extent below quota we pull it out at once instead of waiting several weeks and perhaps losing more money."

"Fifteen dollars a week is a rough minimum quota for a good machine. This means net, not gross, after the location owner's share has been deducted."

"Our first week's quota is $25; the second week we want $30; the third week $35. If the machine drops to $32 or $33 in the fourth week it is taken out or perhaps the location dropped entirely if conditions warrant."

"By this rule a machine must produce a minimum of $75.25 a month or we think something is wrong with either the machine or location and change accordingly."

"It is more expensive, of course, to change machines so often, but we have constant novelty in machines in each location. In this way we can get the cream of the business and meet competition from other operators. We have any machine while it is new and operators who wait a while to change their machines are likely to find that the machine is no longer new on the particular location."

"It all comes down to the rule of thumb that the fourth week's net profit should not be less than one-half of the first week's quota—which is a pretty good rule for any amusement machine."

Resort Activity Brings Demand for Coin Machines

CHICAGO, June 26.—Resort activity has reached a high peak this season and with the vacation period getting under way, the leisure season is on and with full steam operators are finding a heavy demand for coin-operated amusement games. Many location owners, feeling certain that resort patronage is going to be particularly heavy during July and August, are asking for more machines.

Rock-Ola Manufacturing Corporation reports that it is finding it difficult to keep up with the demand for the new Imperial 36 phonograph, which is keeping the factory working at top speed. The World Series baseball game also continues to increase in popularity, they say, and is getting a heavy play wherever placed.

The Tom Mix radio raffle also is reported to still be in steady demand, and Rock-O-Ball bowling alleys, usually considered essentially a winter game, are showing remarkable popularity.

It is generally believed that the strong summer popularity of the various games augurs well for the coming fall and winter season, as undoubtedly many people who become acquainted with the games during the summer will continue to play them when the outdoor season has passed.

Restraint on License

KENSOSHA, Wis., June 26.—Eugene F. Miller, local pinball operator, has been granted a temporary restraining order preventing prosecution and enforcement of the city's pinball ordinance which requires a $10 license fee for each machine and $88 fee for pinball operators.

The ordinance, which was passed May 28 and became effective June 14, the complaint declares, "is void and of no force and effect for the reason that the prosecution and enforcement thereof is unreasonable, discriminatory and confiscatory."

Briefs are being drawn up by attorneys for the plaintiff and defendants, with the hearing scheduled for July 15.

New Payout: When 2 Cherries and a Lemon appear, instead of getting 5, as you used to, you now get 10. Likewise do you get 10 when two Cherries and a Bell appear! Ten instead of five! Ten is a Big Award. It's a happy surprise, something worth getting, something worth shooting for, something new! So you don't get confused, the machine pays out as follows:

3-10-14-18-20 AND THE JACK POT

The Rol-A-Top is built in 1c-5c-10c-25c and 50c pay. It is built in the Straight Bell, as herewritten shown, and is also built in the Front Vender model. The Rol-A-Top can also be furnished with the Wonder Payout, which pays out 3-5-10-18-20 and the Jack Pot, or the Straight Payout, which pays out 2-4-8-12-16-20 and the Jack Pot.

MADE ONLY BY

WATLING MFG. CO.
4640-4660 W. Fulton St. CHICAGO, ILL. Est. 1889 — Tel.: Columbus 2770.
Cable address "WATLINGITE," Chicago.

WATLING DISTRIBUTORS

New 10 Cherry Bell and Other Models in Stock for Quick Delivery. Time Saved Is Money Saved!

ELECTRO-BALL CO., Inc.
Dallas, Fort Worth, Waco, San Antonio, Houston, Wichita Falls, Memphis, Oklahoma City, New Orleans.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS!
Repeat Orders Show Acceptance

CHICAGO, June 26.—"Mutual congratulations are in order," Robert E. Roberts, sales manager for the J. P. Seeburg Corporation, in commenting on the performances turned in by the Model K Melody King phonographs, which have been in out-of-production at the company's plant for many months.

Said Roberts: "We have received congratulations from the many music operators who have been operating Model K since we first released the instrument. They have taken the form of repeat orders as well as verbal and written praise for the money-making features of Model K. Now it is our turn to felicitate operators on the success they have reported with Model K. In America's metropolises and in the hinterlands the instruments have done a praiseworthy job in helping operators establish themselves as purveyors of something more than amusement. In providing amusement and relaxation for location patrons throughout the Melody King and other Seeburg phonographs the operators have been educating music lovers to a deeper appreciation of music itself than the exceptionally fine reproduction possible with these instruments.

"We find ourselves in an enviable and rather extraordinary position due to the universal acceptance of the Model K. Enviable because Model K on location has met with sales and more instruments. Extraordinary because that success has been with the Model K to the point where, were we to discontinue production, we would have a small revolution on our hands. Our distributors tell us that operators find in Model K the combination of profitable performance and dependability which they have been seeking for years and that they require nothing more than these features."

"Yet satisfactory as Model K is proving, we are not resting on our laurels. Our engineers and designers are constantly at work developing and refining, so that when time comes operators will find that Seeburg will continue to lead in every department—cabinet, mechanism, dependability and all-round quality."

McCormick Reduces Phono Tax in N. C.

GREENVILLE, N. C., June 26.—L. B. (Mac) McCormick, president of the McCormick Machine Company and the North Carolina Automatic Music Association, has provided by operators throughout the State for its uniting efforts in working with the State Legislature at its last session in Raleigh to have the tax on phonographs reduced to a point where larger operators are assured.

Original tax on phonographs in North Carolina was $60 per year, but McCormick was successful in getting a bill thru the legislature which reduces the tax to a maximum of $250. This appropriate drop is sweet music to the ears of music men in the State.

McCormick, in drop in music machine taxes in our State," Mac declared, "means that we will be able to market many more machines and will bring back music stronger than ever in the heart of the village and city in the State. Operators will save thousands of dollars annually and we figure our own saving will be about $5,000."

"We also believe that the music men in the State will profit by the lowered taxes in more ways than one, for they will now be able to spend more for better service than formerly."

"We of the North Carolina Automatic Music Association hope that the new ruling of the legislature will help other operators. If they write me at Greenville they will work with us in any way they wish regarding this bill."

Campaign Helps Phono Operators

NORTON TONAWANDA, N. Y., June 26.—A step was taken to be unique in the coin machine industry, the Rudolph Wurlitzer Company is conducting an advertising campaign aimed directly at coin operators. This campaign, now appearing in a list of specialized coin papers, is said to be verification of the company's policy of giving its operators the best possible co-operative advertising. Narrative of the best locations for its phonograph equipment is included.

According to Robert Bolle, advertising director of the company, the campaign has been running for some time and has been successful in uncovering inquiries for our operators. Their ad features the ability of the Wurlitzer-Simples to live up to the quality promise of the company's Phonograph. Wurlitzer operators in his territory.

In addition to this campaign we also mail much promotional literature direct to the coin owners."

"It is a further example," he concluded, "of the manner in which we cooperate with coin men who operate our phonographs. So far the campaign is working out very effectively and the reaction on the part of the operators has naturally been highly favorable."

New Orleans

NEW ORLEANS, June 26.—Great Southern Novelty Company has raised the prices of Seeburg phonographs to handle increasing demands in all sections of the State where the firm now has about 125 machines on location.

Louisiana Novelty Company this week received its second shipment of Rockola Phonographs, and Melvin Mallory is already worrying about a possible shortage, especially if the machines move more like the first shipment did. "It's the greatest thing Rockola has ever shipped out," Mallory said. "I look like a lesson ahead for Rockola and my operators."

R. H. McCormick, Southern sales manager for Dooce Records, left this week for a Southern trip. Bill is shown along with the new Rock-Ola 20" record player. The machine has been turned over to the manufacturer and production will begin within a short time. McCormick left his office before going into the executive end of the business, has returned to the operating field. HERE IS THAT GRAND OUT FROM Florida, which is the corner of the well-known Shaye-Dittes Music Corporation. The company has taken over the old Southside Music Company, which has been in business for many years, and has expanded the business to include all phases of the music business.
Five Best Record Sellers for Week Ended June 28

<table>
<thead>
<tr>
<th>BLUEBRIDGE</th>
<th>BRUNSWICK</th>
<th>DECCA</th>
<th>MASTERS</th>
<th>VARIETY</th>
<th>VICTOR</th>
<th>VOCALION</th>
</tr>
</thead>
<tbody>
<tr>
<td>87161</td>
<td>&quot;Mississippi Scream&quot;</td>
<td>7864</td>
<td>&quot;Sweeter Than Sugar&quot;</td>
<td>1175</td>
<td>&quot;Caravan&quot;</td>
<td>25898</td>
</tr>
<tr>
<td>69573</td>
<td>&quot;Listen to the Strings,&quot; &quot;You Ain't Seen Nothing Yet.&quot;</td>
<td>7003</td>
<td>&quot;Mean Old World&quot;</td>
<td>131</td>
<td>&quot;Duke Ellington&quot;</td>
<td>556</td>
</tr>
<tr>
<td>69597</td>
<td>&quot;P'Gentlemen, I'm Looking for a Wife.&quot;</td>
<td>7866</td>
<td>&quot;I'm in the Mood&quot;</td>
<td>1301</td>
<td>&quot;Peckin'&quot;</td>
<td>25984</td>
</tr>
<tr>
<td>69598</td>
<td>&quot;Keep Smiling,&quot; &quot;I'm the Only One.&quot;</td>
<td>7866</td>
<td>&quot;I'm In the Mood&quot;</td>
<td>1302</td>
<td>&quot;You're My Count,&quot; &quot;In Your Arms.&quot;</td>
<td>556</td>
</tr>
<tr>
<td>86956</td>
<td>&quot;Moonlight in Manhattan.&quot;</td>
<td>7866</td>
<td>&quot;I'm In the Mood&quot;</td>
<td>1303</td>
<td>&quot;Your's is the Only Love,&quot; &quot;In Your Arms.&quot;</td>
<td>556</td>
</tr>
<tr>
<td>86957</td>
<td>&quot;Dinah,&quot; &quot;I'm the Only One.&quot;</td>
<td>7866</td>
<td>&quot;I'm In the Mood&quot;</td>
<td>1304</td>
<td>&quot;Your's is the Only Love,&quot; &quot;In Your Arms.&quot;</td>
<td>556</td>
</tr>
</tbody>
</table>

Keeney Offers New Great Guns

CHICAGO, June 28. — "Once again Keeney presents the innovation in pinball game play, principles and mechanisms that will pave the way to a new trend in game designing," says John Bocock, sales manager. "This time it's the accelerated bumper, an exclusive Keeney development. In the typical five-ball novelty Great Guns, Jack Keeney claims the accelerated bumper will increase action of the ball approximately 1,000 per cent. Claim is based on the exhaustive tests we made prior to release of the game.

"Play on Great Guns is based on the action of the ball against the accelerated bumper," he continued, "which is a sure-fire Ease to change the action of pocket lighter, mounted at various points on the playfield. When the ball contacts one of these bumpers not only is the ball register on the backboard, but the ball is projected with bullet-like speed in any of a hundred different directions. This game affords the liveliest action ever employed in a pin table. A further appeal built into it is the elimination of the Oh, Ho! area found at the bottom of the average pin game, because in that area on Great Guns what might seem to be a waste of play may turn out to the best ball of all by contact against the accelerated bumper.

Other features introduced to Industry by Keeney in the game are the one-push button to start the ball rolling and the innovative ball guard. The pinball version of Great Guns is Navy, a dazzling gold-leaf finish. Production on this table at present is 125 machines daily, according to Keeney officials.

Broudy Promoting New Mdse. to Ops

NEWARK, N. J., June 26. — Sam Broudy, of the Jersey Trading Company, states that he believes every operator will be interested in the wide variety of new and better merchandise which his firm is now promoting.

Along with the special merchandise and literature that Broudy and sales board deals, Broudy reports that his salesmen have also met the approval of many operators.

As a result there will be quite a demand during the coming months for attractive price merchandise, especially the better type. That's why, he states, he has gone the limit to obtain the latest and best merchandise that will be able to sell on the demand.
Cigaret Sales Continue Climb

WASHINGTON, June 26—Cigarette production has set a new all-time high for the month and was 8.6 per cent above the like month a year ago, it was reported by the Bureau of Internal Revenue.

Production for the month, based on sales of tax stamps, totaled 128,689,840, against 124,794,860 in May last year, and 127,997,810 in April, 1937. Large cigaret output was 301,950 against 280,- 750.

Production of large cigars in May was the highest for the month since 1931 totaling 405,936,149, against 419,889,284 in the like month a year ago and about 458,000,000 in the preceding month. Small cigar production was 17,968,232 against 16,566,183 for May last year.

Tightens Cigaret Tax

HARRISBURG, Pa., June 26—Commonwealth is tightening up cigaret tax regulations in hope of boosting collections the next two years near 61,000,000 above the last biannual yield. With that in mind, the newly appointed oper- ating secretary, J. Griffith Boardman, has rescinded all previous regulations governing collection of the emergency tax and ordered a new set, plugging up holes in the stamps system of raising revenue, made effective July 1. After this date, the revenue stamps will be placed on containers of cigarettes at the source rather than by the retailer, and stamps will be sold exclusively by the revenue department at Harrisburg.

need of the individual location. He does this to have to try to make the location fit the machine as the specialist must do.

Joseph Reich, jobber, is another cigaret man who is a believer in a light summer routine. Reich looks his doors promptly at noon on Saturday even if there are customers in the store and closes down for the week-end.

Arthur Caplan, who started operating pin game about five months ago, is one of the well-established men in his field. Part of the reason for this probably lies in his sound ideas on service and operation gained thru a stint in the newly appointed oper- ator, Max Schiff. Caplan bought out the pin-game route from the firm of Ray & Noel and has amusement ma- chines only. He was formerly a taxicab owner.

"We've had a very good season, especially in the amusement-machine field," Max Schiff, one of the ouya operators, said this week. "Things look very promising right now despite the fact that the game is becoming more popular in the United States."

The low cigarette tax is one of the things helping to stimulate interest in coin-operated machines, and Detroit operators, as interviews with several this week showed. During the past summer few operators even thought of taking a vacation, but this year they can afford to do so.

Sam Schiff has restored another name of the Schiff family to the operating field here. Fomerly in the music-machine business, Schiff has been an active operator for some years, and in re-entering the field with his headquarters on Richmond Avenue, Schiff's new field is confined to vending machines, and he is already operating a route of Snacks vendors.

Optimistic comments on business were made this week by Bob Book, of the S. A. Coin Machine Company, who said: "We find conditions pretty good. We don't know that the spring will bring, of course. We now have a route of about 200 machines and operate the latest type machines. Machines must be changed over occasionally to date because of the frequent de- mands for new models. Perhaps the manufacturers are encouraging a little too frequent change right at the present time. One way to handle this problem without hurting either manufac- turer, operators, locators or the public, would perhaps be to have a more expensive type of machine in general. These machines-music machines—need a $500 to $750 machine which rarely needs to be changed. Their busi- ness is more stable. But pin games, as they are called, are very popular and a larger profit to the operator."

John Sarle, former operator, now has a retail grocery here, while his brother, Harry, has a pin-game machine route and is making his headquarters at the same location.

Morris H. Smith, well-known Detroit operator, who is the Assistant State Merchant's Association of Michigan, has moved his headquarters to Grand Lake Avenue. He was formerly located on Clements avenue in the north end of Detroit.

Eagle Amusement Machine Company registered this week as a new coin-operated equipment House. Their headquarters are on Joy road, one of the oldest and most reputable for operators. Boris H. Siegel and Julius (Pop) Pearl- man are the partners.

Paris

PARIS, June 26—Some American makers of coin machines, thru failure to fulfill all customs requirements, were unable to clear their machines thru the French customs in time to exhibit at the International Fair. All automatic coin machines must have stamped thereon the machines imported from the United States by any means, and recently in France, officials were lenient, and in cases machines were not so stamped allowed the party receiving same to place the required stamp on the machines before unloading them. But the American customs officials are reported to be very strict in requiring all the regulations on French goods imported into the United States by French firms and are strictly enforcing similar rules. Dealers receiving ma- chines from America are fined from 10 per cent up to the full value of the machine. But the publicity on this matter must also bear a line: "Printed in the United States of America."

French manufacturers of coin ma- chines have formed an association under the title: Syndicat des Fabricants Parisiens, et de leurs Partenaires, et Industries Connexes. Officers elected were: Bonnall, president; Boutin, vice-president; Mabs, treasurer, assistant secretary; Delah, treasurer, and Muller, secretary.

Pat Buckley, of Chicago, and his Eu- ropean representative, L. V. Hoogren, are still in Paris holding a private exposition of late models of Fairground products which arrived too late to be exhibited at the Paris coin-machine show. George Lam- bert, of New York, and wife are also remaining in town with the intention of entering the amusement-machine field in Paris.

Louis Beral, the former "organ king," is once more in his home city of Paris, where, with M. Faure and N. F. Lambert, has developed a new model of Exhibit Supply games in the Palais Berthe Sportland, and will also operate a new amusement game park.
AMUSEMENT MACHINES

Griffin's Wife Takes the Reins

DETROIT, June 25—O. D. Griffin, local jobber, is convalescing favorably from his recent illness and will take a long rest before entering his business. The store is being operated by Mrs. Griffin, in his absence, with Max Palm as store manager.

Mrs. Griffin, who came into the business literally cold when her husband began to ill, has somehow learned the ropes of the trade and is doing a successful job in a surprisingly short time. Perhaps one of her secrets is expressed in her own words: "I will do my best to keep this store under control and I will see that the final authority and not just a shifting of authority from employee to another. The boss must run the business, not the other way around."

Plans for the new type of store are now being prepared by Mrs. Griffin. She intends to classify the types of coin operated machines that will be used in the store to fit the budget of the different service departments, including the repair shop. The store will be equipped with a complete service department. Special stock of spare parts for most popular machines will be kept on hand and carried permanently.

All Keeney Games Show Originality

CHICAGO, June 25—With the introduction of the latest edition bumper on their new game Great Guns and on the pay-out table called Miss Keeney, it is possible that Keeney and Company firmly establish a reputation as originators of new ideas in pin game designing, which is an important phase of the amusement business.

"Under the leadership of Jack Keeney," says Ray Becker, sales manager, "engineers are constantly at work developing further a variety of which we can well boast. New designs and developments released (relief) by the organization are eagerly awaited by distributors and operators and manufacturers as well.

"As much as every Keeney release has proved successful, as its novelty," he continued, "our games have been the start-0f thousands of operators and have been very successful. We believe this imitation, because though imitation, the industry as a whole develops and advances to where operators can gain greater profits. We will, as always, will continue in our endeavor to lead the field in development of tested and perfected mechanisms."

Ponser To Install Recording Device

NEW YORK, June 25—George Ponser Company, distributors for the Speak-O-Phone Recording and Equipment Company, report that arrangements have been made for the installation of a personal voice-recording studio at the Casino on the Mt. Airy Fair. Ponser believes that the studio will become the talk of the town and will be one of the most popular attractions on the grounds. Firm is also reported to be making a very large merchandise display in other spots throughout the East. Ponser states that he has notified gas stations so that he will be happy to discuss opening up a Speak-O-Phone studio in their stations and agree to a proposition which will make it worth their while to operate the equipment.

Bumper Games

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bally Bumper</td>
<td>$15.00</td>
</tr>
<tr>
<td>Bally Skipper</td>
<td>$15.00</td>
</tr>
</tbody>
</table>

Gun Targets

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bally Eagle Fy</td>
<td>$125.00</td>
</tr>
<tr>
<td>Hollywood, Jr</td>
<td>$95.00</td>
</tr>
<tr>
<td>Bally Target</td>
<td>$125.00</td>
</tr>
</tbody>
</table>

SALE While Limited Quantity Lasts!

JIFFY TESTER
ANOTHER ATLAS SENSATION

ATLAS NOVELTY CORP. 2200 N. Western, Chicago 1001 5th Ave, Pittsburgh

Hurry! Hurry!

ROYAL SENDS Big Order for Ginger

NEWARK, N. J., June 26—Dave Stern, of Royal Distributors, Inc., Newark, N. J., distributor for the Grotchen Tool Company, reports that his firm has landed a large order for the new Ginger counter game.

"The game," he says, "will be the best money maker to hit the game business in years and we are predicting that it will last longer than any other game we have ever handled."

"We have gained a fine reputation in this territory for being one of the largest distributors of counter games. Right now we are stocked up on all the largest machines and are far behind in orders," Stern also reports that the firm works with all kinds of operators by extending them machines on a 10-day trial basis. He claims that the firm really back a game.

Schatz Novelty Co.
BRENNHAM, TEXAS

For Sale, Cheap!


Schatz Novelty Co.
BRENNHAM, TEXAS
High Score Prizes Ruled Legal by Kentucky Judge

Limit of $1 and $5 made pending final decree — decision recalls earlier case in Louisville — other legal decisions are quoted in hearing.

LOUISVILLE, June 26—Monday's Louisville Courier-Journal reported that pinball operators will be allowed to give prizes for high scores during the summer under a decision handed down by Circuit Judge Humphrey at the first Sunday trial held here in 25 years. The judge granted an injunction protecting prize distributions to customers at machines on which prizes are not given. The Courier described the judge as saying that during the week of prizes that could be given under the new ruling. He asked the operators to prepare for early submission so that he could make a decision some time during the summer. The operators asked for permission to give any kind of prizes they like, which are high scores, daily, weekly and monthly. The trial was held Sunday so that the court might clear the docket before its summer vacation begins July 3.

Judge Richard P. Dietzman, who represented S. N. Mims, the plaintiff, and others, who are suing Duquesne Waterfield, director of safety, and Charles R. Osborne, chief of county police, argued that pinball machines are not gambling devices because their play involved a certain amount of skill. "The skill," he said, "is in the force with which the player throws the ball and the English which you put on the ball. Of the eight machines that presented cases in the trial in which you granted a temporary injunction, all but one agreed the certain amount of skill is involved in the game."

"A judge in New York ruled that a wager or bet must be between two parties and both parties must place something on the bet before the bet is made. A premium is compensation for something done."

What we want is to leave our machines on location and offer daily, weekly, and monthly prizes for a higher scorer. These prizes would be for skill and not gambling.

"In our plan the player would be playing for amusement and for the love of the game, not against the house or players," Judge Dietzman argued.

Skill Admitted

"At this point Judge Humphrey stopped the arguments to ask whether there was any difference in betting on a horse or luck, and Judge Dietzman replied, 'You would be playing for skill and not gambling against the house or other players.'"

Ballantine, attorney for the city, admitted there was an element of skill in playing pinball machines, but said after the ball struck the spring and started down the board luck alone mattered.

"Ballantine then cited a ruling that if anyone who plays a skill game and stands to win money or trade by changing the ball is gambling, he cited a ruling by Judge Dietzman made while he was on the Court of Appeals, for the game which Ballantine likened to pinball. At that time Judge Dietzman ruled that there was no skill to 'ballground' in 'balling a machine or ball' and the hitting of balls and marbles by naps and other impediments.

In pinball games," Ballantine said, "the baffling influence of luck is to prevent winning and remove skill elements of the game."

"The machine lure is a chance to receive something for your nickel; if it weren't for the lure these machines wouldn't be played."

To support his contention Ballantine said his client had cut out machines from approximately 300 down to 17 and maintaining machines were taking 25 percent of their former play.

Machines Harmless

"In summing up the trial Judge Humphrey thought it was a case of an attractive and harmless machine out with the owners wanting to protect their business. Whether it is or is not a gaming device depends on how you use it. As a game, the idea and type rules the constructive difference."

The Court of Appeals declared pinball machines as gambling devices March 1 and Judge Wurtz granted a temporary injunction against the seizure of the machines as long as they were not being used as gambling devices.

National Coin's Foreign Sales Up

CHICAGO, June 26—Steadily growing foreign sales are reported by the National Coin Machine Exchange, its total volume of export business having mounted to a considerable figure in recent months. Company is specially equipped to handle this type of business and reports foreign buyers pleased with its export service. "Coin machine games," says Joe Schwartz, general head of the company, "are growing more popular every day all over the world. Just last week we completed the largest sale ever to be made on what we think is the largest order ever filled to a single customer. A year ago an order of this size seemed an impossibility." Schwartz is also greatly pleased with their early-summer business both foreign and domestic. The unusually high sales volume, he believes, is largely due to the company's unique position, one of the being able to make immediate delivery at all times.

Our motto has long been dependable service. We handle games that we know can be relied upon and we try to give every customer the best service possible. Our growing export business shows that our customers appreciate this kind of service."
Plan Record on Bumper Bowling

BROOKLYN, June 26—William Beet, president of the Supreme vending Company, reports that his firm is prepared to set a new record on the Bumper Bowling game. He believes that setting the record will be an easy matter, because it is possible for operators to place the game on many locations that heretofore were closed. He is making arrangements to set up complete batteries of the game in certain locations.

"Bumper Bowling's large site is what makes it so attractive to the operating fraternity," Blatt says. "It immediately attracts the attention of the passing public and easily fits into any location.

Iowa Official Offers Co-Operation for Tests

DEN MOORES, June 30, Attorney-General John H. Mitchell, says he has offered to co-operate with Iowa pinball interests in testing the validity of his ruling declaring so-called pinball or marble game amusements machines and devices illegal. The offer was made, Mitchell said, in a conference with Louis Ascher, attorney for the Automatic Merchandisers' Association.

Mitchell said he told Ascher the State is willing to co-operate in bringing the ruling to court test even before the new Iowa slot law goes into effect July 4.

The attorney-general intimated his department would proceed to prosecute pinball operators as soon as the law comes into effect.

"The ruling is not subjected to judicial interpretation," he said. "We wish to nullify the game and the conduct of the State bureau of investigation will be governed by that interpretation of the act.

The bureau of investigation is the enforcement division of the State attorney-general's department. The department several days ago issued a ruling interpreting the amendments to the State gambling statutes passed in the last legislature in regard to devices machines so illegal devices. Ascher countered with a statement that his opinion the ruling was wrong and that he was asking association members to fight it.

Owners and operators of slot machines thus far have given no indication of fighting the act, which makes the more prominent of the slot machine illegal. Mitchell said. He expressed surprise at the interest in the pinball ruling as compared to the past of slot machines. "In the past people have been a lot more interested in the case of the slot machine operation," he said.

Game Announced By Target Roll

NEWARK, N. J., June 20—Leo and Sam Waldor, of Target Roll Manufacturing and Distributing Company, maker of the nine-foot bowling alley Target Roll Jr., have announced their new game, Bumper-A-lite.

The game is described as being of regulation size, but instead of rolling the ball upward into the circular pockets, as on former games of this type, the balls are now rolled on top of the board and come clicking down, bouncing from one giant bumper to another. Every click registers the score on a giant light-up backboard.

According to the Waldor brothers, the game was built especially for A. A. Seger, one of the largest operators in the country, who owns the Asbury Park concessions. They stated that Seger said he was one of the greatest money makers he has ever operated. The display of the games at Asbury Park has brought them inquiries from all over the East, it is said. Many operators are reported to have inspected the factory, placed orders for the machine and waited until their orders were filled so they could take the games straight to their locations.

In speaking of the game, Leo Waldor said: "Bump-A-lite was originated last winter and our men worked on it for some time until they perfected it. The game was not shipped until one of the locations in town with the coin chute removed. The constant play which the machine received on this location brought to light many bugs which our engineers corrected. After some weeks of work we brought the first production model to the store and immediately purchased and put into a store and continued to buy a definite number of games every week since it was brought to market.

"We now have a game that is mechanically perfect and we are willing to guarantee any operator that it will pay for itself within three weeks on any location, Sam Olsner," he concluded. "It is the logical step in the production of the game and he promises to make all deliveries in the same prompt manner that he has been making them ever since the game first gained the approval of Eastern op.

Moving

A new model of the HANKIN music company now available. It features 11 automatic bargains on all parts and a new model of the music box. The new model is larger and has a larger capacity. The price is $50.00. H. G. PAYNE COMPANY, 312-314 BROADWAY, NASHVILLE, TENN.

HUGEE PROFITS with RO-WO-BO

LOW COST UNIT

AVG

$26.00 PROFIT

NO EXPENSIVE EQUIPMENT TO BUY

Use the lax ever and never with low price reflit. No refit machines. Nothing to get out of order. Just call in Big Profits.

SAMPLE DEAL $6.00

Get our special operator and distributor overrun prime. Ask for complete facts.

"WERTS" Baseball Series Books

WILL PAY YOU BIG MONEY

BASEBALL DAILY BOOKS. They stock all leagues and have many variations of the two major leagues.

DAILY AND WEEKLY SERIES. All sizes of series books from 16 tickets to 144 tickets.

"MATED" DAILY BOOK. Creates more interest with baseball fans. Ask about this big money-maker.

SPECIALS OF ALL KINDS. We are prepared to make any type of Special Ticket or Book according to your requirements. Your Inquiry Will Be Appreciated. 

WERTS NOVELTY CO., INC. 1877, Muson, Ind.

Lucky Purse Deal

Pocket Big Profits with 1937's Biggest Hit.

A fast-clock board with all parts included. Hand-bound purses containing complete series from $1.00 to $5.00. Red, white, and blue are some of the many colors. Each purse sells for $5.00. Sample $5.00. List of 8, 14.75; List of 12, $7.75.

H. G. PAYNE COMPANY, 312-314 BROADWAY, NASHVILLE, TENN.

11 AUTOMATIC BARGAINS!!

<table>
<thead>
<tr>
<th>BRAND NEW</th>
<th>USED</th>
</tr>
</thead>
<tbody>
<tr>
<td>OHMENERS</td>
<td>$25.00</td>
</tr>
<tr>
<td>BALLY</td>
<td>$5.00</td>
</tr>
<tr>
<td>BLUEBIRD</td>
<td>$25.00</td>
</tr>
<tr>
<td>PEARL</td>
<td>$25.00</td>
</tr>
<tr>
<td>RAY TRACKS</td>
<td>$25.00</td>
</tr>
</tbody>
</table>

AUTOMATIC AMUSEMENT MACHINES, 3304 Throckmorton St., Ft. Worth, Tex.
EXHIBIT'S 5 BALL NOVELTY TABLE

Here it is—absolutely NEW and DIFFERENT from anything on the market. Not just a re-hash, but a game full of play compelling features including MIRRO-METAL playing field—third dimension light-up effects—NEW back board action—NEW changing odds—NEW bumper springs with flashing lights—NEW positive photo-light scoring—NEW automatic multiple kicker action—NEW player appeal—NEW last ball suspense—NEW from top to bottom.

EXHIBIT knows how to make winners—EXHIBIT gave you Lightning, Golden Gate, Drop Kick, Rebound, etc., etc. "TRACK MEET" brings back those happy days—and how!

Our offer today—be the first with the finest. You know Exhibit Games always play longer on location—"TRACK MEET" will be making money for you.

Is—absolutely fresh.

Operators demand it from your Jobber.

Jobbers demand it from your Distributor.

Distributors write us today.

EXHIBIT SUPPLY CO.
4222 W. LAKE ST. CHICAGO

PLAY BALL

REACHES NEW HIGH!

The continued demand for "Play Ball" has been so great that we've claimed the greatest board ever manufactured! The board made to carry the far deals—and continuing to do so!

Accompanying payoff card with 72 baseballs, paying at 100% (average), $25.00 premium Made in $6 or 10c deal.

BOARD TAKES IN $2.80 @ 6c . . . . . . . . . . . . . . . . . $14.00
Pay OFF (average) . . . . . . . . . . . . . . . . . . . . 75.94

PROFIT (average) . . . . . . . . . . . . . . . . . . . . 58.06

Thick board with each, lacquer finish, cellophane wrapped.

DEPT. 14 N. PEORIA ST. CHICAGO

Superior Products, Inc.

Write for Scoopy, 16 Page Trade Paper, The only salesbook trade paper in the U. S.

Games Chosen for Polar Expedition

NEWARK, N. J., June 26—It looks as though the coin machine industry in general and the Hercules Machine Exchange in particular are due to come in for some favorable publicity soon now that the McGregor North Pole expedition has selected two of the firm's games to take along with them. It seems that Captain W. O. McGregor believes the two games will aid greatly in affording the necessary diversion and relaxation and his 15 hardy explorers will need during their two-year sojourn amidst the frozen wastes.

By Orenstein, of the Hercules firm, reports that Sequence and Bopper are the two games chosen for the expedition. He stated that the games were selected because of their proven stand on locations and because they have been acclaimed by operators as highly interesting.

The machines will be installed on the ship William Greenley. Necessary power for operating the games will be supplied by electric batteries. Extra batteries, springs and other parts will be taken along.

According to Orenstein, Captain McGregor plans to move the machines from the ship to the base camp after it is established in the Arctic Zone. Orenstein also is said to have made arrangements to have the games returned to him after the William Greenley returns to port. He then plans to set the games up in his show places. General opinion is that many people will view them during the time the ship is open for inspection in the New York harbor. Publicity resulting from Captain McGregor taking the two games along on the expedition will be of benefit to the entire coin machine industry.

NEW MIRRO METAL PLAYING FIELD SMOOTH AS GLASS

FEATURE TOUCH BUMPER ACTION

So positive that ball need only brush against bumper to register score.

NEW AND DIFFERENT MONEY MAKING FEATURES

BEAT THE RECORD CHAMPIONS

TAKES OVER 2,000 DOLLARS IN A DAY

79 50 AND WORTH MORE

Star Sales Co., 200 W. Baltimore Ave., Kansas City, Mo.

No Personal Checks, Please

Summer Bargains

Bally Rooster

Savaii Baseball

Pacific Three-Star

Jim Nelligan Grand Stand

New

Above Machines used less than 60 Days.

Perfect Condition.

Ticket Prices.

Reel Dice

Reel 21

15 Cents, Balance C. D. 0.

M. A. Amusement Company

Jackson, Tennessee

Protect Your Route Without Delay

1c Skill Game

5 Pennies on All Bets

Pass Line or ODDS

Duck Soup

It's Legal!

100,000 Locations

Open for

This Money Maker.

Earn $2.00 to $10.00 Daily.

 Clever

Novel

Original

Profitable

For a Limited Time

Bank Tom's

Lots of 6. 50c

Lots of 12. 1.00

$2 dep. or better.

Jan., Feb., March

No Personal Checks.

STAR SALES CO., 200 W. Baltimore Ave., Kansas City, Mo.
Distribution Is Chief Problem

FACING NATIONAL CANDY INDUSTRY

An address by C. E. Birshfield, U. S. Department of Commerce, at the National Confectioners’ Association Convention in Chicago.

There is no food industry which does not find in some phase of distribution a problem to be solved. But in the candy industry it seems that the subject of distribution is particularly troublesome to one. The number and variety of middlemen is probably as great as in any other food industry, and the multiplicity of these outlets creates a definite problem in itself. The means you employ to get your candy from your plant to the person who eats it are vital to your business life. At this particular stage in your return march toward prosperity the subject of distribution should be kept very much alive. That you are aware of this is evidenced by the attention you are giving it in this town hall meeting, in which I am privileged to take a part. Let us look at the degree of prosperity in which we find the country at large.

There comes a time in the upward swing of the business cycle when the severity of competitive conditions are probably as nearly as difficult to survive as are those forces which play such havoc with every man’s business on the downward slope of business activity. Increased costs of doing business—higher pay rolls and rising prices of raw material—forces you to look over thenette of the business operator.

We are now well along the upward slope of the business cycle. A line constructed from average annual indexes of industrial products for the last five years would incline steadily upward. The rate of improvement has been particularly steady during the latter half of that period. Many industries are now operating at capacity or near capacity. Automobiles, steel, pulp and paper and cotton textiles are only a few of those which could be mentioned.

Two Billion Pounds

Your own industry might be cited as no exception.

Candy tonnage, after having increased 12 per cent in 1934 over 1933, jumped over that by 7 per cent in 1935 and then jumped 8 per cent higher in 1936. The coincidence of a greatly improved purchasing power and a lag in confectionery prices undoubtedly accounts for most of this climb to unprecedented heights.

During the last year you sold more than 200,000,000 pounds of confectionery and competitive chocolate products, establishing an all-time record, according to the best estimates we are able to make in the Department of Commerce. This is 200,000,000 pounds more than you sold in 1929, the previous high year. Of this increase over the 1929 figure, the principal raw materials used in candy manufacture rose substantially during the latter part of 1935 and, when there have been some readjustments, will remain in most instances quite a bit above what they were a year ago. What happened to the price received by the manufacturer? The best we have is an average for the year. Judging from our average value per pound figures in the 1938 survey, prices averaged about the same as for 1935. To be exact, the average value per pound rose from one-tenth of a cent less than 15 cents in 1929 to one-tenth of a cent more than 15 cents in 1938.

Most of your raw materials are purchased in fairly rigid markets—you have little control over their price. Your ability to control your costs only results in competition and a lagging price. Raising raw material costs only heighten the competitive feature of this market. Anything which you, as an industry, can do to make the costs of the product to the consumer is the logical aim of the industry activity. You have had a number of committees working for you during the last year to give you something at this convention into which you could “sink your teeth.”

And in addition, altho your costs are rising or have risen, you may expect that the ability of the consumer to buy your goods will also improve in 1937. The national income is still going up. While too early in the year to make any official predictions, reports reaching the Department of Commerce make it seem likely that the national income for 1937 will exceed that of 1936 by a fair percentage.

With candy tonnage approaching what may be a peak at present population levels and with higher raw material costs which accentuate the competition in your distribution channels, it seems to me imperative that you make some study of your methods of distribution with the view to effecting economies to relieve the pressure now being felt in jobbing circles. At present prosperity levels—and I am thinking of prosperity as it is reflected in higher prices which are being received by your supplying industries—the candy industry has arrived at that stage of the upward climb in the business cycle when competitive conditions are particularly severe.
MASS HYSTERIA— transfer from page 17—"proceed immediately" to other projects. In the Chainin Theater Winter engagement of the same size, 400 actors sat down at last night. ‘Hunger Strike’ of 500 Southwest Project ended today, with the great taking orange juice after their victory and promising to attend further demonstrations.

C. A. BUBBLE

HUGHEY BROS.
SHOWS

WANT To-In-One Or Ride Show. Write or call.

C. W. NAILL SHOWS
EL DORADO, ARK.

Want to join in w/c. Talker for Minstrel Show to take complete charge of same. Cookehouse, Photo Gallery, Show Concessions. Want Ride Help for all rides. Wire C. W. NAILL SHOWS.

WANTED—Cruiters, Showmen.

WANTED—(Continued from page 3)

Murray Goldberg again has scales. Shoots up against scales and sets up for good business. A schedule is being prepared and many patrons may see shows in one night. Two shows are given at Clio, one at Republic, one at Pioneer Palace, four at Melody Lane, five at Firefly Green and there are two

IMPORTANT NOTICE

On account of 4th of July no telegraphed or telephone SHOW ADS will be accepted for July 10 issue after 9 a.m. (Eastern Standard Time) Monday, July 5. Wire important late SHOW ADS Sunday Night.

FORMS FOR COMMERCIAL ADS CLOSE ON SATURDAY, JULY 3.
HOME STRETCH

IF YOU ARE NOT OPERATING THESE 2 GAMES YOU'RE PASSING UP THE YEAR'S BIGGEST PROFIT

MAKING HITS $74.50

CARTRIDGE TOWERS

THE BILLBOARD

July 3, 1937

AMUSEMENT MACHINES

CONCESSIONAIRES! BEST FARE FOR YOUR BIGGEST THIEF

CONTINENTAL CATALOG

CHOCK FULL OF ITEMS AT LOWEST PRICES.

SAME DAY SERVICE

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS
Thank You, Carleton

"Please accept my congratulations on Summer Special. Was best issue from magazine to hand end I recall in past 25 years." So read a telegram from Presid Agent Carleton Collins, June 25. From this it can readily be seen that he remembered the words used in ads concerning the Summer Special Number of The Billboard, as follows: "Right this way to the Big Show—Summer Special Number of The Billboard dated June 25.

Welf, Olivia, Mira, 28-July 2; Jordan 9-4.
Whitehouse, Grand Junction, Colo., Helper, Utah, 8-15.
Zigler, G. F., United, Rupert, Eda, 29-July 8.
Glandor Greater, Wabash, Ind., Frankfort 8-10.

CIRCUS AND WILD WEST

Outstanding Freaks for Side Show. Also can place one or two Grid Shows. Can place a few legitimate Concessions. Want Ride Help, Foreman for Merry-Go-Round. Experienced Tilt-a-Whirl and Concessions Men. Spencer, W. Va., June 29 to July 5. All mail and wires.

H. C. SMITH, Manager.
J. F. DEHNERT, Director.

BROADWAY SHOWS OF AMERICA WANT

Outstanding Freaks for Side Show. Also can place one or two Grid Shows. Can place a few legitimate Concessions. Want Ride Help, Foreman for Merry-Go-Round. Experienced Tilt-a-Whirl and Concessions Men. Spencer, W. Va., June 29 to July 5. All mail and wires.

H. C. SMITH, Manager.
J. F. DEHNERT, Director.

ROYAL PALM SHOWS


BERNEY SMUCKLER.

WANTED ACTS AT ONCE

To start July 3, Fairmount, Ind.; Buckle's Comedy Circus; A. C. T., Knotts Bros., Redhouse; etc. Must be well managed and well manned. Write immediate.

D. G. BARNES, Fairmount, Kentucky.

ROYAL PALM SHOWS


BERNEY SMUCKLER.

CHRIST UNITED SHOWS

CAN PLACE legitimate Concessions of all kinds. Also any Grid Shows and Side Shows. Fourth of July Celebration, Hillsboro, Ohio, Saturday, July 3. Have Big Celebration week July 2, Athens, Ohio. Write or wire Hillsboro, this week.

ATTENTION, CONCESSIONAIRES
PARKS, STREETKIDS
AND HOME COMINGS. Line us up for the Big Celebration shows, Fourth of July, Concessions, Home Comings and other Big Shows. RENT YOUR PERFECT location for your show and you never miss a blow. Write Mrs. E. B. Niswonger, 527 East Main Street, Columbus, Ohio.

FARMS, CELEBRATIONS, HOME COMINGS

We have Merry-Go-Round, Big El Purrish Wheel, Churchlight, Kiddie Auto Main Ride for sale. Sale for July 10. Columbus, Ohio, and Cincinnati and Columbus write or wire.

CREASERT AMUSEMENT CO.
Care Billboards, Grandstand, O.P.R.—can use pit and lease Amusements, too. Just leave the topic alone. Purrish Shows.
Let us first consider the problem of premium legislation which confronted us in 1897. Bills were proposed in the House and Senate which if enacted would have completely wiped out premium advertising in Minnesota, Pennsylvania, Oklahoma and prospectively in Oregon. In addition there has been legislation which might have developed into this category in Wisconsin and in California.

Now when these bills were introduced it was the duty of the Premium Association, representing the manufacturers of premium merchandise and manufacturers of used premium merchandise, to deal effectively and promptly with these bills.

Minnesota Bill

The first was the Minnesota bill. That was modeled upon the form of the Washington Anti-Stamp Bill which was enacted in 1894 and sustained by the United States Supreme Court as valid in 1898 the so-called "Shah Gospel" case and which not only eliminated in effect the use of trading stamps by distributors, but also eliminated the use of premium coupons by manufacturers. It was fortunate that in Minnesota we have a strong organization of manufacturers which we used for advertising in the past, and it was fortunate that the industry which had been so successful in their past efforts, that the bill was killed in committee. It never got out of committee and that was a piece of good fortune for us. The bill was killed because of the many objections which were made by a group of manufacturers who use premium advertising in particular and who therefore saw this bill as a threat to their business. It was all done under the old policy which the American Federation had been following, of a constant campaign against the use of premium advertising and merchandise advertising, and a constant explanation of the situation to them that this bill would not succeed.

The association, if it had done nothing more this year, would have more than compensated for the existence and the expansion of its operation by that one action. But that wasn't all by any means; it was only one of the many bills which we have had in the Legislature that year. We have had them in many, many years and I am going to explain to you why this year more than before I complete my informal talk this morning.

Before I leave Minnesota I want to direct your attention to the fact that the bill was sponsored by those who were against the whole business and that there is a theory that it was an undesirable method of advertising and merchandising.

Pennsylvania Bill

The next matter we had to deal with was the Pennsylvania. There was a premium bill which was introduced which was similar to the Minnesota anti-stamp law and modeled after the Washington Anti-Stamp Bill which also outlawed by cooperative tax the manufacture and sale of premium product. That bill in Pennsylvania was a bakery source of revenue for the state. It was introduced by a member of the Pennsylvania Legislature in connection with a bill which was opposed to the use of premium advertising and merchandise advertising on the theory that it was an undesirable method of advertising.

As a result of that very strong political support and opposition was unexpected and without warning reported from the committee and placed on the House record for the House for immediate passage. I say unexpectedly and without warning because we were closely watching the bill. We were in the committee and the usual course of a committee has been to hear upon such proposed legislation, the manufacturer and the groups who were interested in the issue of premium advertising and merchandise advertising.

Now I do not think that we have a policy to present its views pro and con and, theoretically, to have the issue of premium advertising and merchandise advertising determined by the merits presented at the hearing.

As I say, due to political influence this bill passed into law and was placed upon the calendar for immediate action and passage. It was necessary to take rather strong emergency action and fortunately we were able to do it. We were able to refer to Harrisburg, Pennsylvania, and have a representative of one of the strongest organizations, the Harrisburg store men, the State of Pennsylvania. I will not state the name of the organization or the man because they are store men. In addition we were able to have sent from Washington a representative of the American Federation of Labor, one of the branches of the American Federation of Labor, the woman who was active in the labor movement, the woman who was active in the movement to contact the labor interests in the Legislature and the labor interests who were dealing with all of the legislative matters at Harrisburg, and, thru a combination of circumstances, we were able to have that bill sent back, recommenced and before the very close of the session, the bill was defeated.

I refer to that time, this act of legislation which I have just described as the Pennsylvania reformer's bill, as an example of the important fact that constitutional decisions upon the question of premium advertising have developed to the point in this case where it would be in my opinion an exceptional danger if an adverse law of this sort were enacted.

Appeal to Labor

I say that the Pennsylvania reformers have not signed by the United Federation of Labor and a representative of the Reformers, and the labor interests have a powerful political standing, and something has been the policy of the association during this year to do more staunchly than ever before, because of reasons which are self-evident, the collaboration of the laboring interests of this country to prevent the enactment of this anti-premium legislation. This appeal is due to the laboring interest to prevent enactment of this legislation upon two grounds: Fundamentally, that such legislation which shall be effective to prevent the production of premium merchandise will not only be a fundamental loss of the advertising power to manufacturers in this country and adversely affect labor accordingly.

We were able during the 1937 period to collect an impressive set of statistical information which evidenced the tremendous scope of the manufacturing of premium merchandise this country and to make the point by evidence that the elimination of this production would make a serious threat to the ranks of labor. This has been our first point in dealing with the labor interests and as a basis for securing their support. The second point has been that the principle value of premium advertising is to the poor man, to the laboring man who receives this valuable get rich merchandise without extra cost to himself and who pays no taxes. We have been able to demonstrate that money for bonus merchandise which he distributes without cost is the expenditure of the premium merchandise the patrons who buy other merchandise, both as a reward and as an inducement to continue this patronage in the future.

Now those two basic arguments were made repeatedly—the business they have, of course, a strong appeal. At this moment I have on my desk in the Chamber of Commerce, the high officials of the American Federation of Labor and I believe this year to prepare this week, a short brief which will sum up the case of premium advertising from the standpoint of labor and which makes a forceful appeal to labor to oppose the enactment of this legislation.

Merchants Help

So it was largely thru a combination of strong retailer and strong labor collaboration that we were able to deal with this bill in Wisconsin and I am quite confident—and I say with assurance—that it had not been for the pressure which was taken we would have had today an adverse law in this state and in the state of Pennsylvania and in the State of Ohio, to which I refer at this time, enacted this reformers' bill which induced the proposal of that legislation, and the enactment of such legislation which is this bill which has been opposed and so representative as Minnesota, Pennsylvania and Oklahoma would constitute a basis for a sweep of this legislation which we will not be able to defeat because of the important fact that the constitutional decisions upon the question of premium advertising have developed to the point in this state where it would be in my opinion an exceptional danger if an adverse law of this sort were enacted.
were invalidated by the courts upon constitutional grounds. It has been done very widely, however, in the decisions of the United States Supreme Court to the so-called Tugboat Stamp cases, which sustained the validity of prohibitory laws in the State of Washington at the State of Florida and wherein that court unanimously held that the laws did not deny due process—which means in common language that they are neither arbitrary and unreasonable—and that the States have the right in the exercise of their police power to eliminate and control forms of merchandising and forms of advertising that are objected to by it as being contrary to the purposes of constitutional law. The Supreme Court laid down a basic principle which will be a very strong foundation for sustaining the validity of any State legislation, which is since enacted.

Therefore the question for the whole situation, if we are to keep premium merchandising free for us in this country, is to prevent the enactment in the first instance of legislation which is designed and effected against our interests.

That brings me to the third State, where we have had a bad, right and left, bill going. There a similar bill was introduced, a House Bill No. 41, and it was intended to wipe out the trading stamp business in the State of Ohio.

There are certain laundries in the State which have been giving trading stamps and the laundries and other interesting businesses are forbidden to do this. There is no opposition to the bill from the manufacturers of the product of the stamps or from the manufacturers of the small stamps or from the small stamp or from the State legislature, which is since enacted. This is a very strong foundation for sustaining the validity of any State legislation, which is since enacted.

The question for the whole situation, if we are to keep premium merchandising free for us in this country, is to prevent the enactment in the first instance of legislation which is designed and effected against our interests.

Genco Operator Waxes Poetic

CHICAGO, June 26—Requesting that he remain anonymous to officials, Genco, a prominent and well-known owner of being made public, an operator recently forwarded a bit of verse to one of his organization praising its popular games Homestretch and Auto Derby.

"I couldn't be more critical of these machines," he writes. "Things have been going well within us, and this installation of Homestretch and Auto Derby that not only have I found time enough to stop and play over the past week, but I have had more time to play additional machines in order to have made some more money on my games for new locations. To me they are the best machines we have made to date and I have decided to install them here. I need no further recommendation to buy."

"In short, Genco, is there but I have to think about Homestretch and Auto Derby in the manner of Shakespeare or whom have you?"

"Auto Derby and Homestretch, the world at each location. Succeed, the profits rolling in—A happy situation!

"Jubilant action, bumper springs, Racing cars and people. Players never want to leave. The salesmanship, Goodyear is the name.

"Take a tip from truly yours, For that same location, Genco Derby and Homestretch. Give it animation! "K.O."

The writer explains further that he is the man to go with this, whose name and position will be kept secret, and that the two machines are also singing praises of the Homestretch and the basic prizes are not less in any poetic form.

CALCUTT'S CLOSEOUTS

Joe Calcott personally guarantees every machine or game listed to give complete satisfaction, regardless of price.

"SAVE MONEY — DEAL WITH VECOM!

JOE CALCOTT

MILLS 5c SLOTTED BARGAIN SLOTS

MILLS 5c PLAY

SKYSCRAPER BELT

IN

MILL'S 5c BLUE FRONT 35c BONUS

Select your own selection at the table.

BAGGAGES IN PACES RACES-WIRE!!!

BARGAINS IN PACES RACES-WIRE!!!
New York distributors get first mention in this week since they came in numbers. Charley Aronson, William Blatt, Herman S. Breis, Jack Fitch, and Bob Million Green and (apologies to the fellow whose name I forgot) others spent a few hours here, comparing notes and pleasure. They were pricing the buydowns on prospects for few machines in view of the fall market, discussing pressing trade problems with manufacturers, etc. Since the night spots reported increased business during the week, it is assumed the new distributors took advantage of their visit to a big city to have some fun.

Babe Kaufman, New York, is reported to be making personal surveys of all report fields in and about her bailiwick. She sees it is all in the interest of business to see what opportunities are offered for machines in such territory. The may conceive an idea for a new game for such fields, too—who can tell? Babe’s taste for good humor always sprinkles her business trips with fun.

I listened to one of the frakkest discussions of the trade problems (the stick kind within the trade) I have heard lately. "It’s not for publication," distributors said. If editorial men in the coin machine field were let in on trade problems as they are, they would be able to fill their columns with much more useful material. The majority of distributors realize this and are frank in their discussions, but manufacturers don’t seem to get the idea.

Carl F. Trippe, Ideal Novelty Company, bought the route of W. J. Spence of Springfield, Mo., last week, and the Ideal branch in Springfield will take care of the new route of machines. Bob Osterberg is manager of the Ideal Springfield branch. Three new trucks were purchased to take care of the new route.

Daily papers report that Daniel J. Mahoney went to Oklahoma City from Miami and will place 50 to 100 vending slots, with the understanding that the court test will follow. Mahoney has filed application for restraining order. The papers referred to Mahoney as "the lone lover of peace, but that he could argue fiercely with anyone who objected to his machines." The novel humor at the expense of an Irishman.

Damon Runyon, columnist, on a recent visit to Chicago to see "the high" water receipts of the machine gambling racket, said it was the most boonie spots that have sprung up in the city. It is a new development in the idea of economical gambling, he suggests. Bets of 5 and 10 cents are getting down to a fine point, Runyon admits, but it seems to appeal to a large class of people, so in the success of the new-type bootleg would indicate. Operators of 20 of the 50-cent books did not feel the small fry and complain bitterly, Runyon says.

Employment reached a new high in April, according to the Alexander Hamilton Institute. Employed persons total nearly 62,000,000, but there are still more than 7,000,000 unemployed, according to estimates.

If you like big figures, the Department of Commerce has released a report which shows that 1936 national income figures are getting to 70 per cent of 1929 figures. National income paid out in 1936 was reported to be more than $40,000,000,000. This includes salaries, wages, etc. and is an increase of $6,000,000,000 over 1935. This is still 21 per cent below the 1929 figure of $515,000,000,000. The gain from 1929 to 1938 was equal to more than half the decline from 1929 to 1933. These figures suggest what it takes longer time to gain back what we lost in national income than it does to lose it, the big question is: How many people are getting their share of the increases now going on place?

Cleo Hardy, Detroit, reports a steady increase in his business. He recently bought two new photographs and will add others. His new machines are proving to be wonderful locations.

A meeting of New Jersey operators was supposedly held in Newark, N. J., June 24 to start work of Amusement Board of Trade of New Jersey, an organization recently granted incorporation papers. We hope to carry a full report of the meeting later. Offices are Leo M. Waldor, president; David Z. Engle, vice-president; Henry Pearl, vice-president; D. M. Steinberg, treasurer, and Arthur Handler, secretary. Headquarters are at 1112 Broad st., and a hearty invitation to all Eastern operators had been issued.

Frank W. Bering, Sherman Hotel, Chicago, reported to the executive council meeting of the American Hotel Association that 83 State and provincial hotel associations are now members of the latter group. This also means that the AHA has 5,000 individual hotels as members. In his role as secretary, phone operators will be interested in the latest phone manual, "coining the copyright music problem."

Thanks for all the messages of sympathy in the loss of my mother. Her death from heart failure was quiet, nearly and with the family present, thus relieving much of the sorrow on such occasions.
There's Always A Line to Play

Place your money on Latonia to Win

STONER CORPORATION
Aurora, Illinois

Pacific Stresses Variety in Games

CHICAGO, June 26.—"The policy of having something for every territory, and the right thing is attracting distributors from every section of the country to Pacific Manufacturing Corporation’s Chicago plant," says Paul Bennett, Pacific’s general sales manager.

Among the many coin-machine men who visited Pacific’s display rooms and production lines the past few weeks were Bert Lane, George Fosner Company, Brooklyn; Morris Ginsburg, Atlas Novelty Company, Chicago; Joe Abraham, J. & M. Novelty Company, Youngstown; Q. & E. Levy, Pittsburgh; Charles House, Louisville; Tom Rot Nebraska, Philadelphia and Pittsburgh; Hannister, head of A. A. Novelty Company, Indianapolis; Harry Chereton, Detroit; Joe Fishman and "Scooter" Kelson, heads of New York operators’ associations; Kemmon Wilson, Memphis; Ted Bush, Acme Novelty Company, Minneapolis; Herman Pastore, Mayflower Novelty Company, St. Paul, and Archie Lebeau, prominent Twin Cities distributor.

Bennett states these coin-machine men and operators have signified that an urgent demand exists for a variety of equipment. Console games of the deluxe variety, for example, are reported to have met with an increasingly great location demand with bell-machines, operators and other men in pursuit territory who are reported to be including console games in many places along their routes due to their de luxe appearance and money-making principles.

Pacific’s Ball Game is strictly an amusement device. When a coin is inserted the balls come out of the slot and the player, who presses his hand on the knob that controls the baseball bat, hits after ball comes off the plate with a charge of pace that tends to make the player especially alert. Holes are situated at various points in the infield and outfield. These are good for singles, doubles, triples, home runs, sacrifices and outs. When any hole is engaged it is good for a run. Continuous action is instantly shown in moving-card light-up effects on the giant billboard. Bennett says the game is particularly conducive to group playing and that it adds immersely to the attractiveness of any business house.

Mystic, new novelty game by Pacific, is reported to have met with much favor on the part of visiting collums. It includes such features as changing odds in the favorite screen-o-criss-cross arrangement of the light-up board in third dimension figures, vigorous bumper action and flash-o-graph scoring. Then, too, Panoos Racino is said to bid fair for a share in high honors in Pacific’s pay-out line. It incorporates the principle of bow-type scoring tied in with the roto-drum odds commutator on win, place and show horse racing. Of particular interest is the new seven-colin bank idea, whereby the game takes as many as seven coins on a single shot.

Pacific’s Gum Merchant comes in for comment on it’s cleverly described systems for merchandising premiums thru the sale of gum.

Rock-Ola Employees’ Pay Boosted $147,000

CHICAGO, June 26.—Two general increases in wages during the first quarter of the fiscal year of Rock-Ola Manufacturing Corporation will boost the income of employees more than $147,000 for the year, it was announced today by David C. Rockola, president.

Rockola reported that there has been a steady increase in the number of workers employed at the plant during the first quarter of the fiscal year, which began March 1. The number of employees on the pay rolls in April as against March was up 2.89 per cent, while the May employment figures jumped 12.49 per cent over April. Close to 400 employees are now on the pay rolls.

"There has been a notable increase in the demand in certain lines," Rockola said. "These lines include scales, phonographs, World Series baseball game, hors and desks."
BUMPER BOWLING
outshines — overshadows and TAKES THE PLAY AWAY FROM ANY GAME ON ANY LOCATION!

ABSOLUTELY LEGAL EVERYWHERE

OPENING CLOSED TERRITORY

Bumper Bowling is bringing BIG PROFITS EVERYWHERE — ABSOLUTELY LEGAL -

durably. It's manually operated with REAL SKILL, not tricks. BETTER — because it requires immediate atten-
tion and dominates any game on any

location. STEADIER — because of

pre-existing score at a time, "criss-

cross" Dural backboard, giant bumper, special play with

LAST SECOND SUSPENSES and

LONG LIFE PROFITS NEEDED — because it meets

demand in every country everywhere in the coun-

try (even in closed territory for a big

money making skill)

$5.00 PROVEN before IT'S SOLD — by T.H. DAVAL, M.F.G.

WRITE FOR PRICES AND FULL DETAILS

DAVAL MFG. CO. 200 SO PEORIA ST. CHICAGO

HUBER BALKS AT ART SURREALISM

CHICAGO, June 26—Col. Joe Huber,
of Huber Coin Machine Sales Company,
attended the auction sale of valuable

paintings owned by Samuel Insull this

week. Paintings and other art trea-

tures went under the hammer in Insull's

luxurious penthouse in the Civic Opera

Building and Huber was among the

first to arrive and next to the last
to leave. He proved a dominating repre-

sentative of the coin-machine industry

as he strutted back and forth among

the elite of the Gold Coast and mixed

salesmen's yarns with talks about art.

In all $65,000 of the former utility

executive's furnishing are being disposed

of by the auctioneers.

Stephanos A. Mansan, art critic,

avoided quite a discussion with Huber

concerning a collection of nudes which

the latter was considering for his private

office. Huber already has one nude

on the wall of his office, painted by a

noted artist. The argument be-

tween the critic and Huber is supposed
to have been due to differences in

opinion between the two gentlemen

about the amount of surrealism embodied

in the nudes. Huber is known to have

a strong preference for surrealism, and

the auctioneers quoted considerably

when he began to express himself in

no uncertain terms about some of the

nude studies.
MODERN MIRROR
7 TIMES EARNING POWER
7-coin visible drop chute accepts one to seven coins at each play!

SPINNING FLASHER LIGHT
Whirling, sparkling lights reflect thru the playing field and come to rest on the winner!

MIRROR - BAK-FIELD
An illuminated modernistic mirrored top, absolutely classic! Ebony black trimmed in silver, 38" high, 36" long, 19" deep.

MODERNE CABINET
Registered Copyrighted and Patented December 31, 1936.

Games Use Lumber, Says Ray Moloney

CHICAGO, June 26 — Coin-operated games received a strong boost in an article by Ray Moloney, president of Bally Manufacturing Company, in the current issue of Hemphill Lumberman and Southern Woodworker, an influential lumber producer's journal. After giving figures on the volume of lumber used in the coin-operated industry and describing the grades and types of wood used, Mr. Moloney pointed out that the pin game lumber market offers a steady outlet for lumber. Since lumber is "a durable product, not because it actually deteriorates, but because the game must be replaced at regular intervals with a new idea to catch the public fancy. Thus the pin game industry is one of the few outlets for lumber in which lumber is quickly 'consumed.'"

"Pin games, in other words, are one of lumber's most active salesmen—and surely a persuasive salesman, for pin games sell lumber by offering a few moments of beneficial relaxation, a laugh, a thrill, a dollar's worth of fun for a nickel!"

Making History, Chereton Says

DETROIT, June 26 — "We made news a few weeks ago; today we're making history," says A. P. Chereton, head of the Electric Products Company, Detroit. "I refer to our new pin-game device, the Epic Bell Lock and the new Chereton Electric Timer," he continued, "which, according to reports reaching me directly and thru my branch managers, have been so heartily accepted by the industry that production facilities at our plant here are being strained to the limit. Yet despite the heavy demand orders are being filled as received at our office. Our prediction that the two devices would become as important to manufacturer and operating as is our Electropod is well on its way to full realization."

Chereton advises that the Bell Lock, made by his organization, previously tested thru several years of use on slot machines made by one of the country's outstanding manufacturers, has been installed as standard equipment on the games of many of the nation's most prominent operators and that distributors are daily receiving more and more requests for the installation of the lock on both new and used equipment. He also states that the Timer, claimed to be responsible for the elimination of about 80 per cent of the service calls required thru the use of old-fashioned time clocks, has been installed on the pin-game routes of operators previously mentioned.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS
NEWS FLASH!
FROM BELL DISTRIBUTING

WE RECOMMEND
JENNINGS
DIXIE BELLE

WITH THE PERMANENT VISIBLE RESERVE

It's the three jackpot idea that has put Dixie Belle out ahead of all other machines—the regular big flashy Jennings jackpot, the concealed reserve and (get this) a permanent visible reserve—always full, always tempting. Put a Dixie Belle on one of your locations—watch it steal the play from all the others—this will be all the proof you'll want of Dixie Belle's superiority. Send in your order today.

BELL DISTRIBUTING COMPANY
Exclusive Louisiana Distributors for Jennings Dixie Belle
427 BARonne STREET • NEW ORLEANS, LOUISIANA

Penny Trend Aid
ToMdse. Awards

NEW YORK, June 26.—The advent of penny play machines into a few well-known spots seems to be proving popular with the public. Schork & Schaffer are reported to have found it profitable to change their bowling games to five and one-cent play in their sportlands. Procedure is said not only to have increased their take but it also has lowered the cost for merchandise prizes, since change letters can be used.

Operators converting five-cent play machines into one-centers are said to be toying with the wholesale merchandise industry for the type of low-priced merchandise that will meet the player's favor and still be within the proper price range. At present the demand for this merchandise seems to be concentrated in the East, but the idea is said to be spreading and wholesalers are looking forward to a boom in low-priced premium merchandise.

Of course the penny play does not hit close locations, but there are many spots in which they are said to be enjoying a better take than nickel machines. This type of play has created a demand for merchandise priced low enough to meet the cost of play which the wholesalers welcome because prices of this type have always been profit-makers for the wholesale.

Farm Income in
Big 1937 Climb

WASHINGTON, June 28.—Farm income, always regarded as an index to general prosperity, is already promising a record for 1937. It will be good news for operators in the smaller cities and some coin machine market centers feel directly the benefits of increased income to farmers.

Government reports say that large crops of wheat, rye, corn, oats and other grains would cause a downward adjustment in prices to the farmer. They added, however, greater volume of these crops would offset lower prices and increase total cash income.

Farm cash income in the first four months of this year amounted to $2,891,000,000, a gain of $841,000,000 over the same 1936 period.

Government economists said income in the remaining six months of 1937 should continue to exceed last year, with the 11-month total approaching $9,000,000,000. This would surpass the $7,984,000,000 total last year, highest since the depression. The 1929 peak was $10,479,000,000.

President Roosevelt already has signed an act which expanded the scope of Federal marketing plans for farm products. Agriculture Department officials said these should increase income of many farmers.

The House and Senate have assured farmers that Federal benefit payments under the soil conservation act will continue, with at least $440,000,000 available. AAA officials said payments during 1937 will reach between $460,000,000 and $500,000,000.
A CALCUIT RECOMMENDATION

Jennings

GRANDSTAND

- If you're looking for a counter machine that's compact—sturdy—reliable and a real honey for profits, then Mister, here's your answer—Jennings Grandstand. A Si cigarette counter machine (five times the profit of the penny machine), with automatic token payout (tokens can't be played back). Yes sir! Grandstand has everything you could hope for in a counter machine—and best of all Grandstand can be operated wherever penny cigarette machines are used. It's right and now is the time to operate Grandstand—order yours today.

FIVE CENT PLAY

AUTOMATIC TOKEN PAYOUT

CIGARETTE OR

BASEBALL REELS

The South's Largest Distributor for the World's Leading Manufacturers of Coin Operated Devices

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. • FAYETTEVILLE, N. C.

Coinographies

By THE COINOPRAPHER

Robert B. Bolles was appointed advertising manager of the Rudolph Wurlitzer Company June 1. Asked for the story of his life, Bolles replied: “There are very few days in a man’s life that are of much importance. Mine can be condensed into a sentence. Born 1905 in St. Louis; married in 1929; two boys and a girl, successively, 1927, 1929, 1931; joined the Rudolph Wurlitzer Company June 1, 1937; future bound up in the job of telling the world that the Wurlitzer-Simples is the right phonograph to buy, place and play.”

Further, Bolles admitted American citizenship, grammar and high school education and a speaking acquaintance with various instructors at the University of Wisconsin for a year and a half. Following that he took a post-graduate course of six years on the advertising staff of The Des Moines (Ia.) Register and became national advertising manager. Last that post to become advertising director of The Rockford (Ill.) Republic. A year later he became Vice-president and Western manager of the Frederic A. Kimball Company, Milwaukee, national advertising representative for one of the largest lists of daily newspapers in the country. In 1939 he became sales and advertising manager for Clute-Johnston, Inc., Michigan coin manufacturing concern, from which he moved to Wurlitzer. In between those he made field surveys, serviced accounts and wrote copy for an advertising agency, sold and built radio stations and the hundreds of short stories and has thousands of rejection slips to show for them. Says he is the one amateur author that does not expect to write the great American novel.

“A year ago, at the national convention in Chicago,” Bolles explained, “Mr. Capehart introduced me to many of the operators and men connected with the Wurlitzer Company as customers, fellow workers and friends. I was so impressed with the swell bunch of people connected with what seemed to me to be the fastest growing industry in America, that I decided then and there to get into it if the opportunity ever afforded itself.”

“There will be no change in the basic policy in back of Wurlitzer advertising,” Bolles stated. “It has been the aim of this company’s advertising to accomplish two purposes. First, to give our distributors the most complete support in the way of trade journal and direct-mail advertising in order to thoroly inform the men and women connected with what seems to be the fastest growing industry in America, that a Wurlitzer-Simplex will make him more money in his shop. This campaign supports and simplifies the work of the operator, who profits most directly by it. Wurlitzer advertising program will continue to be outstanding in the industry.”

According to Vice-President Homer E. Capehart, “Bob Bolles, as the new advertising manager of the Rudolph Wurlitzer Company, brings to his job an active personality, a wealth of experience, a sense of showmanship, coupled with sound merchandising values. The fruits of his ability will be reflected in Wurlitzer advertising to the tremendous benefit, I am sure, of the entire organization.”

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. • H. C. Frans & Co. • D. Gestick Co. • Mill Equipment Co. • Groetchen Mfg. Co. • Exhibit Supply Co. • KEYSTONE NOV. & MFG. CO.

FOR THE COUNTER

NEW APPEAL—NEW ACTION

The South’s Largest Distributor for the World’s Leading Manufacturers of Coin Operated Devices

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. • FAYETTEVILLE, N. C.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

FOR THE COUNTER

NEW APPEAL—NEW ACTION

The South's Largest Distributor for the World's Leading Manufacturers of Coin Operated Devices

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. • FAYETTEVILLE, N. C.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

FOR THE COUNTER

NEW APPEAL—NEW ACTION

The South's Largest Distributor for the World's Leading Manufacturers of Coin Operated Devices

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. • FAYETTEVILLE, N. C.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

FOR THE COUNTER

NEW APPEAL—NEW ACTION

The South's Largest Distributor for the World's Leading Manufacturers of Coin Operated Devices

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. • FAYETTEVILLE, N. C.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

FOR THE COUNTER

NEW APPEAL—NEW ACTION

The South's Largest Distributor for the World's Leading Manufacturers of Coin Operated Devices

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. • FAYETTEVILLE, N. C.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

FOR THE COUNTER

NEW APPEAL—NEW ACTION

The South's Largest Distributor for the World's Leading Manufacturers of Coin Operated Devices

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. • FAYETTEVILLE, N. C.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

FOR THE COUNTER

NEW APPEAL—NEW ACTION

The South's Largest Distributor for the World's Leading Manufacturers of Coin Operated Devices

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. • FAYETTEVILLE, N. C.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

FOR THE COUNTER

NEW APPEAL—NEW ACTION

The South's Largest Distributor for the World's Leading Manufacturers of Coin Operated Devices

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. • FAYETTEVILLE, N. C.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

FOR THE COUNTER

NEW APPEAL—NEW ACTION

The South's Largest Distributor for the World's Leading Manufacturers of Coin Operated Devices

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. • FAYETTEVILLE, N. C.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

FOR THE COUNTER

NEW APPEAL—NEW ACTION

The South's Largest Distributor for the World's Leading Manufacturers of Coin Operated Devices

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. • FAYETTEVILLE, N. C.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

FOR THE COUNTER

NEW APPEAL—NEW ACTION

The South's Largest Distributor for the World's Leading Manufacturers of Coin Operated Devices

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. • FAYETTEVILLE, N. C.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

FOR THE COUNTER

NEW APPEAL—NEW ACTION

The South's Largest Distributor for the World's Leading Manufacturers of Coin Operated Devices

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. • FAYETTEVILLE, N. C.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

FOR THE COUNTER

NEW APPEAL—NEW ACTION

The South's Largest Distributor for the World's Leading Manufacturers of Coin Operated Devices

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. • FAYETTEVILLE, N. C.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

FOR THE COUNTER

NEW APPEAL—NEW ACTION

The South's Largest Distributor for the World's Leading Manufacturers of Coin Operated Devices

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. • FAYETTEVILLE, N. C.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

FOR THE COUNTER

NEW APPEAL—NEW ACTION

The South's Largest Distributor for the World's Leading Manufacturers of Coin Operated Devices

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. • FAYETTEVILLE, N. C.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

FOR THE COUNTER

NEW APPEAL—NEW ACTION

The South's Largest Distributor for the World's Leading Manufacturers of Coin Operated Devices

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. • FAYETTEVILLE, N. C.
A big league pitcher with a good change of pace is said to have "plenty on the ball." And Pacific has "plenty on the ball." A change of pace as shown by this wide selection of big money winning hits...Pacific's Ball Game, fully automatic with players actually running the bases in movie-reel light animation. And Mystic, Pacific's new 5 ball novelty game is a powerful income producer. Pamco Races, the "old famous" bowl-type scoring idea has more money power than ever with its "seven coin bank" play.

Deluxe Bell, King of the Consoles. Two chutes, Nickels to start...quarters to keep going...puts dollars in your collection box fast.
Bally Game Field Is Supercharged

CHICAGO, June 26—Jim Buckley, general sales manager of Bally Manufacturing Company, describes the new Mercury game as "a game which became a nation-wide success before it was even officially announced."

"Due to the revolutionary nature of the machine," Jim stated, "we decided to give it a nationwide tryout before springing our official announcement. Accordingly, samples were shipped to all distributors for location tests. They, however, considered Mercury too good to keep under cover and we were immediately bombarded with orders. In fact, we became so drastically oversold that it was only recently that our increasing order factory facilities that we dared to do any advertising of the game. Nearly 2,000 Mercury games were on location before we advertised the machine.

"The outstanding feature of Mercury is the new supercharged play field developed by Bally engineers. Everybody in the field knows that pure gum rubber, being the 'boundless' material known to science, has tempted the fail-safe of game engineers for years. But the well-known insulating power of rubber has defied all attempts to use it in bumper-type constructions. This problem has been solved by the invention of the supercharged play field. The rubber-tire bumpers used on Mercury are twice as 'bouncy' as spiral bumpers, yet each bumper is immediately transmitted electrically to the totalizer. Thus Bally engineers have again created an innovation by which operators will enjoy a new and greater bumper boom."

"Besides adding action to the play, the supercharged play field lends new beauty to game design. A specially prepared plate of silver-high grade steel makes the supercharged field look ultra-modern in appearance, provides a perfect rolling surface for the ball and instantly labels Mercury as something new and different."

"Public reaction to Mercury shows the game enthusiastic approval that was given to Bumper and we are confident that Mercury is due to repeat Bumper's phenomenally successful run."

Two Pioneers Plan Test

TULSA, Okla., June 26—Two pioneer operators are planning a court test to secure the return of pinball games here. They placed a game in a tavern and notified county officials. As part of the friendly agreement, they also paid the cost of trucking to the courthouse.

The alleged violation is to test a new state law which prohibits slot machines but says nothing of pinball table games. Operators of the games claim that the table games are innocent, unless used for gambling in specific instances. The test case is due to an adverse decision in District Court here.

Kulick's New Job Keeps Him on Go

NEW YORK, June 26—While stopping off here for a few hours to discuss the new Daval successes, Lou Bo and Bumper Bowling, with Bill Blatt, of Supreme Vending Company, Ben L. Kulick, sales manager for the Daval Manufacturing Company, revealed that he has been very busy since taking over his new position.

Away from the Chicago plant for only four days, he had already contacted Mike Anpet, new Daval distributor in Detroit. From there he hurried to Baltimore to survey the Mervine situation there and then dropped off at New York on route to Boston and other New England cities. After spending a few days in Boston, he intends to go on to Buffalo, where he will pick up a train carrying seven prominent New York City columnists to Chicago, at which time he intends to reveal to them some of the latest Daval plans.

Kulick states that he is meeting with many new experiences now that he is associated with the games division of the industry. He was formerly connected with the music division, for before going to Daval he was an executive of the Rudolph Wurlitzer Company. Kulick added that all columnists contacted to date have been most helpful to him and that he now believes he has a clear picture of the present games situation throughout the country.
A Bally Hit for Every Spot!

Golden Wheel
Odds-Changing Bumper One-Shot
America's largest selling odds-changing bumper one-shot. All the "first-second-third-and-fourth-place" pay-off appeal of Bally Action, Electric Kicker, greatest flash ever! Get your share of the gold in Golden Wheel! Order today!

Mercury
Newest Novelty Sensation

- "Super Charged" Play-Field Results in Amazing New Action
- "Rubber-Tire" Bumpers
- Now Register Score
- Chrome Steel Panel

See the smooth, speedy, silent action of balls on the new sensitized steel play-field. See the poppy action of "Rubber-Tire" bumpers (twice as "bouncy" as spindles) see and play Mercury and you'll see why the thousands already on location are earning bigger money than "Bumpers" ever did! Order Mercury from your favorite jobber!

FAVORITE
Race Track Console
Nine famous purse-winners on a circle track sparkling with lights! Whirling wheel changes odds every race. Nine selections; nine coins per game; nine times the earning power! Extremely fast play and daily double feature insures record-breaking profits. All electric, guaranteed trouble-proof and chest-proof, available in nickel or quarter play. Get back on Easy Street by ordering a few Favorites today!

Bally Bells
Double Coin-Chute Console

- Bell Fruit Play
- Spinning Lights

Super-bell earning power and guaranteed griefless performance in one and the same machine! Bally Bells has all the appeal of fruit-reel symbols, plus flash of whirling lights and profit-boosting Double Coin Chute feature (Choice of Nickel-Quarter, Two Quarters; Two Nickels). They start with nickels, quickly graduate to quarters, and how the money rolls in! You'll never believe a coin machine could possibly make money like Bally Bells till you empty the cash-box and see for yourself! Order this great machine today!

Nugget
Coin-Operated Sales-Board
A great game in 6 square inch counter space! Operates like 3,000-hole board. Has 3 spinning reels, flashy 5-color flashies. Adjustable chest-proof, guaranteed trouble-proof, proof mechanism. Order Nugget today!

FAIRGROUNDS
Plays 4 Nickels a Game
Back in production by popular demand! You can again get Immediate Delivery on this great 10-AN-HOUR Changing Odds One-Shot that multiplies pay-offs by number of coins played... $6.00 top! Plenty of spots begging for Fairgrounds now; so rush your order and clean up!

FAIRGROUNDS
COIN-OPERATED SALES-BOARD
Price for full-color circular on Nugget and its companion counter game Sun-Fun. Also get literature on Reliance Dice Game, Ray's Track, and Bally Baby.

WRITE for Prices on Payout and Ticket Model

WRITE FOR PRICE
WRITE FOR PRICE
WRITE FOR PRICE

Bally Manufacturing Company
2640 Belmont Avenue • Chicago, Illinois

$69.50
F. O. B. Chicago

$194.50
F. O. B. Chicago

$19.75
F. O. B. Chicago

July 3, 1937

The Billboard
This close-up view of the WORLD SERIES playing field brings out some of the important features that make for big cash-box returns. The players move with the crack of the bat when the batter strikes at the ball after being delivered by the pitcher who winds up as any pitcher would do on the mound and pitchers in 15 different positions. He throws an assortment of balls and strikes...tries to "outsmart" the batter on every pitch. The player is the batter and he can knock singles—doubles—triples and home runs if he is clever enough to "out-guess" the pitcher. Perfect automatic mechanical score board registers all plays and scores strikes, balls, hits, and runs, as well as keeps a record of number of men on bases and shows the batter up in plain view at all times.

Truly, WORLD SERIES is the most realistic of all coin operated games. The umpire never makes a mistake—raises his right arm when a strike is made and his left arm when a ball is thrown—positively the cleverest mechanism ever installed in a cabinet. No electrical gadgets to get out of order. Everything operates with a series of weights except one motor which is used to lift the steel balls to the umpire who automatically hands the balls to the pitcher. WORLD SERIES thrills the crowds—and crowds always please the operator. Order WORLD SERIES now and become the outstanding operator of your territory.

Rock-Ola's
WORLD SERIES

made for operators who want their business to grow with steady profits every week for years and years to come.

WORLD SERIES dominates any location and the operator with WORLD SERIES quickly becomes the outstanding operator of his community. Choicest locations...The very best spots are yours...Locations actually "invite you in" when you have Rock-Ola's WORLD SERIES. The DeLuxe game of all time, and...just think, you can buy on the extended payment plan with a small down payment. Get WORLD SERIES now—operate the game that has proven on locations throughout the United States to be the most thrilling and fascinating coin operated machine ever developed. Draws crowds everywhere and crowds always mean big money. A small down payment and easy weekly payments make it convenient for you to get in on a profitable operating business that will last for years and years to come.

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue, Chicago, Illinois

The Rock-Ola Mfg. Corporation
800 North Kedzie Avenue
Chicago, Illinois

I am interested in learning more about WORLD SERIES. Please send me complete information and price

Name

Address

City

State

Give present occupation


"It Opened My Eyes"

"Just eight weeks ago a Wurlitzer-Simplex was installed here, replacing another machine that had been here many months. The smart appearance and wonderful tone of the Wurlitzer appealed to all our patrons. They went for it so much that our first eight weeks' receipts with the Simplex were more than double our take for the previous eight weeks with the other machine. And every night the crowd stays longer and spends more for food and drink."... says Miss T. Maxines

MAXINES
Popular Philadelphia Tavern

No wonder WURLITZER OPERATORS ARE REPLACING PHONOGRAPHs that take in Less Money

All over America, Wurlitzer-Simplex operators are replacing less appealing phonographs with the Wurlitzer-Simplex Automatic Phonograph. Invariably it shows greater earning power. For proof, read Maxines' letter above. Their experience is being repeated in locations everywhere because the superior beauty and tone of these marvelous instruments encourages constant play.

Decide right now to invest your money where it will pay maximum dividends. Cash in on the tremendous popularity of Wurlitzer-Simplex Automatic Phonographs. Find out if there is still room for another Wurlitzer-Simplex operator in your locality. The coupon will bring you the answer. The Rudolph Wurlitzer Co., North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

THE RUDOLPH WURLITZER COMPANY, Wibb 52
North Tonawanda, New York
Please let me know if there is room for another Wurlitzer-Simplex operator in my locality.

Name: __________________________
Street: __________________________
City: __________________________ State: __________________________
Present Occupation: __________________________