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The World's Foremost Amusement Weekly

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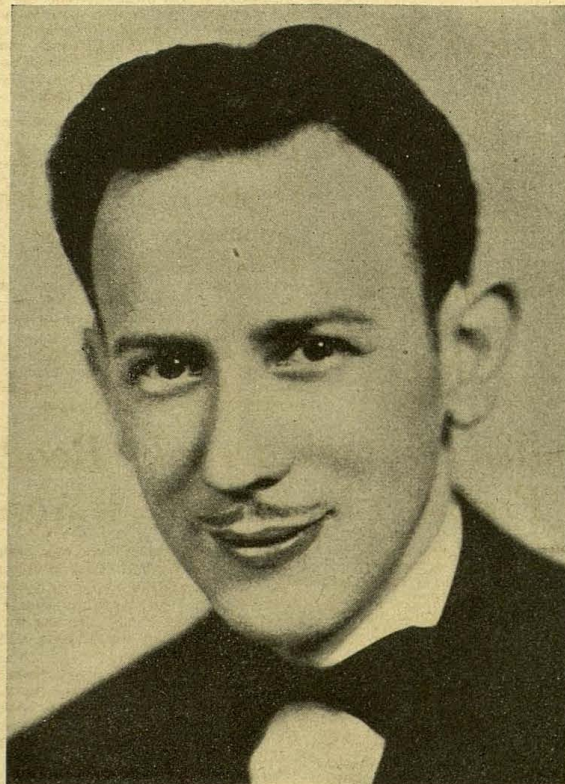
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The Billboard

Vol. XLVII
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The World's Foremost Amusement Weekly

June 8,
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SAN DIEGO EXPO OPENS BIG

Culture Group Is Chartered

National Theater gets federal charter—road plans may compete with pros

WASHINGTON, June 1.—The Senate on Tuesday passed the Wagner Bill, providing for incorporation of the American National Theater and Academy, a non-profit-making organization. The National Theater is sponsored by many prominent people both here, in New York and in Philadelphia, and is an entirely cultural project. According to its announced plans, it will not seek to compete with pro legit—alho, if its road projects are carried out it's hard to figure how this non-compo angle will work out. President and Mrs. Roosevelt are both interested in the plan, which was originally suggested and pushed by the late Otto Kahn several years ago, and which has been on the fire since.

It is planned, now that the charter has been granted, to organize a national committee of art patrons, civic leaders, labor heads and others, and to establish schools of all branches of theatrical arts. A governing board will be in control, and will call on theatrical talent for aid.

Productions will be made in a national theater located here and, when they warrant it, they will be sent out on tour—which is where the competition angle comes in. They would be routed nationally, and there is also talk about commercially sponsored shows, if approved, also being routed by means of the National Theater. That would tend to put the road situation under its control.

Among those interested are Mr. and Mrs. Leopold Stokowski, Felix du Pont, William Green, Anne Morgan, John Hay Whitney, Mrs. George Horace Lorimer, John W. Davis, Frederic Delano and William Rhinelandt Stewart. Headquarters are at 1801 Spruce street, Philadelphia.

Chicago Relief Project Blocked

CHICAGO, June 1.—A serious situation confronts the actors who have been tided over an extended period of unemployment by the relief project directed by Dr. Simeon Wall but who are again without any means of support because of suspension of the project some five weeks ago.

Dr. Wall had hoped to reopen the project with the passage of new relief legislation, but he states that Leo M. Lyons, county administrator, has refused to allow the project to continue, alho other relief officials favored it. Faced with this situation, the actors have been forced to apply for places on the regular relief rolls. As there are already hundreds of applications on file, the actors' applications may not be acted on for weeks. Meanwhile they have no means of support.

"Even if they do find a place on the relief rolls at once," says Dr. Wall, "their plight still is a bad one. If they are given grocery orders most of them have no means of preparing the groceries. They are living in hall rooms here and there with no cooking facilities, and they are in almost as bad a plight as if they

(See CHICAGO RELIEF on page 6)

Kingdom for a Horse

NEW YORK, June 1.—Principal riding act solo offered work in circus unit. Now searching the East for horse. So far no find. No workee. Very ironic. Performer has been at liberty for month. No wonder they offer kingdoms. Equestrian horses scarce as hen's dental sets. Them's what have 'em get placed almost pronto.

N. Y. Theaters In Picket Mess

Four operator unions in cross picketing—NRA collapse halts wage plan

NEW YORK, June 1. — Noisy cross picketing of local houses broke out again this week and threatens to develop into serious proportions. Picture operators' union, Local 306, is concentrating mass picketing in front of the George M. Cohan and the Star, latter in Brooklyn, and ordinary double picketing in front of a dozen other spots.

Allied, an alleged company union, re-alliated Decoration Day with spectacular (See N. Y. THEATERS on page 6)

Broadway Punch Drunk; Ready For Frank Campbell's Wagon

NEW YORK, June 1. —Despite the holiday, Broadway was punch drunk this week. No spots showed any takes worth mentioning and they are now prepared to take a siesta until fall. It is likely that many niteries will fold next week and keep the shutters up for the summer season. This also goes for legit, burlesque and pictures. The smaller neighborhood houses, with no cooling plants, will take it on the chin.

The big street offered little and the visitors confined themselves to basking in the atmosphere, with the Palace front getting a big play. The barkers did their best to attract the shekels, but they might just as well have been talking to themselves.

Most of the local yokels hit for the beaches on Decoration Day. Coney drew 350,000, with a fair amount of spending. Other beaches drew approximately 750,000. In addition, every boat that could

Initial Gate More Than 60,000 For World's Fair in California

Inaugural of International Exposition surpasses expectations of officials—President Roosevelt speaks from White House—shows and concessions doing well

SAN DIEGO, June 1.—The big show is on. Flags of 34 nations, the United States flag in the center, were hoisted on high poles at the House of Pacific Relations at 11 a.m. on Wednesday coincident with the opening of the gates of California Pacific International Exposition. The band striking up a stirring march, a company of U. S. Marines entered the Plaza de Pacifico. Here, beside the Arch of the Future, while massed thousands looked on, Captain Fenton gave orders to present arms, and Frank Belcher Jr., president of the exposition, declared the exposition open to the world. Secretary of Commerce Daniel C. Roper, Under-Secretary of State William Phillips and Governor Frank F. Merriam of California also spoke.

Visitors to the number of 60,125 entered the gates first day, with President Roosevelt's glowing tribute to America's exposition given over the telephone, addressed from the White House and broadcast to the throngs at the World's Fairgrounds by means of amplifiers.

USA Sleeping Car Destroyed by Fire

ST. JOSEPH, Mo., June 1.—A sleeping car of the United Shows of America, occupied by the Minstrel Show troupe, was destroyed by fire here this week while parked with other cars of the show train. Occupants lost a great deal of their personal property.

Before a switching engine could shunt the burning car onto other tracks the flames spread to another of the show cars, which was badly damaged.

keep above the water line was pressed into service for Hudson River excursions. Belmont Park drew about 30,000 customers, and the Polo Grounds accounted for 61,000. Were it not for the influx of visitors Broadway would have looked like a ghost city.

Next week looks like a like finis for many legit. Several managed to keep afloat to rake in what loose change might come their way. One house came pretty close to a record with a gross of \$39.

The night spots are offering little to visitors and the results are evident. The Chinese jernts seem to hold up, but the others are wilting. The intimate spots and sidewalk cafes are in the money, but how long they will last is a question.

Burlesque is still making the grade, (See BROADWAY PUNCH on page 6)

Barnes, Mix in Montana Clash

SPOKANE, Wash., June 1.—After terrific opposition up the Coast between the Tom Mix Circus and Wild West and the Al G. Barnes Circus, these shows will again fight it out in Montana, where Mix plays Helena June 5, a day ahead of Barnes, and Barnes plays Butte June 5, a day ahead of Mix.

Both shows report that their Washington and Oregon business was much better than that which they enjoyed in California. Barnes didn't have a losing stand in Washington and Oregon. Mix lost only one, Puyallup, Wash., which is only eight miles from Tacoma, where the show had played several days before to capacity business. The Pacific Northwest is in good shape.

To the Mix show goes the distinction of being the first circus to play Grand Coulee, which is at the dam site of the Grand Coulee Dam in Washington. Eureka, Calif., and Spokane were the banner spots of the season for Mix.

The Barnes No. 43 car, which was partially destroyed by fire at Wenatchee, Wash., and which cost the musicians, candy butchers and clowns most of their clothes, was repaired in the Great Northern shops at Hilliard. Railroad crews, by working day and night, got the car

(See BARNES, MIX on page 74)

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STEM'S CUFFO CUSTOMERS

Play Free Rides on Everything From Radio City to Cab-Bumps

Time-killing angles more numerous than shows—radio broadcasts, pin-game kibitzing, window fashion shows, pancake juggling, news belt and pooches all on list

NEW YORK, May 25.—There's plenty of free entertainment, of a sort, available in New York City competing with spots that charge admission. This does not include the parks, museums, exhibitions of one sort or another, but means rather the freak time-killing angles, all strictly cuffo, that New Yorkers resort to until it's time for that date. Some of the free shows are educational in a minor way, which means mainly that visiting firemen and not New Yorkers go for them. Principal one, of course, is the free broadcast affair about which the legit folk and picture people have squawked so much and about which nothing will be done. Both the home-town residents and out-of-towners go for these shows. And while the

(See STEM'S CUFFO on page 29)

Local 802 Checks Station Letouts

NEW YORK, June 1.—Local 802, American Federation of Musicians, is checking into the situation concerning house men at WNEW, Newark, following the dismissal recently of that station's house band. Local is going to be adamant in insisting that the station, and all stations in its jurisdiction, retain house men.

WNEW let the crew go when it reverted back to its remote pickups on its evening and early morning dance parade. For a month or so the station had dropped the remotes, using a band directed by Leo Kahn to play for the various spots instead. This cost the station about \$1,000 weekly and when it was figured to be too high the old system was reinvented. Understood the station reduced charges to the night spots to enable them to pay the \$2 per musician broadcast fee. WNEW, as a Class B station, comes under the \$2 bracket instead of the \$3 class.

An official of the local stated last week that in view of the action in dropping the house band, WNEW would become a penalty station. This means the scale will be higher than ordinary, because of the house crew being fired.

Local is also looking into WMCA with a view to increase scale at that station, due to its now being the program source for six out-of-town stations.

Situation in the \$3 remote fee kept seething with the local now contemplating increasing this charge to \$4 per musician after June 14, as a penalty for those spots not signing up prior to that to pay the present charges. Those coming under the wire will remain as is.

Clifford To Vacation on Coast

CHICAGO, June 1.—Sidney Clifford, studio manager of the Eclipse Rental Department, Inc., here, is leaving June 15 for the Pacific Coast on a combined three-week business trip and vacation. While on the Coast he will design some scenery at the San Diego Exposition for Eclipse. Clifford was formerly connected with the Paramount studio in Hollywood.

Amateurs Alone a Flop

FALL RIVER, Mass., June 1.—Empire Theater here has resumed vaude Friday nights after attempting to get by with an amateur show. House uses vaude Thursdays and Fridays, with an amateur show added Friday nights. House cut the vaude one Friday night and tried to get by with amateurs only, but business was so bad it had to resume vaude.

Union Dues Are Free From Tax

NEW YORK, June 1.—The Bureau of Internal Revenue here has ruled that members of unions can deduct payments of dues and certain assessments for income tax purposes.

Assessments for union unemployment funds are deductible, altho assessments to provide funds for payment sick or accident benefits are not.

SAM in Highly Successful Meet; J. J. Proskauer Is New President

WASHINGTON, June 1.—Seventh annual national conference of the Society of American Magicians was brought to a close with a mammoth and gala magic show at the Wardman Park Hotel Theater here tonight. At a peppery business session this afternoon, Julien J. Proskauer, of the Parent Assembly, SAM, New York, was elected president of the National Council, succeeding William R. Walsh, of Chicago. Other National Council officers elected were Commander C. C. Slayton, first vice-president; Dr. I. R. Calkins, second vice-president; Royal Vale Heath, treasurer; Royal L. Vilas, secretary, and Philip T. Thomas, editor of M. U. M., the SAM's official paper. The 1936 convention goes to Springfield, Mass.

As predicted by many at the start of the conclave, the race for national president proved a nip-and-tuck battle between Proskauer and Commander Slay-

Producers Reluctantly Seeing Screen Guilders' Viewpoint

HOLLYWOOD, June 1.—Altho the major studios maintain the Screen Writers' and the Screen Actors' Guilds are not officially recognized and that all conciliation must be submitted thru the Academy, a study of the experiences of the Conciliation Commission of the Guild over a period of two years disproves the statement.

During the first year of the commission's existence it successfully handled and finalized 37 cases, and during the second year, ending April 1, it handled 47 cases. More than 200 cases in all were received, but a great number of them were quickly adjusted thru the Guild office before they reached the Conciliation Commission.

Proof that the major producers are gradually taking the Guild as something

Exhibitor Headaches

NEW YORK, June 1.—An exhibitor who has been running Premium Nights, giving away one article in a dish set each night, received a phone call last week, a woman's voice inquiring: "What dish are you playing tonight?"

Troupers' Benefit Clicks

NEW YORK, June 1.—The second annual dance and entertainment of the Troupers' Club netted several hundred dollars for the unemployment relief fund of the organization, according to M. J. Carroll, president. The club is now in a position to operate thru the slack summer months caring for its members who are in financial straits. Carroll also calls attention to the fact that the club, in its 18 officers, has 16 cities represented, covering nation-wide territory.

DR. AND MRS. O. A. RUTHENBERG were welcome visitors at the New York office of *The Billboard* last week. This was their first trip to New York in six years. Mrs. Ruthenberg is the daughter of Jake Hillebrand, "The Great Volcano," who retired four years ago after a successful career in the vaudeville and circus fields. The Ruthenbergs are living with Hillebrand on a fine estate in South Jacksonville, Fla.

tion, with the former meeting with considerable opposition from the members of his own assembly. Chief point of discussion at the election hinged upon whether or not the proxy votes should be counted in electing the officers and whether or not the editor of M. U. M. should be permitted to cast a vote. The Proskauer supporters maintained that the proxy votes, as in the past, should be given the same consideration as the regular votes and, after much heated discussion, were finally sustained in their argument. It is conceded that without the proxies Proskauer would have run in the second hole.

A bit of bad blood popped up between the Proskauer forces and the anti-Proskauer boys early in the convention and again during the meeting, but it was mostly all in whispers, never took on a serious aspect and failed to cause any

(See SAM IN HIGHLY on page 69)

Chorus Equity Up in Vaude

Increases membership in the field, while legit goes down—annual election

NEW YORK, June 3.—The decline in the number of musical comedies and the increasing use of chorus people in vaude last year were among the points brought out by Dorothy Bryant in her report of Chorus Equity's work the past 12 months, at the annual meeting of the organization Tuesday. Mrs. Bryant revealed that \$17,851.74 was collected by the organization for members, as compared with \$8,301.33 the year before. Of this figure, \$2,180.92 came from code complaints. Mrs. Bryant also pointed out that "Chorus Equity, as a police force, prevents claims from arising in most cases."

As the organization's annual meeting followed the news that the Supreme Court had nullified all codes, Mrs. Bryant told the membership that loss of the vaude code, in particular, was keenly felt. She urged the members to build up the organization so that another code would not be necessary. The meeting, the largest Chorus Equity has had in years, voted for placing a deputy in every show and also urged better organizing methods.

Mrs. Bryant also said that the organization has 864 members in good stand-

Paris Theaters Drop Lockout

PARIS, May 27.—As a result of several conferences between delegates of the Paris theater operators and officials of the French government, the threatened lockout of all Paris amusement houses has been called off—at least for the present. The theatrical group has the promise that a tax relief measure will be pushed thru as soon as Parliament meets at the end of this month. Rather familiar sound to this promise—a somewhat similar one is usually forthcoming whenever the amusement moguls threaten a lockout. Sort of long-winded poker game with the public the loser.

WEVD Winners in Vaude

NEW YORK, June 3.—Beginning today three Fox-Metropolitan houses in Brooklyn will play winners of the Sigmund Spaeth amateur hour on WEVD. Houses are the Marlboro, Walker and Meserole.

(See CHORUS EQUITY on page 9)

FRANK TOURS This Week's Cover Subject

FRANK TOURS has been in the show business 30 years, leaving school when he was 14 to go to the Royal College of Music in London. When he was 15 he was a church organist and four years later organized and conducted an opera company. The following year he was musical director for the London Gaiety Company. During the last 20 years he has commuted steadily between New York and London to conduct at various shows. Within that time he has made about 30 trips.

Tours has been musical director of every Irving Berlin show, from the first, "Watch Your Step," to the last, "As Thousands Cheer." He left the latter to conduct "The Great Waltz." In addition he has worked for practically every important producer in London and New York, including the late Charles Dillingham and Florenz Ziegfeld, the Shuberts, Sam Harris, Charles Frohman and others. He has been with several shows produced by George Edwardes, London's best known musical producer. He is now also conducting the Gulf Oil program with Will Rogers on CBS every Sunday night. Recently handled music on the Hecht-MacArthur pictures.

Tours has done considerable composing, one of his most widely played pieces being "Mother o' Mine." He also wrote music for "The Taming of the Shrew," which the Theater Guild will do next fall.

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AMUSEMENT UNITS STILL GROGGY ON NRA DEMISE; TO SALVAGE REMNANTS

Expect no Wholesale Wage Slashes Or Hour Tilts; To Punish Chiselers

Await vote on whether or not to continue pix code—legit for round table discussions—AFA wants Wagner bill for protection—radio to retain principles

NEW YORK, June 1.—The effect of the Supreme Court's decision in declaring the NRA invalid is still reverberating along the canyons of Broadway, and everyone associated with the amusement business is still wandering about in a daze. At the moment no one knows the ultimate outcome of the decision, but to all intents and purposes the various codes are washed up, altho it is expected that many branches will vote to retain their codes, with minor changes. From Washington comes the report that the government will make it constitutional, but all reports are conflicting and as it now stands no one seems to know what all the shooting's about.

The most active code, from point of view of membership and tangible results, is the motion picture code. There are approximately 8,000 signers to this code, and since the code became operative \$500,000 has been expended in its operation. When the Supreme Court's decision was announced, activity ceased at once, and at present the machinery is at a standstill with all indications pointing to a governmental order for disbanding it.

Since it became operative, it has done considerable good, despite barbed attacks. From the beginning independent exhibitors pointed to the fact that the Code Authority and Grievance and Zoning Boards were comprised overwhelmingly of producer representatives. In spite of this, many fair decisions were arrived at and the code was becoming more workable every day.

It is believed that a vast majority of signers are in favor of continuing the code, subject to changes. This goes for both exhibitors and distributors. Allied Theater Owners have come out advising their members to drop their memberships, but it is considered unlikely that any great number will respond if the code is continued and changes made.

There will be a meeting of the Code Authority next Thursday, at which time it is expected that a final decision will be made. It is understood that a referendum of signers will be taken and in the event a sufficient number is agreeable, the code will be continued with the same setup. If the vote is against the code, there is every likelihood that the Film Boards of Trade will be revived.

The personnel of the Code Authority is still on the payroll, and will continue until it is determined whether or not the setup will continue. If the vote is against continuing, approximately 100 persons will be thrown out of employment. Most of these, however, will be absorbed by the Film Boards of Trade.

Most theater chains have announced that they will not cut wages or increase hours among their personnel. Some of the smaller shooting galleries, however, are expected to take advantage of the situation and put all the lower bracket employees on the same basis as before the NRA. This means that ushers will be cut from \$15 a week to \$8 and other employees will receive the same corresponding treatment.

Legit

Subject to the discontinuation of the theater code, it has been suggested that "round-table" sessions act in place of the Code Authority, with meetings every two weeks. This seems to be popular among the theatrical people, and it is likely to be adopted. Frank Gillmore, head of Equity, expressed himself as in favor of such a move. "It would be a pity," he said, "if we did not continue in some way, if nothing more than as an advisory board."

William Brady, head of the Legitimate Theater Code Authority, who is all for retaining the code, said if anyone violated the laws set up he would be reported to the President. He said he will not tolerate a return to the old conditions, and that he would not call a meeting for the purpose of refunding bonds to ticket brokers. To date no

broker has applied for a return of the bond of \$500.

A meeting will be called for next week, at which time the entire question will be thrashed out and it is expected something will be saved from the debris.

Vaudeville

The Vaudeville Code never having been particularly active, the court's decision has not caused any great excitement. It is expected that the chiseling element will take advantage of the situation, but the legitimate people in the business will continue to abide by the fair practice clauses. Most of the heads of this branch declare there will be no slashing of salaries and no extension of hours. They claim to be satisfied with the present setup and plan to continue as is, despite the actions of the parasites in the business.

The American Federation of Actors says it wants "to go on record as strongly opposing reducing the NRA minimum wages for vaudeville actors, as these minimums barely constituted a living wage. Any effort to use the collapse of the NRA to further exploit vaudeville actors will be fought with all the means within our power."

The AFA also wired Senator Robert Wagner and New York congressmen Wednesday urging passage of the Wagner Labor Disputes Bill, which seeks to safeguard labor's rights apart from the NRA.

In addition, the AFA wrote all local booking offices this week urging them to observe code minimum wages even tho the code is dead.

Burlesk

If the code did nothing else it gave the Burlesque Artists' Association an organization strong enough to take care of itself against any unfairness on the part of producers and agents. The BAA was brought about by the NRA, and the discontinuance of that setup will have no effect on the future of the burlesque people.

Radio Unperturbed

Regarding the radio broadcasting industry, it is expected that James W. Baldwin, executive officer of the Code Authority, will get together with Phil G. Loucks, managing director of the National Association of Broadcasters, and (See AMUSEMENT UNITS on page 12)

\$2.20 Hayseed Top Sets Rustic Record

DEAL, N. J., June 1.—Highest priced summer stock company now in America is to open here July 1 at the municipally owned Casino, with a top admission charge of \$2.20. Stock hasn't had that kind of money in a long time and that probably goes double for summer stock.

Operators of the rural Roxy will be William A. Brady Jr., Malcolm C. Pearson and Donald Baruch. Trio is expending considerable funds in fixing up the Casino to go okeh as a theater.

First play will be *Jane Brady*, Editor, by Joseph Eisenstein and Arnold Van Gluck, owned for fall Broadway production by Tom Kilpatrick. Brady will direct. Cast will include Mary Morris, Brandon Peters, Jean Green and Whitney Bourne.

Paul Groll is general manager.

Rochester Outlook Best in Seasons

ROCHESTER, N. Y., June 1.—Stage shows went out for the summer here this week, but left in their wake the best outlook for revived vaude and legit in years.

Packed houses greeted the revived Auditorium Theater, under sponsorship of the veteran Will Corris, for years associated with the old Lyceum. RKO Palace vaude, occasional vaude at Loew's Rochester and bi-weekly stage combos at neighborhood houses have drawn enough to assure managers dough is in circulation here again.

Palace dropped vaude for the summer last week, and Loew's booked nothing in advance but films. Capitol closed until September. Corris, on the basis of this season's success, expects to lead the march back to flesh next year.

Relax Laws for Checkroom Girls

NEW YORK, June 1.—Night clubs and restaurants will be able to continue working hat check and cigaret girls after 10 p.m. despite the State labor laws, Industrial Commissioner Elmer F. Andrews says. Andrews' department had attempted to enforce Section 182 of the Labor Law and had called in more than 50 proprietors.

However, protests by the Checkroom Attendants' Union, Local 135, and by several night-club owners caused Andrews to change his mind. He informed them they could continue as at present until he received a report from the Hotel and Restaurant Minimum Fair Wage Board. This board has been investigating wages and work conditions of all employees of hotels and restaurants and will make its report soon.

N. Y. Stagehands Elect

NEW YORK, June 1.—Theatrical Protective Union No. 1, at its annual meeting in headquarters at 254 West 54th street, re-elected James J. Brennan president. Other officers elected were Joseph I. Meeker, vice-president; J. C. McDowell, recording secretary; John J. Garvey, secretary-treasurer, and Vincent Jacobi and Frank Powderly, business agents.

Union Musicians Land Ship Jobs

NEW YORK, June 3.—The American Federation of Musicians is pushing a drive to get its members into the orchestras playing ocean liners. It has around 20 ships carrying bands of 5 to 20 men each.

Minimum wage scale for this work varies slightly, averaging \$125 a month, including second-class stateroom and food. Among the companies using AFM men are the Ward, United Fruit, United States and Panama-Pacific lines, while those still on the unfair list are Albany Day Line, American Export, Bernstein, Clyde, Colombian, Furness Withy, Munson and Savannah lines. Nat Abramson, of the WOR Artists' Bureau, places the music and talent for most of these lines. The AFM handles this situation direct.

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St. Louis Muny Op Plans Set

Casts for all but two shows announced—\$90,000 advance—12-week season

ST. LOUIS, June 1.—The St. Louis Municipal Theater Association will open its 17th season Monday night, June 8, coming to a close Sunday, August 25, during which time there will be 12 musical productions presented in the mammoth Forest Park Amphitheater. For the first time in the history of the St. Louis Muny Opera, a new casting plan has been inaugurated by Laurence Schwab, producing director, by which St. Louisans will know long beforehand just what principals will take part in the various productions. Heretofore principals were chosen several weeks prior to each production, but Schwab has cast practically the whole season. The only shows where the entire cast has yet been selected are *The Beloved Rogue*, a Viennese operetta, by Robert Stolz, which will have its American premiere at the Forest Park Theater Monday, July 22, and *Lady in the Window*, the newest Sigmund Romberg-Otto Harbach musical romance, which will have its world premiere in St. Louis August 19, winding up the season. The usual all-St. Louis chorus of 84 has been augmented by eight. The usual symphonic orchestra of 50 pieces will again be in the pit.

The repertory and casts for the coming season are: June 3, *Terestina* (American premiere). Music by Oscar Straus, book by Rudolph Schanzer, lyrics by Ernst Wehlisch, English adaptation and lyrics by Lester O'Keefe. Cast includes Evelyn Herbert, Robert Halliday, Gladys Baxter, Roy Atwell, Leslie Adams and Rex Weber.

June 10, *Rio Rita*, with Evelyn Herbert, Alexander Gray, Ada May, Roscoe Ails, Bobby Jarvis, William Hain and Audrey Christie.

June 17, *Madame Sherry*, with Robert Halliday, Gladys Baxter, Leslie Adams, Katherine Carrington, William Hain, Alice Dudley, Jack Cole, Audrey Christie and Gil Lamb.

June 24, *The Chocolate Soldier*, with Robert Halliday, Marguerita Sylva and William Hain.

July 1, *Good News*, with Gertrude Niessen, Bobby Jarvis, Alice Dudley, Jack Cole, Marjorie Peterson, Audrey Christie, Jerry Goff and John Sheehan.

July 3, *The Vagabond King*, with Robert Halliday and Gertrude Niessen.

July 15, *Sunny*, with Gertrude Niessen,

Marjorie Peterson, Audrey Christie, Jerry Goff, Gil Lamb, Jane Seymour and John Sheehan.

July 22, *The Beloved Rogue*, cast to be announced later.

July 29, *The Cat and the Fiddle*, with Robert Halliday, Nancy McCord, Odette Myrtil, Bobby Jarvis, William Hain, Audrey Christie and Joseph Macaulay.

August 5, *The Desert Song*, with Robert Halliday, Nancy McCord, Odette Myrtil, Bobby Jarvis, William Hain, Audrey Christie and Helen Gray.

August 12, *Roberta*, with Gertrude Niessen, Odette Myrtil, Marguerita Sylva, Bobby Jarvis, William Hain and Jack Whiting.

August 19, *Lady in the Window*. Music by Sigmund Romberg; book and lyrics by Otto Harbach. Cast includes Robert Halliday, Nancy McCord, Jack Whiting, Audrey Christie, Gil Lamb, Rosemary Deering, Polly Dille, Una Val, Roy Gordon, Duke McHale, Earl MacVeigh, Al Downing, Victor Casmore, Marlon Huntley and others to be announced later.

The Municipal Opera's advance sale has already exceeded \$90,000, according to Paul Beismann, general manager, this despite the fact that the general ticket sale did not open until Monday, May 27, at the Muny Theater ticket box office in downtown St. Louis. John McManus and George Hirst will be first and second musical directors, respectively, for the season, while William Holbrook is dance director.

Paris Programs

PARIS, May 27.—With the *Saison de Paris* getting into swing this week, the vaude and picture houses have pepped up their shows. The Rex is offering a fine show with Della and Billy Mack, Florence Kope and George Campo and Company. Put on with the clever Mangan Girls and classy Mangan light and scenic effects, the show clicks nicely.

The Empire is also offering a good stage show, starring Ninon Vallin and including Mauricot, Jean, Jac and Joe; the Eight Prillis and the dancers Myrtil, Pacaud and Yia. All numbers score solidly, and Empire audiences are not easy.

The ABC headlines Cecile Sorel on a

long bill, including Tino Rossi, Mady and Company and Paul Berny. Lucienne Boyer and the Raya Sisters and Dolinoff are at the Bobino. Olympia has a Mangan stage production, with the Mangan Girls and the Four Kendalls. Six Lucky Girls are at the Lido. Mangan putting on floor show at the Ambassadeurs with the Diamond Brothers and the Mangan Girls. Calligari Boys and Three Ombras are at the Gaumont Palace.

Maurice Chevalier touring the sticks—five days, Capote, Marseille; three days, Gaumont, Toulouse, and others to follow. Roth and Shay are at the Kursaal, Geneva. Miller and Wilson are at the Barberini, Rome.

International Authors and Composers Seek Members

PARIS, May 27.—Among the important results of the recent convention of the International Confederation of Societies of Authors and Composers at Seville was the decision to endeavor to form an international federation of all writers and intellectuals so as to be able to work more effectively for clarification of authors' rights and other problems in all countries. Convention of authors and composers will be held in Germany next year and at Paris in 1937.

Switzerland Booking Many Acts

GENEVA, May 27.—Principal cities of Switzerland are becoming quite active in the amusement line and many theaters are booking good vaude talent. Kursaal, Geneva, running big *Hollywood Revue*, staged by Francis Mangan, and using acts such as Roth and Shay, Bert Faye, Doris Niles, Serge Leslie, Four Kraddockes and the 24 Mangan Girls. Five Kentucky Singers are at the Alhambra, Geneva. Zurich, Lausanne and Lucerne are also using acts. Many cabarets and dance halls operating.

More Units Up-State

NEW YORK, June 1.—The Dows have spotted three more units for up-State tours. Popeye opens tomorrow at Rome and Oneida, N. Y., for the Kallet-Comerford houses. The Chick Meyers *International Revue* opens June 9, and *Girls in Cellophane* unit opens June 16.

Opera Has Busy Week

NEW YORK, June 1.—Opera field had a busy week. Metropolitan Opera directors were planning tours by the singing troupe during the spring and fall of 1936 to Mexico, the Southwest and Canada, while work began at the Yankee Stadium for Alfredo Salmaggi's outdoor opera session slated to start June 9 with *Aida*. Salmaggi currently operates there at the New York Hippodrome. Summer shows will be on Sundays and include *Carmen*, *Pagliacci* and *Il Trovatore*. Salmaggi company also plans to go to three or four other key cities during the year.

New management of the Metropolitan figures opera will be a first-class good-will getter for this country, with radio and musical pictures helping along in musical appreciation. Also figured is the increased enthusiasm of the performers under the new direction. Any number of cities have requested the Metropolitan to sing there, including Memphis, Birmingham, San Antonio, El Paso and others. In the Canada view an important angle is that Edward Johnson, new managing director of the Metropolitan, is Canadian born.

N. Y. THEATERS

(Continued from page 3)

lar picketing in front of the Capitol Theater, which uses Local 306 men. The picketing tied up traffic and hurt business. The theater has threatened to seek an injunction against Allied. Meanwhile, Allied, Empire State and a third and new "union," United, are picketing many houses using Local 306 men. With the collapse of the NRA code system, the June 4 conference on a minimum wage scale for local picture operators has been called off. This means the field is wide open for cross picketing and inter-union fights.

Fist fights marked a mass demonstration in front of the Cohan by Local 306 Monday night. Three were arrested on charges of disorderly conduct.

BROADWAY PUNCH

(Continued from page 3)

but at least one house is expected to hang out the crepe next week.

All in all, the Gay White Way is anything but gay. With the sun bearing down hard enough to melt the asphalt, no one is looking for any spectacular business.

CHICAGO RELIEF

(Continued from page 3)

were not on relief. If our project were allowed to carry on we could take care of several hundred actors.

Lyons, the county administrator, came to his job from social service work and according to Dr. Wall has had no experience with the problems of actors. Dr. Wall plans to bring pressure to bear wherever he can to assure some action that will give the actors immediate relief.

Melville Burke, with two tryouts definitely set for the season. They are *All Thru the Night*, by Parker Fennelly, and *The Stag at Bay*, by Moffat Johnston, the actor. Among the others will be *Romance*, *10-Minute Alibi*, *June Moon* and *Biography*, and actors who will appear at one time or another include Owen Davis Jr., Grant Mills, Mary Phillips, Ruth Weston and Mary Rogers.

The Garrick Players, Kennebunkport, Me., open their eight-week season July 10, under the direction of James Furness, also of Yale. The play roster includes *Murray Hill* (opening bill), *Mrs. Moonlight*, *Outward Bound*, *The Wren*, *Hay Fever*, *Charles II*, *The Solid South* and an old-time meller. Company includes Robert C. Currier, Robert R. Reed, Muriel Pearce, Sela Krebs, Dorothy Mannars, Janet Marshall, George Nichols, John Straub, Isabel Hallin and Barbara York. Five performances a week.

The Flagler Players opened Decoration Day at Fallsburg, N. Y., under the direction of Ernest D. Glucksman, with Ernest Gilbert's revue, *Around the Clock*.

The Reginald Goode Players open their second season June 7 at Clinton Hollow, N. Y., with *Broken Dishes*.

Frank Moulan will direct the Rockridge Theater's Gilbert and Sullivan season at Carmel, N. Y., beginning July 19.

The Red Barn Theater at Saugerties, (See HAYSEED CROP on page 71)

Hayseed Crop Continues Big As Season Swings Under Way

NEW YORK, June 1.—The summer season of 1935 officially gets under way today, with groups all over the country starting or ready to start. Many pulled up the first curtain Decoration Day. From reports, this may prove to be the boom year of the hayseed drama, despite the fact that pre-season reports indicated a falling off—and also despite the fact that Equity has stepped into the picture with more stringent rulings to safeguard the welfare of players who have endured the rigors of cowbarn tramping in return for coffee, cake and mosquito bites. The bites were often better quality than the cake.

The Atlantic seaboard this season looks as tho it will have sheep-and-chicken showspots pitting it like smallpox. Announcements of cowshed activities have piled up. Following is an early-season listing of them:

The Barter Theater at Abingdon, Va., will be directed by Allen Delano, Edward Forbes and Harold Bassage.

The Barnstormers, opening at Tamworth, N. H., have listed Aldous Huxley's *World of Light* and Francis Bosworth's *The Fields Beyond*. Former, dealing with spiritualism, was produced in London in 1931.

The Robin Hood Theater, Arden, Del., will open with *Goodbye Again*, Beatrice Pons in the cast.

Lawrence Langner's Westport Country Playhouse, the reopening of which was at first doubtful, will have a new policy. Season starts July 1, with a permanent company to appear in three classical revivals, Wycherley's *The Country Wife* leading off. In addition, three tryouts for independent managements will be housed, with the casts later to appear in them on Broadway. Of these, *The Long Frontier* (Max Gordon), a play by Mildred Knopf with Katherine Alexander in the lead, is already set.

The Hopatcong Broadway Players, under the management of Charles Heldt, will not resume this year after two summers at their stand at Netcong, N. J.

Point Pleasant Playshop is staging Hans Rastede's *Tempest Calm* this weekend at Bay Head, N. J.

Marie Nolan's Community Playhouse opens July 4 at Bloomfield, N. J., for a nine-week season. *The Shining Hour* leads off.

Berkshire Playhouse has set Greta Keller, Viennese singer, for a week of *Enter Madame*, starting August 22.

The Vineyard Players at Marthas Vineyard, Mass., start July 1, with Robert Webb Lawrence directing. Several of this season's Broadway shows will be included.

The Beach Theater will this year spread away from its West Falmouth headquarters, playing Mondays and Tuesdays at the Nantucket Yacht Club and the remaining days on the home grounds. *Post Road*, with Mary Sargent, leads off July 15.

The Hampton Players open their ninth season at the Parrish Memorial Hall, Southampton, July 10, with casting now going on. Felix Jacoves is managing director in the absence of H. C. Potter and George Haight, both of whom are on the Coast.

The South County Players, a new group, will operate from July 2 to August 31 at Mantunuck, R. I., with Halsted Welles, of Yale, directing. A new one by Molnar is promised, and *Accent on Youth*, *Post Road* and *Petticoat Fever* are also mentioned, with selection being left to an advisory committee of summer residents. J. Edward Hambleton will manage and Amory Bradford is business manager.

The Kingston Playhouse will open its second season July 1 on the campus of Rhode Island State College, Kingston, with a dramatic arts department added this year, under the direction of Elizabeth Averill. She will be associated with Lucy Swift, Remington Korper, Everett Ripley and Stanley Wood in operating the playhouse.

The Lakewood Theater at Skowhegan, Me., begins today under the direction of

LAST CALL For Contestants

OCEAN CITY, MD., June 8th.

Steve Barr, Jack Murphy, Joe Palooka, Pal Nelles, Pete Trimble, Danny Gold, Bobbie Holbert, Josephine Manning, Eddie Kish, Lenia Strong, Frankie Sharabak, Al Smith, Ruth Smith and all others who know Ansty Dowdell, come on.

WANTED for RAY HOWELL PLAYERS

THREE-DAY STANDS.

Young Team, Inzanes and General Business Man, Musicians doubling canvas. Please state salary and what you do. Wire Seagraves, TEXAS.

NOTICE SHOWMEN

Good, responsible, full evening entertainment. Traveling shows set in touch with us for engagement June 19, at Casper, Wyo. HAL TANNER-HILL, Consolidated Western Amusements, O-S Bldg., Casper, Wyo.

WANTED—A young Medicine Team, lady must play hot piano, read, fake, transpose; man Toby, work all acts, change doubles and singles for two weeks. Make salary low for summer. Other useful people write. DR. R. E. LEWIS, General Delivery, East St. Louis, Ill.

WANTED—STANDARD CAFE ACTS. Twelve weeks' bookings available here. Write all first letter. Send photos. LARRY KENNITH ATTRACTIONS, 1500 Rockland Ave., Pittsburgh, Pa.

WANTED—Experienced Performers, Free Platform Medicine Show, Colored Entertainer with music, for No. 2 Show, No tickets. G. TEX WORTH, Littlestown, Pa.

WMCA Plans Shaping Up

Theater man chosen as head of Artist Bureau—6 stations serviced

NEW YORK, June 1.—WMCA, New York, is continuing its expansion along various lines, two developments this week, taking in addition of two more stations on the Intercity group and the expected settling today of a deal with Zack Freedman, former theater man, to head the new WMCA artists' bureau. Donald Flamm, WMCA president, said this morning that he expected to conclude his arrangements with Friedman later in the day. Friedman formerly managed theaters and was managing director until recently of the Fox Brooklyn.

New stations taking WMCA program service on the Intercity linkage are WMEC, Boston, and WPRO, Providence. Previously on the hookup were WIP, Philadelphia; WCBM, Baltimore; WOL, Washington; and WDEL, Wilmington. Originally it was stressed that Intercity was not a network, with Flamm reiterating this again today. Nevertheless, the trade feels that that is what Flamm hopes to accomplish, especially in view of the fact that sales-promotion efforts are under way for Intercity. Flamm is also negotiating with another station in New Hampshire. WIXBS in Waterbury, Conn., was expected to join the lineup but has decided to build programs locally instead of getting them from New York. Waterbury outlet, as all the other stations on Intercity, was with American Broadcasting System until it folded. Later they were fed by WHN, New York.

Flamm's deal with the stations, it is said, calls for the out-of-towners to pay line charges, plus any other expenses involved in getting the shows to the broadcasters. New England stations are said to be splitting the costs between them. Lines are thru A. T. & T. Line costs are absorbed by the stations for commercial sale, with WMCA collecting sales commission on any business sold.

Alfred Hall stepped in this week as WMCA's new program director, replacing Lewis Reid, formerly with WOR, resigned. Ella Phillips left the continuity department to go Marschalk and Pratt as assistant to Dave Elman.

Kraft Seeks Early Spot on Any Chain

NEW YORK, June 3.—The strongest three-hour sequence on the air is definitely threatened with a break within a possible six months, due to the fact the Kraft Phenix Cheese Corporation and the J. Walter Thompson Agency believe the Paul Whiteman show is on too late in the East to get the full benefit of the cheese buyers of the household.

Show, which is on 10-11 p.m. EDT in the East, hits distant points fairly satisfactory, and follows the Rudy Vallee and Maxwell House Showboat programs respectively. Kraft is committed to remain where it is for at least six months due to contracts. Plans under consideration have been a switch to another network in order to get an earlier period, and instead of one show doing a repeat broadcast if necessary; also the running of two half hours weekly if a full hour is not available.

It is understood that Kraft has no objection to making a complete switch to CBS. However, Whiteman is an NBC signed artist and his agreements with ad agencies or sponsors provide that the NBC network must be used. Whiteman has at least six months to go on present contracts with J. Walter Thompson Agency.

LINCOLN DELLAR has joined the sales staff of Radio Sales, CBS subsidiary organization, which is the national advertising department for owned and operated outlets. Dellar has been with Don Lee Station KGB for the last two years and has had advertising experience before that.

Saturdays Off

NEW YORK, June 1.—The major networks, NBC and CBS, have declared Saturday holidays for practically all office employees. Only skeleton staffs will be on this day for the hot weather, in some cases the departments being closed, or one person being delegated to come in.

Same plan was in effect last summer also and seems to have got its start at CBS.

Two Coast Regionals Now in the Making

SAN FRANCISCO, June 3.—Talk of two new networks on the Pacific Coast, still in the formative or "whispering" stages, has become insistent. Radio interests are reported planning co-operative operations involving smaller stations in Northern and Southern California, to be run on a basis somewhat resembling a network. Couple of bay region and less prominent stations are said to be in on the deal, and headquarters will be established in San Francisco and Los Angeles.

It is said that a web of major proportions will also emerge from the ether uncertainties before the year is out, and under guidance of William Randolph Hearst, who recently acquired KELW and KTM in Los Angeles. Hearst is concentrating his radio efforts in Southern California in building up KTM, and from all indications it will form the basis for the new network.

KYA, San Francisco, cannot be included in the network for more than three years because of an agreement with NBC made when Hearst acquired the station, which is the voice of *The San Francisco Examiner*. Agreement was that KYA couldn't be included in a chain for five years. To get a Northern California outlet Hearst is reported to be dickering with the Don Lee network. The rumor has been circulated for some months, with the report getting hotter daily. Don Lee network, with eight stations in California, is affiliated with CBS.

"Today's Children" For Two More Years

CHICAGO, June 1.—Irna Phillips and Walter Wicker, co-authors of *Today's Children*, radio dramatic serial which this month begins its fourth year on the air, have been signed for two more years by the sponsor, the Pillsbury Flour Mills. The new contract runs until June, 1937.

Besides their collaboration on *Today's Children* both writers have shows of their own. Miss Phillips writes *Masquerade*, a five-times-a-week dramatic serial, and *Welcome Valley*, Edgar Guest's program which is sponsored by Household Finance Corporation. Mr. Wicker writes, produces and acts in *Song of the City*, sponsored by the Procter & Gamble Company. All of their programs are over the NBC net.

New ET Program Library by NBC; Build-Up Started for NAB Meeting

NEW YORK, June 1.—National Broadcasting Company will announce the name of its new library program service, electrically transcribed, on June 15, following that up by exhibiting the complete setup at the National Association of Broadcasters' convention in July at Colorado Springs. NBC is handling the announcements along "teaser" campaign lines.

Network is now busy recording the units for its new service, which will start stations off with a library of 400 units to start and issue 40 additional units each month. This is less than World Broadcasting System and more than Standard Radio issue. World issues 1,000 units to start and 32 per month. NBC spokesmen declare, however, that the cost of the chain's library will be cheaper than either of the services now in the field. While holding back on a specific and detailed announcement, NBC is advising stations to hold up on buying e. t. service.

Feature of NBC's set up will be that regular NBC talent will record programs.

Broadcasters Real Anxious To Obtain ASCAP Agreement

Will probably sign up before week is out—many new angles crop up daily—adverse New Deal decision is held ASCAP aid—webs wish to avoid U. S. courts

NEW YORK, June 3.—Another conference is scheduled today between the broadcasters' committee (practically composed of the National Association of Broadcasters' Copyright Committee) and the committee representing the American Society of Composers, Authors and Publishers. The broadcasters, especially the networks, are hot for an immediate continuation pact, also ASCAP proffered the conferences originally, as exclusively reported in *The Billboard* at that time. Network officials would sign on the dotted line today insofar as their respective chains are concerned, which also goes for large indies, but ASCAP is now the one holding off a little, wondering whether there isn't the proverbial catch somewhere in the anxiousness of the broadcasters. The prevailing rate of 5 per cent of the gross for sale of station facilities is the basis of the proposed agreements for the next five years from September 1.

AFM To Consider MCA-CBS Charges

NEW YORK, June 1.—Alleged infractions of union rules by the Columbia Broadcasting System's band booking department and the Music Corporation of America will be made an issue at the convention of the American Federation of Musicians, starting June 9, in Asbury Park, N. J. This was indicated yesterday by Local 802, AFM, in confirming reports that the local is investigating charges against both booking offices. It was further stated that Jules Stein, MCA president, has intentions of attending the convention, altho he is not a member, to answer the claims.

No official comment was to be made yesterday, an 802 official stated, the local evidently preferring to wait until further evidence is in hand. It is understood that a number of affidavits, substantiating the allegations, have already been turned over to the local.

Two charges are principally involved.

Program Overseer Appointed by CBS

NEW YORK, June 1.—Gilson B. Gray, former newspaper and advertising agency man, was appointed as the Columbia Broadcasting commercial editor, or censor, this week, in line with the CBS policy announcement recently. Gray will see to it that commercial credits on the program stay as sweet as they should be, but maybe aren't.

Gray was previously with the Darcy advertising agency and *The New York Times* and *Herald-Tribune*.

NBC instituted such a spot months ago.

TONY THE WOP, formerly for several years with Al Pearce's Gang on the West Coast, was an arrival in Cincinnati last week. He is framing a new radio turn with Mildred Bohn, Cincinnati accordionist, which they are slated to break in over a Cincinnati station soon.

In the case of World Broadcasting, while recognized and standard name performers may make the recordings, none of them use their real names, adopting pseudonyms. This, it is claimed, will give the NBC clients a break in that acts already known because of their network programs, will be on the wax.

Start of the recorded service will, apparently, place NBC in a position of semi-station representation. Network, of course, has always represented its stations for sales, but this will be increased some extent with the new stations that are expected to go on the program service list. Complete working out of this arrangement is also to be announced soon.

NBC has imported Maurice Wetzel from Chicago to New York for a while to huddle with Lloyd Egner, in charge of NBC's transcription service. Wetzel will handle the service in Chicago. He has been in NBC's Chi studios as assistant production manager and announcers' supervisor for the past four years.

Apparently the threat by the Warner group of publishers to license performing rights on their own is being passed up by the radio men. Networks are signing up new business and are committed to guarantee the use of the copyrighted music in ASCAP and other catalogs, and this music must absolutely be made available by orders from both the NBC and CBS network chief executives. The phrase seems to be: "Get us the ASCAP licenses and never mind about the government suit." The chains also wish to avoid interstate commerce classification.

ASCAP appears to be insisting that the suit be tried, and if it is called off it will have to be done by the broadcasters. Obviously ASCAP is not in a position to do so. What the motion picture and hotel men interests will do about it is problematical, but presumably they will yell for the suit to be tried, regardless of what deals are made by radio, altho such a deal will considerably weaken the government's case.

Altho the fees will be about the same being paid now, with a small revision perhaps in the current network pacts, all agreements made hereafter will be as a group, with no private deals and a one-style rate card for all. This so-called rate card will be open to all so that no private chiseling will take place or special favors sought by some broadcasters.

Whether or not Warners come into the ASCAP deal again, the 5 per cent will prevail and such broadcasters who insist upon the music of a catalog that has been withdrawn will have the alternative of breaking their ASCAP agreement.

Writers May Sue

In the event that such a group as the Warner subsidiaries withdraw from ASCAP and fail to sign up at the end of the year, there is a strong possibility that ASCAP will bring suit against the withdrawing publishers in question, the suit being on behalf of the writers who will claim half of the copyright ownership.

It is doubtful that such writers as Sigmond Romberg, Jerome Kern and other musical comedy composers will permit their wares to be licensed by an organization other than ASCAP. However, ASCAP only agrees to deliver "substantially" the same catalog now in its fold.

The second quarterly dividend to be distributed by ASCAP will probably be the largest in its history and exceed \$700,000 for the quarter ending June 30.

Chi Radio People In Own Clubrooms

CHICAGO, June 1.—Local radio people are to have their own clubrooms here shortly, where they can spend their leisure time, read, study, dine—in short, have all the advantages of a first-class club.

An organization has been formed known as the Radio Club. Its members are people actively engaged in all kinds of broadcasting activities and they include most of the people prominent in Chicago air circles. Quarters have been secured at 33 North Wells street, and the work of remodeling the premises is nearing completion. There will be reading rooms, lounges and a library, also a first-class restaurant and grillroom.

Continental Orchestra Corporation
HOTEL UTICA, UTICA, N. Y.
Exclusive Management
JAN CAMPBELL
AND HIS N. B. C. ORCHESTRA.

STAN HALL
AND HIS BAND OF A MILLION-AIRS

LEE BARTON
AND HIS ORCHESTRA.

LEW REDMAN'S
BELL HOPS
TWELVE COLORED RHYTHMICS.

Broadway's Sensation
PAUL MARTELL
AND HIS ORCHESTRA
75th Week Arcadia Ballroom, New York


FREDDY AND HIS ORCHESTRA
Master of Ceremonies at the ROXY THEATRE, New York. Indefinite Run.

MACK

ERNIE WARREN
AND HIS ORCHESTRA.
Direction, IRVING MILLS ARTISTS, Inc.
799 7th Avenue, New York, N. Y.

UNCLE EZRA
(PAT BARRETT)
Monday, Wednesday, Friday
7:45 P.M., EST.
NBC-RED NETWORK.
(Courtesy Alka-Seltzer.)

HENRI GENDRON
and his **AMBASSADORS**
NOW ON TOUR.



GENE AUTRY
The Original Oklahoma Yodeling Cowboy and His Boys.
Broadcasting daily from Station WHAS, Louisville, selling his famous Song Books and making Personal Appearances. Returns to Hollywood about April 20. Will make Personal Appearances on way west.
Write J. J. FRANK,
Care Billboard, Chicago, for Dates.

"BUDDY WELCOME" Featuring **EDDIE RYAN.**
AND ORCHESTRA^{ABE M. PARDOLL, Mgr.}
Coast to Coast, WABC.
DIRECTION
ORCHESTRA CORP. OF AMERICA.
1619 Broadway, New York, N. Y.

Joe REICHMAN
and his ORCHESTRA
Now Playing
WALDORF-ASTORIA
New York, N. Y.

NRA Flop Hits Equity Hope Of Organizing Radio Actor

AEA spent considerable money obtaining surveys plus other features which it built up—expected some move on its questionnaire sent out by Code Authority

NEW YORK, June 1.—Collapse of the National Recovery Administration, after the decision of the United States Supreme Court, was a blow to Equity's hopes of providing labor provisions in the NRA radio code, now a thing of the past, it was admitted yesterday by Frank Gillmore, president of the Actors' Association. Equity had been working on getting provisions for radio actors in the code ever since the NRA started two years ago. Organization has gone to considerable expense in conducting surveys of the radio employment field thruout the country, using the results to formulate its demands. NRA collapse came just at the time Equity expected action, after what amounted to a two years' stall from the Code Authority and the broadcasters, with questionnaires sent out to the stations recently to obtain data concerning employment conditions of actors in the industry. It was hoped provisions covering the mike thespians would be drawn from these facts. This followed a fight by Equity to get approval to include actors in the labor classification.

Course left open to Equity now is to continue its drive for radio membership. Demise of the NRA, as it affects radio, has not had much discussion at Equity, due to the association's annual meeting this week. A radio committee recently appointed by Equity is handling activities in that field, altho no definite recommendations have been made yet.

WOR To Feed More Programs to MBS

NEW YORK, June 1.—Signing by WOR of Julius Sebach as program director is taken as an additional indication of the expected expansion of Mutual Broadcasting System. Belief is that WOR is building its programs and adding names, as outlined in *The Billboard* several weeks ago, with an eye to feeding more programs to its chain affiliates. Most important also is the statement by a WOR official that the station will increase its program budget over the present limit in the fall, maintaining the same financial setup as is now in force over the summer. Station is said to pay about \$3,000 weekly now for its sustaining schedule, including musicians.

MBS has previously pointed out two ways for new stations to come on the network, either as a straightaway member or taking a buildup, thru MBS programs, with the chain selling time on the station and receiving commissions. Network is also setting up its sales department on a new arrangement, another expansion factor.

Another CBS Dividend

NEW YORK, June 1. — Columbia Broadcasting System continues to do all right, announcing the payment of another regular quarterly dividend on June 28 to stockholders of record as of June 14. CBS has been making these payments steadily now for one year, last being in February. During the same period the chain also effected another melon cut in the way of a stock splitup as an additional dividend.

New Biz, Renewals

NEW YORK, June 1.—New business on the Columbia network includes: **STANDARD OIL CO. OF NEW JERSEY**, thru Marshalk & Pratt, starting July 8 on WABC and 36 stations, Monday 8-8:30 p.m. EDST. Guy Lombardo and his orchestra.

AFFILIATED SALES, INC., thru Blackett-Sample-Hummert, Inc., Chicago. **RENEWS** effective July 15 on WABC and 18 stations. Program is *Marie, the Little French Princess*.

EDNA WALLACE HOPPER COSMETICS, thru Blackett-Sample-Hummert, Inc., New York, starts July 15 on 17 stations, from WBBM, Chicago. Program is *Romance of Helen Trent*.

HOUSEHOLD FINANCE CO., thru Charles Daniel Frey Co. **RENEWS** effective July 1 on WABC only Monday and Wednesday 6:30-6:45 p. m. EDST, program originating in WGAI, Philadelphia, and consisting of Anthony Candelori orchestra and vocalist.

GULF REFINING CO., thru Cecil, War- (See *NEW BIZ* on page 10)

Salable News For CBS Spots

Web official says outlets insist upon news they can sell to meet competition

NEW YORK, June 1.—Conferences were held this week between network-owned and operated stations of both major networks and the United Press, subject being the practicability of those outlets signing up for UP's news service for radio. Edward Klauber, CBS vice-president, said stations cannot buck opposition in their respective cities when they are limited to Press Radio's two five-minute daily spots, which cannot be sold commercially. Meanwhile UP added WXYZ, Detroit (MBS); CKLW, Windsor (CBS until September); and KSO, Des Moines, to its list of customers.

If the chain stations should buy such a service from either UP or International News Service, Press Radio Bureau would remain unaffected. PRB will continue to send thru its bulletins and flashes for network consumption.

News situation, as it has been for the past few weeks, kept sizzling, with the defendants in the suit for over \$1,000,000 brought by Transradio meeting to discuss their actions in the case. Transradio was reported losing WAVE, Louisville, to UP, altho not confirmed. TR also added some stations, as it has been steadily.

A representative of the publishers said today that he felt UP and INS would add stations faster if they cut their rates. WMCA, New York, may take INS's services. It now uses Press Radio.

Aylesworth Rumor Again; Reported Going to G. E.

SCHENECTADY, June 1.—Sources close to the General Electric Company report that Merlin H. Aylesworth, president of the National Broadcasting Company and Radio-Keith-Orpheum, will shortly resign those posts to join General Electric. No date is offered in connection with this well-authenticated report. It is said that Aylesworth's position will be a vice-presidency in charge of public relations.

Richard C. Patterson, now executive vice-president of NBC, is named as Aylesworth's successor with the chain.

Hosiery Account On Panama Ether

NEW YORK, June 1. — Holeproof Hosiery Company has signed for a commercial series on HP5B, Panama, stocking company taking 13 quarter-hour periods. Advertising agency is Maxon, Inc., with Conquest Alliance Company representing the station.

Sponsor is leaving the selection of program, talent and starting date to its local distributor and the CA representative in Panama.

Four Esquires, quartet of high-school youngsters on KFWE amateur program, have landed in pictures via the ether route. Radio Pictures has signed the chaps for a bit in *Old Man Rhythm*.

CONSOLIDATED RADIO ARTISTS, INC.
CHARLES E. GREEN, PRES.
1619 Broadway, New York, N. Y.

ANGELO FERDINANDO
AND HIS ORCHESTRA.
NBC NETWORK
HOTEL GREAT NORTHERN
118 W. 57th St., N. Y. City.
Dir. CONSOLIDATED RADIO ARTISTS,
1619 Broadway, New York, N. Y.

LEON NOW ON TOUR
"SNOOKS"
Direction: Consolidated Radio Artists, 1619 Broadway, New York City.
FRIEDMAN

HARRY RESER. WEAF Network Coast to Coast Management: National Broadcasting Company.
WRIGLEY'S SPEARMINT TOOTH PASTE HOUR
Tour Direction: CHARLES E. GREEN
1619 Broadway, New York, N. Y.

★ **BILL SCOTTI** and his **N. B. C. ORCHESTRA**
HOTEL BILTMORE.
Direction: NBO Artists' Bureau.
Personal Management: CHARLES E. GREEN,
1619 Broadway, New York, N. Y.

EMIL VELAZCO
and his ORCHESTRA
NOW ON TOUR.
The World's Only Dance Orchestra Using a Full-Toned \$15,000 Portable Pipe Organ.
Personal Management CHARLES E. GREEN,
1619 Broadway, New York, N. Y.

HOWARD WOODS
and his *Royal Crest Orchestra*
NOW ON TOUR
Direction CHARLES E. GREEN, 1619 Broadway, New York City.

Broadcasting Via WTIC-NBO.
ANDREWS AND HIS **ORCHESTRA**
NOW ON TOUR.
Dir. CONSOLIDATED RADIO ARTISTS,
1619 Broadway, New York, N. Y.

MRS.
LOUIS ARMSTRONG
AND HER KINGS OF RHYTHM.
FEATURING KING LOUIS II.
NOW ON TOUR.
Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York, N. Y.

McKINNEY'S COTTON PICKERS
Personal Direction WILLIAM McKINNEY.
NOW ON TOUR.
Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York City.

?FRANK MORGAN?
Will answer this question on the Inside Front Cover of the June 29 issue of The Billboard.

HILTON SISTERS
World Famous Siamese Twins
NOW ON TOUR
Direction 1619 Broadway, New York, N. Y.
FRANK FISHMAN.

JERRY JOHNSON
AND HIS ORCHESTRA
Now on Tour.
ORCHESTRA CORPORATION OF AMERICA.
1619 Broadway, New York, N. Y.

End your correspondence to advertisers by mentioning The Billboard.

GERTRUDE BERG

OF "THE HOUSE OF GLASS"

extends thanks to those whose well-wishes have inspired us and have contributed so much to the success of the program.

WEDNESDAYS • 8³⁰ P.M. • WJZ NETWORK

FERDINANDO
THE INTERNATIONAL FAVORITE OF DANCE
FELIX
And His MUSIC.
PALORAMA CAFE
SCHENECTADY
NEW YORK

Now Appearing
RINGSIDE CLUB,
Ft. Worth, Tex.

**ROBERT
GELTMAN**
AND HIS
ORCHESTRA
"THE ROMANGERS."

On the Air Daily
Via
Station KWK.
Addr. Robert Geltman,
Fenway Hotel, Cleveland.

DON RICHARDS
AND HIS MUSIC.
Personal Direction MEYER DAVIS.

Now in
The Caprice
Room,
HOTEL
WEYLIN,
New York.

Beginning
June 15th
VIVIAN
JOHN-
SON'S
Monmouth
Beach.

★ AUGIE
PALO
AND HIS ORCHESTRA.
Now Playing Leading RKO Theatres with
Manny King's "Vanity Fair" Revue.

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

STATION NOTES

Address All Communications to the New York Office

WMPJ, Daytona Beach, Fla., finds that one of its most popular features is the tri-weekly broadcasts by Jimmy Kerr, invalid, who has been bedridden for the past two years. Entertainment is hill-billy singing with guitar and is a sustaining. Commercial department of the station reports a big increase in its sponsored programs for the summer season in place of usual letdown at this time of the year. The increase is attributed to the national publicity campaign for summer visitors conducted by Daytona Beach and merchants increased their ad budgets accordingly to cash in on the greater transient trade.

WSM, Nashville, has completed arrangements whereby it will exchange programs with WLW, Cincinnati, the agreement to hold good during the summer months at least. First program fed by WLW to WSM is the Crosley Showboat, Thursday nights at 9:30 p.m. CST. Within the next week or so WSM will feed one of its programs to WLW. The reciprocal agreement is particularly important since both stations have many institutional sustainings. WLW for the Crosley products and WSM is owned by the National Life and Accident Insurance Company.

WROK, Rockford, Ill., which broadcast the news of the demise of Jane Addams within a half hour of her passing, followed it up the same evening with a quarter-hour memorial service broadcast under the direction of Mrs. Beulah Selby, of the WROK staff. Prominent personal friends of Jane Addams were brought to the microphone, as well as others, in one of the fastest and most timely programs of its kind ever staged.

HUGH CROSS and his Georgie Porgie Boys, sponsored by Georgie Porgie cereal, concluded their commercial on WVVVA, Wheeling, W. Va., which they have been doing the past season and open a six-week series of theater engagements in Pennsylvania and West Virginia. With Cross are Shug Fisher, Tommy Pritchett, Ray Gulley and Ted Krey in an unusually fine hillbilly act.

KMOX, St. Louis, got a rather bad break in the weather last week insofar as broadcasting the home games of the St. Louis Cardinals was concerned. The N. Y. Giants arrived from Chicago and

departed a few days later without tossing out a ball. The Kellogg Company, sponsor of the games, picks up another major-league game when there is nothing doing for either home team. *The Billboard* correspondent knows this item by heart—he had the Giants in the "baseball pool."

KNX, Hollywood, tied in with a good stunt last week when Lawrence King dedicated a song to Mrs. Margaret Wells, who was celebrating her 102d birthday at Fort Bragg, Calif., at a public reception in her honor. KNX arranged to have a public-address system installed so that the program coming from the station would receive due attention. Congratulatory remarks were heard in addition to the song.

WHN, New York, believes in giving an artist plenty of elbow room if the fan mail warrants it or any other factor. Nancy Clancy, who did the Irish lassie stuff on the station's Early Bird program with Perry Charles, began to drag down for herself a goodly portion of the letters, and without asking the gal for any further credentials the station is putting her on each morning at 9 in a spot of her own.

CHORUS EQUITY

(Continued from page 4)
ing and the annual operating loss has been cut 75 per cent. Thirteen members graduated into principals and joined Equity during the past year, and only one member was suspended for jumping a contract.
The closing of the 13-year-old dancing school of the association was blamed on the emergency relief free dance school, which attracted pupils who had formerly supported the Chorus Equity classes.

Mrs. Bryant pointed out that in the legitimate theater the minimum wage scale has been maintained despite four years of depression. On the subject of Sunday shows, she said they appear to be inevitable and suggested that perhaps a two-eighths salary for Sunday shows and a week day off would be a fair solution. She warned against making two stringent demands for pay for rehearsals, claiming impossible demands might curtail production.

The official ticket was elected. It comprises Paul Dullzell, chairman of executive committee; Henrietta Merri-

Robert H. Edson Presents
JACKIE MAYE
"The Night Club Nightingale."
INTERNATIONAL FAVORITE OF SONG.
1580 Broadway, New York, N. Y.
Phone: LOngrave 5-8797.

ANNE BOLAND
"Songs of Love"
NOW
ON
TOUR

"GULF HEADLINERS" • 8:30-9:30 P.M.
FRANK WABC-CBS
MUSICAL DIRECTOR
T
"THE GREAT WALTZ"
• Center Theatre, N. Y.

MIMI CHEVALIER
"The Flavor of France in Songs of Romance."
Radio, Stage, Screen,
Hotel Weylin, N. Y. C.

"MIKE"
DURSO
The Voice of the Golden Trombone
AND HIS ORCHESTRA
Now Appearing **DELMONICO'S** B'way at 51st St., N. Y. C.

BOB FRIDKIN
★
★ The International Maestro
AND HIS MUSIC
Now on Tour ★ Gordon Flood, Rep.
★ Jack Pomeroy Productions,
1697 Broadway, N. Y. C.

man, recording secretary, and Frank Weiner, Kathryn Richmond, Jean Woods, Gertrude Rittenhouse, Tina Marie Jensen, Gerald Moore and John Walsh for the council.

PROGRAM REVIEWS

(EDST Unless Otherwise Indicated.)

Sophie Tucker Music Hall

Reviewed Thursday, 7-7:30 p.m. Style—Comedienne emcee and guests. Sustaining on WHN (New York).

Miss Tucker appears with a band as well as her own accompanist, acts as mistress of ceremonies and, of course, offers a couple of songs of her own, plus the short sketches built around the tunes in question. Usually there is a guest name act on hand, star on this occasion being Harry Richman. Richman was introduced on the program last week, Miss Tucker telling about the Cincinnati mother who came to her while she played that city and told her about the promising talent of her boy, Harry. WHN was the first station to get the benefit of Richman's voice and, as promised, he returned this week to do a song for Sophie. A fair run of talent is presented generally, most of it being of vaude origin, the intent being to put on such entertainers who have not been given a good chance to come out or whose possibilities have not yet been brought to light.

The average of the entertainment is quite good, individual spots being held down nicely, and the artists well sold by Miss Tucker. Appearing regularly, more or less, is Roulette, girl doing stooze type of dialect comedy and not bad; working with Miss Tucker, she revealed some real funny material. Gal is appearing on the Loew Circuit currently. While it is to be expected that comedians are apt to be scarce, sufficient vocal and instrumental talent of a high order seems plentiful, and insofar as the laughs are concerned these could be taken care by Sophie herself. Rehearsing and a tighter show with well-chosen and balanced fare would make this easily a worth-while proposition for an advertiser. Not that this comedienne needs other talent on her program, but based on her idea of putting forth a helping hand to other artists and the resultant different type of show. Program does not stick to the straight half hour, but runs five or more minutes over. M. H. S.

"Mobil Magazine"

Reviewed Thursday, 9-9:30 p.m. PST. Style—Variety show. Sponsor—General Petroleum Corporation. Station—KHJ, Los Angeles, and 12 stations of the Columbia-Don Lee Coast network.

Labeling the various features as pages in an imaginary magazine issued once a week, *The Mobil Magazine* program, produced at KHJ for Coast stations, has developed in the short period of two months into one of the best variety programs on Western stations. Half hour is divided up into musical comedy numbers, light opera, thrilling true-to-life experiences, interviews with prominent individuals, popular selections, oddities in the news and orchestral numbers.

The "Girl on the Cover" of this week's magazine is "Here Comes Cookie," splendidly presented by David Broekman and his orchestra. On "page two" is the "Drama in the News" department, with this week's drama depicting the steel-like nerve and heroism of Sir Charles Kingsford-Smith when he saved the Southern Cross, the life of his co-pilot and himself from a watery grave 800 miles at sea. Members of the station's dramatic staff take part in these reenactments of outstanding incidents.

Subsequent pages are given over to an interview by Lindsay Mac Harrie with Paul Armstrong, general manager of the California Fruit Growers' Exchange; the hit song of the week department, with Robert Snyder, tenor, singing *In the Middle of a Kiss*; Maurine Marselles, Mobil's First Lady of Song, offering *I'm Just an Ordinary Human*; a short short story presentation of a three-minute

sketch entitled *Turn on the Heat*, and a back-cover presentation of *American Indian Melodies*, drawn from the works of Victor Herbert and Rudolph Friml and featuring Nadine Connor, Marshall Sohl and the mixed chorus with Broekman's Orchestra.

Short short stories are purchased by General Petroleum from listeners-in and \$10 is paid for each one used. P. W. B.

For Women Only

Reviewed Thursday, 3:40-3:45 p.m. Style—News talk. Sustaining on WOR (Newark).

For Women Only is the new news service recently inaugurated by Transradio News Service, consisting of news items, angles and commentary aimed for femme consumption only. It fits into that category and no mistake and is strictly lady stuff. Very possibly it could even stand expansion to 10 minutes, provided there is sufficient news available. If not fashions, etc., can always be used to fill in. Material is well written and the delivery of Rosaline Green is good. J. F.

Louis Prima

Reviewed Thursday, 8-9 p.m. Style—"Swing" band. Sponsor—Standard Brands, Inc. Station—WEAF (NBC network).

Louis Prima's razzmatazz scorching rhythm sextet should have been on the air before and should be on the air now regularly. Prima and his gang play at the Famous Door, nitery in the 50s owned and operated by a group of musicians and catering to the show business crowd. He's been quite successful there and will be equally so as a broadcaster. Music is plenty torrid, but not noisy or blaring. Martha Raye, legit and vaude singer, appeared with the band on the Vallee program, her hot singing fitting into the combination neatly. J. F.

"Road to Fame"

Reviewed Monday, 8:30-9 EST. Style—Amateur show. Sponsor—Rocket Gasoline. Station—KHJ (Los Angeles and 12 stations of the Columbia-Don Lee Coast network).

Using Frank Gill and Bill Demling, two popular Coast purveyors of rapid-fire repartee, as joint masters of ceremonies, the new *Road to Fame* amateur show is by far the best of the simon-pure shows on Coast stations. First program presented only six amateurs with each one given a fair chance to do their act without gangs, time clocks, etc.

Program opened with David Broekman and his orchestra playing *Everything's Been Done Before*, an appropriate number for an amateur hour. Gill and Demling step before the microphones for a few short and snappy gags and then amateur number one is presented. Numbers two and three follow with the two emcees doing a few stunts between numbers. Between the third and fourth amateur Broekman again breaks out with a hot ditty and then the remaining three amateurs are presented and Broekman again closes the show. A style of reviewing the six contestants with each doing a line or two such as Ray Perkins uses helps to leave a fresh impression in the minds of the public who are the sole judges of the program. Voting cards with stamps affixed are

available at all Rocket gasoline dealers. One hundred dollars a night will be distributed to the winners and the winner of each program will appear as a paid artist the following week and also again in the finals at the end of the 13-week series, at which time it is hoped to organize the 13 winners into a vaudeville unit to play Coast theaters after a series of appearances on the air. A transcontinental broadcast at the finale of the series is also planned. P. W. B.

NEW BIZ

(Continued from page 8)

wick & Cecil. RENEWS effective October 6, Sunday 7:30-8 p.m. EST., on 69 stations. Program is variety show.

New accounts on WMCA, New York, include:

SALLY'S FUR STUDIO, direct, started May 28, Monday to Saturday 5:30-6 p.m., Sundays 6-6:30 p.m. EDST. Program is musical show, with Al Shayne and Jerry Baker.

M. E. BISHOP, INC., direct, started May 27 for four weeks, taking one 50-word announcement daily.

FLORIDA CITRUS EXCHANGE, thru J. Walter Thompson Co., taking spot announcements for one week ending May 30.

HEMPHILL DIESEL ENGINEERING SCHOOL, thru R. H. Alber Co., starting June 3, Monday to Thursday, 6:25-6:30 p.m. Program not given.

CHRISTIAN SCIENCE RADIO COMMITTEE OF GREATER NEW YORK, direct, starting July 1, Sunday 11 a.m.-12:15 p.m., and first Monday of each month 8-9 p.m., broadcasting church services and lectures.

Newark

HOFFMAN BEVERAGE CO., thru Kimball, Hubbard & Powell, Inc., starting June 17 over WOR Monday and Wednesday, 7:30-7:45 p.m. EDST. Program not set.

GOLD DUST CORP. (Fairly soap), thru B., B., D. & O., New York, starting June 20, Monday to Friday, inclusive, over WOR 1:40-1:45 p.m. EDST. Program is Rosaline Greene, current events for women only.

GOLD DUST CORP. (2-in-1 and Silver Dust), thru B., B., D. & O., starts June 17 over WOR Wednesday 6-6:30 p.m. EDST. Program is *Uncle Don*.

JULEP CO., thru Wade Ady Co., started May 27 over WOR, Monday, Wednesday, Friday 2:30-3 p.m., participating in Martha Deane program.

FLORIDA CITRUS EXCHANGE, thru J. Walter Thompson Co., New York, started over WNEW May 24, taking four spot announcements every day.

DR. JAMES STOTTER, thru Franklin Bruck Ady Agency, starting June 3 over WNEW, taking one spot announcement daily except Sunday.

WATCHUNG LAKE, thru Bees & Schilling, started May 25, taking two spot announcements thrice weekly for nine weeks.

New Orleans

New business reported by WWL this week:

MURINE, thru Neisser-Meyerhoff, Inc., Chicago, 15 minutes for six nights a week. Program is ensemble, featuring Audrey Charles and the Harmony Maids.

NACOR, Indianapolis, thru Neisser-Meyerhoff, Inc., Chicago, 15-minute program, Jimmie Willson, tenor.

New business reported by WDSU: SHU-MILK, thru local distributor, six one-minute spots per week.

CHEVROLET, thru World Broadcasting Co., RENEWS, 15-minute programs, Tuesdays, Thursdays and Saturdays for 13 weeks. (Program was halted temporarily due to factory strike).

West Coast Notes; Movie 'Radio News'

LOS ANGELES, June 1.—A new organization to be known as the Hollywood Radio News Association and whose business it will be to supply news of Hollywood to radio-station members of the association thruout the country gets started June 15, with 24 stations already tied in to take the gab material. Service will be thrice weekly, and negotiations are under way with Press Wireless in San Francisco to permit short-wave distribution of material to member stations. Bernard J. Bilson, New York advertising man; heads of the organization and Len Levinson will edit the material. Henry Rogers will be business manager. Charges to member stations will be based on total operating cost apportioned among the members, with the services costing a meager amount if 50 stations can be talked in to using the material.

Clarence Hamilton, formerly chief announcer for KHJ, has been made studio supervisor at the Don Lee plant in Los Angeles, filling the vacancy caused by the appointment of Charles Bulotti Jr. to the program directorship at KGB, San Diego. It became a threefold move when Ted Bliss was named chief announcer for the KHJ staff. Another new announcer joining the station from WENR, Chicago, is Martin Provensen.

CBS will release two half-hour symphony programs from the World's Fair at San Diego thruout the summer as a sustainer on the full net.

Bob Taplinger, CBS publicity ace from New York, arrived on the Coast this week to look around a bit and handle the Benay Venuta stunt.

California Radio Editors' Association is the name of the new organization of Coast radio editors formed at San Diego last week. Alto 90 per cent social, the affairs of the group rest in the hands of Gene Inge, of *The Los Angeles Herald*; Carroll Nye, of *The Los Angeles Times*; Bob Hall, of *The San Francisco Bulletin*; and Jack Barnes, of *The San Diego Union-Bulletin*.

San Francisco

SAN FRANCISCO, June 1.—The United States may soon be the only nation in the world where radio is privately owned and operated if the current trend toward government ownership and management continues. Philippine Islands may be the next to abandon the American system. A bill is being prepared in the Islands for presentation to the Legislature in July providing for nationalization of radio communications. For several years the insular government has aided privately owned Philippine stations owing to lack of sponsored accounts. At the same time much time on the air is devoted to addresses of government officials. Principal privately owned station, KZRM, Manila, is quoted as willing to work out arrangements for its transfer to government control.

Dicken's *Tale of Two Cities*, dramatized by Ed Harvey, program manager WCAE, Pittsburgh, Pa., is being heard over KYA with a cast of more than 15 players. Lynn Morley, NBC dramatic actress, is featured in KYA's production. Foderick Mays produces the serial heard Saturdays at 7:30 p.m.

E. J. Mitchell, radio editor *The Seattle (Wash.) Post-Intelligence*, here on vacation this past week, brings word that Bob Nichols, ex-producer of NBC's *Woman's Magazine of the Air*, is in the middle of things radio in the Pacific Northwest. Nichols is now studio manager of KGBS, Seattle, and also representative of KGBU, Ketchikan, Alaska.

Louise Taber has broadcast 1,224,000 words on California history during five years on the air. Each broadcast over KYA averages about 2,400 words. Rush Hughes, NBC Pictorial commentator, does 3,000 words daily, five days weekly, for a 15-minute period each, and has been doing it for more than three years.

W. R. Gordon, Pacific Coast division editor Press-Radio, was in town a few days ago to confer with NBC officials and talk over the radio news situation on the Coast.

Robert P. Anderson Jr. has been added to KYA's announcing staff, winning the assignment over 35 other contestants.

FRANK ANITA JOE
ROSS • PIERRE • SCHUSTER
THE BIG BROADCAST OF 1935.
Now LOEW'S, Jersey City, N. J.
Direction: NAT. KALCHEIM, Wm. Morris Office.
JACK KALCHEIM, Western Rep., Chicago.
ROGER MURRELL, RKO Rep.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from May 24 to May 30, both dates inclusive.

Way Back Home	28	What's the Reason?	19
Life Is a Song	24	In a Little Gypsy Tea Room	18
Tell Me That You Love Me	23	Kiss Me Goodnight	16
About a Quarter to Nine	21	Seen 'n' Believin'	16
Chasing Shadows	21	Thrilled	16
I Won't Dance	20	I'll Never Say Never Again	15
She's a Latin From Manhattan	20	Love and a Dime	15
In the Middle of a Kiss	19	Little Things You Used To Do	11
Lovely To Look At	19	I Hate To Talk About Myself	9
Lady in Red	19		

MELODIES BY LARRI WMCA



GYPSY LEE, And His VIOLA SURT.
Accordion. Harp.
HOTEL PICCADILLY ORCHESTRA, N. Y. C.
Personal Management FRANCIS GORDON.

LOUIS A MUSICIAN'S MUSICIAN.
AND HIS "FAMOUS DOOR" MUSIC
95 W. 52d St., N. Y. CITY. **PRIMA**

EDDIE LEONARD, JR.
AND HIS ORCHESTRA
Modern Minstrels of Melody.
Now on Tour.
THEATRES, HOTELS, CAFES, BALLROOMS.

FRANK RICHARDSON
"THE TALKIES" ON RADIO, STAGE, SCREEN. "SMILING SINGER" NOW ON TOUR.
Personal Representative: JACK HART, Palace Theatre Bldg., N. Y. C.

HENRY HALSTEAD
AND HIS ORCHESTRA
COCOANUT GROVE, Hotel Park Central, New York City.
Exclusive Management EDW. FISHMAN, O. C. A., 1619 Broadway, New York City.

ALWAYS A GOOD REPORT ON **CHIC FARMER**
STORK CLUB, New York.
Featured Artist SALLY'S FUR HOUR.
Daily 10:30 P.M., WNEW, ABC NETWORK.
Res. Phone: Riv. 6-9557, N. Y. C.

FRANK FISHMAN Presents NBC and ABS Networks.
ARCHIE BLEYER And His Orchestra
HOLLYWOOD RESTAURANT, NEW YORK

VICTOR Shell Oil Program.
WITH **AL JOLSON** WEAF, Saturday, 9:30-10:30 P.M. NBC Network.
YOUNG

ADAM CARROLL Formerly of Original Paul Whiteman Orchestra. Via WMCA, Tuesday, 7:00 P.M. Friday, 11:00 P.M. Formerly with Original Vincent Lopez Orchestra.
AND **DAVE BEREND** (BANJO)

ANTHONY TRINI
The Romantic Fiddler, AND HIS MUSIC.
Now on Tour
Personal Management SOL TEPPER, Hotel Governor Clinton, New York City.

★★★★ **"LANDAU"**
THE NONCHALANT VIOLINIST
and His MUSIC ★ THE RANCH
West 64th St., N. Y. C.

FLETCHER HENDERSON AND HIS FAMOUS ORCHESTRA
Now on Tour
Further Information MOE GALE, RKO Building, Radio City, N. Y.

★ **JESS HAWKINS** NBC CBS
and HIS ORCHESTRA
Now Playing Merry Gardens, Chicago.
Featuring "RED" EVANS, R. W. STEVENS, Mgr., Belmont Hotel, Cleveland, O.

AIR BRIEFS

By JERRY FRANKEN

WHEN Stoopnagle and Budd, rug weavers and soap sculptors extraordinary, join the Fred Waring show, the Thursday evening Ford program is figured as being the costliest broadcast, from the talent viewpoint, on the air. When Waring worked two half-hour shows weekly, he rated \$5,000 for each. When the time was welded into one hour and a chorus added, the ante was upped to \$12,000. Altho it seems high, reliable sources claim the total will be \$14,000 when the comedians start to work. Another high-money candidate is *The Gibson Family*, which will run around when Charles Winninger joins the show.

Conquest Alliance Company, station representation firm, is in the midst of negotiations which, if and when completed, will give that organization representation rights to practically all the European stations accepting commercial business. Conquest already is American sales rep for Radio Luxembourg, the leading European commercializer. Jumbled situation existing in European radio, from the advertising viewpoint, makes it difficult to give a picture briefly. Italy, however, is likely to change policies and take business, while deals are pending for Norwegian and other countries' rights.

Guy Lombardo will be using guest stars on his program for Esso, starting on CBS in July. . . . Graham McNamee succeeds Warren Hull on the Lucky Strike show. Hull going to Hollywood for picture work. . . . WOR has a flock of new employees, including Sally Arnold, returning to the Artists' Bureau, suc-

ceeding Leah Klar. Lois Henry joins the sales promotion department and Ruth Meyer the program department. . . . At WNEW Clara Brickman is now secretary to Bernice Judis. . . . Julie Wintz goes on the air over WHN, New York, from Palisades Park, also owned by Loew's. . . . Sally's Studios (furs) returns to WMCA after a short spell on WOR.

Major Bowes is getting a group of his amateurs together for a series of picture shorts and he's also building a variety show, presumably for vaude, with similar talent. . . . Mrs. Henry Frankel (Singing Sam), who played in vaudeville as Smiles Davis, has turned radio author. . . . NBC's advisory council has approved NBC's program policies. . . . Texaco succumbs to the amateur craze while Ed Wynn goes off for a summer vacation, and Eddie Duchin making a band tour, bringing new talent to the mike each week from the city in which he is playing. Starts June 11. . . . Charles Webster plays the part of Abraham Lincoln again in *Roses and Drums* June 9, when the historical series starts a new series dealing with Lincoln's re-election campaign. . . . When Annette Hanshaw returns to the air in the fall she will have her own program. . . . Floyd Miller is the latest addition to the WMCA announcing staff. . . . Victor McLaglen starts in *Red Trails* on NBC June 4. . . . Rosaline Green's femme news spot on WOR has been taken commercially by Gold Dust Corporation. . . . Soony-Vacuum goes on CBS, with Johnny Green and his orchestra, Virginia Verrill, Johnny Farrell and Marjory Logan, beginning June 14.

CHI AIR NOTES

By NAT GREEN

Irene Wicker, "The Singing Lady," was awarded a gold medal on Memorial Day by *Radio Stars* magazine as a reward for distinguished service to radio. . . . On the same day Miss Wicker became leading lady of *Sally of the Talkies*, NBC serial, succeeding Marjorie Hannan. . . . She also will continue to be heard in *Song of the City* and *Today's Children*. . . . Julian Bentley, WLS publicity man and editor of *Stand-by*, going back to the farm at Big Foot Prairie, Ill., for a week, then a week in a Northern Wisconsin cabin. . . . Other WLS vacationers of the moment include Bill Jones, music director, who is vacationing in the Missouri Ozarks to get away from the hillbillies for a spell, and Lulu Belle and Skyland Scotty, who will vacation during the entire month of June. . . . Pauline Frederick, now playing in *Mary of Scotland* at a local theater, is said to be considering several radio offers. . . . Harold Isbell, CBS production man, off for a motor trip to Southern California. . . . *The Story of Mary Martin*, heard over Columbia, goes to a new time, 12:30 p.m. EDT, June 2. . . . One program from Columbia's Chicago studios will service the 37 outlets, which formerly required two.

Anson Weeks will be heard over WGN from the Aragon Ballroom, starting June 6, when he replaces Wayne King, who goes on tour. . . . Walter Wade, of Wade Advertising Company, going to Europe on the new S. S. Normandie. . . . Stories of circus life are featured in a new three-a-week series over WBBM on Mondays, Wednesdays and Fridays, with Al Priddy, former circus trouter, telling the tales. . . . Program set thru Philip O. Palmer & Company is sponsored by Malt-o-Meat. . . . Sinclair Minstrels and Eddie Duchin signed to represent their petrol air sponsors at the convention of gas-station jockeys at Medinah Club June 11. . . . Ken Fry, of NBC press department, back from a week's vacation. . . . Frances Clark, of the same department, has been home ill. . . . With Fry and Miss Clark away Al Williamson, publicity chief, has had plenty of work on his hands. . . . Mario Silva has left WGN to take the job of musical director of KSD, St. Louis. . . . Milton Charles (The Voice at the Organ) suddenly besieged by potential sponsors due to a chance remark of a local maestro that Charles has

one of the best voices on the air. . . . Pat Barratt, the Uncle Ezra of WLS, leaving for Washington on June 11 to attend the Shrine convention. . . . He'll do a broadcast from the capital. . . . Deon Craddock, WBBM blues singer, ill in a local hospital, but expects to be back on the air this week. . . . Ralph Ginsburg Ensemble, heard over WGN from the Empire Room of the Palmer House, has built up a reputation as one of the finest musical combinations on the air. . . . Rico Marcelli, conductor of the *House by the Side of the Road* and *Fibber McGee* orchestras, has been offered a contract to conduct opera on the West Coast, where his brother, Nino, conducts an 80-piece symphony.

Clementine Legg, of WLS artists' bureau, spending a week in Mishawaka, Ind., which has given rise to rumors she is preparing to marry a prominent Hoosier theater man. . . . To reach a large audience, WBBM's Traffic Court broadcasts are to be heard one evening a week, starting June 6. . . . The morning broadcasts will be continued. . . . Originally slated to do a three weeks' broadcast of his *Armour* show from Chicago, it now looks as if Phil Baker and his troupe will remain for a longer period. . . . First of a series of dramatic broadcasts telling the stories behind the Illinois State parks will be heard over WLS June 6. . . . Series was written by Raymond Warren, author of the *Prairie President* series of several years ago. . . . Shep Fields' Orchestra, which opened last week at the Palmer House, will be heard nightly over WGN. . . . Don Ameche, heard on the *Grand Hotel* and other NBC programs, had a birthday May 31. . . . same day also was the birthday of Joe Kelly, WLS announcer. . . . Charles Winninger, famous stage and screen star, returns to the air June 9 to take the leading role in *The Gibson Family*. . . . He will be known as "Uncle Charlie" and will take over the role of guiding the cast on a tour of cities in his tent show. . . . At the same time Conrad Thibault, noted NBC baritone, will drop the role of Jack Hamilton, which he has been singing, to become known on the program in his own name. . . . George Goebel, young cowboy singer, has returned to WLS, having reached the age of 16, thus folling the child labor law which kept him off the Saturday night

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broadcasts. . . . The Morin Sisters, harmonizers, will be guest artists on the Climaxed program June 13. . . . Dick Chindblom, CBS operator, flew to Boston a few days ago for a week's vacation on the Coast and a visit to his alma mater, the Massachusetts Institute of Technology. . . . Fannie Brice joins her friend Beatrice Lillie to appear as guest performer on the latter's regular NBC program on June 14. . . . Mischa Mischaikoff, concert master of the Chicago Symphony Orchestra, will be featured on the *Silkens Strings* program June 9.

Material Protection Bureau
Attention is directed to The Billboard's Material Protection Bureau embracing all branches of the show business, but designed particularly to serve Vaudeville and Radio fields.
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Send packets accompanied by letter requesting registration and return postage to The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

BERT BLOCK has been signed under the management of the Columbia Artists' Bureau. Block's Orchestra is now holding forth at the Pavilion Royal, Valley Stream, Long Island, where he followed Rudy Vallee last October. Jack Leonard and "Gail" Reese are the featured vocalists with the band and, along with a trio among the musicians, offer clever solos and harmony numbers. Outfit has been heard on CBS on numerous occasions and is popular at Eastern colleges.

PERCE ORNSTEN and his orchestra opened last week at the Douglass Hotel Roof Garden, a Newark, N. J., spot which has been newly decorated to resemble an airport. Even the interiors of the elevators are modeled after the cabin of a big airliner. Spot has a WNEW wire and will open the station's Dance Parade each night.

JOHNNY COSTAS opened May 30 at the Klinker Brick Tavern, Albany, N. Y. Costas will play there until later in the season, when he will be followed by Jack Drummond, now on a tour of one-nighters. Both bands are under the management of Empire Orchestras. The tavern is owned by the same interests that have Cobble Stone Inn.

PAUL WHITEMAN has augmented his staff with Edward Newman, who came on from the Coast as assistant to Jack Lavin, Whiteman's manager. Newman, who is well known on the Coast in movie circles, was until recently with Mary Pickford. He will act as company manager when the band is on the road. This arrangement will give Lavin more time to look after the manifold managerial duties.

LEO REISMAN returned to the Central Park Casino, New York, on June 4 for the rest of the month. He will also play the Saturday and Sunday afternoon cocktail dance periods. During July and August the Reisman band will go on a dance tour of the Eastern States and then return to the Casino for the fall and winter season.

A very promising baritone, who conducted his own orchestra and had quite a run on a network commercial, has been left high and dry by his manager and all booking connections because he had a contract-signing proclivity that was always getting him into jams. Also one of the best known leaders of 10 years ago is virtually dead now and the conflicting contracts that used to crop up started all his trouble.

Either a manager should have full and sole power to sign contracts, or the leader himself. Two people making the rounds separately and winding up with a lot of conflicting contracts is surely worse than none; if the manager is not strong enough to carry on and be trusted, get another one or do it all yourself. No matter who runs into a date, only one person should be on the John Hancock business, unless it's the kind of an organization that always requires two.

HORACE HEIDT'S Orchestra aggregation is the most versatile outfit that has been seen and heard in Chicago for a long time and they are already making the Drake Hotel's Silver Forest Room one of the most popular spots in town. Besides being top-notch musicians nearly all of Heidt's boys—and girls—are accomplished entertainers. Lysbeth Hughes, harpist, also is an excellent singer. Alvino Rey, steel guitarist, lends a note of novelty to the band. Harold Woolsey, tenor, also does clever

impersonations. The four King Sisters, Alyse, Maxine, Louise and Donna, are an outstanding quartet, and the specialty singing of Jerry Brown and Art Thorsen is a strong feature. Among the other vocalists in the band are Charlie Goodman, Al Dupont and Louis Vandever, baritones; Bob McCoy, basso, and Steve Merrill, tenor.

As everybody knows the difference between a good band and an ordinary one is quite often the difference in the arrangements used, and not the individual musicians. It is not necessary to go out and purchase high-priced special arrangements if the average maestro will look to his own men and develop one or two tyros. Any time a youngster believes he has the stuff he should receive all possible encouragement. He knows the band's style and its men and is entitled to a little extra dough if he can come thru. Some of the most successful outfits in the country work that way.

JOE REICHMAN and his orchestra, who returned last week to New York for a limited stay at the Waldorf-Astoria Hotel, has already been signed to return to the same hotel after Guy Lombardo finishes his five-week date. Lombardo comes in next week, with Reichman, upon his return, due to remain for the summer.

NICK VOZEN, Brazilian orchestra leader, opened June 1 at the Hotel Edison, New York, playing in the Green Room.

MR. AND MRS. J. C. STEIN, of Chicago, were among those who enjoyed the maiden voyage of the giant liner Normandie last week. Mr. Stein, president of Music Corporation of America, returned from London, where he recently opened MCA's newest branch office.

CHARLIE GLEED and his Georgians, formerly of the Ocean Park Ballroom in Los Angeles, last week opened a lengthy engagement at Island Park, near Buffalo, N. Y. Clayton Fatley, Hal Alexander and a vocal trio present the songs.

JIMMIE JOY, band leader, was given a commission as Kentucky Colonel by Governor Ruby Laffoon last week while playing the Charity Day races at Churchill Downs.

SHAN AUSTIN has finished 18 weeks at the Eastern Star Cafe, Detroit, where he expects to return in the fall. Bert (See Bands and Orchestras on page 25)

BALLROOMS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

LINCOLN, Neb. — Ted Cooper, who is managing the Sylvan Ballroom at the Capitol Beach here, is starting a new idea for the park. Previous practice was to use catch as catch can with bands for the spot during the summer, but Cooper is trying a series of two-week stands for a trial six weeks. First band in was Slatz Randall, Wally Stoefler, next, and then Arlie Simmonds for a pair. If the plan holds, territorial names of this caliber will get two weeks throughout the summer in the spot. Initial

bands were taken from Frederick Brothers, Kansas City.

BELLEVILLE, Ill.—Budweiser Gardens, large open-air beer and dance spot, opened the season early in May with Jack Staulcup and band supplying the dance tunes. The spot will be open three nights a week and will present different floor entertainment and music each week.

NORFOLK, Va. — Ocean View Park Ballroom, under the management of Harry G. Johnson, opened recently with Johnny Gillham and orchestra on the stand.

DETROIT, Mich.—A new dance pavilion and music shell are being erected on East Jefferson street.

AMUSEMENT UNITS

(Continued from page 5)

other NAB officials and seek to retain a set of ethical principles. A meeting for this purpose is on tap and will probably be held in Washington.

Both the National Broadcasting Company and the Columbia Broadcasting System have unofficially stated that there will be no change in working hours now in effect and no salary reductions. Large stations such as WOR in the East, WIP in Philadelphia and others of the higher wattage around the country are not cutting salaries nor adding hours of employment. Majority are continuing as tho nothing happened.

Music Men Alarmed

John G. Paine, chairman of the board of the Music Publishers' Protective Association, has called a meeting of the board and other prominent music men to find ways and means of continuing a fair code of trade practice, since the popular music field is wide open for infractions of ethical methods. This particularly applies to exploitation of songs.

Also the MPPA has always had a set of rules and regulations, complete execution has been difficult since some of the publishers state they do not wish to be restricted in their plugging activities or entertainment of desirable plugs, or payment of a special arrangement for certain big orchestra leaders. Important angle is the two-sided status between the independent publishers and those with motion picture company affiliations. The movie affiliates are credited with much expense money liberally distributed.

Musicians

The death of the NRA will not have any effect on the musicians, since the \$15 minimum set up by the NRA was never acceptable to the union, and was never applied. The union has its own wage scale, and thru its strong position did not need the NRA to enforce its demands.

No Panic

According to key spots thruout the country, there is no panic among amusement people. Each legitimate producer and exhibitor expects to continue along as under the NRA unless chiselers make it too tough. In this event, an effort will be made to eliminate the undesirable elements.

It has been proved conclusively that under NRA conditions employees give their employers better service and the small amount of money involved more than pays in good will.

Some means will be developed to exterminate that element that always clings to the outer fringes of show business and makes itself generally obnoxious to the legitimate operators in the amusement field.

Sheet-Music Leaders

(Week Ending June 1)

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

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company for their kind co-operation.

1. When I Grow Too Old To Dream
2. About a Quarter to Nine
3. What's the Reason?
4. In a Little Cypsy Tea Room
5. Life Is a Song
6. Isle of Capri
7. Lullaby of Broadway
8. Tell Me That You Love Me
9. Everything's Been Done Before
10. I'll Never Say Never Again
11. Way Back Home
12. She's a Latin From Manhattan
13. You're a Heavenly Thing
14. Love and a Dime
15. In the Middle of a Kiss

MUSIC NEWS

Two new songs, not via the musical film route, have been taken over by Remicks. Both are by Harry Warren and Al Dubin, bearing the respective titles of *Coney Island* and *Sweet and Slow*. The same firm, incidentally, has absorbed from Witmarks *It's Only a Hole in the Wall*, a popular number by Joe Young and Little Jack Little released some months ago.

Tin-Pan Alley is awaiting the debut of one of its composers in the legitimate field, Sam Pokrass, who wrote the entire score of a musical version of *Cyrano de Bergerac*, an opera which J. J. Shubert will present in Detroit July 20. Pokrass will lead the show with his favorite baton, besides helping in the rehearsals in conjunction with Charles O'Locke, responsible for the book and lyrics. In the interim Sam hopes to gather some extra shekels and fame with *In the Hush of the Twilight*, a new ditty with words by Dick Smith, a team-mate.

Sam Serwer announces that the book containing piano styles of standard popular songs arranged by Eddie Duchin has gone into a second edition. It is a Remick publication.

Excellent reports are coming in regarding *Echoes of Spring*, composed by Willie (The Lion) Smith. In fact, things are so gratifying concerning the work that Clarence Williams, who is publishing the number, has signed Smith to a long contract to write exclusively for his firm. Smith, who is colored, is regarded as one of the ablest pianists of his race. In his leisure time he officiates as accompanist for Eva Taylor over the radio.

Bert Rule has joined Sherman, Clay & Company as contact man.

Preparations are under way for the departure of Louis Bernstein, of Shapiro, Bernstein & Company, to Europe. Louis, who will be accompanied by the missus, sails, according to present schedule, July 10. While it will be in the nature of a vacation, Mr. Bernstein will no doubt utilize the trip to look over some foreign songs with a view of publication by his establishment.

The song *Somebody Stole My Gal* will come in for another bit of legal entanglement June 13. On that date Abner Greenberg, attorney, will again air his grievances against Denton & Haskins Music Publishers, Inc., before Judge Crain in Supreme Court. It appears that Greenberg has a judgment calling for \$2,100 against the firm for professional services. He further claims that the publishers are in contempt of court for transferring their copyrights to another concern during the 30 days' stay they received from the trial judge in which to appeal from the judgment. The above titled composition is involved in the copyrights.

Sam Fox, head of the Movietone Music Corporation, and his trusty lieutenant, Leonard Green, have gone to Chicago to attend the Fox Film Company convention. Announcement is made that the Movietone firm will positively move in its new quarters in the RCA Building by June 15 at the latest.

Ted Koehler has been assigned to write the next Cotton Club Revue. Koehler furnished the lyric for that one-time smash, *Stormy Weather*. He is of the few veteran writers of popular songs still able to deliver creations that eventually find their way into the hit division.

The Hollywood Music Publishers, of Hollywood, Calif., have two new tunes in *The Harlem Stomp* and *Will You Be Mine?* Jimmie Franklin, manager of the organization, is probably the youngest writer and publisher in the country and has a competent staff of arrangers to make sure the songs are turned out okeh.

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Bright Outlook For Pitt Clubs

PITTSBURGH, June 1.—The most active night club season here in the last few years is in the offing for this summer. Old and new operators are in the reins once more, remodeling old spots and scouting for new ones. Over a dozen outdoor spots will be relighted in the next month, and a similar number of openings will be announced in the near future. Jayne Jarrell, one of the leading night club bookers here, just returned from a tour of summer resorts and reports some new and bright accounts.

The New Penn, one of the largest local spots, opened Tuesday. It has a great many new features, including a new rising dance floor. Manager Lou Passarella reports the booking of Red Nickols and his Pennies as the opening dance band. Several acts will round out the floor show, which will be changed weekly. Sonya Ray, *Vanties* rumba dancer, and Helen Laughton, former Morton Downey vocalist, head the opening bill.

The William Penn Urban Room, one of the city's brightest spots, reopened this week with new and novel trimmings. Henry King is in for an indefinite stay. His ork is also a regular daily feature over KDKA.

Tony Conforti, Nixon Cafe operator, spent several thousand dollars bringing to shape the Willows, outdoor resort, which reopens late this month. Name bands and acts will be regular entertainment features.

Among other coming openings include the new modern beer garden to be opened near here by Herman Rubinoff, brother of the famed violinist. Project being built and will be on a very large scale. Another garden is in its reopening stage. Eddie Blaine and Chuck Nelson, local performers, will manage it. Charlie Peyton, brother of Eddie Payton, well-known local night spot operator, is going into business for himself and is opening a spot not far from Eddie's club.

The New Venetian Room, decorated in continental trimmings, reopened this week and features on its initial bill Myles Bell, emcee; Nan Bedini, singer; Callahan and Mack, comedy team, and a local dance band.

The Plaza changed the bill and its current headliners are Rita and La Chard, dance team; Dot Kanis, acrobatic dancer; Dorothy Wentzel, songstress, and Jerry Manning, tenor. A line of 12 girls dress up the revue which is emceed by George Scotti.

Meta Ray is vocalizing with Bobby Meeker's Band at the newly opened Terrace Gardens, managed by Bill Green. . . . Easter and Hazelton, dance team, will remain indefinitely at Eddie Peyton's. . . . John Canuttzi and Bert Taylor will operate the Commodore, which reopens May 30. The spot has been closed for remodeling.

London Club Notes

LONDON, May 25.—New additions to Felix Ferrey's *Monte Carlo Folies* at Grosvenor House include Bernice Stone, formerly seen here with an act in which she was supported by two boys, and the Maningoes, acrobats. Miss Stone scores with a dandy routine. The acrobats are sensational and win a huge hand. Another big hit is registered by George Lamar and Alberta Mansfield, a fine and graceful dance team.

Enrica and Novello, American dance novelty, win on talent, class and precision at the May Fair, where they are immensely popular.

Cherry and June Preisser return to the Savoy Hotel, where Joe Jackson remains to get huge laughs for his great pantomimical act, and Gary Leon and Marla Mace click plenty with well-routined and versatile dance offering.

Cross and Dunn remain popular with their ditties at the Cafe de Paris.

The Three Sailors continue as London's favorites at the Dorchester.

NORTHWAY AND DANILE, just completing a stay at Place Pigalle in New York, have moved into the Blue Room of the Roosevelt Hotel in New Orleans, replacing Florence and Alvarez, who left for the Biltmore Hotel, New York.



'ROUND THE TABLES

BEE MERRYL, dancer, opened at The Barn, Grand Haven, Mich., May 30.

CHICK STEVENS' Band and Hattie Noel, floor entertainer, are enjoying a good season at the Club Tia Juana in Peoria, Ill. Stevens is in his second year at the spot and Noel is well into his second month.

RALPH SHAW, "the boy with the educated feet," is emceeding the current floor show at the swanky Mayfair Club in Boston. Lafayette and LaVerne, ballroom dancers; the Gaylene Sisters, dance team, and Larry Thornton, singer, complete the bill.

BORDINE AND CARROL, dance team known on both sides of the Atlantic, recently closed a highly successful engagement at Colosimo's in Chicago and at the present time are preparing a new act with Lady Stanley Phillips, of England.

THE HOFFMAN SISTERS, of Paterson, N. J., tap and acro dancers, under management of their pianist, James Wright, played a return date at Teddy's, Paterson night spot, June 1.

VAL DEZ AND PEGGY, novelty and tap dancers, are in their sixth week at the Walton Hotel Roof, Philadelphia.

DOROTHY HOGHTON, dancer, who recently played the Pines, Nashville, and an eight-week series thru Kentucky, is currently featured in Raulf hotels thru Wisconsin.

MARIO AND FLORIA, dancers, are now featured during dinner and supper at the St. Regis, New York, following their Radio City Music Hall appearance.

PINKY TOMLIN, songwriter and singer, recently signed by MGM, failed to have his option renewed.

HORACIO ZITO and his orchestra, direct from a three-year engagement at the Waldorf-Astoria, New York, are proving popular in the Continental Room of the Hotel Stevens, Chicago. Zito, besides conducting his orchestra and playing the violin, plays incidental music on the piano during intermis-

sions. Ralph Napoli sings and plays the guitar in the band; Basil Pomeen is a Russian accordionist; Erwin Caserini, Argentine pianist, and Ralph Rotger, exponent of Cuban rhythms. The new floor show features Carl Bonner and Leone Neumann, singing team; Florence Ferick, California acrobatic dancer, and Ballantine and Pierce, striking dance duo.

MIMI CHEVALIER has been signed to appear in the Weylin Bar, in the Weylin Hotel, New York. The hotel is closing the Caprice Room for the summer and the Bar will be the only room open.

J. P. O'LEARY, manager of the St. Charles Hotel, New Orleans, one of the Dinkler system, states that the management plans to open a night-club room about October 1 and is making efforts to bring big-time bands and acts to the hotel.

AL SCHENK, singing comedian, is emceeding the floor show at Ye Olde Tavern, Fort Wayne, Ind. The cast includes Gordon Bennett, tenor; Sis and Sue Beverly, dancers, and Fernando and Fair, dancers. Bill Moon and his 10-piece band are playing the spot.

BILLIE BURNS, for three years with NTG at the Paradise, New York, joined the Coccoanut Grove, Morton Grove, Ill., show May 28.

HELD SISTERS, who have just concluded a long engagement at the Royale-Frolics, Chicago, opened at the Powhatan Club, Detroit, May 31.

ANN GREENWAY opened a four-week run at the Continental Club, Cleveland, May 24. Booked by Eddie Elkort, of the Chicago MCA office.

TOM AND MICKEY HARRIS, comedy dancers, were held over a second week at Club Diamond, Wheeling, W. Va. Their return date being booked by Anne King, Pittsburgh.

THE TIC TOC GIRLS, Mildred Lane, Yvonne Monoff and Barbara Johnstone, opened at the Coccoanut Grove in Hotel Ambassador, Los Angeles, recently. They are in for an indefinite engagement.

NIGHT CLUB REVIEWS

Empire Room, Chicago

The return of the incomparable Veloz and Yolanda was responsible for the most smashing first-night success the Palmer House has enjoyed. Nearly 600 diners crowded themselves into the confines of the four walls, and 1,265 reservations had to be turned down. For three weeks prior to this opening neither love nor money could obtain a seat.

Veloz and Yolanda stage their dances with superb artistry and showmanship. All service is suspended during the time they are on the floor, so as not to detract from the incomparable sweet music of their orchestra, conducted by Shep Fields. As to Veloz and Yolanda themselves, an indefatigable search of Webster has failed to yield adjectives sufficiently eulogistic to do them justice. We could blab about the poetry of motion, the effortless grace, the consummate genius of this pair, and this fall short of adequate description. Before they bowed themselves out of their final encore the floor in front of the orchestra stand was crowded with huge bouquets, and there were in addition at least 50 more parked out in the lobby for lack of space in the Empire Room. Their return was a triumph in every sense of the word.

Cardini is as great as ever. His work proves him to be one of the foremost sleight-of-hand magicians of the day. The Three Nonchalants, a comedy acrobatic trio, fully deserved the great hand they received. They have a smash finish calculated to make the most blase onlooker catch his breath. There was nothing particularly new about the rou-

tines of the charming Abbott dancers, with the exception of a novelty specialty where they dance on top of miniature pianos. Diana Drake does nice work singing with the orchestra, which is one of the best we have heard in a month of Sundays. The Embassy Four, a musical quartet, which relieves the Veloz and Yolanda Orchestra, is not up to the standard set by the original Four Californians, whom they succeeded in this spot.

All in all, however, a great show, and Al Fuller is to be congratulated and given credit for the hard work he has put in to make it the success it is.

L. I.

Sanford's Showboat (N. Y.)

The customers get \$1.65-worth of boat ride on the showboat trip that Bobby Sanford is again offering now that the urge of spring is in the air—plus a top deck which, in nice weather, is under the stars. The show is just incidental. As usual, the passengers are transferred to the Buccaneer upstream, regaled with an hour or so of entertainment and then put back on the Day Line boat for the return trip. A bar has been added to the latter this year, making for more profit—and more customer satisfaction as well. It got a heavy play on the preview trip, despite the rival (and free) delights of the press room.

The show itself is fair and still new, with the work of one of the prettiest and most capable choruses in captivity standing out. The gals whip the show together, and inject a great measure of the entertainment—and without doing

and strips, yet. The stars take the place of a bat dance.

Murray Parker, a comic with an individual style, supplies most of the comedy, and acts as emcee. He's at his best in his hillbilly takeoffs—tho' he'd be better still if his material were newer. Charles Kemper, with the aid of a pair of horrendous-looking stoges, Nat and Pat Nemo, also helps with the laughs.

There's plenty of dancing all the way, a good part of it furnished by Jack and June Blair, a pleasant team. Gladys and Virginia Crane inject a couple of song-dance numbers that don't mean a great deal, and the Three Dodge Brothers do knockabout comedy and dancing. They should stick to the dancing.

Edith Murray, who was supposed to headline, was in a car smashup on her way in from Chicago, and her place was taken by Marjorie Little, a hard-voiced singer who didn't seem to know whether she wanted to do a Mae West imitation or not. Jay Mills led the Meyer Davis Band, and sang one chorus thru the mike. His orchestra leading is okeh. The dances were conceived and staged by Lillian Mendez, and costumes were designed by Bill Livingston.

All in all, the fourth edition of *The Showboat Revue* packs about the same entertainment punch as the third—but it's the boat ride that counts. With the addition of the bar, the outfit deserves more trade than ever.

Burr.

Ben Riley's Arrowhead Inn (New York)

Ben Riley, the dean of the active roadhouse owners in the New York area, has never let down in his maintenance of a class all-year-round roadhouse, the Arrowhead Inn being somewhat of a tradition in the annals of such establishments, and no other spot hereabouts is comparable to its background. Commodious as to both inside rooms and outdoor dining terrace, the inn is nevertheless intimate in atmosphere and always dispels a quiet and refined sense of well being. Situated in the Riverdale section of the city, it continues to draw a select trade that prefers soft music and good food as against ordinary fare and floor show or other entertainment. Under the management of Harry Zahn, the spot pursues the even tenor of its way with no apparent hustle or bustle nor even an auto hornk to disturb the diner who seeks a restful time.

Irving Conn's Orchestra supplies the music from a specially built shell on the terrace built under magnificent oak, maple and other shade trees. Also the place is cool enough, fountains and cascades add to the attractiveness. Orchestra is a versatile crew which includes a couple of male singers and a girl harpist. On this particular night a private party of several hundred using one of the indoor dining rooms revealed that Conn has the kind of band that can break itself into various entertaining sections and practically doubled for the benefit of the indoor and outdoor diners, leaving neither without dance music. Food is naturally tops, and numerous dishes are specialized in to tempt the most fastidious gourmet, whether it is frog legs or steak. Aside from the a la carte, two dinners are offered, one at \$1.75 and the other \$2.25. Minimum charge after 10 p.m. is \$2. Bar and barroom are also attractive and drinks fairly reasonable.

Shapiro.

Joyce Donna AND Jack DARRELL
New Appearing
Oriole Terrace,
Detroit, Mich.

ELENORE WOOD
In SENSATIONAL
Her SPIDER DANCE
27th Week Broadway, N. Y. C.
Paradise Restaurant 32d Week

LaFAENA

The Green Goddess in The Dance of Death.

BOBBY LARUE, Impersonator and Specialty Dancer, communicate with his friend, WESLEY DAVIS, Meyers Hotel, State and Harrison Sts., Chicago, and receive \$1.00 by return mail. See Letter List, Billboard, Cincinnati.

Summer Finds Midwest Vaude Season in a Healthy State

Little time lost by Chicago bookers so far—now have 12 full weeks, four four-days, 12 three-days, 10 two-days, two Saturdays and 13 Sundays

CHICAGO, June 1.—The beginning of the summer season finds the vaude situation here in a healthier condition than it has been in years. Of the 172 days regularly booked from here, the bookers have lost but 18 per cent, or 31 days of the time, due to summer closings. But two theaters here have discontinued stage shows for the summer, the Avalon, a Saturday and Sunday date, and the Drake, which was running Sundays only. The balance of the 31 days is represented by one and two-day dates in outside towns. At present there are 141 days of regular time booked from here. Summarized they amount to 12 full weeks, four four-days, 12 three-days, 10 Saturdays and Sundays, two Saturdays and 13 Sundays. Besides these there are numerous occasional spots that use stage shows from every two weeks to once a month. Vaude and units have gained a foothold in many towns that have not had shows for several years, which is looked upon by many as an encouraging situation.

Houses running regular shows are as follows: Full weeks, State-Lake, Marbro and Oriental, Chicago; Broadway-Capitol, Detroit; Princess, Nashville; Tower, Kansas City; Lyric, Indianapolis; State, Minneapolis; Colonial, Dayton; Riverside, Milwaukee, and the two full weeks represented by the Winnipeg, Canada, circuit of four neighborhood houses. It is expected that another week or two will be added shortly to the Winnipeg time. The Paramount, Omaha, which was forced to discontinue shows because of the street car strike there, is a full week and shows are liable to be resumed any day. The Rivoli, Toledo, books shows every two weeks for a full week and the Denham, Denver, is a full week every three weeks.

The Harding, Chicago, and Palace, Fort Wayne, are split weeks running three and four days; the Orpheum, Springfield, is a Thursday, Friday and Saturday date, while both the Liberty, Oklahoma City, and the Orpheum, Memphis, run bills Saturday to Tuesday. The Norshore, Chicago, and Arcada, St. Charles, run separate bills on Saturdays and Sundays, and those using Saturdays and Sundays include the Orpheum, Champaign; Kedzie, Chicago; Iowa, Cedar Rapids; Orpheum, Sioux City; Paramount, Hammond; Cecil, Mason City, and Century, Paradise, Stratford and Capitol, Chicago. Sunday dates are the Tivoli, Michigan City; Indiana, Indiana Harbor; Rialto, Joliet; Palace, South Bend; Genesee, Waukegan; Parthenon, Hammond, and the Ritz, Belmont, Congress, Norshore, Senate and Tower, Chicago.

Among the towns which book occasional vaude shows and units out of here are the Palace and Wisconsin, Milwaukee, which are full weeks; La Porte, and Roxy, La Porte, Ind.; Capitol, Madison, Wis.; Palace, Gary, Ind.; Rivoli, Muncie, Ind.; Strand, Oshkosh, Wis.; Jayhawk, Topeka; Orpheum, Wichita; Iowa, Waterloo, Ia.; Ottumwa, Ottumwa, Ia.; Capitol, Marshalltown, Ia.; Strand, Muscatine, Ia.; Orpheum and Strand, Fort Madison, Ia.; Indiana, Terre Haute; Mars, La Fayette, Ind.; Pantheon, Vincennes, Ind.; Indiana, Marion, Ind., and the Rivoli, Hastings, Neb.

Take Over Apollo, N. Y.

NEW YORK, June 1.—Frank Schiffman and Leo Brecher have bought the 125th Street Apollo Theater from Sidney Cohen. This gives them control of the Harlem situation, Schiffman and Brecher also operating the Harlem Opera House, colored vaude spot, and the Lafayette, which had a colored stock company last month. The Apollo is still running colored stage-band shows and pictures. Booking direct.

Breaking In

NEW YORK, June 1.—A couple of Broadwayites were looking over the new Central Park Zoo when they came across the new pool for seals. A large rubber ball was in the water for the seals to play with. One of the cynics eyed the seals and the ball and murmured: "Must be a break-in house."

Nan Elliott Booker In New ABO Offices

CHICAGO, June 1.—Louis R. Lipstone, who will head the local Artists' Booking Office in addition to his duties as production manager of Balaban & Katz, has engaged Nan Elliott as a booker in the new offices. She joins the ABO outfit July 1 and will continue to book the Balaban & Katz week-end spots as heretofore.

Arrangement was made at the suggestion of Morris S. Silver, manager of the local William Morris office, where she has been connected for several years. A new booker will be added to the Morris office to fill the vacancy left by the departure of Dick Bergen and Nan Elliott. It is possible that Harry I. Robinson, now in charge of the publicity department at the Morris agency, may also go to ABO. Sam Bramson, Charley Hogan, Max Turner and Elsie Cole will continue with the Morris office.

Boris Morros, supervising head of ABO and managing director of the Paramount, New York, spent several days here this week consulting B. & K. execs in connection with the opening of the local ABO offices.

"June Night Frolic" Set For June 19 at Stadium

NEW YORK, June 1.—Another big Jewish National Fund benefit for the Palestine Land Redemption will be held June 19 at the Yankee Stadium under the billing of *June Night Frolic*. Louis Epstein, of the Morris Agency, has been designated as general manager of the show, with Louis K. Sidney and Boris Morros in charge of the entertainment.

The benefit will comprise an hour and a half of personal appearances, a huge prolog and the screening of a special picture made in Palestine.

Anger's Toronto Job

NEW YORK, June 1.—Harry Anger is now putting on special productions at Shea's Theater, Toronto. He's up there on a three-week assignment, the current show being his first.

Bookers Boon-Doggle as RKO Hits Four and a Half Weeks

NEW YORK, June 1.—The RKO vaude booking office will take it on the chin for another full-week loss this Friday when the Orpheum, Minneapolis, goes into a straight pix policy. At that time the three bookers here will be left with but three full-weekers, one four-dayer, one three-dayer and two two-day stands. The fate of those smaller spots is uncertain, inasmuch as they are on a week-to-week basis and are liable to be shelved any time the business takes a flop.

The youngest booker on the floor, Danny Freundlich, has the most houses. He's buying acts for the Coliseum here; Tilyou, Coney Island; Capitol, Trenton, and New Brunswick. These are all coffee-and-cake dates, with standard acts steering clear unless going in under "special" salaries.

Letter Booking

NEW YORK, June 1.—Last week, when the chain letter craze was at its height, George Godfrey, indie booker, discovered a sure-fire way to get rid of his chain letters. He told the agents "I will ok the Folly Theater if you take this chain letter." And the agents were only too glad to oblige, except when their commission didn't amount to a buck.

NVA Cutting Relief Aid

NEW YORK, June 1.—The NVA Fund is retrenching sharply, since its drive did not come up to conservative estimates.

In order to conserve cash, the Fund is whittling down weekly doles and nightly suppers with a view toward discontinuing them altogether. It is trying to have the needy ones put either on home or work relief. It is possible that some might be transferred to other theatrical charities.

When this process is completed, the Fund will be concentrating on the Saranac Lodge, local hospital service and burials. Due to the confusion over raising more money, a definite policy about running the NVA Clubhouse has not been set, either.

Meanwhile NVA officials have been conferring and mulling over plans to produce a commercial short and also to revive basket collections.

Straightening Up Soviet Bookings

NEW YORK, June 1.—Charles Adler, of the Ansoy Agency, says the Soviet booking situation is gradually being straightened out. Alexander Basy, head of the agency, is now in Leningrad catching the new summer concerts, vaude and outdoor shows. He is on the lookout for attractions worth bringing to this country.

Basy was in Moscow last week, where he arranged for the opening of two American acts, Alexis Rothoff and Willie St. Claire and Elaine. He also conferred with Alexander Dankman, head of the GOMEZ (government monopoly in the theater), which issues contracts for foreign talent.

The Hazel Mangan act has left Moscow and returned to England after settling its contract. Their complaint about being paid in Soviet money instead of gold brought much unfavorable publicity and almost killed the plan to import large numbers of American acts.

7th Regiment Band Touring

NEW YORK, June 1.—The Seventh Regiment Band is now being handled by Irma Marwick, of the Harry Norwood office. Outfit has been selected to meet the Normandie on its arrival Monday and will sail with it on its return trip at the invitation of *La Transant*, Paris paper, to play in Brussels, Paris and London. On its return here the band is booked to play a limited engagement in fairs and theaters.

Want 'Names' But Cautious

New "names" get 3 weeks at most and at cut—better terms if they click

NEW YORK, June 1.—The cry of the circuits for "names," with a few repeaters as possible, is only being heeded by the movie field, and not so extensively at that in view of the fact that the circuits are refusing to gamble. With new "names" the circuits will only lay out at most three weeks, and at short money, promising more time and a better salary if the "name" clicks.

The movie field is being combed by the agents, led by the Simon office, William Morris Agency and the F. & M. Agency, and frequently there is a squawk as to who has the authorization. Such is the case with Boris Karloff, Ferd Simon and F. & M. both claiming the act. Publix has Karloff booked for the Michigan, Detroit, June 19, thru the Simon & Morris office, but Karloff's Coast agent reports no contract has been signed.

As was reported recently, Simon has submitted Richard Arlen, Sally Ellers and Dick Barthelme for personal appearances, but there have been no takers as yet because of the money involved. Arlen was practically set, but he headed back to the Coast because he wants to do a scene from *The Virginian* and not *Dawn Patrol* as planned.

Other new "names" being submitted are Heather Angel and Ralph Forbes together in an act and Ned Sparks. Former were set to open soon, but had to do a picture first. Sparks' vaude tour awaits settlement of salary negotiations.

Other film "names" now making personal appearances include Alice White, Roscoe Ates, Henry Armetta, Joan Marsh and Ramon Novarro. Armetta opens Friday at the Century, Baltimore, and Novarro is current at the Paramount, Los Angeles.

Rose "Cavalcade" Going Into Vaude

NEW YORK, June 1.—Billy Rose's *Small-Time Cavalcade*, late of the Manhattan Music Hall, is finally set to play vaude, the differences between Rose and Yermi Stern having been ironed out thru the intervention of Ralph Whitehead, AFA executive secretary, who did it with a desire to put the novelty acts to work.

Cavalcade will be a 30-minute act and not a unit show and will have a cast of 37. Loew is lining up some time for it, the Capitol here likely to get it June 14. RKO may play it in Chicago and Detroit. William Morris office and Curtis & Allen are handling it.

Ever since this show closed at the night club various attempts have been made to play it in vaude, but the differences between Rose and Stern prevented it. Then, too, Jack Lewis, who managed the unit at the club, had a similar show set for the Roxy recently but Rose restrained him.

Jackson Booking Resorts

NEW YORK, June 1.—Billy Jackson is back in town after lining up two up-State summer spots. He has spotted the *Wis Barn Dance Roundup* into Smith's Pier, Brewerton, N. Y., near Syracuse, and operated by Paul Poole. A WSYR (NBC) wire has been installed. Opened today. The other spot is the Casino, The Thousand Islands, Clayton, N. Y., operated by Pop Cameron and Donald Gray, and opening June 29 with Col. Feodor Maybohm's *Cavalcade of Rhythm* unit. Also has a wire.

Bob Hope to Chicago

NEW YORK, June 1.—Bob Hope has been booked by RKO with his four-piece act, including Honey Child and Dolores Reads, to open June 14 at the Palace, Chicago, for \$2,200 on the week. Holds three successive-week options to follow at \$2,000 apiece.

Some Break

DETROIT, June 1.—Local performers were convinced this week that the breaks come once in a lifetime. Lillian Mae, chorine at the Fox Theater, discovered that she had inherited \$50,000 from her deceased uncle. She has been with the theater's ballet since the house opened in 1927.

Ross Frisco Booking Close on to 6 Weeks

BOSTON, June 1.—Ross Frisco, vaude booker here, is now booking close on to six weeks and will hold the houses thruout the summer. He has five four-day stands, one full-weeker, one split-weeker and two half weeks. Also a couple of one and two-day stands.

His four-day houses are the Chateau, Dominion, Cartier and Starland, all in Montreal, and the Modern, Brockton, Mass. The full-week house is the Capitol, Lynn, Mass., and the split-weeker is the Gayety, Boston. The half weeks are the Gates, Lowell, and Empire, Fall River, Mass.

Detroit's Benefit To Yield NVA About \$1,000

DETROIT, June 1.—The NVA benefit show here was given as a midnight show at the Fox Theater last Saturday night. Show was under the general auspices of the local Variety Club, of which Edgar Kirchner is president. David M. Idzal, managing director of the Fox Theater, was general chairman. Six summer camps in this area and the local Milk Fund benefited, as well as the NVA Fund.

Gross was estimated at about \$2,500, less \$300 expenses. One thousand dollars is expected to go to the NVA Fund.

Boston AFA Clubhouse

BOSTON, June 1.—The local American Federation of Actors' branch will open a clubhouse here later this month. Secretary Ralph Whitehead okehed the arrangements Monday. Money for the clubhouse was raised by the benefit staged at the Opera House Sunday night. About 3,000 people packed the house to witness the AFA's first annual show here, with Sophie Tucker heading it. Miss Tucker and five carloads of talent came in from New York.

Two More Units

NEW YORK, June 1.—Harry Carroll is polishing up his 500 Club Revue in vaude before opening at that club in Atlantic City June 15. Opened it at the Paramount, Newark, last week. Unit has Jerry Lester, Mark Plant, Violet Love, Vera Milton and a girl line. Another new unit around is Vic Oliver's *It's the Tops* unit, which has just come east. Opened at the Earle, Philadelphia, yesterday. Cast includes Petch and Deauville, Helen Holan, Large and Morgner, John Fogarty and the Bebe Barrl Girls.

Warner Vaude Holds Up for the Summer

NEW YORK, June 1.—Steve Trilling is now booking three full weeks, one split, one three-day spot and eight one-dayers, meaning more than five weeks of playing time. The Ritz, Elizabeth, switched from a split to a three-day stand this week.

Chances are that Trilling's books won't fall below four weeks during the summer. The one-day spots are wobbly, but the full-week stands appear set to stick it out.

Hall and Marion Team Up

NEW YORK, June 1.—Cliff (Sharley) Hall, Jack Pearl's straight man, has teamed up with Sid Marion for vaude. The pair will open for Loew soon at one of the neighborhood houses.

Chez Paree Closes

CHICAGO, June 1.—The Chez Paree here will fold tomorrow night to undergo extensive renovations, involving an entirely new reproduction of the room. It is planned to reopen the spot late in August.

Big Demand for Amateurs as Bookers Hunt for New Angles

NEW YORK, June 3.—Far from slowing down, the craze for amateur shows is still riding high and bookers are looking around for new angles in presenting these shows. Realizing they must find new ways of staging the shows, bookers are introducing mechanical devices and new emseing styles to distinguish their shows from those of competitors.

For example, Harlem houses presenting amateurs have introduced prop "wishing trees" which the amateurs touch for luck. The RKO Proctor houses, supplied by Irving Barrett, feature a traffic signal with green, amber and red lights, controlled by the house manager, who watches audience reaction and regulates the lights. Red light means the hook. It's a variation of the gong made famous by Major Bowes. Some local burlesque houses use the hook, but vaude houses avoid this as being too rough. Other devices indicating the amateur should quit the stage are ringing of an alarm clock and fire-alarm bell. Booming and hissing of the audience, of course, still mean the hook.

One booker of amateur shows is patenting a new mechanical device for use in amateur contest, claiming the exhibitors are demanding new angles in amateur shows. Bookers who are doing the bulk of the amateur business are David Stern, Harry Lee, Irving Barrett, Harry Green, Sam Birch (Godfrey-Linder Agency) and Jack Pauer (Arthur Fisher Agency). Pauer has been staging amateur units for Fisher for months, working out of the Curley & Knapp office in the Strand Building. In that time he developed 17 amateurs and placed them with cafe shows and vaude acts. Fisher denies he has an interest in amateur booking, however.

Fisher and Godfrey-Linder are the only two established vaude bookers who are cultivating the amateur business thru outside reps, altho others may follow soon.

Among the local circuits using amateur shows regularly are Randforce, Consolidated, Skouras, Century, Loew and RKO.

VAUDEVILLE NOTES

VALAIDA SNOW, colored "name," returned last week from Europe. Resumes vaude soon in a new two-act.

THE PAUL ASH UNIT goes into the Roxy, New York, June 14.

The agenting business is going to the dogs—and you can blame the chain letters. Instead of digging up new acts, the agents are spending their time digging up prospects for chain letters.

JACK LEWIS is producing a new 43-people unit called Three Generations. Will feature chorus troupes representing three different generations.

H. E. BURTON, veteran agent, is working on a proposition to market a salve product.

DON CUMMINGS is a very proud papa and the object of his affections is five-week-old Katherine. The mother is the former Elsa Waldbridge, dancer.

BUSTER WEST and Lucille Page are included in that Maurice and Cordoba unit which sails Saturday for Rio de Janeiro to appear at the Copacabana Palace Hotel and Casino for 13 weeks.

STANLEY ROSS ARLEY, with the Four and a Half Arleys, gives out with this philosophical jingle: "Many a nobody who isn't known by anybody be-

comes a somebody and is known by everybody and everybody tells him they knew him when he was nobody and they knew he would be somebody some day."

PAUL DUKE is busy practicing ventriloquism by himself on his friends. Figures on combining it with his magic.

JOHNNY DOWD, of RKO, has been presented with a Syracuse police badge and card. Wonders if he'll ever get to use it.

HARRY ROBINSON, formerly with RKO, is now a partner of the White Horse Tavern in Union City, N. J.

When Anthony and Rogers, standard act, were rushed into the Roxy (New York) show last week on a last-minute flop of another act—the booking office inserted a clause that the act could be canceled after its first show. This is an unusual procedure, but the act was confident, and, of course, it had no trouble clicking.

FERD SIMON making his rounds last week with dark glimmers and a patched-up eye. Swears that his baby fingered him.

SABRO AND KUMA, new boy and girl Japanese turn, are being augmented by Jack Lewis.

NEW ACTS

Stanley Twins

Reviewed at the Capitol, New York. Style—Acrobatic dancing. Time—Five minutes. Setting—In two.

Two girls who have headed flash acts in vaude and who are now working alone. Did only one number here and were a distinct sock.

They were on before a plain drop, with the stage darkened. Under a moving blue spot, the girls do a shadow routine that is a pip. It appears that a girl is going thru an intricate series of acrobatics across the stage and back, with the light causing her shadow to travel along with her. It's only when the lights go up that the shadow turns out to be the other girl. Great simultaneous routine. P. D.

Joaquin Garay

Reviewed at the Roxy, New York. Style—Singing. Setting—In one. Time—Twelve minutes.

Garay was announced as making his first Eastern appearance when caught. He is a small, personable chap and his three-song routine offered wide variety and many possibilities. Voice is hard and something on the nasal side as it came thru the mike, but personality and hoke effects more than offset this.

Began with *Life Is a Song* in a more or less routine rendition and followed

with a lively Mexican folk song in which he hoked and acted all over the place, with the customers eating it up. He shines at putting over this sort of folk material, as judged on the showing caught, but should be careful not to overhoke, for which he seems to have a tendency. Ended with dialect versions of another song, again much to the delight of the customers, altho some of the heavily burlesqued dialect stuff is pointless.

Had to beg off when caught and should be able to repeat. Also was at the disadvantage of appearing in a large house, with his sort of stuff more suited to an intimate theater. E. B.

Al Siegel

Carolyn Marsh

Reviewed at the State, New York. Style—Singing. Setting—In two. Time—Eleven minutes.

Siegel, the pianist, trick arranger and developer of proteges, has been around for some time with Miss Marsh, but the act is absent from the new act file. She is a pretty little brunet who has an interesting throaty voice and good hotcha delivery for the Siegel versions of pop tunes.

Working at a mike, Miss Marsh offered *That's South American Joe, Isle of Capri,*

CARDINI

THE ORIGINAL THE MOST IMITATED MAGICIAN IN THE WORLD TODAY.

JACK JOYCE N. Y. Rep. BILLY JACKSON, Chicago Rep. THOMAS BURCHILL, The Monoped Singing, Dancing, Talking Comedian.

NOW PLAYING MID-WEST.

HARRY KAHNE TRULY the ACE OF ALL MENTALISTS

Bridgeport, Conn.: "The greatest entertainer to ever appear in this city. He is not a radio celebrity nor a motion picture name, but on the stage they don't come any better."

Honored With Command Performance for President Roosevelt and His Cabinet.

PAUL DUKE

Now 25th Week at Leon & Eddie's, New York.

DON RICARDO THE YOUTHFUL SENSATION OF TWO CONTINENTS.

1338 Third Avenue, New York City. JUGGLER MODERNE

"A Tempestuous Maze of Rhythm and Color." GIRO RIMAC'S

RUMBA LAND MUCHACHOS NOW ON TOUR. Dir. HARRY ROMM, RKO Bldg., Rockefeller Center, N. Y. C.

THE LIGHTNING KAY DUO JIMMY

The Snappiest and Smartest Roller Skate Team in the World. NOW ON TOUR. Rep.: JACK HART, Pal. Thea. Bldg., N. Y. C.

LE PAUL

AGE OF CARD MANIPULATORS. ALBEE, Brooklyn, This Week. PALACE, Week Opening May 31. Direction NORTH & FLAUM—HARRY NORWOOD.

JIMMIE HODGES

ATTRactions Units Available for PARKS, FAIRS, THEATRES. BOX 595, The Billboard, 1564 B'dway, N. Y.

Now Appearing 2d Week at THE VERSAILLES, New York, N. Y.

Lullaby of Broadway and for an encore *Everything's Been Done Before*. Arrangements are okeh, of course, except for the second number which contains some weak talk. Miss Marsh is a nice looker and has the right personality for this type of work. Went over nicely here. P. D.

Palace, New York

(Reviewed Thursday Evening, May 30)

Taking advantage of the Decoration Day holiday, the Palace opened its new show today instead of tomorrow and will run it for an eight-day stretch. A full lower floor was on hand at the finish of this supper show. Pix is Katharine Hepburn in *Break of Hearts*, while the vaude is a pretty good five-acter that runs an even hour. Spotty, tho, the second and third acts seeming slow after the very fast opening turn. Finishing two acts, however, brought the show around to a grand finish.

Mangean's Internationals pep up the opening frame with their fast serving of aerial and floor somersaulting, cramming a lot of tricks into the five-minute running time. A corking seven-people troupe, with not a miss in the many teeterboard tosses to the understander catcher. Audience mitted them off well.

Le Paul follows with his magic, the slow delivery not fitting in with the fast opener. He's a good worker, tho, and does well at his card tricks. Catches on with the last part of his act when he brings up a couple of audience plants to combine laughs with his tricks. Got over okeh.

Ezra, Pappy, Zeke and Elton, the radio hillbillies, clicked solidly in the troy spot, even tho they got off to a slow start. These rustic acts always catch on, and this one is presented cleverly. Sing their hillbilly tunes well, featuring Elton's outstanding yodeling. Then, too, they chalk up a lot of laughs with Zeke's expert clowning. He's a splendid accordionist besides.

Clara Barry and Orval Whitlege, next-to-closing, are glove-fit for this house, their performance forcibly reminding one

of those good old days here. They're the finished artists, playing around on the boards in ad lib. fashion. Laughs flow along during every second of their stay, the good-natured insults catching on delightfully. They've been here often—not often enough for this reviewer. Audience evidently feels that way, too, as seen by the prolonged hand.

Adair and Richards prove a grand closer with their four-people flash. While the act as a whole is a nifty, it's the standard bearers who are its sock. Their dancing is the last word, the routines being very clever and executed with much class and talent. That adagio routine of theirs is a humdinger, worthy of a production. Assisted by Sunny Rice, who taps and ballets well, and Noel Cravath, who pianos and sings, the latter not so good.

SIDNEY HARRIS.

State-Lake, Chicago

(Reviewed Saturday Afternoon, June 1)

Ray Brothers and Marion, two men and a girl, were a neat opener. The boys, in white mess jackets and black trousers, and the girl did a number together, followed by solo routines by the boys and a high-kick acrobatic number by Marion. Act is a combination of fast and snappy stepping that sent them off to two bows and a good hand.

Harrison and Elmo, black-face comedians, got started with some funny dialog in one between them. Goes to set showing a room which in the course of the act has many trick gadgets and a couple of ghosts that come in for many laughs. Closes with pictures falling from the wall and other falling articles as the curtain closes. Good hand.

Bobby May in the next spot proved to

be a juggler of no mean ability. Opening with the juggling of three Indian clubs, he switched to four, during which he did some one-hand stuff. Followed with hat and cigar work and then did his impression of an old-time juggler in red tights that was a gem, in which he juggled three and then six balls with excellent comedy effects. Made a hit with the audience and took four bows.

The Stage Revue, with Verne Buck's Band, opened with the State-Lake Sweethearts during a nice tap routine, followed by Britt Wood. Britt is working before the microphone now and is doing the same act, opening with two numbers on the harmonica and then going into his monolog, which got laughs galore thru his rustic delivery. Played the *Double Eagle*, *My Hero* and did a dance while playing *Swanee River*. A hit. Weston and Fields, man and woman, started with some talk, did a drunk bit (which is too long) and closed with both in Spanish or Mexican costume doing more talk and a high-kick routine by the girl. Most of the talk is not so funny and the act is not strong enough for the spot it had in this show. Two bows. The revue closed with the State-Lake Sweethearts doing a graceful waltz routine.

F. LANGDON MORGAN.

Loew's State, New York

(Reviewed Friday Evening, May 31)

For a change Manager Al Rosen can show off a first-run picture. It is *Murder in the Fleet* (MGM) and replaces a scheduled second run of *Bride of Frankenstein*. Along with the picture the house has an old-fashioned but strong vaude layout headed by Jesse Block and Eve Sully. They're the only b.-o. appeal. Once the customers get in the entertainment is there, nevertheless.

France and LaPell follow a brief overture by Ruby Zwerling. A vivacious brunet does balancing and stunts atop fancy perches supported by her male partner. The stunts are of the showy type and the audience responded nicely.

Young, Worth and Wyle, three boys, almost broke their necks to get laughs. They took rough falls and mauled each other, in addition to doing the conventional acrobatic tricks and comedy poses. Their terrific zest makes up for the lack of originality, and the boys had no trouble scoring.

Al Siegel and Carolyn Marsh clicked easily. Miss Marsh looks sugary in a frilly dress and a constant smile, while Siegel stuck to the piano. She sang *That's South American Joe*, *Isle of Capri*, *Lullaby of Broadway* and for an encore *Everything's Been Done Before*. Voice and delivery are okeh, with the Siegel arrangements lifting the act out of the ordinary class.

Cookie Bowers was a big hit with his vocal and panto imitations. The vocal tricks get him off to a sock start, but it's the panto stuff that really put him over solid. Toward the finish he had the customers screaming.

Block and Sully came on to a reception and gave the customers a load of their familiar Dumb Dora gags. Some of the comedy was too old, but got by nicely—thanks to their skillful delivery.

Youthful Rhythms, five-people flash, is an enjoyable affair. Frankie Little croons and plays the guitar pleasantly, while Don and Betty offer snappy tapping. One of the other two girls does a hoke ballet and the other an acro number. They're billed as Iva Kitchell and Martha Newton. A pleasant and modest little flash. PAUL DENIS.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, May 30)

Florence Rogge is the First Lady of the Music Hall, the current stage production being her first show and the first ever produced here by a young woman. She came thru with flying colors and has caught on more than anyone as to what type of show belongs here. Her show is playing opposite the Fox pix, *Under the Pampas Moon*, which isn't much b. o., altho there was a good house at this Decoration Day viewing.

Again you have Richard Leibert at the console, the newsreel and then the symphony ork. The overture fits in with the stage show, offering selections from Victor Herbert's *Eileen*. Handled as capably as ever, with Jan Peerce as the vocal soloist.

Miss Rogge's production is *Rhapsody in Green* and runs along smoothly and most entertainingly for an even 40 minutes. She opens it in a blaze of production, making the rest of the show look

skimpy by comparison. Only fault to be found is that the finale should have had more production coloring. The other producers should take a lesson from her and use specialities as she did, for they gave the show a tremendous lift.

Opening is *The Green Goddess*, with special music by Maurice Baron, and this is a gorgeously produced affair, the set being absolutely beautiful. The corps de ballet does a grand Oriental routine, and the other participants are Hilda Eckler, Nicholas Daks, the Glee Club and Joseph Castka. Audience received this number with much enthusiasm.

The Wedding of the Birds, following, brings on the whistling Novello Brothers, whose speciality caught on handily. They work cleverly, and right after their bowoff the show led into a number by the Rockettes in a bird-cage atmosphere. As ever, the Rockettes came thru with one of their superb routines.

Green Pastures called for another speciality, this time Florence Mayo and Pansy the Horse. Act fitted in perfectly and, can you imagine, there were actually belly laughs resounding thru the house. That speaks well of the turn, which certainly did click in a big way.

Green Moon is of lesser importance but pleasing anyway. Jan Peerce and the Glee Club warble a cycle of numbers, while Hilda Eckler and Nicholas Daks give out with some dance movements right in front of the moon.

For the finale Miss Rogge brings the familiar huge staircase into play but doesn't give it a real production build-up. The costuming and lighting are great and the stage crowded, but more colorful background was needed. Marie Grimaldi solos in this with grand toe work, with the corps de ballet her background. Peerce, the Glee Club and more girls step on for a posing finish.

SIDNEY HARRIS.

London Bills

LONDON, May 25.—*Life Begins at Oxford Circus*, now in its 12th week at the Palladium, has three new American entrants in Art Frank, Aileen Stanley and Carr Brothers and Betty, with the last two acts familiar here. Art Frank, ably assisted by Vivien Peterson, rhythm dancer, is a riot with his "Old Man Whoopee" characterization, and his comedy and dance bits go towards making him one of the biggest successes seen at the Palladium in years. Aileen Stanley suffers from a bad choice of numbers but still clicks, and Carr Brothers and Betty are surefire with acro-comedy and dance. The Four Franks create a record by staying for the full run of the show and are immensely popular, with a show-stop to their credit at every performance. George Lyons is a hit with harp selections, aided by excellent pipes.

The Three Californian Redheads make a first showing at Manchester Palace and fare well. Hits in a strong bill are recorded by Ted Ray, monologist; Sherkot, dancing pantomimist, and Roy Fox, American band leader with an English aggregation.

Aussie and Czech, international ax-throwing novelty and plenty speedy and colorful, hit solidly at the Hackney Empire.

Gypsy Nina, singing accordionist, and Buck and Chic and Company, latter American flash act with five people, are popular at Holborn Empire.

Other American acts registering well this week include Will Mahoney, Evie Hayes, Joe Griffin and Omar, all at Nottingham Empire; the Casting Pearls at Edinburgh Empire and the Lassiter Brothers at Prince of Wales Theater.

Capitol, New York

(Reviewed Friday Evening, May 31)

George Olsen and his band, with Ethel Shutta, return to Broadway after a long Midwestern stay. Stage show put on by the group is a good one, replete with novelties, a fast pace, in the main, and a roundness in the various stage-band entertainment departments. Unit runs slightly more than 50 minutes. Picture was *The Flame Within*, plus an excellent *March of Time* release.

Opening is slightly off, consisting of a showy and over-arranged treatment of *June in January*, featuring a vocalist from the band and some fancy fiddling by one of the violinists. Once that is over things move along for a solid period of entertainment. Olsen, besides Miss



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"Ruth Barnes stepping up next to Eleanor Powell in tap dancing." — Rochester Times.

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Shutta, who doesn't show until near the close, is also carrying a trio, another vocalist (a saxophonist) and an octet. Singing is uniformly good. Probably the most outstanding factor thruout the show is the material given the various performers. It is written by Bob Rice, who does all of Olsen's special material, and is excellent stuff. Another specialty, an unusual one, is contributed by Alan Gale, at the mike for a breathless reproduction of a recent Kentucky Derby. He out-Gibbons Floyd Gibbons and follows up with a first-class soft-shoe dance. Dance could be extended and the spiel shortened. Gale's stunt went over very well.

Octet does a novelty setup of the *Man on the Flying Trapeze*, sung in the various styles of different singing groups, Russian, semi-operatic, etc. The band's novelties include introduction, thru what sounds like a special piece, of the various branches of the orchestra, plus a rumba and a new Western song, *Ridin' the Range*, well sung by the sax player. The tune is somewhat reminiscent of *The Last Roundup*, which Olsen introduced with Joe Morrison. Band also imitates the styles of Wayne King, Rudy Vallee and Fred Waring, the last two somewhat satirically, and the Waring handling a classic in the interpretation of the Waring glee club, college song and boom-boom stuff.

Miss Shutta's first song is *Tiny Little Fingerprints*, which she sold to a fare-thee-well. It was another time, too, that Rice rated a bow on the patter he wrote. This is followed by song imitations of Mae West, Garbo and Lupe Velez, as well as Schnoz Durante. Also over well. Close is a novelty, with Miss Shutta leading a quartet in a song about liking hillbilly moosick.

JERRY FRANKEN.

Earle, Philadelphia

(Reviewed Friday Afternoon, May 31) (First Show)

Arranged in unit form under the title *It's the Tops* and kept moving by clever Vic Oliver in the emcee role, the new show at the Earle has plenty of snap and crackle. House was comparatively light at the first show, the applause was hearty.

Show opens with the Bebe Barri Dancers, a group of 11 girls, appearing in picture hats and summer costumes and giving a variety of waltz and tap steps. With the outfit is a crooner, who warbles popular tunes in the mike, and two clever dancers, Petch and Deauville, girl and boy, who mix taps with acrobatics, the girl scoring particularly with her cartwheels.

Oliver makes his first bow and entertains with his clever gags and his piano playing, most of which is straight and of concert caliber. With him is blond Ruth Ray, who joins him in amusing patter.

John Fogarty, Irish tenor of radio fame, is introduced and sings *Without a Song*, *Life is a Song*, *One Night of Love* and a dream song medley. He scores a big hit. Billy Colligan is his piano accompanist.

Helen Honan follows with her impersonations, mimicking Zasu Pitts, Joe Penner, Greta Garbo, Stepin Fetchit, Mae West, Laurel and Hardy and Chaplin in clever manner. She uses the Chaplin impersonation to exit with a dance.

The girls return in a fan-dance routine, which is followed by an impressionistic ballet. Oliver then takes over again with more gags and violin playing.

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mixing comedy with good musical ability. His imitation of a radio program five years hence is a wow. Miss Ray joins him again for more comedy.

One of the most novel acts to play in a long time is that of Large and Morgner, both men being one-legged but not letting that interfere with their acrobatic stunts, including hand stands and other feats of strength. For a climax one man hops over four chairs to be caught in the hands of the other.

For the finale the Bebe Barri Dancers do a Continental, with Petch and Deauville again soloing.

The film is *The Devil Is a Woman*. H. MURDOCK.

Roxy, New York

(Reviewed Friday Afternoon, May 31) (First Show)

A nice fast-moving and unpretentious stage show at the Roxy this week, with the Gae Foster Girls, the house troupe, running away with a major share of the honors. They do three routines, each unique and immensely effective. Open with a bright and colorful high-hat affair in which they go heavily hotcha, follow with a rope-skipping number, difficult but beautifully performed, in which the ropes are highlighted for maximum effect, and end with a lovely affair in which the kids' arms are cased in phony flowers which are used for novel and excellent effects. Bonnie Cashin's costumes also come in for a heavy hand.

Gordon, Reid and King, three men, lead off with a nice dance turn, in which they inject comedy that's better than most dance teams' efforts for laughs. Al Bayes and Harvey Speck furnish the laugh act, going thru their political idiocies nicely. The end of the NRA, however, has dated most of their material, and they ought to switch it pronto. Joaquin Garay, announced as coming from the Coast and making his first New York appearance here, handled the singing end. His voice, hard and nasal, isn't too forte, but he puts his stuff across, scoring heavily with the crowd by doing one number in several dialects. His best was a Mex folk song, and he's really good at such if he doesn't over-heck it. Pallenberg's Bears make a grand novelty act, with the big future rugs riding bicycles, pushing themselves around on go-carts, roller skating and in general putting on a grand performance.

This week's radio amateur winner is young Irving Field (or so it sounded over the public-address system), who plays his own arrangements on the ivories. They're unusual and hold interest.

Freddy Mack and his boys are back in the pit this week. Picture is *Loves of a Dictator* (G-B) and biz was fair at the first show opening day.

Not a skirt in the stage show, except the Foster kids. Fortunately, they make up in pulchritude for any lack among the acts. EUGENE BURR.

Coliseum, New York

(Reviewed Sunday Evening, May 26) (CRAZY RHYTHM UNIT)

The Frank and Milt Britton Band head this *Crazy Rhythm* unit playing up here along with the *Stolen Harmony* pix. Week-end combo policy at this RKO house means much to the b. o., with a capacity house at this viewing. Unit isn't going very far, and that's principally because it's impossible for the Brittons to head a full show. And, furthermore, it is done haphazardly and with an apparent desire to chisel on expenses. Runs 55 minutes, and the customers got a kick out of the Brittons no matter what else occurred.

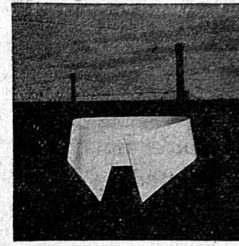
As an act the Britton outfit is hard to beat. Yet as a unit leader the worst happens. Their accompaniment for the specialty acts doesn't work out so well; Milt Britton doesn't pan out as an emcee, doing a few announcements and then dropping them entirely, and the business of going back and forth between "one" and full stage isn't a good production idea. No actual production to the show anyway.

The Britton act spreads over the whole show, with Walter (Moussie) Powell and Tito working hard, often and effectively. They're a clever pair and bat out a high laugh percentage. Then the band goes in for seltzer squirting, play their *Sweet Music* tunes, do the *Poet and Peasant* bit, the composer item and all the other hilarious bits with which they are identified.

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the unit, Serge Flash is the real socker. In fact, he knocks off the biggest miffing of the whole unit. He's still juggling the pin and balls very adeptly and winds up with that ever-punchy business of working with the audience. Then there's Weldon and Honey, a dance couple who do syncro routines that are cute enough but of no real sock value; Tina, a fair mike singer, and the Six Rhythm Beauties, who do all right, but a sextet makes a skimpy line, and with no other production behind them they are out of place. SIDNEY HARRIS.

Chicago, Chicago

(Reviewed Friday Afternoon, May 31)

Present bill is more along the type of shows on which this ace house made its reputation. The produced on a moderate scale the divertissements that make up the show are presentations with colorful scenery and props, lighting and costuming.

Opening scene showed a set representing a row of books with bookends and two large inkwells from which emerged the Evans Girls in attractive red and blue costumes, who did a neat routine, and were followed by Kay, Katya and Kay, two men and a woman. The men had been part of the bookends and as Katya joined them they did a novelty ragdoll adagio with a marvelous one-foot toe spin by Katya that elicited much applause. Horton Spurr then worked before the traveler with a bouncing routine, a slow-motion pantomimic golf game bit and some acrobatics that got a good hand.

The Chicago String Quartet, two violins, viola and cello, led by Hans Meunzer, was next. Appearing in Colonial costumes and white wigs they played *Carry Me Back to Old Virginia*, and then a large picture frame above them lighted up revealing Mari Barova in hoopskirts, who sang *Love's Old Sweet Song* in fine voice. A short but classy piece of staging.

Carl Freed and his Harmonica Harlequins (10) followed. Appearing in Harlequin costumes before a clown drop, Freed opened his program with a medley of several tunes, then *Love in Bloom* and closed with a *Rumba Fantasy*. Boys get real music out of their harmonicas and were well liked, tho it seemed to this reviewer that the nance comedy by one of the boys is a bit overdone and there is a little too much of it. Good hand.

Art Jarrett opened with his theme song and then swung into *Lullaby of Broadway* and *Miss Otis Regrets*. Eleanor Holm came on to sing a couple of numbers. Jarrett sang a couple of more and they both did *Lilac Time* as the Evans Girls did another routine and Kay, Katya and Kay came back for a Spanish modernistic adagio. Too much singing. F. LANGDON MORGAN.

Al Lydell's Pix Booking

NEW YORK, June 1.—Al Lydell, vaude veteran doing old-man characterizations, left for the Coast Monday with a pix booking under his belt. Ferd Simon set him for a part in Fox's *Way Down East*, starring Janet Gaynor. Lydell was recently of the act of Lydell and Gallagher in Alex Gerber's *Radio City Follies* unit.

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Sunday Referendum Ready To Go to Equity Members

Annual meeting deadlocks on question, 152 to 152—administration slate elected by 565 to 183, with 160 ballots scratched—two-eighths extra for Sundays?

NEW YORK, June 1.—Equity will send out its referendum on Sunday shows to its membership throughout the country within the next two weeks, with a possibility that the Western divisions, which are used to playing on Sundays, may swing it. At the stormy annual meeting Monday the vote was deadlocked, 152 to 152. The administration slate of councilors was elected at the meeting by 565 to 183, with 160 ballots scratched. Hostilities between the administration and the Actors' Forum, insurgent group, which had been expected, failed to materialize until toward the close of the meeting, when the result of the election was announced. Then Philip Loeb and Sam Jaffe, Forum leaders, objected to the manner in which the mailed vote had been sent out. The administration slate went out before the Forum nominations were made, and the latter slate was sent separately, with a proviso that members who had already returned the administration slate must abide by that vote, unless they attended the meeting.

Paul Turner, Equity council, defended the constitutionality of that procedure, but was forced to admit that the ruling was based on his interpretation of the constitution. Forumites wanted to continue the debate, but Frank Gillmore, Equity president, closed the meeting over their protests.

The councilors elected were Walter Abel, James Bell, Humphrey Bogart, Beulah Bondi, Elliot Cabot, Alexandra Carlisle, Pedro de Cordoba, Edward Fielding, Priestly Morrison and Blanche Yurka, for full five-year terms; and Helen Broderick, Ernest Glendinning and Kenneth McKenna for unexpired terms.

Four alternatives were offered the membership in the Sunday show vote, as predicted here four weeks ago. They were 1, flat acceptance of Sunday playing in New York; 2, acceptance for a year's trial period, with no other provisions; 3, flat refusal to play, and 4, acceptance for a trial period, with players getting two-eighths of their salaries extra for the Sunday shows. The vote of 152 to 152 was between the third and fourth alternatives. Only 10 members favored flat acceptance, while 36 voted for the trial period, with no other provisions.

Tuesday's vote was merely a trial. Final disposition is up to the council, but the council will be guided by the results of the referendum. Referendum form will be considered at the council meeting a week from Tuesday, and after it is approved the mailed ballots will go out. Results of the referendum will not be tabulated, it is expected, until mid-summer.

There was heated discussion of the Sunday question at the meeting, with many members favoring postponed action, so that Sundays could be held as a weapon in bargaining with the producers for other concessions.

If Sundays go thru with the two-eighths rider, producers unanimously agree, it is equal to killing them altogether. It was pointed out that hits would probably not play Sundays anyhow, being able to take in just as much Mondays. Intermediate shows, which were those figured to be helped by Sunday performances, would be unable to play, since all of the expected profits and perhaps more would be taken up by the extra salaries. Some producers were bitter in their condemnation of the Equity attitude.

The stagehands' local has made no ruling on the Sunday question as yet.

At the Equity meeting the treasurer's report showed that the association had operated during the year with a \$13,685.53 surplus. The total surplus on hand is \$329,925.05.

Pitt Guild Season Cut

PITTSBURGH, June 1.—The sixth play due local subscribers of the Theater Guild and American Theater Society will not be offered here, due to "unusual conditions of booking plays out of New York," according to Subscription Secretary T. Thomas Kenyon. The play scheduled for the Nixon Theater last week will be presented next season.

OUT-OF-TOWN OPENINGS

"Up to the Stars"

(Detroit)

Authors, Noel Coward, Norman Zeno, Viola Brothers Shore, Nancy Hamilton, June Sillman. Director, Leonard Sillman. Producer, Robert Henderson. Scenic designer, Stewart Chaney. Opening date, May 27. Scheduled run, one week, to follow to Lydia Mendelssohn Theater, Ann Arbor.

Cast: Walter Slezak, Ilka Chase, Paul and Lief Rocky, Jessie Royce Landis, Mlle. Nina Tarasova, Imogene Coca, Felicia Sorel, Demetrios Vilan, Helen Gray, Leonard Sillman, Elizabeth Love, Mildred Todd, Lillian Bronson, Janet Fox, Lulu Mae Hubbard, Katherine Parker, Dazma Minty, Polly Klock, George Blackwood, Kenneth Bates, Ainsworth Arnold, Arthur Davidson and Richard Graham.

This revue includes numbers produced in the Coward revue, *Words and Music*, in London last season, together with a large number of interludes from the Sillman revues in New York. It follows the typical Noel Coward technique of slightly bored ultra-sophistication, with a variety of numbers of outstanding entertainment quality.

With 38 scenes, ranging from a Harlem night club, or the same triangle sketch in the manner of Barrie, Lonsdale and French bedroom farce, to ultra-poetic scenes, the revue moved swiftly.

FROM OUT FRONT

By Eugene Burr

Having run his head into a noose last week by making a list of the season's 10 best plays, this reporter doesn't particularly care what happens this week. Therefore, in a spirit of bravado and good clean fun, we'll make matters worse and pick a list of the season's 10 best performances. As in the case of the 10 best plays, it will of course be simply a list of personal opinions. But in the theater personal opinions are as sure as anything else, and it clarifies things to have a list made up. Even the dissenters are forced to come out squarely on one side or the other.

The list, then, more or less in the order of merit: Katharine Cornell in *Romeo and Juliet*; Elena Miramova in *Times Have Changed*; Pierre Fresnay in *Noah*; Burgess Meredith in *Flowers of the Forest*; Alfred Lunt in *Point Valaine*; Judith Anderson in *The Old Maid*; Grace George in *Kind Lady*; Ethel Barrymore in *L'Aiglon*; Sybil Thorndike in *The Distaff Side*, and Florence McGee in *The Children's Hour*.

Miss Cornell is a new addition to lists made up in this corner. Hitherto considered (in this precinct at least) an actress who invariably acted with glamour and great appeal no one but herself, she came thru in *Juliet* to give us one of the finest characterizations, not of the season, but of the century. Her *Juliet* was no actress playing a part with beauty and effect; it was no perfect reading of Shakespearean lines; it was, purely and simply, *Juliet*, an amazing, unique and entirely glorious theatrical creation.

In any season which did not have Miss Cornell's *Juliet*, Miss Miramova's performance would have rated a clear and easy best; it was a splendid and outstanding portrayal. M. Fresnay's *Noah* was a human, touching and finely detailed characterization. Mr. Meredith's last-act scene in *Flowers of the Forest* flashed like a brilliant meteor across the theatrical sky, offering an acting moment such as few theatergoers are privileged to witness. Mr. Lunt's magnificent portrayal of the violent, inarticulate, slime-flecked beast of *Point Valaine* was a tour de force of acting. Miss Anderson brought dignity and great power to *The Old Maid*. Miss George's reticent and distinguished kind lady lifted an above-average melodrama entirely out of its class, making it an absorbing psychological study. Miss Barrymore, in a small part in *L'Aiglon*, evoked more pathos and heart-rending belief than did Eva Le Gallienne with all her coo-shouting in the title role. Dame Sybil Thorndike graced *The Distaff Side* with the rare, fine glow of her intelligence and artistry. Miss McGee's performance as the by-now-world-famous brat needs no further comment.

Inevitably a second 10 crowds to mind. They are, again more or less in the order of merit: Jimmy Savo in *Parade*; Edmund Gwenn in *Laburnum Grove*; Robert Lorraine in *Times Have Changed*; Lillian Gish in *Within the Gates*; Alla Nazimova in *The Simpleton of the Unexpected Isles*; Patricia Collinge in *To See Ourselves*; (See FROM OUT FRONT on opposite page)

BROADWAY RUNS

Performances to June 1, inclusive.

Dramatic	Opened	Perf.
Accent on Youth (Plymouth)	Dec.	25...188
Awake and Sing! (Belasco)	Feb.	19...120
Bishop Michaloves, The (Golden)	Feb.	20...120
Black Pit (Civic Rep)	Mar.	20...86
Ceiling Zero (Music Box)	Apr.	10...62
Children's Hour, The (Elliott)	Nov.	20...230
Fly Away Home (48th St.)	Jan.	15...162
If a Body (Biltmore)	Apr.	30...55
Kind Lady (Booth)	Apr.	25...47
Knock on Wood (Cort)	May	28...7
Old Maid, The (Empire)	Jan.	7...171
Personal Appearance (Henry Miller's)	Oct.	17...270
Petticoat Fever (Ritz)	Mar.	4...104
Petrified Forest, The (Broadhurst)	Jan.	7...162
Post Road (Ambassador)	Dec.	4...210
Seven Keys to Baldpate (National)	May	27...8
Something Gay (Morosco)	Apr.	29...40
Three Men on a Horse (Playhouse)	Jan.	30...147
Them's the Reporters (Biltmore)	May	29...6
Till the Day I Die and Waiting for Lefty (doubtless bill)	Mar.	26...79
Great Waltz, The (Center)	Sept.	22...39
Tobacco Road (Forrest)	Dec.	4...653
Young Go First, The (Park)	May	28...7
Musical Comedy		
Anything Goes (Alvin)	Nov.	21...225
Great Waltz, The (Center)	Sept.	22...39
Parade (Gulld)	May	20...16

Some of the best numbers went clear over the heads of a society first-night audience, with a more cosmopolitan atmosphere than is appreciated in a Detroit theater.

"Lefty's" Midwest Tour

PITTSBURGH, June 1.—So responsive have been local audiences to the New Theater Group's presentation of Clifford Odet's *Waiting for Lefty* that it was decided to tour with this one-acter in one-night stands in Western Pennsylvania and Ohio towns. If road engagements meet with success tour will be extended thruout the summer.

Pasadena Festival Plans

PASADENA, June 1.—Elaborate plans are being made here for the staging of the Pasadena Community Playhouse's Midsummer Drama Festival in progress from July 1 to August 10, featuring this year the chronicle plays of William Shakespeare. Festival is to be the first of an annual series of such events, not, however, always devoted to classics.

New Orleans Rep Sets Its Plans

NEW ORLEANS, La., June 1.—Completion of organization of the New Orleans Repertory Theater, with plans for a 3,400 membership drive to start this week, gives the Crescent City further assurance of Broadway successes this fall and winter. The theater plans to bring at least eight of the strictly high-class legit to the city with the original stars.

The plays are to be presented in New Orleans at the rate of one a month, starting with the last week of September, and then after each play has been completed here and rehearsals on for the following one, the company is to be taken on a tour of near-by towns, including Baton Rouge, Mobile, Shreveport, Monroe, Lake Charles, Alexandria, Memphis, Jackson and others for one and two-night engagements.

The movement is already meeting with great enthusiasm despite the fact that that theater has been organized on a commercial basis. Officers of the new organization are Albert Lovejoy, producing director; Richard Gregory, business manager; Joseph Calamia, promotion director and treasurer, and Juan Villasana, associate director.

At a recent meeting of the officers it was decided to send a committee to New York in the near future to complete arrangements for plays and players.

Chi Equity Office Closes for Summer

CHICAGO, June 1.—Frank Dare, local Equity representative, advises that the Chicago office of Equity will be closed during the months of June and July. Dare will continue to represent the Actors' Equity Association in Chicago, but will be out of the city until July 3. He left Tuesday for St. Louis to visit the Municipal Opera there, after which he will spend some time on the West Coast.

Whether the Loop office of Equity will reopen will depend upon legitimate theatrical conditions as they develop toward the end of summer. If there is sufficient legit activity the Loop office probably will reopen around the first of September. If there is not, Dare will administer the office from his home.

W&L Set Pitt Company

PITTSBURGH, June 1.—Wee & Leventhal, New York producers, will reopen the Pitt Theater here June 10 with *Accent on Youth*. The firm is holding a three-year option on the theater. Plays, Broadway successes as well as tryouts, will be offered thruout the summer. If the venture proves successful a similar policy will be in effect in the fall and winter seasons.

The *Youth* Company will be headed by Josephine Dunn, formerly of the movies; Natalie Shaeffer and Ernest Glendinning. The opening show will be given for two weeks, when it will be moved to Chicago. Among coming attractions listed are *Her Majesty, the Widow*, starring Pauline Frederick, who is now on tour with *Mary of Scotland*; a new play entitled *Portuguese Gal*, with Lenore Ulrich; *Three in One*, with Irene Rich, and *The First Legion*, with Bert Lytell. Al Smith was named company manager.

Shuberts Deny AC Tie

ATLANTIC CITY, June 1.—In order to set at rest rumors and unofficial announcements circulated regarding Messrs. Lee and J. J. Shubert's connection with coming season at Garden Pier Theater, Lawrence Shubert, general manager of the Shubert enterprises in Philadelphia, made this announcement *The Billboard* yesterday: "Messrs. Lee and J. J. Shubert and Select Theater Corporation, of which they are a part, are in no way connected with any enterprise at present contemplated for coming season at Garden Pier. Despite rumor, firm is not at present involved in project, either silently or openly, and is not financially or otherwise responsible for undertaking."

Local papers have printed several stories in past week alleged to have come from a Shubert representative regarding this firm taking Garden Pier for summer.

THE NEW PLAYS ON BROADWAY

ETHEL BARRYMORE

Beginning Wednesday Evening, May 29, 1935.

THEM'S THE REPORTERS

A play by Phil Kanter. Staged by Addison Pitt. Scenery by Karl Arndt. Presented by Fourth Estate Productions, Inc.
 Scopp.....Frederick Sherman
 Pincus.....Nat Burns
 Cassidy.....Dave Burns
 Reiley.....Howard Negley
 Peter.....Cledge Roberts
 Speed.....John Neill
 Miriam Jordan.....Helen Kingsley
 ACT I—The Action Takes Place in a Reporters' Office Called a "Shack." Time—Night. (Curtain Will Be Lowered During the Act to Denote Lapse of Two Hours.) ACT II—The Same. Two Weeks Later. ACT III—Same. The Following Night.

Advertised curtain time—8:50.
 Curtain rose at showing caught—8:53.

There seems to be a doom hanging about Decoration Day—at least for dramatic reviewers. Last year the eve of the holiday was signalized by the opening of *Furnished Rooms*, this year by the opening of *The Reporters*, a play by Phil Kanter, of *The Bronx Home News*, brought to the Barrymore Theater by an outfit calling itself Fourth Estate Productions. If any recent play has been worse than *Furnished Rooms* it is *The Reporters*.

A pretty good idea of the drama can be obtained by figuring out the sort of playwright who would stick such a title on his brainchild. Fortunately, then, there is no real necessity for us to bounce along upon the inanities of Mr. Kanter's plot or to descend into the cesspool from which he dredged his humor. Briefly, he tells of the life of reporters in a district shack, embellishing that dull recital with a melodramatic love story about an innocent pastor's daughter from Newark who gets herself embroiled with a devilish racketeer. The racketeer never appears on the scene. A sensible fellow, he was, and greatly envied by this reporter.

A hard-working cast gives the piece precisely what it deserves—which is to say, a histrionic Bronx cheer.

There were two bagpipe bands in the Decoration Day parade. It's nice to think about that when memories of *The Reporters* come to mind.

EUGENE BURR.

NATIONAL

Beginning Monday Evening, May 27, 1935

SEVEN KEYS TO BALDPATE (LIMITED REVIVAL)

A farce by George M. Cohan, based on a novel by Earl Derr Biggers. Directed by Sam Forrest. Scenery by W. Oden-Waller. Prolog written by A. E. Thomas. Presented by the Players' Club.

Prolog Spoken by Otis Skinner.
 Elijah Quimby.....Francis Conlan
 Mrs. Quimby.....Josephine Hull
 William Hollowell Magee.....George M. Cohan
 John Bland.....Ernest Glendinning
 Mary Norton.....Zita Johann
 Mrs. Rhodes.....Irene Rich
 Peters.....James T. Powers
 Myra Thornhill.....Ruth Weston
 Lou Max.....Ben Lackland
 Jim Cargan.....Edward McNamara
 Thomas Hayden.....George Christie
 Jiggs Kennedy.....James Kirkwood
 First Policeman.....Percy Moore
 Second Policeman.....Allen Delany
 Hal Bentley.....Walter Hampden
 The play is in a prolog, two acts and an epilog. Scene: The Office of the Baldpate Inn. Time: The Present.

The usually sedate members of the Players' Club tucked up their rompers and went out for a joy ride Monday night, when they presented George M. Cohan's famous old dramatization of *Seven Keys to Baldpate* at the National Theater as their 13th annual revival. Mr. Cohan, of course, was in the lead.

In the years that have passed since *Seven Keys to Baldpate* was first flung before a startled and enthusiastic world at the Astor Theater in 1913, some parts of the play have become fuzzy. Audiences of 1913, it seems, were not keyed to the speed of the melodramas that came in with *The Front Page*, *Broadway* and the rest; also, they demanded that a dramatist be more explicit than there is now any need for him to be. Such minor annoyances, however, fail to date a wild and woolly, ripsnorting, haywire and unpredictable mystery-melodrama which has served, to all intents and purposes, as a model for all mystery-melodramas written since.

And such infinitesimal drawbacks became even smaller in the hands of Mr. Cohan and a supporting cast which only a Players' Club revival could gather to-

gether. Mr. Cohan, of course, plays it all to a fare-thee-well, and he is aided, abetted and ably seconded by such notables as Walter Hampden, James Kirkwood, Edward McNamara, Irene Rich, Zita Johann, Ben Lackland, Ernest Glendinning, Josephine Hull, Ruth Weston and others. James T. Powers' rich and superbly comic characterization of the misanthropic hermit of Baldpate deserves special mention.

Otis Skinner, vice-president of the club, opened the proceedings with a graceful and gracious speech. Sam Forrest, who directed the play in 1913, directed it again.

It seems a shame that Broadway should be privileged to see it for only a week. Two years ago, on the occasion of the last Players' revival, the run had to be extended. The play was *Uncle Tom's Cabin* that time. Maybe the club can be persuaded to extend this engagement, too.

EUGENE BURR.

PARK

Beginning Tuesday Evening, May 28, 1935.

THE YOUNG GO FIRST

A play by Peter Martin, George Scudder and Charles Friedman. Staged by Alfred Saxe and Elia Kazan. Settings designed by Mordecai Gorelik. Presented by the Theater of Action (formerly the Workers' Laboratory Theater).

Captain Hood.....Philip Robinson
 Christy Stark.....Stephen Karner
 Sergeant Thrush.....Paul Edens
 Lieutenant Mullins.....Mitchell Grayson
 Orderly.....Jack Arnold
 Beebie Menucci.....Will Lee
 Jeff Patten.....Edward Mann
 Lempi Sawicki.....Harry J. Lessin
 Giuseppe Calderone.....Perry Bruskin
 Hymie Kucher.....Ben Ross
 Glenn Campbell.....Nik Ray
 Paul Crosby.....Earl Robinson
 Frank Clark.....David Kerman
 Edmund Burke O'Leary.....Curtis Conway
 Miss Ferris.....Roslyn Harvey
 Mrs. Ruth Kent Menzies.....Catherine Engels
 Clifford Stedman.....Roger Anderson
 Florence Stedman.....Joan Madison
 Robin Stedman.....Jean Harper
 Mrs. Stedman.....Rhoda Rammelkamp
 Colonel Hager.....Joseph Lerner
 The Action of "The Young Go First" Takes Place in and Near Blue Hill Mountain Camp, of the Civilian Conservation Corps. Time: The Present.

ACT I—Scene 1: Blue Hill Camp. Scene 2: A Work Field Near the Camp. Six Weeks Later. Scene 3: Blue Hill Camp. Three Weeks Later. ACT II—Scene: The Office of Stedman Home. A Few Days Later. Scene 2: Blue Hill Camp. The Following Afternoon. Scene 3: Blue Hill Camp. That Night. Scene 4: Another Work Field. A Few Days Later. ACT III—Scene 1: Blue Hill Camp. That Afternoon. Scene 2: Blue Hill Camp. That Evening.

Advertised curtain time—8:45.
 Curtain rose at showing caught—9.

The heavy hand and unseeing eye of propaganda have loused up many a play. To be added to the list is the Theater of Action's *The Young Go First*. Grinding sociological axes is still possible on the stage, but not when that, and not playwrighting and entertainment, is made the primary purpose. Unfortunately for the Communist cohorts the stage remains the stage and not a soap box. It is strange that propaganda-spreading units should fail to see the folly of their ways, for were they to adopt even a measure of subtlety, accomplishing their purpose—getting new followers—might be advanced. Screaming and shouting, coupled with obstinate onesideness, never gained a friend or follower.

Undoubtedly President Roosevelt's creation, the Civilian Conservation Corps, provides subject matter for a play. Very possibly that material is to be found in *The Young Go First*, but the play remains to be written. If a drama, however, is to come out of the CCC camps, subject matter far more vital than that embodied in *TYGF* is required. Padded out over three acts, the story briefly concerns the dissatisfaction with allegedly unsatisfactory conditions of varying sorts existing in a camp of a group of the youths. Their specific complaints are primarily poor food, lack of entertainment and "not enough trucks to take us to town." All of which leads to insurrection, a good third act scene and a thunderous cheer from the audience when the authors revert to type and wave the red flag over all. That audience, incidentally, is at times more interesting than the play. It's a turbulent, dissatisfied anti-most-everything group of watchers.

Under the command of army officers

such as Captain Hood (once known as Simon Legree) and Lieutenant Mullins (assistant Legree), a few of the boys rebel, but each time are thwarted. Lempi is busted out when, on a sexual forage, he picks up a venereal disease. The authors, leaning on his financial condition, seek to paint his expulsion as a dastardly deed, my hearties. Sympathy indicates such an attitude; intelligence precludes it.

The boys decide to air their complaints thru petitions, the sergeant uncovers the "plot" and Hood punishes the group by making them work near a dynamite job. When one of them is injured they rebel and return to camp. Hood finds himself unable to manage them and sends for Colonel Hager. Realizing that a spokesman or spokesman will undoubtedly take the rap, they are at a loss as to how to defend themselves, finally hitting upon the plan of going into a huddle, a la football teams, to answer each charge, shouting the answers in unison. It makes a swell scene. The outcome is that each is sent to a different camp, and, to save defeat from victory, the authors used a flag-waving ruse of bringing in another camper at curtain time to tell the departing boys the other sections have gone on strike, forcing improvements from the army and government ogress. And maybe the audience didn't like that.

The acting and direction are uneven, while the writing is bad. One theme is introduced and left in midair, this being the battle against the mill bosses of Clifford Stedman, a village mill worker. Will Lee is capital as Beebe Menucci, Curtis Conway typical as O'Leary, Edward Mann excellent as Jeff Patten. Harry J. Lessin does another good job as Lempi. With the exception of Joseph Lerner as the Colonel and Paul Enders as the sergeant, the officers acted like glorified elevator starters.

JERRY FRANKEN.

CORT

Beginning Tuesday Evening, May 28, 1935.

KNOCK ON WOOD

A comedy by Allen Rivkin, featuring James Rennie. Staged by John Hayden. Setting by Watson Barratt. Presented by Knockwood, Inc.
 Christian Hugo.....Bruce MacFarlane
 Jake.....Richard Taber
 Harry.....Lee Patrick
 Pat Moran.....Beverly Parker
 Edith.....Walter Wilson
 Nick Hugo.....James Rennie
 Mort Chandler.....Calvin Thomas
 Lurleen Marlowe.....Sallie Phipps
 Joan Wexley.....Beatrice Swanson
 Stuart Schuyler.....Albert Van Deker
 Francis Z. Barrington.....Tom Morrison
 The Major.....Nicholas Joy
 Pink Wilson.....James Spottswood
 Gary (Slug) Green.....Donald Black
 Potts Jackson.....Horace MacMahon
 Elmer McCurk.....Charles Comoroda
 John Greylock.....William David
 Two Hoodlums.....Robert Gray, Harry Seton
 ACT I—The Office of Nick Hugo, of Schuyler & Hugo, Artist Representatives, Hollywood, Monday Morning—After a Strenuous Hollywood Week-End. ACT II—Nick Hugo's Office. Six Weeks Later—Christmas Eve. ACT III—Nick Hugo's Office. Following Monday.

Advertised curtain time—8:50.
 Curtain rose at showing caught—8:55.

Allen Rivkin must have felt a lot better Wednesday morning. Regardless of what was said in print concerning his new play, *Knock on Wood*, which was brought to the Cort Theater Tuesday night by Knockwood, Inc. (the Shuberts to you), Mr. Rivkin had managed to get plenty off his chest. It must have been encumbering that chest for a long, long time, and it must have rankled greatly while it was there. Otherwise it would have been impossible for him to write so blistering, corrosive, poisonous and devastatingly truthful an expose of Hollywood and its methods. Mr. Rivkin has both courage and indignation, nicely velled under a rapid-fire comedy technique. As a Hollywood writer he seems almost to be committing financial suicide by allowing his play to be produced. It is a pity that the play itself isn't better.

And yet *Knock on Wood* is not nearly so bad as it appears on the Cort Theater stage. Starting slowly, it hits its stride early in the second act and from then

on, possesses the excitements, humors and theatrical effects of its genre. It is, however, disastrously hampered by the production. Miscasting such as that seen in *Knock on Wood* is nothing short of inspired; rewriting should have been ordered on the first act and at intervals thereafter, and the direction is as devastating to Mr. Rivkin's play as Mr. Rivkin's play is to some of Hollywood's more important citizens. That direction flattens the high spots, blunts the (See *KNOCK ON WOOD* on page 26)

FROM OUT FRONT

(Continued from opposite page)

Hugh Sinclair in *Escape Me Never*; Audrey Christie in *Geraniums in My Window*; Jeanne Dante in *Birthday*, and Blanche Sweet in *The Petrified Forest*.

There is really little or nothing to choose between the first and second 10. They were roughly listed in the order of merit as they struck this reporter's taste, but the standard of excellence is so high that distinctions are, to all intents and purposes, worthless. It is hard to measure inches when considering the distance to the stars.

One performance there was this season which was not included, because it belongs in no list such as this. It was, of course, the performance of the late Richard B. Harrison as de Lawd in *The Green Pastures*. That was no mere theatrical portrayal; it was, rather, an inspiration and a blessing to the land.

A meager list of 20 can hardly take care of all the fine and distinguished performances that have studied the season. More and more rush to mind, demanding to be recorded. Yielding to that demand then, there is appended this added list of 30—and even these are but a few of the many deserving mention. The list is not necessarily in the order of merit this time:

St. Clair Bayfield (*Judgment Day*), Joanna Roos (*Tight Bitches*), Estelle Winwood (*The Distaff Side*), Joseph Spinin-Calleia (*Small Miracle*), Walter Abel (*Merrily We Roll Along*), Bert Lyell (*The First Legion*), Jane Wyatt (*Lost Horizons*), Betty Lancaster (*Lost Horizons*), Gladys George (*Personal Appearance*), Len Doyle (*Ladies' Money*), Fred Stone (*Jayhawker*), Victor Moore (*Anything Goes*), Katherine Emery (*The Children's Hour*), Anne Revere (*The Children's Hour*), Hugh Buckler (*Hedda Gabler*), Lucile Watson (*Post Road*), Percy Kilbride (*Post Road*), Humphrey Bogart (*The Petrified Forest*), Leslie Howard (*The Petrified Forest*), Helen Menken (*The Old Maid*), Lowell Gilmore (*Prisoners of War*), Shirley Booth (*Three Men on a Horse*), Walter Connolly (*The Bishop Misbehaves*), Lucy Beaumont (*The Bishop Misbehaves*), Sylvia Field (*The Distant Shore*), McKay Morris (*The Splotch of the Unexpected Isles*), Doris Dalton (*Peticoat Fever*), Clyde Franklin (*Black Pitt*), Ella Kazan (*Waiting for Lefty*) and John Lital (*Ceiling Zero*).

No, Matilda, I didn't forget the Great Elisabeth Bergner. I thought of her a good deal—of how she ruined what might have been an excellent play by acting all over the face of it, and turning in a false, studied and completely undercooked performance.

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SCHENCK'S MOVE SURPRISES

Merger With Fox Not To Keep Him From Seeking Met Control

Failed to reach agreement with United Artists on distribution of 20th Century product—statement says no changes in personnel, but workers are worried

NEW YORK, June 1.—The picture industry is still stunned at the suddenness of the merger between 20th Century Pictures and Fox. In order to give a little more zest to the situation, there is a report that Metro-Goldwyn-Mayer will follow 20th Century, but little credence is given to this rumor. It is considered unlikely that the government would permit such a huge combine. In the new setup Joseph Schenck heads the board of the combine, with Sidney Kent as president. In local circles it is believed that altho the statement says there will be no changes in personnel, there will be a question as to who will actually supervise production—Winnie Sheehan or Darryl Zanuck. It is considered impossible to have two acting production men and not create friction.

The fact that Schenck has joined forces with Fox will have no effect on his plans to become head of the Metropolitan Playhouses in Greater New York. As a matter of fact such a setup would be ideal and Fox would compete seriously with Loew's in New York.

Withdrawing 20th Century product from United Artists is going to hurt the latter. It cannot go along on pictures made solely by its members, for the number would be too small to take care of the overhead involved. It is understood that UA is looking around for independent producers to take up the slack.

Schenck's decision to cut away from United Artists was the lack of agreement regarding distribution by the company. At a meeting held in Hollywood a statement signed by Mary Pickford, Sam Goldwyn and Charlie Chaplin said: "Mr. Joseph M. Schenck has been negotiating with the United Artists Corporation for several months for the release of his future pictures, but failed to come to satisfactory terms. He has, therefore, apparently made arrangements elsewhere."

All the resources of 20th Century will be made available to Fox and the company will move its belongings to the latter's studio.

HOLLYWOOD, June 1. — Altho the Schenck-Kent statement said that there would be no shakeup in personnel, the studio workers who have been active with 20th Century are plenty worried. They can see no reason why the merged companies should double up a technical staff and clerical help.

Studios Reluctantly Accepting MP Guild

(Continued from page 4)

was no basis of claim, and in the fifth the writer involved was exonerated.

4. Unfair advertising, four cases. Three were settled to the satisfaction of all parties; in the fourth the charge was not substantiated.

5. Credits, 17 cases. In seven cases credit was obtained, in nine cases credit was not merited and one case is pending.

6. Failure to inform other writers working on same material, one case. The charges were dismissed. The second group of writers had understood that the first group had finished their work on the assignment.

7. Theft of title, one case. Charges were not substantiated.

8. Discipline of writers, two cases. Claims filed by producers. Salaries prepaid and damages caused both producers were refunded by the writers.

9. Legal assistance, two cases. The legal difficulties of contracts concerned in both cases were straightened out by the Guild attorney, Mr. Bielsen.

The commission consists of 12 members, of which Seton I. Miller is the chief commissioner at present. Thru all of its cases the commission has been able to contact the producers promptly, and in every case the producers have accorded the conciliators a hearing and have helped willingly in reaching amicable settlement, which tends to show the growing feeling of friendliness.

Late Merger Report

HOLLYWOOD, June 1.—According to reports here, it is a tossup as to whether Walt Disney or Adolph Zukor will head the United Artists group. The rumor states that if Zukor is chosen he will make an effort to talk Columbia into the setup, and it is possible that Cecil DeMille and Ernest Lubitsch would trail along.

There are so many reports flying around the film center that nothing sounds too exaggerated and the boys are in an uproar. Everyone has his pet version of what merger will and will not take place.

Conservative opinions are that the government will investigate every proposed merger and will do all in its power to prevent any huge combine.

Nebraska Kills All Anti-Picture Bills

LINCOLN, June 1.—Nebraska Legislature has adjourned and with it a perfect record of unpassed bills which would have curbed both exhibition and distribution of films. Five were offered and five defeated, two dying with the session in committee. The amended chain-store bill, which included theaters and would have asked \$3 per single unit tax and up to \$100 for five or more, and the proposed two-man booth measure were the ones dying in committee when adjournment came last Sunday.

Bills previously smothered were the circuit tax, seeking from \$25 to \$200 graduating tax on strings; the 2 per cent sales tax, which would have tagged theater admissions, and a 10 per cent gross rental tax on any phase of film biz rentals. Bob Livingston, lobbyist and manager of the Capitol here, has piled up an excellent record.

Pitt Exhibs To Maintain NRA Scale and Hours

PITTSBURGH, June 1.—While the Supreme Court ruled the NRA unconstitutional, leading house operators here have voiced their co-operation with President Roosevelt's appeal to stand by the blue eagle. Wage and hour regulations adopted by the code will be adhered by local employers, stating this policy will remain in effect indefinitely.

Hours and wages set by the NRA have played a great part here in improving the competence of theater staffs. A number of other regulations set by the code will probably be sidetracked, however. This is particularly true of certain methods employed to increase business and ruled unfair by the NRA.

FRANK WETSMAN and Lew Wisper have installed new deep well cooling system in the Tower Theater, Detroit, and Thomas Lancaster has installed a similar job in the Grande.

Sunshine Studios Move to Florida

CHICAGO, June 1.—One of the first motion picture producing companies to take advantage of Florida's tax-free legislation, recently passed, is said to be the newly formed Sunshine Productions, whose executive offices are located here. The company was organized by several prominent Chicago business men and is reported to have strong financial backing. An extensive production schedule has been laid out which is expected to get under way almost immediately.

Robert Hackett, director-in-chief, and his assistant, Byrdine Zuber, expect to leave for Florida within a few days to make arrangements for the first production, which will be a commercial film produced in the interests of several Florida Chambers of Commerce. After this a series of one-reel tropical sport and fishing pictures for major release will be started, to be followed by three other series of single-reel pictures comprising bathing beauties comedies, kid comedies and musical comedy shorts, all for national release. For parties holding a release contract with Columbia Pictures they will produce a feature in eight reels to be called *Dawn of a New Civilization*, which will probably be one of next season's releases. A six-reel feature, *The Hideout*, also is contemplated to be released under the Sunshine trademark.

The Sunshine company is reported to have taken over a large country club, eight miles from Miami, comprising a group of buildings that represented an expenditure of over \$1,000,000 in the Florida boom days and which was never used, and 160 acres of ground. These will be altered and remodeled into a modern sound studio and workshops, actual working expected to start in 60 to 90 days.

Reade Indicted On Felony Charge

NEW YORK, June 1.—Walter Reade, chain theater owner, and his business manager, Charles Bryan, were indicted here Monday on a charge of felony following the destruction of the interior of the Astor Theater. The house was damaged by vandals to the extent of \$50,000 on the eve of the theater being taken over by receivers.

Both men pleaded not guilty to the charge and were released on bail of \$5,000 each. Detectives are seeking three other persons named in the indictment.

The interior of the theater as it now stands is a total loss and just what the receivers will do with it is a question. All the equipment, including a pipe organ, was demolished. Curtains and seats were slashed and the screen destroyed.

Canadian Theaters To Pass Tax to Patrons

DETROIT, June 1. — The increased scale of theater taxes in the province of Ontario go into effect next week over the vigorous protest of theater owners. Simon Meretsky, of Windsor, president of the Paramount Company of Ontario, has stated that the theater tax will be passed on directly to the public, while theaters are joining with sports promoters in a formal protest against the new tax.

The new scale abolishes the former exemption of admissions up to 25 cents and establishes a scale of 1-cent tax for 10-cent admissions, 5 cents on 25-cent admissions and a sliding scale from 2 to 5 cents for each additional quarter.

Miami Chain for Para

MIAMI, June 1.—E. J. Sparks, Florida movie tycoon, controlling nearly 100 theaters thruout the State, may return his Miami chain of nine to its original operators, Paramount Enterprises, Inc., a subsidiary of the erstwhile Paramount-Public group, now Paramount Pictures, Inc., under negotiations now reputed pending.

Akron Theater Owners Elect New Officers

AKRON, O., June 1.—Reorganizing under a new board of directors and staff of officers, the Akron Independent Theater Owners' Association will be led by Robert Menches, manager of the Liberty Theater for the coming year. Menches also was named chairman of the board of directors.

Dormant for several months, the association was revived to meet business and legislative problems confronting the entire industry.

Willard Hart, of the Norka and Rialto theaters, was named first vice-president; Charles P. Stalder, of the Nixon Theater, second vice-president; A. P. Botzum, of the Orpheum Theater, treasurer, and J. G. Deetjen, of the Royal Theater, secretary.

Directors, in addition to Menches, are Hart, Stalder, Deetjen and Park Belden, of the Thornton Theater.

Wisconsin Patrons Will Decide Duals

MILWAUKEE, Wis., June 1.—Balked in their attempt to secure the co-operation of the Fox Circuit here in an attempt to outlaw dual features, Milwaukee County members of the Independent Theaters Protective Association of Wisconsin have determined to place their problem in the hands of their patrons.

Starting next week ballots will be distributed by the Milwaukee County theaters asking patrons whether they would prefer a continuance of double features at increased admission prices or single features and selected shorts at current prices.

Trailers and newspapers will be used in connection with the ballot and indications are that if the public preference is strong enough for single bills, members of the association will adopt this type of policy despite the attitude of Fox.

EXHIBITORS SEE REVIVAL OF FILM BOARDS WITH PASSING OF NRA CODES

NEW YORK, June 1.—Independent theater owners in this sector are convinced that with the passing of the Code Authority, an effort will be made soon to revive the Film Boards of Trade, which ceased to function when the picture code became effective.

Altho not legally a part of the Hays organization, the Film Boards were incorporated by Charles Pettijohn and acted as contact offices between the producers and exhibitors. They served their purpose to a certain extent, but there was always the dominating voting power on the side of the producers and distributors.

The Hays office must have felt that the NRA would not last long, for practically every secretary of Grievance and Zoning Boards were ex-secretaries of the Film Boards of Trade. In this manner the Film Board setup remained practically intact and could start functioning on short notice.

Most exhibitors are in favor of retaining the picture code, provided changes are made in the setup. This, they claim, would be preferable to the Film Boards, for the code gives greater latitude in covering the film business.

If the Film Boards are revived, it is doubtful if independent exhibitors will accept its offices as a means of arbitration, which would clog the courts with suits and prove costly.

There is some talk of making John Flinn, secretary of the Code Authority, head of the Film Boards, for Flinn has gained the confidence of independent theater owners and could probably go a long way in reconciling them to the benefits of the Hays setup.

PERSONALS

M. E. COMERFORD, theater chain owner, has left the Emergency Hospital, Washington, D. C., and is convalescing at his home in Scranton, Pa.

WOMETCO THEATERS is preparing to erect a 1,000-seater on Lincoln road, Miami.

G. LEONARD BENNETT has been named manager of the Ritz and Dixi, Ocala, Fla.

DICK LUDWIG is now manager of the Empress Theater, Jacksonville, Fla.

HARRY BRANDT, Brooklyn chain owner, has taken over the Electra in Brooklyn and the Arlan, Middle Village, L. I.

CONSTRUCTION is expected to be started about June 15 on a new 1,500-seat theater to cost \$200,000, which will be erected at the corner of Ogden and Wisconsin avenues, Berwyn, Ill.

THE OLD Strand Theater at Hattiesburg, Miss., may be reopened soon by the Saenger theater interests, of New Orleans, it is reported.

CONSTRUCTION work is well under way on the new Grand Theater at Lake City, Fla., and Manager B. E. Gore says his new "theater de luxe" will be ready to open at an early date.

LEE CARROW, Detroit theater owner, has returned from Florida, where he operated a theater for the winter months.

BERNIE LLANE and Eddie Travis have closed the Dunbar Theater, which was managed for them by Wallie Llane. It is reported that the house will be remodeled and reopened by Saul Korman, who formerly operated the Medbury Theater on the same street.

HARRY A. TRISKETT, former manager of the Palace Theater, Fort Wayne, Ind., and later at the Temple Theater, that city, for about 25 years, is seriously ill of erysipelas at St. Joseph's Hospital, Fort Wayne. Little hope is held for his recovery. Triskett is now proprietor of a local tavern.

THE INDIANAPOLIS Variety Club will hold its annual golf tournament on July 1 at Hillcrest Country Club.

THE PALACE, Fort Wayne, Ind., has inaugurated a new film-vaude policy under the management of A. J. Kalber.

RICHARD TRICKER, former assistant manager of the Emboyd, Fort Wayne, is now assistant to Carl Niesse, of the Ambassador, Cozy and Alamo, Indianapolis.

JACK SCHWARTZ, Republic Pictures, Chicago, will become a benedict June 9.

AL FINKELSTEIN, head of the Evergreen Theater, Seattle, has been transferred to the Evergreen in Portland, Ore.

THE PARAMOUNT, Portland, Ore., has dropped vaudeville for the summer.

JOE HICKEY has resigned as manager of the Riverside, Milwaukee downtown house.

RAY MAYER has been appointed manager of the Palace, Milwaukee, succeeding George Gambrill.

STEVEN G. SPRADLEY, who has been associated with the Wometco Theaters for the past three years, has been appointed manager of the Biltmore Theater in Miami, Fla., succeeding Mark R. Chartrand Jr., who has been transferred to the Tower there.

COMET THEATER Company, with principal office at Angier, N. C., has been chartered to own and operate a motion and talking picture business. Authorized capital stock is \$10,000, of which \$2,000 was subscribed by Mary Louise Overby, A. L. Overby, W. C. Byrd and Pearl Byrd, all of Angier.

S. C. EARLY has taken over a new theater at Tekonsha, Mich.

SITE FOR THE new \$40,000 motion picture theater at Waynesville, N. C., has been selected, according to James E.

Dead Eagle Profit

HOLLYWOOD, June 1.—If the dissolution of the NRA has done nothing else, it has saved the producers approximately \$60,000 per year by permitting them to eliminate the clip of the blue eagle on their films. The running time of the eagle was about 10 seconds and it is figured that by cutting this amount of film it would amount to the above sum saved in a year.

Government Will Study Tax Returns

WASHINGTON, June 1. — Believing that some of the theaters in the large cities are failing to turn in all the tax they collected, a plan is under way to set at work a staff of investigators to look into the matter. The investigators will be chosen from the ranks of the unemployed.

The cities to be investigated include New York, Buffalo, Chicago, Philadelphia, Pittsburgh, Detroit, Los Angeles, San Francisco, Cleveland, Cincinnati, St. Louis, Kansas City, Baltimore, Washington, Boston, Milwaukee, New Orleans, Seattle and Newark.

265 Attend Annual Fox Film Meeting

CHICAGO, June 1.—About 265 executives, managers and salesmen from all parts of the United States and 10 foreign countries were in attendance at the annual sales convention of the Fox Film Corporation, which was held here in the Gold Room of the Congress Hotel for the past three days. Fox announced the release of 54 features, 110 short subjects and 104 issues of Fox Movietone News, besides several features from 20th Century Pictures, Inc.

The meeting got under way the morning of May 30 when Sidney R. Kent, president of the company, and John D. Clark, general manager of distribution, outlined the company's plans for the coming season. Clayton P. Sheehan, manager of the foreign department, and several foreign representatives were also heard from. These were S. S. Crick, Australia; J. C. Bavetta, Brazil; C. V. Hake, Japan; S. S. Horen, Spain; C. Mohme, Mexico; E. P. Lomba, Spain; R. Garcia, Cuba, and P. N. Brinch, Germany. In the afternoon they heard from Earl Hammons, president of Educational Pictures.

At the Friday morning session they discussed plans for the advertising, publicity and exploitation of the pictures. Addresses were given by Charles E. McCarthy, director of advertising and publicity; Gabe S. Yorke, studio publicity director; Earl W. Wingart, publicity manager, and Arch Reeve, advertising manager. Truman Talley, producer of Fox Movietone News; Lawrence Stallings, editor; Lowell Thomas, commentator; Lew Lehr, newsreel announcer, and Ed Thorgerson, sports editor, followed the advertising forum and told of the plans for the new season. Following the distribution of prizes to the winners of the sales drive for 1934-'35, William C. Gehring, sales manager of the Chicago exchange, who will lead the new season's distribution drive, discussed his plans. The afternoon was given over to the screening of new pictures. Saturday was taken up with various distribution department meetings in which branch and district managers, salesmen and bookers attended.

First Chi Loew House

CHICAGO, June 1.—Ground is soon to be broken for the 2,000-seat theater to be built by Loew's, Inc., at Forest avenue and Lake street, Oak Park, the first of their contemplated chain here. Plans call for an expenditure of \$1,500,000.

Massie, proprietor of the Colonial Theater at Canton and the Wayneswood at Waynesville. The new house will seat 700 people, it was stated.

ELMER F. VETTER has sold out his interest in the Majestic at Homer, Mich.

WILLIAM KLARRY has closed his offices for Progressive Premium Company in Detroit to take over the job as general manager of the Jacob Schreiber Circuit.

BOMBSHELL

The action of the Supreme Court in dissolving the NRA has placed the motion picture business in a peculiar situation. Altho the picture code setup was not perfect, it at least acted as a clearing house for the industry's business, and with a few minor changes it could have built an organization that would have benefited everyone in the industry.

Despite the Supreme Court's decision, exhibitors and producers should immediately get together and either straighten out the differences that exist or else establish a new organization to meet their needs. Unless this is done there is going to be an epidemic of lawsuits between the parties that will prove costly and gain little.

We believe the majority of exhibitors and producers are in favor of the code. There is no denying that the producers get the best breaks, but at the same time, since the code has been functioning, it has done a great deal of good.

Prior to the Code Authority and local Grievance and Zoning boards there was contact between the producer and exhibitor thru the Film Boards of Trade. Altho these were claimed to be not a part of the Hays office, this was merely theory. With the Film Boards not functioning, there is now no direct contact.

The Film Boards, like the picture code, gave every edge to the producers and distributors, but they answered a purpose. If the exhibitors and producers do not get together immediately the Film Boards will undoubtedly be revived.

There can be nothing but chaos if action is not taken immediately. The signers of the code should be given an opportunity to vote as to whether or not they wish to continue. This will probably be done. If such a step is taken every exhibitor should contact his organization and insist on certain changes in the code as it now stands. This is a golden opportunity for a new shuffle, and every theater owner should take advantage of it.

Len Morgan.

HOLIDAY SAVED THEATERS FROM COMPLETE NOSE-DIVE

NEW YORK, June 1.—Most of the key spots suffered from excessive heat this week, and altho box offices hit about average, it was largely due to the holiday. Otherwise they would have been away off. The out-of-door spots are beginning to get a play and it is reacting against the picture houses. In addition to this there were few good films.

It is expected that now that the summer is definitely here there will be a sharp rise in theater closings during the hot period. Even those houses with cooling plants expect to find a decided drop in patronage for the next few months.

New York

No outstanding hits on Broadway and the grosses were below average. The biggest draw on the street is *Let 'Em Have It* at the Rivoli. Across the street at the Strand *G Men* is in its sixth week. Paramount forced *Got'n' to Town* to four weeks, altho the third week found the gross very low. Lineup of films for next week does not look like box office. Beaches are taking their toll of patrons.

Chicago

Business was just slightly below average this week. No outstanding grosses in any of the Loop palaces. Neighborhoods fared well enough with good second-run product. Unless there is a marked improvement in next week's pictures, business will show a decided drop.

Philadelphia

Grosses were not so bad this week, despite the hot weather. The holiday draws crowds to Atlantic City and nearby parks. Neighborhoods held up better than the downtown spots. Price war still hurting and no indication of a truce at least until fall.

Lincoln

Reckless, at the Stuart, and *Traveling Saleslady*, at the Lincoln, are reaping most of the business this week, the

Providence

With rising temperatures on Saturday and Sunday cutting in to week-end grosses, most of the city's first-runs were considerably off. Exceptions are *Majestic*, following up two strong weeks with *G Men* by another stand-up attraction, *Our Little Girl*. Shirley Temple will get this house double its usual take on the week. Albee, with *The Informer*, will get at least 50 per cent over the average gross. Fay's will hit its usual mark with the city's only vaudeville-film policy. Strand will do no better than 90 per cent with *Devil Is a Woman*; State about 75 per cent with *Baby-Face Harrington* and *Age of Indiscretion*. Victory off about 15 per cent last week with its split week of programmers.

Pittsburgh

Business has been below average this week. The summerlike weather attracted the crowds to the parks, pools and other outdoor affairs which opened for the season in the last fortnight. Bills had to be plenty good to attract any amount of business, and only theaters to show any near-satisfactory gross were Loew's Penn with *Mae West's Got'n' to Town* and the Stanley with *In Caliente* and the Benny Meroff revue on the stage. The neighborhoods displayed inferior products most of the week and hence the dip in receipts.

FROM THE BOX - OFFICE POINT OF VIEW

"Kliou"

(BENNETT PICTURES CORP.)
 Previewed at the Ritz, Hollywood, Calif.
 Time—55 minutes.
 Release Date—Not set.

Beautiful in its presentation, interesting in its romantic story development and different enough to make it thoroly pleasing, *Kliou*, meaning tiger, is an outstanding travelog and tiger hunt molded together in a feature-length picture.

Picture was filmed by Henri de la Falaise, husband of Constance Bennett, in the hinterland of Indo-China. Entirely in technicolor, the production is a valuable feature for any house to show.

Falaise plays an important role in the picture himself and his handling of the natives in the romantic story portion of the picture is particularly uncanny. No attempt is made to thrill the audience witnessing the unreeling of the production . . . rather it is intended as something interesting, novel, different and beautiful for the eyes to see and enjoy.

Using the natives, Falaise tells a story of the clawing of a native chieftain by a man-eating tiger and his life slowly ebbing away. The voice of the wise native informant speaks up and says that only the lifeblood of the man-eater slowly trickling away will save the chieftain's life. A young lad, anxious for the hand of the Mols chieftain's daughter and branded a fool and coward by the chieftain, stalks the beast in the jungle, brings him in and, winning the chieftain's approval, is given the hand of the daughter.

Musical score played by Heinz Roemheld does not attempt to build up artificial suspense. Color is unusually good, especially the shots of the man-eating tiger, the jungle underbrush and the rich golden skins of the undraped natives.

Kliou is a class novelty worthy of the finest theaters in the country.
 Blackford.

"Loves of a Dictator"
 (GAUMONT-BRITISH)
Roxy, New York

Time—90 minutes.
 Release Date—February 16.

Gaumont British has turned out 90 minutes of excellent entertainment in *Loves of a Dictator*, and theaters catering to intelligent audiences should have no difficulty in selling this one.

The story deals with a court intrigue in 1776, when Princess Caroline is forced to wed King Christian of Denmark. Immediately following the wedding, the young wife refuses to see her husband. He goes to Hamburg and imbibing too much liquor becomes ill. Dr. Struensee, played by Clive Brook, is called and sensing the situation sells the king on the idea of making him Court Physician.

In Denmark the doctor falls in love with the queen and she reciprocates. They are discovered and the physician is ordered executed. He sends the queen to England and the death sentence is carried out.

The theme may sound gruesome, but it is handled with good taste. The cast is well chosen and the story never lags.
 Morgan.

"Chinatown Squad"
 (UNIVERSAL)
Mayfair, New York

Time—70 minutes.
 Release Date—May 20.

In this epic the murder takes place in San Francisco's Chinatown, but the same mystery formula is followed and the same business of being baffled.

An agent for one of the Chinese warring factions is caught stealing funds supplied by San Francisco Chinese. He is murdered and from then on the ac-

tion takes place in the narrow streets and cafes of the district. The mystery is finally solved by a sight-seeing bus driver.

There are some interesting shots of Chinatown and there are the usual chases, shootings and all the trimmings that go with this type of feature.

This is not a great picture, but it will please who go in for the mystery stuff. Lyle Talbot and Valerie Hobson handle the leads well, and Murray Roth got all of the meat out of the yarn as director.
 Morgan.

"The Triumph of
 Sherlock Holmes"
 (OLYMPIC)
Criterion, New York

Time—72 minutes.

Our good old mystery cleaner-upper Sherlock Holmes comes out of retirement to clean up a mystery that threatens to involve a murder. With his friend, Dr. Watson, he enters the case and finally pins the dirty work on his arch enemy, Professor Moriarty.

The picture, made in England, gives a new slant on detective mystery stuff that will prove entertaining to American audiences. Sherlock has none of the swaggering, blustering characteristics of our local sleuths, but goes about his work in an orderly manner that gets results.

The cast, unknown to American audiences, is well chosen and each goes thru his paces in a manner that makes this picture above the average mystery thriller.

Most theaters should find this a welcome feature.
 Morgan.

"A Shot in the Dark"
 (CHESTERFIELD)
Mayfair, New York

Time—68 minutes.
 Release Date—February 15.

Chesterfield started out to make a murder mystery, but its plot is so obvious that the rankest amateur will guess the murderer in two reels. Neither the story nor the acting is anything to make this more than dual bill product.

The story concerns a murder on a college campus and the usual business of fastening suspicion on everyone but the cameraman. The picture moves slowly and there is no change of pace. Charles Sterrett and Marion Shilling go thru their paces mechanically, and the remainder of the cast seem to have little interest in their work.

A murder mystery must be pretty good these days to interest the picture fans, and *A Shot in the Dark* does not come under this classification.
 Morgan.

"Alias Mary Dow"
 (UNIVERSAL)

Previewed at the Pantages, Hollywood, Calif.
 Time—87 minutes.
 Release Date—May 27.

A wealthy mother and father have their infant daughter, Mary, kidnaped from them when the child is three years old. Eighteen years later the parents are still hopeful of the return of the daughter and each year console themselves with entertaining the orphanage inmates on the child's birthday. When the mother is at death's door begging in her unconsciousness for her daughter, the father strikes a deal with a gal in a cheap hash house. Passing her off as the recovered daughter the mother gets well, the three tour Europe, return to announce the discovery of their daughter, and marry her off to a rich young handsome.

That is *Alias Mary Dow*. Cast is poorly selected and the performance of Ray Milland as Peter Marshall is the only one worth mentioning. Sally Eilers is the hash-hound dame. Reciting her lines and waving her eyebrows thruout, she fails to get into the story at any time and her performance wrecks the weak skein of story.

Others in the cast are Henry O'Neill, Katharine Alexander, Chick Chandler, Lola Lane and Clarence Muse. Direction is by Kurt Neumann.

Picture is not for first-run houses. It will struggle thru on duals but is far from being an average programer from Universal.
 Blackford.

"The Arizonian"
 (RKO)

Previewed at the Hillstreet, Los Angeles.
 Time—76 minutes.
 Release Date—July 12.

A lot of hard riding, quick trigger action and dirty work at the cross roads makes this a better-than-average Western that might even get across nicely in de Luxers. Cast is headed by Richard Dix, which means a lot at countless numbers of box offices. Supporting are Margot Graham, Preston Foster, Louis Calhern, James Bush, Ray Mayer and Willie Best.

Dix is cast as the peacemaker who strides into town, joins up with the city dads as marshal and stays on a while to rid the town of its toughest hoodlums, including the county sheriff, Louis Calhern. Not satisfied with that, Dix makes peacemakers out of the citizens and educates them to discard their guns and trust one another.

Miss Graham, as the song and dance girl, who is in love with Dix's brother until Dix comes along, is pleasing to look at and puts herself over very nicely. The brother, played by James Bush, is unusually well done.

Calhern, cast in the "heel" type of role that is usually assigned him, gives his usual sterling performance.
 Direction is by Charles Vidor.
 Blackford.

"Paris in Spring"
 (PARAMOUNT)

Previewed at the Alexander, Glendale, Calif.
 Time—81 minutes.
 Release Date—Not set.

In the class spots where audiences go for the sophisticated type of entertainment *Paris in Spring* will be a box-office bonanza. Its take will be limited in the average house because of the definite cosmopolitan manner in which the story is developed. In the sticks it should be considered an ordinary programer.

Mary Ellis and Tullio Carminati are co-starred in a picture that as far as direction goes is an outstanding achievement for Lewis Milestone. The grace, beauty and gay spirit of the picture are beautifully presented in drawn contrasts.

Story concerns a prominent French singing star and her Italian lover who wanted to marry her. The star can't quite make up her mind whether or not to take the plunge with the young Italian. Two youngsters having a spat happen along. They are Ida Lupino and James Blakely. The two singing stars take up with the youngsters, hoping to make one another jealous thru their treatment of the kids. After a series of gay incidents the two song stars are finally brought together, but only after Jessie Ralph has had a chance to show just how a crabby grandmother part can be made one of the outstanding scenes of a swell picture.
 Miss Ellis and Carminati need no in-

roduction. Both are seen to splendid advantage. Miss Lupino and Blakely are standouts and Lynne Overman does a neat job with the part of the detective.

Three numbers, by Gordon and Revel and sung by Miss Ellis, are *Paris in Spring*, *Jealous* and *Ma'mselle*. All are far from being of the popular variety but fit into the continuity mainly.

Some unusual sets have been prepared by Hans Dreier, and the artistic photography of Teddy Tetzlaff is magnificent.
 Blackford.

"Ginger"
 (FOX)

Previewed at the United Artists, Pasadena, Calif.
 Time—80 minutes.
 Release Date—July 5.

Fox has another sensational screen youngster in 9-year-old Jane Withers. Word-of-mouth advertising will build this picture into a record grosser for, although not overloaded with box-office names, it's solid entertainment that smacks across the line for an entertainment touchdown.

Young Miss Withers displays herself as a born comedienne, and in *Ginger* she surpasses her screen work when she carried off acting honors over Shirley Temple in *Bright Eyes*.

Story opens with Jane living with her uncle, a broken-down Shakespearean actor, on New York's East Side. When the uncle is sentenced to 30 days in the battle for fighting in the street Jane is arrested for stealing to raise the old gent's fine. The child is temporarily adopted by Katharine Alexander, a prominent Park avenue matron, and her husband, Walter King. In short order she does over the pampered and sissified son, played by Jackie Searle, and makes human individuals out of his parents.

The transmutation provides an opportunity for Arthur Kober to write in some dandy situations which are played up for capital laughs.

Jackie Searle is a perfect selection for the son of the rich; Walter King comes thru acceptably as the husband of Miss Alexander, and Miss Alexander handles her assignment well. O. P. Heggie is ace as the old actor uncle of Jane.
 Blackford.

Delaware Incorporations

DOVER, Del., June 1.—National Motion Picture Corporation, Maloo-Memphis Theaters, Inc., and United Radio Artists, Inc., filed articles of incorporation with the Secretary of State here.

National Motion Picture Corporation was chartered to exploit moving pictures, vaudeville, performances, drama, etc. The company lists a capital of \$1,000. William H. Hall, Charles Henry Scott Jr. and John F. Kierman, of New York, are the incorporators.

Maloo-Memphis Theaters, Inc., filed to conduct and carry on the business of theatrical proprietors, etc. The company lists a capital of \$50,000. Y. F. Freeman, L. D. Netter and W. B. Cokell, of New York City, are the incorporators.

United Radio Artists was incorporated to do a general broadcasting business. The company lists capital stock of 1,000 shares, no par value. J. A. Lauridsen, Emile Connot, Frances F. Kane, of New York City, were the incorporators. The company has changed its name to M. K. G., Inc., of New York.

"G-Men" Ad Case June 7

CHICAGO, June 1.—The case of Vitagraph, Inc., against Public-Great States Theaters in regard to misleading advertising of which Vitagraph claims Public is guilty in connection with the use of *G-Men* in *Let 'Em Have It* ads is set for trial June 7. Judge John P. McGoorty of the Superior Court will hear the case.

Pittsburgh Goes Single

PITTSBURGH, June 1.—The Warner Theater, last double-feature stronghold here, returned to a single-picture policy Decoration Day with Reliance's *Let 'Em Have It*. It is a tested fact here that one good feature with a couple of well-selected shorts will prove a better drawing card than a twin bill.

CURRENT BROADWAY FILMS

Issue Reviewed.

Flame Within (MGM).....	Capitol	May 18
Chinatown Squad (Universal).....	Mayfair	Current
Under the Pampas Moon (Fox).....	Music Hall	June 1
Let 'Em Have It (UA).....	Rivoli	May 25
Loves of a Dictator (GB).....	Roxy	Current

Holdovers

Go in' to Town (Paramount).....	Paramount—4th week.....	May 11
G Men (WB).....	Strand—5th week.....	April 27

THEATRE EQUIPMENT NEW & USED

MOVING PICTURES MACHINES SOUND EQUIPMENT
 SCENES ROUTING OVERHEAD PROJECTORS FREEZERS
 OPERATORS' PLUMS CARBONS PORTABLE PROJECTORS
 N. P. CAMERAS SCENARIPERS SILENT PROJECTORS AND
 LAMP, REWINDERS, VENTILATING FANS, SCENES, FILM
 CHEST, TICKETS, MATHS CARDS AND SUPPLIES.

Everything for the Theatre
 WRITE FOR FREE CATALOG "B"
MOVIE SUPPLY COMPANY
 844 S. WABASH AVE. CHICAGO, ILL.



NOW that summer's dog days are around the corner and theaters are hanging out their "Cool" valances, talk is revived about next season being "the best ever." Ever since vaudeville took a nosedive into the back alley of show business (its motor trouble having been caused by a combination of elements and principally depressed industrial conditions, the talkies and radio) the hope of a revival has flared up every summer. Most of those who guessed wrong were in a position to back up their guesses with theories that looked swell on paper but that was about all.

This midseason, however, there seems to be some basis for the belief that the 1935-'36 semester will find vaudeville better situated than in at least six years. But it will not be a natural, indomitable process that will bring a revival about. Our very personal slant is that the groundwork has been laid; other factors—aside and apart from vaudeville—are favorable. It is no longer a matter for the gods. This time it is up to the men who buy, sell and present acts to re-establish their business on a firmer footing. There seems to be little doubt, except among the chronically pessimistic industrialists who have often been found to be wrong, that next fall will witness a general pickup in business conditions. Assuming that such will be the case, and assuming also that the vicious competition offered by talkies will lose its fang teeth, it is logical to conclude that it is within the power of vaudeville's proponents to shape the destiny of the business.

* * *

Several developments during the season now closing involved symptomatic clues to the fighting chances for a revival of vaudeville in the fall. The first of these was the failure of Hollywood to keep up its pace in the drive to monopolize the stages of the country's former vaudeville theaters. Were it not for the restraints imposed by the now paralyzed code every freak stunt in the exploiter's category would have been brought into play to maintain box-office levels above the nut. As it was theaters no longer stood still at double features but went into triple features and even bargain servings of shorts to stir prospective patrons out of their apathetic response to quickies and just plain duds turned out by the Coast sweat shops. Re-installation of vaudeville policies would have been the next step—if the cool season lasted long enough.

Now the exhibitor who was fooled by Hollywood's promise of giving him enough cans to wipe out the craving for "flesh" on the part of his patrons will have a long summer to think matters over. If the scouts for enterprising booking offices are really on the job they should find willing ears and hands aching to sign on the dotted line for a try at vaudeville.

* * *

While the musicians' and stagehands' groups have often been accused of standing in the way of a revival of vaudeville because of their alleged unreasonable wage demands and other restrictions, we doubt whether their leaders will be as stubborn when the time comes for signing new contracts. The Supreme Court decision on the NIRA has caused labor leaders to sit up and take notice. The mantle of protection thrown around them by the New Deal was rudely removed by the austere tribunal in Washington. They realize now, while the executive branch of the government is feverishly seeking ways and means to circumvent the effects of the NIRA's demise, that labor's salvation lies not exclusively in government policies, but in labor's ability to play ball with employers; in the ability of its leaders to point out to employers that labor and industry must work hand in hand toward a common goal—that of progress in business. Employers must learn the art of sacrifice, which the NRA tried to teach, and labor must unlearn all of its theories of years when it held the whip and get down to the business of working out ways and means with employers to put an industry back on its feet that might have enjoyed a better fate these last few years if both sides of the never-ending controversy on employ-

ment had worked closer together—for the common good.

* * *

In the conduct of human affairs an evil arising from unfair legislation is usually corrected by under-the-table dealing and other forms of evasion. Such was the development of human adaptation to an unscientific basis of the prohibition amendment and, on a smaller scale, the reaction was similar in the matter of trying unsuccessfully to carry on business under restrictions of hours and labor imposed by powerful unions. In numerous local situations and in traveling units musicians and stagehands have worked under scale this past season with formerly unheard-of boldness. They were not to be blamed; neither were their employers open to censure. Were it not for these violations of union rules it is extremely doubtful whether most of the limited playing available would have been brought about.

It cannot be denied that certain circuits will continue to oppose union demands, regardless of their reasonable nature. But these are not the circuits that have impeded the recovery process in vaudeville. The monkey wrench was thrown into the works, it is charged, by locals with power to regulate the wages and hours of their members. These locals, like spoiled and unprincipled children, sought to impose upon enterprising showmen planning to institute vaudeville policies a form of punishment for the several seasons that their members were idle. The union demands caused certain showmen to abandon ambitious plans and caused others who dared to carry on with this millstone around their necks to give up soon after they started.

* * *

We are not opposed to unions. We believe in unionism more strongly than some of the birds who turn crimson at the slightest hint of adverse criticism directed at unions. But we feel that unions cannot maintain their power for the good by adopting unbusinesslike and demagogical policies and attitudes. Unions could not and would not run theaters and circuits on their own. They must therefore respect the power and enterprise of those who by their activities create employment for unionists.

The various crafts unions can learn valuable lessons from the constructive approach of their affiliated actor groups, such as Equity, the American Federation of Actors and the Burlesque Artists' Association. With rare exceptions Equity has never pushed a policy or assumed an attitude that is open to interpretation as a destructive element in legit. The AFA and BAA are still very young, but it is in youth that many organizations commit grave errors. Despite this the vaudeville and burlesque branches of the Four A's have in the brief period of their activity impressed managers and the show business generally with their recognition of the important fact that regardless of pros and cons on employer and actor the welfare of the business comes first.

* * *

On the assumption that our steady readers are well aware of other factors previously discussed that point toward a revival of vaudeville next season we shall discuss these in less detail.

There is the effect of highly successful amateur shows stimulating the appetite of audiences for professional talent; the building of smaller theaters—a highly important factor because the experts have been declaring for years that one of the most injurious trends to vaudeville and its intimate requirements was the construction of three to six-thousand seaters; the success in many spots of music-hall policies due to their utilization of strictly vaudeville attractions and the growing kinship between broadcasting studios and theaters due to the need for an outlet for artists' bureau attractions.

Circuits need showmanship and daring. They must make a serious attempt to present vaudeville under the most favorable conditions possible. Also, they must be willing to exercise patience with vaudeville; nurse it along, sell it to the public as they sell pictures—and not give it up impatiently if it falls to show results at the box office the first few weeks.

Booking offices will have to import brains. Many bookers today should be whittling away at sticks in a home for the feeble-minded. With opportunities brighter in this field men of higher caliber will be attracted to it. Booking offices are also lacking in showmanship. Many of them are living in the past but buying acts for the amusement people who are saturated with the trends of the throbbing, complex present.

Actors will have to assume a more constructive attitude toward their work. (See SUGAR'S DOMINO on page 37)

The Broadway Beat

By GEORGE SPELVIN

THE Morningside Players, up at Columbia University, have reorganized and will present eight plays, including four revivals, next season. . . . Ed Lowry, at Loew's Paradise, is probably the busiest man in vaude. . . . He writes, casts and produces his revues at the theater each week, in addition to emceeing them. . . . On top of that he does two broadcasts weekly. . . . Mrs. Curtis Burnley Railing, vocal teacher, was recently given a screen test. . . . One of her pupils is Anna Cleveland James—daughter of Anna Cleveland—who is preparing for a stage career. . . . Otto Steinert, head of the German White Rats, gave a vaudeville and ball last Sunday at Mozart Hall. . . . Buddy Alda, singing usher, is now doing his stuff at the RKO Prospect, Brooklyn. . . . The Apollo Theater amateur nights on Wednesdays are hot stuff, the comics hoking up the proceedings considerably while the amateurs are on. . . . Sloppy Joe's, the juice joint in the Mayfair Building, advertises its five-cent prices—but if you order a coconut drink, the featured beverage, it costs 15 cents. . . . Local sheriffs are squawking about uncertain conditions in the night club field. . . . They're kept busy, they say, serving summonses and carting away scenery, costumes and whatnot. . . . The whatnot ought to keep them happy.

A new efficiency job in theater management: When Benny Ross played the Baltimore Hipp, the current pix was La Hepburn in *Break of Hearts*, which drew an elderly crowd composed of many who weren't habitual theatergoers. Benny's partner, Maxine Stone, does a slow and lazy character that slops all over the stage. Soooooo, during one show Ted Routson, the house manager, was sitting out front while Maxine was dragging herself all over the piano and the floor, and overheard two old ladies discussing it. One was very disgusted and the other thought the lass was drunk. So Ted introduced himself and carefully explained that Maxine was only acting a part. If that keeps up, managers may eventually have to issue booklets to explain the show to their customers.

Prosperity note: Nat Lewis, the haberdasher, has taken a new apartment. . . . It's on Riverside drive. . . . Lee Barth, artist-comedian, claims that he was the first to introduce cut-out lettering in theatrical displays. . . . The Warner Club holds its annual boat ride up the Hudson June 19. . . . The Liggett drug store chain is the latest to take a tip from the theater, going in for spectacular "openings." . . . When business at a certain spot is bad the store is remodeled, and reopens with guest stars and everything. . . . Johnny Singer left for Chi Saturday. . . . When Marty White noticed that a Hartford theater was billing Ruby Keeler over Al Jolson recently, he, being a sentimentalist, felt pretty bad and complained to the manager. . . . So the manager changed the billing and all the vaude actors in town celebrated by attending—but only after the billing had been changed. . . . Local film producers say that the union scale for overtime for studio mechanics is one of the main obstacles to increased production in the East. . . . The scale is lower in Hollywood. . . . A hearing for creditors of the Casino de Patee will be held June 28. . . . Gustave Hartman is attorney for the receivers. . . . Joseph K. Watson says that \$5,400 was lost on the *Potash and Perlmutter* revival last month. . . . He was a partner, so he ought to know. . . . Fredric Watson, head of the Entertainment Managers' Association and a composer in his own right, has been chosen to conduct the chorus singing groups in *The Journal's* summer music festival, July 20, at the Polo Grounds.

Chicago Chat

By NAT GREEN

FIRST new theater in Chicago since the depression hit is the Beverly, Warner Brothers' house on 95th street, opening this week (June 4). . . . It's an ultra-modernistic building with every comfort and convenience for patrons but located in a purely residential district with only bus transportation, so will have to depend largely upon automobile trade. . . . But with no near competitors it probably will get a fair play. . . . George Degnon, one of the most capable agents in the game, will pilot the Admiral Byrd South Pole ship, which appeared at A Century of Progress, on a tour of Lake Michigan ports this summer. . . . The ship has been resting on the oily waters of the Chicago River all winter. . . . There, too, is the old prison ship Success, which apparently is waiting for a live exploiter to get it back in circulation. . . . Also on the Chicago River, at the Michigan avenue bridge, is the old U. S. submarine S-49, another relic of the World's Fair, still getting enough quarters from the curious to keep it going.

Dick Bergen, Great States booker, has been walking with a cane, the result of tearing a ligament in his right leg while playing baseball. . . . Art Coelin, former editor of *Chicago Parade* mag and Chicago Publications, now ad manager and ballyhoo man for the Medina Club. . . . Milton I. Shubert and Mrs. Shubert (the former Jean Lehmann, daughter of Otto Lehmann) in town for the opening of *Laburnum Grove*. . . . Ashton Stevens, who has been reviewing plays for some 40 years or more, has turned playwright, and his *Prospect Avenue*, a comedy of manners, will be the fourth production of the North Shore Drama Festival. . . . His wife, Katherine Krug, formerly with the Goodman repertory company here, will play the heroine, and Tom Powers and Rosemary Ames will have featured parts. . . . Margery Williams (Mrs. Frank Dare) has written a new play which is being considered by the Shuberts. . . . Abe Cohen, unit producer, celebrated a birthday last week. . . . B. N. Judell, m. p. distributor, back from a business trip to the West Coast. . . . *In Callento*, previewed the other midnight at United Artists, will follow Mae West in *Go in to Town* at the Roosevelt. . . . Mae's picture nothing to write home about.

Several of the local Vitagraph boys are leaving this week for the convention in Los Angeles. . . . Among the delegation will be James Wynn, branch manager; T. R. Gillen, assistant, and George Weinberg, Sidney Rose, William Kahl and R. C. Herman, salesmen. . . . They leave Wednesday, joining other delegations at St. Louis. . . . Carl Sedlmayr, of Royal American Shows, and J. C. McCaffery, of Rubin & Cherry, in town on biz and report that bad weather has been on their trail almost continuously, but shows getting a nice play when the sun does shine. . . . Jack Hunt, State-Lake manager, back from a visit to his family on the Hagenberg-Wallace Circus. . . . Ed Schooley busy whipping the Barnes-Carruthers *Fascination* revue into shape for the Western Canada fairs. . . . Says a big fair season is ahead, judging from enthusiastic reports from secretaries. . . . *Mary of Scotland* finally decided to stay an extra week. . . . Company will disband after closing here June 8. . . . *Three Men on a Horse* and *Hollywood Holiday* still going here. . . . *Laburnum Grove* has made an excellent start. . . . Dorothy Appleby, screen star, vacationed here for several days. . . . Alice White here for a week at the Marbro. . . . Dick Powell and a crew of 33 stopped over on their way from the West Coast to Annapolis, where they will shoot scenes for *Anchors Aweigh*.

Hirst's Deal With Minskys

NEW YORK, June 1.—After it was reported that a deal was on between Max Wilner and Issy Hirst to merge into a circuit for next season, it was definitely established this week that this info was wrong and that the deal was really on between Minsky-Weinstock and Hirst. Both parties have been meeting the last two weeks on this matter, and it appears that the deal will go thru.

Minsky-Weinstock first approached Hirst with the proposition of including their Park, Boston, and Palace, Baltimore, in the deal, for which they would give him 50 per cent of both houses. This Hirst refused to do, pointing out that the Howard, Boston, and the Gayety, Baltimore, which were a part of his Indie Circuit, must be included in the circuit.

The deal calls for the shows to be produced by Hirst out of Philadelphia under the same arrangement as prevailed with the Indie Circuit. The new circuit definitely would include the Trocadero, Philadelphia; Howard, Boston; Gayety, Washington; Gayety, Baltimore; Republic here and Werba's, Brooklyn. However, it is felt that several other weeks would come in, starting the circuit off with at least 10 weeks.

Park, Boston, Closes; Old Howard Remains On

BOSTON, June 1.—The Park Theater here, Supreme Circuit burly house, will fold tonight for the summer. House used a stock policy for the last couple of weeks.

Closing of this house leaves the town with one burly house, the Howard, which may run thru the entire month. This house has asked the Indie Circuit, of which it is a part, for a show for the week of June 10.

People's, New York, Closes

NEW YORK, June 1.—The People's Theater, burly house on the Bowery, folded last night with its burly stock policy. House was managed by Abe Held for the Wilners.

Danny-MARVIN & ROSE-Geo.

Burlesque's Newest Comik-Straight Team.

ROSE LaROSE

THE EXOTIC CHARMER.
With Minsky-Weinstock Shows.

ERMA VOGEELEE

THE CUTEST LITTLE THING IN BURLESQUE.

Herman-FERBER & MARVIN-Inez

Back to New York with Minsky-Weinstock Shows.

JIMMY PINTO & DELLA MARTY

"STOP-LOOK-LISTEN"—WOP COMEDY.

JERYL DEAN

A NEW SUNKISSED BEAUTY IN THE EAST
From California.

PHYLLIS VAUGHN

THAT NAUGHTY STATUESQUE.

JERRI SARGENT

PERSONALITY PLUS TALENT.

CHARLIE GOLDIE

HEAP BIG LAUGH MAKER.

TOMMY LEVENE

STILL CLOWNING.

JEAN BODINE

THE TALENT TOPS OF BURLESQUE.

EVELYN MYERS

Republic Theatre, N. Y. City, Indefinitely.

SAMMY WESTON

Fondest Hopes Realized—On Broadway
AT LAST AT THE GAYETY

Burlesque Review

Republic, New York

(Reviewed Tuesday Evening, May 28)

With its next-door neighbor, the Rialto, being torn down, the Republic continues on and to pretty fair business. Lower floor was about half full at this supper show. As usual, Minsky-Weinstock inject a lot of colorful production into the show, but, as is the trouble with burly, the entertainment is served rather listlessly. Always that appearance of "here it is—take it or leave it."

Seems a shame that the entertainment value can't come up to the quality of the production. But short salaries probably have something to do with that. As to the production, burly can be proud of the splendid work done on the picture numbers, involving beautiful settings, neat lighting and attractive costuming.

Comedy is in the hands of Charlie (Red) Marshall, Shorty McAllister, Harry Katz Fields and Sam Raynor. A more capable quartet couldn't be desired and they manage to poll a flock of laughs. They'd slay 'em with really worthwhile material. Marshall is a decided comedy hit, and that's not taking any credit away from the other three talented comics. Not so much the matter of material with them as it is hoking around. Clever straightening is given them by Murray Leonard and Murray Briscoe, who work with much smoothness and self-assuredness.

The stripping features are Margot Lopez, Toots Brawner, Louise Stewart and Alice Donaldson. They're a good quartet and do their parading well, the teasing accompanied by dim lighting. The audience mitted them well, with applause bulldups right along. Margot leads the Coca-Cola number, with free drinks for the customers. Further nudity is contributed by the nine showgirls and the 12 chorines, the latter making a pretty fair line whenever they're inclined to lift their legs.

Further stripping is contributed by Shalemar, another feature, who does a novelty strip in addition to some toe and other fancy work. Queenie King is another specialty dance, contributing a snake-hip session. The show's singers are Floyd Farrell and Esther Peters, and they're only fair in their pipes work.

Willie Creager does a good job of leading the pit crew. SID HARRIS.

CHARLES (RED) MARSHALL and Murray Leonard considering a London revue offer from the Samuels Agency.

Fifth Ave. Theater Before Comm. Moss

NEW YORK, June 1.—The first of the hearings on licensing of burly theaters by Commissioner Paul Moss will be held Tuesday morning at the License Department. First to appear will be the Metro Amusement Corporation, 1187 Broadway, operating the Fifth Avenue Theater, a scratch house.

This week the owners of the theater retained Paul Weintraub to represent them, and the first move made was to attempt to affiliate the house with the Burlesque Artists' Association as a three-day stand. This was refused by the BAA.

Burly in Cabaret At Detroit Park

DETROIT, June 1.—Burlesque in a cabaret is the newest novelty offered here, opening today at the Coconut Grove, Eastwood Park. Jim Bennett is producing the show, with Ella Sears the chorus. Has an 11-piece orchestra under Milton Bernie. Ted Lipschitz is manager of the spot for the park management. Teaser numbers will be used without stripping.

The Coconut Grove seats 1,200 people and will play to a 10-cent gate charge. A weekly change of bill for vaude acts will be the policy. Acts are being booked thru the Jack Dickstein office.

Weinstock Flies to Coast

NEW YORK, June 1.—Joe Weinstock, in partnership with the Minskys on the Republic Theater and the Supreme Circuit, left here early Thursday morning by plane for the Coast. It is understood that he contemplates opening three theaters out there.

Indie Circuit Hangs On

PHILADELPHIA, June 1.—The Independent Burlesque Circuit still continues to operate with its four houses, but the middle of this month will find closings for the summer. The Gayety, Washington, will go dark June 15, while the Howard, Boston, may close after the week of June 10; the Gayety, Baltimore, will play the month out, and the Trocadero here will stay open until the Bijou reopens.

SAM RAYNOR and Murray Bernard were the first principals to be engaged for Max Rudnick's Long Beach, L. I., revue.

Burly Briefs

TOM PHILLIPS got a big kick out of that party tendered him a week ago Monday night at the Palace Bar and Grill, New York. . . . The place was packed to the doors. . . . Francis Costello, Eddie Leonard and Detective Marty Cavanaugh came down from Syracuse for the party. . . . George Dean postcards that he's comickng at the Follies Theater, Los Angeles. . . . Nora Ford has purchased a new home for her mother in Dayton, Ky. . . . Frank Penny and Hal LeRoy will go to the Woodlawn Villa, Kaunseonga Lake, Sullivan County, N. Y., June 15 to take over the bar concession. . . . Countess Nadja and Jack Cadden have changed their summer plans and instead of the Blue Ridge Mountains are going to Cleveland, where Cadden is to be connected with *The Daily News*. . . . Carroll Sisters and family have rented a cottage in Clemonton, N. J., for the summer.

IRVING PLACE, N. Y., has asked the BAA about not having to pay for Saturday midnight shows if the Sunday morning rehearsal call and matinee were cut out during the summer. . . . The Clover Theater, Baltimore, is 100 per cent BAA, the deal being arranged with Manager Livingston. . . . Alice Donaldson, Sam Raynor and Murray Briscoe closed at the Republic, New York, last week, and George Clark closed for Supreme last week in Boston. . . . Sunny Slane is getting loaded up with perfume, an agent doing the gifting. . . . Chiquita Garcia closed a week ago Saturday night at the Park, Boston, and opened the next day in Washington for the Indie Circuit, booked

by Jack Beck. . . . Latter will take a trip out west in July to look over the burly scene. . . .

FRANK BRYAN, Indie producer, motored from Philly last week to his home in Boston for a two-week vacation. . . . Before leaving he tendered a dinner to Jules Arliss and Jack Beck, gifting the latter with a cane. . . . The death of Veda Leslie in Philly last week shocked burlesquers no end. . . . BAA arranged to ship the body to her home in Duluth, Minn. . . . Peggy Reynolds, Phil Stone and Herbie Barris left the Star, Brooklyn, last week, and Marie Voe and Fred Bishop went into the east. . . . Bob Eugene, Dolores Dawn and Ann Mitchell left Minsky's Gotham, New York, last week, and new entries to the cast were Irene Austin and Sally O'Day. . . . Allen Gilbert almost introduced two new strippers to burly, but they reneged for better jobs. . . . The girls were Vera Milton and Betty Real. . . .

JUANITA CORBEAU writes of salary difficulties at the Grand, Canton, O., reporting that she had to put attachments on the b. o. for her salary and that the house closed without anyone getting their money. . . . Reports that Matt Kolb, the operator, went to Ramona Lake, Grand Rapids, to open there. . . . Cast closing at the Bijou, Philly, and going on tour of the Indie Circuit includes Billy Hagan, Bert Carr, Saunders and DeHaven, Billie Hughes, Sonia Slane, Tom Fairclough and Chiquita Garcia. . . . Current at the Howard, Boston, then on to Baltimore and Philly. . . .

U-NOTES

By UNO

AL BIBBY, formerly of burlesque and Manny King's vaude unit, now with Irene Cody and George Page in a three-act, would like to advise other old-time burlesquers of Dan Coleman's demise five weeks ago. Writes that many do not know of the passing of Coleman, once a featured comic on the old Columbia Wheel. Also that Mrs. Coleman (Alma Bauer), at 2 Sea Crest Avenue, Eltingville, Staten Island, would like to hear from former burlesque friends.

GROVER FRANKE producer at the Eitinge, New York, busy engaging 30 dancing chorines, 10 showgirls, 10 principals and specialty acts for Max Rudnick's new Long Beach, L. I., summer musical revue due to open June 28.

DON TRENT, straight man, and Blanche Burnett Trent, former soubret, celebrated an 18th wedding anniversary May 24.

MARGIE HART left town in her roadster to open for two weeks as extra attraction at the Rialto, Chicago. Thence to her Minneapolis home for a vacation for another two weeks and back to Manhattan.

BILLIE HUGHES, burly principal, thru the help of Maurice Israel and an NBC official, soon to make a vocal audition for a possible radio engagement.

BOB EUGENE, changed from a Dutch to an eccentric comedian, back to New York after seven years comickng in the West.

GYPSY ROSE LEE removed from the Irving Place to the Polyclinic Hospital, New York, May 22 for medical treatment. At the hospital under her family name, Rose Louise Hovick.

IDA ROSE, number producer at the Rialto, Chicago, celebrated a birthday anniversary June 1 in her suite at the Majestic Hotel. Soon to return east to (See U-NOTES on opposite page)

BOB "BOOB" EUGENE

ECCENTRIC COMIC, BACK AFTER SEVEN YEARS WEST.

VILMARA

REMEMBER—VILMA JOZSY.

JEAN CATON

YOUTH, BEAUTY AND A NEW FACE,
An Asset to Any Show for Next Season.

ART-LLOYD & O'NEILL-PEGGY

Komik—Gotham Theat., N. Y.—Ingenue—Olbia

PAULA LIND

JUST A PEPPY KID.

GLORIA GALE

VERSATILING FOR THE WILNERS.

PEGGY HILL

THE DARLING OF BURLESQUE.

STILL THE "TOPS".

EDNA (HOTCHA) DEE

JO ANN DARE

JUST A RED-HEADED SHOW-STOPPER.

SMILING INA THOMAS

A REAL BOX-OFFICE MAGNET.

MARIE GUNDLE

Talking and Stripping Genius.

MADGE CARMYLE

THE DANCING LADY.
Phil Rosenberg, Ea. Rep.; Milt Schuster, Wa. Rep.

JACK "TINY" FULLER

"NO PFURTZIN AROUND."
Independent Circuit, Management JACK BECK.

CYNTHIA MICHEL

STRIPPING A LA PARISIENNE.
Direction DAVE COHN.

Jewell Back at Salt Lake House

SALT LAKE CITY, June 1.—W. Rex Jewell returned to the Roxy Theater, formerly the Playhouse, Thursday, with a company of 25 performers and musicians to inaugurate a summer policy of stage shows and pictures. The house is under new management and has been completely renovated from front to back, including a new marquee, new stage facilities and a new screen.

The stage shows will be comprised of vaudeville acts booked in by Bert Pittman from the East and Bert Levy from the West, and the acts will be augmented by a stock chorus of eight girls and the theater's own orchestra. Jewell will act as his own emcee as well as direct the entire production. The Hull Brothers will also be a permanent part of the organization. Two changes of program will be offered weekly.

The opening program includes the Frazer-James Dance Group, the Yoshidas, the Hull Brothers, Van and Clark and other specialty artists selected from the line and orchestras.

In the chorus are Dorothy Dorsch, Beverly Dorsch, Dorothy Streeder, Pauline Vincent, Pearl Johnson, Lois Conn, Eva Lovelace and Mary Jo Holmes, with Dorothy Dorsch as ballet mistress. The line was furnished by the Jack Blue Agency and the girls are all new to this city.

The orchestra comprises Roy Duncan, leader; Dick Iba, Walter Le Vack, Willard Shingleton, Lynn Miner, Maylon Johnson and York Johnson. The stage crew is made up of Frank Davis, carpenter; Eddie DePuy, electrician, and Warren Thomas, art director.

B. E. White is president-treasurer of the Roxy Theater, Inc.; A. B. Floor is vice-president-manager, and G. Clifford White, secretary. W. Rex Jewell, who was in charge of the shows at the Playhouse for a long stretch last year, is set down as production manager.

Baron Lee in Pittsburgh

PITTSBURGH, June 1.—An accident that occurred on the way here from Detroit eliminated the chorus of Baron Lee's Cotton Club Revue during its local engagement at the Roosevelt Theater this week. A number of the girls received slight injuries. They will be able to join the line within a week, however.

The revue was staged without the chorus and enjoyed fair business. Tab lists 22 performers, including a versatile 13-man band. Featured in the show are Willie and Willie, hoofers; York and Ortiz, dance and comedy team; Madelin Bell, songstress; Joe Hubert, chief comedian, and Augustine Dixie, vocalist. The orchestra includes Leroy Nicks, Herbert Covans, Lou Morgan, Willie Thompson, Chick Woods, Eddie Cooper, Charles Jacobs, Johnnie Williams, Weyman Richardson, Joseph Fatio, Joseph Martin, John Berry and Herman Pintal. Baron Lee emcees the show and is also spotted in a couple of eccentric dances. The unit will play summer resorts for the next few weeks.

Follies, L. A., Cast In Movies and Baseball

LOS ANGELES, June 1.—The Follies Theater has again entered its baseball team in the Los Angeles Industrial League and is playing local teams weekly at various parks throuout the city. Entire personnel of the team is made up of employees at the Dalton burlesque house, with Jack Warner, assistant, in charge of the team.

New members joining the Follies cast this week include Jimmie Francis, Jack Russell, Margie Bartel and Bubbles Rogers.

Entire company has been working mornings for Warner Brothers at the old Grand Theater on Main street making scenes for Joe E. Brown's forthcoming First National production *Broadway Joe*, which has a burlesque background.

Princess, Youngstown, Folds

YOUNGSTOWN, O., June 1.—Princess, which has been offering stock burlesque under the direction of Henry Prather, concluded its season May 26. There are no immediate plans for the future of the house. Viola Spaeth and her *Radio Dolls* were the last attraction of the season.

Tab Tattles

LARRY RICH, of the vaude and musical comedy stage, has two tabs alternating between the Princess, Nashville, and the Orpheum, Memphis, the companies spending a week in each city. Fred Ardath is master of one and Larry is handling the other. Both shows carry 45 people, with a chorus of 12 girl and anywhere from five to eight acts each. . . . Ben All Theater, Lexington, Ky., has discontinued its stage-show policy for the summer. A cooling system is now being installed. . . . J. J. Musselman, veteran tab manager and producer, is still managing the Rialto, Louisville. He has Sally Rand and her company booked in there this week. . . . WSM *Grand Ole Opry* Company, a hill-billy troupe from Station WSM, Nashville, is playing a string of dates thru Virginia, Maryland and West Virginia. . . . Theaters in Memphis are suffering no little from the effects of the dog races, which are going full blast to tremendous business across the Mississippi in Arkansas. . . . Owen Bennett's *Shooting the Works* Company is featuring two veteran minstrel performers in Billy Doss, who recently took Bob Conn's place on comedy, and Henri Neiser, who is featured with his novelty contortion act. . . . Joe Madden, "millionaire tramp juggler," is now with Bert Leslie's *Montmartre Nights*, 20-people unit. . . . Harry Rose has closed with Buck Buchanan's company at the State, Fort Worth, to join the *Paris Folies* in Houston. His place on the Buchanan show has been filled by Paul Workman. . . . Billie Roberts is another new face on the Buck Buchanan roster, having replaced Corrine Burns. With business holding up okeh, Buchanan is looking forward to an all-summer's run at the Fort Worth house. . . . Warner Brothers have booked *Flashes of Broadway*, 25-people tab show, for a tour of neighborhood houses in Western Pennsylvania. Performers with it include Chuck Wilson and George Arken, comedy team; Delre and Mack, dancers; Adele Wolfe, songstress; Noel Arden, N. T. G. girl; Theresa Rosa, personality miss; Benny Victor and Buddie Young, King and Queen of Rhythm; the Hollywood Music Masters' Orchestra and a line of eight Broadway Rockettes.

BOB SNYDER, for the last 16 months producing comic at the Apollo in Dayton, O., was stricken recently with a bad set of pipes and has gone to his home in Cincinnati for a rest. Bob expects to rejoin the Apollo company in another month. Snyder is loud in his praise of the treatment accorded him by Herb Byrd, Apollo manager, and the rest of the members of the Apollo firm. "Boob" Blake has taken Snyder's place on the show. The balance of the company is made up of Jack Foley, straights; Earl Williams, juve; Ray McQuellen, characters; Vic Hallen, comic; Rae McQuellen, soubret, and Mae Clark, ingenues. Line girls are Toots Kirk, Mary Clark, Mada Williams and Bebe Foley. Company is now doing script bills after many months of bits and blackouts. . . . George (Blackie) Blackburn has moved his company from the Ohio Theater, Dayton, O., to the Rialto Theater in the same city. Ohio has discontinued its stage fare for the hot months. . . . In stumbling around the midway of the Mighty Sheesley Shows in Cincy last week we found Howard Ingram's *Night in Paris* enjoying a heavy business. With clean costumes, a nice-looking bunch of girls and a pair of capable comics, Howard has an attraction that's above the average for a carnival girl show. Alex Saunders, who for many years had his own tabs over the Sun and Spiegelberg circuits, is his featured comedian. . . . Off the midway and across the street to The Cat and the Fiddle, night spot, where we found the following tabsters entertaining a full house: Cliff Cochran, Elsie Franks, Herb Camp, the fiddlin' wop; Carl Frank, who leads the ork, and Joe Bova, drummer. . . . Dan Pitch's *Dixiana Revue* was the final attraction of the season at the Orpheum, Lincoln, Neb., June 2. House will resume with the Cushman shows in the fall. . . . Gene Yarnell, who has managed numerous tabs in the past and who also spent some time at the helm of several George E. Wintz road shows, is now managing two theaters for the W. S. Butterfield interests in Ionia, Mich. He makes his

headquarters at the Ionia Theater. His wife, Claire Lambert, is also formerly of tabdom.

U-NOTES

(Continued from opposite page)
assist Fred Clark in the ensembles for the Globe, Atlantic City, summer burly stock.

JACK BLOOM returned for the 17th summer to Fallsades Park, N. J., as concessioner of a blanket booth-wheel game.

JOSIE WEBB (Mme. Rialto), who sells makeup to burly troupes, reappeared backstage May 25 with her left foot bandaged as the result of a fall three weeks ago.

PEGGY O'NEILL, of Lloyd and O'Neill, is happy now that her 10-year-young daughter, Genevieve, is recovering from pneumonia and measles in the Jersey City Medical Center, where she has been the last three weeks.

HAROLD MINSKY, of Minsky's Gotham, New York, deeply interested in his daily mail, which brings him \$1 bills, and expects to realize a nest egg big enough to build a new theater.

JEAN CATON, with the closing of the People's, New York, May 31, placed by Nat Mortan with Indie Circuit to open at the Trocadero, Philadelphia, June 10

FREDDIE O'BRIEN, number producer, and Violet O'Brien, showgirl, left the Republic, New York, June 1 for a vacation tour of the West via the family auto. Succeeding him was Ken Rogers, of the Park, Boston, which suspended for the season June 1.

EDDIE LYNCH, casting and show director for the Minsky-Weinstock firm, comes from distinguished parents. Mother was a lady-in-waiting to the queen in the British court and father was one of the foremost in battles for the freedom of Ireland. Family also possesses a coat of arms.

JERYL DEAN, Kenza Vinton and Madeline Winters replaced Madge Carmely, who went to the Republic, New York, and Elvia Herndon, at the Ettinge, New York, June 1. Colored part of the show at the Ettinge held over for June 3 week. Billy Elliot, of Fox and Elliot, joins Ettinge stock June 10.

MAURICE LINAL, straight man, closed a six-month engagement at the Mutual Theater, Indianapolis, June 1. He is motoring to Los Angeles, where he expects to go to work at the Burbank Theater.

BANDS AND ORCHESTRAS

(Continued from page 12)
Miller's Band followed Austin at the spot.

CAB CALLOWAY Orchestra is out to help fill the unusual demand this season for name bands and has already been booked solid until next September by Mills Artists, Inc. Aitho classed as a "freak" attraction a few years ago, Calloway has finally settled down into the front ranks of dance bands and clever showmen.

BILL FLECK opened at the Cafe de Parea in Los Angeles, replacing Ray Herbeck. Herbeck and his boys are aboard the Showboat anchored in San Diego

Harbor during the exposition. Nightly dances, plus entertainment, are staged aboard the boat.

FRANKIE RAY and his orchestra, out of Chicago, are in their 10th week at Bill Deters' Lakeside Inn near Covington, Ky. The unit is set at Lakeside for the entire summer.

MILLS CAVALCADE Orchestra, comprised of both boys and girls, starts a tour of the New England ballrooms shortly, its first series of dance dates. Unique combination has just completed a tour of the Loew houses around New York. Conductors (one of each sex) take turns at wielding the baton. The organization is credited with being one of the hottest extant.

TED DAHL opened May 25 at Pirrone's Cafe in downtown Los Angeles for the summer season.

BILL MOON and his orchestra are playing an extended engagement at the Tavern in Ft. Wayne, Ind. Lee Cox and Johnny Morris are handling the vocals.

NICK STUART opened on June 1 in the Silver Palm Room of the Grand Hotel, Santa Monica, Calif. They are broadcasting nightly from the supper room over Station KPWB.

ED WINSTON, representative of the management of the Four Trees, Greenwich Village, New York, night club, announces that Al Wesley and his Isle of Capri Orchestra have been signed for the entire summer season.

BILLIE MCGILL'S Novelties, an all-girl orchestra, opened at Melody Gardens in Detroit recently after terminating a four months' stay at Venice Gardens in the same city.

AL MORRIS is leading the retired Tom Gerun orchestra at the Bal Tabarin in San Francisco.

TED FIO-RITO opens at the Edgewater Beach Hotel in Chicago June 10. This will be the last Chicago formal summer opening and one of the outstanding social events of the season.

DICK DIXON, former vocalist and guitarist for Mal Hallett and Irving Aronson, is leading his own band at The Plantation in Niagara Falls, N. Y. Harrows, who is handling the combo, announces that Dixon and his boys are engaged to play at Saratoga during the approaching race meeting.

HERBIE KAY went from the Edgewater Beach in Chicago to Denver's Lakeside Park, where he opened May 24. Lakeside is scheduled for a series of first-rank MCA attractions during the summer.

PAUL Pendarvis recently replaced Tom Coakley at the Palace Hotel in San Francisco. Coakley is now at the Arcadia restaurant in Philadelphia and is being heard on NBC network via KYW.

JERRY FREEDMAN and his orchestra, recently closed at the Casino de Parea, New York, started an engagement at Feltman's, Coney Island, N. Y., May 25.

DON PABLO played at the beautiful Indiana Ballroom in Indianapolis over Decoration Day to a host of auto racing celebs in town for the annual 500-mile classic.

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Bryant Boat Begins 7th Season in Cincy

CINCINNATI, June 1.—Bryant's Showboat, under the management of Billy Bryant, ushered in its seventh summer season at the foot of Lawrence street here Monday night with *The Sweetest Girl in Dixie*. A houseful of showboat fans greeted the players at the opening.

Billy Bryant is again featured on the comedy end. Other Bryants in the show include Mrs. Violet Bryant, Billy's mother; Josephine Bryant, his wife, and their daughter, Betty. Newcomers include Charles Lawton, Bob Turner and Robert Ellis. Milton Haskins, juvenile, and Vic Faust, veteran Swiss bell ringer, are also back with it this season.

Before the Monday night show Billy Bryant was guest of honor at a dinner given by R. B. Mills, manager director of the Hotel Sinton. A number of Bryant's cronies, prominent in local affairs, attended the affair.

Gene Sharkey Heads New Detroit Meller Company

DETROIT, June 1.—A series of melodramas will be produced at the Players' Theater, exclusive private club theater here, opening June 3. Eugene Sharkey, who leased the Rivoli Theater last year for dramatic stock, is promoter of the enterprise and will be managing director.

Edwin Gramercy, of the Detroit Laboratory Theater, who produced *The Drunkard* for an all-time Detroit record for dramatic stock last summer in the same house, is directing again.

Cast includes William B. Alvord, Hester Resnik, Katherine Fields, José Beam and Jay Schantz for the opening production of *After Dark*. *The Drunkard*, *The Streets of New York*, *The Social Glass*, and other old revivals will follow. Pretzels and beer will be served with the shows.

DAN F. ROWE again has plans to launch a tent show. This time it's going to be a 40 by 60 traveling airside to play the sticks in the Texas country. The show, Rowe says, will be motorized. Samuel G. Strange will be with the show as orchestra leader.

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Rep Ripples

BILL SCHLIEP, rep and stock juvenile, is spending some time in Houston.

RUTH KELLY arrived in Houston last week from Alabama for an indefinite stay.

RITA ZANE has joined the Jack and Maude Brooks Company in Sabula, Ia.

VERN DOUGLAS and wife, Marcia Morris, for several years with the Toby Nord show, opened their own show under canvas at Hamilton, Mont., recently.

HARLEY SADLER, now playing Tyler, Tex., with his mammoth tent show, finds business very good. He will remain in Tyler for three weeks.

MAURINE GRAY, lately of the Mad Cap Players and billed as "from Hollywood," is the new leading woman with the Monroe Hopkins Players in Houston. Bert Nelson and Dorothy Link are also in the cast.

MENTO EVERITT (Mrs. Clyde Gordiner) underwent an operation last week at Columbus Hospital, Chicago, and is getting along satisfactorily. Her husband, Clyde Gordiner, is associated with the V. E. Young interests in Indiana.

IN THE ROSTER of the Ricton show, currently in Georgia, are Mr. and Mrs. Richard Ricton; Joe Woods, comedian; Lyman and Company, four-people magic unit; Herman Jordan, boss canvasman; Rose Siremans, piano; Floyd Thacker, front door, and Pauline Clark, tickets. After a swing thru the Georgia country the show is slated to move into Tennessee, South Carolina and Kentucky.

AL S. PITCAITHLEY and wife, Jane Allardt, are with the Davis-Brunk Comedians this season. Show is on tour thru Arkansas. While playing Dardanelle, Ark., recently, Pitcaithley visited the grave of Ed M. Aikens, with whom he trouped on Lew Henderson's show in 1926. Ed was well known in the rep and stock fields before his sudden death in Youngstown, O., in 1930.

LOLA E. PAINTER, erstwhile repertoire leading woman, was an arrival in Cincinnati last week from her home in Brodhead, Ky. She is furnishing an apartment with her sister in Cincy and expects to make the town her headquarters indefinitely. Her son, William Frederick Remmers, who graduated recently from the Brodhead (Ky.) High School, has gone into New York to work in his father's business.

Slouts Going Along Okeh

ITHACA, Mich., June 1.—L. Verne Slout Players opened the tent season in Vermontville, Mich., recently. Business has continued good since the opening, despite the extremely cold weather. Roster includes L. Verne Slout, manager; Dorothy Dumas and Grot Rouleau, leads; Dana Campbell, Bert C. Arnold, Pup Shannon, Bill Thebus, Rube and Avis Ferns, the latter replacing Mrs. William (Bess) Thebus when she was called home due to the death of her mother. Outfit is handled by Cecil Rawson, assisted by a crew of five working men.

Ray Bash Moving Under Canvas

LINCOLN, Neb., June 1.—Ray Bash Players will go under canvas June 3 at Nelson, Neb. This is the first departure from its circle in Southern Nebraska made by the company in more than a year. Bash company will have Wade Norton, leads; Glen Stein, general business; Blanche Bowers, ingenue; Jack Bell, general biz; Marjorie Bash, leads, and Mrs. Bash, character.

Wehle Packs 'Em Outside of Town

COATESVILLE, Pa., June 1.—Revocation of a license to stage a tent-show performance within the city limits proved to be the best kind of advertising, with the result that several thousand persons went to the Antler's Club property, outside the city limits, last Saturday night to see Billroy's Comedians.

Informed on Thursday by Mayor William G. Gordon, while the show was being staged in Lancaster, Pa., that no performance would be allowed to be given in Coatesville. Manager Billy Wehle made hasty arrangements to give a showing at the Antler's in a vacant lot fronting Lincoln highway.

In making an announcement apologizing for the quick change in location, the manager said:

"We don't censure the mayor. There was certain pressure brought to bear upon him. There are certain people in Coatesville who think that our show is obscene. True, we have a modern show, but there is nothing in it which you do not see in the movies or high-class vaudeville."

The large tent was packed with people who came to "see for themselves." In fact, there was standing room only. If a big percentage of the people came to be "shocked" they must have gone away disappointed.

One of the performers of Billroy's show was taken seriously ill last Friday and was removed to Coatesville hospital for observation. He is Clyde Jewell, of Monaghan Mills, near Glenville, S. C. While no diagnosis of his case has been made, he is believed to be suffering from malaria.

Kansas City Jottings

KANSAS CITY, Mo., June 1.—The Ted North Players are playing a return engagement in Joplin, Mo., this week.

Molleon and Molleson, well-known repertoire team, are recent arrivals. They came in from Texas, where they have been showing.

Abe Rosewell's plans for the future have not been disclosed, but he has been very active on Kansas City Rialto this week. It is rumored that he will launch his tent show in the very near future.

Len Harrington, former repertoire advance agent, has been out of the business for some time and is permanently located here.

Miles A. Fryor, well known in Midwest theatrical circles, is now manager of the Kansas City branch of the Pulver Company, Inc., of Rochester, N. Y.

Harry Sohns, former manager of Hillman's Ideal Stock Company, came to the city this week after a three months' trip thru the Middle West. Sohns has forsaken the business and is now traveling representative for Midwest manufacturing concern.

Billy Ferguson, after spending a month with friends and relatives in Springfield, Mo., has returned to the city.

Jack A. White, veteran character man, was seen on the Kansas City Rialto this week.

Mr. and Mrs. English are now conducting a dramatic school in Baton Rouge, La. Mr. English was formerly manager of the Paul English Players.

Nell Epperson, formerly with J. Doug Morgan, has just returned to the city after visiting friends and relatives in Louisiana.

Dunbar Show in 4th Week

GRAND FORKS, N. D., June 1.—Harry Dunbar's Comedians are now in their fourth week of circle stock out of Grand Forks. Business to date has been gratifying. Company has encountered considerable rain in recent weeks, but as the troupe is still in houses the inclement weather hasn't affected business to a great extent. Various members of the company are heard every Monday and Friday over Station KPJM. Regular cast is made up of seven people but is further augmented by extras from the local college and several vaudeville attractions.

PLANS ARE BEING formulated for the establishment of a theater for the Pittsburgh Playhouse, which opens its fourth season in the fall. Heretofore the group rented theaters.

Stock Notes

SEATTLE, Wash., June 1.—Mary Pickford and company in *Coquette* at the Metropolitan Theater for the eight performances last week did a "stand-up" business. From here she went to the Broadway in Portland. Russell Fillmore, director for Henry Duffy, announces that Duffy now has in preparation several other stage successes, with well-known stars to be presented both in Seattle and Portland.

WESTPORT COUNTRY PLAYHOUSE, Westport, Conn., will inaugurate a unique summer season July 1 under the direction of Lawrence Langer. There will be a permanent stock company, presenting three revivals of classic or semi-classic plays during three alternate weeks. The remaining three alternate weeks will find three Broadway producers presenting plays with traveling companies. Six weeks is the planned duration of the Playhouse season this summer. William Wycherley's *The Country Wife* will be the first of the permanent company's revivals.

New Theater Union Plays To Good Crowds in Detroit

DETROIT, June 1.—New Theater Union presented its second production last week for three days at the Detroit Institute of Arts. Cast played to practically full houses each night, with a lineup before the box office that delayed the curtain 15 minutes Saturday night.

They Shall Not Die, by John Wexley, and *Waiting for Lefty*, by Clifford Odets, were on the bill, with two interludes by the new dance group. The Union is associated with the national New Theater League. Gordon Slade has succeeded Maurice Feder as managing director.

Stock for Old Orchard

OLD ORCHARD, Me., June 1.—Cosmopolitan Players have leased the Palace Theater, Old Orchard Beach, for the summer season, opening June 29. Ben Wolf is director and Phil Berg business manager. There will be two matinees a week, Wednesday and Saturday, with all seats 60 cents, including tax.

KNOCK ON WOOD

(Continued from page 19)

humors, emulates the satire and slows the action. With another cast, with different direction, Mr. Rivkin's play might easily have developed into a summer wow. It seems a shame that the manner of presentation does him out of both the financial and satirical satisfaction that his courage deserves.

Altho the program of *Knock on Wood* states that all the characters are fictitious except those you recognize, there will be no name-fitting in this corner, your reporter lacking Mr. Rivkin's pluck. Briefly, the play deals with a rich and powerful actors' agent of Italian extraction, as he sees his beloved business go to smash because he refuses to supply his brother's fiancée for the amorous delectation of the producer whose pimp he has been for long and powerful years. Stories appear in the papers, telling of his prison record, his bootlegging past and other tidbits that are delectable to depraved Hollywood-headed tastes. In the end, of course, the agency is saved—but it makes for much theatrical excitement, much hoked but excellent effect. And thru it all runs the blistering stream of scalding invective concerning freedom's flesh pots. The truth contained therein will perhaps militate against the play; none of the general customers will believe it.

James Rennie does an amazingly fine job as the agent, bringing speed, power and sure effect to the job. He is ably aided by Bruce MacFarlane, as his brother and by Albert Van Dekker, as his actor-partner, but the rest of the cast lets him down. That is largely a matter of misfitting the roles. Lee Patrick plays far too much in the stagey singing of the grand style as his loving secretary; Sally Phipps is saccharine and silly as the brother's fiancée, a part that might have been made a rip-roaring burlesque. Most of the minor roles suffer from mismatching.

As it stands, the best you can do is knock on wood. EUGENE BURR.

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

GENE MAXWELL (Maxello), who bills himself as the "world's youngest hypnotist," and who worked two years at the Century of Progress in Chicago, is now doing mechanical man for George Bedone on the Mighty Sheesley Midway, currently on a two-week stand in Cincinnati.

THE EL-WIN SPOOK SHOW has just finished a swing around the Sudekum circuit of houses out of Nashville to big business. Company played Loew's State, Memphis, June 1, with a string of dates in the same territory to follow. Attraction plays midnight shows only.

PATRICOLA, who bills himself as the "Aristocrat of Magic," postcards from Duluth, Minn.: "Weather is pretty damn cold up here, but I'm heading for the good ol' State of Ohio and home—Fairport, O. Magic just so-so up here."

RHODE ISLAND ASSEMBLY No. 26, SAM, enjoyed an informal meeting at the studio rooms of the assembly's vice-president, Harry A. Scheer, Providence, May 24. Aside from a short period of instruction in card manipulation, given by Confere A. E. Covell, no program or business session featured the evening, the members spending the time in good fellowship and exchanging ideas on magic. The Rhode Island Assembly members are looking forward to the second annual "ladies night," to be held June 10 at Jim Smith's Inn, Pawtucket, R. I., when several members of the Boston Assembly will be guests.

HOWARD THURSTON, now honeymooning in Florida with his new bride, is talking about taking a year off from the stage just to rest and take a new lease on life. He plans to come back stronger than ever after the year's vacation.

STEVE FEJHAZ SHEPHERD continues as the featured performer at the exclusive "355" night club in San Francisco.

FRANCISCO reports continued good business along the West Coast. He recently played for the Elks at Vallejo, Calif.; the Thousand Oaks Masonic Lodge, Berkeley, Calif., and the Moose Lodge, Bethlehem Lodge and the Fraternity Club in San Francisco.

OAKLAND MAGIC CIRCLE, Oakland, Calif., held its annual vaudeville show at the Veterans' Memorial Auditorium, Berkeley, Calif., May 24, under the auspices of the Berkeley National Guardsmen. Sylvia's Orchestra, all-girl unit, furnished the music, and Jimmy Muir looked after the emceeing. Those who did their stuff for the occasion were Dr. L. J. Ennis, Ben Silver, Bert Hansen, Bill Alstrand, White's Jubilee Singers, Lloyd E. Jones, Payne Thiebault, Clarence Cain, A. Caro Miller; Muir, Sater and Sater, in a hysterical turn, and Francisco, assisted by Murray Rosenthal. Show was a success in every way, including the financial.

LYMAN AND COMPANY are rounding out their first month with the Ricton Show playing the Georgia territory. Assisting Lyman are Joe Enoch, Wanda Jane and Bill James. Company presents four major illusions, in addition to numerous smaller effects.

RAJAH RABOID is summering in Miami Beach, Fla. He returns to New York early in July.

PARENT ASSEMBLY of the Society of American Magicians held its 31st annual banquet in the Grand Ballroom of the Hotel McAlpin, New York, Friday night, May 24. There were no speeches at the banquet and Bernard M. L. Ernst, president of the Parent Assembly, presided. The usual ceremony of turning over a plate in honor of the departed took



B. M. L. ERNST, prominent New Yorker, who was re-elected president of the Parent Assembly of the Society of American Magicians at that group's 33d annual meeting at the Hotel McAlpin, New York, May 25. Mr. Ernst is also president of the Sphinx Publishing Corporation, publishers of The Sphinx, the SAM's official monthly magazine.

place and Beatrice Houdini was delegated by President Ernst to perform this function. The show was m. c.'d in a sort of comedy-team style by Al Baker and Elmer P. Ransom. The following acts appeared and the names are listed in accordance with their order on the program: Julien J. Prosekauer; Dr. Peck, of Glens Falls, N. Y.; Nate Leipsig, Mildred Rouclere, John Mulholland, Stanley Hunt and Jean Hugard. Dancing followed the show and about 350 members, wives and their friends attended.

MEMBERS OF DALLAS Assembly No. 13, SAM, were entertained at Waxahachie, Tex., last week by S. S. Henry. Show was given under the auspices of the American Legion Auxiliary of that city. Mr. Henry spent several days around Dallas and was the guest of J. P. Robinson, president of the Dallas Assembly; Harry H. McDaniel and other local magicians.

CARRINGTON, illusionist, is presenting a full show of illusions, magic and mentalism at the Empire in Chateau Thierry, France. Troupe includes Carrington, magician; Juanita, mentalist, and Lagha Rams, fakir.

DE VILLERS, illusionist and magician, is at the Royal Cinema in Montclair, France.

NECKELSON, French magician, will be a feature attraction at the fair and exposition at Parthenay, France, June 8 to 16.

SUNDAY, JULY 28, has been set as Magicians' Day at the San Diego Exposition, the first time any exposition has designated a special day to honor a magical society. Of chief interest to the magicians themselves will be the prize contests for valuable trophies—the Caryl S. Fleming award for the best comedy effect, the Ray Gamble trophy for the best card trick with unprepared deck, and William Larsen's T. Page Wight Memorial trophy. Other prizes will be given for conjuration with thimbles, billiard balls, coins, silks, ropes and other objects, not to mention mental and escape effects, pocket tricks, impromptu effects with common objects and the most interesting, novel or humorous presentation of a stand effect. Most of the 13 magic societies up and down the West Coast have been preparing for the convention for the last year by giving shows and other affairs, the proceeds going into a special fund to defray their expenses, so that they may attend in a body.

CARYL S. FLEMING, banker and amateur magician of Beverly Hills, Calif.,

EDITORIAL DEPT.



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

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

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

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

For VAUDE

KUBAN COSSACK CHOIR — male chorus of 32 voices, half of them now appearing at the Russian Bear eatery in New York. Organization is undoubtedly one of the finest male choral groups ever assembled and has a notable reputation in Europe. Suitable for concert work, and that means, of course, that they can play vaude anytime. Nikolai Khadark, baritone soloist, can fit into vaude, legit, radio or concert.

LOU COSTELLO — comic now in burlesque. A short, pudgy fellow to whom comedy seems to come naturally. Handles lines excellently, spicing them up with ad libbing. Could easily head a comedy act in vaude.

WILLIE DEE — young magician caught at the Apollo Theater during an amateur night (which he won). Does lighted cigaret manipulations, card tricks and palming of small

balls. Not original, but works smoothly and shows real possibilities.

For LEGIT MUSICAL

PRINCESS CHYO—pert and pretty young Oriental lass who does a smart and fast song-dance routine, now spotted in the floor show at the Hollywood Restaurant, New York. Cute and exotic-looking, and has real talent. Could be used to sock effect in a revue, particularly with a production number built around her.

For NIGHT CLUBS

THE FUNNYBONERS—three lads now appearing in vaude who work intimately grouped around a piano. Sing special numbers containing plenty of comedy, and also indulge in a bit of hoking and harmonizing of pops. Would fit excellently into an intimate night spot.



Minstrelsy

By BOB EMMET
(Cincinnati Office)

PROF. WALTER BROWN LEONARD, of Glens Falls, N. Y., is scheduled to deliver a speech on the progression of minstrelsy as a part of the second annual Union County American Night celebration to be held at Warinanco Park, Elizabeth, N. J., June 14.

CHARLES HEYWOOD, 86 years old, termed the oldest living minstrel singer, will take part in the second annual Union County American Night program in Warinanco Park, Elizabeth, N. J., on Flag Day, June 14. John H. (Jack) Shepherd, another veteran minstrel man, will direct the pageant. Heywood began his minstrel career in 1868. In recent years Shepherd, an employee at

was recently elected president of the Southern California Assembly No. 22 of the Society of American Magicians. Others elected to office in Assembly No. 22 were Hon. Charles W. Fricke, judge of the Superior Court, vice-president; Gerald Kosly, Los Angeles, re-elected secretary; Franz Christensen, Pasadena, treasurer, and Fred A. Kapp Jr., Pasadena, sergeant at arms. William W. Larsen, of Pasadena, retiring president, has been nominated for the first vice-presidency of the national assembly.

President Fleming has been engaged for the last several months carrying out plans for the Pacific Coast Association's annual convention in Hollywood the week of July 22 to 27. The pre-convention will open July 22 with a motor trip thru Beverly Hills. Other features will include banquets, Hollywood Bowl concerts, theater parties and sight-seeing trips. The convention proper will open July 25, with a magicians' show in the evening as the highlight of the day. The next evening a public show will be staged. On the evening of the third day a dinner dance will be held at the Hollywood Roosevelt Hotel at which time prize-awards will be made. Business sessions, dealers' demonstrations, bridge teas and parties for the ladies and a trip thru a movie studio will be other attractions.

the Bayway Refinery, Elizabeth, has drawn about him a group of minstrel fans known as the Carroll Johnson Memorial Circle of Elizabeth, in honor of the late James Carroll, whose stage name was Carroll Johnson. Carroll is buried in Evergreen Cemetery, Elizabeth. His minstrel career included engagements with Jack Haverly's Mastodons, the Concross & Dixie Minstrels, Wilson's San Francisco Minstrels, Lew Dockstader and George Primrose.

FRANK FLORENTINE, former carpenter with John W. Vogel's Big City Minstrels, is now stage carpenter at the Strand Theater, Cumberland, Md.

HUGHIE MELNOTTE, formerly with the Al G. Field Minstrels as a member of the Melnotte Duo, wire walkers, now owns and operates the Brunswick Hotel in Cumberland, Md.

NAT DANTZIC, former minstrel man, is now residing on a farm just outside of Cumberland, Md.

HENRI NEISER wants to know who was it that entered the tomato patch at Luna Pier, Mich., at 5 o'clock in the morning, only to be caught red-handed by the woman owner of said patch. It all happened at the time the Bradford & Redhill edition of the Al G. Barnes Minstrels stranded there back in 1931. Is Al Tint listening?

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Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

NEAA TAKES IN CONTESTANTS

Swartz Bloomington Unit Okeh at 1,000

BLOOMINGTON, Ill., June 1.—The Guy H. Swartz-Fred Sheldon Unit No. 1 here has passed its 1,000th hour with six couples and two solos still on the floor. Unit is under the personal management of Maxie Capp, who also is working heat in masterful style. The emcee staff includes Les McCullam, Tiny Epperson, Joe Falooka and Joe O'Neill; Billy Monroe, judge; Eddie Bausman, Frank Mahr and Harry Hayward; Lola Guyton and Marie O'Neill; Mona Marshall and Jennie Bausman.

Couples on the floor include Eddie and Toni McBride, Duffy Tarantino and Tillie

Sweet, Harold and Lee Baker, Kenny Laux and Evelyn Thompson, Joe Nalty and Lorena Lanham, George Phebus and Floris Wears, and solos Walter Cox and Ralph Evans.

Anti-Walk Law Fails To Pass Mich. House

DETROIT, June 1.—Endurance events were considered safe in Michigan as the Legislature adjourned its biennial session on Saturday after failing to pass a bill which would ban all walkathons. The bill was brought up in the House of Representatives and came within one vote of passage, however, and may be revived in a special session in the fall.

Emsees, Judges, Nurses, Trainers, Managers Also Invited To Join

Operators' Chicago convention takes important step for protection of legitimate promoters and as powerful influence in ridding the field of the illegitimate promoter

CHICAGO, June 1.—Masters of ceremonies, floor judges, trainers, nurses, other employees and contestants are to become important factors in walkathons and other forms of endurance shows by membership in the National Endurance Amusements Association. This was decided upon at a meeting of operators and representative emsees held in convention at Chicago May 27-28-29. This important move gives the contestants and employees of endurance shows the protection for which there has been an urgent demand for several years and on a very nominal yearly membership basis. The need of protecting the interests of contestants and employees in every department of endurance contests was recognized at this convention in a resolution made and adopted by members whereby all contestants and employees are permitted to become subsidiary members of the NEAA. Membership fees established are as follows: For emsees, \$10 per year; for all other employees, including concessioners, etc., \$5 per year, and for contestants, \$2 per year. Each such member is to be supplied with a membership card, establishing an identification and good standing in the organization.

Membership in the NEAA will provide the contestants and employees with numerous benefits, among them being (1) Protection against operators who do not pay prize money or wages, thus eventually eliminating illegitimate operators; (2) Guarantee suitable working conditions for employees; (3) Provide transportation for contestants who have walked more than 500 hours and who have been regularly disqualified; (4) Protect both contestants and employees (See NEAA TAKES on opposite page)

GREETINGS

CONTESTANTS—MASTERS OF CEREMONIES AND ALL STAFF AND OTHER EMPLOYEES

Your Need for Organization Affiliation Has Been Answered

You are hereby invited to join the



and participate in another step toward the protection for which you have long asked and hoped.

In forming a close-knit organization of Emsees, Staff Employees (including Floor Judges, Trainers, Comics, Stooges, Nurses, Cashiers, Doormen and all others regularly employed by Operators on a salary basis) and Contestants, it will be possible to more quickly secure impartial justice in salary disputes, assure Contestants of better treatment; the fulfillment of transportation agreements, more harmonious floor conditions, payment of prize moneys and various other benefits too numerous to mention here.

A booklet outlining in detail the benefits to be expected from your membership in the NEAA will be sent to you along with your membership card. (N. B.: In order to accept employment as an emsee you must carry an emsee's card!)

Membership fees: Emsees (white card), \$10 per year; all other salaried staff employees (tan card), \$5 per year; Contestants (blue card), \$2 per year.

APPLY FOR YOUR MEMBERSHIP CARD TODAY!



Fill out the following form (or provide same information on separate sheet) attach the required membership fee and mail to DON KING, Treasurer, 25 Opera Place, Cincinnati, O.

NATIONAL ENDURANCE AMUSEMENTS ASSOCIATION

Application

Name
(Print Plainly)

Present Address

Permanent Address
(If Any)

Age Occupation
(State If Emsee, Contestant, Etc.)

Show Connected With
(If Any)

AN ASSOCIATION IS YOUR PROTECTION

(Fifty per cent above space courtesy Billboard Publishing Company.)

12 and Six Going in Steinel Flint Grind

FLINT, Mich., June 1. — The J. B. Steinel show in IMA Auditorium here has passed 576 hours with 12 teams and six solos still fighting for the prize money. The emcee stand is ably handled by Al Baker, with Paul Roscoe, Mickey Thayer and Chuck Payne assisting. The walk is aired thrice daily over WFDF. The staff includes Bee McKay and Doris Allen, nurses; Tommy Greenhouse and Al Souers, trainers; Bill Lincoln and L. D. McGauley, floor judges. House seats over 7,000. Sponsors are plentiful and audiences are proving generous with floor money.

Still on the floor are Doc Miller and Ramona Del Ray, Jerry Garafolo and Helen Sebel, Bobby Madison and Mona Clark, Al Wilson and Jean Jones, Earl Clark and Marge Downing, Jimmy Zimmerman and Iva Arnold, Duke Farrington and Dot Munster, Nick Petrovic and Florence Crane, Tommy Lathrop and Carol Porter, Chet Naylor and Dimples Hauser, Augie and Magie Dosa, John Pintavello and Margie Lee, and solos Billy Lyons, Bob Guinn, Charlie Loeb, Warren Jewel, Jackie Leonard and Ray (Pistol Pete) Wilson.

Winsten-Brady Have Cowl Show Moving Along

KNOXVILLE, Tenn., June 1.—Harry H. Cowl's show here, under the management of John Winsten, is down to five couples at 1,250 hours. The five teams still in are Eagle Miller and Eileen Farnsworth, Billy Ryan and Mimi Davis, Danny Braemer and Milly Heisene, Jack Glenn and Bobby Morris and Bill Valentine and Theda Bars Holmes.

King Brady, chief emsee, has proved very popular with Knoxville fans and is doing fine work, with excellent assistance from Smitty Inman, comedian, who is featured on all shows. Jim Mullins and Bill Oliver, heat judges, are doing their part in keeping the crowds interested. Balance of the personnel has Don Franklin, kitchen; Jim Sherwood, purchasing agent and concession manager; Frances Mullin, bookkeeper; Larry Rock and Curly Kent, trainers; Ma Branch and Florence Alden, nurses. Broadcasts are over WROL, three times daily.

12 Teams on Leinen Cleveland Floor

CLEVELAND, June 1. — Red Leinen's one-fall show has passed the 1,000-hour mark with 12 couples on the floor. The show has slowed up considerably in spite of heat injection. Constant changing of general admission prices has not helped biz, according to local advices.

Contestants still in the fight are Billy and Betty Landen, Jimmy Sagny and Ann Penot, Joe Schmidt and Pat Stewart, Billy and Virginia Cain, Eddie Thompkins and Delores Gleason, Bill Martin and Claire Kay, Terry Nolan and Estelle Kaiser, Francis West and Opal Gardner, Pop Terry and Dottie Trafford, Bill Ross and Eleanor Sadler, Mickey Leonti and Eleanor Bartels, Jean Williams and Lou Wilson.

WALKATHON Another Winner HERE IT IS!

CORAL GABLES, EAST LANSING, MICH. SHOW OPENS WEDNESDAY, JUNE 12, 1935 Broadcast three times daily. Up to \$1,750 in prizes.

Complete staff headed by Archie Gayer. Sponsors, floor money, good food and treatment our specialty. Ask the kids that walked at Pontiac and Jackson. No collect wires or transportation. Contestants, do not report before June 9.

Apply JACK LA RUE or ARCHIE GAYER, CORAL GABLES, EAST LANSING, MICH.

DADDY FOX ANNOUNCES

BAY CITY, MICH. Opening Has Been Set Back to

JUNE 13



WALKATHON

WINONA BEACH BALLROOM, Redecorating of the entire ballroom has necessitated moving opening back a full week. Flash! Teams that like a short show come on. Real opportunity. Friends of following staff report to DADDY FOX: Billy Lane, Don Isitt, Sam Gore, Archie Gayer. FLOOR JUDGES—Jim Coffey and Mickey Brennan.

Contestant Notes

FRANCIS HOLEWINSKI, of Menasha, Wis., suggests that a part of this department be devoted to contestants who wish to obtain a partner. Francis says: "I sometimes find it difficult to contact a partner and I think you could help us." . . . The Billboard is helping contestants without partners. Hundreds of letters from endurance show people pass thru our Mail Forwarding Department each week and the Letter List in each issue includes the names of numerous people for whom letters are waiting. Remember the mail forwarding and letter list services of The Billboard are entirely free.

JOE RICCIO is "basking in the sun" at Long Beach, Calif. He would like to hear from Joe Solar, Bob Cole and Maxie Capp via the mail department of The Billboard.

FERN TRACY would like to hear from Anne Benson, of Atlanta. Address care of The Billboard.

EMMETT McCLELLAND is visiting at home in Chicago for a few days before going to Earnie Scott's show in Danville, Va. Emmett would appreciate a letter from Hazel Shamel addressed in care of The Billboard.

MRS. RAY VOORHIS, Youngstown, O., would like to get in touch with Bobby Jean Regan.

Entertainment Aplenty Featured on Mesle Show

DEDHAM, Mass., June 1.—Ernie Mesle's walkathon at Mosley's-on-the-Charles continues after 2,280 hours with 10 couples on the floor. The show is being run under a combination policy of feature attractions and heat, with outside vaudeville three times weekly. A professional Bathing Beauty Revue was featured last week. The contestants are now on a 75-minute floor period with 11-minute rest periods. Derby treadmills are run every night, with plenty of hot shots. The entertainment is solely directed by Emsee Bernie Marr, whose duties are strictly on the show side and counter heat. Dud Nelson is supervising treadmills and heat, assisted by Frenchy Noni and Joe Purcell, who recently joined the staff. The one fall ruling is now in force and plenty of pressure is being put on during grinds, with resultant eliminations.

The public wedding on the floor of Bob Manjo, a contestant, and Mary Krug, a local girl, was the high spot of the evening of May 29. The fact that the bride was not a contestant added to the interest of the event.

A great feature for the late fans is the midnight show presented by Bernie Marr and his accordion, with Bozo Lewis and Snuzzle Kelly handling the comedy. This show was recently covered by Boston papers and favorably reported in a feature story, giving endurance shows a clean bill of health and a great sendoff in the East.

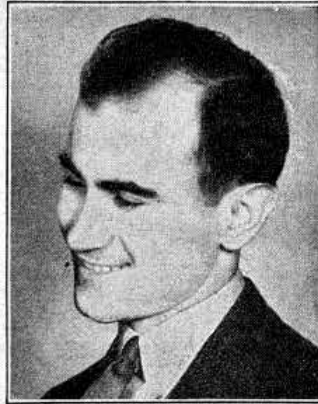
12 and One Taking Swartz Toledo Sprints

TOLEDO, June 1.—The Swartz Willow Beach Park show here has passed its fourth week with 12 couples and one solo remaining in the running. Sprints have been in order for a little more than a week and attendance is on the increase.

Eddie Brown is doing a nice job on the platform, with assistance from George Grow. Clyde Earle left last week for the Akron show. Remainder of the staff has Mrs. Guy Swartz, general manager; Roy Jenne, night manager; C. H. Hottum, Jr., office; Earl Chesney, concession manager, and Eddie Moore and Harold Perry, floor judges. Broadcasts are twice daily over WSPD.

On the floor are Honey Coveny and Maxine Mills, Melvin Mason and Ruby Sanders, Arnold Ehling and Jewel Yockstick, Frenchy LaRue and Wilma Rumsey, Dick Larnac and Boots White, Tommy Gardner and Billie Farmer, Buddy Struck and Doris Wood, George Grant and Irene Parker, Joe Solar and Dot Miller, Jack Duvall and Virginia Brown, Hotch Bloom and Ivah Redlin, Stanley Ruche and Jean Perry, and solo, Helen Troesh.

AN EIGHT-and-a-half-pound son was born last week to Mr. and Mrs. Lou Brown at Cleveland. Father is floor judge at the Red Linnen Race of the Nations show in the Broadway Arena.



DUCKY NACCARATO, emceeing the Carl W. Raabe Manitou (Colo.) Show.

Staff Briefs

TED BROWN, well known as one of the first and most popular emsees in the endurance field, is now partner in a Minneapolis booking office, located in the Plymouth Building, writes in a word of praise for the department. Says Ted: "You have done more with your columns in The Billboard for the improvement of marathons and walkathons than any other influence I know of. Your columns have a tendency to bring together a lot of contestants, new and old, who really enjoy reading the page. It keeps all of us present and former walkathoners in the know. I for one enjoyed reading it in the past and hope to continue for many years in the future."

MAXIE CAPP, with the Swartz Bloomington, Ill., show, sends out the SOS for Bert Evans.

BOBBYE WADDAIL is nursing on the Lynchburg, Va., show. Patsy King is a contestant in the same walk.

CHICK FRANKLIN, emsee, left the South River, N. J., Wagon Wheel walk to join the Merle C. Tebbetts show at Daytona Beach, Fla.

DUKE HALL and Larry Bloom, who attended the NEAA Chicago meeting, are now with the Guy H. Swartz organization.

GEORGE F. FOSTER, of the Foster Products Company, St. Paul, Minn., and partner in the endurance field with George W. Pughe, not only attended the NEAA meeting but took advantage of his presence in Chicago to do a little business in connection with a new foot-cage preparation which he hopes will soon be in general use by walkathoners and walk fans in all parts of the country.

NEAA TAKES

(Continued from mopposite page)
against abuse of powers by operators; (5) Protect the legitimate contestant against chiseling and conniving illegitimate operators and contestants; (6) Arbitrate disputes which may arise between contestants, employees and operators and in every way endeavor to raise the standard of the endurance show and aid in advancing the interests of those who make up this important form of entertainment.

All contestants and employees in every branch of the industry are invited and urgently requested to send in their applications for membership without delay to Don King, treasurer of the NEAA, together with the required fee, which may be obtained from floor money or advances made by your operator or from private sources. As soon as the application has been accepted and money received, each applicant will be sent a membership card.

From all indications a new era in endurance contests is about to come into being. The entire industry is watching with keen interest the development of this latest move of the operators and all others interested in the future success of this important branch of the entertainment field.

An important move destined to revolutionize endurance shows and place them on a legal equality with other branches of show business was decided upon at

this convention, plan to be published at a later date, when all details have been completed. Among leaders in formulating this plan were Guy H. Swartz, George Pughe, Leo A. Seltzer, R. Fred Mitchell, Hugh A. Talbott, Hal J. Ross, Charles F. Noltmimer, George Foster and other important figures in the endurance field. Among the representatives of the emsee and managerial group present at the convention, who played a great part in formulating this plan, were Harry Newman, Duke Hall, Stewart Allen and Larry Bloom.

STEM'S CUFFO

(Continued from page 4)
branches of show business aforementioned might not like them, there are plenty of restaurant and cafe operators who figure the broadcast audience has helped incomes with their after-show drinks and eats.

Probably the next biggest legitimate free attraction is also closely identified with the other, this being Radio City. It's true that there's a \$1 tour at the Rockefeller enterprise, but it's also true that there is plenty that can be seen free. High spot, of course, after some of the buildings and the like, is Joe Spout, alias the Man on the Flying Trapeze, the gilded water fountain in the center of Rockefeller Plaza. Also at Radio City is a charged-for show which is claimed to have hurt the show business, this being the tour of NBC's studios at 40 cents per gander and plenty of customers.

Probably setting records for free peepers right now are the Sportlands, the pin-game headquarters. These spots are meccas for the pilgrims with nothing to do. Put a nickel in the slot and there's an audience before the second ball is played. And these kibitzers don't mind telling you how to do it, and sound a chorus of disappointed "ahs" when the double ball goes in the outthole. There's another group of kibitzers here, too, the ones that ogle the merchandise. They only ogle.

Window dems are always good to get a crowd, as are pitchers. The Square's latest window show is the new invention perfected by a restaurant man to squeeze the juice out of vegetables. Alongside is another eatery that gets watchers with a girl making pancakes, a la the old Childs. Another store-window favorite is the pet shop, with pooches, monkeys, birds and turtles. Up one flight, in windows, too, are dress shops putting on fashion shows. Also guys working out in the gyms, as on 42d street.

New York Times' news belt is always a traffic stopper, but The Times has another show with a large following. This is the tour thru the paper's plant on 43d street, which takes groups thru practically every department except the cashier's. The Daily News has a similar tour which has taken the edge to a considerable extent of what used to be a monopoly held by The Times.

Still others along the Stem: Any guy with a beard is a momentary show. Speakers in Longacre Square, Columbus Circle, etc., can generally raise listeners. Kids hooding in theater lobbies or on the street draw crowds, while lobby stills can help kill some time. Opening nights are harry perennials. Departing liners are increasingly popular and doubly so since Repeal. If an unlucky driver clips another car, there's a crowd, or when a cop takes cut that book there's a show. Best of the vehicular shows, tho, are the occasional scraps—usually verbal only—between two hack drivers.

Not included in the repertory are such standard mobgetters as the Empire State Building, Woolworth Building, Aquarium or the city's principal museums. Or street diggings, new buildings or building renovations. "Shipwreck" Kelly hasn't been around in a long time, and not a flagpole in the city has been eating regularly since he stopped working here.

There's one free show that's free only to the non-gullible. This is the glass foundry auction joints dotting the city, where you can get a quarter fountain pen any day for a dollar.

Fields "Old Maid" P. A.

NEW YORK, June 1.—Bill Fields, recently p. a. for Roland Stebbins and for the Hagenbeck-Wallace & Forepaugh-Sells Bros' Circus, became general rep for The Old Maid at Empire last Saturday. Show intends to stay out, on the strength of its Pulitzer Prize publicity, until September and then go out on a long tour with two men ahead. Beverly Kelley, until recently general press rep for Hagenbeck-Wallace & Forepaugh-Sells, will probably go out with it.

CONTESTANTS WANTED
WONDERFUL SUMMER SPOT
"UNCLE JIM HARKINS"
Head "MC"
Must have wardrobe and talent. All Dancers, MC's and Help who worked for Dan Maher, write or wire at once. No collect wires. Good treatment assured.
OPEN JUNE 20
SAM YOUNG
RECREATION PIER
LONG BRANCH, N. J.

CONTESTANTS
BIGGEST WALKATHON OF THE YEAR
Starting Soon in Large City. Communicate
C. M. HAYDEN
The Park Inn, Mason City, Iowa.

ATTENTION CONTESTANTS
Keep the Week of JUNE 15 Open for Greatest Contest of the Year, at
MINNEAPOLIS AND ST. PAUL,
Best Walkathon Towns in the United States.
Watch Next Week's Billboard.
Write
HARRY H. COWL OR TED BROWN,
224 Plymouth Building, Minneapolis, Minn.

WALKATHON SEATS
Bleacher and Grand-Stand Chairs for hire. Floor layout furnished. **MARTIN N. Y. TENT & SEAT CO., INC.,** 304 Canal St., New York.

\$25.00 per 100. Government Decorative Code Flag. Fast colors, slightly used. Write for list. **WEIL'S CURIOSITY SHOP,** 20 S. Second St., Philadelphia, Pa.

Television Test Set Next Year

NEW YORK, June 1.—New telephons-television cable will be tested next April on a New York to Philadelphia line, engineers of the American Telephone and Telegraph Company announced this week. Experiment aims to establish practicability of tele for daily use. New transmission line is capable of conducting frequencies as high as 1,000,000 cycles. AT&T trial will cost over \$600,000 and is being conducted to meet such obstacles as are not encountered in the laboratory.

In a broadcast on WEVD, New York, Leon L. Litt, television author, stated that AT&T holds the key in the new type cable. He said the cable would usher in television unless Marconi succeeded in transmitting ultra short microwaves farther than the horizon, the present limit. Litt will speak again early in June and states he will give off plenty of inside on the television situation at that time.

One On, One Off Suspension

NEW YORK, June 1.—Equity suspended one Coast member at the council meeting last week and took another off the temporarily suspended list. Suspended was Carolyn McLean, who had charges preferred against her for playing with a non-Equity company in Chickens Come Home, produced in Los Angeles. Reginald Barlow, who had been temporarily suspended on managerial charges arising over another Coast production, had his suspension lifted when the management notified Equity that the arbitration arising from the case had been satisfactorily settled.



THE FORUM

This department of *The Billboard* is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to *The Forum*, *The Billboard*, Box 872, Cincinnati, O.

Chicago.

One of the biggest "dumb-bell" stunts that labor unions so often pull was recently illustrated by the American Federation of Musicians when it

Cracks AFM Wage Scale for Resort Work

ruled that bands doing summer-resort work must receive the wage scale of their original locals, plus a 10 per cent "slap-on" (addition to the salary). Of all of the nit-witted rulings this one deserves a conspicuous place in Rube Goldberg's *Life's Little Jokes*. This ruling makes it impossible for the big-city AFM locals to compete with the small-town locals. For example: If a Chicago or New York band and a "Squeedunk Junction" band were angling for the spot at Kill-em Kwik Health Resort, Michigan, or Pennysly-tucky, etc., the job would most naturally go to the band from "Squeedunk Junction" because of its lower wage scale. However, on second thought, I don't blame the high moguls of the AFM at that, because this arrangement provides a wonderful angle to fatten up on "fines" inasmuch as the average member of the AFM is a spineless sucker for such angles. (I think that I'll start a union of my own. The pickings certainly ought to be better than being a booking agent. Oh, hum! We poor chiselers who call ourselves "booking agents" find life very exciting trying to get a local located close by that will allow us to sell bands at a fair bidder's price. For the average summer resort, that means board, room, transportation and \$18 a musician a week. Granting that the cash consideration mentioned herein is not so alluring, yet that is all that the resort owners can afford to pay. Theoretical argument to the contrary is nothing more than sheer vanity.)

Because of this situation, the union musicians who belong to the high-priced locals of the bigger cities will be out of employment this coming summer, and in their places will be musicians from the locals of the jerkwater towns, who are virtually nonunion inasmuch as the American Federation of Labor is seldom taken seriously in one-horse localities. In addition, plenty of spots positively will not employ union musicians at all. Instead they will hire high school and college punks who will gladly work for board, room, transportation and cigaret money.

Inasmuch as the main support of the AFM comes from the big-city locals, it ought not jeopardize its interests thru "crackpot" legislation. What's the sense in asking for a million dollars when there are only a few pennies to be given out. Another point of importance is, why should musical acts whose engagements are not as frequent and regular as carded musicians be forced to kowtow to the AFM because they haven't a card?

One thing that all unions, theorists, brain busters and efficiency experts should remember is that good wages can only be created where there is a demand for labor. At present the supply is many times greater than the demand. To counterbalance this situation the AFM ought to do what the other unions do: Simply close the books or limit the membership. Everybody knows that the reason there are so many incompetent musicians who can't even get work during normal times is the AFM's policy of admitting to membership anybody who has the initiation fee, regardless of the outcome of the "qualifying" examination, which in a big percentage of cases is a huge joke. In my estimation it is the duty of the union to go after the work in the capacity of booking agent and mete out the work equally, and let those who cannot make the grade seek other fields of endeavor for which they are more naturally suited. Many a good mechanic's life has been wasted by teaching him to play the saxophone. SHELDON KRIM.

Utica, N. Y.

Fond recollections recall to mind the appearances at the old Opera House in this city of Nellie McHenry, whose obituary was published in *The Billboard* recently.

Nellie McHenry Death Recalls Visits in Utica

Nellie McHenry appeared in Utica on April 28, 1887, with Salisbury's Troubadours. The article advertising the appearance read something like this on that occasion: "The company includes a number of first-class humorists and Nellie McHenry, the popular and successful soubrette." On January 1 and 2, 1892, Nellie McHenry appeared as a star in a musical farce comedy, *A Night at the Circus*. On that occasion the newspapers stated of the performance that "the pivot of attraction was Nellie McHenry, upon whose vivacity and infectious good humor time apparently has had no influence, save for the better."

On December 24, 1895, Jolly (as she was called) Nellie McHenry appeared in her then new farcical cycle comedy,

Westmont, Ill. I noted in *The Forum* of May 25 that J. F. Vaughan and E. E. Williams want to know what circus it was that played Winchester, Tenn., on October 30, 1895.

Ringing Show Played in '95 In Winchester.

In looking over a route book of the Ringling show, 1882-1914, that I have, I find that it was Ringling Bros.' World's Greatest Shows that played Winchester on Wednesday, October 30, 1895, going to Huntsville, Ala., for the next day's stand.

MRS. DENNIE CURTIS.

Hartford, Conn.

P. T. Barnum writes little in his book, *My Life*, published in the '70s, of his early tent shows. In June, 1851, he made his first visit to Hartford, Conn., with Barnum's Asiatic Caravan and Menagerie, a wagon show that gave a parade on its entrance to town. General Tom Thumb was featured. He was 19 years old, weighed 15 pounds and was

28 inches high. Mr. Nellie, armless wonder; Mr. Pierce in a den of lions, baby elephant, a Burmese bull, 6 lions, 100 men and 80 horses. No ring acts. Admission, 25 cents; children, 12½ cents. Life-size wax statues of United States Presidents and hundreds of curiosities from many lands were on exhibition. Nixon's Royal Circus, James Nixon and P. T. Barnum, owners, exhibited in Hartford, Conn., on June 22, 1860.

BILLY S. GARVIE.

Cyclorama

By C. E. CHIDESTER

The chain-letter gag furnishes, in interesting form, evidence that human nature is the same yesterday, today and forever. It may be arrayed in the sacerdotal robes of heaven, the conventional garb of the business man and woman, the overalls of the laborer or the checkered suit of the professional racketeer, but it is the same old human nature nevertheless. All titles, ranks, creeds, color lines, social barriers and racial differentials are cast aside and the human family dashes away en masse when it sees an opportunity to get something for nothing or make a profit of several thousand per cent.

Good church people—ministers and laymen alike—who would rather be fed to Nero's lions than spin the roulette wheel; who demand vice crusades and war on punchboards, etc., surrender without a struggle to the chain-letter racket—gambling in its worst and most aggravated form. One of the great mathematicians of the country tried to figure out chances of winning. One of the obstacles to attainment of riches by the multitude was that there were not enough people in the world.

A psychoanalyst unkindly declared that the easiest and quickest victims of the chain-letter racket were the strait-laced moralists who having denied themselves the privilege of gambling in any form found, unconsciously, an outlet for their instinctive impulses thru the chain letter. Those who would not have been caught dead in a gambling joint wrote letters by the hundreds.

So it looks as tho we would have to make over human nature if we are to bring heaven to earth. There is much to be done ere we can qualify to tread the golden streets and thrum the harp. Fortunately, nobody had a law passed against the chain letter and now it is on the wane. In a month it will have disappeared. And again it will have been proved that suckeritis never can be eradicated and that human nature ever is the same.—*The Evening Independent*, Massillon, O.

The Bicycle Girl. On January 26 and 27, 1897, she pleased large audiences in *A Night in New York*, and on April 22, 1901, she entertained an appreciative audience in a revival of Bret Harte's story of the Sierras, *M'Liss*.

Her passing is a sweet, happy memory of the long ago, before the radio, talking picture and motor car—the days when Maggie Mitchell, Lotta and Corinne were giving plenty of work to the billposter with Nellie McHenry. But who of this generation can appreciate this? Is it possible in these times to recreate the same state of mind that was of another generation?

L. BEN JOHNSTONE.

41st YEAR
The Billboard
Founded by W. H. DONALDSON
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Member Audit Bureau of Circulation
Published Every Week
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ways and deserves credit for his accomplishments.

Georgie (Happy) Harmon hasn't been feeling so well lately but enjoys the company of his wife, who came up to visit him from the city.

Armand (Sheik) Monte is doing some faithful curing. He also manages a booking system which has us all "gaga" most of the week. "Play 'em across the board." It's safer.

Frisco Devere will leave us soon to receive medical attention at the French Hospital in New York City.

Maxie (Triumph) Pfeffer is sporting a new idea of what the well-dressed man will wear this summer. They are called "Party Pants" and fasten with zippers.

Jeanine LaPain was in town last week for a checkup and looking prettier than ever. She may spend a few months' vacation here this summer.

We look for Jimmie Marshall and his family here for the summer. They expect to engage the same camp they had last year at Rainbow Lake. Jimmie will be remembered as a former NVA patient and ex-Saranac columnist of *The Billboard*.

Marion (Smilie) Cannon's week-end visitors were much pleased with Marion's improvement.

It's nice to see Chris Hagedorn up again for an occasional meal after being in bed for months. He now indulges nightly in a quiet game of backgammon with his "Saranac cousin," Frisco Devere. Hal Hughes is that tall, dark, handsome chap who drops in to give them some expert advice on the game.

Please check on your health to avoid "the cure," but write to those you know in Saranac Lake.

Saranac Lake

By BETTY HUNTINGTON

Ruth Hatch and Amelia Johnson, who left here last week, enjoyed a very pleasant week-end looking things over along the main stem in New York. Rumor has it that Amelia will say "I do" shortly, and that Ruth will return to Saranac Lake for the summer.

Bob Farley has a flair for drawing caricatures and for making pen and ink sketches of the different patients, which he presents to them when they leave the Lodge. Bob is very artistic in many

Slanguage

(From "Walter Winchell on Broadway" column in *The New York Daily Mirror*.)

One of the music heralds is perplexed over the following advert in *The Billboard*: "At Liberty, Trombonist. Hot and sweet, plenty pep. Read and fake. Can sing, play in tune, gold outfit, tuxedo, double at drums, dirt and flash, with the left foot. Ham lay off. Young and good-looking. Some violin when needed, double stop and goofus."

Glossary: Gold outfit means a gold-plated instrument. Dirt means low-down music. Flash means stunt and trick stuff. Hot sock cymbal is being capable of syncopating the bass drum cymbals with the left foot. Ham lay off means small-time bosses make me no offers. Double stop means playing two notes simultaneously, and goofus is an illegitimate instrument that can be made to sound like an organ and is chiefly used for ballyhoos.

SMALL TRAVELING SHOWS playing Southern Indiana will be interested to know that the town board of Elmore, Ind., has passed an ordinance permitting all shows to play the town without paying a fee of any kind.

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Price.	No. Copies	At 15c.	Saving.
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Subscribers when requesting change of address should give former as well as present address.
DISPLAY ADVERTISING—Fifty cents per square line. Whole page, \$350; half page, \$175; quarter page, \$87.50. No display advertisement measuring less than four lines accepted.
Last advertising form goes to press noon Monday.
No telegraphed advertisements accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.
The Billboard reserves the right to edit all advertising copy.

ACTON—Harry, 34, one of the leading ship news writers in the country, May 24 aboard the Ile de France as it neared Plymouth, England. He was en route to return to America aboard the liner Normandie, making its first trans-Atlantic voyage. His wife, who was accompanying him, survives. Acton started his ship news column when he was 20, on *The Morning Telegraph*. He came to the attention of William Randolph Hearst, who brought him to *The New York American*, where his column, "On the Gangplank," became widely popular. His friends in the show business were many, dating from his interviews aboard ship as they sailed from or arrived in New York. Naturally, business men, statesmen and important figures in all walks of life knew him well. Many regular voyagers looked for him on each trip. He was responsible for establishing a fund of several hundred thousand dollars for unemployed seamen, as well as the 10 per cent charge for ship visitors, the proceeds being turned over to out-of-work sailors.

BAUER—Francis Xavier, 48, executive secretary of the Motion Picture Relief Fund of America, May 21 at his home in Hollywood, Calif., following a brief illness. Bauer, who was associated with the fund for two years, started the financing plan, which obtains one-half of 1 per cent of the weekly salaries of screen stars, writers, producers and directors, which in turn is distributed to needy film families. His widow and three sons survive.

BLAKE—James W., 72, whose passing was listed under "Late Deaths" in last week's issue, wrote *The Sidewalks of New York*, a tune which has since become very closely identified with the former governor of New York, Alfred E. Smith. Blake was a salesman for 50 years and when the depression came he tried to make a living at composing, but was unsuccessful. He wrote *Sidewalks* while a retail hat salesman in a New York store in 1894, getting the tune from Charles Lawlor, a noted comedian of the time. He completed the lyrics in an hour. It became an instantaneous hit and, although it earned a fortune, the composer sold it outright, receiving only \$5,000. It still sells well today. Other songs Blake wrote included *Every Boy Has Quarreled With His Sweetheart*, *The Best in the House Is None Too Good for Reilly* and *I Did My Drinking When the Drinking Was Good*. In the past few years Blake and his wife were in difficult circumstances, but were aided by Mr. Smith and the ASCAP. A sister, Mary, and a brother, John J. Blake, survive.

BONNER—Wheeler, 26, for the last two years singer with the Mann Bros. Orchestra at the Davenport Hotel, Spoc-

THE FINAL CURTAIN

kane, Wash., was killed May 25 when thrown from a horse.

BRENNAN—William, 74, in Polyclinic Hospital, New York, May 28 from pneumonia. He was backstage doorman at the 42d Street Apollo, New York, since the theater was erected 15 years ago, formerly for George White's productions and more recently for the Wilner burlesk shows. Survived by his widow and two sons, William, theater treasurer, and John, playwright.

BURNS—Mrs. Sammy, 49, the former Alice Fulton, of vaude, in New York May 25. She appeared in vaudeville in the Eight Berlin Madcaps act and in the act of Burns and Fulton. Her husband, who survives, has been conducting a dancing school in New York for the last 15 years. Interment at Arcadia Cemetery, Bayside, Long Island, N. Y.

CONFESS—Harry M., 45, operator of a gift shop on the boardwalk at Atlantic City for the last 12 years and formerly a well-known pitchman, suddenly at the Hotel Edison, New York, recently.

DAGER—Arthur L., 61, proprietor of the Smile Inn Pavilion, Canton, O., at his home in that city May 26, following a year's illness of a heart ailment. His widow, one daughter and three sons survive. Burial was made in Forest Hill Cemetery, Canton.

DAVID—Charles, 52, theater treasurer, May 22 at San Francisco after a long illness. David was treasurer of the Gottleb & Mark Theater Corporation for over 20 years. He leaves a sister and brother, Harry David, manager in charge of the Rocky Mountain Division of Paramount Theaters.

DAVIDSON—Rose, 46, wife of Harry Davidson and mother of Gertrude Davidson and well known in repertoire circles, May 27 at St. Francis Hospital, Topeka, Kan., of heart trouble, super-induced by a previous illness. Burial was made in Anshl Sfrd Cemetery, Louisville, Ky., May 28, with Rabbi Joseph Rauch officiating.

DELIUS—Mrs. Jelka Rosen, wife of the late blind composer, Frederick Delius, of pneumonia, contracted while crossing the English Channel to attend the funeral of her husband in London May 28.

ELLIS—Robert, 44, motion picture art director, May 22 in Los Angeles.

FONTANES—Alexandre, former French comedian and for 20 years manager of the Chatelet Theater, Paris, at Neuilly sur Seine May 18.

FOOTIT—Harry, 42, well-known European clown, recently in Paris.

GILLSTROM—Arvid E., 45, film director and producer, May 21 at his home in Hollywood, Calif. He had been in films for 23 years, starting with the Christie studios. Gillstrom produced a series of Harry Langdon comedies and later directed short subjects for Paramount studios. Lately he had worked for a film company in England. Funeral services were conducted May 25 and interment was made in Inglewood Park Cemetery. His mother and two brothers survive.

GOERSS—Franz C. A., April 30 at the Elks' Home in Bedford, Va. Goerss was active in med-show circles for many years until his retirement several years ago to the home in which he died.

HENRY—Colonel Russell C., editor of *Duluth* (Minn.) *Herald*, at Duluth on May 6. Funeral services in that city on May 9, with burial at Valley City, N. D. (his former home), on May 10. He was known to many circus folks, especially agents and press men. He was a lover of the circus and was a booster for shows when they made Duluth.

HILL—Charles, 62, proprietor of the Diamond Theater, Lake Odessa, Mich., at his home May 24 after a lingering illness. His widow survives.

HOWARD—William J., known to circus folks thru his connection with Shrine circuses in Cincinnati, in that city May 30.

HUGHES—Henry, 84, veteran minstrel and stage star, May 21 at the West Hudson Hospital, Kearney, N. J., after a brief illness. He was a well-known figure in the theater during the last half of the 19th century. Among the minstrel shows he trouped with were Lew Dockstader's, Wambold's, Birch & Backus' and Drupe

& Benedict's. He retired from minstrelsy in 1878, but returned to the stage a short time later and finally retired 32 years ago. Funeral services May 24, with interment in Arlington Cemetery, Kearny. Survived by his widow, two sons and three daughters.

HYDE—Albert, 69, actor, in New York recently. His first role was with Frank McIntyre in *The Traveling Salesman* in Chicago and with the Selwyns in *Within the Law*. He also played in David Belasco's *The Sun Daughter* and *The Dove*. Interment was in the Actors' Fund Plot in Kensico Cemetery, Westchester, N. Y.

IRVING—George H. (Punch), 67, at his home in Bradford, Mass., May 27, following a long illness. He had been with circuses since his youth. He started with the North American Circus in 1873 and was with the Ben McGinley Circus the following season. Among other circuses with which he was connected were Cameron's Oriental Circus, Howe's Great London, Nathan Bros.' Circus, Ryan & Robinson, John Robinson, Lee & Scribner's, Cole & Sparks, Cole & Lockwood, Welsh Brothers, Gollmar Brothers, Walter L. Main, Andrew Downie, Hargreaves Circus, Campbell Brothers, Sautelle & Cole Brothers. Survived by widow, Lillian B., and daughter, Vivian G.

IN MEMORY OF OUR DEPARTED PAL.

JAMES J. JARRETT

June 8, 1934.
COLEMAN BROS.

KNOTTS—S. Richard, 69, musician well known in musical circles in Pittsburgh, May 25. Survived by his widow, a son and a daughter.

LAAGER—Frederick H., 64, former actor and poet, at his home in Collingswood, N. J., May 29. He played with John Drew and his sister, Georgie Drew Barrymore, and in the Forepaugh Stock, of Philadelphia, in the '90s. After he retired he managed his daughters, Peggy, Eta and Lottie, playing vaude under the name of Laager Sisters. Besides these three children, his wife and a son, Creston Laager, of New York, survive. Laager's mother was a French actress known as Henrietta Schmidt on the stage. His poems were mostly patriotic and were published in newspapers and magazines.

LESLIE—Veda, 24, in General Hospital, Philadelphia, May 26 from an operation for sinus trouble. She was a principal in burlesque and played Detroit and Chicago for two years previous to coming east, where she made her debut this season. Her home was in Duluth, Minn.

LUCAS—Charles O., May 26 in Chicago from heart failure. Previous to 1930, when he established the Lucas School of Dancing, he was in vaudeville, had been with Fanchon & Marco and was with the *Ziegfeld Follies* of 1924. At his death he was head of the dancing school bearing his name. Survived by his widow, a son and a daughter. Interment at Waldheim Cemetery, Chicago.

MEVICKER—Eva, 63, of Byersville, O., late of Howard Bros. Shows, known to showfolks as "Mother," May 28. Is survived by a daughter, Mrs. Opal Wall, of Cunningham Exposition Shows, and son, Paul Gouldsberry, of Howard Bros. Shows.

MARSHALL (SCHAEFFER)—Frank, 59, well-known outdoor showman, May 27 at his residence, Marshall Apartments, Dayton, O., of tumor on the brain. Had been in ill health periodically during late years, but planned a show tour this season. During his career was a general agent for various carnivals and managed his own several companies. His widow, Chloris; two sisters, Emma Schaffer, Los Angeles, and Mrs. Thomas Kepler, Germantown, O., and two brothers, Charles, Dayton, and Ernest, Germantown, survive. Burial at Germantown May 30.

FOWSER—Herbert, 54, well-known Michigan theater man, May 25 from heart attack. At one time he owned

the Strand Film Company, an independent exchange, and was operator of the Standard Film Company and the Universal Exchange, all in Detroit. He is survived by his widow and two sons. Burial was in Forest Lawn Cemetery.

PRICE—Eleanor D., 86, the last of the old-time theatrical press agents, in New York May 24. He was known as "E. D.," few knowing his real name. He started his career as a reporter on *The Detroit Free Press*, shifting later to the now defunct *Detroit Tribune* as dramatic critic. While on this job he met John McCullough, the tragedian, and went to work for him as an advance man. Thus started 60 years of work in the show business. After many years with McCullough, Price, upon the actor's demise, went with Mlle. Modjeska, and when Richard Mansfield started his American tours Price managed him. Later, when the late David Belasco brought Mrs. Leslie Carter to New York, Price was her manager. He also worked with Henry Miller in various capacities, as well as with the late Florenz Ziegfeld. He was also press agent for several *Follies*.

REDMOND—Granville S., 66, artist and protege of Charlie Chaplin, screen star, last week at his home in Hollywood, Calif., following a heart attack. His widow, two daughters, son, two sisters and two brothers survive.

REUTER—Julia E., secretary-treasurer of the Herman Reuter Costume Company, founded in Milwaukee more than 50 years ago by her father, May 27 at her home in that city. The business was taken over by Miss Reuter and her sister, Mrs. Louise Reuter Sweeney, on the death of the father about 14 years ago. Besides her mother and Mrs. Sweeney, a second sister and a brother survive.

REVEL—Larry, 35, dance-band leader, May 25 at his home in Cleveland after a nine months' illness of asthmatic bronchitis. He was a native of Ogdensburg, N. Y., and for many years directed a dance band in Cleveland. His widow, Dorothy, and three sisters survive. Funeral services from St. Luke's Catholic Church, Cleveland, May 28, with burial in that city.

ROSELEE—M., for many years dramatic critic of the *Paris Matin*, in Paris May 17.

SCHLEICHER—Mrs. Ethel, 29, wife of Millard (Marno) Schleicher, but out of show business last 10 years, May 8 at her home in Jacksonville, Fla., after several weeks' illness. Survived by her husband, three daughters, Mary Elizabeth, Virginia Lee and Mildred June; two sisters, Mrs. Florence Sherwood and Mrs. Ida Conaster, of Krause Greater Shows, and a brother, E. A. Hill, Staten Island, N. Y. Burial in the family plot in Pythian Cemetery, Jacksonville.

SCOTT—James M., 56, secretary of Carroll County (O.) Agricultural Society, at his home in Harlem Springs, O., near Carrollton, May 29 after an illness of nearly four years. He had been identified with the fair association many years. His widow and a brother survive.

STELL—C., 67, in Vandergrift, Pa., May 23. Stell was a veteran of the pitch and med show world and died three days after the opening of his 1935 med-show season.

STEELE—Mildred, specialty dancer, May 25 in a hospital at Harey, Ill. Funeral was held at Cedar Park, Ill. Miss Steele was well known in burlesque and tabloid.

SUK—Joseph, 61, Czechoslovakian composer, in Prague May 29. The most prominent of modern Czech composers, he was the son-in-law and pupil of Anton Dvorak. He was known particularly for his piano and chamber music compositions. His orchestral works include *Symphony*, *Fantasy for Violin and Orchestra*, *Praga* and others.

TOMB—Mrs. Dolly, mother of Doc Tomb, of Bright Light Shows, May 18 of a heart attack at Jersey Shore, Pa. Is also survived by her husband, Marion; daughter, Blanche, and son, Stewart, all of Jersey Shore.

TORMEY—Henry Howe, veteran dramatic arts teacher, known as Henry Howe, in New York May 22. He maintained a New York studio until 10 years ago, teaching the children of many socially prominent families. His widow and a daughter, Mrs. Helen Binley, survive.

TRISKETT—Harry A., 49, in Fort Wayne, Ind., May 29 of erysipelas after brief illness. He was manager of the Temple Theater and later the Palace Theater in Fort Wayne for 25 years. Proprietor of a tavern after retirement.

(See FINAL CURTAIN on page 62)

George F. Adams

George F. Adams, 82, last of the Humpty Dumpty pantomime clowns, whose death was announced briefly under "Late Deaths" in the last issue, belonged to four generations of clowns. He made his first appearance in London, his birthplace, at the age of five in a play called "Garibaldi." A little later he began a nine years' apprenticeship under Hubert Meers, the juggler.

In 1870 his father, Charles H. Adams, who was already successful in this country, sent for him, and two years later he joined the Stone & Murray Circus. His specialties, which he later perfected, included a leap over eight horses, various still-walking stunts and Humpty Dumpty. His still walking was unsurpassed and included leaps, somersaults and acrobatics while on the poles.

The Humpty Dumpty show included the usual setup, with the show billed as "George H. Adams' Own New Humpty Dumpty Show, under the management of Adam Forepaugh." Adams succeeded George Fox in this unit. Mr. Fox, then known as the greatest of Humptys, later felicitated his successor on his work.

Mr. Adams later joined the Barnum & Bailey Circus, but remained with the show only two weeks, resigning because the clown's work was cut short. His last professional engagement was at the New York Hippodrome, where he remained for seven years, retiring in 1916.

His widow; two daughters, Mrs. Lillian De Hart Howell and Mrs. Tonine Whalen; a brother, Samuel F. Adams, and a sister, Mrs. Etto Spriggs, survive.

VAUDE-PRESENTATIONS

Adair & Richards (Pal.) New York.
 Adair, Ted. Route (Orph.) Boston.
 Adelia & Romero (Dakota) Grand Forks, N. D., 7-9.
 Adrian, Pee-Wee (Paramount) Idaho Falls, Ida., 8-10.
 Ahearn, Chas., & Co. (State) Newark, N. J.
 Anderson & Allen (Scala) Berlin 1-30.
 Ardelle (Rialto) Tulsa, Okla., 7-10.
 Arden, Phil (Palladium) London 3-15.
 Argentine Marimbas (Dakota) Grand Forks, N. D., 7-9.
 Aristocrats of Rhythm, Four (Princess) Nashville, Tenn.
 Aristocrats, Twelve (Mich.) Detroit.
 Armida (Fox) Philadelphia.
B
 Barry & Whitley (Pal.) New York.
 Beach, Drena (Excelsior) Alexandria, Egypt, 1-30.
 Bedford, Bobby (Victory) Salt Lake City, Utah, 7-9.
 Bell & Grey (Golden Pheasant Club) Peoria, Ill.
 Bell's Hawaiian Follies (Temple) Wellsville, N. Y., 5-7; (Pal.) Lockport 8-9.
 Beno, Ben (Kitty) Me.; Waterloo 10-15.
 Beri, Babi, Girls (Earle) Philadelphia.
 Bernie, Al (Fox) Detroit.
 Blair, Cecil (Princess) Nashville, Tenn.
 Block & Sully (State) New York.
 Blue, Ben (State) Minneapolis.
 Blue Eagles, Five (Plymouth) Worcester, Mass.
 Bobby & King (State) Sioux Falls, S. D., 9-11.
 Boke & Marsh (Denham) Denver, 7-9.
 Boop, Betty (Valencia) Jamaica, N. Y.
 Bowers, Cooke (State) New York.
 Boydell, Jean (Earle) Washington, D. C.
 Brady Sisters (Rialto) Tulsa, Okla., 7-10.
 Britton, Frank & Mill (State) Pittsburgh.
 Buck & Bubbles (Pal.) Chicago.
 Burke, Johnny (Orph.) Minneapolis.
 Burke Sisters, Three (Princess) Nashville, Tenn.
 Buster & Verne (Paramount) Waterloo, Ia., 7-10.
 Byrons, Three (Colonial) Dayton, O.
C
 Cabin Kids (Pal.) Chicago.
 California Collegians (Fox) Washington, D. C.
 California Revels (State) Newark, N. J.
 Calloway, Cab, & Orch. (State) Cleveland.
 Calvert, Peggy, & Co. (State) Newark, N. J.
 Canis (Beacon) Vancouver, Can., 7-13.
 Carolina Collegians Band (Rialto) Tulsa, Okla., 7-10.
 Carr & Dawn Revue (Victory) Saltville, Va.; (Lincoln) Tower 10-15.
 Carson, Jack (Morning) Kansas City.
 Case Bros. & Marie (Orph.) Minneapolis.
 Cavaliers Band (Beacon) Vancouver, Can., 7-13.
 Champagne Cocktail (Beacon) Vancouver, Can., 7-13.
 Clifford & Clark (Orph.) Waco, Tex., 8-10.
 Chavez, Ben (Earle) Waco, Tex., 8-10.
 Chicago Follies (Victory) Salt Lake City, Utah, 7-9.
 Chumbercos, Florence (Adelphi) London 1-30.
 Clark, H. & B. (State) Sioux Falls, S. D., 9-11.
 Clifford & Marion (Tower) Kansas City.
 Co-Eeds, Six (Paramount) Waterloo, Ia., 7-10.
 Cole, Judson (Riverside) Milwaukee.
 Cole, Lester, & Co. (Gates Ave.) Brooklyn.
 Collins, Alice (Rialto) Tulsa, Okla., 7-10.
 Collins, Charles (Adelphi) London 7-30.
 Cooper, Betty Jane (Low) Jersey City, N. J.
 Costello, Don, & Co. (Century) Baltimore.
 Crazy Rhythm (Stanley) Pittsburgh.
 Cropley & Violet (State) Sioux Falls, S. D., 9-11.
 Cuthrell, Jimmy (Rialto) Tulsa, Okla., 7-10.
D
 Darc, Grace (Orph.) New York.
 D'Arcy, Ethel; Woonsocket, R. I.
 Darlow, Millie (Beacon) Vancouver, Can., 7-13.
 Davis, Ches (Victory) Salt Lake City, Utah, 7-9.
 Delmar, Simon (Paramount) Waterloo, Ia., 7-10.
 DeCompte & Marie (Paramount) Idaho Falls, Ida., 8-10.
 De Face & Andrius Bros. (Marbro) Chicago.
 Devereaux, Jean, & Co. (Met.) Boston.
 De Vito & Denny (Palladium) London 3-15.
 Diamond Brothers (Palladium) London 10-22.
 Dixiana Revue (Rialto) Tulsa, Okla., 7-10.
 Dixie Spiritual Singers (Rialto) Tulsa, Okla., 7-10.
 Dixon & Pall (Boulevard) New York.
 Doro, Grace (Colonial) Dayton, O.
 Dova, Ben (Riverside) Milwaukee.
 Dove, Johnny, Co. (Columbia) Longview, Wash., 7-9.
 Draper, Paul (Earle) Washington, D. C.
 DuPage, Grace, & Co. (Orph.) Minneapolis.
E
 Edwards, Irving (Gates Ave.) Brooklyn.
 Emile & Leone (Victory) Salt Lake City, Utah, 7-9.
 Emmys, Carl, Pets (Buffalo) Buffalo.
 Enos, Rue, Trio (Shrine Circus) La Grande, Ore.
 Evening on Broadway (Orph.) Waco, Tex., 8-10.
 Everett & Conway (Shrine Circus) Pendleton, Ore.; La Grande 10-15.
 42d Street Follies (Princess) Nashville, Tenn.
 Fitch, Dan (Rialto) Tulsa, Okla., 7-10.
 Pio-Rito's, Ted, Orch. (Pal.) Milwaukee.
 Flash, Serge (Stanley) Pittsburgh.
 Fogarty, John (Earle) Philadelphia.
 Fonnals, Three (Valencia) Jamaica, N. Y.
 Footlight Follies (Paramount) Waterloo, Ia., 7-10.
 Forgy Sisters (Paramount) Waterloo, Ia., 7-10.
 Franco & LaFell (State) New York.
 Franklin's Mad Cap Revue, Atlanta, Ga.
 Franks, Four (Ambassadors) Paris 1-30.
 Freed, Carl, & Harmonica Harlequins (Chicago) Chicago.
 French Legion Cadet Band (Paramount) Idaho Falls, Ida., 8-10.
 Froos, Sylvia (Paramount) St. Paul.
G
 Ganjou Bros. & Juanita (Tivoli) Melbourne, Australia (13 weeks season).
 Garay, Joaquin (Roxy) New York.
 Gardo, Del (Dakota) Grand Forks, N. D., 7-9.



ROUTE DEPARTMENT

When no date is given the week of June 1-7 is to be supplied.
 In split week houses the acts below play June 5-7.

Gargas, The (Dakota) Grand Forks, N. D., 7-9.
 Gauchos, The (Dakota) Grand Forks, N. D., 7-9.
 Gerrits, Paul (Buffalo) Buffalo.
 Gifford & Pearl (Gates Ave.) Brooklyn.
 Gilbert, Bobby (Lyric) Indianapolis.
 Girls in Cellulose (Oxford) Philadelphia.
 Girls, Six (Stanley) Pittsburgh.
 Gleason & Allyn (State) Sioux Falls, S. D., 9-11.
 Gordon, Paul (Tower) Kansas City.
 Gory, Gene (Columbia) Longview, Wash., 7-9.
 Graham, Bobby (Princess) Nashville, Tenn.
 Gray Family (Alvin) Pittsburgh.
 Green, Jackie (State) Minneapolis.
 Grenadiers & Louise (Broadway-Capitol) Detroit.
 Guisar, Tito (Orph.) Minneapolis.
H
 Hanley, Sylvia (Rialto) Tulsa, Okla., 7-10.
 Harmony Aces (Rialto) Tulsa, Okla., 7-10.
 Harison & Elmo (State-Lake) Chicago.
 Hatt & Herman (Colonial) Dayton, O.
 Hayworth, Seabee, Bdwy Novelites (Howell) Smithfield, N. C., 5; (Louisburg) Louisville, 6; (Colonial) South Hill, Va., 7; (Carolina) Hickory, N. C., 8.
 Heas Waves, Three (Met.) Brooklyn.
 Heller, Jackie (Oriental) Chicago.
 Hildegard (Sheherazade) Paris, France, 1-15.
 Holm, Eleanor (Chicago) Chicago.
 Honan, Helen (Earle) Philadelphia.
 Howard, Bob (Met.) Brooklyn.
 Howard, Jay (Orph.) Waco, Tex., 8-10.
 Hutton, Ina Ray, & Band (Fox) Detroit.
 Hyde, Alex (Met.) Brooklyn.
I
 It's the Tops Unit (Earle) Philadelphia.
J
 Jackson & Blackwell (Columbia) Longview, Wash., 7-9.
 Jackson, Irving & Reeve (Century) Baltimore.
 Jameson, Davey (Columbia) Longview, Wash., 7-9.
 Jarneau, Bernice (State) Sioux Falls, S. D., 9-11.
 Jarrett, Art, & Holm (Chicago) Chicago.
 Jones, Peg (Victory) Salt Lake City, Utah, 7-9.
 Joy, Jarrell (Dakota) Grand Forks, N. D., 7-9.
K
 Kanes, Three (Valencia) Jamaica, N. Y.
 Kay, Katya & Kay (Chicago) Chicago.
 Kemp, T. D., Hi Ho Broadway Revue: Richmond, Va., 3-5.
 Kennedy, Chic (Denham) Denver.
 Kirby & Duval (Marbro) Chicago.
L
 Landt Trio & White (Earle) Washington, D. C.
 Large Morgner (Earle) Philadelphia.
 Lathrop Bros. (Loew) Jersey City, N. J.
 LaMarr, Leona, & Co. (Boulevard) New York.
 LaVola, Don (Shrine Circus) La Grande, Ore.
 LaZella, Aerial (Circus) Helena, Mont.
 Lee, Betty (Paramount) Waterloo, Ia., 7-10.
 Leising, Wilbur (Riverside) Milwaukee.
 Le Marquise (Paramount) Idaho Falls, Ida., 8-10.
 Leon, Gary (Palladium) London 3-15.
 Leonard, Jack (Princess) Nashville, Tenn.
 Le Paul (Pal.) New York.
 LeRoy & Pals (Victory) Salt Lake City, Utah, 7-9.
 Lewis & Ames (Fox) Washington, D. C.
 Lewis & Ethel (Dakota) Grand Forks, N. D., 7-9.
 Lewis & Moore (State) Newark, N. J.
 Lewis, Trevor (Rialto) Tulsa, Okla., 7-10.
 Libuse, Frank, & Co. (Broadway-Capitol) Detroit.
 Linda & Drigo Revue (Lyric) Indianapolis.
 Lloyd, Russell (Rialto) Tulsa, Okla., 7-10.
 Lowrey, Ed (Parade) New York.
 Lucky Boys, Six (Broadway-Capitol) Detroit.
 Lupe & Lewis (Columbia) Longview, Wash., 7-9.
M
 Mace, Marcia (Palladium) London 3-15.
 Mall, Paul (Lyric) Indianapolis.
 Mangan, Hazel, & Co. (Variete Theatres) Petrograd, U.S.S.R., 1-30.
 Mangan, Truppe (Pal.) New York.
 Mannon, Sylvia, & Co. (Buffalo) Buffalo.
 Mansfield & Lamar (Grosvenor House) London 1-30.
 Marion, Sid (Beacon) Vancouver, Can., 7-13.
 Marlow, Langdon & Auderer (Paramount) Waterloo, Ia., 7-10.
 Marsh, Joan (Fox) Washington, D. C.
 Martin, Joseph (Orph.) Boston.
 Martin & Martin (Harding) Chicago; (Marbro) Chicago 10-15.
 May, Bobby (State-Lake) Chicago.
 McEes Jr. Turk (Rialto) Tulsa, Okla., 7-10.
 McNeil Sisters (Beacon) Vancouver, Can., 7-13.
 Med & Nona (Orph.) Waco, Tex., 8-10.
 Melzoras, Flying; Latrobe, Pa.
 Merman & Bronson Revue (Orph.) New York.
 Meroff, Benny, Revue (Academy of Music) New York.
 Merrill Bros. & Sister (Shrine Circus) Akron, O.
 Mills & Martin (Loew) Jersey City, N. J.
 Milo (Colonial) Dayton, O.
 Minette (Princess) Nashville, Tenn.
 Monroe, Buddy (Met.) Brooklyn.
 Monroe & Grant (Mich.) Detroit.
 Morrison, Joe (Fox) Detroit.
 Murray & King (State) Minneapolis.
 Murray & Maddox (Orph.) Boston.
 Muzette, Yvonne (Paramount) Idaho Falls, Ida., 8-10.
 Myrt & Marge (Century) Baltimore.
N
 Nash & Pately (Met.) Boston.
 Nazarov, Nick (Boulevard) New York.
 Nazarro, Nat (Broadway-Capitol) Detroit.

Wynn, Mae, & Foursome (Tivoli) Stockholm, Sweden, 1-15.
Y
 Yellow Jackets, Six (State) Minneapolis.
 Yerro, Vincent (Orph.) Waco, Tex., 8-10.
 York & King (Mich.) Detroit.
 Yost, Elsie (Columbia) Longview, Wash., 7-9.
 Young, George (Beacon) Vancouver, Can., 7-13.
 Young, Worth & Wyle (State) New York.
 Youthful Rhythms (State) New York.
Z
 Zang & Todd (Victory) Salt Lake City, Utah, 7-9.

BANDS AND ORCHESTRAS

Following each listing in this section of the Route Department appears a symbol. Parsons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications. In many instances letters will be returned marked "Address Insufficient," if proper designations are not made.

EXPLANATION OF SYMBOLS
 b—ballroom, c—cave, cb—cabaret, cc—country club, h—hotel, nc—night club, p—amusement park, ro—roadhouse, re—restaurant, and t—theater.

(Week of June 3)

A
 Adams, John Q.; (Wayne) Dayton, O., re. Alfonso, Don; (Greenwich Village Inn) New York, re.
 Alvin, Danny; (Gold Coast Embassy Club) Chicago, re.
 Arnold, Billy; (Beouf Sur Le Toit) New York, re.
 Augustoff, Jan; (Warwick) New York, h.
B
 Bartal, Jenio; (Ambassador) New York, h.
 Baste, Bob; (Liberty) Fredonia, N. Y., c.
 Bell, Jimmy; (St. Clair) Chicago, h.
 Berger, Jack; (Astor) New York, h.
 Bernie, Ben; (Casino) Catalina Island, Calif., re.
 Bestor, Don; (Palomar) Los Angeles, h.
 Blaine, Jerry; (Loyale) New York, c.
 Blake, Lou; (Guyon's Paradise) Chicago, h.
 Bleyer, Archie; (Hollywood) New York, cb.
 Bragale, Vincente; (Riviera) Englewood, N. J., re.
 Burchell, Gene; (Netherland Plaza) Cincinnati, h.
 Burkhardt, Johnny; (Gibson) Cincinnati, h.
 Burnett, Earl; (Triana) Chicago, h.
 Bush, Henry; (Ambassador) Los Angeles, h.
 Butler, Jack; (Circle) New York, br.
C
 Caeceres, Emilio; (Lido Club) Detroit, re.
 Calloway, Cab; (State) Cleveland, t.
 Carver, Jack; (Recreation Park) Garnerville, N. Y., b.
 Clinton, George; (Sharlie's) Jamaica, L. I., N. Y., re.
 Coleman, Emil; (Plaza) New York, h.
 Continental Gypsies; (L'Algon) Chicago, c.
 Crawford, Al; (Mayfair) New York, re.
 Cugat, Xavier; (Waldorf-Astoria) New York, h.
D
 Dalley, Frank; (Meadowbrook) Cedar Grove, N. J., ro.
 Davis, Charlie; (Roosevelt) New Orleans, h.
 Dela Rosa; (Gino's) Cedar Garden) New York, re.
E
 DeMan, Hal; (Melody Club) Kokomo, Ind., re.
 Devron, George; (Congress) Chicago, h.
 Dickerson, Carroll; (Grand Terrace) Chicago, re.
 Dickson, Dick; (Plantation) Niagara Falls, N. Y., re.
 Dorsey Bros.; (Glen Island Casino) Westchester, N. Y., ro.
 Dubrow, Art; (Chop House) Hartford, Conn., re.
 Durso, Mike; (Delmonico's) New York, re.
E
 Elkins, Eddie; (Normandie) New York, re.
 Everette, Jack; (Kit Kat Club) Des Moines, Ia., re.
F
 Falvo, Joe; (West View Park) Pittsburgh, Pa., p.
 Dixon, Happy; (Villa Rose Club) Houston, Tex., re.
 Fenton, Ray; (Cave) Union, N. J., re.
 Ferdinando, Angelo; (Great Northern) New York, h.
 Ferdinando, Don; (Copeland) Chicago, h.
 Ferdinando, Felix; (Club Paloramas) Schenectady, N. Y., re.
 Fields, Al; (Billy Gallagher's) New York, re.
 Fields, Shep; (Palmer House) Chicago, h.
 Fischer, Charlie; (Grotto) Kalamazoo, Mich., re.
 Fick, Bill; (Cafe de Paree) Los Angeles, re.
 Pio-Rito, Ted; (Pal.) Milwaukee, t.
 Freedman, Jerry; (Feltman's) Coney Island, New York, h.
G
 Gasparre, Dick; (Place Piqualle) New York, re.
 Gbert, Jerry; (Cornaga) Far Rockaway, L. I., N. Y., re.
 Gillin, Irving; (Pierre) New York, h.
 Glead, Charlie; (Island Park) Gardenville, N. Y., p.
 Golden, Neil; (Man About Town) New York, re.
 Goodman, Al; (Winter Garden) New York, re.
 Goodman, Benny; (Roosevelt) New York, h.
 Gotthelf, Manfred; (Monte Cristo) Chicago, re.
 Grant, Bob; (Savoy-Plaza) New York, h.
 Grier, Jimmy; (Biltmore) Los Angeles, h.
H
 Hall, George; (Taft) New York, h.
 Halstead, Henry; (Park Central) New York, h.
 Handler, Al; (Limehouse) Chicago, h.
 Harris, Phil; (Adolphus) Ft. Worth, Tex., h.
 Hawkins, Jess; (Coney Island) Cincinnati, p.
 Heidt, Horace; (Drake) Chicago, h.
 Herbeck, Ray; (Showboat) San Diego, Calif., re.
 (See ROUTES on page 63)

Classified Advertisements

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NEW RADIO—VAUDEVILLE ACT, 50c. PROFESSOR LEONARD, Glens Falls, N. Y.

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ORIGINAL SPECIAL ARRANGEMENTS THAT ride 65-cent plan, request list. **VIC VICKERS, Easton, Md.**

AGENTS AND DISTRIBUTORS WANTED

AGENTS—NEW AUTO RADIO, \$10.95; NO cost sample. 20TH CENTURY CO., A-2560, Kansas City.

BIG MONEY APPLYING GOLD INITIALS ON automobiles. Easiest thing today; no experience needed; free samples. RALCO, 1064 Washington, Boston, Mass.

BIG FLASH! EMBROIDERED 4-PIECE SCARF Sets \$4.00 per dozen. Sample prepaid, 50c. HILDEBRAND, 934 North Ave., Chicago.

CALIFORNIA FLOWER BEADS SUREFIRE fast sellers. Big profits; low prices; catalog free. MISSION NO. 15, 2328 W. Pico, Los Angeles.

CARTOON BOOKLETS—REAL STUFF, \$2.50 Hundred. Samples, 25c. RAY, Box 83, Sta. N. New York.

CASH INCOME DAILY RESILVERING MIRRORS, Replating Metalware, making Glass Signs. Portable outfit. SPRINKLE, Plater, 500, Marion, Ind.

CONCESSIONAIRES, PITCHMEN, BUY Specialties, prizes, premiums at lowest prices direct from manufacturer. Write immediately. BOX 438, Hudson Heights, N. J.

DELICIOUS SUMMER DRINK—CONCENTRATE. 1 gallon makes 96 gallons of refreshing Nectar; all flavors; price \$1.00 per gallon. Order now. BRAUGHT & CAGE MFG. CO., Des Moines, Ia.

GOOD INCOME SILVERING MIRRORS—PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by new method. Outfit furnished. Write GUNMETAL CO., Ave. G, Decatur, Ill.

MAKE MONEY PART TIME—INSTO CLEANS hands instantly. Write samples, sales proposition. INSTO COMPANY, Los Angeles.

NO PEDDLING—FREE BOOKLET DESCRIBES 87 money-making opportunities for starting own business, home, office. No outfits. ELITE, 214 Grand St., New York.

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PENNY EACH—BEAUTIFUL GOLD REFLECTING Letters for Store Windows. Non-tarnishable; easily applied; free samples. ATLAS SIGN WORKS, 7941-L Halsted, Chicago.

PITCHMEN—BIG FLASH! LARGE 32-PAGE World's Fair Souvenir Books. Hundred, \$2; thousand, \$15. Two copies 15c postpaid. ELFKO, 525 South Dearborn, Chicago.

RESURRECTION PLANT—UNIQUE NOVELTY; miracle of nature. Costs below 2c; sells for 25c. Write C. E. LOCKE, 7 Rio St., Mesilla, New Mexico.

ZIPPER PINLESS CLOTHESLINE—INSTANT demonstration, big commission. DUNN, Hempstead N. Y.

32-PAGE HOROSCOPE AND DREAM BOOK, 12 complete cycles, over 500 interpretations of dreams. Price \$3.00 a hundred; \$25.00 a thousand. Great carnival number. Send cash with order. Sample copy 10c. ARTHUR SICHEL, Brown Building, Philadelphia, Pa.

100 BLADES, 49c; SUPPLIES, SPECIALTIES. List free. LLOYD'S, 1456 Jefferson, Buffalo, N. Y.

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500% PROFIT IN FAST SELLING MAGIC, Tricks and Puzzles. Sample assortment of 25 different, 50c postpaid. WEISS, Box 153, Chicago.

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ALLIGATORS ATTRACT CROWDS—LARGEST collection Live Alligators in world. Orders shipped same day received. FLORIDA ALLIGATOR FARM, Jacksonville, Fla.

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CHINESE DRAGONS, FRESH LOT, IMMEDIATE delivery. SNAKE KING, Brownsville, Tex.

DACHSHUNDS, ST. BERNARDS, NEWFOUNDLANDS, BEARS, RACCOONS, FOXES, MONKEYS and Leopard Cats for sale. What have you? BURTON ZOO, Fairmont, Minn.

DENS—REAL LARGE FAT SNAKES, \$10.00; Also Pits 10 Fat Alligators, 2-4 feet long; \$20.00. CYPRESS SNAKE FARM, St. Stephen, S. C.

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LIVE ARMADILLOS—SPECIAL NOW, MOTHER and 4 Young. APELT ARMADILLO FARM, Comfort, Tex.

MOUSE CIRCUS EQUIPMENT SACRIFICED—Headquarters. WORLD'S WONDERS, 849 Cornelia, Chicago.

PLENTY SNAKES, GILA MONSTERS, DRAGONS, Horned Toads, Iguanas, Armadillos, Alligators, Squirrels, Monkeys, Coat Mounds, Badgers, Rats, Mice, Parakeets. Wire OTTO MARTIN LOCKE, New Braunfels, Tex.

SMALL CUB BEARS FOR SALE—RELIABLE BIRD CO., Winnipeg, Can.

WHITE SHOW MICE, \$8.00 PER 100—HEINZ MOUSERY, 2472 Glenwood, Toledo, Ohio.

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PERSONAL MAGAZINE—LATEST Merchandise, Photos, 15c. BOX 290-G, New Haven, Conn.

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BOOKS FOR LECTURERS, PITCHMEN, STORES, radio, theatres on Health, Drugs, Crime, Songs, Verses, Jokes, etc., at lowest prices. 30c postpaid. STEIN PUBLISHING HOUSE, 521 So. State St., Chicago, Ill.

GIVE YOUR INCOME A BOOST—GO INTO spare time occupation; pays generously. We supply you the ideas and the way to work them. No goods to sell. Free information. PUBLISHERS SALES, Box 15, Nelson, Ga.

MAIL ORDER BUSINESS—POSITIVELY YOUR big opportunity. 3c stamp brings details. S. Y. MORSE, 1009 Oak, Elmira, N. Y.

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NEW ELECTRIC POP CORN KETTLE, \$15 Delivered. PROCESS POPPER CO., Salina, Kan.

SELL BY MAIL BOOKS, NOVELTIEST. Bargains! Big Profits! Particulars Free! F. ELFKO, 525 South Dearborn, Chicago.

TURN IDEAS INTO CASH; FREE LITERATURE—MARTINEZ-B, San Bernardino, Calif.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

A-1 BARGAINS—REEL AMUSEMENT, \$17.50; Fleet, \$6.50; Jennings Football, \$16.50; Booster, \$5.00; Select-Em, \$6.00; Lucky Boy, \$4.00; Radio Wizard, \$3.00. M. T. DANIELS, 1027B University, Wichita, Kan.

A-1 BARGAINS, RECONDITIONED—SPORTSMAN, \$58.00; Champion, \$37.00; Action Sr., \$28.00; Criss Cross "Lite", \$26.00; Turn Table, \$23.00; Beacon, \$22.50; Major League Sr., \$22.50; Rebound, \$22.00; Flying Trapeze Sr., \$20.00; C. O. D., \$20.00; Radio Station, \$18.50; Sensation, \$19.50; Criss Cross, plain, \$18.00; Drop Kick, \$15.00; Subway, \$12.00; Signal Jr., \$12.00; Super 8, \$12.00; Golden Gate, \$10.00. NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey, Chicago.

ATTENTION, OPERATORS! WE CAN SUPPLY you with anything in Used Slots. Headquarters for Mints, Stands and Collection Books. Tell us your needs. Prompt and efficient service. ENID MINT CO., 207 West Oak, Enid, Okla.

BARGAINS—DIGGERS, SLIGHTLY USED, \$50.00 each; Mills Jack Pot Bells and Mint Vendors, used, \$25.00 each; good late model Pin Tables, \$15.00 each. CHICAGO AUTOMATIC VENDING CO., 111 N. Leavitt St., Chicago.

BARGAINS—BABY SHOES, DICE MACHINE, formerly \$15.00, \$7.70 each; Puritan Vendors, formerly \$27.50, \$10.00 each; Pilgrim Vendors, formerly \$35.00, \$13.75 each; Puritan Bells, formerly \$17.50, \$8.25 each. CHICAGO AUTOMATIC VENDING CO., 111 N. Leavitt St., Chicago.

BARGAIN SALE—WAHOOS, \$25.00; JENNINGS Football, \$10.00; Golden Arrow, \$15.00; Select-Em, \$5.00; Majic Beer Barrel, \$3.00. ARMICOR NOVELTY, Holstein, Ia.

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EXTRA SPECIAL—JENNINGS SPORTSMAN, \$62.50; Autocount, \$26.50; Champions, late, \$37.50; Jennings, 1c Dukes, \$19.50; Paces 1c Reserve, \$28.50; Major League, Sr., \$25.00; Rocket, \$31.50; Wahoo, \$39.50; Jennings Victory 3c, \$47.50; Shooting Star, \$12.50; Time, \$13.50; Syncro, \$17.50; Blus Streak, \$7.50; Jennings Football, \$16.50. One-third deposit with order. GERBER & GLASS DISTRIBUTING CO., 914 Diversey Blvd., Chicago, Ill.

FOR SALE—COMPLETELY RECONDITIONED Diggers below market price. Iron Claws, Mutoscope Cranes, Merchantmen. BOX NO. 499, Billboard, New York.

FOR SALE—ROCKETS, \$17.50; CHAMPIONS, \$35.00; Mills Q. T. Table, \$25.00; Big Bertha, \$7.50; Marble Parade, \$12.50; Crusader (crated), \$7.50; Major League, Sr., \$17.50; Skyrocket, \$17.50; Flying Trapeze, \$17.50; Rebound (small), \$15.00; Rebound (large), \$22.50; Grid Iron, \$12.50; Radio Station, \$12.50; Beacon, \$20.00; Electros (late model), \$15.00; Action, \$15.00; Lite-A-Line (bowl type triple slot), \$50.00; Turn Table, \$15.00; Criss Cross A Lite, \$20.00; Golden Gate, \$10.00; 5 Mills Cannon Fire (large size), \$20.00; Air Ways, \$2.50; World Series, \$2.50; Big Saws, \$2.50. One-third deposit with order. balance C. O. D. ENID MINT CO., 207 West Oak, Enid, Okla.

FOR SALE—WURLITZER SELECTIVE PHONOGRAPH, less than year old, \$150; 20 New Jennings Premier Scales, \$30 each, never on location. Some established routes Columbus Peanut Machines. WAYNE YOUNT, Ottawa, Kan.

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JENNINGS ROCKAWAY PENNY 5 JACKS, perfect condition, guaranteed, \$9.50 each. BERNARD SPECIALTY CO., Box 1946, Roanoke, Va.

LATEST PUT 'N' TAKES, USED ONE WEEK, \$49.00; Red Arrows, \$39.00. BRINK VENDING CO., 14901 Wood St., Harvey, Ill.

LITE-A-LINE, 3 SLOT BOWL TYPE, \$50.00; Lite-A-Line, 3 slot skill type, \$40.00; Shyver's Cannon Fire, \$15.00; Junior Forward Pass, \$17.50; Relay, \$10.00; Fleet, \$7.50; Grand Slam, \$7.50; Shooting Star, new, \$17.50; Rocket, \$25.00; Blue Ribbon, \$8.00. One-third deposit required. H. C. PAYNE COMPANY, 312-314 Broadway, Nashville, Tenn.

LOW PRICES ON PEANUT, BALLGUM, CIGARETTE VENDERS, Games, Diggers. NOVIX, 1191 Broadway, New York.

MACHINES AND SUPPLIES—VIKING AUTOMATIC COMPANY, 632 Polk, San Francisco.

MILLS SLOT MACHINES BOUGHT AND SOLD—CONNECTICUT AMUSEMENT MACHINE CO., 335 North Main St., Waterbury, Conn.

NOVELTY MERCHANTMEN, SERIAL NUMBERS 1700 to 2000, \$125. L. BERMAN & CO., 123 N. W. Fifth St., Evansville, Ind.

PAY TABLES, LATEST MODEL ROCKET, \$30.00; Champion, \$40.00; Red Arrow, \$45.00; Sportsman, used less than one month, \$67.50. SQUARE AMUSEMENT COMPANY, 75 Cannon Street, Poughkeepsie, N. Y.

PHONOGRAPHS—COIN OPERATED, 24 REC-50 Selective; factory rebuilt Gabels, modernistic Cabinets, complete, \$105. CAPITOL AUTOMATIC MUSIC CO., INC., 460 W. 34th St., New York City.

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REBUILT PACE RESERVE 10c AND PENNY Jackpot Bells, \$25.00; Penny Vendors Bent Coin Head, \$35.00; Jennings Jackpot Bells, \$12.50 up; Mills Pay Table, \$27.50. List free. COLEMAN NOVELTY, Rockford, Ill.

SEND STAMP FOR LIST OF USED MACHINES—Get on our mailing list. You save money on machines and supplies. GOODBODY, 1825 East Main, Rochester, N. Y.

SUPER BARGAINS—6 FINE COUNTER 1 TO 25-Cent Play Bally Cups, \$2.00 each; Jennings good 5c Reserve Jackpot Vendor Slot Machine, \$10.00; all guaranteed. MARIE PARSHALL, 1038 Oak, Columbus, O.

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SUCCEED WITH YOUR PRODUCTS—LEARN how. Formulas, Processes. Analytical service. Catalog free. Y. THAXLY CO., Washington, D. C. ju29x

500% PROFITS — MEXICAN CHILE CON Carne, Hot Tamales, 6 other formulas, \$1.00. 50 pages formulas, opportunities included. THOMAS GALLUZZO, Wilkinsburg, Pa. ju29x

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FOR SALE—AT SACRIFICE PRICE. ONE OF the most attractive money-making resorts, in Indiana County, Pa. Write for full details. J. E. LEWIS, 404 South Thirteenth Street, Indiana, Pa. ju29x

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SKATING RINK, COMPLETE OUTFIT, GOOD as new. J. E. MILES, Jasper, Ind. ju29x

WHOLESALE PRICES—POP CORN MACHINES, Kettles, Burners, Tanks, Supplies. NORTH-SIDE CO., 2117 20th, Des Moines, Ia. ju22

FOR SALE—SECOND-HAND SHOW PROPERTY

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BALLROOM AND STAGE LIGHTNING EFFECTS —Crystal Showers, Spotlights, etc. NEWTON, 253 W. 14th St., New York. ju29x

CAROUSEL, 3 ABREAST, 36 JUMPING Horses, 2 Chariots, Organ, \$1,400.00 cash. OSCAR BUCK, Burns Ave., Hicksville, N. Y. ju29x

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FOR SALE—MANGELS WHIP, TWELVE CARS, in fair condition, new Laro engine, price \$1,000. W. A. MATHER, Adams, N. Y. ju29x

SEE OUR ADVERTISEMENT CARNIVAL PAGES —WELL'S CURIOSITY SHOP, 20 South Second, Philadelphia. tfn

WAX SHOWS —TWO-HEADED WAX BABY. SHAW, 3316 Sidney, St. Louis, Mo. ju8

\$275.00 STRIP PHOTO OUTFIT COMPLETE, like new, \$95.00. HASSAN, Box 971, Parkersburg, W. Va. ju15

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COMEDIAN — UP IN MEDICINE ACTS. School houses: 50-50. Write WM. P. TAYLOR, General Delivery, Charleston, Kanawha County, W. Va. ju29

DRAMATIC PEOPLE THAT DO SPECIALTIES—Musicians, double stage; Medicine Show people, Versatile Actor and Director. Producing new units each week. Sober, reliable only. Write, don't wire, J. D. WINELAND, Picher, Okla. ju29

INDIAN VILLAGE—BALL TEAM, MAN ADVANCE, put on road. BOX 102, Meeker, Okla. ju29

LADY WIRE WALKER FOR HIGH STAGE wire. Will teach anything. A. WOLANDI, 1417 N. 16th St., Philadelphia, Pa. ju29

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MILLER'S ODDITIES WANTS TATTOOER. Ticket Seller, Musical Act. O. J. BACH SHOWS, Elmira, N. Y. ju29

PERFORMERS, ALL LINES, PLATFORM MEDICINE Show, open June 3d. NATURAL HEALTH BUREAU, General Delivery, Indianapolis, Ind. ju29

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HELP WANTED—MUSICIANS

ORGANIZED BANDS WRITE IMMEDIATELY—Summer engagements. N. CLEMENTS, R. D. 1, Geneva, N. Y. ju29

PIANIST — DEMONSTRATE, SELL SHEET Music; make big money. F. BEAUMONT, Owego, N. Y. ju29

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 29. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 20. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED," AND SEND IT IN EARLY.

TRUMPET MEN FOR FAST, MODERN BAND—State if double or single; prefer men close with car. MACK FINCH, Kenton, O. Tel. 41282. ju29

WANTED PIANO PLAYER, MEDICINE SHOW experience. State age, lowest salary, which is sure; when you can join. DR. V. SHARPSTEEN, Wayne, Mich. ju29

INSTRUCTIONS AND PLANS

THE GREATEST OF THE AGE—THE SECRETS and Mysteries of Educating Animals. A practical experience of twenty years. It explains in such a simple way, a child can understand and teach a horse to tell time from a watch, his age, riding gait, to waltz, etc., in one hour. The Trick Dog, the Leaping Greyhound, the Somersault Dog, etc. Send postal note 65 cents for work; illustrated; nearly 100 pages; postpaid. G. A. PALMER, Portland, Ind. ju29

MAGICAL APPARATUS

BOY, IT'S A CLICKER — QUICK ESCAPE Handcuff Trick, \$3.50. W. W. BUNTIN, West Point, Miss. ju29

GIRL IN AQUARIUM ILLUSION, OTHER ATTRACTIONS sacrificed, WORLD'S WONDERS, 849 Cornelia, Chicago. ju29

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STAGE AND SMALL MAGIC — ILLUSIONS. Bargain lists. McKWADE, 600 Martinique, Dallas, Tex. ju15

VENTRILOQUIST, PUNCH FIGURES, ACTS—KENNETH SPENCER, permanent address, Highmore, S. D. ju29

112-PAGE CATALOGUE, ILLUSTRATED —Mental Magic, Mindreading, Apparatus, Spirit Effects, Books, Horoscopes and 27-Page 1935 Astrological Forecasts, 1, 4, 7 and 27-page readings. Character Analysis sheets for graphology, numerology and personal appearance. Giant catalogue and sample, 30c; none free. NELSON ENTERPRISES, 198 S. Third, Columbus, O. ju27

MISCELLANEOUS

ROLLS DEVELOPED—TWO BEAUTIFUL DOUBLE weight professional enlargements and 8 guaranteed never fade, perfect tone prints, 25c coin. RAY'S PHOTO SERVICE, La Crosse, Wis. ju29

M. P. ACCESSORIES FOR SALE

DeVry PORTABLE SOUND MOVIE, HUNDRED cash. JAMES EMERSON, Keytesville, Mo. ju29

HOLMES, ACME AND DEVRY PORTABLE Sound-on-Film Projectors, new and rebuilt, sold on a money-back policy if not satisfactory. No deposit required. WESTERN FEATURE FILMS, 1018 S. Wabash, Chicago. ju15x

LARGE STOCK OF POWER'S, ACME, DE VRY, Holmes and Simplex Projectors bought, sold. Amplifiers, Soundheads. ZENITH THEATRE SUPPLY CO., 308 W. 44th, New York. ju29

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UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Seated Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue S free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. ju29

M. P. ACCESSORIES—FILMS WANTED TO BUY

WANTED—SOUND-ON-FILM WESTERNS, ACTION, Jungle or Air Thrillers. Will buy Portable Sound-on-Film Projectors and Theatre Equipment. What have you to offer? Send list. BOX 710, Plainview, Tex. ju15

M. P. FILMS FOR SALE

COMEDIES, CARTOONS AND WESTERN SUBJECTS in sound. All guaranteed perfect condition. Send free large list. ZENITH THEATRE SUPPLY CO., 308 West 44th St., New York City. ju29

SALE—35 MM. SILENT FILM, DOLLAR REEL. U. F. D., 15370 Littlefield, Detroit, Mich. ju29

SOUND FEATURES — COMEDIES CHEAP. Actual buyers write. JOHNNY VIRGIN, JR., Virginia, Ill. ju29

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24 SILENT FEATURES, 24 SHORT SUBJECTS, good condition, make offer on lot. MERTZ AMUSEMENTS, Springfield, Ill. ju8

M. P. (TALKIES) FILMS

BARGAINS IN SILENT 35MM. FILMS, \$1 reel. HOWARD, North Birmingham, Ala. ju29

MUSICAL INSTRUMENTS

FOR SALE—WURLITZER ORGAN, 125, Perfect condition. Reasonable. LOUIS RABKIN, Penny Arcade, Keansburg, N. J. ju15x

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MUSICIANS—LET PORTA-VOX AMPLIFIER help sell your band to managers and the public. Post card brings free trial offer. SELMER, Dept. 162B, Elkhart, Ind. ju29

PERSONALS

ADA REYNOLDS, WRITE ANITA BRISTOL, care Billboard, Chicago. Joe passed away. Important news awaits you. ju29

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JOSEPH (TRACY) EMERLING, WRITE TO W. M. TILDEN, 1116 Ekin Ave., New Albany, Ind., for good news. ju29

SALESMEN WANTED

HERSHEYS, BABY RUTH, OH HENRY! CANDY deals. 1c-5c Display and Punch deals. Living scale; steady employment. CASTERLINE BROS., 1922 Sunnyside, Chicago. x ju29

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At Liberty Advertisements

50 WORD, CASH (First Line Large Block Type). 20 WORD, CASH (First Line and Name Block Type). 10 WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

BAR PERFORMER, WILL WORK STRAIGHT Comedy. BEN KOTCH, 201 Smith St., Trenton, N. J. ju29

FIVE COLLEGIANS — 5-MAN TUMBLING Team, featuring Hand-to-Hand Comedy Tumbling and other novelties. At liberty June 16. Would consider joining small circus. H. D. KING, 301 Mason, Normal, Ill. ju29

BAR PERFORMER, Comedy or Straight. Can do Twisters, Giants, Dives, Low Feet and Hands, Kick Backs, Step Leans, etc. EM. ORLICK, 312 Queens, London, Ontario, Can. ju29

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT—CAN CONTRACT ANY kind of show. Know territory from coast to coast. Just closed five years' engagement on road. Also do four outside demonstrations —Blindfold Drive, Mechanical Man, Buried Alive Under Two Tons of Sand, Strait-Jacket Escape. Can join up at any time. J. B. LEIFUR, Billboard, 1564 Broadway, New York. ju29

SELL NOTHING; \$170.00 WEEKLY—\$500.00 billboard firm announces new no-investment plan. Season starting. K. & S. SALES, 4325 Ravenswood, Chicago. x ju29

SELLING LIKE PRAIRIE AFIRE ALL OVER country. KINGFISH POEM CO., Cincinnati. ju29

SCENERY AND BANNERS

A-1 SIDE-SHOW BANNERS — MANUEL'S STUDIOS, 3544 North Halsted, Chicago. ju29

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FOR SALE—BEAUTIFUL SOUTHERN PLANTATION Stage Setting, almost new, used very little. STEVE FORREST, Empire Building, Pittsburgh, Pa. ju29

MONKEY CIRCUS FRONT COMPLETE, \$30.00; headquarters for Banners. WORLD'S WONDERS, 849 Cornelia, Chicago. ju29

TENTS FOR SALE

CANADA — USED CONCESSION TENTS, ALL sizes, complete with Frames and Lights, very cheap for cash. BOX 444, Fort Erie, Ontario. ju8

HEADQUARTERS FOR TENTS, ALL SIZES—WORLD'S WONDERS, 849 Cornelia, Chicago. ju29

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NEW SIDEWALL—6.40, WHITE DRILL, HAND roped 8 ft., \$24.00; 10 ft., \$28.00 hundred feet. KERR, 1954 Grand Ave., Chicago. ju8

TENT, KHAKI, 18x12, WALL, 12 FT., ONE season, \$35.00. DAVE DAVIS, 282 Linden, San Francisco, Calif. ju29

THEATRICAL PRINTING

DODGERS—2,000 3x8, \$2.30; 4x9, \$2.70; 5,000, \$4.90-\$6.00, delivered. SOLLDAYS, Knox, Ind. ju29

WINDOW CARDS, 3 TO 5 COLORS, 14x22, 8-ply, hundred, \$3.00. TRIBUNE PRESS, Fowler, Ind. ju29

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WINDOW CARDS, DODGERS, LETTERHEADS, Envelopes, Cards, Pamphlets, Catalogs. Reasonably priced, guaranteed workmanship. PERKO PRINTERS, Kewanee, Ill. ju29

WINDOW CARDS — LOW PRICES, QUICK service. BELL PRESS, Winton, Pa. ju15

YOUR NAME AND ADDRESS OR ANY 3 lines on 500 Strickers, 20c; 1,000, 35c. SEAL, 6457 Eggleston, Chicago. ju29

100 LETTERHEADS AND 100 ENVELOPES, \$1.00 prepaid. CROWN PRINT, Adelphi, ju8x

200 6-PLY 14x22 WINDOW CARDS, 57—DOC ANGEL, Ex-Trouper, Box 1002, Leavittsburg, O. ju29

WANTED TO BUY, LEASE OR RENT

USED FERRIS WHEEL, 40 OR 45 FEET HIGH, with or without power unit. Full particulars first letter. DEAN L. CAMP, Tunbridge, Vt. ju29

CIRCUS CONTRACTING, Press, Special Agent, Announcer, Director of Public Relations, Twenty seasons circus, musical comedy, minstrel, park entertainers. State salary. Only wire. ROBERT SAUL, 149 North Winter St., Adrian, Mich. ju15

AT LIBERTY BANDS AND ORCHESTRAS

ROCCO GRELLA BAND — Now open for summer engagements. Clearwater, Fla. ju15

WELL-KNOWN ORCHES-

tra of fifteen men available for summer engagements of two weeks or longer. Minimum salary \$500.00 per week. Complete details upon request. BOX C-393, Billboard Cincinnati, O. ju29

AT LIBERTY AFTER JUNE 10—NINE-PIECE organized Orchestra for hotel, dance, night club or unit. Play sweet or hot. Playing floor shows our specialty. Just completing second engagement totaling 17 months at Springbrook Club here. Union, Managers and bookers, attention! PACK HUMPHREYS, 340 Park Avenue, Lexington, Ky. ju29

AL HAMILTON AND HIS ORCHESTRA invite offers from all reliable managers and promoters. An eight-piece combination that can truly compete any place and sell out just completed 45 successful weeks in the South. Instrumentation as follows: Two Saxes doubling Clarinets, Trumpet, Trombone, Bass Flute doubling Violin, Piano, Guitar and Drums. Three vocalists, three arrangers, feature Eccentric Dancer. Good appearance, fine advertising well equipped for road but prefer location. We guarantee this band and require no notice. Satisfaction or else. References and sample of advertising upon request. Temporary address, 710 E. Main St., Marshalltown, Ia.

ERNEY FAMILY—FATHER, MOTHER, FIVE children. Double on instruments, including Piano, two Violins, Viola, Cello, Trumpet, Trombone, Baritone, Bells, Drums and Traps, including Song and Dance Trio. Open for summer engagements. Reliable family. For any responsible parties. **ERNEY FAMILY**, 319 Center St., Sandusky, O.

JOHN GLEISTEN—9-PIECE BROADCASTING Orchestra, union. 551 W. North, Chicago, Ill. Open for engagements.

SIX SEVEN-PIECE BAND DESIRES LOCATION for summer. Mess jackets, novelty numbers, amplifying system. Entertainer if desired. Photo on request. Write **JOHNNY GILLRUP**, Owatonna, Minn.

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ATTENTION, BOOKERS! Managers, directors, 10-Piece Orchestra, Hotels, pavilions and clubs. Modern and all young. Local, library, wardrobe, amplifying system. Prefer location. Desire connection with persons having good contacts. Don't misrepresent. **RUDY PARKER**, Penn Yan, N. Y.

DEWEY'S PENNSYLVANIANS—At Liberty after June 8. This band has been well known for years. Fourteen people, ten men in band, girl vocalist, three-girl dance team. Very commercial Dixie style swing band. Interested in reliable location. Lowest salary, \$350 net. A really worth-while attraction. If interested, wire, don't write. **Tom DEWEY**, Roman Garden, Potsdam, N. Y.

DOC COOK'S Columbia Recording and NBC Orchestra; seven to ten men; sweet. Available immediately. Location or one-nighters. Reasonable price considered. 603 New Brunswick, Perth Amboy, N. J.

MIKE LONDON ORCHESTRA—6 to 10 men, available after May 25. Hotel, night club, ball room, etc. **MICKEY PLUCKERT**, 418 Market St., Perth Amboy, N. J.

ORGANIZED BAND—Seven to eleven men; library; P. A. system; uniforms. Singers, Novelty, include Piano, Vocalists and piano. Consider any reliable offer, including under another director. **MUSICIAN**, Act 205, 4700 N. Racine Ave., Chicago, Ill. Longreach 1741.

9-PIECE NOVELTY ORCHESTRA opens for engagements. Mailed marvelous bill play clubs, summer resorts, hotels, etc. Will travel. Plenty of doubling and comedy. **FRANK WARD**, 1714 W. 19th St., Chicago.

AT LIBERTY CIRCUS AND CARNIVAL

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AT LIBERTY June 7—Two-headed Child, property preserved. Only sealed tickets. **DONNELL**, 164 W. Market St., Newark, N. J.

COMEDY MAGICIAN—King of Coins, also inside lecturer, first or second class. Experienced. Ready to join circus, carnival, park, traveling museum, picture theatres, etc. Managers in need of an all-around man address **GEO. BURKHART**, No. 255 Sumner Ave., Brooklyn, N. Y.

DWARF, 2, AT LIBERTY immediately for circus or carnival. Experienced, reliable and sober. Motion picture stock considered also. **FREDERICK J. LAPLANT**, 1620 Spies Ave., Menominee, Mich.

PANAMASIKA'S BIRD CIRCUS, the Original and Greatest in the World. The act that makes everybody talk. The Famous Panamasika's Real Acting Birds. **GEO. E. ROBERTS**, Manager, Panamasika's Studio, 515 West Erie Ave., Philadelphia, Pa. Telephone SAmore 5536.

AT LIBERTY DRAMATIC ARTISTS

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AT LIBERTY—**JOSEPH CANDOR**, 26, Juvenile and expert Character Interpretations, six feet, weight 175, good appearance, extensive experience. Good Comedian or Master of Ceremonies if desired. Dramatic stock work. Your salary, 75 Seventh Avenue, New York City.

AT LIBERTY MAGICIANS

YOUNG MAGICIAN WITH COMPLETE SHOW for vaude, parks, etc. **ED RALSTON**, 17 Andover Ave., Margate, N. J.

AT LIBERTY MISCELLANEOUS

YOUNG MAN, 34, well educated. Previously had own show on road. Unfortunately lost everything. In desperate circumstances. Possesses executive ability. Resumes. Natural ability. Good looking personnel. Capable managing theatre, show, concessions, lecturing, organizing, handling help, clerical, supervising details efficiently, accurately, etc. Will tackle anything honest. Go anywhere you wish to meet real friend who will grant me opportunity to get back on my feet. Will answer all letters. **MICHAEL WEINBAUER**, 517 East 14th St., New York City.

AT LIBERTY M. P. OPERATORS

CHIEF SOUND PROJECTIONIST—Several years' experience, references, no anywhere. Sober, reliable. Inquiries invited, personal interviews arranged. Write or wire **BOX C-386**, Billboard, Cincinnati, O. ju8

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MOTION PICTURE OPERATOR wants position. All-round theater man. Prefer small town, anywhere. **R. L. COPE**, care of Ohio Theater, Marion, Ohio. ju8

SOUND PROJECTIONIST—Seven years' experience, 2 years old, single. Want location in West. Will act as projectionist and manager/booker, for percentage or straight salary. Would prefer small town, but will take what you have. Will pay my own expenses. References upon request. **PHARIS EDWARDS**, Charleston, Tenn.

AT LIBERTY MUSICIANS

WELL-KNOWN PROFESSIONAL BANDMASTER. Have large library and two sets of uniforms. Wishing position with a professional, amateur or school banda. **ROCCO CRELLA**, Clearwater, Fla.

ALTO SAX DOUBLE CLARINET, TENOR AND Trumpet. Read or fake, sing and arrange. Married, sober, reliable, age 25. Midwest location preferred. Anything reliable considered. Write or wire **J. E. WELAND**, Box 14, Coiro, Ia.

ALTO SAX DOUBLING CLARINET, BARITONE and Violin. Fine tone, excellent phrasing, read, fake. Play exceptional fine Violin for concert or floor shows, also plenty hot Fiddle. Name band experience. Young, good appearance, all essentials. Prefer 3rd Alto with recognized band that pays off. Location only. Write, stating details and salary. **MUSICIAN**, 5437 Winthrop Ave., Indianapolis.

AT LIBERTY—DRUMMER, RIDE, FLASH, young, neat, reliable. Desire location road-house, night club. Plenty experience. **JIMMY HIGGINS**, Drums, Mt. Pleasant, Ia.

BASSOONIST, SEVERAL YEARS PROFESSIONAL experience, wishes connection with municipal or industrial organization. **WIM O'NEILL**, 740 N. Dearborn, Chicago, Ill. ju29

DANCE DRUMMER—WANT SUMMER RESORT job with band that swings. Plenty experience, young, sober and reliable. Write, don't wire or misrepresent. Off-beat guys lay off. **GORDIE YATES**, 1831 Melrose, Knoxville, Tenn.

CLARINETIST DOUBLE ALTO SAX—CON- cert, band and orchestra experience. Available for summer location. Address **JOSEPH OWINGS**, 1822 Weeks Ave., New York City, N. Y.

DOUG WILLIAMSON, DRUMMER—just closed fifteen-month engagement with current name band. Feature Singer and sell my Southern style. Prefer resort in the East with swing band, but also propositions considered. Union and reliable, guaranteed to sell. Wire or write, stating all. **Greystone Apts.**, Louisville, Ky.

DRUMMER—GOOD RHYTHM; PREFER LOCATION. Write **BOB BUTTS**, Kearney, Neb.

RELIABLE TRUMPET—EXPERIENCED MOD- ern dance, concert radio, chausson soloist. Transpose, good range, tone, strong lead, mostly straight but read anything including trombone parts. Sing baritone. College graduate, age thirty, strictly sober. At liberty June twenty. **MUSICIAN**, 2026 Fairlawn Ave., Pittsburgh, Pa.

STRING BASS—TRUMPET, BOTH READ, young, appearance, dependable. Bass man doubles Trumpet. **M. RHODES**, 508 1/2 Franklin St., Elmira, N. Y.

TROMBONIST, MODERN, HOT AND SWEET, double some Second or Third Trumpet. **ROY FERGUSON**, Oranogo, Mo.

AVAILABLE JUNE 19TH—Three Musicians. Young, union. Brass and String Bass. Trumpet with range and take off. Alto, Clarinet, Flute, Piano and Arranging. Stage club, road, concert and dance experience. **LAWRENCE GIBSON**, care of **W. E. MURPHY**, 311 California, San Francisco, Calif.

TRUMPET—Read, fake, sober, reliable, non-union, will join. Desire summer location. Married. Tone, plenty experience. Need ticket. Join immediately. **TRUMPET**, General Delivery, Louisville, Ky.

TRUMPET—EXPERIENCED, RELIABLE, STATE all. **F. BELL**, 806 Howard Ave., Altoona, Pa.

TRUMPET AND TROMBONE FOR FULL BRASS section. Trumpet prefers second. Both read, good tones and take off. Reliable bands only. **HAROLD AND KEN HOREL**, Box 26, Coiro, Ia.

TRUMPET—EXPERIENCED, RELIABLE, STATE all. **F. BELL**, 806 Howard Ave., Altoona, Pa.

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A-1 TRUMPET—Union, range, tone, take off, read, sober, age 25. Hams lay off. **MUSICIAN**, 155 Gold St., Manchester, N. H. ju22

A-1 ALTO SAX, double Clarinet and Baritone. Young, sober, reliable, union. Experienced in dance concert stage and work with Sax. Sing Bass, read and transpose any kind of music at sight. Also experienced Director with dash. Two years' travelling experience. Can join immediately. Have car. All letters answered. **BOB ARMSTRONG**, 707 W. Harrison, Decatur, Ill. ju13

EXPERIENCED French Horn Player—For band or orchestra. Three years' army; eleven years' experience altogether. References. Write **HORN PLAYER**, 827 Main St., Grinnell, Ia.

THREE LADIES—Trumpeter, Trombonist and Drummer; or Girls' Band, experienced all lines; locate or travel; team or separate. **BOX 594**, Billboard, 1864 Broadway, New York. ju6

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UNIVERSITY STUDENT desires summer job—Plays Alto Sax, Baritone Sax and Clarinet. Can sing and dance; union man. Remains in Ann Arbor, Mich., until June 10th. New York City. **BOX C-397**, Billboard, Cincinnati. ju22

AT LIBERTY PARKS AND FAIRS

AERONAUTS—BALLOON Ascensions and Parachute Dropping; lady or gent. **JOHNSON BALLOON CO.**, Clayton, N. J. ju13

BALLOONIST PROF. **CHAS. SWARTZ**. Wants Fourth July and other dates. Permanent address, Humboldt, Tenn. ju22

BALLOON ASCENSION—Lady or gent; reasonable. **BALDRIDGE BALLOON CO.**, 3712 Fourth St., Detroit, Mich. ju15

ASCENSIONS—BALLOON Reasonably priced. **LEE REICHERT**, 426 Hummel St., Harrisburg, Pa. ju13

BALLOONISTS AND PARACHUTE Jumpers operating from Airplanes and Balloons. Young artists, schooled by old heads. **THOMPSON BROS. BALLOON CO.**, Aurora, Ill. Established 1903. ju6

AMERICA'S BEST HIGH WIRE—THE Calvert outstanding hit attraction. An act with drawing power. **GREAT CALVERT**, 164 Averill Ave., Rochester, N. Y. au3

BALLOON ASCENSIONS FURNISHED—LADY and gent riders, doing three and six Parachute Drops at each ascension. **O. E. RUTH**, 1021 Collier St., Indianapolis, Ind. ju15

BALLOON ASCENSIONS FURNISHED—DEATH Defying Parachute Leap; reasonable. **ARMSTRONG BALLOON CO.**, New Canton, Ill. ju15

BOOKING CELEBRATIONS, FAIRS, PICNICS, night clubs, 3 acts. Dogs, Monkey Act, Table Ball, Trick Horse, 3 Clowns. **EAL WRIGHT**, Billboard, Chicago. ju22

CAPT. GEORGE WEBB, AMERICA'S PREMIER Net High Diver, thrilling and sensational. A real feature. No. 27 West Summit Ave., St. Paul, Minn., or see route. ju15

HIGH TRAPEZE AND SWAYING POLE ACT—130 feet high, with a 500-ft. Slide for Life as a climax. A spectacular exhibition of skill and daring without life net or other safety devices. This act has exceptional drawing power. Write **BOX C-389**, The Billboard, Cincinnati, O. ju27

RADKE SISTERS—SENSATIONAL, ACRO- batic, Risley, Balancing Act. 318 Chicago Ave., Coshen, Ind. ju15

A COMPLETE ONE-RING CIRCUS presented entirely by trained Monkeys, Baboons and Dogs. Write for description and low terms. **LATHAN MONKEY CIRCUS**, Billboard, Cincinnati, O. ju22

AERIAL COWDENS, double Trapeze, Comedy Revolving Ladder, Illuminated Swinging Ladder. All standard acts. Celebration managers write for prices. Literature on request. Address **Bilboard**, Cincinnati, O. ju29

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AT LIBERTY for fairs and celebrations—Do three separate acts. Slack Wire Act, Comedy Juggling, Balancing Act and Comedy Chariot, Balancing Trapeze Act. **CHESTER HUBER**, Wabasha, Minn. ju3

AT LIBERTY for parks, fairs, bazaars, celebrations. Comedy Slack Wire Combination Juggling. Induce or give nothing too big or too small. **Cecil Woods**, Penlar Bluff, Mo.

ATTENTION! THE GREAT MARLOW, Frog Contortion Act! Open for engagements. Thousands and outdoor celebrations. 911 Payne Ct., St. Paul, Minn. ju13

CARL LINDAIR—High-class free act, brooking fairs, celebrations. Read novelty original trapeze act. Attractive apparatus, wardrobe. Prices reasonable. 1304 S. Anthony Blvd., Ft. Wayne, Ind. ju13

EL REY SISTERS—Shating Marvels, open for fairs and celebrations. Write for literature. 130 Post Ave., New York, N. Y. ju29

CAILEY, SLACK WIRE, Combination Juggling, for parks, bazaars, fairs, celebrations. Salary reasonable. Write or wire. 115 9th Ave., New York. ju13

LINDSEY GAYNOR TROUPE—Seven-Piece Clown Band, produce five acts and Clown numbers. **Bilboard Office**, Chicago, Ill.

PANAMASIKA'S DOG, Pony, Monkey and Bird Circus. Mr. Manager, you will want the best. This attraction is the last word. **GEO. E. ROBERTS**, Manager, Panamasika's Studio, 515 West Erie, Philadelphia, Pa. Telephone SAmore 5536.

3 LARCONIANS—Three acts and clown numbers. Trick Horse, Table Rock, Comedy Acrobats. Picnic, park, celebrations. Address 6281 Kenwood Ave., Chicago, Ill.

AT LIBERTY PIANO PLAYERS

ACE PIANO PLAYER—Real, false, has library. Travel; prefer 8, 12-piece orchestra. **PAUL HUFF**, 440 So. Kensington Ave., LaGrange, Ill.

EXPERIENCED PIANIST—READ, FAKE, transpose, sober, reliable. **BOX C-337**, care **Bilboard**, Cincinnati, O.

COMPETENT PIANIST, single, young, wide professional experience as soloist-accompanist, also orchestra work. Play all types of music. Reliable opening only. **RAYMOND DEMPSEY**, Franklinville, N. Y. ju22

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DANCE PIANIST-ARRANGER, all essentials, experienced. Will leave town. Can furnish new **MILTON HENKIN**, Darlington Hotel, 4700 N. Racine Ave., Chicago, Ill. Longbeach 1741. ju15

PIANIST DESIRES WORK—Resort, show, ball-room, etc. Seven years' experience; will go anywhere. Also have A-1 Alto, Sax Man. Just completing one year's steady engagement. Free after June 24. **PAUL BEHLIN**, 4295 Archer Ave., Chicago. ju8

AT LIBERTY VAUDEVILLE ARTISTS

A-1 YODELER—ALSO plays Harmonica and Guitar. **JACK ALVIN**, 253 W. 15th St., New York City.

AT LIBERTY—COMEDIAN, SPECIALTIES, AGE thirty. Can join on wire. **W. PRICE**, Cooperstown, Pa.

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SUGAR'S DOMINO

(Continued from page 23)

trouble with most of them is that they play a vaudeville date but their eyes and ears and souls are absorbed in the possibilities of radio, legit and pictures. They look toward the hills for gold and it is right in their backyard.

Vaudeville made fortunes for many in the years gone by. It can do the same economic stunts again. Men with imagination made millions in pins and tacks and shoelaces. They used vision and had what Mencken calls *sittsfeisch*. This is something the actor has to acquire. There isn't room for everybody in radio and pictures—at once. But while the vacillating ones have their body in one place and their minds in ten other places there's a world of achievement and gold waiting for the smart ones in vaudeville.

The seed is planted. It depends on the folk in vaudeville and distantly related to it to either cultivate it into something awfully large or permit it to be devalitized and killed by weeds and neglect.

American Pageant Scheduled

NEW YORK, June 1.—It is expected that some 5,000 persons will participate in daily presentations of the Pageant of America, scheduled to be held from July 4 to September 4 in a huge natural amphitheater at Rapid City, S. D. It will deal with historical data touching the lives of George Washington, Thomas Jefferson, Abraham Lincoln and Theodore Roosevelt. It is a civic undertaking.

Conducted by CHARLES WIRTH—Communications to 25 Opera Place, Cincinnati, O.

COLE BILLED AS 2D LARGEST

Additions Made At Williamsport

Show is carrying six-pole big top—performance in three rings, two stages

ELMIRA, N. Y., June 1.—The circus that was only an idea seven months ago is now the second largest circus in the world. That is the way the billing reads for Cole Bros.-Clyde Beatty, which opened its tour of New York Thursday at Binghamton. There are only two railroad circuses carrying a six-pole big top and Cole Bros. is one of them. And so Cole-Beatty Circus has forged to the front ranks, under direction of Managers Jess Adkins and Zack Terrell.

The six-pole top was put into the air for the first time in Williamsport, Pa., and two banner houses greeted the show. Late arrival Sunday due to a 250-mile jump from Steubenville made it necessary to work a greater portion of the night. However, the many changes were made under the direction of Messrs. Terrell and Adkins and the show moved along rapidly Monday afternoon, like the program had been in effect for weeks. Harry J. McFarlan, equestrian director, had arranged the routines, so there was no conflict.

The performance is now given in three rings and on two stages. Jorgen Christiansen's Great Dane dogs, two additional pony drills, another seal act, a Japanese troupe; the Radke Sisters, acrobats; Agnes Doss in her aerial gymnast offering, Kinko and his contortion number, Otto Griebling in a juggling act, and the Esquedas in their flying act, five people, are additions to the excellent program. There is not a lost moment during the program, which ends with Ted Elder's Roman standing jump over a Ford automobile. Running time is now around 2 hours, 12 minutes.

Gains Seating Capacity

It required a lot of extra work on part of the bosses to convert the show overnight from a four-pole top to a six-pole (See COLE NOW on page 41)

Capacity at Night For R-B in Philly

PHILADELPHIA, June 1.—Ringling-Barnum opened its annual week's engagement here on Monday with a full house of children, the guests of Ellis Gimbel, who has for many years made it his annual custom to invite the various charitable institutions to be his guests on opening day. Business has been excellent—matinees a little light on account of very hot weather but capacity at night. Manager Sam Gumpertz has a fine new private office wagon located on lot with ticket wagons. It is equipped with automobile tires, is streamlined and painted a royal blue.

Tremendous Business for Barnes, Mix at Spokane

SPOKANE, Wash., June 1.—Spokane lived up to its reputation as a good circus town by giving Al G. Barnes and Tom Mix circuses, which played here this week four days apart, tremendous business. Barnes came in on Monday and had big matinee and straw house at night. Mix strayed them at both performances and goes into Montana after playing 16 stands in Washington. Both Barnes and Mix have enjoyed excellent business in the Pacific Northwest.

Kellogg With Cole Show

AKRON, O., June 1.—William Kellogg, of Indianapolis, for many years in legal department of major circuses, is back in harness again, having recently joined legal department of the Cole-Beatty Circus, he informed a representative of *The Billboard* here.



KANNAN BOMBAYO, tumbler on the bounding rope, featuring pirouettes and double backward somersaults, is now in England with the Bertram Mills Circus.

Bad Weather Break, But Anderson Says Biz Good

CINCINNATI, June 1.—Bud E. Anderson, owner Seal Bros.' Circus, in a telegram to *The Billboard* early this week stated that his show has been doing a nice business, despite bad weather.

Lee Norman also sent word this week that he saw the Seal show every day last week and that in spite of bad lots and weather it did what he would call big business, not losing the nut on the poorest day. He further stated: "Show was billed for Mexico, Mo., May 21, but when the 24-hour man arrived there he found the lot under water. So displaying a real bit of showmanship, Mr. Anderson left show on the lot at Fulton, Monday's (20) town and gave two more performances Tuesday to good-paying houses. Moved to Moberly, Mo., for Wednesday. Mexico was first town missed, yet show has not blown a performance. Dr. Allman, of Gordon-Howard Candy Company, spent Saturday on the show as Mr. Anderson's guest.

"The show has added another car to the advance and also has sent more men ahead. It's the only circus I know of that has two pay days each week."

Al G. Barnes Business Great In Washington; Straw Houses

POCATELLO, Ida., June 1.—The Al G. Barnes Circus entered Washington after two turnaways in Portland, Ore., first stand being Tacoma. Mill strike was on but this did not seem to hurt the trade. A good house in afternoon and packed at night. Lloyd McDowell, former mayor's secretary and official of the Puyallup Fair, in association with *Tacoma Times* and Manager S. L. Cronin of the circus, again gave an orphans' party and 100 parentless children from various organizations were made happy at afternoon show. McDowell had received contributions from various Tacoma merchants with which he bought crackerjack, etc.

From Tacoma show went to Seattle for a two-day engagement. Of the four performances there, two were on the straw to the ring curb. There is a gentle soul in Seattle who has endeared himself to all showfolk and that is Harry Mills, of *The Seattle Star*. He and his wife were much in evidence on the lot and were taken in charge by Press Agent Jack Grimes. Grimes landed plenty of space in Seattle.

Harper Joy, CFA, took a plane from his home in Spokane to be with show the second day in Seattle. When he went to the field for his return trip he found that thru some mistake there had been no reservation made for a seat. He then spent the day with Leonard Gross, CFA,

King Cole Show Closes

CINCINNATI, June 1.—R. D. Wagner (Sound Systems), of Washington, D. C., states that the King Cole Circus, which played Annapolis, Md., and Front Royal, Va., left the acts stranded at last-named town, and that they were cared for by the local Board of Welfare, which helped them out of town. The performers played a town about 45 miles away under the fire department and realized a little money. Wagner further says that credit is due Jim Huggle (Huggle's dog act) in aiding the other performers.

Arthur Borella in Hawaii

CINCINNATI, June 1.—Arthur Borella is touring the Hawaiian Islands with E. K. Fernandez' vaude unit as principal comedian, stage manager and emcee. He is putting on comedy and burlesque bits between acts and doing his specialty "Eccentric Comedy Musical Surprises." Show is making five and 10-day stands and has three changes of program.

This is the first season that Borella has not been with a circus in 29 years. He opened with the Barnum & Bailey Circus in the old Madison Square Garden, New York, in 1906, and had been with various circuses, large and small, ever since.

New Act for Campbell

TORRINGTON, Conn., June 1.—Louis L. Campbell is presenting a new casting act—the Four Carons (James McCall, Robert McQuigg, Herbert Grow, Eugene Mason). McCall and McQuigg are former members of the Four Casting Stars and Grow and Mason former members of the Casting Campbells. They do five different double somersaults, also the loop, blindfolded. Comedy is in the act. Will play fairs for George Hamid, and Dolly Vaughn will be added to troupe for fair season. Act will open for Loew June 14. Campbell has originated the former acts, Casting Campbells and Three Kings and a Queen.

On Hagenbeck Brigade

CORNING, N. Y., June 1.—The roster of the opposition brigade of the Hagenbeck show includes Charles V. Turner, agent; Paul J. Rice, banner squarer; C. W. Goehman, boss bannerman; Dave Hamill, boss billposter; Willard Chaplin, William Morin, Sam Laughlin and James Reeves.

World's United Has Brief Tour

Was out four days—runs into obstacles at Hollywood—will reorganize

HOLLYWOOD, Calif., June 1.—The World's United Shows, owned and managed by Harry D. Chipman, which opened here May 24 (playing for three days), folded night of May 27 in Burbank. Chipman states that he contemplates reorganizing and profit by many mistakes that were made.

"We were, of course, working on a short bankroll," continues Chipman, "and for assembling the show that we had, believe that was remarkable. Business first three days in Hollywood was disastrous. The band, which claimed to be 'union,' demanded its money the third night, instead of waiting until end of week, when we would have been able to hit it. We had enough to get thru on and everyone but the band stuck. We were off the lot at 11 p.m., and at Burbank, with no band, blowed the matinee. Finally we got hold of a band at 8:20 and gave a show at 9 o'clock. On account of not opening until so late, we had 32 in the big top; also with a swell line of paper the advance failed to get any showing. The band blowing on us, disheartened many of the others and the thing was so disorganized by a few of the agitators that we lost heart and closed. The handsman demanded \$35 a week, \$57.50 for the leader, which was too much for a mud show."

HOLLYWOOD, Calif., June 1.—The World's United Shows opened May 24 at Victor McLaglen Sport Center, Hyperion avenue and Riverside drive, a new local lot, and was set up there because of sponsoring of the three-day event by the Scouts, a large part of the Masonic order. Just another story of tremendous work being intelligently done and the failure of the auspices to do its part as per contract and which resulted in the three days not being productive of the financial gains anticipated.

Harry Chipman, Buck Moulton, Bert and M. B. Chipman, Frank Bennett and their aides worked zealously and organized a show that was a credit to them—not a weak spot in program. Day before the opening when show came to the lot, a lawyer went to Victor McLaglen and (See *WORLD'S UNITED* on page 41)

Zack Terrell Carrying On

CANTON, O., June 1.—Ignoring a streptococcal infection which physicians said should confine him to his bed, Zack Terrell, of the Cole show, continues to carry on each day. Terrell, who has been ailing since show took the road, told a representative of *The Billboard* at Akron that he was feeling somewhat better and expected to remain with the show.

Satisfactory Biz for Downie

ELMIRA, N. Y., June 1.—Downie Bros.' Circus played to satisfactory business here May 27. The circus presents a gorgeous parade with a number of new floats, etc. G. H. Barlow III spent the day on the lot and renewed acquaintances with Rodney and Ella Harris. The new seal act is going over big, as well as Bill Cody, cowboy star.

John Ellis Injured

KALAMAZOO, Mich., June 1.—John Ellis, who was on Ringling-Barnum Side Show, was recently injured and has returned to his home here. He has been under the care of a physician. In Washington, D. C., on Sunday evening, May 19, in returning to the runs, he stepped aside to allow a car to pass. It was pitch dark and Ellis stepped off into space and fell at least 15 feet and was hurt.

Grand Rapids' First

GRAND RAPIDS, Mich., June 1.—Cole Bros.' Circus is to play here June 14, the first circus of season in this city.

(See AL G. BARNES on page 41)

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With the Circus Fans

By THE RINGMASTER

President, CFA. Secretary, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill. Thames Bank, Norwich, Conn. (Conducted by JOHN SHEPARD, Editor, "The White Tops," 609 Fulton St., Chicago, Ill.)

W. L. Montague, of West Hartford, Conn., attended night show of Hunt's Circus at Rockville, Conn., on May 24. Met John Yost, of Rockville, and Elephant Biographer Charles Davis, of Hartford, on the lot. He says Davis now has hairs from 112 elephants. Met Al F. Wheeler and the Hunt family. Montague states they have a well-balanced show and an excellent six-piece band.

Burtis L. Wilson, Chicago Fan, is in the Southwest and selling clothes in spite of the profuse rains in that section. Says he has not missed a show or parade so far.

Harper Joy writes that May 26 was a great day in Spokane. It was the occasion of the fifth annual Lions Club Day at the circus. All orphan children were guests of club at the performance. Harper looks after the organization and details of these annual affairs.

On May 20 Spokane Fans trekked to Coeur d'Alene, Ida., and saw the performance of Polack Bros.' Indoor Circus, which appeared under Elks' auspices.

Jim Chloupek, of Oakland, Calif., was on the Barnes Circus for seven days. On account of this the Fans did not have a meeting. Harry Bert presented Mr. Chloupek with a membership card in the Harry Atwell Club, of Chicago. At Oakland Mr. Van Wyck was with Jim.

The Felix Adler Tent, Paterson, N. J., held a meeting on Kay Bros.' Circus at Fairlawn, N. J., and Joe Minchin, president of the organization, says it was a great gathering. Both performances were a sellout. This is the first time this town had a circus and it was put over thru the efforts of Mr. Minchin. The Fans had dinner in cookhouse and all attended evening performance. In evening, after the show, all drove to Island Park, Paterson, and were guests of Nellie Dutton. The following Fans attended the affairs: Van Houten, Merte, Westcott, Higgins, McGuire, Peaty, Decker, Zeller, Cora Wilson and Phyllis Werling. So far this season Joe has caught 10 performances on seven circuses.

Phyllis Werling is visiting friends in Montreal and caught several shows while en route.

CFA Higgins, of Ridgewood, N. J., was circus chairman for Englewood Kiwanis Club and was instrumental in having Gorman Bros. play under its auspices. Was a banner day for the show.

A. Morton Smith, of Gainesville, Tex., will have some fine stories to appear in various publications ere long. Among those which will carry these stories are West Texas Today, Home Magazine, American Hebrew and American Weekly.

Robbins First at Ridgway

RIDGWAY, Pa., June 1.—The Famous Robbins Circus enjoyed excellent biz here Tuesday. It was first show of the season. Featured acts include Capt. Wallace and his Nubian lions; Rex, movie wonder dog; the Satire family, Japanese head walkers; Prather and Myers, acrobats; the Aerial Faustus, featuring Pearl Harris; the Flying Fondas; pony, dog and trained pig act; Daisy Walde and her elephants; Capt. Jimmie Ray, Hollywood horse trainer, in zebra act, and a dozen clowns. Show is presented in three rings.

Extra Show for Gorman

BRIDGEPORT, Conn., June 1.—Gorman Bros.' Circus played to an extra evening performance here, the show doing an exceptionally fine business and being the first circus to play here this season. Mrs. Hanneford's granddaughter, Grace, daughter of "Foodies," and Elizabeth, daughter of Lizzie Hanneford, joined here and rode with the family.

Cleveland Well Billed

CLEVELAND, June 1.—The Cole Bros.' Circus has accomplished a real job in billing this city for their June 10 and 11 showing. Not in many moons has the city been so well covered with lithos and cloth banners. There is hardly a street in town that is not covered at some point or other.

Big Day for H-W Show at Canton, O.

CANTON, O., June 1.—Hagenbeck-Wallace-4-Paw-Sells Bros.' Circus started its eastward trek here Memorial Day most auspiciously, here in spite of a steel strike which has resulted in a walkout of several thousand men, the show hung up a new record for holiday business here, with a straw matinee and a near capacity house at night. Weather was ideal. Show was on fairgrounds. Business at other Ohio stands this week also was big.

General Manager Ralph Clawson was highly complimented by showmen here on the speed and precision with which the H-W show is being moved. Equipment, despite much rain and mud encountered at start of tour, is spick and span, baggage stock in excellent shape and show is up at all stands long before scheduled time for opening doors.

The program, one of the best ever offered by the show, is scoring heavily and clicking perfectly under capable direction of Alfredo Codona. Bert Nelson's act is holding the ace spot and is proving a big hit. Maria Rasputin, recovering from her recent accident, will soon be able to do her complete act. The spec, *Perida*, gets the program away to an excellent start with much comment being heard on the wardrobe. The Cristiana Troupe is a worthy addition, as well as the Great Merkel, Maximo, the Liberty horse and menage numbers and the swell aerial finish by the Hills and Codonas.

Duke Drukenbrod, whose home is here, sprang his kid show shortly after 10 o'clock and the tent was filled to capacity until almost 11 at night. He spent the day entertaining his parents and friends and found time to visit briefly with home folks. "Scotty" Dunn, new boss canvasman, has kid show up and down each day on scheduled time. George Davis extended himself on the holiday with many "extras" on the menu. Thruout the tents American flags were conspicuous. Despite overflow crowd at matinee, every person who possessed a seat check was seated.

Mr. Clawson greeted and entertained friends and expressed himself as being highly pleased with business here. Visitors included K. C. De Long, J. J. Evans, Jack Nedrow, Doc Jones, Roy Wild, Red Malloy and wife and Ray Wallace.

Big Biz for Pollack In Western Cities

CINCINNATI, June 1.—Polack Bros.' Circus has had big attendance at all stands en route northwest. Show had a very successful engagement at Newton, Kan., then went to Pueblo, Colo., for second annual Shrine Circus for Al Kaly Temple. All performances were well attended.

En route to Billings, Mont., show experienced snow blockades at Palmer Lake, Colo., and at the Wyoming line. Hearst Movietone was on hand to catch some of trucks plowing thru the snow. Show arrived safely and opened to full house, with S. R. O. Friday and Saturday nights. This was second annual appearance of Polack show for Al Bedou Temple.

Sheridan, Wyo., for the Elks, gave standing-room performances from opening night to close of engagement. This was first visit of show to Sheridan.

Kallspeil, Mont., for American Legion. Opened with standing-room attendance and same for each succeeding performance. Two shows on Friday night and four on Saturday matinee and three night shows.

Coeur d'Alene, Ida., for American Legion, opened to standing-room attendance which continued thru the week. Closed on Saturday with three performances, matinee and two night shows. Among visitors here: Harper Joy, Circus Fan, who made several trips from Spokane for visits with friends on show; Bernie Head, press agent of Barnes Circus; also boys off the advance and advertising department of Tom Mix Circus.

CHAIRS

The special Chair built for us last summer has proven so popular that another carload is ordered for delivery about June 1st. We are now booking orders for that car. How many do you want at \$12.00 per Dozen?

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AT LIBERTY, JOHN ELLIS

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BAYS BROS. CIRCUS CALL
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Under the Marquee

By CIRCUS SOLLY

G. H. WILLIAMSON has been ill of influenza.

DANNY ADZARK and his six-people acrobatic act played Curtis Fashion Plate Circus in Detroit.

MARGARET BEAN is presenting her acts as an added attraction with Phil Duncan Players.

MILLIKEN BROS.' business has been very good in mining towns of Pennsylvania.

ARCHIE BOYTL, with Mighty Haag Show, was called home due to illness of his wife.

DR. J. C. CLAR saw Seils-Sterling at Viroqua, Wis., and enjoyed the performance, also side show.

COOK AND WISWELL will work their Funny Ford at Shrine Circus, Erie, Pa., June 7-8 and then will play fairs.

G. W. CHRISTY was in Houston, Tex., recently and stated that his units are doing very good business.

DON LaSALLE has joined King Balle's Side Show on Seils-Sterling and is presenting his Hindu fire-eating and escape act.

MRS. J. O. McCART saw opening of Norris Bros.' Circus at Steels, Mo. Show is owned and managed by Charley LaMont and is neatly framed.

KENNETH (DOC) HAINES reports that William Ketrow has a dandy little show in Kay Bros. He was with it for a while this spring.

SPUD SLOVENSKY joined L. Claude Myers' band on the Russell show at Ft. Wayne, Ind., jumping from Seattle, Wash.

THE WALLICKS (Wally and Jean) are working with Flying Melzers on Lewis Bros.' Circus, also doing an impalement act in kid show.

WILLIAM PATTERSON, former trouper, has launched a printshop in Springfield, O. To showfolk he is known as "The Bishop."

FRANK WIRTH'S Circus will play at the Auditorium, Conneaut Lake, Pa., and not at Conneaut Lake Park for Erie Shrine, as mentioned in last week's issue.

CLINT PINNEY did not make the Fashion Plate Circus at Detroit with his freak show, having been unable to make satisfactory arrangements.

S. W. (BILL) BAILEY and Tommie Frank, clowns, worked the streets at the Cotton Carnival, Memphis, and are playing children's parties.

BILLY HART, brother of Tom and Everett Hart, with Ringling-Barnum, sailed for California May 8 and will make his home in Los Angeles.

FRANK B. HUBIN, of Atlantic City, visited Ringling-Barnum in Philadelphia on Decoration Day and met Manager Sam Gumpertz and old-time friends.

OPPOSITION brigade of Ringling-Barnum spent almost a week in Eastern Ohio putting up "wait" paper for the Big One a day ahead of arrival of Cole Bros. at Akron and Youngstown, O.

ROX FIBER and wife are still with the Hi, Ho, Broadway Revue. They had a great time in Baltimore when Ringling-Barnum played there, meeting a number of old friends.

WHEN BARNETT show was at Binghamton, N. Y., Fred T. Slater met a number of old friends, including the Hollises, the LaBirds, Tom Burns and Mr. and Mrs. Williams.

DON TAYLOR, now on Walter L. Main Circus, is still doing Punch and vent. Hasn't lost a day in three years—schools and theaters in winter and circuses in summer.

PAUL AND NELLIE SULLIVAN, of Flying Sullivans, are breaking in a new high act, also their son, Eddie, making the fourth generation on his mother's side.

PAUL EAGLES and Pacific Coast Showmen's Association were in charge of funeral of Joe Reed. Interment in Evergreen Cemetery, adjacent to Showmen's Rest, Los Angeles.

GEORGE THOMAS, old-time circus man, has opened a 35-acre lot at corner of Hartman street and O'Neil boulevard, McKeesport, Pa. Cole Bros. was first circus to show on lot on May 21. Turned 'em away at evening performance.

MRS. OTTO FLOTO (when with the circus Kitty Creiger, bareback rider) is scheduled to return from a world tour to Orient—China, Japan, Manila—at an early date. Near Brownsville, in Texas, she has started a large fruit plantation.

BETTY RICE, daughter of Billy Rice, Hagenbeck-Wallace clown, has made a success of broadcasting. She will again be on the air with Uncle Bob Sherwood. Her brother, Billy Jr., recently was graduated and will follow big business lines.

K. E. SIMMONS visited Russell Bros. at Crawfordville, Ind. Show was on a new lot there. Harry LaPearl, clown, former local resident, greeted several of his old friends. John C. Cloutman is press agent back with show.

F. D. GARDNER saw Seils-Sterling at Dixon, Ill., and reports a nice performance. Joe Kennedy and Whitey Carroll have lunch stand and cotton candy and Carroll has the cookhouse. Breakfast is served before leaving the lots.

WARREN LEWIS writes that Clarence G. Carey Jr. is manager; Gerald L. Carey, superintendent of privileges; Jack Flagg, director of program of his show, which is featuring Flagg and Flagg, high perch, and the Bounding Flagg troupe.

PAUL NELSON, who is still in a Chicago hospital, continues to improve and probably will be out of the hospital in a couple of weeks. He asks *The Billboard* to express his thanks to the many friends who have sent him telegrams, letters and flowers.

ARTHUR A. HALL, of Madison, Wis., says that Seils-Sterling played there to (See UNDER THE MARQUEE page 45)

Hunt's, Kay Bros. Grouped Day Apart in Conn. Town

ROCKVILLE, Conn., June 1.—Hunt's Circus appeared here on May 24 and Kay Bros. followed in the next day. Hunt matinee big, with school-kid hook-up, but night biz off account cold and threatening weather. Kay Bros. occupied same lot to excellent attendance, weather being ideal, a similar tie-up arranged with local newspaper on kid tickets. Fine performance offered and well received. Mary Ellen Ketrow especially pleasing in her several acts, and Si Kitchi in head balancing. Little Edith Bookman, 11, is regarded a wonder on the web. Buck Steele's Wild West, with Seneca Indians feature, drew two big houses. Others rounding out the performance were Reylo Troupe, horizontal bars; Wells Bros., comedy acrobats; Three Silverlakes, aerialists; La Glenn Sisters, swinging ladders and trapeze; Four Millers, acrobats, and Captain Walker's performing ponies, dogs and monkeys, and clowns. Mason's Monkey and Baboon Show pulled them in afternoon and evening, with biz on the whole bigger than last year here, according to Manager William Ketrow.

John H. Yost, local retired trouper and CFA, visited Charles Hunt and his son. Also on the Hunt lot were Bill Montague, Jack Sheedy and Charles Davis, elephant man. They spent time with Al F. Wheeler in the annex. Hal Bogue, Norwich CPA, attended Kay's performance. Thru Ketrow and the American Legion, 50 children from the county home and inmates of the Town Farm enjoyed show and concert.

Captioned, "Ladees an' Gentlemen", The San Francisco News, in recent issue published the following editorial:

"Ho hum, it must be spring! The circus is in our midst again. One of the wonders of the modern world is the perennial attractiveness of the Big Top and all its marvels.

"Its annual coming wakens memories of sawdust underfoot and the smell of animals, of pop corn, peanuts and pale lemonade, of the husky voices of barkers, pink-tighted ladies and dare-devils defying death, of everything going on at once and dust rising from the rings.

"It makes boys and little girls again of those who have grown old, and swash-buckling adventurers of those who still are young.

"Let the theater undergo its momentous transitions from flesh and blood to celluloid, from celluloid to ether waves.

"But give us the circus unchanged forever!"

The circus to which reference was made was the Al G. Barnes Circus.

Gossip of the Dressing Rooms

Items for This Column Must Reach the Cincinnati Office Not Later Than Friday

TOM MIX—Wanda Bell has changed positions with Irma Ward in the Flying Arbaugh act and is now being caught by Miss Arbutuckle, which gives Miss Ward an opportunity to introduce her double. "Curly" Shrank, assistant on props, and "Slim" Womack, of horse top, those boys from the South, put on a little show of their own while in Salem, Ore., which resulted in "Curly" going to hospital with a bullet in his stomach and "Slim" landing in jail-house, but when our best "fixer," "Scattergood" Jack Turney, told the John Laws that it was just an old Kentucky custom and "Curly" refused to sign a complaint the charges were dropped. "Slim" is back on show and "Curly" will join soon. Billy Ashton, chief clown with show, has a new disappearing woman gag that is a wow. Ethel Jennier is now working the big bull in center ring. Now that we are showing thru this wonderful fishing country the back yard has formed an Isaak Walton club, the sporting goods stores have done a big business and there are lines, rods, reels, etc., everywhere, but up to date the writer has seen no fish. Hank Linton and Frankie Guskie have become the owners of new Ford V8s. Johnny Schmidt, the "two-high" clown, is the cleanest joey the writer ever saw. Rain, mud, dust or grass, his wardrobe and makeup are always spotless. We passed Al G. Barnes show in Seattle and spent a couple of hours in a big talkfest. Where is Bill Caress? The bunch would like to hear from you. Augie Gomez was out of Wild West past week with a dislocated shoulder and Boots Sallee with a torn ligament. Both are back in lineup. Jackie Lee, 6-year-old son of our announcer and wardrobe mistress, is a hit in Wild West lineup. Captain Jacob Reese, boss elephant man, has new harness and trappings for his favorite working bull, Sahara.

COLE BROS.—Saw Kinko bringing his barrel from the coaches, so have a hunch he will soon do his contortion act. His ball pool keeps him bowed low and fumbling plenty. The radio is mostly silent due to poor construction, maybe. Ruth Wolfe made spec in her ladder pumps due to an oversight. Baseball seems to be taking shape. Bert Doss, Allen King and others have been loosening up. Just gazing around, I see John Smith practicing girls for menage. Frank Shepard up in Doss flying act, just feeling it out. Judge that he would be a good pinch-hitter for Bert. See Nick Carter on lot now and then, looking after laundry, etc. We are looking for Paul Nelson back any day now. Has been thru a bad case of pneumonia. Mary Kinko was awakened in a peculiar way the other day. A box was being put up in next berth and a nail came thru and struck her head. However, nothing serious. Walter Goodenough was called home to settle an estate. Abe Goldstein made a bet he could beat show train into town on recent Sunday. He not only lost the bet, but was arrested for thumping. Harold Nicholson has backyard stand going full blast. Has a polite smile, quick service and says nothing is too good for customers. Bumpy An-

thony is very quiet in dressing room. That's rare news. Kinko and Mary were visiting in Clyde Beatty's stateroom the other night. Imagine Kinko managed to ring in some baseball during conversation. Recent visitors were Bill Lorette, Silvers Johnson, Johnny and Betty Sewell, Bobby Hamn.

EMMETT KELLY.

SEILS-STERLING—Bert Mayo, equestrian director, has been confined to his house-trailer the past week, due to a badly infected leg. The whistle has been handled by Will Walleit during his absence. Captain Klauer spent last Sunday in Sheboygan, Wis., visiting his folks. The Holland-Dockrill Troupe joined recently with their four-horse riding act. Harry Greer and wife, formerly My Colleano, spent the day with Will Walleit when show played Lancaster, Wis. The Greens will leave shortly to play rodeos thru the East. The Volera Brothers (Stan and John) are going over good with their comedy bar act. Everybody waiting for show to get to Sheboygan, as it is the old home town of a number of folks on the show.

FRED WORTHING.

HAGENBECK-WALLACE—Alfredo Codona might well be termed the Beau Brummell of equestrian directors, as he possesses a large and varied wardrobe to suit all occasions, from the customary full dress to the latest things in hot weather apparel, and boots and riding togs for muddy lots. Roy Alexander is one of the early risers each morning—there's a reason. Plans are being discussed for a Fourth of July celebration that promises to eclipse anything heretofore attempted with this show. Paul Jung and George Harmon are already rehearsing a skit for the occasion. Ira Millette informs that he is the chess champion of the show, but Harry Hill says not. Rudy Rudynoff has some mighty nifty wardrobe which he uses in the Liberty act. Toby Tyler is doing his high-stilt number and gets a lot of laughs. Bill Harddig and George White predict the Giants will win the pennant (Kinko, take notice). Harry Rooks, formerly of Wild West department, is working seals and Liberty horses. The rummy club is doing a turnaway business with Maximo, Eddie Reece, Roy Alexander and Koban as champions. Nine languages are spoken in the dressing room—English, French, German, Italian, Danish, Polish, Russian, Japanese—and some profane. The women's knitting club is going full speed, knitted dresses being the fad. Ruth Hendryx, Martha Large, Elaine DeLano, Florence Hill, Mabel Kessler and Stella Cronin among others we noticed. Fred De Marr and his dogs are constant companions. Maria Rasputin is fast becoming Americanized. Maxine Weeckener is doing a comedy number with the trick mule, Virgil. The writer will try to have something in this column quite often and anyone whose name hasn't yet been mentioned, be patient, it will.

EARL SHIPLEY.

RINGLING-BARNUM—Bebe Feaster fell over a stake, breaking a blood vessel in her leg, which fortunately is nothing serious. A peculiar mishap that might have been quite serious took place when the first team of horses of the Roman race turned out across the track at the entrance, throwing Lalo Zaccchini, who was riding them, over their heads in a nasty fall to the ground. The oncoming teams crashed into the first team, throwing their riders in a general mixup. Rosie Washington and Booger McCarty were able to lead their horses out, but Zaccchini was carried to the doctor's tent, where minor bruises and a general shake-up were all the damages sustained. George Hartzell, old-time producing clown with Ringling Brothers, visited friends during the week in Philadelphia and also proudly introduced his three grandsons to the dressing room personnel. Felix Adler is busier these days than Madame Dionne. He not only has his set of quintuplets to bathe and tend, but is also nursing a suckling pig. He says he feels the need of a hospital more than the quintuplets do.

CHARLES F. CLARKE.

Rooney Show in Eastern Ohio

NEWCOMERSTOWN, O., June 1.—Rooney Bros.' Circus (motorized) presented in one ring, is playing thru Eastern Ohio, making the middle-sized industrial towns. Show played here this week under auspices of Elks' lodge. Program features the Riding Rooneys, Hodgini troupe, La Venia Sisters and other acts, including a trained dog and pony show. Show will continue in this territory for some time.

CORNET PLAYER

CAN PLACE AT ONCE experienced Circus Cornet Player. Must be capable, sober and congenial. State age and experience. Best accommodations. CARL ROBINSON, care Tom Mix Circus, at private.

WANTED—WALTER L. MAIN CIRCUS Wild West People with Stock and Transportation, also strong Novelty and Riding Act. A No. 1 Ticket Seller, Musicians to strengthen Band, Baritone and Trombone especially. Assistant Banner Man. Mt. Pleasant, June 6; Conneautville, 7; Somerset, 8; all Pennsylvania.



The Corral

By Rowdy Waddy

INCLUDED in data in a recent Rodeo Association of America bulletin Pete Knight was leading (up to May 17) toward this year's RAA all-round champion cowboy, with 1,050 points.

SOMEONE wrote, from Montana, relative to some of the rodeo folks who remained in Australia after the Melbourne Centenary Stampede and of their return to this country, but neglected to attach his (or her) name.

CANTON, O.—Jack Raun has a flashy show with Gooding Greater Shows this season. He is using a side-walled arena 140-foot square, with blues along one side of the inclosure. Also has stock tent to the rear of the arena. Ten head of stock is carried at present. Mrs. Raun manages the show during her husband's absence contracting fall dates. There is a long platform out front where the stock and entire company is presented for rally. Outfit will stay with the Gooding Shows until August fairs start.

IN THE MAY 11 issue, a paragraph stated that a telegram from Milt Hinkle informed that he had joined hands with John Harris, of Duquesne Garden, Pittsburgh, and had bought Buck Taylor rodeo properties to be added to his stock and other holdings. A letter from John H. Harris, president Duquesne Garden, received last week, stated: "Please be advised that I have no interest whatsoever in Milt Hinkle's Rodeo, nor have I personally purchased any stock from Buck Taylor."

HANFORD, Calif.—For the recent annual Hanford Rodeo, one-day show, community event, the grounds were packed with people. Some of the best talent and contestants of the profession were on hand. Cuff Burrell was arena director, and furnished the stock. Abe Lefton was announcer. Homer Holcomb clowned. Judges were Pinky Burns and Fred Wheaton; timers, Earl Lacey, Inspector Snell and H. M. Phillips. Montie Reger presented his high jumping steer. The Hanford band played. The 4-H Club and Future Farmer Boys of Kings County mounted on horseback to participate in the musical chairs event. Winners: Bronk riding, Pat Woods, Pete Knight, Fritz Triun; steer riding, Frank Schneider, Fox O'Callahan, Tom Bride; bareback bronk, Canda Kid, Smoky Snyder, Eddie Woods; steer wrestling, Everett Bowman (12.3), Lloyd Saunders (12.3), Ike Rude (13); calf roping, Hugh Bennett (14.4), John Bowman (15), Ike Rude (17); team roping, Andy Jauregui-Hugh Strickland (18.2), Hugh Bennett-Ike Rude (20), Lloyd Saunders-Bill McFarland (21).

HOLLYWOOD — According to word from Yokohama, Japan, Bernice Hoppe and Frank Dean, both of San Jose, Calif., and members of the Wild West Show at Yokohama Exposition, were married early in May at the American Consulate by Raymond Paul Linden, American vice-consul, followed by a second service by the Rev. H. W. Schenk, pastor of the Yokohama Union Church. Mrs. Hazel McCarr was matron of honor and Chet Howell the best man, both of the rodeo troupe. The cowboys and Indians, in costume, formed a background for the services and all rode away on horses to the exposition grounds. Dean was several years with the Al G. Barnes Circus. Hazel McCarr writes a representative of *The Billboard* that the weather is fine, flowers blooming and capacity crowds at the show when weather permitted. The showfolk are getting much publicity, half pages in newspapers being given to art displays and columns of stories regarding the performers. All acts must be okayed by the Japanese police. In the horse-thief act the police would not permit the usual "hanging of the thief" finale, and they keep a guard over all six-shooters between shows. The rodeo was to have closed May 24, but might be extended a week. It is probable the troupe will show in Tokyo before returning home.

ROAMIN' AROUND HOLLYWOOD — The Chuck Wagon Trainers held its semi-

annual gathering recently at the Lee Utterback ranch near San Fernando, with around 500 members and guests present. Curley Fletcher, author of *Strawberry Roan*, was given an honorary life membership, he being too young to be a member. Harry Gant, founder of the Trainers and president since the first election five years ago, was re-elected for 1935-'36. . . . Bonnie Gray had as guests recently her cousin, Reba Gray, and husband, Cy Gray, en route from San Diego to the Marysville Rodeo. . . . Curley Fletcher has been walking with crutches because those heavy iron helmets the riders wear in the making of *Crusaders* at Paramount were in the way and caused a mixup of horses and riders. Curley went down with his lame leg under his horse. Many of the cowboys refused to go on location to Muroc Lake on this same picture because they didn't like the iron hats. Among those going were Buck and Roy Bucko, Ed Phillips, Bill Clausen, D. Haskell, Bud McClure, Tommy Coates, Jim Reeves, Gober Glenn, Bill Porter, Len Sowers, Henry Morris, Harry Axe, Ray Jones, Bob Card, Bob Burns, Major Phillip, J. Keefer. . . . Pee Wee Strange, Cactus Mack, Jack Kirk, Chuck Baldra, Yakima Canutt have been on location with John Wayne, Monogram Pictures, at Pine Woods. . . . Sam Garrett, Mabel Strickland and Nick Nichols did trick riding in *Romance in the Rockies*, a First National Production. . . . Harry Knight returned to Hollywood after the Sonora show. . . . Mabel Strickland went to Marysville to ride relay for Cuff Burrell at the annual rodeo there.

SONORA, Calif.—The recent Mother Lode Rodeo, eighth annual, an RAA show, was witnessed by large and enthusiastic crowds. Sponsored by the Tuolumne County Chamber of Commerce, Sonora Commercial Club and Sonora Lions Club. The show commemorated the Mark Twain Centenary. Mrs. Jonathan J. Crooks, known as "Mother of the Rodeo," honorary chairman of the executive committee and owner of the grounds, was honored on Mother's Day when she was presented by the cowboys with a beautiful shield made of silver and bearing an appropriate sentiment. Harry Rowell, managing director, is owner of the stock used. Abe Lefton was announcer; judges were Dr. Bob Root, Tom Halley and Francis Fennon; timers, Jack Millerick, Dr. Leslie Herrick and Charles H. Noach; Homer Holcomb and Ed Bowman clowned. Trick roping by Sam Garrett and Tillie Bowman; trick riders, Garrett, Donna Cowan, Bowman and Holcomb. Montie Reger jumped his steer over automobile. Fox Hastings did exhibition bronk riding and steer wrestling. Winners in contests: Saturday—Bronk riding, Harry Knight, Johnny Slater, Burrell Mulkey; steer wrestling, Johnny Drayer, Everett Bowman, Les Sanborn; wild steer race, Earl Batteate, Victor Ross; wild horse race, Lynn Welch, Stanley Laughlin; calf roping, Bill McFarland, Everett Bowman, Andy Jauregui; wild cow milking, Wayne Gutter, Hugh Strickland, Kenneth Windsor. Sunday — Bronk riding, Eddie Woods, Harry Knight, Pete Knight—finals, Harry Knight, Alvin Gordon, Pete Knight; steer wrestling, Dogtown Slim, Leonard Ward, Lloyd Saunders and Everett Bowman tied for third; wild steer race, John Sterrett, Hank Smith; wild horse race, Stanley Laughlin, Rudy Bode; wild cow milking, Al Allen, Asbury Schell, Hugh Bennett; bareback bronk, finals, Al Hayes, Smoky Snyder, Don Tyler, Herb Bolden, Dave Hart; calf roping, Hugh Bennett, Asbury Schell, Bill McFarland—finals, Bill McFarland, Hugh Bennett, Andy Jauregui; team roping, Saunders-Schell, Jauregui-Strickland, Ike Rude-Jauregui, John Bowman-Strickland.

Great American Animal Show Moving on 20 Trucks

NEW ORLEANS, June 1.—The Great American Animal Circus opened here on May 26 and with shows scheduled for six advantageous spots in the city, will remain here until June 3 with two shows daily.

Early Sunday morning show arrived from a two-day stay on the Mississippi Gulf Coast, with 20 trucks, containing 100 trained animals, including ponies, goats, mules, monkeys, greyhounds, dogs and other performing quadrupeds. The performances here, like those since the company left its home at Mobile, Ala., are under auspices of the Parents and Teachers' Association, with special admission price of 10 cents for school children and 25 cents for others. Good weather, unusually cool and dry, helped

attendance. Railroads and the city administration have co-operated in letting the circus use empty lots.

From New Orleans the show moves to other points in South Louisiana and South Mississippi.

COLE NOW—

(Continued from page 38)

tent. New quarter poles had to be installed, new stringers for the seats built and also two new stages, 30 by 30. The show gained four sections of reserved seats and also nine additional lengths of general admission seats. Fred Seymour, general superintendent, and assistants, Charley Lucey, Jack Moore, "Low Down Red," "Full House," Joe Kuta and Don Cook, as well as "Pat" Patterson, are all entitled to take their bows on account of their superhuman efforts. All the bosses did their part and are able to point proudly to the successful attainment.

Business has remained phenomenal. McKeesport, New Castle, Akron, Youngstown, Steubenville, Williamsport, Wilkes-Barre, Scranton and Binghamton have turned in excellent grosses, despite heavy opposition billing. However, the Cole billposters have done their work extra well and the men under Bill Beckell, Frank Mahara and Clyde Willard have obtained advantageous locations in every show stand. Approximately 10,000 sheets of paper are being posted daily.

Another Mack truck has been purchased, which gives the show three Macks and one Fordson tractor. All of Blackie Diller's baggage horses have recovered from their colds and the show and parade are moving on time. Either Al Hoffman or John Corey, the 24-hour man, have everything set for short hauls and excellent parade routes.

For the next few weeks Cole will be the first big show in every stand it appears. Buffalo and Cleveland will be the initial two-day stands, with four locations being played in Detroit in five days.

WORLD'S UNITED—

(Continued from page 38)

advised that there should be a liability bond given by the showfolk to protect him, the lot owner and who by arrangements with the auspices had placed the grounds at disposal of show. It seemed an unusual procedure to demand this, but the lawyer, who could only be reached at home by phone, was adamant.

At this juncture of the proceedings Harry Chipman sent Steve Henry to try to get the matter set. First it was learned that no company would write the insurance demand except Lloyds, of London, and at a prohibitive price, too. Then Henry and I. E. Rubin found that what is known as tenant, owner and landlord liability insurance might suffice. This policy for \$5,000 property damage and \$10,000 personal injury was obtained and at a cost of only \$10. Late that night the show moved on the lot by the acceptance of a second attorney who really represents Victor McLagien. That T. O. and L. policy saves a lot of trouble and anxiety.

AL G. BARNES—

(Continued from page 38)

had gone to showgrounds with a huge bus and loaded up Spud Redrick and his band. Band boys were taken to Desert Hotel, where luncheon was served. From Desert Hotel the band played in its bus to Chamber of Commerce Building, where it then led the parade of four bus loads and 15 cars of orphans and Lions to the circus grounds. All traffic was stopped while caravan passed thru the downtown streets, led by a patrol of motorcycle policemen. Leonard Karsh, on front door, and Harry Bert, inside, had everything in readiness when orphans and their escorts arrived. Later cracker-jack, lemonade and ice cream was served to kiddies by several Spokane debutantes.

Big Business For Hagenbeck

NEW CASTLE, Pa., June 1.—Parkersburg and Huntington, W. Va., each gave the Hagenbeck show a good day's business. A soft lot in Huntington—good matinee and capacity night house. Charleston on May 25 and first real spring weather in more than two weeks, altho a muddy lot. Biggest matinee of season, with hundreds on straw, and good house at night.

A 190-mile run to Columbus, O., over a single-track road, both sections arriving just before noon. With a 1½-mile haul to a new lot on W. Mound street, adjoining Association baseball park, show was up and doors opened shortly after 3 p. m. Matinee given at 4 o'clock, the time scheduled for this Sunday's performance. Show appeared under auspices of the Day Nurseries' Association and show received wonderful publicity, including a moving electric sign in downtown district.

A double-header baseball game on Sunday and a night game on Monday failed to detract from the circus and business was very big at all three performances. Orrin Dawnport, accompanied by Ben Greenwald, of Toledo, saw night show here. George Penny joined Wild West department. Buster Marsh spent the day with his sister and family, Earl and Anna Sutton, Curly Roberts, Cotton Cardinal, Pete and Alice Adams and many other rodeo people who had just closed an engagement here were visitors. Stanley Dawson again visited friends.

Mrs. Dee Hunt and daughters entertained relatives in Springfield. Another nice day, grassy lot and good business. At Marion, O., at a joint meeting of Kiwanis and Rotary clubs, Alfredo Codona, Roy and Elaine De Lano, Bert Nelson and Christiani brothers were guests and entertained members.

Butch Cohn is now in charge of commissary department. Bert Nelson's lion and tiger act is going over big. Bert has added his wrestling lioness as a climax to act and it never fails to thrill the spectators. William W. Durbin, registrar of United States Treasury, an intimate friend of Billy Cronin, saw show in Marion.

Manager Ralph Clawson is well pleased with the smoothness with which the show is moving and with the spirit of harmony and co-operation which makes that possible. Henry Brown, boss hostler, reports all stock in good condition and has only lost one horse, and that one from a broken leg in an unavoidable accident.

EARL SHIPLEY.

Big Day for Cole Bros.' Show at Akron

AKRON, June 1.—Altho Cole Bros.' Circus did not arrive here until almost noon May 23, doors were opened for matinee shortly after 3 o'clock and a three-fourths house saw the show. At night canvas and straw were placed around hippodrome track and the overflow crowd was seated up to ring banks. It was the biggest business a circus has done here in recent years. Weather was ideal.

The show broke in a new downtown lot here at Carroll and Exchange streets, and while cramped for room, it proved ideal, with the sleepers alongside the lot and a three-block haul to the runs.

Lew Delmore, manager of side show, reported business good all along the way. Visitors here were Nick Albanese, Basil McHenry, K. C. De Long, Jack Nedrow, Roy Wild, Ralph Peters, Glenn Harman and Glen Manard.

CALIFORNIA FRANK'S RODEO ATTRACTIONS

at HALF CIRCLE B. RANCH ASHEVILLE, N. C.

A Large Circuit of Fairs To Follow. WANT Cowboys and Cowgirls, Ropers, Trick Riders, Bronk Riders, Bulldoggers. Boozers not wanted. Will buy or lease more Bucking Stock. Address CALIFORNIA FRANK, Fletcher, N. C.

FED AID SOUGHT BY MINN.

Federation Would Have Counties Eligible for Improvement Funds

Minneapolis conference urges National Emergency Relief Council to make allotments to county fairs for renovation and development of grounds and buildings

MINNEAPOLIS, June 1.—Financial aid for county fairs for permanent improvements has been asked of the federal government by Minnesota Federation of County Fairs, meeting here in the Radisson Hotel in annual spring conference on May 23. It was announced by Secretary R. F. Hall, of this city. About 100 fair officials attended, showed great optimism for the coming season and were jubilant because the Legislature has appropriated \$155,000 for county fair premiums this year and a like amount for 1936. Much satisfaction is expressed upon the attitude of legislators toward fairs and the spirit of co-operation existing between the solons and fair boards.

Resolution unanimously adopted for federal aid is:

"Be it resolved by the Minnesota Federation of County Fairs in conference assembled in Minneapolis, Minn., on May 23, 1935, that we respectfully urge the National Emergency Council of the federal government to incorporate in the rules and regulations for the allotment of funds from the Emergency Relief Appropriation Act of 1935 a provision declaring county fairs as eligible to receive allotments for renovation and improvements of the grounds and buildings.

"County fairs are distinctly public institutions, organized and operated under the laws of the State; they are educational institutions, serving the agricultural, dairy and live-stock interests of these various communities and promoting the activities of the organizations of farm boys and girls, such as 4-H and other similar groups."

Thanks to Solons

Possibility of such federal aid for fairs was brought up by Einar Holdale, former Minneapolis congressman, who said he would be glad to take up the subject with federal authorities, believing that Washington would do something for county fairs for permanent improvements. The resolution of the committee, R. S. Thornton, Alexandria, vice-president. (See FED AID SOUGHT on page 44)

Bids Rejected in Raleigh; May Apply for a PWA Loan

RALEIGH, N. C., June 1.—William A. Graham, State Commissioner of Agriculture, said his department rejected all bids for construction of a new building on the State Fairgrounds to replace one destroyed by fire.

The commissioner said he planned to investigate possibility of securing a PWA loan to aid in replacement of the building.

"We have recovered \$15,464.80 thru insurance and, using this with a 45 per cent grant that might be secured from the PWA, would enable the State to erect a \$27,000 building much larger than was proposed," he explained.

Rhode Island Funds Set Up

PROVIDENCE, June 1.—State appropriations for county fair premiums are provided in a bill introduced in the General Assembly by Senator White, South Kingstown, calling for annual sums of \$1,500 to Washington County Agricultural Association, \$1,000 to Newport County Agricultural Association, \$1,000 to Providence County Agricultural Association and \$1,000 to Pawtucket Valley Agricultural Association. Another measure by Senator White makes annual appropriations of \$6,500, to be apportioned to poultry associations.

Banning Named in Nebraska

LINCOLN, June 1.—By appointment of the governor, former Senator W. B. Banning, Union, long a member of Nebraska State Fair board and the board of agriculture, was made director of the fair board. The office was granted in closing days of the legislative session just passed when the former director, Dwight Felton, was named on the liquor commission.

All Space Taken

SAN DIEGO, Calif., June 1.—California Pacific International Exposition officials announced that the sale of advance tickets exceeded all expectation and that all concession space had been sold.

Texas State Show Called Off for '35

DALLAS, June 1.—State Fair of Texas is called off for 1935. Announcement comes thru a letter Otto Herold, president of the State Fair, sent to exhibitors, urging them to plan for a larger and more compelling showing at the Texas Centennial in 1936 and requesting them to contact Col. J. Franklin Bell, newly appointed director of exhibits for the Centennial.

It is understood a race meet will be held, as well as the usual football schedule. It is also planned to stage an elaborate show in the Auditorium in Fair Park here this year.

Cancellation of the 1935 fair had been anticipated, as construction is expected to be near its height on the usual fair dates and the job of correlating the two would be impossible. President Herold is also assistant director of the Centennial.

Buckley on Michigan Board

LANSING, Mich., June 1.—Appointment of Robert P. (Bob) Buckley, secretary of Bad Axe Fair, to the Michigan board of State fair managers has been approved by Governor Frank Fitzgerald.

AUSTIN, Tex.—George Cabbell, San Antonio, former manager of the International Exposition Live-Stock Show, was brought to Austin as secretary-manager of a July 4-6 American Legion celebration in Barton Springs and Zilker Park. He has been active in racing since the passage of the State pari-mutuels bill, having been racing secretary at various plants.

Pomona's Pretentious Prep Work To Make Show Place of Grounds

POMONA, Calif., June 1.—In preparation for the most pretentious Horse Show in its history, a major program, including construction, landscaping and alterations is in progress on Los Angeles County Fair grounds here. Secretary-Manager C. B. Afferbaugh is bending every effort to provide the adequate facilities for the show. The fair will run 17 days, September 13-30. The Horse Show will offer main attraction on the first eight nights, remaining nights to be given over to other entertainment.

Construction of three large horse barns, each with 20 box stalls, will afford accommodations for 60 additional horses and it will not be necessary in future to house horses in temporary quarters. Between 50 and 75 men are employed on the building project. Extensive alterations are in progress in front of the grand stand so that a better view may be had of the race track and the Horse Show arena. Entire



BUT THEY'LL BE THERE, two oldtimers, S. O. Brekke, left, and Andrew Jensen, told Secretary H. L. Finke regarding Minot (N. D.) Northwest Fair's Golden Jubilee. Pioneer days are to be featured during the event.

Minot's Jubilee In Pioneer Note

Finke augmenting acts and races with pageant—rains better gate prospects

MINOT, N. D., June 1.—Nineteen counties in Northwestern North Dakota will aid in celebration of the Golden Jubilee in conjunction with Northwest Fair here on July 1-6. Oldtimers are enthusiastic about the celebration. Two of them, Andrew Jensen and S. O. Brekke, long-time residents of Ward County in which Minot is situated, were here for medical treatment to get rid of crutches when they visited Secretary H. L. Finke to assure him they would attend, even on crutches. A pioneer settlement of real (See MINOT'S JUBILEE on page 44)

Bedford, Pa., Signs Acts

NEW YORK, June 1.—Bedford (Pa.) Fair went back to the George Hamid free-act book with the following layout signed: Pearl Haines Revue, Three Aces, Janet May, Roberta's Circus, Gladstones and Cervone's Band.

Maine Out for Free Act Tops

Eight Pine Tree events go in for heavy grand-stand layouts—Hamid books

NEW YORK, June 1.—Maine's events will not be lacking in excellence of grand-stand bills, to judge by a report from the George Hamid booking office, which has the bulk of the Pine Tree State's fairs signed up.

South Paris is back on the Hamid register after an absence with an outstanding layout consisting of the Winter Garden Revue, Jean Clark and Company, a Japanese act, two acts as yet unannounced and George Ventre's Stetson Band.

Skowhegan has selected the Garden musical, Janet May, the Leotards, Gold Dust Twins, Picchiani Troupe and Ventre's tunes. Bangor will have Aerial Martins, Four Earls, Ebenezer, Jean Jackson Troupe, Cortello's Dogs, Ernie Wiswell's Funny Ford, Chrisman's Aristocratic Goats and Daisy the Wonder Horse.

Presque Isle booked Aunt Jimima and Her Three Pancakes (Randows), Bob Eugene Troupe, Roberta's Circus and DeKohl Troupe. Topsham chose the Rexolas and the Ricardos.

In Blue Hill, Farmington and Union the layouts are being prepared. Other fairs in the State are coming thru within the next two weeks. The State will have plenty of shows between early August and middle October.

LEWISTON, Me., June 1.—Better Homes Exposition, being held in the State armory May 27-June 1 as a project of Mayor Robert J. Wiseman, is using the following acts booked by George Hamid, New York: Burnham, Harris and Scott; the Rexolas, Bud Carrell and Rose, Joe Mandis Trio and the Casting Campbells.

Pyro Festival for Iowa

DES MOINES, June 1.—The "Festival of Light," which proved a sensational attraction during closing days of Chicago's A Century of Progress, and increased nightly attendance at the World's Fair, will be brought to Iowa State Fair. Contracts to stage the festival each night from August 23 thru August 29 were closed between the fair management and Thearle-Duffield Fireworks Company, who planned and presented the festival at Chicago. Iowa State Fair audiences will be first to view this festival since its presentation at the World's Fair, officials said following signing of the contract.

N. Y. Horse Show Plugged

SYRACUSE, June 1.—Premiums for New York State Fair are unchanged at \$65,000 for 1935. Some divisions are more liberally treated, Horse Show going up from \$7,000 to \$12,000. Show will be plugged hard, Governor Lehman giving special sweepstakes prize of \$500 and Captain John Keeley, Troop G, State Police, taking charge for first time. He is director of Troy Horse Show.

Hollowbush Quits in N. C.

WILMINGTON, N. C., June 1.—Liston T. Trulove was elected president of Greater Ten Counties Fair to succeed Charles W. Hollowbush, who announced his resignation because of his affiliation with the American Federation of Labor and American Federation of Musicians. F. W. Peiffer was re-elected secretary-general manager of the fair to be held here on October 14-19. T. E. Cooper was elected vice-president and James J. O'Dwyer, treasurer.

READING, Pa.—Joseph S. Nunemaker is chairman of the Fourth of July committee in charge of a celebration here on July 4-6, during which there will be parades, fireworks, free acts, contests, drum and bugle corps competition and public wedding.

ANDERSON FREE FAIR

Special Events Daily. **6 DAYS 6 NIGHTS 6** 10,000 School Children's Day.

JULY 8 TO 13, INCLUSIVE.

Now ready to contract Concessions. No X, but limited. Straight Stock Wheels. Merchandise only. No buy-outs.

Johnny J. Jones Exposition Has Shows and Rides. All Concessions address

CHAS. E. WILLIAMS,
903 Union Avenue, Anderson, Ind.

WANTED CONCESSIONS, SHOWS, FREE ACTS.

Four Celebrations:

NEW HAVEN, IND., June 18-22, Inc. (Firemen's).

GENEVA (Band), June 28-30, Inc. (Lion's Club), July 4-6, Inc. (Centennial).

WAYNE DALE (Community Association), July 10-13, Inc.

RIDES AND BOOKS.
Address **ELMER URBINE, Manager,** New Haven, Ind.

ATTENTION FAIR SECRETARIES

Now booking our three outstanding Aerial Acts. Act No. 1—High Wire, featuring Elephant Trick with Fireworks. No. 2—High Swinging Ladder. No. 3—Toe Slide for Lids.

RITA AND DUNN, Newark, O.

THE STRATOSPHERE MAN

WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT.

The Most Spectacular and Thrilling Act in Existence. At liberty for Fairs, Parks and Celebrations. Permanent address, care of The Billboard, Cincinnati, O.

WANTED RIDES OR CARNIVAL COMPANY

For Week of July 4.

Horse Races, Drum Corps Contest. Also given away 1,000 tickets. Big per cent.

THOMAS THOMPSON, Socy., Elkader, Iowa.

WANTED CARNIVAL AND RIDES

FOR BIG JULY CELEBRATION, 4-5-6, PORT TOWNSEND, WASH.

Wire **OSCAR SMITH.**

WANTED RIDES, SHOWS, CONCESSIONS

FOR CELEBRATION JULY 3-4.

Featuring **WLS BARN DANCE.** Free Nite Sale. Write

BILL TRACY, Plattville, Wis.

WANTED CONCESSIONS, RIDES, FREE ACTS.

FIREMEN'S CONVENTION

PORTLAND, IND., JUNE 12-19,
CLEM WILSON, Sec'y.

WANTED RIDES, SHOWS, CONCESSIONS,

For July 3 and 4.

AT KANSASVILLE, ILL.
State Routes Nos. 38-100-108.

Boat Races, Free Fish, Fireworks, Swimming, Dancing, Boating. 10,000 people expected. Write

ARTHUR F. KAMP.

Concessions Wanted

Tonawanda Firemen's Convention Committee, Inc. will book immediate Concessions for Firemen's Carnival, July 4, 5 and 6. Address

RALPH W. SIMSON, Chairman,
16 Young Street, Tonawanda, N. Y.

WANT SHOWS AND CONCESSIONS

For One-Day Stand for the 4th of July, for Mammoth Legion Celebration. Fireworks and Free Acts. Write

AMERICAN LEGION POST No. 73,
Vincennes, Ind.

WANTED FOR B. P. O. ELKS' ANNUAL 4TH JULY GRAND CELEBRATION.

FREE ACTS for GRAND STAND. Will consider Unit Act if good. ALSO WANT CONCESSIONS, Rides, etc. Best town in Western Michigan. Money plentiful. Conditions good. WRITE QUICK

GENE YARNELL, Chairman Committee, Ionia, Mich.

WANTED Shows and Games.

Richwood Fair, August 6 to 9.

C. H. STOUT, Secretary, Richwood, O.

WANT RIDES and CONCESSIONS

For 4th of July Celebration, **ODD FELLOWS,** Glasford, Ill.

Duffield Books Cleveland Fete

"Last Days of Pompeii" to be part of Summer Festival—other cities contracted

CHICAGO, June 1.—Charles H. Duffield, head of Charles H. Duffield Fireworks Productions, Inc., has a contract to present the spectacle, *The Last Days of Pompeii*, at the Cleveland Summer Festival, Cleveland, O., on July 22-27.

The festival, under management of Lincoln G. Dickey and Almon R. Shaffer, is being sponsored by the Come to Cleveland Committee of Cleveland Advertising Club, and will be held in the civic stadium. It promises to be the largest event of its kind ever held in the Ohio city. Action will begin with *Cleveland on Parade*, a grand entry of the Caravan of Floats, followed by the 250 people and numerous animals that are part of the spectacle. First part will depict features in the history of Northern Ohio. Second part will include high-class hippodrome acts, circus acts, ballets and specialties, and will close with *The Last Days of Pompeii*.

In connection with the festival 30 tours are being offered winners in popularity contests. There will be two tours to Europe, two to the Pacific Coast, two to the West Indies and 24 shorter tours. An intensive advance ticket sale is being conducted and already thousands of tickets have been sold. All indications point to this being one of the big events of the summer. Management is in especially capable hands, Lincoln G. Dickey being manager of the Auditorium Association of the United States and manager of New York Convention Bureau, and Almon R. Shaffer an outstanding convention director.

The Duffield firm also has signed contracts to present *The Last Days of Pompeii* this season in St. Louis, Pittsburgh, Buffalo, Philadelphia and Atlanta.

Staffs Working Out Texas Centen Plans

DALLAS, June 1.—Frank Watson, of this city, has been named promotional director of Texas Centennial Central Exposition and is organizing his staff. George Dahl, Dallas architect, who made preliminary plans for grounds and buildings, has been appointed permanent head of the technical department. His staff is working day and night to rush work on buildings.

The committee which will supervise expenditure of \$500,000 of the \$3,000,000 State appropriation for promotion, publicity and advertising will be named at an early date by the State Centennial Control Commission.

Col. J. Franklin Bell, director of space and exhibits, is holding daily sales schools for his staff. Billie Rubush, R. H. Turner and H. A. DeLashmott. Colonel Bell, who occupied the same position at A Century of Progress, has secured J. Paul Massmann, who was with him in Chicago, as assistant.

Among many ride and concession men who have called upon Nat D. Rodgers, head of concession department, are Harry Illions, Jack Ruback and Phil Little. Laredo will be first city in Texas to hold a Centennial Celebration, turning its Washington's Birthday party into a celebration, according to plans of Laredo Chamber of Commerce.

Grand-Stand Shows

ERNE WISWELL and his Lizzie of the Sawdust, assisted by Gay Purdy, comedy cop, and Norman (Boop) Pratt, is to play a string of fair dates for George A. Hamid, Inc.

TIERNEY Troupe, jugglers, are at the Merchants Exposition and Food Show, Brookdale Park, Salisbury, N. C., June 3-8.

MERRILL BROS. and Sister played an Elks' Field Day Celebration in Norwich, Conn., on May 30 and will be at a Shrine Circus in Akron, O., June 3-9, before starting a string of fairs and celebrations.

AMONG acts to appear in the grandstand show for Benton County Fair, St.

WANTED! WANTED! WANTED!

A CARNIVAL COMPANY OF MERIT That Can Furnish a Real Midway for

MONTGOMERY COUNTY FAIR, Hatfield, Pa.

NEAREST FAIR TO PHILADELPHIA.

No Carnivals Allowed in Philadelphia This Year.

WEEK SEPT. 2 6 DAYS 6

Over 100,000 People Within Radius of 20 Miles.

We Have Contracted Hamid's Free Acts. Contact E. J. BROOKS, President.

AMERICAN LEGION HOME COMING ANNUAL HOOSIER COON HUNT, OUTDOOR SPORTSMAN'S EXPOSITION

WANTED—Circus, Rides, Concessions, Ponies, Free Acts, Dance Floor. No Games.

JUNE 29-30, ANDERSON, IND.

The Place That Draws Big Crowds.

Write **MARION FISHER, 706 Anderson Bank Bldg.**

CARNIVAL FOR OLD HOME WEEK

July 4, 5, 6 Big Crowds

Amusements. Must Be High Grade.

Write **MR. E. J. MARION** Palmyra, Pa.

NEW DATES Northern Wisconsin District Fair

Chippewa Falls, July 30 - Aug. 4, 1935

For information, rates, etc., write to **A. L. PUTNAM, Secretary-Manager,** Chippewa Falls, Wis.

WANTED SHOWS, RIDES, CONCESSIONS, FREE ACTS

FOR THE BIGGEST AND BEST JULY 4th CELEBRATION IN THE EAST, JULY 4, 5 AND 6, THREE DAYS AND NIGHTS, READING, PA.

PARADES, FIREWORKS, FREE ATTRACTIONS, CONTESTS, DRUM AND BUGLE CORPS COMPETITION, PUBLIC WEDDING, ETC. 100,000 VISITORS DAILY. Virgin spot. No shows, rides or carnivals here in four years. **WANTED—Wheels** that can dispose of merchandise. Positively no grill. Fern's Wheel, Carousel, Chairplane, etc. Also Kiddie Rides. Cook House or Grab, Ice Cream, Candy Apples, Cotton Candy, American Palmistry, Popcorn, Frozen Custard, Scale Men, Balloon and Souvenir Men. Novelty Fairs Men. Ex on a few lines.

JOSEPH S. NUNEMAKER, Chairman, P. O. Box 330, Reading, Pa.

Cloud, Minn., furnished by Williams & Lee, will be the Five Lees and Captain E. H. Hugo, high dive.

KARL L. KING and his band will dedicate a \$25,000 band shell in Ames, Ia., on June 11. They will play American Legion Fourth of July Celebration in Ft. Dodge, Ia., and are booked at Iowa fairs in Des Moines, Alta, Manchester and Spencer.

Fair Grounds



XENIA, O.—Suit for foreclosure on the dog-racing plant in Fairfield is on file here. It was closed on opening night by authorities in 1925. Action was directed against Fairfield Amusement Park, Ltd., with Charles R. Fay, Middletown, chairman.

HART, Mich.—The 64th annual Oceana County Fair, September 10-14, will be a week earlier than ever before. Directors will renovate the large cattle and horse barns and make other improvements, cost to be defrayed from profits of the 1934 show. Oceana Fair property exceeds \$100,000 in valuation.

DE RIDDER, La.—For Beauregard Parish Fair, ward committees, increased to eight members each, will have charge of distribution of the catalog for the fair, October 15-19. Mimic World Shows have been contracted. Lee Nichols is in charge, with Miss Ruth Calvert secretary-treasurer.

Fair Elections

OSHKOSH, Wis.—James Weller was elected president of Winnebago County (See FAIR ELECTIONS on page 45)

WANTED For July 4th Celebration, A SMALL CARNIVAL, consisting of Rides, some Shows, small Concessions, do not conduct locally. No gambling. Percent basis. Write at once for dating. Good crops, plenty of rain. **C. W. DAVIDSON, Wiley, Kan.**

WANTED Rides, Concessions, Acts for FIREMEN'S ANNUAL FOURTH OF JULY CELEBRATION,

At Silver Lake Park. Free Gate, Boating and Fireworks.

Write **A. V. HANSEN, Lame Park, Ia.**

WANTED FOR 8TH ANNUAL 4TH OF JULY CELEBRATION, ASHVILLE, OHIO

Rides, Concessions, Free Acts and Shows. Last year's attendance, 10,000 people.

See **CLYDE BRINKER** or **A. S. COOPER.**

WANTED FOR TENTH ANNUAL HOMECOMING,

Auspices Montgomery Fire Department.

Rides, Shows, Concessions. Will also do business with organized Carnival Company allowing us our Corn Game, Lunch Stand and Quilt Wheel. Write

WALTER DOWNEY, Montgomery, Ind.

WANT CARNIVAL FOR AMERICAN LEGION 4th OF JULY CELEBRATION

Address **E. T. WITTY, Lamar, Mo.**

A-1 CARNIVAL WANTED

Week of July 4. Air Circus, Style Show, etc., on above date. Act quick. 15,000 attendance last year. **SIKESTON MUNICIPAL AIRPORT,** Sikeston, Mo.

WANTED Carnival Company or Rides, Shows and Concessions, for RODEO AND AMERICAN LEGION CELEBRATION, July 2, 3 and 4, Osage, Ia.

WANTED LARGE CARNIVAL

For June or July, V. F. W. Celebration. Good spot. All in first letter. **NANCY-LUZON POST,** Rosella Park, N. J.

WANTED FREE ACTS

DECATUR FREE STREET FAIR, August 5 to 10.

Write **J. E. ELBERSON, Decatur, Ind.**

WANTED FREE ACTS

JULY 4TH CELEBRATION, Auspices American Legion. Address **FRED E. PERRY, Hillsdale, Mich.**

WANTED Carnival to play Silvia, Ill., some time in June or July, under auspices of V. F. W. Write **N. CABRY, 618 17th Ave., East Moline, Ill.**

WANTED—CARNIVAL

Fourth July Week. Concessions, Shows, Rides, July 4th Celebration. **AMERICAN LEGION,** Paola, Kan.

SAN DIEGO EXPO.

(Continued from page 3)

from time high-sterned galleons of Juan Rodriguez Cabrillo sailed into San Diego Bay and claimed California for Spain, thru the present, and gives a glimpse into the future.

Grounds occupy 800 acres in Balboa Park, called one of the five most beautiful parks in the world. In the center of San Diego, it covers more than 1,400 acres. All permanent buildings of the Panama California Exposition of 1915 are of Spanish Renaissance and Spanish Colonial design, and have been utilized as exhibit palaces in this exposition. Added to these are many new structures, a total of more than 100. New buildings combine the two oldest and most typically American schools of architecture, ancient Mayan and Indian Pueblo. Little or no ornamentation is used, architects depending almost wholly upon native, blooming flowers and vines. These floral decorations are set in concealed planting boxes in the parapets, and trail over the sides in hanging garden effects.

Exposition section is laid out in form of the letter S, extending from northeast to southwest. Amusement zone forms top of the S, middle section being exhibit palaces and lower portion devoted to additional exhibit palaces and industrial buildings. Huge buses, 100-passenger capacity, are available for grounds tours.

Exhibit Palaces

Palace of Science is tallest of the exhibit structures, rearing its jeweled tower and housing such examples of progress as ancient Peruvian surgery, 5,000 weapons gathered from every corner of the globe, priceless Monte Alban jewel collection loaned by the Mexican government and newest marvels of modern telephony.

Palace of Foods and Beverages has displays and demonstrations of everything pertaining to those subjects, from latest type of patented can opener to most modern multi-operations bottling machines.

Palace of Electricity and Varied Industries is devoted to electrical machinery and devices as well as business and office machinery. Outstanding in exhibits is the famous "House of Magic," an amazing series of electrical demonstrations.

Palace of Natural History contains 397,038 specimens of birds, fish, animals, reptiles and plants.

Palace of Fine Arts houses one of the finest collections of old masters and moderns in the United States, including a priceless Gobelin tapestry and Rubens' "The Holy Family."

Palace of Photography contains the Fifth Annual Salon of Photography, in which photographers from all parts of the world are competing.

Palace of Travel, Transportation and Water, thru animated exhibits, tells a graphic story of the strides made by transportation in the last 400 years, from the oxcart to today's speedy methods of travel by land, water and air.

Palace of Better Housing and its adjacent Federal Housing Administration exhibit shows, in countless displays, everything that has to do with the home and home ownership from basement to attic. "Modeltown" and "Modernization Magic" show two phases of FHA work.

Palace of Education is dedicated to modern scholastic training. House of Charm is the center of style and domestic arts, with everything that appeals to feminine taste and beauty.

Hollywood Motion Picture Hall of Fame shows the story of the motion picture, graphically presented, with articles which made some stars famous, such as Chaplin's big shoes, curls of Mary Pickford and similar items.

House of Hospitality is meeting place of out-of-State visitors and where visiting dignitaries are entertained.

Cafe of the World is one of the brightest spots in the exposition. Visitors from all nations may find here their native dishes, tastefully served.

Press Building houses accommodations for representatives of newspapers, radio, newsmen, magazines and other channels of news dissemination. Here is also located The Billboard representative.

Special Exhibit Palaces

Individual exhibitors, United States Government, State of California and others have spent millions for participation in America's Exposition. Federal Building cost \$350,000 and has exhibits of more than 20 government departments. The building is of Mayan design, said to be one of the finest of its type ever developed. California Building, costing \$90,000, provides display space for the counties, a huge exhibit of the State government, showing products of California. Ford Exhibit Palace is a beautiful

structure, 118,000 square feet of exhibit space, devoted to actual manufacture of parts and display of cars. Firestone Singing Fountains offer striking combinations of music, lights and water. Standard Oil Tower to the Sun, in its exhibit space, tells a graphic story of petroleum. Shell Oil Building is devoted almost entirely to travel information graphically set before visitors by a huge map, with varicolored neon tubes forming principal highways. Bank of America Building is the "smallest big bank in the world," with full banking facilities. Christian Science Monitor Building has as its principal motif the promotion of international good will. Building of the Latter Day Saints is headquarters for that religious group. Hollywood Potteries exhibit the most improved methods of manufacture of clay products. California Exposition Home is a model structure, completely furnished in the newest style, and valued at \$50,000. Palmer Steel House, dwelling entirely of steel, is a very interesting exhibit.

Gardens

One of the most beautiful spots on the grounds is the faithful reproduction of the gardens of the Casa del Rey Moro, Ronda, Spain. Another is reproduction of a section of the gardens of the Alcazar, Seville, Spain. California Gardens present a colorful array of native flowers, rock gardens and pools. Quaint bridges, stone lamps and limpid pools interest visitors to the Japanese Gardens. Flowerland is a model garden spot in the Spanish Village. Fronting the Botanical Garden is the Laguna de Espejo (Mirror Lake), a pool which reflects surrounding buildings by day and catches soft hues of an electric fountain at night. All of Balboa Park is a riot of tropical and sub-tropical growth. Flora which is regarded as hot-house growth in many parts of the country blooms openly in Balboa Park.

Music

Musically, the exposition presents a never-to-be-forgotten picture. Organ Amphitheater is the most magnificent instrument of its kind in the world. Daily concerts are presented. In Ford Music Bowl, a huge amphitheater, daily symphonies, musicals, chorals, band concerts, ballets and stage presentation are offered. All musical presentations are handled by an efficiently staffed exposition musical department.

Lighting

America's Exposition strikes a new note in nocturnal beauty by offering a night scene hitherto unrevealed. This is accomplished thru use of color screens on concealed floodlights, cast against exhibit palaces so as to accentuate their architectural perfection. Also colored floods cast their soft rays against trees and shrubbery.

Arco del Porvenir (Arch of the Future) dominates the Plaza del Pacifico in heart of the grounds and midway between eastern and western entrances on the Avenue of Palaces. Done in stately Spanish Renaissance manner, it houses central control of the public address system and floodlights with 4,000,000 candlepower. Its decorative effect is enhanced by reflecting pools on either side, illuminated by under-water lighting.

Gay, colorfully costumed senoritas and picturesque flower stands brighten Plaza del Pacifico, where a typical Mexican flower mart presents one of the most delightful scenes on the grounds.

Naturally, the Amusement Zone is brightly illuminated.

Colorful Sections

House of Pacific Relations is the foreign colony participation composed of 15 hacienda-type cottages, with floral patios, surrounding a central court and pool and dedicated to international peace and amity. Picturesque architecture of Old Spain is reproduced faithfully in the Spanish Village, an area of 90,000 square feet and containing numerous units. It is the largest village of its kind ever built for an exposition. Olive trees, colorful blooms, a lively merchandise bazaar and a gay patio cafe add to its attractiveness.

One of the high spots of interest is the Exposition Zoological Gardens, housing 2,500 animals, birds and reptiles, and with many rare specimens. Mrs. Belle Benchley, curator of this zoo, is the only woman zoo keeper in the world.

Amusement Zone

This section—the Midway—a kaleidoscope of merry-making which offers an unrivaled group of attractions and rides, is 1,200 feet long and 350 deep, with 40-foot promenade, called "El Zocalo," presenting every conceivable type of architecture. Attractions in the Amusement

Zone are valued at more than \$1,500,000 and include:

Lew Dufour and Joe Rogers' "Crime Never Pays," "Snake Farm," "Life" and "Two-Headed Baby."

J. Dwight Funk and Frank Zambreno's "Sensations," "Venus Electra."

C. C. Pyle's Ripley's "Believe It or Not," Stanley Graham and Nate Eagle's "Midget City," "Midget Farm," "Miss America," "Zoro Gardens" and "Nudist Colony."

J. S. Madill and Harry Oliver's "Gold Gulch."

Gay's "Lion Farm." W. L. Dana's "Boulder Dam." Harry Wooding's "Toyland." Alvin Zielesch's "Laff in the Dark." E. R. Koehler's "Glove of Death." Raoul Ranieri's "Venetian Glass Blowers."

J. A. Harvey Jr.'s "Stella" and "Lens Wonders of the World."

Jack Rose's "Street of Paris." Ross Reed's "Days of Saladin," Kellogg's Horses.

Joseph Lowndes and Billy McMahon's "Loop-o-Plane." H. M. (Tony) Tripp's "Swooper."

Shakespeare's Old Globe Theater, under the direction of Thomas Wood Stevens.

"End of the Trail," with 150 Indians from 30 tribes, is being staged by John Sirigo and Robert E. Callahan.

D. D. Radenbaugh's "Aero-Plane." H. E. Wooding's "Pony Race Track and Rides."

J. Ed Brown is in charge of the entire midway.

Fond parents won't have to scout around for someone to keep an eye on younger members of the family when they decide to visit America's exposition. One of the finest baby-parking establishments in the country, under direction of W. L. Dana, "Babyland," a full-fledged nursery, will be operated near the eastern entrance. "Babyland" will have a diet kitchen, cribs, toys, sand piles, and doctors and nurses, trained in care of infants, will be in charge.

Abridged versions of five plays of Shakespeare will be presented at the old Globe Theater at the exposition. A cast of 27 players, under direction of Thomas Wood Stevens, will enact *The Taming of the Shrew*, *Julius Caesar*, *The Comedy of Errors*, *As You Like It* and *A Midsummer Night's Dream*. Performances are given at 2:30, 3:30, 4:30 p.m. and 7, 8 and 9 p.m. Free to visitors on the green in front of the theater, at hourly intervals will be a series of old English folk dances, performed by a special company.

Visitors to the new Motion Picture Hall of Fame on opening day met many film actors and actresses in person. Among those who attended ceremonies at the cinema exhibit, sponsored by the Screen Actors Guild and Dominos Club of Hollywood, were Edward G. Robinson, Sally Eilers, Binnie Barnes, Thelma Todd, Betty Furness, Mary Brian, Lee Tracy, Robert Young, Edward Arnold, Warren William and Lucille Webster Gleason.

Nationally prominent persons are included on the music committee of the exposition, headed by Charles Wakefield Cadman. Members are Louis Bangert, Fred Beldeman, Carrie Jacobs Bond, Mary Montgomery Brackett, Jessie T. Buker, Nell Cave, Mrs. R. deLeocaire, Mrs. John D. Fredericks, Gertrude Gilbert, Dr. Edwin Franco Goldman, Myron B. Green, A. A. Harding, Constance Herreshoff, Florence M. Irish, Joseph M. Kendall, Dr. R. E. von KleinSmid, Hattie O. Lambrechts, Alice M. Lannon, Grace Widney Mabey, Paul Males, W. J. Meader, Martha Marrs, Mrs. A. V. Mayrhofer, Phil Maxwell, Wallace Moody, A. H. Morrison, Marguerite B. Nobles, M. C. Pfefferkorn, Mrs. W. H. Porterfield, William F. Reyer, Mrs. Lionel Ridout, Loleta L. Rowan, Ernestine Schumann-Heink, J. G. Seibold, Paul Clarke Stauffer, Alice Barnett Stevenson, Frederick A. Stock, Mamie V. Sullivan, Max L. Swarthout and Alice Warwick.

MINOT'S JUBILEE

(Continued from page 42)

log buildings built 50 years ago upon the site of the fairgrounds is to be the center of activity for oldtimers at the jubilee. Heavy rains have assured excellent crop prospects and heightened attendance prospects.

Fireworks to feature the "portrayal in flame" of one representative pioneer from

each county is planned. Wild buffalo riding by Indians will head attractions planned by the Walt Ray Rodeo, Medora, N. D. White riders will round out the field of contestants in that division and Shorty Grogan's miniature rodeo will be a feature.

The revue, Miller's Jewels, will present *Golden Memories*, three-fourths of the numbers to be old fashioned and the remainder modern. Dean and Johnson, originators of the cakewalk of the '90s, will do their specialty again here. There will also be a baby symphony, developed locally; a county chorus of 400 grade-school voices and a pageant.

Regular fair features include Live-Stock Show, United Shows of America, J. Alex Sloan's auto races; music by Minot Band, free acts under direction of revue officials, machinery exhibits, industrial exposition, 4-H and home-makers, women's exhibits and educational departments. Efforts are on to get Sioux City, Ia., stockyards White Horse Patrol.

FED AID SOUGHT

(Continued from page 42)

dent, as chairman; E. U. Berdahl, Minneapolis, and Ben Campbell, Utica, was then passed to afford Mr. Hoidale a basis upon which to work. It is planned to get immediate contact with federal officials thru the office of Mr. Hoidale, with support of the federation.

This resolution upon legislation also was unanimously adopted:

"Be it resolved by the Minnesota Federation of County Fairs that we thank most sincerely the members of both houses of the Minnesota Legislature for their interest in the county fair organizations of the State and for their confidence in such organizations, as expressed by the action of the Legislature in the appropriations provided under the 1935 session laws.

"That it is appreciated, not only by the several and different officers of the fair associations throughout the State, but also by the patrons and exhibitors, numbering many thousands, who will receive the direct benefit of the money so appropriated."

Praise From Hall

"Organizations making up the State association are complimented," said Secretary Hall, "for their splendid individual co-operation during the last legislative session. Thru their unselfish service county fairs of today are on a higher plane in Minnesota and are appreciated more by the public than ever before in the history of our State. This was evidenced not only by the 1,400,000 people who attended our fairs last year, but because every agency in the State is boosting for the county fairs at this time; they appreciate the fact that Minnesota agriculturally is being built up thru the avenue of the county fair."

Secretary Raymond A. Lee, Minnesota State Fair, speaking on State and county fair legislation, declared it was only thru the real co-operative work done that the fair men could have secured the many favorable laws enacted in the State for the benefit of fairs and that because of this united policy it has been possible to secure appropriations for future advancement.

President Ed Zimmerhalk, Caledonia, urged a continuance of co-operative effort and personal expressions of appreciation, saying "give the bouquets to the living, rather than wait until after they are gone before handing out the flowers which they cannot appreciate."

Big Crops Forecast

Vice-President Thornton assisted the president in round-table discussions and gave some constructive ideas on conduct of real, live county fairs, such as the one he represents in Alexandria. Kermit Biefkamp, secretary of Rock County Fair, Luverne, who plans to pay cash on all premiums won at that fair this year, explained the forms to be used. Dealing with reputable companies was emphasized by Secretary Whitney Murray, Wadena, in a talk on his experiences with games, rides and other attractions.

At a buffet luncheon at noon Florence Reinmuth, Minneapolis, presented three entertainment numbers. Henry Gordon, Minneapolis magician, told what the public demands in entertainment and led an interesting round of discussion regarding a peppy, continuous attractions program. O. W. Hinck, Minneapolis, spoke on behalf of thrill days at county fairs. From every corner of the State came reports of conditions favorable for bountiful crops and for an exceptionally good year for fairs.



By CLAUDE R. ELLIS
(Cincinnati Office)

ED LEHARD, operator of roller rinks in the Youngstown (O.) district and several Western Pennsylvania spots, closed in Rayen-Wood Auditorium, which he operated all winter, and reopened his summer rink in Idora Park, Youngstown, on May 25.

JAMES C. AFFENIT, vet pro speed skater, advises that in another Daily News roller skating derby in Central Park, New York City, on June 9, Miss Tillie Bower, New York, who made a great showing last year, has entered in the seniors and will skate against the winners of last year and many other stars. He promises a surprise entry in the Class A amateurs.

EARL J. FRYE, many years identified with roller rinks in Canton, O., is now excursion agent and picnic man for Meyers Lake Park there. For the past two years he has operated the roller rink in the park, and prior to that was operator of Land o' Dance Rink in downtown Canton and other rinks in Eastern Ohio.

REOPENING of Rocky Springs Park Roller Rink, Lancaster, Pa., on May 27 marked the 25th year of Manager Charles DePhillips in the biz. This summer he will manage three rinks in Lancaster, one in Rocky Springs and two in Maple Grove Park, which opened on May 30. One of these is operated summer and winter and the other is an outdoor rink, one of the largest of its kind in the country, on which outdoor steel skates are used. Recent visitors to Maple Grove Rink were Mr. and Mrs. Guy M. Collins and family, fancy skaters, Columbia, Pa. Collins has been known for 20 years in vaudeville as "Revolving Collins, Fun on Skates," trick roller skater and juggler.

THE EIGHT ROLLING LADIES, flash roller-skating act, are at the Bobino in Paris. The Skating Hamiltons have returned to Paris.

LEXINGTON Roller Rink opened in East Liberty, Pittsburgh, for the summer with a new floor and modern accommodations. There are sessions nightly, with afternoon programs on Tuesdays, Thursdays and Saturdays. Free lessons to beginners are given. Manager Hyatt D. Ruhlman saying this is one of the best drawing features for any rink.

Clerk's Version

By E. E. SHEPHERD
Chief Clerk of Course.

The six-day roller race in Chicago, which started Sunday night, May 19, at 8 p.m., came to an unexpected climax Saturday morning after the 1 a.m. sprints. The end came before it ran the full six days, due to the promoters, James R. Handry, Wynn L. Greenwood and Robert L. Montgomery, all running

out and leaving the skaters and those connected holding the bag.

The show could have finished had the promoters stuck, as did the balance of those connected with the show. The promoters did not live up to their contracts given to each racer and when it was time to pay the racers according to their contracts they took the run-out powder and left everybody high and dry. Those left tried to carry on the show but, due to lack of publicity prior to the start and during the race, felt that those racers left would not get enough money to justify their finishing the six days, so the doors closed after the 1 a.m. sprints Saturday morning, with no one getting any money except the promoters and the Coliseum. Much credit should be given to Charles McCormack, owner of Madison Gardens Roller Rink there, and Harry Hanley, chief judge of the race, for the interest they showed in trying to keep the show going, but due to conditions beyond their control it was impossible to run the show any longer.

The contestants that started were: 1. Ivy King, Montreal. 2. Mea Walters, Oklahoma; team, Ramblers; colors, white. 3. Tom Murphy, St. Louis. 4. Henry Boerste, Chicago; team, Cyclones; colors, dark blue. 5. Sue Lloyd, Cleveland. 6. Audrey Laverne Kulp, Chicago; team, Chicago Bears; colors, royal blue. 7. Kate Dewey, Indiana. 8. Frenchie de la Barthe, France; team, Tigers; color, green. 9. Jole Ray, New York. 10. Joe Laurey, Chicago; team, Champions; colors, scarlet. 11. Jack Cummings, Chicago. 12. Eddie Kelly, Miami; team, Pirates; colors, pink. 13. Ed Bestor, Chicago. 14. Harold Anderson, Chicago; team, Norwegian Americans; colors, purple. 15. Bob Hamilton, Omaha. 16. Vi Swanson, Davenport; team, All Stars; colors, red. 17. Andy Fleschman, Chicago. 18. Willard Spicer, De Kalb; team, Flying Dutchman; colors, old gold. 19. Joe Kleats, Indianapolis. 20. Wesley Aronson, Chicago; team, Yankees; colors, orange. 21. Stanley Klaus, Chicago. 22. Leo Leonard Zuk, Chicago; team, Western Union; colors, black. 23. Charles Hebner, Los Angeles. 24. Pat Bogosian, San Francisco; team, Cowboys; colors, gray. 25. Howard Sundwall, Chicago Mail Order. 26. Ace Crowder, Olivet Institute; team, Winners; colors, gold. 27. John Schmit, Germany. 28. Frank Molley, Pittsburgh; team, Cubs; colors, maroon. 29. Walter Kimbrough, Detroit. 30. Edward J. Scheider, Louisville; team, Humdingers; colors, cardinal.

When the doors closed the racers had traveled 872 miles in 127 hours. Those who finished are: 19. Joe Kleats, and 20. Wesley Aronson. 9. Jole Ray, and 10. Joe Laurey. 15. Bob Hamilton, and 16. Vi Swanson. 17. Jack Cummings, and 18. Willard Spicer. 13. Ed Bestor, and 14. Charles Hebner. 1. Ivy King, and 2. Mea Walters.

The first three teams and the girls' team were the only original teams to finish; the other two were rebuilt teams. Those among the officials who stayed until the finish are J. Charles McCormack, Henry F. Whitcomb Jr. and Freddie Martin, honorary judges; Harry Hanley and George K. Smith, judges; Harold Schulze, Frank Ward and Jack MacNamara, checkers; Chester Svaar, chiroprapist; Harold (Shorty) Fall and Dan C. Hirschfeld, public address; William Garr, chief trainer; Adam Kreher and James O'Hara, skate mechanics, and myself as chief clerk of course.

Celebrities from other fields of sports who witnessed this six-day roller race on several occasions proclaimed that a six-day roller race carries with it the thrills and excitement not seen in any other kind of contest. Six-day roller races hold a wonderful future for the type of promoters who play square with the racers, and the future interest of racing should be developed by those qualified and interested in developing the future racing stars of the present generation.

On Rollers in England

By CYRIL BEASTALL

My third personality sketch is double-featured and refers to the Lidstones, Jim and Joan, leading roller dance pair on this side of the Atlantic.

Jim and Joan Lidstone, altho only 19 and 17, respectively, have done big things in the comparatively short time they have been skating. This brilliant pair, brother and sister, first took real interest in roller skating when they visited New Palais Rink in their home town of Derby in October, 1931, during a char-

ity carnival which featured on the program an exhibition of pair skating by Mrs. Gladys Frost and A. Wood, two foremost local performers. Jim and Joan were very interested in what they saw and decided to give roller skating a trial, encouraged by their parents, who had been enthusiastic skaters many years and who do a little on rollers today.

After a few weeks they had mastered plain skating and began to take up roller hockey and speed work. Jim was soon a regular member of the original Derby All Blacks, first team, while his sister had, after a little practice, no superior among local girl players, who were very active about that time. In 1932 they joined Leicester Boulevard R. S. C. and Jim soon made his mark among the younger speedmen and eventually became junior club champion, winning several important events.

Joan also possessed a fine turn of speed, but had not the same opportunities to compete and display that superiority which she undoubtedly possessed (owing to few ladies' races being promoted), having to be content with "run-away" successes in purely local events. At opening of the 1932-'33 season the Lidstones turned attention to dance and figure work to such effect that they defeated all comers in amateur roller dance championship of Great Britain that season, a remarkable achievement.

Since that time this young couple have confined activities mainly to dance and figure skating, winning roller dance championship each year since and holding Faudel Phillips cups which go to champions annually. In 1934 came their first serious attempt to gain national honors for figure skating on rollers, Ronald D. Gilbey winning the championship (international style) with Jim Lidstone fourth and his sister fifth, which was good going for their initial effort. This year Jimmy had improved to a remarkable extent and actually won the figures championship, taking the Richardson cup home at his second attempt, while Joan finished fifth again.

I wonder what these two gifted young people will achieve in the coming season. To see them in action is sheer delight to those who appreciate grace of movement, and they are frequently asked to give exhibitions in various parts of the country; they are familiar figures in Embassy Rink, Birmingham, world's largest rollerdrome. At the special NSA night staged in Alexandra Palace, London, in February, when the leading performers in each branch of roller skating were invited to give a display, the Lidstones came as first choice for pair skating and their performance aroused exceptionally favorable comment, many famous old-time skaters being present.

When Jim Lidstone abandoned roller hockey for dance and figure skating, the game lost one of the most promising players I have even seen, but I hope to see him stage a comeback to speed circles this summer. I expect to revive roller racing in Derby shortly and have already rounded up some of the old speed boys with a view to forming a club in New Palais Rink, Derby. Jim Lidstone was the first person I approached and he has promised to take a very active interest as soon as practices begin.

The career of Jim and Joan Lidstone has been one run of success and seems likely to continue so. They have the measure of all the "old stagers," so far as dance skating is concerned, and until such time as some of the younger skaters develop any ability they may have, the Derby pair should remain pre-eminent.

FAIR ELECTIONS

(Continued from page 43)

Fair Association, succeeding the late E. E. Beals. A. F. Schroeder, Winneconne, was elected vice-president and D. K. Allen director for the unexpired term.

SACRAMENTO.—A. B. Miller, Fontana.

who has been active for California State Fair many years, was reappointed a director of the fair. Adolph Camarillo, Camillo, and W. A. Kennedy, Pomona, were also named to the board.

BLUFFTON, Ind.—Bluffton Street Fair Association elected Hoyt Hartman president to succeed G. O. Rider; Seth Snider, Forrest Woodward, vice-presidents; Carl Helms, secretary; P. J. Tangeman, treasurer.

SHREVEPORT, La.—J. K. Findley, vice-chairman, was elected to succeed the late Col. J. B. Ardis as general chairman of Shreveport Centennial, June 28-July 4. Other officers are retained, with M. M. Levy, secretary.

UNDER THE MARQUEE—

(Continued from page 40)

a light matinee but wonderful business at night. Show this year can seat approximately 4,000 under a 100-foot big top with four 40s. Side and pit shows also did well.

HENRY RINGLING JR. visited Sells-Sterling at Madison, Wis., and after night show entertained King Baile, side-show manager, and Bob Couls at his apartment. Ringling is attending the University at Madison. Baile had a great day at La Crosse, Wis. Opened at 10 o'clock and did not close until after big show was down. Rodatz, magician, wife and daughter, Grayce, visited at Kenosha.

FRANCES LINDY, prize-winning German shepherd dog, owned by Mrs. L. L. Ingham, mother of Rex M. Ingham, of Rosslyn, Va., was again a winner in the sixth annual Dog Show staged by the National Capital Kennel Club in Washington, D. C., recently. Frances was born on Barton Bros.' Circus in 1926 and in the last five years has won over 50 first-prize ribbons at the leading dog shows all over the country.

JACK LAMPTON, formerly a musician with various circus bands, will not troupe this season, having contracted with the Lake Erie Racing Circuit to handle programs for circuit, which opened at Hamburg, N. Y., May 30, and will close at Youngstown, O., August 3. He then will fill contracts at various Ohio, Pennsylvania and Southern meetings, where he is to act as starting judge and program, closing his season in Winston-Salem, N. C., last of October. Lampton met Cole opposition brigade in Buffalo.

HOUSTON PICKUPS—The Frank Walters Circus is "in the movies." Animals and equipment were used in filming a circus picture here recently. The Walters show, which played as a grandstand attraction at recent Fat Stock Show, will play other dates. . . . C. W. Green has rejoined the Phil Little concessions. . . . Clara (Tommy) Williams made a trip to California recently. . . . Clarence (Red) Shelton, who was injured in an auto accident some weeks ago, is not doing so well. Several broken ribs have refused to mend as they should.

THE FOLLOWING appeared in the 25 Years Ago column of The Rockville (Conn.) Leader of May 3 concerning John H. Yost, retired trouper and CPA member: "Manager John H. Yost of the Imperial Theater has returned from New York City. He was in the metropolis for several days, the guest of 'Tambo and Tambo,' Rockville boys who have won fame and glory on the stage and who have traveled all over the world. Mr. Yost attended all the shows, including the Hippodrome, Buffalo Bill's at Madison Square Garden, Barnum & Bailey's Circus at Brooklyn, Hammerstein's and William Morris' American Music Hall, the leading vaudeville theater of New York. He also attended the American League baseball games. He met many foreign and American performers."



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SEASON'S SWING BOWED IN

Ball Rolls at Playland, Rye

Westchester County project gets summer sun after week of breezes—new devices

RYE, N. Y., June 1.—Playland started its eighth season as a county project a week ago Saturday, but it wasn't until the past week-end that real park weather emerged. In cold or in heat Playland is as brilliant and sparkling as ever and the beach and pool are beginning to get a play, which indicates that general park attractions are due to be well patronized.

Free act schedule got under way on May 25 and the fireworks on Tuesday, the pyrotechnics to be offered on that day throughout the season.

Gamut of Devices

Newest among the rides in a park that runs the entire gamut of devices are the Scoota Boats, operated by R. S. Uzzell. New show is the Witches' Forest in which Fred Fansher and W. F. Larkin share partnership. It's managed by Walter De Luna. An automatic device, with cage and all, in which batting practice is the idea, is new here.

Col. I. Austin Kelly is back, after a lapse, with the buffet restaurants at entrances, with J. Morgan continuing as manager of the bathhouse eatery and cafeteria. Kelly also has the beach self-service.

Gus Rosasco is operating the 20 games in as fine a line of booths and merchandise displays, including the huge Chink bazaar, as can be seen anywhere. Jack Fraser is at the dart game with Andy Laise and Jack Cliffe is putting in his eighth consec season as announcer and commentator in the Music Tower which offers a majestic sight at the end of the mall.

Boat Races Carded

The county's first try at big-time race promotion occurs on Playland Lake on June 15 when the park will play host to the Middle Atlantic Outboard cham.—(See BALL ROLLS on page 49)

Completing Conneaut Work

CONNENAUT LAKE, Pa., June 1.—William L. Baker, president and general manager of Conneaut Lake Park, who was four years general manager of Keystone Athletic Club and 12 years associate general manager of William Penn and Fort Pitt hotels, all of Pittsburgh, announced a \$100,000 rehabilitation program in the park is nearing completion. Project included newly dredged white sand beach, new tennis courts, lounging lawn for sun bathers, skeet field for trapshooters, putting lawn for golfers and a reconstructed midway.

Sylvan To Feature Outings

HOUSTON, Tex., June 1.—Sylvan Beach Park will be open until Labor Day with a new policy of setting aside Saturdays, Sundays and holidays for the public, while all other days will be available for exclusive lease by clubs and other groups. Bookings have been made well into the season. Opening had Jerry Johnson and his singing band, featuring Alice Joy. Headed by E. L. Crain and Major R. S. Decker, the resort is again managed by R. S. Lindemood, with Patricia Singleton in the office.

Taken for 1,000 Rides

CINCINNATI, June 1.—Some thief is all set for a summer's merriment at Coney Island here, according to a report to police by Ernest Meyer, manager of the Strand Theater Building, in which are the downtown offices of the Coney Island Company. His auto was broken into while parked on a street and 1,000 tickets to the various rides were stolen.

Sportlands

THE Sportland as a feature of amusement parks, piers, beaches and resorts is spreading rapidly. Quite a number of these enterprises are already offering this form of amusement and others are either installing it or planning to do so within the next few weeks.

It would be well for park owners and managers to watch the Sportland department in the Amusement Machines division of The Billboard each week and read what opportunities are offered therein for increased revenue in parks.

Approximately 300 representative parks of the United States and Canada have coin-operated amusement machines on their programs.



FRANK P. GRAVATT, president and general manager of Steel Pier, Atlantic City, who is anticipating a record year at the Jersey playground and making preparations accordingly. In an effort to secure new open-air turns, he is co-operating with George Hamid, New York, in sending a representative abroad to scout talent.

View Bright for Jantzen

PORTLAND, Ore., June 1.—Jantzen Beach had an outstanding opening, with near-capacity business. Because of continued warm weather the pool under supervision of Paul H. Huedepohl may hang up a record season. The Journal Junior, kids organization, opened with a parade and "hollering" contest, which was heard for miles. Manager Harvey Wells predicts 1935 will go down as the park's best year.

New Record for Ciney Zoo

CINCINNATI, June 1.—Management of Cincinnati Zoological Garden announced that Sunday's attendance broke all pre-season records, fine weather and attractions bringing out 6,237 persons. Regular Zoo season opened on Decoration Day with a special program.

A. C. Piers and Beach Get Off To What Appears Record Season

ATLANTIC CITY, June 1.—Summer season officially opened on Decoration Day with large crowds despite the date falling on an off day. Hotels had many reservations for a four-day period, giving amusements and eating houses one of the best week-ends to date, with a prediction that the summer will be a record one. Penny ran several specials in, including New York sections.

Bathing season's special ceremony at South Carolina avenue and the beach had Annette Kellerman presiding. Mayor Harry Bacharach; Dr. Charles Bossert, chief of beach patrol, and life guards went thru routines for movie cameramen while bathing beauties hit the surf in the latest creations. Models taking part were Ethel Farrell, Bunny Hanstein, Muriel Johnstone, Grace McGowan, Virginia Thoms, Frances Flag, Mariam Marhefka, Ruth LeRoy, Cynthia

Free Acts Up to Par

Eastern spots resume with novelty turns, finding them source of pulling power

NEW YORK, June 1.—Free acts will get just as much and more work in amusement parks this season, according to indications at this early stage of the game. Following is a part schedule of free act bookings during the early season at some major metropolitan playgrounds:

Playland, Rye—Eugene Troupe and Winnifred Colleano for two weeks starting the past Saturday. Billy Ritchey's Water Show, June 3, and Brava, June 24, both for two weeks.

Pallsades, Pallsade, N. J.—Four Ladies and Golda Honey at its opening on Memorial Day, 11 days, then Four American Eagles for a week and Rob Cimse for two weeks.

Grand View, Singac, N. J.—Circus type program, with Aristocratic Goats for a week starting past Thursday (park opening), and two acts from James Victor.

Atlantic Highlands, N. J.—Four Queens of the Air free-turned it at past Saturday opening, with Ralph Curran beginning a week today. Manager Pierre Venner has booked a 14-piece band for ballroom, put in a Custer ride, Loop-O-Plane, Glass House and signed a new concession line. Excursion tieups made. (See FREE ACTS on page 49)

Olympic's "Death Valley"

IRVINGTON, N. J., June 1.—Dolly Muth Carroll's Death Valley Show opened at Olympic Park on Sunday, exhibiting a rare collection of alligators and a line of other reptiles. She has a den of rattlers that is among the largest ever shown outside public zoos. Show front carries out title, with old wagon wheels, cactus and cattle skeletons, including steers and oxen.

Stierhem, Eleanor Stierhem, Christine Scull, Eleanor Jordan, Evelyn Lantry, Marie Mendte, Violet Johnston and Doris Murland.

The horses bid good-bye for another year, the riding sport being thrown into the discard for bathing. Twelve life guards went on duty, headed by Captains Harry Yates, Joseph Gale, Alex Miller and Carl Weakley.

Steel Pier went into pre-summer style, opening the stadium with circus acts headed by Carver's Diving Horses. Weekend openings included 500 Club, with Dick Ware as emcee and big floor show; Bath and Turf Club, with Vera Van, as star; La Costa and Carlita, and Ray Abrams and ork; Village Gardens, with Ray Reynolds and ork and big floor show; Lenape Park, Mays Landing, with a score of attractions; Child's Seaglates, with Phil Lynch and ork and a big show.

Sunshine Bow For New Luna

Perfect weather greets it in full opening—several new features installed

CONEY ISLAND, N. Y., June 1.—Following a moderately successful 1934 experiment in which the park was but partially opened sans gate admission, Luna Park aimed at smacking the diehards and putting over the once-touted playground for metropolitan millions as it opened the past Saturday evening in full and to fine summery weather. On Sunday the entire island was packed as the weather was perfect and the park started the current week to a hot thermometer.

All spaces are well occupied and there's a brand-new paint job plus a 10-cent gate. Charles R. Miller is directing the park's destinies, as he did last year during partial operation.

New faces on the concession end are numerous. Among new attraction features are the Five Presidents, operated by W. Clark; Law and Outlaw, A. Turpin's wax show, and Hu Gard's Mysteries, an illusion show projected by Professor Hu Gard.

Games and concessions: Drive-Your-Own-Plane, S. Barberino; Pop-Em-In, Cross the Line and 10 Skee-Ball alleys, A. Abrams; poker, K. Takeguchi; rabbit game, M. Joffe, photo gallery, A. Fox; shooting gallery, Bob Kirshman; two guess-your-weight platform scales, M. Kaufman, and sportland, J. Kaufman.

Kirshman Still There

Broadway show biz has an entry with C. M. Joe, who formerly operated the Palais D'Or and Palais Royal, occupying the restaurant with Chinese and American style food, calling the place Casino de Marie, a reminiscent title.

Bernard Johnson has four attractions. Ghost Train, Leaping Lena, Honeymoon Lane and Aero Trainer.

Other devices are the Mile Sky Chaser, Grand Canyon, Dragon's Gorge, Dogdem, Airplanes, Chutes, Merry-Go-Round, Tilt-a-Whirl, Red Mill, Coal Mine, Red Bug, Lindy Loop and Circle Swing. Mrs. Richman's Pig Slide is back, being almost (See SUNSHINE BOW on page 49)

Stone Ready for Bigger Season in Paragon Park

BOSTON, June 1.—Nantasket Steamboat Company started water service to Nantasket and Paragon Park last Saturday, with opening following on Decoration Day. David Stone, Paragon Park Company, said the season is promising and he has arranged a better setup.

In the Palm Garden, only eating place inside the park reservation, improvements include an extension of the bar to 105 feet.

Music is by Roy's Melodies Orchestra, with a floor show, and dancing is featured.

Acts during the season will include Billy Ritchey's Water Circus, Flying Flemings; Brava, high pole; Robert's Circus and Looping Mixes. Fireworks are scheduled. Additions to Hilarity Hall include Annie, the Witch; Hands of Death, King King, Witch on Broom, Animated Headless Skeleton, Barrel Crash, Spook with Cannon Ball, Siren, Locomotive, Cop with Spook, Tolling Bell and Flashing Eyes. Abe Lagage has ice cream and refreshment concession and Sam Cohen will handle lunch stand, one of the largest on the beach.

Paris Spot Is in the Red

PARIS, May 27.—Annual report of Jardin d'Acclimatation, Paris amusement park and zoo, reveals that after paying off obligations of \$65,233.93 the park ended season of 1934 with a deficit of \$43,175.26.

Coney Island

By LEONARD TRAUBE

So far no one has injured any fingers in the process of manipulating the amusement cash registers. The Sunday preceding Memorial Day, emerging with the most perfect resort weather of the season, gave the fraternity a little hope, however. The holiday itself brought plenty of customers to the show and concession alleys, with a goodly number

of bathers patronizing the bathhouses. Still, receipts from all sources are nothing to get excited about as yet. Luna Park is in full swing under Manager Charlie Miller, but not even the most enthusiastic of his cohorts will deny that newspaper publicity is sorely needed. Chancing the bricks and bottles thrown in his direction, your correspondent enters the suggestion that a press agent be employed. Surely the investment in opening the big playground is worth backing up with publicity. The resort itself is operating with a minimum of exploitation, newspaper or otherwise. Luna can and should show the way, as it has in the past, in this vital department.

Isle's Reigning Artist

Eric Sloane has done over the Manhattan Bar of the Half Moon Hotel and it is indeed an interesting piece of work, being cartoons in color adorning the walls. Sloane, who has built up a reputation as Coney's leading mural and scenic artist, is preparing the layout of murals for exhibition purposes. This will surely help three institutions—the hotel, the artist and the island. . . . In all the years we have been hanging around the showplace of the masses, it was not until recently that we discovered the Half Moon's slogan, "The only New York City Hotel on the Atlantic." We never thought about it from that angle.

Those People of Property

Herman Bergoffen, realtor of the Loew Theater Building, dips back into local history for some lines on the Herman Propper Building on Surf avenue, which Sid Kahn has leased (all three stories of it) for his Fascination Game, which has been installed on the ground floor. "This building was a matter of pride to Coney Island 15 to 20 years ago as one of its foremost substantial structures of that time," he reports. It was built by the late Herman Propper as a wholesale liquor warehouse and distributing depot, and is now owned by his widow, now Mrs. Frank, of New Jersey.

Supreme Court Justice Cropey has reduced the assessed valuation of two large parcels in the West End for 1933, but sustained the city's valuation for 1933 and 1934. . . . More than a month has gone by without a purchase or lease by Joseph Bonsignore, he of the L. A. Thompson Ride and other amusements. . . . Newcomers to Surf avenue are Jim Patano and Harry Novins, who have taken a lease on the big railroad company plot and the Prospect Hotel property for parking fields. The combined area of the two plots makes it among the most commodious public parking grounds in Coney, having the advantage of a right turn over the very head of Surf avenue. Patano and Novins are genial gentlemen, large of frame and wide of smile. They have subtlet a portion of the hotel frontage to Kraus & Auer for a Loop-o-Plane, a fun device that bids fair to stop traffic on the avenue.

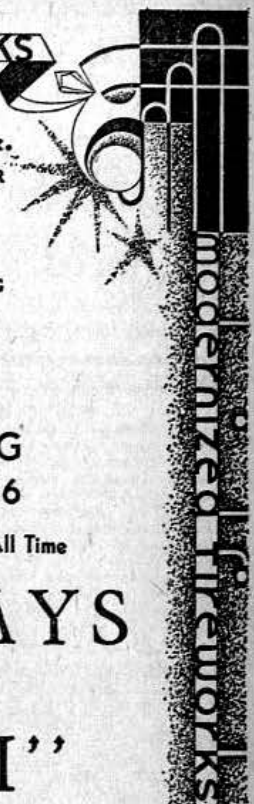
Veteran of the Red Coats

Ameen Abbott is putting in his sixth consecutive season on the gate of the Boardwalk side of Tillyou's Steeplechase Park and his 27th year on the Island itself. He started as talker of Luna's famous *Fire and Flames*, became a for- (See CONEY ISLAND on page 49)

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The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

SAY IT ISN'T SO!

That's what I'm asking Charlotte Epstein, of the Women's Swimming Association, to do. Let your misunderstanding, "Say It Isn't So!" is the new and, I trust, novel way I'm going to break rumors that float around the swimming-pool fraternity from time to time.

As one who associates with swimmers, amateur and professional, as well as pool workers of all fields, I naturally hear quite a few rumors about this one or that one or this thing or that thing, as the case may be. And when word gets around that I'm the bird who does the Pool Whirl the "did yuh know?" boys get thicker and thicker in my hair.

Some of the so-called "inside stuff" that falls upon ever-willing ears is false, some true. In most cases I try to check up on the source. Still I've found that checking up doesn't always work. For example, you get a certain tip that so-and-so is the case at a pool, so with pencil and pad you hotfoot it over to the tank in question, and whether the particular bit of news that it is your good fortune to have first is true or not you usually get a denial from the persons in question, especially if you have the dope way ahead of when it is to break. Often the persons involved just refuse to comment on the subject and it is up to you, as a good reporter, to make the big decision.

But not for me. I'm going to pass the buck and put this business of deciding whether a rumor is true on your shoulders. From time to time I may run this "Say It Isn't So!" department and if you can't make up your mind perhaps when the persons concerned see their names in print they'll come forward either to defend themselves or to give the true version of various stories making the rounds.

Word has reached this department that the Women's Swimming Association, with Charlotte Epstein at the helm, has taken the jump on all other aquatic clubs by employing a "peculiar way" of making champions out of its members. Now please don't get me wrong. This is a rumor that has been brought to my attention by a few swimming coaches and it's up to Miss Epstein to answer herself. It seems that for the past few years the WSA has staged swim meets at various pools, open only to its members. Naturally all of the winners of the different races are WSA swimmers. But the rumor informs me that this fact is not told to the press and naturally the papers continue to ballyhoo one meet after another about how the Women's Swimming Association has once again won every event on the program. It may be just sour grapes on the part of other swimming clubs and then again it may be true. In either case it is a rumor. And I say, Miss Epstein, "Say It Isn't So!"

M. Hayes, St. John, N. B., writes: "A number of beach and park owners on the Bay of Fundy shores are considering establishment of swim pools on the sandy shores, the water being renewed at each flood tide. The extreme cold of the water and the abnormal drop of the tide have been vital factors to discourage swimming in the Fundy waters. The open-air pools would allow the sun to warm the water and also assure water to swim in without having to walk over 100 yards in the mud and rocks. At the Pines, Digby, N. S., there is a two-year-old open-air pool walled in by glass to protect the bathers from the cruel winds that prevail always on the shores of this big arm of the Atlantic. At Harbourview, Smith's Cove, N. S., there is an older pool. At St. Andrews, N. B., there is a pool on the shore. And big things are expected from the plans now pending."

Sutro Baths, San Francisco's famous natatorium, which for over 40 years has been the largest of its kind in the world, is looking forward to one of the most successful seasons in its history, accord-

ing to Carl Nunan, who forwards info about this plunger.

Getting a jump on the early-season trades, Sutro Baths tied up with The San Francisco News, a Scripps-Howard publication, and imported Paul Huedepohl from Jantzen Beach pool and conducted a "Learn-To-Swim Week," which brought out over 2,000 boys and girls, men and women to become proficient in the art of swimming and life-saving.

Huedepohl, who has conducted "Learn-To-Swim" weeks all over the nation, pronounced the week at Sutro Baths, April 15 to 20, one of the most successful he has ever directed. The following week tank held the first annual San Francisco Hobby Show under its three-acre glass roof and drew thousands of hobbyists and interested spectators to view the oddities collected from all parts of the globe.

To intrigue its summer trade Sutro Baths has just completed a new 14-foot-deep diving plunge, one of the finest in the West, and since its dedication several weeks ago divers have come from many remote cities in California to enjoy themselves. The new plunge boasts seven springboards of various heights, the highest being 40 feet.

Among the new innovations being introduced by Sutro Baths is log rolling and water basket ball. Jack Dorris, known as "Timber" in the "short log" country of the Northwest, where he reigned as champion "river beast" of the roaring lumber camps for many years, has been engaged to teach the patrons of Sutro Baths the art of the river hogs. Classes are being given free every Tuesday evening from 7:30 to 10:30 o'clock. As soon as enough qualify a series of elimination contests will be held to determine the champion log roller of Northern California.

In its new water basket-ball game inner tubes are used for the baskets, which are floated at each end of the tank, the regular rules applying to indoor basket ball being used. The game has taken the fancy of the swimmers and sometimes as many as six of the seven plunges of Sutro Baths are beehives of activity as the basket-ball players hold attention.

Opening Big in Galveston; Mrs. Barfield in Derby Park

GALVESTON, Tex., June 1.—Galveston Beach official opening Splash Day was postponed to May 12, due to a freak norther hitting on May 5. Galveston Beach Association put on a beautiful fireworks display and swim contest to one of the best crowds in two seasons, with rides and concessions reporting capacity business.

Barfield's Derby Park has these attractions booked this season: Frank Rogers' Kiddie rides; Cobb and Rogers, cigar wheel; Madame Wanda (Evelyn Rogers), numerologist, Temple of Knowledge; Albert de Vorie, grill bar and Italian restaurant; Woodman's Coffee Shop, root beer and ice cream; Portland marble machines; Filemore Sports, sketch artist; Ray Yoshida, Oriental gift shop; Mrs. Pearl Barfield, portraiture studio, pop corn, candied apples, snow and candy floss. Bill Harrison, manager of concessions, has as agents Fritz (Florence) Behrens, Clarence Bradley, Robert Coleman, Sam and Abe Bazman, Henry Tauch and Jimmie Moore.

The park features Great American Racing Derby, a \$50,000 patent ride, with 56 full-size race horses making a speed of 35 miles per hour. C. E. Barfield, now manager of the Bar-Brown Shows, is one of the pioneer builders and owner of the Derby ride and park, which is under management of Mrs. C. E. (Pearl) Barfield.

Spending Better in Whalom

FITCHBURG, Mass., June 1.—Opening of Whalom Park for the season May 25 drew attendance of 10,000. Fireworks were featured. General Manager Louis Cushing of the Fitchburg & Leominster Street Railway Company, owner of the park, said patrons are spending better than in past year, and concessions reported brisk business. Manager Forest L. Abbott of Whalom Ballroom had 2,000 persons on the opening night. Many large picnics have been contracted.

AKRON, O.—Sandy Beach Park, south of here, which will be directed this season by W. L. Warensford, Akron, reopened with extensive improvements to athletic plant and bathing beach. Bookings are reported heavy for the season.

American Recreational Equipment Association

By R. S. UZZELL

WHEELING, W. Va.—It would seem certain now from events in Washington that our worry about a code for the park industry is over. That it would have played havoc with our industry there can be no doubt. It was to have placed too much authority in the hands of a very small coterie of men.

Authority in unlimited doses always makes for much arrogance. From the innate nature of our business, we must operate when the vast multitude are at leisure. This means at night, over week-ends and on holidays. Cheer up! We have hurdled another menace which would have closed 40 per cent of our amusement parks.

Now we have genuine cause for optimism. Most of us wish it could have come in March, but we welcome it heartily just the same, now that rugged American individualism can get going again. There are many now who wish they had gotten under way early in the year.

Will Surpass Europe

We welcome your requests for our products, but all of your manufacturers are human and subject to human limitations. We are all willing to cooperate with you to the limit of our facilities and the short time left for doing things this spring.

After all summer weather has arrived. The cold weather, in its persistence, was a handicap more noticeable when superimposed on other adversities.

Europe has had the jump on us and had begun to think we had lost our speed and pluck. As handicaps are removed we shall gain on them and will sure come up to them in two years and pass them in three years.

It has been a long wait, but it was better to lose time than money. Our handicap was from the uncertainty. We did not know what would happen next. It will require time for stabilization, but we are setting out on the road that in itself inspires confidence. The men who pick up their courage first will, as usual, reap abundantly.

No More Santa Claus

Those who have so loudly shouted the finish of the park business and repeatedly assured us that our business was done for all time will soon be as silent as the "also rans." Those who gave up in despair can be classed with the Western cattle men who sacrificed their herds and deserted the range just before the rains set in that have made the dry country bloom again.

It is really a pleasure and a delight to see the interest shown at a resort in a new ride or attraction aside from the satisfactory patronage which it gets.

Now we may feel sure no resorts are to be built with government money. No Santa Claus for us. If they are built we must do it. They are more apt to succeed if the money comes from our own efforts.

Receptive to Beauty

More new cars are on the streets of Charleston, W. Va., than at any time since 1930, which presages more money in circulation and more confidence in business.

The city of Charleston, capital of the State, is going to be ripe for an amusement park some day. It has been passed up about long enough. Someone is going to get in on the ground floor and ride up to the new prosperity. The setting is here for a modest park. Properly handled and on a scale not too ambitious, it could be made to pay.

These people would respond to the new beauty in amusement parks if given an opportunity. They have known only the drab and ungainly in their outdoor amusements. It is all wrong to consider that a coal-mining community cannot appreciate beauty. Gradually our people are going to appreciate and demand the better things in their outdoor diversions.

DETROIT—Selden, "the Stratosphere Man," is new headliner in Eastwood Amusement Park under a policy of big free attractions announced by Manager Henry Wagner. Bee Kyle, high-fire diver, was booked for one week and held for three in Eastwood, moving to the Fashion Plate Circus, Masonic promotion, on the West side.

Dorney Launches Its 51st Season With New Features

ALLENTOWN, Pa., June 1.—Crowds flooded Dorney Park here last Saturday for opening of its 51st season. Robert Piarr, again president and general manager, used a 22-page park section in *The Allentown Chronicle and News*. Among new features is Dorney Park Pavilion, successor to the Al Dorn Ballroom. A large stage has been built for name bands and revues. A \$25 prize is offered for the best name for the new pavilion. Of the new rides is a modern Merry-Go-Round in center of the park.

Streamlined Scooter Cars keep up with the modern trend, with the dozen other rides greatly modernized. Floor of the skating rink has been enlarged and resurfaced. Bill Butler is manager. Sessions will be held twice daily, afternoons and evenings. An additional unit to the purifying plant will make the pool more popular. David H. Jacks is proprietor and manager.

Booked entertainment features include Landt Trio and White, Emil Velazco and his orchestra, Hollywood Dancing Rockettes, Bob Nelson, Lesar and Fedora, Sonia Meroff, Donn Brothers and Doty, Hal Kemp and his band and Agnes Ayres and her California Beauties. Heading the concession roster are Mrs. Clara Hartzell, Andrew Lotz, Harry Ziegenfuss and Chester Betz.

Amateur Craze Is Sneaking Into Major Spots in East

NEW YORK, June 1.—Amateur craze, revived by radio, is sneaking into amusement parks. Two of them have already announced amateur nights, Playland at Rye and Luna in Coney.

Playland's simon pure shows are conducted in Namy Sallh's circus building on Thursday nights and talent is being heard that is not necessarily of circus type. Singers and dancers being searched for by a special p. a., G. Allyn Van Winkle, who is emceeing the nights and also booking school matinees and handling billing.

At Luna they're picking the future stars Wednesday nights in the Willow Grove, where floor shows of vaude type are being offered. A score of parks are expected to follow suit to bring hidden talent to the surface.

Penguins for Brookfield Zoo

CHICAGO, June 1.—Thirteen penguins from the Galapagos Islands arrived in Chicago last Saturday for Brookfield Zoo. They were purchased from Admiral Richard E. Byrd, who brought them to this country on his return from Little America. Three more penguins are ill in Brooklyn and if they recover they, too, will be brought here. Arrivals included six Emperor penguins, largest species of the Spheniscidae family, and one rare Adelle penguin. With two other specimens that have been on display for the last year, Brookfield Zoo now will have the largest collection of penguins north of the equator.

Colgaters at Enna Jettick

AUBURN, N. Y., June 1.—Enna Jettick Park on May 25 had an all-time opening-day record. Pleasure seekers flocked from all sections of Central New York. A large delegation from Colgate University came to pay respects to Lloyd Huntley, who conceived his Isle of Blues Orchestra at Colgate. All joined in singing many college songs before the big crowds. Looping Nixes in the "Globe of Death" were to continue thru June 2.

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Box 376, Myrtle Beach, S. C.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, June 1.—Resort off to a good start over Decoration Day weekend, with plenty of activities on lower walk, including a score of new coin-operated amusement machine arcades and several exhibits, with a few scale men in evidence. Prof. Seward back from South and presiding at his elaborate Mystic Temple on central walk, drawing big crowds nightly. Garden Pier still dark, with possibility of rental to indie producer for stage shows. May run concessions there again.

Larry Strang, roper, whose father was many years with the old 101 Ranch, following dad in profession and doing cowboy routine at Dude Ranch. . . . Captain John L. Young will again supervise net hauls at Million-Dollar Pier. . . . Hardeen shopping for an apartment for season. . . . Alex Bartha finishes at Steel Pier next week and has some road dates. . . . Jim Roche, front man for pier, got a good sendoff in *The AC News* on handling this difficult assignment for the last several years. . . . Al Gold, who has snapped every prominent visitor since Harding, now the city's unofficial greeter. . . . Alexander, the magician, in town looking things over.

Tommy Laughlan at Million-Dollar Pier for amateur bouts, which drew a crowd topping 3,000 Tuesday night. . . . Manuel King, boy lion trainer, will be host to kiddies for Children's Week. . . . Mayor Sweigart of Ventnor backed down on his edict after first view of shirtless males on Sunday, and shook hands with Mayor Bacharach of Atlantic City on bathing suit requirements of "tops." . . . Roger M. Smith, son of Ira Smith, editor of *The Atlantic County Record*, will double with Edwin Franko Goldman in conducting this famous band this summer. . . . Largest miniature railroad in the world has been installed at Steel Pier by the Chesapeake & Ohio Company.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Gala week-ends starting at the beaches. . . . Castle Beach groomed. . . . Miss Rosebud Yellow Robe presides over Indian Village at Jones Beach and is making folks Indian-conscious there. . . . Meadowbrook and Wantagh causeways get a quarter a throw for each motor car. . . . "Snooks" Friedman, in from Manhattan, holding forth at Pavilion Royal, Valley Stream, until Abe Lyman blows in. . . . Irv Gutterman, who surrendered his post on *The New York Times*, is doing park amusement publicity.

Fireworks will be a semi-weekly feature at Jones Beach, beginning July 4. They start earlier in the Rockaways. . . . Willie Meehan, who must have his little jest, says that 30 taxis stopped at his hot dogger on one Sunday, "and that's what can be called hack-tivity." . . . Castle Cave, near Baldwin, is now Beckman's, ex of the old Dutch Mill at Huntington. . . . It was quite an event when Park Commissioner Moses took his first surf dip of the season, with many of the newspaper photos in attendance. . . . Sunrise Rest opened on the Sunrise highway, near Wantagh, and the music makers are Jules Kaufman and his Mayfair Ork.

Joe (Arverne) Kushner in from the West, where he's been with carnivals and talking about bringing stock to South America. . . . John Burton was the target of 84 attempts to sell chain letters in one day's time. . . . Coney Island's lights visible at night from many sections of Long Island's South Shore sector. . . . Someone's been talking about unionizing life guards.

ROCKAWAY BEACH: Joe Sondak bossing the erection of a 1,500-seat theater on the Boardwalk, near Beach 33d street. It's a hurry-up affair and if all goes well there'll be a June 15 opening. . . . John Logan's taken a lot of time getting back from the South, but he's here. . . . George Wolpert may handle Playland Park's p. a. affairs. . . . Fireworks being awaited eagerly. . . . Night club situation not so hot from the outlook. . . . One of the nation's largest colleges held the first mortgage on the Edgemere Club, huge Boardwalk hostelry, which is slated for demolition. . . . Park Inn Baths, which didn't fare too well in past seasons, is priming for a comeback this year. . . . Jimmy O'Mara speaks a good Italian. With a moniker like that!

LONG BEACH: Everybody's tryin' to

Sprout Wooden Tails

PHILADELPHIA, June 1.—Management of Willow Grove Park, Montgomery County, got quite a ruffle out of the following which appeared in a Philly newspaper: "Now it is unsanitary for horses to have hair in their tails. A score of horses have had their tails pulled out and wooden ones inserted. The SPCA is not going to say one thing about it; in fact, some of its members approve of it! Hundred of children who ride them must be protected! This is the germ age and children who eat their spinach daily should not be exposed to disease. Oh! We forgot that the horses are the hobby horses in the Carousel in Willow Grove Park, so the operation of replacing hair tails with wooden ones was painless and no anaesthetic was used."

act cheery anyway. . . . Nassau Hotel will bring out the Broadway fraternity. . . . Main items in the line of prizes on the Boardwalk this summer will be coffee and sugar. . . . Martin Littleton, the Nassau County d. a., looking over things. . . . Life guards on the beaches gettin' tanned. . . . Few beer spots. Truth of the matter is, the stuff doesn't reap the profit that everyone thought it would. . . . Place is filling up with a lot of Broadway chorines, who are anxious to decorate the floor shows this summer at some of the night spots. . . . Beauty contest for the summer is sure. Maybe a pageant.

Playland, Rye, N. Y.

By THE VOICE

Weather ideal and Playland has never looked better. . . . Urbane and affable Jack Frazer is again managing the dart game. Jack spent the winter in New York City, where he held a position with one of the circuit theaters. . . . Willis Dean, the sage of the West Virginia hills, is back at the Tumble Bug. . . . Director Herbert F. O'Malley is as busy as the proverbial bee greeting the many visitors. . . . Edith (Min) Bossert is again reception office manager in the Administration Building. . . . Assistant Superintendent Fien is all over the place putting touches to park. . . . Charles Bejl is busy maintaining Law and Order. . . . Jack Cliffe is once more announcer and commentator at the Music Tower, his eighth season. . . . Col. I. Austin Kelly is back with us, having the restaurant privilege. . . . Hasta manana.

CONEY ISLAND

(Continued from page 47)

tune teller, was an affiliate at Dreamland, the Eden Musee and Chinatown, all under the S. W. Gumpertz banner and later co-partnered by Namy Salih, of Playland, Rye. Abbott has been with Salih's museum in Newark all winter. He's a favorite Salih attache. Ditto Steeplechase.

Funshops of the Boardwalk

There are two show attractions on the promenade unless you count the Huma-Tune cigar pitch, which is a show in itself. Back on the old stand is Dr. Martin Couney's Baby Incubators, always an interesting presentation, especially in these quintuplet days. The other shop is Sammy Friedman's Life, Science, which sounds vaguely familiar. Billy Sandler, glib as ever, is the talker. Last season he shared ballyhoo honors with his brother, Ben Sandler, at S. B. Welsberger's female frolic on Surf avenue, where Jean Prevost's Skooter has been installed. Now Ben is impresario of two delicatessen stores, one in Brooklyn, the other at 72d street and Broadway in Manhattan. . . . Incidentally, Mrs. Welsberger is seriously ill. Write to her and make her happy.

Echoes of World's Fair

The Hall of Science is not the only reminder of A Century of Progress, for direct from there, also necessarily less ambitious because of smaller space, is Messmore & Damon's Medieval Torture Dungeons. Show is occupying the plot once known as Dreamland but for the last three seasons housing Charlie Docen's Freak Animal Show at Surf and Eighth. There are six chambers of horror, with animated figures which talk and move with amazing realism. In another section is a series of characteristic German paintings. Special feature is Marie Antoinette's assassination via the good old guillotine. Managing the show for Messmore &

Damon is Roy Bassett, and talkers and lecturers are Joseph Sheridan and George Contejanis. The front is impressive, with two eight-foot papier-mache statues which seem to represent Vikings or something and look as solid as they are intended to be by being covered with a gold metallic solution. This show, scaled at 15 cents for grownups and 10 for kids, is expected to help the immediate area, as the new Chutes are doing.

Even Freddie Meers, of the Eden Musee next door, is happy about it. And while we're on the subject of Eden Musee again, Impresario Meers is installing a reproduction of the Dionne quins. We found him doing a paint job on a table on which wax figures of the Canadian miracles will be displayed. . . . A dozen or so weight guessers who worked at the Chi Fair have streamed in here looking for locations.

An Indian in Our Midst

You'd think that a genuine Iroquois Indian, especially a female, would be exploited in America's largest resort. But the fact is that her employer, Julius Tolces, manager of Feltman's Gameland, didn't discover Viola Takakwitha's identity until a few days ago. She works as an attendant at Doc Beebe's guessing scale. Beebe the detective of the occasion. Her father is at the Caughnawaga Reservation in Quebec, Can., and her uncle is Pete White Cloud, of vaudeville. The family is from the Dominion and the girl has been in the United States for six years. . . . Feltman's Maple Gardens beginning to hit its stride with numerous organization parties. Jerry Freeman and his ork are rendering the tunes.

Sullivan's New Brain Child

Con Sullivan, owner of Joytown, Surf off Stillwell, has invented a new horse-race game, the Home Stretch, based on the use of pinball, and patent is pending. It should draw well. . . . Ralph Young, who operated Sportlands at Luna and World Circus last year, is running a pinball shop on Fulton street, Brooklyn. . . . Childs on Boardwalk is down to cafeteria prices. . . . Digby-Park auction galleries on Walk creating consistent stir. So is Marden's near by. . . . Mildred Arnolds, who analyzed handwritings in Murray Felton's booth in Schork & Schaffer's Hollywood Sportland in Manhattan, is back at Luna in charge of the analysis stand for Felton. . . . Kanishka, Spanish sword swallower, has departed from Sam Wagner's World Circus Side Show. Albert-Alberta, blow-off attraction, has gone Parisian in billing. . . . All the three freak shops are down to nickel operation, 10 when they can get it. . . . Royal McGoeys, long a Coney resident, working at Skooter at Surf and Eighth with Mechanic Frisco. . . . Shamrock Irish House, Seaside walk and Bowery, again swinging along under Rose Cohen management, Billie Hickey and group of entertainment. . . . Andy Mellillo has one of the nicest looking ball games, with Joe Jacobs star clerk. . . . Walter Merkle, of Parkway Restaurant, Surf and Fifth, getting steady play. . . . So is Nathan's Famous Franks.

SUNSHINE BOW

(Continued from page 46)

as much a tradition as Luna itself, and the Chutes, which preceded the building of the historic place, when it was known as Sea Lion Park under the Paul Boynton banner. Tradition is preserved as well with Kirschman's shooting range on the left promenade. Swimming pool improvements have been decidedly progressive, there being a new handball court, basketball court, ping pong, med ball and punching bag platforms. Inner cameo walls of the natatorium have an old ivory paint job and the bottom of the tank has been smoothed out. John Gueff Jr. is assisting Lombard, who is also in charge of picnic bookings.

Will Revive Bouts

Ballroom has been done over and dancing is free, with free instruction for children afternoons during the week. Luna Arena is putting on boxing and wrestling, promoters being Jess McMahon and Morris Sachs. They figure to get the fertile trade of old, as Coney was once the scene of championship bouts and even now sporting events play to plenty of crowded nights. They are getting 55 cents for general admission, 75 cents for reserves and \$1.15 for ring-side ducats. Salvatore Merando is producer of the Willow Grove vaudeville show and has the ballroom bar and refreshment stands.

Staff: Charles R. Miller, general manager; John (No. 1) Gueff Sr., superintendent; Richard Schramm, chief electrician; Francis Flynn, boss painter; Henry Ozer, timekeeper and cashier, and John Gueff Jr., ballroom floor manager.

BALL ROLLS

(Continued from page 46)

plonships. It's an open event for amateurs and pros.

Abbott's quartet of custard booths dot the park at key points. Badlotte & Sons are operating the Casino, swank dine-dance spot, with the Avalon Ork on the tunes. Park is running the Sportland downstairs in the Casino.

Staff: Herbert F. O'Malley, director; Fred Church, superintendent; Oscar D. Lindborg, auditor; Lee Brown, assistant to director; Kenneth Nelser, booking manager; Paul Morris, publicity and advertising manager, assisted by Bill Morris (no relation), formerly of *The New York Evening Journal*. Personnel and attraction managers will appear in a forthcoming issue.

FREE ACTS

(Continued from page 46)

Luna, Coney Island — Circus show, Victor booked. Vaude entertainment in Willow Grove.

Steel Pier, Atlantic City—Pre-season bookings as follows: May 30-June 2, Palmer's Circus, Fantinos and Sons of the Desert; June 8-9, Marie Mang and two other acts; June 22-23, Delcos, Ebenezer, Mike Cahill and Kimries, an import.

George Hamid office booking foregoing except where otherwise specified. Circus type shows not included in above summation.

Canadian Spots

Montreal parks are in the lead on free acts. Belmont is playing Wilno's cannon for three weeks, to be followed by Brava for a week. In Dominion Park Schultz's Circus is on tap and the Great Siegrist is slated for three weeks starting June 8.

PITTSBURGH — Will Hill's Circus opened a month's stay in Kennywood Park on June 2, free performances being given twice daily.

Don't gamble with "SOUR SOUND"

Play safe with Western Electric Sound

Cheap sound distributing equipment drives patrons away. Good sound attracts them—holds them. That's proved in many parks. With Western Electric Wide Range Sound apparatus, you're sure of clear, natural sound—like your patrons hear in the finest talking picture houses. Send the coupon—have a survey made—FREE!

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FIRST WEEK IN CINCY GOOD

Sheesley Midway Visited by About 9,000 Persons Daily

A repeater location — pretentious array of attractions on choice city-owned grounds in connection with Municipal Expo. in Music Hall—some opposition encountered

CINCINNATI, June 1.—During the first week of its two weeks' engagement in this city, in conjunction with the Municipal Exposition being staged in Music Hall, Mighty Sheesley Midway, with a pretentious array of attractions, has attracted heavy attendance. An approximate daily average is near to 9,000 persons passing thru the two pay entrances to the amusement zone, and this despite opening weeks for parks in and near Greater Cincinnati and the successful introduction of night National League baseball (two nights of it during the week) at Crosley Field, about eight blocks from the lot. The Sheesley attractions are directly across Central Parkway from the rear entrance to Music Hall, on the city-owned grounds between 12th and Laurel streets and Central Parkway and Central avenue.

This is Manager John M. Sheesley's second engagement on this excellent location. In 1926 his Greater Sheesley Shows exhibited there, an independent showing, the first show of any kind except a circus to use the grounds—the circus predated the carnival a few days. Also the current engagement is the first traveling carnival to play in Cincinnati since Mr. Sheesley's 1926 date.

Aerial bombs and other fireworks displays are presented each evening. There are two sensational free acts, the Billetti Troupe of high-wire artists (bicycles and top-mounting), and Sol Solomon's Water Circus (springboard and high dives).

Receipts Below 1926

Patronage of the individual attractions has so far not been equal to the 1926 (See FIRST WEEK on page 56)

Obliged To Move When School Fails "To Keep"

SALT LAKE CITY, June 1.—State Fair Shows were set up for a week's exhibiting at 21st and South streets under auspices of Veterans of Foreign Wars, but they were located opposite a school and the pupils being attracted by the merryment neglected their lessons. Teachers and parents made complaint and the City Commission insisted that the show move to another location. Manager McFarland was equal to the situation and took his attractions to another lot, at Eighth South and Main, where the remainder of last week they did fair business. Among the acts was a fire act by Otto Taglebe, who one time as a parachute jumper played this city doing his stunts in an advertising tieup with *The Desert News*.

West Shows Start Tour in Oklahoma

KONAWA, Okla., June 1.—W. E. West Motorized Shows, exhibiting here this week, played their opening engagement at St. Louis, Okla., last week. They encountered rain and cold weather, but when favorable conditions prevailed business was fair, altho several of the attractions were not ready for the opening, but show is slated to increase rapidly in size the next few weeks. Mrs. West has been engaged in hurrying to and from the quarters at Pittstown adding equipment.

The staff includes: W. E. West, owner; Mrs. W. E. West, manager; Edgar Meeks, general agent; Fred Adkins, electrician; Curley Ellis, lot superintendent.

Shows: *Scandals of 1935*, Jimmie Louis; *World's Fair Attractions*, Curley Ellis; *Athletic Show*, Sailor Jack Orr; *Crime Show*, Doc Brown; *Mickey Show*, Harry Kratz.

Rides: *Merry-Go-Round*, Warren Walker, Willie Dodd; *Ferris Wheel*, Alvin Van Dyke, Lowell Van Dyke; *Kiddie Ride*, Chester Floyd.

Concessioners include Pete Holmes, Spot Schiebler, Chick Cole, Glen Banta, Johnnie Head, Sug Lewis, Virginia West, Joe Jenkins and Etid Meeks.

A more complete roster will appear in a later issue.

Ban Is Lifted At Akron, O.

AKRON, O., June 1.—Ban on carnivals here is off after many years of being closed to attractions of this kind.

Present administration in response to numerous applications from organizations, large and small, has agreed to permit shows of good reputation to exhibit within the corporate limits. The administration has promised several committees a permit, providing the shows do not come in too frequently.

Large carnivals will use a new downtown lot at Carroll and Exchange streets owned by the Pennsylvania Railroad Company.

Gooding Greater Shows No. 2 played two weeks here and permits have been approved for two large organizations in June and July.

E. J. Eldred Shows To Be in Two Units

SALT LAKE CITY, June 1.—Business was so good the management of E. J. Eldred Shows decided to stay another week here. Monte Young, manager, reports, however, that the show will split into two units, one going north and one south. The plan is to play Idaho and Southern Utah towns. When all assembled there are 10 rides.

BALLYHOO BROS.' Circulating Exposition A Century of Profit Show

By STARR DeBELLE

Moot Court, N. Y. Week ended June 1, 1935.

Dear Charlie:

Moot Court in session here. Thousands of visitors—witnesses, jurists, court hangers-on and defendants—in the city looking for entertainment. A city without any law breakers. The court busy trying imaginary cases for practice.

Knowing the clean reputation of our show we were booked in. Just to relieve the strain of these imaginary trials from their tired minds.

The Ballyhoo Bros.' show does not carry grift of any kind. (We will have to keep them off the week that this appears in print to protect the veracity of the press agent's story.) Nor do we carry any girl shows except a well show, '49 camp and Paris After Midnight.



JOHN H. MARKS and his 1-year-old daughter, Gene. Photo taken at office wagon of Marks Shows at South Richmond, Va., during little Miss Marks' birthday week.

Zeiger Shows In Flood Area

Colorado Springs the scene — great property losses — getting new equipment

CINCINNATI, June 1.—C. F. Zeiger Shows, exhibiting at Colorado Springs, Colo., this week, were caught in the destructive floods that developed in that section of the country late this week and suffered severe damages. Report to *The Billboard* yesterday, however, stated that Manager C. F. Zeiger and his associates immediately became active in making replacements of damaged properties and adding attractions.

A telegram to this publication yesterday from Mr. Zeiger informed that an (See ZEIGER SHOWS on page 56)

Pollie - Berger Take a Circus

Show title to be changed — tops to house features — 60 trucks and trailers

LANSING, Mich., June 1.—The Pollie & Berger Shows have acquired the entire Fowler Bros.' Circus, Wild West and Menagerie. Manager H. J. Pollie advises that the properties will be used as feature attractions and that the title will be changed to the Pollie & Berger Exposition and Wild Animal Circus.

In the big top will be presented circus and Wild West acts. The menagerie animals will be changed to a wild animal show, with trained lions, tigers and bears, also a camel and some smaller animals. The menagerie tent, a 70 with two 30s, will house a mammoth Minstrel Show. The Side Show will also be used, with additional attractions.

Included in the acquired properties is a calliope, also biposter truck, 20 other trucks and 10 trailers, which will make 60 trucks and trailers with the Pollie & Berger organization.

Binghamton Good Spot For the Strates Shows

BINGHAMTON, N. Y., June 1.—Under the auspices of St. Joseph's Church, Strates Shows, of which James E. Strates is manager and Matthew J. Riley general agent, played to very good business here last week considering the cold weather which prevailed until the closing day.

The show is carried on 10 double-length railroad flats and two box cars. Concessions are carried by trucks and most of the employees also travel by motor cars. It is the equivalent to a 20-car railroad carnival.

Included in the list of attractions are the Ten-in-Ons, Venities, Illusion Show, Athletic Show, Motordrome, Mickey Mouse Circus, Merry-Go-Round, Ferris Wheel, Big Eli Wheel, Whip and Kiddie Ride. There are numerous concessions. The midway is a beauty. All wagons and other paraphernalia newly painted and well maintained.

Fox on Business Trip

CINCINNATI, June 1.—Walter B. Fox, general representative Al O. Hansen Shows, now in Kentucky, was here yesterday arranging some railroad movements for his organization, which is slated to play about four stands in Ohio, starting next week at Ironton. After its engagements in the Buckeye State the show will head eastward for the remaining summer months, then southward for the fall season. He stated that the Hansen Shows have found business satisfactory this spring when not handicapped by inclement weather.

Mr. Fox was not praiseful of the new electric current rate to shows placed into effect a few weeks ago by the Kentucky Utilities Commission, which requires, for a six days' engagement, \$85 for the first 15 kw and \$5 for each additional kilowatt; also, 50 per cent payment when making application for the service, 25 per cent on the second day and the remaining 25 per cent on the third day of showings.

Curl Greater Gets Under Way in Ohio

WASHINGTON COURT HOUSE, O., June 1.—Curl Greater Shows played their opening engagement of the season last week at London, O., having opened the previous Saturday. According to an executive of the show, they encountered a great deal of inclement weather, except for the opening day and Friday and Saturday. The management speaks (See CURL GREATER on page 58)

Felix Bley at San Diego Fair

Felix Bley has been appointed representative of The Billboard at the California Pacific International Exposition, San Diego, and has an office in the Press Building on the grounds. His residence address is 2546 C street, San Diego.



Showmen's League of America

CHICAGO, June 1.—The 1935 membership drive is coming along fine. Received one reinstatement and six applications during the week. Those received were from Maxie Herman, Harry Ross and Sol's Liberty Shows, the applicants being John O'Shea, Arthur Radtke, Max Sharp, Robert Cooper, John Quinn, Joe V. Palmer and Charles Whitehead. The contest is getting interesting with a number of the brothers in a hot race for the prizes.

Secretary Joseph Streblich spent a couple of days with President J. W. (Paddy) Conklin on Conklin's All-Canadian Shows. A mighty fine outfit and they sure make you feel "at home." Maxie Herman guessed correctly when he remarked, "Guess you would like to take the trip on up north with us." Enjoyed the hospitality of Mrs. Conklin at dinner in her palatial private car on Friday. Spent a good part of the time walking the lot and also visiting several shows in Detroit with Paddy. This is a real Showmen's League show, as was evidenced by the start it gave the annual Cemetery Fund Drive during the visit. Paddy says to tell the boys that he is going to show big results on this drive and hopes for the same from each and every show. Saw many of the boys, among them Maxie Herman, Dr. J. Fisher, Frank Conklin, Neil Webb, Dave Pickard, Will Wright, Charles Taylor, Sammy Snead, Harry Ross, Issy Brodsky, Max Sharp, George Pappas, Bob Randall, George Lane, Sam Anshur, Art Radtke, Al Kamm, Les Sturgeon, Harry Friedman, J. J. Custock, Louis Drillicke, Alex Lobban, John Ogden, Charles Smith and many others whose names cannot be recalled at this writing.

John O'Shea was in for call at the League rooms and, incidentally, to re-instate his membership.

Brothers, keep on the lookout. You will soon be receiving the literature on the 1935 Cemetery Fund Drive. Let's go to it with all of our efforts. President Conklin is anxious that this shall be one of the best ever held by the League. Remember, these funds are for cemetery purposes only.

Some of the good brothers came forward with their dues during the week. Notices have been mailed. Perhaps you are one who has been lax. You should attend to it at once.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 1.—Our first show visitation for this season took place Friday of last week when we paid our respects to the Strates Shows Corporation, one of the ACA members, then playing at the fairgrounds at Binghamton, N. Y., under the auspices of St. Joseph's Church. We were delighted to learn that Binghamton had previously been more or less a "closed" town.

James E. Strates, general manager, advised us that his shows this year were transformed from a motorized outfit to 10 railroad cars. The show is considerably larger this year than when we saw it at the Caledonia (N. Y.) Fair, and now has 9 rides, 7 shows and 22 concessions. On the day of our visit a new Sky Rocket ride arrived. We regret that Matthew J. (Squire) Riley, general agent, was out of town the day we called, but we did have pleasant visits with Mr. and Mrs. Strates; James R. Kelleher, secretary-treasurer, and many others of the personnel.

We are still awaiting additional replies with reference to the Florida license situation. To date insufficient information has been received upon which we can form an opinion as to the likes and dislikes of a majority of our members. If you are interested in the Florida matter will you please write us your views at once?

By this time all members have undoubtedly received their supply of 1935 bond blanks, which were inclosed in the last bulletin. The ACA office would appreciate it if you would follow the instructions contained in the last bulletin and send in the information requested at your earliest convenience.

It would also be helpful to us if our members would advise as soon as possible when and where they should prefer to have us pay their shows a visit. It is difficult to plan ahead very far without this information and, too, we desire to accept your preferences so far as possible. As has been stated, the purpose of these visits is twofold; first, to better get your views on the activities of the association at your convenience, and secondly, to give you an opportunity to discuss association problems peculiar to your organizations. Won't you please write soon as to these matters?

Chop Suey

By W. H. (BILL) RICE

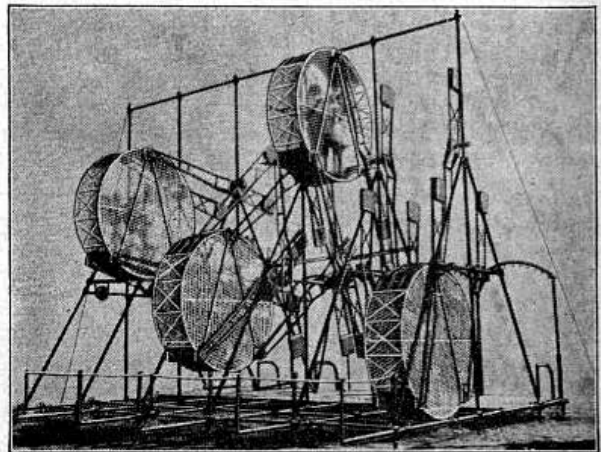
WICHITA, Kan., June 1.—Just thinking of Gallipolis, O., when the Rice & Dore Water Circus played there in 1915. It was the last time I ever saw Eisenbarth, who had a lovely old home there. Wonder if O. O. McIntyre ever visited his two-car U. T. C. Show or his Floating Theater.

Last the road in Oklahoma the other day and ended up in Will Rogers' home town, Claremore. Last time there with C. C. Pyle's bunion derby, and Rogers wired \$500 for Andy Payne (local boy who won the race) and believe it or not, Pyle made Payne send it back.

Jackie Stanley was the star "pin-on" gal with Pyle. (Send me your address; have something you left at Beach's Hotel in Chicago.) . . . Jack Beach writes of doing nicely with frozen custard on Russell Bros.' Circus. . . West Coast Smithy, send on that diving gal of yours who likes the cold water—that's all the wife's water circus has had to date. . . Received a card from the world's champion chili eater, George H. Proctor. . . J. Dillon, ex-Texas outlaw, just joined the "Does Crime Pay?" on Western States Shows. . . The "car wrecker," Rose Ruback. . . Dave Stevens still in the hospital. . . Bill Schneck, after three years in Amarillo, has joined Western States Shows as assistant to Albert Wright, the manager. . . Loveta Rice and Dot Brown now doing the fancy swimming with the Rice Water Circus on United Shows of America. . . Stanley F. Dawson on the Elks' national convention committee at Columbus, O. . . Where is George Westerman? . . . Bobby Quack looks the same as he did 15 years ago. Now at the race tracks. . . At Childress, Tex., on account of the oil boom, had to sleep on a roof at \$2 a cot. "Mr. Sun" roused everyone out at 6 a.m. . . Weather sure tough almost everywhere when major carnivals staying over a second week. . . John S. Berger said to be putting on his pro-

"LOOP-THE-LOOP RIDE"

Spillman's Latest and Best Achievement



Ride Men—Make 1935 a PROFIT Year with this thoroughly PERFECTED and PROVEN Ride!

LOOP-THE-LOOP is actually grossing more money than other rides costing two and three times as much.

LOOP-THE-LOOP is DIFFERENT—no other ride compares or competes with it for THRILLS—APPEARANCE—ACTION—or FLASH.

Unusually low operating expense, simple and easy to transport and erect; maintenance expense is negligible—the ideal Ride for every Park—and every type of show, whether Railroad, Motorized, or Cilly.

Watch this list grow. Among the orders already booked are LOOP-THE-LOOPS for Coney Island, Cincinnati; Rockaway's Playland; Johnny J. Jones Shows; United Shows of America; two outfits for F. E. Gooding Amusement Company; R. C. Lee, Hendersonville, N. C.; B. B. Sawyer, of Saginaw, Mich; World of Mirth Shows; R. Jackson, Nova Scotia; C. C. Deetz, of Ohio; Mrs. K. Bopp, Revere Beach; Happyland Shows, Detroit; H. H. Avery, Seattle, Wash.; R. E. Haney, Kansas City; Royal American Shows; Dodson World Fair Shows; Woodside Park, Philadelphia, Pa.; A. C. Kaifabeck, Sol's Liberty Shows, Inc.

WIDE-AWAKE OPERATORS with money to invest—get in on the ground floor while we can place you where you can make real money—excellent Park and Traveling Show locations available, but going fast.

PARK AND SHOW MEN—If you haven't the money to buy for yourselves, send us your best concession proposition—buyers are looking for good worth-while spots.

SPILLMAN ENGINEERING CORP.

NORTH TONAWANDA

NEW YORK

SPILLMAN'S 1935

KIDDIE AUTO RIDES—The Finest Made.

8-12-16 Auto sizes—from \$780.00 Up. Cars in continuous train on 8 and 12-Car Models—2-Abreast on 16-Car Model. All quality rides—especially made autos, genuine chrome trim, special wheel bearings—A-lights equipped—pneumatic tires, built to withstand years of hard use. Smallest size is 21 feet in diameter—heavy 5/4" platforms—no springing or sagging—when buying get the best—it costs no more. Ask any of the dozens of satisfied owners. Terms to responsible parties.



SPILLMAN ENGINEERING CORPORATION,

North Tonawanda, N. Y.

MILLER BROS. SHOWS WANT

People for Side Show, Freaks, Platform Attractions, good Mental Act, or any Acts suitable for high-class Sideshow. CAN PLACE Loop Ride or any Ride not conflicting. CAN USE good Wheel Man. SHOWS—Can use high-class Shows. CAN USE good Comedian for Minstrel Show. PLACE legitimate Concessions. Concessions of all kinds, write or wire.

MILLER BROS. SHOWS, this week, Williamson, W. Va.; week of June 9, Logan, W. Va.

1500 KENO (LOTTO)

Made up in 15 Sets of 100 Cards each, Wood Markers. One Winner in the entire series. \$5.25 per Set of 100 Cards.

BINGO CORN GAMES

FROM 25 TO 300-CARD SETS.
25-Card Set.....\$1.00
35-Card Set.....\$2.25
75-Card Set.....\$5.50
80 Cards, \$6.00; 100 Cards, \$10.00; 150 Cards, \$12.50;
200 Cards, \$15.00; 250 Cards, \$17.50; 300 Cards, \$20.00.

All Sets complete with Wood Markers, Tally and Direction Sheet. Send for Free Sample, etc. Send for Free Sample Cards and Price List. We pay postage except C. O. D. expense. Instant delivery. No checks accepted. Established 10 years.

J. M. SIMMONS & CO.,

19 W. Jackson Blvd., CHICAGO.

MAKE \$50.00 A DAY — CANDY FLOSS

Now is the time to get your Candy Floss Machine—the biggest money-maker of all times. \$5.00 worth of sugar makes \$100.00 worth of Candy Floss. We make only the original guaranteed machines. Write today for **ELECTRIC CANDY FLOSS MACHINE CO., 202 Twelfth Ave., S., Nashville, Tenn.**

WANTED WHIP FOREMAN
OLIVER AMUSEMENT CO.,
American Annex Hotel, St. Louis, Mo.

NOT STOCK POSTERS
.....
NO TWO ALIKE

Circuses, Coliseums, Carnivals, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks
We will submit designs, created exclusively for your show.

H.W.M. POLLACK POSTER PRINT SHOW PRINT DIVISION
BUFFALO, N.Y. PHONE GRANT 8205

WANTED

Opening at Riverside Park, Saginaw, May 30, Devotion Day, Shows, legitimate Concessions. Good spots following.

BURNETT & MATUS RECREATION SHOWS
218 Federal Ave., Saginaw, Mich.

CRAFTS 20 BIG SHOWS
HAS FOR SALE—Miniature Auto Speedway—complete with portable track, 10 gasoline speed cars, 3 extra motors, ticket booth, lighting fixtures, etc.—ready to operate. Address as per route.

DECKER'S UNITED SHOWS WANTS
Shows and Rides with own transportation. Concessions of all kinds. Opens August 2, with other good dates booked. **BOO DECKER, Ellettsville, Mo.**

SEWARD'S 1935 HOROSCOPES
 Samples, 15c
 SEWARD'S Full Line of Books on Character Delineation, Numerology, Etc.
 A. F. SEWARD & COMPANY, 3628 Robey St., Chicago, Ill.

WHEELS Park Special
 30 in. in diameter. Beautifully painted. We carry in stock 12-16, 20-24 and 30 numbers. Special Price, **\$12.00**
BINGO GAME
 75-Player complete, \$5.25. Including Tax.
 Send for our new 1935 Catalogue, full of new Games, Delta, Blanks, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confections, Artificial Flowers, Novelties.
 Send for Catalog No. 234. Heavy Convention Walking Canes. Dark Mahogany Finish. Price per Gross, \$24.00.
SLACK MFG. CO.
 124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

1935. COMPLETE FOR ALL READINGS. Single Sheets, 2 1/2 x 14. Typewritten. Per M. \$5.00. Analysis, 3-p., with Blue Cover. Each.03. Forecast and Analysis, 5-p., Fancy Cover.15. Samples of the 3 Readings, Four for 25c. No. 1, 34-Page, Gold & Silver Covers. Each .30. Wall Charts, Heavy Paper, Size 28x34. Each 1.00. Gazing Crystals, Ouija Boards, Planchettes, Etc.
NEW DREAM BOOK
 116 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample, \$0.15.
EGYPTIAN DEATH BOOK, Small Size, 64 Pages. No Numbers. Sample.05
HOW TO WIN AT ANY KIND OF SPECULATION, 24-Page Booklet, Beautifully Bound. Sample, 25c.
FORTUNE TELLING WITH CARDS, Same Binding, 24 Pages. Sample, 25c.
HOW TO SECURE A MEDIUM, Same Binding, 30 Pages. Sample, 30c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.
 Shipments Made to Your Customers Under Your Label.
 Our name or ads do not appear in any book.

SIMMONS & CO.
 19 West Jackson Blvd., CHICAGO. Instant Delivery. Send for Wholesale Prices.

100 Card Bingo Game \$3.00

BINGO SET, complete with 100 Heavy Durable Cards, 2 Call Sheets, 75 Calling Numbers and 500 Wooden Counters. Sent postpaid anywhere in the U. S. for only \$3.00.

GEO. W. BRINK & SON
 1454 Gratiot Ave., Dept. B, DETROIT, MICH. (Over Thirty Years in Business)

1935 Astro Forecasts

1-4-7 and 27-page Readings. Apparatus for Mind-Readers, Mental Magic, Spirit Effects, Buddha Papers, Books. New Personal Character Analysis Sheets for Graphology, Numerology, and Personal Appearance. Send 30c for Giant Illustrated Catalogue and Sample. None Free. **NELSON ENTERPRISES**, 198 South Third, Columbus, O.

FOR BALL GAMES **Regular Swagger CANES** FOR CANE RACKS
 \$5.50 per 6'
 30" 36" 42" 48" 54" 60" 72 hour service
EARL F. REBMAN - LANCASTER, PENNA.
 since 1919

POPCORN

GOLDEN—Jumbo (Dynamic), O-MI-JAP (Tulles), White Rice, Golden PEARL, 100-lb. bags. JAP-O-NUT BUTTER (golden color), for "buttered" corn, frying potatoes, etc. Packed 10, 25 and 50-lb. cases. **GLASSINE** Cones (7 Colors), also Bars and Cartons for "buttered" corn. Corn Syrup in 125-lb. steel drums, half barrels, etc. Cash deposit with orders. (Est. 1893).
 31 Jay Street,
BRADSHAW CO. NEW YORK CITY.

ELGIN WATCHES, \$1.65 EACH

(7-Jewel, 13 Size, New Yellow Case.)
 7-ELGIN, 16 SIZE ELGINS & WALTHAM \$2.35.
FLASH CARNIVAL WATCHES, 50c Each.
 Send for Price List.
ORESCENT CITY SMELTING CO.
 Old Gold and Silver Buyers and Refiners,
 119 N. Broadway, St. Louis, Mo.

NOVELTIES and SOUVENIRS

Write Today for Low Prices
A. W. WALLACE, Pennsylvania, N. J.
HOROSCOPES—NEW 1936 ISSUE, just off the press. Cover in 3 FLASHY Colors. For 100, \$1.10; per 1,000, \$8.00; in 5 M. Lots, \$6.50.
MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.
 Thank You for Mentioning The Billboard.

MIDWAY CONFAB
 By THE MIXER

IN REFERRING to people of outdoor amusements The Mixer prefers not using the slang terms "carnies," "circles," "parkies," "fairies," etc.

MIKE WRIGHT, former concessioner, is now in the publication business with general offices in Kansas City.

JAMES DYER and **Jim Schenck**, two well-known Texas carnival men, now reside in Amarillo.

A sign in a Western carnival's Minstrel Show wagon: "Postiffly No Smoking Aloud."

MR. AND MRS. DOC TOMB, of Bright Light Shows, were called home recently for the funeral for Doc's mother, Mrs. Dolly Tomb.

STEVE (TARSAN) ROGERS infos that he has given up the road and is working for the federal government in Geneva, N. Y.

TRUCKLOADS of sawdust every day was not opposition to rain on the midway of Standard American Shows at Maysville, Ky., says Joseph Steblar.

Birthday Congratulations: To that grand veteran showman, **Fred Beckmann** (May 29). Here's hoping that he survives the necessary remaining 23 years (if this editor recalls correctly) to pass his 100th milestone of life!

MRS. STAN STANLEY, of Stan Stanley's Vanities on Parade with Rubin & Cherry Exposition, spent a few hours in

JAMES CHLOUPEK, circus and carnival fan, spent much time on the Crafts Shows midway in the California Bay cities cutting up old times with Tommy Myers, Roy Ludington and Orville Crafts.

GEORGE HARTLEY recently joined World of Pleasure Shows with his concessions and the following agents: Harry Swanger, Ray Johnson, S. Carthwait, Jimmie Henderson, Charles Hayward and Charles Rizer.

VERNE NEWCOMBE, well-known baby show promoter, who recently underwent an operation in El Paso, Tex., was reported on the road to recovery and headed for Phoenix, Ariz. Newcombe was instrumental in putting last year's Phoenix Fair over the top.

ON ONE PAGE of the Fairs-Events department of a recent issue there were 11 ads by fairs and celebrations for organized carnivals, also 8 ads for independent attractions. It behooves showfolks to read all departments of *The Billboard*.

On being asked "How's your b. r. coming along this season?" an oldtimer with one of the big outfits replied: "So far, 'no dice!'"

MANY YEARS AGO during an unusually wet season a halting question was "Are you a trouper?" and the answer "Deep in the mud." That could have been revised this spring.

THE PUBLICITY department of Crafts

IN ILLINOIS OR ARIZONA, Or Any Other State, Big El Trailers Handle Real Loads Efficiently.



Recent Trailer shipments made to Doc Lane, W. M. Tucker, Dumas and Beld (all repeat orders). The reason: Satisfactory Service. Inquire about BIG EL Trailers—no obligation.
ELI BRIDGE COMPANY
 Builders of Amusement Equipment for 35 Years.
 Case & Wolcott, JACKSONVILLE, ILL.

ORANGE JUICE Pure Fruit Concentrate
 ONLY **\$1.50** PER GAL.
 Just mix one Gal. with 5 Gal. food water and serve. Fine for Fountains, Soft Drink Stands, Carnivals, Circuses and Picnics.
 12-Gal. Lots, \$1.35 per Gal.
CALIFORNIA ORANGE JUICE COMPANY
 205 Prospect, (Main 5084) Cleveland, O.



F. & M. AMUSEMENT CO. WANT
 Legitimate Concessions, Cigarette Gallery, String Game, Louis Ranges, Photos, or what have you? Want to hear from Fair Secretaries and Celebrations. Wellsboro, Pa., American Legion's Fourth of July Celebration. Galston, Pa., Labor Day. Address all mail **F. L. FAUST**, Manager, Lock Haven, Pa., this week, in Heart of Town; then Renovo, Pa., June 10 to 15.

HOWARD BROS. SHOWS WANT
 Shows, Monkey Speedway or Circus Motor-drome, Ten-in-One, Half-and-Half, Snake Show, Ceek. Geo. Swink wants Hawaiian Dancers, Fan Dancers, Lila wire. **BOOK OR BUY** Loop-o-plane, Kiddie Rides. Concessions: Blankets, Bumper, Palmistry, Floss, Bowling Alley, Photos. Dad Triebel or Snyder wire. Week June 3, Pomeroy, O.; Cambridge, week June 10.

CONCESSIONS WANTED CROWLEY'S UNITED SHOWS
 For Real Route of Still Dates—Fairs, North-South. Have choice concession space for sale at Aita, Sac City, Algona, Marshalltown, Iowa, Fair, now. Route furnished to interested parties. **CAN PLACE** Fun House, Mechanical Show, and real Acts at all times. We have **TEN Rides**, twelve Shows. **CAN PLACE** capable Agents on Wheels, Grind Stores, Ball Game Workers, Working Men who can drive trucks. No booze heads tolerated. Capable people come on now. **CAN PLACE** Mill Camp, Long Range Galleries, Diggers, Frozen Custard, Loop-La, Wuestel, Grind Stores, Ball Games, Hamball, Mo., week of June 3 to 8. **ROY GOLDSTONE**, Concession Manager, Crowley's United Shows. P. S.—Can place Scale Worker.

DUG THOMAS SHOWS
 WANT Ten-in-Ones and good feature Grind Shows, legitimate Concessions except Popcorn, Bingo and Cook House.
 This country in wonderful condition. Big Five-Day Celebration next week, Ozark, Mo. Write or wire Mt. Grove, Mo., this week.
A. S. BAYSINGER, Manager.

WANTED—A Good Carnival
 For Homecoming Celebration, August 21-24. Sponsored by I. O. O. F. Address E. S. **SHROYER**, Chairman Homecoming Committee, Weston, O.

Flynn. All old-time circus men. Back in 1892 Clark and Lynch were with Irwin Bros.' Circus, if The Mixer recalls correctly.

SCORE ANOTHER merit point for the veteran showman **Frank LaBarr**, mail and salesman *The Billboard* with West's World's Wonder Shows. Myrtle Courtney recently purchased a new Dodge car and declared that the only person who could be guest rider in it was **Frank LaBarr**.



SOME OF THE transportation trucks with the No. 1 unit of Art B. Thomas Shows. All painted white with gilded letters. In all, 14 of 'em in the fleet.

Cincinnati last Friday and was a visitor to *The Billboard*.

HARRY F. GILLIAM postcarded: "Bert Swor, of minstrels note, now on the OBS radio time, and I carried messages together for two years at Dallas. Gee, was he a 'funny' kid! I'll say he was!"

MRS. FRANK WOOD is after heavy sales of *The Billboard* with the Knepp & Dehnert Shows. She expects to be selling around 100 copies within a few weeks.

WOMEN FOLK of United Shows of America recently formed a social club, which will have full sway relative to feature entertainment among the personnel of the show.

THERE WERE interchanges of visits by members of Foley & Burk Shows and Crafts Shows during several weeks while playing cities not widely separated in California.

CHRIS M. SMITH, after two years' absence, connected with a business firm at Pittsburgh, has returned to the carnival field. Is with Bantly's Shows (Harry Copping, manager) as press representative.

BULL-etin (Special to The Mixer, by Roving Al Burdick): The cookhouse with J. J. Colley Shows has discontinued the use of brass. Shipped it all to "Ballyhoo Bros." Fifteen hundred pound of it ought to help finance their show.

Shows had a circulation-boosting tieup with *Visalia Times-Delta* when that show played Visalia, Calif. "Free tickets to Visalia Boys and Girls" was announced in a full-page notice, the upper half of which was a reproduced drawing of a carnival midway.

DIAMOND KITTY, big bouncing beauty attraction with Royal American Shows, management of E. V. McGarry, is an ardent admirer of Starr DeBelle's "Ballyhoo Bros." column. Incidentally, the Diamond Kitty show outfit is all perked up with new canvas and banners, oil paintings and costly rugs.

Frank Winchell, exploitationist for Rubin & Cherry Exposition, is awake to publicity possibilities. When the show was at Tuscaloosa, Ala., recently Frank donned his thinking cap and his mind held open house to inspirations. Suddenly a likely one popped up, "Straw Hat Day!" Result, tieup with *The Tuscaloosa News*; a double-page spread of nine local merchants' ads, each advertising straw hats and each giving its first 20 purchasers the following day free tickets to "any one attraction at Rubin & Cherry Exposition." Also, a story with two-column heading appeared on the front page of the newspaper.

"IRISH JACK" LYNCH, late orator at McHenry's Gangster Car with Rubin & Cherry Exposition, is now on the front of Etta Louise Blake's Girl Revue with America's Model Shows. "The Irishman" and Doc Scanlon have been having many trouper gabfests. Were visited recently by Lum Clark, Rome Shopshire and Pat

**Gaff Bros.' 80, 81 or 82
Big Shows Combined**
Via Rail, Motor and Air
By J. GAFF (Old Hickory)

Aberdene, Md., June 1, 1935.
Dear Mixer:
Sorry that our new lithographed letterheads have not been delivered. They will be in four solid and three tint colors. They will be sought after for souvenirs.
Will send our route to Ballyhoo Brothers, Drawhead Sisters, et al., as those miniature golf course outfits who can get out of towns may wish to follow us and pick up show property that we abandon. For instance, the mayor of Peake's Turnout, Va., struck a kitchen match on one of our new trucks and, as our paint shops were busy, we left the truck on the fairgrounds.
Privilege Car No. 3 has been turned into a swimming pool for the working men.
The Drawhead Sisters and Pete Ballyhoo were seen on our midway but not together.
Faunterly Fishplate caught the show at Bristol, Va. The Pinkertons caught Faunterly Fishplate at Bristol, Tenn.
As in July last year, stopped the trains at Wilmington, Del., last week to discharge the adagio team that entertained in the cookhouse during the tea hour. Both again returned to the railroad shops there.
Learn that the "Drawhead Gilly Shows" will go on the Zane Island fairgrounds, Wheeling, and that the "Ballyhoo Kiddie Kar Carnival" will go into St. Clairsville, O. We were booked for Bridgeport, O., but have changed route; we wouldn't get between those alleged outfits for a Columbus Circle, New York City, benefit; shows to take all.
Our treasurer has paid back all hold-backs.
E. Lon Beaseley is building a new front for his Motordrome Riding Rabbit.
Lizzie Smith, of our Hawaiian Educational Exhibit, closed at Huntington. She returns to labor at the Rosebud Recreation Rooms, which is slang for dime-a-dance.
This leaves all well and wealthy with the wish that it finds you the same.

**Pacific Coast
Showmen's Assn.**

LOS ANGELES, June 1. — Monday's meeting was a "surprise night." Despite the fact that most of the members residing in this area are now among the employed and at the exposition at San

**BALL GAME OPERATORS!
YOUR CANDY TROUBLES ARE OVER.
WE GOT GOOD CANDY CHEAP.**

No longer need you turn your back when you hand out candy. Here's candy we eat, you eat, they'll eat. **AND REAL FLAVOR.** All are delicious high quality Chocolates and packed as you want them.
"PHEASANT PACKAGE" — Full Pound. Carton of 24 Lbs. \$6.00
"ESTELLE PACKAGE" — Half Pound. Carton of 24. 3.60
"LOG CABIN" — 1/4 Lb. Carton of 24. 4.16
"OLD TIME" PACKAGE — 6 Oz. Carton of 50. 5.00
"LOT'S PACK" — 12 Chocolates. Carton of 100. 5.50
"BIG TOP" PACKAGE — 3 Chocolate Kisses. Carton 100. 2.00
"HAPPY DAYS" PACKAGE — 4 Misses Kisses. 200 Carton. 2.20
"SWAGGER STICKS" — Best Grade Made Gross. 1.85
"HIGH FLASH Heavy Parade Cases. Fancy Grock. Dotan. 1.85
Wisconsin De Luxe Plaster at Factory Price on Most Items. Pillows, Game Goods, Ash Trays, Boulder Balls, Stuffed Toys, Rubber Ballons and Toys, Trays, Steins, Litter, Pliers, Pen Sets, Cigarette Boxes.
If you operate a Ball Game, you just gotta see our Catalog. It's yours free for the asking. Most live-time Ball Game Operators now buy here. Why? Because we have THE LIVE! Items. 25% must accompany orders, balance collect.
HEX MFG. CO., 469-478 Seneca Street, BUFFALO, N. Y.

PLANS

\$2.00 brings Plans for New and Different Kiddie Ride, that the children really get a kick out of. Construction \$150.00. One, Size, 16x8 1/2. E. T. FENTON, Three Rivers, Tex.

WANT GEEK SHOW, Whip Down Man. Must make strong opening. Also a good Geck. ROBERT G. WILSON, c/o Ball-Sterling Circus, Sheboygan, Wis., June 10.

Diego, there were 28 members present when First Vice-President Frank Downie and John T. Backman, secretary, got the gathering quieted down so the order of business might go on.

The membership is still growing and the finances in healthy condition. By the way, Past President S. L. Cronin, manager Al G. Barnes Circus, who keeps in close touch with the affairs of association and who writes in an advisory sort of way, closes his letters with, "You are going fine. Don't get chesty. Keep the rubber on the b. r.—so each time the financial statement is read and it shows a very material increase." And someone remarks: "Wire Cronin that we are taking a half-hitch on the b. r."

The chair appointed three members to represent the PCSA at opening of the California Pacific International Exposition, they being John T. Backman, Joe Glacey and Steve Henry. However, in view of the fact that opening day would be a day of much excitement, it was decided that wires of congratulation be sent Zaek Farmer, Dave Larson and the executives, Brothers J. Ed Brown, Lew Dufour and Harry Seber.

A letter was received from the chairman of the publicity department of the exposition that later in the season when circuses and carnivals out on the Coast would be folded up a day would be set aside and designated the Pacific Coast Showmen's Association Day, at which time due recognition would be paid the organization and the assurance that the good work it has done out here recognized.

Vice-President Frank Downie announced at the meeting that the diversion for the evening would be "Look What I Did." Much effort to boost the achievements of those who took part and there are some members that if their notable deeds could be accounted and proved there would be a large number of medals worn by those who thru modesty have "hidden their lights under a bushel." Doc Hall got the award. He gave as his story that he had taken a circus of eight cars, moved special movements from Missoula, Mont., to Shamokin, Pa., with a bank roll of \$59. That he kept a day ahead of the show, promoted the feed man and grocer and meat man for the coming day, then got his grip at the yard master's office of the railroad on which the show moved and awaited the news that the show was out of the last town. And he added that he was all set to run for his life if the office of the Y. M. didn't give the okeh that the show was rolling.

Ben Dobbert sprang the real event of the evening in presenting the applications for memberships of Tom Mix, owner Tom Mix Circus and Wild West, and his manager, Dall Turney. These acquisitions were warmly welcomed. Incidentally, this brings the memberships of owners and managers of circuses and carnivals almost complete.

Not much chance for the preliminaries of the "Grid Club" at the meeting. Harry Fink, for want of material with which to provide him amusement, "hung a lot of paper" for his driving 22 miles each Monday night to attend the meetings. Someone cracked back that maybe Mrs. Fink at least got a kick out of his absence on those occasions.

With the increase in membership it appears that there is need for more commodious quarters. However, nothing will be definitely decided on until fall, at which time all will be given opportunity to be heard on that matter.

Past President Orville Crafts was at the meeting and gave a talk of interest. Stated that he was just waiting for others to show their hands in the membership drive and that he would give his usual good account of his 20 Big Shows.

Then refreshments at the close of the meeting.

Conklin's Canadian Shows

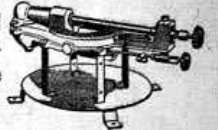
Windsor, Ontario. Week ended May 25. *Aspices, Othmar Grotto.* Location, C. P. R. grounds. *Weather, fair. Business, good.*

This place played for the first time by the show was looked forward to by the boys as a real good spot and they were not disappointed. Monday, Children's Day, the midway was jammed. More than 10,000 free rides were given to the kiddies on the Caterpillar, which constitutes a record for one day—the large attendance of children was greatly aided by the cooperation of the Board of Education. Because of many of the children being unable to get their free rides on Monday the kiddies' day was repeated on Friday, a national holiday, and again a big crowd

BURNERS, HOT PLATES, TANKS and LANTERNS



Orders From Professional People Get Preferred Attention. Shipments Made Day Order Received.



SUNSHINE PRODUCTS are used by many Carnival and Concession People with satisfactory results. The two and three-burner Hot Plates are instant lighting. Newest type Urn Burners for every purpose. Our Catalog also contains a complete line of Lamps, Lanterns, Mantles, Accessories, etc. Yours mailed on request.

THE SUNSHINE PRODUCTS CO., Dept. BB2, 589 E. ILLINOIS ST., CHICAGO, ILL.

SPRINGFIELD, OHIO, JULY 4-5-6-7

4 DAYS, INCLUDING SUNDAY
WANTS SHOWS—RIDES—CONCESSIONS
Will book legitimate Concessions \$1.00 Foot. Shows and Rides Percentage.
For largest Celebration in Ohio this year. Staged on Clark County Fair Grounds (Inside City) and backed by 27 Junior Order Councils. Advertising Celebration 50-Mile Radius. Free Attractions already booked. Address all inquiries to S. C. SCHAFER, Room 730, Shawnee Hotel.

CONCESSIONS WANTED For 10 ILLINOIS FAIRS - 10

WANT nothing but good, clean Concessions of all kinds. Will accept bids for exclusive Corn Game on independent Midway. All Fairs. Paris, June 23-27; Danville, June 30-July 7; Fairbury, July 8-13; Peoria, July 17-20; Quincy, July 20-27; Shelbyville, July 28-August 3; Pinckneyville, August 12-17; Ashley, August 19-24; Duquoin, September 2-7. Others pending.
MIDWEST FAIR & EXPOSITION CO., Box 185, Duquoin, Ill.

TILLEY SHOWS

WANTS Freak Show, Mechanical Show, Illusion Show; will furnish outfits. Good opening for Loop the Loop with own transportation. Merchandise Concessions, Candy Floss, Stock Wheels, Photo Gallery, Pitch Till You Win. Address JOLIET, ILLINOIS.

was in attendance despite many counter attractions. Business the last two nights was exceptionally good, all shows, rides and concessions getting a good play, with the Motordrome and Circus Side Show getting top money of shows. Bench Bentum and her Diving Sensations joined here as an added free attraction and proved a good drawing card. The act remains with the show until the fair season starts. Bill Dumas and party, of the Happyland Shows, which were playing Detroit, paid a visit and renewed many acquaintances. Joe Streibach, secretary Showmen's League of America, was also a visitor, being the guest of J. W. Conklin for the week-end. WILL WRIGHT.

SMACK-O DRINK POWDERS

IN THE HANDY PACKAGE.
The Cold Drink Concession pays real profits when you use SMACK-O.
It comes in powder form. . . . Seven delightful flavors—grape, orange, lemon, lime, strawberry, raspberry and cherry. The New Handy Package of SMACK-O for the Carnival Man. . . . 2-Oz. Packages makes 5 gallons. Each flavor packed 6 to Carton.
\$1.20 PER CARTON, PREPAID.
Enough to make 30 gallons. Single Packages, 25¢ Each. Flavors assorted to your order.
Send your order NOW for SMACK-O! Make big profits in the cold drink business this summer.

UNIVERSAL LABORATORIES DALLAS, TEXAS

Hilderbrand's United Shows

Roseburg, Ore. Five days ended May 25. *Location, opposite railroad round-house. Aspices, Roseburg Junior High School Band. Weather, fair. Business, fair.*

Engagement enlivened by nightly parades, drills and concerts by the Roseburg Junior High School Band. Comprising 111 boys and girls, this band won first prize last year at the Portland Rose Festival. Ben Dobbert spent two days on the show. Blacky Schofield arrived from Crafts Shows. Mrs. Dorothy Schofield arrived from Siebrand's Shows with five people to open a grind show. The route was suddenly switched south in order to reach the Fourth of July location at Bend, Ore. O. H. Hilderbrand returned from a hurried trip to Eastern Oregon. Margaret Mooney spent a few days visiting her parents in Hood River. The showfolks enjoyed fishing in the near-by rivers. New sedans purchased. O. H. Hilderbrand, a Buick; Fred Stewart, a Willys-Knight. Lou Holt visited while en route to join Zeiger Shows. Mrs. Charles Youngman arrived from New York to join her husband. Mr. and Mrs. L. M. Hamilton painting their equipment. A birthday surprise was given Ruth Groff on her 15th anniversary. Mrs. Jack Morris also celebrated her birthday. Mr. and Mrs. E. Lane reported fair business with their concessions. Mr. and Mrs. Ben Martin, Mr. and Mrs. Leon Whitney and Mr. and Mrs. Hiram Severson visited relatives in the northern part of the State. Hazel Fisher and Verna Seeborg made a trip to Portland. Leading the fashion parade are Mrs. Elva Rockwell and Margaret Mooney. The show marvels at their wardrobe. Mr. and Mrs. Archie Boyd arrived from St. Louis. WALTON DE PELLATON.

CANDY FLOSS AND CORN POPPERS CHEAPEST, BEST and genuine; many models; 10 patents. Floss Machines, \$45 up. Floss Corn Poppers, \$29.50. Guaranteed. Catalogue free.
NATIONAL FLOSS MACHINE CO.,
310 East 35th Street, New York City.

USED PROPERTY FOR SALE.
\$22.50 Five Punch and Judy Figures, Dressed.
\$25.00 Living Head on Sword Illusion.
\$ 7.25 Waterproof Khaki Tarpuilin Truck Covers, 10x12 Ft.
Concession Wheels, all Kinds and Sizes.
\$85.00 African Dip. Money Getter.
WE BUY GUESSES-TOW-WEIGHT SCALES.
CANDY FLOSS MACHINES, CONCESSION TENTS. Pay cash. **WEIL'S CURIOSITY SHOP,** 20 So. 2d St., Philadelphia, Pa.

WANTED HELL DRIVERS

Ladies and Gentlemen Stunt Drivers with plenty of nerve. Long contract to good people. All information, lowest salary first letter. Doc Gardner write.
W. J. STEWART,
Savoy Hotel, Kansas City, Mo.

Shows That Haul Themselves

And Grind Concessions. Hawaiian Show wants Man and Wife Talker or Musician and Dancer. Havana, Ill., June 2 to 8; Delavan, Ill., Firemen's Jubilee, June 9 to 15.
ANNA JANE PEARSON SHOWS.

William Glick Shows

Baltimore. Week ended May 25. Location, opposite big circus lot. Weather, cold. Business, big.

Chalked up the biggest week of the season. Show remained on the 25th and Kirk lot until Monday night. Opened at the circus lot Tuesday night, across the street from Ringling-Barnum Circus, and thousands passed thru the front gate. The day play a bit slow, but night found the midway packed and jammed with patrons. And they spent freely. A sudden rain at 8:30 p.m. sent them scurrying to shelter, but at 9:15 they were back and all had a good day. Thursday the day play some better and night found the midway so packed from one end to the other it was almost impossible to move around. All shows and rides doing heavy business and the crowd stayed late. Much credit is due Special Agent Larry Nathan in handling the situation here. So many visitors from Ringling-Barnum and the World of Mirth Shows, it would be impossible to mention them all. Haddo and Flo Demmati, down from New York, visiting their troupe of whirlwind Arabian acrobats with the big show. Spent the afternoon with the writer.

Valencia, the human top, joined the Glick array of free acts. Spinning on a steel bar high in the air. And his wife is the greatest lady announcer the writer ever heard. General Manager William Glick promises three more free acts the coming week. Mrs. Harry Johnson the cashier in her husband's cookhouse. Mrs. Dollie Norman joined her husband here. Spent the last seven months with her five children at her home in Detroit. Al Demberger a visitor nightly, the former owner of the Brown & Dyer Shows now operating a carnival at block parties on the streets of Baltimore. Said that he would remain there all summer. Reported business very good. General Agent Lee Schaffer back to the show with contracts for the Ithaca and Cortland, N. Y., fairs. Mrs. Aylene Morency top money of the four ticket sellers on the main gate circus day.

STARR DEBELLE.

Beckmann & Gerety's Shows

St. Louis. Seven days ended May 26. Kingshighway and Natural Bridge. Weather, rainy and cool. Business, poor.

Moved cross town about four miles to this location in a downpour of rain early Monday. Lot, due to continuous rains of the previous week, in very bad condition, many wagons sinking to their hubs in the mud. No attempt was made to open the shows Monday or Tuesday, but Wednesday the sun came out for a short while, and with the assistance of many willing hands, numerous loads of cinders and shavings, by late afternoon the grounds were in fair condition. Customers started to come on the lot early and by 8 o'clock a fair crowd was in attendance. It started to look like the show might get a break for an evening's business when down it came again, a regular deluge of water, and home went the customers before having a chance to see what it was all about. Thursday very cold, likewise Friday. Saturday and Sunday enjoyed a fair business, particularly Sunday night. The show remains at this location until Sunday night, June 2. Friday evening the midway was visited by the famous Dizzy Dean, star twirler for the St. Louis Cardinals. Dizzy, accompanied by Mrs. Dean and a party of friends, visited a number of the shows, patronized several of the concessions and brought his visit to an end by throwing baseballs at the milk bottles, knocking them all off the rack three times out of four attempts. Sonny, all the way from New Orleans, arrived on the show Saturday to spend the summer with his foster parents, Mr. and Mrs. Barney Gerety. The boy is a great favorite on the show and was given a grand welcome by the entire personnel.

KENT HOSMER.

'America's Model Shows

Knoxville, Tenn. Six days ended May 25. Auspices, Grotto convention committee. Location, North Central avenue. Weather, some rain. Business, below expectations.

Opened Monday evening, but heavy rain ruined what started out to be a good opening. Broadcasts daily (WROL) with "Around the Midway" by all the talkers and announcing by the writer up to Thursday, then announcing job taken over by Mike Conti. Children's Day tieup with an ice-cream company,

it using considerable space in both local papers and also sponsoring Prince Nelson, plus the constant use of Step's seven pony carts on the streets, plugging the kid's day. Resulted in a grand turnout. Fine co-operation by *The Journal* and *The Sentinel News*. Plenty of photos and stories. *The Sentinel* material handled by B. F. Henry, and Harry P. Clark Jr. for *The Journal*. Mr. Rufe, sporting editor of *The Sentinel News*, was generous in his praise, especially Zeke Shumway's Motordrome. Jay Richman, *News* staff cameraman, made shots featuring in his paper cuts of Shirley Roberts, fan dancer of Caroca, and Doc Scanlan and his python, Oscar. The Serpent Lady and Oklahoma Whipcrackers added to Joe Fontana's Side Show. Charlie DeKreko repainted interior of his Bughouse, also resilvered the glass. W. R. (Red) Hicks, whose home is in Knoxville, co-operated all week with committee and staff. Several acts from Fontana's Side Show entertained the orphans of Tarleton Institute Thursday afternoon in the auditorium of the orphanage. Special party arranged with the employees of Standard Knitting Mills, Goodall Manufacturing Company and Cherokee Spinning Mills, employing a total of 2,300, helped swell the grosses Friday and Saturday. Ted Woodward now managing Streets of Paris. "Irish" Jack Lynch pinch-hitting on front of Etta Louise Blake's Caroca. Fred Kressman returned from a visit to Rubin & Cherry Exposition. Sam Levy, of Barnes & Carruthers, visited with J. C. McCaffery and other on the show. Andy Carson added a chicken wheel to his concessions. Gene Berni's corn game, with the missus inside, has his place flashed and decorated as only Gene knows how.

NEIL BERK.

Christ United Shows

Horse Cave, Ky. Week ended May 25. Auspices, Fire Department. Weather, rain and cloudy. Business, fair.

General Manager Fred Christ back from a trip thru Kentucky, Indiana and Ohio booking fairs and celebrations. Secretary David Christ handling office in capable manner. "Mother" Christ visiting friends and relatives at Springville, N. Y. Mrs. Fred Christ and daughter, Martha, will join in a few weeks to spend the summer. Madame Burleson joined at Hartsville, Tenn., with her Colored Review, George Spaulding handling the front. Joe Hollonder and Killer Curtis getting their share of the crowds. John Thomson redecorating his Fanita Show. E. Cubi and his troupe of Hawaiians present a very pleasing performance. General Superintendent Ted Tidball back on the job after two weeks' vacation. Mrs. Tidball, visiting relatives at home, expects to be back within a couple of weeks. Tom Hale still on sick list but doing nicely. Ben Mottie enlisting and repainting cookhouse. Altho business has not been so hot, Roy Carey opines it could be a lot worse. Tom Moss left at Hartsville, Tenn., to take up duties contracted earlier in the season. Charles Triebel reports good business with his photo gallery. The staff includes Fred C. Christ, general manager; David Christ, secretary-treasurer; J. M. Agnes, general representative; Jack Gardner, special agent and promotions; C. F. Tidball, general superintendent and lights—O. Eddy, assistant; Clarence (Hunky) Bryant, superintendent rides; Joe Wooley, mechanic; Red Wheeler, master transportation; Martha Christ, *The Billboard* and mail.

P. AGNEW.

Great Olympic Shows

Sturgis, Ky. Week ended May 25. Auspices, American Legion. Location, city ball park. Business, good.

The Side Show received an exceptional week of business, followed closely by Darkest Africa. The Whip and Ferris Wheel received most of the ride tickets issued to local merchants. The committee co-operated admirably. Manager C. Spheris made a business trip to Evansville, Ind. He sent back a new and dandy office top and 400 feet of new sidewall for the Circus Side Show and 300 feet of sidewall for Darkest Africa was also purchased. General Agent R. Wadley visited the show, turning in contracts for the summer season and left to book fair and other fall engagements. Bingo Randolph, secretary and assistant manager, is sporting a new Plymouth sedan, and Robert Page, legal adjuster, has been looking over new cars.

CHARLES RAYMOND.

Cetlin & Wilson Shows

Martinsburg, W. Va. Week ended May 25. Auspices, Hose Company No. 5. Location, Lambert's Field. Weather, rain and cold. Business, fair.

What would have been a real date was spoiled by rain for three days and cold weather for the last three, the everyone got a fair week's work. On Tuesday night 75 newswires of *The Harrisonburg Journal* paraded the streets of town and were guests of the show for the night, with Smilo and C. Gregory as official guides. Incidentally, the paper was generous in praise for the show, as was Radio Station WJEL, with Manager Harrison and Announcer Watts liberal with time—daily broadcasts by Karl Miller and his 1935 Scandals, as well as Bob Mills and his band, now numbering 14 pieces, with all new uniforms. Wednesday at noon a big parade was held. Jack Rinehart's Wild West, Speedy Merrill's Wall of Death, Karl Miller's Scandals, Carrall's Monkey Show, Welch's Riding Ponies, Bob Mills' Band, Smilo the Clown, sound truck, entire equipment of Hose Company No. 5 and Adam and Eve Float participated, headed by a police motorcycle escort. In advance of the show heralds were distributed over the surrounding towns by airplane, and on Wednesday night a parachute jump was made over the midway. Committees from Winchester, Cumberland, Charles-town, Berryville and Uniontown over to see the show. Mr. and Mrs. I. Cetlin in Lebanon, Pa., to pay visit to Mrs. Cetlin's parents. Speedy Merrill has finished repainting his drome aluminum—and a real flash. Scenic Artist Wicks is now doing pictorial work on front of Jack Rinehart's Lone Star Ranch Show. Two minor accidents on Billy Ritchey's Water Circus this week prevented Capt. Craig from working for three days and Ray Richards from working two days. Both able to perform at this writing. This date promoted by Bobby and Mary Mack. The Loop-o-Plane and U Drive It rides have seemed the center of attraction for rides this season, with Karl Miller's Scandals and the Wall of Death for shows. GEORGE HIRSHBERG.

Marks Shows

Charlottesville, Va. Second week ended May 25. Weather, cold, rainy. Business, poor.

With exception of Saturday night, second week was a blank. Three nights lost due to rain. Mrs. Harriet Rafferty, producer of Rumba, about recovered from a cold which confined her most of the week. Mrs. Eddie Lippman has returned to grace one of the front-gate ticket boxes with her pleasing personality. Many of the showfolks visited Mrs. John H. Marks in the Blue Ridge Sanitarium, near the grounds, and found her rapidly regaining health and strength. Fred Bennett departed with his concessions, and Bubbers Meirs added a cigar store and ball-throwing game to his concessions. Sam Applebaum added a candy-apple concession. Clarence Witz readying up his new cookhouse for the invasion of the home town, Staunton, with all new equipment and a hustling crew. The show found keen but clean competition from movie houses in Charlottesville. But the fighting was in the open, no hitting below the belt. Instead of crying to the law and the Chamber of Commerce about "show taking all the money out of town," both houses put on feature programs. Dillman L. Figart, operator sound truck, sort of chesty—arrival on May 11 of a girl at his home in Richmond. Mrs. Figart and little Barbara Juanita doing nicely. Two trucks were added to the motor train at Charlottesville, one going to Vergil Baudet for his Wall of Death, the other placed in general show usage. Children from the Charlottesville Children's Home were guests of Mr. Marks on Saturday afternoon, and newsboys from *The Daily Progress* took in the pleasure trail with the writer on Tuesday evening. Radios are now being given away as gate prizes and are proving popular.

CARLETON COLLINS.

Crafts 20 Big Shows

Emeryville, Calif. Week ended May 26. Location, downtown lot—San Pablo and Feralto streets. Auspices, Veterans. Weather, cool. Business, fair.

The shortest jump of the season, three miles from the previous week's stand at Berkeley—which responded with a peaked midway nightly, and the entire

show enjoyed the best business of the season. Opening night at Emeryville found a large crowd on hand and all remaining late to see the Four Aerial Jacks' sensational free act. Typical bay district weather set in after the first night and the chilly breezes kept the crowds somewhat limited the rest of the engagement. This show's 4th of July week is Stockton. "Jabs and Jibes" around the midway—Some of the ride boys seen in a huddle; Homer Reis smiling, Jake Boyd giggling and George Hafer laughing out loud (recently on the Auto Scooter. Jimmy Lynch, "hamburger king," had a darb location. Mrs. Joe Krug has graced the midway with a new pop-corn machine and latest snow ice dispenser. Bud (Stepketchik) Burke, superintendent of general utilities, had the misfortune, so report has it, of dropping a five-pound bunch of keys on a recent trip over Los Angeles with the "boss" in his plane. Pay gate still holding up well and tickets sold with much rapidity by Alice Kirkwood and H. Gordon during rush hours. Walter Capps, many years connected with the police and sheriff forces at Modesto, Calif., joined last week and will act as special officer with the show for remainder of the season. Restrooms for men and women, with illuminated signs, new venture on the midway this season. George Dixon pinch hitting on the front of the Minstrel Show during the remodeling of the Follies Show. Mr. and Mrs. Elmer Hanscom thinking of booking a chop suey concession on the show next season account of the land-office business the Chinese restaurants do after show hours among the members. ROY SCOTT.

Knepp & Dehnert Shows

Tarentum, Pa. Week ended May 25. Auspices, American Legion. Weather, cool. Business, fair.

Midway crowded every night, but business did not near come up to expectation. Wonderful co-operation from both the committee and city officials. Tuesday Children's Day helped, also Saturday matinee. Colonel Dehnert seen proudly inspecting the midway after the strenuous work of getting the lot laid out. Now carrying 10 rides, 11 shows, 4 free acts and 2 bands. A public wedding is staged each Thursday night on the midway. The exhibit tent at the entrance of the midway is always filled with exhibits of the local merchants. The show has an advance staff of eight promoters who are in charge of Bob Hallock, general agent, Charles Hallock, brother of the general agent, is one of the promoters. Among concessioners recently booked were Augustine Focantine, Louis Black, Mrs. Molly Cohen, Frank Russell, Jack Bradley and Patsy Rosina. John T. Rea joined with Side Show and Snake Show. The Side Show roster includes John T. Rea, owner-manager; Whitey Elsher and Elmer Fincher, tickets and openings; Prof. Lawrence Johnston, inside lecturer and ventriloquist and musical, assisted by Mrs. Johnston; Mrs. John T. Rea, mentalist; Soldier Andrews, tattooist; Louise Beck, illusion; Mrs. Allen, big snakes; Millie Larraine, electric chair; Carl (Shorty) Smith, midjet clown; Van Wright, lobster boy; Conson, fire eating, glass eating and dancing on glass; Jerry Ann in the annex; George Miller and Tony Russells, mechanics. Purchasers of new cars are Bob Hallock, a Ford, and Ruth Maddix, of the cookhouse, a Chevrolet. MRS. F. M. WOOD.

West Bros.' Amusement Co.

Beardstown, Ill. Week ended May 25. Location, ball park. Weather, rain and cold. Business, fair.

Despite the weather the gate and merchants' tickets got a fair play, tho the people left early. Ellis (Whitey) White joined with his cookhouse, replacing Mary Bowen, who left to join Bloom's Gold Medal Shows. Other new arrivals were Doc Reynolds, 2 concessions; Izzy Gray with 2; T. S. Dunning, 2; and Ralph Lawn, 1. Made a total of 33 concessions. The writer made a trip to Arkansas the middle of the week to purchase a new strip-photo machine for Mrs. Virginia Laughlin, returning in time for the machine to work Saturday night to a fair night's business. This brings Mrs. Laughlin's string of concessions up to eight. Plans for her new corn game have been made, with a new 20x36-foot top ordered. The entire show mourned Thursday when little Kenos, show mascot and mother of five three-week-old puppies, died. She had been a "trouser" since puppyhood and was the pet of the midway. BRUCE BARHAM.

Gooding No. 2 Fills Lineup at Canton, O.

CANTON, O., June 1. — Gooding Greater Shows No. 2, with Dave Tennyson in command, completed its organization here this week and has played to good business on a city-owned lot. Started at Akron two weeks ago but unseasonable weather prevented the reading of several of the attractions. Everything has been repainted and most of the show fronts are new, likewise the canvas. Tennyson puts out a four-page "newspaper" profusely illustrated, house-to-house distribution, several days in advance. The midway is brilliantly illuminated at night. All rides are owned by the F. E. Gooding Amusement Company and are supervised by W. R. Goodemouth. Mrs. Dave Tennyson has an attractive cookhouse. Season's route will be confined largely to Ohio and Western Pennsylvania.

Rides—Merry-Go-Round, Robert Lawrence, foreman; Carl Dill and William Parks, assistants. Kiddie Ride, William Henglesberg, foreman. Ferris Wheel, Floyd Kocher, foreman; Lewis Bishop, assistant. Whip Roy Fourman, foreman; Ralph Childers, William Stiffey and Charles Hartley, assistants; Bruce Clore, tickets. Loop-the-Loop, William Burke, foreman; William Pitts, assistant. Mrs. Roy Fourman, tickets. Loop-o-Plane, Howard Browning, superintendent; Robert Browning, assistant; Dorothy Browning, tickets.

Shows—Hall of Science, Doc Garfield, "man without a skull," manager; Scotty Sheldon, lecturer; Princess Maja, mentalist; Zippo, pinhead boy; Jim Collins, canvas; Joe Collins and Bob Westoff, tickets; Harry Taylor, emcee. Lamb's Side Show, Barney Lamb, manager. Big Snakes, Barney Lamb, manager. Streets of Paris, Marshall Green, manager; Joan and Mitzi Patrick, girls inside. Ratum's Wild West, Jack Raum, manager; Mr. and Mrs. Joe Eldr, trick riding and jumping horses; Mr. and Mrs. Ralph Duke, trick riding and the former comedy; Chief Indian Hawk, Indian sports; Mrs. Jack Raum, high-school horses. Arcade, H. Suhren, manager.

Twenty concessions are operated by Dave Tennyson, with the following agents in charge: Eugene Halm, Charles Ross, Bob Mahoney, James Jamieson, Fleming Burrell, Clarence Seibert, W. E. Jones, William Todd, J. M. Bretzins, John Bode, William McLaughlin, Mona McLaughlin, Myrtle Miller, Barbara Jones, Joe Disanti, Duke Sciaudra, Charles Owens, Myer Post, Joe Sciaudra, Jess Ferguson, Mrs. Pat Bretzins, Jack Rizer, Walt Jones, Jim Armour, Dan Mullen, Billy Marshall, Harold Tennyson, Dave Robbins, Frank Minor, William Roden and Bob Dunn. Photo booth managed by D. J. H. Ashworth; Mrs. Harry James and Irene Stack, assistants. Harry Fox has scales and is chief electrician.

Blue Ribbon Shows

Richmond, Ind. Week ended May 18. Location, Northwest street and Indiana avenue. Weather, rain and cold. Business, good last half.

Show had good business the latter half of the previous week at Newcastle, Ind., located at 27th and Broad streets. Rain started on Sunday at Richmond. Frank Starkey was confined to his room the entire week with a congested lung and acute indigestion. Manager Eddie Roth surprised Mrs. Roth by making a trip to Indianapolis and purchasing a new Silver Dome living trailer. An answer to Mrs. Roth's "dream," and was she pleased! New arrivals include Mr. and Mrs. E. L. Rutledge with their fishpond and Mr. and Mrs. Wampole with their milk bottle ball game. FRANKLIN SMITH.

Dodson World's Fair Shows

East St. Louis, Ill. Week ended May 25. Auspices, American Legion. Location, 24th at St. Claire. Weather, rain, cold; sunshine meager. Business, fair. Bad weather forced added week here. Saturday family matinees proving good. Ted Reed's newly constructed bandwagon magical comes apart a la Thurston. Sound wagon built by Reed and George Roy scoring. Charles Goss sold Danielle La Rouché \$3,000 commissary truck and truck for Ted Reed's band wagon. G. F. Litts and wife added three concessions. William McMahon joined. Bob Sleeth new barber. George (Irish) Martin foreman wagon shop. Bud Smith has two helpers in blacksmith department. Murel Jones and

Misplaced Sympathy

Doc Knaub, treasurer William Glick Shows, is fond of dumb animals. On a recent Saturday night he noticed a dog looking intently at the hamburger griddle man at the front of the cookhouse. Thinking that it was hungry Knaub went to the kitchen and gave the dishwasher a dime for some scrap meat, which he took out front and gave to the animal. The dog gave a couple of smells, took a few nibbles and nonchalantly walked around the corner of the cookhouse. Later Doc learned that the dog belonged to the dishwasher.

Clinton (Corkey) Zimmerman arrived from Columbus, O. Chief Diabolo, feature in Charley Zerm's Side Show, who eats razor blades, glass, tin cans, safety pins, etc., X-rayed by St. Louis surgeons and physicians in Barnes Hospital. Feature stories with pictures illustrating in St. Louis papers and East St. Louis Journal. Jessie Lorraine and Alice Jordan, Wagner, S. D., visiting relatives, Mr. and Mrs. Vern Giles. Visitors: L. Ramsey, Wilbur Davis, Dee Harris, Mike Blessington, Walter and Homer Handy, William Flinn, American Legion committee from Alton; members of Missouri Show Women's Club, Mesdames Bess Anderson, Eddie Vaughan, Catherine Oliver, Grace Goss and Norman Lang; S. W. Brundage and wife, who now have rides in a St. Louis park, and Louis Isler, owner Isler Greater Shows. REV. DOC WADDELL.

Bantly's Shows

Du Bois, Pa. Week ended May 25. Auspices, Du Bois Fire Department. Location, City Park. Weather, cold. Business, indifferent.

The show's title, tho a new one, should not be coupled with an idea of inexperience and irresponsibility. Herman Bantly, the owner, is the son-in-law of the veteran showman Harry Copping, who is the organizer and general manager. Four of the rides purchased have been in operation since the opening stand, together with new show tents from the Anchor Supply Company and Dize Awning and Tent Company, and others are arriving as rapidly as the various attractions can be assembled. Following is a partial roster:

Staff: Herman Bantly, owner; Harry Copping, general manager; Ben Davieson, agent; Bud Foreman, electrician; Harry Morris, lot; Jo Payne, legal adviser.

Free Act—The Flying Lions.

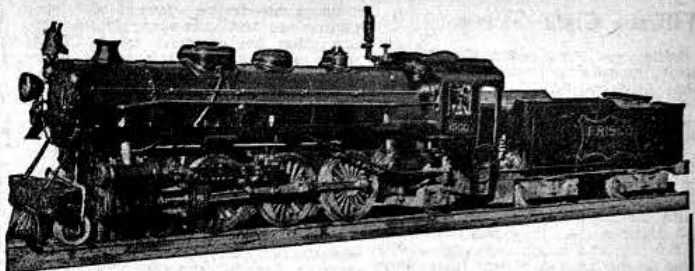
Shows: Doc Palmer's Odditorium—W. F. (Doc) Palmer, manager; J. H. Sanderlin, secretary; featuring "two-headed Filipino"; "three-eyed girl"; Mme. Orrietta, mentalist; Prof. Hassan, magic and illusions; Franko, tortures; Omar, sword swallower; Millicent Carroll, illusions; Ubangis; Prof. R. Fredric Hodge's Flea Circus in annex. Buds and Blossoms, vaude and girl show, with Pat Selby, Lilla Levan, Billy Emerson; Bud Brewer and Eddie Miller (emcee), comics, and Ernie Creech, music. Pennsylvania. Jimmy Marshall, manager; Joe Greeve, assistant. Jane-Jennette—Bud Foreman, manager.

Rides: Merry-Go-Round—Walter Moore, foreman. Ferris Wheel—Walter Aldrich, foreman. Tilt-a-Whirl—J. H. Hill, foreman. Chairplane—foreman not assigned. Helpers, Mead Kear, Joe Wolk, Sparky Trumble, T. E. Smith, Guy Buzard.

Concessions: Cookhouse—Mr. and Mrs. Hiney, John Hertz, Jo Mazorskey, C. J. Meyers, Bingo—Mr. and Mrs. Art Moss, Joe Payne, Paul Lane and the missus, five stock wheels. Pop-corn wagon, Joseph Arthur, George Lunn, candy. Roberts Bros., ice cream. Mr. and Mrs. Littlefield, long-range gallery. B. L. Decker, three. Other concessioners: Ray (Barney) Hershey, Jess Huggins, Joe Lafore, Austin Harper, Mr. and Mrs. Jimmy Paradise, Mr. and Mrs. Thad Lippert, Mrs. Foreman, Mrs. Harry Morris, Wheete McQueeney, Jimmy Conner, Oscar Fryn, W. Baker, William Bazengale, Berny Bernstein. CHRIS M. SMITH.

Byers Bros.' Shows

Washington, Mo. Week ended May 25. Weather, rain and cold. Business, poor. Rain did not permit opening until Tuesday night. All sawdust and shavings available for miles around was purchased



MINIATURE LOCOMOTIVE

Complete Miniature, Oil-Burning Locomotive with Cars and Turnouts. Latest type built. Model of famous U. S. train. Original cost, \$15,000. Will sacrifice for quick sale for \$1,500. Wire, write or phone

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ORANGE, LEMON-LIME, GRAPE, CHERRY, ROOT BEER
Make your Syrup by simply mixing 14 pounds of sugar and one gallon water until thoroughly dissolved. This makes 2 gallons Syrup, at a cost of 35c per gallon.
1 Quart ORANGE CONCENTRATE (or Other Flavor) \$2.00
1 Pint Fruit Acid Solution (We send this free) .00
8 Gallons Syrup, at 35c per Gallon .280
40 Gallons Water .00
Total, 48 Gallons, Cost \$4.80
You cannot make finer drinks. We do not sell less than one quart of one Flavor.
GOLD MEDAL PRODUCTS CO., 138 East Pearl, Cincinnati.

9 Days

CHEVROLET

9 Nights

MARDI GRAS CELEBRATION, Saginaw, Michigan

June 15th to 23rd, Inclusive
TWO SATURDAYS—TWO SUNDAYS.

Sponsored by the Chevrolet Athletic Association and Supported by Three Saginaw Units of the General Motors Corporation. All factories working to full capacity. Owned by the Chamber of Commerce and all Civic Organizations. Held in City in Chevrolet Recreation Park. First Outdoor Event here in years, billed like a circus. WANTED—Legitimate Concessions of all kinds. No exclusives. New and Sensational Free Attractions (Tom and Bessie Hayes wire). CAN PLACE Grind or Bally Shows, with or without outfits. What have you? CAN USE real Banner Men (telephone only) here and for balance of season. Write JOHN DEIBEL, 718 E. Genesee, Saginaw, Mich. Phones: 33094-20351.

HUDSON VALLEY FIREMEN'S STATE CONVENTION

MONTICELLO, N. Y., WEEK JUNE 17-22, INC.

WANT SHOWS, RIDES, LEGITIMATE CONCESSIONS OF ALL KINDS.

A Red One You've All Been Waiting for. With 12 More Weeks of New York State's Best Spots to Follow. Don't wait. Space going rapidly. Grifters save stamps, we can't use 'em. Want to hear from high-class Up-High Act. Red Brady wire. WANT strong Sideshow. Bill Smith and Jack Shaeffer wire. Bill Peshong get in touch with me. Have opening for Cook House, Custard and Corn Game. Write or wire MAE BISTANY, La Tourette Hotel, P. O. Box 628, Monticello, N. Y.

KAUS UNITED SHOWS, INC.

WANTS Loop-a-Plane, Athletic, Five-in-One, War, Pit, Mickey Mouse, or any money-getting Shows that don't conflict. Legitimate Concessions, Bowling Alley, Fishpond, Scales, Pitch-Till-You-Win, Novelties, Stock Stores, Palmistry and Candy Apples, Albert Horr and Paul Brown wire (KE WALLACE, This Week, Sayre, Pa.; Then Hornell, N. Y.

sieged by many old friends here, this being the home town. John Dillinger Sr. with son, Bud, and daughters, Doris and Francis, is receiving columns of publicity. A meeting was held, attended by all attaches of the show. Plans were completed for the Ca-Hi-Lo Protective Organization, with Charles Dodson as president; Francis Halverson, secretary; Bobby Chandler, treasurer; Mrs. Eddie Madigan, Elsie Calvert and Tom Adams, grievance committee. Short talks were made by the officials of the show. A surprise party was tendered John R. Castle (May 19), the occasion being his 54th birthday. He was presented with a sterling silver dresser set, the presentation talk by William R. Hirsch. Visitors included Mr. and Mrs. Dave Stevens, G. C. McGinnis, Harry Altshuler, Doc Allman, Mr. and Mrs. Moxie Hanley, Mr. and Mrs. Art Brainard, Lawrence Riley, George Hawks, Frank Capps, H. B. Brandt, Jack Gilnes, Eddie Conners, Phil McCoy, Curly Vernon, Jim Patterson and family, Fat Duncan, Mr. and Mrs. Sam Spallo, J. J. Stuck, John Francis, Floyd Calton, Harry Cppers and Mr. and Mrs. Walt Lockman, of a local radio station. John R. Castle was kept busy entertaining relatives and friends, who included his sister and brother-in-law, Mr. and Mrs. Wells Sr., and his nephew and wife, Mr. and Mrs. Wells Jr.; Lieutenant Boyle, secretary to the director of police, John Fryor; T. J. Pendergrast and Mrs. Hennies, mother of Orville and Harry Hennies. William R. Hirsch was host to his old Shreveport friends, Jim Porter and Lee Garvin. The writer was host on several occasions to E. G. Soleberg, managing editor, and Mark David, business manager of The Journal-Post. ROY B. JONES.

United Shows of America

Kansas City, Mo. Twelve days ended May 26. Auspices, Wayne Miner American Legion Post (colored). Location, 17th and Paseo streets, at Parkway. Business, fair when weather permitted.

The most disastrous two weeks' engagement in the history of this organization. Carl J. Lauther, of side-show note, recently purchased a pretentious living trailer and a new Ford auto. Helen O'Rourke doing illusion on the front of Vogstead's "Strange as It Seems." Lillian Jones a recent addition to Elsie Calvert's Scandals of the Century. Carl Lauther's "Paris" exhibit a real flash with its new lighting system. Andy Anderson, animal trainer with Riley's Circus, in hospital with appendicitis. Lovie Rice (daughter of Bill) incapacitated with sprained back, the result of high dive in Water Circus. Wayne Andrews joined Water Circus as high diver. Doc Perkins, front lecturer on the Showboat, named the Beau Brummell of the midway, with Col. George Hennessey running a close second. Shanty Mahoney given the title of captain by co-workers on his attraction. Jake and Elsie (Calvert) Brizendine be-

Johnny J. Jones Exposition

Pittsburgh, Pa. Week ended May 25. Location, Exposition Park, Northside. No auspices. Weather, variable. Business, big.

The annual engagement at Pittsburgh was a success despite cold weather the first three days and a light rain one evening. Monday night opening second best of season. Wonderful Saturday matinee attendance, thousands of school children taking advantage of the 5-cent admission to all shows and rides. The "Secretary Hawkins" club, sponsored by The Pittsburgh Press, turned out en masse, as did thousands brought to the grounds by a fleet with a bakery, which distributed 25,000 reduced-rate tickets with its products. Harry C. (Daddy) Mulholland, publisher of The Press, acted as official host of the "Secretary Hawkins" club members and was photographed with E. Lawrence Phillips and Walter A. White. Karl Krug, of The Sun-Telegraph, a visitor several times and with Bill Lewis, managing editor, devoted plenty of space and art to the show. Benny Krause was a visitor, also Mrs. Helen Silvers and Mrs. Betty Hartwick, Benny Beckwith, ride manager, and others. Thad Rissing's Brownskin Vanties drew large crowds. Thad has a company of 30, featuring King Tutson's Serenaders. Mrs. Gyp McDaniel's Rocky Road to Dublin doing nicely, with Charlie Johnson and Wendell Schwoley still in charge. Dudley Lewis added a novelty to his Wall of Death by engaging Capt. Jimmy Coeburn, high diver, who plunges into the center of the Motor-drome while the riders are racing around the steep wall. Zella Bortz added to his corps of riders. Gilman Brown, now in the commercial field, dropped in for a visit to his family. Dave Tennyson, of Gooding Greater Shows, several days on the midway. Mrs. William Zeldman arrived to take charge of the Waltzer ride and William left to rejoin Mighty Sheesley Midway. Mrs. Anna Price, of Rochester, Pa., visiting Tom and Joe Allen, her brothers, Jimmy Montana still with it.

WALTER D. NEALAND.

Dixie Exposition Shows

Hazard, Ky. Week ended May 25. Weather, mostly rain. Business, very good while open.

Show moved on to the muddiest lot of the season. Impossible to open on Monday night. After hauling 20 loads of cinders and sawdust lot was in wonderful shape. Three rides joined from McBae, Ark., accompanied by Mrs. Nora Snodgrass and crew of help. R. L. Lewis and the missus joined with photo gallery and several other concessions, also from McBae. The addition of a Kiddie Ride brings the riding devices to five. L. H. Hardin has enhanced the appearance of the midway with his well lighted and elaborate Circus Side Show. Plenty of new building and a world of painting are doing wonders to make this a very attractive midway. Show will play in this section until after July 4 and then will start on a long string of fairs. The Two Franks and Captain Rudolph's Animal Circus still going over the top as free acts.

TONY MARTINEZ.

R. H. Work Shows

Somerset, Pa. Week ended May 25. Weather, cool. Business, very good.

The first real business of the season and everyone in good spirits. The entire spring season has been so cold and wet that it was impossible to get money. The previous two towns, Bedford and Mt. Pleasant, were both just medium as far as to business. On May 8 Aletra Hampton Kerley, of the Minstrel Show, presented her husband with a seven-pound girl. Prince Eco joined and has a nicely framed show. The Loop-o-Plane finally arrived and started to operate Tuesday. A letter from Mr. and Mrs. E. V. Whittington (frozen custard) advises that they have both been ill and cannot join for a while. Mr. and Mrs. Sherman Hawley have purchased the Drive-Ur-Self autos they operated last year and will join early in July. The roster follows:

Staff: R. H. Work, owner-manager; Hazel Redmond, secretary-treasurer; J. E. Burt, lot superintendent; Al Gordon, assistant; Bill Jackson, electrician; Shorty Shell, assistant; Thad Work, superintendent transportation. Shows: Minstrel Show—Hazel Redmond, manager; Deacon Hampton, Laura Hampton, Aletra Hampton Kerley, Carmen Hampton, Clark (Buddy) Hampton, Mark

Hampton, Virtue Hampton, Robert Hampton, Dawn Hampton, Maseo (Billy) Hampton, Loxie Hampton; John Kerley and Polly Pollard, tickets, Mickey Mouse—Mr. and Mrs. Elmer Cohan. Monkey Circus—Captain Winslow, manager; Mrs. Winslow and Helen Baker, tickets. Prince Eco—Mrs. Hale, tickets. Snake Show—Al Gordon, manager; Jack Jackson, inside. Rides: Merry-Go-Round—Thad Work and R. H. Work, owners; Thad Work, manager; Steve Leonard and Shorty White, operators. Ferris Wheel—Cliff Stuft, manager; Mrs. Stuft, tickets; Arthur Crosby, helper. Chairplane—Ceil Westover, manager; Em Doddy, tickets. Loop-o-Plane—Mr. and Mrs. Joe Branham, owners; Arthur Bechard, operator; Kenneth Johnston, assistant. Concessions: Harry Miller, 3; J. E. Burt, 2; Mr. and Mrs. Joe Branham, 2; Mr. and Mrs. Harry Bondurant, 1; Mr. and Mrs. Shorty Shell, 1; Mr. and Mrs. Joe Ihle, 1; Mrs. Leonardson, 1; Thad Work, 2; Al Gordon, 1. Fisher and Graham present the free act.

HAZEL REDMOND.

Bunts Shows

Bennettsville, S. C. Week ended May 25. Auspices, American Legion. Location, half mile from town. Weather, rain and cold. Business, bad.

Last Monday night on account of rain, cold and high winds. The first night the show did not open this season so far. Tuesday night there was a cold drizzling rain and the attendance was very light. Wednesday and Thursday there was no rain, but the wind was so strong it was impossible to keep banners in the air and impossible for Oliver to make his high dive. Friday and Saturday night a few came out, not many. John Vaday and wife left for their home at Hastings on the Hudson to attend to private business regarding their bakeries. Auto Kiddie Ride also left for the North. A committee from the Chester (S. C.) Fair board visited. Manager Bunts contracted to play same.

ALTA MAY BUNTS.

J. J. Coley Shows

Prague, Okla., June 1—J. J. Coley Shows played here last week to good business. Show has been out 10 weeks. Moves on trucks.

Staff: J. J. Coley, owner-manager; Mrs. J. J. Coley, secretary-treasurer; J. E. Brownie, assistant manager; J. Sam Leonard, general agent; Roving Al Burdick, special agent and banners; Casey Smith, electrician and lot superintendent.

Athletic Show, "Denver Kid" Curly, Riley York and Johnnie Walker. Mickey Mouse Circus—W. A. Gill, tickets. Ferris Wheel—Roy Billings, operator; Johnnie Collins, tickets. Seaplane—Gus Miller, operator. Mixup—O. E. McElhenny.

Concessions: Cookhouse, Andy Anderson, manager; Jack Seehrest, chef. C. D. Collum, 1; Casey Smith, 5; Mrs. Coley, 2. Ralph Waldo and wife, photo gallery. Corn game, Raymond Conn, owner; Johnnie Smith, assistant. Al Burdick, 1; John Cook, 2; Jack and Buddie Everett, 2; Jack Taylor, 1, and Dad Smith, 1.

Endy Bros.' Shows

Mt. Carmel, Pa. Week ended May 25. Location, circus grounds. Auspices, American Hose Company and Mt. Carmel Civic Band combined. Weather, favorable. Business, good.

Wonderful committees, giving marvelous co-operation and a fine week's business for everyone, all shows and rides clicking well. Conley's Animal Circus topped the midway. The Great Manta Show (sea monster) arrived and started doing a real business. Mrs. Jack Wright Jr. had a wonderful contest and public wedding here, there being 23 girls in the contest at the finish. Annan and Bill Spence doing well with the newly framed cookery and putting out good food. The writer is the new mail and agent The Billboard on the show.

J. (IRISH) KELLY.

Gruberg's World's Exposition

Charleston, W. Va. Week ended May 25. Auspices, American Legion. Location, Kanawha City circus grounds. Weather, bad. Business, good.

Show arrived from Logan and was up and ready to operate by 4 o'clock Monday afternoon, but rain prevented opening that night. Rest of the week cold and rain, but notwithstanding the inclement weather the show enjoyed business. The show was well advertised for this date. In fact, Manager Max Gruberg spent more money to advertise the Charleston engagement than this show ever spent before to advertise a still date

and the result was "splendid business in unfavorable weather." With good weather it no doubt would have proved one of those dates to be talked about long after. The entire show presents an excellent appearance. The show entertained the carriers from The Charleston Gazette and The Charleston Mail on Tuesday night. The Legion committee gave excellent co-operation. Visitors on the lot included Capt. David Latlip and the Latlip Family, who were entertained by Mrs. Percy Martin, wife of the writer; Candy Sabath, manager Latlip Attractions; Eddie Rahn, general agent John Marks Shows; Tex Sherman, publicity department Hagenbeck-Wallace Circus, and others.

PERCY MARTIN.

J. Harry Six Attractions

Cloverport, Ky. Week ended May 18. Auspices, Post 171, American Legion. Location, on street. Weather, rain. Business, fair.

Last Monday because of storm. Legionnaires worked hard in interest of the engagement and local business men co-operated. Mayor O. C. Ferguson was a nightly visitor. There are warm spots in the hearts of the J. Harry Six troupe for Cloverport. ANNABEL STARKEY.

FIRST WEEK

(Continued from page 50)

average, when there was "plenty of money in circulation." Shows and rides have fared much better than concessions. Group-player concessions, however, apparently have been confined by local ruling to specially made restrictions. The corn game, a concession that has thousands upon thousands of amusement fans and which operates in nearly all cities and towns in the country, has not opened—according to report, not allowed to use the number cards for players on the counters. Darts thrown at still red or black spots, rings down on nails and similar playing at many of the stock concessions.

As could be expected in a locality where the residents had not seen a collective amusement organization in operation for years, opening night (Monday) found a mass of humanity in front of the main entrance, so congested in fact that the thousands who patronized the box offices had to practically elbow their way into the grounds. However, gradually, daily, this condition has been greatly remedied and with the result that there has been a daily increase in the number of better-spending people on the midway. The gate admission is 10 cents, with small children accompanied by their parents or guardians free.

In accordance with the outdoor show situation that has prevailed in Cincinnati for about a decade—a two-day showing clause included in ordinances; some circuses have played the third day by special permit—this engagement has encountered some opposition from or thru one or more members of local law-making bodies. At a meeting of city council Wednesday a member of that body, Dr. Glenn Adams, who was not in attendance when the council approved leasing of the grounds for the engagement on March 13, claimed it was "a mistake" and provoked a spirited discussion, as an account of the meeting in one of the prominent local daily newspapers stated. It is recalled that when a large circus which was using and paying a "good price" for city-owned grounds at 4th and Smith streets and was trying to obtain permit to stage its spectacular and highly pleasing street parade in connection with its engagement last year Dr. Adams was one of the "city dads" not favorable to the permit, which was not granted.

Exposition Praiseworthy

The exposition in Music Hall is, in plain words, great! It occupies both the north and south wings of the mammoth structure, which are filled with working models and exhibits of city, county, State and federal government projects and institutions; school and other educational displays; mercantile and many other exhibits. Also pageants and other stage productions. There are admission charges for both adults and children. In fact, the exposition deserves far more praise and publicity than it has received in local newspapers. Proceeds of both the exposition and midway go toward the continued operation of Music Hall, which for some time has been operated under lease.

Returning to the midway, many thousands of Cincinnatians have already availed themselves of the opportunity to indulge in a "something different," a change in their amusement menu, after being virtually "cooped up" all winter and early spring. The population of Greater Cincinnati is sufficient to not

seriously interfere with patronage of parks, baseball and other sports or motion picture establishments, anyway for two weeks.

The attractions on the Mighty Sheesley Midway include the following: Shows—Alice in Wonderland, Motordrome, Big Circus Side Show, Hollywood Follies, Baby Show, Colored Minstrels, Freak Animal Exhibits, Edna (W. H. Davis' former Vampire), Midget Mother and Her Children, "Unborn," Hawaiian Show, Alcatraz (outlaws and law enforcers in wax), Deep Sea Divers, Mickey Mouse Circus, Big Snakes, Gangster Car, Boxing Cats, Arcade, Rides—Double Ferris Wheels, Loop-o-Plane, Merry-Go-Round, Caterpillar, Heyday, Lindy Loop, Flyer, Whoopee, Pony Express, Kiddie Ride, Miniature Autos. There are about 60 concessions.

Further details of the engagement and references to individuals connected with the show will appear in next issue.

CURL GREATER

(Continued from page 50)

in high praise of attendance the last two nights and judged this as prospective of a good season for outdoor amusements.

General Agent W. E. Lamb returned to the show late last week with the route almost completely booked. Don Wagner, electrician and rides superintendent, was called to his home at Foster, O., on Thursday to attend the funeral of his father, Joseph J. Wagner. W. S. Curl is owner-manager and Mrs. W. S. Curl, secretary-treasurer.

At present there are four rides, consisting of Merry-Go-Round, Charles (Chuck) Clark, foreman; Ferris Wheel, Don manager; Chairplane, Raymond Goldman, foreman; Happy Oberman, assistant; Kiddie Auto Ride, Oscar Williams, manager.

Shows: Circus Side Show—Charles E. Spanton, owner-manager; Don LaRue, mentalist; Mlle. Siada LaMarr, large reptiles; Mac McKassin, bagpiper; Ruth Williams; Miss Carney, illusions; Princess Karnach, torture box and sword ladder; Sailor Frank, tattoo artist; Frank (Red) McGoun, front; Clyde Shipley and Ray Clegg, tickets. Doc Edwards' X-ray Girl, with the missus working the illusion. Athletic Show—Popeye, the Swede, manager and front; Tufty Gaines, inside.

Concessioners include Jim Price, cookhouse; I. Chapman, 3; Jack Morton, photo gallery; Arthur O. Bungard, 1; Ed (Shorty) Barney, 1; George Neeley, 2; Bobby Burns, 1; Ed Blowers, cotton candy; Mrs. Pat Harden, pop corn.

BALLYHOO BROS.

(Continued from page 50)

funds to support the convention they had booked in a carnival. They then got an injunction against the show and kept it from opening. But demanded the guarantee. The show sued for \$250,000 damages. Both the club and the show at that time were in the hands of receivers. There were 10,000 witnesses for the show and only 5 for the club.

The lawyers for the show used our six-foot living skeleton who weighed but 36 pounds as their star witness, and borrowed a suit of clothes of our 700-pound fat man, just to show that by laying off a week the star witness had fallen away to where the suit wouldn't fit him. The jury was out three minutes and bought in an imaginary verdict in favor of the show. So pleased were the bosses over the verdict (altho not our show) they sent passes to the 10,000 witnesses, the judge, jury and all involved.

The individual show operators on the midway said imaginary passes should have been used; that at this rate they would soon all become star witnesses. With all the customers armed with passes if looked like we would make an imaginary railroad move and stay over another week.

But the show moved on. Bosses sprung everyone and their baggage. Those one floor up were given 60 feet of rope; second floor up, 120, and the third floor up, 180. With instructions not to go over three stories high the rest of the season, as we were out of rope.

MAJOR PRIVILEGE

ZEIGER SHOWS

(Continued from page 50)

estimate of the amount of show properties lost could not be made until the flood water subsided, but it was thought that at least one of the rides and all show tents and fronts were total losses or badly damaged. Mr. Zeiger's telegram also stated: "Will remain here about 19 days, rebuilding and having new equipment shipped on."

Along the California Pacific Expo. Midway

TOM WOLF has his Jerusalem-Holyland Exhibition in the Palace of Better Housing. It is a real novelty attraction. AL (BIG HAT) FISHER is the chief talker on Dufour & Rogers "Crime Does Not Pay" show. Al has not missed an exposition in 20 years. K. AROUANI has the Egyptian Village.

COAST CATERING COMPANY operates 15 hotdog and hamburger stands. WALTER CASEY has the parking concession.

SPANISH KITCHEN is under the direction of Col. E. N. Edwards. QUALITY DAIRY has 15 ice cream and custard stands. Page J. C. McCaffery.

NOVELTY MERCHANTMEN—15, count them—all under the direction of Fred Rellly.

FLOYD S. HARPER has the only shooting gallery on the grounds.

MARBLE GAMES are being operated by Sam Kross.

TED GOLDSTEIN has two "whistles" concession.

J. S. MADILL is the big-shot concessioner, operating 10 pop-corn and peanut stands, 15 fruit-juice stands, 10 root-beer stands, 10 novelty stands, "Cafe of the World," "Gold Gulch" and "House of Hospitality" restaurant.

MICKEY McDOUGAL has the ex on card and coin tricks.

PROF. MAY, with his Alpha the Robot, is in the Palace of Science.

BESIDES their many shows, Dufour & Rogers have scales and canes concessions.

HAM AND BACON WHEEL is being operated by the American Legion Post No. 6.

Royal Palm Shows

Bowling Green, Ky. Week ended May 26. Inclosed midway. Auspices, B. F. O. Elks No. 320 Charity Fund. Location, downtown. Weather, variable. Business, fair.

Last Monday: heavy downpour. Lot a sea of mud. Over 100 truckloads of cinders and sawdust and tons of straw used to condition lot for setting up. Opened Tuesday night to good attendance. Thursday night opening delayed by rain until 9 o'clock. Friday and Saturday perfect weather, big crowds and fair returns. Management complimented by the committee. The "Squawkers' Club," the annual social and fraternal showfolk organization, held its first meeting and elected officers and made plans for future activities. Much elation followed the gathering, presided over by Berney Smuckler, Mrs. Marie Smuckler, Harry B. Saunders and others. Officers and membership to be announced soon. Visitors included the entire company of the "Flying Aces," air circus; American Legion committee of Glasgow, Ky.; Fred Christ, William Hatch and many others of the entertainment profession and Circus Pans. Mrs. H. S. Trainer is handling the front for the two Franciscos and is scoring high favor with the show and public. Pat Delaney is presenting Zero, the Human Polar Bear, as the feature of the Slide Show. The show scored again with the press, *Park City Daily News* and *The Daily Times-Journal* accorded liberal space and high rating. Owing to the astuteness of Mrs. Smuckler, a plan for reasonable expansion is under way, with Tom Salmon as chief of construction. Word comes from the advance that the fair season starts in July. Bob Gordon is *The Billboard* and mail agent.

WILLIAM JUDKINS HEWITT.

L. J. Heth Shows

Franklin, Tenn. Week ended May 25. Auspices, American Legion. Location, business district. Weather, bad. Business, fair.

The first half of the week the show got a bad weather break. Attendance for the last half increased daily to a fair crowd for Saturday matinee and a pecked midway Saturday night. Had a beautiful midway here, with 10 shows, 6 riding devices and 8 concessions. The outstanding free attraction is Taylor and Moore, who present a high trapeze act that is sensational. Manager L. J. Heth was complimented by the committee on his show and the two newspapers co-operated in a most complimentary manner.

DOC HOWELL.

Out in the Open
By LEONARD TRAUBE
(New York Office)

DEAR Editor: A lot of the columning boys and girls have either been writing to their bosses or batting for them under the billing of secretary, so I thought I'd use this pillar as the medium to do likewise. Everything I say is in confidence, of course, and I hope you don't ask me to reveal my sources of information (which you never have) because that would show me up as a fellow who practically sleeps on the desk all day long and depends upon his good friends to help fill the column. If you knew them you would hire another sleeper, and I wouldn't like that because I have got so used to the dream performance back in the corner of the sixth floor of the Palace Theater Building that I wouldn't be worth a hoot to them's that hire me. You keeps me working under those arrangements and you takes your chance between sleeping and—sleeping.

I hear from a very delicious channel that two of the better known circus titles will be lifted from the moth balls and put to good use, maybe at the end of this year and far into 1936. As soon as some hot developments start moving I'll tell you more. I might even favor you by Postal Telegraphing it in on Monday, so watch for same.

DID you see the stuff that O. O. McIntyre ran in his *New York Day by Day* gem on Memorial Day? He said: "This is the time of year I like to turn to that weekly the circus, vaudeville and carnival folk know as *Billyboy* and the publishing world as *The Billboard*. In its pages one may learn late news of the last of the gypsies. With the first spring buds these romanticists become birds of passage and always on the wing. They hibernate mostly around New York—Coney Island, Asbury Park,

Philadelphia Pickups

PHILADELPHIA, June 1. — The first real hot weather of the year gave the parks, swimming pools and other outdoor amusements a break. While no carnival companies are operating in the city, some block parties and home carnivals had their openings during the week.

Frank Sterling is now located in the city, and Mme. Zenda, under his management, is a free outdoor attraction at Willow Grove Park in a mental act. He is also presenting a company of dancing girls at the museums, of which Princess Zoma is the feature.

Eighth Street Museum has been hit by the hot weather and business is on the lull, possibly a week or two more will see the close of the season. This week's bill has Three Dells, club jugglers; Rajah Corey, magic and illusions; Petro, human ostrich; Poses Plastique and Prince Oahwa, South African pygmy. Dancing girls are still the annex feature.

South Street Museum, in its last week, has had fair business, with the following attractions: Slim Johnson's Colored Revue; Baby Face Joe, fat man; Tom Breen, juggler and cartoonist; John W. Cooper, ventriloquist, and Mme. Zetta, mentalist. Dancing girls in the annex. At the close of the season Bob Hasson, who has managed the museum this season, will manage one of the places at a resort now booked by his father, Tom.

Miller Bros.' Exposition

Prestonburg, Ky. Week ended May 25. Auspices, Woman's Club Benefit, Crippled Children's Fund. Location, ball park. Weather, bad. Business, fair.

Opened Monday night in a deluge of rain and mud and bad weather continued all week. It seems that Manager Morris Miller has spared no expense in framing the show this year. He has 6 major rides, 10 shows, with new canvas and panel fronts, 30 concessions and 6 free acts, including the Famous Morris Family. Credit is due Ernie McCollum for the lighting effects and Doc Ward and George Bennett for the panel fronts.

BILLY WEST.

Pollie & Berger Exposition Shows and Wild Animal Circus WANTED

Circus Acts, Wild West People with or without stock, Wild Animal Trainers, Side Show Features. Want Circus Scenery and Sign Artist, Concessions, Stock Wheels and Grind Stores. Mable Mack, have proposition for you; write. This show has the best booking possible in the money territory. All address as per route. HENRY J. POLLIE, Pollie & Berger Exposition Shows and Wild Animal Circus, Mt. Pleasant, week June 3; Midland, week June 10; Saginaw, week June 17; Alma, week June 24; then Biggest July 4th Celebration in Michigan this season, on MAIN STREETS, in Albion. All Michigan. All telegrams and mail to LOUIS J. BERGER, Pollie & Berger Shows, per route.

FREAKS WANTED

3 Freaks Strong Enough To Feature.

Long Season—Best Salary. Must join on wire. No time to write.

Address DICK BEST, Royal American Shows, Springfield, Ill.; Then Peoria.

Atlantic City and the like." And then O. O. goes into a terrific buildup for the profesh with this: "Here is an army that has ridden the depression top-galant. They never whine, and life and the open road are always high adventure." It was darned nice of him, don't you think?

I have a letter on hand from Charlotte B. Kelley, better known as Ma, of the Doc and Ma medicine show up Gales Ferry way. That's in Connecticut, you know. Ma writes: "You will remember at the time of the 40th Anniversary Number of Billyboy old Doc Kelley, the med show impresario, saw your picture and wrote you about your 'childlike and bland contentance' and called you 'jocko da Monk.' Well, here's one on Doc. On Saturday, May 25, Tom Gorman's Circus played New London and Doc goes over to renew acquaintances with Tom Gorman and Max Kassow, side-show manager, and the freak performers, etc. He stayed all day just like a hick and gawked at the elephants, seeing both the main show and side show (the latter 18 times) and hung around the freaks. Ate peanuts, pop corn and hot dogs and had a bellyache next day. He acted just like a kid and he will be 61 in October. I attended the night show with 16 friends and found Doc in side show with a snake charmer and Hawaiian dancer. Tom Gorman extended all the courtesies and we saw a good circus. Poodles Hanneford got a big reception. P. S.: Doc has been sick ever since circus day; it was not from the circus, but too much eating." Don't you like her candor?

I HAVE it on pretty good authority that *Time Magazine* is readying something or other about the "Stella" exhibition at the San Francisco Exposition of 1915, where it was placed in a wing of McConnell's Creation Show. Stella was exhibited by Eddie Vaughan in San Francisco and later with the Johnny J. Jones Exposition, its last known public display.

Did you know that Amie Allaire, the juggler and minstrel performer, who died the other day in an auto accident in Ohio, worked at the main entrance of Lewis Bros.' Show last year? He would juggle batons, straw hats, Indian clubs and anything else you threw his way. A nice, congenial chap, too. . . . Is Robert Wadlow, of Alton, Ill., out with some show? He should be, because he's only 17 and stands 8 feet 2½ inches and weighs 483 pounds. . . . I don't think we have announced that Ed Kelly, of Woodhaven, N. Y., has replaced Pat Mulligan as boss of ring stock on the Big Show. Kelly has supplied the draft stock to the show on the New York and Brooklyn engagements, as you probably are aware. Incidentally, do you think it would be funny to call him boss of Ring-ling stock? No, I thought so.

NEW blood must be entering the park field after all. A newcomer to the ranks is Henry Levin, a born and bred New Yorker, mind you, who has a peach of a location on the Sunrise highway in Massapequa, L. I., and is on the move to put a flock of amusement park items in there. It's right near Frank Buck's Jungle. Levin's partner is a fellow by the name of Matt Sconolmi. . . . Talking of new things, our friend Captain Oscar, who does a sensational tower act, has perfected a new one which is based on explosions belching out of twin canons directly upward. Sounds very interesting. . . . Of course, it is not news that "Baby" Ruth Pontico,

WANTED A-1 Show Manager, one can talk. Also small Merry-Go-Round. Have Tops and Fronts for money-getting Shows. All Concessions open except Bingo. CAN USE Wheel Operator. Good opening for Cook House. J. LACY SMITH, Bethesda, O., June 3 to 8; Lafayette, O., June 10 to 15.

CARNIVAL BOOTHS--RIDES

FOR RENT. Complete unit—12 Concession Booths, enclosed, size 8x14, including Radio and Ball Games, Refreshment Stand, Electrical Equipment, Decoration. Will set up, take down and haul. Carnival Wheels and Games of every description. JERE SHAW, Real Estate Trust Bldg., Philadelphia, Pa. Phone, Pennypacker 2177.

WANTED

ORGANIZED MINSTREL SHOW

To join on wire. Address BIG STATE SHOWS, Overton, Tex., All This Week.

CHEF WANTED

C. F. MELLON, Oelbin & Wilson Shows, Arnold, Pa.

SUNSET AMUSEMENT CO. WANT

Custard, Floss, Bumper, Cork Gallery, Milk Bottles. Have Girl Show Outfit open. WANT Mechanical Illusion or other Grand Shows. Duquesne, Ia., this week; Oelwein, Ia., next.

fat woman, is out with the Krause Greater Shows, but it is news that she is fast recovering health and gaining weight after a severe affliction while in Sarasota, Fla. Her husband, Joe Pontico, has the cookhouse. You'll remember that he was at the Chi Fair during the "last half." Handles novelties. In the winter he runs a restaurant in Sarasota. They visited Hagenbeck-Wallace in Altoona, Pa., recently and enjoyed a chat with old friends.

I didn't read the Downie Bros.' Circus review as carefully as I should, but June Williams rates the tag of being the only lady leaper in the biz, and aside from that gets big hands at every performance. Her costumes are smart and she's as graceful as they come. She used to appear with the Merrill Troupe, playing fairs and indoor shows, the contingent consisting of her brothers and sisters and managed by her father, the late Harry Morris, of Jeffersonville, Ind., who was quite a leaper and tumbler of the old school. Morris was for years on the W. H. Harris Nickel-Plate Show, as well as other reputable outfits of his time. If you ask me, she's worth a special announcement, and I hope Charlie Sparks arranges to give her that well-deserved break. She prances over horses and elephants like an adagio dancer.

I'M SIGNING off with the usual round of chatter. . . . That they call that device the Fairies Wheel in England is no doubt old stuff to you, but it tickles my funny bone at this late date.

. . . B. Ward Beam, manager of the Congress of Dare-Devs, was in. He had a great auto-race date in Toledo. . . . Matthew J. Riley, who says you know him as the squire, hopped into town to arrange for railroad moves. He's general agent of the Strates Shows, as if you didn't know. . . . This kind of a column is a cinch, boss, and I'm thinking of doing a repeat in the future, as I can sleep while pounding the typewriter. . . . Before saying good-by, would it be oke to have the readers send in their choices for "My 10 Favorites" (showmen of carnivals, parks, circuses, fairs, etc., and people in those and other outdoor fields) for this column?

Make Money With STREETMEN'S SPECIAL ASSORTMENT

A GRAND and flashy assortment of "best sellers" from the OAK line, including the popular Micky Mouse print. Get busy with these and clean up.

Sold by
Leading Jobbers.

The OAK RUBBER &
RAVENNA OHIO



PITCHMEN • DEMONSTRATORS STREETMEN • NOVELTY SALESMEN MEDICINE MEN • COUPON WORKERS

By GASOLINE BILL BAKER
(Cincinnati Office)

BOBBY DEASE . . .
cards from Reading, Pa.: "My show opens at Bechtelsville, Pa., June 1. I would like to hear from Danny Blake."

ROBERT (BLADES) COOK . . .
shoots from Newport, N. H.: "I have doubled up with Atlas, the tooth-powder man, and we are working some supposedly 'unworkable' spots. We are trying our hardest to open towns closed by so-called pitchmen who went thru this territory cutting prices. I will shoot in a few words each week discussing the headway we might or might not be making."

"WE'RE BACK TO . . ."
cities of health, wealth and fashions . . . pipes D. J. Lambert from Joplin, Mo. . . "and, believe you me, boys, regardless of how cold it gets, the North is the land of promise for me. After leaving Houston we worked Dallas and Texarkana with no readers; Little Rock, five a week, and here in Joplin it's twenty-five a day or five a week. It's not a bad town if you don't hold large tips. I wonder if Dave Rose and Billie are in this section. At almost every doorway I work a citizen remarks about the man with a Gila and stain remover who 'worked here last.'"

"I HAVE NOT . . ."
seen a pitchman since I have been here," Infos Ray Herbers from San Francisco. "I left Chicago about seven weeks ago with California in mind. The weather is unusually cool here for this time of the year. Business here is about on a par with that in the East, altho lower nut in Frisco helps in the end."

HARRY K. O'NEIL . . .
shoots from Grand Rapids, Mich.: "Altho I have been on the road for more than 25 years and have been a constant reader of *The Billboard* during all that time, this marks the first time that I have contributed a pipe myself. I met a young man by the name of Eddie Schirico recently who was working corn punk in a town near here. Curley Boyd and Mrs. Schirico work with him, and the three of them seem to be getting real money. I have seen a great many corn workers in my day but Schirico and company seem to be 'tops' with me."

DOC LAZARUS SAYS . . .
"Curley Bartok opened a new pitch store on Market street in Philadelphia May 15 that looks like a winner! Great Spike Howard, strong man, pitching oil, is getting big tips on the inside; Larry Velom, Murray Harmelin, Sidney Oser and Eddie (Tarzan) Schubert are also working in the store. Joe McCarthy, Ben Nixon and Mighty Atom are driving 'em in. Milt Bartok, the proprietor, invites any and all workers to come in for a try. As for myself, I am doing exceedingly well with demonstrations in several large department stores. In a few days I plan to open a pitch store of my own in Wildwood, N. J. However, only clean pitchwork will be allowed to work. The slogan will be 'Guarantee your money back at any time.' Believe it or not, money will be deposited in a Wildwood, N. J., bank."

DUSTY HERRING . . .
opines from the sticks of Virginia: "After reading Dave Rose's pipe in the last issue I could wait no longer to let my friends know what the old man is doing and to express my own opinion regarding the subject so forcefully discussed by Dave. He has taken the words right out of my mouth, so to speak. I agree with Dave that unless we do something mighty quick all of our 'tribe' will soon be forced into a 'back to the farm movement.' Are we going to stand by and twiddle our thumbs while our livelihood is being dragged away from us? As Mr. Rose stated, a large portion of us are content

to remain as we are and let things in general remain the same as long as we are in a position to eat each day. As sure as this is in print a tomorrow will come when it will be mighty difficult to find something to eat. That, my friends, is food for thought. I am in charge of a show for the Hines Medicine Company, of Independence, Va. The roster includes, besides myself and my wife, Spooney Wineset and Herbert Higgins. I have been accused of numerous things in my time, many of them of a humorous nature and some rather unpleasant. But I was at the end of one of the most unusual accusations I have experienced this week. A native informed me that the reason so many people were buying from me was the fact that they considered me a 'witch,' Brothers, if that is the way the public feels toward witchcraft. I want to be a witch all my life. I would like to read pipes from Sunshine Rogers, Sleepy Joe Dennison and some of the boys from the 'Longhorn' State."

A. L. (LY) BLACKMON . . .
infos from Waynesboro, Miss.: "I am working paper thru this section with H. E. (Slim) Clifton. Biz has been good. I saw the famous Pete Weyneger in Philadelphia, Miss., recently. Pipes from Joe Strayhorn and Dick Gardner would be more than welcome. Pipe up, boys!"

FROM NASHVILLE . . .
we hear of Harman A. Dobson: "I am back on the road again after an absence of almost 18 months. Last week I worked Little Rock, Ark., to fair business, but the reader is unusually high and doorways are about as scarce as hens' teeth. While there I had the unusual pleasure of meeting D. J. Lambert and wife with horned nuts, and Ferguson with sheet. Both are hard to beat. I expect a fairly good turnover here, altho almost all the workable spots are occupied by homeguards. I have never seen so many razor-blade workers in my life. How about a pipe from my old buddy Hi Hightower."

JOE PURCELL . . .
med-show comedian for a number of years, has left the show business to settle down in Crockett, Tex. He has entered the cleaning and pressing business and it is reported that he is doing quite well. Joe, better known as Toby, wants to hear from his old friends.

ROY (SKIPPY) DAVIS . . .
cards from Detroit: "I have been here a week. A number of pitchmen are in town, too many to mention by name. I have been working shops, as that seems to be the only way to dodge the bread-line. Doorways cannot be worked, but there are four or five good lots on which there seems to be plenty of room for more workers. I would like to see pipes from Frank Libby, Tom Kennedy and David Mathews."

ON ONE OF THOSE . . .
"man in the street" interviews, Charles A. Lomas, of the New York advertising staff of *The Billboard* (who specializes in accounts advertising in the Pipes department) was asked a series of questions on pitchmen by an announcer for WINS, the New York Hearst station. Charlie proved he was a real authority on pitchmen by staging a three-minute talk that was a "honey." On the question as to whether there were women in the game, Mary Ragan and several others were given a plug. It was dandy favorable publicity for pitchmen, and they were given a first-rate announcement coming and going. The announcer on the job was Charles Lewis.

FROM ACROSS THE SEA . . .
comes the following from Jack Saunders: "On my way to Paris I stopped off in Brussels to give the fair there the 'once over.' Of all the people and things

IT'S NEW PLUNGER FILLER VAC
ZIPI ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
458 Broadway NEW YORK CITY.
Fast Service Sully.

BIG 1935 LEADER
Genuine Leather Bows & 4-in-Hands

New sensation sweeping the country. Sell on sight. Big profits. Repeat orders. **CANT BE TOLD FROM SILK.** Cleaned with a damp cloth. Fancy Designs and Colors. Durable, won't wrinkle. E. M. sold \$1 in 1 1/2 hours. **Send \$5c for Sample and Kit. Information free.**

Note the neatness of this Bow, its perfect shape. Century is a nationally advertised line, with patented features guaranteeing to hold its shape. Solid black for uniform wear, fancy colors for dress.

CENTURY TIE CO., Dept. 10, 2393 W. Grand Blvd., Detroit, Mich.

NEW PATENT
The Greatest Hit of This Century,
EA-Z-POUR, for
JOBBERS, DEMONSTRATORS
And Quantity Users. Inquire immediately for EA-Z-POUR. Nothing like it has ever been out. A quick money maker. Absolutely new and unique and still a necessity. Mail 10c for sample and postage.

GEROD Manufacturing Co.
61 Warner Ave., Jersey City, N. J.

SHOE LACES
AND FINDINGS
Most Staple and Best Selling Items. Buy Direct from Manufacturer. Send 25c for Sample Assortment and Prices.

CAPITOL SHOE LACE & FINDINGS CO.,
135 Pitt Street, New York, N. Y.

We carry Shoe Laces and Shoe Findings only, and are therefore in a better position to give you lowest prices, perfect merchandise and prompt delivery.

E. Z. WAY
AUTOMATIC STROPPER

W. M. MFG. COMPANY,
Sandwich, Ill.

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE
Write us your needs.

ARGO PEN-PENCIL CO., Inc.
296 Broadway, NEW YORK CITY.

GENUINE PIPES WITH CARVED BOWLS
Filter Attachment in Each Pipe. \$18 Gross

Also Smooth or \$17 Sand Blast Bowls. Gr. Genuine Briar. . Gr.
25% with Order, Bal. O. O. D.
MARXMAN PIPES, INC., 307 5th Ave., N. Y. C.

LEATHER NECKTIES
LEATHER 4-IN-HAND TIES SELL ON SIGHT.

Latest 1935 Summer Patterns. Beautiful Colors.

Send \$3.00 For a Sample Dozen Today
Sample Tin, 50c.
Money Refunded if Not Satisfied.

THE CENTURY CO.
Fairbury, Neb.

MY TWO-PIECE PEN & PENCIL COMBINATION (Onyx & Black) I Find is One of My Best Sellers—It's All in My Two-To-Point.
NEW DEAL NOW GETTING THE MONEY. PARK PENS AND PARKER BLADES. Everything in Fountain Pens and Pencils. Price List now ready.

JAS. KELLEY, The Fountain Pen King
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

Large 3-Color Cartons Under Your Name, in Lots as Low as 50 Gross.

HERBS AS LOW AS \$5.00 Gross. SOAP AS LOW AS \$5.40 Gross.
Write Today. Send 10c if Samples Wanted.

OZONDA COMPANY, 825 Bufen Ave., Columbus, O.

AGENTS, DISTRIBUTORS, DEALERS,
SELL MORE HANDKERCHIEFS—Write HANDKERCHIEFS, No. 3 W. 29th St., New York.

RHODIUM
LOOKS LIKE PLATINUM AND DIAMONDS

New Designs Shown Here Are Out-selling All Others. Order Samples Today. No Commitment. Prices from \$9.00 Gross. 10 Sample Rings, \$1.00. Complete Sample Line of White and Colored Rings, \$2.00. Prepaid. Catalog Free to Dealers.

HARRY PAKULA & CO.
Largest Distributor of Rings of all Descriptions,
5 No. Wabash Ave., Chicago, Ill.

AERIAL ELIMINATOR and LINE NOISE FILTER

Fastest Selling Radio Device for Demonstrators

Chromium effect finish, attractively packaged in a Black and Green Varnished Box—Circular, Beautiful Display Card with orders of 250, \$14.00—100. SAMPLE 25c Deposit with orders.

FEDERAL ENGINEERING CO.
721 BROADWAY, NEW YORK, N. Y.

A REAL BARGAIN
SPORT SUN GLASSES

No. 88600—SPORT GOGGLES—White metal, non-tarnishable Frame. Fibre covered Temples. Large Deep Curve Lenses. Amber, Smoke, Fluzal and Blue.

Per Doz. \$1.50. Per Gro. \$17.50

NEW ERA OPTICAL CO.,
Write for Catalog #F43.
Optical Specialties
17 N. Wabash Ave., Chicago, Ill.

ELGIN—WALTHAM
WRIST WATCHES

Brand-New Cases. Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.

H. SPARBER & CO.,
106 North 7th Street, St. Louis, Mo.

2.95

AUTO JOKER

Also known as Auto White Bang, or Auto Burglar Alarm. The best joke you can pull—that gives a thrill. Furthermore, you laugh until you cry. Also now booking Display Fireworks for Fairs, Parks, July 4, etc. Catalog now ready—**FLORIS FIREWORKS COMPANY,** Box 782, Danville, Ill.

STOP **LOOK**

STREETMEN

LOW PRICED: Big Money Maker; Latest Sensational Fibre Helmet. For men, women, boys, girls at beaches, parades, picnics, fishing, motoring, ball parks, etc. Shower proof; Lightweight; durable.

ADV. CAP CO., INC., 101 Wooster St., N. Y. C.

BIG MONEY'S VETERANS GET BUSY.
Fast Selling Veterans' Magazine. Wit, Humor, Wit, Humor, Trump Poems, Patriotic Calendars in Season. 15 Fast Sellers. **VETS. SERVICE MAG.,** 187 Leonard St., New York.

MEDICINE MEN
Lowest Price Tonics, Herbs, Oils, Etc. Write **GENERAL PRODUCTS LABORATORIES,** 137 E. Spring St., Columbus, O.
"We Know Your Problems and Serve You Best."

that I saw what most interested me was a tintype photographer by the name of Sam Landau. He came all the way from New York to handle the picture concession, but when he arrived at the grounds he discovered that the best spots were taken by other people. Sam had the picture concession at the Colonial Village in Chicago last year. Dufour & Rogers have excellent fronts and when the weather is favorable they do a big business. I predict that they will do as well here as they did at a Century of Progress. They have a wonderful location and they will pack them when the crowds come.

THE BOYS IN . . .
New York are still talking about the passing of Harry Conness. He had a host of friends in the Big City and was at one time teamed with Jim Kelley. He and Kelley handled Spearmint gum when that product first broke out. Conness also worked collar buttons and fountain pens, and in his later days had souvenir stores in Atlantic City and Miami.

A Few Oldtimers
By DOC GILBERT

Who remembers the "stepladder king" of Tennessee who made his pitch on a stepladder? He was a good, clean worker and always in the money.
Old Doc Womack, who died a few years ago, always had a good word for the other fellow and a dollar for a friend. He passed out plenty of pills to the natives.
Doc Harry Cassidy, of Lexington, Ky., was one of the original "Herbs of Life" men who used to make five or six pitches a day and always started his

pitch by taking a dose himself. A good talker and a clean worker.
Doc Rosenberg, of Pennsylvania, was a real oldtimer with his "Golden Oil." Didn't have to pitch much in late years as the natives at the fairs he made would call for it. The York event wouldn't have been a fair without Doc.
I still hear from Doc Spangler in Pennsylvania. He has put three good workers on the road, two sons and a daughter. All three are out, I understand, with their own shows.

Wonder if Doc George Holt remembers the fair in Virginia where he and Doc Gilbert gave the balloon man \$5 to spread the balloon out in the morning near their joint. It kept the crowd off the midway and around their joint all day.

Doc (Deafy) Harper was still on the road a year or so ago. When I saw him last he had a good show in North Carolina.

TOM CLEARY JR. . . .
writes from Shenandoah, Pa.: "We have decided to put the final curtain on the med opry and intend taking out a 12-people show under canvas. It will be billed as Cleary Brothers and O'Hara Brothers' Combined Irish Minstrels. We open a three-month tour of the Pocono Mountains June 10 in White Hills, Pa., playing week stands under a 40x80 top. Mike J. O'Hara has fully recovered his health and the trip thru the Poconos should do him worlds of good. Mart V. Monahan has an interest in the show and will route us. Roster includes Cleary and O'Hara, managers and owners; Monahan, advance; Mart Barrett, publicity; Tom Cleary Jr., leader of the eight-piece band; Kitty Cleary, ork leader; Harry Gordon, props; Jackie McDonald, lights; John O'Connell, project; E. Malarkey, piano; Mrs. Tom Cleary Jr., treasurer; Junior Cleary, mascot, and Adell Cleary, cook-house."

PENCIL WHITEY . . .
writes from New York City: "I have been here for almost five weeks but find it different from what it used to be. There are very few true pitchmen in town, altho there are plenty of peddlers and home-guards working the streets. A few good workers are in town but, as expert as they are, it is impossible to make big money. Conditions might be termed 'fair' in the big town, but it takes fair business to live on here. I know! Radio workers will be shocked to learn that radio filters are being sold for a dime here from pushcarts, automobiles and tables. Home guards are working and seem satisfied with a profit of \$2 a day. Glass cutters and sharpeners are winning a little money. If peeler workers would like to see one of their kind in the top flight, stand by and watch an oldtimer work on the parking lot at Broadway and 17th street in New York. Watch how a good old-fashioned jam worker pulls it in, passes 'em out and goes away with very few kickbacks. He's been working the same spot for over three months. Believe it or not, horoscopes are actually selling for five cents on the sidewalks here. It won't be long until they will be giving them away. Boys, take it from me, New York is going fast. It is really hard to work here unless one is a good runner, can slough quickly and has a strong heart. If you are wise you will stay clear of New York! I have been in and out of New York for 12 years and have made good money in the past. However, believe me, this is my last trip here. At present I have not completely recovered from an automobile accident during April. I cannot work for long each day but soon as complete health returns to me I am hitting the road and staying there. Ralph Kosterman and C. H. Amble, out of Chicago, are here working filters and geyroscope, respectively. Emil Siebold, better known as the Big Dutchman, of white mice fame, is here preparing for the road. McCann is working glass cutters on the 17th street lot and Archy is working torches around town. There is a worker on West 50th street doing very well with rattling dominoes. I did not learn his name but it is evident that he is a veteran of the game. He is an oldtimer and a clean worker. I would like to read pipes from some of my old friends in Chicago. How about contributions from Frank Vall and Mary Ragan, Clyde Wilson and Peterson on the West Coast. Also workers here would like to obtain information regarding New England business. Pipe up, I am working high! I saw Sid Shipman's brother Mike at the Exposition in White Plains, N. Y. Don't worry, boys, if we cannot get it this year, we will in 1936, maybe."

Speedway News
By SID SIDENBERG

I arrived at the Speedway just in time to catch as one of the contestants in this death-defying event. In front of the main gate the Sid Sidenberg Company truck crashed headon with a native who has aspirations of becoming a much-heralded race driver. He tried to pass me as I was turning into the grounds—and bang! Well, thanks to Ray Marsh Brydon, who acted in the role of constable, the argument was settled in my favor. Good work, Ray.

Ray Marsh Brydon was set for a lot of the dough-ra-me at the big event. Ray's Believe It or Not Oddities Show had the pick of the spots, being located directly opposite the main gate of the Speedway.

Charles Dormer's shows adjoined the Brydon outfit on the left, and McGrail and Lucas promoted the big lot on the right, throwing it open to pitchmen, high and low, catch as catch can, and get what you can.

Indianapolis is loaded with pitchmen and show people representing every branch of the amusement world.

Among some of the boys here I saw Al Eisenberg, Harry Wherry, Cy Ullman, Art Cox, Bill Westfall, Harry Noy, Sammy Geist and Dick Wells.

Selling gardenias in town and out at the Speedway were Jimmy Piccolo, Tony Piccolo, Larry Barnes and Ervin Chrazan. Art Cox and Bill Westfall worked in Murphys with tie forms. They are going over like a house afire.

Mrs. Ed Hayes is in her second week in one of the chain stores with her astrological readings and going bigger than ever. Violet Fitch was on the main grounds with astrology, doing a real business. She never misses.

Harry Clark clicked with spark gaps on one of the lots opposite the Speedway. Bill Lickliter worked novelties. Next in line was Carl (Candy Apple) Brown; George Martin, slum jewelry; Clyde Duane, with a mind-reading act, and on the Brydon outfit Halligan and Lady Leone collected money.

Bubbles and Bloyd are a real attraction at the Chateau Lido.

Joe Luca and Johnny McGrail promoted one of the biggest things attempted in this neighborhood for a long time.

Hattie Hauck connected with one of the best spots on the grounds.

HKI King was one of the biggest drink and grab operators at the Speedway this season.

McGinleys were here with their popcorn concession and did business long before the opening day.

Some of the boys were seen at the Automotive Engineers' convention in session at the Clayport Hotel collecting on the leaf. Among the celebrities there were W. P. Spears, Doc E. Hewitt, Harry Coll, Sammy Feist and Dick Wells.

Blystone the Rice Writer, who has been featured time and again by Ripley, got big dough in front of the Brydon outfit.

Cy Ullman and Doc E. Hewitt teamed on the leaf.

Sid says. . . Chief Rolling Cloud and his med opry are in their second week at Grand Chain, Ill. . . Frank Keith is doing well with his med show at Willow Springs, Ill. . . Tom Kennedy is working in and around Pittsburgh with knife sharpeners. . . Vernal (Chief Red Wolf) Tate is working spots with his med show in Indiana. The Chief reports biz very good. . . The Levy Brothers of Cleveland have been demonstrating cleaner fluid in a chain of stores and from reports received they are cleaning up. Money as well as rugs. . . Al Eisenberg is getting his peeler outfit ready. This boy has a brand-new flash and if business is as good as Al or his flash—it will be good.
Frank X. (One-Eyed) Murphy, leaf man, attempted to crash the gate at the Speedway, but was mistaken for "One-Eye" Connelly, internationally known gate crasher, and was "crashed" into the local hoosegow. When the error was discovered Murphy was released in time to get to the track a few minutes before race time. As an ambulance entered the auto gate Murphy grabbed one end of a stretcher and was admitted as an ambulance attendant.

"WE ARE BACK . . ." in Youngstown, O., again," dictates George M. Reed. "The town is closed tight to doorways as well as street corners. Akron Frank was here May 24 handling novelties. The Cole Bros.-Clyde Beatty Circus played here that day and I bumped into a number of novelty men working the lot. That prince of goodfellow, Doc Harry Sloan, who has been here for more than five years, has built up a nice office business and is only too glad to pass along anything helpful to a passer-thru. I am seriously thinking of settling down here provided I am able to get the right location. As I told you in my last pipe, the East is in 'tuff shape.' Johnstown, Altoona and Pottstown, Pa., and Cumberland, Md., all have exorbitant readers and all except the first-named bar store demonstrations without the regular reader. I hear that Ross Dyer is doing well two blocks from the center of Pottstown, as are Pat R. Goonan and Dick Jacobs in other parts of the State.

TWELVE-IN-ONE TOOL

Combining 12 tools. Accurate, economical. Made of German Silver, also Brass. Weighs 3 ounces. Folding. Fully extended 1 foot. Craftsmen, Architects, Engineers, Manual Training Schools, Mechanics and others need it. Distributors Wanted. Send 50c for Sample Tool. \$4 per Doz.

THOUSANDS OF THESE TOOLS SHOWN ABOVE AND FORKS SHOWN BELOW SOLD AT THE CENTURY OF PROGRESS AT CHICAGO.

EJECTOR SERVICE FORK

Prevents burnt hands. Protects manicured nails. Thumb on ejector automatically removes food. Sanitary.

Ejector Fork Serving Hot Foods.

Needed in every home, kitchen, dining room, restaurant, hotel, cafeteria. Made of nickel silver. Cannot rust. Extra strong. No springs to break. Length, 10 inches. Weight, 3 ounces. Big money-maker for agents. Sample. . . . 50c \$3.50 per Dozen.

HUTCHISON MANUFACTURING CO., Nashville, Tenn.

LEADER TIE

The tie with the ready-made knot holds its shape for a lifetime. SILK LINED—Latest 1935 Colors. 55c. Selfie—Repeater. \$2.75 Per Dozen. Sample Tie, 35c. Money refunded if not satisfied.

M. LEVINE, INC., 13 N. 13th Street, Philadelphia, Pa.

MEDICINE MEN

PRIVATE LABEL TONICS. Immediate Shipments. New Price List. WRITE OR WIRE. NUTRO MEDICINE CO., 16 South Florida Street, Chicago.

ASPIRIN. 20 Envelopes to Card, any amount, at 10c per Card; 100-Card Lots, \$9.00. Breathless, Soda Mints, Laxative Tablets, 20 Envelopes to Card, any amount, 9c per Card; 100-Card Lots, \$8.25. Special until June 15 only. Cash must accompany order, on this Special Offer. LAKE SHORE PRODUCTS CO., 832 N Dearborn St., Chicago.

SPECIALTY SALESMEN, AGENTS and PITCH WORKERS

Buy direct. Make big profits selling GALVANIC ELECTRIC BELTS and VOLTAGE ELECTRIC INSLES. No Competition. Get Net Wholesale Price List. SAMPLE 50c THE ELECTRIC APPLIANCE CO. E. A. Co. Bldg., Burlington, Kan.

Pitchmen I Have Met
By SID SIDENBERG

Some funny and uncanny twists and turns in life land many in a spot, on a job, sometimes in legions of war and some go to "pieces." There are those that can't keep a stiff upper lip and can't take it. I ran into one in this business who, if grief changed the course of his life and if he were not the boy that he is, would have gone to the dogs good and proper. But to the contrary he changed scenery by jumping thru the portals of Pitchdom, and I dare say he is one of the best liquid solder workers in this business.

August C. Heber, 40 years old, St. Louis, lost his wife thru death and his business, which was one of the thriving welding establishments of the city. At one time Gus was rated in Dun & Bradstreet's and was sitting on top of the world. The crash in '29 took all the dough and the death of the missus dissipated all of his fortune and he was going down pretty fast until he ran onto his old friend "Needle Worker" Wells, who taught Gus a few things in the art of collecting the long green with some small item. Gus started back and if you should ask me, is clicking right along and from all appearances is back to the prosperous look of the other days.

What I am driving at is that when I hear some of these babies bellowing hard times I think of Gus as an example and say to myself, "what would they do if they were in his fix?"

The last time I saw Gus he was working in a large town in Illinois that was closed to the "can't take it pitchman" and, to top it off, Gus was right on the busy corner, working on the sidewalk — altho the sidewalk was extraordinarily wide—and he was clicking. He stayed on the spot for two weeks and could have stayed longer, but moved to prevent himself becoming an eyesore and leaving the town in right shape for the next fellow that happened along.

When things are not up to snuff with the solder Gus switches to novelties and trails circuses in the summer months.

Heber calls St. Louis home.

DE LUXE CONTINENTAL SINGLE-EDGE BLADES



QUALITY BLADES

FOR REPEAT BUSINESS
Continental Customers Stay Sold!!!
CONTINENTAL BLADES are sold from Coast to Coast only through the established jobbing trade. Nearest jobber's name furnished upon request.

Continental Blade Corp.

360 Furman St., Brooklyn, N. Y.

6 TABLETS-5c

NEW SILVER FOIL ASPIRIN DISPLAY 50 TINS
Write for Details
HOUSE to HOUSE ITEMS
CHAMPION SPECIALTY CO., 814-A Central Street, Kansas City, Mo.

GOGGLES. Blades, Laxatives, Sundries, Combs, White Shirts, Polish, Fly Swatters.
NEW 7-BAR BOX SOAP EXTRACTS. Vanilla, 10-oz. Pickers, Flye Bottle (no less doz. sold), 19 lbs. 85c. doz. Above cash with order, plus postage.



Sell to Stores COUNTER GOODS
Handle Big Pay Route selling Retail Merchants world's largest finest line Counter Card Merchandise. Sensational New Aspirin Deals: Razor Blades, 5 for 10c; Dime-Lax (new chocolate laxative), Bromo-Fliz and many others. 100 new displays. Over 100% profit for you and merchant.
NO INVESTMENT
Please only few cents daily and you make up to \$40 weekly. Start making money first day. Big Catalogue free.
World's Products Co.
Dept. 688, SPENCER, IND.

100 Single-Edge BLADES, Carded, 67c.
Get Our List and Compare Prices.
Hiland Rubber Co.
Little Rock, Ark.

PITCHMEN-AGENTS 400% Profit
It is easier to sell genuine Goodrich Hoses because name "GOODRICH" has stood for the best for over 70 years. Past demonstrator. No comebacks.
Each Home in 81c. Write for gross prices. Sample De Luxe \$1.00. The GODRICH, 1500 W. Madison, Dept. 80-6, Chicago, Ill.

THIS AMAZING BANDAGE BREATHES 400% PROFIT
Two-Second Demonstration. Amazes all who see it. Will not stick to hair or skin; elastic, strong, light. Send 25c for two full size samples, or write for full details. NEWAY MFG. CO., Dept. F, 85 South Clinton, Chicago.

I read Dave Rose's and Sid Sidenberg's pipes with interest regarding a Defense Fund. If we had a Fund ordinance such as the one recently enacted in Cumberland, Md., could easily be broken. I suggest that we stop talking and select a man like the attorney for the old Cincinnati lodge. Appoint the same man treasurer of the so-called organization and give him instructions to collect \$1 per month from every pitchman, jobber and medicine manufacturing company. There are enough of us in the profession today to make it easy to raise \$1,000 without much trouble. As soon as we select a man I will start the ball rolling with a donation, if that is what it should be called, of \$5. The jobber must be a partner in this drive as well as the pitchman because it is to our mutual benefit. With the right men at the head of it we should be able to put this thing across. Come on, Sid Sidenberg, Dave Rose, Frank Libby, Tommy Burns, Ross Dyer, Bert Clayton and Tom Kennedy; let's hear your suggestions. Pipe in!"

O. O. McINTYRE... New York's perpetual ambassador of columnal fun and frolic, devoted some four inches of his May 30 read-by-millions drollery to a bit of pleasant word-age on pitchmen.

Howe's Circus in '71

On August 2, 1871, Howe's Great London Circus and Sanger's Menagerie of Trained Animals announced their coming in an advertisement in *The Vindicator*, published at Oshawa, Ont., Can., by a double-column full-length cut of the parade, and with the following announcement:

Howe's Great London Circus and Sanger's English Menagerie of Trained Animals—Their first season in America. Fitted up and brought out in a style of unprecedented splendor and magnificence. Entire new troupe of artists. The triumphal procession, one mile in length, exhibiting five colossal chariots, the largest and most beautifully decorated ever constructed, and drawn by teams of Flemish horses, beautiful tamed zebras, curiously spotted donkeys, a fairy stud of Shetland ponies, a mounted cortege in full armor, representing knights, ladies, heralds, etc., all in brilliant costumes, will arrive in town early in the forenoon. Mantano, the African cannibal, confronts a pack of 11 hyenas in their den. Moloch, the untriered, wrestles with six Bengal tigers, all let

loose upon him at one time. Francisco, the wild beast trainer, drives a team of six zebras before one of the chariots being the only team of zebras in existence. The brindled gnu, or the horned horse of Africa; the South African eland, giant antelope; beautiful polar bear, recently captured in the polar sea. The above-named animals are all in excellent condition and have been thoroughly trained in divers interesting exercises, displaying the wonderful skill of their trainers in bringing them to subjection. The proprietors having made the trained wild beasts a specialty in this exhibition, most of the animals in the menagerie take part in the performance.

Howe's Great London Circus Troupe: Miss Lizzie Keys, first lady equestrian; Mlle. Marie, la belle Parisienne; Mlle. Alice, late of the Royal Amphitheater; two English clowns—Mr. Seal, privileged jester; William Jee, gymnastic clown; Signor Almonte, Italian trick clown. Mr. James Jee, from the Royal London Amphitheater, the only forward-feet-to-feet somersaulter in the world; Messrs. Faust and Ector, British gymnasts; Brothers La Claire, double trapeze, etc.; Master Henry leads the corps of juveniles; besides others whose names will be found in the program. The names of the artists are all new to an American audience, none of them having ever before appeared in this country.

The whole interior is thoroly ventilated, and at night brilliantly illuminated by means of air gas generated outside the pavilion.

Admission, 50 cents; children under 10 years, 25 cents. Doors open at 1 and 7 p.m. The Great English Exhibition will appear in Oshawa on Thursday, August 17, 1871, afternoon and evening.

In the grand procession will be added a herd of 10 elephants, which have just appeared in America, and will appear harnessed to the great "Car of Juggernaut"; the war elephant "Radjah" is among the number and will lead the team of elephants driven by native East Indian keepers."

Opposition Averted By Motorized Shows

CINCINNATI, June 1.—J. C. Admire, general agent of Sells-Sterling Circus, has been watching the movements of motorized shows playing the Middle West and states that no one is trying to take the other show's towns. Sells

biz has been better than satisfactory at most towns.

"This spring I arranged the Sells route to avoid Russell show coming out of Missouri," says Admire. "As soon as I saw Russell making Ohio I turned around at Lexington, Ky., and came up thru Illinois and into Wisconsin, giving E. M. Harvey, general agent for Russell, all of Ohio as far as we were concerned. Since then Mr. Harvey has avoided so far our spots in Wisconsin. I understand he will follow us in that State, arranging his spots after our dates. C. S. Primrose, general agent for Lewis Bros., came up here and as soon as he found out we were here he returned his steps to Illinois. We set out a few Kansas spots to keep away from Bud Anderson's route. Atterbury show is away to itself in Iowa and George Engesser is staying away from all shows by taking Minnesota first. This I certainly call a clean system for agents to work. Seal Bros. is now in Nebraska. Our show, only at two spots, was second in. I have made many route changes to avoid local doings, carnivals, etc., and so far it has worked out very satisfactory."

With the Zoos

TRAVERSE CITY, Mich.—The Municipal Zoo has acquired three bear cubs, probably about 3 months old, which are attracting attention thruout Northern Michigan.

NEW ORLEANS—A black buck antelope was born in Audubon Park Zoo and two rhesus monkeys arrived within a few hours. In City Park Zoo officials report five new baby swans, one of which was stolen a day after birth, but was returned the following day in a shoebox. City Park officials were forced to drive to Audubon Park Zoo recently and return five white swans which had decided to move. Their wings have been clipped.

DETROIT—Zoological Park opened on May 25 for the season with attendance of 100,000. Director John T. Millen reported. Concessions netted about \$2,600. Every available parking lot was filled and cars were parked for a mile along the main highway near by.

WASHINGTON—The Senate has passed bill S. 1929 to clarify the status of the National Zoological Park. The bill provides that the park shall be operated and maintained under direction of the regents of the Smithsonian Institution as an establishment of the government.

Opinion Divided on Indirect Effect of NRA Nullification

NEW YORK, June 1.—As outdoor amusements have no codes, nullification of NRA by Supreme Court does not affect these fields directly. Opinion on indirect effect is divided, and many of the boys, from managers to workers, are indifferent, as NRA hasn't helped them materially, and if it has they can't determine just how and where.

Amusement parks took the lead in code conferences two years back, and climax came at annual meeting of National Association of Amusement Parks, Pools and Beaches in Toronto the past November, when an anti-code committee was formed to fight code adoption. Prior to that, and of great influence, were steady attacks on NRA by Frank W. Darling, then association's president, who branded Washington's legal machinery surrounding NRA as 'boy lawyers.' This led to anti-codism, but what NRA did accomplish was solidification of NAAPPB which resulted in increased membership. Manufacturers, product, device and service bodies catering to parks, piers, pools, beaches and pinball fields, now known as American Recreational Equipment Association, have been working under a more or less voluntary code, and some of these interests have been under official codes, especially on manufacturing end.

Circuses and carnivals made a play for codes, but without much enthusiasm, owners getting more representation at Washington hearings than laborers or performers. Tent industries never got to the stage where their interests were endangered, and if codes had been adopted they would have been clearly

from managers' point of view, as artists had meager representation, even considering pleas by Ralph Whitehead, of American Federation of Actors.

Fairs, with a structure composed virtually of amusement sources from circus and carnival and free-act inlet, likewise never neared adoption of fair trade practices.

Court's sensational decision will probably help traveling shows locally. One showman in this class said that on last-minute requirements in labor he was "at their mercy."

In general, medium-sized suppliers of equipment and paraphernalia, functioning under codes, will find absence of restrictions a help, as uniform price levels took the edge off their traditional warfare tactics, a picturesque if sometimes impractical phase of the biz. The big-shot suppliers were never much affected, except perhaps internally as regards office help and skilled workers.

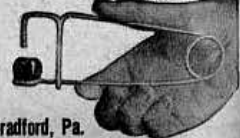
If court's invalidation of NRA helps the country in business, industry and commerce, open-air show biz will be thankful, as it has always followed business trends. If it hurts, the theory is reversed.

PONTIAC'S 1 * 2 * 3 * SPECIALS
FACE POWDER AND PERFUME COMBINATION—Fine Quality Powder and Perfume, Cellophane Wrapped Together with \$1.00 Price Label on Box. The Fastest Two-Bit Pass-Out on the Market. Per Combination... 4c
SUN GLASSES—Shell Frame, Acid Colored Lenses. Doz. 60c
BLUE STEEL BLADES—Etched. 5 Blades to Package, Cellophaned. Per 100... 35c
25% Deposit With Orders.
NEW FREE CATALOG JUST OUT.
PONTIAC MDSE. CO., Inc.
11 East 17th St., New York City.

PITCHMEN, DEMONSTRATORS NOTE
Fastest Selling Item Ever Created.
With a guaranteed investment of \$8.20 you will secure a daily income of \$10.00 to \$20.00. Sell Gross at 5c Ea. \$7.20 Cost Gross... \$9.20
Your Profit... \$4.00
HAND-POLISHED FIVE HOLDER-COLLAR FASTER SET. Sample 1/2 Gross. Prepaid, \$1.00. TRY IT.
Cash with Order, or 25% Dep. Bal. C. O. D.
PARIS BEAD & NOVELTY HOUSE.
Dept. M. 8., 805 W. Adams St., Chicago, Ill.

KOMIC CIGARETTE WRAPPERS
The Seamon's Hit. 12 for 25c, 100 for \$1.00. Beverage Labels, 12 Sets, 50c. KOMIC KARDS, 4108 N. 25th, Milwaukee, Wis.

DISTRIBUTORS--DEMONSTRATORS "KNOCK-OUT" CHERRY STONER
Made from single piece of heavy rust-proof wire. Mounted on two-color individual cards. Retail 25c. Costs you \$1.00 a dozen, or \$7.20 a gross. Sample, 10c. Act Now.
Get in on the profits.
NEW METHOD CO., Desk CSB-2, New Method Bldg., Bradford, Pa.





Big Draw at "Pal" Opener

Trimmed admish and free parking prove winners—several tieups put over

THE POPULARITY of coin-operated amusement machines at parks, piers, beaches and resorts is greater today than it has ever been. A survey shows that of the 700 or more such places of amusement in the United States and Canada, approximately 300 have these machines as a feature.

Quite a number of these 300 parks are offering their machines in the form of Sportlands after being especially equipped for that purpose, and other parks are planning such installations in the near future. The Sportland is one of the latest developments in the coin-machine industry, and park men who have gone in for this form of amusement report it a nice revenue producer.

Every park, pier, beach and resort manager would do well to study the ideas and suggestions offered in the Sportland Division of the Amusement Machines Department of *The Billboard*. You might find there just the things you want to know for running up your receipts. Don't read only one issue and then forget about it. Read them all—make a habit of doing this.

† † †

Operators of games with carnivals, etc., please note: The reason for the success of the Sportland is accounted for in no small degree by the associations of the owners of such enterprises keeping the standards up and racketeers out of the business. As "Sales Management" recently said: "They want people to get something for their money besides amusement. That's what builds regular trade. It even has created bookkeeping systems in many Sportlands, where long lists of customers' accounts are kept, showing credits for points won day by day; debits for merchandise withdrawn."

† † †

SHOW press departments are making a big mistake when they ignore a local store's willingness to co-operate on the advertising and publicity with a window tieup prior to the arrival of a show. I know of an instance where a man, formerly on the road with carnivals, wrote a press representative that he was planning to work a window display in his store and asked for material to be used for this purpose, only to be ignored. This was very discouraging to the store owner, to say the least.

† † †

Bowling Green, Ky. (week ended May 25), was the first place this season where the Royal Palm Shows had any kind of a break. It rained, however, until Tuesday, then again Thursday, but Berney Smuckler says the town was a good one.

† † †

IT'S good to see Chris M. Smith, son of the late "Pop" Smith, back in harness again. For the last two years Chris has been connected with a hauling and rigging company in Pittsburgh, but with the apparent upturn in the outdoor show business he has decided to "give it a go" again. He is with the Bently Shows, which Harry Copping is managing, and for the time being is handling the press.

† † †

Heavy overcoats were a common thing around the midway of Conklin's All-Canadian Shows at Windsor, Ont., when they played there week of May 20. Considering the cold weather, J. W. (Paddy) Conklin said business was very good for the show.

† † †

ROLAND BUTLER has set me straight on that advertising for the press department of the "Big Show." "Glad you like our messages to the city room boys in *Editor and Publisher*," he writes. "We've been running copy in *Newsdom* and *Editor and Publisher* each spring for some years. The present series has been running since April 6 in both publications, which are the logical mediums thru which we let newspaper folks know what our press men are doing. It's all in keeping with the firm's policy of the past 30 years that the circus is news."

PALISADE, N. J., June 1.—After a miraculous task of putting the park in shape within the short space of a week, the Rosenthal brothers, Jack and Irving, opened Palisades Amusement Park, on the Jersey side of the Hudson, Wednesday night as a pre-Memorial Day inaugural, with a gala Decoration Day celebration the following day.

Fifteen minutes after they leased the park from Nick Schenck men were put to work on the boarded-up amusement center, and with carpenters, painters, etc., going at top speed, park opened looking better than at any time during its 25 years' existence. Everything was ready when the gates opened Wednesday night, ushering in the 26th season.

An entirely new policy is in effect. Admission tariff has been reduced to 10 cents at all times. One of the outstanding innovations made by the new management is free parking, with accommodations set for 1,500 cars.

Surf Pool Opened

The new company operating Palisades is known as Palisades-Playland, Inc., with Jack Rosenthal, prez and general manager. Irving Rosenthal is secretary and treasurer. Johnny Greenwald is back as park manager, as is also Dave Fredericks as office manager. Bert Nevins is the new press agent for the park. Others on the staff include Fred Luft, ground superintendent; Mike Carrado, gardener; "Shorty" Ulrich, chief electrician; Ruth Tulipan, office secretary, and Frank Barrell, chief of police.

Park bowed in a rainstorm, which hampered attendance. A fair crowd of 400 turned out for the opener despite rain.

Mammoth outdoor surf-bathing pool opened on Memorial Day, as did the dancing pavilion. Latter is being run by Doc De Woltoff, who has had ballrooms in New England. Same policy as last year here, with two-bits for women and 35 cents for men listed as the rates. Julie Wintz and his orchestra return to the pavilion for the second successive season.

The free act, opening the season at Palisades, booked in by George Hamid, consists of the Four Freddie's, who do a series of somersaults and balancing tricks on the stage; Golda Honey, who does a tight-rope turn, and the featured act of the Laddies, working from a 100-foot height, in an aerial performance that clicked.

30,000 on Holiday

Memorial Day drew estimated crowd of 30,000 persons to Palisades. At 10 that night parking space for autos was filled to capacity, proving that the new policy of free parking, instituted by the Rosenthal Bros., was a wise move.

Included in the rush of getting the park ready for the opening was the rapid-fire order in which the new management advertised the park, the success of which can be seen in the big Decoration Day attendance.

Billposters were rushed out on Monday preceding the opening. Posters were also up in the Eighth avenue Independent Subway just a few days before the inaugural. Deciding against distribution of free admission tickets, the Rosentals relied upon their newspaper publicity and display ads, which were inserted in every New York City daily, as well as local Jersey papers, on Wednesday.

A last-minute tieup with the Adams Hats' local broadcast of the Ross-McLarin fight resume was made by the press department, which offered free admish to the park to all those wearing Adams chapeaux. This and the offer of free admission to all soldiers, sailors, marines and Legionnaires on Decoration Day were the only two tieups made and they showed that they helped the Decoration Day attendance.

Concessioners' Lineup

Preliminary plans for a concert band similar to last year were called off and

MARKS SHOWS, INC., WANT

Cookhouse. Must be up to our standards. Monkey Circus or Speedway, will furnish complete outfit. Other Shows capable of getting money. Musicians for Minstrel Show. Talkers. Our Celebrations start July 1, with fourteen big fairs to follow. This week, Clarksburg, W. Va.

JOHN MARKS.

FOR FAIRS AND OUTDOOR ENTERTAINMENT

Will offer you a combined RODEO and CIRCUS. Will furnish you 30 head of Stock, consisting of Horses, Ponies, Mules, Steers, Buffalo and Goats. Carrying 14 people in all. Guaranteeing a first-class entertainment appreciated by the community. Featuring MIDNIGHT, the World's Champion High-Jumping Horse. Our Fairs can furnish Horses for Fast Races and Roman Standing Races.

TRAMER CIRCUS AND I. X. L. RANCH RODEO ASSOCIATES, Billboard, New York.

COMPETITIVE RODEO AND HORSE RACES

30 COMPLETE RODEO SHOWS, WITH \$500 IN CASH PRIZES FOR EACH SHOW. 25 DAYS' HORSE RACING. STAKE RACES CLOSE JUNE 15. All Entry Fees in Rodeo for Final Money.

FIRST RODEO JULY 23rd

Concessions Wanted for Eating Stands, Popcorn, Ice Cream. Cowboys write me for full list at once.

H. T. CRANDELL, Secy., Caro, Mich.

WANTED PORTABLE RIDES

ALSO GAMES AND CONCESSIONS.

For an Every Day Long Island Hot Spot. Location is on the Sunrise Highway, directly next to Frank Buck's Camp. Heavy traffic. All bookings will be on percentage basis. Concessions must be strictly legitimate. Write at once.

SUNRISE PARK, Henry Levin, Manager, Box 78, Copiague, Long Island.

WANTED TO BOOK

CHAIRPLANE and FLAT KIDDIE RIDE, SHOWS with or without outfit. Have 100' Circus Side Show with 100' Book House and Corn Game wanted. Concessions, all kinds, and Agents that are capable. ELLI First and Second Man, Second Man on Merry-Go-Round, A-1 Banner Man, Advance Man with car, not over 30 years old; Talkers and Grinders on Shows, Auto Mechanic, Electrician, Calliope Player, Free Acts with Show or Concessions, Jig Show with Band, four or five-piece Family Band, with Concession or Show. This is a truck show. Free. No Gate. WANTED—Capable People in all departments, young Girl or young Man Secretary. No Managers need to apply. I own and manage my own outfit.

G. D. KING'S UNITED SHOWS, General Delivery, Paris, Ill.

TRUCK CIRCUS WANTS

Big Show Acts, Dog Act, Wire Act, Bar Act and Novelty Acts of all kinds. FOR SALE—An 80' Round Top with a 40' and two 20' Middle Pieces, in good condition. Wire MANAGER, Truck Circus, Greensburg, Pa.

WANTED MERRY-GO-ROUND AND CONCESSIONS

JULY 4th CELEBRATION

Write for spot or tell your proposition. Attendance Last Year 10,000.

SEC'Y GARY FIRE DEPARTMENT, Gary, S. D.

WANTED Vevay, Ind., June 24-29

Any legitimate Concessions except Ball Game. Rides are booked. Want any Show except Girl Show. H. L. BLISS.

To prove what publicity can really do for a resort, let's take Max Baer's training camp. During the time the champ trained Boardwalk visitors constantly inquired about the camp location. Stands were packed during his exhibitions, thereby assuring 'Walk concessions of a play after the break. Even cameramen, news reporters and feature writers from all over left a little money in the town.

Steve Brody's Rest in front of stadium was doing smashing business. We understand receipts tripled since the arena was established on Brody's lot. Should boxing be continued during summer Asbury in general will benefit materially by the publicity.

Eddie and Phil Bennett, the scale and whistle boys, visited 'Walk and informed the writer that they are out following the Ringling-Barnum Circus, finding same more profitable than being stationed in one spot. They were located at sunset and 'Walk last year.

Ike Harris reports that kiddie rides are way ahead of last year. His rides are spick and span and look inviting. Another example of what cleanliness and neatness can do.

Rocco Traverso, proprietor of scale conchess at Asbury avenue, with as-

sistance of Danny at front, doing tops. They have choice location and create consistent tips at every bally. They have good display of merchandise and their outfit is spotless.

Mr. and Mrs. Blume, conducting gift shop in Convention Hall, are doing a biz that makes 'em both smile. They are the first tenants in building and intend to enlarge.

Teddy Jeck, owner of Dutch Shoppe Luncheonette in the Hall, is strolling 'Walk with sullen expression on his noble pan. We wonder why. Did last election cause this, Teddy?

William Agarakis, who formerly had scale conchess on Eighth avenue, attempted to open a scale last Sunday but was promptly told to close same, as his lease for 1934 was not in force for 1935. It took practically half of police force in town to convince William that he had his dates mixed.

George Brembos and sidekick, George Apostolos, operating Whirl-o-Ball at Convention Hall and Casino, are making good showing and plenty merchandise in leaving alleys, signifying good biz. Eddie O'Brien, on front, dishing out the nickels at rapid pace.

Motor Transportation Dept.

By CAPTAIN E. R. HATFIELD

Preamble

According to the laws, all States define persons, firms or corporations who transport their property or merchandise "as private carriers," and private carriers are not exempt from any law, ordinance, court decision or court ruling and shall be governed at all times as that of any for hire public carrier. Any motorized show operating vehicles of a commercial type is subject to all penalties likewise and by law.

We solicit your co-operation in reporting to and aiding this department by giving us the facts on any difficulties you have encountered with the laws and ordinances in any city or State. Address your letters to Motor Transportation Department, The Billboard, 25-27 Opera Place, Cincinnati, O. We are prepared to give you remedies for these conditions which will prevent others from falling into the same trap.

Fearless Greggs' Letter

"Have been reading your articles on transportation. I have a fleet of semi-trailers used for show purposes and have covered the entire East and Midwest, also the South, without any trouble; never had to put out a dollar. But since January 1 several new and rigid laws have gone into effect, where it is necessary (absolutely) for showmen to take out license in different States. Will give you my experiences from Wisconsin to California and did not show en route.

"Trucks coming into Wisconsin hauling their own equipment are allowed one-round trip; if any stands are made must pay \$2 for registration permit and \$3 for trailer, semi. We carried both Wisconsin and Missouri license plates. Everything was okeh until we hit the Kansas line on U. S. 86. Billboard right in the road calling for all trucks and busses to stop and register. We paid two cents a mile for each truck to cross Kansas. At the Oklahoma line another billboard—fine \$50 for trucks and busses passing this line without registering. We had learned it was a trap with officers watching. This time we were held up four hours. License plates were issued, we paying \$18 on each truck. Our next State was Texas. I saw several big trucks on the Oklahoma line side and inquired of a driver from a Greyhound van as to the holdup. They were waiting until 2 o'clock in the morning to cross, there being a weight limit of 7,000 pounds. We all had twice that amount. These other drivers knew the ropes and we just waited too and went thru without any trouble. At New Mexico State

line we did not get stopped until we hit Lordsburg, where the road was closed to traffic. The police have a station built there. You must show your titles and prove ownership to your vehicles. If you have no credentials you will be tied up until you can wire and prove ownership to their satisfaction. If you carry no title it costs you \$7.50 per truck and \$5 per car. A convoy of new cars was held up here and the dealer paid \$16 per car.

"At Arizona line road closed, with station and officers on the job. We had to show titles and go thru the same routine as New Mexico. We paid \$9 for each vehicle. This was the lowest rate they had; it depends on what you are hauling. California State line was the same as the last two—held up for titles and had to take out a license rated on the weight. We paid \$14 on each truck and it is only good for one month. If after the month is up you are still in the State, you must pay for one year. The licenses are high in comparison with those of other States.

"Anyone making this trip with trucks bear in mind that you will pay off. There is no agreement between these States. It's useless to try to fix. They have a system that you cannot beat. They are here 24 hours a day. Nevada and Oregon are also tough on trucks."—**FEARLESS GREGGS.**

Thanks, Folks

A letter from Al Clarkson, of Atterbury Bros., Circus, says: "Many thanks for the new Motor Transportation Department. It is a wonderful help to agents of motorized circuses." Manuel King says that it ranks with other great departments of *The Billboard*. Inspector Chief Grover Garrott, of truck transportation of Indiana, says that it certainly is a fine lot of information for showmen. The trucking industry has also begun to take an interest in the department. Manufacturers say it is wonderful. State officials say they have never read anything like it before. Several large trucking companies are also reading *The Billboard* now.

Insurance

In the past few weeks insurance has been discussed pro and con. We have given data on several States and the requirements covering property damage and public liability. The requirement by one State will vary from that of another. Therefore we suggest that when obtaining this kind of insurance one take a \$10,000 and \$50,000 public liability and \$1,000 property damage policy. This amount will cover you in all States, as the \$50,000 is the new Indiana requirement.

Many have asked about compensation insurance covering their employees. We are collecting data on this type of insurance and will answer your questions later. However, if you need data immediately write to us.

Three Cheers

Grover Garrott, former chief of the Indiana State Police, has been appointed chief of motor vehicle inspectors in Indiana, his term beginning June 1. Mr. Garrott says that he will co-operate to the fullest extent with motorized shows and all other travelers. He now reads *The Billboard* and says it is his official magazine. At one time Mr. Garrott was the superior officer to the editor of this department.

Michigan

You readers who operate in Michigan and make that State your headquarters should call on Roy Purkhiser, former public service commission chairman, now located in Lansing. Mr. Purkhiser is one of the best educated men in the country on legal affairs.

Kentucky

We advise persons traveling thru this State and having difficulty with the law to contact Clifford Claypool, Commissioner of Motor Transportation, State House, Frankfort. You will find Mr. Claypool a fine man and always ready to help you.

For Technical Data Write
PUBLIC SERVICE ASSOCIATION, INC.,
Sidney, O.
SHOWMEN'S TRAFFIC BUREAU.

Pickups From Europe

PARIS, May 27.—Circus season in full swing thruout Europe. Unusual number of tent circuses, menageries and trained animal shows playing street fairs in France. Cirque Medrano, "traveling," playing long stand at Caen with big program featuring the American aerial act, Stanley, Tony and Mae Four. Cirque Pourtier, big tent circus, and two animal shows playing street fair in Nancy. Cirque Romarin at the street fair in Sens. Cirque Rancy playing at Municipal Circus (Indoors) at Limoges during street fair. Captain Wall's crocodiles and Tissen's Menagerie at street fair in Rennes. Pezon's Menagerie at street fair in Clermont Ferrand and Vignoble's Menagerie at fair in Toulouse. Cirque Lamy, with 20 acts, playing Atlantic Coast towns of France, while Bouglone Bros., big tent circus, is playing center of France. Cirque Pinder playing long stand, under canvas, at Lyons. Jean Houcke opening big indoor circus at Amiens shortly.

Circo American (Spanish) playing Lerida, Spain. Circus Geschafstfuhrer playing Utrecht, Holland. V. Trubka, lion tamer, with Circus Knie in Switzerland.

Eight Frills, tumblers, at Empire; Paul Berny, juggler, at ABC, and Miss Okabe, juggler, at the Bobino, in Paris. Enos Frazer, trapeze, at Casino Municipal in Nice. Liaseed Arabs and Hamerschmidt's, aerial, at Casino Municipal in Aix en Provence. Chester Kingstom, American contortionist, with Cirque Rancy at Limoges. Miller and Wilson, American comedy acrobats, at the Barberini in Roma. Roth and Shay, comedy acrobats, at the Kursaal in Geneva.

FINAL CURTAIN

(Continued from page 31)

Survived by his widow, his mother and a sister, Mrs. Blanche Berdellman, of Columbus, O.

VOLAINE—John, Toronto high-wire performer, when he fell 60 feet while doing his act at Chesic (Ont.) Victory Day Celebration on May 24.

WAGNER—Joseph J., 63, father of Don C. Wayne, ride man with Curl Greater Shows, at his home in Postoria, O., May 25. Is survived by two other sons, Floyd and Harold. Burial in Fountain Cemetery, Postoria.

WEBSTER—James Henry Jr., infant son of Mr. and Mrs. James H. Webster, of Big State Shows, at a hospital in Nacogdoches, Tex., May 25. Interment at Forest Park Cemetery, Nacogdoches.

WILLIAMS—Jacob, 74, member of the Queens-Nassau Agricultural Society, superintendent of cattle for the last 10 years at the annual fair held by the society at Mineola, L. I., N. Y., in Roosevelt, L. I., May 28. He was a lifelong resident of Long Island and widely known in banking circles there.

MARRIAGES

BROWNING-TURNER—Ed Browning, program director of Station WDBL, Wilmington, Del., and Nancy Turner, of Philadelphia, at the home of the bride's parents in Philadelphia recently.

BURKE-SMITH—John P. Burke, stage director, and Viola Worden Smith, dance director, at Kingman, Ariz., May 25.

DEAN - CORWIN — Montgomery E. (Skip) Dean, for the last 19 seasons comedian with the M. & M. Tent Show, and Mrs. Bots Harpster Corwin in South Sioux City, Neb., recently. Dean will not be with the show this season.

FRANKLIN-MULLINS—Lieut. Robert Beall, son of a legit actor and formerly in the profession himself, to Ruth Mullins May 28 in St. Thomas Church, Louisville, Ky. Groom is of Third Field Artillery, United States Army, and bride is from Louisville.

GROVES-FINLEY—Dinwoody Groves to Muriel Finley, film actress and artists' model, May 20 at Kansas City, Mo., relatives residing in Los Angeles announce. Mrs. Groves is the former wife of Eddie Cronjaker, screen cameraman.

HAINES-JACKSON—Mark P. Haines, publisher of *The Sturgis (Mich.) Daily Journal*, and Lorna Doone Jackson, prima donna of the Chicago Civic Opera Company, at Chicago May 25. They will reside in Sturgis, and Mrs. Haines will continue her operatic career.

KOUBEK-MILLER—Rose Koubek, former dancer, known professionally as

Rose Wilson, to Lyndon T. Miller, KJBS, San Francisco, sales executive, on May 18 in Oakland, Calif.

LANG - DONOVAN — Freeman Lang, radio announcer and head of the Freeman Lang studios, makers of radio transcriptions, to Mary Elizabeth Donovan, May 25 at Las Vegas, Nev.

LUKEN-BEARD—Harry R., son of Harry J. Luken, founder of the Four Lukens, of Reading, Pa., and Janice Mildred Beard, nonprofessional, of Petersburg, Va., October 22, 1934. (Marriage has been kept secret.) Luken is with the All-American Flyers.

NORMAN-GARNIER—Winston Norman, writer, to Dorothy Garnier, secretary at Station KHJ, in Los Angeles recently.

RUBIN-WIENGARTEN—Harry Rubin, manager of the Lake Theater, Michigan City, Ind., and Dora Wiengarten were married at Miami, Fla., June 2.

RUST-JOHNSON—Jullanne Johnson and David Rust were married in Greenwich, Conn., May 19. Miss Johnson is a solo dancer, formerly in vaudeville and with the Ruth Denishawn dancers.

WHITE-MARLOWE—Lester White, film cameraman with MGM studios, to Helen Marlowe, screen actress and stand-in at Fox studios, May 26 in Hollywood, Calif.

COMING MARRIAGES

Rosalind Marianna Berle, sister of Milton Berle, who has also appeared in his vaude act, to Dr. Charles Bernard Wigderson June 16 in New York City.

Julie Helene Dillon, film actress, and John James Van Nostrand Jr., radio scenarist, filed notice of intention to wed in Hollywood, Calif., last week. A definite date was not set.

Dorothy Dawson, secretary to George Cukor, screen director, to Sturges Carne, film art director. Wedding will be held in June at Beverly Hills, Calif.

Noreen Phillips, screen actress and widow of the late Maitland Rice Lederer, motion picture executive with Fox studios, to Stuart Stewart, theatrical agent. No date has been set for the wedding.

Josephine Fricker to Hugh Lofting, novelist and screen writer.

Vivian Tobin, screen actress and sister of Genevieve Tobin, stage and screen star, to Dr. Karl von Hagen.

Announcement is made in Paris of the engagement of Mlle. Monique Denys-Amiel, daughter of the well-known French playwright, and Jacques Petry. Vivian Tobin, film actress, and Dr. Karl von Hagen, of Westwood, Calif., announced their engagement in Los Angeles May 27. No date set for wedding.

BIRTHS

A seven-pound daughter, Barbara Jane, was born to Jane N. Keithley, former actress, and her husband, Alfred Santell, film director with Paramount studios, May 24 at Monte Sano Hospital, Los Angeles.

Mr. and Mrs. Timothy Whelan are the parents of a seven-pound son, Michael Colgate, born May 24 at the Cedars of Lebanon Hospital, Hollywood, Calif. Mother is Miriam Seeger, screen actress, and father is a motion picture scenarist.

DIVORCES

Lols Hartwig Burton, former child screen star known as Mary Jane, from Joseph Burton May 22 at Chicago, relatives in Los Angeles report.

Ruby Stevenson, stage and film dancer known as Babe LaMoine, from Robert W. Stevenson at Los Angeles May 21.

Edward Conrad, screen actor and writer, May 24 at Los Angeles from Marion Eddy Conrad, film actress and aviatrix.

Lawrence Hazard, playwright and scenarist, from Inez Hazard, stage actress, May 25 in Los Angeles.

Bessie Brenner Loeb against Edwin J. Loeb, legal aid to Will Hays and legal adviser to motion picture studios.

Dolores Costello Barrymore, former movie actress, filed suit against John Barrymore, stage and screen star, in Los Angeles May 25.

Lawrence Hazard, film writer, from Inez Hazard, New York actress, in Los Angeles May 24.

Beulah Kelley informed *The Billboard* that she was granted a divorce from Frank Edward Kelley, former business

(See DIVORCES on page 72)

WINDOW CARDS
IN FLASHY COLORS

We specialize in them; in fact nothing but Quick Service, Low Prices. Write for Big Free Catalog, showing several hundred stock designs in color.

BOWER SHOW PRINT 27-29 FOWLER - IND.

GIANT LION SLAYING BABOONS

Hamadryas, males with full manes,
\$75 and \$100 each.

SNAKE KING
Brownsville, Texas.

WANTED

RIDES, CONCESSIONS and FREE ACTS

BIG FOURTH JULY CELEBRATION,
Rice Lake Baseball Club,
Write WM. PATRICK, Rice Lake, Wis.

WANTED Free Acts, Shows, Rides and Concessions. Fourth of July Celebration, 4-5 and 6. Would book Carnival
FRANK L. ROBERTSON, Fairfield, Ill.

WOLF GREATER SHOWS
BOOKING SHOWS and CONCESSIONS. Larry Lawrence wants Grind Store Agents. Worthington, Minn., week June 8; Le Mars, Ia., week June 10.

ROUTES

(Continued from page 34)

Hill, Teddy: (Ubangi) New York, nc.
Humber, Richard: (Ritz-Carlton) New York, h.
Hug, Carl: (French Casino) New York, ch.
Hogan, Bill: (Edgewater Beach) Chicago, h.
Hollander, Will: (New York) New York, h.
Holt, Ernie: (El Morocco) New York, re.
Houston, Ina Ray: (Fox) Detroit, t.

J
Jeleniak, Eugene: (Hollywood) New York, ch.
Johnson, Charlie: (Small's Paradise) New York, nc.
Jones, Herb: (Merry-Go-Round) Ft. Wayne, Ind., nc.
Jones, Itham: (Elitch Gardens) Denver, Colo., p.

K
Kavellin, Al: (Blossom Heath) Detroit, Mich.
Kay, Herbie: (Lakeside) Denver, p.
Kellum, Milton: (Gayoso) Memphis, Tenn., h.
Keller, Leonard: (Blumck) Chicago, h.
Kestner, Henri: (Cocoanut Grove) Morton Grove, Ill., nc.
Knapp, Orville: (Beverly Wilshire) Beverly Hills, Calif., h.
Kroll, Nathan: (Vanderbilt) New York, h.
Krumpholtz, Costya: (Russian Bear) New York, t.

L
Landau, Mike: (Ranch) New York, nc.
Lande, Juicer: (St. Regis) New York, h.
Lavin, Lester: (Maverick) New York, h.
LaPorte, Joe: (Coo Rouge) New York, nc.
Larri: (Piccadilly) New York, h.
Lester, Alan: (Tavern-on-the-Green) New York, re.
Lee, Glenn: (Terrace Garden) Chicago, c.
Leight, Enoch: (McAlpine) New York, h.
Linton, Henri: (Royal-Frolics) Chicago, nc.
Lucas, Clyde: (New Yorker) New York, h.
Lyman, Abe: (Paradise-on-the-Lake) Detroit, nc.
Lynch, Phil: (Childs' Paramount) New York, t.

M
McDonald's Music Mixers: (Milton Park Inn) Milton, Pa., nc.
McGills, Billie: (Melody Gardens) Detroit, nc.
McKee, Austin: (After-the-Show Club) Chicago, re.
Madriguera, Enrico: (Chez Farrow) Chicago, nc.
Mannone, Wingo: (Piccadilly) New York, h.
Martin, Ted: (Savoy-Plaza) New York, h.
Marion, Don: (French Casino) New York, ch.
Masters, Frankie: (College Inn) Chicago, nc.
Mayno, Arlie: (Belmont Grill) Bridgeport, Conn., re.
Maxon, Roy: (Oriental Gardens) Chicago, c.
Meeker, Bobby: (De Witt Clinton) Albany, N. Y., h.
McG, Jimmy: (Royale-Frolics) Chicago, nc.
Messner, Dick: (Lincoln) New York, h.
Myers, Jack: (Club New Yorker) New York, re.
Michel, Marti: (Montclair) New York, h.
Miller, Bert: (Eastern Star) Detroit, nc.
Monahan, Tommy: (Paradise) New York, ch.
Moss, Joe: (Vanderbilt) New York, h.

N
Navara, Leon: (St. Moritz) New York, h.
Nelbau, Eddie: (Casino Moderne) Chicago, c.
Noble, Ray: (Rainbow Room, Radio City) New York, nc.
Noel, Si: (Silver Inn, nc, and Beaver Hotel) York, Pa.
O'Hara, Ray Fiske: (Lum's) New York, re.
Olive, Eddie: (Roosevelt) Hollywood, Calif., h.
Oliver, Fiorello: (Anna Held's) New York, re.
Olman, Val: (Reno Merry-Go-Round) New York, nc.
Olsen, George: (Capitol) New York, t.
Osborne, Will: (Lexington) New York, h.

P
Panchio: (Pierre) New York, h.
Paul, Jack: (Old English Tavern) Richmond, Va., nc.
Pecorara, Dick: (Monta Risa) New York, re.
Pendavris, Paul: (Pal.) San Francisco, h.
Pellack, Ben: (Lincoln Tavern) Morton Grove, Ill., re.
Prima, Louis: (Famous Door) New York, nc.
Rainbow Ramblers: (Plaza) Haverhill, Mass., h.
Ramon: (Green Room, Hotel Edison) New York, h.
Raphael, Don: (Cubanana) New York, nc.
Rapp, Barney: (Muehlebach) Kansas City, Mo., h.
Reichman, Joe: (Waldorf-Astoria) New York, h.
Reisman, Leo: (Central Park Casino) New York, nc.
Reh, Benny: (Club Bohemia) Detroit, nc.
Ricc, Al: (Cocoanut Grove) Lansing, Mich., h.
Richards, Don: (Weylin) New York, h.
Redigo, Nene: (El Morocco) New York, h.
Rodriguez, Versailles: New York, ch.
Roth, Eddie: (Club Alabama) Chicago, nc.
Russell, Luis: (Connie's) New York, ch.

S
Sabin, Paul: (Lexington) New York, h.
Sammarco, Gene: (Hendrick-Hudson) Troy, N. Y., h.
Sanders, Joe: (Blackhawk) Chicago, c.
Schreiber, Carl: (Canton Tea Gardens) Chicago, c.
Schauber, Mitchell: (Park Lane) New York, h.
Scoggin, Chic: (Club Greyhound) Louisville, nc.
Sheridan, Irving: (Dixie) New York, h.
Sherrin, Phil: (Natarotum Park) Spokane, Wash., h.
Sisk, Noble: (Pal.) Chicago, t.
Skeets, Charlie: (Florida) New York, nc.
Smith, Joseph C.: (Versailles) New York, ch.
Sonnik, Harry: (Schroeder) Milwaukee, c.
Stanton, Maurice: (Club Minuet) Chicago, re.
Starr, Fred: (Claremont) New York City, nc.
Stein, Maurice: (Paramount Club) Chicago, nc.
Tate, Erakine: (Arcadia Gardens) Chicago, c.
Thurn, Otto, Bavarians: (Pittsford Inn) Pittsford, N. Y., nc.
Tinsley, Bob: (Colosimo's) Chicago, nc.
Tree, Michael: (Edison) New York, h.
Tyler, Ted: (Club Del Rio) South River, Md., nc.
Vagabond, Charles: (Edwards) Jackson, Miss., h.

Vance, Johnny: (Joyal Park Casino) Lexington, Ky., b.
Velas, Esther: (Roosevelt) New York, h.
Velazco, Emil: (Waldorf-Astoria) New York, h.
Wardlaw, Jack: (Greater Royal Grove) Omaha, nc.
Wedell, Jack: (Pere Marquette) Peoria, Ill., h.
Weems, Ted: (St. Paul) St. Paul, h.
Wesley, Al: (Four Trees) New York, nc.
White, Del: (Cafe of the World) San Diego Expo., c.
Whitman, Paul (Junior Orch.): (Schrafft's) New York City, re.
Wilcox, Howdy: (Summit Heights) Fenton, Mich., nc.
Wiley, Hod: (College Inn) Dayton, O., nc.
Williams, Fess: (Savoy) New York, b.
Zito, Horacio: (Stevens) Chicago, h.

DRAMATIC AND MUSICAL

Abbey Theater Players: (Hollis) Boston 3-8.
Barrmore, Ethel: (National) Washington 3-8.
Hollywood Holiday: (Selwyn) Chicago.
Laburnum Grove: (Grand) Chicago.
Mary of Scotland: (Erangler) Chicago.
Pickford, Mary: (Broadway) Denver 5-7.
Three Men on a Horse: (Harris) Chicago.
Three Men on a Horse: (Biltmore) Los Angeles 3-8.

INDEPENDENT BURLESK

Burlesk Starlets: (Trocadero) Philadelphia 3-8.
Cherry Blossoms: (Gayety) Washington 3-8.
Powder Puff Revue: (Gayety) Baltimore 3-8; (Gayety) Washington 10-15.

MISCELLANEOUS

Becker, Magician: Lancaster, O., 3-8; Cambridge 10-15.
Candler's Merry Gang: Benton, Tenn., 3-8; Copperhill 10-15.
Dedick, Mystic: Ithaca, Mich., 3-15.
Dressen & Morris Circus: (K. P. Festival) Joliet, Ill., 3-8; (Legion Festival) W. Chicago 10-15.
Hudspeth, Mme.: Mentalist: (Margie Grand) Harlan, Ky., 4-8.
Lance, Jack, Med. Show: Tracy City, Tenn., 3-8.
Lofstrom & St. Elol Monkeys: Hutchinson, Minn., 3-8; Montevideo 10-15.
Lukey, Thos. E., Protean Artist: West Plains, Mo., 5-6; Jonesboro, Ark., 7-8; Little Rock 9-10; Russellville 11; Densard 12-15.
Marquis & Gordon, Magicians: Ashland, Ky., 3-8; Portsmouth, O., 10-15.
Mel-Roy, Magician: Crawfordsville, Ind., 5; Greencastle 6; Bedford 7; Columbus 8; Greensburg 9-10; Rushville 11; Noblesville 12.
Montague, Magician, also Wisers' Animal Show: Parowan, Utah, 8; Beaver 7; Milford 8; Minerville 10; Kanosh 11; Fillmore 12.
Holden 13.
Original Floating Theater: Cricket Hill, Va., 3-8.
Potts Jolly Pathfinders: Mason, Ill., 3-8.
Ritton's Show: Dahlonga, Ga., 3-5; Helen 6-8.
(See ROUTES on page 70)

CARNIVAL COMPANIES

(Routes for this section must be in Cincinnati office by Friday afternoon.)
Bantly: Ford City, Pa., 3-8.
Bar-Brown: Rossville (Chattanooga), Tenn., 3-8.
Barker, J. L.: Pontiac, Ill., 3-8.
Barkoot Bros.: Bryan, O., 3-8.
Beckmann & Gerety: Mattoon, Ill., 3-8.
Big 4: Macon, Ga., 3-8.
Blue Ribbon: Brazil, Ind., 3-8.
Bockus, C. L.: Portsmouth, N. H., 3-8.
Bonds Greater: Clinton, O., 3-8.
Colley, J. J.: Wellston, Okla., 3-8.
Conklin's All-Canadian: Sudbury, Ont., Can., 3-8; Timmins 10-15.
Corey Greater No. 1: Brookway, Pa., 3-8.
Corey Greater No. 2: Houtzdale, Pa., 3-8.
Crafts 29 Big: (Rodeo) Livermore, Calif., 7-9; Hayward 10-15.
Crowley's United: Hannibal, Mo., 3-8.
Curl's Greater: Jackson, O., 3-8; Waverly 10-15.
Dodson's World's Fair: East Moline, Ill., 3-8.
Edwards, J. R.: Bellevue, O., 3-8; Willard 10-15.
Endy Bros.: Hazleton, Pa., 3-8.
Glick, Wm., Expo.: Elizabeth, N. J., 3-8.
Golden West: Hastings, Minn., 3-8.
Great Coney Island: Mountain Grove, Mo., 3-8; Marshfield 10-15.
Great Olympic: Lawrenceville, Ill., 3-8.
Great Superior: Lawrenceburg, Ky., 3-8.
Greater United: Jacksonville, Tex., 3-8.
Gruberg's World's Expo.: Pulaski, Va., 3-8; Focahontas 10-15.
Hansen, A. C.: Maysville, Ky., 3-8.
Hilderbrand United: Yreka, Calif., 3-8; Klamath Falls, Ore., 10-15.
Jones, Johnny J., Expo.: (Pa. ave. at 4th st.) Washington, D. C., 3-15.
Joyaland: Eouitdale, Pa., 3-8.
Klonis, John D.: Woonsocket, R. I., 3-8.
Lagasse Am. Co.: Nashua, N. H., 3-8; Fitchburg, Mass., 10-15.
Lang, Dee: Muscatine, Ia., 3-8.
Lewis, Art: Central Falls, R. I., 3-8; New Bedford, Mass., 10-15.
M. B. Am. Co.: Fiat River, Mo., 3-8.
Marks: Clarksburg, W. Va., 3-8; Grafton 10-15.
Mighty Argyle: Wellston, Mo., 10-22.
Miner Model: Marion Heights, Kelsier, Pa., 3-8.
Morris & Hurst: Rusk, Tex., 3-8.
Murphy, D. D.: (19th & Penrose) St. Louis, Mo., 3-8.
New Deal: Jeffersonville, Ind., 3-8.
Pan-American: Kansas City, Ill., 3-8.
Pearson, Harry: Havana, Ill., 3-8.
Follie & Berger: Mt. Pleasant, Mich., 3-8; Midland 10-15.
Reading United: Cave City, Ky., 3-8.

Reid Greater: Cookeville, Tenn., 3-8; Crossville 10-15.
Royal Palm: London, Ky., 3-8.
Rubin & Cherry Expo.: Ashland, Ky., 3-8.
Shamrock: Llano, Tex., 3-8.
Sheesley Midway: Cincinnati, O., 3-8.
Siebrand Bros.: Helena, Mont., 3-8.
Silver State: Lusk, Wyo., 3-8.
Small & Bullock: Madison, W. Va., 3-8.
Snapp Greater: Pekin, Ill., 3-8; Baraboo, Wis., 10-15.
So's Liberty: Galesburg, Ill., 3-8; Streator 10-15.
Speroni, P. J.: St. Charles, Ill., 3-8; Sterling 10-15.
Strates: Albany, N. Y., 3-8.
Sunset: Am. Co.: Dubuque, Ia., 3-8; Oelwein 10-15.
Thomas, Dug: Mountain Grove, Mo., 3-8; Ozark 10-15.
Tidwell, T. J.: Berger, Tex., 3-8.
Traver: Carlstadt, N. J., 3-8.
Wade, W. G.: (Penick & Coolidge Highway) Detroit, Mich., 3-8.
Wallace Bros.: Greenville, Ky., 3-8.
Ward, John R.: Paris, Tenn., 3-8.
Weer, J. C.: Niles, Mich., 3-8.
West Bros.' Am. Co.: Kewanee, Ill., 3-8.
Wolf Greater: Worthington, Minn., 3-8.
World of Pleasure: Johnsonburg, Pa., 3-8.

For Additional Carnival Routes See Page 70

CIRCUS AND WILD WEST

(Routes for this section must be in Cincinnati office by Friday afternoon.)
Barnes, Al G.: Butte, Mont., 5; Helena 6; Great Falls 7; Havre 8; Shelby 9.
Cole Bros.-Clyde Beatty: Syracuse, N. Y., 4; Rochester 5; Buffalo 6-7; Niagara Falls 8; Cleveland, O., 10-11.
Hagenbeck-Wallace-4-Paw-Sells Bros.: Jamestown, N. Y., 4; Olean 5; Hornell 6; Batavia 7; Corning 8; Elmira 10; Williamsport, Pa., 11; Harrisburg 12; Pottsville 13; Pottstown 14; Easton 15.
Mix, Tom: Deer Lodge, Mont., 4; Helena 5; Butte 6; Bozeman 7; Livingston 8; Billings 10.
Orange Bros.: Gilman, Ill., 4; Fairbury 5; El Paso 6; Bushnell 7; Carthage 8.
Polak Bros.: Pendleton, Ore., 3-8; La Grande 10-15.
Ringling Bros. and Barnum & Bailey: Lancaster, Pa., 4; Reading 5; Allentown 6; Wilkes-Barre 7; Scranton 8; Newark, N. J., 10-11; Jersey City 12; Paterson 13; Middletown, N. Y., 14; Poughkeepsie 15.

For Additional Circus Routes See Page 70

Buildup in Biz For Detroit Show

DETROIT, June 1.—The Dennie Curtis Fashion Plate Circus opened last Saturday for a two-week stand at old circus lot at Grand River and Oakman boulevard. The show has been assembled by W. B. Wecker, who is manager for Mrs. Margaret R. Brooks. Brooks is known in the show world as promoter of the Women's International Exposition and other large shows for the last 10 years.
Show is under auspices of Ionic Chapter No. 161, Royal Arch Masons. Opening day played to 2,500 people at each performance, but show was steadily building to a capacity attendance of 3,500 in big top by middle of first week.
Appeal is being based on the gate—the first 25-cent-gate circus to play Detroit in years, with a further 25-cent charge for reserved seats.
The Curtis show was remarkable in the number of unusual acts. The nov-

LETTER LIST

(Continued from page 33)
Scheppe, Forestina
Smith, Mrs. Lillian Z.
Stewart, Mrs. Helen Wilson, Gert
Stein, Mrs. A. E.

Gentlemen's List

Aarons, Herman
Atkins, George
Borin, Richie C.
Bowden, E. J.
Orchestra
Campbell, Dean
Carpenter, George
Carr, Joe
Carter, T. O.
Clarkson, J.
Crow, Bill
Dailey, Don
De Witt, J. E.
Duke, Jr., Harry
Edwards, Harry
Evans, Henry O.
Fetter, Edward
Fitzgerald, Pat
Gordon, Buddy
Gilbert Bros.
Gray, Roy C.
Hawley, E. Roy
Hamilton, Ollie
Harrington, E. A.
Harris, E. F.
Holder, K. M.
Howard, Joe
Howard, Johnny
Jackson, Valdo
Janus, Jim
Janz, M.
Kaplan, Max
Leam, C. H.
Kruz, C. W.
Lantz, J. H.
Lee, L. E.
Leggett, C. R.
Mansky, Charles
McCrory, E. D.
Martin, Billie

Miller, Charles
Miller, Floy E.
Miller, Jewel
Moon, Herbert
Myer, John F.
Nelson, Herman
Osborne, Glenn
Phillon & Martin
Price, D. M.
Rawlings, William
Roberts, F. E.
Roberts, J. W.
Simont, W. E.
Smith, Arnon
Stanley, Noel A.

Stevens, J. J.
Swires, Carl W.
Tidwell, Grady
Trout, Taylor
Tyler, Clinton
Voyles, Whitey
Williams, Edna
Williams, W. H.
Wilson, Chuck
Wilson, Po
Wish, Jack
Young, Austin
Young, Billy
Young, (Toby)
Young, Blaine

Attention! Shows, Concessions and Rides Wanted for JULY 4th, CARROLLTON, ILL. CAN PLACE Pony Track, Kiddie Rides, Ferris Wheel, Any other legitimate will make money this date. Write, wire or call GREENE COUNTY LEGION COUNCIL, J. V. Teeple, P. O. Box 172, Carrollton, Ill.

OPENED MAY 25th, 1935 NEW PARK AT NEON, KY. To Rent to Carnivals and Circuses. Best location in State. 3 1/2 acres of level land right on highway, 10 feet from railroad. Good business, work day and night. See NICK JOVICH, Jenkins, Ky.

THE M. B. AMUSEMENT COMPANY WANT Shows with own outfits, Fat Girl Snow, Snake Show and Illusion Show, Kiddie Rides, Cook House, Corn Game, Grand Stores of all kinds. Strictly Stock. Ball Games, Ride Help. Open for July 4. Committees get in touch with us. Flat River, Mo., June 3 to 8. C. WALKER, Mer-

ely styles in contortionist and juggling routine numbers were particularly noticeable. Practically every act on bill varied the routine by a novelty or flash addition.

The opening day's shows were handicapped by buckling of a main pole necessitating canceling of the Flying Baehrs for these shows. A secondary pole enabled them to go on the next day, but the Baehrs entered into the situation like real troupers, improvising a specialty clown number with their bear costumes.

The spec was distinguished by band under direction of Al Sweet. Bee Kyle, high-fire diver, was staged as a free act. Outstanding among acts were Shubert, doing double and single contortionist acts; the Saltons, with a versatile routine that included a blindfold trip down a series of stairs supported by the girl, to a blindfold somersault on teeterboard; black horse troupe presented by Curtis, who also is equestrian director.

The Program

Comedy acrobats, Two La Salles; Bob, Bob and Bobbie. Trapeze, La Venta Sisters, Great Shubert, Trizie and Bernie. Edna Dee's dog and pony number, assisted by Curtis. Clown chase. Acrobatic contortionists, Vickey Van, Salton and Partner, Danny Ozdark. Military elephants. Dainty Caroline, with a muscle grind. Seven Avalons, novelty wire act. Curtis' black horse troupe. Juggling acts, the Claires, Shubert and Carpenter, Phil and Dottie. The Romanoffs, seven-people teeterboard act. Barrel jumpers, Donohue and La Salle, Hamilton Troupe, Curtis and Comany, with "Beeswax," the Taximeter Mule. Danny Ozdark, with Seven Sons of the Desert, Arabian tumblers. Crazy clown number. The Flying Baehrs.

Mickey McDonald is producing clown. Other joeys are George Clark, Juggling Roberts, Black and Black, Jack F. Donohue and the Whites. Whittie Pallistr is superintendent of props; George Baker, boss canvasman; Archie Logan, concessions; George Huntley, elephants.

Among concessioners: Ray Williams, general refreshment; B. C. Crawford, orange crush; Boots Wecker, peanuts and novelties; Charles Brown, phonologist and penny pitch, and W. G. Bernard, knife pitch.

Curtis and about half the acts move intact from Detroit to South Dakota, where they will play at Aberdeen and Deadwood for Shrine circuses.

MAIL ON HAND AT DALLAS OFFICE

401 Southland Life Bldg. 1416 Commerce St. Ladies' List Bingham, Miss McCarty, Mrs. Billie McCormack's, Mrs. Cecokart, Act Koller, Mrs. B. F. Willis, Mrs. Fay Adams, J. C. Barnes, Clarence Curly Binda, F. L. Brooks, Johnnie

Gentlemen's List

Adams, J. C. Barnes, Clarence Curly Binda, F. L. Brooks, Johnnie

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STRIKING BACK

One of the sure signs of progress in the amusement games industry is the slowly developing courage and ability to strike back when under attack.

All the world admires a good fighter even tho he may lose at times. The amusement games trade is out to gain popular approval and there are many angles of striking back at those who oppose pinball games that will win the respect and admiration of a large section of the public. Our job is to develop some good fighters and a fighting technique.

There are still some in the trade who hold to the old policy of taking to cover whenever the "heat" is on or when some newspaper or civic organization starts attacking the modern pinball games. The very newness of the modern amusement games is proof enough that new policies and new ideas of defense are needed. Many of the legal attacks on pinball games have come from trying to apply statutes to these games that were made into law long before the games were dreamed of. Modern pinball games are new enough and important enough to demand new laws and even improved definitions of skill and chance in order to comply with the inventions of a mechanical age.

Something of the fighting spirit is needed to get this idea of progress before the public and finally secure general recognition of it. In any campaign of defense there is necessarily much work of a political and secretive nature and the coin-machine trade has a well-developed experience in that field. But the amusement games division is lacking in men experienced in making an open fight with those newspapers and civic organizations that war on the pinball games.

The question is not which is best for our cause, an open fight or depending on political and secretive methods. A well-managed campaign will use both methods. There are plenty of men in the industry who understand the inner workings of politics, but few have been found who can bring the sound principles underlying pinball games out into the open and defend them. Since the industry has grown so large, and so much depends upon winning public approval of the games, it is important that more attention be given to public policy in behalf of the games.

As a public policy for pinball games begins to develop within the ranks of the trade it will be interesting to note those cases in which members of the trade begin to strike back when someone attacks the industry. Every case will be worth studying and will be reported to our readers as far as we are able to gather the information.

The most vicious attacks made on modern pinball games come from newspapers that either do it for sensationalism or are reactionary on certain reform questions. Newspapers are usually heavily entrenched in the community life and wield a powerful weapon when they decide to attack a small group like the local operators of pinball games.

But there are smoldering ashes of resentment against certain types of newspapers which make it possible in some cases to agitate public feeling against the papers. For example, the newspaper that delights in parading sensational stories about gambling on pinball games may publish daily racing news. Any newspaper that publishes racing news is open to attack on the issue that newspapers have done more

than any other agency to encourage and perpetuate the gambling habit. If pinball games teach minors how to gamble, the games cannot begin to have the influence on the kids that the sporting pages of newspapers have. With incidents like the case of the newspapers in Washington, D. C., now a matter of record, it is easy to get important evidence as to how racing news and sport pages in general encourage gambling. By carefully planned agitation in many cities it is possible to enlist reform organizations or even organize one to make a local newspaper sit up and take notice on this point.

Naturally, the amusement games business is not interested in reforming certain newspapers or in banning racing news. But in some cases the only language that sensational and reactionary newspapers can understand is to strike back in their own language. In dealing with these types of newspapers it is always necessary to agitate and enlist civic organizations in the city. Newspapers have to face the fact that a decency movement has wielded powerful influence on the movies, and a lot of pent-up energy is waiting for the proper agitation to turn it loose on the newspapers.

The policy of the pinball division is to cultivate the friendship of newspapers in every way possible, but there are some papers that cannot be persuaded by reason nor logic to give pinball operators a square deal. In such cases the only recourse is to strike back in every way possible.

When civic or reform organizations attack pinball games it is practically always possible to strike back in an effective and yet reasoned rebuttal. In some cases it may be necessary to bring the tactics or personalities of the organization out in the open and expose them. A recent example of replying to a civic organization may be found in the circular distributed in Memphis, published in full in the May 11 issue of The Billboard. Later reports from Memphis indicate that this rebuttal must have had good results. There are a number of effective ways to publish arguments refuting the attacks that may be made on the games and those methods best suited to the local field should be used.

In meeting attacks on amusement games it is necessary to have a good spokesman for the trade. The organized operators in each local district should give special attention to selecting the proper person to speak for them and to see that he only does the talking. One of the great benefits of organization is that responsibility for replying to attacks can be assigned to some person or committee capable of doing the job well.

It is necessary also that local units be armed with information, reasons and logic. Due to the newness of the amusement games, trade members have been handicapped by a lack of effective information on the business itself. But this need is being rapidly supplied and the arguments and reasons for the games are also being accumulated and made available for the trade. We have made it a policy to accumulate and publish every possible argument that can be used in defense of amusement games. The next step is to acquire courage and experience in using these arguments to strike back at those who make unfair attacks upon the games.

The amusement games business is big enough now to add an aggressive public policy in defense of its games.

SILVER SAM.

Contest for Pin Champs

Fair sex may compete in tournament for Jersey pinball title

(Reprinted from The Newark, N. J., Ledger, May 20, 1935)

George Ponser, president of the George Ponser Company, bagatelle game distributors, of 11-15 East Runyon street, is completing plans to find the bagatelle "Marble Champ" of New Jersey.

Mr. Ponser says that he will have the co-operation of the leading operators of the popular games thruout the State and that all skillful players will be reported to him. It is his plan to call these players together in a contest to decide who is the best bagatelle game marble player and has the right to the title.

Much enthusiasm among the adult players who are skillful at the bagatelle boards is already evident in the contest, Mr. Ponser says. He also states that the title of "Marble Champ" is recalling boyhood days to many of the adult players who instead of "knuckling down" and shooting "immites" into a circle on the ground are doing the same thing in shiny new mechanized games constructed along similar lines, but in a much more dignified fashion.

Mr. Ponser explains that the games offer diversified and pleasant recreation and that the New York distributors are also seeking a champion there. It is his future hope to match the New Jersey champion against the New York winner and definitely prove that the players here are the more skillful.

A new game not yet on the market will be selected for the final playoffs among the better players, Mr. Ponser reports. He believes that the use of a machine which none of the men has yet had the opportunity of playing will definitely decide the skill of the player. He says that tho a player may develop unusual skill on one type of game, another may present an entirely different problem. Mr. Ponser also has learned from experience that skillful players are usually expert at any type of game due to the fact they play so many different ones.

The Major Amusement Company, large operator of the games thruout the State, will aid Mr. Ponser in his search for the best players. The firm also will enter one of its own skilled members in the contest, Howard Kass. Mr. Kass has proved himself an unusually skillful player.

It is also reported by Mr. Ponser that Samuel Broudy, of the Jersey Trading Company, premium merchandise distributor, will enter the contest to demonstrate his skill and that many others

already have announced their intention of entering.

The fair sex have also planned to take part in the contest and it is the belief of the bagatelle men that some lovely lady may yet be crowned "Marble Champ." It is said that Elizabeth has the best players among the fair sex and that one of the girls there may compete with a Newark girl for the title.

The finals will probably be held at the showrooms of the George Ponser Company or at one of the leading places of the city.

Square Amusement Takes Larger Display Space

POUGHKEEPSIE, N. Y., June 1.—This day was one of great celebration for the Square Amusement Company, as the firm moved into larger quarters at 331-335 Mill street. Al Schlesinger explains that the large increase in business which the firm has enjoyed since its representation of the pay tables of leading manufacturers for its territory has brought about this necessary change. He feels that the tremendously large quarters which the firm will now have will place it in a position of giving better service than ever before to operators.

He states that these quarters were formerly occupied by the largest automobile showrooms in the city and that the firm will now have probably the largest repair department in the State. At the same time all the offices are being redecorated and the spacious showroom will be modernistically furnished to display all the games of the firm.

Other plans are to follow out the general scheme of roominess, Al explains, and also to have a spot where the operators can meet and discuss their various problems. He will have a regular reception lounge exactly as formerly used by the automobile firm and will also have a refreshment spot for customers of the firm.

Northwestern Appoints Huber To Sell Venders

MORRIS, Ill., June 1.—The Northwestern Corporation, manufacturer of penny bulk merchandising machines, announces the appointment of the Huber Coin Machine Sales Company, Chicago, to represent the firm in the Chicago territory. Joe Huber is head of the Chicago agency.

"So that we can better serve our many customers in Chicago and vicinity," the announcement says, "we have made arrangements with the Huber Coin Machine Sales Company to carry a complete selection of our machines in stock, as well as an ample supply of all parts and accessories. A service department with factory-trained mechanic will also be maintained.

"Conveniently located, this organization is ready to care for your requirements, and Mr. Huber invites you to make use of this service at any time."

Merchants Aid Use of Labels

DALLAS, June 1.—The revenue stickers of the Texas Coin Vending Machine Operators' Association are for sale and many already in use. Merchants in Texas are co-operating with the association in demanding machines with stickers. John Backman, secretary of the association, is endeavoring to get all operators to enlist their aid by purchasing stickers. Stickers are for members of the association only and may be had from Secretary Backman at 25 cents each. Backman's address is 5400 Goodwin, Dallas.

Judge A. L. Lewis, chief counsel for the association, was a visitor in Dallas late last week, coming from his headquarters in Houston.

M. C. Phillips, operator in Tyler, was a one-day visitor here last Wednesday.

Fisher Brown, president of the association, is the busiest man in Texas. In addition to his varied duties around his office, he is organizing one of the strongest State associations in this country. Locals are being formed in every section of Texas to co-operate with the State association in furthering its cause.

On a recent visit to East Texas the writer found Travis Richardson, of Longview, skimming over the highways at many miles per hour covering his territory, which includes the towns in the heart of the East Texas oil fields. . . . Tom Richardson, also of Longview, busy in his new office, equipped for the hot summer months. For a nice cool spot visit Tom Richardson. . . . N. D. Goldberg, of Marshall, well versed on coin machines and able to quote the laws of his territory. A brother and partner, Irving, was out in the field tending his machines. . . . Howard Dennard, of Henderson, working out a new idea in his mammoth factory on Crimcrest boulevard.

Now Making Novelties

DETROIT, June 1.—Marshall-Lemke, Inc., started manufacturing operations this week. The company has hitherto been a jobber of coin machines and premiums and an operator as well.

According to Henry C. Lemke, a number of special premiums will be produced at present, including bases for lamps, dolls and similar items. In addition, a new type of stand for vending machines is to be produced.


This consists of an all-iron stand, designed to avoid the breakage and other spoilage of the usual concrete stand which has only a limited life.

The Gratiot store of the company has been closed and new space has been taken at 69 Charlotte street. Ben Marshall is in charge of the manufacturing department.

NEW EXHIBIT WINNERS

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LIGHT UP BASE BALL TABLE

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IN EXHIBIT'S "DEALER"—you'll see the most authentic "21" game with marbles ever produced. You'll see all the thrilling plays of the original game without emitting a single feature, so simplified that even those unfamiliar with the unfamiliar with the game itself—can understand it!



Jungle
'HUNT' LIGHT UP TABLE

with all the big games of the wild jungle to shoot at. Everybody likes the thrills of hunting big game. You'll see it!

SEE your Jobber

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AUTOMATIC MERCHANDISERS ASSOCIATION OF IOWA first annual meeting and banquet, Hotel Savery, Des Moines, May 25. This State organization has about 175 members.

BILLBOARD LEGAL NEWS

Address all communications to W. W. Hurd, The Billboard, 54 West Randolph St., Chicago.

Members of Congress See Pinball as Permanent Biz

Many legislators are habitual pinball fans—think games are devices of skill and should bear fair tax—federal bill may be in the making

WASHINGTON, June 1.—An interesting and highly significant development which may soon affect the entire coin-machine industry was brought to light here when it was revealed that skill-game machines were being considered on Capitol Hill as a possible source of revenue thru taxation. No actual bill has as yet been passed, but in an effort to obtain a picture forecast of which way the wind might blow, it was possible to take a few soundings. The possibility of a government tax on vending machines is not a surprising disclosure; in fact, many operators and manufacturers have no doubt been wondering just when Congress would get around to it. Due to the industry's vast success and popularity over the last two years, it is only reasonable to assume that eventually the time would come when legislation would be passed affecting the coin-machine industry.

The question naturally arises therefore, just what type of tax would be put on the machines and what would be the effect of such a tax on both the operators and the manufacturers.

According to Congressman John H. Hoepfel, Democrat, of California, and who, incidentally, it is believed here, will be the spearhead of the prospective legislation, there is no talk of abolishing the games from a moral standpoint, but to tax them as a lucrative source of revenue to the government.

"It would be my plan," declared Congressman Hoepfel, "to place a tax on the percentage of the receipts obtained by both the operators of coin machines and the manufacturers as well. I am unable at the present time to give the bill serious thought, but the idea has occurred to me many times that here might be one logical source of revenue as yet untapped to answer the new tax problem presented by the 'New Deal'."

"The coin-machine industry without question has been a most helpful factor toward getting the nation back on its feet, for it has been the means thru which thousands have been given employment. Its increasing popularity with the public would seem to make a tax feasible."

Not in Lottery Class

Another and interesting angle of the tax question was gleaned from Congressman Alfred Better, Democrat, from New York, and an ardent enthusiast of skill games, both the pin ball and claw-machine type.

"I have been an enthusiast of the skill game ever since it came into being," Congressman Better asserted. "It is perhaps the most interesting way of spending a few spare moments that has developed in recent years, but I think now that the industry is well on the road to success, and I might state that I don't think it's a fly-by-night success either. There should be a tax put on them."

"The District of Columbia, as well as many cities thruout the country where skill games are popular, is losing considerable revenue which would help to solve to some extent its immediate financial problems."

When asked what he thought would be a fair tax to place upon the machines, Congressman Better replied that he would estimate it at \$25 a year for the claw machines and \$10 per year for the pin-ball games.

"I don't say this without some basis

Expert Player Shows 'Em How

SYRACUSE, N. Y., June 1.—While Justice Leo Yehle and a swarm of police, detectives and lawyers looked on, E. H. Pineau, Syracuse, demonstrated conclusively that the Champion pinball machine, subject of a test case here, is a game of skill, not chance.

Samuel Kay, restaurant proprietor, arrested nearly a year ago for possession of the machine, is making a fight that will set precedent for entire up-State New York, and after two State legislators testified for defense Judge Yehle gave Kay's attorney, Willis Sargent, permission to prove the game's accuracy.

Pineau made the ball do everything. Judge Yehle asked him to score 1,000. He did. Assistant D. A. Homer Walsh asked him to put ball in 500 hole, supposed to be hardest shot. That was a cinch for Pineau. Walsh asked him to get 1,500. He did. Then he was asked to score by hundreds, from 100 to 600. He got 100, 200, 400 and 600. Reversing, he got 1,000, 900, 800, 600 and 500.

Pineau's only misses were on request for score of 3,800, when he got 3,900 and 3,600.

Court reserved decision, but verdict, expected in about week, is likely to be for machine as the result of Pineau's convincing demonstration.

Previously State Senator Esquirol, author of the State law, testified for Kay, asserting pinball machines never were considered by lawmakers when the bill was passed and that the law does not apply to them at all.

for my statement," Congressman Better said. "I have talked to the operators of many of the District of Columbia's skill game centers and they have told me they would not object to such a tax."

The New York Congressman continued by stating that the pin and claw games were essentially games of skill and therefore could never be placed in the lottery class by any stretch of the imagination.

"There have been many test cases in the past to prove this point," Congressman Better said. "However, if anyone should be indiscreet enough to bring it up on this basis, I for one would be inclined to oppose it."

Congressman Henry M. Kimball, Republican, of Michigan, stated that while he enjoyed playing the games himself, he was not in favor of minors participating.

"I feel that there should be some tax placed on these games," the Congressman stated. "But I have not gone into the matter deeply enough to say offhand what form it would take. Whatever the tax is, however, it should be a fair one."

A rather humorous note was contributed to the question by Congressman L. C. Arends, of Illinois, who plays the games himself and considers them "an interesting way to spend five minutes and 10 cents."

"I have been somewhat surprised to note the increasing popularity of the skill games in the last few months," said Congressman Arends. "I enjoy playing them myself occasionally. The question of taxing the machines has been suggested before to me by others of my colleagues but I haven't considered that angle of it extensively."



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P. S.—Come in out of the bleacher seats and sit in the boxes with us.
Leo D. Jones.

Opposition to Proposed Bill

BOSTON, June 1.—Considerable opposition was voiced at a hearing before the joint ways and means committee of the Legislature on the proposal of Governor Curley, contained in a special message, for raising additional revenue by taxing amusement and vending machines. The governor estimated that approximately \$250,000 would accrue to the State annually by the imposition of fees.

The opponents included practically every large automatic sales company and vending scales, coin lock and locker concern operating in Massachusetts. Stoughton Bell, counsel for a committee of manufacturers and distributors of coin-operated machines, led the speakers in opposition.

Chairman Charles P. Howard of the State commission on administration and finance, and Director John P. McBride of the State division of standards spoke in favor of the governor's plan.

Representative Christian A. Herter, of Boston, a member of the committee, pointed out that the governor specifically stated in his message that he did not wish to tax vending machines, but merely to charge a fee for the privilege of doing business and for the supervision and control of the machines by division of standards.

Representative Herter further said that the governor's bill provides for a definite tax levy. In view of the fact that the division of standards is already more than self-supporting, he went on, he wondered how the State could charge a fee for a service it did not render. He urged that the bill should be "thrown out the window" on a point of order that the bill was beyond the scope of the governor's message.

Director McBride of the division of standards said there are approximately 254,000 vending machines of all kinds operated in Massachusetts and, according to the bill under consideration, the revenue to the Commonwealth yearly would be \$245,000.

Mr. Bell called the bill a "mess." He quoted from the governor's message as follows: "The sales are in small quantities at figures which would show a considerable advance over the rates charged when goods are bought in larger quantities."

"Of course, goods bought in larger quantities cost considerably less than those sold in small quantities," said Mr. Bell. "That's the principle of wholesale and retail." He referred to the above quotation from the governor's message as a "wisecrack."

"Why not tax the counters in a confectionery store or the tobacco case?" said Mr. Bell. He described the bill as a "hardy annual." He said whoever gave the governor his information about the vending machines knew little about the industry.

Chamber Opposes Bills

CHICAGO, June 1.—The Illinois Chamber of Commerce is strenuously urging the Illinois Legislature to drop about 50 proposed bills that would impose additional taxes on a number of lines of business. Included in this lot is House Bill No. 49, which would place a fee of \$100 on manufacturers for each unit of three slot machines manufactured and a similar sum on each three slot machines operated in any county. The license proposed would be by counties and refers to "slot machines" with no definition of what the term means. Coin-machine manufacturers have opposed the bill because of the uncertainty of its application.

Jersey Ops Oppose Ban

Plan appeal to the public for support thru their local newspapers

NEWARK, N. J., June 1.—Operators were taken somewhat by surprise this week when enforcement officials began to apply the adverse court decision against prizes with pinball games. The city prosecutor and director of public safety had both made public statements that they would not interfere with the games on account of prizes until an appeal on the question of prizes in Trenton could be decided. However, there was a sudden and unexplained reversal by these officials and the ban was put into effect. Only one sportland remained open in the city and operators notified their locations that prizes could not be given. Operators report that patronage of the games has dropped considerably.

The Stirling Sportland, managed by Ben and Dick Steinberg, is the only one to remain open, using a profit-sharing system of awarding prizes by giving 25 points with every game played. A tournament plan will also be tried which is expected to come within legal requirements.

Other municipalities are reported to be applying the adverse court ruling here as if it had been in their own courts and operators fear that the ban on prizes will spread generally unless a favorable ruling can be obtained. It is understood that a case involving prizes has been accepted for immediate trial and the best legal talent is at work on the case. The appeal before the Court of Errors and Appeals at Trenton is still pending.

The first move of coinmen here to gain redress has been the planning of a big newspaper publicity campaign which will tell the public about the economic advantages of premiums and pinball games. There are approximately 4,000 locations using pinball games in Essex County. Of this number 2,500 are licensed in the city of Newark. The amount of business done by the allied trades and the benefits to retail merchants will be stressed. It is generally known that the public favors the games here and petitions for merchants and citizens to sign in favor of pinball are being prepared. One of the local newspapers is helping the cause by some very favorable publicity.

Check Unlicensed Games

NEW ORLEANS, June 1.—In opening what is termed "a concerted drive against unlicensed pin games in bars and similar places," J. E. Elliot, head of the New Orleans branch of the State supervisor of public accounts office, said that it had been brought to his attention many pin games are being operated without payment of the State occupational licenses. These licenses, he added, are required by an act of the third extra legislation of last year.

"We are going after the machines that pay awards in cash or merchandise when a certain score is made," he announced. "Pin games may be operated merely as games of skill or for amusement, but occupational licenses must be obtained."

WALTHAM-ELGIN
MEN'S WRIST
WATCHES, \$12.95
Ladies' REBUILT, in
New Chron. Case,
Strap and Gift Box, in
Lots of 5, \$12.95
Same, 15-4, \$13.95
7-3 POCKET
WATCHES, \$12.95
Rebuilt, New Round
Chronium Cases,
Open Face, in Lots of 5
Samples, 50c. Extra. Free Caters.
Lots of 25. Deposit with Order,
Balance C. O. D.
PILGRIM WATCH CO., 155 Canal St., N. Y. O.
MILLS SILENT GOOSENECK JACKPOT
BELLS, \$40.00; Rebuilt, \$37.50; Mills Escalator Jack Pot Bells, \$55.00; Golden Bells, \$80.00; Mystery Bells, \$65.00; O. T. Bells or Vendors, \$40.00; Watling 1c and 5c Twin Jack Pot Bells or Vendors, \$35.00. One-Third Deposit. Get our Prices on Brand-New Machines.
KINZER HOVELTY CO., 1519 E. 80th St., Chicago, Ill.

Missouri Bill Fails To Pass

JEFFERSON CITY, Mo., June 1.—Missouri's Legislature adjourned sine die this week without taking final action on a measure to impose a graduated tax ranging from \$3 to \$15 on amusement machines. Considerable opposition developed against the bill when it appeared before State Senate committee and it was never reported out for passage, altho some fear was held that the proposal might be ordered voted upon during the extra long session. Relief and sales-tax matters, however, took precedence.

The Legislature passed a 1 per cent sales tax which affects all amusements, the rate being raised from one-half of 1 per cent. This measure is now before the governor, who is expected to sign it within the next several days.

Another measure passed by both houses of the Legislature and now pending on the governor's desk is one legalizing pari-mutuel betting on dog and horse racing in Missouri.

Anniversary Guests See First of "Quintuplets"

CHICAGO, June 1.—The "Quintuplets," new series of five so-called miniature games by Pacific Amusement Manufacturing Company, were accorded a rousing reception by several hundred Chicago operators and jobbers who viewed the first of these new games at the company's recent anniversary party.

Midst a profusion of good entertain-

Bill Signed

Governor James M. Alfred of Texas signed House Bill No. 223 on May 30, which makes the law take effect immediately. The Comptroller of Public Accounts expects to have his machinery set up in about 30 days to begin the collection of the license tax which the law imposes on pinball games and other types of machines. The bill passed both houses of the Legislature early in May and the license provisions have been welcomed by operators generally in the prospect of having more settled conditions in the State.

ment, food and refreshments, the "Quintuplets" christening found many operators playing Hit or Miss, the first of the series, with prolonged interest. Favorable comments were passed on the need of and easy entrance of games of this nature in practically every type of location.

Identical to the preparation extended in prearranging production on Pacific-built games, Fred McClellan said that "Quintuplets" is an outgrowth of very intensive planning. "We have taken every phase of present-day operating conditions into consideration," said McClellan, "not only from the standpoint of essential originality and new ideas in playing to embrace the public fancy, but in addition have surveyed location requirements over a long period of time and find there's a wide-open field for games that take up a lesser amount of floor space, and which may also be operated on the counter. Then, too, operators can easily afford to purchase these 'Quintuplets' at their remarkably low price, for while they're not as large as the average 40-inch game, nevertheless they perform equally as well or better in the vast majority of locations."

"The first of the series, called Hit or Miss, embodies a multiple system of scoring whereby players may 'build up' an attractive potential score, which later develops into hitting a nice award or missing at the psychological moment. Players may 'miss' and still start over again in the course of playing the game, and as is oftentimes the case the very last ball may be the deciding factor as to whether the player has 'hit' or 'missed' and how much," said McClellan.

The complete "Quintuplets" lineup involves five games to be brought out at intervals, each new arrival destined to equal or outdo its companion games. Having incubated the idea for more than a year, Pacific engineers forecast dramatic careers for these new numbers in the world of amusement game entertainment.

Coming Soon!

SPELLING REE

ASK YOUR JOBBER

THIS PERFECT COUNTER MACHINE IS PROVING TO BE THE BEST MONEY-MAKER EVER PRODUCED.



MAE & HER PALS

Operators all over the country are reporting that the novel and amazing "MAE AND HER PALS" is paying for itself the first day of operation. GET YOUR SAMPLE NOW.

The Machine "MAE AND HER PALS" has a positive tilting device that WORKS AND STAYS WORKING during the life of the machine. The percentage of payout is perfectly proportioned to keep up steady repeat play. and, above all, the device is mechanically perfect.

PRICE \$8.80 Special 10-Day Offer, F. O. B. Miami, 1/3 Cash With Order, Balance C. O. D.

CARNEY MANUFACTURING CO.
MIAMI, FLA.



BILL PINSKER, Morris & Davidson

Operators: The trend is toward -"Roto-Lite"

A De Luxe Game—handsome in appearance—ROTO-LITE has demonstrated its ability to draw the vast majority of players to attend its Sparkling Play. Look in at any ROTO-LITE Location. It's a LIVE LOCATION, with endless numbers of customers SEEKING to play this remarkable game. No wonder ROTO-LITE is offered with an iron-clad Money-Back Guarantee! No wonder Operators and Jobbers acclaim it the BEST VALUE of today at this New Reduced Price . \$56.85

Totally Unlike it-but Equally POWERFUL---

-"Neontact"

A Mighty Principle of Action—and a Mighty Money-Maker in any location—NEONTACT offers more to players. All the Thrills of an "automatic payout" with TWO-FIVE-TEN and TWENTY in NEON Light-Up Awards for Fast, Steady, Repeat-Play! A Good Investment at this New Reduced Price . . . \$56.85

Write For Full Details Without Obligation!!!

PACIFIC AMUSEMENT MFG. CO.,
4223 W. Lake St., 1320 S. Hope St.
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DIGGER OPERATORS

Save Money—Buy Your Candy Direct From the Factory

We Specialize in **CANDY** For All Types of Candy Venders

★★ Prices ★★

RAINBOW NUTS, BOSTON BAKED BEANS AND BRILLIANT RED NUTS

(100 to 500 Pound Lots) Per Pound11c
(500 to 1000 Pound Lots) Per Pound10½c
(1000 Pound Lots and Up) Per Pound10c

All Prices F. O. B. Union City, N. J.
25% Deposit With Order. No Samples. Our Products Are Guaranteed To Stand Up Under All Weather Conditions.

TRIAL ORDER—Send \$12.00 for the Following Shipment: 25 Pounds of Rainbow Nuts, 25 Pounds of Brilliant Red Nuts, 25 Pounds of Boston Baked Beans, 30 Pounds of Green and Red Imperials. This Assortment Will Be Shipped to You on a Strictly Money-Back Guarantee

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EXCLUSIVE DISTRIBUTORS FOR NEW JERSEY

BEAT ACES The Greatest ever made. Fits all 19"x38" Cabinets. Replacement Board

ROCKETS\$22.50 SYNCHRO\$27.50
REBOUND JR. 19.00 TIME 22.50
ARMY & NAVY 19.00 Shyve's Cannon Fire 17.50

1/3 With Order, Balance C. O. D.

HERCULES SALES ORG., 1175 Broad St., Newark, N. J.

IMMEDIATE DELIVERIES ON STONER'S NEW BALL FAN \$39.50 TICK-A-LITE \$49.50

New Lite-Up Base Ball Game. The Best and Lowest Priced Lite-Up Ticket Game.

OPERATORS IN ST. LOUIS AND VICINITY, SEE US ABOUT TRADING YOUR USED EQUIPMENT ON THESE NEW NUMBERS.

RECONDITIONED MACHINES GUARANTEED TO BE IN PERFECT CONDITION.

MAJOR LEAGUE BASEBALL\$17.50 SEEBURG HOCKEY\$20.00
A. B. T. AUTO DART (Ticket) 47.50 MILLS TICKETTE (like new) 14.00
SKYSCRAPER (Bally) 19.50 SEEBURG MODEL E, SELECTIVE TYPE PHOTOGRAPH 99.00

One-Third Deposit With Order.
W. B. SPECIALTY CO., 2507 Marcus Ave., St. Louis, Mo.

A FEW OF OUR RECONDITIONED MACHINE BARGAINS:

I. O. U. Radio Station\$20.00	Flick 9.00	Signal, Sr\$22.50
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Electro 13.00	Action, Sr. 32.50	Rockets\$25.50
Lightning 12.00	Oris Cross 19.00	Champlon 40.00
Major League, Sr. 22.50	Oris Cross Lite 27.50	Silver Cup 5.00
Major League, Jr. 19.00	Bacon 23.00	Always 5.00
	Signal, Jr. 15.00	Blue Ribbon 8.00

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.
OPERATORS: When in Chicago See Us. It Will Pay You. Write for Real Bargains. Lot Us Know What You Want and We will Quote Prices.

MONARCH COIN MACHINE CO. 2752 Southport Avenue, CHICAGO, ILL.

Write for Our **NEW LIST No. 176**

Which Contains Information and Prices on New and Used **PIN GAMES, COUNTER GAMES** and **SLOT MACHINES.**

We Will Accept Your Used Slot Machines, Counter Games and Pin Games in Trade.

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It Helps You, the Paper and Advertisers to Mention The Billboard.

THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

Sportlands a Big Business

(Reprinted from Sales Management, May 15, 1935.)

Nobody can laugh off the "pin game" now. True, its granddaddy was merely the old bagatelle of 1874—nails in a board to pester a ball headed for a point-scoring hole. But look at it today: light and color to catch the coin-in-the-slot player's eye; names like Cavalcade, Hell's Bells and Builder Upper to strike his fancy; spring plungers for "skill"; merchandise for winnings.

About five years ago it began to appear in cigar stores, railroad stations and hotel lobbies to catch pennies and nickels. And it caught plenty. So it spread over the country until today "there are probably 500,000 'locations' averaging two pin games each," says Leslie Anderson, of *The Billboard*. That's maybe a million—each earning a few dollars a week for the "location" owner, a few for the "operator" who buys them for \$15 to \$100 a piece from one of the 250 jobbers. About 100 manufacturers turned out at least 125,000 machines in 1934. It's an industry!

And now come the "sportlands"—latest development in this new business. "Sportlands" are merely big "locations" devoted entirely to pin games. Each successful one uses an important central store location; works from 25 to 250 games; handles crowds; distributes a considerable volume of merchandise—including national brands—redeeming coupons issued to point winners.

The "sportland" owner can fix the point redemption value to suit his own judgment, but the average today is about \$1 in merchandise for 900 or 1,000 points. To meet the demands of his customers one big New York "sportland" spends \$8,000 for cigars per month, \$1,200 for cigars, \$700 for candy, \$500 or \$800 for hats which local retail stores exchange for his merchandise orders, and so on. His customers can win half a pound of Walter Baker's chocolate for 100 points, one pound of Maxwell House coffee for 325 points, five pounds of Domino sugar for 250 points, a tin of PA for 130 points.

The "sportland" owner's merchandise outgo ranges from 30 to 50 per cent of intake. This seems to satisfy the customers. When they do not go home empty-handed they come back and bring their friends.

Associations of "sportland" owners try to keep standards up and racketeers out of the business. Many of them have graduated from the dying "penny arcade." They want people to get something for their money besides amusement. That's what builds regular trade. It even has created bookkeeping systems in many "sportlands," where long lists of customers' accounts are kept, showing credits for points won day by day; debits for merchandise withdrawn. Imagine a set of customer accounts in an old-time penny arcade!

The "sportland" idea got its start in New York City last year. There are more than 100 in the city today. Five under one ownership pay \$137,000 annual rental. Other big cities are seeing them this year. There may be 1,000 in the country. One, in Washington, uses

15 minutes of local radio time twice a week to announce grand-prize winners. Groups in New York uses eighth-pages of amusement newspaper space weekly, rotating the copy among papers. Thus the "sportland" begins to take its place among front-street businesses.

"I still regard it as a depression baby," a "sportland" owner tells *Sales Management*. But others disagree.

Good Day for Sportlands

PITTSBURGH, June 1.—Decoration Day was a banner day for the two large sportlands which had their official opening at West View and Kenneywood parks. Completely repainted, A. B. McSwigan's "coin world" boasts of a number of new and novel penny and nickel games. Their popularity caught on instantly with the opening-day fans. At West View Charlie Bears Jr. has on display a number of new features manufactured by the International Mutoscope Reel Company, of New York. Late recordings furnish music at both sportlands daily. In all about 150 machines are in operation in both parks.

Now, ice cream concessions right at the front doors of the sportshops have again come into being. Last week found the ice cream vendors with their five-cent ice cream sandwiches in front of the Rex and the Barrel House. Both these popular spots will produce much biz for the ice creamers.

Newspaper Gives Liberal Space to Facts on Growth of Sportland Biz

NEWARK, N. J., June 1.—*The Newark Ledger*, morning newspaper, gave sportlands a big boost at a time when adverse court decisions on prizes had closed practically all of these amusement centers here. The newspaper devoted more than a column to the Stirling Sportland and various facts about the business. Ben and Dick Steinberg are proprietors of the Stirling Sportland.

"The Stirling Sportland, 4 Beaver street, presents a new style of recreation to amusement lovers," the newspaper said. "Here are combined all the features of pinball play plus the opportunity to receive practical and beautiful merchandise for home and person as an added inducement.

"Sportlands are the latest development in the pinball industry. They present all the thrilling pinball games on a chosen, well-frequented location. They offer the players of this unique amusement relaxation and recreation of a diversified type plus coupons for the scores made, which coupons accumulated in sufficient quantity enable the player to take home a gift of his or her selection.

Popular Centers

"In New York, Washington, Baltimore, Chicago, San Francisco, Oakland, Los Angeles, Detroit, Minneapolis, Fort Worth and many other important centers in the country the sportlands arise as a new and popular recreation center. Thousands of dollars are being spent

Sportland Squibs

Newark, N. J., took one on the chin last week with the sudden reversal of opinion by the authorities there regarding Judge Brennan's ruling. This caused the "going out of business" by the 4 Center street spot and Laurell's Sportshop on Market street. Dick Steinberg is going right ahead at 4 Beaver street on a profit-sharing plan and we should all get together to give Dick a great big hand for his courage to "carry on" when others ran. He is to be commended by the sportland industry, for it is his type which will bring reversals of opinions and will continue the industry indefinitely.

Teddy Sortini, over at the Battery Sportland, also took an awful blow last week. A burglary, and one of the very first reported in the sport-spot biz. They just about cleaned the place out, according to Teddy, and the expense to replace the merchandise and the games has been tiring as well as terrific.

Nat Faber shoots into full steam in his favorite hangout—the Rockaways. He is now open at 99-18 Boardwalk and was to open Decoration Day at 98-14 Boardwalk. He will have a complete Skee-Roll spot over at 99-04 Boardwalk.

He claims that last Sunday's biz was fair but that from all indications the boys in the Rockaways will have a big season. And with four important Boardwalk spots it looks like Nat has set himself for some real business.

Nate Wechsler, at the Yorkville Sportland, is calling his spot on the suggestion of this column "The Coolest Spot in Yorkville." Nate will have an air-conditioning system installed and has enlarged the spot to handle the crowds. All Nate is worried about is how in the world he can pack into his spot all the people that want to come in and entertain themselves. He is going great in Yorkville.

The now famous Riverside Sportland, at 96th and Broadway, is featuring the latest novelty premiums that come along to keep its "class trade" happy. This is called the "mink-coat sportland." At the present time they have a tremendously increased patronage of women, due to the Shirley Temple dolls which they are featuring at a very fair score. The boys here are the most up-to-the-minute on premiums that can be found in the sport-shop biz.

It's most pleasant to note that businesslike atmosphere at the Sports Palace of the Sportland Kings, Schork & Schaffer. These men have a way of promoting their spots so that the public immediately has tremendous respect for them and their means of doing business. They will probably be the leaders in this industry for years to come because of their progressiveness, their business knowledge, their showmanship and the fine manner they use in their general business procedure.

The boys at AMA headquarters met with Harold Holt, of *The New York American*, who is head of the amusement division of that paper, and told him this and that about the sportland world. Mr. Holt went away with his head abuzz, as he later explained, and stated he believed that this was one of the most aggressive and progressive of all the amusement industries in the world. Among those present were Dave Simon, William Schork, Max Weiss, Murray Goldstein, Sam Silberling, Teddy Blatt, Dan Cristofano, Henry I. Nagin, Bill Gersh and Andy Anderson.

Some time ago this column carried the news of that 89 Park Row bookstore that was harboring four pinball games in the manner of a sportshop. Today this spot is known as the City Playland and is one of the liveliest of the smaller sportshops in town. The managers are members of the AMA now and believe that they are going places. They are intelligent, aggressive and a credit to the business. Let's get more like them.

Murray Goldstein's meeting with the Coney Island sportlands was one of the most successful in many years. A great many new members have entered, and it is believed that if Murray will continue the good work he has started everyone will directly benefit. It is about time that the organization took into membership every individual even remotely connected with the sportshops. In this manner the men will be assured of better representation in times of stress. And some of the allied trades members are of such national importance they would have much bearing on any case.

Bar, Cafe Adjoining

"The place itself is in conjunction with the Grant Bar and Restaurant. It is neat, clean and inviting. Neon signs announce the entrance to the Stirling Sportland. Large, open doorway to welcome the players. Courteous service. A general air of fun and frivolity predominate. The excitement of the games and the usual number of watchers are (See *NEWSPAPER GIVES*, opposite page)

LOW PRICES ON GOOD USED MACHINES			
BEACONS \$22.50	SIGNAL \$19.50
REBOUND 22.50	SIGNAL SR. 17.50
I. O. U. 21.50	ROCKET 27.50
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OPERATORS-PARKS-CONCESSIONS

SPECIAL PRICES On All the Finest Premium Merchandise Especially Chosen and Suited for Your Needs.

FREE! WRITE TODAY FOR OUR BI-WEEKLY BULLETIN.

JERSEY TRADING CO., 11-15 E. Runyon St., Newark, N.J.

Praises Spotlite Game

NEW YORK, June 1.—Nat Cohn, of Modern Vending Company, stepped off the plane at Newark Airport and was met by a delegation awaiting news of new games which the firm expects in very large shipments. He immediately confided that the firm would soon have carload shipments of the new Spot-Lite game of the Daval Manufacturing Company, which he arranged for while in Chicago, and that the game had created a sensation with distributors and jobbers who had seen it. He reported that orders were flooding the factory and that in his opinion this was one of the greatest games the firm had yet produced.

He also stated that the firm would have ready the "first real baseball game this industry has ever seen." He claimed that the game would be the very last word in coin-machine construction and that it was certain to appeal to everyone as the finest game which they have seen.

Nat was enthusiastic about some of the products which he had seen while in Chicago and claims that Modern will be busier than at any time in its successful career supplying the Eastern markets with the best games of the season.

Big Shipment to Calcutt

CHICAGO, June 1.—What is claimed to be the largest single shipment of automatic payout pin games on record left Chicago last week, consigned to Joe Calcutt's Vending Machine Company. The shipment consisted of two carloads of Traffic and other payout pin games manufactured by Bally Manufacturing Company. Jim Buckley, sales manager, stated that the shipment was only one of several big shipments recently made to the Calcutt headquarters. "Previous shipments," Jim said, "have been for straight carloads, but when Joe Calcutt got going carload lots melted away like butter in the sun and from present indications this double carload is just a starter."

NEWSPAPER GIVES

(Continued from opposite page)
about. It seems more like an indoor athletic event.

"Ben and Dick Steinberg, the two young, enterprising managers of the Stirling Sportland, are well known in Newark's amusement world. They have for many years been connected with outstanding ventures in their division of the amusement business. They have built an enviable reputation among the city's storekeepers for fair play and clean, honest practice. Today they are surging rapidly ahead in this new division of the amusement business, sportslands, and plan many other such inviting entertainment and recreation centers for the city's fun-loving thousands."

"Newarkers have come to realize that their pinball games and their new Stirling Sportland are an assurance for a dollar for dollar value in entertainment and merchandise." They state that skillful players, and players become skillful with sufficient practice, just as they do in golf or any other sport, can obtain some of the handsome premium merchandise they feature at remarkable cost. Each item which they have on display is priced according to their coupon point arrangement just as it would be priced in the average store.

"They also explain that the merchandise is usually 'forced sale' in almost every aspect. They point to many of their men players who, after gaining a sufficient number of points, will return home with a useful article for the home or perhaps an article of clothing for some member of the family. This usually leads to making pinball players of the entire family."

SAM IN HIGHLY

(Continued from page 4)
real outbreak. Most of those present viewed it as the usual type of bickering that pops up almost each year at convention time. However, as the final round of the convention gavel rang thru the Wardman Park Hotel lobby, peace and friendship again reigned on the Potomac, with everybody marching out of the meeting hall in perfect harmony. With the election over the balance of the business meeting was given over to the routine business. The matter of setting out some form of punishment to

exposers of magic was mentioned, but no definite action was taken on the matter.

Getting back to the convention proper, it can be safely said that it was one of the most successful conclaves ever staged by the SAM. It was a success in more than one way. In the first place this year's registrations ran more than 120, a decided increase over the number of registrations at the Pittsburgh meeting last year when less than 50 signed in. In the second place, the Washington and Baltimore assemblies, who combined their efforts to put the meeting over, broke the monotony of too much magic by arranging for two excellent and enjoyable trips for the members and guests present — one a boat ride on the Potomac to Mount Vernon, former home and now the resting place of George Washington, and the other a four-and-one-half-hour bus tour of the points of interest in Washington and vicinity. Both of the journeys will long be remembered by those who took them in.

Convention details were handled by Theodore T. Goldin, general chairman, assisted by Ray Otterbach, Commander C. C. Slayton, H. H. Baker, Walt Freeman and Judge William J. Hughes, all of Washington, and Tom Osborne, Vin Cary and William Zerr, of the Baltimore assembly. To them is due a great deal of credit for the manner in which they handled all the details.

Dealers who had booths at the convention were Arthur Felsman, of Columbus, O.; Jack Chanin, of Philadelphia; Al Baker and Max Holden, both of New York, and L. L. Ireland, of Chicago.

Thursday's Activities

Thursday morning and afternoon were given over to registration and to permit the convention visitors to become acquainted. Thursday night a show and smoker were held in the Colonial Room of the Wardman Park Hotel. Those who took part in the show were Arthur Cowan, Vin Boyer, Ray Otterbach, Fred Untiedt, Tom Osborne, Milbourne Christopher, Vin Cary, Seymour Ziegler, Phil Thomas, L. L. Ireland, Royal Vale Heath, James C. Wobensmith, Russ Walsh, Walt Freeman, Walter Schwartz, Al Baker, Gene Homer, Henry Snyder, John Mulholland, Bernard Zufall, Frederick Eugene Powell, Elmer Ransom, Bernard M. L. Ernst, George Weisensel, Earl Shoemaker, Gerald Kaufman, Robert Tilford, Philip Foxwell, Commander Charles C. Slayton and Max Holden. After the show those present topped it off with beer, pretzels and smokes. Ray Otterbach had charge of the Thursday night activities.

Friday's Activities

On Friday morning the SAM members and their guests boarded the steamer City of Washington for a pleasant journey up the Potomac to Mount Vernon. Preceding the boat ride, Phil Thomas and Bill Zerr contributed a free act apiece at the wharf entrance. On the return trip from Mount Vernon another magic program was offered, with the following participating: Herman Weber, Walter Schwartz, Bob Tilford, James C. Wobensmith, Philip Foxwell, Charles B. Harris and Delaporte. Harry H. Baker was in charge of the boat trip.

Friday night's magic show in the Wardman Park Hotel Theater was in charge of Zerr, with the following doing their stuff before a crowd of nearly 300: Vin Carey, emcee; Lou Meyer, Bernard Zufall, Russ Walsh, Al Baker, Max Holden, Richard DuBois, Julien J. Proskauer, Vin Cary, Dr. I. R. Calkins and Theodore T. Goldin. Following the show a banquet and dance were held in the Colonial Room of the Wardman Park Hotel, with Ray Otterbach in charge. Those who participated in the brief magical floor show were Al Baker, Milbourne Christopher, Ray Otterbach, Delaporte and Tom Osborne. Dancing continued until the wee sma' hours.

Saturday's Activities

Saturday morning was given over to a sightseeing trip thru Washington, which included a visit to Georgetown, Fort Meyer, Arlington Cemetery, the Tomb of the Unknown Soldier, the Lee Mansion and the Washington Zoo.

Another Saturday morning feature was a special kiddies' show sponsored by The Washington Post for underprivileged children, with Vin Carey in charge and Richard DuBois as the feature performer.

Saturday afternoon was given over to the business meeting and election of officers.

As a fitting closer to the convention a gala magic show was staged Saturday

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COREY GREATER SHOWS

WANTED FOR TWO UNITS—SHOWS, especially Plant, Fat Girl, Snake, Tea-In-One, Oriental, Hawaiian, or any Shows of merit with their own outfits. Frozen Custard, Kiddie Auto Ride, Corn Game, legitimate Concessions of all kinds. We hold contracts for the biggest Celebration in the East, "Old Home Week and Pageant of Progress," Barnesboro, Pa., week June 17. Address
E. S. COREY, General Manager, Brockway, Pa.

GREAT SUPERIOR SHOWS WANT

Side Show, Monkey Speedway, Motordrome, WILL BOOK Concessions of all kinds, Johnny Steves, Hector Russell, communitate with CHAS. R. SUTTON, WILL BOOK Lindy-Loop, Tiki-Whirl or Whip. Will furnish and finance complete outfit, including Panel Front for Girl Review or money-getting Show. Have 12 Fairs, starting in August. Shelbyville, Ky., week of June 8; Madison, Ind., Firmen's Convention, week of June 10; Newport, Ky., week of June 15. Address all mail or wires to
O. J. BEATTY, Manager Great Superior Shows.

Huber Says Exports Are Significant Trade Sign

CHICAGO, June 1.—"One of the significant trends in the coin-machine business," said J. O. (call me Joe) Huber, of the Huber Coin Machine Sales Company, recently, "is the decided increase in export shipments of coin machines. To say that they are buying machines from the rock-bound coast of Maine to the sunny slopes of California is not the half of it. They are buying them from the ice-capped peaks of Labrador to the torrid shores of Africa. Apparently the only people who are not buying them now are Eskimos and we would not be very much surprised to receive an order for a machine from one of the igloos of the frozen north."

"It is an encouraging sign," Mr. Huber continued, "that operators in Africa, in China and in Russia are able to make money on these machines after paying the stiff imports on them. We already know American operators are making enough money out of them to come back again and again for further machines to add to their chains."

The answer, of course, is, first, that the public demands the machines. They are good sport and they have enough of the element of suspense to be fascinating. And, secondly, the manufacturers are keeping right up to the minute in new trends of interest. Right now the man who is interested in races and ball games will get a great kick out of some of the new machines. The man who is fishing or hunting at a resort will enjoy machines with boards showing these sports. And then the merchandising machines, of course, are the quick, easy answer to a direct appeal to the appetite of Mr. Citizen.

ROUTES

(Continued from page 63)

Schneider's, Doc, Yodeling Cowboys: (Station WGY) Schenectady, N. Y., 3-8.
Wright's C. A. Frisby Dogs: Corinth, Vt., 6-8; W. Topsham 10-12.

REPERTOIRE

Anlger Bros.: Show: Worthington, Minn., 3-8.
Ellroy Comedians, Billy Wehle's: Lewistown, Pa., 5; Bellefonte 6; Clearfield 7; Du Bois 8; Indiana 10; Punxsutawney 11.
Blythe Players: Waterbury, Vt., 3-8.
Chase-Lister Co.: Atlantic, Ia., 3-8.
Choates Comedians: Karnak, Ill., 3-8.
Ginnivan, Frank, Dramatic Co.: Milan, Mich., 3-8.
Ginnivan, Norma, Dramatic Co.: Morendel, Mich., 3-8.
Kell Show: Murfreesboro, Ark., 3-8.
Lewis, E. Kay Players: St. Charles, Minn., 5-8; Kasson 7-8; Hinckley 10-11.
Obrecht Show: Red Wing, Minn., 3-8.
Princess Stock Co.: Sweet Springs, Mo., 3-8.
Roberson Players: Fort Atkinson, Wis., 3-8.
Saidler's Owl Co.: Tyler, Tex., 3-8.
Slow Players: Ionia, Mich., 6-8.
Sweet Show: Frimghar, Ia., 6-8.

ADDITIONAL CARNIVAL

All-American: Coleman, Tex., 3-8.
Anderson-Grader: Lexington, Neb., 3-8; North Platte 10-15.
B & B: Matewan, W. Va., 3-8.
Bach, O. J.: Elmira, N. Y., 3-8.
Bee, R. H.: Versailles, Ky., 3-8.
Bendixen: Aneta, N. D., 3-8; Northwood 6-8; New Rockford 10-13; Minnewaukan 14-15.
Big State: Overton, Tex., 3-8.
Bruce Greater: Dayton, Tenn., 3-8.
Cedlin & Wilson: Arnold, Pa., 3-8.
Christ United: Bardstow, Ky., 3-8.
Coleman Bros.: Torrington, Conn., 3-8.
Cumberland Valley: Lewisburg, Tenn., 3-8.
Dalley Bros.: Bartlesville, Okla., 3-8; Pawhuska 10-15.
Enterprise: Sigourney, Ia., 3-8.
F & M Am. Co.: Lock Haven, Pa., 3-8; Renovo 10-15.
Georgia Attrs.: Clifton, S. C., 3-8.
Gold Medal: Niles, Mich., 3-8.
Golden Belt: Fryor, Okla., 3-8.
Golden Eagle: Sedan, Kan., 3-8.
Greater No. 1: Newark, O., 3-8.
Great Superior (Correction): Shelbyville, Ky., 3-8; Madison, Ind., 10-15.
Great Sutton: Washington, Ind., 3-8.
Hanes, Bill: Mineral Wells, Tex., 3-8.
Happyday: Sedan, Kan., 3-8.
Hennies Bros.: Waterloo, Ia., 3-8.
Heth, L. J.: Dickson, Tenn., 3-8; Clarksville 10-15.
Howard Bros.: Pomeroy, O., 3-8; Cambridge 10-15.
Fughey Bros.: Cullom, Ill., 3-8.
Kaus United: Sayre, Pa., 3-8; Hornell, N. Y., 10-15.
Kelly, Cora: St. Charles, Mich., 3-8.
Keystone: Rimersburg, Pa., 3-8.
King United: Paris, Ill., 3-8.
Knapp & Dehnert: Titusville, Pa., 3-8.
Kraus Greater: Latrobe, Pa., 3-8.
Landes, J. L.: Russell, Kan., 3-8; Manhattan 10-15.
Lemoine: Fitchburg, Mass., 3-8.
McMahon: Schuyler, Neb., 3-8.
Martin Bros.: Starlight, Tenn., 3-8.
Midwest Attrs.: Bowlegs, Okla., 3-8.
Miller Bros.: Williamson, W. Va., 3-8; Logan 10-15.
Page, J. J.: Princeton, W. Va., 3-8; Bluefield 10-15.
(See ROUTES on opposite page)

12 Inches High

45c Complete, Dozen Lots.

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New Flash Finishes

No. 67-S—ELECTRIC TROPHY LAMP.
Concessionaires—Park Men
Get in on Top Money Getters. Write for Illustrated Catalog. New Chrome Ware, New Novelties, New Corn Game Flash, New Plaster, New China, Shirley Temple Dolls.
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WILL YOU WEAR THIS SUIT
and Make up to \$12 in a Day
Let me send you this fine all-wool tailored suit FREE OF COST. Just forward my easy plan and show the suit to your friends. Make up to \$12 in a day easily. No experience—no canvassing necessary.
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PAN AMERICAN SHOWS

WANT RIDES AND SHOWS

That don't conflict. WANT Side Show Acts, Glass Flower, Punch, Impalement, good Opener and Ticket Box Grinder. CAN PLACE Colored Musical Musicians and Performers. WANT Concessions. Will sell exclusive on Custard, Photos, Milk Camp and Diggers. Address this week, Kankakee, Ill.; week June 10, Streator, Ill.

WANTED
For high-class Girl Show, Chorus Girls and Dancers with specialties. Must be young with good appearance. One high-power Dancer that can be featured for No. 2 Show. State all with lowest salary. Pay your wires. **JEAN DEKREKO**, care Self Liberty Shows, Galeburg, Ill., June 3-8; Streator, Ill., June 10-15.

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Lamp Push Card Deal, 35-Hole Card, takes in \$4.20; Price, \$1.00 Each. Any quantity, 25% Deposit, Balance C. O. D. Order from this ad. Sample, \$1.00 Cash or M. O.
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 Sam Leslie of the Brooklyn Dodgers Slides into Freddie Lindstrom of the Chicago Cubs to stretch a hit.



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ASTHMA and SUMMER COLDS are unnecessary. Complete relief only \$1.00 Postpaid. Nothing else to buy. Over 40,000 HOLFORD'S WONDER INHALERS sold last year alone. Mail \$1.00 today for full season's relief to THE DANDEE CO., 252 HENNEPIN AVE., MINNEAPOLIS, MINN., or write for Free Booklet.

WANTED
EXPERIENCED CHORUS GIRLS
 FOR GAY NEW YORKERS, No. 1.

With Beckmann & Gerety World's Best Shows. Mattoon, Ill., this week; Champaign next. Wire or come on.
JIMMIE F. LIMBAUGH.

WANTED
 Concessions, Rides, American Legion Celebration, July 3 and 4. Also Agents to run Cat Games, etc. G. L. PEASE, Breckneridge, Minn.

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 Complete with Engine, Blower and Generator, \$200.00 cash. Also five 20x10 Tents.
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 SAMPLE, 6c; DOZEN, 65c; GROSS, \$5.50.

15" Imitation Pearl Necklaces. 30c DOZEN, \$2.95 GROSS.

No. N341—Needle Threader. DOZEN, 70c GROSS, 85c.

Perfume in Vials. 21c DOZEN, \$1.75 GROSS.

Leaves of Needle Boxes. 39c DOZEN, \$3.45 GROSS.

C190—Men's Ties. 29c DOZEN, \$2.75 GROSS.

Quality Dental Cream. 55c DOZEN, \$5.98 GROSS.

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Knepp & Dehnert Combined Exposition, Inc.
 Want — Want — Want
 For the Finest Route of Celebration Dates in America, with a Long Circuit and Severed Falls to Follow.

TITUSVILLE, PA., Week of June 3.
 WARREN, PA., Week of June 10.
 BRADFORD, PA., Week of June 17.
 OLEAN, N. Y., Week of June 24.
 DUNKIRK, N. Y., Elks' Big 4th July Celebration.

WANT Two Grand Shows, Illusion, Midget, Fat People, or any Shows of merit. Ralph Decker wants Girls and Fan Dance for Girl Show. CAN PLACE legitimate Concessions of all kinds. Few choice Wheels open. Rates reasonable. Promoters capable of handling Big Celebrations. Also two experienced Phone Men. WANT Banner Man and Exhibit Booth Salesman. WANTED—Talker and Grinder for Bally Shows, Ride and Help for Caterpillar and Ferris Wheel. This Show carries 16 Shows and 4 Free Acts, 9 Rides and 2 Bands. All mail and wires to
 COL. J. F. DEHNERT, General Manager, as per route.

DIXIE EXPOSITION SHOWS WANT

Shows all kinds, that don't conflict, legitimate Concessions, Foreman and Crew for Eight-Car Whip. WILL BOOK OR BUY Loop-o-Plane and Rocket. Everts, Ky., this week. Three Spots to follow in Harlan County, where they are working.

Improved Baseball Game

CHICAGO, June 1.—According to Fred McClellan, president of the Pacific Amusement Manufacturing Company, Big Leaguer will be offered as a baseball table game for the present season. The game will be an improved form of the Major League game that has been so widely known by operators all over the country. The table will be larger than the Major League cabinet, and another important feature will be the use of larger balls made from a composition material from Germany.

The new balls will be more than one inch in diameter and give to the game a much more realistic atmosphere of baseball. Players are said to have shown a decided favor for the larger balls.

Chain-a-Lite is another current offering in table games by Pacific which is a takeoff on the recent chain-letter fad.

ROUTES
 (Continued from opposite page)

Peerless: Mt. Oliver, Pittsburgh, Pa., 3-8.
 Reading United (Correction): Greensburg, Ky., 3-8; Campbellsville 10-15.
 Royal American: Springfield, Ill., 3-8; Peoria 10-15.
 Royal Amusement Co.: Dresden, Tenn., 3-8.
 Smith, J. Lacy: Bethesda, O., 3-8; Lafayette 10-15.
 Smith Great Atlantic: Newmarket, Va., 3-8.
 Standard American: Coeburn, Va., 3-8.
 State Fair: Rock Springs, Wyo., 3-8.
 Tilley: Joliet, Ill., 3-8; Elgin 10-15.
 United Shows of America: St. Joseph, Mo., 3-8.
 Wade, R. H.: Leetonia, O., 3-8; Girard 10-15.
 Wallace Bros. of Canada: Ottawa, Ont., Can., 3-8.
 West, J. C. (Correction): Benton Harbor, Mich., 3-8.
 Western State: Raton, N. M., 3-8.
 West Coast: Baker, Ore., 3-8.
 West's World's Wonder: Paterson, N. J., 3-8.
 Winters Expo.: Johnstown, Pa., 3-8; Ellwood City 10-15.
 World of Mirth: Clifton, N. J., 3-8.

ADDITIONAL CIRCUS

Bailey Bros.: Carthage, Mo., 4; Lamar 5; Nevada 6; Butler 7; Harrisonville 8.
 Barnes, Al G.: Medicine Hat, Alta., Can., 10; Lethbridge 11; Cranbrook, B. C., 12; Nelson 13; Grand Forks 14; Pentiction 15.
 Bays Bros.: Sullivan, Ind., 8.
 Haag, Mighty: Columbia, Ky., 5.
 Hunt: Lexington, Mass., 5.
 Lewis Bros.: Princeton, Ill., 7.
 Main, Walter L.: Mt. Pleasant, Pa., 5.

BE WISE! BUY WHERE THEY ALL BUY!
AUTO WHIZ BANGS 90c
 Original, Red, White and Blue.
 Dozen

RAZOR BLADES—Double edge, blue \$3.75
 steel, cello. wrapped. Per 1,000 ... 25c

FLY SWATTERS—Long handles. Doz. ... 25c

MOTH TABS—100 size. Doz. ... 25c

MOTH TABS—25c size. Doz. ... 25c

FLY SPRAY—3-oz. can. Doz. ... 75c

FLY SPRAY—1-oz. can. Doz. ... \$1.00

DISINFECTANT—4-oz. Doz. ... 35c

WHITE SHOE LACES—27 pair. Gr. 45c

WHITE SHOE POLISH—150 seller. Doz. 55c

CHOCOLATE LAXATIVES—Doz. boxes 30c

ASPIRIN—20 packs to card. Per card. 9c
 25% Deposit, Balance C. O. D.

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17th Annual Celebration, July 3-4
 Rodeo, Bucking Contest, Racing, Baseball, Crowd last year over 5,500. WANTED—Carnival, Rides, Concessions, Contests, Riders, Clown, Address: CELEBRATION COMMITTEE, Vale, Ore.

Milliken Bros.: Belleville, Pa., 4; Richfield 5; Seilingsgrove 6; Elysburg 7; Danville 8.
 Orange Bros. (Correction): Gilman, Ill., 4; Fairbury 5; Unionville, Mo., 6; Princeton 7; Bethany 8.
 Seal Bros.: Wahoo, Neb., 6.
 Vanderburg Bros.: Forreston, Ill., 5; Leaf River 6; Mt. Morris 7; Lanark 8.

Additional Routes
 (Received too late for classification)

Alexander Players: New Auburn, Minn., 2-8.
 Burke & Gordon Show: Paris, Ill., 3-8.
 Craig Tent Show: Idaville, Pa., 3-8.
 Dandy Dixie Shows: Nathalie, Va., 3-8.
 Daniel, 2-10, Magician: Lima, O., 3-7.
 Delmar, Hypnotist: (Plaza) Lamar, Mo., 5-6; (Plaza) Crane 7-8; (Uptown) Appleton City 9; (Uptown) Osceola 10; (Perkins) Harrisonville 11-12.
 Dixie Fun Show: Bethlehem, Ga., 3-8.
 Eugene, Bob, Troupe: (Playland) Rye, N. Y., 3-8.
 Felton, King, Magician: Pauls Valley, Okla., 3-8.
 Ferry the Frog: (Shoreham) Washington, D. C., 3-8.
 Florida Am. Co.: Leesburg, Fla., 3-8.
 Harlan Med. Show: Brownsville, Pa., 3-8.
 Harris Road Show: Hill City, Minn., 3-8.
 Jennings Show: Loyaltown, Calif., 3-8.
 LeVant Show: Whittemore, Mich., 3-8.
 Liniger Show: Aurora, N. C., 3-8.
 McNally Tent Show: Modena, N. Y., 3-8.
 Majestic Showboat: Booth, W. Va., 5-6.
 Marine-Firestone Co.: Mineral Wells, Tex., 3-8.
 Miller, Al H. Show: Lumber City, Ga., 3-8.
 Murdoch Bros. Show: Smock, Pa., 3-8.
 Over the Top Med. Show: Honey Island, Tex., 3-8.
 Pavan Show: Wharton, Tex., 3-8.
 Phillipson Comedy Co.: Greensburg, Ind., 3-8.
 Pitts Comedians: Bradford, Tenn., 3-8.
 Rand's Cantin' Revue: (State) Bucyrus, O., 5-6; (Marion) Mirion 7-8.
 Sharpsteen Show: Wayne, Mich., 3-8.
 Simpson Movie Show: Wheeler, Mich., 3-8.
 Thomson & LaMonte Show: Eppingham, S. C., 3-8.

Hearing on Gentry Claims Set for June 6

BLOOMINGTON, Ind., June 3.—The following has been issued by clerk of Monroe Circuit Court (Paul Harvey): Cause No. 19243 entitled Gentry Bros. Famous Dog and Pony Show vs. Hearing on Claims is set for trial in Monroe Circuit Court for June 6 at 9 o'clock.

HAYSEED CROP
 (Continued from page 6)

N. Y., opens June 24 with Louise Groody in *Nothing Up Her Sleeve*, a play by Raymond Van Sickle, controlled by M. S. Schlesinger.

Union College, at Schenectady, N. Y., will sponsor the Mohawk Drama Festival July 23 to August 17, under the direction of Mr. and Mrs. Charles Coburn. Schedule includes *The Merry Wives of Windsor*, *Lysistrata*, *Rip Van Winkle* and an unproduced play by Don Marquis, *Master of the Revels*.

The North Shore Summer Theater, Whitestone, L. I., opens June 18 with a new one, *Le duRocher* Macpherson's *Henriette VIII.*, with Marie Colebrooke, Craig Ward and Ina Roke in the cast. Percival Vivian will direct.

The Stagecrafters will conduct a training school in conjunction with their theater at Bangall, N. Y.

Augustin Duncan will direct and appear in two plays for the Studio Theater at Croton-on-the-Hudson, the season starting July 5.

The County Theater, Suffern, N. Y., opens June 25, with direction by Joshua Logan and Bretainge Windust, and Robert F. Cutler as managing director. Ten plays will be presented, and Kate Drain Lawson will be in charge of the scenic designing.

Plays picked for presentation at White Roe Lake, Livingston Manor, N. Y., include *Repent at Leisure*, by Richard Diamond, and *Parnassa*, a Gottesfeld play adapted by Diamond and Nat Lichtman.

The Players' Group, under the direction of Sylvan Simon, opens its season July 4 at the Brown Swan Club's new theater at Schroon Lake, N. Y. First play of scheduled eight will be Francis DeWitt's dramatization of Flaubert's *Madame Bovary*. Maurice Marks' new one, *All Girls Don't*, is scheduled for August 1. In addition the group will send out a touring company in *Accent on Youth*, playing one-nighters thru the Adirondacks resort spots, including Saratoga Springs, Lake George, Ticonderoga, Lake Placid, Saranac and Plattsburg.

The Westchester Playhouse, at Lawrence Farms, Mount Kisco, N. Y., which opens for a 12-week season June 24, under the management of Day Tuttle and Richard Skinner, announces a guest-star policy of top picture names.

The Essex Community Players will operate at the Harlan Community Hall, Essex-on-Lake-ChAMPLAIN, doing Broadway standbys and perhaps two new plays under the direction of Harrison Lewis.

ROL-A-TOP BELL



The above machine is the first and only Bell type machine on the market with a coin top showing the last 9 coins, the best protection against slugs.

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 Bell, Front Vender and Gold Award
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A New Deal — Big Buy
 Per Dozen, \$2.25
 Five Dozen for \$10.00

Send for New Catalog.
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 Wholesale House,
 223-25 W. Madison St., Chicago.

Here's what... New York's Leading Sporting Paper says about Box Score

New Born American
 THURSDAY, MAY 30, 1935

'Box Score,' New Pin Ball Game, Like Big League

Pin ball devotees who also are baseball fans will have a chance to satisfy both interests when Box Score, a new pin ball game is seen here in a short time.

The new game will represent baseball just as it is played on big league fields, it was said yesterday.

Contests will be arranged for pin ball players, league schedules will be drawn up, and other baseball ideas incorporated in the new sport.

Thank You for Mentioning The Billboard.

THE PROBLEMS OF LEGISLATION

By JAMES L. DONNELLY

Vice-President Illinois Manufacturers' Association.

An address delivered at the 1935 Cohn Machine Exposition in Chicago and reprinted by the National Association of Coin-Operated Machine Manufacturers.

They often say that an expert is just an ordinary fellow more than 30 miles from home, and in view of the fact that I am at home here in Chicago and Illi-

DIVORCES

(Continued from page 62)

manager the B. & B. Shows, in the Alamance County Court, Burlington, N. C., on May 27; also that she was restored her maiden name, Brown.

Late Deaths

(The following items were received at press time. More details in the next issue.)

BERGOFFEN—Herman, 55, after a heart attack in Seaside Hotel, Atlantic City, June 1. Outstanding Coney Island (N. Y.) retractor, vice-president of that resort's Chamber of Commerce and president of the National Skee-Ball Company there. Burial in Lebanon Cemetery, Brooklyn, N. Y., June 2.

nols I am afraid I cannot very consistently conform to the standard that our chairman has set up for me as an expert on legislative matters. However, as he has indicated, organizations like the Illinois Manufacturers' Association are principally concerned with legislative matters.

The principal function which they discharge has to do with legislation affecting their members, and during a period of somewhat over 41 years the organization with which I am identified has made what we believe to be a fairly successful effort to protect Illinois industry against unwarranted and costly legislative proposals.

It is interesting to note that while business generally in nearly all lines has been thoroughly depressed during the last four or five years, there is one line of business which has been particularly good, and that is the business of manufacturing new laws. That is not commonly recognized, but I think it is, nevertheless, a fact that the manufacture of laws has become the largest manufacturing business in the United States. I am told that during the last legislative year for which we have a complete record that somewhat over 250,000 new legislative proposals were introduced in our 13,000-odd legislative bodies, including our Federal Congress, our 40-odd State legislatures and the miscellaneous city councils, county boards and so on. In the State legislatures alone, during that same legislative year, there were introduced approximately 70,000 bills, over 17,000 of which were enacted into law.

Now it is a common practice for A and B to get together to try to make rules for the conduct of C. C may not be satisfied and he may object, but nevertheless A and B feel disposed to regulate his business and his personal habits, and in fact all of his other activities in business and in life. Mark Twain, I think, once said that if you must regulate, be sure to regulate somebody else, because it may prove to be inconvenient to regulate yourself. I think that philosophy is very well reflected in most of the legislative proposals that are now filling the hoppers of our various legislative bodies.

At the present moment there are in session 44 State legislatures, which are turning out a great variety of bills affecting business. That is in addition to the Federal Congress and to all these other miscellaneous legislative bodies. Almost every sort of a panacea has been advanced in the form of legislative proposals. Unfortunately many of these panaceas have not worked out as they were calculated to do. It is quite like the gentleman who was commenting upon his marital experience. It seems that when he was courting a certain young lady she indicated that she was a very good cook, but after a short period of married life he remarked that the only thing she had given him was boloney, applesauce and raspberries.

I think that is quite true with most of these legislative panaceas. The great majority of them are unsound in principle and prove to be impractical in operation.

Legislation might be roughly divided into three general classifications—federal, State and local. In the last several years, particularly since 1933, federal legislation has become much more important in the minds of many business men than was formerly true. I am of the opinion that notwithstanding the decision rendered in the gold case that you are going to find that as time goes on federal legislation is of less importance to business men and to business institutions than State legislation. Unless our federal constitution is ignored, and unless precedent and decisions created over the years are entirely abandoned, it seems entirely obvious that many of the bills and laws which have been passed by our Federal Congress during the last two or three years will eventually be declared unconstitutional. I think it is the prevailing opinion among men who have studied the subject and among constitutional authorities that the tendency which is now so marked along the lines of imposing new forms of federal regulations upon business and business men is going to be less marked in the future. I am of the opinion, and I think this opinion is shared by the majority of people who have studied the subject, that our Supreme Court is going to conform fairly closely, in passing upon

these various new federal bills and federal laws, to the precedents which have been established, to the decisions which have been handed down by the Supreme Court in the past dealing with the subject matter of these various new and novel federal laws.

It seems, therefore, that it is quite obvious that the type of legislation which should be of the most direct importance to business men is legislation which is being considered by our State legislatures and by our city councils. It is a rather significant and interesting fact that most of these legislative proposals are sponsored by organized minorities. It is a popular fallacy to assume that most of these bills which you read about in the newspapers as being introduced in our Federal Congress and State legislatures originate with the particular legislator whose name is appended to the bill. As a matter of fact, it is only in a very small minority of instances that a legislative proposal is initiated by or originated by the member of a legislative body. Ordinarily they are sponsored by some organized minority which is trying to use the legislative body as a vehicle for imposing some new forms of restriction or some new tax burden upon other economic groups. In the case of bills sponsored by organized labor unions, for instance, they too often reflect the selfish ambitions of labor leaders, who, while they represent only a very small minority of the workingmen, undertake thru the medium of extravagant representations regarding their numerical strength and regarding their political influence to impose their views thru the Legislature upon other economic groups and upon the general public.

Now it is also significant, that new industries, like the industry which is represented here today, are a target, a particular target, for new legislative proposals. That tendency is well evidenced by the experience of the motor transportation industry, for instance. Any of you men who have had an opportunity to follow the legislation in our various State legislatures will find that a great percentage of the bills introduced in those bodies are designed to impose new burdens and restrictions upon the motor transportation industry. I cite that as one of the more current and more spectacular illustrations of the tendency in legislative bodies to direct new legislative proposals at relatively new industries.

It seems to me, from the knowledge I have of legislation affecting your particular industry, that you are now going thru that particular stage. I think it is fair to assume that your industry, being one which has developed very rapidly during the last several years, will be increasingly the object during the next year or two of a number of unwarranted, unsound, and, if enacted, very costly legislative proposals.

I think, therefore, that it is desirable that you discuss somewhat specifically ways and means which you might well employ to protect your interests against the passage of measures of the kind that I have described.

Now it may be informative to some of you to know the procedure which is employed in most legislative bodies and particularly in our State Legislature when a bill is introduced. Ordinarily when a bill is introduced affecting your industry, for instance, it is referred to a particular committee. Then the bill is sent down for a hearing before that committee. Interested parties are given an opportunity to be heard before the committee. The proponents are generally heard first and then the opponents. After the bill has been fully considered in this committee it is referred to the lower house or to the Senate, as the case may be, with a recommendation that it pass, that it not pass, or without recommendation of any kind.

Then the bill, of course, has to take its place on the calendar with the other bills which have been reported out of committee. Eventually it is taken up for final consideration on the floor of the particular body in which the bill is introduced. After it passes one body—for instance, after it passes the House of Representatives, if the bill were introduced in that body originally, it goes over to the Senate and there goes thru the same process. The same procedure is ordinarily employed in the Senate as I have just described as being employed in the lower house. If the bill passes both bodies it is then sent to the gover-

nor. If the governor signs the bill it becomes a law. If he vetoes it the bill is either discarded or else it is taken back to the floor of both bodies and an effort made to again pass it by both of those bodies by a three-fourths vote, in which case it becomes a law without the consent of the governor.

It seems to me that in connection with the consideration of your particular legislative problems it is well to keep three specific items in mind. I am assuming—and I believe my assumption is warranted—that during the current year, with all of these various 40-odd State legislatures in session, there is going to be a great variety of measures introduced affecting your particular industry. In fact, if the situation here in Illinois in the present and particularly in the past sessions of our general assembly relating to your business is any criteria of what may be the situation in the 40-odd State legislatures; that is, if the experience we have had in Illinois in combating hostile legislation affecting your industry is at all representative of the situation which pertains in other States, then I say to you that you have a most serious legislative problem to contend with, and one which, if your business is to survive, if it is to avoid the imposition of the penalties and burdens which may be confiscatory or at least very burdensome, must be dealt with promptly and effectively.

Legislation has become somewhat of a science, not an exact science perhaps, but nevertheless a subject matter that has to be dealt with in a rather well-organized and systematic manner. It has occurred to me, in the brief time that I have had to consider the subject of my remarks here this morning, that it might be well for you to consider this problem from three standpoints.

First, I think it is highly desirable that you have a central clearing house, a central agency, in which these bills introduced in our various legislative bodies and particularly the State legislatures, can be analyzed, both from a practical and from a legal standpoint, and if possible the legal aspects and the practical implications in the proposal

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conveyed to the members of your respective organizations in the States in which these bills are pending. I am informed by Mr. Darling that he has already made some considerable progress along that line. I am convinced, on the basis of a number of talks I have had with him, that he is entirely conscious of the importance to your industry of this subject of legislation. I have been impressed with the manner in which he is now endeavoring to get the plans in hand so as to be of real utility to the members of your group upon this important subject of adverse legislation.

Now that is No. 1—namely, the creation of machinery at some central point which might tend to serve in the nature of a clearing house on the legal and practical aspects of legislation affecting your respective businesses.

Second, it is highly desirable—in fact, I think entirely essential if you are to be successful in your effort to combat adverse legislation—that you men and women in the various States in which legislation of this character is being considered learn to know the members of your legislative bodies. It is a rather unfortunate fact that while business men are well informed on production and sales problems, and in fact upon almost every other phase of their particular business, generally speaking, they have been very poorly informed on questions of public character. They have taken very little interest, certainly very little informed interest, in public affairs and in legislative matters. Quite frequently when I have had the good fortune to participate in meetings of this kind I have presumed to ask a question as to how many of those in attendance personally knew the members of the State Legislature and of the Federal Congress from the Senatorial or Congressional district in which they resided. Time does not permit to ask that question this morning, and moreover I am inclined to think that it would be somewhat embarrassing perhaps to some of those present to answer that question.

But I am glad to say this, that as time has gone on during the last three or four years the percentage of men and women in audiences of this general character who have been able to answer yes to a question of that kind has been on the increase. Four years ago if you were to ask the members of a body such as this how many of them knew the legislative district in which they reside and how many knew the Congressional district in which they reside, and how many knew the State Legislators and Congressmen from their districts, the number who could answer in the affirmative could be counted on the fingers of one hand.

Now, ladies and gentlemen, that is the answer to the problem of adverse legislation. The great majority of men in public life are honest, well-intentioned men who desire to be co-operative with business, and the particular reason, in my opinion, why most of these bad bills receive favorable consideration, and why most of them have been enacted into law, has been because of the indifference on the part of the average business man to the subject of legislation and public affairs. You will find that an interest in these matters, that the cultivation of the friendship of the men who represent you in your State Legislature or in your Federal Congress, is an activity that will pay large dividends.

So I would say that the second thing that you must do, if you are successfully to combat adverse legislation, is to develop a cordial understanding and acquaintance between the legislators and the executives of your company.

Now we come to the third thing, and I believe that this third item is at least of equal importance to the other two. It is the assembling of sufficient statistical data regarding the economic importance of your industry to demonstrate to the Legislature the unfairness

of legislative proposals affecting your particular industry.

Specifically, let me say that during the last two or three days I have had an opportunity to make a very casual inquiry among some of the members of your industry in Chicago into the question of the number of persons in Illinois who are dependent, either directly or indirectly, upon this particular industry. I think you will be interested in getting the result of those inquiries. I find, for instance, that in manufacturing plants in Illinois there are employed at the present time approximately 2,500 persons who are manufacturing devices or equipment or parts used in the equipment which you distribute. We figure that there are at least three men employed in the supply industries for every one man who is employed in the manufacturing industry. In other words, generally speaking, there are three men employed in the industry furnishing materials, supplies, etc., for every one man who is employed in the manufacturing unit.

If that reasoning is accurate we can assume that there are approximately 7,500 persons employed in the supply industries. I am informed also that there are a minimum of 1,500 operators in Illinois. That gives us a total of 11,500 persons in Illinois who we might say, I think, with considerable accuracy, are directly dependent upon the welfare of this particular industry for their livelihood.

Statistics tell us that it is proper to consider that there is an average of 3 1/2 persons in every family, which, on the basis of 11,500 persons employed in this industry, would give us a total, roughly speaking, of approximately 40,000 persons dependent upon this particular industry in this State.

That is in addition to the many locations which you have in Illinois, which I understand aggregate at least 75,000.

I have cited these figures in some detail simply to illustrate the practical value in counteracting adverse legislation, of assembling material showing the economic importance of your particular industry in the locality where it exists. The principal problem confronting the public today and the principal problem confronting every legislative body is that of unemployment. If you can demonstrate that your industry is a real factor in furnishing jobs, in supplying jobs, I know of no more convincing argument against adverse legislative proposals.

My time has already expired, but in conclusion let me say that while it is important that you have a central agency, a sort of central clearing house thru which legislation affecting your industry may be co-ordinated, organized and analyzed from a legal and practical standpoint, it is of even greater importance that you have suitable local organizations in the various localities in which these bills are being considered, because after all, local legislation presents a local problem, which can best be treated, which can be most successfully combated, by local organizations. It seems to me that if I were a member of this industry, knowing what I do about legislation, and about the very great implications in legislation of the kind that is now being directed at your industry, that I would consider as one of my principal problems at this time the devising of ways and means by which you can legitimately, systematically and effectually deal with this problem of legislation adversely affecting your industry.

Agency Has Big Party

CHICAGO, June 1.—The removal to larger offices and the farewell party given to Carl Morris, of the Morris & Davidson Advertising Agency, called for extensive celebration last Tuesday night in the offices of the agency. A delicious buffet supper was served in Blackstone Hotel style with round after round of cocktails. Bert Davidson acted on the reception committee and did a swell job. Entertainment was in abundance in the production rooms of the agency and after this was over the boys finished up the evening by taking everybody over to the United Artists Theater to see a preview. Morris left next morning for California and other points west and will be gone about five weeks. A swell time was had by all and everyone present hopes that Bert Davidson will be the next one to take a trip so there will be reason for another celebration and a wonderful evening.

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**Home Newspaper
 Story of Iowans**

(Reprinted from The Des Moines Sunday Register, May 26, 1935)

Members of the Automatic Merchandisers' Association of Iowa in convention at Hotel Savary May 25 decided to have nothing to do with slot machines, but to concentrate their business activities to merchandise and amusement coin machines, it was reported.

The press was barred from the meeting, attended by 60 distributors of coin machines in Iowa.

A spokesman said the association has never concerned itself with slot machines "and certainly would not now with the 'heat' on them thruout the State."

Satisfaction was expressed at the meeting over the action of the recent legislature — and the lack of it — affecting their industry.

The distributors were urged to organize a powerful lobby to force thru legislation beneficial to them.

The speaker reminded his listeners of the organized efforts of independent retailers in obtaining chain store tax legislation, and recalled the "terrific lobby" of oil station operators.

He declared the coin machine business is "fair, legitimate and honest, a trade stimulator and an employment provider."

With a view to maintaining fixed standards in the industry and "eliminating cutthroat competition," a plan to place an identifying label on each machine distributed by an association member was discussed.

A fee of \$1 per sticker would be levied by the association. It would assure compliance with a code of ethics for the industry and would provide identification if any complaint should be registered, it was stated.

Little discussion was given the section of the new Des Moines beer ordinance which prohibits coin machines in a beer parlor, except those which vend merchandise every time operated, it was reported.

"That is a problem of the beer dealers," a spokesman said. It was reported at the meeting the association now has a membership of 175 and that 20 new members were enrolled recently.

Frank Comfort, attorney and prominent Democrat, who is counsel for the association, was scheduled to speak at the convention, but did not appear.

C. H. Robinson, of Des Moines, was re-elected president. Other officers named were C. A. Wittern, Des Moines, first vice-president; Forrest Rook, Marshalltown, second vice-president; Fred K. Chandler, Des Moines, secretary, and Lee Arnold, Boone, treasurer. Directors, in addition to the officers, are Max F. Smith and W. I. Collings, both of Des Moines.

BARNES, MIX

(Continued from page 4)
 ready to rejoin the show at Boise, Ida. William Denny remained over in Spokane with the car.

Performers of Polack Bros. Circus, laying off here this week, were much in evidence on the Barnes and Mix lots.

**Record Sunday Hit
 By Eastern Parks**

NEW YORK, June 3.—Metropolitan beaches, parks and pools enjoyed their top day of the year yesterday, with weather perfect. Coney Island drew 500,000 people, the Bockaways 200,000 and Long Beach and Jones Beach split 70,000.

Asbury Park pulled a near-record early-season throng. Playland, Rye, and other spots in Westchester County attracted huge holiday crowds, and Atlantic City played to 200,000. Local and New Jersey amusement parks reported their best first Sunday in June attendance in years. Fallsades, Luna, Steeplechase, Olympic, Columbia, Grand View and Dreamland among them. Park and indie tanks did correspondingly well.

In New England, White City, Worcester, and Norumbega, Auburndale, Mass., approached record turnstile trade, with the former running far ahead of last year's first week.

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**WANTED WANTED
 CHRIST UNITED SHOWS**

Hawaiian, Geek, Wax, Ten-in-One or any money getting show with own transportation that does not conflict with what we have. Will book Tilt-A-Whirl or Loop-o-Plane. Will place legitimate Concessions of all kinds except Cook House and Corn Game Fourth of July committees in Ohio get in touch with us for good, clean Shows or Rides. Six Shows, 20 Concessions for Fourth of July week. Address Bardtown, Ky., this week.

HARRY W. LAMON, Business Manager, Christ United Shows.

CORA KELLY SHOWS

Opening St. Charles, Mich., June 13, mines of working; Durand, week of 17th, railroad pay day. Flint to follow. WANTED—Major and Kiddie Rides and Shows, percentage 20-80. Booking Cook House, Corn Game, Palmistry, George Mahony wire. Photo Gallery, Popcorn, Candy Floss. 100c concessions all open. Dancers for Hawaiian Show. Banner Man, Calliope, Free Acts.
 CORA KELLY SHOWS, - St. Charles, Mich.

TILLY SHOWS WANT

Ride Help, other capable People. Edward C. Becker and Mr. Merritt wire your addresses. Proprietary for you. Address Joliet, this week. Elgin, week June 10; North Chicago, week June 17; all Illinois.

CIRCUS ACTS WANTED

Features, Troupes and Elephants. State based. Two weeks, June 24 and July 1 with Tiernys wire.

CONLEY'S CIRCUS
 Care Endy Shows, Hazleton, Pa., This Week.

**VETERANS OF FOREIGN WARS
 SPRING CARNIVAL**
 AUSTIN, IND., June 10 to 15.

WANT—Concessions of all kinds. Boys come to want independent shows. Address J. HARRY 612 ATTRACTIONS, New Albany, Ind., this week.

WANTED TO BUY OR LEASE

ROLLER RINK, Portable. Fully equipped. Give full details, terms. DERSKMEIER, 1849 W. Wisconsin Ave., Milwaukee, Wis.

WILL BOOK

On reliable Show, Ferris Wheel and 5 Concessions. Also have Chairplane and 25 K. W. Light Plane. If interested, address L. GLOTH, Sarof Hotel, Youngstown, O.

Most Complete Stock of All Coin Operated Games & Vending Machines
 LARGEST LINE OF PREMIUMS AT THE LARGEST SHOWROOM IN THE EAST.
 Write for complete details of our Peanut Venders, Cigarette Venders, and used Vending Machines of all kinds. The latest Pin Games always in stock. Also late model used Pin Games. Slot Machines, \$10.00 and up.
LEHIGH SPEC. CO., N. W. Cor. 2nd and Green Sts., Phila., Pa.

**ROYAL PALM SHOWS
 WANT**
 One or two more Shows with or without own outfits. Want Sister Team for Girl Revue. Legitimate Concessions of all kinds. This week, London, Ky.; next week, Middlesboro, Ky.; down town on streets, with LaFollette, Tenn., down-town location to follow. Write or wire BERNEY SMUCKLER, Mgr.

WANTED FOR MERCHANTS' SPRING FESTIVAL
 MAIN STREETS, DELAWARE, OHIO, JUNE 19 TO 22
 Legitimate Concessions and Small Shows. Everything open except Bingo and Cook House. This is no promotion. I have been requested by Merchants to arrange for a few Shows and Concessions. Address inquiries to F. E. GOODING, Newark, O., June 3-8; Zanesville, O., June 10-15.

**COOK HOUSE WANTED \$50.00 Week,
 Still Privilege**
 Cash deposit required. Must be able to open Sunday nights and stand prosperity. Join June 10. Wire. WANT Athletic Show Manager. Must be Wrestler and live on lot. Man with House Car or Trailer preferred. WANT experienced Second Agent who can work Coupons and Programs. Tell all in first letter. WANT Ride Help. Earl Hall wire. We have 15 Southern Fairs booked, starting at Grayson, Ky., Fair, week of July 22. All address
**F. H. BEE SHOWS
 VERSAILLES, KY., THIS WEEK.**

Coast Exhibit At Ambassador

LOS ANGELES, June 1.—The Ambassador, one of the world's finest and best known hotels, where the 1935 Pacific Coin Machine Exposition will be held September 9, 10 and 11, has the peculiar good fortune of combining all the attractions of a resort hotel, teeming with outdoor life, social functions and activity, yet is close to the heart of the progressive city of Los Angeles.

The Ambassador Auditorium, in which the West's greatest aggregation of new coin machines will be on display, is a huge, separate building adjoining the hotel in the center of a 22-acre park located in the smart residential Wilshire district. Its 30,000 square feet of floor space will permit ample displays of the progressive industry's many products under one roof.

In keeping with Southern California's fame as a recreation center, the Ambassador is placing all of its entertainment features at the disposal of those attending the annual Pacific Coin Machine Exposition. There is the Coconut Grove, where two leading orchestras play nightly and film stars mingle with the smart set. There is the 18-hole all-green miniature golf course; the Lido Plunge, where a special water carnival will be staged during the show; the Palm Restaurant, where luncheons are served out of doors and where cool drinks are prepared at a novel palm-tree bar; the Tzigane Room, in which show visitors will gather over clinking glasses in gay leisure.

Leather divans in the Ambassador's private theater will lend comfort to operators' meetings and other gatherings held during the Coast show. Operators from the entire Pacific Coast territory and many from the Middle West and East will be on hand for the event, with the San Diego World's Fair as an additional incentive to make the trip.

For the benefit of those planning to stay at the Ambassador while attending the show, the committee advises that many advance reservations are being made and that the hotel management anticipates large outside patronage from San Diego fair visitors. Many other hotels are located adjacent to the Auditorium.

Both reservations now exceed 50, even tho the show is several months away. Floor plans and other information may be obtained from the Pacific Coin Machine Exposition headquarters at 1113 Venice boulevard, Los Angeles.

Frey Advertises Phonos With Billboard Signs

MIAMI, June 1.—Music operators as a general rule depend upon their personal efforts to secure new locations. But the music operator has something to sell and one of them here has developed a method of advertising to sell his merchandise. The distinction is claimed for Bill Frey, well known among the operating fraternity and operator of Wurlitzer phonographs, of being the

first music operator to promote his business thru the use of billboard advertising.

This aggressive Florida operator, who is working 100 Simplex instruments, knows that one must tell the public what he has to offer, and tell it often. Bill Frey is doing just that very thing, and he is doing it quite successfully.

Frey tells in his own words just what results he is securing from his poster advertising campaign: "Needless to say, this type of advertising did more than we expected. To say the least, the result was proportionate to the effort. I sincerely believe that this sort of thing will help put the phonograph business on a much higher plane. We have had no end of comment along these lines. We have about 275 of these posters in all sections of the county and all of them are very advantageously situated. We not only tell the location owner where he can turn for his music requirements. The public thinks of music—and the location owner thinks of getting a musical instrument into his place of business."

The poster is quite flashy, being printed in red, yellow and black. The size is 42x82 inches and when placed in the variety of panelings used the overall size is quite imposing with plenty of attention value.

A direct tieup with the operating organization is secured thru giving his name, address and telephone number in large type. Right away anyone interested in a music installation knows where he can go or where he can call to have his wants taken care of.

Shows Baseball Tables

BROOKLYN, June 1.—Bill Blatt, president of Supreme Vending Company, Inc., presented two baseball games for the opinion of jobbers and operators here. One of the games is manufactured by Genco, Inc., and the other by the Chicago Coin Machine Company. Both firms are in Chicago. Bill stated that he is ready with 24-hour delivery on the games and that in his estimation they open a new era in the coin-machine industry, whereby operators can dispense with the giving of prizes because the players will be happy to play the games for the entertainment which they offer.

He plans a large campaign to present both of the games to the Eastern market and will also show operators how to use the games to gain the best results.

Sells Capehart Phonos

BOSTON, June 1.—Ben D. Palastrant, of Supreme Vending Company of New England, reports that his firm is selling the Capehart line of phonographs made by the Capehart Corporation, of Fort Wayne, Ind.

Palastrant reports that Mr. Emley, Capehart representative, and himself have been covering the entire territory and that they are making preparation for some of the largest sales of phonos to operators here. They believe the Capehart phono to have the best tone of any machine of its kind and also claim that it is "the perfect operator's machine." They report much encouragement from big operators thru New

SHOWMEN! Get Ready For The 1935 Outdoor Season

By Sending For Your Copy Today!

OF OUR NEW GENERAL CATALOG - B124 IS READY FOR MAILING!

960 Pages of "Shure Winner" Merchandise

When Writing State Business You Are In, As We Do Not Sell Consumer.



BEACON BLANKETS AND SHAWLS Stock On Hand For Immediate Delivery

B43D21—Toba Indian Blanket	Each. 1.35	B43D7X—Indian Shawl	Each. 2.00
B43D12—Magnet Blanket	1.60	B43D70—Plaid Shawl	2.00
B43D25—Mingo Blanket	1.60	B43D24—Rainbow Shawl	2.00
B43D22—Rainbow Blanket	1.60	All Prices of Blankets and Shawls for Case Lots of 30. Smaller Quantities, 5c Each Additional.	

THE ORIGINAL SHIRLEY TEMPLE DOLLS

B36N341—18-Inch	2.25	B36N345—20-Inch	4.50
B36N342—16-Inch	3.00	B36N346—22-Inch	5.00
B36N344—18-Inch	3.75	B36N347—27-Inch	8.50

NOVELTIES.

B36N68—Flying Birds. Outside Hummer. Per Gross	2.00	FIRST QUALITY, Etched, Blue Steel, Keen Edge Blades. Do not confuse with inferior goods being offered. 5 in package, 20 cellophane packages in carton. B36C6—Per 1,000	\$4.00
B36N107—Pop-Eye Inflated Toy. Per Gross	9.00		
B36N104—Mickey Inflated Toy. Per Gross	9.00		
B36N108—Pluto Inflated Toy. Per Gross	9.00		
B36N66—Mickey Mouse Test-Up. Large Size. Per Gross	8.50		

AIR BALLOONS

B36N6—90 CM Asst. Animal Prints. Per Gr.	2.75
B36N11—90 CM Asst. Flower Prints. Per Gr.	3.00
B36N60—Asst. Test-Up. Balloons. Best Selling Numbers. Per Gross.	4.00
GAS BALLOONS	
B36N31—70 CM Asst. Prints. Per Gross.	3.00
B36N32—90 CM Assorted Prints. Per Gross	3.45



Immense purchase of Sun Glasses enables us to make these low prices.

B201J99—With Shell Celluloid Frames. Per Gross	12.00	Sample Dozen	1.10
B201J98—Same as above, but with Red Bar Frames. Per Gross	7.50	Sample Dozen	65c

N. SHURE CO. ADAMS and WELLS STS. CHICAGO

England and that the phono business is due for a rise in this territory. New England has never yet witnessed the very large phono routes as do other parts of the country and it is their hope to start some of the large routes for progressive operators.

SLOT MACHINES WANTED!

We'll trade brand-new TRAFFIC Pin Games, Model A, with Ticket and Automatic Payout Units. Fast 5-ball play, lights, progressive scoring, out-ball return. We'll trade them even for Mills Blue Front, Gold Award, Mystery Payout Slot Machines, serial numbers above 310,000. Must be in A1 condition. A grand opportunity to trade slots for a winning skill game. Number limited, so wire, phone or write if you are interested.

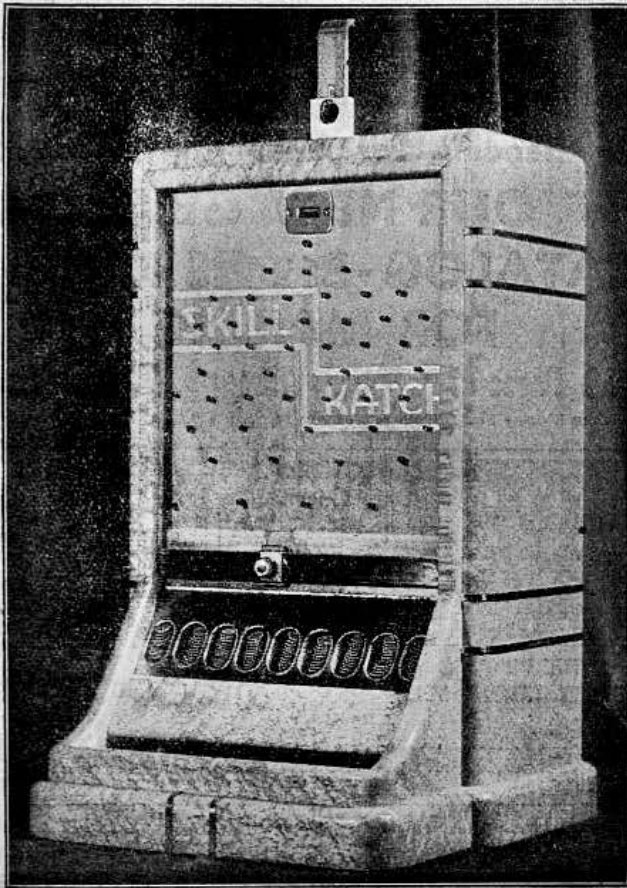
ELECTRO BALL CO., INC.
1200 CAMP DALLAS

SPECIAL Hold & Draw, \$19.50

Lightning, \$0.75; Golden Gate, \$9.75; Electro, \$10.50; Dice-O-Matic, \$4.50. 25 other Genuine Bargains. Write for Confidential Price List. Issued weekly. OUR PRICES ARE LOWER. We buy, sell or trade. MARION COMPANY, Dept. E, 664 West Douglas, Wichita, Kan.



1935 PACIFIC COIN-MACHINE EXPOSITION HEADQUARTERS, the Ambassador Hotel and part of its 22-acre park in the heart of Los Angeles, where the 1935 Pacific Coin-Machine Exposition will be held September 9, 10 and 11.



Price \$121.50 F. O. B. Los Angeles, Calif.

TERMS: 1/3 With Order, Balance C. O. D. ORDER NOW!

SKILL-KATCH

Patented 1926-1935

NEW || LEGAL || SENSATIONAL NINE JACKPOTS

AUTOMATICALLY REFILL

THE FASTEST SKILL MACHINE EVER PRODUCED BY ANYONE. THE KATCH IS MOVABLE and can follow the coin AT ALL TIMES. MOST SKILLFUL MACHINE EVER MANUFACTURED.

EXTENSIVE operating tests HAVE PROVEN this machine WILL PAY FOR SELF IN TEN HOURS' PLAY. GOOD-BYE TO ALL TROUBLE CALLS. (No Wheels, Reels, Marbles or working parts to get out of order). JUST WHAT YOU HAVE BEEN WAITING FOR. ATTRACTIVENESS; Made in either Walnut or Bird's-Eye Maple. TRULY THE MOST BEAUTIFUL MACHINE MADE.

Orders are being filled IN ORDER RECEIVED. Please specify when ordering whether bird's-eye maple or walnut cabinet and denomination desired. (Penny, Nickel, Dime or Quarter), also cash or token.

Sole Manufacturers

SANDS MFG. CORP.

1001 N. Mansfield Ave., Los Angeles, Calif.

JOBBERS, DISTRIBUTORS AND OPERATORS, some territories still open.

WRITE OR WIRE AT ONCE



\$8.00
DOZEN

UMBRELLAS

B230—Full 24" Size, 8-Rib Umbrella with Metal Tip Crook Handle and Patent Rib Holder. Durable Black Rainproof Covering. Doz. \$8.00
B231—Ladies' Umbrella, 45" Size, with Colored Handles. Dozen. \$8.00
Sample Umbrella, Postpaid, \$1.00.
B2810—Heavy Parade Canes, Assorted. Dozen. \$2.00

CHECK THESE SPECIALS.

B234—Indian Des. Blankets, 98x80. Each. \$1.35
B235—Individual Size Lap or Auto Robe, 36x50. Each. 95c
B236—Floral Pattern Comfort, Assorted Colors. Each. \$2.75
B237—Plush Dogs with Squeakers. Height, 5 1/2". Dozen. \$1.95
B238—Chrome Cocktail Shaker. Dozen. \$11.75
B239—Four-Piece Ant. Tea Set. Dozen. \$16.50
B240—13" Shirley Temple Doll. Each. \$2.25

Larger Sizes Proportionately Higher.
B2311—Rococo Plush Pillow, Beautifully Colored. Size, 12x18. Filled with Process Kapok. Per Dozen. \$10.50

NEW CATALOG FOR 1935 JUST OUT. Ask for your copy today! State your business. 25¢ deposit required on C. O. D. orders.

JOSEPH HAGN CO.,
"The World's Bargain House," Dept. 89,
223 W. Madison St., Chicago, Ill.

Attention Operators

Did you get that Replacement Reward Card, Back Bracket and five specially made Dice for your Select 'Em, Boosters, Baby Shoes, L. O. U., Horse Shoes, etc.? If not, get busy. They are red hot. \$1.50 for Set, complete.

BABY BELLS, \$5.00; With Jackpot, \$6.50;
WORLD SERIES, \$5.00; FLASH BALL, MAR-
BLE GAME, \$2.00; 1c BEEH YARBY, \$3.00;
BIG GAME HUNTERS, \$3.00; JOBSAWS,
\$4.00; DUTCH POOLS, \$2.00; POWREELS,
\$6.00; DICOMATICS, \$5.00; 21 VENDORS,
\$8.00; Ha Cha, \$1.00; GYPSY, \$4.00; 1c
HORSE RACE, \$3.00; 1c BASEBALL, \$3.00;
ODD PENNY FLIPPERS, \$1.00; ROCKETS,
Late Tiling Device, \$25.00; 1c PLAY BALLS,
\$1.00; GREYHOUNDS, \$2.00; GOLD RUSH,
\$4.00; LIGHTNINGS, \$10.00; BIG BERTHAS,
\$10.00; GOLDEN GATES, \$8.00; 44" GOLF,
TACTY, \$12.00; 4c FORWARD PASS, \$10.00;
OFFICIAL SWEEPSTAKES, \$4.50. One-Half
Cash, Balance C. O. D.

GREAT STATES MFG. CO.,
1605 E. 39th St., Kansas City, Mo.

SAV "I SAW IT IN THE BILLBOARD."

New York Paper Boosts Pinball

NEW YORK, June 1.—Using the illustration of "Skeets" Gallagher, Bebe Daniels and Ben Lyons playing a pinball game (*The Billboard*, May 25, 1935), *The New York American*, Hearst newspaper, published a featured story on its amusement page in some of the editions of May 25. The publicity given pinball games in connection with this illustration was by column here to be "probably the best publicity given the games in any newspaper in the country." The story follows:

"PINBALL WINS FAVOR—Stars at Play—Someone once said from the floor of Congress:

"What this country needs is a good 5-cent cigar."

"Today comes the answer from hundreds of thousands of sports and amusement fans:

"What we need is a good 5-cent game—and we've got it. It's Bagatelle."

"The 5-cent pinball games, in hundreds of variations and makes, have taken the entire country by storm.

"Sportland arenas featuring every conceivable type of pinball game have popped up in all parts of New York.

"Furthermore, there's profit in Bagatelle. Everywhere Bagatelle is played there are prizes of value in keeping with the score made by the player. If a player makes 3,000 points he gets a ticket representing one-quarter of a unit. When he has collected 10,000 of these units he is entitled to a radio. For 17,000 units he may claim a three-piece bedroom suite.

"Sponsors of the games insist the new fad is helping to battle the depression. They argue that thousands of men have been given employment and that the whole thing has put folk in a better frame of mind.

"There are 50 factories now manufacturing the games in 500 varieties. How much labor and employment has gone into the manufacture of prizes is unknown. Even John A. Summer, militant vice crusader, has blessed the pinball games, saying: 'It's a harmless game of skill.'"

Announce Baseball Game To Be Ready by June 20

CHICAGO, June 1. — Dave Gottlieb, head of D. Gottlieb & Company, announced that they will have a new baseball game ready for delivery June 20. "This game," said Dave, "is different from any baseball game offered to date. First of all, the game has actual players running the bases, not makeshifts. This new baseball game incorporates every feature of an actual ball game and all the real thrills and excitement. There are balls, strikes, hits, singles, doubles, triples, home runs, outs, errors—in fact, everything to make the game complete. An electric scoreboard automatically records the hits and runs.

"The new baseball game is now in production and is scheduled for delivery June 20. Many jobbers and operators who have seen and played this new game agree it is totally different and truly remarkable in its dynamic action and strong player appeal.

"Orders pouring in every day are strong evidence of the popularity of our games," continued Dave. "Advance orders for Liberty Bell show that jobbers and operators all over the country have an unwavering confidence in our recommendations.

"Now with the addition of our new baseball game we feel that we have a group of money-making games that will meet the needs of every jobber and operator. For those who want a fast-working real skill game we offer Match Play, the two-ball automatic payout game that has already proved itself a real success."

Avoids Play by Minors

DETROIT, June 1.—A. M. Glenn, who has operated machines in Detroit for the past three years, is a specialist in pinball games. He is, in fact, one of the pioneer operators of this type of amusement machines in the city and now has a live route of 82 locations.

Glenn believes in specializing in the nickel play locations. The first great advantage is that children are almost automatically kept from playing in such locations, because they do not have the nickels to spend. In this way, no pos-

OPERATORS! CASH IN ON THE FISHING SEASON WITH THIS "WHOPPER" DEAL

BUY THIS
WINNER.
ONLY

\$5.75

Sells for
\$9.95

Netts \$20.50
After Awards.

\$10.25 Your
Share on

50/50
Basis.

Order as
No. 2587.

2,500
1c Sales.

The first different deal in years. Sells all
through Spring and Summer. Catches repeat
sales; hauls a big striver of profits. Baited
with live tackle that sets plenty of bites.

Write for Brand New Catalog, illustrating
other money-making Deals.



LINCOLN NOVELTY CO. 4325 RAVENSWOOD AVE. CHICAGO

sible conflict with the law can occur. The machine becomes instead a real amusement inducement for the older players, who are the best spenders in any case.

Most locations are in beer gardens and drug stores, again to attempt to avoid the unwanted patronage of children, Glenn says.

"The first rule in operating machines," Glenn said, "is to learn to co-operate with the police. That is the only way to keep out of trouble and keep in business. Selecting locations and types of play not favored by children help toward this end of legal operation run without any 'cheating.'"

Coinographies

Words and Music About People According to

The COINOGRAPHER

Down in Birmingham, Ala., when times were much better and when that city enjoyed a sweet tooth all its own, the Hurvich brothers, Max and Harry, were purveyors of candy and confections to the retail trade in the city. They had one of the most flourishing businesses of its kind in the South.

Being intelligent and capable merchandisers, the Hurvich brothers proved themselves adept at the sales of candy and confections. They established an outstanding reputation in their field and just when they were all set to zoom along to the top of their chosen trade along came that nasty, old, mean depression, and that was that as far as the wholesale candy business was concerned.

Like many others of their ilk, they then entered the peanut vending business. For some time they operated peanut machines thruout Birmingham and the environs, and then along came Ballyhoo. From that moment on the

boys realized that as good as the peanut vending biz could ever be, the Ballyhoo game was so much better.

They were quick to catch on to the pin-game business and before many moons had passed were deeply entrenched in it. They immediately realized that the business was going to advance with great strides and so they plunged into the wholesale end of this biz and began to sell the leading games.

Their sales work on the Aristocrat line of machines is well known in the manufacturing ranks of the industry. They obtained distributorships for game after game. At all times they made it a policy to carefully test the games which they received previous to recommending them to their many customers, and because of this action they won the admiration and the faith of customers in their business methods.

Today, regardless of all the trouble which has been brewing in their State, the Hurvich boys are considered the leading distributors and represent the largest manufacturers in the industry. They have the largest showrooms and offices in their State and one of the largest followings of coinops in the country. They have an efficient and thoro system of operator coverage and are admired for their practical business methods. They haven't yet falled on any game they personally chose for distribution purposes.

Max Hurvich is small of stature, somewhat stoutish . . . wears glasses and peers thru them intelligently . . . has the usual Southern drawl and speaks in clipped accents at a very rapid rate . . . immediately sizes up a situation and holds his own thruout the argument . . . is friendly and gentlemanly . . . takes it easy . . . very few matters excite him . . . is very fair in his business practices . . . looks upon the industry philosophically . . . carries himself well . . . is not overly interested in clothes . . . dresses neatly . . . never becomes overenthusiastic . . . is a teetotaler . . . has a habit of using his hands gracefully when speaking . . . will listen quietly to the other fellow and then present his arguments . . . uses keen judgment in regard to matters pertaining to his business . . . walks with a slight shuffle . . . likes to eat well . . . likes company at his meals . . . appears much older than he really is . . . is completely Southern in all personal detail . . . will carefully study any business proposition before answering . . . has a habit of keeping his hands in front of him at all times, folded, somewhat in the manner of a school teacher . . . claims he sleeps well and that nothing can disturb his repose . . . likes quiet . . . admires intelligent companions.

Harry Hurvich follows much along the type of his brother . . . Harry has a pleasing laugh . . . is very friendly . . . is severely red-headed . . . also addicted to glasses . . . talks in a higher tenor pitch than his brother . . . is much slimmer . . . rarely speaks in strange company . . . will offer his opinions only when directly questioned . . . wants everyone to succeed . . . dresses very conservatively . . . likes life in general . . . is on the way to accomplish great things . . . is well liked by the ops in his territory . . . has a very shrewd, calculating appearance.

Both boys are head of the Birmingham Vending Company, Birmingham, Ala.

Mayor Warns Operators To Report "Collectors"

UNION CITY, N. J., June 1. — Mayor Joseph Stitz issued a public statement May 23 in which he declared that coin machines operated lawfully would not be molested. He also warned against paying money to any person professing to be a "collector."

"I desire to announce further," the statement said, "to those who may be interested that coin machines now in operation in candy stores or any public place or business of whatever nature or description that are lawful may continue to operate without paying tribute to any person. I have already instructed the police to confiscate any machine that is not operating contrary to law.

"There is no one authorized to collect any money from any person who may have a machine and does not violate any law. I respectfully request the public to call my attention to any person who may be approached regarding any of these matters."

Let Freedom Ring!

LIBERTY BELL

10 Ball play

LEGAL PAYOUT VENDOR

Legal Everywhere!
Vends Mints with each nickel!
Awards No-Value Tokens for Replay, but no mints are vended.
Choice of Bell Fruit or Symbols!

With or Without Vendor of Check Separator.

\$87.50

F. O. B. Chicago. IMMEDIATE DELIVERY

D. GOTTLIEB & CO. 2736-42 N. Paulina St. Chicago, Illinois
Sole European Distributors: Burrows Automatic Supply Co. 78-81 Fetter Lane, London, Eng.
New York: American Vending Co. 773 Coney Island Ave., Brooklyn, 45 Elizabeth Ave., Newark, N. J.

ORIGINAL PENNY CIGARETTE MACHINE with GUM VENDER
NEW and PROFITABLE



New 20-Stop Reels. Exclusive Penny Play. Big New Ball Gum Release Out. Large Ball Gum Display. Large Plain Reward Card Reading Packages of Fruits (optional). Removable, accessible, cheap, simple Mechanism. Special Tilt-ting of Shaking Device. Prevents Cheating. Tell-Tale Filter automatically covers reels reading "You Cheated Me" when machine is shaken or tilted. Beautifully colored aluminum castings. Positive coin release. No repeat plays. Eye-player appeal boosts profit. Gross Plays \$20 to \$75 Weekly. Set for 60¢. Pay-Out, 40% Profit. **\$17.50** Tax With Register, \$2.00 Extra. Made in 50 Play on Order at no Extra Cost.

SICKING MFG. CO., Inc.
1822 Freeman Ave., Cincinnati, O.

HARLICH *Newest*
SALESBOARD CATALOG

Advance Issue

Just out! Contains all the newest and hottest numbers! If you operate salesboards—or sell them—you simply can't get along without this big new catalog. Advance copies now ready.

Send for your copy NOW and begin to share in the tremendous profits that are being made everywhere with Harlich sales boards.

SEND FOR IT NOW
HARLICH MFG. CO.
1401-1417 W. Jackson Blvd., Chicago, Illinois

NEW REPLACEMENT BACK

Put any Lite-Up Game that lights on back. No need to change Slips on in one moment. New and beautiful. \$5.00 Each. **BINGHAMTON NOVELTY**, 35 Mary St., Binghamton, N. Y.

INTRODUCE OUR LINE we will send you 10 samples (worth \$1.00) of real HOT, SPOXY and selling Novelties. Just send \$0.60 to help pay packing and postage, etc. to us and YOUR MONEY REFUNDED IF NOT SATISFACTORY!
R. PAYNE, 25 Cardinal Place, New York.

FOR SALE—PHOTO QUIFF, 4 for 10¢ Strip, with 5x7 Enlarger. Complete \$100.00. J. A. M., 4341 N. Sawyer Ave., Chicago.

BEAUTIFULLY PILLOWS
COLORED

On High Luster Satin, Dozen \$6.00 | On Quality Saten, Dozen \$3.75 (Size 20x20, including FRINGE.)

FREE CATALOG—LARGE VARIETY DESIGNS—MOTTOES—COMICS—PATRIOTICS, "ROOSEVELT," etc. 25¢ Money Order Deposit Required. Balance O. O. D.

For Quick Action, Wire Money With Order.
WESTERN ART LEATHER CO.
1846 Arapahoe St. (Manufacturers), DENVER, COOL.

AT LAST A 10¢ Punch-O-Bag

With HOTCHA SOUND EFFECT

ACTION COLOR SOUND

SPORT AND EXERCISE FOR YOUNG OR OLD

SELLS ON SIGHT SEND 10¢ FOR COMPLETE SAMPLE & PRICES

LOU FOX ENTERPRISES
220 SO. STATE STREET
CHICAGO, ILLINOIS

Est. 1923. THE HOUSE THAT CONFIDENCE BUILT. Phone: Wabash 5464.

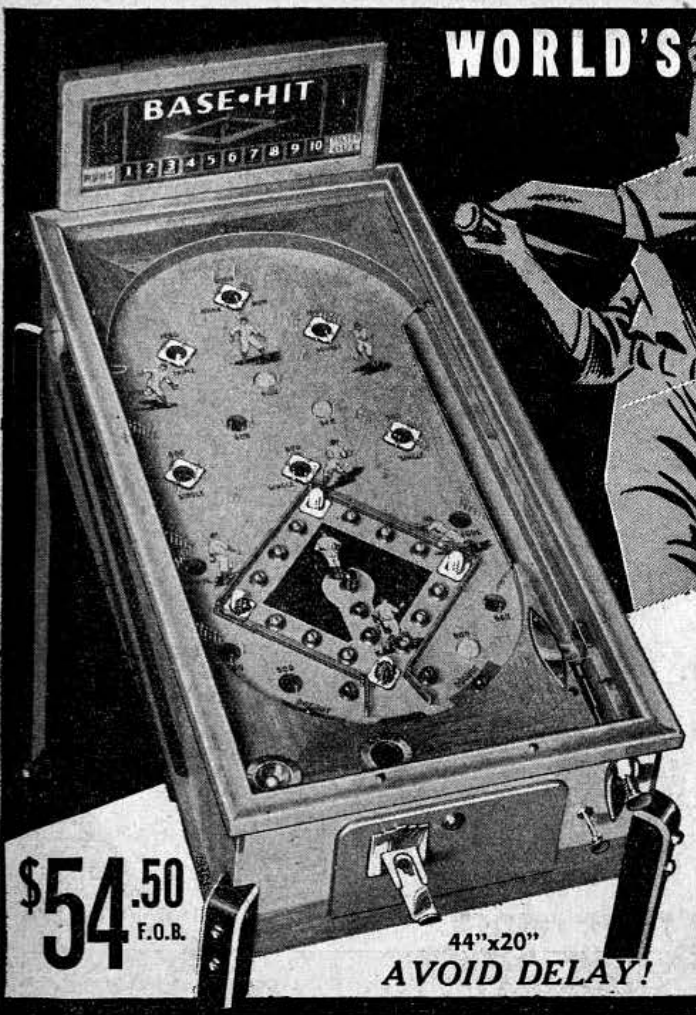
SOUTHERN AUTOMATIC SALES CO. 540-542 S. 2nd St., Louisville, Ky.

THESE ARE REALLY LIKE NEW:

ARMY & NAVY . . . \$15.00	GOLDEN GATES . . . \$15.00	DROP KICKS . . . \$18.00
IMPACTS . . . 18.00	JR. SIGNALS . . . 18.00	JR. FLY'G TRAPEZE 20.00
CRISS CROSS . . . 24.00	SENSATION . . . 16.00	SR. FLY'G TRAPEZE 25.00
BUY YOUR NEW MACHINES FROM US. IMMEDIATE DELIVERY.		
BEAMLITE . . . \$39.50	DEALER . . . \$39.50	GENCO BASEBALL . . \$49.50
BALL FAN . . . \$7.50	SPELLING BEE . . \$9.50	SINK OR SWIM . . . \$9.50
EQUITY . . . \$7.50	MATCH PLAY . . \$7.50	LIBERTY BELL . . . \$7.50

Write or Phone for Complete Used List and Also for Our Very Liberal Trade-In Allowances.

WORLD'S GREATEST LIGHT-UP BASE BALL GAME!



BASE HIT

A HOME RUN ON ANY LOCATION!

You made money with Beamlite—Double it with **BASE HIT!** All the thrills of major league baseball vividly portrayed in flashing activated colored lights! Hits! Runs! Scores! **BASE HIT** will stand the players in line and keep them there for long time **BIG PROFITS!**

BASE HIT FEATURES THAT MEAN PROFIT!

10 ball play . . . batters run bases in flashing colored lights . . . hits, runs—in lights . . . "Magic Button"—brings back score after lights go out . . . electric motor with separate battery power for positive action . . . automatic "Batter Up" . . . automatic electric score board with light-up anti-tilt. Latest mechanical protective devices. The lowest priced motor powered game ever offered!



\$54.50
F.O.B.

44"x20"
AVOID DELAY!

ORDER NOW!

BE FIRST IN YOUR TERRITORY with SPORT SUN GLASSES



NOTE THESE LOW PRICES

Boys Are Getting Big Money With These Four Outstanding Numbers at ALL ROAD STANDS and HIGHWAYS.

- No. 116—SPECIAL (Illustrated Above), Fully Guaranteed) — Non-Tarnishable Metal Frame, Full Vision Convex Coquill Lens, Adjustable Ear Temples. Each in Glassine Bag, one Dozen in Partitioned Box. Display Cards Free. Colors: Solid Smoke, Solid Amber, Green, Blue. **REGULAR 50c VALUE. Doz. \$1.60. Gross \$18.00.**
- No. 481—HEAVY SHELL FRAME. Glass Convex Costelloe Lens. Strong Jointed Ear Temples. Each on Display Card. **Doz. \$1.25. Gross \$14.40.**
- No. 104—GOOD WEIGHT, SHELL FRAME, Glass Lens. 4 Topknot and 8 Dark Shell Frames to the Dozen Box. Assorted Colors. **Doz. 75c. Gross \$8.75.**
- No. 368—CLIP-ON SHELL FRAME. Glass Lens Glasses. to Adjust on Own Glasses. Ass. Colors. Each on Card. **Doz. 85c. Gross \$9.75.**

Note These New Revised Prices From Our Circus Bulletin

- MINIATURE STRAW HATS—With Feathers. **\$4.80**
- 90 CM. CIRCUS SPECIAL BALLOONS. **2.75**
- No. 602—CLOTH PARASOLS, 8-Rib, 24". **8.25**
- No. 106—Felt MEXICAN HATS. Ball Fringe. Doz. **1.50**
- No. 249—Large Coll. **BETTY SOOP** and **MICKEY MOUSE** Celluloid Dolls. Doz. **85c**
- FERRY GATORS—Now Airship Novelty. **3.75**

25% Deposit with Orders.
GOLDFARB NOVELTY COMPANY
118 Park Row, New York, N. Y.
THE HOUSE THAT SERVICE BUILT

HEY LOOK!

SIGNAL, LIVE POWER, **\$12.50**
DROP KICK, TRAPEZE, Etc.
25% Deposit. Other Bargains. Write.
W. J. C. VENDING CO., INC.
230-B Canal St., N. Y. C.

It Helps You, the Paper and Advertiser to Mention The Billboard.

Buckley Develops Digger Unit for Concessioners

CHICAGO, June 1. — The Buckley Manufacturing Company is offering a concession unit that has proved attractive to concession men, parks and shows. This unit consists of nine of the Buckley de luxe digger machines and a cashier's cage built into a trailer for an ordinary automobile. The outfit has the advantage that it can be opened up in about 15 minutes and ready for business. The sides of the trailer open up to form canopies with a string of electric lights already mounted.

A demonstration outfit opened with Gibson's Blue Ribbon Shows at La Fayette, Ind., May 27, and reports indicate that it is a decided success. The de luxe diggers made by the firm have made an international reputation for their attractiveness and appeal to the public. Specifications for building the trailer will be furnished to those who prefer to build their own.

Fate Strikes Druggists

CHICAGO, June 1.—The irony of fate swooped down upon the National Association of Retail Druggists, proprietors of one of the most popular types of locations for pinball games, which asked for a continuance of the NRA on the very day that the U. S. Supreme Court declared it unconstitutional at the meeting of the executive board here. The organization represents 45,000 independent retail druggists and "it is the belief of the majority of the members of our association that the NRA has been of great benefit to the small druggist," an official declared. It had helped especially to prevent price cutting, he said.

Harvey A. Henry, of Los Angeles, president of the association, was quoted as saying that "on one hand it seems that all we have worked for in the past two years has been wiped out, all of our efforts toward stabilization lost. "On the other hand, the decision clears the atmosphere and we may be able to go ahead thru our organization to accomplish unhindered all that we had hoped to accomplish under NRA."

Your New MONEY SAVING GUIDE



GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.



JUNE SPECIAL

A NOVEL SPIN AND WIN NO BLANKS BOARD

A 1,000-Hole Board with every Punch a Winner. The First of Its Kind on the Market. A Fast-Playing Board with a \$10.00 Prize.

Takes In **\$87.50.**
Pays Out **\$62.80.**
Profit **\$34.70**

Price, \$1.71

Plus 10% Tax

GLOBE PRINTING CO.
MAIN OFFICE AND FACTORY
1023-25-27 RACE ST. PHILA., PENN.

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418 SOUTH WELLS STREET CHICAGO, ILLINOIS.

271 THIRD STREET SAN FRANCISCO, CALIF.

950 EAST 34TH STREET TACOMA, WASH.

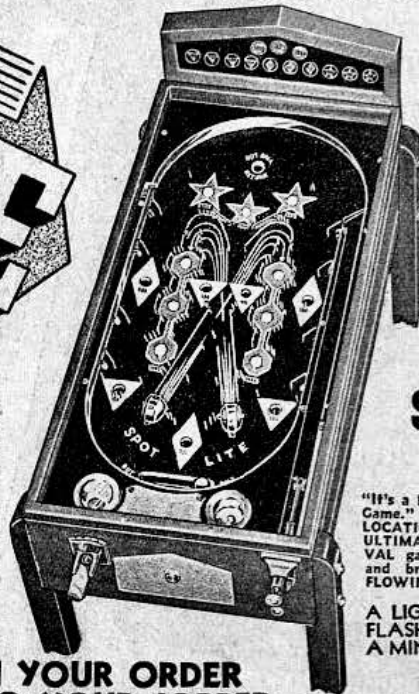
133 HLEIN STREET SAN ANTONIO, TEXAS

1356 N.E. 1st AVE. MIAMI, FLORIDA

87-27 MARIE TAYLOR STREET ATLANTA, GEORGIA.

SPOT-LITE

IMMEDIATELY ACCLAIMED
"AMERICA'S OUTSTANDING HIT!"
 This Revolutionary and Remarkable Game
 that meets present day operating conditions



Same sturdy, beautiful cabinet as Chicago Express. Eight thrilling, flicker-flash lights, Double X electrical Kicker action. New, progressive scoring. Most beautifully designed board ever made. Combination symbol and high score play.

A THRILLING VALUE! A NEW LOW PRICE FOR SUPER-QUALITY

\$47.50

"It's a DAVAL Precision Game." Just place it ON LOCATION — that's the ULTIMATE TEST! DAVAL games STAND UP and bring you OVERFLOWING CASH BOXES!

A LIGHTNING FLASH THRILL A MINUTE!

Flickering, flashing, thrilling zig-zag lights. Player appeal at its highest and finest. The symbol scoreboard is so unique and different it immediately attracts and HOLDS the players by the hour. A game so daringly different in unique play features it is smashing its way across the country as "America's Most Outstanding Pin Game Sensation."

WITH THE WORLD'S
**First ZIG-ZAG
 FLICKER-FLASH
 LIGHTS**

**RUSH YOUR ORDER
 TO YOUR JOBBER
 IMMEDIATELY!!
 BE FIRST!**

Exclusive Distributors for NEW YORK, NEW JERSEY and CONNECTICUT:
MODERN VENDING CO., 656 Broadway, New York City

European Distributors and European Offices:
GODDARD NOVELTY CO., 11 Brownlow St., London, Eng.

DAVAL MFG. CO., 200 So. Peoria St. CHICAGO ILL.

Here are the Outstanding
SALES "HITS"
 of the Season!

- B1 — Flag Bows, Gro. 50c
- B2 — Spear 1/4 Flags (8x12"), Gro. \$3.50
- B3 — Whistling Flying Birds, Gro. 2.00
- B4 — Decorated Balloons, Gro. 2.65
- B5 — Parade Canes (Light Finish Hardwood), Doz. 1.50
- B6 — Parade Canes (Lacquered Mahogany), Doz. 2.00
- B7 — Jap Canes, Per 100 75c
- B8 — Swagger Sticks, Gro. 6.75
- B9 — Celluloid Dolls for "Doll in Bottle" Workers (1" Size) — Gross 1.25
- B10 — High Hat Fur Monkeys, Gro. 5.00
- B11 — Novelty Straw Hats, Gro. 5.00
- B12 — Tropical Helmets, Doz. 2.00

SEND FOR 1935 CATALOG

—It Lists Thousands of Money-Making Specialties for Corn Games, Whistles, Ball Games and Other Concessions. When writing for Catalog be sure to mention your "line," or kind of business.

A Deposit Must Accompany All O. O. D. Orders.

LEVIN BROTHERS
 (49 Years in Business)
 TERRE HAUTE, IND.

• **WRITE FOR** •
**COMPLETE LIST OF
 USED MACHINES**
 OUR PRICES ARE THE LOWEST!
**THIS WEEK'S SPECIAL,
 GOLDEN GATE \$7.50**

OCEANCREST NOVELTY CO.,
 1489 Coney Island Ave., BROOKLYN, N. Y.

It Helps You, the Paper and Advertisers to Mention The Billboard.

Mints on Payout Table

CHICAGO, June 1.—In describing the new 10-ball automatic payout game, Liberty Bell, Dave Gottlieb told of its latest innovations. On Liberty Bell," said Dave, "we have put a mint-vending compartment which will make the game acceptable in wider territory. As a nickel is inserted for play a package of mints is automatically vended. The automatic payout device is arranged so that 'no-value' checks are automatically paid out. Payouts are from 2 to 20 checks, depending upon the score made. These checks can be used to play the game again. The mints are only vended when a nickel is inserted.

"With this mint-vender compartment added to Liberty Bell," continued Dave, "it is one game that answers the need of every operator everywhere. It gives the player his money's worth in play because of its 10-ball arrangement. It has the added incentive of an intriguing automatic payout based on bell fruit or symbols which are instantly understood by players and have for years proved their permanent popularity and money-making power for operators. In territories where automatic payout games are prohibited it opens up a new field because of the mint-vending attachment. In all, Liberty Bell was made to make money for operators everywhere."

Needs 3 Cars of Games

NEW YORK, June 1.—Babe Kaufman, Inc., is handling the distribution in the East of Spelling Bee, said to be a new and revolutionary pinball game. The firm has placed a large order with the manufacturer and reports enough advance orders on hand to dispose of three carloads of the games, which are expected in New York next week.

THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS,
 Jackpot Bells—Venders—Counter Size Machines—Amusement Table Games—All Sizes.
 ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.
BANNER SPECIALTY COMPANY, 1530-32 Parrish St., Philadelphia, Pa.

EASTERN DISTRIBUTORS

JACK POT BELLS, O. T. BELLS, JACK POT VENDERS, CANNON FIRE, BLACK JACK,	MILLS	EQUITY, CLASSIC, TICKETTE, DIAL, IMPACT,	QUICK SILVER, TIME, TURNTABLE, ARMY AND NAVY, HOLD AND DRAW.
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KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts., PHILADELPHIA, PA.

America's FIRST REAL Big League Baseball Pin-Game!

Every Play—Every Move of Big League Baseball—Electrically Arranged — Singles—Doubles—Triples—Home Runs—Bunts—Steals—Errors—Assists—Put-Outs—Files—Double Plays! The Balls Run the Bases Like Big League Players.



Picture shows Lou Gehrig of the New York Yankees put out stealing second by Shortstop Hughes of the Cleveland Indians. A Big League play you'll ACTUALLY SEE ON BOX SCORE!

BASE BALL
Genco's Base Ball Machine

\$49.50
TAX PAID F.O.B. CHICAGO

GENCO'S BASE BALL ALL ELECTRIC

HERE'S A REAL BASE BALL THRILL FOR YOU

All Plays and Scores Recorded by Lights!
Runs Also Recorded by Genco's New Register!

(This prevents player from claiming a winner after the lights go off.)
Watch the Players GO When a SINGLE-DOUBLE-TRIPLE or HOME RUN IS MADE!
After Player Gets 3 Out... The Game Automatically "LOCKS UP."



GENCO, INC.

2625 N. ASHLAND AVE. • CHICAGO

EXCLUSIVE DISTRIBUTORS OF
GENCO'S BASE BALL
GUARANTEED IMMEDIATE 24 HOUR DELIVERY
SUPREME VENDING COMPANY, Inc.
922 Eighth Ave., NEW YORK, N. Y. • 557 Rogers Ave., BROOKLYN, N. Y. • 1416 Webster Ave., BRONX, N. Y.

CASH IN ON A LIVE ONE
BASEBALL
Home Run Board Form 3490 GETS THE PLAY
Takes in (1000 holes at 5c) \$50.00
Pays out (Average) - - - \$26.00
Average Profit. - - - - - \$24.00
Price \$2.30 With Easel
Plus 10% Federal Tax.
CHAS. A. BREWER & SONS
Largest Board & Card House in the World.
6320-32 Harvard Ave., Chicago, U. S. A.

GET A HOME RUN WIN \$50
AMERICAN LEAGUE PAYS \$2000 NATIONAL LEAGUE PAYS \$1000
DICKER POTCHER 300 SLUGGERS HIT 400 STOLEN BASES 270
LEAFERFIELD FLY 250 THE DRIVE 100 HITS 100
WIN \$100

Tax Duplication Object of Study

CHICAGO, June 1.—Federal, State and city and county officials have formed a new organization, the Revision Council, in the hope of ironing out tax conflicts thru a study of the problems arising from multiplication of tax levies by competing units of government. Formation of the new body was announced by Henry W. Toll, executive director of the council of State governments.

The council's membership of 24 will give equal representation to federal, State and city and county divisions of government, the federal representation being headed by Henry Morgenthau Jr., secretary of the treasury; Senator Pat Harrison, chairman of the finance committee of the Senate, and Congressman Robert L. Doughton, chairman of the House committee on ways and means.

Establishment of the council was authorized in March of this year when the Second Interstate Assembly adopted resolutions concerning tax conflicts. Its initial meeting will be held in Washington June 6, 7 and 8. Among the resolutions to be studied is one urging the federal government to retire from the field of motor fuel taxation not later than June 30, this year.

Other matters that will come before the council are proposals that State and local governments refrain from imposing heavy taxes on beer except for regulatory purposes and that no additional tobacco taxes be imposed by States for revenue purposes. As a compensatory measure, it is proposed that taxation of electric energy sales be renewed for the use of the States.

A basic problem for the council to solve, according to Mr. Toll, is determination of which level of government can collect particular taxes most effectively and which is entitled to the revenues from each kind of tax. In the case of the gasoline tax, he said, the federal government might prove the best collecting agency, even tho' all or most of the revenues were to be distributed to the States.

Elimination of various tax exemptions,

better co-ordination of federal and State income taxes, and improved administration of sales taxes are included of the agenda for council discussion.

Tax conflicts, Mr. Toll pointed out, have been recognized as a problem for half a century, and numerous individuals and organizations have emphasized the need for their elimination. As a result of the increasing complexity of business affairs, and by reason of the acute financial situation which has followed in the wake of the depression, he said, conflicting taxation has become so pressing that it is now regarded by many well-informed persons as the most

5 HI-LO 5
PYRAMID Your PROFITS with HI-LO
The Greatest Step-Up Board Ever Sold.
600 Holes, at 5c a punch, with large, oversized tickets that read from 000 to 599, in a thick, rivet-protected board. "HI-LO" is an individual board (not a series).
"HI-LO" takes in \$30.00, and shows an average profit of over \$18.00, yet has both \$10.00 and \$15.00 possible hits for the players to shoot for.
"HI-LO" Puts You Far Ahead of All Competition. RUSH YOUR ORDER NOW! Sample Boards, \$2.25 Ea. (with Entel and Celluloid Protector Over Jack Pot Holes). Lots of 1 Dozen or More, at \$1.65 Each, Net, Including Tax.
SUPERIOR PRODUCTS, INC.
2900 So. Michigan Ave., Chicago, Ill.

Brand new \$50 GAME FREE! TOOL CHESTS FREE!
All during JUNE, our big JUBILEE CELEBRATION Month, we will give away a \$50 Game and Tool Chests to bona-fide Coin Machine Operators ABSOLUTELY FREE! Every Operator needs this beautiful, sturdy, practical Tool Chest. Write today for complete Details. Nothing to buy.
BIRMINGHAM VENDING COMPANY
2117-3rd AVENUE NORTH • BIRMINGHAM, ALABAMA • PHONE - 3-2327

LARGE MAJOR LEAGUE \$12.50
Large MAJIK KEY, \$10.00; Large SIGNAL, \$14.50; Small SIGNAL, \$12.50; A. B. T. AUTOBANKS, \$19.50; CONTACTS, JR., \$10.00.
Write for List—1/3 Deposit Required.
BOYLE AMUSEMENT CO.
522 N. W. 3d St., Oklahoma City, Okla.

COMIC (pull) CHAIN LETTER
It's a scream! A riot of Fun! and you can get 'em like Hot Cakes. \$1.20 per 100, or \$2.50 per 1,000. In less than 100 Lots, 2c Each. "CATCHIT" Best Square, Doz., 50c; Gro., \$5.00. **AEROPLANE TRICK.** The Propeller Whirls from Left to Right, or vice versa. Dozen, 80c. **CRACKER, NEW, FUNNY SPOOF.** Made of Aluminum, 6" Long, Per Doz., \$3.25 (Lip Shape). **WISECRACKS.** New Business, 8x5 1/2, 6 to Set in Env., New Hot, Doz., 85c, 25c. **SPECIAL POLICE BADGE.** Heavy Cast Metal. Reg. Size and Shape. SPECIAL, \$1.10 Dozen. **Wiz Bangs.** Doz., .90c. **Fu Manchu Teeth.** Dz., 80c. **Fortune Tel. Cds.** Dz., 80c. **Gig. Vanishers.** Dz., 85c. **West Scuttler.** Dz., 90c. 4 different sets in Doz. **Depponit 3 layer.** Dz., 80c. 50c. dozen.
Order from above, or send \$2.00 for samples of best sellers (50 of them) and catalogs.
MAGNETRIX NOV. CORP., 188 Park Row, N. Y.

Don't Order PUT 'N' TAKE-

WESTERN'S 1 BALL AUTOMATIC PIN GAME WONDER

**-IF YOU CAN'T
STAND THE SHOCK OF
CONSISTENT big money!**

Our best recommendation for Put 'n' Take, the 1 ball, 1 shot automatic payout pin game, is the thousands of operators who have this Western sensation on location. They'll tell you it's the greatest money maker ever!

**Look at These Features!
THE NEW CHECK SEPARATOR**

(Player puts in either cash or tokens . . . game pays out tokens. Check separator \$5 additional . . . specify when ordering.)

**FRONT PAY-OUT DRAWER.
FAST POSITIVE PAY-OUT UNIT.**

ADJUSTABLE PAY-OUT PERCENTAGE.

ADJUSTABLE AUTOMATIC ANTI-TILT.

A. B. T. PROVEN VISIBLE COIN CHUTE.

BEAUTIFUL PLAYING FIELD AND CABINET.

IMMEDIATE DELIVERY!



67⁵⁰
CHECK SEPARATOR ADDITIONAL

42" x 19"

Western Equipment & Supply Co.
850 W. Blackhawk St. • Chicago Ill.



**Once Again...
"Hats off to Genco"**
for giving the Coin Machine Industry so sensational a game as . . .

**Genco
Baseball**

**WRITE—
WIRE—
CALL—
PHONE**

**Rush Your
Orders!**

**Be First in Your
Territory With
This Sensational
Money-Maker!**

Our Large Purchase of 1,000 Genco Baseball Games ASSURES YOU Immediate Delivery SAME DAY AS ORDER RECEIVED.

GEORGE PONSER CO.
11-15 EAST RUNYON ST. • NEWARK, N. J.

TITLE JUMBO KNIFE DEAL



QUICK TURNOVER

What everybody wants today!
Sells out in one day in average spot.

250-Hole 5c Six Cutout Board complete with six giant size Two-Blade Pearly Knives. Sells to location for \$6.00. Special price, sample \$3.50, ten or more \$3.00 each.

H. G. PAYNE CO.

312-14 Broadway, Nashville, Tenn.

A STRUHL SUMMER SPECIAL - \$1.50 EACH

The World Famous GILBERT "Potomac" Mantel Clock

A graceful electric Mantel Clock in brown mahogany finish with contrasting panel. Polished brass case with 5" circular dial—embossed numerals and ornamental hands finished in bronze. Guaranteed 50-hour movement! (7" High, Base, 17 1/2" Wide.)



A remarkable STRUHL Special for all operators. Flash and dignity combined! An item that lends itself to real business—a Gilbert Mantel Clock. It is everyone wants for their home. RUSH YOUR ORDER TODAY! Sample, \$1.75.

Enclose 1/3 Cash. Balance Shipped C. O. D., F. O. B. N. Y. C.

RUSH YOUR ORDERS TODAY WHILE THEY LAST
114 PARK ROW
MORRIS STRUHL NEW YORK, N. Y.



SALESBOARD OPERATORS

2,400 1c sales takes in \$24.00, nets \$19.50 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.66. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

General Sales Company
121 4th Avenue, South, NASHVILLE, TENN.

**Takes in
\$24.00
Costs You
\$2.90**

One-Third Cash with Order, Balance C. O. D.

important problem before the American people.

Within the past four years several Congressional committees have been appointed to investigate duplicate tax levies. The Interstate commission on conflicting taxation, operating under sponsorship of the council of State governments, has made surveys of the field. Last December President Roosevelt directed the Secretary of the Treasury to investigate the federal, State and local tax systems with a view to harmonizing the tax structure of the country. This investigation, it is pointed out, will reinforce the objectives of the Tax Revision Council, since those who have been directing the study are now members of the council itself.

In addition to Secretary Morgenthau, Senator Harrison and Congressman Doughton, federal officials on the council include Herman Oliphant, general counsel of the treasury department; George C. Haas, director of research and statistics of the department; Senator William H. King, Congressman Fred M. Vinson and Chief of Staff Loell H. Parker.

State officials include Seabury C. Mastick, chairman of the interstate commission on conflicting taxation and chairman of the New York State commission for revision of the tax laws; Mark Graves, president of the New York State tax commission; Henry F. Long, commission of corporations and taxation of Massachusetts and president of the National Tax Association; William B. Belknap, State representative of Kentucky and president of the American Legislators' Association; George Woodward, State senator of Pennsylvania; C. H. Morrisett, State tax commissioner of Virginia; George F. Yantis, State representative of Washington, and Henry W. Toll.

The eight local officials are: Leonard S. Leavy, controller of the city and county of San Francisco, representing the United States conference of mayors; Mayor Daniel W. Hoan of Milwaukee, representing the American Municipal Association; C. A. Dykstra, city manager of Cincinnati, representing the International City Managers' Association; Kenneth McCarron, chairman of the Detroit board of assessors, for the National Association of Tax Reform.

LATEST BLADE SENSATION!



6's

Packed six Blades to the package, to sell 6 for 5c. Going over big. All first-class Blue Steel Etched Blades to fit Double-Edge Razor.

55c
Per Carton of 20 Packs (120 Blades)

YOUNG NOVELTY CO., Inc.

100 Hanover St., Boston, Mass.
Free Sample. 50% Deposit With Order.

America's MOST POPULAR Counter Game "Penny Cigarette Machine"

\$12.50
1 or 100



Rush Your Orders in at Once — Prompt Delivery. BUY 25, 50 or 100. You Won't Be Sorry. MONEY Returned if Not Satisfied.

OHIO SPECIALTY COMPANY,
129 W. CENTRAL PARKWAY, CINCINNATI, O.

WOODMAN PIANO SHOP offers Concert Grands, Electric Pianos, Mills Violin Pianos, Uprights and Players. We Rebuild, Repair, Tune Organs. Lakewood, O.

TRAFFIC



ABT Visible COIN CHUTE

TICKET AND PAYOUT UNIT
GUARANTEED
FOR ONE YEAR

Model A ALL BALL AUTOMATIC PAYOUT AND TICKET UNIT IN ONE MACHINE. \$99.50
Model B ALL AUTOMATIC PAYOUT AND IN TICKET UNIT. \$94.50
Model C NO PAYOUT, NO TICKET UNIT. \$49.50

Operators! Take a tip from the old timers who know what it takes to get the money! When the smartest men in the industry order TRAFFICS BY THE CARLOAD—when operators from coast to coast report as high as \$90.00 WEEKLY NET PROFIT PER MACHINE (operator's share)—then it's time to get going! TRAFFIC will positively make more money for you and LAST LONGER ON LOCATION than any machine you ever operated. Get your share by ordering more TRAFFICS at once. We have again increased in capacity and can give IMMEDIATE DELIVERY—but don't delay, as orders are pouring in faster every day!

WIRE YOUR JOBBER TODAY!

New AND Larger FRISKY

It Really Plays
21 OR BUST



Player doesn't merely shoot for 21—he ACTUALLY PLAYS the old Hit Me game. SHOOT FIRST—as many balls as desired, for your "hand"—THEN SPIN to see what the "dealer" has! That's really 21!

40 1/2 in. BY 18 1/2 in.

\$39.50

F. O. B.
CHICAGO

Choice of 5c Play
OR
Penny, Nickel, Dime and Quarter Slot

"FRISKY is taking this section by storm. One operator's collection book shows a single spot to gross

BETTER THAN \$150 A WEEK"

Above is only one of many enthusiastic reports from operators who are cleaning up phenomenal profits with FRISKY. Average game requires only 5 or 6 balls—and when you combine this FAST PLAY with the All-Coin Chute you can easily take in \$5.00 to \$10.00 PER HOUR! Get your share! Don't let FRISKY'S simplicity fool you! It's a REAL MONEY-MAKER! Order a sample and see for yourself!

BALLY MANUFACTURING CO., 2642 BELMONT AVE., CHICAGO, ILL.

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JOHN A. FITZGIBBONS, Eastern Factory Representative, 453 W. 47th St., New York, N. Y.

PLANETELLUS

THE
COIN-OPERATED
MACHINE THAT DELIVERS
SEALED ENVELOPE CONTAINING
**ASTROLOGICAL
CHARACTER ANALYSIS**
FOR ANY BIRTHDAY IN THE YEAR

TELLS YOUR LUCKY NUMBERS, LUCKY DAYS
AND HOW YOU ARE AFFECTED BY THE
PLANETS UNDER WHICH YOU WERE BORN

OPERATES ON A DIME
EASILY TAKES IN
\$300
OR MORE A WEEK
IN ANY LIVE SPOT

**HURRY! EXCLUSIVE TERRITORIES
BEING GRABBED UP FAST**

If you want to cut in on the greatest thing that has ever hit this industry, ACT AT ONCE! Our ad last week resulted in a flood of inquiries—by mail, wire and phone—AND WE'RE LINING UP TERRITORIES RIGHT AND LEFT. Write or wire today for EXCLUSIVE TERRITORY PROPOSITION!

BALLY MANUFACTURING COMPANY

2642 BELMONT AVE.

CHICAGO, ILL.

TAKE MY TIP!

for real old fashioned BIG MONEY
get going with **TRAFFIC**

JOE CALCUTT



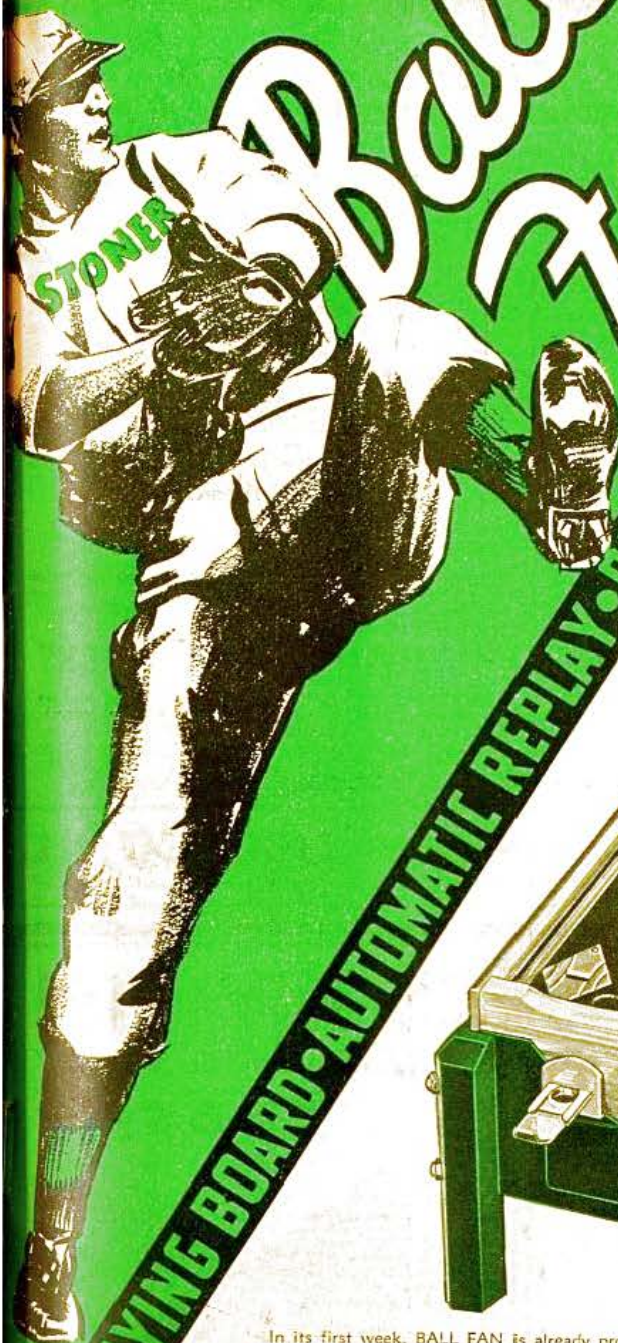
IN STOCK FOR
IMMEDIATE
DELIVERY

Model A ALL BALL AUTOMATIC PAYOUT AND TICKET UNIT IN ONE MACHINE. \$99.50
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1—GET A HIT
1—ODD PENNIES
1—SPEED
GROSS TAKE IN \$90.00
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