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ROAD REVIVAL MEET SOON

Federal Theater Project Plans Go On Thru Summer

Two shows presented in New York—many plans now in the works—vacations with pay to administrative workers—Philly has to abandon hope for drama shows

NEW YORK, July 25.—Production plans of the Federal Theater Project are continuing without apparent abatement, units having already appeared this week. These are the long-delayed Living Newspaper's *Inflection Granted!*, now housed at the Provincetown Playhouse in Greenwich Village, the home of the new Theater's *Battle Hymn* closes to day at *Help Yourself* is scheduled to move on Tuesday from the Manhattan to the Adelphi Theater, instead of to Maxine Elliott's, as previously announced. Coincidental with the announcement of the non-renewal of the WPA lease on the Manhattan Theater, expiring at the end of June, comes the news of the leasing of the Maxine Elliott.

Up in Harlem, the Negro Theater's next production will be Andre Obey's *Noah*, somewhat revised by Carlton Moss from last season's Broadway production. Other production notices concern Mme. Eva Palmer Sikelianos, wife of the Greek poet, Angelo Sikelianos, who has been appointed by the Project to produce *The Persians*, an ancient Greek play written by Aeschylus in 475 B. C. Assisting will be Kay McDermott, who, together with a male chorus of 50 voices, will aid Mme. Sikelianos in reviving the glories of the ancient Greek theater.

According to present plans, the now defunct managers' tryout unit and the preview theater unit will be replaced by a laboratory unit which will test scripts by lesser known and practically unknown authors. Leading the venture will be Katharine Clugston and Francis Bosworth, and initial productions will not be open to the gaze of the public. For the rest, a series of conferences of directors of the Federal Theater Project began at Vassar College July 22, to continue thru July 24. This was the first of a number of scheduled meetings in which plans for the next season were discussed. Hallie Flanagan, national director, is in charge. The task of compiling a historical index of the screen has already begun.

The value of the WPA puppet projects were demonstrated at an exhibition at (See **FEDERAL THEATER** on page 10)

GB-MGM-Fox Deal Is Set

Control remains in England, with many advantages seen for all concerned

NEW YORK, July 25.—The long-anticipated deal whereby control of Paramount-British Picture Corporation was to have passed into American hands failed to materialize last week when representatives of MGM, 20th Century-Fox and GB, at a meeting attended by the press at the Sherry Netherland, announced a new international tieup. Briefly, the Metropolitan and Bradford Trust, a holding company controlling 57 per cent of the voting stock of GB, will be dissolved, a new company being formed to take over its interests. MGM and 20th Century-Fox (See **GB-MGM-FOX** on page 15)

Lobby Ironing

DETROIT, July 25.—Joseph La Rose, quick-thinking manager of Wisper & Westman's Eastown Theater, is offering free ironing to housewives during the warm weather. To save the job of ironing in a hot kitchen, La Rose has invited the neighborhood to come into his lobby and use it for ironing—and immediately developed a sizable traffic problem handling the women and their bundles of washing.

The lobby is air-conditioned, and many women seem to think that ironing under these conditions is worth the price of a theater ticket. Ironing boards are set up in the lobby, furnished free by a neighborhood furniture store, and some 30 ironers can be accommodated at one time.

Three Groups To Co-Operate

Will mull over Brady's words—campaign for railroad concessions renewed

NEW YORK, July 25.—In accordance with Frank Gillmore's view, expressed last week on his return from the Coast, that a campaign for a return of the road is the particular province of three New York organizations, i. e., Actors' Equity, the Dramatists' Guild and the League of New York Theaters, it is probable that plans for such an undertaking will be considered early this fall. Gillmore on Friday (24) declared he expected the three organizations to come together at this time in order to mull over William A. Brady's speech made at the last annual Equity meeting, May 26, in which he declared that the coming season held great opportunities for the legitimate theater if the powers that be had only the insight to patch up their differences and take concerted action. Chief among the Brady items mentioned at the meeting was the return of the road, and, according to Gillmore, there is money to be picked up in this way.

Sidney Howard, president of the Dramatists' Guild, has already sent Gillmore a letter stating his readiness to co-operate. Owing to the absence during the summer of so many Guild members, however, negotiations will probably be delayed until September.

Meanwhile, however, the campaign for (See **ROAD REVIVAL** on page 10)

CFA Meets With Barnes Circus At Evansville, Ind., August 15-17

CINCINNATI, July 27.—The 10th annual National Circus Fans' Association convention will be held at Evansville, Ind., August 15-17. Headquarters will be at the McCurdy Hotel. The Al G. Barnes Circus will be in Evansville on the 17th (Monday), and the Dade Park race meet will also be on during the convention. The members will see the

circus performance in a body as usual. The annual convention was originally scheduled to be held in Atlantic City earlier in the year with the Hagenbeck-Wallace Circus, but owing to the fact that this show was taken off the road plans for holding it in that city had to be dropped. The decision to hold the annual meet in Evansville has just been made by Frank Hartless, president of the CFA, who hopes for a large attendance and gives assurance of "a big time."

Evansville is the home of Karl K. Knecht, founder of *The White Tops* and one of the founders of the CFA. He is on the staff of *The Evansville Courier-Journal*.

AFM Receives Doubling Plea

Two petitions sent in to national body, one pro and one con—no action yet

NEW YORK, July 25.—Presentation of a petition last week to Joseph Weber, president of the American Federation of Musicians, and the executive board thereof, asking to set aside the law passed recently by Local 802, wherein doubling on all but related instruments was banned, was followed by a second petition this week. The second petition asks the AFM to keep the law intact. Under the law, which was to have gone into effect this week, but which was held up pending the decision of the na- (See **AFM RECEIVES** on page 83)

Saskatoon Exhibition Best Since '29; R. A. S. Midway Is Up 25%

SASKATOON, Sask., July 27.—At midnight on Saturday it was reported that every record except those established in the boom year of 1929 tumbled here last week during 50th annual Saskatoon Exhibition. Royal American Shows exceeded its last year's record by 25 per cent, according to hurriedly tabulated figures released by Sid W. Johns, manager of the exhibition, and confirmed by Carl J. Sedlmayr, general manager of Royal American Shows.

Manager Johns declared the shows had set a precedent with high quality of attractions and remarkable equipment brought here and that main gate increases were far above expectations.

every branch of the exhibition having broken records for the last half decade. He cited an increase of \$18,000 in park receipts as an indication of progress noted in every branch.

Elmer Velare, business manager of Royal American Shows, asserted that Harry Illions' riding device, the quadruple Ferris Wheels and Solver's Pony and Automobile rides had accomplished an unusual achievement. Raynell's Girl Show and hippodrome of living freaks, managed by Dick Best, topped the midway. Kemp Motordrome was next and Claxton's Rhythm Show followed closely.

Kemp Motordrome experienced a phenomenal gain in patronage immediately after newspapers played up stories of Paul La Faunce having been eluded by one of his lions. He was not badly injured, but the episode was witnessed by 300 spectators and resulted in a tremendous amount of talk about the midway's thrill attraction.

R-B Has Nice Start at Chicago

CHICAGO, July 27.—Favored by moderately hot weather and cooling lake breeze, Ringling-Barnum Circus opened in Soldier Field Saturday. Very fair matinee and excellent evening house, better than last year. Indications are that with continued favorable weather the show will have a very good engagement here. Samuel Oumperts is well pleased with start.

Joe Mitchell Chappel was a visitor Saturday, also S. L. Cronin and Arthur Hopper, of Barnes show.

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Revised Equity Contract Finally Nears Completion

League of New York Theaters returns draft, with few matters to be straightened—work has gone on for 18 months—new form seeks to avoid arbitrations

NEW YORK, July 25.—The League of New York Theaters has sent to managers the final draft of the Equity contract, containing a recodification of laws which, it is hoped, will clarify the position of managers, prevent argument and arbitration and thus ease the burden hitherto placed on Equity's legal staff. Reduced from the original four pages to about two, the new form will be accompanied by a book of rules. Not yet made public, the contract will not, according to Frank Ollimore, Equity president, make difficult the position of managers. Rather, it is designed to eliminate the possibility of managers misconstruing rules and looking for a way out.

First considered about 18 months ago, the Equity contract was delayed last winter because of the managers-dramatists' quarrel. When this fracas was finally patched up negotiations could not be completed because of Ollimore's Coast trip. Now that the drafts have been sent out, both Gillmore and Dr. Henry Moskowitz, executive adviser to the League of New York Theaters, anticipate no controversy when the producers hold a conclave in the near future.

Additional features of the final draft, which Equity officials hope will never become outdated, will be forthcoming soon.

Epidemic Hits Montgomery

MONTGOMERY, Ala., July 25.—With seven persons already dead, dozens more in a serious condition and more than 100 cases of infantile paralysis reported by health authorities in the last few weeks, theaters and even churches of wide areas of Northern Alabama and Tennessee border cities have been forced to close their doors this week as the State health department taboos gatherings of any kind in an effort to curb spread of the dreaded disease.

Various club meetings and other proposed gatherings have been ordered postponed, including a State convention of the American Legion set for the coming week at Huntsville. At Athens, Ala., all shows have been closed for more than 10 days. The health authorities would not venture to say just when they thought the quarantine against shows would be lifted.

Jones Beach Chorus Wants Rehearsal Dough

NEW YORK, July 25.—Chorus Equity has filed a demand against the bond put up by Fortune Oallo, operator of the musical stock company at Jones Beach, claiming he has failed to pay 49 of the 68 chorus people salary for five days' rehearsal overtime.

Opening show was *The Student Prince*, followed by *Rose Marie*. Understood rehearsal bill presented by Chorus Equity is around \$522.

Scenic Local Elects Officers

OHIOAGO, July 25.—The United Scenic Artists' Union, Local 350, held its annual election at the Bismarck Hotel here this week. Those selected to serve for the coming year are: P. J. Donigan, president; Hugh McGowan, vice-president; Louis A. Widmayer, treasurer; Mirosl Jambor, financial secretary; John Crossman, conductor; Albert Bruback, warden, and Clive Rickabaugh, trustee. L. E. Donigan was re-elected for the fourth consecutive year as business agent and recording secretary. New conference delegates will be P. J. Donigan, Herman Bartels and Chester Gibson.

AFA Show at Luna

NEW YORK, July 25.—American Federation of Actors is supplying a complete outdoor show for the annual picnic of the Utility Workers' Union, Local B752, at Luna Park July 31. Steve Gerhardt, of the union, and Jack Howard, of the AFA, arranged the booking.

Directors Take Up Acting

PARIS, July 20.—The Isola Brothers, who since 1892 have operated at divers times several of the leading playhouses of Paris, but who were recently forced to liquidate their theater holdings, announce that in September they will "show," at a benefit gala, their former prestidigitator number which they abandoned in 1897. If the old act, which they have been rehearsing diligently, clicks, they will once again join the pro ranks and endeavor to get another start.

The Isolans operated such houses as the Opera Comique, Folies Bergeres, Olympia, Sarah Bernhardt and the Mogador, where they produced "White Horse Inn" and the American musicals, "Rose Marie"; "No, No, Nanette"; "Hit the Deck" and "Desert Song."

Paris Opera Overhauled

PARIS, July 20.—The Opera has been turned over to a big crew of laborers of all categories, who will give the interior a thorough overhauling and modernizing the stage, dressing rooms and auditorium. During the duration of the work the Theater Sarah Bernhardt will replace the Opera and a regular season of operas will open at that house August 1.

Copyright Case Withdrawn

PITTSBURGH, July 25.—The Blatt Brothers, owners of Extra Night, a theater-attendance promotion, withdrew their copyright violation case which their attorney filed in Federal Court here against Clifford Brown, operator of the Temple Theater, Kane, Pa. The prosecutors state that the matter will be settled out of court.

Para Drops 476 Grand

NEW YORK, July 25.—Paramount Pictures last week reported a loss for the second quarter of 1936 totaling \$476,000 after earnings had been credited with \$800,000, the sum laid away in December, 1935, as an inventory reserve to take care of losses likely to accrue thru production of pictures made while the company was being reorganized.

The financial statement is exclusive of figures pertaining to the Olympia Theaters and subsidiaries, now in receivership. Regarding companies not owned outright, their figures have been included only insofar as dividends have been received.

Wear and Tear on Cowbarn Cirk As Season Reaches Middle Laps

NEW YORK, July 25.—With the cowbarn circuit definitely past the first few laps of the summer grind, observers are beginning to notice signs of wear and tear among some of the less fortunate New England spots. About six show shops are definitely shaky, some of them already having taken the precaution to serve notice, but names will be omitted until the final coup de grace. The New Rochelle Playhouse, which will close after the run of J. C. Williams' new one-act mystery, *By Persons Unknown*, does so because actor-dramatist William C. Jackson received a cable demanding that he be present for London rehearsals of his *The Gods of Angkor at His Majesty's Theater*.

For the rest the past week offered a fair sprinkling of try-out items, among them being *The Compromisers*, a com-

edy by Lawrence Langner and Armina Marshall, at the Country Playhouse, Westport; *See: But Not Heard*, by Marie Baumer and Martin Berkeley, at the Red Barn Theater, Locust Valley, L. I.; *All Desirable Young Men*, by David Driscoll and Morris Valency, at Greenwich, Conn.; *Tracer's Track*, by Philo Higley, at the Lakeside Theater, Skowhegan; *Miss Temple Is Willing*, by Paul Stewart, at the Beechwood Theater, Scarborough, N. Y.; *Granite Fires*, by George Bryant, at the Mary Young Theater, Centerville, Cape Cod; *I Take Care of My Friends*, by Louis E. Scheer and Norman Clark, at Stony Creek, Conn.; *Moonshine and Honeyuckle*, by Lulu Vollmer, at the Barter Theater, Abingdon, Va.; *Amateur Hour*, by Edmund Fuller, at the Crescent Theater, Niantic, Conn.; *Wrong*

(See WEAR AND TEAR on page 12)

DMA Convention Opens August 2; Week's Activities Scheduled

NEW YORK, July 25.—Dancing Masters of America 53d annual convention will be held at the Roosevelt Hotel week of August 2. Listed among the major events of the year for professional dancers and teachers, the convention is expected to strike the high notes of the 1936 dance techniques pertaining to the tango, rumba, bolero, waltz and other forms.

Leading the files of dancing teachers will be Mrs. Montie Beach, president,

and Roderick C. Orant, who will be master of ceremonies. Following the opening affair, the President's Ball, there will be a week of activities devoted to the various aspects of dancing, with exhibitions in costume on the progress of the dance since the DMA first organized in the Mauve Decade, 1885.

Comprising the faculty, all of whom are expected to be present during the week, are Mr. and Mrs. Ivan TANASOIT. (See DMA CONVENTION on page 83)

Two WPA Shows Are Presented; "Night" Clicks; "Granted" Nix

NEW YORK, July 25.—The Studio Theater unit of the Federal Theater Project presented last week at the

Provincetown Playhouse the first New York production of Lynn Riggs' *The Cherokee Night*, a study of the racial disintegration of the Cherokee Indians induced by contact and mixture with white people.

Cherokee Night is a specific instance of what has been proved many times, namely, that Caucasians are just so much poison to lesser peoples, and that given an environment wherein whites and another race exist side by side, the whites are sure to absorb, debilitate and

(See TWO WPA on page 83)

RCA Strike Is Settled

Five-point compromise satisfies both sides—men going back to jobs

CAMDEN, July 25.—Following acceptance of a five-point pact by representatives of RCA workers and the management, the month-old strike at RCA's Camden plant, called by the United Itadio and Electrical Workers of America, ended here last Tuesday (21). Points of agreement are: (1) The Union of Electrical and Radio Workers of America, Local 103, agrees to immediate cessation of hostilities against the company; (2) the company continues to recognize Local 103 as a collective bargaining

(See RCA STRIKE on page 83)

Basson Motion Is Denied

NEW YORK, July 25.—The motion made by Joseph Basson, president of Local 306, to the effect that eight independent theater owners amend their charges claiming that members of Local 306 have coerced patrons and damaged property in theaters was denied yesterday by Supreme Court Justice Timothy J. Leary. Defendants, who, it is alleged, protest to the practice of the Independent Theater Owners in hiring members of the Allied group, are being sued for a total of \$850,000 in damages. A short time ago the plaintiffs were given temporary injunctions restraining the supposed activities of Local 306.

List of plaintiffs who have filed suit are: Helgus, Inc., Liberty Theater, New York, \$75,000; San Glo Operating Company, Inc., Globe, Brooklyn, \$100,000; Joseph Sanders, Brooklyn Sanders Theater, \$100,000; Evadne, Inc., Colony, Jackson Heights, \$75,000; Times Square Theater Company, \$75,000; G-T Amusement Company, the Park, New York, \$75,000; Louis Brandt, Globe, New York, \$75,000; and Amity Amusement Company, Central, New York, \$75,000.

Pitt Film Golf Tournery

PITTSBURGH, July 25.—The first annual Variety Club and Film Row Golf Tournament here was attended by nearly 100 film notables in this territory. The tournament was held at the Westmoreland Country Club on Monday, followed by a banquet, during which the formal presentation of prizes to winners was made.

Low gross winners included Art Levy, president of the Variety Club; Harry Goldstein, Paramount district manager; Archie Fineman and Vince Josack, independent exhibitors, and Joe Gins.

JAN RUBINI

(This Week's Cover Subject)

ALL his life Jan Rubini has been surrounded by music. His father was a doctor of music and a director in Sweden's Royal Conservatory. His mother was premier danseuse of the St. Petersburg Grand Opera House. The gift, when he was four, of a toy violin revealed to Rubini's father his son's talent, and despite his youth he was immediately given the best musical instruction. His first concert was given when he was eight, with an audience of 12,000 at the Royal Albert Hall in London. Immediately thereafter he toured the leading cities, not only of England and the Continent, but as distant as South Africa.

After his initial appearance in New York at Town Hall, Fox Theaters engaged him for the Academy of Music. He conducted there 15 months, followed by a list of engagements too long to be recorded here. Some of them, tho, may be given, and include a year at each of these theaters—Strand, New York; Howard, Atlanta; Criterion, Los Angeles; Loew's State, Los Angeles. He has played also for a month to six months at Sid Grauman's houses, B. G. K. houses, Carthay Circle and United Artists, in Los Angeles; the New Matheson and New Warner Bros. Theater in Los Angeles. He conducted at the Capitol, Melbourne, Australia, for over a year. In this country he has appeared on every major vaudeville circuit, and has guest-starred on practically every major radio commercial.

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Screen Directors Air Headaches

HOLLYWOOD, July 25.—General working conditions and problems of the directors at various studios were under discussion this week by the members and board of directors of the Screen Directors' Guild. Primary complaints of members centered upon too much front-office interference, lack of voice in screen-play preparation and the final cutting.

Because the run of complaints were found to vary with each studio and individual director, no action was determined to remedy any one of the evils until a more complete report could be compiled. Queries to members will be sent out this week by the board asking each member to cite his own problem. These will be segregated, followed by steps to correct the conditions that seem most important.

To facilitate wider activity in the SDG ranks, the organization is moving into larger quarters with adjoining club and meeting rooms. A strong membership drive will begin before the end of the month to make the Guild 100 per cent representative of all active directors with two or more pictures to their credit during the past year.

Hold Up Russ Decision

DETROIT, July 25.—Disagreement among justices of the Michigan Supreme Court was responsible for holding over until September a final decision on the appeal of the Cinema Guild of Detroit from the Circuit Court, it was reported this week. The Guild was stopped by the local police censors from showing *The Youth of Maxim* and other Russian films last year and is suing to prevent this ban.

It was stated this week that one decision had been written by a justice upholding the contentions of the Guild but that disagreement of others had caused the court to postpone decision until dissenting opinions could be prepared.

Va. Bank Night Test

RICHMOND, Va., July 25.—Charles A. Somma, managing director of the Virginia State Fair and one of the owners of several Richmond movie houses, is to make a test case in the courts to establish his right to offer "attendance prizes." Many theaters throughout the State are offering such prizes. Manager Somma, however, was placed under arrest on the charge of violating the "game of chance and lottery laws" of the State. He promptly gave bond in the sum of \$100 and announced his intention of taking the case to the courts, in which he has already won the Sunday blue-law case and the Schmeling-Louis fight case.

Somma said that the Bank Night and Broadway Handicap form of attendance gift has been in vogue in the United States for the past five or six years and that more than 3,000 theaters are now using it, among which in Virginia, he said, were theaters in Roanoke, Lynchburg, Danville, South Boston, Farmville and Newport News.

MP League's Big Five

NEW YORK, July 25.—The Motion Picture Baseball League had a temporary lull last week, there being only one game. A more detailed account of the league's activities will be given next issue. Appended is a tabulation of the five leading batters to date:

Player	Team	AB.	R.	Avs.
Hoffman	Skouras	31	17	.548
Ewald	Loew MOM	34	19	.539
Kennedy	Musie Hall	27	14	.510
Bonardi	NBC	22	11	.500
Freedman	Musie Hall	26	12	.462

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Stub Club Premium Plan

NEW YORK, July 25.—Associated Stub Clubs, New York, sponsor a new type of motion picture promotion whereby patrons, in return for a designated number of admission ticket stubs, will receive awards of goods of known value manufactured by leading industries. Opposed to the lottery system, which Stub Club officials claim has very little effect on attendance increases owing to the infallible disappointment of the great majority of patrons, the Stub system offers a definite return for stipulated periods of theater attendance, as indicated by the quantity of stubs saved.

Toledo Music Shell Opens With Concert

TOLEDO, O., July 25.—The newly completed music shell in Toledo Zoological Park was opened a week ago, not with light opera as originally planned, but with a concert played by the Toledo Concert Orchestra. Tariff for the opera was too stiff, zoo officials quietly admitted, for the first year, but such a season, be more or less counted on for the 1937 season. A bond issue which has been floated, added to private donations and the revenue which is expected thru other less costly enterprises this year, should be ample to cover the price next year.

The concert orchestra, 80 pieces in all, was made up one-third of WPA musicians, who donated their services. Union here at the moment is causing a bit of trouble, which is expected to be ironed out in time for future scheduled concerts. Community sing fests are being held each Sunday night.

A crowd of 10,000 turned out for the first concert, the seating capacity is less than 6,000. A moat which surrounds the shell proper was filled with white swans and a few black swans. A water curtain on which lighting effects are played made a decided effect on the audience. Dancers from the Beatrice Gardner school of dance interpreted a Strauss melody. Jules Blair acted as master of ceremonies. Credit for the enterprise, constructed thru both private and WPA funds, goes to Frank Skeldon, secretary of the Zoological Society, and to Percy Jones, its president.

Ashwood Musical Considered

NEW YORK, July 25.—Michael D. Ashwood, who last winter staged *The Final Judgment*, a Biblical play, is negotiating for the sale of his musical, *Policy Kings*.

Stem Biz on Summer Levels, With Certain Pix Spots Okeh

NEW YORK, July 25.—Business last week went along according to scheduled anticipations, the only surprise being the last gasp of legit, which brought forth with a flutter and a sigh Oscar Wilde's *Dorian Gray* at the Comedy Theater, which must be getting nervous by this time. *Dorian* possesses an Equity cast but the house is non-union and is being picketed by the IATSE. The play's chances of having a run are very slim. Outside of two Federal Theater openings, *Cherokee Night* and *Injunction Granted!*, that is about all for legit in this sector.

As for pix, San Francisco finally closed its tremendous run at the Capitol and *Suzie* went in yesterday. *Green Pastures* has been held over at the Music Hall and continues big. *Roxy*, with *White Fang*, averages just fair, and will probably do the same with *Earthworm Tractors*, which went in yesterday. *Satan Met a Lady* at the Strand is weak, and Paramount, with a good stage show featuring Red Nichols and Loretta Lee coupled with a weak picture, *Spendthrift*, grossed so-so. Cab Calloway at the State opened terrifically yesterday, jamming the house all day. Picture is *Meet Nero Wolfe*, which is probably adding little to the draw.

Among the night spots, the Yacht Club, 18 Club and Leon & Eddie's are doing the heaviest after-theater trade in the West 52d street area. The mass clubs, Paradise and Hollywood, have nothing to complain about either, but in general Times Square night life business is quiet with the exception of hotel dining rooms, which are doing better than clubs proper owing to cooling systems and roof gardens. Suburban night-eries are picking up.

Scab Writer Group Drawing Up a Code

HOLLYWOOD, July 25.—After two months in a dormant state, activity broke out among Screen Playwrights, Inc., this week with the board of directors of the new writer group setting a committee to draw up and negotiate a code of practice with major studios and putting plans in motion for a story registration department in competition with that of the Screen Writers' Guild.

In addition, seven applicants for Class A membership were passed on. They are Sarah Y. Mason, Victor Heerman, Edward Kaufman, Harlan Ware, Marguerite Roberts, Harry Thew and Elliot Gibbons. This brings the total membership roll to 67.

Contemplated writer-producer code will be drafted by Grover Jones, president; Bess Merydith and James Kevin McGuinness. Details of the story registration department, which was given considerable discussion, will be worked out in the next few meetings. It is planned, however, to have the department function as a bureau for members only to bring original stories to the attention of producers in opposition to a similar bureau in the Screen Writers' Guild, which has been registering stories for the past 15 years to establish priority in the event of plagiarism disputes.

Permanent offices will be taken this week by the Playwrights on the sixth floor of the Taft Building, with a paid secretary in charge.

Shreveport Stink Bomb Suit

SHREVEPORT, La., July 25.—A sequel to a strike by motion picture operators at the downtown theaters in Shreveport was the filing in the State court here of a damage suit by W. T. Talen, local resident, against the Saenger-Enrich Enterprises, Inc., for \$3,500, due allegedly to Talen being struck on the head by a stink-bomb while attending the Majestic Theater. Talen, who is connected with the South Coast Amusement Company, asserts in his petition that on June 6, 1936, he and his wife purchased tickets and entered the theater as patrons. While seated in the theater, he charges, he was struck on the back of the head by a missile commonly called a stink bomb, which caused him injury that necessitated medical attention. He was greatly embarrassed and humiliated and became nauseated because of the terrible odor, he asserts in his petition.

Showboats are still taking sizable grosses and two new ones will open next week. One of them, the City of New York, will make nightly trips from the Battery to Keansburg. The other, a long-delayed WPA venture, is the Eucaneer.

Burlesque houses around Times Square have been managing exceptionally well, a condition attributed to the influx of tourists.

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Young, Attractive Figures in Pose, Travel, Art and Cafe Work. ALSO WANT Precocious Talkers. Write, giving full information and phone number.

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ROY E. HOGAN'S ORIGINAL ORPHEUM PLAYERS

Circle Stock Out of Springfield, Mo. People all lines. Commonwealth have always made more than a salary. Address quick ROY E. HOGAN, Branson, Mo.

WANTED

Five circle stock for best known Show in Alabama, Piano Player, Double Stage, young General Business People, Double Parts and Specialties. State all truthfully.

KELLY MASTERS

FAYETTE, ALA.

ACTS

Going east or west contact

WOLFF-WARREN

AMUSEMENT ENTERPRISES

391 Elliott St., Buffalo, N. Y.

WANTED for MED SHOW

White or Colored Comedians, Sing and Dance, also work in acts. Help put up and down. Platform, two-week stands. Also one white all-in picture operator. Old timer preferred. Salary low but sure. Pay all after joining.

DR. N. HOWARD, Milan, Tenn.

WANTED

Musical Med. Team. Man, Black; Woman, Straight and Specialties. Join on wire, stating age and lowest salary.

JIM CLARK

GALMOON CITY, MISS.

RADIO, PIX FIGHT CENSORS

Clergyman To Use Airways in Hays Campaign Against Shears

M. H. Aylesworth active in promoting plan—instance claimed proof of his reported return as NBC chief—program to go on chain and indie stations in fall

NEW YORK, July 25.—Anticipating the return of Merila Hall Aylesworth to the helm of the National Broadcasting Company, it is reported that the former prez is now busily engaged in the completion of a program that will find the radio and motion picture industry working together in one common interest. A series of proposed network features is pointed to as marking his return to the broadcasting field. Working in co-operation with the Motion Picture Producers and Distributors' Association, Aylesworth will provide a radio service for the exploitation of motion pictures. Nor will it be limited to the facilities of NBC. Thru electrical transcriptions, this service may embrace over 200 radio stations thruout the country not affiliated with the chain.

Since NBC and Radio-Keith-Orpheum Pictures Corporation, Aylesworth being a board official at both organizations, are RCA subsides, this transcribed radio service will be of further importance to the mother company in view of its interests in both motion picture sound recordings and electrical reproductions for radio.

With Carl E. Millikan, former governor of Maine, representing the Hays office, Aylesworth is expected to announce shortly the first step in his plan which will provide for a clergyman using the microphone to co-ordinate the era's two predominant mediums of entertainment, radio and motion pictures. The proposed series will have Rev. Dr. David Carl Colony, of the Episcopal Church, doing a five-minute talk titled, *Sermons on the Movies*. Dr. Colony is expected to propound that 80 per cent of all motion pictures produced, either deliberately or by chance, teach a definite moral lesson. On each program he will review briefly a current film, pointing out the moral lesson it contains, and tracing the thought in question to a biblical text.

Coming on the heels of the encyclical for a world movie censorship ordered by Pope Pius XI on July 2, this feature is seen as a crucial move on the part of the motion picture industry in America to counteract any move for a world-wide censorship on movies to be affected by the proposed International Catholic Motion Picture Congress in Rome next September. This in spite of the unofficial report that Will H. Hays considers the encyclical a tacit indorsement of the industry's own censorship plan.

Planned to start early in the fall, Dr. Colony's exposition on the movies from a religious angle is slated for the entire NBC net. In addition, electrical transcriptions of his talks, to be made by RCA, will be distributed thru the Hays office to more than 200 radio stations not included in the NBC chain. Teaching religion with movies thru the radio, Dr. Colony's participation may eventually lead to a *Church of the Air* sponsored by the two entertainment industries.

A further feature, depending upon the success of the initial venture, will be a dramatized series to supplement Dr. Colony's sermons. Employing a professional cast of radio actors, the dramatized versions will enlarge on his principles.

Olympics Commercial On New York Indie

NEW YORK, July 25.—Opening and closing broadcasts in German of the Olympic games on August 1 and August 10 may go commercial if an advertiser is found. Broadcasts will be on WBXX, in the Bronx, which this week received an okeh from the German Radio Rundfunk to sell the stanzas.

WBXX will get the German broadcasts by way of RCA short wave, the Riverhead station of RCA transmitting the ceremonies to WBXX for rebroadcast. Also all the major networks of this country, as well as stations all over the world, will carry Olympic broadcasts, this is claimed as the only show to be sold to an advertiser.

Nix on Hoocy, Says GOP; We Want 'Em To Listen In

NEW YORK, July 25.—New use of radio by a political party is being attempted by the Republican National Committee, which is trying to get away from the straight speech and propaganda angle, has set William S. Hard, newspaper man and commentator, on NBC for a five-time-a-week nightly commentary series. Hard will do 15 minutes a night, bulk of the program devoted to comments, and some part to occasional big wigs for speeches or interviews. Hard starts July 30, GOP committee placed the biz direct and the program is one of numerous placements by major political parties for paid time.

While the Republicans are placing their time, so far direct, even the Hill Blackett, of Blackett-Sample-Tummitt, is in charge of this phase of things for this party, the Democrats, according to radio execs, will spot their business thru agencies and give the ad outfits their 15 per cent—when it's paid. Political time payment is usually made any time from the date of broadcast until the next election—four years hence. William Rankin agency has placed most of the Democrat's biz so far.

Gillin Heads Neb. Group

LINCOLN, Neb., July 25.—John J. Gillin, of WOW, Omaha, was named president of the Nebraska Broadcasters' Association at a meeting of the organization here. Other officers named by the group, which was formerly known as the Missouri Valley Broadcasters' Association, are John M. Henry, stations KFAB, KOIL and KPOR, Lincoln and Omaha, vice-president, and Art Thomas, of Norfolk, re-elected secretary and treasurer. Clark Stafford, of KGFV, Kearney, and W. I. LeBarron, of KGNF, North Platte, were named directors. The association voted to contact University of Nebraska officials in an effort to broadcast university football games this fall. Such broadcasts have been barred for the past few years.

Pix and Radio Execs Plan Pact To End "War" Over Guest Stars

HOLLYWOOD, July 25.—Threatened war between pictures and radio over the use of guest Hollywood names is expected to come to a peaceful conclusion. It is understood that meetings have been held between top agency representatives and film executives the past week and that a code of operation is in the process of development to pacify all factions on a compromise basis.

The yanking of Wallace Beery and Stuart Erwin by MGM last week, several days before their *Viva Villa* broadcast in the Lux period, has been amicably settled, with the pair slated to do the show in September, when their production schedules will allow time for radio rehearsals and the 5 p.m. broadcast hour. Beery and Erwin, appearing in *Old Hutch* and *Chained Lightning*, respectively, were canceled, MGM stated, solely because of tight shooting schedules on both pictures.

Meanwhile Warner Brothers, none of whose contract players have been booked for an air spot in the past few weeks, okehed Joan Blondell's appearance on

Pitt Stations Selling Acts To Pay License Fee

PITTSBURGH, July 25.—Local radio stations engaged in booking their sustaining or commercial talent are asked to register with the Bureau of Employment, Department of Labor and Industry. State Investigator Arthur W. Goodrum is in from Harrisburg to take charge of the drive.

He revealed that a station's artists' service bureau selling talent is classified as an agent, and is, therefore, required to be listed with their department. Any station doing a strictly buying and selling business is required to pay no fee but must be registered on the "free agent" list. Stations collecting a fee for their booking services are required by law to take out a regular \$100-a-year booking license.

Goodrum stated that local stations are co-operating with the department and are falling in line.

Piastro To Conduct For Coast Oil Firm

SAN FRANCISCO, Calif., July 25.—Standard Oil Company of California, has signed Michel Piastro, concert master of the New York Philharmonic, for 13 weeks, starting July 30, to direct the weekly Standard Symphony Hour over the NBC-Pacific Red network. Programs, with two exceptions, will continue to originate from the Community Playhouse of the Western Women's Club building here and 65 members of the San Francisco Symphony Orchestra, of which Piastro was formerly concert master and assistant conductor, will be used. Alfred Hertz, as conductor of the Standard Symphony Hour, concluded his series last Thursday.

San Francisco Symphony has been re-engaged by the Ford Motor Company for appearance at the California-Pacific International Exposition in San Diego August 11-23, which will be broadcast, probably, over CBS. Standard Oil, during that time, will fill in with two other Pacific Coast symphonies, the Seattle on August 13 and that from Portland August 20. Basil Cameron will direct the Seattle concert with Piastro as violin soloist. Piastro is scheduled to conduct the Portland program. Hertz will baton the San Diego appearances of the San Francisco Symphony, which last year was awarded the gold medal for its brilliant performances at the exposition.

De Angelo Quits Blackman

NEW YORK, July 25.—Carlo de Angelo, radio head of Blackman Advertising, Inc., for several years, resigned this week. No reason given, with a successor not named yet. De Angelo handled, as Blackman's radio boss, most of the radio business for Procter & Gamble Company.

Reported that De Angelo might leave New York to associate in a production capacity with NBC on the West Coast.

Randall as NBC Vice-Prez?

Report appointment to follow his selection as head of public relations

NEW YORK, July 25.—Prediction is being made in the New York offices of National Broadcasting Company that Wayne Randall, head of the press department, will be named a vice-president of the chain within a year. Randall's designation as a v.-p. will follow, it is claimed, shortly after official announcement is made of his selection as co-ordinator of all NBC activities touching on public relations. The vice-president report is unofficial; the co-ordinator report, it is claimed, will be made officially within the near future.

Under his new duties as co-ordinator Randall, it is said, will be in charge not only of publicity, but advertising, promotional activities and such broadcasts coming under the educational classification. It is stated in NBC circles that Lenox R. Lohr, president of the network, has approved this plan, with one item contributing to delaying the official announcement being the season of the year. Another is reported that no decision has been made as to what Randall's new title will be under his new appointment. When the event does take place, it is said, publicity and sales promotion offices will be moved to the same floor. Press is now on the fourth; promotion on the third.

Unofficial sources say that when Randall moved to the sixth floor from the fourth, as he did recently after NBC went thru a minor personnel reorganization, the tipoff was given on his new post. When it's all given the final approval Vance Babb, now acting head of the press department, will lose the acting part of the title. E. P. H. James, of course, will remain as head of the sales promotion department.

Teleflash Accepts Temporary Injunction

NEW YORK, July 25.—Teleflash, Inc., sued by Walter O'Keefe and the Revelers, thru Maurice J. Speiser, to restrain the wired service outfit from using any phonograph records made by the plaintiffs, consented to an injunction Wednesday (22). Meanwhile Speiser has moved for an early trial to be held in the fall.

Suits brought by various radio stars against local stations on similar complaints will be heard Wednesday (29) in the New York Supreme Court.

Personnel Is Set At WNBR, Memphis

MEMPHIS, July 25.—With the formal transfer of ownership of Station WNBR on July 20 to *The Commercial Appeal*, operator also of WMC, Memphis' NBC outlet, a stepped-up expansion program is noted this week. The new manager has filed application with the FCC for an increase in power for the junior station from 1,000 watts day, 500 night to 5,000 day and 100 night. The purchase was approved on July 2.

Under the new organization plan, Henry W. Slavick will be general manager of WMC, WNBR and W4XCA. The Appeals' new short-wave station, Mallory Chamberlin becomes advertising director of all three stations and assistant to Slavick. Francis S. Chamberlin takes on the management of WNBR. Joseph C. Eggeston will be sales manager of WMC and Grover S. Godfrey Jr., sales manager of WNBR. Other station personnel will remain the same.

The Commercial Appeal in addition to asking for added power for its latest addition, is also requesting the FCC to grant it permission to erect a new 5,000-watt station for NBC service at Mobile. *The Appeal* points out that Southern Alabama is without NBC service as both stations in the State south of Birmingham with enough power to get out are both affiliated with CBS.

Levys Again Puzzle Trade

Philly radio setup is confused by KYW return to National Broadcasting Co.

PHILADELPHIA, July 25.—With the Levy brothers, Ike and Doc, startling local radio by turning back Westinghouse's KYW to the National Broadcasting Company, the Philly picture takes on a muddled aspect. Anything can happen now and millennium hasn't even arrived. Without explaining the underlying significance that prompted the move, Dr. Leon Levy released to the press on Monday (20) his correspondence with Lenox R. Lohr, NBC prez, and Lohr's letter accepting the resignation of the Levy brothers from KYW's management.

Rumors run wild. As a result a factual appraisal of the true circumstances involved is impossible at the present time. However, an understanding of the reported situations, any one or all of which might be the contributing factors, throws some light on the sudden bombshell cast by the Levys.

When KYW moved to Philadelphia on October 11, 1934, it provided for the unusual spectacle of a CBS exec operating an NBC station. There is no question that under Levy management the station has attained an enviable position in Philadelphia radio. Station has been a money maker all along. In spite of the heavy black numbers on the balancing sheet the Levys never held the free rein as they did at WCAU, their own station, especially in dealings with the technical and engineering end. And since they were accountable to both NBC and Westinghouse and the net profits took a three-way split, it is explained that their cut did not justify the efforts expended.

How the local setup will finally turn out is a matter of conjecture. In addition to their WCAU the Levys have always had a controlling interest in one other Philadelphia station. Before KYW it was WIP, and with the option of its return to the Levys having lapsed, there is certainly no chance for an "in" there. That the KYW kettle was brewing for some time may be appreciated by the fact that Doc Levy had made offers to buy WPEN and WRAX for an "interested party," stations sharing time.

Some venture to say that if any station will go on the selling block it will be Levy's own WCAU. It is regarded as an open secret that Ike Levy is pretty much fed up with the entire radio industry since the turn of events at the NAB meeting. His threat to organize a new association of broadcasters is not accepted too seriously. It will not be surprising to find that Ike Levy, financially independent, feels the local trade, will step out of the radio picture and return to his law practice.

Lester Joy, NBC's resident manager at KYW, remains as general manager, and any personnel changes are expected to be in the regular order of business. Station could never be accused of being overstaffed and radical changes are unlikely. Levys asked that their release be effective on September 1, and new studios and offices for KYW could hardly be in readiness before the end of the year. Altho Westinghouse has its own building in the city, it is more likely that a center-of-town location will be sought.

Studio "Kaffee Klatch" With Sandwiches and Fizz

NEW YORK, July 25.—Program planned to start on WOR-Mutual in the fall by Continental Baking Company thru Batten, Barton, Durstine & Osborn will be in the nature of a "kaffee klatch" for the studio audience. Guests at the New Amsterdam Roof (WOR Playhouse), where the program will go on, will be served with sandwiches made on Wonder Bread and Hoffman's Ginger Ale. Latter isn't in on the show to any other extent.

Program will use old-fashioned mellers, with Jack Smart and Adele Ronson temporarily in as the leads. Snow will be done in costume. Smart may not be able to do the show because of a possible Hollywood contract. Ken Christie's Orchestra and the Songsmiths round out the show.

Time is for an hour on Sunday nights.

Free Gas

SYRACUSE, July 25.—Some auto drivers are getting free tanks full of gasoline. Benzol Company, with a show on WFBL, gives any autoist driving into a station with the last four numbers on the speedometer all the same the free petrol.

Both Chains To Expand in South

NEW ORLEANS, July 25.—Directly following the announcement by CBS officials that it will extend its facilities in Dixie as means of building up the CBS outlets in this section of the country, officials of the NBC are said to be prepared to soon make some important announcements of a like character in its Southern facilities. Already Memphis announces that WNBC, taken over this week by WMC management, will take the Blue network programs while WMC carries the Red.

New Orleans is alive with rumors that WDSU, now an indie but formerly the local CBS outlet, is to become the second NBC affiliate in the Crescent City, carrying the Blue programs, while WSMB, the old NBC local, takes care of the Red. WDSU, a station of 1,000 watts and operating on 1,250, has been devoting most of its time since leaving the CBS late last fall to local buildup. WWL, the CBS station, is due to benefit from the better Southern facilities talked by Columbia.

At the same time over at Atlanta, WFTF, formerly of Athens, Ga., is being moved and is said to be ready to carry half of the NBC programs in the big Georgia city, taking the Blue network while WSB is to carry the Red. WFTF was recently leased by Leonard K. Winston. It operates on 1,450 k. c. with 500 watts. In leasing this smaller station, Winston is said to be backed by Arde Bulova, watchmaker, who devotes much time to advertising on the air.

Under the present CBS setup, all Southern links are entirely dependent upon WBT at Charlotte which feeds the Southern group. As a result, other Southern stations are without CBS service whenever Charlotte is putting on a local or a commercial CBS program that is not meant for the Deeper South. The new plans call for installation of new trunk lines and more independency for the other Southerners. The use of more spot campaigns in the South is indicated in word reaching here from New York.

First to hit the airlines soon will be a layman's survey of Cal Tech with many of the savants called to the air for interviews. Los Angeles Harbor gets second call.

Program Trends Shift Towards Human Interest, Cheaper Shows

NEW YORK, July 25.—Two major program trends noticeable for the fall indicate a diminishing market in commercial radio for straight dance bands as such and a marked tendency, by use of cheap human-interest shows, to cut down on the guest star, heavy name, variety type of program. Agency men state definitely that with the exception of those top-notch orchestra leaders who have established their names thru either a personality twist, such as Ben Bernie, or a style as exemplified by Guy Lombardo, preference in musical shows is going to be given leaders who can qualify as not only tops on the dance stuff, but equally as good on the production type number. Otherwise, according to the agency talent buyers, orchestras will be used primarily for background and will be increasingly subjugated to name performers on the program.

On the human-interest angle the battle that preceded the sale of Good Will Court to Standard Brands indicates the preference of sponsors for shows of this type. Such shows have not only the advantage of lower budgets, but are figured to have greater appeal than star-studded stanzas. Latter, the program men are starting to find out, cost too much for the return in a good number of cases, and because so many shows using that pattern have lost prestige and draw as a result. And the cost of the stars is rising steadily as the demand increases. Agency men figure that using

Joint Committee To Study Station Coverage Methods

Committee to evaluate past systems of estimating station audiences, then recommend one thought most accurate—to issue radio set census figures annually

NEW YORK, July 25.—Evaluation of past radio station coverage measurements to recommend that one method felt to be best, from the standpoint of accuracy and impartiality, among other qualifications, is now the principal activity of the Joint Committee on Radio Research, set up by advertisers, the agencies and the National Association of Broadcasters. Until now, with the exception of the announcement of its work on preparing the census figures for radio set ownership, the committee has steered clear of any statements, preferring to work in the dark for two principal reasons. One was that the group wanted time to orient itself insofar as definitely deciding what slants to tackle and how to tackle them. Other was the question of finances, since settled.

Mutual Gets First Coast to Coaster

NEW YORK, July 25.—Mutual Broadcasting System contracted for its first Coast-to-Coast commercial this week, with Murine signing on the dotted line. Starting date of the national program is indefinite, inasmuch as the date on which Don Lee will join MBS is still up in the air. Program will be a half-hour musical show, with the same amount doubling its time as compared to its program last season on the same chain. Meanwhile the starting date on MBS proper is November 4. Agency is Neisser-Meyerhoff.

Mutual has also ticketed Grove's Bromo Quinine to a 26-week deal using Gabriel Heatter in his news commentary programs. Heatter is now on NBC for Modern Industrial Bank, but this firm is stepping aside for the Mutual deal and may pick up when his contract with Grove's expires. Show starts in September, thru Stack-Ooble, with a report that WLW has not definitely accepted the series, on the claim the product is a laxative.

Other MBS accounts lined up include Cudahy Packing Company, on WLW and WGN, starting September 28, and two additional possibilities in Fawcett Publications and Mollee. Not known whether the last account will use MBS for additional coverage or go on Mutual and leave NBC.

NBC Thesaurus Records Out

NEW YORK, July 25.—Settlement of the RCA strike in Camden has allowed NBC to catch up on shipments of its Thesaurus recordings. Platters due out July 1 and July 15 were held up and finally got out July 23.

New Outfit To Set Pix Stars on Platters

NEW YORK, July 25.—First time that picture stars will undertake making transcriptions in serial form will happen in a program lineup being planned by Associated Cinema Studios, recently organized Coast outfit controlling several picture and radio studios, including the Freeman Lang properties on the Coast. Besides their regular in person shows only time picture names have been waxed has been for one-time shots.

Associated, according to Conquest Alliance Company, which will handle all sales east of the Mississippi for the firm, has already lined up a flock of names to go on platters, first being May Robson in a 13-time serial. New outfit records on a film sound track first, then dubbing onto wax. Method is said to have several technical advantages. Associated was formed six months ago.

Frank Purkette, a vice-president in ACS, left New York for the Coast this week.

KLZ Ups Power With Party August 1

DENVER, July 25.—KLZ, Columbia outlet in Denver, will celebrate service of its new transmitter by an outdoor dinner and entertainment August 1. The affair will be put on at the site of the new transmitter, located in Cherry Hills, class suburb of Denver.

KLZ is spending nearly \$100,000 on the new equipment, which will be 5,000 watts day and 1,000 night, as against the former power of 1,000 watts day and night. The company owning KLZ also owns WKY in Oklahoma City, as well as newspapers there.

Denver business men have been invited as well as those prominent in advertising and radio in other parts of the country. A delegation from WKY, headed by Edward K. Gaylor, president of the companies, and Edgar T. Bell, general manager, will attend.

cheaper shows will enable them, in the end, to buy the stars when they want them for less money, and because they won't have been on the air so much their names will carry more listeners.

One agency man commented that using the cheaper human-interest program was a step towards simulating some newspapers which play the human-interest stories up heavily. Reader interest or listener interest is greater because of the appeal involved, at the same time making the listener feel as part of the show. This includes programs of the *Good Will Court*, *Community Sing*, *Vox Pop* or *Husbands and Wives* classifications.

In the orchestra trend program builders state that the years of steady dance-band broadcasting at night has detracted from the value of straight dance bands on musical shows. Thus the advertisers want their bands, in addition to straight dance rhythms, to turn out heavier production numbers such as done by Raymond Paige, Al Goodman, Leo Reisman, Rudy Vallee on his Fleischmann's yeast show and others. This pulls more they claim and means more to the listeners than "hurry up" dance music played between numbers done by comedy stars and so on on their programs.

A specific example is given in the new Camel show with two orchestras, swing and dance tempos mainly handled by Benny Goodman and Nat Shilkret on the production numbers.

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Conductor
exclusive management
COLUMBIA BROADCASTING CO.

COAST to COAST

★ WALTER ★ TETLEY

Radio's Outstanding Boy Actor
FRED ALLEN 8:00 p.m. Wed. NBC
SNOW BOAT 9:00 p.m. Thur. NBC
PAUL WHITEMAN 9:30 p.m. Sun. NBC
BOBBY BENSON 6:15 p.m. Mon. CBS
DUCK ROOERS 6:00 p.m. Mon. CBS
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The Leading International Duo Pianists
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(IMITATOR-COMEOIAN)
UNUSUALLY LIFE-LIKE IMITATIONS OF
BIRDS, ANIMALS, WILD BEASTS, ETC.
Room 902, 728 Seventh Ave., New York City,
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Alexander GRAY

Baritone

Pers. Mgt. CBS Artists Bureau

WINGY MANNONE

THE NEW ORLEANS SWING KING,
Now Touring New England With His New,
Full Size Swing Band.
Pers. Mgt.—WILLS ARTISTS, INC.,
790 Seventh Ave., New York, N. Y.

Russ MORGAN

RINSO-LIFEBUOY
CBS TUES. 8:30-9 P. M.
rebroadcast 11:30 to 12 P. M.
and His Orchestra
"Music in the Morgan
Manner"
HOTEL BILTMORE
NEW YORK

HUGH CROSS AND HIS RADIO GANG

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

TOMMY AND HIS ORCHESTRA

★ ORCHESTRA ★
DORSEY
NOW ON TOUR
Management MCA

Station Notes

Address All Communications to the New York Office

Because the recently signed contract prohibits substitutions, BRUFF OLIN, announcer at WFBL, Syracuse, cut his vacation to one week so as not to interfere with the man on the street program sponsored by D. & B. products. . . . Central States Broadcasting System, operating KOIL, Council Bluffs, and KFAS, Omaha, and KFOP, Lincoln, will re-sume publishing a house organ next month after being without one a year. BRUCE WALLACE will be in charge. . . . WOODY WOODHOUSE, sports announcer of WDNC, Durham, N. C., is back after a visit to New York. Took in the major sporting events when there. . . . Fuquay Varina Tobacco Market and Barbey's Brewery have signed for time on WPTF, Raleigh, N. C. . . . WCKY, Cincinnati, is broadcasting information of help in capturing criminals, drivers of accident cars and the like in co-operation with local police. . . . JACK FITZGERALD is a new announcer at WFBL, Syracuse, hailing from WMFF, Plattsburg, and WOY, Schenectady. . . . LORNI WILKINSON, program director of WTAQ, Green Bay, Wis., and conductor of the Farm Bands program, has been taking the act on personal appearances in near-by towns. EVERETT COBB, announcer on the same station, is back at the mike after a vacation in Boston, his home town.

JACK CAREY pinch-hitting for PAT STANTON at WDAS, Philadelphia, while STANTON goes touring Ireland. GENE MORGAN, announcer at WIP, Philadelphia, moves his affiliations across the street to WFIL. . . . FRANCES FOSTER, former vocalist with PAUL MARTEL'S Orchestra, using the FRANCES CARROL moniker to warble over WIP, Philadelphia. . . . ED WALLACE, staff announcer at WIP, Philadelphia, turning his weekly *Man About Town* spiel into a daily dish. . . . JEAN ROGERS, cinema chatter on KYW, Philadelphia, returns from the movie lots in time for her 300th broadcast on the Fryhofer show. . . . FLORENCE BENDON is a new songstress heard over WFN, Philadelphia.

AL GODWIN, announcer for WWL, New Orleans, is planning to open an announcers' school in New Orleans, with JUAN VILLASANA, former theater director, in charge of dramatics. . . . A. S. POSTER, commercial manager WWL, has just returned from an extensive business trip thru the North and East. . . . KTEM, Temple, Tex., is a new transmitter under construction by the Bell Broadcasting Company.

WRR, Dallas, announces the acquisition in that city of the newly organized Star Radio programs. . . . When WFPC, police station at Memphis, celebrated its fifth anniversary this week, WMC and WREC hooked up for a special broadcast of five minutes so that police could take part in dedicatory program. . . . FCC approved this week transfer of control of KALB, Alexandria, La., to W. H. ALLEN. Station is now operated by Alexandria Broadcasting Company, ALLEN being president.

Here is one for the much-used book that you may believe or not, nevertheless it is true. BOB IDE, in charge of the Yankee network bookkeeping department, appeared at his desk with about three yards of bandage wrapped around one of his fingers. It finally leaked out that BOB had strained a tendon taking off his sock. . . . WESLEY MORGAN, Boston's only radio male "Hello" boy, switches from the WCOP, Copley Plaza, to the WBZ (NBC-Blue), Bradford Hotel switchboard. MORGAN replaced at WCOP by JO-ANN SULLIVAN, who also assumes the duties as receptionist and a secretary of the station. . . . JOSEPH J. McMASTERS, former assistant manager of the Paramount-Public Theater, Portsmouth, N. H., becomes latest addition to WMEK, mikenan staff, following recent auditions. . . . MORF PEARL and his *The Tent* Ork off WMEK air waves for the summer after a 10-week stint. Reason for July-August layoff due to PEARL'S new policy to give his lads

the week-end for themselves. . . . IRENE KEEFFE, warbler, and MOREY'S Music was a Sunday show. . . . CLIFFORD BENSON, 11-year-old tenor, treks to Boston from Gloucester on the North Shore (about 38 miles) every Saturday a.m. to guest on WILLIAM EARLE'S *Stars of Tomorrow* juve show over WHDL. Now that his dad, ALEXANDER BENSON, has received his bonus, CLIFF can get some real vocal training for those pipes of his. S. ALFRED WASSER, sales manager of WMEK, underwent an operation Monday (20) at the Massachusetts General Hospital, Boston. . . . ALFRED J. FOTE, managing director of WMEK, off to Washington, D. C., to confer with his engineers and FCC officials. . . . FRANK JENKINS, radio editor of *The Boston Herald-Traveler*, on vacash. . . . GERRY HARRISON, director of public relations for the Yankee and the Colonial networks, currently up in the Maine woods enjoying the wide-open spaces.

JOE AZARO, announcer at WELI, New Haven, Conn., is confined to his bed, nursing a couple of broken vertebrae—he fell while getting out of his car. . . . WICC'S (Bridgeport, Conn.) latest sustaining feature is the Classic Trio, a trio of young ladies from three different cities in Connecticut, RUTH SMITH, of Stamford; MARY HUTCHINSON, of Greenwich, and MARY KIMBALL, of Riverside, with VILLA NOSHELL as accompanist. . . . Because of several announcers on the staff at WELI, New Haven, Conn., being on their vacation last week, Chief Engineer GORDON KEYWORTH and his assistant, JOHN REILLY, were pressed into service and conducted themselves admirably. . . . The Group Theater colony in Nichols, Conn., is now broadcasting over WICC, Bridgeport, Conn.

LAMBDIN KAY, general manager of WSB, and Mrs. Kay are vacationing in Daytona Beach, Fla. Last summer Colonel Kay caught the largest tarpon of the season. This year he says his title is not at stake, but he's not competing. . . . HAMMOND SMITH, assistant advertising manager of WSB, is taking his vacash in Memphis, Tenn., the home town. . . . ENID DAY, fashion reporter for Davison's, Atlanta department store, interviewed the Atlanta baseball team during her spot recently over WSB. . . . GRACE HARTLEY, food editor of *The Atlanta Journal*, began a new series of food talks over WSB last week. . . . JOHN FULTON, of WOST staff, is handling baseball detail for station during summer.

Predict WLWL Sale Will Affect Local Radio Scene

NEW YORK, July 25.—Proposed sale of WOY, New York, to WLWL, New York, and operation of the latter on 1100 kilocycles by Columbia Broadcasting System, in a deal with the Phullat Fathers, owners of WLWL, will be settled by about the week starting August 3, it was said at CBS this week. Meanwhile no official information is forthcoming, the situation being plenty jumbled and, said a CBS exec, "Garbled stories don't help."

Local broadcasting circles feel the most important phase of the proposed deal, giving CBS a second station in New York, is not the doubtful possibility of a second network for Columbia, but the effect WLWL, as a major New York station, will have on the local radio setup. It is practically taken for granted that when CBS, when and if CBS takes over the station, it will be able to shunt plenty of business thereto, since WABC can't handle the local business CBS can land. With the station planned to get full time, CBS prestige might result in business now going to local indies moving to the CBS second stringer.

Grange on for Sinclair

NEW YORK, July 25.—Understood that Sinclair Refining Company is dropping its long-established minstrel show, at least for the time being, in the fall and substituting a football program built around Red Grange, former college and pro star.

Orange starts September 24 and will be on Fridays and Saturdays. Series will terminate with the football season. Agency is Federal Advertising.

New Biz, Renewals

NEW YORK, July 25.—New accounts on the National Broadcasting Company: CAMPANA SALES COMPANY, thru Aubrey, Moore & Wallace, starts October 4 on WEAF and 25 stations, Sunday, 3:30-4 p.m. *Grand Hotel*.

THOMAS J. LIPTON, INC., thru Frank Preabrey Company, starts August 13, Thursday, 11:30-11:45 p.m., on WEAF and 21 stations. Ralph Kirbrey.

CBS Accounts

VICK CHEMICAL COMPANY, thru Morse International, starts September 27, Sunday, 8-8:30 p.m., on WABC and 76 stations. Nelson Eddy, Pasternack Orchestra.

New York Area

SALLY'S FUR STUDIO, thru Lew Keshuk, starts August 2, Monday to Friday, 9-9:30 p.m., Sundays, 1:30-2 p.m., and 7:30-6 p.m. Al Shayne and Don Albert Orchestra. WHN.

KAY FOSTER STUDIO, direct, Sunday, 10:30-11 a.m. WHN.

WATSON McKENNA MOTOR CO., RALPH MORGAN COMPANY, J. J. HART, thru Picard Advertising, started July 13, recordings. WHN.

SWEETS COMPANY OF AMERICA, one time only, July 30, *Tomorrow's Stars*. WHN.

Newark

COLLEGE INN FOOD PRODUCTS CO., thru Blackett-Saunple-Hummert, starts September 15, participating in Martha Deane program. WOR.

WALKER GORDON LABORATORY, thru Donahue & Coe, renews, effective July 21, participating in Martha Deane program. WOR.

BOSTON FOOD PRODUCTS CO., thru Ferry Hanly, renews, effective August 5, participating in Martha Deane program. WOR.

KREUGER BREWING CO., started July 21, thru Biow Company, 15 minutes daily. WNEW.

WOOD CAREER CLINIC, thru Schilling Advertising Corporation, started July 21, announcements. WHN.

Cleveland

MILAN BREWING CORP., thru Richardson-Oswald, three 15-minute spots weekly. Transcriptions. WHK.

C. M. WELCH CO., thru H. M. Kiese-wetter Agency, three weekly 15-minute news broadcasts. WHK.

BENEFICIAL MANAGEMENT CORP., thru Albert Frank-Guenther Law, announcements. WHK.

ATLAS EMPLOYMENT AGENCY, direct, announcements. WHK.

MILES AVENUE BRICK & COAL CO., direct, announcements. WHK.

CAMPAGNIE PARISIENNE, thru Northwest Advertising Company, six weekly three-minute programs, 12 times. WHK.

WESTINGHOUSE ELECTRIC CO., thru Fuller, Smith & Ross, announcements. WHK.

Atlanta

STEPHENS WORK CLOTHES, 13 100-word spots, WSB.
DODGE MOTORS, 18 one-minute (See NEW BIZ on opposite page)

TED JENNINGS

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



The Dynamic "ARNO"
Conductor - Violinist
SHEA'S Buffalo Theatre
WBEN • Saturday, 7:30 P.M.

Exclusive Direction — Jack Lavin, Paul Whiteman — Artist Management, Inc. 17 E. 45th St., New York City

ROY

★ ★ ★ ★
Dramatic Baritone
SALLY'S MOVIELAND REVIEW
WMCA

Sundays, 2 p.m. and 9 p.m. Now 10th Month.
Mon. to Sat. 8:30 to 9 p.m. EAST.

GOBEY

Program Reviews

EDST Unless Otherwise Indicated

Petticoat on the Air

Reviewed Tuesday, 7:45-8 p.m. Style—Femme news commentator. Sustaining on WFIL, Philadelphia.

Mrs. Isabelle Hewson not only impresses as a swell air newscaster, but her tri-weekly stint gives good evidence that here is one female who doesn't have to take a back seat for any male doing the same kind of stuff. Spotted against Boake Carter makes the competition pretty tough, and while the Philco chatterer is in no immediate danger of losing his hold, the Petticoat lady also shows a mean ability to glean the news squibs. And with a keen appreciation of values and a voice that appeals to the ear, her spot should grow.

Spel opened with an analysis of the Bastille Day riots in France, then hopped to a human interest story about a Brooklyn boy scout sticking to the "honesty is the best policy" creed, observed the split in AFL ranks and then back to the European political setup. Her viewpoint of news, together with a very good style of writing, editing and presentation, makes the program an engrossing figure.

Give-away bug has hit this station in a bad way, especially with movie tickets. Twenty best letters on "why I like this program" get a pair to the Europa Theater, an arty house specializing in foreign pix. Too bad that this spot has to be cheapened with the idea that the best way to get listeners is to give them something free and announce their names for the effort. Mrs. Hewson's work is the best inducement this spot has.

Does a special spel on Wednesdays for the Mutual web. ORO.

At Eight-Thirty

Reviewed Thursday, 8:30-9:15 a.m. Style—Variety program. Sustaining on WCAE (Pittsburgh).

A handy program on a morning hour. Featuring Earl Truxell's Orchestra and Bob Short as master of ceremonies, this feature dishes out an entertaining 45 minutes for the breakfast eaters who like music with their early morning meals. Pop tunes are given the edge by the musical outfit, with various station entertainers alternating on different programs for a variety of offerings. Short makes a pleasant ease at this early hour and his style should be soothing even to the most grouchy early risers. S. H.

Morton Gould

Reviewed Monday evening, 8:30-9 p.m. Style—Orchestra and soloist. Sustaining on WOR (MBS network).

Music played by Morton Gould and his orchestra on this program is described as "music in the modern manner." Such descriptions are always dangerous. It may mean that the arranger goes haywire, brings in cowbells, anvils and typewriters as musical instruments. Or, as in the case of Gould, it means excellent interpretations of popular tunes, presenting a good ear picture of what a fairly large, or at least larger than ordinary, dance orchestra can do. And if Gould doesn't use an augmented group it's more of a tribute to him. His choice of instrumentation for various phrases, use of individual pieces and the general musical inflection of his outfit—probably the house band stepped up a bit—is grand. In common with few others, he makes a routine piece take on quality. Also in common with others, he overdoes it once in a while.

Larry Taylor, another comparative youngster, handles the occasional vocalizing on the show. Sings okeh in the crooner classification. J. F.

Camel Program

Reviewed Tuesday evening, 9:30-10:30 p.m. Style—Variety program. Sponsor—R. J. Reynolds Tobacco Company. Station—WABC (CBS network).

Another of the big shows coming from Hollywood, Camel's new program gets into the big-time class only by the strength of its names, not by virtue of actual program merit. Programs caught evidenced a distinct fault in a lagging pace, picking up only in the musical numbers done either by Nat Shilkret or Benny Goodman, latter for the swing

and fast tempoed stuff. In the use of picture stars as the main name draw no great ingenuity is involved—it's just another step in a trend direction.

First show caught, wherein *Men in White* was done, found a review purposely held back, belief being that improvement might follow. But another show, with Anna Sten and Walter Abel doing *I Love an Actress*, from the legit flop of the same name, had the same fault. The dramatization, in the case of the hospital show, was weakened by radio censorship on the illegitimate baby angle, an auto accident substituted as the cause of the death of the nurse the medico is playing around with. *Actress* was its own greatest handicap. Both dramatizations needlessly drawn out.

Rupert Hughes, author, m. c.'s the show. His style is one of the reasons that slow pace is in constant evidence. He speaks unhurriedly—and none too interestingly—and an hour is too much of that. Shilkret and Goodman both do crackerjack work. J. F.

Cisler's Suit Halts Power Increase for WATL

ATLANTA, July 25.—Removal of WATL from the Shrine Mosque and increase in its power, as outlined in an application to the FCC, has been blocked temporarily by litigation over ownership of the station instigated by Steve Cisler, former manager of the 100-watt.

Cisler brought the action against J. W. Woodruff, of Columbus, Ga., now operating the station by court order under the name of the Atlanta Broadcasting Company. The application to the FCC was for a construction permit to install a new transmitter, make changes in the antenna and increase power from 100 watts to 100 watts at night and 250 daytime and to move the station from the Mosque to the Henry Grady Hotel building.

Such procedure, Cisler claims, would jeopardize his interest in the property and FCC license, issued jointly to him and Woodruff, and would change the status of the property of both claimants during pending litigation. Cisler also applied for a temporary receiver and a monthly accounting of the operation of the station to be embodied in a report to the clerk of court, but no judicial order was passed on these points. Hearing has been set for August 13.

WATL was sold in January, 1935, by Oglethorpe University to the Atlanta Broadcasting Company, in which Woodruff owns 70 per cent of the stock and Cisler 30, according to the petition. Cisler alleges that after the university had conveyed title, Woodruff refused to go thru with the contract, claiming Cisler had no interest either in the station or its license, and later filed suit to establish himself as sole owner. Station at present is managed by Jesse Swicegood

for Woodruff, who has extensive radio holdings in Georgia. Cisler is program director of WSGN, Birmingham.

One Sponsor Plugs Another

SAN FRANCISCO, Calif., July 25.—Unprecedented battle between Duart Sales Company, Ltd., and Bank of America National Trust and Savings Association over John Nesbitt, ace commentator, has created an unusual situation here. Nesbitt, who is under contract to Duart Sales Company, Ltd., and heard Thursdays over the CBS-Don Lee network and Sundays on the NBC-Pacific Red network as commentator in *The Passing Parade*, auditioned for a new weekly series to be sponsored by the Bank of America over KPO and KFI, starting July 28.

With everything set and contracts ready for signatures, Duart stepped in, objecting to Nesbitt's participation in any other program not under their sponsorship. After many conferences Bank of America finally agreed to mention *The Passing Parade* weekly in introducing Nesbitt on the air. To top it, all ad copy and publicity will also mention *The Passing Parade*, which plugs *Creme de Milk Facial Cream* and *Permanent Waves*. Bank of America's show, plugging home loans, is titled *House of Melody*. It features a 24-piece string orchestra, directed by Meredith Willson. Nesbitt will do the musical commentary.

NBC Fears Libel On "Good Will Court"

NEW YORK, July 25.—Altho J. Walter Thompson Company, advertising agency for Standard Brands, which has taken over *Good Will Court* on WMCA as a replacement for Major Bowes, sent out an announcement that the show was definitely set to start for Chase & Sanborn's coffee in September on NBC, network spokesmen said yesterday that no time contract has been signed. Holding up the deal is the arrival at some method whereby NBC will be able to work out a procedure which will enable the program to circumvent the network's ban against unlicensed programs. When Major Bowes had his amateurs on WHN, before NBC, the show was unlicensed, but when it moved to the network rehearsals were held the afternoon of the broadcast.

NBC appears to be concerned about the possibility of libel suits. On WMCA and Intercity and Mutual, where *Good Will Court* is now, the show is strictly ad lib, without rehearsals, except that the parties seeking advice first tell their stories to A. E. Alexander. Belief is that with an RCA subsidiary involved, as well as the many stations on a Coast-to-Coast hookup, chiselers will be keeping their ears open for a chance at socking in with a libel or damage claim. Angle is that one of the advice seekers might say something a bit harsh about a member of his or her family, or his or her landlord, etc., with the party so referred to then trying to collect.

Standard Brands nabbed *Good Will Court* in a hectic battle with other agencies. Involved were Ruthrauff & Ryan, Young & Rubicam and Erwin Wasey.

Associated Oil Takes Football for 11th Year

SAN FRANCISCO, July 25.—For the 11th consecutive year Associated Oil Company of California will sponsor broadcasts of all major Pacific Coast collegiate football games and is today building its sports announcing staff.

Harold R. Deal, advertising and sales promotion manager for Associated, stated that nearly 100 major games will be presented over 36 stations. Both CBS and NBC will be used as well as independent stations. He pointed out that the problem of arranging the 1936 broadcasts will be more difficult than ever because the Pacific Coast Conference's new schedule will have every major team playing each other. He further stated that three and sometimes four important games, from independent schools as well, will be played on the same Saturday.

With Don Thompson assigned to special-event broadcasts, it is rumored here that Doug Montell will handle the major NBC football broadcasts. Altho Don Wilson, the Jack Benny announcer, reportedly has contracted for six games at \$250 each, from Los Angeles, the deal has not been confirmed. Ken Stuart may broadcast on the Columbia net. Associated will have a staff of 22 trained football announcers, and Deal is being swamped with applications.

Gygi Ex ABC Vice-Pres.

CHICAGO, July 25.—The board of directors of the Affiliated Broadcasting Company announced this week that Otto Gygi had resigned as vice-president of the chain and has been succeeded in office by T. E. Quisenberry, local financier. According to reports, Gygi will remain with ABC for the present.

Gygi is given credit for having interested Samuel Inault and his associates in the formation of the regional chain now known as the ABC and of its promotion. Previously he had been connected for a time with Station WCFL here and is better known for his association with the short-lived Ed Wynn network.

NEW BIZ—

(Continued from opposite page) transcriptions, to be run afternoon and evening, WSB, thru Ruthrauff & Ryan. CHRISTIAN INDEX, official Baptist organ, one 15-minute program over WSB as circulation promotion, Direct.

Boston

SUFFOLK DOWNS RACE TRACK, nine 15-minute programs, twice weekly, 10:45 to 11 p.m., Thursdays and Fridays, from July 16 to August 13, Weston Adams, thru Coulston & Company, WNAC. DODGE BROS. CORP. 18 one-minute transcriptions, p.m. from July 17 to July 31, daily except Sundays, placed thru Ruthrauff & Ryan, Inc., New York, WNAC.

PAINE FURNITURE CO., six 100-word announcements, Dorothy Melvin's *Charm Mirror*, thrice weekly, starting August 3 to August 14, placed direct, WAAB.

BROSCHI & CO., 52 half-hour programs, Sunday, July 19, 1936, to July 11, 1937, placed direct, Guilio Occhioni's Orchestra, WAAB.

Providence

NEW ENGLAND STEAMSHIP CO., seven 30-word announcements, thru Wendall P. Colton, WEAN.

Bridgeport-New Haven

ELON REFRIGERATOR CO., 312 15-minute programs, six times weekly, Mondays thru Saturdays, starting July 20, thru Schillin Company, WIOC.

Philadelphia

PHILADELPHIA DAIRY PRODUCTS, thru Scheek Agency, starts July 27, Mondays thru Saturdays, 11:15-11:30 a.m. WIP.

B. K. DAVIS & CO., direct, started July 22 for two days, two spot announcements, WIP.

West Coast

H. S. BASSFORD CO., San Francisco, thru M. E. Harlan Advertising Agency, San Francisco, started July 15 for eight weeks, Wednesdays, 10:15-10:30 a.m. KFRC. Program, *Country Club of the Air*, WIR, Donald Noves and Morton Gould's Orchestra.

CHEVROLET MOTORS, thru Radio Sales, New York, started July 21 for 13 weeks, Tuesdays and Thursdays, 9:45-10 p.m. KFRC. Program, *Musical Moments*.

FORD MOTOR CO., thru McCann Erickson, Inc., San Francisco, started July 15 for 15 weeks, Wednesdays, 7:30-7:45 p.m., and Fridays, 7-7:15 p.m. KFRC. Program, *V-8 Revue*.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, July 17, to Thursday, July 23, both dates inclusive.

You Can't Pull the Wool Over My Eyes (85)	38	Shoe Shine Boy	18
Take My Heart (41)	31	You're Not the Kind	17
These Foolish Things (34)	31	Sing, Sing, Sing	17
When I'm With You (25)	31	She That Hates Music (17)	17
Crosspatch (27)	29	Empty Saddles (12)	16
On the Beach at Ball Ball (30)	29	I Can't Escape From You	15
There's a Small Hotel (25)	29	Until Today (12)	15
Clory of Love (31)	27	But Definitely	14
Is It True What They Say About Dixie? (26)	25	I'm an Old Cowhand	13
Did I Remember? (19)	23	It's a Sin To Tell a Lie (19)	13
Would You? (25)	22	Rendezvous With a Dream (16)	13
Robins and Roses (20)	21	San Francisco	13
Stemplin' at the Savoy (24)	21	You	13
After Glow	20	Long Ago and Far Away	12
No Regrets (21)	19	Me and the Moon	11
Let's Sing Again (25)	18	Sing Me a Swing Song	10
		Guess Who?	9

SHEET MUSIC best sellers will be found on page 20.

West Coast Notes; KYA Gets Boost

SAN FRANCISCO, July 28.—Local radio circles are buzzing today with KYA's future plans, following announcement that the Communications Commission has approved wide-spread development of the local transmitter. Station's daytime power will be upped from 1,000 to 5,000 watts and when Edward McCallum, manager, returns to the job Monday after being east several weeks, things will start going.

New equipment will be installed to provide the maximum benefit from the power increase. Transmitter will be moved from atop the Whitcomb Hotel to Hunter's Point. Studios in the Hearst Building will be enlarged and modernized and the staff added to.

Carlton E. Morse, author of *One Man's Family*, has written the script and Carlton Coveny, KYBS sales manager, the music, for this year's Bohemian Club Low Jinks play, which takes place today. William Rainey, NBC's New York production chief, is in town for the annual event, and on August 1 plays the title role in the Bohemian Grove drama, *Juanhoe*, authored by Charles G. Norris, to be presented at the Grove on the Russian River.

Program Manager Jim Morgan has cast Page Price, Jack Moyles, Bert Symmes and Joseph Walters in *Strings of Pearls*, new dramatic series on KSFO Thursday nights.

Rumors that he has joined the McClatchy newspaper chain of stations in California and Nevada are denied by H. J. Maxwell, who recently resigned his post as assistant to Don E. Gilman, NBC Western division vice-president here. Maxwell is interested in the Fresno Broadcasting Company, which is asking the FCC for a station in Fresno, Calif.

Johnny O'Brien, NBC's ace harmonica player, is at the RKO-Golden Gate Theater for the next couple weeks, keeping his air engagements too. Herb Allen from KYA has joined KFRC's announcing staff, succeeding Ralph Edwards, who is motoring across country to New York with Ralston Lewis, formerly an account executive for the station. Tasman Ward leaves the KFRC announcing staff shortly, going first to New York and then to Canada.

LOS ANGELES, July 25.—After selling local climatic conditions thru newspaper and magazine advertising for many years, Chamber of Commerce of Los Angeles has purchased air time on both NBC and Columbia to go Coast to Coast for the first time. Fifteen programs running half hour each will be done on the web.

Four new announcers were added this week to KPWB's staff to succeed Harry Hall, Lewis Tegarden and Paul Pierce. New speakers are Hugh Brundage, former local assistant radio editor; Jim Barry, New York; Donald Pareed, of San Francisco, and Hal Chambers. Not setup finds Wen Niles, brother of Ken Niles, in top announcing spot under Cliff Howell, assistant production head.

John L. Clark, chief of Trans-American Broadcasting and Television, planned into town for several hours this week for conferences with Tommy Lee on the new Mutual-Don Lee setup and on national representation of the Coast outlet in selling time. Trans-American holds a time sales contract with the new Mutual web.

E. V. Richards, owner of WJR, Detroit, and a large stockholder in CBS, has been given a 10-day extension on his option to buy KMPC, Beverly Hills. Station was originally owned by McMillan Petroleum Company, which sold out to late S. A. Scherer two years ago. Station now operated as the Beverly Hills Broadcasting Corporation, controlled by S. A. Scherer estate.

Believing that recorded music will pass from the broadcasting scene within a year, Jerry King, KPWB manager, has cast aside domestic tuneplates and is using instead only imported waxers. Action followed legal redress sought by several recording artists in the East in suing stations to keep their records off the air.

The Sunday Players begin their fourth year of Bible drama broadcasts on KPWB this week. Mrs. Herb Poles, wife of the Shell Chateau producer, in town from a trip to New York. Stanley Holt, of the William Esty agency, returns eastward after several months on the Coast. Sam Moore, who came to Coast with Holt to start the Camel show, stays on in charge of operations.

Air Briefs

By JERRY FRANKEN

L EHN & TINK, for Pebecco and Hinds' cosmetics, thru Lennen & Mitchell, bought two shows last week. First is the *Gumps*, from the newspaper comic series and previously on the air for Corn Products Company, now set for Pebecco. Hinds is using Ted Malone's *Bookend* series. Shows will be spotted so as to follow Dr. Allen Roy Dufoe when he starts his CBS series for Lysol.

Pete DeLima, who only recently returned from the Coast, where he was sent by CBS, is going back again this week for the network. He'll handle talent. . . . Jack Hartley is temporarily handling special events for NBC until a successor to Bill Lundell is found. . . . WMCA is using one-inch ads on the sports pages of all the dailies plugging its afternoon baseball broadcasts. It's the second time, oldtimers say, that a New York station bought space in one or more local newspapers. . . . American transcription manufacturers and distributors had to squawk to the Canadian Radio Commission because some pirate outfits had been chiseling on the use of transcriptions. Outfits would send the records to a group of stations on a circulating library plan, after buying the plan for but one use. . . . Reason for the shift in sponsors on the Rudy Vallee program is that it is felt the saturation point in yeast sales has been reached. Another factor is that cost of guest stars is going up steadily and the budget is getting kicked around too much. No

definite decision as to what Standard Brands product or products will replace the yeast.

Peter Dixon back in town last week. . . . Vicks account shifted to Morse International. . . . Bill Schudt, of WBT, is quite ill and is recuperating on Long Island. . . . Hugo Mariani auditioned for both major networks. . . . *The Wacky Family*, used on the Tim and Irench shows, is being produced by Educational as shorts. . . . George Mateyo joined the WOR sales promotion department. . . . Dorothy Lamour and Helen Troy set by NBC for pictures. Former goes to Paramount in *Queen of the Jungle*, latter to MGM for *Born To Dance*. . . . Homer Rodeheaver stays on the Palmolive *Community Sing* program permanently as director. . . . Feenamin wanted to spot its amateur show in a New York theater, but the deal went cold. Reason is reported as being Benny Rubin's demand for \$1,000 to be paid by the theater. . . . WHN has landed all the Sally's Studio fur business. Firm is taking eight spots a week with Al Shayne and Don Albert's orchestra. . . . Hecker's may take over a complete performance of the rodeo next season as an exploitation toup for *Bobby Benson*. . . . Richard Bonnell will sing with B. A. Rolfe's orchestra when the latter replaces Fred Waring for Ford. . . . Ida Bailey Allen goes on WHN in the fall for a number of food sponsors.

Chi Air Notes

By F. LANGDON MORGAN

Figures recently released by the United States Commerce Department revealed that this business of broadcasting drew some handsome revenues in 1935. It reported that the nation's 561 broadcasting stations and eight networks received total revenues of \$86,492,663 in 1935. All stations in the country which sell radio time, except three small units, were included in the department's survey. The income was divided into \$39,737,867 paid to national or regional networks; \$13,805,200 for non-network advertising, and \$28,074,476 for local advertising. About half of all radio time sales were thru networks. The networks and stations employed an average of 14,561 persons, with an annual pay roll for 1935 of \$26,911,392.

Many radio folk have been broadcasting from Cleveland and the Great Lakes Exposition. Lum n' Em opened a week of personal appearances there July 25. Vic and Sade were there July 25-26; Ted Weems broadcast his program July 26 from the Auditorium on the exposition grounds and Fibber McGee and Molly did likewise on July 27. . . . WAAP, Chicago, went from 500 to 1,000 watts July 19. . . . WLBC, Muncie, Ind., an ABC affiliate, increases its power from 100 to 250 watts daytime and 50 to 100 watts at night effective August 1. . . . Ruth Craven, WGGM songstress, left for New York to audition for a leading role in a new Broadway show. . . . Stuart Dawson, NBC announcer, is confined to his home with arthritis. . . . Margot Rebell, WGN staff soprano, was soloist at the Grant Park band concert July 25. . . . Pete Nelson, NBC salesman, is reported to be going with the MBS August 1. . . . Dave Ebey is taking Norman Goldman's WLS sales-promotion job.

More vacations: Jack Brooks, WBBM tenor, and Mrs. Brooks left for Georgetown, Ky., July 27. . . . Don McNeill, who conducts the NBC Breakfast Club, and his wife will start for Asheville, N. C., August 1. . . . Russell Pratt will take over his job during his absence. . . . Nora Cuneen (Mrs. Pat Barrett), who appears with her husband on the Station EZRA program, is taking her first vacation in five years. . . . Jack Holden, WLS announcer, leaves August 1 for two weeks' log-cabining at St. Ignace, Mich. . . . J. L. Van Volkenburg, assistant to H. Leslie Atlasa, Chicago CBS vice-president, and Frank B. Falknor, WBBM chief engineer, are fishing in Georgian Bay waters. . . . Mary Wright, WLS home adviser, is leaving August 5 for two weeks in her native Iowa.

Clara, Lu n' Em's preference for privacy while broadcasting kills all thoughts their sponsors had of making the show an audience one. . . . The former sponsors of the *First Nighter* program are paying the bills for ABC's baseball broadcasts by Harold Parkes. . . . Jean Dawson, WAAP's new contract, is from KBOO, Sioux Falls. . . . Cliff Soubler, NBC actor, has pared off 15 pounds playing tennis. . . . The four King Sisters are on their way from California to rejoin Horace Heidt's gang as featured singers. . . . Dorothy Russell, Heidt's 16-year-old torch singer and, is a cousin of the old-time stage favorite, Lillian Russell. . . . Kennedy Nelson, WAAP announcer and vocalist, plans to be married in the fall, it is said. . . . When Louise Massey and the Westerners launch their own program in September they will probably be heard thru their old station here, WLS. . . . Joe Emerson, CBS baritone, is entertaining his daughter, who is here for a two months' visit. . . . Ted Pio-Rito, Prigidaire maestro, has become a country squire and is living on a farm 35 miles out of Chicago. . . . Neil Paul, second woman of ABC's tent show troupe, formerly had her own dramatic stock companies. . . . Phil Friedlander's new program on WCFL gives the lowdown on radio school racketeers. . . . Paul Korin is the new name of Sol Nemkovsky, featured violinist over WGN.

ROAD REVIVAL

(Continued from page 3)
The granting of railroad concessions for theatrical companies has been renewed. In view of the recent reduction of individual fares it is hoped that transit companies, cognizant of the business accruing from road shows, will take kindly to the proposition. Gilmore outlines the situation in a letter to the Interstate Commerce Commission at Washington:

"Ten years ago an enormous business came to the railroads thru traveling theatrical attractions. In those days the railroads used to allow concessions and issue block tickets to them. The Interstate Commerce Commission withdrew the concessions, and partly because of the increased expense of travel the number of theatrical companies has been reduced 80 per cent.

"There is a distinct revival this year in the theater and I feel sure that you could encourage this as well as bring profit to the railroads if you would renew the said concessions. . . . I know that you have reduced in-

dividual rates, so why not go a step further and reduce the expenses of those who travel in companies from city to city?"

"Incidentally, I may mention that a traveling company helps the business of a community; it brings people from out of town to see performances; hence there is further revenue for the transportation companies."

FEDERAL THEATER

(Continued from page 3)
Horticultural Hall, Radio City, July 17-25. . . . The Hellenic-American Civic League is campaigning for a Greek Theater unit. . . . *The Emperor's New Clothes* initiated a series of matinees at the Adelphi last Wednesday. . . . Virgil Geddes' *Native Ground* will be presented in the fall by the Experimental Theater. . . . Frank Merlin, administrator in charge of circus and vaudeville, announced that plans are being made for the permanent establishment of a loop of theaters in an effort to revive vaude in Greater New York. Current suggestions are that six theaters be secured, each of them to be visited by variety shows booked on a rotary system, as is the case in commercial vaude circuits. Merlin has already obtained theaters in Hempstead, Glen Cove, Cedarhurst and Long Beach.

In connection with the recent agitation for the granting of vacations to Federal Theater Project workers, it is understood that the moguls have acceded somewhat, agreeing to give all administrative workers a vacation with pay. It has not been definitely decided, however, what categories are included in this classification.

The latest offering of the Federal Dance Theater occurred July 23 at the Henry Street Settlement, where *Salut Au Monde*, with choreography by Tamiris and music by Genevieve Pitot was presented. Slated for July 29 is the Music Project's offering at Madison Square Garden, on which occasion Tschalkowsky's *Overture of 1812* will be given by 285 musicians led by Erno Rapce, who will have the assistance of detachments of the Coast Guard and the 16th Infantry to recreate the sounds of the Battle of Borodino.

PHILADELPHIA, July 25.—Plans for dramatic presentations by the Philadelphia division of the Federal Theater Project had to be abandoned because of a dearth of talent. Lorin J. Howard, new State director, opines that his search for dramatic material is futile. Owing to the proximity of New York, professionals refuse to remain "at liberty" at home and search for contacts on Broadway.

The only dramatic effort among the units thruout the entire State is that attempted in Reading, where Harry A. Archibald, head of the Reading Theater Project, is making great gains with his company. Unit presents Archibald's *Feet on the Ground*, a social drama with a Pennsy Dutch background. Company has already given over 50 performances, for the most part without an admission fee, and there is a possibility that the Motion Picture Record Division of WPA will use the story for screening.

RUFFALO, July 25.—George M. Gatts, State director of the Federal Theater Project, has been making a survey of dramatic talent here in anticipation of setting up a permanent residence company. If a suitable group can be organized, the Federal Theater will get under way before September. Theater folk are urged to report to C. Elwood Farber, in care of the Federal Theater Project, 42 Pearl street, Buffalo, N. Y., or communicate with George M. Gatts, Federal Theater, 303 West 42d street, New York City, N. Y.

SYRACUSE, July 25.—Final arrangements have been completed by New York State Director George M. Gatts for the original all-colored cast of *Macbeth* to play the Federal Theater's Syracuse Civic Theater for a three-day engagement starting August 26. The company consists of 168 people, 125 of whom appear on the stage. Three 60-foot cars are required to transport scenery and baggage.

JACKSONVILLE, July 25.—The Federal Theater Players of Jacksonville, Fla., have finished their first six months' work and recently opened with their fifth production, *The Ninth Guest*, under the direction of Clifton Camp. The cast of the unit, which is regarded as the most advanced in the South, includes May Blossom, Ler Allen, Helen Hammond, Paul Landrum, Robert Folsom and Jack Knocke.

Three Legit Houses Only Hope for Philly's Season

Roster down to scant trio—producers may switch contemplated tryouts because of scarcity of houses—six theaters held shows one week last year—outlook dark

PHILADELPHIA, July 25.—While the prospects for a cheery 1936-'37 legit season look most promising, the housing situation may find Philadelphia on the lowest rung of the ladder. Plays are plentiful; in fact, they were promised in bunches, but the new season, which theater managers anticipated to be the best since the better days, will find only three houses available. It marks a new low, Philadelphia once boasting 10 houses. Garrick Theater joins the growing list of has-beens, and the announcement that parking lot is expected momentarily. What was once the country's leading theatrical center outside of New York will be left with only the Forrest, Chestnut and Erlanger legit houses.

The Garrick, owned by the Anne W. Penfield estate and operated by the Philadelphia Garrick Theater Company, inc., of which Marcus Heiman is president, was built by the late William Whiteman and opened October 7, 1901, with Richard Mansfield in *Monsieur Beaucaire*. Executors' plans call for the lobby entrance to be transformed into a store, while the remaining structure will ultimately make way for more office building space.

The bondholders of the Broad Street are considering offers for the site, the most tempting coming from a parking lot operator. House, antedating the Garrick, is an indie operated by Sam Nirdlinger.

Shubert Theater, altho newly renovated since the fire there last year, will reopen in the fall with burlesque. House was formerly the ace spot for musical productions and after a couple of dark seasons went burlesque. With a New York outfit running the Shubert and Izzy Hirst continuing his Trocadero and Bijou theaters, Philadelphia will be found with as many burlesque houses as legit.

The Arch Street Theater is already demolished, and the Walnut, oldest theater in America, will have Yiddish stock. Adelphia and Lyric theaters, dark for more than a half dozen years, will undoubtedly be turned into parking lots. The Fox-Loeust Theater, originally opened with the advent of the talkies as a pit house, has housed flesh on various occasions. There is some talk that it will join the legit ranks, Gottlieb, Rudow & Berns making overtures for the theater to house their musical comedy revivals. However, it is more than likely that when and if the Fox-Loeust lights up again it will be as a night club of the cabaret-theater variety. With the layout and location a natural for a nighterie, several New York interests have been dickering for the spot since early spring, and at one time it looked as if Joe Moe, of the New York Hollywood, had it.

The housing situation will inevitably mean a serious dent in legit fare for the local theatergoers. Last season's records show that at least four houses were simultaneously lit for over 15 weeks, not counting the two theaters that housed road-show films for 16 weeks. And during one week, at the height of the season, six theaters held legit shows.

Several New York producers, notably Max Gordon and Sam H. Harris, have long favored Philadelphia as the opening spot for their offerings. Uncertainty of houses available finds Max Gordon breaking his custom and opening his production of *St. Helena* in Washington late in September.

Harris had particularly favored the Garrick for his pre-Broadway tryouts, and the elimination of that theater from the list may find him turning to Boston or some other road city. Up to the latter part of last week Harris' production of *Stage Door*, the new comedy by George S. Kaufman and Edna Ferber, was slated to open a single week's tryout September 28. Margaret Sullivan and Wendy Barrie, flicker stars, are cast in the leads. Announcement also promised the opening of another Kaufman opus on November 9. Being written with Moe Hart, his collaborator of *Once in a Lifetime*, the untitled piece is said to be a farce comedy about an eccentric family. Altho the work is not nearly completed, Kaufman has promised to have the final draft in New York for casting August 17.

Producers hesitate to make definite

promises at this stage, fearful that first call will find parked autos occupying the dressing rooms. Under present setup, and with nothing to indicate a ray of optimism in view, new season will find what legit there is at the Forrest and Chestnut, operated by the Shuberts, and the Erlanger, under the management of Samuel F. N. Nirdlinger.

OUT-OF-TOWN OPENINGS

"Reflected Glory"

(San Francisco)

Three-act play written and directed by George Kelly. Producers, Lee Shubert, in association with Homer Curran. Settings, Norman Rock. Opened July 20, Curran Theater for two weeks.

Cast: Tallulah Bankhead, Estelle Winwood, Clay Clement, Elizabeth Dunne, J. Herschell Mayall, Aiden Chase, Robert Bordon, William Turner, Chester Miller, Madeline Helmes, William Brisbane, S. T. Bratton.

Play runs thru five scenes. Story concerns Muriel Flood, actress, who is so thoroughly wedded to the stage and so in love with her own talents that she dramatizes everything in her life. Every once in a while she professes fireside yearnings—craving a husband, home and children, but is cleverly shunned away from the danger of matrimony by a wise and gruff manager who isn't alto-

BROADWAY RUNS

Performances to July 25, inclusive.

Dramatic	Opened	Perf.
Boy Meets Girl (Cort)	Nov. 27	252
Band End (Belasco)	Oct. 28	214
Burban Gray (Comedy)	July 20	8
Melatio (Vanderbilt)	Oct. 24	317
Pre-Honeymoon (Loeust)	Apr. 30	100
Three Men on a Horse (Playhouse)	Jan. 30	633
Tobacco Road (Forrest)	Dec. 4	1134
Musical Comedy		
New Faces (Vanderbilt)	May 10	70
On Your Toes (Imperial)	Apr. 11	121

gether selfish in his motives, knowing her so much better than she knows herself. When he paints for her a picture that shows she must dwell always in the adulation of a public she rebels for a moment and demands to know if she must be satisfied with "reflected glory," to which the manager bluntly answers yes and asks what more could she ask. She avoids marriage to the home-town boy; suffers in a romance with a cad from Chicago and at final curtain leaves the audience to believe that there is greater understanding between herself and manager.

Action is weak in spots and tempo lags a bit, but at that Kelly has turned out an entertaining piece. He uses his knowledge of the theater and its people to good advantage, building interesting situations. Play has its laughs and brilliant dialog, but scene one in the first act is sadly in need of trimming. Male roles are very weak, too—positively negative. When Kelly starts the tightening process that the show will stand here and there, noticeably in the second act, which is too wordy and needs an injection of action, there is no reason why *Reflected Glory* shouldn't make the grade on Broadway. GLICKMAN.

Pasadena House Closing

PASADENA, Calif., July 25.—Following *Gymbeline*, last of the midsummer drama festival plays, Pasadena Community Playhouse will close August 1 for two months until October 5. A six-story annex to the playhouse will be constructed during the interval to house all playhouse activities under one roof.

From Out Front

Venturing as it's wont into an alien ballwick, this corner would like to call attention to three questions (oratorical questions, as their propounder himself says) raised some months ago by Mr. Richard Watts Jr., of *The Herald-Tribune*, whose recent appointment as successor to the late Percy Hammond was, incidentally, the grandest choice that *The Herald-Tribune* could possibly have made. They concern the cinema, but they have overtones which reach the stage, thereby qualifying them for discussion here. Mr. Watts wants to know which is chiefly responsible for the success of a photoplay—the director, the authors or luck?; what is the actual contribution of the actor to a motion picture?; and, does so-called propaganda achieve anything at all on either stage or screen? Mr. Watts expects no answers, and seeks to arrive at no hard-and-fast conclusions.

This corner, ever disposed to stick out its head in a shower of quillottes, ventures not an answer but an opinion on the first question. It is this corner's hunch that in motion pictures the director, more often than not, is responsible for the success or failure of a film. Obviously, there can be no general rule; but your reporter, after enforced attendance at more photoplays than he wants to (or conceivably could) remember, figures that in at least 60 per cent the director rather than the author was chiefly responsible for the finished product. Obviously, no director in the world could have made a passable picture out of the script of *The Revolt of the Zombies*. Just as obviously, thru changes and many other things, directors have made superior pictures out of inferior scripts and impossible pictures out of scripts that may not really have been so very bad.

That a bad director can kill a potentially good script is an undoubted fact, even in regard to the stage. The most obvious case that comes to mind is, of course, that of *Bright Star*, the Philip Barry play which was produced, as it is sometimes euphemistically called, by Arthur Hopkins last season. Mr. Hopkins, thru his inspired miscasting and his willingness to allow the leading actors to play the roles as they and not as Mr. Barry conceived them, twisted the entire point of a fine, beautiful and important play, wrying it beyond recognition. It was certainly wried beyond the recognition of the critics, who panned the piece with a unanimity as devastating to themselves as to the play.

If a director can be so important a factor in staging a drama, it seems obvious that he can be an even more important factor in shaping a film, since in pictures there are many more things which he and he alone must correlate.

In discussing his second question Mr. Watts comes to the defense of so-called personality players, saying that they perform a "difficult and vital feat if they manage to bring warmth to the chill medium of the cinema. Again, of course, the question of color or lack of it in a performer often depends upon the director. There have been countless cases of colorless and inept actors who have suddenly blossomed forth into celluloid passion-flowers after falling under the sway of one or another director. The director, in these cases, has created the personality which the star thereafter tries to perpetuate, being a sort of professional Svengalli to a flock of eager Tribbys.

The press departments also (so I am told) help to create color in various players, building up for them personalities which they are supposed to wear on and off the screen. Even when the player has the ability to be an actor rather than a type he or she is often made into a robot of machine entertainment. Take, for

(See FROM OUT FRONT on page 33)

Central City Fest Opening

"Gondoliers" gets off to ovation—hope for a six-week season eventually

DENVER, July 25.—Fifth annual play festival at Central City, 50 miles in the mountains, started Saturday night with practically a sellout and with indications the three-week run would be a success financially. Artistically, *The Gondoliers* tops anything that has been presented at the 50-year-old opera house. Prices on the opening night were \$5. Other prices run from \$2 to \$3.

The Central City Opera House Association, a non-profit group, spends money without thought of return. Costumes are the finest obtainable. Frank St. Leger was imported to direct, and an orchestra of about 25 were hired locally. Rehearsals took the better part of five weeks, and the opening performance was highly successful.

St. Leger got everything out of the musicians and cast, with the result that demands for encores were numerous the first night, and applause and cheering at the end broke all records.

Twenty-eight performances will be given this year, topping the previous three years by a week and the opening year by two weeks.

The opera house association intends making the summer revival a permanent thing, as evidenced by purchase of the Teller House, a four-story hotel in Central City, built without an elevator. They operate it every year during and previous to the festival.

Leads this year were carried by Paul Porter, Barre Hill, Mark Daniels, Edward Kane, Raymond Middleton, Ruth Young, Grace Pavvint, Lee Whitney and Louise Bernhardt.

Paul Porter is stage director; Pancho Gates, technical director, and the dances were arranged and directed by Mary Jennings (Mrs. Paul Porter). St. Leger not only directed the production but conducted the orchestra as well.

The theater, a 750-seat opera house, built in 1878, was presented to Denver University, which sponsors the annual festival. The opera house association hopes to build the reputation of the festival so it can run for at least six weeks every year.

Ann Arbor's Most Successful Season

DETROIT, July 25.—The eighth season of the Michigan Repertory Players at the Lydia Mendelssohn Theater, Ann Arbor, has proved probably the most successful in its history. The production of Maxwell Anderson's *Mary of Scotland* last week drew capacity audiences even with the extremely hot weather, requiring extra chairs to be placed clear down in the orchestra pit to handle the crowds. Leading roles in the play were taken by Charles T. Harrell, Virginia Frink, Samuel Birnkrant and Sarah Pierce.

Galsworthy's *The Pigeon* is being given this week, with Whitford Kane, who created the original title role, in his old part and also directing the production.

According to Valentine B. Windt, general director of the Players, the house has been practically sold out for every production of the four weeks remaining this season, with some turnaways weeks in advance.

Film Scout Looks Over Chicago's WPA Players

CHICAGO, July 25.—According to George Kondolf, head of the Federal Theater here, Gummo Marx, who is a partner with his brother Zeppo in the Zeppo Marx agency, has accepted an invitation to attend performances of the two WPA theater companies here with a view toward discovering potential motion picture talent. Marx has been here to attend the opening of his brothers' unit at the Palace Theater.

Triple A Plowed Under, which was to close at the Great Northern Theater last Saturday and reopen in the air-cooled Civic Theater next Sunday, finishes its run at the Great Northern tonight with no definite date for its transfer being fixed to date.

Summer Theater Reviews

"All Desirable Young Men"

(Greenwich)

James Ullman's third production at the Greenwich Guild Theater was *All Desirable Young Men*, by Maurice Jacques Valency and David Driscoll, staged by William Schorr, with settings by S. Syrjala.

This play is perhaps the best script done at Greenwich this season. In two acts and four scenes it traces the rise of a chemical concern from 1917 until the present and tells what part chemical factories play in modern warfare. Arthur Cunningham rises from office manager to a chemical tycoon, marries the secretary to the president of the firm who was in love with the latter's son but lost him in the World War, in which conflict he insisted upon becoming an aviator.

After a typical cross-section portraying the Jew, the Irishman, the munitions salesman and the latent Communist, Cunningham makes a fortune and decides to amalgamate all the chemical concerns in the country toward a concerted effort to peace rather than war. This idea is born in 1926, but some years later it is dead and once more the country is plunged into a nameless war.

Cunningham's son marries and joins the aviation corps and despite the story of what happened to his mother and the pleas of his father, he goes off to make the world safe for democracy again.

The authors write fervently and sometimes intelligently. They bring to light such problems as the capitalist class uniting in Fascism against Communism and the gulf between the middle class and the workers, but once faced with these important issues they duck their heads and fall back on their bromide and cliché plot. They write in a subjective fashion, looking back upon the war years with the eyes of 1936 playwrights and carrying the present-day spirit with them. Their canvas is broad enough to harbor at least three plays, none of which sees the light of day. The second act is written in a far better fashion than the first, but by the time the problems begin to be uprooted it is too late and the play is over.

Robert Keith and Barbara Robbins headed exceptionally large summer theater cast. Mr. Keith plays in an indecisive manner, but one does not know whether to blame him or the script. As for Miss Robbins, her first act performance was embarrassing, but late in the play she

seemed to hit her stride and played in a more convincing style.

Perhaps the two best performances in the play were contributed by Don Beddoe and Hunter Gardner. Beddoe, as the young Communist, played with depth and understanding, squeezing his sparsely written part for all it was worth. And Gardner, as the secretary to Cunningham, working in a reserved, deliberate fashion, demonstrated clearly that he deserves bigger and better parts on Broadway. He, incidentally, was the only one who seemed to know how to wear a uniform correctly.

Walter Fenner, John Brown and Alfred Kappeler also contributed effective characterizations. And Eugenia Rawls, in a bit at the end of the play, proves, as she did in *The Children's Hour*, that she is a young lady with a promising future.

To bring this play to Broadway in its present condition seems a futile task. That it is meaty and worth salvaging is apparent. If the authors would rely less on their unoriginal plot and concentrate more on some of their worth-while but undeveloped characters *All Desirable Young Men* might definitely find a niche in the ever-increasing list of anti-war plays. One feels that perhaps a clearer viewpoint would do away with much of the hodgepodge that now exists superfluously in a heady idea.

FRANK L. MOSS.

"One Good Year"

(Jamaica)

Folks who patronize the so-called summer theaters and find recreation in revivals of plays that had long life on Broadway enthusiastically greeted *One Good Year* at the Alden Theater here. A competent cast containing several members of the original company entertained a well-filled house with the laughs which inouated as each line and situation kept pace with the development of the familiar plot and theme.

Frances Mollugh, in the role of Anno Haven, who was willing to sacrifice her-

Wear and Tear on Cowbarn Cirk As Season Reaches Middle Laps

(Continued from page 4)

Number, by Eloise Keeler, at the Memorial Community Building, Bay Shore, L. I. and *The Weaking*, by William Lusty, by the Reginald Goode Players at Clinton Hollow, N. Y.

The Compromisers at Westport, played by Margalo Gillmore, McKay Morris, Frances Fuller, John O'Shaughnessy and Helen Rowland under the direction of Worthington Minor and with a setting by Joseph DeLuca, is by way of being a psychological study of love and associated emotions. The piece, which is romantic and subtle, is an adaptation of R. L. Langner's translation from the German of Endre Kadar's *Keyhole*.

Seen But Not Heard, tried out at Locust Valley, is a happy fusion of horror and comedy taking place generally in the family circle of the Winthrop, a New England family. Frankie Thomas Jr. gives a very deft performance, as do Anne Baxter and Raymond Roe. It is not beyond the realm of possibility that the Baumer-Berkeley opus will be seen on Broadway next season, judging from the response of the audience at Locust Valley.

Amateur Hour, the second new play tried out at the Crescent Theater in Niantic, Conn., is a humorous takeoff on Major Bowes and various other radio personalities, played by Averell Harris,

Barbara Benedict and Sheeley Hull. *Granite Fires*, a psychological drama, dealing with one illegitimate, one lunatic and sundry other properties, appropriately set in New England, was the item of consternation at Centerville. Mary Morris played the lead.

All Desirable Young Men, an anti-war play staged by James H. Ullman in association with the Greenwich Guild, was sponsored by no less significant an organization than the Cause and Cure of War Club. A packed house watched the goings on, performed by a cast headed by Barbara Robbins and Robert Keith.

At Scarborough-on-Hudson *Miss Temple Is Willing*, a farce dealing with the attempts of a wealthy girl to carry out the advice of an Eastern mystic and find a man named "Will," was played by a cast headed by Jane Abbott. Three "Wills" are involved in the general hilarity.

Present and future schedules are mostly routine announcements of plays and players. The Cape Playhouse at Dennis, Mass., will present during the week of June 27 Peggy Wood and Rollo Peters in *The Taming of the Shrew*. Support will be Ada Sinclair, LeRoy Operli, Peggy Converse, Thomas Gomez, Ruth Matteson, William Clifford and others. At the Cape Cinema, Raymond Moore's picture house associated with the Playhouse, Stewart-Baird, a bartolone-diseur, will inaugurate the Cape Cod Summer Concert series on July 29.

In Pawling, N. Y., *Post Road*, which opened July 20 to a packed house, will be shown all week, with Maida Heale in the leading role. Others in the cast are John Barclay, Starr West, Guy Monypenny, Richard Bowler, Teddy Jones, Isabel Rose, Cynthia Sherwood and Helen Warne. Following Tom Barry's *Courage*, beginning July 27, *The Crooked Billet*, a new one by the late Dion Titheredge, will be given.

Baby Mine, which has been done in every language and every country of the world, will open July 28 at Centerville, Mass., with Mary Young directing Helen Ford in the leading role, supported by Eric Kalkhurst, Margot Stevenson, Mildred Dana, William Lawson and Milton Parsons. In Kennebunkport, Me., following this week's *The Shining Hour*, which began July 22 with a cast including Lesley Dymell, Isabel Hallin, Robert Currier, William McCollum, Miriam Catheron and Robert R. Reed, the company will present *Fly Away Home*, beginning July 29.

Bill Goodwin, new manager of the New York Harbor Players at Governors Island, announces that beginning with July 29 the company will present only tryouts of new shows and will play only on Tuesday, Wednesday and Thursday nights. The first offering will be a three-act drama, *Concentration*, by Thornton Murdock and Eva Tonigrey, directed by Murdock. Goodwin is also looking for a new director, as the new policy includes a double company to give more time to rehearsals. New plays may be submitted to the offices of the New Play Builders, 1547 Broadway, or direct to the Summer Theater on Governors Island.

June Walker, who has previously played at the Westchester Playhouse in *The Late Christopher Bean* and *The Good Fairy*, will appear the week of July 27 in *They Knew What They Wanted*. The rest of the cast will include William Edmunds, John O'Connor, Marcel Dill and Richard Hubbell. Direction will be under Gordon Griffen, with the single set designed by John Koenig. At Tuttle & Skinner's Ridgeway Theater, Ridgeway, White Plains, the two impresarios will present for one week, beginning July 27, *Elizabeth the Queen*, starring Vincent Price and Mildred Natwick. Price and Natwick a few weeks ago appeared at the same theater in *What Every Woman Knows* and are the most popular team of players the Ridgeway has had this season. Cast continued (See WEAR AND TEAR on page 33)

The New Plays on Broadway

COMEDY

Beginning Monday Evening, July 20, 1936.

DORIAN GRAY

A play adapted from the Oscar Wilde novel by Jeron Criswell. Staged by Edwin O'Hanlon. Setting uncredited. Presented by Groves Quigley.

Basil Hallward	Robert Carlyle
Parker	Leslie King
Lord Henry Wotton	Oscar Stirling
Dorian Gray	David Windsor
Lady Clodys Femor	Vera Hurst
Allan Campbell	Malcolm Soltan
Sybil Vane	Winifred Q. Fethergill
James Vane	Clement O'Loghlin
Hetty Yorke	Flora Sheffield

The entire play transpires in the favorite room of Dorian Gray, 38 Berkeley Square, Mayfair, London.

ACT I—An Afternoon in June, 1890. ACT II—The Following March, 11 P.M., 1891. ACT III—Thirty Years Later, Early April, Mid-morning, 1921.

That ground-rumbling you felt last Monday night was not an earthquake; it was caused by the late Oscar Wilde rolling in his grave in far-away Pere-Lachaise. Tremors could be noticed as far west as the Comedy Theater, where Groves Quigley was presenting the latest dramatization of *The Picture of Dorian Gray*.

There have been persistent rumors that the late Mr. Wilde was dramatist, but they evidently escaped the ears of Mr. Quigley and Mr. Jeron Criswell, who did this newest adaptation. If the rumors had been heard Messrs. Quigley and Criswell might have assumed that had there been a play in *Dorian* the author himself would have written it. Instead, they rushed ahead to join the ranks of the many who, in the years since the matve decade, have sought to

put a playwright's novel on the stage.

Since the action of *Dorian*, to all intents and purposes, is entirely subjective, it would seem reasonably impossible to turn the thing into a play. Mr. Criswell has done little or nothing to upset that conclusion. He has religiously included every epigram that could possibly be dragged in by the hair (the most of them seem pretty bald by now), and he has roughly sketched a few highlights of the melodramatic action. The result is a sort of drawing-room minstrel show (*Dorian* is the interlocuter and Lord Henry the ace end man), followed by a blood-and-thunder olio. The story of the lad who stayed young in appearance while the physical results of his sins were visited upon his portrait emerges as a quaint antique, to be placed alongside the furniture of the amazing set before which it is played in its current incarnation.

A cast which, if the program notes are to be believed, has not even the filmy excuse of inexperience, memorized the epigrams valiantly if not always successfully. Oscar Stirling, as Lord Henry, was called upon to mouth most of them, a feat he performed without showing any of the embarrassment he most certainly must have felt. Robert Carlyle made a determinedly artistic Basil. Vera Hurst did what she could against overwhelming odds as Lady Gladys, and Leslie King contributed a truly astounding character bit as Parker.

As for the title role, it fell to a tall blond lad named David Windsor, who never seemed able to make up his mind whether he was playing Dorian or preparing to sing the Meditation from *Traus*.

Strange things took place at the theater, even aside from those upon the stage. The stagehands' union picketed the house, the first picketing that Local No. 1 has done in many years so far as this reporter can remember, and a candy butcher strode up and down the aisles. The pickets and the candy butcher lent a refreshing air of insularity to the proceedings. It may have been July 20 everywhere else, but it was Mid-summer Eve at the Comedy.

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FALL TERM BEGINS OCTOBER 26

For Catalog address the Secretary, Room 145 H, Carnegie Hall, N. Y.

Chorus Equity Notes

Sixteen new members joined the Chorus Equity in the past week. Chorus Equity is holding checks in settlement of claims for the following members: Nancy Lee Blaine, Adele Buttner. (See CHORUS EQUITY on page 33)

NITE SPOTS NOT SO HOT

New Friars Group Set

State okehs use of 'Friars' in membership corporation title—decorating new home

NEW YORK, July 27.—Reorganization of the Friars is going forward with favorable progress being made on all fronts. Alterations and decorating job on the new quarters on the 10th floor of Edison Hall, adjoining the Edison Hotel on West 47th street, are well on their way. Tomorrow night the new club will hold an informal get-together in the form of a meeting and pre-housewarming at 8:30 p.m. The board of governors pro tem, consisting of the reorganization committee delegated to run things until the first official meeting in October, will report on various important projects it has been tackling in behalf of the membership.

Most important development last week was the granting of a membership corporation charter by Albany to the group, with the name okehed as National Association of Friars, Inc. Incorporators are the governing board, represented by Eddie Miller, Louis F. Randall, Thomas J. Phillips, Maurice H. Rose, Louis Felix and Elias E. Sugarman.

Former Friars will be accepted into the club without paying initiation fees, but when membership committee starts functioning in the fall an entry fee will be required and careful investigation made of applicants. Present annual dues fee is \$33, including federal tax.

Board of governors has mapped out a plan whereby club can operate without possibility of a deficit with 100 members. About 75 paid-up members will be on the roster. It is predicted, by the time tomorrow's meeting is called to order. Also safe, from the financial standpoint, with 100 members, the board will strive to reach the limit of 200 before the fall season gets under way.

The old club's furnishings were sold at auction last week. It being reported that a dummy made the highest bid in behalf of one of the creditors. Active workers in the new club are determined more than when the revival movement was started several weeks ago to dissociate themselves entirely from any connection with the previous administration. Several members of the old club who were nipped for various aums contributed to a gymnasium fund are said to be planning legal action for recovery of their contributions, which were supposed to be held in trust for them. This move is neither frowned upon nor approved by the board. It is classed as a personal matter between the alleged victims and those with whom they deposited their moneys.

While William Brandell was vacationing last week, Eddie Miller, the treasurer pro tem, carried on in his place as board chairman.

"On Top" at Majestic; Other WPA Vaude News

NEW YORK, July 26.—Federal Theater Project opens its sixth variety show at the Majestic Theater Monday. Unit featured is *On Top*, staged by Matt Shelvey. Cast of 85 includes George Mayo, the Dents, Ruth Sherman, Chick Darlow, Lou Edwards, James Wilday and Lord and Winchester.

Vaude shows open the WPA's Showboat Buccaneer, making its debut Wednesday, moored off a Hoboken (N. J.) dock. Opening show is the *All-American Minstrels*.

Ice Ballet for New York

NEW YORK, July 25.—F. & M. says it will bring east the *Hollywood Ice Ballet*, utilizing a new processed ice. Show is now at the Paramount Theater, Los Angeles, and will work its way east. Trioups with dance schools are being arranged in cities where the ballet will play.

Material Protection Bureau

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

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

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

Payne Has Quincy; More Vaude in Fall

BOSTON, July 23.—Sam Payne, of the George A. Hamid Boston office, has been booking the Quincy Theater, Quincy, Mass., using five acts Mondays and Saturdays.

Payne also has vaude lined up for the Old Howard Theater, the Hub's top burlesque house, for the coming season, opening some time next month. House will use burly units booked exclusively thru the Independent Burlesque Circuit, Philadelphia.

Jacy Collier, Hamid booker, has returned from a two-week vacation in the Provinces, combining business with pleasure. She took in the Canadian night spots and speaks highly of conditions in Montreal.

Stanley, Pittsburgh, Still Negotiating With Union

PITTSBURGH, July 25.—Warner's Stanley, ace combo house here, plans to switch to straight pictures August 7 and not resume stage bills until a suitable agreement has been reached with the musicians' union. Clair Meeder, president of the union, is vacationing and won't be back until August 1, when negotiations begin. The chain is not expected to accede to the union's demand of a \$15-a-week increase per man and a guarantee of 40 working weeks a year.

At the same time it is reported that George Jaffe's Casino Theater, which falls under a different classification as to scale and length of season, signed an agreement with the union and will be ready to open with a stage and screen policy Labor Day.

Silver Debuts Westward

CHICAGO, July 25.—Morris S. Silver, head of the local William Morris office, will entrain for his first trip to California next month when he leaves for a two weeks' visit with Abe Lastfogel in Los Angeles.

Blackstone Gets Bookings

CHICAGO, July 25.—Harry Greben, local agent, has lined up three weeks of theater dates for Blackstone, opening at the Lyric, Indianapolis, July 31. The Fox, Detroit, is set for the week of August 14, with the Riverside, Milwaukee, to follow August 28.

More Morris Foreign Bookings; Velez, Brown, Bowman, Adler

NEW YORK, July 25.—Dick Henry, of the William Morris Agency, has lined up some more acts for European bookings.

Lupe Velez sailed Thursday aboard the Ile de France to open in the Felix Ferry show in London. Joe E. Brown sailed Thursday aboard the Berengaria to open August 17 at the London Palladium in the bill preceding the *Crazy Show*.

Ray Sax, who returned here from England June 25, sailed Thursday to join the *Crazy Show*, which opens August 17 at Brighton for a break-in and then goes

Develop Few New Attractions; Still Depend on Vaude Talent

Loew booker says niteries not producing new talent suitable for stage—still dominated by vaude people—niterie comedians too ultra for vaude audiences

NEW YORK, July 25.—The night club field is not bringing out any startling new talent that can be used in vaude—at least not according to Sidney Piermont, head Loew booker. Piermont says practically all night club people around come from vaude anyway and that about the only thing new is their getting new partners occasionally. Night spots bring out new singers and dancers, but rarely develop personalities, comedians or novelty acts. And vaude needs comedy produced a big personality since Harry Richman, says Piermont. It has helped Benny Field, John Steele and others come back, but they're vaude people.

Radio Acts Tour New England Spots

BOSTON, July 23.—Cleon B. White, manager of the NBC Artists' Service here, has booked Bradley Kincaid, who has resumed daily broadcasts on Westinghouse stations of New England. Kincaid plays the Great Lakes Exposition, Cleveland, July 25-26, and Old Orchard, Me., July 28.

On August 6-7 he plays the Strand Theater, Skowhegan; August 10, Stockton; August 11, Northhaven; August 12, Wiscasset; August 13, Thomaston; August 14, Belfast, and August 15, Belfast, Me.

Kincaid will trek back each night for his broadcasts, when proximity permits. Doc Schneider and his Texans, WBZ and WBZA (NBC-Blue), Boston and Springfield, Mass., air feature, are currently doing tent shows thru-out New England and expect to spend the summer in this locale.

Grace and Scotty, WGY musical team, have completed a session with the Sharby Circuit, Keene, N. H.

Mars Williams, singing cowboy, has concluded a tour of M. & P. theaters in Maine and is now playing up-State New York.

Coney Holmes With Cushman

CHICAGO, July 25.—Coney Holmes, veteran theater manager and Keith and RKO agent, has become associated with the Wilbur Cushman circuit as general representative with headquarters here. Holmes leaves August 1 for a swing around the East in an effort to line up new houses for the Cushman units, which are promised to be even more improved next season.

F. & M. Exces to St. Louis For Confabs on Policy

NEW YORK, July 25.—F. & M. is mapping out new season plans for St. Louis, with Harry C. Arthur; John Ebersson, architect; Mitchell May Jr. and A. Peltonson, insurance men, and Jack Partington among the F. & M. party leaving town for St. Louis. Tom Kearns, F. & M. press agent, has also gone to St. Louis. Marco Wolff is expected to leave Hollywood for St. Louis also. William Raynor, former RKO and Fox district manager, may join F. & M. in an executive capacity in St. Louis.

RKO Declares Dividend

NEW YORK, July 25.—Board of directors of Keith-Albee-Orpheum Corporation declared a dividend out of capital surplus of \$1.75 per share on the 7 per cent cumulative convertible preferred stock for the quarter ended June 30, 1936, payable on October 1, 1936, to the holders of record of said stock at the close of business on September 15, 1936.

Cincy Gets Vaude Oct. 16

CINCINNATI, July 25.—RKO Shubert, local vaude stand, winds up its dark season August 14 to play eight weeks of straight pictures, beginning with *The Great Ziegfeld*. House is carded to resume its vaude bookings October 16. Cliff Boyd will again have the Shubert management.

Loew's State, New York

(Reviewed Friday Evening, July 24)
An 80-minute vaude show, with Cab Calloway and band taking up 38 minutes and bringing the show to a sock close. A terrific favorite here, Calloway still brings them in. Opening-day business was almost capacity, and one can hardly credit the picture, *Meet Nero Wolfe*, for it, either.

Opening turn is Roye and Maye Revue. A veteran dance team, Roye and Maye offer four good numbers, their first and fourth dances being the strongest. An attractive brunet sings in skillful fashion, affecting an exotic style, while another girl accompanies at the accordion. Act as a whole is thoroughly enjoyable, being tastefully mounted and costumed, although a bit too long.

Wally Brown and Annette Aines, the latter a midget doing a little girl impersonation, did all right. Brown starts off with a very funny rambling monologue and then Miss Ames joins him for comedy chatter and a bit of hoofing. Their encore bit is a letdown, but otherwise the act is okeh.

The Nonchalants, three boys, went over like a steam roller. They offer balancing, lifting and acrobatics in smooth

style, spicing this up with comedy bits, falls and mauling. Alternately awe and amuse the customers, walking off to a huge hand. One of the very best acro turns around.

Calloway and his 14 men turn on the heat from the beginning. The band blares out the hot rhythms, with the trumpet section and clarinet being especially good. Only when it tries a slow number, such as *Sylvia*, is the band inadequate. The rest of the time it's swell. Cab himself leads in his now-famous dynamic fashion, dishing out a load of scats and giving the customers the benefit of his lusty baritone and friendly, wide grin. Leitha Hill scored heavily with her rendition of *Go Back Where You Were Last Night*, with the capable aid of Benny Phyne, pianist-vocalist. Nicodemus also scored with his lazy man characterization, while Ralph Brown show-stopped with his smooth tapping. Dynamite Hooker, long-legged acro tupper, did okeh in a fast and furious number.

Ruby Zwirling and his 13 pit men accompanied the show capably. Only other exciting item to report is the lusty hissing which greeted the Hearst newscast.
PAUL DENIS.

Roxy, New York

(Reviewed Friday Afternoon, July 24)

The badminton games which elicited at this house some months ago have been brought back this week as a feature of the stage show, with the same two players, George F. (Jess) Willard and Bill Hurlley, socking the feathered dingbat across the net. Games are ideal for a stage the size of the Roxy's and the customers go for them in a big way. Jack Megley again introduces the contestants and also describes the game briefly. At showing caught Willard won (as usual).

Despite the excellence of the regular acts on the bill, the biggest sock of the show was delivered by (hold your breath) the week's amateur air winner. He's a colored boy who is blessed with the distinguished cognomen of Woodrow Wilson, but he taps out his 14 points with his feet. Appearing in a bright costume which does nothing to damage his amateur standing, he does an excellent tap session and caps the climax by putting on a pair of roller skates and performing difficult tap feats on them. It's really a sensation. The lad also has an excellent stage personality and he seems certain to hit pro showbiz with little or no trouble.

Only three regular acts on the bill, headed by the Gaudsmith Brothers with their grand pooh and acro turn. It's tops in its class, with the French poodies giving an impression of acting rather than of carrying out a routine. The Robbins Trio opens the show with some smooth and excellent roller-skating work, the two men and the girl appearing solo and in various combinations. Dawn O'Day, from night spots, comes on for a nice tap session and later leads the Gae Foster Girls, house troupe, with a song and dance.

The Foster kids do their usual stint of three numbers, scoring nicely on all of them, as in their wont. They close the show after the badminton game with an individual stair-tap routine done in very nice looking velvet bathing suits. Fortunately the only water on the set is that which is lighted on the drop.

Freddy Mack leads the pit boys and emcees in his usual pleasant manner. The picture is Joe E. Brown in *Earthworm Tractors* (First National), and the house was only fair the first show opening day.
EUGENE BURR.

Metropolitan, Boston

(Reviewed Friday Afternoon, July 24)
(First Show)

A 80-minute flesh show full of variety entertainment that spells socko is the current Metropolitan fare.

The Three Dexeys open the bill with some high-class juggling and a bombardment of pins and bats. Maneuvers by girl and two lads team better than ordinary for a good band.

Paul Duke, sleight-of-hand artist, keeps the audience on edge with card tricks and his incessant cigaret-pulling gag, taking them out of space. Stuffs two black kerchiefs in mouth, pockets an orange one and pulls the triumvirate out of his mouth plus more lighted eggs. Winds up bit with the appearance of a cig in a holder and a Sherlock Holmes pipe steaming like an engine. Ill reward is plenty of applause.

Carter and Holmes, well-dressed comics, are next. Carter opens with a tri-dextrous feat of playing a mouth organ and a ukule while tapping out some clean-cut steps. Pair team up for burlesque on a marathon dance team, a modern wrestling match and other bits of buffoonery which get the epidermal slappings.

The Balabanow Five, a brother and four sisters, open in gay costume, playing accordions. Quint breaks up into unit of three, with two sisters doing peachy vocals. One sis does some fancy acro work. Group then comes out playing smallest piano accordions ever made. Same sis comes back for a difficult acro routine while playing the pleated piano. Tremendous hand.

Grace Barrie, CBS warbler, comes on next with four numbers. *Is It True What They Say About Dixie?*, *These Foolish Things Remind Me of You*, *I've Gotta Get Hot and There's a Small Hotel*, the encore, *I've Gotta*, the number she introduced in George White's *Scandals*, done hoop-a-doop style goes over socko for best hand of show.

Show closes with Charles Withers' *Op'ry*—a riot from start to end. Uses hick band; silent flicker, *Hilda*, the *Blacksmith's Daughter*, with gag commentary by Withers, and burlesque on

Romeo and Juliet, *Laps of Time* and other good bits.

Picture is *The Green Pastures* (Warner Brothers). House at first show filled to overflow.
SID PAINE.

Chicago, Chicago

(Reviewed Friday Afternoon, July 24)

After vacationing for several weeks the Evans Girls, the crack house line, are back, and their closing number, an ambitious and effective origination of Fred Evans, is one of the highlights of the current program.

The Evans Girls opened the bill. Attired as gobs, they did a routine using mops before a boat deck drop and were joined by Dorothy Dickson for some solo tapping and closed with a lobstercoco effect.

The Briants deuced. This old-time standard pantomime act was an easy hit with its comedy and gyrations and took a good hand. Vivian della Chiesa, local radio soprano, stepped before the travelers and effectively sang the *Jewel Song* from *Faust* and *You are Free* with the aid of the microphone and the good old public-address system. Nice hand. The Evans Girls returned and did a mechanical roll routine as a prelude to Schietli's Wonderettes, a brilliant marionette show that was a production in itself. The figures changed from eggs to dragons; from colored mammites to automobiles and from snowmen to crocodiles. An ingenious offering that moved along at a rapid pace and was always interesting.

Hal Sherman held the next spot and confined himself to the thing he does best, eccentric dancing. After doing two routines and his funny sliding step he burlesqued the fan dance, rumba, *Truckin'* and some Russian steps and drew a good hand.

The unique and colorful *Symphony in Light and Color* presentation by the Evans Girls closed. Using platforms at different levels and with an ever-changing myriad of beautiful lighting effects thrown upon them, the girls danced in various moods. It is a credit to the ingenuity of the production department and to Fred Evans' big hand at the curtain.
F. LANGDON MORGAN.

Earle, Philadelphia

(Reviewed Friday Afternoon, July 24)

Seems that Benny Davis' new faces show up bigger and better each time and his new *Star Dust Revue* is easily the best yet. Siring it up from every angle his 10 per cents should figure up nicely in the coming years and judging from the enthusiasm on part of the patrons, the marquee bulbs are due for some new spelling arrangements.

Davis has on tap 11 turns, 8 singles, 2 threesomes and 2 septa couplings. All show a nice stage personality with talent on full force. Every bit was sockaroo and had to beg off. And while he doesn't hog the lights, Davis' showmanship and direction is an evidence throughout.

Layout runs well over an hour and opens with the entire company on full. Pit band sits up on the stage with tables flanking the front to create a nighterlic atmosphere. After a union chorus on *To Be or Not To Be*, a *Star*, Benny Davis comes on to intro the talent. Alice Miller, petite and pretty, starts the ball rolling with some smooth tap terperies and Tony Angelo follows with a set of pops in top tenor trimmings. Lad is there on the piping, but needs brushing up on milk delivery. Catherine Harris puts her toolies to work next for a sock tap on her toes.

Only instrumental turn on the bill is filled by Rosmond. A white satin gown offsetting her striking Latin features, gal knows how to coax music out of the accordion. Should cut the feeble attempt to sing and stick to the squeeze box. Gertrude Briefer fills the spot reserved for a Marjorie Palmer with an admirable acro-control dance that has plenty sweet spins on the finish. Dave Dawson gets a hearty response for the usual round of mimicry. Vera Niva, who has been heard quite a bit in local night spots, dons the Russian outfit and turns out some first-rate warbling. Never short on selling songs, her forte is in Russian folk ditties. *Is It True What They Say About Dixie* hardly fits a Slavic setting. Don Hooton next grabs his share with harlot tossing and twirlings with a band baton.

The three teams rate as the top-notchers of the unit. The Manhattanites, gal and two boys, are sock harmonizers with novelty frills in their arrangements. Femmo member, a cute blonde, shows a flair for comedy that bears cultivation. The Three Wiles, males, of-

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fer hoofing specialties having a distinct Continental flavor. Their parrotty enhances the style to stamp the threesome as outstanding. Well-routined bits and show more on the ball than the capable pedal extremities.

The extra added attraction role goes to Chick and Chicklet, colored kids who let their feet run away with themselves. Following the fashion of Pops and Louie, one short the other tall, the youngsters have all that Harlem mania naivencess to gain them laurels in that class.

Davis does his bit with a medley of the pops that has earned him fat ABCAP checks and introduces his latest Tin Pan effort, *I'm Grateful to You*. Caught at the second show in the afternoon, house was only half full, but the hand noise expressing satisfaction couldn't sound louder if they were swinging from the rafters.

Picture is *Spendthrift* (Paramount). ORO.

Paramount, New York

(Reviewed Wednesday Evening, July 22)

If things keep up this way here a stock review might be put in use, using a flock of rave adjectives, only changes being made being those involving the names of the orchestra and supporting acts. This current show, with Red Nichols and Loretta Lee, is another in the long session of strong band units the house has had, with the socks coming one after another.

Working with a slightly larger band than the average groups booked for the Paramount, Nichols is a pleasant surprise. Band has a swell basic rhythm, does its numbers with a good mixture of variety and in the hotter numbers, goes to town with the best of 'em. Nichols takes the spotlight several times for a bit of trumpet work and doesn't even stay as long as he is welcome. He uses for vocal and comedy work a male trio, good in both divisions of their chores.

Grace and Ray McDonald supply the dancing. A young and youthful team with plenty of zing. Ray stops things cold with a speedy time tap, repeating the chorus of the same song several times, each time increasing the speed of his taps. Grade A distinctly.

Loretta Lee, from radio, is doing a return date and she appears to be getting into the favorite ranking. Altho from the air, singer has done plenty of personal-appearance time and isn't lacking on the stage presence. If it weren't that she introduces Nichols for a resumption of his work she'd be forced to do a fifth number. Numbers include *Basin Street*, *When I'm With You* and *Tiger Rag*, latter an unusual number for a girl singer. She works to a wow reception.

Picture is weak. It's title, *Spendthrift*. JERRY FRANKEN.

Oriental, Chicago

(Reviewed Saturday Afternoon, July 25) PCT'SSE CAFE REVUE

This is the first unit to be presented around here for the new season. It went on the road originally two weeks ago as *Viva les Femmes*, but in reality is a new edition of Jack Fine's *Bandbox Revue*. The name has been changed here because patrons of this house fall for French names and advertising. Show is augmented here by the Hild Ballet and the regular house orchestra.

The revue opened with the Hild Girls doing a routine as Al Belasco waved the baton over the combined Smith Sisters' Orchestra (2), the unit band, and the Oriental Theater orchestra. This was followed by the Four Ambassadors of Rhythm, two men and two women, who did a tap routine and challenge stuff. Van Cello and Mary were next and Van dished out as clever a line of barrel juggling as you'd ever want to see. His equipment is neat and flashy and his excellent routine sent him off to a very good haul.

Janet Reed came on for a nifty rope-skipping toe tap that drew nice applause and then Al Belasco conducted the two bands in a music battle. Lillian Roberts sang *You Can't Pull the Wool Over My Eyes* and *Take My Heart* over the microphone, and then York and Tracy wowed them with their bag of tricks and comedy hokum with the W. C. Fields impression adding amusement to the act. Big hand.

Al Belasco gave an impression of Ted Lewis and was heckled from a box by Jack Leonard for a short session of comedy patter that had them laughing. Another routine by the chorus preceded a dance novelty known as *The Lady With Three Faces*, in which a girl with

masks attached to her head went thru a routine. Jack Leonard, rotund comedian, did impressions of Crosby, Calloway and Richman; clowned and closed with a comedy dance that sent him off a hit. The finale had the Four Ambassadors back for a stair dance which was joined in by Al Belasco and the Hild Ballet coming on for curtain.

F. LANGDON MORGAN.

Stanley, Pittsburgh

(Reviewed Friday Afternoon, July 24) (First Show) NBC RADIO JAMBOREE

All was not well at the opening show of the NBC Radio Jamboree in its break-in date at the Stanley. Were it not for two standard vogue acts added to the unit here the stage show would have been a sad affair. Apparently little trouble was taken in shaping the show during its practice stage. Jimmy Wallington, acting as emcee, seemed to have a bad case of stage fright. He is far more effective on the air.

House orchestra opens on stage. Tommy Trent, one of the added acts, opens the bill with a puppet act that won great favor with the customers. While offering the usual husband-and-wife characters and chatter, it was handled in swell session. A show-stop was his torso-shaking puppet doing a *Truckin'* dance. Enough to give any show a flying start.

Billy Gilbert, the first of the unit acts, follows with his familiar but amusing chatter and fiddling. During his opening gags he proves himself a Yiddish Henry Armetta. Offers on the violin *Turkey on the Straw* as played by different nationalities; a talking version of *Jack and Jill* and returns for a fine delivery of *Indian Love Song*. Three bows.

Wallington on next with an offering of his own. Gives a glowing account of Eddie Cantor as a man and hands their coming fall program a free plug. Uses poor judgment in telling the audience that his poor singing has made an announcer out of him and immediately follows with the song *Am I Gonna Have Trouble With You?* It convinced the house that he should leave singing alone.

The Pickens Sisters follow with an original miniature review of their own which promises to become the best thing in the show. Outfitted in fresh and attractive gowns and boasting of fetching stage appearances, the girls depart from the usual song-trio routines and score with welcome variety entertainment. Helen emcees the concoction, Patti doubles in a cute tap number and Jane lets go some high notes. Open with *I'd Rather Lead a Band*, followed by Patti's dance. Jane next singing *No Regrets*. Their final two numbers are their best: a hilarious impression of three operatic singers at a concert and their well-known *Louisiana Hayride*. Four bows.

Honeyboy and Sassafras (Fields and

Welch, respectively), black-face comie duo, are next-to-closing. The boys are capable of putting over a gag but are badly in need of some fresh material. Some yodeling by Sassafras and Honeyboy's devilish guitar strumming and moving-train imitations on his harmonica help gather a good hand.

Sylvia Manon and Company, the closing turn and one of the best adagio acts seen here in a long time, score a solid hit with their amazing work. Sylvia, petite and graceful, is tossed about by her three male helpers like a rubber ball. To the tune of *Blue Danube*, the intricate feats rhyme perfectly with the beauty of the music. Sylvia's company includes Ray Borden, Victor Vincent and Ted Williams.

The entire lineup returns for the finale. The Sylvia Manon act, however, should prove a far more effective curtain closer. The screen has *Public Enemy's Wife* (Warner) and house was very good at this viewing. SAM HONIGBERG.

London Bills

(Week of July 20)

Gracie Fields, highest paid English vaude single, headlines this week's Palladium bill and proves an enormous draw. Plays to a show-stop with eight or nine numbers at each session. Four American acts in the current lineup, with Cass, Mack, Owen and Topsy making a welcome return with their acrobatic humor, which registers solidly. Jean Carroll, witty and novel comedy girl, and Buddy Howe, who is ace on his footwork besides being an efficient foil, and Briant, Rains and Young, with an unusual and attractive dance act, remain from last week. Senator Murphy is back again and chalks up a huge quota of belly laughs with his bright monolog on international affairs.

Darlene Walders, cute acrobatic danseuse, remains at the Savoy Hotel, where she is an outstanding hit with her corking routine sold with compelling showmanship.

Chic York and Rose King, with True York and the Trade Twins, present a laughfest at the Empire, Glasgow, where another successful entry is Freddie Morgan and Wally Hadley, expert banjoints.

Lola and Jeanne Storer, a peach of a dance act and plenty versatile, are lavishly applauded at the Theater Royal, Dublin, where Borrah Minevitch and his Harmonica Rascales headline with their usual success.

Harris and Howell, colored comedians, and Harris Twins and Loretta, with an ace dance offering, are the chief hits at Manchester Palace.

Blackpool, a favorite show spot for American acts, has Jack Starr, with an amazing dance originality, and the Monroe Brothers, comedy trampolineists, as welcome attractions and big hits at the Palace. The Four Franks, hitting as solidly as ever, and Rosemary Deering, who dances delightfully, are on view at

the Opera House. Will Mahoney and his unit, including Evie Hayes, cute songstress, are in their third successful week at the Grand.

GB-MGM-FOX

(Continued from page 3)

Fox will have equal representation in the holding company, each owning about 20 per cent of the stock. The residual 60 per cent will be controlled by Isadore and Mark Oatrer, president and chairman of GB, together with the British public, which will be given opportunity to purchase enough shares to guarantee this arrangement. In order to bring about the equitable distribution between Fox and MGM, the former will sell to MGM half of its Metropolitan and Bradford stock, comprising 19 per cent of the total held by that company.

The new setup, informally agreed upon, is subject to the approval of the various boards of directors involved and is expected to be officially okched within a few weeks.

Both Nicholas and Joseph M. Schenck characterized the negotiation as a "good business deal" one in which the significant causes of the satisfaction being the fact that the quota picture problem is solved. Under present English laws, American producers must make one picture in England for about every five or six produced here and exhibited in England. In the past these English-made films were produced as cheaply as possible with no other motive than that of conforming with the law. Under the new conditions Fox and MGM as part owners of GB will use the latter's studios and distributing organization to make and distribute films comparable to Hollywood product.

Other salient points are: (1) That Gaumont-British will have the benefit of distribution of its pictures in the United States and the world thru MGM and Fox on specially favorable terms, thus greatly reducing the cost of distribution and increasing the efficiency and gross income; (2) in Great Britain GB, MGM and Fox will combine their selling organizations, thus effecting economy in distribution of the three products. The producing department of GB will be able to avail itself of the co-operation of the entire technical department of both MGM and Fox.

Complete details have not yet been agreed upon, but in the opinion of the interested parties the mutual benefits that should result from this three-corded co-operation can hardly be overestimated.

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How Two Vaude Performers Made Good on the Radio

Example of careful conquest of radio by non-name acts—pick smaller station—change name—build up air following and clean up with personal appearances

NEW YORK, July 25.—With the decline of vaude, most standard acts turned to night spots or radio, with radio the toughest of the two to crack. For that reason alone the following story of how a couple of vaude performers made good in radio should interest vaude people. When Mary Grace, a Publick house organist, found herself out of job because organists were no longer in vogue a year ago, she joined Jock McLane, a Scotch singer-musician, and both made careful plans to crash radio. They figured the New York and Chicago stations were overcrowded and went to Schenectady, N. Y., where they asked Station WGY for a spot. Their only radio experience was the few broadcasts they made from vaude stages.

Like many other vaude performers, they found radio a new experience which demanded a new technique and outlook. They discovered that radio meant harder work than vaude. Radio demanded careful preparation of scripts, rehearsing a voluminous number of songs, answering terrific fan mail and making frequent personal appearances. The dough was in the personal appearances, as most radio sustaining programs did not pay enough. Commercials were welcome, of course, but when no commercials were available, that was okeh, too, as it enabled them to move freely in accepting personal appearance dates.

Instead of only theaters, as before, the personal appearances would be made in school auditoriums, fairs, dance halls and clubrooms as well. Instead of the usual 10-minute vaude act, they had to do at least 30 minutes, and, when they constituted the entire show, as much as an hour and a half. And then, of course, the usual crowd of handshakers and autograph seekers.

Some of the bookings came thru the station's artists' bureau and some direct from clubs and theater managers. Under an arrangement permitting radio plugging of outside dates two weeks in advance, the artists' bureau received the privilege of commissions on all outside dates, whether booked direct by the artists or not.

Heavy mail and continual requests for autographed photos are headaches not present in vaude, but very important in radio. McLane and Grace answer the more urgent letters with suggestions

that listeners buy certain song sheets which include their autographed photo on the front cover. This boosts photo sheet sales and makes the music publishers happy, and at the same time publicizes and saves dough for the radio artists.

Another angle is name and approach. Intimacy is important on the radio and it is often wise to assume a friendly name and utilize a delivery suggesting neighborliness. McLane and Grace, for example, changed their billing to Grace and Scotty and intersperse songs and music with intimate chatter.

Catchlines are just as important in radio as they were in vaude. Listeners often identify their favorites by catchlines just as old vaude stars had favorite gags, songs and gestures.

Radio is okeh, but it's good to be prepared for a vaude revival, if and when. Miss Grace, for instance, prefers not to forget her organ technique, even tho she doesn't need it for radio. She practices regularly on an abandoned theater organ, just in case.

Arren-Broderick Booked

NEW YORK, July 25.—Arren and Broderick, recently in Carroll's *Sketch Book*, booked by Miles Ingalls for a spot in London musical show, opening September 18. Team now vacationing at Unika Lake, Mich.

Vaude in Jamaica

NEW YORK, July 25.—Nat Abramson is sending acts down to Jamaica, West Indies, booking them into the Palace Theater there. One show nightly, weekly change acts, usually double into the Glaze Bucket night club, same city.

"San Francisco" Gets Okeh

SAN FRANCISCO, July 25.—With assurances from City Attorney John J. O'Toole that the old ordinance which prohibits showing of 1906 San Francisco earthquake and fire pictures here is just a myth and that the flicker could run unhampered, MGM's *San Francisco* moved into the St. Francis Theater here Thursday for an indefinite run after three weeks at the Paramount Theater, where it did a land-office business totaling more than \$75,000.

Beef came from Supervisors Adolph Uhl and Warren Shannon, who tried to stop showing of the film, declaring that it would scare tourists away from town, especially during the 1939 Golden Gate International Exposition. Efforts were also made to have MGM minimize the earthquake scenes but didn't get over.

Sherman Leading Indies; 10 Spots

NEW YORK, July 25.—Eddie Sherman, booking 10 houses, is leading indie booker in town this summer. Continuing to double between Philly and his local office, Sherman has three full weeks on his books: Steel Pier, Atlantic City; the Hippodrome, Baltimore, and the Carmen, Philadelphia.

He is also booking the State, Baltimore, split; the Colonial, Lancaster, Pa., Tuesday to Thursday, units, and Saturday, vaude, and Capitol, Dover, Del., Friday-Saturday vaude. Also has several one-day spots, including the Criterion, Bridgeton, N. J., Saturday; Woodside Park, Philadelphia, Sunday; Broadway, Grover Park, Philadelphia, Sunday.

Hopes to again book Easton, Allentown and Richmond for Wilner & Vincent in the fall.

Breen in Cantor Unit

SAN FRANCISCO, July 25.—Bobby Breen, eight-year-old film star, will be in Eddie Cantor's vaude unit when it opens at the Fox Theater Friday. Parkynarkus also featured. Unit goes into the Golden Gate Theater August 8. Tour arranged by F. & M.

Ben Blue in Films

NEW YORK, July 25.—Ben Blue, at the State Theater next week, is following with six more vaude weeks, and then leaves for Hollywood to work in the next Bing Crosby film, *Pennies From Heaven*, for Paramount. Recently appeared in *Follow Your Heart*, with Marion Talley, for Republic.

Hot Philly Fight For Colored Acts

PHILADELPHIA, July 25.—With the Lincoln and Nixon Grand opening this fall with sepi attractions, a merry scramble for acts is in the offing. Harry Slatko, former manager of the Lincoln, will operate the Nixon for Tommy Eurus, ex-Metro pix salesman. Loew is doing the booking, with Ethel Waters set for the September 4 opening.

Lincoln, for the past few seasons with a film and colored vaude policy, will reopen on same date, with Sam Stieffel at the helm. Duke Ellington is tentatively set for the initial show.

Competish between the two houses will be keen, and both may turn to radio for patronage. Nixon is set to have WIP air the feature on Sundays, while the Lincoln will undoubtedly turn to WDAS or WPEN. As a good-will gesture, Slatko will air a "Colored Kiddies Revue" from the Nixon stage Sunday afternoons, starting August 23, to get a jump on the first publicity breaks. Stieffel will most likely follow suit.

Philly Warner-Fox Deal Still Maybe

PHILADELPHIA, July 25.—Local flesh setup will hardly be altered with Warner taking over management of the Fox Theater. While the deal was still in the negotiations stage, it is expected that the Fox would go first-run pix, with the Stanley again becoming the city's ace de luxe.

Since the Fox has developed a class patronage, Warner will probably concentrate on the stage presentations to make it the outstanding in its circuit. Stanley will remain status quo, as will the Earle, that house retaining flesh, altho it may switch to second runs.

Herman Whitman may leave the Earle to manage the Fox.

Mickey Mouse Unit

LOS ANGELES, July 25.—Mickey Mouse's vaude debut will have to wait until spring. Deal between Walt Disney and M. D. Howe-Falcon & Marco, is off until that time, when Howe will handle the unit himself. Only nudgets will be used.

AFA Raps Dep't Store Free Shows

NEW YORK, July 25.—In the current issue of its house organ the AFA wallops Hearn's Department Store for asking acts to make personal appearances without pay.

In answer to the AFA's request for info on "persuading" talent to make free appearances the publicity director of the store answers: "I have found, as a rule, the artist is frequently more anxious to make such a personal appearance for the publicity it secures for him than we are to arrange it." He added, "Frankly, I am of the opinion that the advertising cost to us of the many such personal appearances far outweighs their actual value."

As a result of this run-in the AFA is urging members not to play such shows, pointing out that "actors can't eat publicity."

Frisco's Heavy Boston Bookings

BOSTON, July 25.—The Great Kirmis, mentalist, booked thru Rosa Frisco here, plays Worcester, Mass., August 1 to 9, and Gloucester, Mass., August 14 week. Following a two-week vacation, he resumes work. Has been booked continuously past six months.

Lou Orth, booker for Frisco, has *Penthouse Follies* booked for six weeks, playing St. Johns, New Brunswick, Portland, Newport, Boothbay Harbor, Belknap Falls, Lowell, Claremont and other towns.

The Myers' Kiddie Revue, a Frisco unit, is reported doing sensational biz in Nova Scotia.

James Kennedy, Frisco booker, is handling the acts for the Town Casino, Bethlehem, N. H., top night spot, now featuring Art Rubin and his Syncopators, Ray Fontaine and Charles and Barbara.

Vaudeville Notes

PAUL GERRITS, at the Radio City Music Hall, New York, now, announces his engagement to Eleanor McCabe, of Houston, formerly with an Evans Dancers troupe. Mario and Floria, dancers at the Plaza Hotel, New York, have signed with MCA for two years.

F. & M. is dickering with Fred Stone and daughter, Paula, for vaude appearances. Stone's most recent flicker was *Troll of the Lonesome Pine*. Shep Fields' Band opened at the Michigan Theater, Detroit, Friday, with other Midwest dates to follow.

TOMMY TRENT, whose Punch and Judy act played the Roxy, New York, last week, is a former welterweight boxer, with 47 fights and 100 exhibitions under his belt.

H. B. Burton, the agent, recalls the time (about 16 years ago) when Mike Martin, of Martin and Fabiani, used to join others in the exclusive Proctor Fishing Club out on Long Island Sound. Martin is now the Martin Branner, syndicated comic strip artist.

Doug Leavitt, now playing musical stock in Jones Beach, L. I., is doubling as president of the Tonkawa Democratic Club in New York and reports the membership up to \$60. Tim Ryan and Irene Noblette are picking up vaude dates in New England, returning to New York for their Sunday night broadcasts.

NICK LUCAS and band open at the Fox Theater, Detroit, August 21, then going into Memphis for a night club date extending into the middle of September, when he expects to return to a Broadway spot. Playing Chippewa Lake, O., this week, with Euclid Beach, Cleveland, and one-nighters following. . . . Nanoy Healy,

night club and musical comedy dancer, sailed Thursday aboard the Europa for a three-month engagement at Monte Carlo, followed by vaude dates. . . . Dave Apollo, in adding Continental mimic, Afrique, to his vaude unit.

TED KRAFT, Milwaukee representative for the AFA, is the proud poppa of twins—a boy and a girl. . . . Dave Monahan just back from 26 weeks in Australia and now working around Detroit.

Tom Mills, trick bicyclist, is ill in Chicago and selling his bikes. . . . Gus Decker, formerly of the Riwa and Larson Troupe, suffered a heart attack in Fort Smith, Ark., recently and is now recuperating in Chicago. . . . Benjamin Cohen, of Cohen & Berke, is the new attorney for the AFA in Chicago, succeeding A. J. Musfioletto.

PAULINE KONER, young American dancer, is returning to New York aboard the Champlaine Thursday after a two-year concert tour of Soviet Russia. The first American dancer to make such a tour, she will return to the Soviet in the fall. . . . Eddie Garr will be in *The Connecticut Yankee* revival in St. Louis for Laurence Schwab, opening August 3.

Another vaudevillian making good in the Schwab company is Gil Lamb, formerly of Bellit and Lamb. . . . Paul Draper closed a seven-week run at the Chez Paree, Chicago, last week, his salary having been upped from \$850 to \$1,000 during his engagement. May return there in January.

MAX DAVIS, vaude unit ork leader, and his wife are vacationing at their home in Pittsburgh. Expect to go to New York next week.


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Los Angeles Enforces Fire Regulations

LOS ANGELES, July 25.—Following San Francisco's lead, Los Angeles is cracking down on night clubs in the metropolitan area in an attempt to prevent recurrence of the recent Frisco fire which cost four lives when a torch dancer's fogota ignited drapes. Managers are being notified this week by J. Wesley Gebbs, assistant chief of the bureau of prevention, and E. L. Hunt, also of the office, against fire hazards and have been ordered to remove all inflammable material.

Spots have been warned that State law requires all employees be placed under accident protection compensation insurance.

Daley Office Active

ALBANY, July 25.—Late bookings by the Jimmy Daley office include Jack Peck and Boots McIntyre, Rudd's Beach, Schenectady; J. Rene, fan dancer, seventh week at Rudd's Beach. Kay-dets Revue, now playing the Brookside Hotel, Morrisville, N. Y. Baby Peggy Farnes, at the Rendezvous, Gloversville, N. Y. Bobbie Elyer and her Four Collegians, their third week at the Klinker Brick Tavern, Coxsack, N. Y. Chief White Eagle and Princess Iona at Clayton Casino, Clayton, N. Y.

Jackie and Dot and Jack and Kitty Brady at the Arcade Hotel, Watertown, N. Y. Gladys St. John, Willie Krasmier and Allen and LaVerne at the Brook, Glens Falls. Al Farrell and Lottie Leo at the Columbia Villa here. Whirling Aces returning to Rudd's Beach August 3. Villano and Lorna, Rudd's Beach. Harvey McMahon and Ellen Lee, Cinderella Ballroom, Pattersonville, N. Y. Alice Worth, Betty Hayden, Yvonne Logan, Blake Sisters at the Jolly Club, also Joe Daley, Schenectady.

Kennaway Back to Loop

CHICAGO, July 25.—After a year's absence from the Loop, when they were located on North Michigan avenue, the Kennaway Music and Entertainment, Inc. offices have moved back to the Rinto and are now established at 32 West Randolph street. Rhodes Newbell, publicity director for several years, has left the firm to become advertising manager of a commercial company.

Penthouse, Boston, Dark

BOSTON, July 25.—Tom Maren, owner of the Penthouse (former Cascades Roof), atop the Bradford Hotel, closes the spot tonight. Reopening is slated for September 11. The Penthouse, which hurriedly opened last May, will be redecorated and refurbished for the fall opening.

Dinty Moore's another Tom Maren club, also closed and will reopen September 10. Maren is currently devoting his time to the opening of Lucerne Log Lodge, Lucerne, N. H.

Sissle at Ritz, Boston

BOSTON, July 25.—Noble Sissle brought his band and entertainers to the Ritz-Carlton Roof Tuesday night for a limited engagement. Featured with the combo are Leona Horne, torch warbler; Billy Banks, mimic, and Buddy Doyle, dancing comedian. During the local engagement Sissle will broadcast over WNAC.

Immerman's Art Service

NEW YORK, July 25.—Sol Immerman has left the Irving Mills office, where he headed the art department, and has opened his own theatrical advertising service in the Lefcourt Building, taking space with the Mills Music Company. Specializing in broadsides, manuals, music sheets, title pages, etc.

Saratoga Spot Opens

SARATOGA SPRINGS, N. Y., July 25.—Piping Rock Club here opens Wednesday night, with Sophie Tucker and band heading the show. Open for the racing season.

Daley Books Eagles' Shows

ALBANY, July 25.—Jimmy Daley office booked several shows into the recent convention of the Eagles at North Adams, Mass., last week.

Frisco Spots Make Changes In Bands for Fall Season

SAN FRANCISCO, July 25.—Changes in dance bands for the fall season are under way here. Heading the parade into town, scheduled for opening at the Mark Hopkins Hotel August 17, is Xavier Cugat's aggregation. With him will be Georges and Jaina, dance team, which is being featured along with his band at the Trocadero, Hollywood.

Henry King's outfit, now at the Mark Hopkins Pencock Court, goes into the Coconut Grove, Los Angeles, August 19. Grif Williams will return to the Mark Hopkins September 17 when Cugat bows out. Williams is now at Trianon Ballroom, Chicago.

Eddie Fitzpatrick Jr. will replace Ravazza's Band at the Hotel St. Francis August 17, remaining there until Jan Garber opens in a three weeks' engagement early in September.

Eddie Duchin is down for a one-night stand at the Fairmont Hotel August 22. Rumor has it that he'll also open the Sir Francis Drake Hotel's new ballroom shortly and guest it for two weeks, to be followed by Larry Kent's orchestra, now at Santa Monica, Calif. Fairmont Hotel has extended the Avalon Boys' contract to October 1. This instrumental and vocal quartet entertain in the Circus Lounge, and are to make a new Hal Roach film in Hollywood in September, which means commuting by plane.

Paul Pendarvis and his orchestra will return to the Palace Hotel here, September 1, at conclusion of Sterling Young's 12 weeks' run, and a big buildup is under way for the occasion.

Boone's Heavy Bookings

NEW YORK, July 25.—Don C. Boone office here has just spotted Donna and Darrell, Margaret Lawrence and Ruth Jeffery into the Barn, Lake Placid, N. Y., where the Dick Mansfield Band is current. Also booked the Neil Golden Trio into the Hotel Nayer, Lake George; the Bob Cavanaugh Trio into the Robert Tree Hotel, Newark, and Roscoe Ains, Betty Lewis, Carol Chappel and DeNny, Moore and Martin into Will Oakland's, East Paterson, N. J.

Daley Signs Bordine-Carole

ALBANY, July 25.—Jimmy Daley Agency has signed up for one year Bordine & Carole's unit, which includes a six-girl line. Unit is now at the Rendezvous, Gloversville, N. Y., and booked for a return run at Rudd's Beach near here, late in August. Kay Wagner, Margo and Lewis Sisters also in unit.

Ames Books Lindenhurst

NEW YORK, July 25.—Harry Ames has booked Olive White, Trent Paterson, Mickey Braatz and a girl troupe into the new Trocadero, Lindenhurst, L. I. Also Kingsley and Case into the Hotel Biltmore here.

Wally Wanger With Bentham

NEW YORK, July 25.—Wally Wanger has joined the M. S. Bentham office and will handle radio, films and night spots bookings.

Night Club Reviews

Ho-Ho Casino, Brighton Beach, N. Y.

On the site of the famous old Reisenweber's, the Lanzner brothers have opened this new spot. It's right on the Boardwalk and just by the subway to Manhattan.

Remodeled and redecorated, it is a very attractive and spacious club. Plenty of room, good sea view, a beautifully lighted cocktail bar and good service. Opened a couple of weeks ago with Harold Stern and orchestra and then added a floor show last week. New policy seems just right and should do much to put the spot over. Prices are modest, dinner being as low as \$1.25 and only 60-cent minimum for supper.

Floor show, produced by George Libby, is flashy and tuneful. Basis is the ensemble of 12 good lookers who parade in revealing costumes in several colorful numbers and also do interesting dance steps and formations. Shapely Inez Carmen steps out to do a toe tap in the finale, a snappy military and drum number.

Show's title, *Pooh Pooh Parade*, is carried out with a *Famous Women in History* number in which the gals parade and the emcee, Henry Berman, makes sly remarks. Berman does a bit of singing, but doesn't distinguish himself particularly. Dance team featured is Alice Glover and Walter LaMac, a nice-looking pair who are easily above average. Did four numbers, the flashiest being a snappy Cuban dance. Excel in exhibition lifts and spins and in ballet movements.

Three racketeers (Pete Clifford, Steve Murray and Lou Martini) are standouts with their loud and amusing comedy ditties and knockabouts. Sing spicy songs and maul each other while cracking gags. An old technique, but these boys do it exceptionally well. Went over big.

The Stern Orchestra supplies good dance music, being versatile and offering several styles. Henry Horowitz does the pop arrangements. Al DiOrtega the classic stuff, Charles Ho's the tangos and rumbas, and still another arranger the concert numbers. Stern himself leads and does an occasional session at the violin. The 13 men are all good musicians, with Tommy Gott, first trumpet, and Maximilian Rose, concert violin, outstanding. Al Sanders, violin, leads the band for the floor show.

Band carries two vocalists. Henny Sherman, a cute little brunet, is a very appealing rhythm singer, while Bill Smith reveals a rich baritone. Band broadcasts over Mutual from here and

also does a WOR commercial Sunday mornings. Denis.

New Larchmont Casino, Larchmont, N. Y.

This spot opened for this season while still somewhat unfinished structurally, part of the inner decorations and various other minor items missing. Looks as tho, however, it will shape up as an attractive roadhouse. Place is situated on the Boston Post Road. Prices are average for such spots.

Entertainment item is Jimmie Lunceford and his orchestra, and all the favorable adjectives can be trotted out and used without reserve. Canny management, combined with steady plugging, has in the past three years built the attraction into the major classification.

Lunceford has a darn sight more than a straight dance band. He has a group that can provide variety entertainment, do production numbers, play it sweet or zing it out with the hottest. Some Negro orchestras are indelibly stamped as playing the Harlem type music, but the only time that is noticeable in Lunceford's work is where it should be—in the torrid tunes.

Band carries 16 men, including the leader, and the instrumentation is so varied that there's no chance for monotony. However, what shapes up as one of the best features of the band is the interpretation given each number, done so as not only to bring out the best in the tune but also to fit in with the mood of the composition. Franken.

Chez Paree, Chicago

With a reputation of being one of the town's swankiest night spots, one can always depend on seeing an excellent floor show here. The present *Midsummer Revue* is star-studded with talent and is a classy affair thruout, with the exception of a comedienne-emcee who just doesn't fit into the show.

Joe Lewis slowed down an otherwise fast show with his comedy efforts and emceeing. His quips lay where they fell and, at the show caught, laughter was conspicuous by its absence. Hard as he tried, the audience refused to accept him as a funny man.

Backed by Henry Busse's crack band, now in its 28th week here, the show opened with the 16 Paul Ocard girls doing an ensemble routine as Bill Steele vocalized. Edna Janis, a clever tapster, followed with nifty steps and the Readinger Twins contributed a dandy Oriental number.

Edgar Bergen, noted ventriloquist,

Film Dancers Are in Demand

So says Chester Hale, back from Coast — claims studios want trained dancers

NEW YORK, July 25.—Chester Hale, who produced girl troupes for the Loew Circuit for years, has resumed his dance school here after two years in Hollywood as dance director for MGM.

Hale says he can use 250 chorus girls who have some dance training for picture work. Claims the Hollywood film studios have only about 50 desirable girl dancers available for musical pictures and that there is a genuine shortage of film chorus dancers. Hale says one-third of the pictures next season will include dance sequences.

Pointing out that picture studios have paid as much as \$750 a day to have their girls taught dancing for pictures, Hale says the studios have even had to scour high schools for girls. Hale is offering a dance course aimed to meet film requirements.

gathered plenty of laughs with Charlie McCarthy in *The Operation*. Dialog is clever and he went over big.

Ramon and Renita did two superb dance numbers, opening with the Ravelero, a dance cocktail, comprising five distinct rhythms which included the bolero, rumba, syncopated jazz, tango and a mambo in 5/4 time. They followed with the Zamba, an origination of Ramon in Maximo rhythm, and said to be the basis of the *Chiricoa*. Their presentation drew a big hand.

Another production number, with the chorus as mermaids and Bill Steele singing, was next, in which the girls did a modernistic routine to the accompaniment of a beautiful score by Busse's aggregation.

Lee Sims and Homay Bailey were a hit in the next spot with their incomparable turn. Homay's singing of *God a Grand-New Suit*, an operatic arrangement of *Along and Così Così* as an encore and Lee's work on the Ivories sent them off a hit.

Joe Lewis let the show down with some drawn-out stories and unfunny gags and a couple of songs in this spot and left to but fair applause.

A picturesque and colorful finale had the Ocard line attired in beautiful costumes of red, yellow, blue and white as they danced. Edna Janis and the Readinger Twins on the floor for a few more steps and the entire company on the stage for bows. MORGAN.

Bon Air C. C., Chicago

Located some 25 miles from Chicago, but nevertheless essentially a Chicago night spot, the Bon Air Country Club, operated by Tom Williams, is an ideal play spot, offering swimming and golf during the daylight hours and at night dining, dancing and a smart floor show.

Last Thursday night Henri Lishon and his excellent orchestra opened, along with a new floor show headed by that old favorite Gus Van, the "melody man." Lishon has an outfit in which young men predominate and they supply a pleasing brand of dance music. Gus Van was right at home in his role of emcee on opening night, and when he began to sing his character songs the audience couldn't get enough of him. He ran the gamut of favorites that have made him famous—*Dougherty Is the Name*, *I Love a Parade*, Mrs. Ginsburg's *Marie* and on down the line. A grand guy, Gus grows better with the years.

Dorothy and Betty Gould, sisters, one blond and one brunet, sang *Easy on the Eyes*, which they are, and tapped pleasantly to the same tune. Julia Gerity, hefty torch singer, clicked with half a dozen tunes. Jean Kirk, comely acrobatic dancer, won approval with graceful routines. Darjo and Costa, ballroom dance team just back from England, held attention with some difficult numbers beautifully done. Betty Gould came back for some acrobatic dancing, then Gus Van took over the mike and could have held it for the rest of the evening.

Bill Donovan is the new managing director of Bon Air, and the host is genial Gene Delmont. Located in Lake County, the country club has a freedom

(See NIGHT CLUB on page 20)

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Great Lakes Show 10 Weeks for RKO

CHICAGO, July 26.—*The Folies de Nuit*, produced by Mike Special at the French Casino at Great Lakes Exposition, Cleveland, has been sold to RKO for 10 weeks, starting in October. Following the RKO dates the show will play about four weeks at the Royal Palm, Palm Beach, Fla.

Show is reported to be making a big hit at the French Casino, located in the Streets of the World at the Cleveland fair.

Buddy Shepard Active

BOSTON, July 25.—Buddy Shepard Agency for 10 solid years has been sending acts to the Port Arthur Restaurant, Providence. For the third season he is booking the Ocean Gardens, Nantasket Beach, Mass. This year Shepard himself will be there as guest.

Westbury, L. I., Spot Opens

NEW YORK, July 25.—Chateau St. Claire, at Westbury, L. I., opens tonight with Ted Black's Orchestra, the Waltons, and Goff and Kerr featured.

Bob Bell Staging Shows

NEW YORK, July 25.—Bob Bell is staging and emceeing floor shows at Paul's Bowery, Valley Stream, L. I. Changing shows every two weeks.

Paris Operating Firm Bankrupt

PARIS, July 20.—The "Societe Fermiere des Etablissements du Moulin Rouge, a stock company formed to operate the Moulin Rouge and other music halls and picture houses in Paris, has been declared bankrupt. The firm was capitalized at 3,200,000 francs (\$213,333).

SUMMER THEATER
 (Continued from page 12)

pleased and should repeat elsewhere even before patrons of the theater who might not like to hear a spade called a spade or a transcript from everyday life presented in realistic if somewhat bold fashion.

BEN BARNETT.

"The Royal Family"
 (Spring Lake)

Presented by Monmouth County Players. Staged by Hudson Faussett and Mary Thomas. Settings by Marion Farries and Harry Taylor.

The George Kaufman and Edna Ferber play turned out better than expected, receiving a hearty welcome. Harriet Donovan's Julie Cavendish was a well-conceived balanced portrait in the "old family's" private album. Eleanor Clayton, playing the maid, Della, and Carl Watres, as Oscar Wolfe, the old manager and producer, handled their parts admirably. Supporting cast included Hudson Faussett, as Anthony Cavendish, who carried the acrobatics as best as could be expected on the small stage; Archie Le Comte, as Herbert Dean; Esther Weise, as Fanny Cavendish; Grace Constantin in the role of Gwen Cavendish.

Others were Lida Belle Stark, as Kitty Denn; Chares Howes, as Perry Stewart, and William Weise, as Gilbert Marshall. Extra bits contributed by Edward Constantin, Ralph Cooke, Jack Murphy, James Harrington, Clifford Kinkle, Chester Morgan and Helen Storms.

MICHAEL ROTHMAN.

"Traveler's Track"
 (Skeohegan)

Philo Higley's *Traveler's Track*, which opened here Monday (20), has aptly been termed a "saga of the highways," the scenes being laid in the Southwest and West and the action starting at a share-the-expense traveler's depot. Here Daisy, middle-aged and married, meets Ernie, 19, who joins her on an automobile trip to Los Angeles. Falling quickly in love, Ernie suggests a brief holiday en route and they stop at a Mexican border town. Luck at horse races turns to bad luck and Ernie robs a fellow hotel guest in order to continue with Daisy, who is unaware of the turn of events. In Los Angeles Daisy breaks with her husband and Ernie comes to her apartment filled with plans for their going away. Arrival of police to arrest him for murder prevents their setting off again and leaves Daisy stranded but sincere in her devotion for Ernie.

Traveler's Track suffers because the

two principal characters carry too much of the burden of the play. Boyd Crawford was too inexperienced with a long part—65 sides—to sustain his end, and Jessie Royce Landis, endeavoring to help him, was unable to do justice to her own role. The play is slightly long, too conversational and needs condensation and some overhauling. The idea is good and the characters believable.

Traveler's Track is directed by Melville Burke, with scenic designs by Charles Perkins. In addition to Miss Landis and Crawford, who carry the leading roles, the cast is composed of Ben Luskland, Grant Mills, Jeannine Newcombe, John Hammond Dalley, Mary Rogers, Charles Lait, Don Dillaway, Keenan Wynn, John Drew Devereux, William Barry, Kuy Kidder, Tom Tempest, A. H. Van Buren, Dorothy Warren, Van Perkins, Gordon Duff, Eileen Byron, Day Elliot, Mildred Hollis and Lillian Merrill.

HAROLD L. CAIL.

"Seen But Not Heard"
 (Locust Valley)

Seen But Not Heard, by Marie Baumer and Martin Berkley, might be referred to as one of the best plays in the summer crop. Such a statement might damn it with faint praise, but the writing and plot are above the average and perhaps when it is thoroughly rewritten it will possess the qualities necessary for a Broadway success.

It is the story of the Winthrop family of New England, gathered together to bury the sister of the three Winthrop brothers. It is Christmas and the youngsters involved unwittingly use one of their toys to bring about a confession of murder, promote another death and then succeed in protecting the good name of the Winthrops. Being a mystery, it would be unfair to tell the reader much more of the plot.

However, the combination of children and adults in a play is always a delicate and ticklish business. In this case the play is serious for the most part, with a well-motivated background; and the natural humor and comedy of pithy statements from the mouths of babes tends to throw the play out of joint, turning drama into light comedy at the wrong moments.

The breakdown of John Clyde, who has just lost his wife, is something that happens too abruptly to approach full dramatic significance and suspense. Time and again a serious mood is broken by what was obviously intended to be comedy relief on the part of the kids. One feels that the natural spontaneity of children on the stage should supply sufficient buoyancy without the aid of too many pat lines.

Arthur Siroom's direction, which was stiff and ponderous, hindered rather than helped the action. Frankie Thomas Jr., Anne Baxter and Raymond Roe as the three children perform competently and with the usual ingratiating qualities of young players.

Young Thomas, unfortunately, seems to have become addicted to mannerisms and studied carelessness, much to this reviewer's chagrin. Roe might be referred to as un-Jamboneau, to say the least. Little Miss Baxter brings a sincerity, an honesty, a really new and promising talent to the role of Elisabeth Winthrop.

In the adult division King Calder, as John Clyde, gave a fine, intelligent performance that was spoiled only by staccato motivation supplied to him in the script. And Muriel Brassler, as the fiancee of the younger Winthrop brother, is a pleasant looking young lady, very much at home on the stage, playing in a calm, intelligent and wholly captivating manner. She is a welcome addition to the sparse ranks of capable young leading ladies.

Ernest Woodward, as the Rev. Clifford Winthrop, and Leo Kennedy, as the Sheriff, also turned in competent, thoroughly professional performances. And as usual John Root's set was admirable.

Seen But Not Heard has much in its favor. One feels that when it is rewritten and partially recast D. A. Doran may have a successful play on his hands.

FRANK L. MOSS.

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Club Chatter

McNEELY AND CHAPMAN (Vickey and Tex), originally booked for the Beach Club, Conneaut Lake Park, Pa., for the month of June, are being held over indefinitely at that spot. From all indications they will remain there until the wind-up of the season in September. Vickey and Tex, who celebrated their 10th wedding anniversary July 21,

are holding down six spots in the current Beach Club show. . . . Dick and Edith Barstow, popular dance team, now in their second week at the Beach Club show, are slated to sail for Europe in September. . . . Dixie Dixon, fem impersonator, is in his third week of an indefinite engagement as emcee at the Jungle Inn, Youngstown, O. . . . Dot and Dash, youthful adagio team, will work the Detroit area for the next four months, booked thru the Betty Bryden offices. . . . Mazel and Zita, dance team, are appearing nightly at Jack Stille's Banker's Tavern, Atlantic City. They are featuring their *Racketeer* routine.

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BENNY THE BUM'S, Philadelphia most publicized intimate spot, hits the height of something or other with current newspaper ads. Spurlubs read: "Dance me in your arms to music that charms and let me be gay where smart people play." Pay-off is that the only musical instrument in the place is a Tom Thumb and the "music that charms" is supplied by a lone lad who pounds the ivories. There is no space reserved for dancing. . . . Abe Schiller, Detroit club and private party booker, announced last week that hereafter he is handling all entertainment used at the Blossom Heath Inn, near the Motor City. Current offerings include Grace and Charles Herbert, Bill Anson, DeMar and De-Andre and Irene and Martha. . . . Fay Norman's Gay Boy Revue is now in its fourth week at the Dwan Hotel, Benton Harbor, Mich. Booked by Tommy Sacco, Chicago. . . . Tod Liebling recently closed a four-week vaude tour to emcee the floor offerings at the Jack o' Lantern Lodge, near Eagle River, Wis. Orrville Stam, Martha Larue, Bobby Lane and members of Don Pedro's Ork comprise the bill.

THE GUS SUN Detroit office reports the addition of two more spots to its books, the Hollywood Cafe in Kalamazoo and the Hotel Lauth, Port Huron. Initial show at the Hollywood included Murdock and Mayo, Billy DeArno and Amelia Jean. The Lauth program has Kid Williams and his Gang, an all-sepia revue. . . . Ray Conlin, of the Michigan Vaudeville Association, Detroit, is now booking the Mohapac Inn on Lake Orion. Using three acts on a split-week basis. . . . Raoul and Renee, dance team, left the *Serenaders* vaude unit several weeks ago and are now playing Michigan club dates. Are current at the Hilltop Cafe in Muskegon. . . . International Three, composed of Mel Bennick, Princess Liskarna and Helen Reid, are playing Western club dates this summer. Are current at Carl Lindsay's big Ogden, Utah, club. Mel is doing novelty and tap dances, the Princess is offering South Sea routines and Miss Reid is doing bubble, fan and toe numbers.

CHARLES HOFFMAN is in his fourth week in the Vogue Room of the Hotel Hollenden, Cleveland, and is being held over indefinitely. . . . Gus Van opened at the Bon Air Country Club, Wheeling, Ill., July 23. . . . Sophie Tucker, who has been visiting friends in Michigan, made a surprise appearance in an amateur night show at the White Lake Yacht Club in Whitehall, Mich. She stole the show. . . . Major Howard Starrot, Michigan State Employment Director, announces that there is a shortage of hostesses in and around Detroit. According to Starrot, downtown hotels are having difficulty locating enough.

HARRY PEARL left New York Monday for an auto trip to California. . . . Bob Howard has just completed work in two Vitaphone shorts and sails for England in September to open at the London Chiswick Empire. . . . Lee Kelsen, singer, opened last week at the Hotel New Yorker, New York. . . . Haven Johnson, pianist, now featured at the Onyx Club, New York. . . . Ruth Brent, singer, closed last week at the Ritz Gardens, Atlantic City, and opens at the Roosevelt Hotel, New Orleans.

CLUB RICHMAN, New York, lost its liquor license last week, the State inspectors and police claiming criminals congregated on the premises. . . . Kingsley and Case just closed two weeks at the Hotel Biltmore, New York. . . . Lezar and Fedora, dancers, opened at the Queens Village Club. . . . Benny Fields left New York for Hollywood Friday to appear in the film *The Big Broadcast*.

Three Heat Waves Widely Known and Popular Profs

CHICAGO, July 25.—An error was made in these columns last week in the item headed *Marty Bloom Develops Profs From Amateurs* in the statement that the Three Heat Waves were graduates from Bloom's amateur shows. As a matter of fact the Three Heat Waves are professionals of long standing and have established an enviable reputation. The boys, Steve La Marr, Jack Winston and Duke Durbin, have been featured on Rudy Vallee's radio hour; appeared in a Warner Bros. short, *I'm Much Obligated*, also in vaudeville and in many prominent night spots. At present they are appearing at the College Inn of the Hotel Sherman and have been placed under a three-year contract by MCA.

White City's Record Business

CHICAGO, July 25.—The outdoor gardens at White City, which operate on Wednesday, Saturday and Sunday afternoons, are said to be drawing the best crowds in five years. According to H. M. Fox, who manages the gardens, many dancers seem to prefer the open-air dancing even tho the ballrooms are air-conditioned.

Once-Overs

JOE MARSALA, his wizard clarinet and his small jam band, are at the Hickory House, succeeding Wingy Mannone, now touring. It's jam music at its best, with the various instrumentalists whamming away at their solo choruses for a musical treat. Outfit, with Marsala's work on the black stick standing out, bend *Christopher Columbus* right in half. . . . By way of the loud-speaker, Ted Mack, conducting Major Bowes' band at Brighton Beach, was caught recently. Whether the moonclerkers are amateurs or not it's a Grade A orchestra, and the programs, in addition to better-than-average dancapation, were made more enjoyable by excellent choice of numbers. . . . Dick Stable, at the Lincoln, New York, with a recently organized band—Stable was formerly with Ben Bernie—has worked out smooth and agreeable outfit. . . . Harry Salter, who goes on commercially for Lucky Strike August 1, played a broadcast audition on CBS two weeks ago for that account. A vast improvement over the straight blare music previous Lucky orchestras have used. Within the limits set by the sponsor, the music was, nevertheless, colorful and well arranged. . . . Horace Heidt, picked up on a sustaining show from Chicago on Mutual, gave the audience a treat with a combined dance and variety program. The brass section in particular can stand up for a well-deserved bow, J. F.

Marie Almonte



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Bands and Orchestras

DALLAS has seen and will continue to see a glamorous array of name bands this season. Bands that have completed engagements at Dallas during the past month are Rudy Vallee, Ace Brigade, Jan Garber, Buddy Rogers and Cab Calloway, at the Texas Centennial; Benny Meroff, at Chez Maurice; and Freddie Martin, at the Baker Hotel. Current bands at the Centennial are Ted Lewis, at Streets of Paris; Lou Harris, at Streets of All Nations; Blue Steele, at Poppy Room, in City of China; Art Kassel, at General Motors Auditorium; Jose Manzanera, at Ford's Garden; Ernie Kratzinger, at Black Forest, and Paul Strimner, at Century Cafe. In other sections of the city and vicinity currently are Little Jack Little, at the Baker Hotel; Bobby Meeker, at Chez Maurice; Paul Harris, at the Adolphus Hotel; Count Bulowski, at El Tivoli, and Anson Weeks, at Casino Park, near Fort Worth. At the newly opened Club Forrest in suburban Dallas Bubbles Becker and his ork are furnishing the music.

KEITH BEECHER is reported as following Ben Pollack at the Continental Room of the Stevens Hotel, Chicago, August 2. Pollack will return to the Stevens after four weeks on the road. . . . Henri Ishon and his orchestra opened at the Bob Air Country Club, Wheeling, Ill., July 23, booked by the new Chicago office of the Consolidated Radio Artists, Inc. . . . Ray Williams and his orchestra concluded an engagement at Goldkette's Blue Lantern, outside Detroit, July 15 and opened at Summit Heights Hotel, Long Lake, Fenton, Mich., last Saturday. From there they go into Waldmeer Park, Erie, Pa., for two weeks, then to Cleveland.

MAURIE SHERMAN and his orchestra enjoy the distinction of being the first orchestra to receive a contract from the new Chicago offices of Consolidated Radio Artists, Inc. Maurie and band will play the new Grand de

Vista, a summer spot near Benton Harbor, Mich., starting August 19. . . . Noble Sisle replaced the band of the late Orville Knapp at the Ritz-Carlton Hotel in Boston last week. MCA handled the deal, which calls for a limited engagement. . . . Alexander Haas and his scarlet-coated Budapest Gypsy Ensemble continue to get plenty of New York society dates. They're familiar figures at important functions of the elite. . . . Jack Hamilton opens a five-week engagement at the Biltmore Club in St. Louis July 29. . . . Leippe-Britton piano duo and Wibble Fisher, vocalist, are featured with the combo which will have a KMOX wire while filling the Mound City date. . . . George Kavanaugh moved into the Chalet, East Detroit, last week.

FRANKIE LITTLEFIELD is set for the summer at the Delmar Club in Galveston, Tex. . . . Sammy Frisco recently completed a 21-week engagement at Tuite & Dean's in Chicago and immediately moved into the Golden Spot in the same city. Engagement indefinite. . . . Billy Baer and boys are filling an all-summer date at the Grand Hotel, Mackinac Island, Mich. . . . Leo Shelley plays until Labor Day at the Hotel Marblehead, Marblehead, Mass. . . . Willard Schilling's Ork is playing the swanky tennis club of the Inn at Buck Hill Park, Pa. . . . Bill Melick and his Blue Jackets are at the newly opened Club Sterling, Mt. Pocono, Pa. . . . Douglas Grant is playing an indefinite engagement at the Angle Pond Ballroom in Sandown, N. H. . . . Cascade Casino, recently remodeled ballroom in Birmingham, Ala., reopened last week with Jimmy Blue and band furnishing the dance tunes.

BOYD GAYLORD and his orchestra, with Lee Owens, have opened for an indefinite run at Club 800, Virginia Beach, Va. DeCarlo and Granada, the Lee Sisters and Rose Heatherly are included in the floor show at that spot. The Kinaldos, Frank and Tony, and their band are being held indefinitely at Forest Park, Toledo, O. Combo was originally booked in for a week. Frank is the leader and vocalist, Tony is highlighted on clarinet and sax solos and Joan Price handles the fem warbling. Carl Ayers and Bill Leeming are knocking out the novelty arrangements.

WITH El Morocco, New York, closed for the summer. Ernie Holst, who was doubling between that spot and the Westchester Bath Club, is concentrating at the latter spot. Byron Holiday has just been signed as the new vocalist with the band. . . . Vic Mele, formerly with Johnny Johnson as singer, has gone with Herb Gordon at Riley's Lake House, Saratoga Springs. Barbara Blake is now with Johnson. . . . Art Eshaw and his orchestra have been signed to follow Bob Crosby at the Hotel Lexington, New York. . . . Arthur Ravel and a swing group are at the New Yorker, New York, in the Manhattan room. . . . Jimmy Dorsey is prouder "n anything—because he made a hole in one at golf last week. . . . May McKim, of Boston, is singing with Al Donohue and his orchestra. . . . Clyde McCoy opens August 1 at the Iroquois Gardens,

Louisville. . . . Ozzie Nelson will broadcast over MBS from the Palmer House, Chicago.

Music News

Benny Davis and J. Fred Coots have signed contracts to furnish all the songs to be used in the new Cotton Club Revue when the Harlem organization moves to its new quarters on Broadway in September. Several of the numbers look promising enough to find recognition in the hit column.

Herbert Marks, of E. B. Marks, who has just returned from a European trip, reports that the popular music industry in London particularly is in bad shape. This is due to the rise in favor of radio or, as they term it over there, wireless. Sales of records, which were good until recently, have fallen off considerably. Sheet music has been similarly affected. On the other hand, he found things in Paris more encouraging. There night life has been a help, especially because of the constant use of new material by bands and orchestras and public response in buying.

Alex Hyde, orchestra leader, has disposed of two songs to the Irving Berlin Company, namely, *Walking Down a Side Street* and *With Thee I Swing, My Heart Is a Violin*, another number, has been taken over by Jack Mills. The compositions were authored in conjunction with "Buzz" Adlin and Bill Downs.

Jack Mills sails for Europe July 29 to establish several branch offices and make other important tieups with foreign firms for his extensive catalog. His itinerary includes visits to Sweden and Holland. He will be gone, according to current plans, about six weeks.

Jack Robbins has accepted Lee Wiley's musical tone poem, *Manhattan Scene*. It will be published immediately.

All the songs contributed by Sidney Mitchell, Walt Bullock and Victor Schertzinger in the new Republic film featuring Marion Talley and Michael Bartlett will be sponsored by the Sam Fox Publishing Company. These include *Follow Your Heart*, bearing the same caption as the pic; *Magnolias in the Moonlight* and *Who Minds 'Bout Me?*

During the next few months the various units projected by the federal government will feature at least a half dozen songs published by Clarence Williams. Among the numbers listed are *Song of the Extra Gang* and *More Than That*, recent issues, and those two perennial stand-bys, *Sugar Blues* and *I Found a New Baby*.

After an absence of two years Felix Bernard is back in New York. Bernard has spent the past 24 months in California composing for the talkies. His reason for his return here was to negotiate for the sale of three songs, *Don't Be Cut In*, *Wonderful Wintertime* and *New Moon in an Old Sky*.

Sam Serwer, of Witmarks, reached his desk following a two weeks' vacation down Delaware way last week with tales of some important fishing exploits. Sam is an ardent angler and says that this

year he had more luck than ever landing the beauties of the deep. Serwer spent his time with Ed Bornstein, brother of Saul and Ben, well known in the popular music field. Ed owns the place where Serwer rusticated for a fortnight.

Richard Kountz, general manager of standard and educational music of Warner Bros., is recuperating at a local hospital following a major operation.

NIGHT CLUB

(Continued from page 17)
denied spots in town and as a result is a favorite resort for the livelier night-lifers. And with Gus Van as chief entertainer it should enjoy prosperity.
GREEN.

States, San Francisco

This downtown spot at the intersection of Market and Powell streets is one of the most popular in town. It's operated by George L. Ricecom, who also has the Music Box and the Gangplank.

States has always been noted for the quality of its cuisine, even in the days before it used floor shows. The 81 dinner shapes up as an exceptional offering in the realm of local night clubbery. There is no cover.

Herb Samas and his seven-man ork are on the job. All have been heard on theatrical stages and have the ability to entertain as well as guide dancing steps. Denny Moore, a bright and breezy emcee, is a talented member of Samas' ork and knows how to handle the saxophone too.

Dixie Marsh, song-and-piano artist, regales patrons with a variety of new and old songs, enlivened with a dash of her popular personality. Dixie works overtime. Between the first and second floor shows she leads the customers in a community sing, and also entertains in the cocktail lounge. Another singing attraction is Bill Powers, former NBCer, who has been held over because of the popularity of his baritone solos. Howard Harding, tenoring popular ballads, also adds a bright spot to the bill of entertainment, and there is Francis, specialty dancer, who does original and spectacular numbers, receiving a big hand from the patrons.

Ben Taha's Arabian troupe of four, from vaude, does some sensational acrobatic stunts that make the customers forget their food and drinks. Then there is Betty Baird, dazzling blonde from radio, who offers operatic selections and comes back for more. Ray Copeland and his roller skaters, holdovers, do their dare-devil stunts whirling each other and occasionally guests.

Room is large, airy and beautiful in a conservative fashion, with a seating capacity for 600 persons. Service is excellent and business good. Glickman.

Casa Manana, Ft. Worth, Tex.

The million-dollar Casa Manana Revue at the Fort Worth Frontier Centennial is a "Cavalcade of World's Fairs," the scenes representing four expositions: St. Louis, 1904; Paris, 1925; Chicago, 1934; Fort Worth, 1936. The revue has 48 dancing girls, 24 showgirls and 18 dancing boys. "Le Can Can," by the 48-girl line in the Paris stanza, is sensational. Their training by Robert Alton and John Murray Anderson is apparent in their perfect step and routine.

Everett Marshall sings *The Night Is Young*, *Another Mile and Lone Star*, Ann Pennington dances as "Little Egypt" in the St. Louis number. Gomez and Winona furnish a smooth waltz number and Gareth Joplin does a tap dance atop a table. Lime Trio and Walter D. Wahl and Company furnish the comedy. Both acts work in pantomime, which is best for such a large place. Two other tunes from revue are *Tot Balloon*, sung by the Eight Californians, and *It Happened in Chicago*, sung by the girls' trio. Sally Rand does her bubble dance to the *Moonlight Sonata* in one of the most beautiful settings of revue.

Paul Whitman and his ork play the show, with Joe Venuti and his ork alternating with Whitman for dance music. For the finale of the one-hour show, the 130-foot revolving stage draws away from ringside tables, disclosing a 20-foot lagoon of water. Golden gondolas move in from off stage with entire company. Credit goes to, besides Billy Rose and Anderson, who staged entire production, to Alton for dance routines; Albert Pene, DuBois, costumes; Carlton Winkler, lighting; Dana Stiese, music, and Irving Kahai, lyrics. It's a production comparable to any that has ever been on Broadway. Every performance to the open-air cafe-theater has been sold out. The place seats 3,000. Huff.

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Sheet-Music Leaders
(Week Ending July 24)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing. Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon D. Healy; Carl Fischer, Inc.; Cambie Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. It's a Sin to Tell a Lie (1)	8. Rendezvous With a Dream (8)
2. Glory of Love (2)	9. You Can't Pull the Wool Over My Eye (11)
3. Would You? (3)	10. There's a Small Hotel (10)
4. Take My Heart (7)	11. Robins and Roses (9)
5. These Foolish Things Remind Me of You (5)	12. When I'm With You (14)
6. Is It True What They Say About Dixie? (4)	13. Crosspatch (12)
7. On the Beach at Ball Ball (6)	14. No Regrets (13)
	15. Let's Sing Again

PHONOGRAPH RECORD best sellers will be found on page 75.

Thru Sugar's Domino



SEVERAL days ago a man famous as a comedian in burlesque's heyday called on us. He is no longer a young man but by no means too old to be thinking of new fields to conquer. Nature's endowment of a fine constitution and clean living have brought him to the threshold of old age in vigorous health and fine spirits. He discussed with us several of the ideas he had in mind for the more pleasant passing of his time and possible profit. We suggested another try at burlesque. His anger rose with the speed of a colonel of the old South at a spoken insult to a lady. "I would rather dig ditches for the WPA than do that," he said after his anger subsided sufficiently to permit him to speak.

Our good friend's offense is, of course, understandable. Of itself it is not important. It is common knowledge that most of the burlesque stars of other days who are still alive and kicking feel as alien to the burlesque field of today as Sousa must have felt to German street bands. Yet this attitude points the way to a trend of thought that might mean bags of coin of the realm to those who follow its implications. Burlesque is clinging shamefully to the lower rungs of the amusement industry's ladder. Its status in the society of show business is lowly but its pockets, unlike those of branches enjoying greater esteem, are neither empty nor bulging with greenbacks.

Fairly well healed in burlesque, we would say. If burlesque can enjoy a fair degree of prosperity in its shadowy corner of the show business it stands to reason that real money can be made in this branch—for actors, producers and others—if something were done about cleaning, scrubbing and dressing it up in the clothes of respectability.

Burlesque has proved itself to be harder in the face of opposition and economic storms than its former brother industry, vaudeville. Despite its almost complete domination by sex and blunt smut, burlesque still retains color, warmth, intimacy and the priceless ingredient representing the blending of all of these—mass appeal. Stripped of its sex emphasis and smut, which are nothing more than substitutes for the comedy that made old-time burlesque a mine of gold for smart showmen, and augmented by the contributions of writing and staging talent, burlesque can take the comeback trail with a vigor that will defy all opposition.

True, comedy material is a precious commodity these days. Radio makes great demands on comedy writers; the screen gobbles up as much laugh material as it can lay its hands on, and revues are constantly striving to obtain the best that the market can produce. But this should not discourage those who see in burlesque a field for enterprising effort. The screen and radio need greater gag doses than burlesque because of the ephemeral nature of their service to the entertainment consumer. The screen and air are one-time factors. The best comedian on the air (don't pin us down to naming names) must start thinking about his next program immediately after bowing off to his studio audience. The gags of today's program are dead tomorrow than a flashlight without a battery. So is it to some extent with a film using comedy material. A certain company might refashion its old gags, dress hoary ones up in the latest Hollywood styles but this can be done only rarely and at the risk of a revolt at the box office. Burlesque has an advantage over the screen and air. A good piece of dialog, a punch scene and a neat twist in business can last an entire season and even live over into several seasons provided they are kept on the move—from theater to theater and from town to town. This can be done without difficulty thru touring shows and well-managed circuits.

Burlesque can well afford, under proper conditions—to hire the best writing talent available. The constant use of material can serve to amortize, without conceivable injury to producers' pocketbooks, large fees. Writers who can be made to see a new and lucrative field in burlesque will play along as they used to do in vaudeville. They will either accept lower fees as flat payments or exact their share of the booty via the royalty route. It can be done this way or that—but the important thing is that it can be done.

Burlesque has improved considerably the last few seasons in its selection of line girls and principal women. The improvement has not been enough to be noticeable to those who retain an impression of burlesque as a field that utilizes broken-down draft horses. Pretty, talented and girls that are not case-hardened can be recruited for burlesque if the field can offer them something more than promotion to the stripping ranks.

The highways and byways are choked with young, talented men with a comedy flair. These youths can no longer develop in the bush league of small time. Their only out is an amateur program with a purpose as sincere as that of a gold-brick salesman. We know of several young men of great promise who started climbing in the burlesque comedy ranks in recent years. A few have remained with hearts crushed and spirits broken. The rest have turned to more wholesome and more secure jobs in department stores and filling stations. Burlesque has no incentive for them. The scouts of Hollywood and Broadway come to burlesque performances see the voluptuous young ladies and walk out for fresh air when the comedy scenes are on.

There are enterprising, clean and far-seeing managers in the burlesque field today. But not enough of them. They are overwhelmed, sat down on and influenced by the greedy, short-sighted and lecherous impresarios of the stripping, grinding and bumping school. Burlesque can be made to attract a better type of manager; a more promising type of comedian and girls with real possibilities.

It is within the power of the Burlesque Artists' Association and a new, revitalized managers' association to tear down the present structure down to the rock bottom and build up again. It can be done.

Burlesque has a place in the show business that even the dopes of its present hierarchy could not despoil sufficiently to make the situation hopeless. The other branches of the business need what a revitalized burlesque can give them. There is no possibility as great as a proving or training ground for material and talent.

During the few remaining weeks left in the inventory-taking period of summer some of the bright lights ought to start making plans. Their rewards will be great. They will not benefit alone. All of the show business will. We eagerly await the revival. Millions of customers, now emptying their purses elsewhere, are waiting, too. But while they are waiting they are spending—and burlesque As It Should Be—is the loser in the meantime.

The Broadway Beat

By PAUL ACKERMAN

George Spelvin, regular skipper of this column, is away on vacation. New York staff members are alternating at column-filling until Mr. Spelvin returns with the issue dated August 22.

THE most captivating Is-It-True item of last week concerns the "Blamese" Twins, one of whom married a professional dancer named James Moore, in Dallas. Violet is the lucky girl, Daisy being merely an interested onlooker. It is rumored that Moore is not troubled with stage fright.

Of more than usual interest is the newly hatched anecdote of a band leader recently booked at the Paramount. When confronted with a mass of newspaper clippings displayed by a proud press agent the music master petulantly exclaimed that *The Daily News* was not represented. Teaching such an impasse, business relations were discontinued.

This is by way of being a study in the mental deviations of geniuses and show people, the plurality of expression being used because show people, while sometimes not geniuses, nevertheless act like them, the cause for such license not being definitely known.

Hail to the king who in triumph departs—referring to the Triple Entente between Isidore Ostrer and the Schenck brothers. Ostrer in his financial gymnastics with the Schencks emerged with a good padlock on GB, which will continue to be controlled by the Ostrers and the British public. Ostrer, with delicate and ascetic features, was strangely misseat seated on a divan at the Sherry Netherland with the two Schencks before a gathering of the press.

While you were of course cognizant of the fact that rat exterminators existed in a cloudy sort of way, maybe you did not know that these necessary gentlemen had a union. Last week moguls of the Exterminators and Punitors' Union announced cessation of their strike against amusement spots and resumption of their usual rough-on-rats policy. Longacre Square is worried.

Attaining a fame that he possibly never knew on this side of the good earth, Julius Weber, a musician, broke into the dailies when two women, one of them his estranged wife, fought for the privilege of burying him. . . . Bill Doll now heads Alex Yoke's press department, having been named successor to Barclay McCarty, resigned. . . . A neat example of the Minsky influence in titles: *Grin and Bare It*, name of the current show at the Black Cat in the Village. Almost as good as *Abroad at Home*.

Inaugurating a new idea in showboats, James Kenyon, of the Hudson River Day Line, has, in addition to the usual entertainment, bingo, checkers, shuffle boards and other games for the patrons.

One source of comfort mitigating the dullness of the dying legit season, which always refuses to cast off its mortal coil graciously, is the continued activity of the WPA Federal Theater Project. Seemingly set for another year of production, its employees, by one of those rapid upsets of fate, find themselves in better circumstances than the so-called employed players.

Chicago Chat

By NAT GREEN

HEADLINES are bugaboos especially in this horrid weather—and with a mountain of work on my desk I get this brief wire from Editor Al Hartmann: "Wire Chicago Chat." No time to let ideas perk, the composing room is hollering. . . . Well, there's always an ace in the hole in the morning mail, so let's see what it yields. . . . Here's a letter from Anne Jesselson Targ that helps a lot. Says Anne: "As a former press agent for Sally Rand I address you. Since the World's Fair I've been busy chasing a youngster around Lincoln Park, but this strenuous pastime is beginning to tell on me. Therefore I sat down and indulged in a good old-fashioned orgy of recalling my experiences as a publicity person in the hopes of again attracting some attention—and business—to myself. This month *The Inland Topics* mag published the first article, *The Saga of Sally Rand*, the expose of her first Chicago press agent. In September *The Inland Topics* will blossom forth under the new name of *The Magazine of Chicago* with Ott Coelin as editor. They'll carry my second story, *Heaven's Her Destination*, experiences of Uldine Utley, the girl evangelist, another little blonde who makes good. Before I give in—or out—I'll have something about Zora Henie Hurston, author of *Mules and Men* and *Johan's Gourd Vine*. I'll end up in a truly domestic mood with *I Learned About Babies From Books*."

That's a pretty good start toward filling the necessary space. Now for some scattered notes to finish it. . . . Jimmy Simpson, one of the best of the old-guard general agents, in town and looking great. He's fully regained his sight—it was good to see him looking chipper once more. . . . P. T. (Pa) Strieder, of Tampa, in for a brief spell then on to Cleveland. . . . Lester, the costumer, off with his son for a vacation in Alaska. . . . Willard Ruten, assistant to Leonard Hicks, managing director of the Morrison, used to be secretary to Ed Bailard. . . . Ruten, by the way, called to tell me that more than 10,000 buyers are expected to attend the preview fashion show at the Morrison July 27 to August 7. . . . And Bunny Daniels, publicity woman of the Blackstone, tipped me off that Damon Runyan and his wife were stopping there on their way back to Topeka from New York. . . . Emmie Nelson, of the Stevens, phoned to inform me that Frankie Crawford, pretty dancing partner of Joseph Caskey in the Continental Room, used to be premiere danseuse of the Chicago Grand Opera and that she is socially prominent in Seattle. . . . Caskey, also from Seattle, is an organ builder as well as dancer. . . . Howie Mayer reminds me that George Givot and Marty Bloom will audition talent Monday to find new material for the College Inn, where a lot of talent has been discovered. . . . Frank Hartless phoned that the Circus Fans' Association Convention is set for Evansville August 18, 19 and 20. . . . Note from Ray Kolb says: "Am with *Hollywood Revue* girl show with Gooding's Greater Shows No 2 and heading west for fairs. Doing emcee here; feel great, lots of fun and plenty of fresh air." . . . Ringling-Barnum Circus once more in Grant Park. . . . We miss Frank McIntyre from the front door. . . . Roland Butler, publicity chief, on hand; ditto Frank Braden, who will remain for entire engagement. . . . That deadline is close and this ought to fill the allotted space. . . . Selah!

Exhibitors' Organizations

A special meeting of members of Chicago Allied for July 24 at the Congress Hotel was called by Aaron Saperstein. Primary motive is to discuss clearance and what action to take, if any, in the event that B. & K. resumes a policy of double billing. Distributors are giving Balaban & Katz one extra week of clearance, and indies are fighting to stop it, some of them going so far as to say they will not buy films from Paramount owing to the latter's connection with B. & K.

Independent Theater Owners of Ohio are opposing the 12 per cent admission tax, which seems to stand a good chance of coming back again, owing to anticipated amendments to the sales-tax law. It is proposed that various taxes be discontinued, the revenue lost to be made up by passing new levies on amusements. Petitions are being circulated regarding amendments to the present sales-tax law, and P. J. Wood, business manager of ITO of Ohio, has sent around a bulletin asking all exhibitors to oppose the signing of any such measure.

Owing to the effects of the drought on business in Minneapolis and vicinity, Northwest Allied will next week hold a meeting to discuss measures for the coming season. Much of the business of the area is directly dependent on agricultural conditions.

Allied of New Jersey, at a meeting held July 23 at the Berkeley Caricet in Asbury Park, discussed the New York 2 per cent sales tax and the coming annual convention.

Edward Rugoff, head of the TOCO committee designated to work on the merger details affecting the aforementioned and ITOA, said, on his recent return from his vacation, that the plans for a meeting of the committee, originally scheduled for this week, have been postponed. It is possible, but not definite, that Rugoff's men will get together with Bernard Barr's ITOA committee at a joint meeting in the near future.

In connection with the proposal to raise \$250,000 for litigation expenses made at Allied's convention in Cleveland, Al Stoffes out in Minneapolis was reticent as to what sum had already been collected. He said, in effect, that rather than talk about it he first wanted to do a good job.

When the Queen Mary arrives in New York Harbor July 27 she will have on board 40 exhibitors representing the English Cinematograph Association. There will be a cocktail party for the visitors at the British Club, tendered by General Register Corporation.

Negotiations with major distributors regarding acceptance of MPTOA's 10-point plan to remedy trade practice abuses is again planned, the date for the starting of discussions being set for the week of August 17. In this final effort to obtain regulation within the industry, there has been no definite schedule of confabs worked out, but Ed Kuykendall, MPTOA president, will first try to obtain concessions from the various sales heads and, if unsuccessful, will then attempt to realize some of the points of his program by contacting company heads.

The Omaha home of Charles E. Williams, president of the Nebraska-Iowa MPTO, was damaged when a windstorm last week blew a tree onto the porch. Exhibitors in the area were much troubled, the power line in Council Bluffs having been turned off, thus necessitating the closing of many theaters.

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"SPEND THRIFT"

TIME—80 minutes. (PARAMOUNT) RELEASE DATE—June 20.
 PRODUCER—Walter Wanger.

PLOT—Addlepated story about a young millionaire who finds himself without cash and his only assets works of art, his home and Black Mamba, a horse. He wangles enough money to enter the horse in the Derby, but his jockey falls off and the horse is disqualified. He meets, in the South, Colonel Barnaby and his daughter, Sally, two chisellers, but thinks they're the McCoy and marries the girl. She develops into a shrew and finally leaves him because he's broke. All this time he overlooks his true love, Boots O'Connell, daughter of his horse trainer. He gets a job as a radio announcer and makes good (at a \$1,000 a week, McNamee) and his horse, which has become the property of his choleric uncle, wins a major race. He divorces his gold-digging wife and marries Boots.

CAST—Henry Fonda, Pat Patterson, Mary Brian, June Brewster, George Barbier, Spencer Charters, Halliwell Hobbes, Edward Brophy, Richard Carle, J. M. Kerrigan. Fonda can't do anything with the part, as who could. Patterson has a brogue that can be sliced and looks fairly nice, but otherwise doesn't register. Brian, in a new type role, fails to convince as the shrew. Charters good as the phony Southern Colonel. Barbier, with a juicy part as the cranky wealthy uncle, mugs his way to a picture steal. Brophy also ace as the rough pal of Fonda. Brewster good as the slip kiptie of Carle's.

DIRECTOR—Raoul Walsh. **Okch.**
AUTHORS—Story by Eric Hatch, screen play by Walsh and Bert Hanlon. A masterpiece of insanity and stupidity. Dialog delivers a few laughs on the basis of some vaude-like gags and would-be slip repartee.

APPEAL—Practically none.
COMMENT—A downright annoying and boring picture.
EXPLOITATION—The picture playing above it on the double bill; next week's feature and the story of the boy who went thru \$23,000,000.

"SATAN MET A LADY"

(WARNER) TIME—74 minutes. RELEASE DATE—August 8.

PLOT—An unscrupulous detective is employed by no less than three crooks to get for them a horn that is filled with jewels. In the frantic search for the thing a couple of murders are committed and a reward is offered for the slayer. Whereat the detective, who is the Satan of the title, double-crosses his entire trio of clients, being outsmarted in the end by the young gal who is one of them. She, the guilty party, gives herself up in order to prevent his getting the reward.

CAST—Bette Davis, Warren William, Alison Skipworth, Arthur Treacher, Marie Wilson, Porter Hall, Winifred Shaw and others. Davis' ophy-house emoting as funny as ever. William, Skipworth and Treacher, good performers, are saddled with the phoniest sort of roles and dialog. Wilson, who is going to be the most valuable of the entire Warner stock company, comes thru again.

DIRECTOR—William Dieterle. He may have known what he was doing, but if so he was pretty secretive about it.

AUTHORS—Screen play by Brown Holmes, from a story by Dashiell Hammett. This should certainly lay the ghost of *The Thin Man*.

COMMENT—An amazing hodgepodge of celluloid idiocy.
APPEAL—It may get by on top brackets because of the names.

EXPLOITATION—The names in the cast, plus Hammett, author of *The Thin Man*.

Film Consensus

Below are listed the films reviewed in last week's issue of *The Billboard*, together with a tabulation of the critical vote. Papers used in the tabulation include *The Times*, *Herald-Tribune*, *News*, *American*, *Mirror*, *Post*, *Sun*, *World-Telegram* and *Journal* among New York dailies, and *Film Daily*, *Motion Picture Daily*, *Motion Picture Herald*, *Hollywood Reporter*, *Picture Business*, *Box Office*, *Harrison's Reports*, *Daily Variety*, *New York State Exhibitor*, *Film Curb*, *Showman's Round Table*, *Variety* and *The Billboard* among trade papers. Not all of the papers are used in each tabulation, because of early trade showings, conflicting publication dates, etc.

Name	Favor-able	Unfa-vorable	No Opinion	Comment
The Green Pastures... (Warner)	21	0	0	"Triumph."—Hollywood Reporter. "Valuable screen merchandise."—M. P. Herald.
Early to Bed... (Paramount)	16	1	4	"Riotous laugh number."—Film Daily. "Pretty good farce."—Harrison's Reports.
Meet Nero Wolfe... (Columbia)	10	0	6	"Fairly amusing."—Mirror. "First flight."—M. P. Herald.
The Mine With the Iron Door... (Columbia)	2	9	8	"Middling entertainment."—Showman's Trade Review. "Mild entertainment."—Harrison's Reports.
Two Against the World... (Warner)	5	4	8	"Holds interest."—Film Curb. "Too drab."—Variety.
High Tension... (20th-Fox)	9	2	7	"Packed with thrills."—Showman's Trade Review. "Strong fare."—Variety.
Federal Agent... (Republic)	1	3	3	"Moderately entertaining."—Harrison's Reports. "Dual material."—The Billboard.
Wanted Men (BD)	0	10	1	"So sad!"—Post. "Everybody makes mistakes."—Variety.
Winds of the Wasteland... (Republic)	2	0	3	"Strong Western."—Showman's Trade Review. "Okch."—The Billboard.
The Riding Avenger... (Diversión)	4	1	2	"Well-balanced Western."—M. P. Herald. "Weak."—The Billboard.

News of the Week

According to Joseph M. Schenck, chairman of 20th Century-Fox, and Ildore Ostrer, president of Gaumont-British, details of the new international setup will be completed in about five weeks. There is no contemplated change in the American staff of GB for this season at least. Amplifying previous reports of the probable effects of the deal, Arthur A. Loe, GB exec, said that the consolidation of the three organizations would have no effect on the distribution of GB product in Canada, where GB has a seven-year contract with Empire Films.

Paramount's board of directors last week okched the appointment of S. A. Lynch, formerly head of Southern Enterprises, to head the company's Florida houses under a five-year contract. Lynch's salary will be flexible in that it will be based on the earnings of the various theaters, about 20 in all, located in Miami, Miami Beach, Coral Gables and Coconut Grove. These theaters have been under the management of E. J. Sparks, whose contract with Paramount makes no mention of the theaters turned over to Lynch.

Before Lynch's retirement, some years ago, he created the Southern Enterprises chain which finally passed into Paramount control. When Paramount went bankrupt Lynch entered the scene again, advising on new theater organization. The Para setup today is essentially his plan. For the last year he has been divorced from Paramount problems.

One other interesting happening occurred at the Para meeting, namely, the resignation of R. E. Anderson, financial vice-president, who had been re-elected to the post some weeks ago. Hereafter there will be no such position, the business formerly falling to that office being diverted to that of Walter B. Cokell, Paramount treasurer. Formerly a vice-president of ERPI, Anderson will not return there when he concludes his present work, which may take a month or so.

Settlement of the contract difficulties between John E. Otterson and Paramount is rumored to be very near. Otterson's agreement still has four unexpired years at \$150,000 for the first year and \$100,000 per annum for the three remaining years. It is understood that Para has offered a settlement of a straight \$50,000 per year for the entire four years. Representing Otterson are Schwartz & Frohlich, attorneys.

Statistics on admission taxes during the month of June indicated that last month's were the peak figures thus far this year. \$1,532,189 was taken in as compared with \$1,211,266 for June, 1935. May of this year accounted for \$1,318,765. For the fiscal year ending June 30, 1936, receipts were \$17,112,175 as compared with \$15,379,379 for 1935. The year's low spot was reached in March, with a figure of \$1,255,393.

James M. Minter and W. A. Cassidy, each of whom owns houses in the Detroit area, are leading negotiations for the formation of a new buying and booking combination for State theaters, excluding Detroit. It is estimated that about 40 theaters have already signed for membership in the organization, which will aim to strengthen buying and booking power of State indies. Exhibs from all over the State will meet in Flint very soon to complete the details.

Plans have been completed for the erection of two more theaters in the Chicago territory. A \$150,000 playhouse is to be erected at 41st avenue and Washington street, Gary, Ind., by V. U. Young, who controls several other houses in the same town. It will have a front elevation of structural glass and enameled metal and will seat 1,345. Work is expected to start about September 1.

Ground will be broken shortly for a 600-seat theater in Homewood, Ill., to cost approximately \$50,000. It will be erected by R. Levine & Company for a syndicate as yet unnamed.

The Harris Amusement Company, operating theaters in Western Pennsylvania, Ohio and Michigan, and Warners in the Pittsburgh territory, are planning a theater expansion campaign that is expected to reach its climax in the fall. Senator Frank Harris and John H. Harris, operators of the Harris chain, acquired the Liberty Theater in Pittsburgh recently and have been looking over several theaters in the New York territory as possible additions. The Warner expansion is reported to be centered in the Western Pennsylvania territory.

"THE RETURN OF SOPHIE LANG"

(PARAMOUNT)

TIME—64 minutes.

RELEASE DATE—July 3.

PLOT—Sophie Lang, the notorious international jewel thief, has reformed and, under an assumed name, is coming to America with her patroness, Mrs. Sedley, who owns the Kreuger diamond. On the boat is Sophie's old rival in crime, Max Bernard, and also a young reporter (romance). Bernard swipes the gem and when the boat lands in New York tells the police Sophie's real identity. She, however, eludes the police net and sets out to recover the jewel for Mrs. Sedley. She eventually succeeds, with the aid of the amorous reporter.

CAST—Gertrude Michael, Sir Guy Standing, Ray Milland, Elizabeth Patterson, Colin Tapley, Paul Harvey and others. Nice work throughout.

DIRECTOR—George Archainbaud. Keeps things moving brightly at a fast clip, and so manages to disguise most of the weaknesses of the thin plot.

AUTHORS—Screen play by Brian Marlow and Patterson McNutt, from a story by Frederick Irving Anderson. They can thank their stars for Archainbaud.

COMMENT—A pleasant enough hot-weather diversion.

APPEAL—Dualers.

EXPLOITATION—The Sophie Lang character, known from Anderson's short stories and previously presented on the screen.

"COUNTERFEIT"

(COLUMBIA)

RELEASE DATE—June 12.

TIME—73 minutes.

PRODUCER—B. P. Schulberg.

PLOT—John Madden tries to hold up Aimee Maxwell, of a counterfeit gang, and her sister, Verna, but is stopped by police. When Aimee refuses to prefer charges Madden hops in her car and escapes, shooting two cops in the getaway. Aimee takes him to her gang, where he becomes assistant to Capper Stevens, the boss. Gang kidnaps Tom Perkins, veteran money engraver in the mint, and floods the country with phony scratch. Madden turns out to be a G man, altho Stevens doesn't know it and tells Madden he must kill Verna, with whom Madden is now in love, since she is not in on the gang and might talk. Just as Madden is about to be forced to do it he captures Stevens, the G men show up and all is well.

CAST—Chester Morris, Margot Grahame, Lloyd Nolan, Marian Marsh, Claude Gillingwater, George McKay, John Gallaudet, Morris and Nolan okeh as the hard guys. Grahame is miscast and not only poorly made up but badly photoed. Marsh is vacuous. Gillingwater excellent as the grumpy engraver and McKay swell as comic relief.

DIRECTOR—Erle C. Kenton. Fast-moving bang-bang job.

AUTHORS—Bruce Manning and William Rankin. Tried and true trite stuff, but the story isn't noticed because of the action and suspense in the near killing of the gal.

COMMENT—Should do well in the smaller houses. Exciting enough and well paced.

APPEAL—Men.

EXPLOITATION—Some of the cast; Grahame on *The Informer* angle. Also the government war on counterfeiters and the scenes showing good money in the works.

"TICKET TO PARADISE"

(REPUBLIC)

TIME—67 minutes.

RELEASE DATE—July 10.

PLOT—Terry Dodd, rushing to catch a train to consummate a business deal, winds up a victim of amnesia when the taxi carrying him is wrecked. Knowing he was in a hurry, however, he grabs a train for New York, where police, finding him wandering around with \$10,000, turn him over to alienists. By ridiculous tests they determine he is a taxi driver and he obtains a job backing. One of his first passengers is Jane, a young hetress, who after a momentary annoyance when he tries to have her identify him becomes sympathetic and invites him to a party at her home. They are soon in love and embark upon a series of publicity stunts in order to learn Dodd's identity. In Chicago Dodd gets another knock on the head and all is solved. In fact, he has about two minutes left in which to complete the business deal with which the plot began.

CAST—Roger Pryor, Wendy Barrie, Claude Gillingwater, Andrew Tomba, Luis Alberni, E. E. Clive and others. Barrie best, with Pryor okeh.

DIRECTOR—Aubrey Scott. Fair, and at times good.

AUTHORS—Screen play by Jack Natteford and Nathaniel West from story by David Silverstein.

COMMENT—An oldie, but amusing.

APPEAL—Dual material; fairly wide general draw.

EXPLOITATION—Amnesia business.

"AND SUDDEN DEATH"

(PARAMOUNT)

TIME—68 minutes.

RELEASE DATE—June 10.

PLOT—A would-be argument against reckless driving that gets itself all tangled up in Hollywood. The crusading traffic officer meets and falls for the wealthy young social beauty, and as a result of the great romance she becomes a careful driver. But her cheap little brother, Jackie, not having discovered the charms of the traffic brigade, keeps on speeding until his car crashes into a busload of children. Thereupon noble sister takes the blame and the rap, while Jackie, that despicable craven, sits and watches. It all comes right, of course, in the end.

CAST—Randolph Scott, Frances Drake, Tom Brown, Billy Lee, Fuzzy Knight, Terry Walker, Porter Hall and others. Not much they can do.

DIRECTOR—Charles Barton. A heavy-handed and uninspired job.

AUTHORS—Screen play by Joseph Moncre March, from a story by Theodore Reeves and Madeleine Ruthven. The latter is no relation to Sir Ruthven Murgatroyd of *Ruddigore*.

COMMENT—March once penned a long poem called *The Set-Up*.

APPEAL—Lower spot in dualers.

EXPLOITATION—J. C. Furnas' famous mag article of the same title is the best possible bet.

"WHITE FANG"

(20TH CENTURY-FOX)

TIME—69 minutes.

RELEASE DATE—July 3.

PLOT—Weedon Scott of Alaska agrees to guide young Hal Burgess thru the snow because Hal's sister, Sylvia, asks him to. On the way Hal is shot, and Scott arrives in the lumber camp to take over the Burgess mine, posing as Hal, figuring that he can save the property from the evil overseer. He's unmasked when Sylvia visits camp, but she keeps him as her overseer and they fall in love. Then it's discovered that Hal's been shot, and the mob, led by the naughty ex-overseer, tries to lynch Scott. He's saved when various of the camp's comic characters come to his rescue with proof he didn't do it. Thru it all runs a half-dog-half-wolf which Scott tames.

CAST—Michael Whalen, Jean Muir, Slim Summerville, Charles Winninger, John Carradine, Jane Darwell, Thomas Beck and others. Muir wasted on this trip. Summerville, Winninger and Darwell amusing. Carradine does a Simon Legree as the overseer, and Whalen is very, very manly as Scott.

DIRECTOR—David Butler. Anybody can fall down some time.

AUTHORS—Screen play by Gene Fowler, Hal Long and S. G. Duncan, from the story by Jack London. Fowler's better at writing dirty verse.

COMMENT—Back around 1916 William S. Hart did one called *The Spell of the Yukon*.

APPEAL—There's a chance a couple of kids may like it.

EXPLOITATION—London.

"AUGUST WEEK-END"

(CHESTERFIELD)

TIME—67 minutes.

RELEASE DATE not given.

PLOT—George Washburn, married and middle-aged business man, is on the make for Claire, whose finances he has been taking care of and who now is broke. But Claire loves Kim, a society playboy without money, and Washburn, in order to clear this obstacle, offers Kim a good job and plenty of dough on condition that he marry Midge, Washburn's brainless daughter. Kim agrees, but at the week-end party at Washburn's estate it is obvious that the arrangement is to be one of convenience. Meanwhile Washburn is informed by his lawyer that the government is after him for non-payment of income tax and he nearly persuades Claire to run away with him. The same night, however, various people get into other people's bedrooms and create a scandal. Kim, to save Claire's reputation, takes all the blame. All is straightened out, the true lovers marry and Washburn returns to his wife, who has money enough to pay his income tax.

CAST—Valerie Hobson, G. P. Huntley, Paul Harvey and Betty Compson. Script so dull it cannot be remedied by even notable acting.

DIRECTOR—Charles Lamont. Drawn out; lacks pep.

AUTHORS—Adaptation and screen play by Paul Perez from novel by Faith Baldwin.

COMMENT—Weak dual material.

APPEAL—Slim.

EXPLOITATION—Routine.

"PRISON SHADOWS"

(MERCURY)

TIME—58 minutes.

RELEASE DATE not given.

PLOT—"Cupid" Harris, a handsome young prizefighter, comes out of jail after three years on a manslaughter charge for killing another boxer in the ring. His old manager calls him "Killer" Harris and books him in another fight, in which the opponent drops dead. After some detective work by our hero's gal, it turns out that a girl associate of the manager (the villainess) plans the deaths thru use of poison riddown liquor and then cleans up with a betting ring. It all turns out all right, with the hero getting his girl and the gyp betting ring cleaned up.

CAST—Eddie Nugent, as the handsome-figured fighter, is okeh. Fair support from Monte Blue, as one of the villains; and from Lucille Land and Joan Barclay as the girl principals.

DIRECTOR—Not credited. Fair job.

AUTHOR—Al Martin.

COMMENT—Okeh for a spot on a double-feature program. Has some pretty exciting ring fights, altho the photography here is not so hot. The story itself is routine, except for the corrupt betting ring angle, which is a bit refreshing. Most of the time, however, the film is pretty dull. When caught, the customers were hissing the villain and cheering the hero—which is the tipoff as to the sort of picture it is.

APPEAL—Duals.

EXPLOITATION—Corrupt betting ring angle is about all worth plugging.

"WEST OF NEVADA"

(COLONY)

TIME—60 minutes.

RELEASE DATE not given.

PLOT—Haldane, supposedly a taxidermist, is in possession of a gold mine located on Indian territory. Together with a clove-mouthed Indian he manages to ship the gold safely by hiding it inside the hides of animals, but the villains get wise to this and attempt to hold up a shipment. Jim and his pal, Walla Walla, happens along at the crucial moment, convoy the gold and eventually learn the secret. Leading the bad men is the town banker, who also makes a play for Haldane's daughter, Helen. She, however, is uninterested and prefers Jim until the banker pulls some backstairs politics resulting in Jim's appearing a very tough hombre. All is ironed out with the revelation that Jim is merely doing a bit of Indian research for his father, a senator, who is helping the red men get a square deal. Oh, well.

CAST—Rex Bell, Joan Barclay, Al St. John, Georgia O'Dell and Forrest Taylor.

DIRECTOR—Robert Hill. Pattern.

AUTHORS—Screen play by Rock Hawkey from Charles Kyson's novel, *Raw Gold*.

COMMENT—Dull business.

APPEAL—Weak one.

EXPLOITATION—Raw gold.

Operators and BAA Negotiate; New Season Plans Still Hidden

NEW YORK, July 25.—Nothing set yet on new operator-BAA contracts for the new season. The BAA executive board met with Al Somerby, Issy Hirst and Jimmy Lake Tuesday night in preliminary discussions.

The BAA is submitting its terms, leading into contract negotiations, to the indie next week, but is still waiting to hear from the Eastern Burlesque Managers' Association.

Tom Phillips, BAA head, says he anticipates a bigger burly season than the last, which at its peak had around 40 to 45 houses running.

The managers meanwhile are working quietly. Leasing of the Jacques, Waterbury, by Frank Ilio and of the Shubert, Philadelphia, by the Wilner-Scribner-Callah group encouraged burly people this week.

Abe Minsky and I. H. Herk are still noncommittal about their plans, altho

they are reported practically set on a Brooklyn house. Issy Hirst is also keeping quiet, waiting for BAA negotiations to proceed further before revealing his plans.

Shubert, Philly, Leased To Scribner-Wilner Group

PHILADELPHIA, July 25.—Shubert Theater here has been leased to the Sam Scribner-Max Wilner-Emmet Callahan combo. The group is negotiating for some one-nighters, but nothing set yet.

House has just been renovated, having suffered a fire last year. Max Rudnick opened it for burly two years back and before that it was the city's ace house for musicals.

DOLLY DAWSON posts from Port Arthur, Ont., that she just closed in Detroit and is now home enjoying a vacash.

Minsky Goes for \$10 Top

HOLLYWOOD, July 25.—Opening top for first-row seats of *Hollywood Goes Minsky* Thursday at the Playhouse is \$10 and \$9 for second to the sixth row. Balance of main floor is \$4.40.

Cast includes Helen Howard, Mike Sachs, Alice Kennedy, Steve Mills, Henry Clegg, Marie Voe, Benny (Wop) Moore and Floyd Halley, comics. Specialty performers are Satch and Satchel, Carlton and Miller, Carrie Fennell, Sonya Stone and Pat Poree and Madame X. Chorus of 45, orchestra and 12 usherets also with the show.

Pittsburgh Opening, Maybe

PITTSBURGH, July 25.—The burlesque situation here for next season looks uncertain, with the reopening of Issy Hirst's Variety Theater still hanging in the air. According to estimates, some \$22,000 will have to be poured into the theater for remodeling before the Bureau of Building Inspection will permit the theater to reopen. House had been severely damaged by the March flood and has undergone only minor repairs since then.

Burlesque Club Checks Out Soon

NEW YORK, July 25.—Members of the burlesque club, The Travelers, are expecting their \$300 check some time next week.

Irving Becker has resigned as first vice-president in order to accept the appointment of treasurer and trustee by the board of governors. He succeeds George Dresselhouse, resigned after 11 years.

Becker has been busy negotiating with the banks, in which the money has been deposited, to hurry distribution of the checks.

Scenic Equipment Man To Open Waterbury Theater

NEW YORK, July 25.—Frank Ilio, who operates a scenic equipment company on West 47th street here, has taken over the lease of the Jacques Theater, Waterbury, Conn.

Plans to open it with stock burly around September 15, with Joe Hurtig, of the once well-known producing firm of Hurtig & Seamon, in charge of production. George Alabama Florida, former advance man, will manage out front.

SUGAR TAYLOR (Jayne Wellington) taken from the Roxy, Toronto, to the Hotel Piccadilly, near by, July 18 suffering from peritonitis. Inez Marvin took over her parts and helped by Edna Naper, chorine, played nurse to the patient.

Burlesque Reviews

New Gotham, New York

(Reviewed Tuesday Evening, July 21)

A pleasing show here this week, with Billy Koud doing the producing for Abe Minsky. Six men, five women principals and 16 chorines comprise the cast, aided by a five-piece pit band.

Strongest angle is the production, Koud arranging the girl numbers nicely, giving them plenty of nudity and flattering lighting. Sets and costumes are okech, too. Chorin is not bad looking, with a few of the girls being exceptionally pretty. Their dance routines are simple and they go thru them with a fair amount of pep. One of the little girls, Sus White, steps out with a solo strip.

Of the women principals, Mildred Clark and Irene Austin won the greatest favor. Miss Clark, a shapely brunet, exhibits skill in tense numbers, affecting a slow and roguish style. Miss Austin, a tiny redhead, offered plain parade stripping and show-stopped easily. Her smile and figure did it. Kenza Vinton, stoutish brunet, sang spicy ditties and stripped with zest, giving the customers an entertaining time thruout. Dorothy Weeks, slender and tall brunet, danced prettily and offered vigorous tense stuff. Evelyn Whitney sang a bit in her distinctive way and, of course, contributed enticing flesh display. All of the women worked in the comedy scenes.

As in most burly shows nowadays the comedy scenes were weak. Best of the poor lot were race-track scene, school-room, honeymoon night. All old stuff and all depending on delivery. Comic staff comprised Art Gardner, a favorite here; Harry Evanson and George Murray, with Alan Forth doing straight and John Head, straight and singer, and Jack Keller, tenor and straight.

The only two-a-day burly house left in town, now that the Irving Place has closed for the summer, this spot is doing fair business and hoping to remain open thruout the summer. Opening of the new Triboro Bridge, with its Manhattan entrance right by the theater, is ex-

pected to help business. Evening sale is 35 cents up to \$1.25 for box seats. Show is played fast, with the women strippers returning for as many encores as applause warrants. And the customers here applaud until they see everything. House is air cooled and comfortable in hot weather. PAUL DENIS.

Rialto Theater, Chicago

(Reviewed Friday Night, July 24)

Current bill, labeled *Times Square Folies*, is a succession of colorful production numbers, snappy dance routines and funny comedy scenes, with scenic and lighting effects that are pleasing to the eye. Fred Clarke and Chuck Gregory have again hit the bull's-eye with a good all-round show.

The opening number, *Down South*, had George Kaye and Dorothy Wahl singing; Ione O'Donnell singing *Will You Remember?* and playing it on her violin as she danced, and peppy little Ethel Dewaux lending a chorus number besides several dance routines by the chorus. The old reliable *No. 1 Haven't* comedy scene follows. (See *Burlesque Reviews* opposite page)

Burly Briefs

Etinge, all in New York. . . Ann Corio is playing a week at the Apollo, New York, before resuming her vacation.

CEIL BLONDELL, because of a delay in receipt of a birth certificate from her dad, could not join the Earl Carroll outfit headed for the Sporting Club, Monte Carlo, and so was forced to return to burlesque. Opened at the 42d Street Apollo, New York, July 17. . . Helen Barry, showgirl at the Republic, New York, is a daily visitor at the Lutheran Hospital at the bedside of brother Owen (12), under medical treatment for the grippe. Betty Rowland replaced Dolores Green at the Gayety, New York, July 17. . . Art Gardner replaced Gus Shilling at Minsky's Gotham, New York, July 19.

CHARLES FRANKLIN is back in New York after nine months in Philly working for Issy Hirst. . . Dave Cohn spotted Tamara, new dancer-stripper from the Midwest, into the Apollo, New York. . . Also put Three Speed Demons into the Globe, Atlantic City; Billy Lee, comic, into the Apollo, New York; Kenza Vinton into the Gotham, New York, and Betty Rowland into the Gayety, New York. . . Mortan also claims he booked Miss Rowland into the Gayety. . . Zouyn Duval is vacationing on Long Island. Al Golden in the Catskills and Phil Silvers also in the mountains somewhere.

DIANE JOHNSON jumped from the Gayety to the Gotham, New York, Friday. . . Billy Koud, producer for Abe Minsky, is spending his day off at Long Beach, L. I. . . Nat Mortan spotted Jack Keller into the Gotham. Dina Dell into the Republic and Sonny Lovett into the

CHARLES COUNTRY, Kenny Brehna and Jack Buckley are reopening at the Rialto, Chicago, August 7 after several weeks' vacation. . . Country has rented a home at Fox Lake, Ill., and is a daily visitor at Ptomaine Pete's resort there. . . Marne is opening at the Roxy, Cleveland, July 31. . . Nora Ford has opened at the 606 Club, Chicago. . . Mickey Dennis, now at the Rialto, Chicago, will vacation at her home in Battle Creek. . . Dorothy Dee, Frances Mylie and Charles LaFord are opening at the Palace, Buffalo, booked by MIT Schuster. . . Harold Blodgett is spending his vacation with his wife's folks at McConnesville, O. . . Dolores Dawn is working at (See *BURLY BRIEFS* on opposite page)

PROFESSIONAL CARDS
EVELINE DAILEY
 Formerly of the Dalley Twins.
 Five Feet of Dainty Aero Strip-Tease.
REE DAINTY FLORRIE JOYCE
 THE TOPS—LIKE A ROLLS-ROYCE.
DANNY MORTON JUVENILE
 Formerly Radio Connected. Hold Over Indefinitely at the Republic, New York.

DIAMONDS RUBIES EMERALDS

PRINCESS LYANDRA

DANCE SENSATION

JUST JEWELS

NOW AT
 BILLY MINSKY'S REPUBLIC
 THEATRE, NEW YORK CITY

SAPPHIRES PEARLS JADE

Tab Tattles

HAPPY RAY, who has been making night clubs thru Pennsylvania, Ohio and New York with his Six Personality Girls for the last 17 months, is framing a 25-people unit to play the fairs for Barnes-Carruthers, opening around the middle of August. Rehearsals begin August 10. After nine weeks of fairs Happy will take the troupe into houses. Among those already signed by Ray are Gonzalez and Sterbenz, dance team; Blair Camp, emcee, and the Fricke Sisters, specialty artists. He will tote a 10-girl line and an ark. Happy's Personality Girls are currently at Meyers Lake, Canton, O. . . . Ervil Hart, now with a small rep show playing Virginia, recently bumped into an old pal, Slim Williams, this season en tour with the Milt Tolbert Show. "Slim looks sort of lonesome without his old partner, Buddy Morgan," Ervil writes. The tent show of which Miss Hart is a member is slated to close in another week or so, after which Ervil will jump into New England on another job or into Chicago for a long rest unless something else develops. . . . Rudolph Paul, with the Cotton Watts show at the Roxy, Knoxville, celebrated another birthday July 21. Lorraine Tumlin and Verna Barton were selected to buy the presents and Mr. Paul was very much in evidence that night in the halls of the Park Hotel in Knoxville. . . . Curley Burns, comedian, is still in charge of the No. 1 Watts show at the Knoxville Roxy.

WE HAVE been told several times recently that Charles (Slim) Vermont, the b-f. comic, died several weeks ago and lies buried somewhere in the South. Won't you please write in, Slim, and "say it isn't so"? Jack Murrell is now in his 13th week as producing comedian for Oscar Raphael at the Liberty Theater, Davenport. In Chicago in the Liberty troupe include Martha Jane Harlow, prim and featured stripper; Evelyn (McGuire) Edwards, soubrette; the LaBeau Sisters, harmony singers; Billie Couch, ingenue; Jules LaPorte, straight; Sally LaPorte, chorus producer and featured woman; Tommy Edwards, juvenile; Earl Clark, comic, and Al Mee, characters. Chorines are Priscilla Wheeler, Pearl McCoy, Albert McGuire, May O'Holiday, Estella Wallis, Ruby Landis, Keitha Holliday and Dorothy Nichols. . . . Francis Garretson, inactive for more than a year, is making plans to launch a new tab in the fall. . . . Featured with George Ehlinger's Stars of Shanghai, a Cushman unit, are Honey Payne, comedian and impersonator; Hitt and Raney, dancers; Freddie Onkes, banjoist; Wynn Hitt, emcee; the Musical Mandarin, stage ork; the Monette Sisters, tap dancers, and Dorothy Osman, songstress.

AMONG the tab revues now touring the maritime provinces of Eastern Canada are the Harry Berry company the Penthouse Follies and Billy Myers' Juvenile Revue. Most of the maritime tours begin at the Opera House, St. John, N. B. . . . Eddie and Babe (Riesle) Mason and their good man, Earl (Clicker) Webb, are leaving their headquarters in Hamilton, O. Thursday night of this week for a week's booking tour thru Maryland and Virginia. They're out to line up new houses for their country store and auction night features. They'll be gone a week and during that time expect to visit Billy and Margie Leicht in Baltimore and Pat and Mickie Gallagher in Exton, Md. . . . Jack Hamilton, until recently at the Liberty, Davenport, Ia., now has the girly-girly revue with the Greater American Shows, currently in Michigan territory. Jack was a visitor at the tab desk early last week while in Cinicy in search of girls. His wife, Lois, has been visiting with her friend, Alma Robinson, in Cincinnati the past several weeks. . . . Mrs. Earl C. Campbell, who with her hubby was formerly associated with the old De Luxe and Capitol theaters, Johnson City, Tenn., was the victim of a hit-skip driver July 19 while en route from Johnson City to her home in Tree Top, N. C. for a vacation. She sustained a broken arm, flesh wounds and bruises and her car was badly damaged. . . . Lew and Kitty Green, tab oldtimers, postcard from Muncie, Ind.: "Just read Guy Johnson's request for news from old-time tabbers. Well, as for us, we are playing fairs, picnics and celebrations, doing juggling, magic and comedy acts and working our Hollywood novelty

stand on the side. We, too, would like to hear from Gus Hogan, Babe Marbel, Billings and Thelma Booth, Drane Walters, Jimmy Hahn, Guy Douglas, Billy Earl, Earl Carey, Bee Jetmore, Sylvia Caldwell, Billy Lewis, Valeria Russell, Dad Van, Lew Beckridge, Hazel Heston. Where are the casts from Hogan's Winter Garden show, Penner's Broadway Frights, Heston's Ginger Girls, the Booth show and that grand old man of tabs, Hiram Heath?"

U-NOTES

(Continued from opposite page)

HOLLYWOOD PLAYHOUSE. Cantor refused to agree on financial arrangements proposed, declining to permit Fields' appearing on stage at less than \$400 to \$500 per week. Also that he has had several studio calls, one to play a heavy opposite Victor McLaglen and one from the Columbia studio.

DYNA (MITE) DELL, of the Republic, New York, became a Wally Jackson dancing pupil to acquire tap and other rhythmic steps week of July 13. Was also visited backstage by a MOM rep, who told her to call at Ike Weber's office to arrange for a screen test.

MIMI LYNN completed four weeks as per original contract at the Eltinge, New York, July 16 and was held over indefinitely. Did a successful parachute jump from an airplane on a bet out in Long Island last week.

PAT PAREE and Helen Howard were Bessie (Wop) Moore's co-passengers aboard the Moore car bound for the Hollywood Playhouse.

LEE PERRIN, born in Hammond, Ind., is a new blond mike contralto singer and strip-tease principal in the East. Opened at the Gaiety, New York, July 10. Last burlesque engagement was at the Palace, Buffalo. Also worked a lot of night clubs in Chicago.

DIANE RAY, formerly a 42d Street Apollo, New York, showgirl, later an Eltinge, New York, dancer, is soon to elevate herself still further, this time to the principal ranks.

CARRIE PINNELL and Tommy Morris left the 42d Street Apollo, New York.

for a motor trip to their farm in Osgood, Ind., and then to *Life Begins at Minsky's* in Hollywood, where they remain six weeks, to return in time for Miss Finnell to start on a new Wilner contract in September. Before leaving and as a mark of appreciation Miss Finnell was gifted by the Wilners with a \$50 check.

EMMETT CALLAHAN returned to general manager duties at the 42d Street Apollo, New York, July after six weeks of vaesh, spent motoring thru New England and seashore resorts as far west as Chicago with Mrs. Callahan (Ann Corio). A stopoff at Miss Corio's home in Hartford got Emmett a new title, "Champion Eel Catcher of Connecticut."

PHIL ROSENBERG, agent, a daily commuter between Long Beach, L. I., and New York. Other Long Beach summerites: Peggy Reynolds, Morrie Seaman and Bernice and Ruby Vaughn.

JEAN DELMAR, former burlesque principal, opened July 18 in the Broadway Room, a new New York night club in the West 50s, to do her bronze dance specialty.

BURLESQUE REVIEWS

(Continued from opposite page)

lowed and was put over by Jack Diamond, Ethel Devaux and Joey Faye. After the chorus in lace panties had done its stuff, the *Misc Shop* scene was done by George Kaye, Jack Diamond, Dot Wahl, Ethel Devaux and Bert Grant and garnered many laughs. Grant has a hankering characterization in this scene that is a gem.

Dolores Dawn was the first of the strippers and did her turn in a manner that elicited nice applause. Later Gloria Gayle was an eye-ful with her disrobing specialty and further down on the bill was a build-up number for June St. Clair, platinum blonde, whose strip was met with applause that brought her back several times.

Two numbers in the show that the audience seemed to like real well were the *Chloe Ballet*, a production number laid in a forest setting, utilizing the chorus and featuring Dot Wahl in a butterfly dance, followed by fast cartwheels, with singing by George Kaye and *The Boogie Man*, dance number led by Dot Wahl, in which she and the chorus girls

did a tap number to *The Foot and Peasant* overture, drawing heavy applause at the finish.

Frank King, a clever hooper, did a nifty tap specialty in one during the show and showed 'em some fast stepping. He is much too serious when he works and should learn to smile while dancing. Left to a good haul.

The three other comedy scenes all got a substantial quota of laughs and were well executed. These were the *Ice-Cream Wagon*, with Joey Faye as the vender, and Dolores Dawn, Ethel Devaux, Jack Richards and Bert Grant; *Dr. Krankheit*, Smith and Dale's old stand-by, with Joey Faye doing a particularly good job as Dr. Krankheit and Jack Diamond getting everything out of his part, assisted by Devaux and Grant, and *Wrong Address*, with Diamond and Faye, Grant, Devaux, Dawson and Wahl. The finale was a colorful Spanish scene and had the chorus doing a castanet dance; Ione O'Donnell, singing, and the entire company on, with nude poses in the background by the showgirls.

F. LANGDON MORGAN.

BURLY BRIEFS

(Continued from opposite page)

Colosimo's Cafe, Chicago, and doubling at the Rialto. . . . Bert Grant is the new straight man at the Rialto, Chicago, having replaced Ray Parsons.

ANN CORIO opened at the 42d Street Apollo, New York, Friday. Georgia Sothron and Margie Hart off on a week's vaesh. . . . Jean White, after two years in the chorus of Minsky's Gotham, New York, came downtown to the Gaiety, where she opened July 10, doubling in strips and showgirl poses. Diane Johnson and Joan Carroll of the Gaiety, New York, picked by an *Evening Journal* reporter to test the temperature of Minsky's strip-teasers during the recent hot spell, found Diane registering 96 and Joan 92.

FRANK PENNY, BAA official, is director of entertainment at the Empire Hotel, Perendale, N. Y., where other burlesquers are Ruth Coburn and Charles Evans. . . . Fred Raymond, backstage chief at the Eltinge, New York, helped out in the opening bit week of July 17. He added another imitation to his extensive repertoire, that of Boris Karloff.

Joe Brown, former concessioner at the Lyceum, Paterson, and Gayety, Louisville, is a co-worker with Teddy Underwood with West's World Wonder Shows, now on tour.

Endurance Shows

Conducted by ROGER LITTLEFORD JR.

Trenton Gale Hits Walkathon; Kills 2

TRENTON, N. J., July 25.—A severe wind and thunder storm killed two spectators and injured several, including contestants, shortly after 2 a.m. yesterday at a walkathon held under a tent just outside the Trenton State Fairgrounds in Hamilton Township. Poles and canvas were torn into by the freak twister, causing pandemonium as a crowd of a few hundred sought safety. One of the men killed resided here, the other lived in Allentown, Pa. Seriously injured were Josh Kitchens, promoter of the show (which opened Thursday), who suffered a broken right shoulder; Anthony Pandolpho, contestant, New York, leg and back bruises, and Frances Kline, contestant, Chester, Pa., nervous shock. Other participants injured were Peggy White, Irene Parker, Jack Kearns, Del Carlson and Mitty Hamid. They were taken to the St. Francis and McKinley hospitals, but most of them were discharged after receiving treatment.

Kitchens, formerly of the Flying Kitchens, and Marcus A. Rubin, an affiliate, were absolved from blame by Prosecutor Erwin E. Marshall of Mercer County, who described the tragedy as "an act of nature." He said the tent had been well constructed, properly erected in apparently in good condition. Only a few hours before the accident the top was filled with several thousand spectators.

Mayor Okehs Wildwood Show

WILDWOOD, N. J., July 25.—Zeke Youngblood's Derby Dance, being conducted at Hunt's Ocean Pier on the Boardwalk, got a clean bill of health when the Wildwood Hotel Association, headed by D. J. Woods, complained of its operation to Mayor Doris W. Bradway. Seashore resort town has an anti-marathon dance ordinance, and the hotel men claimed the "derby" came within that scope. After an investigation by Harry Tenenbaum, city solicitor, Mayor Bradway ordered some changes in the conduct of the dance to ease for some of the objections put forth.

Show started June 25 with 32 couples.

GEORGE W. PUOHE'S Dilworth, Minn., derby show is now past the 700-hour mark with eight couples still in the running. Matinee business has been light owing to the extreme heat, but with a break in the weather the crowds are bound to come. According to Newman, veteran magician and mentalist, the setup is one of the finest he has seen, and Newman knows walkie setups. He says that Dud Nelson, Lenny Pulge, Jimmy Bittner and Frankie Little are keeping things moving at a rapid, sure-fire pace.

HAVANA is crying out loud for a good walkathon, according to L. Maclean Beers of that city. Mr. Beers claims that Havana, a city of approximately 600,000 inhabitants, is ripe for a first-class show.

LARRY HOLMES is anxious to reach Billie and Bea Coleman, who walked in the Oceanaside, L. I., show. The Colemans are urged to write Holmes as soon as possible via *The Billboard* Mail Forwarding Department, Cincinnati office.

MRS. JACK KELLEY wishes her husband would contact his home immediately. (See *ENDURANCE SHOWS* on page 25)

WANTED!

Teams and Girl Singers doing Specialties

I have made arrangements for a Gary Night Club to feature entertaining walkathon contestants for three nights a week at a fair salary plus room and board. Dance Teams and Single Girls who are good blues singers or instrumentalists are especially urged to contact me immediately. Send photos and description of your act, together with full name and address. Those living in the vicinity of Chicago or Gary are cordially invited to call on me at my office.

Here's a real opportunity for contestants to earn a little between walkathon engagements.

RICHARD S. KAPLAN, Attorney

814 Gary State Bank Bldg, Gary, Ind.

Wanted--Happy Ray's Revue

Man with 1 1/2-ton Truck, to transport. Must be in good condition. Pay salary and expenses. Also Quartette Man, 4 Medium Chorus Girls, Musicians and instrumentalists. Rehearsals August 10, Kansas City. Write immediately to HAPPY RAY, till August 9, Meyers Lake Park, Canton, O.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally. Conducted by MARTIN C. BRENNAN, 188 City Tavernals Building, Pitt Street, Sydney, Australia. Office of THE BILLBOARD.

Dorothea Antel

226 West 72d St., New York City. BIRTHDAY, EVERY DAY, CONVALESCENT GREETING CARDS. In Bored Assemblies, 15 Exclusive and Original Cards to the Box, \$1.00. Special Discount on Large Quantities. WRITE FOR PARTICULARS.

McNally's Tent Show

PITTSFORD, Vt., July 25.—Last week Mrs. McNally's mother and son, Pat, who lives with his grandmother in Groton, Vt., came on for a visit. Tuesday was grandma's 81st birthday and Wednesday was Myrtle Lee's birthday. After the show Tuesday night a double celebration was held. Home-made ice cream and cake helped decorate the table, along with the many beautiful birthday presents both received. In the afternoon the parties were taken to a show in Rutland.

Mr. and Mrs. McNally and two sons, Donald and Howard, and Myrtle Lee and Don Kimmel motored over to Warren, Vt., last Sunday to see Mr. and Mrs. George Bragg. A pleasant visit was had and a most enjoyable dinner was served by Mrs. Bragg.

The show has organized a baseball team and is scheduled to play the Pittsford City team. DON D. KIMMEL.

Bisbee's Comedians

LIVERMORE, Ky., July 25.—We are now in our 16th week. While business is not of the SRO variety, the show has been rolling along to satisfactory returns. We have encountered lots of hot and dry weather, but we're now in the cream of our established territory.

This town reminds one of the old boom days in the Western oil fields. They are striking oil all over this burg and, as a result, the natives are happy and wild.

A delegation from the show visited the Johnny J. Jones Exposition in Owensboro, Ky., last week. We yoked all over the midway, eating red ice cream, pop corn and cotton candy, and had the time of our lives riding all the rides, from the kiddie's Merry-Go-Round to the Loop-o-Plane. The Jones midway is a grand flash.

A couple of things I'd like to know: Where in Virginia Dick Lewis and Billy Williams hide all summer? When Jess Bisbee is really gonna catch a fish? If Hobart Hale and Tom Hutchison have purchased earphones yet? If it's true that Earl Martin and Dome Williams are losing weight? What's become of Boyd Holloway?

Believe it or not—in the local colored cemetery the other day they drilled for oil. They found no oil, but they did discover that oil (all) were dead.

Two more weeks in Kentucky, then—
"SEABEE" HAYWORTH.

Van Arnam's Barn Dance

HOULTON, Me., July 25.—At Houlton we leave Aroostook County, Me., after 15 days within her hospitable borders. Business has been excellent at every stand, with several turnaways. All past records have topped and Bossman John wears an expansive smile. Aroostook County is as large as the State of Massachusetts and its people have a heart as big.

Bill O'Brien is now singing tenor with our Old Homestead Quartet, having replaced Earl Martin.

Manager Roy Roberts did a bit of rear advance work last Sunday, returning to Madawaska for a visit with friends.

No need to read fiction over here. Donald Whitehouse keeps us interested recalling his many adventures. His story about the time he shot a whale in the city limits of his home town, Dover, N. H., is only one of many.

Fred Forbes, of Caribou, Me., is a real show fan, having seen our show no less than five times in the last two weeks. Forbes is a potato dealer and shipper of note and one of our biggest boosters.

In an impressive ceremony, the writer was made a member of the B. A. G. Association last Tuesday, sponsored by Billy Hall, Reno Barr and Harry LaToy. It is with pardonable pride that I point out that I passed with flying colors.

Bill (Don Juan) Stone, ordinarily a very businesslike young man, in a daze since his visit to Limestone. That was the "Happy Daze," eh Bill?

MACK D. FERGUSON.

ROBERT ALAN GREEN, director of the Kilbuck Theater, Pittsburgh, has left with his wife on a month's tour of the summer-theater circuit along the New England Coast.

WANTED AT ONCE

Team or Small Family with own living accommodations. Must be good comedians, Singers, Dancers and up in Acts. Also some Hibbilly State. This is a week-end talking Picture and Vaudeville Show. Write JACK GRADY, Billie's Big Tent Show, Fairport, N. Y., west of July 27.
STATE YOUR LOWEST.

Rep Ripples

OTIS OLIVER advises that his *Hollywood Premiere* unit opened Monday at Two Harbors, Minn., with his other company, *Suavec River Showboat*, slated to get under way near St. Paul August 25. Special paper is being prepared for both shows, Oliver writes, and many dates will be played under local auspices and benefits.

FRED HATFIELD, of the Hatfield Dog and Pony Show, who has been in ill health for the last year, was stricken with a heart attack recently at Noble, Ill., and was removed to the Weber Bros.' Sanitarium, Olney, Ill., for treatment. His condition is improved and he is expected to rejoin the show soon. The Hatfield show, which has been making one and two-day stands in Illinois since April 23, is heading south into Kentucky and Tennessee.

JACK HOWE and wife, Marian March, are tramping the western slope of Colorado with Harvey's Comedians.

GUY O. FRITTS, veteran stock and rep actor, now residing in Houston, on August 8 will celebrate his 45th year in show business, five of which were spent with LeComte & Fleisher's original Morey Stock Company. He has also been associated with the Hugo Players, William P. Lewis, J. Doug Morgan and a host of other old-time rep and stock organizations. Guy's brother, Charles, well known in the circus field, is now connected with the Andrews Advertising Service in Houston.

F. D. WHETTEN, veteran tent showman, now on tour with his one-man attraction billed as Fred's Kiddie Circus, pencils from Bonesteel, S. D., under date of July 19: "Saw M. & M. Motorized Show a few days ago in western part of State. Outfit looks nice and biz is holding up. Todd Players working circle in these parts and doing okeh. Scott's Comedians, at St. Charles, S. D., last week, look prosperous. My kiddie circus has not missed a town and is showing to profitable intake. Will have Lola E. Painter seven days ahead of this attraction, which is playing picnics, fairs, celebrations and merchants' days, all free under auspices and paid for in advance. Will cover Nebraska, Colorado, Kansas and part of Texas before Christmas."

BUD NEYHART and Carmelita Jacques will head the cast of Red Rowland's production of *Murder in the Old Red Barn*, which opens at the Hotel Schenley, Pittsburgh, August 3. Other posts selected include Charles Fallos, orchestra leader; James Cochran, dance director, and Henry Goldman, stage manager.

HARRY HEARNE, formerly head of the Madcap Players in Fort Worth and who went into radio work only several months ago, appeared on the Paul Whiteman national radio program July 19. The program originated in Fort Worth.

CHIEF AND MARY DE MILLS, after a vacation in the Ozarks, again have their orchestra at the Turf Night Club, Kansas City, Mo.

Kansas City Jottings

KANSAS CITY, Mo., July 25.—Ollie Hamilton Show is scheduled to reopen in Georgia early next month.

Mr. and Mrs. David DeMille, former rep musicians, after an extensive trip thru Arkansas and Oklahoma, have returned to the village and will resume their musical activities.

Roy E. Hogan, manager of the Orpheum Players, who recently closed a long season of circle stock, is reorganizing at Branson, Mo., and will open at an early date to play Southern Missouri.

Mrs. Laura Nevius, former repertoire character woman, who has been in retirement for several years, is visiting relatives and friends here.

Lillian Parks has rejoined the Rice-Percey Players at Farmer City, Ill. Jimmie O'Hearn, formerly with Harry Hugo, has his own show in Nebraska this summer.

Al W. Clark, former rep heavy man

and playwright, is now managing a movie theater in Newman Grove, Neb. Leo Reeths recently joined the Harry Brown Show in Wisconsin.

Jack Standley Players, who have been in Oklahoma all season, have invaded Kansas territory.

Chick Boyes Players have closed their circle around Broken Bow, Neb., and have started playing their Kansas and Missouri fair dates.

J. Doug Morgan Show closed recently at Atkinson, Ill. It is said the Nenie Holvey Players will show under the Morgan banner for balance of season.

James A. Colley, who recently bought DeForrest's Comedians, will retittle the show Colley's Comedians.

Fred Jennings' Show is breaking in new territory in Oregon and Northern California.

Jack Schuyler recently closed with the Billy (Toby) Young Comedians.

Ted Edlin and Delpha Kent, formerly with J. Doug Morgan, are now playing clubs in and around Peoria, Ill.

Hollie's Comedians, management A. J. Hollingsworth, are reorganizing in Duncan, Okla.

Eloise Harvey (Mrs. Ray Bush) has accepted a position as director of the Little Theater in Colton, Calif.

Jinnie Hooper closed recently with the Murphy merry-go-round in Montana and has gone to his home in Iowa for balance of summer.

Sunny and Ardyce Dexter have closed with Billy Young's No. 2 unit to join the Rice-Percey Players in Illinois.

Dannie and Dottie Reno, who have been in retirement for several years, are now with the Elmer Kain Show in Kansas.

Doris Hugo, who has been in commercial lines for the last three years, is planning to return to the rep field soon. Eddie and Mona Hart Players were guests of the Ralph Moody Show this week at Laurel, Neb.

Jim Harvey, former rep manager and business agent, is now located on his dude ranch near Granby, Colo.

J. B. Rotnour Players are reported to be doing good business in their regular Wisconsin territory. Besides Mr. Rotnour, the cast includes Kenneth Lang, David Reece, Warren Raeburn, Jimmy Lawler, Ava Gordon, Jinnie LeRoy, Dorothy Howard and Jane Griffith.

Hugo Players had a blowdown recently at Burwell, Neb. No nights were lost, however, and very little damage was done to the new top.

James A. Colley recently took over the DeForrest Comedians, having purchased the outfit and title from Mr. and Mrs. Jimmie DeForrest, who have retired temporarily from the business. Colley will continue to play Tennessee.

Reported here that the Original McOwen Stock Company, now playing a permanent date at Topeka, Kan., will pull stakes at an early date to work Kansas and Nebraska fairs.

Mal Murray, director-manager of the old Henderson Stock Company in Michigan, has booked a circle of towns, with Cheboygan, Mich., as headquarters.

Henderson - Derringer Show, after many weeks in Wisconsin, has invaded Illinois.

Jack Godbey, formerly with Toby Young's Comedians, is playing night clubs in and around the city.

Jack Irwin and wife, formerly with "Boob" Brassfield and other Southern shows, have joined DeForrest's Comedians, replacing Erman and Thelma Gray, who left recently to join Brunk's Comedians in Colorado.

Daisy Johnson has closed with the L. D. Brunk Show, now showing Missouri and Arkansas spots.

Luella Howel, formerly with J. Doug Morgan, is spending the summer at her home in Hobart, Okla., where she has accepted a stenographic position.

F. Agr Lyons has closed with the Morris-Davis merry-go-round and has joined the Rice-Percey Players in Illinois.

Perce Hall and Nelie Kempton have joined the Henderson-Derringer Show in Illinois.

Helen Gray, of the Musical Grays, is a recent addition to the Kennedy Sisters' Stock Company, playing a stock date under canvas at Corpus Christi, Tex.

Gaynor McChuley, for many weeks with Walter's Comedians, was forced to close recently on account of poor health. He is now at his home in Oklahoma. He was replaced by Gilbert Walker.

Margie Russell, former rep ingenue, is now playing night clubs in and around the city.

Stock Notes

JANE KEITH, former Wilkinsburg, Pa., actress, is spending the summer at Lawrence Langner's Country Playhouse, Westport, Conn.

MOE HOWARD, former stock actor and now a member of the Three Hollywood Stooges in vaude, visited his old stamping grounds in Jenette, Pa., while playing the Stanley Theater, Pittsburgh, last week. He renewed old acquaintances who used to be regular customers of the old stock group that used to prosper in that town.

POLLY ROWLES, formerly with the Carnegie Tech Players, Pittsburgh, and a member of the Pittsburgh Playhouse, has gone to Hollywood to be screen-tested for a Universal contract.

A NEW COMEDY, *Windmills in Manhattan*, by Judith and David Bublick, is being presented for the first time by the Roadside Group, Washington's summer theater company, for two weeks, beginning July 27. Anton Hardt is directing.

ARTELLS DIXON, actor, singer and one-time cowboy, who has played the Tom Mix role on WEAF for the last three years, took a whirl at stock last week when he was seen in *Pratice Fever*, by Larry Johnson, at the Nuangola Grove Theater. Lake Nuangola, Pa. Grove Theater is this week doing *The Old Maid*, to be followed August 3 by *Three Men on a Horse* and August 10 by *Petrified Forest*.

Pittsburgh Group Closing

PITTSBURGH, July 25.—Robert Alan Green's Kilbuck Theater here will close August 1 after a 52-performance run of Florence B. Diffenderfer's *Contracts*, which had its premiere June 6.

The company, including Eula Mae Jackson, Mary Jo Rodrigues, Kay Harmon, Mary Hooper, Peggy Hortenstine, Charles Kerns Jr., Leonard Talenfeld, Clayton Gearhart, Madeleine Skelly Foust, Stanley Russ and Frank Hamilton, will reassemble late in August for rehearsals of Bjornstjerne Bjornson's *A Gull's Egg*, which will open under Robert Alan Green's direction September 10 for a six-week run.

Most of the players will spend the August vacation period viewing the work of the Eastern summer theaters and seeing some of the Broadway shows.

Kinsey Players' Biz Okeh

WOOSTER, O., July 25.—Madge Kinsey Players, adhering close to their customary Ohio route, concluded two highly successful weeks here last Saturday night. According to the management the season thus far has been one of the most profitable in several years. Personnel is much the same as last year. Some new equipment has been added.

Paris Still Suffers From War

PARIS, July 20.—Paris theatergoers are still being afflicted with war-subject dramas and gloomy prophecies of what future wars hold in store.

The Gaite-Montparnasse is offering a bitter, gloomy drama of post-war life in France, *Les Pantins Casses* (*The Broken Jumping Jacks*), by George Wagner. A realistic and probably all too true study of the miseries and woes of the maimed and disfigured ex-soldiers of the late war. Author had good intentions but the play is only good in spots.

Another war opus is *Tuez la Guerre* (*Kill War*), by Pierre Desferges, at the Theater Albert Ier. Author uses imaginary future war to preach pacifism.

If you prefer war in pleasanter garb choose *La Cocarde de Mimí Pinson*, an operetta, at the Gaite-Lyrique, full of flag waving, gay patriotic tunes and flashy uniforms.

The Alhambra had an excellent revue, *Un Soir d'Oubli* (*A Night of Forgetfulness*), but the stagehands and house employees called a strike and the revue took to the road—for which it was really intended. Show was well mounted and had a big cast, featuring the American dance team June Hart and Jack Holland.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

TOMMY MARTIN, after two weeks at the Palladium, London, is now at the Savoy Hotel in that city. Martin writes that he is permanently adopting for professional use the name Bradley Martin, as there are several other Tommy Martins in the theatrical business. His opening at the Savoy was highly successful and he has offers to keep him on the other side until well into 1937.

DANTE, best known of the international magicians, writes from Amsterdam under date of July 10: "Have just returned from a business trip to London. Should any of the self-styled successors to Thurston require a small boy to come upon the stage and assist them in keeping the crown from slipping over their ears (this might make them both deaf and blind, a handicap to any leader of magic), you may address me care Sir Oswald Stoll, who will present Dante at the finest theater in London, the Alhambra, with a full-evening magic show, beginning August 12, at 12 shillings and six pence, top price. Of course, I would prefer ample notice for this crown-holding business, as I should much dislike to have it slip around my master's (?) neck, for this might choke him. Anyhow, we are returning to the Royal Theater in The Hague August 1 to 8 after a six weeks' absence and then may play a few 'schoolhouses' en route to London, as we have three days open. By the way, I require a good friseur to curl the ducks' tails for my London engagement, would you know one. Great knowledge of magic is not necessary. Everything going along nicely here."

PRINCE MENDES, card and cigaret manipulator, is currently playing clubs in and around New York City. He will play the fair at Bedford, Pa., for Phil Wirth, opening August 31.

PAUL BALFONTE has stored his equipment and laid aside his wand to tour this season with the Beers-Barnes Circus. He works in the main show, clown the come-in, works in a comedy tumbling act for a show opener, does a single trapeze turn, a double ring act, a comedy boxing match, one clown bit, a three-minute build-up announcement on the lion act and collects concert tickets. In his spare time he does the art work on the trucks. His wife doubles almost as much. Balfonte says he will reopen his magic show in the South this fall, calling himself *Fra Diavolo* (the devil's brother).

THE GREAT RICHIARDI, Peruvian magician, is making his American debut after 24 years of touring the world. He opened July 19 at the Compaosor Theater, New York, and was held over a

week. He has been brought here by Karl S. von Elmendorf, who is managing and introducing the act on the stage. Decorated by the president of Peru, Richiardi is believed to be the only magician developed by that country. He has toured Europe and South America, playing 52 consecutive weeks at the Casino, Buena Aires, in 1934 at a \$1.50 admission price. He carries six tons of props and wardrobe, the acts working before an Oriental set.

BERNARD ZUFALL, who has been filling in a few club dates in Atlantic City, returns to New York for yacht club and country club bookings.

FRINCE LEON, midget magician, is now featured at Billy Jackson's Midget Village, Coney Island, N. Y.

FELIX A. HERRMANN, nephew of Herrmann the Great and himself a top-notch vaude magician a few years back, is still active in New Orleans magic circles. Herrmann keeps busy on school, church and club dates in the Crescent City and is also connected with the Federal Theater Project there.

CAROLINA AND VIRGINIA MAGI, during their recent convalesce at the Carlheim Hotel, Lenoir, N. O., formed a new group known as the Tri-State Magicians. A. Coke Cecil was elected vice-president of the new group and Wallace the Magician was named secretary-treasurer. Our informant fails to give the president's name. The recent meeting in Lenoir was marked by a midnight show at the Avon Theater. Those who participated were F. L. Bunker, of Charlotte, N. C.; R. E. Betts and A. Coke Cecil, of High Point, N. C.; Charlton F. Chute, Chapel Hill, N. C., and Jack Handy, of Lynchburg, Va. Others who attended the meeting were T. L. Foster, Lynchburg, Va.; Wallace the Magician and wife, Durham, N. C.; Mr. and Mrs. J. M. Logan and daughter, Charlotte, N. C.; Mr. and Mrs. W. T. Cash, Durham, and Lewis the Magician and wife, Durham.

KARL ROETTING, card and cigaret worker, is working night clubs around Washington. He has been garnering rave notices recently with his card fans.

MRS. BEATRICE HOUDINI, now residing in Hollywood, announced last week that she will hold one more seance in an effort to contact her late husband's spirit thru a prearranged code. The final seance is scheduled for the night of October 31, just 10 years after Houdini's death. It is possible that the final effort to contact the spirit of Houdini will be broadcast, Mrs. Houdini says.

CHARLES HOFFMAN continues to mystify the patrons of the Vogue Room of the Hotel Hollenden, Cleveland, with his Magic Bar. He is now in his fourth week there and is being held over. Besides his hotel date, he has been doubling with Don Bestor and his orchestra aboard the steamship Moses Cleveland, which has been operating as a showboat from the Great Lakes Exposition.

A. N. ROSS (MARJAH) is this season doing his magic and inside lecturing with the Charkins Bros. Odditorium with the Snapp Greater Shows, Del Ardo (W. G. Magnuson) is with the same attraction.

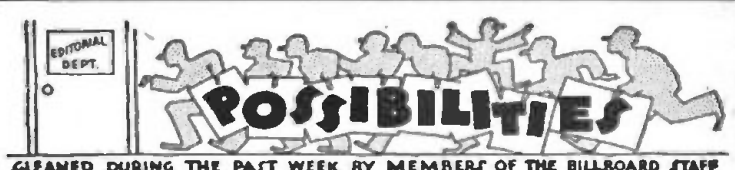
S. S. HENRY is currently doing his magic and sand pictures with the Greater American Shows, carnival company.

RAJAH RABOID is recuperating from his recent illness at Covington, La.

MR. AND MRS. PLUMMER D. FOLK, advance agents with the Marquis show, are enjoying a vacation tour thru the West, including stopoffs in the Rockies and Black Hills.

ROSINI, magician, has gone into Ben Marden's Riviera night club, Fort Lee, N. J. Has been playing the smart spots in and around New York.

GREAT MARQUIS and Company, who have been playing thru Ohio and Indiana for the last three weeks, will open their regular season in the Middle West



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

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

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

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

For FILMS

KATHERINE SQUIRE—character comedienne now appearing in summer theater spots. Has a beautiful sense of nonchalance, an ability to be fraught with helplessness and still be amusing in a wry fashion. Has made many Broadway legit appearances, including *Life's Too Short* and *Goodbye Again*. Replaced Ruth Gordon for a time in *Ethan Frome*, proving her versatile ability.

GEORGE DEWEY WASHINGTON—Negro singer now on tour with *George White's Scandals*. Possesses splendid voice, handled with a maximum of both musical knowledge and showmanship. A consistent showstopper, he should click in a big way in pix.

OTTO AND DULCINA—tiny brother and sister dance team also known as *Rose and Peter Garcia*. Girl, about 10, sings, in addition to teaming with boy, about 12, in Spanish dances. Beautiful kids who should photograph perfectly. Could be plugged as the youngest ballroom team in the country. Caught at Midget Vil-

lage, Coney Island, where they appeared as guest artists.

For RADIO

JOHN STEEL—tenor who has appeared in many legit musical successes, who is now stopping shows at the Paradise Restaurant, New York, and is in the process of making a great comeback. A rich voice, enhanced by experience and great showmanship. Would be a fine bet for a commercial. Also recommended for pix.

For VAUDE

GEORGE DAVIS—young lad who won a recent air amateur contest and who appeared last week on the stage of the Roxy, New York. Could be used with profit in a vaude flash. Does vocal imitations which are good, but his best bet is tap dancing, excellently executed, with only polish now lacking. Nice looking and has an expansive and excellent personality.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

JIM HUGHES, former minstrel man, now residing in Pittsburgh, was featured in the theatrical section of last Satur-

September 4. In Marquis' home town, Lima, O., the company recently presented a full evening's show under auspices of the AAA and the Lima Auto Club at Memorial Auditorium and followed that with three days at the Lyric Theater there, where the troupe succeeded in pulling healthy business, despite the extremely hot weather. Dan Alspach, Marquis' press representative, has just been released from the hospital, following a serious fireworks explosion, July 4, at Riverside Park, Findlay, O. It was a narrow escape for Dan, as the man standing beside him was killed.

WILBA, illusionist, is at the Hansa Theater in Hamburg, Germany.

ROLF HANSEN, card manipulator, is at the Circus Schumann in Copenhagen.

LaCARDO, manipulator, is now touring with the *Broadway Vanities* stage unit. Played the Rialto Theater, Beaver Falls, Pa., last week.

RAY STILES, son of Tampa, the magician, is currently working at the Plaza-Villa, Pittsburgh night club.

PAUL ROSINI, magician, is heading the first floor bill at the William Penn Hotel, Pittsburgh, which opened an indefinite engagement last Friday.

JOE BERG, president of the Wizards' Club, Chicago, is making arrangements for the club's moonlight excursion Wednesday evening, August 5, on the S.S. City of Grand Rapids. Impromptu entertainment will be furnished by members.

A COPY OF RARE old woodcut showing Anderson, Wizard of the North, performing magic tricks has been painted on the rear wall of the building (See *MAGIC* on page 33)

day's *Pittsburgh Sun-Telegraph*. His life story was retold, in which many incidents of his minstrel days were recalled. Jim's first job in minstrelsy was with Wilson's Minstrels, which featured such burnt cork stars as Rags Layton and Alexander and Scott. After a fling at vaudeville he returned to minstrelsy in later years with his old friend, Eddie Leonard, in vaudeville. He did straight for Eddie's wife, Mabel Russell, in a sketch labeled *One Step Leads to Another*. In Pittsburgh he stages minstrel shows for various organizations and institutions.

RED MUNGER, formerly with Max Trout's Minstrels, is on tour this season with the Joyland Circus, currently in Michigan territory.

AL TINT postcards that he had a host of minstrel visitors during his engagement the other week at the Palace Gardens, Lansing, Mich.

PROF. WALTER BROWN LEONARD postcards from his home in Glens Falls, N. Y., under date of July 22: "Just got an interesting letter from Prof. O. Spencer Chambers, of Syracuse, who has a collection of more than 18,000 programs, probably one of the largest in the country. He is at his summer place in Weiden, Ky., and recently visited the grave of Daniel Deatur Emmett, author of *Dixie*. He, like all of his ilk, deplors the evident passing of the cork opry. Don't hear from 'Hi-Brown' Bobby Burns, where is Jack Shepherd, Sam Gill, Bob Reed and the rest of the old minstrel association bunch? Mrs. Leonard is slowly improving from her recent operation."



PRINCESS YVONNE II, billed as the "world's youngest mindreader" and appearing twice daily at the Million-Dollar Pier, Atlantic City. The five-year-old child is the daughter of Princess Yvonne and Doc M. Irving, who are on their third season at the pier. The youngster identifies articles, calls names and conducts herself generally in a most professional manner. Her first appearance several weeks ago was a talk but its success points the way to a phenomenal career in the mental realm.

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The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 572, Cincinnati, O.

Vancouver, B. C.
 May I add a few personal thoughts to your recent editorial regarding vaudeville? As a semi-professional magician, I might perhaps be prejudiced in regard to this phase of entertainment, but I believe that vaudeville is more attractive to the layman than is the talking picture. Movie magnates are perfectly correct in assuming that the picture offers greater scope for scenery, etc., and certain effects which are impossible on the stage or practically nothing at all to the cameraman. Correct, but do these gentlemen believe that every phase of entertainment can be rolled in a tin can and shipped to all parts of the country? Take, for instance, acrobats, knock-about comedians, perch artists, novelty musical acts, jugglers, magicians and many other acts of this class. Do these gentlemen really believe that the public would rather see such acts flashed on a screen for a few minutes than see them performed on the stage? There is very clever trickery in photography. The public knows this. There can be no fakery done on the stage unless, of course, it is intentional. The movie industry and vaudeville go hand in hand. Why cannot the higher ups see this fact? Every theater in the country which is suitably equipped for stage attractions should present one feature-length picture (a good one, at that) and four or five acts of good vaudeville. The talent can be found. It is all over the country, staring them in the face. One picture is as bad as another, but every act of vaudeville is different. There's the secret.

Says Layman Prefers Vaude Over Pictures

Edwood, Ind.
 In answer to Charles S. Weller's inquiry about the word "gilly" in the Forum of July 25, I trust the following explanation will prove of some help, as "gilly" is and has been part of the English language since early wagon-show days. It deserves a place in the dictionary, as it designates the difference between a farm wagon and a show wagon. Gilly wagon is a phrase originating in the old wagon-show days. A gilly wagon was a wagon belonging to or used by a farmer. In those days the word gilly was applied to any countryman or farmer, so a farmer's wagon was called a gilly wagon. The term is in use today. Sometimes the wagons of the old overland shows were so heavily loaded that in order to get thru mud or over a mountain, a farmer, with his team and wagon, was hired to haul part of the show. His wagon was called a gilly wagon. A gilly show is one that hires local teamsters to move all or part of the outfit from town to town.

Brooklyn.
 The reading of articles on circus bands, past and present, from time to time gives one food for thought, and in retrospective review we can vision the great bands of the circuses of the late '70s, '80s, '90s and early 1900s, and the wonderful musical programs presented by these organizations under such leaders as Oscar Perry, John H. Murray's Circus; James S. Robinson, with Murray, later with Howe & Cushing's, then with the Great London Circus and Sanger's Royal British Menagerie; Joseph Withers, in 1879 on Barnum show, its last season as a big one-ring show with a marvelous display of animals in the menagerie. James S. Robinson succeeded Withers as leader of the band the following year, I believe, and held the post until succession of the late Carl Clair. The last I remember of Withers, he had the band on William O'Dnis Stevens' Great Australian Circus for its short season in September, 1882. All of these directors had a library of

real circus music so seldom heard today under the big top. Old-time circus music was a pleasurable experience at all times—excepts from the operas, the beautiful waltzes of Strauss, Waldteufel and Gungl, Gallops, polkas, etc., were used for the various acts. I would have a fine band of 30 men at least were I manager of a sizable show, with a good cornet soloist and trombone soloist, featuring such in concert before the performance began. In the early '80s, William L. Mareh was solo trombone and Jack Blans cornet virtuoso of the Barnum Band under James S. Robinson's leadership. What artists they were! Why not a return to such music? Then the after-show concert with real variety performers, both blackface and white-face acts. Why not a return to that type which made up the circus concert of the old days when people famous in Negro minstrelsy and variety used to troupe with circuses during the off season of the theaters? Incidentally, I saw a performance of the WPA circus unit at Jamaica, L. I., and believe me, it was a splendid outfit of performers; no horse or pony acts, no riders, but what they give in a show composed of tumbler, contortionists, strong man and woman acts, trapeze, trained dogs and monkey, bar acts, wire acts, bounding rope, an array of clowns and a big band, is real stuff. They feature the famous Katie Sandwina, strong woman, the greatest artist in her line I have ever seen. Class written all over her. This also applies to the other performers, both men and women, on the show. The getup of this circus is a fine achievement of the WPA and appreciative audiences such as at Jamaica prove the truth of this statement.

New York.
 I notice in The Billboard of July 25 a letter from Charles S. Weller, Mitchell, S. D., in which he asks information as to origin of the word "gilly." This is my first letter to The Forum and I regret that I cannot furnish Mr. Weller with the origin of the word, but perhaps the information that I have received in connection with gilly may be of interest. I am informed that a show, circus or otherwise that does not or cannot afford to carry teams and workmen to load and unload the show and haul it to and from the lot, employs local labor, transfer and trucking firms to do this work. Such a show is spoken of as a gilly show or that the show is gilled. Another sense of the word is to indicate a townier. The definition of this word was given me by a friend who has been reared in show business, particularly the circus. Several years ago The Billboard published an article by Chalmers Lowell Panconat which was a glossary of the language of the circus but, as I remember, the word gilly was not included. Also there has been considerable controversy over the definition of the word hokum. I am reliably informed that the true sense of this word, as used in the show world, means, with reference to food, quarters, local merchandise, etc., that it is "rotten," no good, without value, in other words. The writer wishes no controversy; he is simply replying to Mr. Weller's letter as published with the hope that this reply may be of some value.

Greensburg, Pa.
 This letter is to all those interested in old-time baton and gun spinners and jugglers. I am on the road and recently showed Greensburg, Pa., where I met a real old-time gun juggler, now retired and living here. His name is Charles Thomas, and back around 1880 to 1890 he was known in the profession as Tomaso, the gun juggler. He is now 75 years old. Believe me, this oldtime is a swell fellow and can still spin a wicked gun, altho his eyesight is failing and he cannot do high throws any more. This man is a gold mine of information regarding old-time

performers of all kinds. He posed for several snapshots for me for my collection and presented me with one of the extra bayonets that he had for his gun. I prize this very highly. We had several pleasant visits together during my stay. I thought this information would be of interest to twirlers and jugglers, because Tomaso used to be rated among the very best in his line and tramped on the large shows.

In turning the pages of memory's scrapbook I find some old-time circuses that I have failed to see mentioned in letters to The Billboard, such as the following bygone circuses that were on rail many years ago:
 W. B. Reynolds, 14 cars; Sun Bros., 9 cars; Gentry Bros., 14 cars; Lemra Bros., 15 cars; Campbell Bros., 27 cars;
 Rice Bros., 4 cars; Cooper Bros., 2 cars; Rusby Bros., 2 cars; Donheur Bros., 15 cars; Frank E. Kirkhart, 2 cars; Harris Nickel Plate, 10 cars; Dode Fisk, 11 cars; Miles Orton, 7 cars, and last but not least, Mollie Bailey's Show and Rose Killian's Shows, both mud shows. I wonder how many old-time troupers will take time to write something regarding one or more of these bygone circuses.

Glens Falls, N. Y.
 I'll wager that there are few among oldtimers who do not remember Carroll Johnson, "The Beau Brummell of Minstrelsy." What a wonderful personality he possessed: An Irish gentleman if you please. Born in James Carroll in Colmaford, Ireland, on December 18, 1851, and coming to this country at the age of 4 years, he made his first appearance on the stage at the Berry Concert Hall on Broadway, New York City. Later he and George Powers, celebrated banjoist, joined and made their first appearance in the old Bovey Theater at a benefit for George Lingard, the tragedian. They made a big hit and were engaged for a run at Hooley's Minstrels in Brooklyn. Carroll Johnson later joined Mackin & Willson's San Francisco Minstrels at Broadway and 28th street and with Francis Willson remained with this attraction for 12 years. During this engagement Charles Beckus, principal endman, was taken sick and Johnson was called upon to take his part, which he did, scoring an instantaneous success. After this Johnson became associated with many leading minstrel companies as endman, including Concess & Dixie Minstrels in Philadelphia; Jack Haverly's Mastodon Minstrels, going to England with this company, where he scored heavily. In 1888 he joined with Bob Slavin and Frank McNish, organizing McNish, Johnson & Slavin's Minstrels, opening the season in Erie, Pa. The writer was in that city at the time and mingled freely with the performers during the rehearsals. This was a splendid show under direction of Billy Cleveland. Mr. Johnson was featured with the Low Dockstader and Nell O'Brien shows later. He was considered a fine Irish delineator and was starred with Fairies' Well, The Gossoon, Irish Statesman, etc. He was a charming singer, a graceful and genial gentleman. I saw him last in Proctor's Theater, Troy, N. Y., in a single act, "The Evolution of Minstrelsy," and after the show I enjoyed a visit with this great performer. Carroll Johnson died on May 1, 1917, and was buried in Evergreen Cemetery, Elizabeth, N. J.

WALTER BROWN LEONARD.

Sylvia, N. C.
 In turning the pages of memory's scrapbook I find some old-time circuses that I have failed to see mentioned in letters to The Billboard, such as the following bygone circuses that were on rail many years ago:
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CHARLIE CAMPBELL.

Lauds Johnson As a Minstrel And Gentleman
 James Carroll in Colmaford, Ireland, on December 18, 1851, and coming to this country at the age of 4 years, he made his first appearance on the stage at the Berry Concert Hall on Broadway, New York City. Later he and George Powers, celebrated banjoist, joined and made their first appearance in the old Bovey Theater at a benefit for George Lingard, the tragedian. They made a big hit and were engaged for a run at Hooley's Minstrels in Brooklyn. Carroll Johnson later joined Mackin & Willson's San Francisco Minstrels at Broadway and 28th street and with Francis Willson remained with this attraction for 12 years. During this engagement Charles Beckus, principal endman, was taken sick and Johnson was called upon to take his part, which he did, scoring an instantaneous success. After this Johnson became associated with many leading minstrel companies as endman, including Concess & Dixie Minstrels in Philadelphia; Jack Haverly's Mastodon Minstrels, going to England with this company, where he scored heavily. In 1888 he joined with Bob Slavin and Frank McNish, organizing McNish, Johnson & Slavin's Minstrels, opening the season in Erie, Pa. The writer was in that city at the time and mingled freely with the performers during the rehearsals. This was a splendid show under direction of Billy Cleveland. Mr. Johnson was featured with the Low Dockstader and Nell O'Brien shows later. He was considered a fine Irish delineator and was starred with Fairies' Well, The Gossoon, Irish Statesman, etc. He was a charming singer, a graceful and genial gentleman. I saw him last in Proctor's Theater, Troy, N. Y., in a single act, "The Evolution of Minstrelsy," and after the show I enjoyed a visit with this great performer. Carroll Johnson died on May 1, 1917, and was buried in Evergreen Cemetery, Elizabeth, N. J.

WALTER BROWN LEONARD.

Saranac Lake
 By BETTY HUNTINGTON
 Harold Rodner, NVA executive from Nov York, surprised the patients of the lodge with an unexpected visit this week. While here he made the rounds and extended his personal greetings to each and every one. With him was Joe Mantel, of the Randforce Amusement Corporation. Sylvia Abbott celebrated her birthday last week with another rib operation, which was done by Dr. Woodruff, of Saranac Lake, at the General Hospital. Sylvia came thru o.k. and is doing nicely. Garry (Esqurol) Sitgraves enjoyed a

visit with his charming wife, Mrs. Sitgraves, of New York City. Dr. Karl Fischer, superintendent of the NVA Lodge, has returned after a brief vacation in Atlantic City. Jack Hirsch, of Boston, visited his pals at the lodge and donated some very useful gifts to the patients. Ben (Well I'll tell yer) Shaffer was pleasantly surprised with a visit from his brother, Ruby Shaffer, of New York City. Tommy Kerns spent a delightful week-end in town with his mother, who drove up from the city to see him. Mrs. Kerns found Tommy in fine condition and putting on the added weight. For information concerning the passing of Bob Merrick, who died here last week, please refer to the Final Curtain in this issue. Please check your health to avoid "the cure" and write to those you know in Saranac Lake.

CHARLES A. BONFANTI has quit the walkathon business and is now engaged in the grocery business in Baton Rouge, La. Would like to hear from friends, especially Buddy Struck and Jimmy Mason.

BLACKIE KIRBY, trainer for Josh Kitchens, would like to see and hear from friends. Kirby is connected with Kitchens' current show at Trenton, N. J.

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 The
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ENDURANCE SHOWS
 (Continued from page 25)
 dently in regard to receiving his bohaz and to attend to other personal business.

MAG MAURADA, at one time ace publicity man for Fred Mitchell and Fred Crockett, is now on the staff of The Glendale (Calif.) Times as featured writer. He is also doing a bit of free-lance publicity in Hollywood. . . . Mac McGreevy, formerly an emcee and comic with Tebbett's shows, is now working West Coast night clubs as magician of ceremonies. . . . Harold (Alabama) Monty, who used to be a trainer for Crockett, is connected with the Western Geophysical Company in Bakersfield, Calif.

ANN WAGNER would like to hear from Ann Barker, Tim Hammack, Julia Santex and Winnie Baker.

BETTY MACH and Bobby Dunegan had a tough time bending out Margie Leo and Jim O'Brien for first prize money at the American Legion show in Portland, Me. Show closed at the 2,100-hour mark. Al Ketchner managed the contest.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

ABC Trio (El Chico) NYC, nc.
Abbott Dancers (Palmer House) Chi, h.
Adams, Gay (Ambassador) NYC, h.

Aristocrats, Twelve (Earle) Washington, D. C. 27-30, t.
Arleys, Four (Steopelchase) Coney Island, N. Y., nc.

Bairns, Pearl (Kit Kat Club) NYC, no.
Baker, Babe (Howdy Club) NYC, no.
Baker, Jerry (Queen's Terrace) Woodside, L. I., nc.

Barnett, Art (Tower) Kansas City, t.
Baroness Von Brennecke (Club Normandie) NYC, nc.

Bell, Rita (Club Trocadero) West End, N. J., nc.
Bell's Hawaiian Follies (Rialto) Lockport, N. Y., 29-30; (Globe) Oloversville 31-Aug. 1, 2.

Bennett, Ross (Lyric) Indianapolis, no.
Beno, Ben; Ln Payette, Ind., 27-Aug. 1.
Benson, Ina (Paradise) NYC, re.

Bergin, Edgar (Chez Parco) Chi, nc.
Bernard, Mike (Gay Nineties) NYC, no.
Bernie, Harry (Ho Ho Casino) Brighton Beach, Brooklyn, N. Y., nc.

Bert & Jay (Colonial Village) Peoria, Ill., nc.
Bigelow & Lee (Showboat Casino) City Island, NYC, nc.

Blair, Cecile (Riverside) Milwaukee, t.
Blake, Barbara (Hosa Fenton Farms) Deal, N. J., re.

Blanchard, Eddie (Club Elegante) NYC, nc.
Blanchard, Jerry (Four Horsemen) Phila., nc.
Blum, Samuels, Three (Lido) Montreal, no.

Bowling, Hazel (Park Central) NYC, h.
Bond, Gloria (Sun & Surf Club) Atlantic Beach, L. I., nc.

Burnett Sisters (Ivan Frank's) NYC, no.
Burns, Billie, & Dennis White (Pavillon Royal) Valley Stream, L. I., nc.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; pa-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.

Caldwell, Edith (Waldorf-Astoria) NYC, h.
Callison, Jim (Von Thunen's) Chi, nc.
Calloway, Cab. & Orch. (State) NYC 27-30, t.
Cameron, Kay (Paradise) NYC, re.
Cameron & Van (Cavalier) Virginia Beach, Va., h.

Davis, Eddie (Leon & Eddie's) New York, no.
Dawd, Dolores (Colosimo's) Chi, nc.
DeFrees, Lois (Dizzy Club) NYC, nc.
del Gardi, Rita (La Mirage) NYC, no.
DeVaulle Boys (Ho Ho Casino) Coney Island, N. Y., h.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Chiens, Vivien Della (Chicago) Chi, t.
Chiyo, Princess (Scala) Berlin Aug. 1-31, t.

PRINCESS CHIYO

Scala Theatre, Berlin, Germany. August 1 to 31.

Christine, Bobette (Chateau Moderne) NYC, nc.
Chuek & Chueks (Riverside) Milwaukee, t.
Claudet, Marguerite (Giando) Decatur, Ill., h.

Clon, Pat (Vogus Club) NYC, nc.
Coley, Curtis (Club Diamond) Wheeling, Va., nc.
Collette & Barry (Arrowhead Inn) Cincinnati, nc.

Cordonn, Kay (Dizzy Club) NYC, nc.
Cotler & Palmer (Colony Club) Chi, nc.
Cortwell, Frank (Edison) NYC, h.

D'Arcy Girls; Mt. Pleasant, Pa., 27-Aug. 1.
Dado, Elmer, Girl (Montgomery Royal) Brooklyn, N. Y., re.
Daisy the Horse (Steamship Empire State) NYC, s.

Dale, Maryon (Chateau Moderne) NYC, nc.
Dancing Debutantes (Nut Club) NYC, no.
Dandies, Four (La Rue's) NYC, no.

E
Earl, June (State-Lake) Chi, t.
Earson, Vic (Half Moon) Coney Island, N. Y., h.

Ebony Basella, Four (Club Caliente) NYC, nc.
Eileen Sisters (Adelphia) Phila., h.
Elissa, Senorita (Nini's French Cabaret) New York, c.

F
Farrar, Jean & Jane (1523 Locust) Phila., no.
Farell, Marita (French Casino) New York, no.
Fargo, Bill (Parody Club) Chi, nc.

Felds, Irving (Buckingham) NYC, h.
Felds, Shep. & Orch. (Michigan) Detroit 27-30, t.
Fisher, Irving (Chesapeake House) NYC, re.

Fitzgibbon, Dave & Dorothy (Ross Fenton Farms) Deal, N. J., re.
Fleming, Gladys, Boy (Pallades Amusement Park) Oloversville, N. Y., t.
Fluke, Nancy (Glen Island Casino) New Rochelle, N. Y., nc.

Flask, Serge (Michigan) Detroit 27-30, t.
Flora, Dany (French Casino) NYC, no.
Florence & Alvarez (Astor) NYC, h.
Flowerton, Consuelo (St. Regis) NYC, h.

Freddy & His Doss (French Casino) New York, nc.
Fredericks, Chester (Fox) Washington, D. C., 27-30, t.
Fredericks, Freddy (Thorpe's) St. Louis, no.

G
Gall, Gail (Biltmore) NYC, h.
Gardner, "Poison" (Dizzy Club) NYC, no.
Garson & Bennett (300 Club) Atlantic City, NYC, h.

Gaston & Edouard (Monte Carlo) NYC, c.
Gaudsmith Bros. (Rox) NYC 27-30, t.
Gautier, Azene (French Casino) NYC, no.

Gonzalez & Rangel (Harbizon-Plaza) NYC, h.
Grace, Three (Astor) NYC, h.
Grauman, Saul, Co. (Pal.) Cleveland 27-30, t.
Gray, Maxine (Astor) NYC, h.

H
Haggerty, George (Steamship Empire State) NYC, s.
Haines, Gardner, & Carter (Leon & Eddie's) NYC, nc.

Hanley, Eddie (Chez Maurice) Montreal, no.
Hart, Moore (Gardie) NYC, nc.
Harper, Ruth (Mount Royal) Montreal, Que., h.

Harrison, Marie (Entertainers Club) Atlantic City, N. J., h.
Hart, Carl (Number One Bar) NYC, nc.
Hartmans, The (Marden's Riviera) Port Lee, N. J., nc.

Haywood, Billy (Vogue Club) NYC, no.
Hearn, Bob (New Yorker) NYC, h.
Henri, Harri (Orange Acres) Orange, Conn., no.

Hether & Blackstone (Chez Panhard) Massachusetts, L. I., nc.
Hodges, Joy (Palmer House) Chi, nc.
Hogen, Beatrice (Marbro) Chi, t.

Holly (Casino) Arnold Park, Ia., t.
Holly, Edna Mae (Ubangi Club) New York, no.
Hoy, & Sassafras (Stanley) Pittsburgh 27-30, t.
Honolulu Islanders (Steamship Empire State) NYC, s.

Idlers, Thren (La Mirage) NYC, nc.
International Trio (Victoria) NYC, h.
Irene & Martha (Blossom Heath) Detroit, nc.

J
Jackson, Lawrence (President) New York, h.
Jackson, Irving & Reeve (Yacht Club) NYC, nc.
Janis, Peggy (Torge) Jamestown, N. Y., h.

K
Kaiser & McKenna (Frolos) Niagara Falls, N. Y., c.
Kalese, Joy (Cocoanut Grove) Chi, nc.
Kane, Patsy (Roosevelt) NYC, h.

Kenedy, Billie (Howdy Club) New York, no.
(See ROUTES on page 60)

The Final Curtain

BOLIN—Lyle (Pop-eye), 52, with Gooding Greater Shows, in St. Vincent's Hospital, Indianapolis, following injuries sustained when hit by an auto on Mardi Gras grounds there. Further details in Carnival Department.

BRACH—Mrs. Paul, wife of the well-known playwright, at the American Hospital, Paris, June 9.

BULLEN—William H., showman, at General Hospital, Los Angeles, July 18 of complications. He was one of the best second men in the business and was connected with major circuits for many years, his last engagement being with Ringling-Barbaum Circus in 1934. He was at different times head of Cohan & Harris road shows, later *A Midsummer Night's Dream* and *Georgina Minstrels*. Last engagement with one of Major Bowes amateur units playing West Coast cities.

BURNETT—W. H. C., widely known in musical circles, the not a musician himself, July 12 in Detroit after an illness of two years. It was thru his efforts that Enrico Caruso appeared in Detroit in 1918 to sing the leading role in *I Pagliacci* and again for a concert recital a year later. Survived by his widow and daughter.

CAVANAUGH—Thomas J., 76, member of St. Paul Local No. 20, IATSE, of a heart attack, July 20 in St. Paul. He was treasurer of the local for 15 years and represented at numerous Minnesota State labor conventions.

CIRIETTO—E. B., treasurer for many of Fred Crockett's New England walkathons, June 3 at Soldiers' Home, Chelsea, Mass., where he had been confined since last October.

DANIELSON—Carl A., 50, musician and brother of the late Oscar Danielson, leader of a well-known Minneapolis Swedish dance band, at his home in Minneapolis July 18 of a heart ailment. He succeeded his brother as leader of the band. Surviving are his widow, a brother, Bert, Minneapolis, and a sister, Mrs. Matilda Larson, Minneapolis.

DAVIDSON—Mrs. G. E., 30, known in show business as Babe Davidson, in a Nevada (Mo.) hospital July 11. Burial in Nevada.

DERDEN—Dave, veteran showman and musician, July 7 of a heart attack at his home in Amarillo, Tex. Derden was widely known in show business. He had trouped for 40 years. Did a single musical act for years and at one time was with the Six Brown Brothers. He also had been with legit attractions and had the band on several circuits. For several years past he was connected with a music school in Amarillo. Surviving are his widow and two children, Wilma May and John.

EVERETT—Buddea, known as Tynen Everett, of the Everett Sisters of vaude fame, July 17 in St. Joseph's Hospital, Hays, Kan. Burial at Hays Cemetery. Hays, with members of the Santa Fe Exposition Shows serving as pallbearers. Survived by her husband, J. E. McCoy, known professionally as Jack Everett, who has the bingo game with Santa Fe Exposition Shows.

EWING—Athol L., 54, newspaper and film cartoonist, in Los Angeles July 16. Interment in Montecito Cemetery, near Santa Barbara, Calif. Mrs. Alice Ewing, widow, and four brothers, O. D., Claude, Lee and Tom, survive.

FARINO—Biago, 25, musician, at Trenton Fair Grounds, Trenton, N. J., July 24. It is believed he was struck by a falling beam when a storm blew down a large circus tent.

FUCHS—Albert, 27, Portland, Conn., with Coleman Bros. Shows, in hospital July 19, following collision with show truck and auto at Cromwell, Conn. Further details in Carnival Department.

GIBSON—C. R. Corley, 43, piano manufacturer and head of the Kohler Industries Sales Corporation, New York, in Bermuda July 23. Survived by his mother, two daughters, two sisters and a brother.

GOLDIAR—Cyril, 65, mother of Jack H. Goldiar, Eastern divisional manager for United Artists Pictures, July 10 in Toronto of cancer. Survived by nine children, including Barney Goldiar, operator of two theaters in Toronto. Burial in Toronto.

HEFFRON—Leo H., 40, of Utica, N. Y., who decorated cities by contract in all

parts of the United States for State and national conventions, July 19 from injuries sustained from a fall down stairs at a Utica hotel. He decorated Marion, O., for the notification day for President Harding. His work with bunting and flags was well known in the major cities of the country. He was a World War veteran.

HINES—Charles J., 45, brother of Johnny Hines, film actor, in Los Angeles July 16.

KENNELLY—Francis, 44, actor and stage director, in San Francisco July 30. Kennelly played many Irish roles. His last Broadway appearance was in the *Three Penny Opera* in 1933. He was identified with the Irish Theater, Inc., New York, and recently he had been with the Federal Theater Project. He was a member of Actors' Equity. He appeared in *The Silver Tassie*, *Playboy for the Western World* and *General John Regan*.

KLEIST—August, 71, operator of the first motion picture theater in Pontiac, Mich., July 20 of a heart attack in that city. Survivors are his widow, three sons and three daughters. Burial in Oak Hill Cemetery, Pontiac.

KRAMER—George, 89, member of Pittsburgh Local, IATSE, and who worked in all the ice houses in that city, at the Mercy Hospital, Pittsburgh, July 18. Funeral services July 23. Survived by his widow and two daughters.

LA ARGENTINA—Internationally known Spanish dancer, in private life Antonia Morel, of a heart attack at her home, Villa Miraflores, Bayonne, France, July 18, as was briefly mentioned in last week's *Late Deaths*. La Argentina was born in Buenos Aires, made her debut at the Royal Opera at Madrid when 9, rose rapidly to first ballerina and scored a tremendous success at Town Hall, New York, 1928. Although conversant with all the classical dance forms, she early decided to devote herself to Spanish dances, becoming particularly adept in her use of the castanets. In her 1928 tour of the United States she became ill but continued westward, finally going to the Orient. Successive years until 1935, she returned to appear in America, in addition to giving performances at various European capitals. She was the first woman to become a chevalier of the French Legion of Honor.

LAGRANGE—Robert, 78, French comedian, at the Artists' Retreat, Pont aux Dames, France, July 10.

LONG—Mary E., 86, founder of Elitch Gardens Amusement Park, Denver, of heart attack in that city July 16.

LYON—Benjamin Franklin, 80, father of Frank Lyon, leading man of the Manhattan Players at Whalom Park, Fitchburg, Mass., in Bridgeport, Conn., July 20 after a short illness.

McKAY—Kay, 35, known privately as John R. Mabius, formerly associated with the WPA Federal Theater Project, of appendicitis July 17 at Polyclinic Hospital, New York. Body taken to his home in Ackerman, Miss. His sister, Mrs. Wally Melville Holmes, survives.

McNELLY—Edgar, 27, of Brookville, Pa., employee of the Walter L. Main Circus, at Kenton, O., July 14. The body was sent to Brookville, Pa., for interment.

MARBLE—Mrs. Grace Paic, 72, retired actress and musical comedy star, July 17 in North Hollywood, Calif. She retired from professional life after 30 years on the stage. Mrs. Marble went on the stage as a child performer and played with Robert Mansfield, Maggie Mitchell and John Booth Barrett. Her late husband was the playwright, Scott Marble, who wrote *The Great Train Robbery*, *Heart of the Klondike*, *Sidewalks of New York*, *My Aunt Bridget* and others. Survived by two sons, Scott and William Marble, and two daughters, Mrs. Cherie Rankin and Mrs. Grace Ripley.

MERRICK—Robert, 41, at the NVA Lodge, Saranac Lake, N. Y., July 17 after three years of illness. Born of an English theatrical family, he came to this country as a boy and continued in the profession as an acrobatic dancer, play-

ing with Gus Edwards and at the New York Hippodrome. He toured the country with his parents in an act known as Johnson and Merrick. In later years he joined the electricians' union and worked for 10 years for Major Bowes at the Capitol Theater, New York, as stage electrician. Cremation in Troy, N. Y.

MOORE—W. W., 71, retired showman, of heart attack at his home in Findlay, O., July 15. Moore had many friends in the show business. His stepson, O. F. Struble, has a python show. Survived by his widow, a brother, a sister and his stepson. Funeral services at the Renshler mortuary, Findlay, the Rev. W. L. Harmony officiating.

MUSSEY—John, formerly in show business and recently an Associated Press special writer in Chicago.

PIERCE—Joseph, 28, entrant in a walkathon contest at the Trenton Fair, Trenton, N. J., from injuries sustained when a windstorm blew down a circus tent on the grounds July 24.

READ—Edward M., 90, organist and composer of organ music, at the home of a son-in-law in Scarsdale, N. Y., July 19. Survived by a son, Edward Jr., and a daughter, Mrs. Henry O. Hannum. Burial July 20 in St. Louis.

ROBERTS—Stephen, 41, film director, in Hollywood of heart trouble July 17. After the war he entered pictures as a stunt man, later turning to straight acting and directing. Two years ago he joined Radio Pictures and was only recently given a new five-year contract. His most recent picture was *The Ex-Mrs. Bradford*.

RYAN—Samuel Wynn, 72, also known as Samuel J. Ryan, well-known Irish comedian, formerly a member of George M. Cohan's troupe, with which company he made his last Broadway legit appearance in 1908 in *The Yankee Prince*, of heart disease in Bay Shore Hospital, Bay Shore, L. I., N. Y., July 19. In 1911 he formed a vaude team with the late Tom Lewis, both appearing as Lewis and Ryan in vaude theaters thruout the country. He retired from theatrical activity in 1927 owing to a heart condition. Survived by a son, Wynn Ryan, and three grandchildren. Services at St. Malachy's Church, Long Island, July 23. Interment in the Catholic Actors' Guild plot, Calvary Cemetery, Long Island.

STEFANI—Camille, former cafe-concert favorite, wife of Henri Dumont and member of the *Petit Parisien* editorial staff, in Paris July 7.

WEYL—Maurice N., 67, composer and author, in Philadelphia July 23. Survived by his widow, two sons, a sister and two grandchildren.

WHITE—Theodore (Commodore), 78, father of Orville White, cookhouse operator, formerly of Brundage, Vernon and Leggett shows, July 17 at Beardstown, Ill.

WHITING—Arthur, 75, composer, in Beverly, Mass., July 21.

WILDER—Kenney, 24, soloist with Jack Wardlaw's Orchestra, July 13 at Waycross, Ga., following an operation for appendicitis. Wilder's home was in Norfolk, Va.

Marriages

BAKER-HOTT—J. C. Baker and Willa Anne Hott, both concessioners with the Cunningham Exposition Shows, July 1 at Wheeling, W. Va.

BALL-NIQUELLE—Bennie Ball, motion picture operator, to Irma Lee Niquette, circus performer and chorus girl, at Kansas City, Mo., July 10.

DANA-STREPHENS—Harold Dana, NBC baritone, and Georgina Stephens, non-professional, both of San Francisco, at Carson City, Nev., June 11.

DAVIS-TULLY—Mitchell Davis, non-professional, and Esta Tully, dancer, at Albany, N. Y., June 30.

DRISCOLL-RIPLEY—Roy Driscoll, orchestra leader, and Loy Ripley, leading

woman with Jack Ripley Playera, at Nashua, In., July 8.

DUMM-BREED—Robert W. Dumm, director of Station KFSO studios, Oakland, Calif., to Eleanor Breed, daughter of State Senator Herbert L. Breed, at Piedmont, Calif., July 18.

FROME-LEE—Milton Frome and Joanne Lee, at Napanoch Country Club, Napanoch, N. Y., July 10.

GOULD-WAYNE—Eddie Gould, black-face comedian and producer, to Mello Wayne, chorister, July 1 in Jeffersonville, Ind.

HARVEY-LUCAS—Boots Harvey, specialty dancer with Short's Musical Revue, to Irene Lucas, dancer with same show, recently.

LEWIS-DICHOIMAN—Tommy Lewis, on train crew of World of Mirth Shows, and Laura Dichigman, of Buffalo, recently in that city.

LOEDER-CHEIREL—John Loeder, screen actor, to Micheline Cheirel, screen actress, in London July 17.

McALEESE-LUNDY—J. A. McAleese, formerly of Coney Island, N. Y., and Eva Lundy, of the J. L. Landes Shows, in Sioux City, Ia., July 20.

MASFERT-WEINS—Harold Maffert, musician with Wierl's Band, to Madeline Weins, non-professional, July 18 in Sheboygan, Wis.

MAGILL-LONG—Carl Magill Jr. and Aretta Long, both of Majestic Exposition Shows, at Middlesboro, Ky., July 17.

MOORE-HILTON—Jimmy Moore, San Antonio, dancing partner of the Hilton Sisters, Siamese twins, to Violet Hilton, half the well-known sister act, in Dallas July 18.

MORRISON-PEARSALL—Cleve Moore Morrison, brother of Colleen Moore, actress, and Mazie Pearsall, non-professional, in Detroit July 20.

MUSTACOHIO-LEAVER—Johnny Mustacchio, of McKeasport, Pa., and Henrietta Leaver, Miss America of 1935 and recently featured in the *American Venus Revue*, stage unit, in West Virginia recently.

REED-NICHOLS—Jack Reed, of the Gurling Amusement Company, and Mary V. Nichols, known professionally as Tarzana, acrobat with the show, at Waukegan, Ill., June 24.

SISCO-DAVIS—Bill Sisco, singer, to Pat Davis, of Short's Musical Revue, recently.

WILLARD-McCAULEY—Jess Willard, badminton champion, now touring in vaudeville houses, and Beatrice McCauley, of Hollywood, in Detroit recently.

Coming Marriages

Bert Nevins, New York publicity man, in charge of publicity for Palisades Amusement Park and other amusement accounts, to Marion Cahn, his associate, August 3 in New York.

Paul Gerrits, roller-skating monologist, to Eleanor McCabe, showgirl, in Houston soon.

Elsie Wilkins, associate of the Zeppo Marx Agency, to Dr. J. G. Ball, of the Australian army, in California soon.

Marion Marsh, screen actress, to Randolph Scott, non-professional, soon.

Martha Williams, free lance film publicist, and Dale Fiady, sports writer for *The Los Angeles Examiner*, in Los Angeles August 1.

Joe Kane, director for Republic Pictures, to Margaret Mann, non-professional, in Summertown, B. C., next week.

Bill Henry, MGM contract player, to Grace Durkin, actress, in California soon.

S. Victor Freeston, publicity director of Woodside Amusement Park, Philadelphia, and Marguerite Bonelli, Glenside, Pa., early in August.

Sidney Pink, Pittsburgh theater exhibitor, and Marian White, associated with the Novelty Theater, Pittsburgh, and the Aspin Theater, Aspinwall, Pa., in Pittsburgh August 10.

Births

To Mr. and Mrs. Irving Starr a seven-pound girl July 20. Father is film producer.

To Mr. and Mrs. Lewis Sellers a daughter July 21, six pounds 13 ounces. Father is 20th Century-Fox director.

To Mr. and Mrs. Larry Crabbe a seven-pound daughter July 16 in Los Angeles. Father is screen actor.

A daughter to Mr. and Mrs. Roy Prip in Los Angeles July 10. Father is MGM cameraman.

To Mr. and Mrs. Jack Durant a six-pound nine-ounce girl in Hollywood July 19.

To Mr. and Mrs. John Brown an eight-pound nine-ounce daughter at Illinois Central Hospital, Chicago, July 19. Father is staff pianist at Station WLS and mother was formerly of the WLS harmony team of May and June.

To Mr. and Mrs. Raymond Gebhardt a seven-pound girl at Deaconess Hospital, Cincinnati, July 6. Mother (Catherine McVeay) is known to many professionals thru her former association with *The Billboard's* mail department in Cincinnati.

Divorces

Hedwig Joby, former actress, from Hans Joby, character actor, in Los Angeles July 21.

Phyllis Barry, screen actress, from (See *DIVORCES* on page 85)

MAGIC

(Continued from page 27)

used by Hardeen at the Fort Worth Frontier Centennial. The painting gives the appearance of a regular backdrop for the stage. Hardeen gives a free show but sells tricks. James Collins, who was with Houdini for many years, is Hardeen's assistant.

"PAUL FLEMING, in 'A Night of Magic,' recently played the various normal school auditoriums in this section," writes George O. A. Newmann, well-known mentalist, from Minnesota. "We caught the show at Moorhead." Newmann continues, "and were agreeably surprised in actually seeing a considerably different routine of magic than is ordinarily seen on the lyceum platform. Stage beautifully draped and all equipment in good taste and looking as tho it were just out of the factory. He held the audience interested for two hours, despite the sweltering evening. Altogether the finest and best presented magical program I've seen since my last visit to McDonald Birch." Due to the unbearably hot weather in North Dakota, Newmann was recently forced to cancel two sponsored (week) dates. He reopened his show last week.

MAURICE played for the Pacific Coast Hotel Men's Association last week at the Waldorf-Astoria Hotel, New York, and was made an honorary member after the show. Has just been booked for a showboat engagement.

MOGUL, "the boy with the X-ray mind," is being held over indefinitely at the New York Paramount Theater. He is doing two shows a day on the mezzanine floor of the lobby.

LECTURING ON *The Magic of Tomorrow*, Charles A. Leedy, columnist of *The Youngstown (O.) Indicator-Telegram* and member of many magic organizations, was guest speaker and entertainer at a noon meeting of the Youngstown Rotary Club recently.

DURING THE ENGAGEMENT of the W. C. Fields photoplay *Poppy* at the Palace Theater, Youngstown, O., recently, Everett Duncan, member of the local magic club, did the "three-shell game" in the lobby, made up like the principal character in the picture.

OAKLAND MAGIC CIRCLE, Oakland, Calif., at its recent regular monthly meeting and annual installation of officers, initiated the following into the chairs: Carlo Miller president; Bert Hanson, vice-president; Claude Burk, secretary; and Ben Baylison, sergeant at arms. An interesting program of magic followed. Those who entertained were Ken Allen, Claude Burk, Jimmy Murr, Charlie Cores, John Busk, Harold Agnew, Earl Wheeler, Dr. Donogh, Lloyd

Jones, Bob Bailey, Bert Hanson and Carlo Miller. On July 18 the Oakland circle held an informal gathering at the Hotel St. Mark's Little Theater, San Francisco. Among the guests present were Mrs. Beatrice Houdini, Edward Saint and Carl Fleming, all of Hollywood; McManus, of Reno; Ray Gamble, of Tacoma; Mrs. Charles J. Carter and son and members of the San Francisco Assembly, SAM, and the San Jose Mystic 13.

MME. PINXY and her puppets have been kept busy since returning to her Chicago headquarters from the IBM Convention at Batavia, N. Y. She recently presented her Punch and Judy show at Neil's Barnyard, Gary, Ind.; Edgewater Golf Club, Chicago; Palace Theater, Rockford, Ill., and the Mariden Club, Chicago. Mr. Pinxy is at present in Cleveland, where he is working as emcee in *The Creation* show at the Great Lakes Exposition.

CARDIEL, card, silk and cigar manipulator, who has been working in and around Detroit since last November, stopped off at the magic desk in Clincy last Friday, en route from the Motor City to his home in Rushville, Ind., for a few days' vacation. He will return to Detroit the last of this week.

CHORUS EQUITY

(Continued from page 12)

ler, Charlotte Davis, Lela Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

Members are again reminded of the importance of registering at the Chorus Equity headquarters on the day they begin rehearsals. Recently payment of rehearsal expense money was delayed because it became necessary for representatives of the Chorus Equity to interview each individual member of a large chorus

to establish the amount of money due each member. Only a small percentage of the company had registered in the rehearsal book. Had the entire chorus registered we would have had the information we needed within a few minutes and would have been able to proceed on the claim immediately.

There is very little change in employment statistics in the legitimate theater in July, 1935, and July, 1936. Last year at this time there were 177 chorus people working. This year there are 150. On the other hand, rehearsals for the fall productions are beginning a little earlier than last season and we have had more calls for hotel and cabaret work than at this time last year.

WEAR AND TEAR

(Continued from page 12)

splendidly will be Mildred Dunnoek, in the role of Fenelope, and Bert Thorne, Raymond O'Brien, John Winthrop, Don Rayson and William Chambers. John Koenig will do the sets and Frank Brown the staging.

Actor-Managers, Inc., at Newport, R. I., will present *Kind Lady* July 28 as the fourth bill to be given at the Newport Casino Theater this summer. Minna Phillips will have the role originally played by Grace George and Stano Braggiotti the part taken by Henry Daniell. Others in the cast are Doris Dalton, Edgar Kent, Octavia Kenmore, Elizabeth Dean Farrar, Hayden Rorke, Elizabeth Cerf, Charles Trexler, Shirley Osborn, Perry Wilson, Philip Tonge and Jus Addiss. Direction and setting are by Agnes Morgan and Emeline Clark Roche.

Of special interest at the Lakewood Theater, Skowhegan, Me., the week of July 27 is the appearance of Owen Davis Jr. in his father's Pulitzer prize play, *Icebound*, all this by special permission of the RKO offices. Mary Rogers, who has played with Owen two seasons at

Lakewood prior to his going to Hollywood, will appear opposite him in this engagement. Others in the cast are A. H. Van Buren, Dorothy Bernard, Day Eliot, Kay Kidder, Andrew Doe, Katherine Meskill, J. Hammond Dailey, Jessamine Newcombe, Charles Laite and Grant Mills. Melville Burke is staging the play.

The Manhattan Players, Fitchburg, Mass., will try out a new comedy called *A Reason for Youth*, by George Bryant, at the Lake Whalom Theater the week of July 25. This is the Manhattan Players' sixth play of the season but the first new opus presented. Guy Palmerton, manager of the Manhattan company, expects to produce the play in New York early this fall.

Alan Brock, of the M. S. Bentham office, has placed the following players in summer spots: Mabel Tallaferro and Lee Patrick in *The Old Maid*, Earl Larimore and Selena Royle in *The Second Man*, Suzanne Caubayo and Hal Conklin for *Her Cardboard Lover* and Leona Roberts in *The Show-Off*, all with the Connecticut Players at Milford. Also Blanche Ring and Gloria Blondell for *It's a Wise Child* for the Somerset Players at Niantic, Conn., and John Drew Colt, Nancy Kelly, Mitchell Harris and Robert Angevine for the new James Ollman show, *So Proudly We Hail*. The latter opus, incidentally, will be tried out at Locust Valley August 4 with Edwin Phillips.

Up in Schenectady, N. Y., Margaret Anglin will play Mrs. Malaprop in the Mohawk Drama Festival's production of Sheridan's *The Rivals* for the week of July 28. Charles Cohn will have the role of Bob Acres, and the supporting cast will include Leonard Willey, Curtis Cooksey, Fairfax Burgher, Mary Hutchinson, Donna Earl, Neville Westman, Percival Vivian, John Burke and Henry Buckler. The settings have been designed by Michael Wightman-Smith and executed by Lyle D. Barnhart. Musical direction will be under Samuel Morgenstern, staging and lighting by Percival Vivian and incidental music and ballet scenes by Phyllis and Irene Marmine.

Scattered rural matters: *Russel Manfie*, with Dorothy Gish in the leading role, opened July 22 at Luther Greene's Beach Theater at West Palm Beach; ditto *Noah* at Brantleboro, with Constance Morrow cast conspicuously; ditto *The Second Man*, the Plymouth Theater, Milford, Conn., with Earl Larimore and Selena Royle in the leads, and A. A. Milne's *Belinda* at Marshfield Hills, Mass. At the John Drew Memorial Theater, Guild Hall, East Hampton, the Studio Players yesterday opened with *Autumn Crocus*. Rosamund Pinchot is scheduled for a revival of *Dangerous Corner* this week at the Post Road Playhouse, Madison, Conn. During the week of August 3 Worthington Miner will stage *Lover's Meeting*, a new comedy by Gladys Hurlbut, for Theron Bamberger at Luther Greene's Beach Theater at West Palm Beach. Dorothy Stickney will play the leading role.

July 27 will see a revival of *What Price Glory?* at the County Theater, Suffern, N. Y.; *Windmills of Manhattan*, a new one by Judith and David Bublik, opens the same day for a two-week run at the Roadside Theater, just outside of Washington, D. C.; Doty Hobart's *Through My Eyes* will be tried out at Rye Beach, N. H., beginning August 11. Molnar's Mr. Somebody inaugurates the summer season of the Colorado Springs Fine Arts Center August 4.

The next bill at the Theater of the Four Seasons, Roslyn, L. I., will be *The Perfect Alibi*, *The Children's Hour*, last seen at the Boulevard Theater, Jackson Heights, moves to the Alden Theater, Jamaica. Jack Linder, of the Brighton Beach Theater, has started a series of Sunday night performances.

Chamberlain Brown will send out comedy, repertoire, stock, opera and vaudeville troupes to various suburban areas. Current plans call for presentation of 12 shows a week.

Down in Abingdon, Va., the Barter Theater on July 30 will present *Personal Appearance*, with Gloria Blondell in the Gladys George role. Supporting her will be Edward Craven, Thomas Coily, William Prince, Peter Strong, Priscilla Elgna, Helen Foster, Jane Roberts, Ann Sherry and Helen Dunlop. Staging is by Owen Phillips and the set by Laurie Leonard.

WPA summer theater activities around New York include *Tamed—And How*, at the Warburton Theater, Yonkers, and *The Silver Cord* at Knights of Columbus Hall, New Rochelle. Both opened July 20. On July 23 *Her Majesty the Widow* opened at Glen Cove.

From Out Front

(Continued from page 11)

example, the distressing case of Mr. Lloyd Nolan, Mr. Joseph Spurin-Callein, Mr. Edward G. Robinson, Miss Alice Brady, Mr. Humphrey Bogart and countless others who have become personality players despite the fact that they can also act.

Thus, many of the "personality" players really have the technique which, according to its detractors, the screen fails to possess. The screen possesses acting technique in large quantities—but it fails to use it. It's one thing for the little Tribble to become a personality player because of directors, press agents and glibbie fans; it's another thing for actors and actresses to be forced to build personalities rather than performances, creating them thru the power of a technique which could create many other things besides. It is a pity to see Messrs. Nolan, Spurin-Callein, Robinson and Bogart, for instance, saddled with interminable tough-boy roles when they could be just as colorful and just as warm in many other types of part.

Very few actors get a chance to expand, to use their talents to the full. Charles Laughton, one of the lucky ones, was just as colorful and warm in *Ruggles of Red Gap* as he was in *Mutiny on the Bounty*. It is only true acting technique that can bring real color and warmth to the chill medium of the cinema—and we must deplore the fact that because of the films' insistence upon personalities it is not allowed to bring as wide a range of color and warmth as it otherwise could.

That real warmth is the product of technique can be seen in the informative case of Miss Jean Arthur, who was extremely hard to take in her first film job, who came to Broadway and the stage, who learned how to act, and who now, back in Hollywood, is as warm and colorful an ingenue personality as you could find on the whole Gold Coast.

In any case, the real warmth and color that are produced by the artistry of acting can easily be recognized when compared with the synthetic daubing and heating furnished by such carefully nurtured cinematic hothouse flowers as Miss Joan Crawford, Miss Bette Davis or Miss Alice Faye.

As for Mr. Watts' third question, it will be used here chiefly to clarify an opinion often expressed in this corner—an opinion which, your reporter suddenly realizes with some chagrin, is open to much misinterpretation. It has been remarked here time and again that the so-called propaganda plays with which the stage has recently been burdened will fail to make a single convert to the causes which they advocate. It has been stated with some heat that no one not already convinced could conceivably find himself agreeing with these plays' theses. That, however, does not mean that "propaganda" plays cannot convince; it simply means that the propaganda plays we have been offered are something less than persuasive.

The stage and the films are among the most powerful propaganda forces in the world—but only when, in the individual work in question, a sense of balance is maintained. The customer, in order to be convinced of the general thesis, must first be convinced of the reality (emotional reality, at any rate) of what he is seeing on the stage. To achieve such conviction is the work of any serious dramatist, and such conviction must be his first consideration; if he should fail to achieve it his work is valueless. A propagandist writing for the stage must be a playwright first and only thereafter a propagandist.

Unfortunately, most of our "propaganda" playwrights have put their propaganda first. They have been blatant and too obviously biased; they have cared little for the development of character, plot or general interest, just so long as their general theses found long-winded voice. As a result, even real conditions as they depict them seem forced and unreal, appearing to be simply stage props used to support the general theme. The average playgoer, not particularly sympathetic to the playwright's general aim and knowing nothing of the conditions which he seeks to depict, is apt to look on the whole thing as a case of special pleading. He is apt to resent it, with the net result that, on emerging from the theater, he is not only not convinced but actively antagonistic.

This corner, in claiming that our propaganda plays, judged by and large, have failed to further their own causes, has simply said that our propaganda plays were bad plays. In arguing for less blatant, less fanatical, less obviously one-sided stage theses this corner has been arguing not only for good plays but also for effective propaganda.

Heat Wave Hits Barnes

Some of stands affected—show in storm at Lincoln—slight damage to tents

LINCOLN, Neb., July 25.—The heat surely poured down on the Al G. Barnes Circus during 18th week of the season, the thermometer going as high as 120 on several occasions.

McCook, Holdrege and Hastings, Neb., came thru with splendid trade, despite the heat. Marysville and Hiawatha, Kan., and Nebraska City, Neb., finished out the week and showed the effects of the drought in slackening trade.

There was a contrast in lots in Marysville and Hiawatha. In Marysville the lot was a wheat stubble a mile from town, with no shade. In Hiawatha lot was close in and studded with large cottonwood trees. Ticket wagon was in shade of one of these trees, giving Theo Forstall and Jack Youden a little respite from the sweltering sun that had been bearing down on their office.

At Nebraska City a small lot with a mile and a quarter haul. Loading point here was a bad one, having a steep incline. (See HEAT WAVE on page 45)

Local No. 87 Reorganized

OKLAHOMA CITY, Okla., July 25.—Local No. 87 of the Billers' Alliance was recently reorganized. Ward Carnahan was elected president; Harry Phillips, vice-president; E. O. Steele, secretary-treasurer; Elmer J. Holder, chairman; H. J. (Mac) McKay, business agent, whose address is Box 112. The local has 14 members. Pat Sterrett was elected representative to the Trades Council and State Federation of Labor. Jess Lane, who is billing on Al G. Barnes, and Dutch Ladd, on Cole-Beatty, and are members of another local, will be back in this local when the shows close. Local No. 87 has not been in operation for last three years. Joe C. Campbell was voted an honorary membership in the local. Marty Yates, steward on Cole show, and Mike Lyons, who has the truck brigade, spent several hours with McKay while working the town.

Local No. 87 wishes to inform all circuses and shows that intend to play here to contact McKay, as the local intends to help every trouper in any way possible. The local intends to have a closed shop.

Ivan Equipment Brings 1,700 Pounds on Block

NEW YORK, July 25.—Equipment of recently closed Ivan Bros. Circus, of Australia, was sold at auction and brought 1,700 pounds, according to information from Phil Wirth, of Boyd & Wirth Attractions, who sent several acts over to appear with the new outfit, Wirth Bros., Australia's leading circus, purchased.

A string of horses also went under the hammer. Equipment is worth several times the amount bought for, Wirth stated. He also disclosed that the Dutton Troupe, one of the acts booked, is on the way back to the United States.

Excellent Biz For R-B Show

DETROIT, July 25.—The Ringling-Barnum Circus has been doing an excellent business since the passing of the heat wave. Attendance was very good in every town the past week, including Lima and Mansfield, O., two towns that had not been played by the show for a number of years.

Howard Y. Bary, chief of foreign scouts for the circus, was a visitor on the lot in Detroit.

The front-door men and ticket sellers are now prepared for the hot weather. Manager Sam Guinpertz had alpaca summer coats ordered for the front-door men, while the ticket sellers have been supplied with red shirts to match their regular uniforms.

Clyde Ingalls is one of the best dressed Side Show managers.

Eddie Stinson, promoter of the Shriners' winter circus in Detroit, is (See EXCELLENT BIZ on page 45)

Only Seven-Block Jump

RANKIN, Pa., July 25.—One of the shortest jumps on record was made by the Barnett Bros.' Circus last Friday from Braddock into the car barn lot here—a distance of seven blocks.

Three Good Days For R-B at Detroit

DETROIT, July 25.—The Ringling-Barnum Circus closed a successful three-day engagement here Tuesday. Two stands were played, Sunday at Warren and Connors avenues, on the east side, and on Monday and Tuesday, Michigan and Wyoming avenues in Dearborn, west side suburb. Attendance was fairly steady at all performances and was estimated at about 12,000 average for the evening shows.

Numerous circus folk and fans were visitors here, including Kid McCoy, veteran gunman; Circuit Judge DeWitt O. Merriam; Tunis (Eddie) Sunson, manager of the Shrine Circus, who was badly injured in an auto accident and was unable to talk because of jaw injuries, and his wife, who could not leave their automobile; Orrin Davenport, who looked over the acts on the show with a view toward bookings for the Detroit and Cleveland Shrine circuses. Fred Bradna was the guest of Jimmie Edgar, sportsman.

New England Big For Downie Bros.

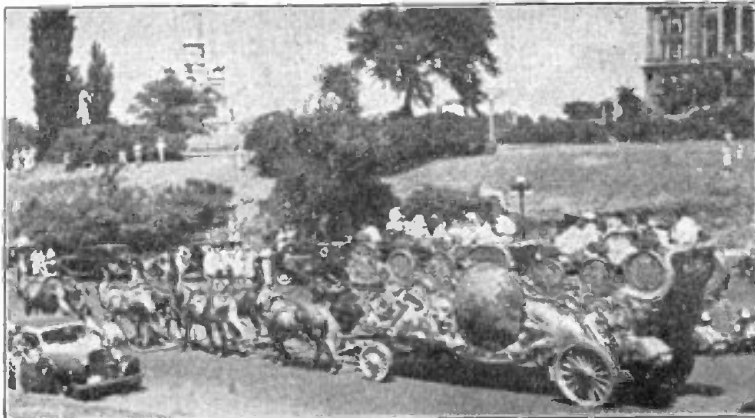
DANBURY, Conn., July 25.—Downie Bros. Circus finished its New England tour here today and will go into New York at Hudson Monday. It was Charles Sparks' biggest season in New England. Show started 'em at Worcester and Springfield, Mass. Those cities had already had several circuses this season.

Fred Bradna To Direct Santos & Artigas Show

DETROIT, July 25.—Fred Bradna, of Ringling-Barnum Circus, told The Billboard representative this week that he has signed with the Santos & Artigas Circus for a date in Havana, Cuba, opening about December 1 for five to six weeks. He will be director of the circus and will take a number of well-known acts with him to the Cuban show, including the Art Concello Trio and the Wallendas.

Two for Fairmont, W. Va.

FAIRMONT, W. Va., July 25.—Local circus fans will get a chance to see two shows, both on the old fairgrounds. The Dan Rice Circus is here today and Downie Bros. Circus will be here August 10. The latter has been using large ads in the local papers.



FAMOUS TWO HEMISPHERES Band Wagon, owned by Iowa Circus Fans and specially loaned and featured in Cole Bros.-Clyde Beatty Circus parade at Des Moines July 10. Here is shown the wagon with eight-horse hitch and loaded with Vic Robbins' band as it rounded Iowa State Capitol Hill.

Gainesville Show Has Record Attendance at A. & M. College

GAINESVILLE, Tex., July 25.—The Gainesville Community Circus returned to quarters here Tuesday after its record-smashing engagement at the Farmers' Short Course at Texas A. & M. College Monday.

Giving a single performance in the Kyle Field stadium, the circus was seen by a crowd of 11,000 persons, including 7,000 delegates to the short course from the 254 counties of the State. Attendance exceeded by 2,000 the crowd at the circus last year at the college and is the record attendance in the history of the show.

R. S. Miller, of the college faculty, in charge of entertainment for the short course, said that the college desired to book the circus for the 1937 short course as principal entertainment feature.

The show made the trip to College Station, a distance of nearly 300 miles, by rail, traveling in two sections.

Next engagement is at Denison August 20 and 21 under American Legion auspices. The show then plays at the Cooke County Fair here August 24-28 and at the Lamar District Fair in Paris Labor Day. There will be other dates.

Visitors on the lot during the three-day engagement at the Texas Centennial Exposition in Dallas recently included CFA Bruce Heinrich and wife, Wichita, Kan.; CFA Frank J. Walter and wife, Houston; Tex Cooper; Dad Embry, old-

time circus man, and Walter Buck, brother of Frank Buck, the latter being a native of Gainesville.

Funeral Services of Schumann

COPENHAGEN, July 20.—Nearly 1,000 friends attended the funeral services July 7 of Willy Schumann, circus operator, who died at Bad Nauheim, Germany, July 1. Pallbearers were Oscar and Ernest Schumann, brothers of Willy, and Max and Albert Schumann, his nephews. Among the mourners were Willy Toop, president of the Danish Artists' Federation; Director Nelson, owner of the Circus Schumann Building; Erickson, former ringmaster of the circus; Falkendeth and Kyhl, editors of The Politiken; Nagel and Paul Neva, theatrical agents, and many performers, including the oldtime clown, Edwardo, Vigo Benny and the Bronnetts.

Gorman Cancels Hudson

HUDSON, N. Y., July 25.—Because Downie Bros. Circus had booked this city for July 27, Gorman Bros. Circus, Tom Gorman, manager, which took out a license to show here July 22, canceled its engagement. The circus did not wish to compete for patronage here with two shows booked so near together.

The Show Must Go On

In Machinery Hall at the Iowa State Fair in August, 1933, standing alongside the Two-Hemisphere Band Chariot, 6,000 people signed a petition to owners and managers of circuses for the return of the circus parade.

It remained for Jess Adkins, Zack Terrell and Clyde Beatty, with their executive staff, their performing artists, heads of departments, drivers, stake and chain gang, in fact, every man and beast on Cole Bros.-Clyde Beatty Circus, to give their contributing answer to that petition by parading 11 miles along the streets of Des Moines July 10 in a blazing sun, with a temperature registering 107 degrees.

Heading that parade was the greatly revered Two-Hemisphere Band Wagon, drawn by eight dapple-gray horses and loaded with Vic Robbins' Band. This wagon is sacred in the memory of every circus man and Circus Fan throughout America. The flags were placed on the wagon that morning by an employee of Cole-Beatty who had ridden it in the Barnum & Bailey parade when drawn by 40 horses thru the streets of New York City in 1903.

It was estimated by the Public Safety Department of Des Moines that 60,000 people lined the streets to witness the parade—when man and beast paid tribute to the Circus Fans of Iowa for their action in preserving for all time what that great showman, James A. Bailey, conceived and brought forth to the circus-loving public—the Two-Hemisphere Band Wagon.

At the foot of Capitol Hill the parade was halted for one of three rest periods in the 11-mile journey. Circus Fans, led by Dr. E. J. Butterfield, vice-chairman of Iowa Ringling Top No. 1, carried (See THE SHOW on page 45)

Mix Makes Three in Ohio

ALLIANCE, O., July 25.—The Tom Mix Circus only made three Ohio stands—Findlay, Ashland and here. There was a disappointing matinee crowd here, but night house was better than half. Weather was hot. A new menagerie top, an 80 with three 50s, was placed in use for first time when show hit the road after the Chicago Coliseum engagement. The Jordans and the Seven Maeks left show after the Chi engagement to play fairs. Visitors here included Kenton C. DeLong, Jack Nedrow, Roy Wild and "Silver" Johnson.

Card Tent Damaged; Not Torn to Ribbons

CINCINNATI, July 25.—J. G. (Jack) Bard, general agent of Card Bros. Circus, states that the top was not torn to ribbons in a recent storm, as mentioned in last week's issue. He says that the tent was somewhat damaged, but that a new middle piece was placed and show only lost one night, that at Northboro, Mass. Show has made Rhode Island, Massachusetts and is now in Connecticut. Management expects to have a long season and go south as far as the Florida line.

Oklahoma Good For Cole-Beatty

WICHITA, Kan., July 25.—The quick dash into Oklahoma ended Tuesday night when the trains of Cole Bros.-Clyde Beatty moved from Enid into this city. It was a successful invasion of the Sooner State and large crowds were on hand at all performances in Tulsa, Oklahoma City and Enid.

This was the first circus to appear in the Oklahoma Capital on a Sunday. There was not one word spoken against the Sunday shows there, which were under auspices of Post No. 35, American Legion.

Due to the heat, it was necessary to eliminate the street parades in Kansas City, Fort Scott, Joplin, Tulsa, Oklahoma City and Enid. They were resumed in Wichita. Henry Brown lost excessive heat, but purchased some new stock the last few days.

Dr. E. J. Partello and Fritz Partello, the nurse, have been exceedingly busy since show played Des Moines. They have been on the job at all hours and there was not one serious illness. Paul Nelson, however, is a hospital case for (See OKLAHOMA GOOD on page 58)

With the Circus Fans

By THE RINGMASTER

President, CFA, Secretary, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2020 West Lake Street, Chicago, Ill. (Conducted by WALTER HOHNADL, Editor, "The White Tops," c/o Hohnadel Printing Company, Rochelle, Ill.)

Items for this column last week were lost in the mail, which explains the absence of regular White Tops head in *The Billboard*. Notes left our office at usual time by air mail but never reached Cincinnati, according to advice received from Charles Wirth. Up to this time we have been unable to locate this envelope.

J. A. Wagner, of Des Moines, Ia., past president of CFA, was overcome by the heat July 10, the day that Cole Bros.-Clyde Beatty showed that city. Word received from Mr. Wagner advises that he is now much better and able to be at his office a few hours each day.

Walter B. Hohenadel, Rochelle, Ill., returned July 26 from 10 days' vacation spent in Texas, where he attended the Dallas and Fort Worth fairs. He stopped overnight in Springfield, Mo., and attended Cole Bros.' Circus.

Members of Charles Sparks Tent No. 14 held a reunion July 21, when Downie Bros.' Circus showed Norwich, Conn. The affair was planned to commemorate the return engagement of their 4034 convention show. They attended evening performance in a body and after the show there was a party and buffet lunch at Norwich Inn.

Harper Joy, Spokane, Wash., aside from being a Circus Fan with a yen for spending his vacations clowning on some circus, has another hobby, that of magician. He is a member of the Pacific

Coast Association of Magicians and was on program at its convention in Seattle recently.

P. E. Loxley, Granston, R. I., caught Kay Bros.' Circus at Arctic, West Warwick, R. I., and Jones Bros.' Wild West Circus at Hope Valley.

Walter M. Buckingham and wife were guests of Mr. and Mrs. Charles Sparks, of Downie Bros.' Circus, at Laconia, N. H., July 4, attending afternoon performance of the show. This was a special occasion and Mrs. Sparks directed the preparation of the dinner. Over the usual table covering used in cookhouse were spread paper tablecloths of red, white and blue with napkins to match and on the head table were vases containing red, white and blue flowers.

The editor of *White Tops* recently made two circuits. Bud Hawkins showed Rochelle, Ill., July 11, with temperature 110 in the shade. No matinee and very light night. Came in on two days' notice and then in opposition to another show's paper. On the 14th made Russell Bros.' Circus at De Kalb and was management's guest in cookhouse for supper.

Albert J. Mayor, Circus Fan of Cincinnati, left July 22 for Europe. He will visit Norway, Sweden, Denmark, Finland and Russia and expects to be back about Labor Day.

Downie Show Greeted By Circus Fans at Norwich

NORWICH, Conn., July 25.—Downie Bros.' Circus, here July 21, had two good houses. As this city is the home of Charles Sparks Tent No. 14, CFA, the members engaged a special reserved section of seats for evening performance. Walter Buckingham and Leon (Burs) Raymond carried banners in tournament. The former is national secretary of the CFA.

The fans also had a large part in a birthday party on the grounds for Jack Hoxie Jr., who was one year old Tuesday. There were many presents for him and the fans presented him with a silver cup. An account in a local savings bank was opened for the youngster by two circus officials and the book presented as their gift. Birthday cake was cut by Mrs. Hoxie, and with assistance of women of the circus, ice cream, candy, orange drink and cigars were passed to members of the show, and to John R. Tarrant and Mr. and Mrs. Walter M. Buckingham, who attended the party.

After evening performance the fans held a party at the Norwich Inn, where a buffet lunch was served to fans and circus guests. After lunch Felix P. Callahan, CFA, who acted as toastmaster, called for speeches from Messrs. Sparks and Katz, visiting fans and other guests. The evening was brought to a close by showing of movies taken by Pan Jean Kieffer and shown by Buckingham.

Those invited from the circus were Mr. and Mrs. Charles Sparks, Charles Katz, Mr. and Mrs. Jack Hoxie, Mr. and Mrs. George Hanneford, Mr. and Mrs. Clint Shuford, Mr. and Mrs. Rodney Harris, Mr. and Mrs. Minet DeOrlo, Mr. and Mrs. Deoro, Mr. and Mrs. Caroon, Mr. and Mrs. Poplin, Mr. and Mrs. Wallace, Harry Mack and Charles Morgan. Visiting fans included Mr. and Mrs. George Barlow Jr., George Barlow III, with Mrs. Rogers as their guest, all from Binghamton, N. Y.; Prof. Charles Nagel, of Yale College, and Dr. and Mrs. Harold L. Staples, of New Haven, Conn.; Mr. and Mrs. Elliott T. McKnight, Gardner, Mass.; Manuel Paos Jr., with John Barrett as his guest, from Fall River, Mass.; Charles A. Davitt and guest, from Springfield, Mass.; Elmer Lindquist and guest, from Hartford, Conn.; Norman A. Aldrich and Robert F. Hernon, Providence, and John Cutler, Newport, R. I.

Other guests were John H. Byrne, of the old *Eight Bells* Company; John H. Cleary, known as Big Martini, former head balancer on traps; Barnet Keenan, former bar acrobat, all of Norwich.

Mix Having Excellent Biz in New York State

ITHACA, N. Y., July 25.—The Tom Mix Circus, now in New York State, is doing excellent business. Niagara Falls, fair afternoon crowd, packed night house and banner concert of the year. Mrs. Mix joined in Niagara Falls after spending several days in Cleveland. Tom Mix made a personal appearance at Niagara County Sanatorium at Lockport, where a "Sunshine Circus" was being presented for county children from various homes and hospitals on Sunday, and was principal speaker at a Rotary luncheon given in his honor on Monday.

Batavia, fair afternoon and packed

Biz Holding Up For Barnett Bros.

PITTSBURGH, July 25.—The Barnett Bros.' Circus is scheduled to head for West Virginia territory at an early date and play towns in which the show usually stopped earlier in the season. The change was necessitated this year by the flood, which damaged the lots and required time to bring them into shape again. It was revealed that the show played around this city this season longer than in the last seven years combined together. Business has been holding up splendidly. Many dates have been played under auspices, alleviating the work of obtaining suitable lots and invading restricted towns.

The show, following its West Virginia stay, is scheduled to move to North and South Carolina, then to Georgia and Florida. The circus is expected to remain on the road until late in March.

Manager R. W. Rogers added his own pit show and a grease stand which has been outfitted with a new tent and equipment. Recent departures from the show include Pat (Polo) Knight, featured in the big-show program, who joined his brother and mother and plans to play fair dates for the next three months. Ralph (Specs) Cautin left to book his concession at fairs in Missouri, it is reported. Recent additions include Ed Raymond to clown witly and Johnny Knarr, who replaced Knight in the wire and acrobatic acts.

Barnes Has Two Good Houses at Lincoln, Neb.

LINCOLN, Neb., July 27.—Two good houses turned in for the Al G. Barnes Circus here made back some of the money which has been sacrificed on the altar to the drought which has pretty much ravaged the territory thru which the show has been passing. The Barnes show had Earl De Gloppe, Allen Lester and Bernie Head in here handling presa.

Barney Oldfield, representative of *The Billboard* here, arranged for a number of the performers to Sunday at Capitol Beach for a salt water swim. Evening performance of the show was dedicated to the Nebraska National Guard and a contingent of officers were present accepting the honor. Encampment opened on show day. Bert Nelson was interviewed on Station KFOR.

Sparks Signs Billetti Troupe

FITCHBURG, Mass., July 25.—It has been learned by *The Billboard* representative here that Charles Sparks, owner-manager of Downie Bros.' Circus, has signed the Billetti troupe, high-wire act, for next season.

evening house. At Geneva a half holiday was declared and the show enjoyed excellent business. Newspapers have devoted large space to interviews of Mr. Mix on show day. Mrs. Dell Turney has been ill for a few days due to an attack of influenza. Jeff Barnhardt, purchasing agent, left Monday for California, where he will take charge of a market, of which he is half owner. Charles Warrell will take his place. Mr. and Mrs. Denny Helms have a large new awning for their trailer and collapsible chairs.

Ted Metz's Side Show continues to do excellent business and the novelty Scotch band proves to be a good bally. Niagara Falls was banner day for the Side Show. The Jordan troupe left to play fair dates. A supper club has been formed in the backyard which meets every Saturday night and includes everybody.

Durban and West custard truck is doing excellent business on the midway, as is the Circus Cafe, owned and operated by Mr. and Mrs. Clifford and son. Several former employees of Mix have returned to show—Tula Cornalla, Boots Sallee and Beth Fox. Dall Turney entertained William C. Fleming, from Pollack Poster Printers, of Buffalo, while in Batavia, also Captain Fox, from Sidney, N. Y. James Cole visited show in Geneva. GRACE BAKER.

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Fair Biz for Guitierrez
DEADWOOD, S. D., July 25.—Guitierrez Bros.' Circus will stay out late this fall and will again winter in Los Angeles. Johnny Guitierrez will book several of his new Spanish acts in pictures at Hollywood this winter. Business with the show has been fair.

E. K. FERNANDEZ WANTS FOR HONOLULU
All kinds of Circus Acts, Circus Side-Show People, Novelty Vaudeville Acts. Will buy a good used dramatic top. I pay round-trip transportation from Pacific Coast to Honolulu and return. People leave Coast about September 30. **E. K. FERNANDEZ**, Biltmore Hotel, Los Angeles, Calif.

Under the Marquee

By CIRCUS SOLLY

FRED SAUER postcards that Bonham Bros.' Circus has closed.

C. S. FAHL has closed with Tiger Bill Circus.

DONNIE BROS.' Circus had two good houses at Fitchburg, Mass., July 15.

EDDIE RUSSELL is with Kenneth Waite troupe, which has 10 weeks of Barnes & Carruthers bookings.

LIMA (O.) NEWS gave Bob Hume, circus enthusiast, considerable mention in issue of July 7.

EDDY BROS.' Circus will be at Oxnard, Ms., July 31, instead of August 31, as mentioned in this column last week.

DESPITE RUMORS to the contrary, the Al G. Barnes Circus will again winter at Baldwin Park, Calif.

IT IS REPORTED that Poodles Hanford, Adele Nulson and Lady Barbara have left Gorman Bros.' Circus.

SEILS-STERLING had one of its biggest days of season at Park Falls, Wis. At Ironwood, fair matinee and packed night house.

RAYMOND M. POHLABLE attended evening performance of Ringling-Barnum at Toledo, O. Says top was filled to capacity.

DOWNIE BROS. will be at Ft. Plain, N. Y., July 30, on the Duffy Circus Lot No. 1. George Duffy, widely known Circus Man, also has another lot there.

LOUIS KNABLE, in the animal department of Ringling-Barnum Circus, vacationed in Cincinnati for a week and rejoined show at Detroit. While in the city he visited the Zoo and The Billboard.

E. CLARENCE PFEFFER saw Barnett Bros.' Circus at Johnstown, Pa., big being good at both shows. He visited with George Lake, Sam Applegate, Ed Raymond and Mr. LaBird.

RED DAVIS states that Mighty Haag was at Philippi, W. Va., July 10, playing

to good matinee and packed 'em at night. First circus there in a number of years.

SIG ZENO attended Gorman Bros.' Circus at Carbondale, Pa. Had a three-quarter house in afternoon and capacity at night. It was the third year for the show at Carbondale.

WILLIAM FALCONBERRY, last five seasons on Downie Bros.' advance, is not on the road this season. He is at home, 2620 Anderson avenue, Detroit. Says that the welcome sign is out.

WHITE MERRELL, bull man, formerly with Hagenbeck-Wallace, has visited several circuses this year, including Coto (See Under the Marquee on page 41)

WPA Show at Fitchburg

FITCHBURG, Mass., July 25.—A one-acting outdoor circus, sponsored by the Federal Theater of Massachusetts, will be given at Cogswell Park July 28. Included in the company will be the Oleringers, cloud-swing and revolving ladder; Al Dion, novelty table act; Three Queens and a Jack, part of the Jackson family cycling act; De Mato and De Stefano, trick roller skaters; Ed Ellis, tramp juggler; Al Parker, equilibrist; Professor Crawford and educated dog, "Snow King"; Professor Hammond, hoop roller, and Ferranti, novelty juggler. Clown alley will have 10 jokers. Band of 12 pieces will be directed by Fred Childs. The circus is free and is a WPA project.

Good Biz, Weather For Seils-Sterling

MARQUETTE, Mich., July 25.—Besides good business Seils-Sterling Circus is enjoying the cool breezes of upper Michigan and Wisconsin. The temperature dropped from 112 to 66, and Bobbie Wadein, midget clown, said he had to break the ice in his pail the other morning in order to wash himself.

At Ontonagon, Mich., two wonderful houses and at Calumet, Mich., two straw houses. Show will spend two more weeks in upper Michigan. Whittie's eat house is improving every day. Another new lighting system was purchased from Oskosh, Wis. Theresa Morales, trapeze performer, enjoyed a visit from her brother, who is with Polack Bros.' Circus. Theresa was given a parrot, Manuel Macins, wire walker, is sporting a new sweater.

Pete Lindeman went 38 miles Sunday to look over some new fishing territory. He brought with him his brother, Al, and Will, Beck, Heller and Couch. Rose Heller is again working double traps after a week's layoff because of sickness. Dr. Taylor, of Fond du Lac, was a visitor over the week-end.

The WPA number put on by the clowns is making a hit. The Ortons' daughter, Dixie, has again regained her pep. L'Anse, Mich., was a banner day. Hill, high-bar performer, formerly with Ringling's, who had to lay off a season, is again working each day and next season plans on a troupe of his own.

Richie Lemieux is expected on the lot soon with his new trailer and will spend several weeks. King Balie's Side Show is doing wonderful biz. The boys are again playing baseball. The Gas House Gang defeated the performers 13 to 9. Shortie's Cubs defeated the side-show crew 16 to 7.

Dressing Room Gossip

COLE BROS. - CLYDE BEATTY—Strolling the backyard, Enid, Okla., weather rather warm. See Clint Barnes asleep in a chair. Mal Bates fixing a prop box. Helen Sharon sitting on tail gate of the Beatty's wagon. Gene Evans inside, ironing. Clyde and Kinko out fishing again. Betty Sewell knitting. Pauline Sylvester reading a book. Nick Carter's bus driving up. Joe Lewis tacking up ball scores. Mabel McGriff reading magazine. Leo man delivering to Harold Nicholson's stand. Mrs. Partello sitting in door of hospital tent. Radio Charlie puffing his pipe.

Harold Barnes and rest of kids playing with horned toads. At the stand Irene Larey nibbling on cookies. Walter Goodenough sipping coffee. Also leaning on counter are Don Cook and wife and Anna Butler. Percy Clarke is having something, too. Jimmie Foster and Frank Gilbert spinning ropes. Gretonas out by their wagon playing cards and knitting. One of Zavatti girls joins them with her knitting. Chester Barnett leading his monkey around. Norma Humes sitting on a box. Wanda Wentz writing a letter, using prop box for desk.

Card game going on—Tiger Tigeron, Gertrude Scott, Gene Allen and Bill Ward and wife. Mrs. Foster leaning back in her chair eating a sandwich. Jimmie McCoy, behind his colored glasses, juggling in the evening mail. One of the Zavatti girls gathering in her washing. Harry McFarlan chatting with a horse dealer. Al Mann practicing head-stand catches with a rope. Gretonas' kid running around in shorts. Grasshopper just lit on my paper. Joe Reimst studying a road map. Bob Hickey smoking a cigar instead of the pipe.

Lined on a wagon tongue. Jack Joyce and wife and Bertha Denham eating chicken. Jack Pfeiffenberger with his club; just had his nap. Paul Nelson with his arm in a sling. Powder River Mike Mahoney leaning on the Mother Goose float. Heading for coffee stand with their cups, Katy Luekey and Emma Orman. See Jessie Goodenough, Viola Barnett, Elizabeth Clarke and Hilda Burkhart carrying in their chairs. First overture playing ends this week's column.

FMMETT KELLY.

AL G. BARNES—Just had a look-see in the side show and noticed several things. There was Virginia Butterfield (See DRESSING ROOMS on page 41)

Jones Back in Connecticut

STAFFORD SPRINGS, Conn., July 26.—The Jones Bros.' Wild West, Merit H. Allen, manager, has been thru this section and into Rhode Island. After several good stands in that State, it returned to this territory and has been here for a week. Show has been enlarged and improved since early spring and business is on the upgrade. Neal McCrea recently joined, presenting balancing act. Show had a little hard luck when a bucking horse fell on a stake and was killed.

Show has been playing the smaller towns in this section and has hit virgin territory. Two Connecticut towns, Eastford and Mansfield Depot, have not had a show for many years. Show was in blowdown at East Killingly, Conn., just before night performance. A center pole was broken and a middle piece destroyed. Bert Barnes has his band going nicely and in the bigger towns the band does a ballyhoo. Show expects to remain in this section another week or two. Advance is in charge of George Page and billing is handled by Fred Newell. Show has a concert, but no Side Show. Recent visitors were Jockey Jarvis, of Poinfret Dade Ranch, and members of the Chase Ranch at Kent.

R-B Biz Ahead at Akron

AKRON, O., July 25.—The Ringling-Barnum Circus paid its annual visit to the Rubber City July 16 with business far ahead of last year and several previous years. A fair-sized audience attended the matinee while a near-capacity crowd saw the night performance. A 150-mile jump from Lima put the show in into here and there was a 3 o'clock matinee. Roland Butler obtained some nice space in The Akron Beacon Journal and The Times Press. The same was true at Lima and Mansfield the same week.

Many friends and relatives of the late Frank McIntyre, including General Jacob Coxy, visited here, as did Kenton C. DeLong, Roy Wild and George Shive and wife. Clyde Ingalls' Side Show had a banner day here.



STANLEY W. WATHON (right), who conducts the University and Variety Circus Agency, London, and Harry Hall, director of the Blackpool Tower Company, also of London, viewing the circus picture in the salon of the RMS Queen Mary on her maiden voyage (vest bound). Mr. Wathon plans another trip to the U. S. in the fall, when he will make a tour of American fairs. His wife and daughter are featured in the act called Five Juggling Jewels, now appearing in this country.



Circus Saints and Sinners Club

For the Troupers—and a Home

RICHMOND, Va., July 25.—The Consolvo Tent held its monthly meeting at Monticello Hotel, Norfolk, Va., July 10, at which 69 new applications for membership were received and balloted on. Colonel Consolvo was present and made a short address. Col. Charles B. Bolland, director of public safety, Norfolk, and president of the Tent, has already succeeded in putting the Tent on the map in that section.

Our national president, John C. Goode, who is also Illustrious Potentate of Acca Temple, Richmond, attended the Shrine convention in Seattle. He and several other Sinners, including Joe Kass, national treasurer, are not expected to return until July 29.

A board meeting will be held in Richmond August 18.

The W. W. Workman Tent held its monthly meeting at Providence Forge, Va., July 14. Ninety-five were present. Some fished and others pitched horseshoes. Everyone had a good time, especially when called to dinner at 6 p.m., when each member took his place at a long table surrounded by electric fans

and laden with good old Virginia fried chicken (no necks or feet), sweet corn, tomatoes, potatoes and water-ground corn meal muffins. Beer was served in unlimited quantities.

The annual meeting will be held in Richmond during week of the Virginia State Fair. All Saints and Sinners are cordially invited to be present.

CHES GOLDSTON,
National Secretary.

Pickups From Scandinavia

COPENHAGEN, July 20.—The Circus Schumann, at Copenhagen, is offering a new bill with the American tight-wire walkers, Page, Powell and Nona, Rosello, Seven Tokays, Three Keystones, Bretnes, Mayne and Brach and the Carlo Medini troupe of clowns.

Harston Brothers, Three Maxims and the Five Wilkes are at Tivoli Gardens, and George Curd is at the Valencia, in Copenhagen. Howard Nicols is at the Tivoli, in Stockholm. Miss Quincy is at the Liseberg Park, in Gothenberg. Manning and Class are at the Folkets Park in Malmo.

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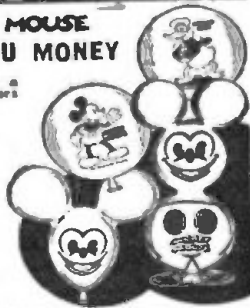
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CIRCUS PICTURES

Personnel of the Following Shows! HAYE—BORNHAY—BARNETT—RICE—BILL ROY COMEDIANS—MILT TOLBERT SHOW AND MAJOR BOWEN'S SHOW BOAT. Pictures 12x20 inches, \$1.25 Each—6 for \$6.00. E. J. KELTY, CENTURY, 310 West 46th St., New York City.

The Corral

By ROWDY WADDY

TEX AND MARGIE CROCKETT, who were married in the arena of Tiger Bill's wild West Show at Chicago in 1914, celebrated their 22d wedding anniversary on the same show when it played New Baltimore, Mich., July 12. Another old-time circus owner, by the name of Haggerty, dropped in at the same time. Big reunion.

NEW YORK—Frank Moore, manager of the Garden's World's Championship Rodeo, is back from his travels prepared for a period of intense activity leading up to the staging of the 11th annual next October. He is highly pleased with an added event, a wild horse race for a \$2,000 purse, and the Madison Square Garden Corporation's affiliation with the Rodeo Association of America, application to which was made a few weeks ago.

C. A. DILL writes from Ponca City, Okla.: "I noticed recently in your column a statement that Prince Tefnon was staying in Oklahoma City. The only Prince Tefnon I ever knew was on the 101 Ranch Erow and is Tefnon Knutardcz, who has been confined to the Western State Hospital in Supply, Okla., for several months. In a recent letter to me he intimated that he would appreciate letters, cards and presents from his friends."

COLONEL LEON LAMAR, who has been out of the rodeo business for almost five years, returned to the game this year, being connected with the Billy Crosby rodeo unit playing thru the South. He opened with the Crosby organization at Livingston, Ala., on July 4. Lamar is enthusiastic about prospects for a banner year, as indicated by the turn of events at the Livingston show. Quoting Lamar: "Basing my judgment on the turn-away business July 4, on a fairgrounds lot that was so muddy it was almost impossible to drive a car, it looks like this season will be a banner year for all outdoor show business."

FINAL RESULTS of the 10th annual Black Hills Roundup, held at Belle Fourche, S. D., on July 3, 4 and 5, follow: Saddle Bucking—1, Leo Murray, Ft. Worth, Tex.; 2, Bill McMackin, Trail City, S. D.; 3, Melvin Tivis, Faith, S. D.; 4, Al Wilkinson, Douglas, Wyo. Bull-dogging—1, Shorty Ricker, Ranger, Tex.; 2, Howard McCroary, Deadwood, S. D.; 3, Red Thompson, Ft. Worth, Tex.; 4, Shorty Creed, Rye, Colo.; 5, 1/5. Calf Roping—1, Ralph Bennett, Abilene, Tex.; 2, 2/5; 2, One Ross, Sayre, Okla.; 3, 2/5; 3, Hugh Poey, Wagner, Okla.; 4, E. Pardee, Lamar, Colo.; 2, 3/5.

SALINAS, Calif.—More than 50,000 people attended the 26th annual rodeo here recently. More than 400 contestants took part and John Bowman was proclaimed all-round champion. He scored 910 points in the four-day competition to replace Clay Carr, defending champion. Winners in the finals: Bronk riding, Dolf Abner; calf roping, John Bowman; steer decorating, Johnny Schneider; team roping, Bowman and Hugh Strickland; single roping, Bowman, bull riding, Fox O'Callahan; wild cow milking, Hugh Strickland; trick riding, Alice Van; cowgirl race, Lois Owens; cowboy relay, Joe Malloy; half-mile women's race, Mary Shumway; cowgirl relay, Florence Van; men's free-for-all, Joe Malloy; pony express race, Malloy. Bill Nissen suffered several rib fractures when a bull rammed its horns into his body.

RESULTS of this year's Cody, Wyo., Rodeo, held July 2-3-4, are: Bronk Riding—1, Nick Knight; 2, Floyd Stillings; 3, Steve Heacock. Day money—July 2: 1, Floyd Stillings; 2, Nick Knight; 3, Steve Heacock. July 3: 1, Burl Mulkey; 2, Knight; 3, Stillings; 4, Heacock. July 4: 1, Mulkey; 2, Knight; 3, Stillings and Curley Wetzel (tied). Mulkey won first money two days but failed to score the first day of show. Bulldogging—1, Heacock; 2, Earl Blevins; 3, Mickey McCroary; fastest time, McCroary, 9.9 seconds. Day money—July 2: 1, Heacock; 2, McCroary; 3, Blevins. July 3: 1, Heacock; 2, Rollie Rucker and Bill Kingham (tied). July 4: 1, McCroary; 2, Blevins; 3, Heacock. Steer Roping—1, Bill Wilkinson; 2, Bill Kingham; 3, Jim Wilkinson. Day money—July 2: 1, J. Wilkinson; 2, Bill Wilkinson; 3, Ed McCarty. July 3: 1, Kingham and Fele

Fernandez (tied); 3, Rollie Rucker. July 4: 1, Bill Wilkinson; 2, Fernandez; 3, Charles Bennett. Calf Roping—1, Jim Wilkinson; 2, Bill Wilkinson; 3, Lee Moore. Best time—Bill Wilkinson, 16.2 seconds. Day money—July 2: 1, Bennett; 2, J. Wilkinson; 3, Kingham. July 3: 1, B. Wilkinson; 2, J. Wilkinson; 3, J. M. McDowell. July 4: 1, B. Wilkinson; 2, Kingham; 3, Curley Wetzel.

JACK CASEY, injured with the Ken Maynard Circus at San Diego, is off crutches, altho the limb is still in a cast. Does not prevent Jack riding. Rubie Dalroy, another injured on the Maynard show at San Diego, is resting at Maynard's Van Nuys Ranch. Buck Moulton, president of the Riding Actors' Association. (See CORRAL on page 58)

Notes From France

PARIS, July 20.—Bastille Day celebrations last week provided work for circus acts, as open-air and indoor shows were staged at many places during the four days' festivities. The Zemanos were at Stade Pershing; Laurel and Newton, Coglum and Ploum, Rogerly, Fred and Partner, were at open-air show at Palais Royal. Three Marcellos playing open-air circus at Champagne-sur-Seine. Stanley Brothers are at the Paramount Theater. Working's Monkeys are featured with the Gendro animal show at street fair in Paris.

Dante Espirli, former manager of Cirque Medrano in Paris, has been placed in charge of the Cirque Medrano tent circus and will resume his former post at Cirque Medrano in Paris in September.

The Cirque Helvetia, newcomer under direction of the Farina Brothers, is playing the region of Vichy with a big pro-

gram, including the Four Atlantics, Five Elvras, Theo Lambert's dogs and monkeys, Two Polips and Young Farinas. A new tent circus opened Friday at Mantes, near Paris, with bill featuring the Carre horses. Lemeny's Monagerie is at the street fair in Amiens. King Repp, comedy juggler, has joined Cirque Houcke at Amiens. Perezoff Sisters and Kiko, comedy jugglers, are at Casino des Fleurs, in Vichy.

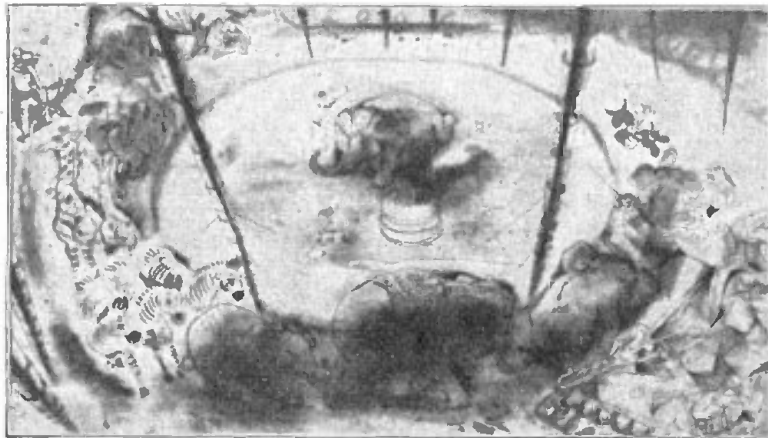
one of the links in the chain of entertainment features functioning under the Federal Theater Project, of which Hallic Flanagan is the director, is taking on substantial form, as figures furnished to *The Billboard* by WPA executive offices show. The WPA Circus has already played to more than 500,000 persons this summer, most of whom it is stated were children in hospitals. For the entertainment of ailing children on hospital lawns the three-ring sawdust troupe puts on a complete show.

The unit is giving jobs to needy circus performers who were on relief before they were given this employment. In all 300 men and women are employed. In addition to a 50-piece band. Performances are given as conditions suggest, in or on the lawns of hospitals, in armories, stadiums and also under the big circus tent, on occasion, thus lending the real atmosphere of the big top to the performances.

The summer program for the WPA theater project includes also marionette performances in parks and playgrounds. Four of the eight marionette groups in New York will give free performances in 107 parks and playgrounds of the five boroughs of that city.

Circus Model Builders May Form Association

CHICAGO, July 25.—Two circus model builders, Bert Backstein, of Decatur, Ill., and C. H. Bennett, of Berwyn, held a combined miniature circus exhibition at Bennett's home July 18 and 19. Backstein bringing with him his model Ringling Bros. and Barnum & Bailey Combined Circus, one of the largest and most complete miniature circuses in existence. Bennett competed for honors



"CIRCUS PARADE," water color, by Georges Schreiber, which was on show recently at the Whitney Museum of American Art, New York, for a month and attracted wide attention.

with his miniature circus modeled after the Hagenbeck-Wallace Circus, another and trainload of "gold and glitter."

This was the first time these two shows had been on exhibition side by side and it certainly presented a brilliant circus picture. The adjoining "lot" presented a picture seldom seen anywhere. Several circus fans were present and hugely enjoyed the display. Several shots were made of equipment, etc.

It is understood that plans are under way to form a circus model builders' association of America, headed by George H. Coff, Peru, Ind.; Ralph H. Miller, Memphis; Bert Backstein, Decatur, Ill., and C. H. Bennett, of Berwyn, Ill. It is the hope of these men to form an organization and gather at least once a year in a national convention and display their circus work, of which they are proud. There are more circus model builders thru the country than is generally realized and it is the aim of the proposed club or association to bring those men closer together.

On July 4 at Bloomington, Ill., Bert Backstein presented Clyde Beatty, of

Dexter Fellows (CSSCA) Tent Tattles

By F. DARIUS BENHAM

Dear Charlie, Al and others: Did I tell you that Lowell Thomas, first president of the Dexter Fellows Tent, is writing a circus book? He's been at it for several months. Lots about the CSSCA in it, naturally. Wait for a bigger announcement.

We're in receipt of another letter from Martin Johnson. Says Sinner Johnson: "A long time ago I wanted to write you and the other Sinners, but being a one-man moving picture company away off in the jungles takes up all my time from before daylight until I fall in bed at eight at night. When we came out we off-loaded our plane in a small bay at the northwestern coast of Sumatra, flew down the coast a few hundred miles across the Straits of Malukka and on to Singapore. Then 500 miles across the China Sea to Dutch Borneo, then up the coast of Sarawak (where we were entertained by the Rajah and Ranees of Sarawak), then up the coast again to Labuan and across the mountains to Sandakan, 300 miles across unknown jungles and mountains with not a place to land. We did 2,000 miles from Sumatra.

"On arriving in Sandakan we were given a government house and then we started flying all over the jungles looking for a camp in the best animal and wild people part of the country. The natives up river are savages, but look like females on account of their long hair and effeminate faces. They use poisoned darts in blowguns. Down river the people are descendants of the Bulu River pirates. The jungles around about are full of orang-utans. We have captured five, two are babies, one half grown and two big old grandfathers weighing about 300 pounds each. The capture of these big fellows will be one of the punches of our new film.

"It was not until yesterday that we had time to open and read the nice letters from the Saints who were at our farewell lunch. They are so good that I wish I could answer each one personally, but there are too many. You can tell them that we are looking forward to returning latter part of October or first part of November and then we will tell them all the Borneo scandal."

Before Martin and Osa left for Borneo we gave them a going-away party and each member wrote a letter that wasn't to be opened and read until they got settled in their jungle camp. That was last summer—almost a year they've been gone. Another famous Saint and Sinner is in town, Bert Balchen. He flew Admiral Byrd over the Atlantic and across the South Pole. By the time this is in type Clyde Pangborn will be getting ready for a flight to Moscow. In his ship he'll carry the Tent flag. Pang has been a member of the club for three years. Orson Kilborn is getting ready for the Fall Guys for the fall meetings. He says the Omega watch which he brought home from Switzerland only loses one second in something like 8,000,000,000,000 beats but he can't do anything about it. If our pal, Fred Pitzer, doesn't return next week I'll try to do something about it. Until then, I remain a good Saint but a much better Sinner.

Cole Bros.—Clyde Beatty Circus, with a beautiful cage wagon. Clyde himself is interested in circus model building.

CIRCUS PERFORMERS WANTED

FOR TRUCK CIRCUS. Long season. Comedy and Novelty Acts that do two or more turns. Acrobatic, Wire Act or Aerialists. Also strong Trombone and Clarinet that doubles Sax. House for Sleight of Hand. Also strong Trombone and Clarinet. Colored Band and Musical People, Cornet, Trombone, Trumpet, Comedian and Dancer. Original Dancer. Horse Cartwright to handle Side-show Tent. Answer MANAGER, Famous Rodeo Circus, Fort Peck, July 25; Poplar, 31; Fairview, August 1; all Montana.

WANTED COWBOYS, COWGIRLS, INDIANS

Wild West Acts, Horse Acts, Clowns. Any real thriller that will work in with Rodeo. Will rent or buy Rodeo Stock. Steer Bulldogging and Calf Roping, \$50, \$30, \$20 each ground—a ground not to exceed two performances—other events. Contest Cowboys be there. Vincennes Chamber of Commerce Rodeo, August 5, 6, 7, 8, 9. Address MANAGER RODEO DEPARTMENT, Chamber of Commerce, Vincennes, Ind.

Fairmount Hit By Fire Again

Nemesis of flames follows pioneer Kansas City spot—little left of plant

KANSAS CITY, Mo., July 25.—Fire destroyed six of the cottages in old Fairmount Amusement Park, leaving 22 persons without shelter recently. This was fifth of a series of fires that virtually wiped out Fairmount Park, which once attracted thousands nightly. Only remainder of park's former glory is skeleton of the Roller Coaster, also damaged by a previous fire.

When firemen arrived they found five cottages burned and a sixth on fire. It was necessary to lay nearly one-third of a mile of hose. John Hurst, looking after the property for the Cusenbary estate, estimated damage at \$10,000.

First fire in the park occurred in the winter of 1931, burning Funhouse, ice cream pavilion and several midway concessions. Two years later in March bathhouse at the lake burned. In the spring of 1935 the other wing of the bathhouse yielded to flames. Early this spring office building and picnic pavilion were destroyed by fire.

Hot Weather Drives Record Crowds to Chi's Navy Pier

CHICAGO, July 25.—Navy Pier has been handling largest crowds in three years. According to Sam Lederer, in charge of publicity, concessioners are doing excellently. Prominent among these are Erasmus Mosca, operating Merry-Go-Round and Whip; J. Gilbert Noon, shooting gallery, and Joseph Campion, milk-bottle stand.

Band concerts are given Wednesday nights and Sunday afternoons, and during the past week Albert Powell, trapeze, and Florescu, high pole, drew large crowds. Due to popularity of open-air opera last season plans are being made by Chicago Opera Company to open a month's engagement, starting in August.

A. C. Presidents' Exhibit

ATLANTIC CITY, July 25.—Parade of the Presidents Exhibit on Steel Pier is being presented by I. S. Seidman, he states, and not by J. B. Jarrett, as erroneously stated in the issue of July 11. Exhibit is being booked by Fred Fuzsner, New York. Story of U. S. Presidents is told in models and pictures, with some wonderful photos and window displays, and additions are constantly being made to this exhibit.

Steck Presents Gypsy Tour; Drought May Curtail Season

ENID, Okla., July 25.—Ray Steck, lessee of Lake Helium, secured the National Gypsy Tour, motorcycle races sponsored by Harley-Davidson Company, this season, and riders were registered from as far away as Virginia, Ohio, California and Nebraska. Good business and large crowds, both in spectators and riders, are reported by Mr. Steck.

However, recent drought has practically ruined crops, causing a feed shortage, and Mr. Steck is prepared for a letdown any day and believes the park season will be shorter than he had planned for. He intends to play fall fairs with new Loop-o-Plane.

UNIONTOWN, Pa.—A business stimulant for Summit pool here is Sonny Copping's nightly wrestling matches with live alligators. Manager Leo Heyn reporting great success with this feature.

Pool Treasures

CAMDEN, N. J., July 25.—Fred Kauffman has introduced a submarine search at Central Aieport swimming pool. Prizes are planted on the pool bottom and swimmers vie how far and fast they can travel under water in hunting the treasures. He is also conducting a pool popularity contest among women patrons for selection of an official receptionist. After finals on September 1 judges will select a winner for the honorary post.



PERSONNEL of Billy Jackson's Midget Village, Coney Island, N. Y., photographed "in front of the front." The smallest, from left to right, are Fire Chief Tommy Kirnan, Princess Antoinette Schiavone, Jeannette Newman, Frankie Packard, Ruby Landrus, Adie Frank, Prince Leon Polinsky, Mayor Freddie Goodrow, Flo Kothchild, Lola Cautna, Elsie Schultz, Elizabeth Couiter, Ray Schutte, Tony Pearson, Hazel Rice (who is no longer with the show), King Williams, Chief of Police Jack Landrus and Colonel Casper. In the background are Henry Saffet, pianist of the Midget Village Theater, who is standing next to Jackson. Mrs. Gertrude Stratton, secretary-treasurer, is standing just in front of the two tall women, one of whom, Miss Wandas, is the wardrobe mistress, the other being Mrs. Stratton's daughter. In the ticket box on the left is Paul Smith and on the right Stanley Leeb. Billy Curtis, musical comedy midget, who scored in "Anything Goes," Broadway opus, is not pictured, having joined the show a few days ago.

Season Big for Richwine

MECHANICSBURG, Pa., July 25.—Williams Grove Park, under supervision of Roy E. Richwine, president and general manager, is having the best season since its organization. Manager Richwine said 208 organized outings are scheduled this summer and that in 1929 the park handled only 27. Feature of the season will be the Grangers' picnic, last Monday in August and continuing thru Labor Day.

Riverview, Chi, Is Prospering As Aftermath of Improvements

CHICAGO, July 25.—Following upswing in business last year, attendance in Riverview Park is climbing to new high marks, with all rides and concessions operating full steam ahead. Only letdown since opening day has been caused by oppressive heat and even then the park held to consistently strong figures.

Rides are most popular. Mill-on-the-Floss, one of the park's oldest, managed by M. Liebel, is to be remodeled next season. Others are the Caterpillar, managed by Ray Parker; Flying Turns, which was at A Century of Progress, managed by Henry Stolley; Crazy Ribbon, in charge of Eddie Truder; the Whip, run by George Lunt, who claims this ride is the women's favorite; the Zephyr, run by Hiram Barber; the Pippin, Over-the-Waves, the Bobs and Flying Scooters.

Palace of Wonders is in charge of Harry Dunn, with Louie Sorenson and Carl Forinan on front; Devil's Playground is managed by Frank Burkhardt, and Animal Review, owned by Colonel Thompson, is managed by R. V. Dorer. William Coulter, one of the oldest members of the Showmen's League, has photo concessions; large shooting gallery is managed by John Bolden. Robert Miller, who successfully managed the African Dip at A Century of Progress, is in charge of Skee-Roll. Merry-Go-Round is supervised by Walle Swinke, who is ill at present and away from the grounds. Buttons, who has seen 20 years of service in the park, is now

Thompson Broadcast Comes From England

CHICAGO, July 25.—Leonard Thompson, general manager of Blackpool Pleasure Beach, Ltd., Blackpool, Eng., famous resort, will make a special broadcast to the United States on Saturday, August 1, at about 10 p. m. Eastern daylight saving time, it was announced by Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches.

"Mr. Thompson has many friends in this country," said Secretary Hodge, "and I know they will all be interested in hearing this broadcast. Each American, of course, will have to do his own figuring as to the difference in time."

Scandinavia Playing Acts

STOCKHOLM, July 20.—Many American acts are playing parks in Sweden, Denmark and Norway. Howard Nicols, American hoop juggler, is in Grunolando Tivoli, and Michel and Heros, American xylophonists, are in Nofestallet Park, Stockholm. Miss Quiney, American high diver, after playing park in Oslo, is in Liseberg, Park, Gothenberg, Sweden. Manning and Cless, American wire walkers, are in Folkets Park, Malmo, Sweden, as are the Two Albertinis, perch and equilibrist turn. Tivoli Gardens, Copenhagen, has Harston Bros., Risley turn; Three Maxims, comedy trapeze, and the Five Wilkes, acrobats.

Hard Luck Visits McCollin

SALT LAKE CITY, July 25.—An unkind fate seemed to follow Captain Ralph D. McCollin, of Hovel Gardens Zoo, who was ousted from his position on July 21 as zookeeper, and the same night his home at the zoo burned to the ground and his father-in-law, Curtis Stroup, 61, Williamsport, Pa., was severely burned, and the entire house, personal property and \$40 in cash was destroyed. Captain McCollin's wife and three sons narrowly escaped with their lives.

Penny Pools on Inspection

HARRISBURG, Pa., July 25.—Engineers of State Department of Health are conducting an inspection of licensed bathing beaches and swimming pools, 725 outdoor pools and beaches being visited. Source of water supply is checked, method of treating water to kill bacteria is noted and equipment used in chlorinating and filtering water is tested. Pools are required to contain an excess of residual chlorine when in use.

night watchman; formerly had charge of back gate. The outdoor theater, in which concerts and reviews were given, was discontinued, but may reopen next year.

Three flashy concessions have been added with mirror backgrounds. Nine-A, run by Steve Hill, gives away Shirley Temple dolls as prizes; 20-A deals in leather goods and is managed by Ed Mulvancy, and jewelry concession is run by Leslie Burns. Bank Night, which became popular last season, is again being run each Saturday at midnight. Handicap also is holding public interest and is feature Sunday nights. Games are much in evidence, with Bingo and Skeno most popular. These are under direction of Phil Grassy. Never has the park been so resplendent in color, with new streamlines, beautiful modernistic lighting and new fronts on concessions.

These changes were made under supervision of George A. Schmidt, president and general manager, and William Schmidt, vice-president, whose activities in park operation have covered a third of a century. In the background picture of Riverview and sharing in ownership, financial and policy direction are Henry Merle and W. F. Merle; A. A. Cleary, superintendent for 30 years; Elmer Swinke, assistant to Mr. Cleary; Edward Hill, superintendent of commissary 20 years; Oscar Nelson, ground superintendent, and Charles Martin, warehouse manager.

Bank Bulges

OCEAN CITY, N. J., July 25.—So big was business done here last Saturday by hotels and restaurants that night depository of the National Bank of Ocean City at midnight was unable to hold any more money. It had been packed full by business-men depositors. James Cobb took his bag of money there, placed it in the slot and then could not close it. He called police, who put a guard at the bank until morning.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Often show people get arguing as to just how weather affects their biz. Some say that if the amusement entrepreneur has a worthwhile item to put before Mr. and Mrs. John Q. Public, weather, good or bad, will have no influence. Others contend that "the weather must be right before you can be all right" contention holds good. A person, the latter argues in vain, will stay at home with the radio on a rainy evening in preference to viewing a spectacular show, while pleasant weather brews a happier mood and sends him hastening off to partake of the entertainment.

From our own observation, this and in previous seasons, we are inclined to side with the theorists who debate that Mr. Showman must have suitable weather to get a suitable response from the trade. In these days, when the showman must compete with the radio, the instrument that dial the world into the living room, things are a little changed from a former era when folks horse-and-bugged it for miles in a torrent of rain to see the circus. No matter how terrific the appeal, it must go hand in hand with good weather today. The radio accounts very strongly for that.

During the past spring there were any number of first-class attractions offered around Long Island, ranging from auto races to outdoor dancing. Very reasonably priced, too. The weather didn't quite chime, and as the expression goes, the citizenry stayed away in droves. Later, in July, a good spell of weather came along. The attractions around the Island were, in general, on a much lower level than the month previous (the better ones having closed shop because of financial jolts), and yet there was sell-out biz all over. At pretty prices, too. The reason: Okeh weather.

ROCKAWAY BEACH: Rockaway Chamber of Commerce fireworks display going over okeh, and the C. C. merits a big hand for the fine way in which they are being handled. More than 1,250,000 persons are said to have viewed the shows since they first began. No "shake-downs" among biz people by the Chamber. Merchants are simply asked in a matter-of-form way to contribute toward sponsorship, and expenses for the shows have been underwritten from among less than a score of them. Boardwalk trade on Wednesday nights, fireworks even, sprouts 75 per cent over the normal figure.

Rockaway Pageant Committee planning a popularity contest, with The Rockaway Argus and Rockaway Wave cooperating.—New Triboro Bridge, Long Island City, brings in plenty of additional motorists.—The Clink, Far Rockaway, does fairly good biz, with Jack's drinkery, at Beach 56th street, also keeping on the go in good style.—Rumor cropping up to the effect that Bill Dwyer plans to start a dog-race track hereabouts, but the same thing was said of the Long Beach territory and never materialized.—Gang looking forward happily to Mineola Fair.—Widening of Cross Bay boulevard to permit easier entrance for autoists, asked.

Bob Moses out to make Rias Park a "miniature Jones Beach."—Leo Rossi president of local life guards' association.—Jack Casey feted at Billy Hamilton's Hotel.

LONG BEACH: Dave Soden tosses dandy parties for the kids here, aided often by his bosom friend, Jack Dempsey.—Too bad about newspaper treatment given to the gambling raids. Press makes the thing appear as a reflection on the whole town, whereas it is only a crackdown on a few small-time gamblers.—Doug Whitney, Manhattan sports scribe, looking the town over while the wife is in Alaska.—Night spots not goin' so strong.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Apologetically Yours

A grave injustice has been done by the writer, and while columnists hate to admit mistakes, even as you and you, here is one time I must confess I was wrong. Oh, no wrong!

On a recent trip to Coney Island, N. Y., I dropped in on what was once the Lido swim pool and in reporting the visit in this column a few issues ago erroneously mentioned that there was a Water Scooter there. It seems that it is a Dodge motor boat ride. As if that wasn't erring enough for one column, I recorded that second-hand boats were used on the ride when actually the very latest model Dodge motor boats are employed. I am sure, however, that it was in Coney Island—at least I hope so.

Seriously, I, I hereby publicly apologize to Cy D. Band and the entire Dodge Corporation, as well as the Lido management and to youse guys and gals who read this department. I don't know how I made those dreadful errors. It must have been the salt air at Coney or else the combination of rye highballs and lobsters at Feltman's. At any rate, I'm terribly sorry, really!

Starr Gazing

Youthful Lee Starr, who only a few months ago was named manager of Park Central indoor pool, New York City, has resigned his post to become boss man of Crotona municipal open-air tank, Bronx, New York. The city pool over which Starr will have charge is to open soon and I understand that besides heading that particular natatorium's staff he is assistant to the head of the entire city's newly formed swim manager group. Starr has been succeeded by 28-year-old Sidney Silbert at Park Central. Silbert was for six years captain of life guards at Starlight Park pool, Bronx, and recently was manager of Kirshbaum Center tank, Indianapolis. More recently, however, he was swim coach for the Band de Cavne organization, Syria, Asia Minor. These swim managers certainly get around.

More Municipals Wanted

Appropos of the above mention of the new Crotona city tank and the report that nearly all of the 12 new municipals will be opened this week in New York City comes word that more and better swimming facilities for the 12,000,000 residents of the metropolitan area were asked for last week by the Regional Plan Association. This organization, whatever it is, recently completed a survey in New York City and its environs concerning aquatic conditions.

Report stated that suitable water should be protected from pollution, which has already resulted in condemnation of much of the shore front in the central area. The report surveyed 328 beaches, pools, lakes and streams open to the public within a 50-mile area of New York's city hall.

Conclusions were that commercial pools and beach facilities do not meet the entire needs of the community, that there is a need of additional public-operated beaches with motor-car approaches and that local communities can accomplish much by acquiring the banks of small streams.

Dots and Dashes

Ed Wharton is editing that swell throwaway, official organ for Starlight swim pool, Bronx, New York. . . . Someone wrote in the other day asking for a list of women pool managers and I couldn't mention one, or am I wrong again? . . . Three new municipal natatoriums were opened last week in Japan if you're thinking of going to the Orient. . . . And commercial pools throughout the country are running more handball tournaments this summer than swim races, and is the swim division of the AAU burnt up! But who cares?

Wildwood, N. J.

By ORO

With good crowds each week-end, Boardwalk amusement enterprises are more versatile and elaborate than in any previous season. Wide range of games

and rides with many new attractions and numerous renovated fronts on some of the established places. Casino Arcade, owned and operated by S. B. Kamagosa, now boasts a wide variety of games and rides catering to children and adults. Playland, huge center of Cedar-Boardwalk Corporation and Cedar-Schellenger Corporation, also has installed many new amusement devices, both on the land side of the walk and on the pier the corporations operate.

Many new attractions added to S. B. Ramagosa's Mysteries of India and Darkest Africa shows has units clicking with crowds. Bill has Hanu, Iron-tongue man; Karzan, ape man; Gilbert's magic review; Nugo, savage chief. Front run by George Lee; inside lecturer is Bob Lovellette; Dot La Vern at tickets and G. Moore on door.

Turo Duncan, emcee at the Orange Grove, booking wrestling bouts in Convention Hall Saturday nights. . . . Dave Rubinoff, radio maestro, visiting on July 18, stole the show when he entered the ring for bows. . . . Lew Lehr, newsreel comic, brought cameraman along to snap his swimming callisthenics for picture news, giving the resort another swell publicity break. . . . Catherine Miller opened dance studio on Hunt's Ocean Pier. . . . Sure sign that better times are back. . . . Ramey bought six new records for his orthophonic bally at the Arcade. . . . Snyder family planning to organize a new amusement corporation for next season. . . . Some of the games are slashing to a nickel, but the wise ones are sticking to the dime and getting it.

Galveston Beach

GALVESTON, Tex., July 25.—Galveston's 1936 Centennial Cleander Fete was glamorous and gay. With perfect weather thousands thronged Seawall Boulevard on Sunday to witness the mammoth floral parade. Floats were plentiful and beautifully decorated and winning floats were awarded large gold loving cups. Outstanding winners were Barfield's Racing Derby, Magnolia Brewing Company, Seawall Cafe, Galveston Clearing House Association, Knights of Columbus and Sorenson School of Dancing. At night there was a spectacular fireworks display.

Oleander ball was held in San Maceo's Hollywood Supper Club, where Ray Noble and his orchestra supplied a special program for the occasion, when 30 duchesses were presented and officers of the destroyers, Blackely and Breckinridge, and the coast guard cutter, Barnack, were honored. Much credit is due Mrs. B. Sproule, Mrs. C. C. Washington and associates, and Clark W. Thompson, president of the Chamber of Commerce, for the big success.

All the beach front amusements reported capnity business.

A newcomer to the beach is Phillips' Strip Studio in Barfield's Derby Park.

Evelyn Rodgers (Madam Wanda) is proud of her beautiful new tapestries, a gift from Spain.

Mrs. Pearl Barfield is planning a short business trip to Dallas and Fort Worth. Racing Derby is having its biggest season with Loop-o-Plane a close second, its first year here.

All in Derby Park are wearing big smiles due to continued good business. Three corn games at the beach are summer.

Old Orchard Beach

By THE MAGIC EYE

Sam Ames at his old stand in the Whitway with the latest in pin-game machines and prizes. He has changed over his stand and has one of the most beautiful flashes on the beach. . . . Santini expected in at each any minute now. . . . Howard Duffy still on the job, being one park manager who never stays still. . . . Raymond tossing hoops. . . . Mac, of shooting gallery, smiling as he gathers in the shokels. . . . Tobbyland going over big during its second season. . . . Jack and Jill, popular as ever, decked out in a new coat of paint. . . . All visitors should see Noah's Ark, a beaut of a ride. . . . Best dance bands being used at pier dance pavilion. . . . First-run pictures being shown at both of Duffy's theaters. . . . Bill O'Brien, old-time trouper, still on the job. . . . Madame Zita telling fortunes in White way. . . . Louie the barber at his old stand and busy greeting the boys. . . . New custard booth in Whitway is a beauty. . . . Jonah and the Whale and Pretzel ride doing big biz.

With the Zoos

CINCINNATI.—The new pair of young giraffes delivered by Mr. and Mrs. Christoph Schultz from Africa were host and hostesses at one of the largest receptions ever held at Cincinnati Zoo on Sunday, July 19, when visitors crowded in great throngs before the cage of the long-necked strangers in the Herbivora Building. The giraffes appeared to be thoroly at home and entirely rested after their long journey of 8,000 miles during the past two months from British East Africa and seemed thoroly to enjoy the great number of visitors who came to pay homage to them. Traditionally shy and reserved, these giraffes appear to be the exception and exhibit none of the skittishness characteristic of the clan.

HOOSICK FALLS, N. Y.—Hans Ehmeler, owner and director of Ehmeler Zoological and Water Gardens here, sustained a badly lacerated right leg in an accidental encounter with a young peccary, one of the smaller wild animals among 100 on exhibition at the zoo. Altho he has handled and harbored various types of wild animals for about 10 years, this marked the first time Ehmeler has suffered a major wound from the teeth, tusks or claws of any of his "pets."

FORT WORTH, Tex.—About a third of the animals of Forest Park Zoo were moved to the Jumbo circus building at Frontier Centennial showgrounds to lend atmosphere. Harry Rand and Julian Frazier, of the zoo staff, are in charge of the animals, which include five lions, ostrich, leopard, kangaroo, two bobcats, two black bears, two brown bears, two panthers, three muskies, five baboons, African green monkey, coatimundi, prairie dog, pair of barbados sheep, pair of antelope, hyena, two baby chimpanzees, two racoons, large chimpanzee and 50 birds and three macaws.

NEW ORLEANS.—Quarters for hoofed animals in new Audubon Zoo are ready and some species have been moved. Bison, zebras, eland, deer and others are to be moved by special contraptions about a half mile, said Frank Neelis, superintendent. The camel walked to the new apartments but the water buffalo had to be moved by special box in which for days he was fed before time came to spring a trap to shut the box. Monkeys, thousands of birds, herons and flamingos, the big turtles were moved several weeks ago. The new zoo is in a more natural setting and all buildings are of brick and concrete with modern conveniences.

Park Free Acts

BUD CARLELL and Rosa and Company, ropers and whip-crackers, played two weeks in Steerchase Park, Coney Island, and are down for a list of Hamid fair dates.

NEW ORLEANS.—Temporarily dropping free acts nightly at Fontehartrain Beach has convinced Manager Harry East that acts are excellent drawing cards and he says several new bills are being lined up for remainder of the season.

MANAGER ART MALLORY is going in with 100 acts in Craig Beach Park, Diamond, O. Current act Big Ben, wrestling bear; Lafayette and Doy Ray, comedians, and Flying Earles.

RIVER PARK presented Winnipeg with its first attractions for some time in a bill of acts, held over another week, and featuring Ardell and his death alido, and George Bennett, Canadian parachute jumper.

ROBERT ARCHIE, known as Oscar, the clown, working with Red Brady and Joan, high-diving act, fractured his left leg on July 13 in Kenneywood Park, Pittsburgh, while diving from a 40-foot tower and was taken to Braddock (Pa.) General Hospital.

AFTER a two weeks' engagement in Fallsades (N. J.) Amusement Park, Jorgen M. Christiansen readied his two acts for a string of seven fairs thru the

George Hamid office. Trainer has a sextet of Great Danes in a Liberty horse routine and 11 Danes, second act, doing a wild animal burlesque, with simulated cage, 11 pedestals, hurdles, whip, chair, gun, etc. Freddie Freeman and Jack Oirard are assisting Christiansen.

New Florida Spot Opened

TAVARES, Fla., July 25.—Lakewood Park is a new amusement enterprise opened with a tremendous crowd here Thursday night, featuring dance hall and skating rink, 60 by 125 feet. There will be dancing three nights a week and roller skating three nights, with music by Russell Sholl's night club and radio band, which has been at Flamingo night club, near Orlando, and Station WDBO. A white sand bathing beach with all modern facilities has been equipped, and State board of health has certified Lake Woodward as clean. Management comprises Carl Roumillat and James Fretwell, Tavares.

WASHINGTON, D. C.—Under new management of J. B. Aloy, who has had much experience in the park field, Suburban Gardens' business is reported good by staff and concessioners. Opening was on May 18. Grounds were improved and all rides were repainted. Amateur shows by Phil Boby's company are drawn on Wednesdays.

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American Recreational Equipment Association

By R. S. UZZELL

Our fraternity at Texas Centennial Exposition, Dallas, were having enough handclaps with hot weather and resistance of Northern people to go south in summer without the additional wallop of one of those semi-tropical blizzards. It hit the place hard, but the extent of damage is not sufficient to hamper the fair very long. Texas has become inured to these twisters and always makes a rapid comeback. Best of all, Texas people do not go into storm caves and remain there. The fair has had a setback only and will do its best business yet. State Fair of Texas is always good and has for some years been the best in the U. S. A.

Charley Miller, Luna Park, Coney Island, N. Y. deserves credit by holding on and starting the place on a new modernistic career. Streets of Paris breaks the old monotony of things, and if kept up with new thrills and shows and aided next year with other changes in the park for more modern devices and forms of recreation the place can become again one of the objectives of Coney visitors. A substantial change each year soon works wonders in an old park.

Lots' and Shots' Prices

Can the price of 15 shots at a shooting gallery change realty values? It can at least be a barometer of values. When times are good they can charge 25 cents for 15 shells and pay a good rental. But when times change and money is tight they must reduce the price to 10 or 15 cents and must have a reduction in rental in order to exist.

Again if they indulge in price cutting no one makes money and the gallery and all equipment accordingly deteriorates. Bob Kirshman, in Luna Park, Coney Island, is one of America's best shooting-gallery operators. It is his lament that all gallery men on the island cannot be organized and maintain a sane method of conducting the business and dispense entirely with disastrous price cutting.

Survey of Morris

The strong note of optimism in what only recently were the drought-stricken States is a distinct gain for our whole industry. Plonies will now be held which would have been canceled. Park attendance will be stimulated by improved financial outlook. Park men can yet earn the price of new and substantial improvements for 1937.

The survey men led Paul Morris, publicity director for Playland, Rye, N. Y., in making to show gains of 1936 over 1935 is going to be helpful to the whole industry. A lot of us know it, but when it is supported by a graph compiled from individual experiences nation-wide it is going to give us just the chart we want to substantiate our contention.

Nothing starts activity in real estate like citing actual sales in the locality at an advance over price levels of any transactions for some period of time. We cannot have too many facts now to form a substantial background for an advance over any year since 1930.

Ordinarily a national political campaign year is one of uncertainty and hesitancy, but this one promises to score a worth-while advance over 1935. We must emphasize this fact because plans for 1937 should begin to take form before 1936 season closes, also many will shut up shop and hibernate until next spring.

Blow for Manchester

Revere Beach, Boston, would be ready for a real go were it not for the dog and horse races. The people are well drained of money before they reach the beach. But, worst of all, they are in no mood for amusements after losing money, as most have to do who play the ponies and dogs. It is a serious situation for Revere Beach. But in time the New Englanders will find a way out. This is not as serious as the situation in Manchester, N. H., where the largest cotton mill in the world has gone into bankruptcy. It employed 15,000 people. Manchester, largest city in the State, loses its largest industry. This is worse than a drought in the West.

Palisades, N. J.

By MARION CAHN

Asking for news around park, all I get is, "Yeh, it's raining if that's news." . . . Luckily the heaviest storm came on

Monday, so that Saturday and Sunday business was not completely ruined.

Tom Flannigan, of *The New York Sunday Mirror*, was up to take pictures of the rides for the foto. . . . Many, many thanks to Rose Guttenmacher for letting us use her dark room. . . . Tony Ganin looking well and happy, has no complaints on biz. . . . Clem White has become the boy athlete. . . . He actually gets up at 8 o'clock each morning to play golf with Billy Farnsworth Jr. . . . Dick Lightning is forming a baseball team. . . . They'll oppose the team of Fiddles House. . . . Lightning says they'll play it out on the first rainy day! . . . Daddy Simpson is in charge of arrangements for the game.

Ray Miller tells me that country store is going swell. . . . Also interesting is the fact that she tried a flasher over week-end and it was a floperoo. . . . People still like the idea of a prize every time. . . . Everybody in park is taking inventory. . . . That's where headaches are born. . . . Zootpillar ride going up down near the zoo and the new Water Skooter.

Winnie Colleano in as current free act. Member of the famous Colleano family, probably the most famous one being Con Colleano, formerly of the Ringling show. . . . Capt. Jorgen Christensen in as other free-act attraction with his Great Danes. . . . Acrobats' convention to be held here July 27 and 28. . . . New Jersey State handball championships to be held on the new handball courts on August 8.

Adolph Schwarz tells how over the week-end one day he had a big tip in front of his stand but no one playing. To get them started he offered a lady in front a free chance. She had to be coaxed to take it even for nothing. As luck will have it, she wins one of the big prizes, which Schwarz hands her, only to overhear, \$AW, she gets paid for that." P.S.—The crowd walked away.

Coney Island, N. Y.

By LEONARD TRAUBE

July is down on the record books as the best month in six or seven calendars, if not more, with half a dozen amusement dispensers setting all-time marks for grosses attained. This was no case of seeing business build up gradually, in view of the fact that receipts during June were way off and the pre-season swing in May was absolutely negligible. Generally good weather, coupled with the undoubted fact that there's more money around, accounted for the sharp rise during the last five weeks. Nevertheless, the nickel admission at the majority of shows and rides is probably here to stay, and, although some students of the situation think it is a mistake to descend to a nickel when a dime can be lured just as easily, most Coneyites claim that it is the low fee which is getting them past the gates. If that is true, the question of why local games are doing excellent business at 10 cents per copy remains to be answered. The answer may be, of course, that the average man will spend more freely when there is an opportunity to gain an award than he will for a show or ride. Moreover, the game is in the advantage when it comes to repeats. To counteract the advantage held by games, operators of shows have had to depend on added attractions and platform sales, figuring on getting the people past the gate first and then selling them the extra diversions or pitch items as the case may be. Personally, I don't see how any good show with a comparatively big nut can get by on a nickel admission, but the showmen I have talked to think otherwise, so I'll be as silent as a Sphinx on the subject until results prove otherwise.

Midget Village

Billy Jackson's office in the village has a chair once owned by K. F. Albano and a desk used by J. J. Murdock, according to an authoritative source, none other than the amazing Mr. Jackson himself. . . . Billy Curtis, midget feature of the late *Anything Goes*, has been added to the stage show in the miniature theater and scoring heavily. . . . Flo Rothchild and Alex Eredy are inseparable. . . . Tiny Pearson, clever hotcha songstress and stepper, is a product of Detroit. . . . That was Chris Mazer offering gardenias to Princess Antoinette, whose dance with Ruby Landrus is the rage of the season.

World Side Show

Sam Wagner, Doc Foster, Eddie Ackerson, Al Fiosco and Tommy McNeill discussing show language with Barry

Buchanan, author of an encyclopedia of the amusement world. . . . Serpentina, in annex, pulling large crowds. . . . Frank Graf doing his "Jagging." . . . Justin Wagner assuring father Sam by wire that he and wife, Litrl, aerialist, are okeh in Fort Worth, Sam fearing the tornado in Texas may have injured his pride and joy and the latter's pride and joy. . . . Albert-Alberta receiving a delegation of well-wishers in his dressing room. . . . Ajax cleaning his swords and Senio cleaning his razor.

Along the Funway

Freddie Balmer is putting on a swell floor show at his Balmer Cafe. . . . Six lovely dolls, a prima donna and a flock of singing waiters furnish the talent to the tunes of Joe De Carlo's ork. . . . Salvatore Merando is now in charge of Tony Sarg's Streets of Paris at Luna Park, with stage production going in to a change on August 1. . . . Freda-Van is proving a strong draw at Dave Rosen's Wonderland Side Show. . . . And you should watch Buster Castle turning half his tip at the same show, of which he's manager. . . . Fred Sindell has new plans in mind for his Surf avenue properties next season. . . . The Triflet Bros.-Zundel-Rapp Five Star Final games are veritable beehives of activity, getting a play far into the night. . . . That was Willie (Babyface) Engelson receiving customers at the coffee game, with partner Louis Rifkin officiating at the Skill Bingo next door. . . . Tony Policastro arrived in on motorcycle to join the Midget Village. . . . Margaret Boerner has the handwriting booth in Peitman's Cameland. . . . Manager Ed Moran reports nice business at the Lido properties, including the Thunderbolt and the Dodgem Boat ride. . . . Jean Hallem did best July biz in five years at cat game. . . . Joe Jacobs is assisting her.

Luna has a climatic tioup with the *Daily Mirror* which is netting the park reams of publicity. It will run indefinitely.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, July 25.—Last week-end throng estimated at 500,000. While amusement interests packed 'em at night they gave way to the ocean in the afternoon. Official counters said between 350,000 and 400,000 bathers were on beaches and in the water, a crowd not far behind that of the preceding Sunday, when all records of recent years went to smash. Especially noticeable was increase in rail travel.

Steel Pier packed in with Bello Baker as the name, with Jan Savitt in the ballroom. Rita Gardens had George Price as its name. Million-Dollar Pier featured Rita Rio big, with Fred Lightner heading stage show.

Ada Taylor, who handles publicity for the Claridge Hotel and Ventnor swimming meet, left for Europe as chaperone of the B. girl Olympic swimmers.

Mall Dobson, who handles publicity for Lou Shapiro's Torch Club, is emceeing an amateur show at Million-Dollar Pier. . . . Doc Irving deserves a real M. D. degree for the way he brought a woman to whom she pulled a faint on the pier the other day. . . . Harry Luconay and Peto, Our Gang Comedy Dog, returned for another season on Steel Pier. . . . Herman Feidler and band are giving two concerts daily, one in front of Municipal Auditorium and the other in an especially constructed band stand uptown.

First band concerts on beach since old days. . . . Harrie, magician, has landed an all-season spot in the Auditorium. . . . Charlie Doolin, ex-minstrel, has put in a band and show at his night spot here, as have Vaughn Comfort, also an ex-minstrel. . . . Vaughn Jr. will shortly be seen again with Steel Pier Minstrels. . . . Charlie Master, who scored a hit at another spot during the winter, will be seen with the pier minstrels.

Savin Rock, Conn.

Business thus far this season has been 40 per cent better than a year ago, related Fred Lovato, executive of Savin Rock Park Company. Hot spell hurt attendance a little. Rides have had a better take and other attractions have done better.

Guiliano, owner of the Flying Horses, believes, like several others at the Rock, that the reason it hasn't done the real big business of the boom era is because of lack of suitable bathing beaches, save for Draper's bathing spot. On hot days this does a big business, but not enough

to carry the crowd. So folks trek to Lighthouse Park, owned and operated by the city of New Haven, or to Monaquinn, owned in part by the Connecticut Company, a subsidiary of the New Haven Railroad.

If shore-front development ever goes thru at Savin Rock business would gain plenty. However, those at Savin Rock are happy that there has been so good a gain this season. A big event at the Rock this year is New Haven Police Field Day, George White, manager of Donovan Field, being successful in getting this booking away from city-owned Lighthouse Park. Event usually draws 10,000 to 15,000. Many more stands on the midway are open this year and are going okeh. Beach street looks better by being occupied than at any time in the past three or four years.

Playland, Rye, N. Y.

By THE VOICE

Biz at beach and park great these tropical days. . . . Current free attractions, Six DeCaros and Coki and Taki, going well with Playland's thrill-seekers, Madane Jordan forecasting the future, ably assisted by Yogi. . . . Mrs. George Carlita again the snappy cashier for Colonel I. Austin Kelley. . . . Lulu Bell making cash register ring steadily at Rossco's Chink Game. . . . Jack C. Turner, of Stamford, visited The Voice recently. Jack is an old trouper pal of y. scribe. . . . Peekskill High School Band was featured here the other week. . . . Pyrotechnic spectacle twice weekly drawing immensely. . . . Badalato & Sons doing nicely at Casino, featuring George Bell and his Rhythmairs nightly.

Funny sights. . . . Officer Tucker, of Sergeant Tewey's secret service, wearing his badge of unguentine. . . . Jack Fraser trying to coax his few remaining hairs to cover his bald spot. . . . Walter DeLuna in his hillbilly makeup. . . . Min Bossert saying for the 200th time each day, "thru the gates, first turn to the right." . . . Bruno LaOrigni on a very hot day. . . . Mrs. Taylor at bathhouse trying to find a red queen to place on a black king. . . . Jean DeCapell, of Penny Game, suluting on July 14 as the strains of *La Marseillaise* emanate from Music Tower in honor of Bastille Day.

Margaret Cliffe trying to get the 50-buck award at Gus Rosasco's Chink Game on Bank Night. . . . O. Lindbors, George Staples and Gus Hudon are the rabid golf fans of Park. . . . Gus hopes some day to break 100, and when he does, oh, boy! . . . Desk Officer Jim Walters is a patient at United Hospital recovering from an appendectomy. . . . George Slocum and the missus are being congratulated. Are you going to make a collector out of her, George? . . . Johnnie Matthews and Bill Montgomery are two of Colonel Kelley's boys from North Carolina. Every time they have Dixie coming from the tower they stand erect, remove their hats and let out the old rebel yell.

The first of a series of talent nights drew a big crowd and went off very well. Winner turned up in a young vocalist who hails from Huntington, L. I. Paul Morris was a witty m. c. as Fred Allen, Arthur Abbott has brought out a new wrinkle in frozen custard, black cherry, which is going like the proverbial house afire. . . . In his spare moments Booking Manager Kenneth Neisser solves jumbled word puzzles and wins money at it, too. . . . Don Seavey, of auditing force, is wearing a very much abstract look. He was married the past winter. . . . Bob Brown, of Whirl-o-Ball, is with us again. Bob, a very likable chap, has many friends among the patrons.

Harry Townsend is relieving on the two Coasters. . . . Patrolman Freddie Grune is dividing his time doubling as a cop and baseball player. . . . Jerry Madden, the candy maker from Bean Town, is turning out some delicious confections. The crew of the sanitation truck are Rosey and Pratt, the two O men. . . . Walter Sears and Andy Lupterack handle the Dodgem. . . . Bill Sloat is assistant on the Carousel. . . . Rita Reilly and Lucy Grandazzo are the snappy attendants at Aobott's nut stand and Axel Fernandez is janitor at administration building.

Davey, the son of Izzy Feuer, celebrated his 12th birthday. Already he remembers his daddy, for which he has the sympathy of The Voice. Davey is the kid who brings *The Billboard* around and is eagerly looked for every week. . . . The Voice has plenty more persiflage but he grows weary, so hasta manana.

HARRISON and his daughter, bicyclists, have been featured in Oakford Park, Jeannette, Pa.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

ROLLER SKATING continues to demand good patronage in Winnipeg, where River Park Roller Rink and Winnipeg Rink are doing fair summer business. Both have been renovated to improve facilities, with special nights for beginners.

BEFORE opening at Keith's Palace Theater, Cleveland, roller-skating act of Earl, Jack and Betty visited with Manager Jack Dalton in Puritna Springs Rink there, and Jack infers that he loaned them his "fat lady" for the act, as theirs was taken suddenly ill. He puts up a lot of paper for them as performers and real folks.

TASTY weekly souvenir programs are being issued by Manager Edward P. Lunny in Nantasket Rollerway, Paragon Park, Nantasket Beach, Hull, Mass. Schedule until September 13 is: Monday, Ladies' Night, ladies given free skate ticket for Thursday; Tuesday, Beginners' Night; Wednesday, Fun Night, races and games; Thursday, Ladies' Night, ladies given free ticket for Monday; Friday, Golden Skate Tournament, graceful skating contest for couples; Saturday, Bag Tag Night, skating till 11:45 p.m. There are sessions on Sundays from 1 to 4, 4 to 7 and 7:30 to 11 p.m.

WHIRLING WALKERS, roller-skating act, have been held over at the Hofbrau, Erie, Pa.

HAMPE'S Rink, Olympia Park, Me-Keesport, Pa., is having good business on Sundays. A feature is award of prizes to winners of various contests.

BUSINESS was improving steadily at the Black Forest, with Saturdays and Sundays very good, wrote Francis Le Maire from Texas Centennial Exposition, Dallas, on July 30. Evelyn Chandler has been on the show for a few weeks, holding spectators spellbound with her breath-taking stunts and improving greatly each season. Bruce Mapee, well-known leading amateur from the East, who turned pro last year and going along nicely in fast company, was recently added to the show. Le Maire and Reynolds' Bavarian Shuplatler number fits in very well with scheme of the Village, wearing native costumes with imported music which is authentic. Ray Rice has been out of the show a couple of weeks due to a fracture of one of small bones of an ankle. Will be incapacitated another month, it is feared. Doug Duffy, Ukela and Vida and McGowan and Mack, apache dancers, completed the bill.

FOUR SKATING MACKS, American roller skaters, are at the Lorry, Copenhagen. Mire and Mary, acro roller skaters, are at the Palais de la Biero, Besancon. Splendid Trio, roller skaters, are at the Alpi-Palu, Budapest.

SKATING UNDER THE STARS, Detroit's newest rink, opened at Divernois and Lyndon avenues, in practically the same location as that of an outdoor rink operated last year. John Salagian, former operator of Fenkell Gardens Rink, and George Badgarian, formerly with a rink in Chicago, are in the new venture. Rink is about 40 by 60 feet, but is evidently capable of enlargement if summer crowds warrant. Admission has been set at 25 cents and the first 15 ladies coming each night are admitted free. Business is reported fair.

Mid-West Tour

By FRANK VERNON

Just finished a tour which took me thru Iowa and Illinois, and roller skating never looked more prosperous. Hundreds are skating who never skated before and I was much surprised to see many participating in this great exercise that were from 45 to 55 years of age. Some of the older skaters with whom I conversed told me they had just learned the wonderful results to be had by skating, so this sounds good for a coming revival of the grand old sport.

Portable rink in Muscatine, Ia., is doing fine. Manager Martin has a nice place, well managed.

Rink in Davenport, Ia., is in a spacious building on the fairgrounds and business has been very good, but being in an inclosed building extreme heat will out the attendance.

Moline has a nice portable rink in the heart of the city with a modern equipment and enjoying a fine business. Floor is 50 by 120. G. T. Chandler, owner and manager; Roy Swanson, floor manager.

A large portable rink on one of the main highways out of Galesburg, Ill., which has been going very good, has had two blowdowns in the past three weeks and was operating with one middle-piece until new canvas arrives.

Mr. and Mrs. Charles Sandy are doing big business with their portable in Springfield, Ill., another well-conducted and well-managed rink. Both of the Sandys are good skaters and livewires.

Mr. and Mrs. George Kling are operating a large portable in Bushnell, Ill., to near capacity nightly. Floor is 54 by 128. Swell top and beautifully lighted and equipped, using two kinds of mechanical instruments and Sunday nights the famous German band of five pieces, one of the features over WACO, Carthage, Ill. The Klings are aided by their daughter, all three being skaters above the average. Management is the best.

Otto Fouch is operating his new portable in Dwight, Ill., to record-breaking crowds. Otto is a hustler, well liked, and has a real rink.

Another new portable, completed in Macomb, Ill., by G. T. Chandler, is a beautiful layout, 60 by 140; bale-rink top, made by Fulton Bag and Cotton Mills. Every modern device and truly the finest portable I ever saw. This outfit will be in Jacksonville, Ill., and perhaps later shipped to Texas.

Exit 1935-'36 in England

By CYRIL BEASTALL

All of the recognized competitions of the 1935-'36 season are now things of the past and in England most of our roller rinks are closed during summer. About 50 remain open during the warm spell.

Last season was the best ever here since 1932-'33 and the championship events staged in Stuttgart, Germany, last April, did much to revive interest on the Continent.

Jim and Joan Lidstone won the British amateur roller dance title for the fourth successive time.

Wilkinson was our most successful amateur speed man, and Horne Bay again won the roller hockey championship of Great Britain.

From a business point of view, I should say the most flourishing rinks last season were Alexander Palace, Brixton; Forest Gate, London; Herne Bay and Cheetham Hill, Manchester.

UNDER THE MARQUEE

(Continued from page 36)

Bros., Tom Mix and Russell Bros. Cliff Forshee, in charge of elephants on Russell's, has them working in fine shape.

DONALD ROCKWOOD postcards that Captain Schultz, formerly with Bockus & Klonis Circus, also Eddy Bros.' Circus, is now at the Carmel Auto Rest Park, near Bangor, Me., and is in charge of the zoo.

ARTHUR H. PETTENOLL visited Kay Bros.' Circus at Brunswick, Me., and met his old friends, Mr. and Mrs. St. Kitchie, also Manager William Ketrow. Says that he enjoyed the performance, also that Maine is very loyal to the show.

MRS. VERN WESTLAKE, of Westlake Duo, with Barney Bros.' Circus, is back in program after being absent for past month due to a broken collar bone, received when she fell from trapeze. This is the Westlakes' second season with the show.

WILLIAM LUMB, after the close of Maynard Bros.' Circus, returned to Nargansett face track in pari-mutuel de-

partment at ticket windows. He has been the following shows, Bockus & Klonis, Gorman Bros. and Kay Bros., and visited with the folks.

COOPER BROS.' Circus had good biz in mining and timber sections of Ontario and Manitoba and the wheat and farming districts of Saskatchewan. Performance is running smoothly under direction of William Grant, and Frank P. Meister, musical director, has special and appropriate music for each act.

FRANK LITTLEFIELD, of Gloucester, Mass., visited Downie Bros.' Circus at Salem, Mass., July 16; two very good houses. The New England tour has been very successful and William DeBarrie's Kid Show is receiving its share of business. Harry Beverly, circus fan of McRose, and family also saw the show.

EDGAR H. (DOC) KELEY visited Downie Bros. at Norwich, Conn., spending the day of the show. Courtesies were extended to him by Charles Sparks, Harry Mack and Rodney Harris. He attended the birthday party given for Jack Hoxie Jr. Doc has decided to retire from the road and devote his time to his soap business.

E. E. COLEMAN and wife and Jess Carpenter, of Dayton, O., visited the Walter L. Main Circus at Bellefontains, O., and spent the day with Mr. and Mrs. Newton. Show did very nice biz at both performances. Coleman's elephant, Mena, is again on the Johnny J. Jones Exposition and he now has an old animal man with her, Ed Copeland.

J. J. MARTIN, of New York City, sends following items: Paul Arley, for many years with Ringling-Barnum, recently was graduated as a doctor of chiropractic and is located here. He and his wife and children are vacationing in Holland. Phyllis Werling, secretary of Felix Adler Tent, C.F.A., Paterson, N. J., is the only woman fan in the Skeeter State, Frank Hartless, C.F.A. president, was seen along Broadway.

W. O. MEAD (Skinny) recently left hospital and is now in Chicago. Had been under doctor's care since February. He has framed a novelty, candy, eating and pop-corn stand and expects to make a few fairs this season. Will be with a motorized circus next year. He visited Russell Bros.' Circus at Evanston, Ill. He trouped with that show in 1933. Last season he was with Lewis Bros.' and Rice Bros.' circuses.

HOWARD BRYANT, of Barnett Bros.' Circus, sends the following equibes: "Ed Raymond and the writer will frame some new clown gags. T. Lewis is practicing his rope spinning and getting faster every day. Bennie Kotch is learning head balancing. Johnnie Kenar is endeavoring to juggle seven balls. Bessie and Pinky Hollis were recent visitors. The Two LaBird brothers are building a clown prop."

RUSS LINDSLEY, formerly with C. W. Parker, Con T. Kennedy, J. Augustus and Elmer Jones, Young Buffalo Wild West, Johnny J. Jones, Cook & Wilson, Bill Kibble, Mugivan & Bowers and the 139th F. A. Band in France and who has been owner and editor of The McKean County Democrat, Smethport, Pa., for a number of years, completed a term as sheriff of McKean County last January and in March was appointed postmaster of Smethport.

THE DETROIT NEWS, in its issue of July 22, had an editorial captioned, Save the Old Circus. Part of it is published herewith: "It must have occurred to a few among the thousands who attended the Big Show this week that the circus is a field in which Mr. Ford would find a great deal that is fascinating and historically important to add to his American collection at Greenfield Village. It is on the transport side that the circus would offer many museum pieces, most particularly such exclusively circus vehicles as the band wagon, a stunning con-

fection of the coach-making art, ablaze with crimson and gold and drawn by the pick of the show's steeds. Considerations of traffic at the larger stands have made the circus parade a thing of the past, not to be revived by the laments of older correspondents to The Billboard. We are bringing up a generation which, when it reads of 'band wagons' in future political campaigns, will have no idea what a band wagon was."

GEORGE H. WAY recently visited the Tom Mix Circus, which he greatly enjoyed. The band, especially, impressed this old-time trouper, who says: "Carl Robinson, leader and drummer, is on his toes every minute; Bill Honey does one swell job on first cornet, and as one listens to each section it is immediately apparent that every man in this band is of the best in his field. The callopie player is a bird and cues in all missing instrument parts. The drummer catches every trick and the trombones and clarinets never lie down."

EDWARD J. KELTY, New York photographer, made the Bradford (Pa.) stand of Ringling-Barnum and shot one of "The Mighty Watson Show," a CFA outfit piloted by Tom Haggerty, of the First National Bank. He was on the lot of the Big Show in Philadelphia and visited Barnett Bros. in California, Pa. Also made the Dan Rice Circus in Charleston, W. Va., and Mill Tolbert's show in Parkersburg. After that he went up the Ohio River to Wheeling to catch Major Bowes Showboat and finally arrived back in New York.

DRESSING ROOMS

(Continued from page 36)

standing by her office, resplendent in a new permanent wave, new lavender outfit and everything. There was Sunny, or perhaps it is Sunny, as this new addition to the Hawaiian troupe is always smiling. Josephine, who handles large pythons and has names for them. She seems to be always springing new wardrobe. Chet Cain, bemoaning the fact that folks don't seem to go in for trick and fancy tattooing like they used to. Mr. and Mrs. Johnny Winters trying to keep cool and thinking of their miniature home in California. Jack Elkins putting in another season so he can hurry back to his sail boat and bungalow on the Florida West Coast. Those minstrel folks that never seem to tire, no matter how many shows. There is little Libby and her three girl pals, always full of pep. Then the Duke himself, always immaculate. It was only recently in Denver that Doc Fred Campbell, side-show man and member of Campbell family of circus fame, doubling over here on a box and inside lecturing, saw his granddaughter, 10, for first time. Her name is Danna Lee. Her mother, Mrs. Dyantha Buckner, had not seen her father, Doc Campbell, for 22 years. Doc's sisters, Mrs. J. W. Leibell and Mrs. Carrie Morris, have lived in Denver for many years and have cared for Doc's daughter as their own.

That practical joker, Al Weir, caused a furor when he seemingly dropped a route card on which many towns that this show is not going to make were listed—tut, tut, Al. Of all the girls that stepped out of the coaches in Lincoln none shone any brighter than Charlotte Hoffman, who was all dolled up in white. Carl Lewis, of lunch car 43, was made happy when his mother came to see him just after they were spotted in Lincoln. Tominy Hart, of side-show ticket department, left at Fort Morgan, Colo., for Dallas, where he will work at the fair. Robert Wadlow, "world's tallest boy," eight feet five inches, was introduced to the audience in Lincoln. Duke Drukenbrod would like to have him. He has tried but nothing doing so far. Milt Taylor thought of his little dogs on these hot days and had a cake of ice in their kennel all day long. Bill Koplin, former clown, now lives at Lexington, Neb., and paid his friends in clown niley a visit at Holdrege. Bill has suffered two strokes but is able to get around fairly well.



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DALLAS GALE'S TOLL

"Cavalcade" Damage Is \$20,000; Midget City Buildings Wrecked

Heavy rain creates havoc in electrical storm and much debris is removed—flags to value of \$12,000 are destroyed—presence of mind of showmen allays fear

DALLAS, July 25.—A torrential wind and rain storm, accompanied by violent electrical display, which swept Dallas Monday night, caused heavy losses downtown area and estimated damage of \$75,000 on Texas Centennial Exposition grounds. Storm struck when the exposition was crowded at 11 p.m. and continued furiously two hours. At peak of the gale the wind, coming from the north, reached velocity of 68 miles an hour. Exposition's pride attraction, *Cavalcade of Texas*, suffered greatest, about \$20,000 damage. The set was flattened when a lightning bolt struck the men's dressing room. Fire that followed was extinguished by driving rain. Wind finished the havoc, leaving the beautiful panorama a mass of wreckage. Workmen started rebuilding and, according to Producer A. L. Vollman, performances will start again before next Monday.

Damage was dealt Midget City on the midway, the hotel and one other building being wrecked. The smaller building was crushed when a heavy smoke stack from the adjoining Showboat toppled into Midget City. A section of fence at Streets of All Nations was blown away, also at Ripley's Odditorium. Several sight-seeing bus stations were destroyed. (See DALLAS GALE'S on page 41)

Altamont, N. Y., Leadoff Annual, Books Hamid Revue

ALTAMONT, N. Y., July 25.—With dates advanced one month in an effort to dodge bad weather which has interfered the last three years, Albany-Schenectady County Fair here leads off the Empire State Circus with prospects for new attendance records. Ralph A. Hankinson, directing manager for the fourth consecutive year, announced booking of George A. Hamid's *Revelations of 1936*, first time a revue has been engaged for night grand stand here. Hoagland's Hippodrome also has been contracted, with more vaude and circus acts, all thru the Hamid office.

Three days of horse racing have been scheduled and AAA Eastern championship auto races. Lucky Teter's Hell Drivers will be featured on the horse race program on Thursday. Capital District Horse Show Association will present competition in all classifications in a special show ring in the infield with mounted State troopers participating. All space in the 12 buildings has been reserved for exhibits and tents probably will care for overflow, particularly live stock, competition for which is open to the world.

Philly Plans Expo in '37

PHILADELPHIA, July 25.—The Quaker City is planning an exposition for 1937 to celebrate the 160th anniversary of signing the Declaration of Independence. Altho sentiment voiced by downtown business leaders and hotel managers called for another spring Mardi Gras festival, Mayor S. Davis Wilson and Chamber of Commerce are set on the July 4 date, due to national and historical significance. Daniel Crawford Jr., manager of the Hotel Philadelphia and international president of the Hotel Greeters of America, is on a tour of nine States and will link dissemination of publicity pertaining to the July 4, 1937, celebration. Altho committees won't be appointed until fall, it is expected Albert M. Greenfield, instrumental in bringing the Democratic convention here, will head the group.

MARION, Va.—The 26th annual of Smyth County Fair, Live Stock and Agricultural Association will have location near Hungry Mother State Park. Admission is reduced this year to 15 cents, compared with 40 cents last year and 75 cents previous years. Carded are Motor Show, Style Pageant, merchants and manufacturers' exposition, water spectacle, educational exhibits, baby health demonstrations, Horse Show and grand-stand attractions. Ben Krause will furnish the midway.

Macon Takes On a Censor

Georgia State joins ranks of boards for better control of concession games

MACON, Ga., July 25.—Strict censorship of concession games, much in the manner of York, Pa.; Raleigh, N. C.; Rutland, Vt., and other fairs, will be in effect this year for the first time in history of Georgia State Fair and Exposition. Secretary-Manager E. Ross Jordan declared.

In annual application to city council for use of Central City Park as fairgrounds the fair association, thru President Ed G. Jacobs and Mr. Jordan, stated that "unusual vigilance" will be maintained to keep "illegitimate concessions" from the grounds. One official of the association will be delegated to censor all concessions. Controlled devices and use of sticks will be expressly prohibited.

Last year the fair had one of its most successful years, but there were several complaints on the independent midway. In new concession contracts the fair association is given the right to eject concession operators who do not abide by new rules and regulations and ejected operators have no recourse on the association. Mr. Jordan said the advance sale of space to date has been largest in history.

Another Revival in Mich.

EVART, Mich., July 25.—Osceola County will revive the fair here after a two-year lapse. Financing is being tried thru sale of 500 booster tickets of one admission each for all four days. W. J. Twiss is president; Russell McLaughlin, vice-president; Edgar York, secretary; Ludwig Bohls, treasurer.

TOMAH, Wis.—Altho the 31-acre Monroe County Fairgrounds have been sold as a chicken ranch, they will be used for the 1936 fair and plans are to secure a new location.

Heart o' the Lakes Expo Is Called Wisconsin's Heaviest Billed Show

RHINELANDER, Wis., July 25.—Joseph Mercedes, internationally famed vaudeville artist who retired from the stage a few years ago, is director of the fifth annual Heart o' the Lakes Exposition to be presented here. Prior to his retirement from the theater he was elected president of Wisconsin Heart o' the Lakes Association, a non-profit civic organization representing the tourist industry in seven northeastern counties, and he has headed the organization each year. Since leaving New York City he has established a permanent home in Minocqua, Wis.

Annually Heart o' the Lakes Exposition attracts thousands of visitors not only from Northern Wisconsin but from hun-



PEG WILLIN HUMPHREY, associate director in charge of space sales at Great Lakes Exposition, Cleveland, and who did pioneer work for the big show, with Lincoln G. Dickey, general manager, and Almon R. Shaffer, associate director, in charge of amusements and concessions.

Auto Racing Starts Aug. 1

Annual campaign at fairs announced by AAA contest board—some to be added

WASHINGTON, July 25.—Auto racing's annual campaign of county, State and district fairs opens on August 1 in Harrington, Del. It was announced by Ted Allen, secretary of the contest board of American Automobile Association, national governing body, in releasing the latest schedule.

On the schedule 35 dates at fairs are listed. In this group are State fairs in Springfield, Ill.; Milwaukee, Syracuse; Richmond, Va., and Trenton, N. J. Among State fairs, New York State Fair, Syracuse, presents the most important speed date. Ira Vall will present his annual 100-mile National Championship classic there on September 12, including Indianapolis Speedway stars. Ralph Hankinson, who presented a 100-mile National Championship at Illinois State Fair, Springfield, last year, has dropped the idea of a title century and will present a sprint program topped with a 100-mile non-championship event on August 22.

New fairs in the auto racing circuit this year are Watertown, N. Y., August 14 and 15, under B. Ward Beam; Hughesville, Pa., August 29, and Bedford, Pa., September 5, both under Hankinson; Pottsville, Pa., September 12, by Vall, and Clearfield, Pa., September 19, by Hankinson.

Following are fair dates on the American (See AUTO RACING on page 45)

Canadian Defends Exhibition Midways

FREDERICTON, N. B., July 25.—At the 16th annual convention of the Canadian Society of Technical Agriculturists here one of the major topics was fairs and exhibitions, and G. W. Frost, secretary-treasurer-manager of St. John (N. B.) Exhibition Association, declared emphatically that unless fairs are allowed to have amusements, such as midway, shows and concession games, as drawing cards for the public, deminton and provincial governments will have to greatly increase financial support to fairs. And as it is now, he said, the governments have been objecting to the comparatively small money grants given each fair. Mr. Frost took a positive stand in favor of large midways, with side shows and games, considering these necessary to make fairs pay. He pointed out that a fair without a midway today would be the "driest of the dry" and would not even attract people from farms, who are specifically interested in agriculture.

L. C. McQuint, Montreal, general agricultural agent of the Canadian Pacific Railway, held that fair associations should concentrate on agriculture and allied lines. G. B. Rothwell, Ottawa, live-stock commissioner of Canada, said "Andue stress on amusement angles might divert attention from the agricultural influence."

C. E. Bouldon, Truro, an agricultural representative of Nova Scotia, suggested a middle course, giving equal attention to amusements and agriculture.

J. K. King, Fredericton, deputy minister of agriculture of New Brunswick, commended work of smaller fairs as agricultural education media and hinted that the provincial government was considering extending more financial support to such exhibitions.

Dakota's Oldest Has 30,000

HAMILTON, N. D., July 25.—Pembina County Fair, oldest in the State, had about 30,000 visitors at the 43d annual exposition, last week. Farm exhibits were smallest in history because of drought, but live-stock displays were up, said Secretary Franklyn Page. *Whirlwind Revue* was staged by Lew Rosenthal as grand-stand entertainment and Hennes Bros.' Shows were on the midway.

Gale Re-Elected in Mobile

MOBILE, Ala., July 25.—Greater Gulf Coast Fair Association elected Fournier J. Gale president for the third successive time. L. T. Rosengrant was selected acting secretary for the 1936 fair. Farm exhibits will be under direction of Charles Brockaway, county agent. All buildings have been remodeled, re-roofed and repainted and numerous ground improvements made.

Falmouth Prospects Better

FALMOUTH, Ky., July 25.—Judging from a successful Fourth of July Celebration on the fairgrounds, when concessions did big business, the 1936 Falmouth Fair may set new records. In the opinion of Secretary Mrs. Dempsey R. Barnes, Thrill program for grand stand will include auto polo, surf-board racing, motorcycle stunts, head-on collision, high strait-jacket escapes, Bucking Ford, auto wall crash and Oriental Mysteries nightly. A trophy will go the best stable of horses. Exhibits will include Future Farmers and 4-H Club displays and Floral Hall, and there will be races and horse and cattle shows.

SAN FRANCISCO.—Use of Palace of Fine Arts as a permanent San Francisco exposition building is being advocated by Redwood Association. A showplace of the 1915 Panama-Pacific Exposition, it is at intersection of two main approaches to Golden Gate Bridge, now under construction.

50 Years of It

MUNCIE, Ind., July 25.—Thought to be the oldest active fair secretary in the United States, Frank J. Claypool, busy with preparations for the 84th anniversary of Great Muncie Fair, also is observing his 50th year as secretary and manager of that annual. "I am good for 50 years more," he remarked. "I like the game and all people in it." For years Mr. Claypool has been on Indiana State Fair board and last January was elected secretary of Indiana State Association of County and District Fairs, meeting yearly in Indianapolis.



Great Lakes Exposition

CLEVELAND

By BOB REED, 1679 East 82d Street, Cleveland

Huge Parade Aids Midway

Five-mile procession big exploitation stunt — special-day events popular

CLEVELAND, July 25.—The five-mile centennial parade on Wednesday was by far the biggest exploitation stunt staged up to now. More than 100,000 lined downtown streets and the huge parade attracted the largest mid-week crowd since opening day and the midway played to good biz.

With attendance of more than 750,000 early this week, it is being predicted that the million mark will have been passed at end of first month of operation.

There is a possibility of an old-time minstrel show being presented on Theo De Witt's million-dollar showboat as a departure in cabaret entertainment. Pending completion of minstrel plans, Maurice Spitz and his ork will replace Don Bestor and his band aboard the S. S. Moses Cleveland.

Screeno Is Put In

Hollywood Secrets show closed during the week but is being reopened with Screeno game. It appeared this show could not get going even after Princess Nadja, drum dancer, had been imported. Matinee crowds at the Old Globe Theater and Edward Hungerford's parent show, *Parade of the Years*, have been light, but night biz has been pleasing. Sportsmen's Paradise, transformed into a huge ice-skating rink, will feature Bobby McLean and Great Lakes Ice Ballet, Bobbie Duree, Venus of the Ice; Pink and Valerie, ballroom ice dancers; Heinle Brock, comedian; Margo and Sonis, apache team; Jack Smalley ("OOT a Match"), and Spark Plug, comedy horse, are also featured. Practically all concessions in the exhibit area and midway, including "Streets of the World" sector, are getting a fair play; Murray Goldberg's guess-weight scales are far in the lead at this writing.

Special day events have been well attended by fraternal, civic, industrial and business organizations, and August 1 will be Cincinnati Day, with more than 5,000 expected to journey from the Queen City. National Florida Exhibits, under direction of Earl W. Brown, is attracting huge crowds and is among nice exhibits in that area.

Regatta Is Colorful

Along the midway Mrs. John R. Castle's new Rumba Show is making steady gains. Cliff Wilson's Snake Show has continued to lead all attractions for capacity biz, while Stanley Graham's Midnet Circus and 13 Spook Street are runners-up. In "Streets of the World" sector the French Casino is leading all other attractions. Olympia, girl show; Keyhole, peep show, and Nudist Colony are getting good night play, but day biz has been off somewhat. More than 50 per cent of attendance is being registered at International Village area and this percentage is climbing steadily, as nationality groups continue to add special old-world sports and events to their programs and special day celebrations.

In Great Lakes Regatta the past week, one of the most colorful events held to date, over 300 types of yacht craft took part in speed and race events. Frank P. Duffield's fireworks display has been subject of much worthy comment as thousands gather on the water front to witness this pleasing spectacle. Mary Vargo, Alberta Smith, Hilda Honey, Bernice Baker, Grace Korda and Helen Bergbi are new additions to the Nudist Colony. Jack Melton, Gordon Middleton

Attendances	
Previously reported	561,342
Wednesday, July 15.....	24,356
Thursday, July 16.....	25,975
Friday, July 17.....	24,592
Saturday, July 18.....	42,340
Sunday, July 19.....	43,480
Monday, July 20.....	26,030
Tuesday, July 21.....	27,249
Total.....	775,364

and Woodie Lenthold are on the front and Sidney Peck is lecturer. Lydia Smith and her Palm Beach Girls are playing at Slovak Village, in addition to Kay Karal and Nellie Jay, strolling musical unit. Art Temmesfeld, singing haker boy, also appears on the evening program at this moist spot. E. C. Allen, P. L. Shepherd and Wendall Sarmir Sr. are co-owners and operating personnel. Barkeepers are Gus Theurmach, Wendall Sarmir Jr. and Joe Vosell. Ed Reicher and Harry Hargrave's two units, World War Exhibit and Skee-Roll, are getting good biz, with several additions to the former display.

Langdon, N. D., Best Ever

LANGDON, N. D., July 25.—Rain that halted first grand-stand performance of the three-day Cavalier County Fair here last week was welcomed in the drought-stricken district and created an easier feeling among fairgoers. Crowds increased the next two days to 10,000 nightly and good business was reported by concessioners. B. E. Groom, secretary, declared the fair the best in the county's history. Lew Rosenthal, who personally directed his *Whirlwind Revue* before the night grand stand, has provided entertainment here many years. Henkes Bros' Shows, covering more ground than last year, taxed midway space. Every fair department reported increased entries and larger premiums were paid.

Fair Grounds

WINNIPEG.—Plans are completed for Winnipeg Exhibition, to be held at Winnipeg Jockey Club's course, Polo Park. Industrial, agricultural, horse and dog shows and other exhibits will be displayed. *The Last Roundup* rodeo will be a feature and Royal American Shows will be on the midway.

SAN FRANCISCO.—California livestock breeders and exhibitors as well as those from many other Western States will convene here on August 18 for an organization meeting of the new National Live-Stock Breeders' and Exhibitors' Society. George H. McKalg, executive secretary of trustees of agricultural district No. 1-A, said plan is for organization into one unit to manage and operate great live-stock expositions in the new \$2,300,000 exposition auditorium under construction at San Francisco-San Mateo County line.

DETROIT.—Fire in Milford, Mich., on July 12 destroyed all barns on west side of Oakland County Fair grounds, with damage estimated at about \$3,000.

UPPER SANDUSKY, O.—A steel tower, loudspeakers and floodlights have been erected on Wyandot County Fairgrounds as a memorial to school children of the county, new equipment being dedicated recently.

HASTINGS, Mich.—Fourteen major attractions for 79th annual Barry County Fair here are listed in the premium book released by Secretary Maurice Foreman. Several free acts and a musical revue will be furnished by Gus Sun Agency and shows and rides by Gooding Amuse-

ment Company. A WPA project, if approved, will improve the southeast corner of the grounds.

LOGANSPOUT, Ind.—Fire destroyed the grand stand on Cass County Fairgrounds on July 10, causing damage of \$5,000.

JENNINGS, La.—There will be a new cattle barn on the fairgrounds here, according to Frank W. Bardell, president of Jeff Davis Parish Fair Association, and it will be 60 by 90 feet and have a sales arena and show ring.

ELBERTON, Ga.—Fire of undetermined origin destroyed a 20-year-old building used for county fair women's exhibits. Damage is estimated at \$3,000, with no insurance. The fire will have little effect on the 1936 county fair, said Secretary P. A. Forster. City council approved applications to PWA for \$8,000 to build a fireproof building.

HAZLEHURST, Miss.—Newton Ellis, chairman of the Copiah County Fair Association committee, announces that he has completed catalogs and has booked the John Ward Shows for the midway. Ellis says that a beauty elimination contest will be held for finals at State event. Four hundred prizes and ribbons will be given cattle alone.

LAUREL, Miss.—Workmen have begun the erection of a new location for concessions and the midway, a new 30 by 40-foot stage before the grand stand and a new football field.

DONALDSONVILLE, La.—Publicity plans were discussed here at an all-day meeting of the publicity committee headed by Charles E. King, of Morgan City. Twenty-five South Louisiana dairies are to sponsor an editorial contest as a preliminary to the fair finals. Secretary-Manager Vickers announced an electric show, beauty contest and a horse show as 1936 additional attractions.

MINNEAPOLIS.—Raymond A. Lee, secretary of the Minnesota State Fair, and members of the fair board spent week of June 22 at Grand Forks, N. D., attending the North Dakota State Fair there.

PORTAGE, Wis.—Frank W. Gilbert, John Patchin and John C. Yount have been elected directors of the Columbia County Fair succeeding John Almondinger, S. O. Cushman and William P. Irons, all resigned. The Snapp Shows have been engaged to play the midway and a 25-cent admission fee has been decided on for the 1936 fair.

PLATTEVILLE, Wis.—Fire on July 6 destroyed the main exhibit building on the Badger fairground here, with a loss estimated at \$8,000, partly covered by insurance. The building was vacant, but the grounds had been used for an Independence Day celebration.

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Texas Centennial Exposition

DALLAS

By GREGG WELLINGHOFF, 401 Southland Life Bldg., Dallas.

Dallas Gale's Toll at Expo

2,000,000th visitor enters grounds — Nights on the Yukon is latest show

(Continued from page 42)

mashed, modernistic street lights wrecked, many trees uprooted, landscaping ruined and all canvas awnings and canopies destroyed or damaged. Stanley Graham estimated Midget City damage at \$3,000.

Covered by Insurance

Loss of flags amounted to \$12,000, large bunting flying from numerous staffs being whipped to tatters. Streets of Paris had two pianos ruined by water and some damage to the Normandie Boat, including broken windows, water damage and torn canvas. Practically all midway attractions had water damage. Kaplan & Bloom's novelty stands were drenched and considerable stock damaged. Ray Stinnett's Merry-Go-Round top was destroyed. Ice melted in Black Forest, causing a loss of a day to re-ice the rink. Damage was heavy to attraction roofs, built with flat tops that did not carry off the heavy rains.

Curtains, electrical effects and stage equipment at the band shell were ruined. English Village was a scene of debris, awnings, benches and chairs being twisted and piled high. Props of the WPA Follow the Parade show were dam-

Attendances	
Previously Reported	1,759,920
July 15, Wednesday	30,056
July 16, Thursday	30,968
July 17, Friday	34,728
July 18, Saturday	51,294
July 19, Sunday	45,106
July 20, Monday	30,654
July 21, Tuesday	35,169
	257,975
Total	2,017,295

aged, opening scheduled for Wednesday being postponed until today.

All damage is covered by insurance, said W. A. Webb, general manager of the exposition. Power lines were cut off soon after the storm began. Darkness added confusion and only thru display of showmanship by midway folks was panic avoided. Throngs rushed the buildings. In Ripley's Odditorium the audience was urged to sing. Other attractions gave free shows to dispel fear of the crowds. One of the chief repair jobs was cleaning inside of buildings where water had come in, bringing mud and debris. The exposition opened on Tuesday as usual; with exception of *Cavalcade* nearly everything was in operation.

Ft. Worth Doesn't Hurt

On Tuesday the 2,000,000th visitor entered shortly after 5 p.m. She was accorded a reception by centennial officials and entertained at places of amusement. Tuesday was Kids' Nickel Day, with 35,169 attendance, several hundred short of the previous week.

Last week-end drew 96,400 as against 86,747 the previous week. Because of opening of Fort Worth Centennial show last Saturday the exposition was prepared for a large decrease in attendance. Large attendance and an increase over previous week was a big surprise. Board is negotiating with George White for a fall appearance of his *Scandals* show, probably in September. Mary Pickford, Eddie Cantor, Marlene Dietrich and others may appear if plans are realized, Miss Louise Whitson, United Artists' exploitation department, being here for that purpose.

The expo withdrew sponsorship of the Pangborn-Mason Paris flight, claiming flight promoters' commitments have not been carried out. Stamford Cowboy Reunion and Rodeo was also canceled, said General Manager W. A. Webb.

The Violet Hilton-James Moore marriage was performed before 5,000 in the Cotton Bowl last Saturday. Patrons were invited to congratulate and shake hands with bride and groom and about 85 per cent took advantage of the offer. *Follow the Parade*, musical revue, conceived and planned by Eda Edison and scheduled for July 26-August 2, is a WPA Federal Theater project. It will be staged in the amphitheater at popular prices. Company of 105 singing and dancing stars and a 40-piece band which has featured presentation in Hollywood and downtown Los Angeles theaters several months is being brought to Dallas. Show is a departure from the typical musical revue in that it concerns itself with interesting events of the day and its comedy is a commentary on world topics. It will sell for 60 and 65 cents.

Midway in Garner Plans

Ted Lewis and his band are playing the Cotton Bowl nightly from 8 to 11 at 25 cents, which includes dancing privileges. At 11 p.m. Lewis moves to Streets of Paris, where he plays until 2 a.m. At both places he draws record crowds. He features Edna Strong and Naacha, dancers; Charles (Snowball) Whittier, Three Radio Aces and the H-Hatters.

Nights on the Yukon opened last week in Streets of All Nations. Chyenne Joe McInerney, whose Yukon shows date back to Pan-American Exposition in Buffalo 35 years ago, is operator and manager. Spot has a 147-foot bar and carries the air of rough and ready Klondike Days. Oldtimers playing characters are Happy Brueken, Al Spear, Count Monte de la Vega, Ted (Whispering Smith)

Tonquette and Theo Drake. Jack Flauett is assistant manager and publicity director. George McInerney is in charge of the bar and Binky Daley on the front, with a flock of hostesses on the dance floor.

Hollywood Nights, a John Sirigo attraction, opened on Friday, featuring Delia Carroll. Her entry into Dallas was made from a parachute over Love Field airport. Entertainment is offered in the form of "making movies." Henry Santry and his Soldiers of Fortune supply music.

The Harry Hargrave-E. J. Relcher concessions include 22 Skee-Roll alleys in two locations, two milk-bottle concessions, War Exhibit, and the Canteen, popular eating place, where the war vets "dish it out." Hargrave had been at Great Lakes Expo in Cleveland the past week, returning in time on Monday to witness the severe storm that struck the midway.

August 5 has been set aside as Garner Day. Elaborate plans are being made for the Vice-President which will include major participation by the midway. Special events department, under J. Ed Brown, is handling the program. Other special days include Irish Day, August 3; Federation of Women's Clubs Day, August 5; Hawaii Day and Southwestern Retail Merchants' Day, August 10; Polish Day, August 17; Woodmen of the World Day, August 21; San Antonio Day, August 23; I. O. O. F. and Rebekahs' Day, August 26; Dallas High School Reunion, August 29.

Grand-Stand Shows

SECRETARY Charles W. Green arranged for appearance of Large and Morgner at Missouri State Fair, Sedalia, in connection with the grand-stand revue, *A Trip Around the World*. The team is composed of two men, each having only one leg, and working together in a novelty dancing and comedy act. This will make a total of eight extra stage acts in connection with the Erie Young revue at the night show. Fireworks will form the finale each night.

SOUTH LOUISIANA State Fair, Donaldsonville, said Secretary-Manager R. S. Vickers, has contracted Blondin-Rellins Troupe, high-wire acrobats; International Pivo, whirlwinds on roller skates; Eight English Stoppers, and hillbilly and other acts from VWL, New Orleans, in charge of Jimmie Willson and Henry Dupre, and Johnny DeDroit's band.

Hackettstown, N. J., Lists Free Acts for First Time

HACKETTSTOWN, N. J., July 25.—Hackettstown Fair, run by local business men, with Howard Sutton as secretary, is playing free acts for the first time. Red Brady and Joan have been signed for with Joe Hughes, of George A. Hamid, Inc.

Fair operates its own games and books only "clean" shows, such as mechanical cities, circus units and the like. Next year the management contemplates purchase of a new site to build a modern plant, including a track and large grand stand. Event, in operation for only a few years, is said to have been in the black thru all the depression.

More Space for Paris Expo

PARIS, July 20.—Due to demand for exhibit space at Paris International Exposition of 1937, promoters were granted additional ground as well as use of certain bridges for exposition purposes. Latest addition to the grounds brings limits of the exposition to the Place de la Concorde and Concorde Bridge, facing the Embassy Building of the United States. Grover A. Whalen, of the committee promoting New York World's Fair of 1939, arrived in Paris last week to interest European countries in taking part.

Breeders Boost Ohio Awards

COLUMBUS, O., July 25.—Premiums of \$133,228, \$15,000 more than last year, will be awarded at 1936 Ohio State Fair, said State Director of Agriculture Earl H. Hanefeld. Increase is due to "generosity of the live-stock associations, which offer 'specials,'" he said. Entry fees and basic prices have been maintained for several years and admission price to grounds will remain at 25 cents.

THAYER, Mo.—Oregon County Fair directors, preparing for the 1936 fair, elected R. H. Williams, president; Miss Calene Gibbons, vice-president; G. W. Black, secretary; F. C. Lark, treasurer.

Late Opening At Ft. Worth

Schedules made for night show only except on weekends and for holidays

FORT WORTH, Tex., July 25.—Board of control of Frontier Centennial changed gate opening time from 11 a.m. to 5 p.m. on week days on July 21. Gates will open at 1 p.m. on Saturdays, Sundays and holidays. Move was made because of heat and because this show was primarily designed for a night show.

New schedule of shows is: Twilight matinee of *Jumbo*, 7:45, at which children will be admitted for half price; other *Jumbo* performance, 10:30; Casa Manana shows, 8:30 and 10:30; performance of *The Last Frontier* 8:15 and 10:15. Children are admitted to grounds for 5 cents on Fridays. *Jumbo* performance, which ran for more than two hours on first three days, has been cut to one hour.

Attendance at the show on Sunday, July 19, was slightly over 24,000, while that for Monday was 23,000, aided by nurserymen who came from their convention in Dallas, and by West Texas Chamber of Commerce members who came here to dedicate their building on the grounds. Show officials estimate there were enough books of tickets sold to assure capacity crowds for at least a month.

Storm Damage Slight

Damage from the storm Monday night was slight at the local show, altho it ruined the evening for many people, as a storm warning gave show workers time to close everything. Casa Manana show was blown and rained out, as the cafe-theater has no roof. A free show was given the next night to make up for this. The show was stopped so that the scenery and fragile costumes were not damaged. Casa Manana performers, some of whom were witnessing their first Texas dust-storm, before the rain, stayed with the show until told to run for shelter. Sally Rand has had difficulty keeping her balloon because of winds which swirl down into the cafe-theater.

Tango Palace has Joe Marx in charge and these assistants: Joe Schwartz, Ellnor Rosen and Jack Rosen, Dan Burke, New York, and Jack Chester, Chicago, have joined the Danny Krussner-Irving Schenwar guess-your-weight scale group.

Joe Herman and Milton Simon have Pitch-o-Golf, a new game, adjoining the grounds and it is proving popular. Florence Brown, Houston, who has her milk bottle game with Bill Eames' midway attractions, reports opening week-end's business good until 3 a.m. each morning.

Jumbo Building Cooled

Hardeen, magician, who gives the only free show concession, has James Collins, who was with Houdini 30 years, as chief assistant and Gordon Alexander as chief salesman. Jack Thomas gives his escape from a strait-jacket as a free show in front of Beauty and Beast show several times nightly. Jimmie Moyer, who closed with the Mighty Hang Circus, is handling Western novelties in front of *The Last Frontier* building.

All concession buildings, which are relatively small and enclosed, except for the front, have had rear walls cut into windows or taken out where possible, because of heat in the buildings when shows are going on.

A new cooling system was hurriedly installed in *Jumbo* building between performances. This is the only major show building needing air-conditioning, as Casa Manana and *Last Frontier*, are open-air.

Sibley Loses Snakes

Helen and Ed La Nolle, who have a revolving leader act in *Jumbo*, celebrated their 28th wedding anniversary just after the show opened. Frank Libuse, clowning water, has been added to the 30-people show in Pioneer Palace, and is proving one of best draws at showgrounds. Costumes in the Pioneer Palace Revue are on a par with those in Casa Manana, and the whole show is liked by every audience.

Mrs. Alexander Ounnansky, wife of the square-dance director, is in charge (See LATE OPENING on opposite page)

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Fond du Lac County Free Fair

AUGUST 17-18-19-20, 1936.

Attendance 50,000 Season 1935.

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Free Acts-WANTED-Free Acts RUSSELL COUNTY FAIR

AUGUST 6, 7 AND 8, RUSSELL SPRINGS, KY. Would like to hear from Flynn Tappan and High Acts. Your money is sure. Write or call at once.

WANTED RIDES

for the MADISON COUNTY FAIR

AL LONOON, O., AUGUST 25 to 24, inclusive. FRED M. GUY, Secy., Irwin, O.

More Outsiders Coming to S. D.

Bust of Will Rogers dedicated—Fred Stone is honor guest—horse show on

By FELIX BLEY

SAN DIEGO, July 25.—An increasingly larger percentage of out-of-town visitors at California Pacific International Exposition was noted last week. Monday, Kids' Day, with kids' airship events, had hundreds of models exhibited by youngsters, highlighted by appearance of Reginald Denny, one of the judges and who also brought several of his flying models. Cash awards were given winners. On Tuesday Oregon Cavemen and Women, an organization of Grants Pass, presented a program in the organ amphitheater and inducted Frank G. Belcher, exposition president, into their order.

On Wednesday the Republican Women's Federation of California celebrated, starting with a luncheon at Plagstaff Tavern and a program in the Palace of Entertainment. On Thursday the United Daughters of the Confederacy, American War Mothers and Elks participated in festivities. The motion picture *Klondike* was shown in the House of Hospitality auditorium, and Robert Heister was featured in a horn solo with the San Diego Symphony Orchestra in Ford Bowl.

Japanese Are Guests

On Friday more than 1,000 members of the 20-30 clubs held a program under direction of Richard Jensen. Oklahoma Day featured Smilin' Bill Myers and his Musical Cowboys, including Pee Wee Kibbey, who played on the "hooinjinky," which he invented. Dorothy Warner and Margaret Capps were featured in Edna Kirby's Glass House in the Federal Housing Building. *Confidential Revue*, headed by the Three Theodores, adagio dancers, and Esther Pressman, personality girl, have been held over for another week. Eddie Gordon, cyclist comedian, and Tom Jones, cowboy baritone, are free attraction on south lagoon in the Plaza del Pacifico with Jay Wardo Hutton's Orchestra and in the Cafe of the World with Clark Bryan and his Music.

On Saturday, one of the busiest weekends of the season, Japanese Day, was attended by a Japanese vice admiral, staff officers and 400 cadets as guest of the exposition. Joseph Kendall, exposition director of music, conducted the Japanese cadet band in a concert.

Rogers' Chum Presented

A mile-long parade, led by Ann Ross and 25 Indian braves and maidens; Fred Stone, comedian, and Leonard Trainor, brought more than 10,000 to the amphitheater, where amid impressive ceremonies Stone dedicated the life-sized bust of Will Rogers made by Prof. Frederick W. Schwisgardt. Stone told some stories about Rogers and introduced Trainor, who was Rogers' boyhood chum and later his stand-in in Hollywood. Helen Richard read a poem dedicated to Rogers. A eulogy was given by Al Jennings, reformed desperado, now a minister; vocal solo by Harold Hodge and music by Bonham Bros.' Boys' Band.

Ninth annual Coronado National Horse Show opened Saturday night on the athletic field for 13 performances. Cash and trophy awards have total value of more than \$10,000, with awards in 13 stakes ranging from \$250 to \$500.

South African Expo Ups U. S. Act Market

NEW YORK, July 25.—New and promising user of American shows and show talent is seen in South Africa, market being spurred by the country's South African Empire Exposition, scheduled to start September 15 and running thru to January 15.

Half a dozen agencies and scouts are already combing for typical products on the U. S. show shelf, a couple getting the assignment from sources in England interested in the expo, which is a government proposition sponsored by the Union of South Africa for staging in Johannesburg, the principal city.

According to an article in *Today* mag.

reprinted in July's *Reader's Digest* and widely circulated, S. A. is in the midst of a terrific boom, with gold mines paying record dividends and Union called the most prosperous in the world. No mention is made of the expo, however, yarn playing up the country's high economic standing and standard of living.

Calls are coming in mostly for human oddities and Wild West troupes right now, with probability being that other cities, notably Capetown, will stage events of their own concurrent with the fair, or starting at Johannesburg, staying for a couple of weeks and then being toured with the billing, "direct from the Empire Exposition." It's South Africa's first big-time outdoor exhibition, with British Empire figured to co-operate.

LATE OPENING

(Continued from opposite page)
of nudies in Sally Rand's Nude Ranch. Alexander Oumansky is in Dallas seeing about putting on a Lone Star Ballet, to feature Texas dancers, for a world tour. Walter K. Sibley has had tough luck with his huge pythons. Three have died from heat since they arrived in this country; he has three of the giant ones left.

AUTO RACING

(Continued from page 42)
can Automobile Association's revised schedule, to which others will be added: August 1, Harrington, Del., sprints, Ralph Hankinson; August 8, Lewistown, Pa., sprints, Hankinson; August 14, Watertown, N. Y., sprints, B. Ward Boam; August 14, Altamont, N. Y., sprints, Hankinson; August 15, Watertown, N. Y., sprints, Beam; August 15, Altamont, N. Y., sprints, Hankinson; August 16, Pottsville, Pa., sprints, Ira Vall; August 22, Illinois State Fair, Springfield, sprints, Hankinson; August 22, Afton, N. Y., sprints, Hankinson; August 22, Middle town, N. Y., sprints, Hankinson; August 23-26, Wisconsin State Fair, Milwaukee, sprints, Hankinson; August 20, Hughesville, Pa., sprints, Hankinson; September 5, Flemington, N. J., sprints, Hankinson; September 5, Lehigh, Pa., sprints, Beam; September 5, Bedford, Pa., sprints, Hankinson; September 5, Hamburg, N. Y., sprints, Vall; September 7, Flemington, N. J., sprints, Hankinson; September 12, New York State Fair, Syracuse, 100-mile National Championship, Vall; September 12, Rutland, Vt., sprints, Hankinson; September 12, Pottsville, Pa., sprints, Vall; September 18 and 19, Brockton, Mass., sprints, Vall; September 19, Clearfield, Pa., sprints, Beam; September 20, Reading, Pa., sprints, Hankinson; September 25 and 26, Mineola, L. I., N. Y., sprints, Vall; September 26, Allentown, Pa., sprints, Hankinson; October 3, Bloomsburg, Pa., sprints, Hankinson; October 3, Richmond, Va., sprints, Hankinson; October 4, Trenton, N. J., sprints, Hankinson; October 10, Shelby, N. C., sprints, Hankinson; October 10, Wilson, N. C., sprints, Hankinson; October 10, Danbury, Conn., sprints, Vall; October 17, Spartanburg, S. C., sprints, Hankinson.

Heavy Schedules for IMCA

CHICAGO, July 25.—International Motor Contest Association-sanctioned

Birmingham Prospect Is 100% Brighter Than at Revival in '34

BIRMINGHAM, July 25.—Prospects for 1936 Alabama State Fair are bright, conditions being 60 to 70 per cent better than a year ago and 100 per cent better than for the revival two years ago, said Secretary-Manager P. T. Strieder. Among new features will be a Dahlia Show, sponsored by the Dahlia Association of Alabama, a new building, 50 by 180 feet, having just been completed to house the show.

Seventeen counties have entered exhibits. Every commercial exhibitor who participated last year has contracted for space and a number of new national exhibitors have been added. A sellout in this department is near. Premium lists are off the press and are being distributed. Live stock, 4-H Club and Future Farmers of America work have been added.

Live-Stock Show will be confined to Alabama; 100 entries of 4-H Club calves in dairy and beef breeds and about 200 entries in the breeding classes of dairy and beef type have been made. Dr. M. E. Jackson is director in charge of this department. F. W. Burns, extension animal husbandman of the State, is superintendent of dairy breeds. R. S. Sugg,

auto races will again provide features at State and district fairs. Following early-season IMCA-sanctioned meets in Tampa, Birmingham, Sioux Falls, S. D.; Sidney, Mont.; Des Moines, and early Dakota fairs in Grand Forks, Minot and Fargo, three major circuits are about to swing into action covering fairs in the Mississippi Valley and some Eastern and Southern expositions.

Better than 60 racing dates make up the IMCA itineraries this year and reports from A. R. Corey, secretary of the body, show that many requests for sanctions were refused due to unusually heavy schedules already approved.

Headed by J. Alex Sloan, the following are among officials who will represent the IMCA-sanctioning body: Barney Oldfield and Aut Swenson, Los Angeles; Harold (Chick) Hagen, Washington, D. C.; Al Sweasny, Chicago; Jimmy Van Cise, Cleveland; Jess Hartman, Milwaukee; P. K. Olin, Minneapolis; H. W. Welling, Elgin, Ill., and M. R. Wilcox, Beverly Hills, Calif.

ADEL, Ga.—J. T. Dampier, clerk of board of commissioners, has been named manager of Cook County Fair, sponsored by Cook County Post, American Legion, and assisted by a Legion committee and County Agent Harry A. Edge.

EXCELLENT BIZ

(Continued from page 34)
a frequent visitor on the lot in Detroit. He was accompanied by Orrin Davenport.

Mr. and Mrs. Arthur Nelson and daughter, Rosina, visited Theol Nelson on the lot in Detroit.

Quite a number of people from Honolulu visited Tommy Makaena and his South Sea Island troupe of Side Show dancers and entertainers in Detroit. William Schultz, wild animal importer, and Theodore Schroeder, animal trainer, were visitors on the lot in Detroit.

About 12 members of the Idjit Club were entertained by Dorothy Herbert when the show played near her home in Louisville.

Bud Gorman, former equestrian director, was a distinguished visitor on the lot in Indianapolis.

Clyde Ingalls has added several new people to his Side Show troupes of South Sea Island dancers.

Rodney Davis, former member of Merle Evans' Band, visited the show in Detroit. While there he could not resist taking his place in the band with his drum.

The interior of the big top looks spick and span as a new coat of paint has been added to lend color to the Chicago engagement.

HUGH HART and SMILEY CARLTON.

HEAT WAVE

(Continued from page 34)
cline. For first time in memory of any one around here front door was taken down at 8:30 p.m. in Nebraska City. This was done to let out the wagons. Marquee was outside a baseball fence, also side show. It is small and difficult layouts that prove the worth of Cap Curtis and his years of experience. The heat affected Jimmy Johnson.

A recent visitor was Mrs. Henry Oll

bertson, widow of Henry Gilbertson, for years with Sells-Floto Circus, at one time mayor of Fort Morgan, Colo. Mrs. Gilbertson is an old friend of Cap Curtis.

Show arrived in Lincoln, Neb., on Sunday for a layoff, the sixth Sunday so far this season on which no performances were scheduled. Show unloaded on the lot. In Lincoln Barney Oldfield is amusement editor of both newspapers and he has a wide acquaintance among show-folks. Burney and the writer, Bernie Hend, had breakfast on the lot Sunday in Lincoln.

Shortly after 7 o'clock that night a storm came up that assumed the proportions of a tornado. For an hour a dust storm was in progress. Only slight damage was done to the tents. The manager held without losing a rope. Side Show was taken down with only a few small tears. A horse top was torn quite a bit and cookhouse top came down without damage. The big top was only wind rolled. The storm brought some rain, cooling it somewhat, and there was a splendid turnout at the two performances Monday.

THE SHOW

(Continued from page 34)
water to refresh the fatigued circus people "for the show must go on."

This grand circus parade was brought to a close with the steam calliope sounding to the echo as "Crazy Ray" Chotiser played it. When the Two-Hemisphere wagon was in parade in both the Yankee Robinson and Robbins Bros. circuses, this same calliope artist was at the keys. Two other employees of these circuses watched its passing: O. A. Gilson, the leader of the band that last rode the Two-Hemisphere Band Wagon, and "Candy" Meyer, the treasurer and confidential secretary of Yankee Robinson and Robbins Bros. circuses.

To you, Jess Adkins, Zack Terrell, Clyde Beatty, Jess Murdon, your entire executive staff and everyone of your organization (with a figurative pat on the head of your beautiful horses), we extend our heartfelt thanks for all you did by giving your wonderful parade on the first showing of Cole Bros.-Clyde Beatty Circus, in Des Moines. BUT, wasn't it hot!

OLYDE BEATTY TENT,
IOWA RINGLING TOP NO. 1,
CIRCUS FANS' ASSO. OF AMERICA,
Jacob A. Wagner, National Director;
M. S. Denman, Chairman;
George Stroud, Entertainment Committee Chairman.

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PREMIUMS AND SPECIALTIES

No Landes Sale, Declares Buton

Report of his purchase of shows is denied by general agent and secretary

CINCINNATI, July 25.—A report to The Billboard last week that C. G. Buton had purchased the J. L. Landes Shows is denied in a communication from Buton and W. Frank Delmaine, secretary of the shows, sent from Sioux City, Ia., on Wednesday.

Declaring that he has been with the Landes Shows in capacities of general agent, special agent, press representative, lot superintendent and legal adjuster and has never made a bad deal for the shows in five years, Buton declared that Owner Landes should have no reason for selling the shows. He added that he has no intention of buying the shows and expects to continue to work for the interests of the organization.

Secretary Delmaine declared that show executives have an idea as to who started the report, which, he said, is entirely without foundation.

Ladies' Auxiliary of HASC Attend a Bridge Luncheon

KANSAS CITY, Mo., July 25.—Ladies' Auxiliary, Heart of America Showman's Club, gave a bridge luncheon in Trocadero Cafe on July 14. Thermometer stood at 100 but the ladies were comfortable in the air-cooled cafe and enjoyed a luncheon of fried chicken, salad and raspberry ice cream. They played cards, there being four tables of bridge and one of pinochle during the afternoon. Prizes were won at bridge by Elizabeth Rice and Martha Walters and at pinochle by Sally Stevens and Beale Fuller. There were 19 present.

Mrs. C. W. Parker and daughters, Mrs. Lucille Parker Hemingway and Mrs. Gertrude Allen, motored from Leavenworth, Kan., and Mrs. Myrion Ripley Steek, visiting from Pennsylvania, and Mrs. Beale Fuller, from Kansas, attended, besides those in Kansas City for the summer, including Hattie Howk, Margaret Haney, Bird Brainerd, Elizabeth Yearout, Helen Brainerd Smith, Toots Riley, Myrtle Duncan, Blanche Frenels, Etta Smith, Thelma Franke, Elizabeth Rice, Martha Walters, Sally Stevens and Beatrice Fogel.

It was announced that Mrs. Virginia Klins had become a member since the last meeting. It was urged that all get in new members before fall meetings start. It was reported that on Decoration Day the flower committee, Bird Brainerd, Etta Smith, Sally Stevens and Toots Riley, decorated graves of showmen and women in Kansas City cemeteries.

Happyland Is Background In Ford Field Radio Hookup

DETROIT, July 25.—Dumas & Reid's Happyland Shows furnished background for a national radio hookup Thursday night when Ford Field, Dearborn, on which the carnival was playing, was formally presented to the city of Dearborn by Henry Ford personally. This is the only park in the city, and the fact that a carnival was booked to play in it for the annual two-day Homecoming was considered an especial tribute to the Happyland organization.

Formal presentation was broadcast nationally by Columbia and National networks. About 25,000 attended the event on both days. Business in Dearborn was practically at a standstill for the celebration.

SHIPLEYVILLE, Tenn.—G. W. May, of Merryland United Shows, left for Moss, Miss., to start rebuilding a winter show, to be booked up until March 1, when management expects to head east. Ouida May, secretary, is leaving for the East on business trip. During Mrs. May's absence Dot May, assistant secretary, will handle the office. A new office wagon is under construction, also other equipment is being added. Ouida May is sporting a new V-8 Ford. Mrs. Mary E. Land was a visitor for a few days, en route east to her home from Florida.



SNAPPED IN STROUDSBURG, Pa., on July 4. Seated: David B. Endy, general manager Endy Bros.' Shows; Edythe Siegrist and pet dog, Klowney; standing, "Daring Young Men on the Flying Trapeze," Billy, Alfred and Jimmie, of Siegrist Troupe, aerial act, fourth season with Endy Shows, with several weeks to go before apt enters season of fairs.

Showman Killed By Auto on Lot

INDIANAPOLIS, July 25.—Lyle (Pop-eyo) Bolln, 52, Nelsonville, O., employee of Gooding Greater Shows, died here Thursday night in St. Vincent's Hospital following injuries received on the Sherman-Emerson Mardi Gras grounds.

Witnesses said Bolln was asleep in the grass and was run over by an autoist who was backing his car.

Personnel of the shows raised funds to send the remains to Nelsonville, where a sister of the dead showman resides.

115 Rides on French Midway

AMIENS, France, July 20.—Annual Street Fair here not only boasts a midway with 115 rides, shows and concessions but also has the Big Cirque Houcke presenting big-time circus bill in the municipal circus arena on the midway. Other attractions are Hollywood Theater, Lemeay's Menagerie, freak and illusion shows, Water Skooter and Auto Skooter rides, Caterpillar and many other rides, shows and concessions. Street fair at La Rochelle also has a big-time circus, Cirque Bureau, and 60 rides and attractions, including Whip, Auto Skooters, Caterpillar, Galton's Menagerie, Girl Show and many concessions.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

Pool, Mich.

Week ended July 25, 1936.

Dear Charlie:

The 600-mile run here was made in record time, show moving over five railroads, two of them branch lines. Trains loaded and out of town at 6 a.m., arriving here at 4 p.m. All thru-trains were ordered side-tracked and Sunday excursions on the roads called off. Ballyhoo Bros.' Gold Leaf Special was given all right of way. It's really wonderful what a few passes mailed to railroad presidents will do.

Shows' arrival here a surprise to citizens as well as to city officials. A sheet writer had told us that the town was open and, after waiting until 6 a.m. to hear from our agent, the horses decided to make the jump, leaving a notice with the telegraph office so our agent could locate his show.

No lot, no billing and no auspices on our arrival. Just unloaded the train and moved onto the baseball park. The home team being out of town, management decided to make them our auspices. Quite a bit of "hurrah" on their return. They were scheduled to play a neighboring town on Monday. With the show in the air, it looked like a teardown. But everything was soon adjusted. The game started on time by using the Heyday for the home plate,

\$20,000 Awarded For Latlip Death

CHARLESTON, W. Va., July 25.—Capt. David Latlip, Latlip Shows, was awarded \$20,000 by a jury in trial of a damage suit in death of his daughter, Rita, who was killed in an automobile accident in Ironton, O., on November 8, 1935.

She was filling a vaudeville engagement with her sister at the time. Suit was against the Rhinehardt Trucking Company, Portsmouth, O.

Miss Sophie Filkosky and Miss Virginia Latlip, both of Charleston, were injured in the accident. The daughter who was killed was a member of an acrobatic dance team.

Whale Draws in Fitchburg

FITCHBURG, Mass., July 25.—Capt. Mike Dolan, Seattle Whaling Company, with a 68-ton whale played to good business in a recent visit to Fitchburg, when thousands passed up the gangplank to view the monster sea animal. Professor Alexander's Flea Circus was carried. The big ear was spotted on Boston & Maine Railroad tracks.

Mrs. Dedrick Is Improving

CINCINNATI, July 25.—Mrs. T. L. Dedrick, stricken some weeks ago, is speedily improving in St. Vincent's Hospital, Indianapolis, according to a wire received from Col. T. L. Dedrick, president and general manager of Happy Days Shows, who reported good current business in Bloomington, Ind., and advised that Indiana fairs in Greenfield and Rensselaer have been added to the shows' route of fairs.

Special Midway Lighting On Crafts Show, Pomona

POMONA, Calif., July 25.—A double Ferris Wheel, two sides of each to be decorated with huge star-shaped designs, studded by white lights, will be on the midway of Los Angeles County Fair here, it was revealed by Ed W. Blakeslee, in charge of the midway, in announcing that Crafts 20 Big Shows will be here again and that half of concession space in connection with the shows has already been reserved.

There will be 450 feet of concessions, exclusive of rides and shows, area for shows to have a frontage of 500 feet.

Illumination for the midway will consist of long overhead festoons equipped with new multi-colored electric light globes.

the Jersey for first base, the Caterpillar for second and the Waltzer for third. This threw the Kiddie Rides in the pitcher's box. Our twin Ferris Wheels stopped several three-baggers. The Loop-o-Plane was kept in operation in the outfield. One of its dippers caught a home run, winning the game for the home team. This put us in solid.

On Tuesday the shows' giants played the shows' midgets. Odds started at 10 to 1 on the giants. After both teams hit the field the odds dropped to even money after seeing how evenly balanced both teams were in size. On Wednesday the concession agents played the office staff. A 10-cent admission charged. This the office wanted to cut 50-50, after the nut, finally agreeing on the winner to take all. The agents made a side bet of a blanket against a roll of brass and spotted the staff two coupons. Ninth inning found the score 5 to 5, with the agents batting, one man on third and two outs. When the man on third slid into home the game ended in a wrangle. One umpire called him "out" and the other "safe." Our adjuster stepped in, and the agents held the score.

As a whole, the spot was a foul ball. Saturday night our auspices chartered buses, spending the night visiting another carnival 50 miles away. Everybody looking forward to the big one. "Polar Score." MAJOR PRIVILEGE.

Old Rainmaker

SIoux CITY, Ia., July 25.—When J. M. Carmody, manager of the Auditorium, books a carnival, it rains. He announced that rain was in sight after he had completed negotiations for bringing the J. L. Landes Shows to Sioux City. "It always rains," he said, "when I book a carnival." One hour after the shows were unloaded at the circus grounds the first rain in several weeks fell in this vicinity. Not only did it rain, but the wind blew with such force that limbs were twisted from trees and property damaged. Landes Shows were under auspices of Monahan Post Amusement Company.

Auto Crash Fatal For Truck Driver

CROMWELL, Conn., July 25.—Albert Fuchs, 27, Portland, Conn., was fatally injured at 3:30 a.m. Sunday when he was thrown thru the windshield of a south-bound Coleman Bros.' Shows' truck which careened off the Cromwell road and into a large maple tree near the Millane Nurseries, at Station 18. Truck went off the road after it had been struck in the left front wheel by a car driven by Thomas J. Stack Jr., Hartford, who was going to the shore.

Stack stopped his car and took Fuchs, driver of the truck, to Middlesex Hospital, where he died of a punctured lung at 4:35 a.m. Two other men, Joseph McCarthy, Boston, who had just started to work for Coleman Bros. that night, and James Murphy, Washington, D. C., were riding in the truck cab with Fuchs but were thrown clear and received no injuries. Murphy accompanied Stack to the hospital.

Fuchs, who had been with the Coleman Shows nine years, is survived by his parents, Mr. and Mrs. Charles Fuchs; six brothers and two sisters. The funeral Tuesday at Trinity Chapel, Portland, was largely attended by members of the shows.

Midget Dare-Devil Is Injured in Fall

CHISHOLM, Minn., July 25.—Elmer Spangler, midget drome rider with Speedy Loftus' motordrome on Hennies Bros.' Shows, fell from the straight wall Wednesday night of the Langdon (N. D.) Fair engagement, broke a leg just above the ankle and is in a Langdon hospital and will not be able to join the show for about two weeks. This was little Elmer's first serious accident during his career as a motordrome rider.

Three weeks of fair in North Dakota, Jamestown, Fessenden and a split week in Langdon and Hamilton, for the Hennies Shows turned out bad for the organization. Heat was so intense that many showfolks were stricken.

Mike Mandell, who has one of the photo machines with the show, had to be taken to his home in Minneapolis due to illness, and Mrs. Noble C. Fairly suffered a gall-bladder attack on the last night in Hamilton but has about recovered.

Vermont Good for Traver

BURLINGTON, Vt., July 25.—Fair-at-Home, Inc., under management of George W. Traver, is playing Vermont territory with success. Show plays Barre, Vt., on July 27-August 1. Buster Gordon is doing a high fire-dive, with Miss Audrey Mae and Miss Minerva Traver doing springboard work. Showfolks are enjoying the new cookhouse owned by Bill Nuss. Sister Etta Bather is spending the summer with Mrs. Gertrude Nuss. Miss Audrey Oordon is working a penny pitch. Bib and Peggy Malang have a ball game and radio store, with Mr. Abe Kalman and wife operating duck pond and cigaret shooting gallery. Mrs. George W. Traver is still taking charge of the office.

First in for Beatrice

BEATRICE, Neb., July 25.—State Fair Shows opened here for a three-day run on the county fairgrounds, brought here by the American Legion post. It was first of the season and, despite hot weather, was given a good play. Twin Ferris wheels, Tit-A-Whirl, rode, showboat revue, dancers and Prof. Al Roberts' trained wild animal circus were among attractions. Mario and Lefor, aerialists, were free attraction.

Pacific Coast Showmen's Assn

816 New Orpheum Bldg., Los Angeles

LOS ANGELES, July 25.—Heat did not prevent 31 members from attending Monday night's meeting. While awaiting time for opening remarks were made about the unusually large gathering and some wondered how come. Ed Nagle said the reason was plain; that just as the mythical search for the pot of gold at the end of the rainbow attracts many, showfolk were playing a cinch when they came on these hot nights to get what was to many more than gold, an ample supply of Gambrius. That seems like a sensible explanation.

Meeting called to order by First Vice-President Dr. Ralph E. Smith, with John T. Backman as the only other dignitary present. Dr. Smith sent the meeting thru at fast pace to the enjoyment of all. It was noted that many recent new memberships sent finances to a new high. Communications: Felix Burk, no special reason other than, as he said, "lest ye forget." John Miller carded from Frisco, card bearing picture of a big hotel that John was taking the misssus past to observe. Harry B. (Pep) Chipman carded from Bay City, Mich., about it being hot, 92 at midnight, and that the Walter L. Main show, with which he is associated in an executive position, has been doing good business. And George (Whitey) Gore in a letter asked that application blank be sent to a prospective new member in New Orleans who wants to join, and that wherever he goes among showfolks there is always mention of PCSA. Tom Atkinson, Barney Bros' Circus, sent a nicely gotten up folder giving names of all with the show and the menu of the fourth of July dinner served by Steward Elmer Voris, and all gratified that Tom is doing a nice business; inclosed also money order for \$30 for three new members and added that before season closes the show will be very much PCSA. Jack Vanderborg, from Atlantic City, inclosed \$10 for membership, saying he was proud to be in the PCSA fold; asked for five application blanks for prospective new members and said all are getting real money. Will Wright sent check for two new memberships, saying Golden State Shows are doing good business and that he was leaving for Frisco to cool off; in Redding, where the letter was written, thermometer registered 109.

This heat may explain the story Joe DeMouchelle told of him and a companion fishing. The other fellow hooked a monster broadbill swordfish but could not land it. And here comes Joe, jumps on the fish and rides him ashore, the fish, according to Joe, weighing only 650 pounds. Here Harry Pink interrupted to say that from the many unusual sounding stories that were coming to PCSA he moved that there be made a file for keeping stories that entitled the writers to membership in an Ananias club that would be formed.

Theo Forstall wrote of a bit of a lull in new memberships but will send in another big assortment soon; the Kirkendall, who is the "stronger" on memberships, is being along during the heated term. However, Theo made it strong that, also some of the "releases" made by Jack Grimes, chairman of the annual Charity Banquet and Ball, may at first seem a bit unbelievable, they would be made good on and how. Jack's latest in the way of a semi-release or a tentative one is that he wants to know exact length of the big ballroom where the affair will be held and asks: "Don't you think that presenting the leaps would be much of a novelty?" Says that leaps are definitely included in surprise numbers if length of ballroom permits and adds that they are schooling several leapers, including a girl doing a full somersault and full twister.

New members were accepted and five are to be acted upon next week: Harry Fisher, credited to Roy Ludington; J. C. White, credited to Will Wright and William D. Corbett; Jack Vanderborg, credited to John T. Backman and Steve Henry; Tom Atkinson, owner of Barney Bros' Circus, credited to John T. Backman and Dr. Smith; William R. McKittick, credited to Ted Le Fors and Chris Olsen; John D. Foss, credited to John T. Backman and Dr. Smith; John C. (Jack) Bagelow, reinstatement; Dan Kelley, credited to Art Gruber; Pat Powell, credited to John T. Backman and Dr. Smith.

Floyd Rathbun, noted black-face comedian, was introduced and did patter and songs, with Louis Baegalupi at the piano. Dr. Smith asked what would be good subject for the diversion period

and Ed Nagle quickly launched into a talk about some things he had overlooked in a recent talk at a meeting on the Townsend plan. All agreed they had not missed anything and that he could save their part of anything he had overlooked, and before Ed could frame a comeback Doc Hall moved adjournment and Ed is still saving "something." Weekly award went to Harry B. Levine; nice sum and Harry's fourth score. Liquid refreshments and lunch were served by Chet Bryan and Will J. Casey. Season will not last forever, nor will the cocoon gathered. We invite you to think of the matter of investing in PCSA to the amount of \$10 for initiation and dues. One is positively sure to win by so doing.

Ladies' Auxiliary

Meeting of the PCSA Auxiliary was held at 8 p.m. on July 13 with 19 members present. Plans were completed for a party to be held on July 23. Home-made lemon pies, coffee and avocado sandwiches were furnished by Stella Drake and Ruby Kirkendall. A book of by-laws was given each member. A letter was received from Lucelle Kline, plenty of good news, three new members and a month's rent. A gift was presented to our mother of the club, Minnie Fisher, in appreciation of her service. Door prize, pound of chocolates, was won by Tillie Palmatier. Vera Downey won the bingo game and Martha Levine the cash award. Following members were present: Martha Levine, Ruby Kirkendall, Vera Downey, Alfreda Avalon, Pearl Jones, Lucelle Mansfield, Minnie Fisher, Tillie Palmatier, Mrs. Kline, Mrs. Pink, Ada Mae Moore, Gladys Foster, Leona Barle, Stella Lynton, Anna Mesfelt, Stella Drake and Virginia Schaller. Lola Brooks, a guest, was visiting her sister-in-law, Ruby Kirkendall. Mrs. Rick was reported in hospital but on road to recovery.

Pittsburgh

PITTSBURGH, July 25.—Johnny Dobbs and several of his concessionaires and I Kelly with Merry-Go-Round joined Elane Exposition Shows, playing this territory.

Butch Blumenthal Shows played to good business at Homestead Street Fair last week. As a rule carnivals have been getting some highly favorable publicity in neighboring town papers. Editors have been paying more attention to shows, sending out staff men to cover as regular news events.

Maurice Rosen, local carnival man, is catching a lot of shows around Pittsburgh these days.

Joe Cramer, whose Peerless Exposition is playing dates in West Virginia, reports that it has been having good business.

Los Angeles

LOS ANGELES, July 25.—Plenty of heat and beaches and parks are doing big business. Sunday at Venice Pier saw largest crowds in years; same at Ocean Park, where folks came in droves and concessionaires said they were doing nicely.

From Western carnivals come very good reports on business, several former bloomer spots having turned into real winners.

A. C. Barton has a large crew scattered at beaches and making spots with novelties, as has also George Silvers and his flying squadron.

United Shows did big business at Santa Monica Pioneer Celebration Days. Doc Hall, in charge of the equipment, said Hawthorne (Calif.) Fiesta had been contracted.

Local concerns supplying equipment to studios say there has never been such a demand as now. One concern has equipment on four locations; this looks as the flickers of outdoor show life have much appeal.

Doc Cunningham and Bob Winslow are doing bits in a picture being shot at MGM. Eddie Gamble is making many placements at the studios, showfolk for atmosphere and bits being much in demand.

John Miller and the missus, off on annual summer vacation, card they are having a fine trip and will make Yosemite and the high Sierras.

Bill Beeson is again on Venice Pier; also Hart Olson, who has been away several years.

George Moffat returned from a trip

Kansas City

KANSAS CITY, Mo., July 25.—Mrs. Mattie Howk, in Memorial Hospital recovering from a sunstroke and high blood pressure, is expected home in about a week. The Howks operate all game concessions in Fairyland Park.

R. E. Haney, here looking after his rides in Fairyland Park, will return to the Johnny J. Jones Exposition, where he operates rides. He reports good business for his rides on carnivals.

Dick O'Brien, closed with the McMahon Shows and here for a short stay, has not decided as to future plans.

H. L. Whitesell in for a short stay; he operates concessions and has joined the 40-milers.

Owen Dowd, Cliff Adams, Russell Hull and Tommy Cook are late arrivals from the J. L. Landes Shows.

Toney Martone left here on a business trip for a fortnight.

J. C. Pennington a familiar figure around the Coates House.

Philadelphia

PHILADELPHIA, July 25.—Cetin & Wilson Shows, showing Wilmington, Del., this week to fair business, will begin fair dates in Harrington, Del., next week.

George E. Roberts provided attractions for the Big Four day outing in Carlisle Park, Reading, the past week.

W. R. (Red) Hicks, operating in this section with sheet, says business has been good so far this season. Still visits carnivals when in their vicinity.

Andy Bros' Shows report good business in Somerville, N. J., last week, weather being excellent.

Quite a few auto trailers have been added to shows in this vicinity this season. Show people are probably the largest purchasers of trailers. There are several manufacturers of the vehicles in Eastern Pennsylvania.

Block parties and home carnivals got a good weather break the past week and have been doing nice business with legitimate concessions.

Dodson World's Fair Shows

Butler, Pa., Week ended July 18. Business, good. Weather, fine.

The shows had an agreeable surprise with Butler opening with a big crowd, which increased by hundreds every night of week and in the aggregate gave a total of over 30,000 paid admissions thru the gate, altho Saturday was somewhat marred by a big plume that took many out of town. Two painters are busy adorning the fronts and scenery of various shows in readiness for the fairs. Jack Paige has improved an already beautiful show and Mrs. Paige has fully recovered from her accident. She is assisting on the front with openings. Jack Billie had the best week of season with the Bingo. Bert Brundage has the new kiddie ride, "The Blue Goose," quite attractive. All rides are being overhauled and refurbished where necessary. A new line of paper with reproduction of Zachary Gank over Ferris Wheel at Pittsburgh, taken by International News and syndicated by them, is out and being used at Puxnatawny. Lucille Dodson (Mrs. Paul Osborne) and husband have purchased a new trailer; also Mr. and Mrs. C. E. Sherman and Mr. and Mrs. Sam Kaplan. They are "covered wagons," the latest in luxury and convenience. They will be delivered in Du Bois this week. Alabama invested his bonus money in a Yine Hudson Eight. Mr. and Mrs. Paige bought a Pontiac Eight and Burt Miner a Pontiac Six, both new. Over 100 automobiles now on the show. Nancy Miller doing fine with Gay Paree, topping the midway as usual. Ruth Harris, the Cyclone Girl, bringing customers to the Motordrome. Mrs. Clarence Sherman stopped by child labor officials for a time from operating her palmistry camp till they verified her age.

DICK COLLINS.

to San Diego and left for Santa Maria Fair to visit Foley & Burk Shows.

Rhu (Red) McKittick, down from Yellowstone Shows to get the bonus, collected and left for Montana to rejoin. He and the missus have a Ten-In-One on the shows.

Captain Mundy just completed bits on a new Bing Crosby film. Carnival sequence of this picture should be out of the ordinary of such shots, judging from time and attention given that part of the filming.

De Luxe Shows of America

Utica, N. Y. Week ended July 11. Asspices, Elks. Location, Riverdale drive. Weather, hot. Business, excellent.

A committee that gave the show 100 per cent co-operation, together with the fact that Utica was closed to carnivals, made it a profitable engagement. Wednesday and Saturday were children's days and kiddies turned out in full force. They were given a free ride on all rides from 4:30 until 5 o'clock. Nelse Wengate, director of advance, paid the show a short visit. Arthur Canfield, of Baker & Lockwood, paid a visit and obtained several orders for new canvas. Mrs. Harry Ramish, who was ill for several days, is now fully recovered.

Schenectady, N. Y. Week ended July 18. Asspices, Polish National Alliance. Location, Polish Home grounds. Weather, fine. Business, great.

A location that could not be beat, right in heart of city. Rides got an capacity play. The gate showed 25,000 paid admissions. Shows did fairly well, but concessions were not so good. At the kiddie matinee Wednesday and Saturday had over 2,000 kids each day. Friday was Orphans' Day and the City Bus Company brought about 100 orphans. They were given ice cream, hot dogs and cold drinks, a ride on all rides, and each show gave a special show for them.

HARRY RAMISH.

Al C. Hansen Shows

Webster City, Ia. Week ended July 18. Asspices, American Legion. Location, streets and lot. Weather, very dry and hot. Business, satisfactory. Free gate.

Weather man ruined what would otherwise have probably been best still date of the season here. Temperature officially recorded at over 100 during entire engagement. Very heavy attendance, but customers continually milled to and fro without stopping. Practically entire personnel suffered from the heat and Frank Kingman under the weather as a result thereof. Norma and Eddie O'Brien, Harry W. Lamon and Mr. and Mrs. Jack Thompson made flying business trips to Fort Dodge, which is home town of Mr. O'Brien. Several prospective committees from out of town inspected the show here. New transformer wagon now in service and new office wagon rapidly nearing completion. Big crowds on hand Sunday to watch unloading of first railroad show to exhibit here in several years. While in advance of the show here the writer caught the Rubin & Cherry Shows at Waterloo and was entertained by Mr. and Mrs. Gruber and J. C. McCaffery. Special mention this week goes to Lloyd Coffey, manager and operator of the Carola Show. He is a seasoned veteran, a hard worker and knows how to please the public.

WALTER B. FOX.

Frederick Amusement Co.

Central City, Neb. Week ended July 18. Business, fair.

After making a 150-mile run from O'Neill, Neb., in a thunderstorm, Roy From and several others were nearly struck by lightning while setting up one of the trailers which the storm had blown over. Roy Frederick is the owner of a new Tilt-a-Whirl which arrived at Armour, S. D.

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Midway Confab

By THE MIXER

BETTER than half thru the season!
SOON the fairs. Oh, you all-day grinders!

THERE can be two kinds of heat on a midway—self-constituted worst in the long run.

MOST fairgrounds have been dolled up. Will your attraction match?

THERE is a discussion in The Forum regarding the word "gilly."

BEWARE that bugaboo of outdoor showdom—the blowdown.

BLOOM'S GOLD MEDAL SHOWS were contracted for South Louisiana State Fair, Donaldsonville.

HARRY AND ETHEL HUNTING, Polite & Lutto Shows, made a trip to Canada recently.

C. W. CRACRAFT, general agent of the Mighty Sheesley Midway, passed thru Cincy early last week headed south.

ESTHER-LESTER is now working annex of Rex Omar's Palace of Wonders

Charles A. Bonfanti, with Karl J. Walker's Girl Revue on Beckmann & Gerety's Shows last season, left the road and is in grocery biz in Baton Rouge, La.

RACING DERBY float from Barfield's Derby Park, entered by Mrs. O. E. (Doo) Barfield in the Oleander Fete floral parade in Galveston Beach, Tex., won a gold loving-cup trophy.

L. C. McHENRY, ill all winter and spring, info that he is doing okeh in Denver and expects to be back with Beckmann & Gerety's Shows, where he has his wax show, at Illinois State Fair, Springfield.

WHILE the L. J. Heth Shows were at Golconda (Ill.) Fair, H. C. Kilburn was vacationing—fishing on the banks of the Ohio, but quit long enough to deliver copies of *The Billboard* when they reached him as show agent.

MRS. MIX, mother of Tom Mix, was a welcome visitor to Dodson's World's Fair Shows in Du Bois, Pa., where she resides. Arm in arm with Guy Dodson, she went the rounds of attractions and saw the free acts from the office steps.

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75-Player, complete. \$6.25. Including Tax.

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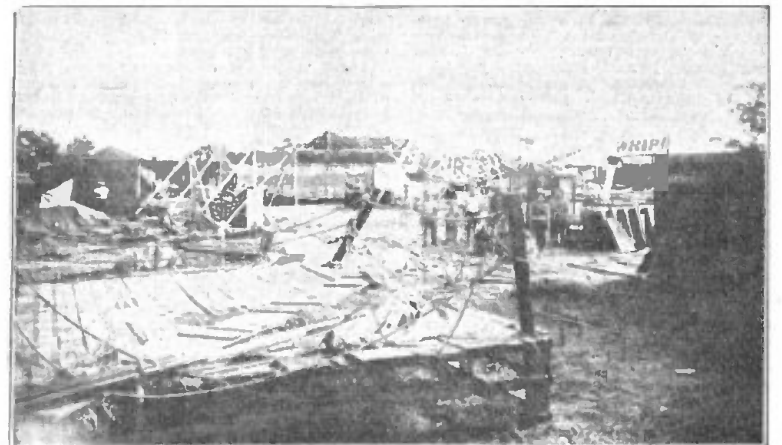
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TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



VIEW OF DAMAGE dealt Majestic Mighty Midway Shows when hit by a blizzard in Parkersville, Ill., evening of July 16. In foreground is wreck of the Athletic Show, and to the left is shown ruined show and concession tops. In the photo (center) are Manager Thomas Forrester and a man and woman who were injured when a wagon in which they were was turned over by the gale. Replacements and repairs enabled the shows to reopen the day after the blow.

on World Exposition Shows, Ted Keller lecturing.

TOM SIGOURNEY, dropping thru Cincy the other day, wanted to know why a high diver or animal trainer is always "captain."

WITH their new and flashy Arkansas Kid ball game on Dodson's World's Fair Shows this season, Mr. and Mrs. Fred Newman report biz as satisfactory.

IN VETERANS' HOSPITAL, Ward B-4, Muskogee, Okla., Frank A. Jennings, Ell Wheel operator with T. J. Tidwell Shows many seasons, is recovering from an operation, writes Mrs. Jennings.

AFTER expiration of a six weeks' contract with Traver Chautauqua Corporation, Buster Gordon, high diver, and troupe have been booked for an additional 15 weeks, he informs.

DURING the South Omaha engagement J. L. Landes Shows had many visitors, including folks from Pete Wright's rides, playing North Omaha, and from Krug Amusement Park.

WHEN Hannies Bros.' Shows played Hamilton (N. D.) Fair on July 16-18 drinking water sold on the grounds at 15 cents a bucket, \$1 a barrel and 5 cents a glass, because of drought, vouchers J. Mardo, of the shows.

SINCE death of his father last year

HARRY AND MRS. COPPING, who have a hospitable hotel in Reynoldsville, Pa., were visitors to Dodson's World's Fair Shows at Du Bois, Pa. Guy Dodson and Harry were associated years ago when the carnival was young and their reminiscences were most interesting. Mrs. Copping, especially, still has the urge for the open road.

DENNY MOORE, whose hand became infected some weeks on the Dodson Shows, is still in a hospital in Washington. It is in serious condition from blood poisoning. It has been necessary to amputate one finger. His fellow workers on the Dodson Shows are much concerned about him.

D'ARCY OIRLS and Leo Hamilton are in their 14th week with the Keystone Shows and have proved a great drawing attraction, bringing 'em to the lot and holding them. Leo reports the engagement has been a very pleasant one. After a couple of weeks more with the show the act goes to New York to work fairs for Phil Wirth and John C. Jaekel.

JACK WILKERSON, assistant to Captain Mahoney in Siam exhibit on United Shows of America, is off Chinese dragons forever. The captain recently received two eight-foot dragons and called on Jack to help force feed the female, Queen Mary. Like many females, he remarks, she started to act a bit contrary and to whip Jack across the back with her wordlike tail and then seized his thumb between her teeth and lacerated it so

badly six stitches were needed. From last reports the two dragons are becoming acclimated and are behaving admirably.

MARK WILLIAMS info that side show booked with Tilley Shows has been doing fair business despite high temperatures and that roster is: Buster Pike, fat boy; Louise Williams, tattoo and escapes; Happy Jack Long, cowboy musician; Billie Wyatt, illusions; Joe Butts, tattooer; Eddie Kelker, front; Dudley Pike, Bill Sloan, tickets; Barney Williams, superintendent; Jean Vanjean (Harry Fink) in annex with Louella Parkins, nurse.

RETURNING from Detroit, where they renewed acquaintances on the W. G. Wade Shows, to Knoxville, Tenn., E. C. McCarter and wife stopped off in Cincy on July 18. Said he is not now with a carnival, altho he has been with many, large and small, for 30 years, but is with a motor finance corporation operating in Kentucky and Tennessee, with headquarters in Knoxville.

DALLAS PICKUPS—Howard Brandt Jr., Gordon-Howard Company, Kansas City, is back in the territory after six weeks at the home office. . . . Hymie Schreiber, Midwest Merchandise Company representative of Kansas City, passed thru latter part of the week for a tour of Texas territory. . . . Rufus Johnson is in town negotiating for work at the expo. His wife is in a local hospital, convalescing from recent major operations.

"That must be quite a small elephant that walks on that tight wire up there," said a man, who appeared to be of somewhat superior intelligence, to Jack Paige, announcing Mills and Mills on the Dodson Shows.

"Yes," remarked Jack, "Two-man power only."

"How do they get it up the pole?"

"Just walks up; it's that kind of an elephant," said Jack, as he did his Joe Humphreys stunt.

JANE GODFREY'S Congress of World's Wonders on Hilderbrand United Shows is featuring Bessie-Bessett (Adam and Eve) to gratifying results. It is reported. Roster includes Jane Godfrey, owner; Lawrence LaLonde, in charge of inside and flat openings; Wally Reese, second openings; Jerry Godfrey, Doug Douglas, tickets; Bessie-Bessett; Little George; Zobalt Brothers, fire act; Marvo, fat boy; Trixie, fat girl; Chandra, glass walker, iron-tongue act; Rose Sheffield, shooting-thru-woman; Violette, half lady; Edith George, mentalist, and Sanford, magician, sword box and illusions.

PERSONNEL of Pan-American Shows paraded to Lakeside Cemetery, Pekin, Ill., on afternoon of July 15 to pay homage beside the grave of W. R. Flanagan, who died and was buried in Pekin in 1930 while with the Gold Medal Shows. A requiem was played by the Page Kiddies' Band, and the Rev. E. V. Young, Pekin, delivered a memorial sermon. Taps were sounded by buglers and photos were taken by *The Peoria Journal-Transcript* and used in that paper. Showfolks were thankful for co-operation of the press and the Rev. Young, reports Al Kish.

COL. M. L. BAKER has two attractions on Crystal Exposition, Circus Side Show, 20 by 80 top, with 10 banners, and pit show, 20 by 40, with seven banners. Side-Show roster: Colonel Baker, manager and talker; James O'Brien, J. V. Vaughan, tickets; Silidena, escapes; Baker's knife throwing; June Trinkle, blade box; Ruby O'Brien, snakes, Punch and Judy, vent; Bozo, comedy juggler; Paul Manny, fire act; J. D. O'Brien, human pincushion. Pit Show: Mrs. Baker, front and tickets;

July-August
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Ola Staples, lecturer; inside, snakes, What-In-It? Chinese dragon, horned toads and Mickey Mouse. Both shows report a big Fourth of July in Galax, Va.

TAKING advantage of real heat that reached Los Angeles, parties of show-folk have been going in for deep-sea fishing and trips have not been without thrills. Neal Eastman landed a baby blue shark and large string of rock cod and halibut. Mike Silvers, trying to land a big one, fell overboard and was saved by Nate Alpert and Charlie Frank. When Charlie Frank was at the oars of a fishing boat, getting set to beach on a rocky shore, giant combur sent the boat high and dry. Nate Alpert received severe lacerations on head and body and Frank severe cuts and Neal Eastman suffered a wrenched ankle and body bruises. But they are planning another trip. In this party were Mr. and Mrs. Neal Eastman, Mike Silvers, Charlie Frank, Mr. and Mrs. Manny Pevin, Tony and Ann Karl and Nate Alpert.

IN LAST issue appeared an item about Nancy Miller, fan dancer, running up against the law in Johnstown, Pa., when she dropped both of her fans while dancing. The item also said that a newspaper published the following statement: "Unable to raise \$1,000 bond, she went to a chilly jail cell wrapped in a heavy coat." It was a FACT that Nancy had trouble and the reporting of what the newspaper carried was ANOTHER FACT. However, Nancy in a letter to us takes exception to the statement quoted from the paper. She claims she was not placed in jail, that the incident was just one of those things with which showfolk are familiar and that the trouble was settled without any bad effects upon either her or the Dodson Show.

JUDY DAVIS returned to Jersey City after a two weeks' visit with Howard Bros.' Shows as guest of Short's Musical Revue, starring Marie Morris, and while there he witnessed a double birthday party for Mr. and Mrs. Roy Howard, who celebrate their birth anniversaries on the same date; wedding of Irene Lucas, dancer with Short's Musical Revue, to Boots Harvey, specialty dancer with the same show, and also wedding of Fat Davis, of the same show, to Bill Sisco, singer. A large party was given them by the entire personnel. Mrs. Carrie Short also celebrated a birthday at a party given her by her son, Lloyd A. Short, director of the revue. Business was swell in Morgantown, W. Va., and, except for a storm, everything was peaceful.

FODDIE POUPIN visited Krause Greater Shows, with which he formerly toured, at the Firemon's Jubilee, Barnesboro, Pa., and reports business very good. Said show had nice lineup of attractions, with thousands on grounds every night, and that Tom Mehl has the Minstrel Show and Cash Miller the Side Show; Carl Morrison, foreman of Dangler; George, electrician, and C. A. Reed, wheel foreman, are sporting new cars. Harry Morris, lot man, back on job after being in hospital a few weeks. Dad Carry, of pop corn, still handling mail and The Billboard. Earl Henning, with pitch-tilly-you-win; Bob Colman, corn game, and Morris Michels, of cookhouse, went to Philadelphia for a few weeks' rest. He reported Nit Wit Sisters Sewing Circle has a few more new members.

DURING World of Mirth Shows' engagement at Kenmore (N. Y.) Centennial the mother of Mrs. Grace Marlon, who operates the pop-corn concession, was a visitor early during the celebration, but following her return to her home at Rochester was stricken with an illness that became fatal. She was buried at Rochester. The mother of Lorena Bush, of Akron, O., feature accordion player, and the parents of Shirley Sherman, of Pittsburgh, specialty dancer, both girls with Elaine Owen's *Follies Bergere*, were visitors. "Red" Hunt-singer, of the Shorty Adams cookhouse staff, was joined by his wife and two small children from Jacksonville, Fla. Following the centennial finale Saturday two concessioners, Murray Leavins and Max Berman, en route to Rochester, were involved in a highway accident. Reports indicate both were quite seriously injured.

DURING the Memphis, Mo., engagement of the Dee Lang Shows members were entertained all week by Mrs. Elizabeth Anderson, member of the Missouri Show Women's Club, who resides in Memphis. On night of July 2 a special party was given after show hours to cele-

brate the 16th wedding anniversary of Mr. and Mrs. Earl Riebe. Big supper and cold refreshments were served, and Jack Polk, of Barnes-Carruthers, kept things lively with humorous stories. Present were Mr. and Mrs. Jack Polk; Bob Vogt and D. Downey, Graham Covered Wagon Trailer Company, Iowa City; Mr. and Mrs. Dee Lang, Mr. and Mrs. C. D. Todd, Mr. and Mrs. Cobb, Mr. and Mrs. Lou Finch, Mr. and Mrs. Earl Riebe, John Swencny and Bill Baker, Lang Shows; Violet McFarland, E. B. Kent and Stillman Bell, nephew of Mrs. Anderson. Guests voted "Our Bess" a wonderful friend and hostess.

Beckmann & Grety Shows

Racine, Wis. Week ended July 18. Location, Durand road. Weather, good. Business, satisfactory.

Show train made a good run from Menominee, arriving in Racine about dusk Sunday. An immense crowd which had been waiting the arrival of the show train for several hours milled between the unloading crossing (which was nearly opposite lot) and the showgrounds until midnight Sunday, taking in every detail of the unloading operations. The writer entertained representatives of the local press and WRJN radio station in the show press office during the week and is particularly indebted to Wash Kane, city editor of The Journal-Times, for the publicity given the show; to Dorothy Lawton, of the same paper, for her feature stories, and to Wayne Cribb and Herb Mann Jr., of Radio Station WRJN, for the many nice things they had to say about the show and its personnel. Dorothy Boland, now being featured in the Motor-drome at Riverview Park, Chicago, spent a day on the lot visiting her many friends. Other visitors included Nieman Eisman and Louis Clavor, of the Nieman Studios, Inc., Chicago, who went home with a few nice orders for banners. Accompanying them was Frank Glatz, also of Chicago. S. T. Jeanop, president of the U. S. Tent and Awning Company, and J. A. Morrisey, of the same company, were visitors and wrote up a few orders. They were accompanied on ride from Chicago by Arthur (Army) Baird, who a number of years ago had several attractions on this show. A special performance of the Gay New Yorkers, Karl Walker's girl show, will be given exclusively for the show employees Thursday night at midnight during week the show plays Sheboygan. All revenue for this special show will be turned over to the Showmen's League burial fund. In addition to the musical program and other features a kangaroo court will be held in order to derive as much income as possible.

KENT HOSMER.

United Shows of America

Minot, N. D. Week ended July 4. North Dakota State Fair. Weather, dry and warm. Business, fair.

The first fair date of season and gross business about same as last year, probably owing to continued drought in Central North Dakota for last 60 days. Real warm days with a burning sun kept people away but enormous crowds jammed the grand stand and midway nightly and stayed until the wee hours of the morn. Henry Pinke, secretary-manager, deserves credit for putting this fair over with adverse conditions staring him in the face. Bill Johnson, managing editor of The Minot News, was a nightly visitor to press wagon and backed show to the limit with human-interest stories of the celebrities of the midway. Radio Station KLMP, of Minot, ran a remote control line to the midway and programs were placed over the air daily by show entertainers. Every attraction on the midway had a program of its entertainment from the interior of theater, while descriptive talks of the fairgrounds and midway were given from top of the Ferris Wheel in the rear of the pleasure zone. Denny Howard and John R. Castle away on business trips. Billy Swanson, local girl and one of features with Calvert's *Hi-Hat Revue*, crashed front page of *Minot News* with picture and story on local girl who makes good in musical world. Jess Murray, of Dodgem, and Ployd Bries, of Loop-the-Loop, had a busy week on their respective rides. Mrs. Francis Halverson away on a trip to her parents' home in Wisconsin. Mrs. Floyd Bries on a flying trip to Winnipeg, Can. All workmen and ticket sellers resplendent in new uniforms for first fair. Two Chinese Dragons received by Captain Mahoney for his "Slam" exhibit. Thad Rising keeping things hot on *Harlem on Parade*, all-colored musical attraction. Sunny Lohmar and Murray Lorber still the Beau Brummells of the midway, with Ed Karn running a close second with his bloomers. June Dyer,

from Pacific Coast, joined here for a visit with her mother during vacation period. Visitors included J. H. McGuire and Frank Talcott, of the North Dakota State Fair for Fargo; Mr. and Mrs. Dan McGowen and Mr. and Mrs. Ralph Lynch, of the Grand Forks, N. D., Fair; Mrs. P. T. (Ma) Streider, wife of the secretary of Florida State Fair at Tampa; J. C. Sucktorff, of fair at Sidney, Mont.; R. F. Mills, general passenger agent of Great Northern Railroad; Col. Speedy Wallace and George Volker, of Minot; Chief of Police Garrison of Minot and District Attorney Pulda, personal friends of Mr. Hirsch's. George Reinhardt, with a large beer parlor on midway called "Slippery Gulch Saloon," enjoyed a good business. ROY B. JONES.

Golden State Shows

Week ended July 12. First four days Vacaville, Calif. Auspices, Fire Department. Weather, ideal. Business, very poor. Last two days Dixon, Calif. Holy Ghost Celebration. Weather, warm. Business, good.

The least said about first spot of week the better, as business was bad and it was the first bloomer of the season. Many members took the opportunity to visit the No. 1 show at Sacramento. Mr. and Mrs. Elmer Hainscombe were visitors and were the guests of Mr. and Mrs. Will Wright. Elmer very much interested in hot wagon which he was instrumental in building. Short overnight jump to Dixon, which was a big change from previous spot, as big crowds greeted the show for its opening Saturday night, shows, rides and concessions all doing nice business and not closing until 1:30 a.m. Sunday another big day, with play starting at 9 a.m., but crowd thinned out in evening. Carl Tyrell's new funhouse is hitting on all cylinders. Harold Lewis, Skooter foreman, very proud of the fact that Sunday broke all previous records for one day's receipts on his ride. Harry Taki, who has seven concessions on show, had his trailer overturn on the run to Dixon. No one was hurt but a lot of stock was broken. A number of visitors from the No. 1 show on Sunday, among those noticed being O. N. Crafts, Phil Williams, Mr. and Mrs. Roy Ludington, Ed Smithson, Joe Krug and Harry Bernard.

R. M. SMITH.

Crystal Exposition Shows

Roanoke, Va. Week ended July 18. No auspices. Weather, good. Business, bad.

Show played just outside of city limits in plain view of the highway. Attendance very light every night. Twelve colored performers and musicians joined here to enlarge the Darktown Strutters—leaders, Will Talley, George Baldwin; Will Talley, trumpet; George Baldwin, banjo and piano; John Kelly, trombone; R. L. Dickson, trombone; James Douthitt, saxophone; Arthur Connor, traps; Edward Deloyd, bass drum; Blanch Baldwin, blues singer; Pearl Connor, leading chorus; Ella May Rolwin, Sarah Bates, May Snyder, chorus girls; comedians, Elmar Stroud, Edna Talley, Arthur Connor; Charlie Small, tap dancer; May Francis Talley doing special numbers, and Mama Shane in charge of wardrobe. Professor Russell has charge of front and makes openings. All the folks did plenty of shopping here, and this is one spot where it can be truthfully said that the show left a great deal more money in town than was taken out by it. Manager Bunta bought a new Buick sedan here.

PUNCH ALLEN.

Barney Tassel Shows

Mechanicsburg, Pa. Week ended July 18. Auspices, Mechanicsburg Athletic Association. Weather, hot. Business, fair.

Manager Barney Tassel reports an improvement in business over last week's stand in West Fairview, Pa. Extremely hot weather made moving difficult. Workers had to use newspapers or gloves in handling steel sections. At end of last week's stand local electric company sent green meter reader, who handed in bill four times usual amount. An appeal straightened things out. Outfit here running in competition to near-by Williams Grove Park. Week of July 20 scheduled for Danville, Pa., auspices Friendship Fire Company. Will then cross Pennsylvania into New Jersey and head south for fairs.

Pan-American Shows

Pekin, Ill. Week ended July 18. Location, Soldiers' show lot. Auspices, Junior Jeffersonian Club. Weather, hot. Business, fair.

Moved to Pekin from Peoria, a 10-mile move, and showed to a fair amount of paid admissions. However, hot weather prevailed the entire week and cut attendance down to a minimum. Silm Lewis recently purchased a 30-passenger bus for the colored minstrel show. Has built elevated seats, bally front and is repainting show inside and out. Sunday was the birthday anniversary of J. R. Strayer, manager, and a dinner party was held at a local club in the evening, with Bobby Mack, general agent, acting as host. Mr. Strayer received many nice gifts. The Page Kiddie Band has made two 15-minute broadcasts over Station WJBC and show enjoyed the visits of entire staff during the week.

ROBERT MACK.

W. A. GIBBS SHOWS

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ATHLETIC MANAGER AND PEOPLE. Must put deposit in office, Mowata, Ill. this week; Charleston, Ill., and Fairs to follow.

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Cook House, Fat Show, Giant Show, Mowata, Ill., July 27-August 1. Charleston, Ill., Fair following week.

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Made in 30 sets of 100 cards each. Played in 3 rows across the card—top up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

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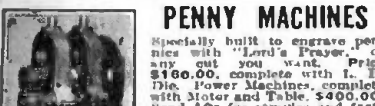
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JACK CHAMPION, Manager.

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One Week in August, St. Michael's Ball Park.
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Agents for Buckets and Blum Skillo. Long list of cars. 50/50 proposition with no nut. H. O. Murphy and Harold Phillips, wire or come on. **CHARLEY LEE, Cumberland, Ky., this week, care Majestic Expo, Shows.**

FERRIS WHEEL WANTED
Will purchase for cash or terms. EM No. 6, in good condition. Give best price, condition and location.
HARRY A SCHWAB, Middletown, Del.

Along the Expo Midway at Dallas

By GREGG WELLINGHOFF

DALLAS, July 25.—Alyce Siemens is doing a column for *The Dallas Morning News* during her stay. Column sticks to theatrical personalities at the expo in "atroller" type of writing.

After six weeks at *Cavalcade of Texas*, where he played a leading character part, Jack O'Shea took over the Nudist Camp in Streets of All Nations.

Monday must have been Dallas Exposition Day at the Frontier Centennial Show in Fort Worth. J. Ed Brown, Paul Massmann, W. F. McHenry, Bill Kittrell, Clinton Bolton and many others were seen at the Jumbo performance.

Willie Buck and wife returned to Chicago after a week as guests of J. Ed Brown.

Al Hodgkiss, a director of San Diego exposition, was a visitor on Monday, renewing acquaintances with many showmen who played San Diego last year.

George White, *Scandals* producer, is in town discussing possibilities of bringing his show here next month.

Extreme heat last week brought the "dead" to life. In *Cavalcade of Texas* actors "killed" in battle found the sand too hot and were forced to crawl off stage before curtain.

T. R. Hickman changed his ham and bacon flasher to a Pitch-Till-You-Win. Nat D. Rodgers, managing director of Streets of All Nations, has been on the sick list; heat and overwork.

Jay C. Mason, recent arrival, is playing the priest character part in *Warden Leaves Crime Show*.

During the storm Monday night Frank Zambrono, manager of Ripley's Odditorium, opened his doors to the public. Odditorium was packed when one of the attendants suggested that they all join in song. Marvello, fingerless piano player, was at the piano and in his excitement did not notice that the keyboard cover was down during his playing. After the storm, with lights still out, a show was presented for benefit of those who had paid to get in the Odditorium, and (Believe It or Not) the show was given on 11 stages with aid of one flashlight.

In Midget City a showman's hunch saved many from possible injuries. Manager Billy Collins saw the queer-looking sky long before the storm arrived and ordered Midget City cleared of patrons. Shortly thereafter the heavy iron smoke stacks of the Showboat toppled into Midget City midway, where ordinarily a large crowd promenades.

Stanley Graham, president of Graham Enterprises, Inc., arrived on Tuesday by plane from the Cleveland exposition to look over damage caused by the storm on Monday. Billy Collins, his general manager, took advantage of his boss' presence and spent a one-day vacation in Fort Worth at the Frontier Centennial.

John Murray Anderson, one of Billy Rowe's execs, was a visitor at the Dallas show.

Barney Oldfield, one-time auto racer; George Moran, of Moran and Mook fame, and Harry Richman, night-club star, were visitors.

Hilderbrand's United Shows

Olympia-Tumwater, Wash. Week ended July 11. Location, Pacific highway at Ruby's Tavern. No auspices. Business, good. Weather, fair and rain.

Settling a controversy on the Pacific Coast regarding the drawing power of the Hilderbrand Shows, only one in this territory carrying a marquee, officials of the organization were unanimous in deciding an acid test by deliberately setting the show five miles from the city on the Pacific highway. The contention of officials of this organization was that location does not matter if one has something worth while to offer the public. The test proved the officials' point of view by an increase of attendance from 1,000 the first night to over 5,000 the last night. This showing was created by radio broadcasts, ads in newspapers and hand dodgers delivered to every home in Olympia, featuring the Four Jacks, Charles Soderberg, Lillian La Franco and the Vardens. Interviews were made with these featured acts over the radio and personal interviews given the newspapers under direction of Lucille King. The Municipal Bus Service cooperated with the organization by extending its bus service to the grounds.

Special parking space was provided by the show and supervised by the employees. Hilderbrand's has passed its 1936 gross receipts. As a fitting celebration to this event, O. H. Hilderbrand entertained the organization at a banquet at the cookhouse. Samuel J. Elias received a rousing reception upon his return from a trip to Los Angeles. He was greeted at depot by American Legion Band and Drum Corps and escorted to the midway, where Elias entertained the entire show at a banquet in big top of Jane Godfrey's Tan-in-One. He went to Los Angeles to collect his bonus. Mr. and Mrs. Ben H. Martin have as their house guests their uncles, Pete Severson and Jim McLeod. They will remain with the Martins one month. Mrs. Nadine J. Promm, of Portland, the former Mrs. Hilderbrand, was a guest of the writer while en route to Seattle. Visits were exchanged by the West Coast Shows and the George T. Scott Shows. Mr. and Mrs. Fred Webster are operating two girl shows. Webster is now featuring *Vaudeville Vardens*. Major John Jacoby and family spent two days in Seattle on business. The license tax on all trucks and cars on the show for Washington was \$75. Quite a difference in Oregon, where license for same equipment was \$1,000. Pat Hill was a nightly visitor. Mr. and Mrs. Jack Hanley returned to the Artist Models Show. Ward Russell and Don Quinn visited from the West Coast Shows. Bill Wilcox, of Seal Bros. Circus, was a visitor. The Leon Whiteheads have enjoyed a prosperous season. Mr. and Mrs. Earl Kelly have added two concessions. Mr. and Mrs. O. H. Hilderbrand left for a week-end in Seattle. Mr. and Mrs. E. Picard and daughter, June, left for a visit to relatives in Bellingham. Eddie Edwards joined the Martin Loop crew. **WALTON DE PELLATON.**

Dee Lang Shows

Memphis, Mo. Week ended July 4. Auspices, Business Men's Association. Location, around the square. Weather, fair but very warm.

With the assistance of a live-wire committee July 4 business was very good. There were five free acts. That attracted crowds at 1 p.m. and 7 p.m. each day. During the day on the Fourth the weather was too hot, but as soon as the sun went down the crowds showed their appreciation from the relief of the hot sun. And soon the streets all around the square were packed. All shows, rides and concessions worked overtime. The Minstrel Show several times during the evening was sold out before the next performance. Mrs. Elizabeth Anderson, resident of Memphis and formerly in the show world, was in charge of the arrangement and entertaining committee, and under her able guidance all was handled 100 per cent. The show has added several new attractions and one especially attractive is the Drive-Your-Self Automobiles. In the Snake Show several large snakes have been added. The cookhouse has been working overtime under guidance of Frank J. Klein. John Sweeney's corn game is going over big. Lloyd Stabler's Loop-o-Plane doing a capacity business. Mike Schemmell's Chair-o-Plane going good. John Mathies' double Ferris Wheel doing fine. Pollard's frozen custard enjoying good business, as is also Ribbe's popcorn and peanut stand.

Monmouth, Ill. Week ended July 11. Auspices, American Legion. Location, 11th street and A avenue. Business, good, with a big day on the 11th.

The Dee Lang Shows have been enjoying good business on celebration dates and will soon play fair dates. The company has added several new trucks and trailers. **DAD HAHN.**

Zimdars Greater Shows

Winona, Minn. Week ended July 11. Auspices, Ball Club. Location, East End Ball Park. Weather, very hot, 110 in the shade. Business, worst of season.

Committee was a real live bunch. Did all in its power to make the affair a success. Put plenty of water on the ground to lay dust, but it was of no avail. Ralph Bundon, an employee of Jake Miller, broke a leg and two fingers were amputated. He was mounting a tire when the tire rim broke and struck him. Plant show and girl reviews for shows were top. All rides did a fair business. Visits were exchanged with members of Rubin & Cherry Shows. Noble Fairly, of Honies Bros. Show, was a visitor. Writer met three friends on Rubin & Cherry Shows—Shorty Batz, Bob Sherwood, Rubin Gruber—and jackpots 30 to 35 years back were in the cutup. To showfolk, be sure you are right with truck shows before going into Iowa and Minnesota. **CHARLES SEIP.**

Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, July 25.—Harry Brown, who makes pottery out of clay in the Pacific Clay Products Exhibit in the Federal Housing Building, has made many friends on the midway. Jack Bailey, talker for the Paria Show, has an hour's program on Station KFSD. Jack (Freckles) Smith operating a balloon dart game in Tim Pan Alley.

Billy McMahon's new show, the Keyhole, is a money getter. Howard Foote has added Rosalie and Fifi La Verne, dancers, to his Little Egypt Show. Patricia Hines, illusionist with the Mardoni Show, while being "sawed" during a performance, was nicked by the saw. She fainted and was revived at exposition hospital, where the cuts were treated. Red Allen, formerly of the shooting gallery, has opened a concession on the Walk at Mission Beach. Ray Steffy has added a new flash giveaway to his rock and rye concession. Arizona Joe Monroe had a relapse after being released from the County Hospital and was rushed back; little hope was held for his recovery. Tony Tremp, owner of the Monster Show, is providing every need and best of care. Etta Lee, double for Anna May Wong at the Hollywood Show, left for Fort Worth to join the Sully Rand show. Frank R. Brown, her husband and double for Harold Lloyd, has joined the Hollywood Show in Cleveland. Tony Mandelle has opened a clothespin concession at entrance of Tin Pan Alley, with Eddie Iams and Larry Regan in charge. Ray Holmes now managing the shooting gallery for John Boggs. John Silvers, who operates auction store, left for Dallas to look after his concessions. Colin Tomik, formerly of the Venetian ice shop, is now in the Buckingham linen shop in Spanish Village. Isaac Dabab left for Dallas. Molly O'Neill returned from Chicago to be with her husband, Eddie Comstock, manager of Nudist Colony in Zero Gardens. Connie Lee, candy-flora concessioner, back on the job after a brief illness. Jerry Garman, emcee of Granada Cafe, returned after two weeks in Dallas. W. W. Lewis is connected with the Joe Callahan penny press. Christina Crawford is new operator in Photo-of-You. Joe Summers, piano accordionist, has been engaged by Eddie Wakelin to assist Happy Johnson on the bally in Tin Pan Alley. Harry Lawson, dispatcher of roller chairs, fell off his bicycle and fractured a leg. Tom Cunningham has taken over his duties. Ben and Rita, entertainers, and Bernarvey, handwriting expert, are being featured in Palisades Cafe. Gabriel Dennis, secretary of the treasury of the Republic of Liberia, made a round of the midway. A luncheon was served in his honor at the Casa del Rey Moro.

Crescent Shows

Ketchikan, Alaska. Engagement ends July 12. Location, Main street. No auspices. Weather, rain seven days out of 10. Business, fair.

The show has played in rain almost each week. Show opened April 24 and has followed a route from Penticon to the west coast of British Columbia and then along the coast to Alaska. Show is now en route on the steamer Ballingham to Juneau for a week stand there. There being no transportation available, the show chartered the steamer Ballingham to haul it for the remainder of the Alaska trip. Show will play Sitka, Petersburg and Wrangle (all in Alaska) in the order named. The show has 33 people, 4 rides, 2 shows, 10 concessions, and when on rail travels in two baggage cars. The season has been fair from good. All the shows, rides and concessions are operated by the show and no independent concessions are allowed. Mounted on a Chevrolet truck, the show has a new calligrapher for street advertisement. Also a loud-speaker system for street advertisement and music on the grounds. Office is in a beautiful truck. Four different types of window and litho advertisements are used to bill the show. The Mix-Up is equipped with a Wurlitzer organ. Show operates under a free gate. The show does not go in for banner advertisements. **HENRY MEYERHOFF.**

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 25.—Last week our visitation in behalf of the association took us to Corning, N. Y., on July 17, where we visited Kaus United Shows playing Kelly Field. Among novel features is a different type of platform in the Minstral Show in that it has a runway into the audience portion of the top. We were somewhat surprised to find a trained dog act in the side show.

Executive staff includes J. E. Kaus, manager; Adolph J. Kaus, assistant manager; William C. Kaus, general agent; E. B. Roberts, special agent; Miss T. E. Kaus, secretary; Walt Kellam, billing superintendent; and Eddie Cooper, superintendent of midway. Our schedule for this week included Strates Shows in Rome, N. Y.

Local County Court on July 17 handed down a decision that distribution of attendance prizes in this State is legal, particularly when no fee is charged for participation. Although the case arises from a so-called Bank Night operated in connection with an indoor enterprise, its application to similar efforts in the carnival industry is quite apparent and we feel that this decision will be of considerable assistance to the carnival industry in New York State. Shows particularly interested in this case can obtain detailed information by communicating with the ACA office.

By this time all shows in the association should have received Bulletin No. 4, issued on July 15. Any member show which has not received this bulletin is requested to communicate with the ACA office. Visitors at the office included Matthew J. (Squire) Riley, general agent of Strates Shows Corporation.

Marks Shows

Cumberland, Md. Week ended July 11. Auspices, American Legion Athletic Association. Location, Community Ball Park. Weather, hot. Business, poor.

It might have been the exceptionally hot weather or it might have been the week following the "Fourth," but whatever it was Marks Shows played a "blower" here this week under auspices of the American Legion Athletic Committee. Prof. George Stoltz joined here with his band and is now dispensing music for the "Four Devils," the Jack Schaller free act unit, and Jack Rinehart's Lone Star Ranch Wild West Show. Rinehart had the only show to register increased business during the week. Eddie LeMay came home this week with his wife. George Welch closed at Kitchanning and left for independent dates, having added a custard machine to his restaurant equipment. Mr. and Mrs. Charles Hudspeth came on for a few days to superintend the building of the writer's Crime Show and left for Philadelphia to assemble more equipment preparatory to opening next week. A special children's matinee Wednesday afternoon netted fair returns, but the high spot came thru a matinee tieup with a leading low-priced department store, conducted Saturday from 10 a.m. until 12 p.m., followed by the usual Saturday afternoon matinee. The department store distributed more than 5,000 tickets on purchases made at its counters and most of the tickets were put into action. The tickets called for free admission to the grounds and rides on the Merry-Go-Round and Caterpillar. The "stunt" harvested quite a few extra nickels and led to considerable publicity thru the local broadcasting station and the two daily newspapers. The ride department led the shows here, with the Ferris Wheels, under direction of "Slim" Cunningham, taking the lead. The electrically lighted arch, brilliantly flashed, built by Cunningham several weeks ago, paid dividends. Midge Gurley closed with the front-gate ticket department and his duties were taken up by James (Farley) Hester, mail and The Billboard agent. Cash Miller was a surprise visitor here, spending a large part of one afternoon with old friends on the lot. George Baldwin was another visitor, stopping in for a chat with President Kaus. Shows at Connellyville and Smith's at near-by Westport. Charles Boultry (the Boulder Kid) rejoined Rinehart in various capacities and more recently foreman of the Lindy Loop, was stricken with a serious illness here and left for home, accompanied by his wife, Bobbie.

James (Blackie) Litchfield has been promoted to foreman, vice Davis. Bernard Raftery has joined. Jack Martin's Japanese rolldown game received praise from visitors for beautiful flash of useful merchandise. Fred Bennett, home agent, also has several booths that attract much attention. Mrs. Margaret O'Connor continues to lend the penny pitch games by her diligence and personality. CARLETON COLLINS.

Intermountain Shows

Pocatello, Ida. Week ended July 5. Location, downtown on streets. Weather, great. Business, big. Auspices, Chamber of Commerce and American Legion.

First show here in 15 years. With the Chamber of Commerce and American Legion auspices and every public-spirited citizen interested, this was a red one for everyone. Verne Newcombe deserves the highest awards for his untiring efforts to make this promotion successful for all concerned. Fine bands from near-by towns, parades every day, Indiana, rodeo champions, fireworks at university grounds drew large crowds. Show entertained potentes from Idaho and Utah. Visitors on lot were Governor Ross of Idaho; William E. Borah; Frank Martin, Intermountain Shows' attorney and running for governor of Idaho. Ted Levitt, son of the late Vio Levitt, was missed by all trouper during this engagement. He was taken off train at Payette, Ida., and brought to Rosary Hospital, Ontario, Ore., where he was operated upon for ruptured appendix. At this writing Ted is back. Mr. and Mrs. Fred Wood and daughter, Betty, enjoying their new house trailer. Jack Elhart and wife added another concession, making three. Little Tommy is mascot of midway. Mickey Wilson and wife now handling five concessions. Monty Montgomery and Frankie Johnson now have five. Lester Howell has a new pop-corn and candied-apple concession. Roy Green, ride foreman, has the new star built for the new No. 5 wheel. The new girl show, managed by Ted Levitt, is novel. Frank Ward, agent, sporting a new Buick after a trip from Nevada. Claude Renner is now special agent and fills Ferris Wheel space every week with banners. Show also playing fairs, rodeos and celebrations in Idaho, Utah, Nevada and California. FRANK WARD.

Majestic Exposition Shows

Appalachia, Va. Week ended July 11. Business, good. Location, in town. Weather, very warm. Auspices, Ball Club.

Mr. McHendrix has taken over the dining hall. At present he has Mrs. Jewell McHendrix as cashier. Candy Sabath is doing the purchasing. Larry O'Neil is on the griddle and Jack Conway has charge of the kitchen. George Willis and Benny Smith are the waiters and assisting Conway are Andy Williams and Frank Owens. The crowd went to a dance at Big Stone, Va., last week and had quite a time until late in the morning. Vera Stebler was crowned queen for the evening. Betty Miller was one of maids to the queen and Libby Stebler was the other maid. After the dance everybody went in swimming. Among some of the folks there were Mr. and Mrs. Charles Lee, Mr. and Mrs. Pat Lynchium, Mr. and Mrs. Reed, Mr. and Mrs. Pass, Jack Mansfield, Johnny and Joe Stebler. Frank Burns has arrived and will take over duties of assistant manager and handle all concessions. EDWARD A. SABATH.

Strates Shows Corp.

Week ended July 18. Watertown, N. Y. Location, Garland City Park. Weather, good. Business, fair.

With combined efforts of the live wire auspices and the free act of the Four American Eagles, midway gross ran quite a bit beyond that of last year's date here. For first time on this show the regular Wednesday night meetings were turned into a Kangaroo Court; James E. Kellachar as judge; Bobby Mansfield, prosecutor; Bill Cowan, defense attorney; Mike Reed, clerk of court. Ten cases were tried. A nice sum was added to the relief fund. Word was received from Arthur Collins, who suffered a fractured skull two weeks ago, that he was progressing nicely in the Potsdam Hospital. Russell and Stella LaValle are new arrivals on Etta Louise Blake's Caricoes Show. Cliff McDougall, press agent of Tom Mix Circus, was a visitor to the midway Saturday. All rolling stock is newly painted, predominating colors, red and yellow. The show fronts, newly renovated, are silver, black and gold. CARL V. NOLD.



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Johnny J. Jones Exposition

Owensboro, Ky. Week ended July 18. Auspices, St. John's Day League. Location, new West Main street showgrounds. Weather, variable. Attendance, fair. Business, disappointing.

The Johnny J. Jones organization entrained early Monday morning from Anderson, Ind., with high hopes for an excellent week's business, but it was not to be. The auspices was strong and active, the lot ample for the setting up of all attractions. Tommy Thomas and his advance crew had covered every advance detail in showmanlike manner and the press had been liberal, but the elements in all its ramifications intervened. Monday a veritable sea of dust engulfed the location and the heat was so intense that all setting up was called off by Director E. Lawrence Phillips, so the day was lost. Tuesday night opened to fair attendance and business. Wednesday came the storm, which hit about 5 o'clock and blew down Max Kimerer's big Snake Show, Richard Scott's Night in Harlem, Dr. Jack Wilson's Life Show, Harvey Wilson's Fun House, damaged Mrs. Bertha (Gyp) McDaniel's Rock Road to Dublin, demolished the horse tent and did other minor damages, but the show went on. Thursday, fair and good attendance. Friday came the wind and rain just before opening time and laid the front of the Crime Show into a shattered mess and caused other upsets; crowds came in fair numbers. Saturday, during children's matinee, rain split the hours and business, but at night the people came and packed the midway in goodly thousands and spent liberally. But one day does not make a profitable week. Mr. Phillips left for the East after ordering all necessary replacements to be consummated immediately. Mrs. "Boots," wife of Concession Manager R. H. Paddock, entered City Hospital Monday and was confined all week with nervous breakdown. "Duke," Boston bulldog, favorite pet of Mr. and Mrs. Tom Allen, owners of the grab stand, died from heat, despite the best of medical attention. Charles Siegrist and troupe of aerialists rejoined. Charles Goss, of St. Louis Chevrolet Company, came and took several orders for future delivery. Arthur Atherton, secretary-treasurer, was in his home town and was entertained thruout the week by relatives and friends. Harvey Wilson, of the Fun House, also found his social duties heavy, as this city also claims him as a hometown. WALTER DAVIS.

Rubin & Cherry Exposition

Waterloo, Ia. Week ended July 18. Location, Cedar River Park. Auspices, Jake Rosenthal. Weather, hottest of the season. Business, fair.

Battling the hottest week of the season, the Rubin & Cherry Exposition un-



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joyed a fair week's business at this stand, night crowds making up for poor afternoon attendance. Jake Rosenthal, veteran outdoor showman and now manager of the Iowa theaters, sponsored the week's engagement and spent most of his leisure hours on the lot. Captain and Mrs. John M. Sheesley were visitors the last night in Winona, Minn., the previous stand. Lee M. Shell, president of the Minnesota State Fair, was guest of Mr. and Mrs. Rubin Gruberg here. Al C. Hansen was another visitor, his shows playing a near-by town. Show-folks saddened by sudden death of Michael Chaplitsky July 14 and the majority attended the funeral services Wednesday afternoon. Eight new green tents of vivatex material scheduled to arrive week of July 20 and every show front will be rehabilitated and redecorated. Godino Twins made personal appearance at Sears-Roebuck store Tuesday afternoon and drew a crowd that filled the spacious store despite intense heat. Dr. and Mrs. W. B. Davis celebrated first wedding anniversary. Mrs. Charlie Wrenn arrived from Augusta, Ga., on a visit to her husband. Elmer C. Rhodes, foreman of the Heyday ride, stricken with appendicitis Saturday night and removed to Mercy Hospital, Dubuque, where he underwent an operation Sunday morning. His condition at this writing is serious. Eddie Singer, manager of Jake Gruberg's cafeteria, always on the job courteously catering to the showfolk wants, assisted by his wife, Edith, Preacher Monroe handling the front of the "Mysteria" illusion revue. Waterloo Evening Courier liberal in space and praised the midway and concessions. Temperature registered an average of 110 degrees every day of the week, but fortunately there were no heat prostrations among the showfolks. WALTER D. NEALAND.

Conklin's All-Canadian

Yorkton, Sask. Week ended July 18. At Exhibition. Weather, hot. Business, fair.

The two units of Conklin's All-Canadian Shows were reunited at Yorkton after playing several fairs and still dates. Following appearance of the full show at Melville Exhibition, June 22 and 23, and the Moose Jaw Exhibition, June 24 to 27, the show split, Frank R. Conklin taking the larger section to Estevan and Weyburn, Sask., and Portage la Prairie and Dauphin, Man., while President Patty took the smaller unit to the Carman (Man.) Fair, June 29-July 1, and the Kenora Old Home Week Celebration, July 4 to 11. Highlight of the Conklin fair schedule was Moose Jaw, which held its first exposition in 10 years. The date was successful in every way. All attendance records for Class B Canadian fairs were broken. Over 35,000 paid admissions. All attractions well patronized by amusement seekers. Grand-stand sellouts every performance. At Estevan and Weyburn, Sask., business and attendance were held down by wind and dust storms, and in spite of extreme heat at Portage and Dauphin fair business was experienced. Patty had good business at Carman, but Kenora was a bloomer from a carnival standpoint, reunion visitors preferring outdoor attractions of the Lake of the Woods to the midway. The splitup provided several staff members a chance to show versatility on the small unit. Herb Swanson filling in as ride boss, Howard Clever as trainmaster, Jake Huschi as electrician, Jack Swivell as lot boss and Jimmy Ellison and Rod Krall supervising shows. Advance and banner work for Carman and Kenora handled by the writer, with Morrisk R. Nutting in advance on major fair dates. Ride Foreman Bob Randall, Trainmaster Herman Larsen and Stanley Krausch, electrician, busy at regular duties with main show. John Waas, animal trainer in George Week's monkey circus, severely bitten by large rhesus monkey at Moose Jaw, back with show after fortnight in hospital. Winsome Winnie, fat girl, celebrated her 24th birthday anniversary July 6. Bob White Schlossberg now managing Ernest Len, double-bodied boy, in addition to his illusion show. Mrs. Schlossberg handling front. The Conklin free act, the Four Queens of the Air, getting much comment in local papers. Severe wind on the prairies caused havoc with canvas and several minor blowdowns recorded.

HAL J. MILLER.

Wm. Glick Expo Shows

Kingston, N. Y. Week ended July 18. Auspices, Volunteer Fire Department. Weather, warm but ideal in evening. Location, Airport showgrounds. Business, good.

Three thousand people attended the first night and since then each night crowd has been larger. Milton Morris, the new general manager, is on the job getting a new coat of paint on all wagons and show fronts and overhauling all rides. Last week the new Loop-o-Plane arrived with Dick Stone, owner. Mrs. Stone is on tickets. A new sound truck with the latest Webster units installed and a beautiful Ford truck is new addition for ballyhooing the show during day and at night at the main entrance. Mr. Glick is on a scouting tour. The Bench Bantum Diving Sensations and Aquatic Revue is the free attraction and has proved a good drawing feature. Miss Bantum is co-operating with the management by staging diving contests for kiddies' matinees. Personnel of the act—Bench Bantum, Blanche Grant, Fred Beatties, clown, and Jerry O'Brien, doing his fire high dive.

HARRY BENTUM.

Wallace Bros.' Shows

Brazil, Ind. Week ended July 18. Location, Stadium. Auspices, VFW. Pay gate. Weather, hot. Business, poor. Breaking in on this new show lot, which is about a mile from the old location, proved poor for all concerned. L. H. Hardin is building show fronts, ticket boxes and concessions. Evelyn Wirth's Hoop-La clicking under able hand of Mrs. Hortense Tillotson. Addition of a pony ride enhanced appearance of the midway. Eddie Welch is doing nicely with his coupon chromium store. Visits were exchanged with members of the Great Olympic Shows at Sullivan, Mo., and Mrs. Paul Varner spent the evening with friends here Friday while en route to Columbus fair.

MARTIN A. WIRTH.

St. Louis

ST. LOUIS, July 25.—Charles Oliver, who has been playing lots in St. Louis and vicinity, will go to Centralia, Mo., next week and Eisberry (Mo.) Picnic following week.

James (Jim) Phillion, cookhouse operator, was among other visitors this week, en route to John Bowen & Lane Shows, where he will have the cookhouse. Bob Hallock, general agent of Miller Bros.' Shows, has been in and out of the city in interests of the show, which will play Southern Illinois spots for the next few weeks.

J. F. Rodabaugh, Baker-Lockwood Manufacturing Company, passed thru on Monday, en route east. On a month's tour he will visit many carnivals and circuses.

Tony Martone, showman, Kansas City, was here several days, en route from the East to Kansas City.

James C. Simpson, general agent of Johnny J. Jones Exposition, was in the city on Monday and Tuesday executing railroad contracts.

Bernard (Sonny) Bernet, Globe Poster Corporation, was among callers on Tuesday. He reported good business and was making a tour of Missouri and Southern Illinois.

William (Bill) Pink, ride owner, here this week, reported good business for his rides on Happy Days Shows; stopped in St. Louis on a buying trip.

Bec Kyle and her husband and manager, W. B. (Boots) Wecker, were among callers at The Billboard office on Tuesday, when they were here for a day. They reported a fine 50-day engagement in the Orient last spring, including a lengthy run at Yokkaichi (Japan) Exposition, as well as engagements at Manila and Shanghai. Have a long-term contract to return to Japan next February. Miss Kyle opened with her act in Frank's Forest Park, Dayton, O., on June 27, booked to appear until August 1.

Smith's Greater Atlantic

Washington, Va. Week ended July 13. Horse Show and Fair. Business, good.

The show opened Wednesday night to a very nice crowd. Thursday was Children's Day and all school children were given free rides on the rides. The Horse Show itself started Friday at 10 a.m. and continued until 6 p.m. Friday night the midway was packed. Saturday, the big day, drew several thousands of people from miles around. Show has been out 20 weeks and has had a very good season. At Keyser, W. Va., show's cookhouse owner and manager, L. S. Osborne, received a telegram from his home in Rochester, N. Y., stating that his mother, Mrs. Mary L. Osborne, had passed away. Osborne made arrangements to leave at 5 o'clock that afternoon for his home. The attaches of the show arranged thru a florist design to be delivered at Osborne's home for the funeral. Karl Frederick Smith Jr. joined at Keyser with his Snake Show. All shows and rides have been painted. The manager, K. P. (Brownie) Smith, has made several long trips south in order to fill his route of fairs. Mrs. Minnie O'Brien, who has the monkey village on show, just received a new 20x20 tent and is getting her share of business. Sam Hyson has taken over the Athletic Show and has three wrestlers and fighters. His wife has a beautiful penny pitch.

GEORGE A. BALDWIN.

Bowen & Lane Shows

Houston, Miss. Week ended July 18. Auspices, Centennial Committee. Location, City Park. Free gate. Weather, fair. Business, good.

Making a jump of approximately 400 miles from Mandeville, La., the show lost Monday night due to rain, but opened with a bang Tuesday; in fact, the crowd came so early many concessioners were caught "sleeping." This, it is said, was the first celebration that Houston ever staged. From the time the first parade started at 9 a.m. Tuesday morning, there was not an idle moment. Speaking, Horse Show and Centennial Pageant, with more than 600 people in it, really brought out the crowds. The committee co-operated with the management to the fullest extent. James Phillion joined with cookhouse.

Deaty Adams' wife and family have joined him for the season. Ernest Zeak has a new Chevrolet truck. O. E. Lane has added one more truck to his fleet, making the show entirely motorized.

PERCY SHIELDS.

Big State Shows

Hearne, Tex. Week ended July 18. Location, Calvert street. Auspices, none. Pay gate. Weather, rain and wind storm. Business, not bad.

Rain dented business Monday, Wednesday and Thursday. Wind Monday night cut mistrel tent in two. New top replaced it. Friday and Saturday nights clear, boosting receipts. Keen "movie theater" opposition. Town ordinance against carnivals. Overcame same nicely. Hearne Democrat for shows. Delivered front-page stories. Writer contacted Baptist and Methodist churches, Eastern Stars and preached in county jail at Franklin, 12 miles away. Short circuit started blaze in "Red" Rogers' house trailer. Show fire department, led by Fire Chief "Sir Edward" Rife, saved trailer. Later responded to town fire alarm, putting out burning home near grounds before Hearne department arrived. Main entrance and main doors to tent theaters and rides improved by installing circus marquee for one-person-at-a-time aisles. Edward Streich, manager Valley Shows, known as Roy Gray No. 2 Unit; E. G. Crabell, Streich general agent, and Harry Long, Valley Shows director concessions, honored with party. Roy Valentine's two new stores flashed on midway. Frank Ciccone Jr., formerly with Heller's Acme Shows, out of Newark, N. J., managing Valentine's concessions. "Shorty" Easter, Negro midjet, joined Frank Goodman's museum. Director General Roy Gray and Secretary Louis Bright visited Valley Shows at Bertram, Tex. Surveyed virgin spots where town ordinances prohibit carnivals. Memorial services for noted New York divine, E. Parkes Cadman, because of his friendship to shows and showfolk. Also for Billy Streeter, who "passed on" suddenly in North Dakota. Being railroad week, with several old-time railroaders on show and Hearne railroad men, special ceremony acknowledging it. Proved healthy boost to business. B. K. (Dad) Bond, former veteran Dodson's Shows mail man, joined. Jack and Wilma Brice, Indianapolis, arrived for three weeks' visit. Mrs. Brice's sister, Mrs. Roy Gray; Joe Gavin, owner Shamrock Shows, and Garner Stansel, his director of concessions, with their womenfolk and children, entertained Friday. Big State folk visited Shamrock outfit at Thorndale. Media Daily News "front paged" with Captain Dan Cherry high-dive act picture entire length of page, announcing Media week July 20. New night display "ad." crescent electric sign, reading, "Captain Dan Cherry. High Diver." "Flying Valentines" in large electric letters over their rigging. Chief Roland and medicine company of 10 people special guests Saturday night.

DOC WADDELL.

Central State Shows

Washington, Kan. Week ended July 18. Auspices, American Legion. Location, ball park. Weather, extremely hot. Business, good.

Everything up and ready for opening Monday night with exception of the Chairplane, several pieces of which were lost in moving. Attendance increased nightly. The trucks, rides and show fronts have had their mid-season painting. The color scheme is orange, red and green. The local newspapers gave the show some nice front-page stories. Ceell Goree, general agent, is back in harness again, supervising his rides and concessions after being confined because of a serious auto accident several weeks ago. Goree and P. M. Moser, owner-manager, returned from a booking trip with seven fair contracts. Starting the fairs next week, show is booked solid to October 1. Mrs. P. M. Moser has purchased several new banners for the Athletic and Congo shows, which will be painted by the writer this week. Clara Sutherland is doing nicely with her new concession and is also handling the banners. Mr. and Mrs. Buck Palmer have a new photo gallery. A new kitchen was added to cookhouse. Another truck will be added to the fleet this week. New arrivals are Monroe Goree and Mr. and Mrs. Harry Proctor. Glen Hagensiek, manager of Athletic Arena, is topping the shows, with Congo a close second. Malcolm Moser, electrician, has added more lights to the Swing and Chairplane after returning from a South Dakota business trip. All concessions are handling stock exclusively, and it's a great sight to see the patrons leaving the grounds with their arms full every night. The showfolks find relief every day from the terrific heat in the large swimming pool adjacent to the lot. Moser and

Crafts 20 Big Shows

Sacramento, Calif. Auspices, United Spanish War Veterans. Location, 33d and Stockton boulevard. Weather, hot. Business, fair.

Second week on the same location was somewhat of a surprise to all, the first few days dragging, somewhat but the warm nights brought out the crowds latter part of the week. Among the personnel, Joseph Krug and Johnathon Ragland back from a week's visit to points in southern part of the State on business and pleasure. Speedy Babbs and his bride of a few weeks proud possessor of new automobile. Harry Bernard and the missus left to make a near-by picnic with several concessions and will return next week. Mr. and Mrs. Johnny Gilliland, of the Loop-o-Plane, entertaining relatives this week. Sam Hughes, master mechanic, back from a short visit to the Golden State Shows and reports all the trucks and rolling equipment now in fine shape on the No. 2 show. Mr. and Mrs. O. N. Crafts left by plane for a week's visit to the Crafts rides at the San Diego Exposition. Elmer Hancom reports he has purchased a Glider ride and will add to his collection at Los Angeles. Mrs. Roy Ludington purchased a new cooling unit for her houseboat but objected to her husband operating the unit for fear of freezing the water tank and pipes in the trailer. Tommy Myers says the thermometer registered 110 degrees in the office one afternoon during the engagement here. Henry Semf, show fan and supervisor of Sacramento County, called for a chat with Roy Ludington, as did Tom Monk, city councilman, and Superior Court Judge Welsh and a number of other city and county officials during the stay here. Sacramento Union and The Bee gave the show liberal mention, the former carrying a two-column cut of O. N. Crafts captioned the Hollywood showman and Southern California sportsman on arrival day of the show here. Radio Station KFBK was used daily and brought gratifying results. Everyone eager how to get back to the bay district, where this show plays another engagement before heading south.

ROY SCOTT.

R. H. Work Shows

Rural Valley, Pa. Week ended July 18. Auspices, American Legion. Weather, good. Business, fair.

The preceding week in Franklin Boro, Johnstown, business was fair. Due to pay day not falling until Wednesday here business was slowed up until then. Saturday night's business averaged the week as fair. Frances Kane, tap dancer; Jane Davis, Spanish dancer, and M. Bavaova, accordionist, have joined the revue. Barney Harrison returned after getting his bonus and has taken up his duties handling the front of the revue. Mr. and Mrs. Joe Hendricks joined to take the Mickey Mouse show. A party of 12 of the showfolks had dinner Wednesday at Mr. Work's sister's, Mrs. J. C. Lemon, tea shop, Journey's End, located at Rochester Mills. Jerome Harrison and Harry A. Allen, of Downie Bros' Circus, were visitors to the office, with Mal Fleming, the showfolks' friend, from Fryburg, Pa. Mr. and Mrs. Joe Baker, of the Vernon Hotel in Kittanning, Pa., were visitors with a party of friends. George Shearer packed them in Saturday night with his family of hillbillies. Mrs. Joe Die busy in her bowling alley, while Joe works the photo gallery. General Agent P. E. Kelly on an extended trip south.

HAZEL REDMOND.

Honest Bert's Shows

Oquauka, Ill. Week ended July 18. Weather, hot. No auspices. Business, fair.

Billie Jones, dancer and singer, joined Girl Show. Harry Owens joined as piano player for Robinson and his Alabama Steppers, who are topping the midway. Roy McKitchen is building a kiddie auto ride. Mart Kelly has joined as talker on the Girl Show. Mrs. Carson has returned to show after booking several picnics and celebrations. Honest Bert believes in plenty of music. Purchased some new amplifiers for midway, also a new piano for Minstrel Show. Honest Bert drove on the lot with new advertising car. It has loud-speakers. Tiny Watson spent a week with the show.

PAT GLYNN.

Goree are planning a trip into Oklahoma and Texas for some October and November celebrations. Moser says the show will not stay out all winter, but will close some time around Christmas.

WILLIAM M. SUTHERLAND.

WANT SHOWS

Will furnish outfits for money-getting shows. Good show territory. Want Concessions that work for stock only. Want Talkers, Ticket Sellers, experienced Ride Help. Alliance, Neb., this week; Colorado Springs, Colo., week August 3d.

C. F. ZEIGER UNITED SHOWS

Peerless Exposition Show

Want for Newcomerstown, O., Home-Coming Week of August 3 and Than a Fair Starting at Ford City, Pa.

CAN PLACE Loop-o-Plane or Loop-the-Loop. CAN PLACE money-making shows of all kinds but conflicting. Nothing too big. Will finance real shows of merit. CAN PLACE Legitimate concessions, an exclusive except Corn Game. Jack (Red) Moran wants Freaks and Novelty Acts for Ride Shows. This week Bellefleur, O., then Newcomerstown, O. Write or wire **JOE GRAMEN**, Manager.

WANTED

TORONTO, O., KIWANIS AND BUSINESS MEN'S FAIR

One Week, August 10 to 15. Free Gate.

Shows and Legitimate Concessions of all kinds except Cookhouse, Bingo and Post Corn. Mabel Mack, Bonnie Jean, Johnny Idea or any good money-getting show. First in 10 years and should be a real one. Write or wire.

R. H. WADE PARK ATTRACTIONS

New Galilee, Pa., this week; New Waterford, O., next week.

GOL TED'S HAPPY DAYS SHOWS, INC.

CAN PLACE small Ride-o, Datsaphar, Motorhome, Puncho, Penny Arcade and Wax Show. Exclusive Cookhouse, Custard, Photo, Shooting Gallery and American Palmistry open. Lon Morton wire. Want Colored Musicians and Performers for Minstrel, Clarinet for white band and capable Legal Adjuster. All salary and sure. Selling space now for County Fair, Esopus, New York, August 9-13; Washington County Fair, Baines, August 17-21; Hancock County Free Fair, Greenfield, August 24-29; Henselater Fair, August 21 to September 4; Grant County Fair, Palmetto, all Indiana, September 7-11; Rhee County, Dayton, Tenn., September 14-19, with 10 more good Southern fairs to follow. Fair concessions with no May have your date open. **GOL T. L. OERIOK**, General Manager. Bedford this week; Huntington next week. All Indiana.

POCAHONTAS COUNTY FAIR

MARLBTON, W. Va.—ENTIRE WEEK—AUGUST 24-29. DAY AND NIGHT. Wanted Free Acts, Shows and Concessions. Address **E. S. GOREY**, Mrs. Weycradle, Pa.

ATTENTION

MINNESOTA AND WISCONSIN FAIR SECRETARIES

AT LIBERTY—CARNIVAL

Carrying 5 Rides, 5 Shows and 25 Concessions. Have few open dates for Minnesota and Wisconsin fairs. **WM. BAZINET & SONS' SHOWS**, South St. Paul, Minnesota, August 4 to 9.

WANTED—WANTED

J. R. EDWARDS SHOWS

Shows and Legitimate Concessions for following spots: West Alexandria, O., Centennial, on streets week August 31; Knoxville, O., Home-Coming, five big days and nights, August 11 to 15; Hicksville, O., Fair, August 18 to 22. Wanted Agent in run Concessions. Address all wires to Washington, O., this week.

WANTED

Showmen Who Are Interested in MOTORIZING

Write for Our Special Finance Plan. **CHARLES T. GOSS** With Standard Chevrolet Co., East St. Louis, Ill.

SHOWMEN

Be sure to see Trading Post Ad in rear of book. It's hot.

WORLD OF MIRTH SHOWS

WANT FOR THE CREAM OF 1936 EASTERN FAIR ENGAGEMENTS.

MIDGET PERFORMERS—Two females, one male, one able to play piano. Wire or write **MAX LINDERMAN**, General Manager.
HUMAN ODDITIES—Preference given those cartooned by Ripley. Write or wire **T. W. KELLY**.
MUSICAL REVUE GIRLS AND MUSICIANS—One Trumpet and one Trombone Player. Wire or write **ELAINE OWEN**, Manager Folios Boyers.
HIGH-CLASS LECTURER FOR UNBDRN SHOW. Wire or write **MABELLE KIDDER**.
TWO OUTSTANDING TALKERS for Seminole Indian Village. Wire or write **MAX LINDERMAN**, General Manager. Buffalo, N. Y., weeks July 27 and August 3.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, July 25.—Special meeting on Thursday, with Vice-President Jack Nelson in the chair. Attending were Jack Nelson, Lew Keller, Forest Scott, H. A. Lehrter, Harry Coddington and Rudolph Singer. Matters requiring attention were up for discussion and these applications presented for ballots: John Demick, D. E. Cipperry, Charles L. Stephenson, Irving Zolun, Simon Koven, Eddie Coe, Al Wagner, Frank A. Campbell, Waldon Sullust, John Mattell, Thomas Bawer, Elton B. Strueby, Louis Schlossburg, Arthur Frank, Robert Schlossburg, Vie Horwitz, Harry Siegal, Ralph A. Ward, Ralph Sanderson, Dec Lang and Thomas H. Moran.

This makes standings in the 1936 membership drive: Harry Ross, 32; Max Herman, 8; Sol's Liberty Shows, 9; Cole Bros.-Glyde Betty Circus, 6; Happyland Shows, 4; Frank R. Conklin, 4; Frank B. Joerling, 2; Harry Loviaton, 2; Ruben Liebman, 2; Tom Mix, 1; William Country, 1; Sam Feinberg, 1; Charles Goss, 1; Max Goodman, 1; Elm C. Velare, 1; J. C. Simpson, 1; Max Linderman, 1; Nate Miller, 1; and Joe Streibich, 1. Charles Goss has thrown his hat in the ring and announces he is after one of those gold life membership cards. Others from whom results may be expected are Elmer Velare, Nat Hirsch, J. C. Simpson. (See SHOWMEN'S LEAGUE on page 64)

The Great Lakes Exposition Midway

By BOB REED

CLEVELAND, July 25.—George Dickson is working front of Amourita Show in Streets of the World area. . . Moraki-Oko, pop rendezvous for expo stagehands, is remodeling, and Sam Lieberman, general headman, contemplates adding entertainment at the molst spot. . . Harry Hargrave here looking things over and adding numerous displays at the World War Exhibit. . . Stanley Graham returned during the week from a flying trip to Dallas and San Diego and followed up with a visit to the Ringling-Barnum show in Akron. . . Ken Maynard and Al Humke were recent visitor and toured the grounds with Frank (Doc) Shean. . . Dorothy Kempf visiting and helping with Oulliverland show. . . Bill Smiler, corn-on-the-cob concessioner, is topping concessions along the midway. . . Bob Miller, Loop-a-Plane boy, slipped away to Ripley, N. (See GREAT LAKES on page 65)

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



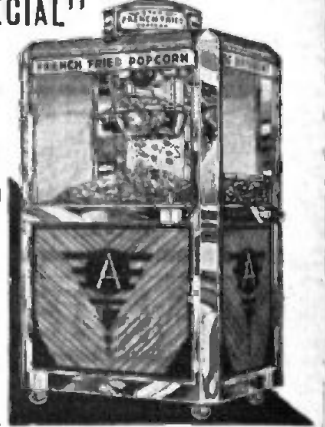
165 W. Madison St., Chicago

On nearly every outdoor show in America one may find many members and there is a logical, sensible reason for that. . . Ask Yourself.

THE HANDSOME PROFITS ARE YOURS WITH THIS NEW POPCORN MACHINE.

The *Genuine* "WORLD'S FAIR SPECIAL"

WITH THE "AUTOMATIC EYE"
THE ORIGINAL "WORLD'S FAIR MODEL"
Not An Imitation



This fine, modern machine really gets the big money. It has "FLASH" with lights, color and motion—and it produces perfectly popped corn any time and every time.

Entirely New and Modern in Every Respect!

A new "Automatic Eye" and the thermostatically controlled kettle assure perfectly popped corn. There's no guess work—no boiler—in operating this new machine.

Large popping capacity to take care of the biggest crowds. The new patented automatic control popping unit produces delicious corn, popped right in the salt and seasoning—producing a handsome profit of 76¢ clear on every dollar in sales. Large storage capacity—with display peanut compartment. New modern cabinet design—attractively trimmed in chromoplastated steel with red and black porcelain enameled panels.

Large size—75" high, 36 1/2" long, 20 1/2" wide. All electric. Revolving illuminated sign, indirect lighting. Either cabinet or counter models.

Unusually Low Priced!

Buy no machine until you have investigated the World's Fair Special. Its low price will surprise you. No why pay more—get the facts. Convenient terms make this model easy to own. Write for catalog today!

ADVANCE MFG. CO.,

6322 St. Louis Ave.

St. Louis, Mo.

Automatic Popping Control Assures Perfect Results.
ALSO "PROGRESS" MODEL New Up-to-date Full Cabinet Size All Electric Popcorn Machine, with \$8.00 per hour capacity. ONLY \$80.00 DOWN

SNOW BALLS

Snow Machines for Sale. 8 in. cylinder, 14 in. long, 2 blades, \$35.00; with motor \$50. All mounted. White enamel finish. Deposit required. Shipped F. O. B.—C. O. D.

C. W. PAISLEY, 2162 N. Wallace Ave., Indianapolis, Ind.

ART LEWIS SHOWS, INC.

Want for 10 Weeks of FAIRS in New York and New England States—Starting at Boonville, New York, August 3.

SHOWS that are capable. What have you? Will book or buy Crazy House or Fun on Farm.

DANCERS and SINGERS and Chorus GIRLS for Revue. Top salary and long season.

All kinds of Attractions for SIDE SHOW.

RIDE HELP—Have U-Drive-It Auto with board track for sale?

CONCESSIONS—Strictly legitimate only (all wheels have been sold at all our Fairs). Photo Gallery, High Striker, etc. Rates reasonable.

ART LEWIS, July 27 to August 1, New Britain, Conn.

IMPERIAL SHOWS, INC.

Will book Octopus, Cocktail Shaker, Whip or any new Ride that does not conflict with what we have, except Ride-o. Want Chorus Girls with Specialties, capable of producing. Shanghai Lil Murry and Viola Lake, communicate at once with Jack Wylie. Can also place Penny Arcade, Grab Joint, Candy Floss, Taffy Apples, Bingo and Merchandise Concessions for our Wisconsin Fairs. Address Davenport, Iowa, July 27 to August 1; Platteville, Wisconsin, Fair, August 6 to 9.

SOL'S LIBERTY SHOWS, INC.

Want several Shows and Rides for additional Fairs in Wisconsin to fill extra dates. Good opportunity for Independent Shows and Ride Owners with own equipment. Address

SAM SOLOMON. SOL'S LIBERTY SHOWS, INC.

Apploton, Wis., July 27-August 4; Plymouth, Wis., August 6-9.

Wanted C. L. SPENCER SHOWS Wanted BRIDGEPORT, ILL.

Shows, Rides and Concessions. CAN USE sensational Free Act at BENTON, ILL. FAIR, week August 5; GREENUP, ILL. FAIR, week August 10; then Indiana and Tennessee Fairs to follow. WILL BOOK OR BUY Tilt-A-Whirl, Whip or Loop-a-Plane. Have Tops and Prizes for any money-getting Show. WANT Side Show People to feature. All Shows, Rides and Concessions address **C. L. SPENCER**, Bridgeport, Ill.

BARRELS OF FUN CATCHES EASILY

★
ORDER TODAY



TAIL B-HIND

The hit of every Contention and sponsored event. Ideal for tall with attractive "Don't Tail Me" card. Pina on coat of trouser seat easily. A fun riot! A profit sensation! Order today. \$6.00. Gro. Sample, 10c.

CHARLES BRAND
208 W. 26th St.
New York, N. Y.

WANTED

Rides, Concessions and Entertainment.

AMERICAN LEGION HOME-COMING
MINIER, ILL., AUGUST 28-29.

LABOR DAY PICNIC

MOLINE, ILL.

WANTS Hi-Grade, Clean-Cut Attractions. No Concessions of any kind. Everything free. Aerial, Platform and Voodie Act get in touch with

N. L. MACDONALD,
1730 Fifth Avenue, Moline, Ill.

2nd Annual FALL FESTIVAL
AUGUST 27 - 28 - 29

WAYNESFIELD, O. (Population 700). 30,000 Expected. Always a Money Maker. Three Days prior to Ashtabula County Fair.

GAMES, RIDES, NIGHT FEATURE.

Write or Wire
O. H. POOL,
General Chairman, Waynesfield, O.

56-ANNUAL-56 OLD SOLDIERS' REUNION

AUGUST 10-18.

Shows and Concessions wanted. Biggest Event in Southwest Missouri.

BEN E. STUMP, Secretary, Cassville, Mo.

Wayne Centennial

AUGUST 12-13-14-15.

Have Rides. Open for Concessions. Phone No. 34.

WILLIAM DRYER, Secretary, Wayne, O.

Centennial Celebration

AUGUST 27-29.

EDWARDSBURG, MICH.

WANT Shows, Rides, Concessions (No Grill). Free Acts. Ballroom.

Write **W. BEALES.**

WANTED

Concessions, Rides, Shows, Free Acts, Unusual Attractions, for

17th ANNUAL KOLACH DAY
Sunday, August 23.
Address AUGUST UNTIQUOT, Clutter, Ia.

WANTED RIDES, CONCESSIONS

ABBOTSFORD, WIS., SEPT. 4-5, 1936.

HOMECOMING HARVEST FESTIVAL

On the Street. \$1.00 per foot. Must be paid before setting up. Grinders save stamps. Address **ABBOTSFORD COMMERCIAL CLUB.** Free Acts books.

WANTED FOR

13TH ANNUAL COMMUNITY STREET FAIR.
August 27-28-29, 1936.

MEDARYVILLE, IND.

Four good Free Acts. Good Shows. Merry-Go-Round. Ferris Wheel. Kiddie Ride and Concessions. Write **FRANK ROWE,** President.

WANTED

Concessions, Rides, Shows, Free Acts. (No money games) for

CENTENNIAL-PORTLAND, IND.
September 27-October 3.

OLEM WILSON, Concessions;
FRANK WILSON, Jr. Free Acts.

WANTED

Shows, Rides and Concessions, also Free Acts, for

LABOR DAY CELEBRATION
Four Big Days,
SEPTEMBER 4, 5, 6 AND 7,
Auspice American Legion, Schuyler, Neb.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**
(Communications to 25-27 Opera Place, Cincinnati, O.)

Plans Moving For Wheeling

Midway and free acts set and numerous events being readied for centennial

WHEELING, W. Va., July 25.—While elaborate plans have been made for Wheeling's 100th anniversary, only one contract has been let by the Centennial committee, that to Dodson's World's Fair Shows. Many other concessions are to be granted and entertainment booked. Charles Griswold, in from Pittsburgh, will bring greyhound races to State Fairgrounds oval. A crew is cleaning up flood debris and truck equip-

(See PLANS MOVING on page 58)

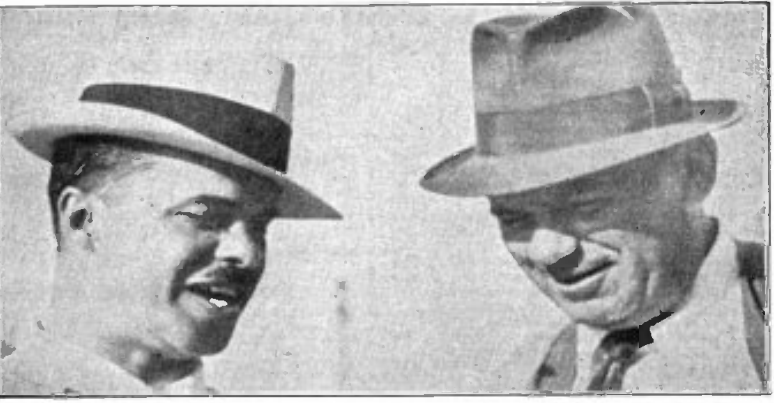
One Attraction Devoured

LINTHICUM HEIGHTS, Md., July 25.—Annual carnival given by volunteer firemen opened on July 17 minus one of its former attractions, mouse racing. For years mice had been procured from a grain store in Baltimore. The place changed hands last winter and the new owners took in two cats. The cats ate the mice.

Legion Rodeo Has Paid Gate of 12,000

FLORENCE, Ala., July 25.—American Legion rodeo and horse show here July 3 and 4, after getting a complete rain-out on July 3, opened on July 4 to over 12,000 paid admissions. Florence, in heart of the TVA government project, has new fairgrounds where the event was held. The advertising campaign, lasting three weeks, took in

(See LEGION RODEO on page 58)



TWO AMUSEMENT WORLD HEADLINERS at Kenmore (N. Y.) Centennial, near Buffalo, where each had a prominent part in success of the big 10-day event, George A. Hamid, left, whose Winter Garden Revue and hippodrome circus were daily entertainment features, and Max Linderman, general manager of World of Mirth Shows, which supplied midway attractions.

Streator Fourth Body Working Annually on a Budget Principle

STREATOR, Ill., July 25. — About 30,000 from six counties participated in Streator's fourth consecutive Fourth of July Celebration, biggest in North Central Illinois, and gave this city the greatest crowd in its history. City's Fourth of July committee sponsors the annual non-profit affair, held in the business district with a figure-T midway facing the city's 14-acre downtown park.

This year an all-day program included sports; parade of beautiful floats, two miles long and viewed by 16,000 people; free acts on a movable platform, Black Brothers, acrobats; contortionist, tap dancer, clowns; Don Davolo, slack wire; Mel and Al, radio singers; Parachute Jumper Bob Alexander, who used a new Thompson Brothers balloon with perfect ascent and landing, and fireworks by J. J. Wilke Corporation, Polo, Ill.

Acts, rides and concessions were booked independently thru a display advertisement in *The Billboard*. Rides were Merry-Go-Round, Ferris Wheel, Kiddie Ride and Pony Rides, first three operated by Henry Hoffner and son.

Each May the committee organizes and maps out a program to be studied and often revised. Cost is then established and a budget is broken down into departments such as entertainment, fireworks, advertising, electric work, first aid, sports, parade, prizes, miscellaneous.

Thus on a \$1,500 budget ratio is about: Entertainment (including band), \$500; fireworks, \$300; advertising (including one-sheet lithos, tack cards and pictorials), \$185; sports prizes, \$35; parade prizes, \$200; first aid, \$35; electric work and power, \$100; balance for miscellaneous expenses. On a \$1,500 budget the committee raises about \$1,100 in donations from business houses, getting other funds from sale of concessions and booking rides. During the four celebrations every bill has been met, with a slight balance left over.

William J. Lewis, Streator newspaper man, has been general chairman the past two years. F. J. Hart, city clerk, has been secretary-treasurer for the four celebrations. Operating committee has 42 members, divided into subcommittees. The program was run off without a hitch, with H. D. Hobart, veteran showman, as emcee.

50,000 in Wis. Fair Park

WEST ALLIS, Wis., July 25.—Century of Glory pageant sponsored by the 24 Milwaukee posts of the American Legion, established record attendance for non-fair days in State Fair Park here with crowds estimated at 50,000 for the three days. Final day attendance on July 5 was set at 20,000 for pageant and afternoon picnic of the Legion.

Pennsy Firemen Get Funds For Payments on New Truck

FRANKLIN, Pa., July 25.—Fourth annual carnival of Rocky Grove Volunteer Firemen, to be held on the Rocky Grove ball field, one mile from Franklin, is under management of a local committee and concessions are booked by Donald D. Lindsey, concessions company, and shows by John D. Peterson. Rides, Ferris Wheel, Heyday, Merry-Go-Round and kiddie rides will be furnished by A. W. Gooding.

New to the event this year will be Capt. B. S. Luce's Animal Circus. John Gooding will have his monkey speedway and shooting gallery, new here.

Thru C. A. Cline, New Waterford, O., William Harry Martin has been booked to present his ladder act as free attraction. Publicity includes posters and newspaper articles. Committee sells advertising in a souvenir program and prizes are presented each evening during the free act, with a grand prize on closing night. A firemen's parade is held on opening night, with 30 visiting organizations taking part.

The firemen, assisted by the Ladies' Auxiliary, conduct their own cook tent and main profits are from this and percentage on the rides. A nominal rental is charged concessions and returns from these and advertisements in the programs are expected to cover most of the expense, leaving the cook tent and the returns from rides as profit. Profits last year totaled over \$1,000. The money is used for making payments on the fire truck and equipment which the company is purchasing.

Santa Monica Pioneer Days Celebration Draws Heaviest

SANTA MONICA, Calif., July 25.—Surpassing by far any previous efforts, the Santa Monica 1936 Pioneer Days Fiesta goes down in California history as most glamorous and with greatest attendance. There was dancing on the streets by immense throngs; roving bands of cowboy and Spanish musicians were everywhere. Red Gulch patrol wagon picked up unsuspecting and rushed them to a pioneer justice court to be fined.

Downtown district was a mammoth '49 Camp, with theater presenting *Ten Nights in a Barroom*. Midway with rides and concessions was supplied by United Tent and Awning Company in charge of Doc Hall. Opening day crowd on July 11 was estimated in excess of 75,000. On Sunday in Civic Auditorium Hill's Saugus, Calif., Ranch staged the animal rodeo that drew thousands. Fun zone in Ocean Park had attendance estimated at over 100,000. There were numerous bands and day and night parades. Final parade July 15 included Governor Merriam and his staff; Mayor Gillette, Santa Monica; Police Chief Charles Dice; Leo Carrillo, movie star; Commissioner and Mrs. T. D. Plumer in a victoria dating back to early days, and Sheriff Eugene Biscalluz heading his sheriff's posse of 110 mounted men.

The affair is sponsored by California Historical Society and, while presented in Santa Monica thru the Chamber of Commerce of that city, is State-wide in character and annually an outstanding event.

Stillman Has Badger Date

PULASKI, Wis., July 25.—Parades, bicycle and soap-box derby races, water fight and other attractions have been announced for the two-day Harvest Festival here under sponsorship of the Lions Club and Adam V. Mixtaek Post, American Legion. Frank Joswick and Leo R. Rozanski are co-chairmen. Stillman Carnival Company, Oshkosh, Wis., will furnish attractions.

Farmall Picnic Books Acts

DAVENPORT, Ia., July 25.—On the program of the Farmall Club Picnic today on Mississippi Valley Fair Grounds are Ralph and Sylvia, rolling globe; Gordon and Timmerman, dancers; Tracy Andrews, comedy juggler; Jeannette, exotic dancer; Stan, wizard of the piano accordion; Grandpa Jitters, star of the WGO Barn Dance Frolic; Colonel Dashington, trained cats and dogs; Texas Tommy, tricks with lariat; Pak Yu and Company, Oriental magical fantasy; International Four, close harmony; Gordon and Timmerman, a fast buck, and Christy Duo, tricks on rope and wire.

HELP This Department by Telling Committees About It.

Kansas Celebration Supervised by Club

WATERVILLE, Kan., July 25.—Annual celebration to be held here is the third of its kind, one each having been held in 1934 and 1935, said Secretary Lyman O. Adams. A chairman is elected by Waterville Commercial Club each year, who appoints various committees. A secretary attends to correspondence, receives all money and pays all bills.

The 1934 committees began with a fund of \$218.19 left over from the 1933 celebration. To this was added \$196 collected by the finance committee from merchants, \$155.26 collected from sale of concessions, \$172.90 collected at a baseball tournament held with the celebration, making a total of \$742.35. Expenses, including free acts, amounted to \$503.16 and left a balance of \$239.18, or \$20.99 over the old fund of \$218.19.

Two afternoons and evenings a review of a dozen or more acts furnished by Parker Entertainment Service, Kansas City, Mo., will be presented under supervision of Fred T. Parker, manager, Lois Bridge, of radio and stage, will be mistress of ceremonies. Cherokee Amusement Company, McCune, Kan., will provide rides, shows and concessions; Mel Smith, Fairbury, Neb., will conduct a dance on his own portable dance floor, and there will be four baseball games. Waterville's trade territory extends into three counties.

Free Watermelon Featured

SANBORN, Minn., July 25.—Annual Watermelon Day Celebration here is sponsored by business men and is started off by a subscription of not less than \$250. There is watermelon for everybody, 18,000 to 22,000 pounds being given away. Melon is sliced in four places at four times during day and evening. Day is started with a float parade and farmers bring in stock and produce for display. Concessions are sold and a dance is put on, money being used for expenses. Howard Amusement Company rides and other attractions are booked. Celebration costs from \$650 to \$800 a year, depending upon price of melons. Each year crowds are getting larger and in better years some of the donation is returned, said H. J. Weber, of the committee.

Elks-Film Pageant Is Draw

LOS ANGELES, July 25.—High spots of the week's festivities attendant on the B. P. O. Elks national convention which closed here on July 18 were a big parade on July 16 and that night in the Coliseum a wonderful film and pageant. Electrical show and feature acts attracted 80,000 people. Program, styled Filmdom's Field Show, had Leo Carrillo as emcee and Bert A. Bone as director of arena events. Among thrillers was Mary Wiggins, film stunt performer, in a series of high dives.

Circus Helps School

ELIZABETH, Pa., July 25.—Staging of a number of new athletic events during the next term of the local high school has been made possible thru school sponsorship of Barnett Bros.' Circus here on Thursday. An advance campaign resulted in good business, which profited both show and school. This was first circus here in several years.

HUDSON, MICHIGAN LEGION OLD-FASHIONED STREET FAIR

On Main Street.
AND NEW BRIDGE DEDICATION
WEEK OF AUGUST 3—SIX DAYS.
CAN PLAY: high-class shows and all kinds of legitimate concessions. All addresses.
RALPH SHAFER, Chrm. Celebration Committee.

BEULAH, MICHIGAN

WATER CARNIVAL AND HOME-COMING
AUGUST 7 AND 8
Concessions \$1 a foot. No exclusives. Address
Manager of Concessions, Beulah, Mich.

Shorts

BLOTNER SHOWS are booked for Danforth (Me.) Centennial Celebration, reported General Chairman S. D. Springer.

A **WATER PAGEANT**, directed by Alfred Prantz Stury, will be a feature of a three-day celebration under sponsorship of Pewaukee (Wis.) Centennial Homecoming Association, with soloists, dancers and fireworks. Edmund M. Sheldon is president.

ANNUAL Mineral City (O.) Homecoming this year will be sponsored by the American Legion post, with free attractions and a midway on downtown streets.

DEDICATION of a \$45,000 armory and \$20,000 municipal airport will be features of *The Courier-Record* Trading Area Fair in Blackstone, Va. Alexander Hudgins, editor, is operator of the fair, which will bring exhibits from five southside Virginia counties.

SIX FLYING MELZORAS were at the Pittsburgh Jubilee on Forbes Field week of June 22; at Firemen's Celebration, Annapolis, Md., week of June 29; 11 weeks with Dennert & Knepp Exposition; for 10th season in Paragon Park, Nantasket Beach, Mass., July 12-25; Shade Gap (Pa.) Celebration, week of July 27, and Belmont Park, Montreal, August 3-23.

REPORTS from a committee of Harrisburg (Pa.) Kipona Club are that it is receiving hearty support from merchants for staging a river show there to bring in thousands of visitors.

CHICAGO Stadium Corporation has postponed the proposed indoor circus until next year, infos Manager Roy La Pearl.

MISS LAKE COUNTY is to reign queen for a day at the Lake County (Ill.) Fairgrounds, Crown Point, and she is to be chosen by popular vote of people of Lake County. Event is mammoth picnic and festival, sponsored by Lake County Restaurant and Beverage Association, Inc., under the direction of Clay M. Greene.

THE RICARDOS were featured free act at Saxtonburg (Pa.) celebration last week.

DOVER (O.) POST, American Legion, which will hold a week's exposition on Tuscarawas County Fairgrounds, has contracted Christ United Shows for midway attractions.

A **BIG OUTDOOR SHOW** in Tecumseh, Mich., was booked last week by Michigan Vaudeville Association, acts including Valdare, Marie Corelli and Company, Connelly and Radcliffe, Morelis Brothers and Daisy, with Elgin Mason as emcee.

FOR MALVERN (O.) Annual Homecoming two bands have been engaged. Mayor Secombe, Canton, O., will speak the first day and Governor Davey final day. There will be a radio contest, free acts, midway with shows, rides and concessions and fireworks.

BILLETTI TROUPE, high wire, booked thru Frank Wirth, and three rides, booked thru Teddy May, Providence, R. I., were at Church of the Sacred Heart Carnival, Fitchburg, Mass., under direction of James A. Shea, general chairman.

PROCEEDS from Columbus (O.) police Circus Week in Glentany Park there will go to the police athletic fund. Police Chief John H. Dunn, general chairman, said plans call for amusements in the park at reduced admission and a tent show, details of which will be given later.

Gould Is Booked in S. D.

CANTON, S. D., July 25.—Canton's Fourth Annual Corn Carnival has booked Jay Gould's *Million-Dollar Spectacle*, and Art B. Thomas Shows will be on the midway. There will be baseball, other events, and two bands will furnish music.

MOLINE, Ill.—The 15th annual Community-Industries Labor Day Picnic in Riverside Park will be free, city of Moline being solidly behind the event, with the backing of industry, commerce and the character-building agencies, said Secretary-Treasurer N. L. MacDonald.

10 BIG DAYS & NIGHTS

FIREMEN'S STREET CARNIVAL

WANTED
Concessions of all descriptions, BINGO, COOK HOUSE and MERCHANDISE WHEELS on percentage or flat basis, AUGUST 3 TO AUGUST 12, INCLUSIVE.

WANTED
Two big, sensational Free Acts. Rides and Shows already booked. FOREMEN wanted for Tilt-a-Whirl, Carousel and Ferris Wheel.

FIREMEN'S JUBILEE COMMITTEE—First Show in 8 Years

Write or Wire

UNIONTOWN HOSE CO., No. 2

HASTINGS-ON-HUDSON, N. Y.

FORT DODGE NATIONAL BEEF CATTLE SHOW

SEPTEMBER 7-10 — FOUR DAYS

WANTED—Shows, Rides and Concessions.
Only National Beef Cattle Show.

Write L. M. O'LEARY, Supt. Concessions, Fort Dodge, Iowa.

CONCESSIONS

Free Acts and Carnival Wanted.

CENTENNIAL CELEBRATION

WYOMING, ILLINOIS, AUGUST 20-21-22
Address GERRY D. SCOTT, Wyoming, Illinois.

WANTED SHOWS, RIDES AND CONCESSIONS FOR 3d ANNUAL LABOR DAY CELEBRATION

SEPTEMBER 5, 6 and 7, 1936

GREYBULL, WYO. Write H. C. THEEDE, Box 482.

WANTED RIDES AND SHOWS

WEEK SEPTEMBER 21—26

MIAMISBURG'S BUSINESS MEN'S ANNUAL FALL EXPOSITION

In Heart of City — Well Advertised — Big Free Prizes Nightly

BILL ALEXANDER Miamisburg, Ohio

Casper, Wyo., Books Show

CASPER, Wyo., July 25.—Business men, oil men and stock growers have subscribed \$10,000 to finance a Wyoming-on-Parade Celebration here, forerunner of a yearly event planned for two years. Program will include a Wyoming-on-Parade Pageant, maneuvers by Fourth Cavalry Troop, Fort Meade, S. D.; oil field workers' unit; high hurdles by horses; float display, cash awards; sheep-dog demonstration from Bradford, N. H.; high-school horses; demonstration by jerk-line team, 16 horses; bands; acts booked thru Barnes-Carruthers, who have supplied Casper shows in past years; Melody Nights, revues, cast of 24; Lowe and Hite, comedy-dance turn; Large and Morgner, one-legged acrobats; International Pic, George Belford's Risley act and fireworks.

Four Grand Gain Reported Over 1935 Pittsburgh Show

PITTSBURGH, July 25.—Final profit figures on second annual Pittsburgh Jubilee and Exposition on Forbes Field last month total \$24,000, an increase of nearly \$4,000 over last year's show. Burke F. Read, secretary of the jubilee committee, considers the amount surprisingly large, weather during three nights having been unfavorable.

Punxsutawney To Be Host

PUNXSUTAWNEY, Pa., July 25.—For Central District Volunteer Firemen's convention to be held here, leading fire companies from towns within a radius of 300 miles have been contacted, and 75 have already pledged participation. Six-day program includes parades, bands, corps competition, drills, boxing, races, wrestling, six-day bike race and carnival attractions. A future-fire-chief race is open to every boy under 16.

WANTED

Shows, Rides, Concessions and Free Act for
8th ANNUAL HOME-COMING
Week August 17-22.
VOLUNTEER FIREMEN, CYGNET, O.

LABOR DAY CELEBRATION

GLEN HELEN PARK, BELLERSBURG, IND.
WANTED—Rides, Shows and Concessions.
Write GEO. DAUER.

WANTED

CONCESSIONS, RIDES, SHOWS.
Maquoketa, Iowa, Hot Dog Days
AUGUST 18 AND 20.
On the Streets, Day and Night.
BEN G. PHILLIPS, Chairman Concessions.

WANTED

Independent Rides.
AUGUST 20-22
CICERO FALL FESTIVAL
Write E. A. GARSON, Cicero, Ind.

WANTED

Rides and Concessions for Republican and Democratic Day Celebration at KEMPION, ILL., AUGUST 21 and 22. Percy Brooks, speaker on Republican Day.—big crowds. Will consider carnival.
Write CELEBRATION COMMITTEE, Kempton, Ill.

WANTED

Shows, Concessions, Rides.
WARSAW HOME-COMING
AUGUST 20-21-22.
Write FRED G. BUGKLEW, Warsaw, O.
It Helps You, the Paper and Advertisers to Mention The Billboard.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Classified Advertisements

COMMERCIAL 10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

26 WORD (First Line Large Black Type)
24 WORD (First Line and Name Black Type)
16 WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad. Less Than 26c.
CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

ABSOLUTELY THE HOTTEST DEAL IN PUSH Cards; make \$10-\$25 daily giving away nationally advertised Bathroom Scales; \$2.00 secures sample scale and cards or write for circular. **MEACON SALES COMPANY**, 6821 N. Wayne, Chicago, Ill.

AGENTS ARE CLEANING UP BIG PROFITS with these fast sellers. Write today for free details. **EXQUISITE CRAVAT CO.**, 234-B Englewood Ave., Englewood, N. J.

AGENTS—SELL OUR NEW DICE O.A.M.E. Cigar stores, bars, all public places. Sells for \$1.25, has ten dollar appearance. Store keepers make their investment back in ten minutes. Send fifty cents for sample; \$5.00 per dozen. **NATIONAL HANDBOOK**, 110 East 31st, Erie, Pa.

BRAND NEW CARTOON FUN CARDS—BIG money easily made; samples and complete list, 10c. **DIRECT SALES**, P. O. Box 644, Miami, Fla.

GOLD REFLECTING LETTERS FOR STORE WIN- dows; large sizes penny each; letters guaranteed; free samples. **MODERNISTIC SIGN**, C-3004 Lincoln Ave., Chicago.

GOOD INCOME SILVERING MIRRORS, PLAT- ing and Refinishing Lamps, Reflectors, Autos, Bells, Chandeliers by late method. Free partic- ulars. Write **GUNMETAL CO.**, Ave. C, Decatur, Ill.

LOCAL AGENTS WANTED TO WEAR AND demonstrate Free Suits to friends. No canvassing. Up to \$12 in a day easy. Experience unnecessary. Valuable demonstrating equip- ment, actual samples free. **PROGRESS TAILOR- ING**, Dept. F-207, 500 Throop, Chicago.

PROFIT 2,000%—AGREEABLE EASY WORK applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for details and free samples. **AMERICAN MONOGRAM COMPANY**, Dept. 20, East Orange, N. J.

RARE PHOTOS—100, 55; CARTOON BOOKS. 100, 53; Catalog Assorted Novelties, \$1 up; via Express. P. B., 468-B, New Haven, Conn.

ROOSEVELT AUTO EMBLEMS—PATENTED, officially approved, retails 25c. Prices 50 for \$4.00; 100 for \$6.50; 25c. Sample 10c. **WORLD PRODUCTS CO.**, 418 West 27th St., New York.

SELL NEW AND USED CLOTHING—100%— 300% profit; selling experience unnecessary. We start you; catalogue free. **LIQUIDATION MERCHANDISE**, M-550 East 43d, Chicago.

TEXIDE, LATEX, SILVERTEX BLADES, ELEC- tric Razors, Perfumes, Sundries, Bandages, Novelties, etc. **KEARNEY WHOLESALE DRUG CO.**, 456 Kearny St., San Francisco, Calif.

WHERE TO BUY AT WHOLESALE 500,000 ARTI- cles. Free Directory and other valuable in- formation. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York.

101 PROFITABLE MAIL ORDER AND LOCAL ideas for starting your own business. Free literature. **FRUIT PRESS**, Dept. D, Elburn, Ill.

ANIMALS, BIRDS AND PETS

ALLIGATORS, FAT, HEALTHY, ANY NUMBER, any size, immediate shipment, largest collection in world. No C. O. D.'s. **FLORIDA AL- LIGATOR FARM**, Jacksonville, Fla.

BIG BARAINS FOR SHOW FOLKS—ARMA- dillos, \$1.50 each; Horned Toads, Ninety Cents Dozen; Racing Turtles, \$3.50 dozen; Lynx and Caco-Mistle Cats, \$7.95 each; Pec- carys, \$11.00; Virginia Deer, \$50.00; Pumas, \$70.00; Jaguars, \$145.00; D. Y. H. Parrots, \$7.95 each, or \$69.00 dozen. Five, ten and twenty dollar Dens Snakes cheap. Send for wholesale price list. **ZOOLOGICAL SUPPLY CO.**, Laredo, Tex.

DENS LARGE FAT SNAKES, 4 TO 7 FEET LONG, \$5.00, \$10.00 and \$15.00. Fast shipments. **PALMETTO SNAKE FARM**, St. Stephen, S. C.

PLENTY SNAKES, ALLIGATORS, BOA CON- strictors, Dragons, Gila Monsters, Iguanas, Horned Toads, Armadillos, Racing Terrapins, Monkeys, Capybars, Pumas, Ocelots, Wild Cats, Ringtail Cats, Parakeets, Royal Blue Macaws, Parrots, Peafowl, Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex.

SNOOKUM BEAR CUBS, TAME, FINE PETS FOR children, \$12.00. **LAREDO ZOOLOGICAL**, Laredo, Tex.

TWELVE SMALL ASSORTED SNAKES, \$3.00 each; eight assorted large attractive Snakes, \$10.00. Price list on request. **ROSS ALLEN**, Silver Springs, Fla.

WANTED TO BUY—AUODADS AND ANY kind of zoo animals. State lowest price. For sale or exchange 7 Lions, 10 months to 2 1/2 years. **EMMLER ESTATE**, Hoosick Falls, N. Y.

BUSINESS OPPORTUNITIES

SELL BY MAIL BOOKS, NOVELTIES! BAR- gains! Christmas sellers! Display Signs! Big Profits! Particulars Free. **F. ELFCO**, 525 South Dearborn, Chicago.

START BUSINESS OF YOUR OWN! FROM home—office; practical plans, ideas, etc. Write for particulars now! **LARNER SERVICE A**, 214 Court St., Brooklyn, N. Y.

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 Bill- board.

BARAINS RECONDITIONED MACHINES, ALL types. Prices you will be willing to pay. Write **BADGER NOVELTY**, 2546 N. 30th, Mil- waukee, Wis.

BARAINS IN RECONDITIONED MACHINES, all types and makes. Write for list. **AMERI- CAN SALES CO.**, 3003 Harrison Street, Daven- port, Ia.

BARAINS, A-1 CONDITON—IRDN CLAW Junior, \$35.00; refinished modernistic cab- inet and 3-prong bucket type. Whirlpool Ticket Game, \$19.50. 1/3 deposit. **D. HEGEMAN**, Waukon, Ia.

CANADIAN OPERATORS—400 USED PINS, Slots, Automatics and Counter Games at close-out prices. Condition guaranteed. **ON- TARIO COINOMATICS**, Box 362, Ft. Erie, On- tario, Canada.

COIN-OPERATED MACHINES BOUGHT, SOLD, exchanged. Highest prices paid for Escala- tors. In business since '91. **JARL**, 1704 Leav- enworth, Omaha, Neb.

FOR SALE—SELECTIVE PHONOGRAPHS; 8 Model B01 Sc Mills, 12 record, \$60.00; 3 Model "E" Seeburg, 8 record, \$55.00; 3 Mills Troubadours, 5c-10c-25c Slot, \$85.00. Every machine mechanically perfect. Terms: \$20.00 deposit, balance C. O. D. **CENTER & BRENON**, Brownville, N. Y.

FOR SALE—5 JUMBOS, \$35.00 EACH; ONE Stamped, \$20.00; 2 Gold Rush, \$8.00 each; 2 Carlots, small, \$8.00 each; 2 Champion, \$8.00 each; 4 Rapid Transit, \$9.00 each; One Prospector, \$22.00; perfect condition. **F. M. FRANCIS**, Carroll, Ia.

FOR SALE CHEAP—BALLY ONE BALL PAY Tables, Slot Machines, Paces Races, Snack Vendors and other machines. Write for prices. **CHARLES PITTLE**, New Bedford, Mass.

FOR SALE—ALAMO, THREE, USED TWO weeks, \$85.00 each. **WENCIL F. OSWALD**, Manitowoc, Wis.

HIALEAH, \$60; EQUIPPED SPINNER LIGHTING at random two numbers with single coin, \$75; Improved Tycoons, \$85; Lettec Palooka, Sr., 6 slot, \$75; Bally Reliance, 25c; Dice, \$60; Trojans, \$25; Peeries, \$35; All Stars, \$50. Third with order. **BORDER SALES CO.**, Pharr, Tex.

MILLS ESCALATORS AND BLUE FRONTS, \$35.00; Watling 1c Twin Jacks, \$25.00; Mills Single Jackpot with Reserve, \$15.00; Cigarette Machines, \$2.00. Cash with order. **O'BRIEN**, 69 Thames, Newport, R. I.

MUTOSCOPE CRANES, \$55.00; MERCHANT- man, \$75.00; Columbus Peanut Vendors, \$3.85; Cent-a-Smoke Vendors, \$4.50; Colum- bus Globes, 65c. **NATIONAL**, 4242 Market St., Philadelphia, Pa.

SCALES WANTED—MUST BE GOOD CONDI- tion, give details, lowest cash price. **W. R. GALAWAY**, Orlando, Fla.

TABLES—STAMPED JUMBO, CHALLENGER, Peeries, Hialeah, Bonus. Write or phone for prices. **ANTHONY HIRT**, 1202 Mich. Ave., Sheboygan, Wis. Phone, 3273.

WANTED—ANY QUANTITY, BLUE FRONT Mysteries, Extraordinary Mysteries, War Eagle Bells, Jennings Chiefs in 5, 10 and 25c play; 1c O. T.'s. **BADGER BAY COMPANY**, Green Bay, Wis.

WANTED—BOWL LITE-A-LINES, SINGLE D- Triple Slot type. State best price in first letter. **JDY AUTOMATICS**, Elmira, N. Y.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. **GOODBODY**, 1826 East Main St., Rochester, N. Y.

WE PAY \$75.00 CASH FOR WURLITZER P-10s. **BILL FREY, INC.**, Miami, Fla.

WE BUY ANYTHING IF THE PRICE IS RIGHT and pay spot cash. One Ball Pay Tables, Paces Races, Cigarette Machines, Phonographs, Slot Machines or anything else. **CHARLES PIT- TLE**, New Bedford, Mass.

4 MILLS DANCE MASTERS, \$120 EACH; 2 Harmony Bells and 1 Punch-a-Lite, Auto- matic Payout, \$25 each. **CARL KING**, Elwood, Ind.

COSTUMES, UNIFORMS, WARDROBE

INDIAN RELICS, BEADWORK, CURIOS, WEAP- ons, catalogue 5c. 5 Arrowheads, 20c; Eagle Feather Indian War Bonnet, \$9.00, fine. **IN- DIAN MUSEUM**, Northbranch, Kan.

PROFESSIONAL CELLOPHONE HULA SKIRTS, all colors, \$6.00. Send \$1.00 and measure, balance C. O. D. **MODERN HOUSE**, 57 Golden Gate, San Francisco, Calif.

FORMULAS

ANY SPECIFIC FORMULA 25c—ASSAYING, Analyzing, Chemical Research. **FORMULA SUPPLY**, 6138 Trumbull, Detroit, Mich.

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Estimates furnished; newest guaranteed formulas; biggest catalog free. Special prices, leads. **GIBSON**, Chemist, BH- 1142 Sunnyside, Chicago.

FAST SELLERS ANALYZED—DUPLICATION guaranteed. Write **ASSOCIATED CHEMISTS**, Indianapolis, Ind.

FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. **H. BELFORT**, 4042 N. Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

BARAINS—GENERATORS, MOTOR GEN- erators, Exhaust Fans, etc. Ask for quotations on your needs. **ELECTRICAL SURPLUS COMPANY**, Dept. 50, 1885 Milwaukee Ave., Chicago.

CORN POPPERS, FEARLESS; GIANT ALUMI- num Ceared Popping Kettles; Rotary Electric Candy Kettles. Lowest prices. **NORTHSIDE CO.**, 2117 Harding, Des Moines, Ia.

FORTY-TWO ARKANSAW KIDS FOR \$25.00! Ball Chuck Luck Wheel, 24 Inch, \$10.00. **E. F. SICKENBERGER**, 9303 Riviera, Detroit, Mich.

FROZEN CUSTARD AND ICE-CREAM MA- chines, \$150.00 and up. Write or wire **FROZEN CUSTARD MACHINERY CO.**, 869 Thomas, Memphis, Tenn.

NEW "VELVO" FROZEN CUSTARD AND ICE- cream Machines, complete Freezing and Storage Unit, \$159. Write **FROZEN CUSTARD CO.**, Gastonia, N. C.

POPCORN CRISPETTE MACHINES, CORN PO- pper, Carmelcrisp, Potato Chip, Cheese Coat- ed Corn Equipment. **LONG EAKINS**, 1976 High St., Springfield, O.

POPCORN MACHINES, FACTORY REBUILT and warranted electric models. Unusually low priced. Low down payment, easy terms. Big values; act quickly. **ADVANCE MFG. CO.**, 6326 St. Louis Ave., St. Louis, Mo.

SONO SHEETS—EIGHTY FINE BROADWAY Song Hits, \$10.00 thousand. **Khaki Tent and Frame**, 8x12, \$35.00. **EARL C. POWERS**, Box 45, Salisbury Beach, Mass.

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE—KIDDIE RIDE AND TRUCK, booked on carnival, plenty fairs booked, can be removed. **R. JACK WALSH**, Enid, Okla.

FOR SALE—CIGARETTE SHOOTING GALLERY 10x10 Tent, Frame, Rack, 30 ft. Back Cloth, 4 Guns, Trunk, Velvet Rack Drops, \$50.00. **EARL C. POWERS**, P. O. Box 45, Salisbury Beach, Mass.

FOR SALE—KIDDIE AUTO RIDE, AIR-COOLED Gas Motor, drive like new, used three months. **M. H. PICKLESIMER**, North Vernon, Ind.

FOUR GASOLINE POWERED MINIATURE Automobiles, half horsepower motors, also Trailer, excellent condition, \$500.00 cash. **E. L. STIMPSON**, 4004 Kellogg, Wichita, Kan.

HELP WANTED

CLDOW OR GDDO SINGLE COMEDY ACT to bally joints, nights only, August 4 and 5. Hamilton, O. Address **DOC HOWARD** care The Billboard, Cincinnati.

SINGLE COWGIRL TRICK RIDER. HOME FOR right party. **MONTANA RODED CO.**, Plum Creek Rd., Sioux City, Ia.

WANTED—DRAMATIC TEAM WITH SPE- cialties. Singing Dancing Sister Team, Singles with Specialties. **E. C. OLSON**, Eastland, Tex., week 27th.

WANT FAST TRUMPET, PREFERABLY DOU- bling Violin. Under 25, single. Recognized 8-piece band augmenting. Guaranteed steady, good money, promising future. Write all de- tails immediately to **AL GRAHAM'S "TONES"**, Bella Vista, Ark.

WANTED STROLLING BANDS—UNION, DUOS, trios and quartets, vocal and instrumental, for hotel cocktail lounges. Send particulars and photos. **BDX 210**, Billboard, Chicago.

WANTED—M&B PIANIST, FAST DANCER. Performs doubling Orchestra, Tent vauda- ville. State lowest. Steady work, join on wire; no advance. **DIXIE COMEDY SHOW**, Amelia, Va.

WANTED IMMEDIATELY—MODERN DANCE musicians, all instruments, for organized or- chestra. Salary, location and part time road. **EMERSON ORCHESTRA**, Hiawatha Gardens, Manitow, Colo.

WANTED SELL-OUT DANCE MUSICIANS WHO double on guitar, Piano, Yast your lowest. State qualifications. **RAY KEYES**, Albert Lea, Minn.

MAGICAL APPARATUS

A NEW 124-PAGE ILLUSTRATED CATALOGUE, plus 8-page supplement, Mental Magic, Mindreading, Spirit Effects, Horoscopes and 33-page 1936-'37 forecasts. Graphology sheets, books, crystals and lucky pieces. Most com- plete line in world. New catalogue, 30c; none free. **NELSON ENTERPRISES**, 198 S. Third, Columbus, O.

CATALOGUE FREE—MAGIC, MENTALISM, Spiritism and Kindred Phenomena Secrets and Supplies. **S. W. REILLY CO.**, 1853 Bryden Road, Columbus, O.

HAND CARVED WOOD FIGURES, PUNCH AND Jugs, Ventriloquists and Marionettes. Ven- triloquist Dialogues, \$1. Lists free. **PINKY**, 64 West Erie, Chicago.

LARGE PROFESSIONAL MAGIC CATALOGUE. 25c. **MAX HOLDEN**, 220 W. 42d St., New York City.

SHADOW OF THE CROSS—ILLUSIONS. Magic, Secrets, etc., sacrifice, must sell. Send stamp for list. **BOX C-85**, care Billboard, Cincinnati.

MISCELLANEOUS

BALL CUM, FACTORY FRESH, 12c BOX; TAB, Stick, Midget Chicks, every type Machine Gum. **AMERICAN CHEWING**, MI, Pleasant, Newark, N. J.

CORN POPPERS AND GASOLINE BURNERS. Stoves, Tanks, Supplies, etc. Wholesale and retail. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia.

FINEST 4-FOR-10c OUTFIT ON THE MARKET, the Quartermaster. Made of 1/16 in. gauge steel. Direct Positive Roll, 1 1/2"x25". \$4.75; Enlarging Paper, \$5.40 gross. Mounts, Mirrors, complete line. Send for catalogue. **MARKS B FULLER, INC.**, Dept. 1, 44 East, Rochester, N. Y.

JUMPING BEANS, NEW CROP, FOR IMMED- iate shipment \$1.00 hundred; \$6.00 thousand. **HILARIO CAVAZOS BROS.**, Laredo, Tex.

PHOTO OUTFITS—4 FOR DIME STRIPS, OUR new Photostrip Machines either 1 1/2x2, or 2 1/2x3 1/2 sizes, complete, \$140.00. All supplies at cut prices. **WABASH PHOTO SUPPLY**, Terre Haute, Ind.

ROLLS DEVELOPED—TWO PRINTS EACH AND two free enlargement coupons. 25c. Re- prints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo.

ROLLS DEVELOPED—TWO BEAUTIFUL DOU- ble weight professional enlargements and 8 guaranteed never fade perfect tone prints, 25c each. **RAY'S PHOTO SERVICE**, La Crosse, Wis.

13 FUNNY LOVE LETTERS, READ TWO WAYS. 10c; not offensive, just funny. **E. ROBIN- SON**, Box 95, Roslyn, Va.

M. P. ACCESSORIES & FILMS

BANKRUPT STOCK—SILENTS, \$1.00 PER Reel; Projectors, \$10.00 up; also Sound Films, Sound Projectors, 10c coin for list. **CAPITAL PRODUCTIONS**, Rosedale, Kansas.

FINEST SELECTION OF NEW AND USED Silent or Sound Projection Equipment, Soundheads and Amplifiers; \$300.00 Silent Projectors only \$15.00. Write **ZENITH THEA- TRE SUPPLY**, 308 W. 44th, New York.

OUTDOOR CIRCUIT EXHIBITORS—COMPLETE sets 16 mm. Sound Programs (Features and Shorts), \$20.00 week. Perfect prints. EASTIN PICTURES, Davenport, Ia.

ROAD-SHOW SOUND SPECIALS—WESTERN, Actions, War and Passion Plays. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J.

SOUND FEATURES AND SHORTS, PERFECT condition, lowest prices. Equipment films bought and sold. ZENITH THEATRE SUPPLY, 308 W. 44th, New York.

UNUSUAL BARGAINS IN USED OPERA Chairs. Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue free. MOVIE SUPPLY CO., LTD., 844 S. Wash, Chicago.

16 MM. SIF FEATURES—"MIS FIRST COMMAND" (William Boyd), 7, \$70.00. "War Dog" (Rex), 5, \$45.00. "Wings of Adventure" (Rex Leas), 5, \$60.00. All good condition. EASTIN PICTURES, Davenport, Ia.

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—WURLITZER ORGAN, 125, perfect condition, reasonable. LOUIS RABKIN, Penny Arcade, Kansasburg, N. J.

KIDDE RIDE ORGANS, CRANK ORGANS (for blind). Street Planos, factory rebuilt. New music. Bargains. J. S. GEBHARDT ORGAN CO., Tacony, Philadelphia, Pa.

PARTNERS WANTED

PARTNER WANTED FOR CIRCLE STOCK COMPANY (dramatic), prefer single man with car to handle booking, publicity, etc. State if you play parts and all qualifications. Letters confidential. BOX CHI-36, Billboard, Chicago.

SALEMEN WANTED

SALEMEN WANTED IN VARIOUS PARTS OF the country to sell Durapoint Photograph Needles for automatic phonographs as a sideline. Liberal commissions. PLAZA MFG. CO., 659 Broadway, New York City.

SALEMEN—SELL COMPLETE LINE BOOK matches, labels, salesbooks, pricing sets, garage forms, calendars, business stationery. Wonderful side line; free deals; commission daily; free sales portfolio. LIONEL PRESS, Dept. LY-312 So. Hamilton, Chicago.

TENTS—2D-HAND

TENTS, TARPAULINS, SIDE WALL, USED JULY 4th, now on sale. Real values but no old stuff. Write KERR CO., 1954 Grand Ave., Chicago.

SCENERY AND BANNERS

A-1 CARNIVAL—CIRCUS BANNERS, SHOWMEN duplicating their orders proving the merit of our work. MANUEL'S STUDIOS, 3544 North Halsted, Chicago.

BARGAIN—2160 SQUARE FEET USED LINEN Back Drops, various sizes, \$40.00. 50% balance. C. O. D. MEADE'S, Pearl Street, Middletown, Conn.

CARNIVAL, SIOE-SHOW BANNERS — NOT the cheapest, but the best. Prompt service. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago.

SCENERY, DYE DROPS, VELOUR CURTAINS, Modernistic Cyclorama Sets, Artistic Stage Settings made to order. KNOXVILLE SCENIC STUDIOS, Knoxville, Tenn.

THEATRICAL PRINTING

SAVE MONEY ON YOUR PRINTING—DODGERS, Handbills, Heralds, Tickets, Cards, Labels, Stationery, etc. Send for free price list. STUMPPRINT, 1424 Whitley, Ind. au15x

WINDOW CARDS, 14x22, 10x, \$2.50; 11x14, 10x, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. BELL PRESS, Winton, Pa.

200 (14x22) NON-BENDING CARDS, 56; 200 (11x42) or 21x28 Half Sheets, 58; your copy. DOC ANGEL, Ex-Trouper, Leesville, S. C.

WANTED TO BUY, LEASE OR RENT

CALLIOP—MUST BE IN PLAYING CONDITION and a bargain, with privilege of examination. HUGH ETTINGER, 709 1/2 Story St., Boone, Ia.

WANTED—TRUNK SCENERY, PRICED RIGHT and cheap for cash. ELTON D. MORGAN, 512 E. Wilson St., Madison, Wis.

AT LIBERTY MAGICIANS

AT LIBERTY—Decline the Magician. Night spots only. He attracts you at your table or on the floor featuring his Dancing Doll. Address Billboard, Cincinnati.

FEATURE MENTAL ACT—Mindreading, Crystal. Will get bog-osity results for any show. (Original presentation, Salap, percentage on private readings. PRINCE YORE, Lake Ariel, Pa.

AT LIBERTY MISCELLANEOUS

ATTENTION—Am proficient in secretarial work and have had plenty business education and experience. Have V8 Ford coupe (careful driver). Have no capital. Age thirty-two, five-foot four, one hundred twenty pounds. Go anywhere. Propose for me. A. J. HART, Drawer No. 531, Bristol, Tenn. au5ip

AT LIBERTY MUSICIANS

TROMBONE — MODERN

tone in tune, commercial radio, recording. Name Band Symphony experience. Write J. J. FRESHOUR, Woodhouse Cottage, Ocean View, Va. au8

A-1 DRUMMER—YOUNG, SOBER, FAST WITH plenty flash. Six years' experience dance, radio, stage. Complete outfit with unique lighting system. Double specialties or floor show with eccentric dancing. RODNEY C. SMITH, Park Ridge, N. J.

ATTENTION, CONCESSIONERS—AT LIBERTY July 15. Young man of good appearance, honest, reliable, sober, years of selling; experienced practical merchandiser, good talker, quick to learn. Go anywhere; highest references; consider any offer. Write to BOX C-78, Billboard, Cincinnati, O. au1

DRUMMER, YOUNG, NEAT, RELIABLE, strictly swing. Will go anywhere; have car. Write or write JERRY COOPMAN, 112 Prentice St., Stevens Point, Wis.

DRUMMER—SWING, AGE 22, SINGLE. Experienced, union. BUDDY STEVENS, Trimble Springs Hotel, Durango, Colo.

DRUMMER, VERY FINE VOICE, AGE 24, union, reliable, nice appearance. Sold, ride, swing, read. Experienced. Play Vib. Write or wire RAY C. NELSON, Stephen, Minn.

LEADER FOR BOYS BAND—YOUNG, SOBER, neat, experienced, go anywhere. Library essential. Must play all bands write. DAN McCARTHY, Wellsboro, Pa. au22

MODERN TRUMPET, VERY GOOD TONE, GOOD range; good reader. Young, experienced, reliable, single, union. DICK CHAPMAN, Castle Hotel, Omaha, Neb.

SIX-STRING GUITAR, FEATURE VOCALIST, arrange for any type band, commercial or swing. State all in first. BOB COOKE, 110 W. 34th St., Savannah, Ga.

TENOR SAX—CLARINET, VOICE, READ, JAM, union, sober, MUSICIAN, 1032 N. Jefferson, Peoria, Ill.

TRIO—MAN, WIFE, BOY, NINE. MODERN, Hillbilly, String Music, Singing, Dancing, Comedy, Radio, tent, anything, reliable. Neat. A-1 references. car. Write NOVELTY TRIO, 1709 Capitol Ave., Omaha, Neb. au1

A-1 DRUMMER—Swing and I own my drums. Experienced studio and dance. JOHNNY FERRILL, 227 S. Myers, Charlotte, N. C. au1

A-1 BASS STRING PLAYER, 8 years' experience, desire change. JOHN AMOENGER, 310 W. Washington St., Appleton, Wis.

A-1 MUBOIAN—Trumpeter, Marlton, N.J. Salary must be guaranteed. LOUIS CONERNI, 4863 Page Blvd., St. Louis, Mo.

AT LIBERTY—Solo Sax doubling Baritone Sax and Clarinet. Fast reader, transposer, fake. Good tone, modern style, feature man. Play pretty Dixie in Clarinet, soloist at all times, union. Small band or night club job preferred. Reliable managers only answer. PAUL DONNELLY, Anamosa, Ia.

BANDMASTER-TEACHER for permanent location with municipal institution. Legion, public or military school bands and orchestras. Special training, long experience as musician-director. Have large band library. BANDMASTER, 204 Group St., Danville, Va. au1

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EXPERIENCED Three-Man Brass Section, organized three years. Read, some take off and good tone. Desire good location. Write or wire MUSIQIAN, 500 S. Van Buren St., Auburn, Ind. au1

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SECOND TRUMPET—Modern ride, range, tone, sing. Young, obedient. Letters preferred, stating all. Will give references. ROX C-84, Billboard, Cincinnati, O.

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Ascensions and Parachute Drops. Lady or Gent. Trapeze Performance in Mid-Air. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. au22

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BINK, KING OF THE SLACK WIRE—THREE acts: Wire, Trapeze and Comedy Juggling, all real acts. GEO. BINK, R. 1, Box 112, Cudahy, Wis. au1

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CARMENE'S CIRQUE REVUE — FIVE ACTS, four people. Open for fairs, home coming, etc. Labor Day open. Address CARMENE'S CIRQUE REVUE, P. O. Box 21, Williamsport, Mich. au1

DAKOTA RED'S TRICK MULB AND CLOWN Acts. The funniest mule, Skim Milk, does 27 different tricks; a guaranteed attraction or a feature on any program. Your dates are open. Fairs, rodeo and all outside entertainments. Write or wire DAKOTA RED, General Delivery, Dallas, Tex. au16

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A THREE ACT COMBINATION, consisting of a High Trapeze and Swinging Pole, 130 feet high, with a 500-foot slide for life as a chimney, spectacular exhibition of skill and daring without life net or other safety devices. This act has exceptional drawing power. Also have two platform acts, one a Spanish Wire Act doing Juggling, Batten Spinning, Plate Spinning, Sharpshooting, Bobbing and Dribbling on the Wire; the other a Hand Balancing Act. Write or write Table for Homecoming Celebrations, Fairs, etc. Special Electrical Display. Large special posters, free for advertising. Price per week. CHARLES L. CROIX, 3304 S. Anthony Blvd., Fort Wayne, Ind. au1

AT LIBERTY—Itica's Comedy Taps and Does for fairs, parks and celebrations, circus. This is a real novelty act. For information write 1200 Lincolnwood Ave., Jackson, Mich.

AT LIBERTY—Two fine attractions, Acrobats and Physical Culture Acts. One good, one show, fairs, celebrations, circus. GLENNY AND FORD, Billboard, Cincinnati.

AT LIBERTY For Parks, Fairs and Celebrations—Comedy, Race and Action in a thrilling dog act. Write to FASIL WOODS, P. O. Box 513, Ponlar Bluff, Mo.

BESSIE HOLLIS & CO.—Three acts, Flying Single Trapeze, Comedy Acrobats, Swinging Ladder. Write or write for prices and literature. 3388 Collinswood Ave., Toledo, O. au1

CHARLES LA CROIX — Original, outstanding high-class Novelty Trapeze Artist for your Platform Attractions. Available for Homecoming Celebrations, Fairs, etc. Special Electrical Display. Large special posters, free for advertising. Price per week. CHARLES L. CROIX, 3304 S. Anthony Blvd., Fort Wayne, Ind. au1

COMEDY SLAP STICK Acrobatic Act—Fast work in comedy. Open for all occasions. Literature. Prices reasonable. LEHMANN AND LAYMAN, 205 Lafayette St., Ft. Wayne, Ind. au1

DOG, PONY, MONKEY, BIRD CIRQUE—Complete unit. Gives performance an hour or longer. All clean stock and good features. Presented by the best operators in the business. A real attraction for summer resorts or indoor circus. GEO. E. ROBERTS, Mgr. Panamasika's Studio, 815 W. Erie Ave., Philadelphia, Pa. SAQmore 5538.

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FEATUR MENTAL ACT—Mindreading, No bag featured at Lake Ariel Park. Something different for grand-stand shows. Flash Oriental presentation. Salary for act, percentage on private readings. Write or write for prices and literature. KENNETH W. HARRIS, 825 LeBor, O. au15

JO JO, The World's Greatest High Diver. Climbs a 50-foot ladder and dives off. Pal, his son, also dives and both do a number of turns together. Jo Jo walking a one-inch pole five feet high, twelve feet long. Get over by JOSEPH E. McLAUGHLIN, 1849 E. 13th St., Wilmington, Del. au15

PANAMASIKA'S DOG, Pony Monkeys, Bird Circus. Can work anywhere. Forty beautiful performing animals and birds. GEO. E. ROBERTS, 815 W. Erie, Philadelphia, Pa. Telephone SAQmore 5538.

THE OHNSTEYS—Wire Artists, tight and slack. Lady Juggling Globe, Giant Juggler. As good as the best. Write for prices and literature. KENNETH W. HARRIS, 825 LeBor, O. au15

THE CLAYTONS—4 High-class acts for the price of one. Tight Wire, Double Trapeze, Iron Jay and Single Trapeze. Reasonable. Address care Billboard, Cincinnati. au1

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AT LIBERTY ACROBATS

PHILIP PIANTONO, AROBAT, EXPERIENCED 152 No. Ashland Blvd., Chicago. Telephone, Seeley 8829.

LADY, with small daughter, at Liberty (partner being in hospital). Equipment leased. Experienced trapeze performer, no aerial. Can work domestic stock, could frame set with head balancer. Husband "Upside-down Zaido" dead. Some experience with grid tickets and concession. Prefer night that goes through for winter. No telegrams. ROSA HARLOW, South Millford, Ind.

AT LIBERTY AGENTS AND MANAGERS

MANAGER-PROJECTIONIST wants position small town. Steady, efficiency above pay, honest, reliable, young, married, sober. Institute trained. Year's experience. References. JAMES, 4445 Clifton Ave., Chicago.

THEATRE MANAGER—Keep analysis, executive. 7 years experience in publicity and exploitation. Top rated business builder, can bring a theatre across to life if it has been buried. Any size, anywhere. Good appearance, strong personality. Your disposition or mine. Get busy before it's too late. Address PRESS, Box 208, Billboard, Chicago.

AT LIBERTY BANDS AND ORCHESTRAS

DON RICARDO AND HIS Orchestra. 11 men, fully equipped, modern library all specialties. Open now. DON RICARDO, W. T. A. D., Quincy, Ill.

FAST FOUR-PIECE BAND—DOUBLES, SINGERS, uniforms. Fourth month same location. Desire change. Write CEC SCHMORL, 83 Johnson St., Marshfield, Ore.

MISSOURI'S MOST VERSATILE BAND—12 pieces. Complete glee club, singing trio, novelties, feature vocalists, three trombones, P. A. front, lights, invites correspondence with reputable hotel or bookee. Fine line of photography, excellent references, union. Prefer South location. At Liberty September 10. CHARLIE ARMSTRAD, Crystal Palace Ballroom, Coloma, Mich.

EIGHT-PIECE ORCHESTRA available for location. Sax Trio, Two Trumpets, Trombone, Piano and Drums; double on Clarinets and Strings, and Vocalist. Night club experience. Write JOHN O. WIRTH, 135 Elough St., Johnstown, Pa. au1

PIKE BURRITT & His 11-Piece New York Orchestra. Now at Trimble Springs Hotel, Durango, Colo. Booking fall and winter spots. Bookers South and West write for photos, etc. Hotel managers write.

AT LIBERTY—After Labor Day, Don Phillips and His Minutia Men. 11-piece Radio Orchestra, featuring fine choicest of the organ band, playing 18 different instruments. Featured Vocalist: Glen Curtis. Two other vocalists included in the band. Also feature piano trio, peppy ensemble singing, vocal trio, special arrangements, five saxes, five brass, string trio and novelties saluro. Union. A-1 amplifier. Complete library. Several different uniforms. Now playing summer engagement beautiful Lake Orion Ballroom. Interested in reliable location and one-nighters. Address or wire DON PHILLIPS, 1315 Box 374, Lake Orion, Mich. au8

THE GOBBLEERS from Gobbler's Knob, Four-Piece Hot Band available for resort, hotel or night club. Double twelve instruments. Wardrobe finest. Also Jimmie Cole's Harlem Rasels, America's Hottest Afro-Cuban Dance Band. Write or write JIMMIE COLE, Hotel Benham, Penn Yan, N. Y.

AT LIBERTY CIRCUS OR CARNIVAL

AT LIBERTY—A-1 RUBBER-SKIN MAN FOR circus side show, for fairs and museum, good ballyhoon. NELS G. NELSON, Route No. 1, Box 19, Gadsden, Ala.

LEGITIMATE HALF-AND-HALF FOR RELIABLE show, preferably major carnival. Can expose to advantage. Write, giving complete details and terms. A. LEE, care The Billboard, Dallas, Tex.

AGENT AT LIBERTY—For carnival or circus, or what have you? State all in letter or wire. GEO. GLENDLER, 120 E. 22d St., Chester, Pa.

AT LIBERTY—Narcely Stevens. Ride show or review, two acts. Playful Club Jugglers (the Dancing Juggler). Comedy Musical Act; funny. Play 8b Sax in orchestra. Write, call all. MAX STEVENSON, 618 Church St., Lynchburg, Va. au1

AT LIBERTY—George Burkhardt, capable of managing any size Ride Show, prefer Circus. Many years' experience with R. B. shows, or as inside feature and furnish act. Comely musician and King of Coins, leading ride, elaborate punch. Electric Act, Mind-Reading, Illustrata, etc. Address 232 Van Buren St., Brooklyn, N. Y. au15

SIDE SHOW ACT open now—Do Fire Eating, Sword Ladder, Chain Dancing, Spike Board. Play wardrobe. NEI. Yes. Write or wire best proposition to EDWARD MONTONA, care General Delivery, Houston, Va. au1

VAULETEL CIRQUE—Puss, Cats, Monkey, Act Two, Acrobatic Circus. Real acts; reasonable prices; for Southern fairs, circuses, theatre. Send system for street balls. Peoria, Ill. au8

AT LIBERTY COLORED PEOPLE

COLORED SIX-PIECE ORCHESTRA AND ENTERTAINERS available for location. Night club, resort, or what have you? "JAB" TAYLOR, 1414 Lydia, Kansas City, Mo.

TRAPEZE RINGS, Comedy or Chink. Have rings and wardrobe. Films, rigging or both arrangements act. JOHNN T. LANE, 715 5th Ave., N., Lewistown, Mont.

AT LIBERTY PIANO PLAYERS

JIMMY LADDEN, PIANO LEADER, ALL 25-centals. Reference; med. or night club. Russell Point, O.

RHYTHM DANCE PIANIST, UNION, CAN leave on wire, experienced. PIANIST, Box C-83, Billboard, Cincinnati, O.

AT LIBERTY VAUDEVILLE ARTISTS

SISTER ACT (AGE 14-16)—TALENTED COMEDY, good voices, A-1 Violin Players, versatile, specializing Violin Playing and Dancing Novelty, also Irish-American Specialties. State particulars. MCARTY SISTERS, 786 Amsterdam Ave., New York.

AT LIBERTY—Novelty Steppers, slide show or review, two acts. Flaming Club Juggling (The Dancing Juggler), Comedy Musical Act, funny, Play 100 Max in orchestra, do parts. MAX STEVENH, General Delivery, Smithers, W. Va.

AT LIBERTY—Lady performer, no med show, dancing, singing, and talking specialties. Change 10 days. A-1 in acts. Address MISS GUS-SIE FLAMME, General Delivery, Pottstown, Pa.

CORRAL

(Continued from page 37) tion, headed the members of that organization in the big parade at Santa Monica's Pioneer Days' Celebration July 15. At the headquarters of the Riders' Association it was stated that many of the boys were on movie locations. Dick Foran is making Pony Express, with Eddie Cobb doing the heavy. Others working on this picture are Neal Hart, Bob Burns, George Sowards, Curley Fletcher, Lew Mehan, Buck Moulton, Bill Hays, Buck and Roy Bucko, Tom Farman, Rusty Cecil, Jack Montgomery and Bob Woodward. The scheduled big Western historical picture to be produced by Paramount Studios and directed by Cecil De Mille has not been assigned a working title. However, current reports state that when finished it will be titled The Life of Wild Bill Hickok. A unit leaves for Montana next week to make exterior shots. A recent arrival in Hollywood is Joe De Young, protégé of the late Charley Russell. Joe started as a kid at Dewey, Okla., and when his family moved to Choteau, Mont., he met Charley Russell, became his pupil and was with that most lovable character until his death.

RESULTS of Livingston Roundup, Livingston, Mont., July 2, 3, 4: Professional Bronk—July 2: 1. Doff Aber; 2. Ray Mavity; 3. Jackie Cooper; 4. Bill Slevers. July 3: 1. Doff Aber; 2. Ray Gafford; 3. A. Gordon and Pete Grubb; 4. John Jordan. July 4: 1. Doff Aber; 2. Ray Gafford; 3. Ray Mavity; 4. Pete Grubb. Finals: 1. Doff Aber; 2. Ray Gafford; 3. Pete Grubb; 4. Lee Moore. Amateur Bronk Riding—July 2: 1. Wallace Burt; 2. Harry Davis; 3. John Effic and Jimmie the Kid. July 3: 1. Wallace Burt; 2. Harry Davis; 3. Lloyd Kruger; 4. J. Effic. July 4: 1. Wallace Burt; 2. Harry Davis; 3. John Effic; 4. Jimmie the Kid. Finals: 1. Wallace Burt; 2. John Effic; 3. Harry Davis; 4. Jimmie the Kid. Calf Roping—July 2: 1. James Kenney; 2. Rufus Ingersoll; 3. Lonnie Allen; 4. Lee Simon. July 3: 1. James Kenney, Doc Simon and Oral Zumwalt, tied; 4. Lonnie Allen. July 4: 1. Oral Zumwalt; 2. Hugh Ridley; 3. James Kenney; 4. Lonnie Allen. Finals: 1. James Kenney; 2. Oral Zumwalt; 3. Hugh Ridley; 4. Lonnie Allen. Bulldogging—July 2: 1. Bud Evans; 2. Hugh Ridley; 3. Alvin Gordon; 4. Lonnie Allen. July 3: 1. Oral Zumwalt; 2. Jerry Listrell; 3. Bud Fischer; 4. Alvin Gordon. July 4: 1. Doff Aber; 2. Ray Mavity and Oral Zumwalt, tie; 4. Lonnie Allen. Finals: 1. Oral Zumwalt; 2. Bud Evans; 3. Alvin Gordon; 4. Ray Mavity. Wild Cow Milking—July 2: 1. Ray Mavity; 2. Mabry McDowell; 3. Harold Ellis. July 3: 1. Bill Cochran; 2. Meric Maddock; 3. John Effic. Trick Riders—Guelck and Buster Guelck, Trick Riders, Montie Montana, Chief Killa-in-the-Water, Cowboy Reiny Race—July 2: 1. Lloyd Shelhamer; 2. Dan Beley; 3. O. L. Pinkerton. July 3: 1. Lloyd Shelhamer; 2. Dan Beley; 3. O. L. Pinkerton; 3. Lloyd Shelhamer. Freer-All Race—July 2: 1. Rufus Ingersoll; 2. Lloyd Shelhamer; 3. O. L. Pinkerton. July 3: 1. Mrs. Mavity; 2. A. C. Shelhamer; 3. Lloyd Shelhamer. July 4: 1. Mrs. Ray Mavity; 2. C. L. Pinkerton; 3. Lloyd Shelhamer. Cowboy Race—July 2: 1. A. C. Shelhamer; 2. Lloyd Shelhamer; 3. Paul Van Cleave III. July 3: 1. Ray Mavity; 2. Thor Betts; 3. Paul Van Cleave

III. July 4: 1. Ray Mavity; 2. Thor Betts; 3. Lloyd Shelhamer.

RENO (Colo.) Rodeo, held July 3, 4 and 5, played to approximately 20,000 people, according to Dud R. Day, secretary. Results of the three-day event follow: Bronk Riding—July 3: 1. Harry Knight and Eddie Woods, tied; 3. Pat Woods; 4. Pete Knight. July 4: 1. Harry Knight; 2. Fritz Truan; 3. Pete Knight and Eddie Woods, tied. July 5: 1. Pete Knight; 2. Eddie Woods; 3. Pat Woods; 4. Harry Knight and Fritz Truan, tied. Finals: 1. Harry Knight; 2. Pete Knight and Eddie Woods, tied; 4. Pat Woods. Bull Riding—July 3: 1. Pat Woods; 2. Russ McGinnis; 3. Bud McPherson, Fritz Truan and John Free, tied. July 5: 1. Eddie Woods; 2. Fritz Truan and Whitey Hoffman, tied; 4. Ray Bartram. Bareback Riding—July 3: 1. Russ McGinnis; 2. Eddie Woods; 3. Whitey Hoffman; 4. Fritz Truan and Blonny Brunzell, tied. July 5: 1. Eddie Woods; 2. Russ McGinnis and Fritz Truan, tied; 4. John Bartram. Calf Roping—July 3: 1. Dick Truitt; 2. Bob Crosby; 3. Everett Shaw. July 4: 1. Everett Shaw; 2. Bob Crosby; 3. Andy Jauregul. July 5: Everett Shaw and Ike Rude, tied; 3. John Bowman. Finals: 1. Everett Shaw; 2. Bob Crosby; 3. Dick Truitt; 4. John Bowman. Steer Wrestling—July 3: 1. John Bowman; 2. Whitey Hoffman; 3. Dick Truitt. July 4: 1. Dick Truitt; 2. John Bowman; 3. Cliff Gardner. July 5: 1. John Bowman; 2. Whitey Hoffman; 3. Dick Truitt. Finals: 1. John Bowman; 2. Dick Truitt; 3. Whitey Hoffman; 4. Cliff Gardner. Single Roping—July 3: 1. Bob Crosby; 2. John Bowman; 3. King Merritt; 4. Carl Arnold. July 4: 1. Hugh Strickland; 2. Carl Arnold; 3. Lloyd Saunders; 4. Dick Truitt. July 5: 1. John Bowman; 2. Hugh Strickland; 3. Bob Crosby; 4. Andy Jauregul. Finals: 1. Hugh Strickland; 2. John Bowman; 3. Carl Arnold; 4. King Merritt.

OKLAHOMA GOOD

(Continued from page 34) a few days, as he broke his right arm in afternoon at Joplin when he fell from his horses while making a Roman standing jump over a burning barrier. Mike Mahoney, of Powder River, is making the jump while Paul is recovering and is doing an excellent job in the jumps and also the Wild West.

Frank (Doc) Stuart was very active in the Oklahoma City exhibitions. He aided J. D. Newman and W. J. Lester with their contracting and also helped John Corey in finding a suitable unloading location. Doc and his wife attended all performances and entertained a number of the executives at his home—Messrs Terrell and Adkins, Bob Hickey, Clara Knecht, J. D. Newman and others. Swimming parties have been much in vogue the last two weeks. Harold Vaise, Eileen Lacey, Edna Sullivan, Joe Kuta, Jean Evans, Norma Humes, Otto Gretona, Willy Gretona, Billy Ward, Harlan Burkhardt, Ernestine Clarke and Harold Barnes are the leaders in the swimming club.

When the Notification Parade was held for Governor Alf Landon at Topeka Thursday, the elephant was "Alabama," one of Cole Bros.' large pachyderms. Rex de Rosselli made arrangements with William Biby, of the Chamber of Commerce, for use of the bull, "Bama" and his attendant, Walter Powell, and Rex will rejoin the show when it exhibits in Topeka July 27.

Clyde Beatty had his most successful fishing expedition of the summer at Springfield, Mo., and he and Mrs. Beatty and Glen and Mary Kinko caught more than 40 large fish. Beatty has been making daily broadcasts thru the Southwest, while his two serials, The Lost Jungle and Darkest Africa, are running in picture theaters in that territory.

Visitors in Oklahoma City included Norman Vaughan, brother of Eddie Vaughan; Ralph Hemphill, manager of Oklahoma State Fair; Bob Gresham, Temple, Tex.; Hal Currier, assistant manager of the State Fair; Dick Richards, Sunday editor of The Oklahoman, and Jack and Dan Stuart. The circus will make 10 stands in Kansas and then move into Colorado.

Australian Notes

SYDNEY, June 30.—After an absence of circus for some time in Adelaide, South Australia, both Wirth's and Perry Bros.' played there recently. Although it was thought that Perry Bros. had cleaned out the circus enthusiasts, Wirth's did excellent business.

Among the overseas visitors to The Film Weekly office recently was B.

Genaci, who was, some years ago, with a carnival company and subsequently with the Al G. Barnes Circus. One of the purports of his Sydney visit was to try to locate George Donovan, veteran showman, with whom Genaci trouped for several seasons. The couple renewed acquaintances, but Donovan decided to stay in Australia.

The utmost care and attention should be given by American and other overseas attractions who are open to negotiate with managers of this part of the world. Apart from the one big circus, there are only one or two carnival men who have the financial backing to insure satisfaction. For particulars cable the writer, Martin Brennan, Film Weekly, Sydney, Australia.

Peg Michell, wire walker, who played Australia and New Zealand several years ago, is endeavoring dates for this year, both in Australia and New Zealand.

The South Australian Exhibition closed May 16. It drew satisfactory business to the exhibition itself, but affected theater and picture show business considerably during its run.

While pulling a two-ton truck up a steep incline at Katoomba, N. S. W., recently, Mollie, the 28-year-old elephant of Wirth's Circus, stumbled and fell and the truck overturned on top of her. She scrambled to her feet, and trumpeting loudly, dashed into the bush. It took some time and a great deal of persuasion to induce Mollie to return to her work. Four elephants were needed to put the overturned truck in an upright position.

PLANS MOVING

(Continued from page 54)

ment is being erected. Wheeling Post, American Legion, will sponsor the races, with Harry Clouse as Legion's agent. Clouse also plans boxing bouts in Wheeling ball park during Centennial week.

River regatta committee is placing a purse of \$1,250 for national championship outboard motorboat races. Lt.-Col. Covell, chief of U. S. Engineers, Pittsburgh, is to bring a fleet of boats for a spectacular night river parade, ending with fireworks. Seats at Riverside Park and Wheeling wharf will be sold. Centennial pageant, depicting history of Wheeling, will have 1,200 characters and 75,000 Wheeling stadium seats at \$1 will be sold.

A queen contest is being staged with 24 entered. Coronation will be by Governor H. G. Kump, with governors from Ohio, Pennsylvania, Maryland, Virginia and Kentucky invited. A score of committees are handling events. Dodson Shows will be laid out on Wheeling Island, with three free acts—Zacchini, fired from a cannon over two Ferris wheels into a net; Mills and Mills, "elephant" walking on a high wire, and Great Fuesner, spiral tower. Committee has prepared parking space for 50,000 cars daily and expects 500,000 visitors. Rawley Holcombe is committee secretary.

LEGION RODEO

(Continued from page 54)

Alabama, Mississippi and Tennessee and consisted of 24, 6 and 3-sheet billboards, window cards, bumper cards, cloth roadside banners, 23 weekly newspapers and two big dailies, including a tieup with The Birmingham News. Three radio stations joined the tieup and Swifts Jewel Cowboys made a good-will tour thru Tennessee and Alabama. Complete coverage of all billed territory was made by W. W. Worley and his sound car, built especially for rodeo work. He was accompanied by an American Legion string band.

All stock were furnished by Forked Lightning Ranch, of which Cameron Nixon is owner. Rodeo program ran one hour and 40 minutes, with lineup as follows: Grand entry and introduction, bareback bronk riding, sharp-shooting act by Herbert Parsons, furnished thru courtesy of Winchester Company; calf roping; Ike Hamilton and educated mule; Leon Lamar and knife-throwing act, with Ruby Davis, prominent socialite, assisting; pony express race, bulldogging, Clifford Benson and educated horse, trick riding, roping and wild-horse chariot races.

Ike Hamilton, cowboy clown, broke a leg in five places in steer riding; Oklahoma McReynolds received a badly crushed hand in chariot races. Joel Fleming received a badly sprained wrist in saddle bronk riding and Norman Pearson a broken collar bone and shoulder in bulldogging. A \$150 hand-made roping saddle, given by Prosser Martin

to the best all-round cowboy, was won by Cameron Nixon, who placed first in the calf roping and pony express. Plans are on to make this an annual event. Celebration was under personal direction of Billy Crosby. Norman Koontz was assistant director.

Ohio Firemen Cut Parade

NEW WATERFORD, O., July 25.—New Waterford Fire Department's Annual Street Fair here is expected to be the best ever held by this organization. Tri-County firemen's convention will be held here, including Mahoning, Trumbull and Columbiana counties. Departments from the three counties are planning to attend. Firemen's parade will be eliminated due to lack of space. Rides are owned by R. H. Wade, concessions by G. Larrimore, Akron, O.; free acts booked by Klein's Attractions, including Prince Nelson, high wire, and Mile, Anna, trap-eze. Shows are booked independently. Chairman is C. A. Klein, who is also president of the fire department.

Shows for Playground Fete

ALLEGAN, Mich., July 25.—Proceeds of a Summer Festival, sponsored by Parent-Teacher Association in Pigree Park, with several thousand United States Army soldiers encamped at the time, are for the playground fund to be used to purchase equipment. It was thru help of an ad in The Billboard lists that the Mabel R. Weer Shows were contracted to furnish shows, rides and concessions, said Carl McGeath, chairman of concessions.

Iowa Firemen Net a Grand

MANNING, Ia., July 25.—Fire Department's first annual celebration on July 8-11 made profit of about \$1,000, said Chairman Harry C. Reinholdt. During the four nights 18,000 people were estimated present. Saturday topping with 8,000. Wright Amusement Company supplied midway entertainment. Some attractions were LaFlore Troupe, acrobats; Marie's Marvel Dogs; Beano games; concert band, under direction of Harry Riz, and Rajah Niad's mental power act.

Merchandise Concessioners and Helpers

A column all your own

“Over the Counter”

appears in the Wholesale Merchandise Section of each issue. This week the column appears on page 64.

Hartmann's Broadcast

MUCH already has been said in this pillar about the troubles between circus concessioners and trailers caused thru handling of a conflicting line of goods, such as balloons, novelties and souvenirs. Arguments have been voiced by both sides, but mostly by the trailers who feel that they are a benefit rather than a detriment to the circus.

John J. Looney, of Brockton, Mass., now steps forth to admit that at times some trailers make themselves objectionable thru cutting prices and otherwise, but, in his opinion, the fair and square trailer is doing the circus a lot of good by stimulating business thru his competition with the circus concessioner and also by advertising the circus' stay in a town thru appearing on the streets with balloons, novelties and other goods.

Looney, who has been engaged in selling souvenirs and novelties for many years at outdoor events, also as a concessioner on circuses and as a trailer, is strongly opposed to the gangster tactics used by some circus concessioners and countenanced by the owners thereof to discourage competition of the trailers, and unless these tactics cease he intends, with the assistance of other circus trailers, to combat same by seeking the co-operation of State and city executives.

the streets with balloons and novelties did more to advertise the fact that his show was in town than newspaper and other forms of advertising that cost money.

“Circuses have spent fortunes in press work and press agency to elevate circus people and the circus business in the minds of the American public. Published reports of sluggings, beatings, threats and intimidation of competitors will only undo the good that has been done and return to the minds of many of the public the old-time opinion that circus employees and concessioners are thieves, thugs and outlaws, who will not stop at sluggings and murder to make money. Gangster tactics can accomplish no good for any business. I personally will enter a complaint to the Director of Public Safety of my home State (Massachusetts) against any show using such tactics while showing here. If circus trailers in other States will do likewise the situation soon will be changed.”

“I wish to commend Tom Gorman, of Gorman Bros. Circus, for not tolerating these unshowmanlike tactics on his show. His concessioners, orderly and courteous, are a credit to the business.”

“My advice to any circus concessioner who cannot stand competition is to get out of the business. Gangster methods will never get him by. I have stood both inside and outside competition for 12 years and am still getting a good living.”

Endy Bros.' Shows

Somerville, N. J. Week ended July 18. Location, City Park. Auspices, VFV. Post 430. Business, very good. Weather, good.

A very pleasant engagement here, with the finest co-operation from the committee, having the drum corps out nightly for a parade to the showgrounds thru the main street. Location perfect, in center of city in city-owned park. Mayor and city officials on the lot nightly, and Chairman Gorman of the VFV entertained them, with Eddie Lipman, of show staff. Bill Quigley built a cookhouse complete.

Several new trailers purchased by showfolks, a new de luxe model by Mr. and Mrs. Brett. Jack Lambert and Billy Siegrest purchased new ones. New truck delivered here to Tom Percival to haul his concessions and a new concession top to G. Mucker, Brigham Young, show builder, has also completed new electric stars for the Ferris Wheels and a new outside ring of over 100 lights for the Chairplane. John Hutchins, with his modern Museum, also completed and painted his trucks and trailers and is now repainting his elaborate front, 150 feet long. Billy Dauphin, a former carnival owner, a mighty visitor here, as he is now connected with pinball games in Somerville. Slim Wolf, of carnival fame, and Fred Sissor, hauling man of Somerville, also visitors. Committee from the 100th Anniversary Celebration at Newton, N. J., paid a visit here to look show over. Steve Youchitch, who was injured several weeks ago, still in Burlington County Hospital and continues to improve. J. J. (IRISH) KELLY.

L. J. Heth Shows

Ashley, Ill. Week ended July 18. Auspices, Washington County Fair Association. Weather, very hot, with rain Thursday night.

This was the second annual event for this fair association and was masterfully handled by Charles L. Logan Jr., local grocery man. The show's business was nothing sensational, but a fair week's business was chalked up by all, Friday and Saturday being the two big days. Eight thousand five hundred dollars was spent for premiums. Edna Deal Schupe Agency furnished the free acts, which were augmented by the Flying Lesters and the Crawfords of the Heth Shows and a society horse show at night. Specks Groscurth was emcee. Midway Observations—L. J. Heth mopping his face with chunk of ice wrapped in Turkish towel. Homer Kilbourne (*The Billboard* agent) has augmented his pop-corn emporium by lemonade shakeup. Clyde Barick donning gaily colored shirt after completing all electrical cut-ins. Pete Pullman driving hard and close deal with local tomato grower for basket of tomatoes. Jack Johnson putting finishing touches on root beer barrel brought on by John Hood, of Los Angeles. The Bannings chatting from their photo shop to their neighbors, the Turners, who operate the frozen custard. Monte Navarro sporting new panama. Roy Farmer has replaced George Kelly as lot superintendent. AL KUNZ JR.



Life of a Miracle

IT IS with great trepidation and an acute feeling of being unequal to the task that the rookie who landlords this corner attempts to report on *This Way to the Big Show: The Life of Dexter Fellows*, written by Dexter Fellows and Andrew A. Freeman, a gentleman who, if he does nothing else, has earned a reserved seat among the immortals because he managed to get Mr. Fellows to turn author and reveal all. It seems curious that the most famous and best loved press agent of this and another generation (not to be qualified by being merely the most famous and best loved circus herald) should have waited all these years to unmask himself, but Mr. Fellows is nothing if not modest—believe it or not—and if he chose to keep his memoirs from us until now, that is his own business. The point is that he has finally emerged with what had been stored up in his fertile mind. For that we should be grateful.

How could anyone who has known Dex the man for only half a dozen years or so write about his work with the intimacy that characterizes the tonsil of review matter penned by reporters, critics, columnists, feature writers, editors and others in the journalistic literati who have known him for 20 or more years? Fellows the myth has been known to even such yearlings as your correspondent ever since we switched from a religious and exclusive reading of the comic strips to an affectionate regard for the news columns, but the myth is shattered as the man creeps between the covers of a book so that it becomes vital and necessary to judge him solely on his merits as a personality. This method immediately produces "trepidation and an acute feeling of being unequal to the task." I therefore prefer to call *This Way to the Big Show* the most compelling and the most important circus book that has come from a publishing house (Viking Press in this instance) in, say, a couple of hundred seasons and then lease the rest of this pillar to the New York gazetteers who have known him longer and are certainly entitled to have their opinions sent out to the show business in general and the circus business in particular.

Clifton Padman, writing in *The New Yorker*, called it "the Greatest Book on Earth," which is a way of saying that the book concerns "the Greatest Guy on Earth."

Whitney Bolton, of *The Morning Telegraph*, now has the floor: "It is an amazing record and a personal history of vivid sharpness. It is a colorful, warming book and you could like every page of it. The anecdotes of the old days of Wild West shows and early circuses are priceless." There is "a touching tribute to Lillian Leitzel, the prima donna of the high rings and the trapeze."

And Herschel Brickell in *The Post*: "Entertaining account of Dexter Fellows' 40 years as a circus press agent, going all the way back to Buffalo Bill and Pawnee Bill and coming right down to now—and a thousand and one other things connected with the Greatest Show on Earth."

And Lewis Gannett in *The Herald Tribune*: "This Way to the Big Show is as disorganized as one of Dexter Fellows' own press conferences. It is the rambling, reminiscent chat of a man whom newspaper men accept—and they should be authorities—as the best raconteur in the business. You can almost smell the sawdust and taste the peanuts as you read."

Add Robert Van Gelder, of *The Times*, who notes: "He writes of the rise of the Ringlings, those good business men who did so much to make the circus respectable, who actively discouraged crooked followers and made their employees quit calling the customers 'saps,' 'jays' and 'rubes.'" The pages on circus management are extremely interesting, and don't miss the journal appendix which gives some clue to what it was like to be a showman in the last century."

Plus Edwin H. Blanchard, of *The Sun*: "This is a handsomely printed, excellently illustrated, well-written book about the life of a press agent for Wild West show and circus for more than 40 years. Excellent and most enjoyable,

the result of collaboration between the king of press agents and a nemesis listed on the title page as Andrew A. Freeman."

Lucius Beebe, in the book section of *The Sunday Herald Tribune*: "The Great Testament of a robust and engaging participant in heroic adventures of the road."

Similar encomiums have been written by the nation's press, especially in the towns which Fellows has made for more than 40 years. The most genuine eulog, however, to the unrivaled esteem in which Dexter is held is in the very appearance of a review in *The Nation*, that distinguished liberal weekly where books are "let in" only if they contain political, social or educational importance. Mark Van Doren called Dex the perfect press agent and a genius.

Your correspondent thinks that Dexter Fellows is the original miracle man.

Cetlin & Wilson Shows

Chester, Pa. Week ended July 18. Auspices, Moyamensing Hook and Ladder Company. Location, Fifth Ward Ball Park. Business, fair. Weather, good.

This date not up to expectations, tho it finished on the right side of the ledger, with everyone making a little money. Wilno, who was injured while at the Kenmore Centennial, could not perform during the week, which curtailed the attendance to a certain extent, tho a drawing for cash prizes nightly was put into effect for the week. Speedy Merrill's Wall of Death, Topmody show; Art Parents, with the Paradise Revue, second, and Willis Johnson, with Prince of Wonders, third. Scooter and Caterpillar finishes, nose and nose with the Merry-Go-Round, third money ride. All shows and rides are being repaired for the fair season. Baby Lillian (Mrs. L. W. Jeannette), who has been under doctor's care for the last two weeks, is again in good health and entertaining nightly in the Side Show. I. Cetlin returned from a pleasure trip visiting his relatives thru the New England States. Glen Porter is doing nicely with his Darkest Africa. Mr. and Mrs. B. H. Patrick, Philadelphia representative of *The Billboard*, accompanied by Mr. and Mrs. Fisher, were visitors during the week, also Mr. and Mrs. Red Hicks. Quite a lot of publicity was obtained when the buffalo and a bucking horse broke loose from the corral of Jack King's Rodco and roamed the town. GEORGE HIRSHBERG.

Bantly Greater Shows

Williamport, Pa. Week ended July 18. Auspices, Citizens' Hose Company. Location, Shemp's Acres. Weather, hot. Business, good.

Mr. Bower, chief and secretary of the committee, reported that the Hose Company would not better than \$500 for its share. Tuesday night, second "regular" meeting night of the Good Fellows' Club, was attended by every member of the organization. Slim Retie was emcee and called on practically all of his ride help. Meeting was short, show fairly interesting, but Slim fell down on his "refreshments" program due to some misunderstanding about delivery. Another ride foreman will soon be called to "take the chair." George Mettler was elected emcee for the gathering next Tuesday. Bud Foreman has purchased the Drive Yourself Cars. He also has added another concession. Good news from Oscar Poirier, in a hospital in Brookville; he will be back with it in a short time. Joe Kane and family joined with concessions. Leonard Smith framing another stand. Says his baggage trailer will hold a couple more. CHRIS M. SMITH.

Santa Fe Expo Shows

Hill City, Kan. Week ended July 18. Business, very good.

This was one of the banner spots of the season. Rides are Merry-Go-Round, Ferris Wheel, Chairplane, Rocket ride, Shows—Jean Janet Side Show, Sailor White Athletic Show, Tony Onspald's Posting Show, Hula Show, sex show, Darkest Africa. Concessioners are Jack McCoy, corn game; Bill Loughlin, cookhouse; Whitey Baker, two; N. L. West, six. Irish Terry Martin returned to show after a few weeks with promotions and again the arch is full of banners. Incidentally, Terry is nursing a bad leg, injured in an accident recently. HIXON FRANKS.

ROUTES

(Continued from page 29)

Kennedy, Buddy (Murray's) Tuckahoe, N. Y., no.

Kennelly, Bob (Beau Rivage) Sheepshead Bay, N. Y., no.

Kenny, Phyllis (Pelmain's) Coney Island, C. Kent, Carl (Vogue Club) NYC, no.

Kessler, Erwin (Claremont Inn) NYC, no.

Khan, Madelyn (Fox) Washington, D. C., 27-30.

Kiffin (Jumbo Show) Ft. Worth, Tex., t.

King, Kenn (Jungle Inn) Youngstown, O., no.

Kingsley & Case (Biltmore) NYC, h.

Kirk, Gene (Bon Air) Wheeling, Ill., no.

Kolb, Harold (Claremont Inn) NYC, no.

Kortez, Nadia (St. Regis) NYC, h.

Kramer, Dolly (Midget Circus) Great Lakes Expo., Cleveland, (Swanee) NYC, no.

Kramer, Ida (Swanee) NYC, no.

Kroll, Lottie (Bon Air) Wheeling, Ill., no.

L

Labato, Paddy (Barton's Paradise Club) Youngstown, O., no.

Lambert, Helen (Man About Town) NYC, no.

Lamonte, Jean (Jungle Inn) Youngstown, O.

Lambert, Nellie (Man About Town Club) NYC, no.

Lamberton, Charles & Charlotte (Hollywood) NYC, no.

Lane, Leo (Number One Bar) NYC, no.

Lane, Lillian (Dixey Club) New York, no.

Lane, Mildred (500 Club) Atlantic City, N. J., no.

Lane, Ted (Hickory House) New York, no.

Larner, Arthur (Jumbo) Ft. Worth, Tex., t.

LaMae & Glover (Ho Ho Casino) Brighton Beach, Brooklyn, N. Y., no.

LaRue, Bobbie (Jungle Inn) Youngstown, O., no.

LaPierre, Paulette (Colony Club) Chi., no.

LaViva, Mlle. (Orange Acres) Orange, Conn., no.

LaVonne, Jane (Minuet) Chi., no.

Lazar & Morgner (Fair) Regina, Can., 27-30.

Lazar, Al (Top Hat) Union City, N. J., no.

Latare, Frank (Place Elegante) NYC, no.

Lathrop Bros. (Palmer House) Chi., no.

Laurel, Paul & Brother (French Casino) NYC, no.

Lawler, Terry (Yacht Club) NYC, no.

Lawrence, Lucille (Swanee) NYC, no.

Lawton, Judith (Queen's Night) Texas Central, Dallas, no.

Lazaro, Leo (Place Elegante) NYC, no.

Lazier, Freda (Club Diamond) Wheeling, W. Va., no.

Leach, Earl & Josephine (Adelphia) Phila., Pa.

Leah, Ab Ben (Orange Acres) Orange, Conn., no.

LeAnnabelle (Pavilion Royal) Valley Stream, L. I., no.

Lee, Bob (Wavel) NYC, no.

Lee, Henry (Steamship Empire State) NYC, s.

Lee, Linda (Hotel Biltmore) NYC, h.

Lee, Loretta (Paramount) NYC 27-30.

Lee, Moe (Von Thenen's) Chi., no.

Lee, William (Dixey Club) New York, no.

Leah, Steve (Place Elegante) New York, no.

Leard, Jack (Oriental) Chi., t.

Leard, Lois (Edison) NYC, h.

Leardons, The (Chos Panchar) Massapequa, N. Y., no.

LeRoy & Carrol (French Casino) Atlantic City, no.

Leslie & Ayres (Club 606) Chi., no.

Lester, Buddy (Biltmore Club) Chi., no.

Leslie, Freda (Shawboat) Lewiston, Me., no.

Lester, Ann (Nassau) Long Beach, L. I., h.

Lester, the Great (Fountain Club) Detroit, no.

Lewis, Ann (Kit Kat Club) NYC, no.

Lewis, Betty (Will Oakland) East Peterson, N. Y., no.

Lewis, Joe (Chez Paree) Chi., no.

Lewis & Dody (Mandalay) NYC, s.

Lezar & Pedor (Chex Panchar) Massapequa, N. Y., no.

Lilly, Fred (Jack o' Lantern Lodge) Eagle River, Wis., no.

Lilley, Joe & Harold Woodall (Number One Bar) NYC, no.

Lisby, Gloria (Palumbo's) Phila., no.

Lipton, Schura (St. Regis) NYC, h.

Little, Jimmy (Nassau) Long Beach, L. I., h.

Lodjensky, General (Waldorf-Astoria) NYC, h.

Logan, Marjory (Stork Club) NYC, no.

Lof, Anita (Brill's) Newark, N. Y., no.

Lord, Velma (Paradise) NYC, no.

Lorenson, Four Aerial (Great Lakes Expo.) Cleveland, no.

Lorna & Carr (Capri) Lawrence Mass., no.

Lorraine, Four Aerial (Great Lakes Expo.) Cleveland, no.

Lorraine, Bill & Ed Purman (Gay Nineties) NYC, no.

Lorraine & Manners (Cocoanut Grove) Boston, no.

Lou, Nyr (Steamship Zee) Chi., no.

Love, Hite & Stanley (Fair) Regina, Sask., Can., (Fair) Great Falls, Mont., 3-8.

Lowell, Alice (Town Casino) NYC, no.

Lowell, Fred (Pavilion Royal) Valley Stream, N. Y., no.

Luce, Alice (Palumbo's) Phila., no.

Lum & Abner (Pal.) Cleveland 27-30.

Lynch, Louis & Dudley (Stork Club) NYC, no.

Lyons, Robert & Ray (500 Club) Atlantic City, N. J., no.

Mannera, Grace (1828) Phila., no.

Manning & Glass (Nojcsfaltet Park) Stockholm, Sweden, 16-30.

Manon, Sylvia, Co. (Stanley) Pittsburgh 27-30.

Manor, Molly (Parody Club) Chi., no.

Marguerite & Arthur (Embassy Club) Toronto, no.

Marianne (St. Moritz) NYC, h.

Maria & Floria (Piazza) NYC, h.

Marion, Sid, Co. (Fox) Detroit 27-30.

Markoff, Mischa (Russian Yar) Milton-on-Hudson N. Y., no.

May, Rita (Ho Ho Casino) Brighton Beach, Brooklyn, N. Y., no.

Marsh, Howard (Mayfair Club) West Orange, N. J., no.

Marschalls, Three (Nassau) Long Beach, N. J., h.

Marta, Joan (Club Diamond) Wheeling, W. Va., no.

Martin, Marion (Hollywood) NYC, no.

Martin & Martin (Celebration) Newport, R. I.; (White City Park) Worcester, Mass., 3-8.

Martin, Muriel (Pavilion Royal) Valley Stream, L. I., no.

Marveta, The Three (Yacht Club) Chi., no.

Mary, Bros. (Pal.) Chi. 27-30.

Masked Counties, The (Leon & Eddie's) NYC, no.

Massey, Tommy, & Joane Miller (Beachcomber Bar) NYC, no.

Mathers, Babe (Ubangi Club) NYC, no.

May, Joe, & Co. (State-Lake) Chi., t.

McCoy, Frances (18 Club) NYC, no.

McKim, May (Le Mirage) NYC, no.

McLean, Ross (Penton Farms) Deal, N. J., no.

McNair, Rodney (Pennsylvania) NYC, h.

McCardo, Logano (El Torsador) NYC, no.

Mediaca & Michael (French Casino) Atlantic City, no.

Meehan, Stanley (500 Club) Atlantic City, N. J., no.

Melozors, Six Flying (Celebration) Shade Gap, Pa.; (Belmont Park) Montreal, Can., 3-8.

Mender's, Lola, Dancers (Streets of Paris) Havana, Cuba, 27-30.

Menken, Hal (Chicago) Chi., no.

Mercer, Mary (Nassau) Long Beach, L. I., no.

Mieroff, Bonny, & Orch. (Century) Baltimore 27-30.

Meyers, Billy (Harry's N. Y.) Chi., no.

Miffli, Tony, L. & L. Ofee) Chi., no.

Miller & Lamare (Lexington) NYC, no.

Miller, Marty (Turf Club) Pittsburgh, no.

Mills, Kirk & Howard (Brown Darby) Boston, no.

Mitchell, Charlie (Man About Town Club) NYC, no.

Mitchell, Vivano (Cocoanut Palms) East Detroit, no.

Moran, M. (Bon Air) Wheeling, Ill., no.

Montgomery, Amos (Brill's) Newark, N. Y., no.

Monty, Paul (Man About Town Club) NYC, no.

Morales Bros. & Little Daisy (Maj.) Lansing, Mich., no.

Morano, Conchita (Chesapeake House) NYC, no.

Morono, Consuelo (El Chico) NYC, no.

Morgan, Johnny (Halt Moon) NYC, no.

Morris, Dwight (Gabriel's) NYC, no.

Morris, Johnny (Pavilion Royal) Valley Stream, L. I., no.

Mossman, Earl (Colonial Village) Peoria, Ill., no.

Mossman, Gloria (Casino) Jones Beach, no.

Munos & Balan (Club Oaoucho) NYC, no.

Mura, Corinna (Savoy-Plaza) NYC, h.

Murlet, Mimi (Maurice) NYC, no.

Murray, Arthur, Dancers (Beachcomber Bar) NYC, no.

Musio Hall Boys (Gaumont Theaters) London

Myra (Tillie's Chicken Grill) New York, no.

Nyrus (Hollywood) NYC, no.

Nyctics, Two (Leon & Eddie's) NYC, no.

N

NBC Unit (Stanley) Pittsburgh 27-30.

Nazarene, Tasha (St. Regis) NYC, h.

Nazarro Jr., Nat (Lido) Montreal, no.

Nelson's Elephants (Pal.) Cleveland 27-30.

Nelson, Walt (Playland Park) Rye, N. Y.

Neuton, Martha (Bear Mountain) NYC, s.

Neville, Mary (Adelphia) Phila., no.

Nevins, Thelma (Ho Ho Casino) Brighton Beach, Brooklyn, N. Y., no.

New Yorker, Three (Stork Club) NYC, no.

Newdash, Clifford (St. Regis) NYC, h.

Newman, Harry (Gabriel's) NYC, no.

Nice, Florio & Lubow (Arrowhead Inn) Cincinnati, no.

Nichols, Red & Orch. (Paramount) NYC 27-30.

Niles, Noma (Swanee) NYC, no.

Ninon & Martin (French Casino) Atlantic City, no.

Nixon & Sams (Tower) Kansas City, t.

Nogal & Irene (Steamship Bear Mountain) NYC, no.

Nolan, Mary (Cocoanut Grove) Washington, D. C., no.

Nolan, Nancy (Bossert) Brooklyn, N. Y., h.

Nonchalants (State) NYC 27-30.

Norman, Fay, No. 1 (Ye Olde Tavern) Ft. Wayne, Ind., no.

Norman, Fay, No. 2 (Recreation Garden) Benton Harbor, Mich., no.

Norman, Karyl (Harbor Inn) Rockaway Beach, N. Y., no.

Norris, Harry (Dutch's) Chi., no.

Norris, Kay (Hollywood Roosevelt) Hollywood, Calif., h.

Norian & Kane (Bal Tabarin) Gardens, Calif., no.

Nova, Yvonne (Paradise) NYC, no.

Novak, Terah (Trocadero) Lindenhurst, L. I.

Novak, Wilma (Colosimo's) Chi., no.

Nuts, Four Loose (Von Thenen's) Chi., no.

O'Day, Dawn (Rox) NYC 27-30.

O'Neil, Cackles (Hollywood) NYC, no.

O'Rourke, Nan (Bally-Hoo) Phila., no.

O'Shea, Helen (Pavilion Royal) Valley Stream, L. I., no.

Ory, Mel (Curly's Bar) Minneapolis, Minn., no.

Ogden, Patry (500 Club) Atlantic City, N. J., no.

Ohrel (Colosimo's) Chi., no.

Ojeda, Leo (Toscani) NYC, no.

Olmutad, "Minto" (Number One Bar) NYC, no.

Original Rhythm Boys (Weylin) NYC, h.

Orlando & Yolanda (Mandalay) NYC, s.

Orlino, Todd (N.Y. Club) NYC, no.

Ortega, Eva (Radio City Rainbow Grill) NYC, no.

P

Page & Conchita (Elks Circus) International Falls, Minn., 20-Aug. 1.

Page, Marion (Hollywood) NYC, no.

Page, Powell & Sons (Circus) (Schuman) Copenhagen, Denmark, July 1-31.

Palm, Dorothy (La Casina) Jamaica, L. I., no.

Palmer, Bee (Town Casino) NYC, no.

Palmer, Kay (Vanderbilt) NYC, h.

Palm Trio (Hudson River Day Line) NYC, s.

Panica, Gloria (Silver Cloud) Chi., no.

Parker, Bobby (Steel Pier) Atlantic City, no.

Parker, Lew (Fox) Washington, D. C., 27-30.

Parker, Marion (Steamship Zee) Chi., no.

Parker, Muriel (State-Lake) Chi., t.

Parks, Bob (Olen Island Casino) New Rochelle, N. Y., no.

Parish, Jimmy (Lyon's Musical) Seattle, Wash., no.

Parsons, Kay (Steamship Bear Mountain) NYC, s.

Patterson, Trant (Trocadero) Lindenhurst, L. I., no.

Patterson's Peronettes (New Yorker) NYC, h.

Peacock, Melvin (Linger Bar) Sheboygan, Wis., no.

Pedro & Lutz (Warner Bros.) Johnstown, Pa., no.

Peign, Hugo (Larus's) NYC, no.

Peque, Paul (Gloria Palast) NYC, no.

Pendleton, Andy (Gabriel's) NYC, no.

Pepper, Mack (Sun & Surf Club) Atlantic Beach, L. I., no.

Perz, Lawlor & Co. (Legion Indoor Circus) Omaha 3-9.

Perona, Anthony (Gabriel's) NYC, no.

Peterson, Ivor (MeAlpiny) NYC, h.

Pflug, Leo & Gustav Arnold Park, La. t.

Phelps, Sisters (Stanley) Pittsburgh 27-30.

Pirkford, Merry (Ballyhoo Club) Columbus, O., no.

Pierce & Harris (Mayfair Casino) Kansas City, no.

Pirkors (French Casino) NYC, no.

Platt, John (Silver Cloud) Chi., no.

Plaza Four (Villegue's) Sheepshead Bay, N. Y., no.

Plout, Jerry (Dixey Club) NYC, no.

Ponco, Joe (Claremont Inn) NYC, no.

Pope & Thompson (American Music Hall) NYC, no.

Poppin, W. Pennus (Harbor Inn) Rockaway Beach, N. Y., no.

Porkford, Merry (Ballyhoo) Columbus, O., no.

Powell, Claire (Harry's N. Y. CABARET) Chi., no.

Powers, Happy (Montclair) NYC, h.

Pring, Uncle Josh (Hudson River Day Line) NYC, s.

Pritochond & Lord (Green Gables) Hazelton, Pa., no.

Pryme, Alberta (Le Mirage) NYC, no.

Q

Queens of Rhythm (Torch Club) Atlantic City, no.

Q

Ramon & Celeste (El Torsador) NYC, no.

Ramon & Renita (Chez Paree) Chi., no.

Reed, Kathie & Gladys (Lido) Chi., no.

Randall, Andre (French Casino) N. Y. C., no.

Randall, Peter (Beau Rivage) Sheepshead Bay, Brooklyn, no.

Randell, Roy (Deau Rivage) Sheepshead Bay, N. Y., no.

Randolph, Amanda (Black Cat) NYC, no.

Raphael (Waldorf-Astoria) NYC, h.

Rash, Albertina, Ballet (St. Regis) NYC, h.

Raul & Renee (Hilltop Club) Muskegon, Mich., no.

Ray & Trent (Marbro) Chi., t.

Ray, Vivian (Hollywood) NYC, no.

Raye, Gilbert & Vicky (Palace Gardens) Lansing, Mich., no.

Reed, George (Palumbo's) Phila., no.

Reed, Jeanne (18 Club) NYC, no.

Reed, Ruth (Sun & Surf Club) Atlantic Beach, L. I., no.

Rees, Jack (Normandie) New York, no.

Reed, Gail (Park Central) NYC, h.

Regan, Jimmy & Eileen (Indian Village) Grand Rapids, Mich., no.

Renoud, Rita (Bonita's) NYC, no.

Requist, Francis (Hi Life Club) Toledo, O., no.

Renny, Dell (Town Casino) NYC, no.

Rhythm Boys (Weylin Hotel) NYC, h.

Rishman, Inez (L & L Cafe) Chi., no.

Rickard, Earl (Harry's N. Y. CABARET) Chi., no.

Ricker, Abby Morrison (Cerruti's) NYC, no.

Rich, Gloria (Leon & Eddie's) NYC, no.

Rikas, Belle (Times Square) Rochester, N. Y., no.

Ringer, Jimmy (Vogue Club) NYC, no.

Ronk, Edith (Washington Arms) Marmaroneck, N. Y., no.

Ronn, Mary Kay (Le Mirage) NYC, no.

Robbins Trio (Rox) NYC 27-30.

Roberts & Gaby (French Casino) NYC, no.

Roberts, Lillian (Oriental) Chi., t.

Robins, Lorraine & Bob (Riverside) Milwaukee, t.

Robins, Margo & Libby (Riverside) Milwaukee, t.

Robinson, Evelyn (Ubangi) NYC, no.

Rogers, Jimmie (Mon Paris) NYC, no.

Rogers, Muriel (Chateau Moderne) NYC, no.

Rohckast, Marianne (Club Normandie) NYC, no.

Rojler, Nita (Town Casino) NYC, no.

Rollins, Mimi (Hollywood) NYC, no.

Rolph, Wynne (Wivel's) NYC, no.

Romanoffs, The (Wagon) NYC, no.

Romaine & Manning (Cocoanut Grove) Phila., no.

Rondell, Gloria (Town Casino) NYC, no.

Roseale & Seville (Arenday) Phila., no.

Rosling & Seville (Veratiles) NYC, no.

Rosini, Paul (William Penn) Pittsburgh, h.

Roxita & Fontana (Palmer House) Chi., t.

Ross Twins (French Casino) Atlantic City, no.

Roseau, Sue (Dutch's) Chi., no.

Rosal, Pat (Cafe Luga) NYC, no.

Rove, Dorothy (Bossert) Brooklyn, h.

Roy & Maye Revue (State) NYC 27-30.

Royal Hawaiians (Dixey Club) NYC, no.

Royalists, Roy Campbell (Astor) NYC, h.

Rosche, Mildred (Ye Olde Tap Room) NYC, no.

Russell, Frank (Gay Nineties) NYC, no.

Salvo & Gloria (Streets of Paris) Luna Park, Coney Island, N. Y.

Sanella, Andy (Delaware) NYC, no.

Sanford, Teddy & Jack Twain (Villegue's) Sheepshead Bay, Brooklyn, no.

Santelli, George (Hotel St. Regis) NYC, h.

Santos & Filiva (Jimmy Kelly's) N. Y. C., no.

Santos, Neel (Von Thenen's) Chi., no.

Santachi & Buckley (Pennsylvania) NYC, h.

Sarche, Keen (1523) Philadelphia, no.

Sargent, Cecily (Radio City Rainbow Room) NYC, no.

Saunders, Sylvia (Mandalay) NYC, s.

Savage, Jean (Southern) Baltimore, no.

Savoy, Jack (Villegue's) Sheepshead Bay, N. Y., no.

Sawyer, Bobby (Gabriel's) NYC, no.

Schiell's Wonderettes (Chicago) Chi., t.

Scluth, Frankie (Clement Inn) Cimenton, N. J., no.

Seel, Dorothy (Fox) Washington, D. C., 27-30.

Scott, Kay (Queen's Terrace) Woodside, L. I., no.

Secor Jr. & Melita (Casino) Arnold Park, La. t.

Sedwick, Edna (Michigan) Detroit 27-30.

Shaffer, Eddie (French Casino) Atlantic City, no.

Sharps, Three, & A Flat (Steamship Empire State) NYC, s.

Shaw, J. (Webber's Summit) Baltimore, no.

Shawn, Jack (Club Royal) McAllen, Tex., no.

Shea, Madeline (Park Central) NYC, h.

Shelton, James (Club Normandie) NYC, no.

Sheridan, Eleanor (Stork Club) NYC, no.

Sherman, Al (Bell Club) NYC, no.

Sher Brothers (Yacht Club) Chi., no.

Sherwin, Patty (Gay Paree) Chicago, no.

Simpson, Carl (Webber's Casino) Camden, N. J., no.

Sherr, Willie (Cocoanut Grove) Chi., no.

Simmons, Lee (Ubangi) NYC, no.

Simon, Arlette (French Casino) NYC, no.

Sims & Bailey (Chez Paree) Chi., no.

Sims, Edna (Bell Club) NYC, no.

Skidmore, Kay (Hotel Piccadilly) NYC, h.

Skinner, Freddie (Kit Kat Club) NYC, no.

Slyker, Ken (Piazza) NYC, h.

Smith, Ed (Villegue's) Sheepshead Bay, N. Y., no.

Smith, Alma (Ubangi) NYC, no.

Smith, Bill (Piff Avenue Hotel) New York, h.

Smith, Chubby (Swanee Club) NYC, no.

Smith & Sully (Dixey Club) NYC, no.

Smizek, Marguerite (Hotel Shelton) NYC, h.

Solar, Willie (Le Mirage) NYC, no.

Sonia, Gansser, & Andra (French Casino) NYC, no.

Spear, Harry (Yacht Club) NYC, no.

Spiele, Harry Lou (French Casino) NYC, no.

Spencer, Amy, & Roger Sinclair (Block Cat) NYC, no.

Spring is Here (Fox) Washington, D. C., 27-30.

Springtime Revue—Taylor & Martha Trout, Betty Till, Six Southern Darlings, Lyons & McDowell, Johnson Sisters, Verne Adams Band, Bennett & Allen (Capitol) Atlanta, Ga., 2-8.

St. Clair, Honey (Ho Ho Casino) Brighton Beach, Brooklyn, N. Y., no.

St. Clair, June (Colosimo's) Chi., no.

St. Clair, Putnam (Ubangi) NYC, no.

Stam & Larus (Mayfair Casino) Kansas City, no.

Standish, Aileen (Callente) NYC, no.

Standish, Helen (Yacht Club) NYC, no.

Stanley, Cantor & Eaton (Bear Mountain) NYC, no.

Stanley, Chitek (Tower Garden Cafe) Chi., no.

Steel, Bill (Chez Paree) Chi., no.

Steel, John (Paradise) NYC, no.

Steele, Don (Sardi's) Hollywood, Calif., no.

Steele, Jolly Bill (Hudson River Day Line) NYC, s.

Stevens, Three (Ubangi) NYC, no.

Stevens, Frances (Claremont Inn) NYC, no.

Stevens, Harry (500 Club) Atlantic City, N. J., no.

Stewart Sisters (Dixey Club) NYC, no.

Stiles, Beebe (Show Bar) Forest Hills, L. I., no.

Stone, Dick (Essex House) NYC, h.

Stone, Harold (Chateau Moderne) NYC, no.

Stone, Mary (Harry's N. Y. CABARET) Chi., no.

Stone, Nell (Howdy Club) NYC, no.

Storia, Lydia (Belmont) NYC, N. J., no.

Sullivan, Bobby (Swanee Club) New York, no.

Suter, Ann (American Music Hall) NYC, no.

T

Table Tooners (Chateau Moderne) NYC, no.

Tania & Kirooff (Sun & Surf Club) Atlantic Beach, L. I., no.

Tania (Bear Mountain) NYC, s.

Tappan, Maxine (Essex House) NYC, h.

Taylor, Billie (Bonita's) NYC, no.

Teanue, Tommy (Marine Park) NYC, no.

Tennill, Frank (New Yorker) NYC, h.

Terry, Ruth (Washington Arms) Marmaroneck, N. Y., no.

Thais (Hollywood) NYC, no.

Travis, Jean (Mounds) St. Louis, no.

Trawl, Evelyn (Steamship Empire State) NYC, no.

Thomas, Estelle (French Casino) Atlantic City, no.

Thompson, Happy (Pavilion Royal) Valley Stream, L. I., no.

Thompson, Edna (St. Regis) NYC, h.

Timblin, Charles "Slim" (Bonita's) NYC, no.

Tint, Al (Silver Slipper) Mansfield, O., no.

Tomasso, Orla (Place Elegante) NYC, no.

Toots & Al (Connie's Inn) NYC, no.

Toptin, Jarabe (El Torsador) NYC, no.

Torres, Ralph (Edison) NYC, h.

Towne, Barbara (Fox) Washington, D. C., 27-30.

Trask, Billy (Number One Bar) NYC, no.

Tren, Tommie (Stanley) Pittsburgh 27-30.

Trux, Ernest (Fox) Washington, D. C., 27-30.

Tuck, William (Streets of Paris) Luna Park, Coney Island, N. Y.

Tully, Mildred (Washington) Chicago, no.

Turry, Dorothy (Chateau Moderne) NYC, no.

Tyler, Thora & Post (State-Lake) Chi., t.

Tynor, Evelyn (Radio City Rainbow Room) NYC, no.

U

Valencia, Megda (Club Oaoucho) New York, no.

Valera, Lou (Edison) NYC, h.

Valley, Virian (Club Normandie) NYC, no.

Valliere & Armstrong (Radio City Rainbow Grill) NYC, no.

Van Brilly (Venetian Gardens) Framingham, Mass., no.

VanCello & Mary (Oriental) Chi., t.

Variety Co-Eds (Lyric) Indianapolis, t.
Variety Boys (Harbor Inn) Rockaway Beach, N. Y.

W
Walker, Al (Harbor Inn) CHAHRET) Chi, nc.
Walker, Jack (Hollywood) NYC, re.

W
Walker, Ted & Ethel (Cavalier) Virginia Beach, Va., h.
Wallace Sisters (Number One Bar) NYC, nc.

W
Waller, Clara Bell (Ambassador) NYC, nc.
Waller, Princess (French Casino) Atlantic City, N. J., nc.

W
Waller, Diana (Radio City Rainbow Room) NYC, nc.
Ward, Evelyn (Radio City Rainbow Room) NYC, nc.

W
Warwick, Sisters (Embassy) Phila, nc.
Warriner, Twins (Center) Denver 21-30, t.

W
Warriner, Jeanette (Paradise) NYC, re.
Webb, Elda, & Cotton Club Revue (Washington Arms) Mamaroneck, L. I.

W
Webster, Florence (Ambassador) NYC, h.
Wegman (Palmer House) Chi, h.

W
Wenell, Ray (Silver Cloud) Chi, nc.
Weylin Knights (Weylin) New York, h.

W
Whelan, Joe (Paris) NYC Steppers (Club West) Syracuse, N. Y., nc.
White, Jack (18 Club) NYC, nc.

W
White, Jerry (Dizzy Club) NYC, nc.
White, Olive (Trocadero) Lindenhurst, L. I.

W
Whitely, Ted (Normandie) New York, nc.
Whitely, Marcia (Westchester Embassy Club) Armonk, N. Y., re.

W
Whitely, Gus (Gay Nineties) NYC, nc.
Williams, Jerry (Man About Town Club) New York, nc.

W
Williams, Robert (London Casino) London, nc.
Willard & Hurley (Roxy) NYC 27-30, t.

W
Willis, Claire (Radio City Rainbow Grill) NYC, nc.
Wilson, Beth (McAlpin) NYC, h.

W
Wilson, Browning & Mitchell (Leon & Eddie's) NYC, nc.
Winchill, Cliff (Arrowhead Inn) Cincinnati, re.

W
Withers, Chas. Opy (Met.) Boston 27-30, t.
Wittner, Betty (Town Casino) NYC, nc.

W
Wood, Brit (State-Lake) Chi, t.
Woods, Anna (Paradise) NYC, re.

W
Woods Sisters (Club De Lisa) Chi, nc.
Worth, Stanley (Pavilion Royal) Valley Stream, L. I., nc.

W
Wray, Raymond (Spring Wheel) Seattle, nc.
Wyatt, Charley (St. Moritz) NYC, h.

W
Wynn, Natalie (Club Beauville) NYC, nc.
Wynyon, Victoria (Dizay Club) NYC, nc.

Y
Yomanettes (Bear Mountain) NYC, re.

Y
Yoniz, Ducky (Roosevelt) NYC, h.
York & Tracy (Oriental) Chi, t.

Y
Young, Irvin (Valhalla) NYC, nc.
Yuen, Lily (Kit Kat Club) NYC, nc.

Z
Zano & Gordon (Delancy Club) Phila, nc.
Zanette, Guido, & Joyce (Coset St. Moritz) NYC, h.

Z
Zay, Freddy (French Casino) NYC, nc.
Zay, Eddie (Stables) Chi, nc.

Z
Zella, Madame (New Howard) Baltimore, h.

Z
Zerk, N. Y., re.
Follen, Bob (Bluff House) Milford, Pa., h.

F
Farmer, Willie (Leon and Eddie's) New York, nc.
Fenton, Ray (Hitchin' Post) Union, N. Y., nc.

F
Ferdin, Don (Ocean Echo) Salisbury Beach, N. C., h.

F
Ferdinando, Angelo (Garden City) Garden City, N. Y., h.

F
Fidler, Max (Towne Club) Pittsburgh, nc.
Fields, Shep (Michigan) Detroit, t.

F
Fisher, Mark (Vista del Lago) Chi, h.

F
Flindt, Emil (Oh, Henry) Chi, h.
Fodor, Jerry (Miami Club) Toledo, nc.

F
Fodor, Gene (Ross Fenton Farms) Asbury Park, N. J., re.

F
Folman, Basil (Waldorf-Astoria) NYC, h.
Four Aces (Roxy Club) Chi, nc.

F
Francisco, Don (Centennial) Dallas, Tex.
Frax, Jacques (St. Regis) NYC, h.

F
Frederic, Marvin (Saks) Detroit, nc.
Freeman, Jerry (Paradise) NYC, cb.

F
Fretas Hawaiians (Pine Grove Inn) Klamath Falls, Ore., nc.

F
Frigo, Sammy (Golden Spot) Chi, nc.
Frisher, Charlie (Graystone) Carolina Beach, N. C., h.

F
Funk, Freddy (North Woods Tavern) Eagle River, Wis., nc.

G
Gale, Windy (Rustic Villa) Pennsauken, N. J., re.

G
Garber, Jan (Casino) Catalina Island, Calif., re.
Gasparr, Dick (Promenade Cafe) Radio City, NYC, c.

G
Gentry, Tom (Walled Lake) Detroit, h.

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Midget Radios of Quality Augment Salesboard Appeal

DETROIT, July 25.—Small radio sets are excellent premium propositions, according to the experience of Max Schubb, head of Schubb & Company, Detroit coin-machine and salesboard operators. In an interview with *The Billboard* correspondent Schubb outlined his experience:

"Radios make one of the best forms of premiums that we have discovered in a long, long time, especially on salesboards. There are a lot of cheap radios available, and there are the better grades. The latter will make the boards move twice as fast. Merchants appreciate the quality of the premiums offered over their counters and will promote the boards with a little better personal help when they know that their own customers will get quality rather than just shoddy or fancy novelty merchandise in anything as substantial as a radio.

"A small portable radio set is in big demand right at the present time—the records of summer sales in this field are very high, relatively. People want an extra set to take out to the summer cottage, or one that can be moved out on the porch or easily carried around the house in warm weather. Perhaps the family is almost living in the base-

ment, and they want to take the set down there for the few days they will be in 'the storm cellar.' As a result they are willing to take a real chance to get a radio of this class.

"In selecting a radio for premium use I went to a manufacturer of radio cabinets in Chicago and got the names of a number of manufacturers of small portable sets from him. I went around shopping to these manufacturers and compared the various sets until I had found about the best within the price range available. Careful selection of the product to be offered is necessary.

"These small radio sets have both long and short wave reception, and this dual feature seems to be in popular demand today. All that is required to operate them is to plug the set into a convenient electric light socket and it is ready to go. Altho there have been millions of radio sets sold, the market is far from saturated, especially in connection with these small sets, which can be used as auxiliaries in the home to the main set in the living room.

"A set with good reception and a clear tone is essential if you want to retain your customers. The public will keep coming back if they know that they are getting quality, and the same location owner will dispose of several salesboards instead of just selling one and then being all through with the proposition thru dissatisfaction with the ultimate prize.

"There is another type of board being used now in which one set is given to the location owner for disposing of the board while the other goes to the winner of the grand prize. In this case the place, if it is a beer tavern or similar hall, may really require a larger radio than the small sets designed for home use or for a confined space. I have made arrangements in all such cases to pass on the full allowance for the small radio set to the location owner, allowing him to use it as the principal payment on a full-size radio set. This special courtesy feature has been especially well appreciated and has made steady customers out of many owners—and enthusiastic pluggers for the salesboards."

Home Furnishings In Great Demand

Orders approximating \$16,000,000 for home furnishings were placed during the two-week period of the two furniture shows held at the Merchandise Mart and the Furniture Mart in Chicago and just concluded. A more varied range of products than ever was shown at the two shows and the number of buyers in attendance represented an increase of 34 per cent over last year's events. A survey of exhibitors showed that sales gains over the last markets ranged as high as 78 per cent, while the average increase was 25 per cent.

Almost without exception new designs of home furnishings and accessories met with great favor, altho prices on most of these items averaged 5 to 8 per cent above last winter. Many advance orders were placed in anticipation of a much greater increase in prices during the next six months as predicted by many manufacturers due to an expected scarcity of skilled labor.

Officials of the markets stated that based on expressions from leading manufacturers, the furniture industry, as the result of recent heavy ordering, can look forward to the longest period of sustained full-strength production that it has known in seven years.

Industry, Business Withstand Heat Effects

Retail business, altho hampered by heat in many parts of the country, surged irregularly forward the past week, while industry maintained its unusual vitality, according to the Associated Press. In fact, industrial activity rose to the highest level in more than six years.

The weekly Department of Commerce survey states that "while a great part of the country remained in the grip of a heat wave, crop deterioration was somewhat checked in areas visited by scattered rains and despite some setbacks retail trade met the onslaught with renewed strength.

"Wholesale business experienced a livelier tone as fall buying moved into full stride with the movement augmented by orders for summer items."

Heavier shipments of less than carload lots of goods, miscellaneous products and grains helped lend encouragement to the midsummer business picture.

Football Will Boost Fall Sales

Along the sporting goods line, football equipment will just about crowd out everything else during the next few months for sales possibilities. Salesboard operators particularly are getting set to capitalize on the rapidly growing popularity of the game as a participating sport. And operators of pin games who feature daily or weekly high score awards are counting on football merchandise to stimulate machine play during the early fall season and some of them have already selected lines of quality items. To participate in the game, these operators realize, a considerable amount of equipment is necessary.

One of the chief factors in the expected record demand for playing equipment has been the exploiting of college and professional games over the radio and thru the press. On top of this the interest and activity in the game are getting under way each year a little earlier. It is predicted that the number of boys and young men on college and high-school varsity and class teams, as well as on independent clubs, will exceed that for any year in history.

Nation-wide voting now on to select representative players in the All-Star Game September 1 has served to center attention on footballs, helmets, football shoes, jerseys, shoulder pads, pants and the like as offering a tremendous market.

As an indication of what the prospects are, orders in considerable number have already been reported for this equipment and leading wholesalers of sporting goods are expecting to do the best business of their careers in this line this season.

Lamps Good Bet For Fall Prizes

Concessioners following the fairs will do well to heed the trend of lamp sales during the fall months. Over 50 per cent of all 1935 sales took place in the months of September, October, November and December.

Of course, it is evident that December should be a good lamp month because of Christmas. But as for the other three months, the most probable reasons are that it is moving time for plenty of families and that people are beginning to prepare for their usual more active interest in reading and nights at the fireside.

In view of the fact that September and October are great fair months in various sections of the country, it seems plausible that concessioners should take advantage of this more or less inflated demand for lamps on the part of the public.

Over the Counter

(A Column Devoted Exclusively to Merchandise Concession Operators and Helpers)

By L. C. O.

Everyone who qualifies as a merchandise concessioner is invited to be occasionally represented in this column. All you have to do is to write us in care of *The Billboard*, 25-27 Opera place, Cincinnati, O., and tell what type of game you are operating, what kind of merchandise you are handing out, names of helpers, changes made in staffs of helpers, brief accounts of humorous or other interesting experiences, etc.

The column is yours—we want you to make the most of it.

NOTES have come from several of the folks on Knus' United Shows. MR. AND MRS. ROY VAN SICKLE are passing out knives and various other items on their knife rack and hoop-in. They also have a long-range shooting gallery. J. J. BURNS has bumper, dart game and grocery stand. MR. AND MRS. O. F. MACK say they are handling plenty of merchandise on their three ball games, bowling alley and string game. Then there are MR. AND MRS. JOHN VADAY with diggers, photos and high striker; SIMEON KRAUSE with penny roll on which he uses dolls and custard; MR. AND MRS. RAY McWETHY with corn game handling, as they put it, "the best of everything." Business has been so good for MAE LIONBERGER with her novelties and postcards at the California Pacific Exposition, San Diego, that she has put two more stands in operation there. . . . Stock concessions with Miller Bros.' Shows had a wonderful play Fourth of July at Paintsville, Ky. Practically all of them ran out of merchandise.

G. B. (BILL) GOOCH is handling a big variety of merchandise on his three 20-foot roll-downs with the T. J. Tidwell Shows. These items include ladies' overnight bags, dressing sets, cocktail sets, radios, clocks, lights with shades and some alum. . . . J. D. CRUNK is taking a rest until the fairs for the Big State Shows start, when he will return to Red Rogers' fishpond concession with that organization. . . . SILVER STATE SHOWS found the concession biz not so hot during their engagement Fourth of July week at Red Lodge, Mont. Same also was true of the pay shows, but the rides did very good. . . . JIMMY GORDON and his wife played the annual fair and carnival of the Spring Mill Fire Company at Conshohocken, Pa., July 10-20, working dolls and groceries. Another concessioner at the event and who, by the way, had been in retirement for several years, was JOHNNY SUMMERS with photos. . . . HARRY NELSON and SYD GREENWALD did well with novelties and scales at the 10-day Kenmore Centennial Celebration, Kenmore, N. Y., which ended July 11.

GEORGE GALLO, "guess-your-weight king," is now marking time in New York City waiting for the big fair season to begin. George will stay in the East during the early part of the fall and then head south. He intends to again take in the Rhineback Fair, where last year he tutored John Roosevelt, the son of the President, in the art of guessing weights. Gallo uses canes, candy and plaster. . . . Independent concessioners are conspicuous by their absence on the Crescent Shows. All stands are operated by the management of the show. . . . LITTLE JOE MILLER, tell us how you are coming along with your blanket and other merchandise stores. We know you are strong for putting out plenty of stock. . . . And all of your other boys, kick in with the news about yourselves and friends. Surely you have some funny incidents to relate also. Let's have 'em.

Going Strong

Last year the premium business in this country amounted to \$400,000,000. This year's estimate puts it at no less than \$600,000,000 . . . and going strong. And of this amount china, glass, aluminum, enamelware, white goods and silverware account for over two-thirds of the volume.—Retailing, Home Furnishings Edition.

SURE FIRE MONEY MAKERS!

- MY PARTY CHARMS—Spinning Campaign Mot. Novelty, 50c
- LAPEL WATCHES, Each 85c
- MEN'S TIES, Dozen 75c
- RAZOR BLADES—Double Edge, 1st Quality, 1,000 2.90
- STYPTIC PENCILS, Gross 45c
- MIRACLE CAN OPENERS—Streetmen's New Sensation, Doz. 75c
- HOLOGRAPH INK—Blue, Giant Size, Dozen 50c

SEND FOR FREE CATALOG. 3,500 Items. 25% Deposit With Order.

BENGOR PRODUCTS CO.

12 E. 17th St., Dept. K, New York City

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES

Assorted Models, Regular Size, Polished Steel, 2 Blades, Brass Bolsters and Linings.

A New Deal—Big Buy Per Dozen, \$2.25
Five Dozen for \$10.00

Send for New Catalog.
RHODE-SPENCER CO.
Wholesale House,
223-25 W. Madison St., Chicago

We Meet All Prices

We Will Not Be Undersold. Look at the Low Prices Below on Fast Selling Items. Order Direct From This Ad. Send Receipt of 1/3. District Area C. O. D.

- RAYON PARASOLS Per Dozen \$1.80
- No. 8—STREETMEN'S SPECIAL BALLOONS, Gross \$2.65
- No. 8—MICKY MOUSE HEAD, Gross \$3.00
- 1,000 PIECE ASSORTED SLUM RIDE 'EM COWBOY HATS \$4.50
- DICE HEAD SWAGGER GAMES \$7.50
- MAE WEST DOLL AND GAME \$7.20
- 6 1/2" FEATHER DOLL AND GAME \$6.50
- Per 100 \$4.00

OPTICAN BROTHERS, Importers 300 West 9th Street, Kansas City, Mo.

TROUPERS ATTENTION

- Red Canvas, 100, \$0.75
 - Red Canvas, No. 5, Doz. \$5
 - Green Hats & Feathers, 4.00
 - Dark, Inside White, Doz. \$4
 - Money, High Hat, Gross 4.50
 - Indiana Race, Obl. Hundred \$75
 - Indiana Race, Bin. Hundred \$85
 - Whips, Long Lash, 54", Doz \$3.00
 - San Glasses, Belts, 25c Doz. 7.50
 - Carac, China Head, Doz. 7.50
 - Carac, Maple, Black Handle, Gro. 9.00
 - Parasols, Silk, 8-Rib, Doz. 1.75
 - Picnic, Paper, Large, Doz. 16.50
 - Birds, Large Outside Whistles, Gro. 2.50
 - Cells, Dolls, Feathers and Rags, Gro. 0.00
 - Rubber Toys, Assortment, Gro. 4.50
 - Full line of Novelties, Callings, Clowns, Stumps
- NOVELTY SALES COMPANY
131 S. Illinois St., Indianapolis, Ind.
Prices subject to change. Dep. on O. D. orders.



NEW ITEMS

Auto Campaign Emblems

Nation-Wide Distributors have introduced a beautiful and distinctive automobile emblem. It is embossed, bronzed-like sculpture, picturing Uncle Sam and Roosevelt in the national colors, and with the inscription "Drive Ahead With Roosevelt." At the Democratic convention in Philadelphia the emblem received nation-wide publicity when The Daily News of New York City took a picture of Governor Lehman and U. S. Senator Wagner holding a photo of



President Roosevelt with the "Drive Ahead With Roosevelt" emblem attached. Nation-Wide Distributors have sold so many of these emblems, A. Sauer, of that company, informs us, that increased production has made it possible to announce a reduction of price. This emblem also can be used as a plaque for offices, homes and stores. Nation-Wide Distributors are also introducing a 25-cent seller, "Re-Elect Roosevelt" and "Vote for Landon." These are made up with the official shield, are in the national colors and are really an outstanding job. The company issues a circular which is free for the asking.

New Uniform Shirts

A new advertising assist is being introduced by the Acme Overall & Uniform Company. It is a quality uniform shirt on the back of which any company's name and slogan are embroidered, the shirt to be worn by that company's help. This uniform should find favor with business houses in general and with parks, carnivals, fairs, etc. The shirts are smartly tailored and come in various colors in the following materials: Sanitized covert cloth, herringbone cloth, broadcloth, novelty cloths. Acme Overall & Uniform Company also manufactures a complete line of overalls and uniforms and issues a catalog free for the asking.

Orphan Annie Set

Another child-appeal item capitalizing on the popularity of the "Sweetheart of the Funnies" is the Orphan Annie set just introduced by Ralph A. Freundlich, Inc. The set consists of the Annie doll and Sandy, the dog, both in wood-pulp composition. Annie is 12 inches tall with swivel head and movable legs and arms, fully dressed in colorful outfit. Sandy is seven inches high. And there's an Orphan Annie book with handsome cover in colors. Complete outfit in substantial gaily decorated box. Set is being featured for premium distribution.

Chrome Fixtures

A line of chrome plated art fixtures is being placed upon the national market by the newly formed Chromcraft Company. These products were experimentally developed in Detroit recently by the Enco Manufacturing Company. They include a wide range of fixtures, including picture holders and particularly display store fixtures. They sell for from \$1.50 apiece up and are adaptable for a number of uses, including use as bookcases, etc. Make a fine dash on any premium stand.

Clever Political Novelty

New political novelties, in the form of namegrams, are being distributed by the Dearborn Namegrams Company, subsidiary of the Allan Manufacturing Company. They consist of a small animal, representing the two major political parties. The elephant has the name of Landon neatly cut out of the trunk, body and tail, making a very creditable job. The longer name of Roosevelt on the leaner proportioned Democrat donkey caused more difficulty, but the name

has been placed on the body of the animal, crowding from the head to the tail, which becomes the final "T." These little novelties are made in the form of pins, which may be worn as brooches or lapel ornaments. They are being made of pure copper, in a nickel-steel combination, as well as 18 nickel chrome in black, which makes a very effective finish.

Patented Door Holder

Jay-Way door holder is a newly patented device which is reported as being successfully sold to homes, office buildings, hotels, schools and so forth. It has many features and offers itself as a demonstration item. W. Jennings Butts is marketing this device and has a very interesting descriptive circular which he will be glad to supply.

Low-Price Watch Line

Years ago among the most popular "name" watches in the low-priced field were the Chateau Cadillac watches. Salesboard organizations used them in tremendous quantities, orders of 20,000 and 30,000 being not too infrequent.

This week the Chateau Cadillac Watch Company, headed by Sol Sachs, veteran of many years in the watch manufacturing business, announced its re-entry into the salesboard, concession and premium field. Featured in an early announcement of the company are men's wrist watches with Swiss seven-jewel movement, three-piece chromium cases, raised gold-figured dial and genuine Morocco and pigskin straps. Another man's wrist watch of the same description as the foregoing is also featured with a 15-jewel movement. Prices on both these numbers are unusually low. In the line of ladies' wrist (See NEW ITEMS on page 65)

Here's The Greatest 25 Cent SUN GLASS VALUE Ever Offered



Per Gross 10.50
Per Dozen \$9

B20193B—Heavy Shell Colored Celluloid Frames and Temples and Large Glass Lenses, in Assorted Colors. Each in Glassine Envelope, 1 Dozen in Box.



COMBINATION GLASS CUTTER KNIFE

2 Blades, Clip and Pen, Glass Cutter and Screw-Drive, Nickel Plated Metal Handle, Celluloid Inlay Center. Size Closed, 3 1/2 inches.

B10C178 Per Gross 12.00 Per Dozen 1.05

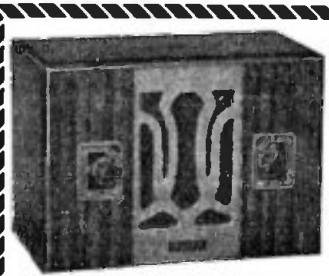
FULL LINE OF BEACON BLANKETS and SHAWLS on Hand for Immediate Delivery

N. SHURE CO. 200 W. Adams St. CHICAGO

JOBBERS

Be sure to see Trading Post Ad in rear of book. It's hot.

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies supplying the items in this department which interests you.



TRY and BEAT IT!

1936 Sensational Radio Bargain. Amass all who hear and see it. Take advantage. Volume production makes this buy possible. There is nothing in the market costing 3 times as much that can touch it.

LATEST MODEL 5 TUBE RADIO 5 RCA Lic. Tubes
Including 1 Metal Tube, Beautiful 2-Tone Walnut Cabinet, 10" wide, 7 high, works on A. C. or D. C. Current, Super-Tone Quality, Built-in Speaker, no ground or aerial required. Set and Tubes guaranteed. Everything brand new and come packed and sealed in air-tightened container. Catalog on Request.

PLAYLAND SUPPLY CO. 118 East 25th St., NEW YORK CITY.

IRIS and CRYSTAL PENDANTS

Rainbow, Two Tone and Solids. Large Brims, Latest Designs. Complete line of Carved Jewelry, Bracelets, Rings, Parroties, Pins and Pins. Lucky Charms. Send \$1.50 for complete SAMPLE LINE.

SEABOARD BEAD CO., INC.

67 Orchard St., NEW YORK, N. Y.

A RIOT OF FUN

We Call It "SHAME" ON YOU!" A Fast 80c Seller. Per Doz. \$8.00. AUTOMOBILE TAILS. Med. Size, 65c Doz.; Large, 90c Doz. Ready to attach. Realistic Imitation. Cream in Conc. Doz. 75c.

6 1/2" Charolotte, in Attire. Box, Doz., 80c; MAIDEN DELIGHT (Our New One), Doz., 70c; TELEVISION, Snake Radio, New, Doz., 70c; COMIC METERS—App. Etc., Small Size, 35c Dozen; Medium Size, 45c Dozen. These are Funny and Easy and FAST 70c Sellers. COMING OUT: 34 Rings in Stock, HOT AND FUNNY SUBJECTS, \$1.25 per 100; LEAPING LENA (Jumping Coin), 50c; FOR RIDERSHAW CIRCUS—100c; STREETWALKER—BLACK EYE, 80c; Large IMP BOTTLE, 85c; Endless Wire Illumination, 50c Big Size; Tumbling Ring, 75c; Jockey Purse, 90c; Nail Thru Finger, 50c; Ring & Dial, 90c; Snap Fan RAZOR, 50c; 4 Magic Paddle Sets, \$1.80; Snapper Trick, \$2.00; Ball & Vase Trick, \$2.75; Tennis Racket & Ball, \$3.25. All the above items listed at GROSS Prices. Send Dime for Catalogue and Special Bulletin, or \$2.00 for 50 Samples of TRICKS & JOKE. MAGNETRIX NOV. CORR., 138 Park Row, N. Y.

New CHATEAU CADILLAC watch values

Men's CHATEAU CADILLAC Wrist Watch—Swiss 7-jewel Lever Movement, 3-Piece Chromium Case, Raised Gold Figured Dial, Genuine Morocco and Pigskin Straps. (Single Watch, \$2.95.) Each, \$2.75
Same as above with 15 Jewels, \$3.75 Each.

Ladies' CHATEAU CADILLAC Wrist Watch—Swiss Jeweled Movement, New Import of Latest Style and Design, Guaranteed Argenti and Designer Cases. With Beautiful Bracelets Attached. (Single \$2.25 Watch, \$2.40.) Each, in Dozen Lots, \$2.00

We also have a complete line of Ladies' and Men's Watches in all Models, Styles and Designs. And our Prices Are Absolutely Unbeatable. Real Value! Real Flash for your Money! Order today. 25% Deposit. Please O. D. Write at once. Watch for our Weekly Announcements in The Billboard.

CHATEAU CADILLAC WATCH CO. 93 NASSAU ST., NEW YORK, N. Y.

UNITED BLADES WARNING! UNITED BLADES

Only Genuine United Blades have "Reg. U. S. Pat. Off. Trade Mark No. 271,238" appearing on side of outside carton. If your jobber cannot supply you with Genuine United Blades bearing No. 271,238 on outside carton, write direct to

UNITED RAZOR BLADE CORPORATION
222 W. Adams Street Chicago, Illinois

Do not accept United Blades without this number on outside carton; any blades without this number are counterfeit blades. Return them where you bought them and get your money back!

For Instant Shipments Send Your Orders to the "New York" MILLS SALES CO.

Wholesalers of Popular Priced Merchandise Since 1916. We Are Never Undersold

Write for FREE CATALOG. All Branches Discontinued.

MILLS SALES CO.

901 Broadway New York, N. Y.

NOTES from SUPPLY HOUSES

The Chicago office of the West Bend Aluminum Company recently moved into new quarters in Merchandise Mart. The firm has redecorated the space in a modern manner and enriched it with indirect lighting and new display furniture.

Charles D. Bridell, Inc., manufacturer of advertising specialties of wood and metal hardware, has just issued a new catalog covering its 1937 line. With few exceptions every design listed is new and modern, designed expressly for the 1937 market.

M. J. Waldinger, of the Everlast Pen & Pencil Company, writes us that he is very much satisfied with the response given his 17 new improved lines of pens and pencils.

Trading Post Syndicate has made its display case much more attractive than formerly and as a result reports an increased demand that is very gratifying. The deal, which is legal everywhere, has that "take-a-chance" appeal that makes it an amazingly easy fast seller.

With automobiles snaking along practically every highway in the country in long unbroken lines, the sale of genuine

fur talk with red, white and blue streamers is reaching unheard-of proportions. Charles Brand, manufacturer of these tails, reports that for the past six weeks he has been filling orders for an average of 100 gross of these tails daily.

There is an indescribable attraction to motorists in the picture of a fur tail flying from their license plates or radiator caps as they speed along the roads. The name "luck" principle which applies in the sale of the Lucky Fur Auto Tail.

The Brand Company also sells real fur tails with a humorous slant. Here an attractive display card is attached to the top of the tail. This card reads, "DON'T TAIL ME," and with the pin which comes with the setup it can easily be attached to the trouser seat or coat of friend or foe.

All the fur products, and most especially the tails, featured by the Brand Company are sold at very low prices, allowing the agent or salesman a large margin of profit.

Super Engineering Company is now selling pitchmen the condensers which fit their radio plug. Bill Ray, of that company, also informs us that he is working on a new automatic race-horse game for parks and beaches.

SHOWMEN'S LEAGUE

John W. Galligan, Max Linderman and several others who have signified intentions of being very active. Early return in the Cemetery Fund drive have been received from Max Brantman, A. Pakin, Abe Gorman and Fitzie Brown.

Brother Kent Hoamer, Beckmann & Gerety's Shows, advises that it will hold a midnight Cemetery Fund show in Shobogyan on July 30.

B. M. Sloan was a recent visitor at the rooms. J. C. (Jimmie) Simpson, in town for a short time, dropped in for a call. Brother John Lorman still in town and makes his daily call at the rooms.

Brother William (Sheik) Claire still resting easily in American Hospital. Brother Paty Ernst up and about. Brother Lew Keller advises that he may have to re-enter the hospital.

Robert V. Krause, there is mail at the League rooms for you. Dues received during the week were from Brothers Fitzie Brown, Harry J. Talley, William Rankin, Sam Taffet, James P. Sullivan, Sam Feinberg, Peter Flor, King Leon, Harold Paddock and Morris Lipsky.

Silver State Shows

Laurel, Mont. Week ended July 11. Auspices, VFV. Weather, extremely hot. Business, gratifying. Laurel, Mont., 18 miles from Billings, and a division point on the Union Pacific Railroad, proved a fair stand for the week after the Fourth, all rides getting a fair play with concessions and shows doing good.

Silver State Shows Laurel, Mont. Week ended July 11. Auspices, VFV. Weather, extremely hot. Business, gratifying. Laurel, Mont., 18 miles from Billings, and a division point on the Union Pacific Railroad, proved a fair stand for the week after the Fourth, all rides getting a fair play with concessions and shows doing good.

show will feature the "Bank Night," which has been held each night, as Paul Towe announced he has made arrangements for an act to join next week in Powell, Wyo. Tony Spring and wife, Minnie, made a pleasure trip to Billings. The firm of Roberts & McCrany is adding new stock to concessions daily.

World of Mirth Shows

Buffalo, N. Y. Week ended July 18. Auspices, Buffalo Olympic Committee. Location, Broadway and Bailey avenues. Weather, hot but clear. Business, fair. Likely due to a week of sultry temperatures and badly inadequate automobile parking facilities this location, long prized as the "plum" of the Buffalo area and reopened for the first time in several years by L. Harvey Cann, did not produce as hoped or expected.

Volunteer State Exposition

Mount Vernon, O. Week ended July 18. Auspices, Police Department. Weather, extremely warm. Business, good. Mount Vernon was the first spot played, with promotion on the advance under Hal Bailey, and despite the extreme warm weather the results were very satisfactory.

Keystone Shows

Sipesville, Pa. Week ended July 18. Location, City Park. Auspices, Somerset County Firemen. Business, old-fashioned red one. Weather, very hot. Somerset County Firemen's Convention again proved to be one of the best spots of the year.



NEW WATCH, CHAIN AND KNIFE COMBINATION

Rebuilt Elgin or Waltham watches with new White Chrome or Yellow Keystone Cases; Chain and Knife to match. 18-K, 7-J. White Set. \$3.70

15-Jewel, \$4.70; 17-Jewel, \$5.70. 300 Extra in Yellow Keystone Cases. JEWELRY NOVELTIES, \$4.50 Gross

TUCKER - LOWENTHAL CO. WHOLESALE JEWELERS

Five South Wabash Ave., Chicago, Ill.

JOBBER!

With Flag Streamer, ready to attach to motorcycle, bicycle, automobile radiator cap. You'll sell hundreds of these items in the next few months. A few large territories still open for jobbers selling scientific, premium users, etc. Write us today for a special discount price—lower than you expect.

CHARLES BRAND, Furs, 808 W. 26th Street, New York, N. Y.



SENSATIONAL EXTRA PROFITS WITH NEW MERCHANDISING IDEA!

Sell and operate TRADING POST, the 100% Legal Sale-and-Trade Deal that is a great money-maker. Amusing, fascinating and a lot of fun. Sells out fast in Taverns, Clubs, Cigar Stores, Drug Stores, Restaurants, etc. 120 pulls and every pull is a winner. Consists of 180 packages, and each contains something worth-while in Novelties, Tricks, Jewelry, Cutlery, Novelties, Linerite, etc. Weight, 2 1/2 lbs., 17". Approximate Weight, 18 Lbs. Takes in \$15.00. Retail dealers for \$9.75. Packed two to the Carton. Order No. 831. Each \$6.60

25% Deposit on D. O. D. Orders. Ask for Our Big New Catalog 363, containing 164 pages of Novelties and Jewelry.

JOSEPH HAGN COMPANY

"The World's Bargain House," 217-225 W. Madison St., Chicago

Advertisement for General Wireless Laboratories, Inc. featuring a 5-tube General Radio with a 5-day trial offer. Price \$6.45.

Advertisement for General Radio 5-tube radio with a 5-day trial offer. Price \$6.45.

NEW ITEMS

(Continued from page 63)
watches the firm offers a Chateau Cadillac model with Swiss jeweled movement in the latest styles and designs.

New 10-Cent Lighter

Bond Street is the name for the latest model cigar lighter produced by Strika-Lite, Inc. It is one of the neatest little jobs ever put on the market.

New-Type Razor

A safety razor which has been successfully marketed in limited territories will now be introduced on a national scale by the Kreet-Shave Razor Company.

Tricky Milk Cover

A new gadget which should prove profitable to agents has just been introduced by the Sav-It Bottle Stopper Company.

Novel Napkin Rings

Here are some little items which will appeal to the kiddies at any appropriate occasion. They are napkin rings designed with an animal holding the ring.

Clear-Vuc Soap

The Clear-Vuc Manufacturing Company has introduced a clever new item in the form of a high-grade toilet soap.

Watch Them Go For These

LEATHER TIES
Genuine leather, plain and combination colors. Plenty of fresh and appealing. Know something different - get the customers.

FREE - FREE - FREE
YOU'DS FOR THE ASKING
THE 1936 IMPERIAL
Wonder Catalog Listing 5,000 now fast-selling Novelty and Sundry Items.

New Fun Device

Necedah Novelty Manufacturing Company is offering a new fun device which has excellent demonstrating possibilities. It is a triangular piece of wood with a rubber ball attached thereto by a cord.

GREAT LAKES

(Continued from page 53)
Y., and was married last week-end. . . . Spot Tipps in charge of front door at new Rumba Show. . . . George Young and Warren B. Irons, co-operators of 18 Spook Street, are doing some real exploitation and putting the walk-thru show across in great style.

Dog Shows

- These dates are for a five-week period.
CALIFORNIA
Long Beach—Aug. 8-9. Mrs. K. M. Coke, 600 N. Freeman st., Oceanide, Calif.
Los Angeles—Aug. 23. Mrs. R. G. Shute, N. Hollywood, Calif.
Stockton—Aug. 29. Mrs. L. Oadb, R. 1, Box 624.

Frontier Contests

- These dates are for a five-week period.
CALIFORNIA
Hollister—San Benito Co. Saddle Horse Assn. Aug. 21-23. Roy A. Hunsell.
COLORADO
Akron—Eastern Colorado Roundup. Aug. 19-21. R. E. Fisher.
Monte Vista—Ski-Hill Stampede. July 29-31. J. H. Beatty.
Tribal—Ka-Au-Caron Roundup. Aug. 18-20. R. P. McClung.
IDAHO
Caldwell—Homesteaders' Jubilee & Night Rodeo. Aug. 20-22. Chas. Laurensen.
Gooding—Gooding Rodeo. Aug. 27-29. Herb Love.
Soda Springs—Henry Stampede & Stockmen's Reunion. Aug. 6-8. E. Matthews.
INDIANA
Vincennes—Rodeo. Aug. 8-9. Chamber of Commerce.
ILLINOIS
Pecatonica—Terza's Ringer Rodeo. Aug. 1-2. Tom Morrissay, supt.

5-DAY MONEY-BACK TRIAL
Silver TO-NA-Coastic Two-Band RCA LICENSED RADIO
\$10.54 Lots of 6
SAMPLE SET \$10.94
Rush \$2.00 deposit with order. balance C. O. D., f. o. b. Chicago. Purchase price refunded if not 100% satisfied.

Your New MONEY SAVING GUIDE
IS NOW READY!
Send for it Today!
OUR PRICES DEFY COMPETITION!
If you're a live-wire Concessionaire, Pitchman, Demonstrator, Novelty Worker or Hustler, you simply can't afford to be without our New General Catalog.

You Bet We Have Them—And The Best Buys In The Country Too
LEVIN'S HELP YOU MAKE MONEY
HERE ARE A FEW TYPICAL VALUES—THOUSANDS MORE IN OUR NEW JUBILEE HUSTLER CATALOG
N9432B—Whistling Flying Birds Gr. \$1.95
N9099B—54 In. Lash Whips. Dz. .60 Gr. 6.50
N9315B—8 In. Air Balloons Gr. 1.90
W 536B—Pocket Watches Ea. .69
F2967B—"Univex" Cameras Ea. .69
N 636B—Imported Jap. Cameras Dz. \$0.75
X4569B—"Thriller" Civo-Away Candy Pkg. Selected Grado Wrapped Kiss c.s. 250 Pkg. In Case. Per Case 2.75 Per 1000 Pkgs. 11.00

BB22—NOVELTY OIGA. GET THE EXTINCTION QUINER A SH TRAY. Bisque dog standing on ash tray made of bright enameled bisque. Dog has rubber tail. When squeezed, the dog performs. A very clever new item. Per Dozen, \$1.20; per Gross, \$12.00.
Sample, Prepaid, 25c in Stamp.
"MOBS" LAMP RUBBER NOVELTY. Plenty of color, plenty of noise. We guarantee this to be the biggest selling campaign and street selling novelty of the year. Made of good rubber, yellow grade, about 12" in length, stamped "Moss" in "Moss" for "Laiden" has the same action as the WOOPEE started today with this new funny toy. Sample cost for 15c in stamps. Dz. \$30; Gr. \$3.50. Half cash with order, balance C. O. D.
MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

IOWA
Sidney—Iowa's Championship Rodeo. Aug. 18-21. R. N. Archib.
NEBRASKA
Lurwell—Nebraska's Big Rodeo. Aug. 12-14. F. W. Munnell.
Oklahoma—Burt Co. Rodeo-Fair. Aug. 20-27. Stryker & Cogger, mgrs.
Omaha—Omaha-Halston Rodeow. July 29-Aug. 2. Stryker & Cogger, mgrs.
NEW JERSEY
Woodstown—Salera Co. Fairrodeo. Aug. 4-8. Howard Harris Jr.
OKLAHOMA
Hinton—Kivans Club Rodeo & Roundup. Aug. 5-7. Elmo G. Rankin.
OREGON
Gresham—Rodeo. Aug. 24-30. Heppner—Heppner Rodeo. Aug. 27-29. L. L. Gilliam.
SOUTH DAKOTA
Deadwood—Days of '70. Aug. 9-8. Nell Perkin.
Pine Ridge—Pine Ridge Rodeo. Aug. 5-8. Frank C. Goings.
WISCONSIN
Cedarbridge—Days of '49. Aug. 5-6. Chamber of Commerce.
WYOMING
Dubois—Dubois Rodeo. Aug. 1-2. W. H. Watson.
ELGIN WATCHES, \$1.65 EACH
7-Jewel, 18 Size, White or Yellow Case.
7-JEWEL 14 SIZE ELONS A WALTH. \$2.35. FLASH ORNIVAL WATCHES, 50c Each.
Send for Price List.
Your Money Back If Not Satisfied.
OSBERT CITY MELTING CO., Old Gold and Silver Buyers and Refiners, 113 N. Broadway, St. Louis, Mo.
Hey Look...Cartoon Books...Novelties
BIG SELLERS AT BIG PROFITS.
18-PAGE, 10 NUMBERS, \$1.25; P. O. SIZE, \$2.00; 8-PAGE, 10 NUMBERS, \$2.00; RED-NO. SHIMMIES, \$2.00; SPECIAL FOLDERS, \$1.00; PER. CARDS, \$1.75; ETC. All the above prices are per 100. Rush your order or send 25c for 10 Assorted Samples.
T. R. PAYNE, 25 Cardinal Place, NEW YORK.
We've Cut Our Own Low Prices on FOUNTAIN PENS
Get our new reduced prices on 64 varieties in every desired color, all equipped with improved Durium points. Two-tone pens if desired. Every one a big seller.
Western Buyers Order From Us and Save Time.
STARR PEN CO., Dept. X
300 West Adams Street, CHICAGO, ILL.

OAK BRAND: HY-TEX BALLOONS

"SLIM JIM" with MICKEY MOUSE PRINT

Mickey Mouse is riding high in popularity on this long, long balloon. Sell this one and you'll be high in the money!

The OAK RUBBER CO. RAVENNA, OHIO. Selling Through Jobbers Only



HERE'S A PERFECT IMITATION DIAMOND

In a New, Exclusive Design. Has just the right size stone (1/2 Ct.), three small stones on each side, also work around top and sides and engraved shank.



HEADQUARTERS FOR SPECTACLES AND GOGGLES. We carry a Complete Line of Glasses, Field Glasses, Microscopes and Optical Merchandise.

MEDICINE HEADQUARTERS

A Complete Medicine Show and Office Special Line. SUPERIOR SERVICE. Wholesale Catalogs and Office Special Price List upon request.

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 follow my easy plan and show the suit to your friends.

Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc. direct from manufacturer through our Mail-Order Department.



HAND STROPPERS \$6.00 per Gross. RAZOR STROPS, \$4.80 to \$72.00 per Gro.

PITCHMEN by BILL BAKER

(Cincinnati Office)

Pitchdom, Five Years Ago

Plenty of the boys and girls all over the country were mourning the destruction of one of the best pitch stands in the country—it was the Hump in Dayton, O. . . . St. Louis was doing all right by W. C. Wilson.

The same can be said for Doc George M. Reel and his wife, working Metropolitan stores up in Waukesha, Wis. . . . A tough time was being had by Al Glover up in Cook County Hospital, but he was making the best of it.

Two pitch stores were opened at Coney Island, N. Y., one at 101st by Jack Kahn and the other at 102d by Jack King. . . . Doc James Ellsworth infoed from Denver that in spite of the depression he had found a few of the old guard who were not complaining; they were Oldfield, Goldberg and Garland.

Plenty of oldtimers in and around Des Moines—A. Russell, B. H. Brown, Fido Kerr, Harry Hartwell and K. Lindquist. . . . Also there were a few knights of the sheet around these same parts. They were E. D. Henry, Red Powell, Paul Lewis, Jim Walsh and Mr. and Mrs. O. G. Kiburg.

And the last of the NPSA lodges east of the Rockies gave up the ghost with the resignation of Tommy Burns. . . . News came that Hugh Cross, the "Smoky Mountain Boy," had just signed up with WLS in Chicago to give the radio fans in that section an idea of how mountain songs should be played and sung. . . . Fountain pens as premiums were much in evidence at the Industrial Show and Fiesta at Greensburg, Pa. Among the boys there were Bowwow Bowers, Sol Castle, Ed Mason, Joe Greenfield, Walter Stofel, Duke Monahan, Tad Robinson, Jackpot Lewis and the Neumann brothers.

One thousand bucks a month should make the nut mighty high, but in San Francisco Doc Latener was beginning his third month and so evidently getting by with the help of Sam Kramer and Doc Heady. . . . Pittsburg, Tex., was the spot where Doo L. E. McKee enlarged his show. . . . Big doings on the Medico Comedy Show down in Alabama—Mrs. Little River, widow of Chief Little River, became the bride of Billy (Snowball) Rimmer.

being good for two weeks, with Fourth of July night being the tops of the season. In the outfit, besides Quackenbush and Byrne, are Tom Evans and Shirley White. Doc Quackenbush had been making plans for a tent show for next season when he received word the other week that the barn which he uses for winter quarters burned to the ground, destroying a piano, several sections of blues, a new marquee and other items that go to make up a tent outfit. Doc sends regards to Frank Varo, Jolly Bert Stevens, Vernon Sadler, the Musical Sims; in fact, all friends.

DAVID POTTER Charles Ufert's article in last week's issue of The Billboard with: "I am proud to be a fakir, not unscrupulous enough to amass a large fortune, independent and courageous enough to work for myself, intelligent enough to be untroubled by 'reporters' who lack the ability to observe murderous abuses while they exhibit cowardice in attacking those who seldom answer back."

TO THOSE WHO recently inquired regarding the whereabouts of John McCloskey—we have a communication from one John L. McCloskey, who says that he is now located at 50 Sheridan avenue, Albany, N. Y.

TOM SIGOURNEY veteran pitch worker and well known in circus and carnival circles, was a visitor at the Pipes desk Wednesday of last week, accompanied by his partner, Ed Fairbrother, and the latter's wife, Irona. They were en route south from Chicago to begin their fair season. They will visit the F. H. Bee Shows on the way down.

BEN (HOBBO) BENSON back in New York after a trip to the West Coast, advises all pitchmen without a bank roll to stay away from the West and South. "Kelly, the garter man; myself and many other oldtimers are working 14th street." Ben scribbles, "May try to organize the New York pitchmen and, as most of them are citizens, I believe that with the proper effort something could be accomplished."

CHIEF ROLLING CLOUD and the missus have been playing to fair returns in Missouri and Illinois recently. A good show, freshly painted equipment and some new rolling stock are attracting the natives nightly at Highland, Ill., these days. Others in the show, besides the Chief and the missus, are Rufus Armstrong, Frank Bartlett, Harry Reach, Smokey Miller, Norma Royster and Peggy Atherton.

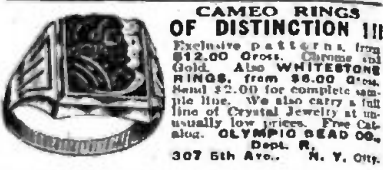
BUSTER WILLIAMS writes from Morton in West Texas to say that he and the gang are kicking along to good results in the Lone Star State. "We have a swell show and business is fair." Buster infoes. In the roster are Walter Mars, piano and straight; his wife, parts; Little Jimmie Stave, taps and bits; Lena and Bonnie Reinhart, hot music, black and lecturer, and Buster Williams, part-time black and lecturer.

JOHNNY McLANE pencils in from Buffalo to say that the shops and factories up that way are working full force and that the town can offer at least 10 days to a good worker. There are several lots available, Johnny reports, and he mentions specifically Chippewa and Main streets and Swan and Main streets. At present he seems have the town all to himself, he says. Art Fredette and his gummy-working partner were in Buffalo recently.

BROADCASTING FROM the City of Saltwater Taffy (Atlantic City). Andy Stenson infoes that he's working a legit auction at Baltar's Oilerie on the Boardwalk. He has called

FAIR PEN WORKERS

My New Pen Packages Are Ready—Real Low Prices. PLUNGER FILLER VAC. ZIP! ONE PULL—IT'S FULL!



QUICK SALES BIG REPEATS Monitor Ant Destroyer

Sells on sight to Grocery, Drug and Hardware Stores. Fully guaranteed. Agents, Distributors, to handle this fast moving product in protected territories. Send TC (Check or M. O.) for Counter Display Card and attractive proposition.

E-Z-C PRODUCTS CO. 1717 Cent Avenue, INDIANAPOLIS, IND.

NEW FOOD Sensation TAKES CROWDS BY STORM

A CLEAN-UP FOR CARNIVAL AND CONCESSION MEN Taste it! It's different! And how they go for it! CHEESE CHIPS best melt in the mouth. Crunchy, delicious chips with real cheese taste. Crowds jam around to watch you make 'em—and then watch how they BUY! Gives a new twist to the old. Makes 'em come back for more. Made in a hurry, sells faster than that. 5c and 10c bags. No costly equipment needed. Pays you marvelous profits, up to 400%, and assures a steady big-pay business wherever there are crowds.

FREE SAMPLE request, Ask quick! GEO. IRWIN, St. Louis, Mo. 8107 Pine Street. SELL NAP-TA-KING CRYSTALS. Makes Cleaning Fluid, 2 1/2 gallon. New Starling Discovery. NAP-TA-KING COMPOUND. Cleans Sinks, Washes and other fixtures by dipping same as with Naphtha. Odorless, non-explosive. 20c Package makes 10 Gallons Fluid. Paid delivery. Wonderful repackager. Attractive 1/2 boxed Trial Order, \$1.00 per Dozen, postpaid, with 3 Demos. Complete Line Bottles, BNS, NAP-TA-KING, 1300 W. Madison, Chicago.

ELGIN-WALTHAM WRIST WATCHES 2.95 Brand-New Cases. Metal Hands. Send for Catalog. Biggest Selection in U.S. of Best Watches and Diamonds in the Country. H. SPARDER & CO., 106 North 7th Street, St. Louis, Mo.

FOUNTAIN PENS—THAT'S ALL



JAS. KELLEY, The Fountain Pen King, 487 B'way, N. Y. C. CHICAGO, 180 W. Adams St. 784 Mission St., San Francisco, Calif.

SLIP-KNOT TIES (INTERNATIONAL TIE FORM) This latest pattern, regular size ties, with AL-JO form attached. \$2.50 dozen. \$1.50 per tie. Complete slip-knot card. Packaged 3 doz. to carton. Retail 15c. 75c dozen. 25c with order. H. O. D. Complete Line Boys and Regular Ties. Lowest prices.

NEW INVENTION PAYS YOU BIG PROFITS DAILY JAY-WAY is the most perfect Door Holder ever designed. A real necessity in every Home, Office Buildings, Hotels, Apartments, Hospitals, Schools, Dormitories and wherever there is a door. Earn up to \$10 each day working only a few hours. All you have to do is slip a JAY-WAY Holder under the door and your sale is made. Two or three is made. DON'T DELAY. GET STARTED AT ONCE. Write today for details or send 50c for Sample and see for yourself why a money-maker this is for you. W. JENNINGS BUTTS, 1 E. 42nd St., N. Y. C. TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

PLUNGER FILLER VAC

EASY SALES—QUICK PROFITS. The Groolin line is "Tops." Don't buy anything in Pens or Pencils till you see our high quality, low price list of baratas. Write today. GROOIN PEN CO., 300 B'way, New York, N. Y.

RADIO PLUG DEMONSTRATORS

Get the Money With the SUPER LINE ANY WAVE FILTER... Contains a new type 600-volt Super Air-Gap Condenser.

\$4.95 PER 100 (In 300 Lots Only)

\$5.95 (Lots of 100)

AIR-GAP CONDENSERS for these Plugs. \$12.95 per 1,000. We have everything to start you in business.

SUPER ENGINEERING CO. 600 West 126th St. (Cor. Dev.). New York City

SAVE MONEY-TIME FREIGHT - ORDER

MY PARTY POLITICAL SPINNER—Rep. & Dem. Dozen. Express Only. \$60c. Home-to-Home Canvasers, Agents. Wagon Salesmen, Pitchmen-Streetmen. Free Catalog. Write.

BLADES Double-Edge, 20 Pcs. 5 in. on Display Card. 40c per card incl. Postage.

CHAMPION SPECIALTY CO. 814-T Central St. Kansas City, Mo.

1000 UNITS BLADES \$2

30-day supply of as long as stock lasts. Fresh stock United Blad Steel Double-Edge Razor Blades. All blades etched, double wrapped in lithographed envelopes. 5 blades to a cellophane wrapped package. 20 packages to display carton. 10 cartons (1,000 blades) shipped for \$2.00 cash with order. No less sold. No C. O. D. at this price. No samples. No catalog. Established 1897.

Cash in With Beautiful Windshield Stickers ROOSEVELT—GARNER LONDON—KNOX

\$10.00 per 100 to you. Full remittance must accompany order. L. F. EDWARDS Sterling, 29th and Forest, Kansas City, Mo.

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE

Write us your needs. ARGO PEN-PENCIL CO., Inc. 214 Broadway, NEW YORK CITY.

GOLD COIN SCARF PINS. SPEC. California Gold Coins, \$14. Mixed. AUGUST SPECIAL: 7 Dor. \$5. 8 Dor. 25 Year \$10. 4 Dor. \$8. 2 Dor. \$3. Coin Prandants, Dor. \$2. SPEC. 14 GEM'S OUTFIT: 1/2 Doz. each of Gold Mounted Pendant, Scarf Pins and Doz. Coins. \$21 Item, \$3.50. Sell for \$12. PACIFIC ARTCRAFT CO., San Bruno, Calif.

SPECIAL 39c A DOZ. No. J66—Bird Warbler. Known as a ventrillo whistle. Imitates the calls, cry and songs of birds. Regular price, 75c a gross.

G209—Rayon Silk Tie. Gross \$7.45. G354—Men's Cotton Necktie. Gross \$8.00. M243—Octagon Shaped Lighters. 8.05. Perfume in Fancy Bottles. 1.75. Reroduction Pearl Necklaces. 2.85. N287—Silk Gowns. 45. B253—Toothpick Knives. .60. Brown Field Blankets, any quantity. 1.08. Face Powder, De Luxe. 1.09. Broadway Novelty Books. 1.09. Double-Edge Razor Blades. Per 1,000. 2.49. \$187—22-Year Calendar. .57. FREE: Wholesale Catalog of 3,000 Fast Sellers. Send for a copy today.

SPORS CO., 8-36 Erie St. LeCenter, Minn.

off his plans to make the Dallas expo and will remain in A. C. instead. Andy is contemplating a trip to England with Lee Baltar in the fall and says he has already made reservations on the Queen Mary. Pencilling under date of July 22, Stenyon says further: "That dynamic flyweight auctioneer, Henry Mitnick, and Joe Gregory are here and calling out plenty of big numbers. Outstanding figures on the Boardwalk are that Broadway play boy, Louis Colmes, Joe Silverberg, Maxie Goldenberg, Mitchell Milnick and Si Schrier. Would like to read a few cut-ups from the Kosher trouppers—Nat Golden, Harry Corry, Johnny Hicks, Nate Shuffro and Frank the Jap."

"THIS TERRITORY is assured one of the best crops in history," pipes Bob Posey from Mayfield, Ky. "Most of the surrounding towns can be worked, but it's hard to get more than 25 cents. Court day here every second Monday in the month and one can work the courthouse lawn. Mill pay day on Wednesday evening. I would like to read pipes from Al West, Mickey Murphy, Curley White and A. L. Richardson."

CY ULLMAN AND MURPHY are doubled on the leaf, making the fair.

HOT-SHOT AUSTIN postcards from Chickasha, Okla., to say that he's still in the land of the Indians

Pitchmen I Have Met

By SID SIDENBERG

When Charles Lomas, of the New York office of The Billboard, made a talk over the radio on some of the ladies of Pitchdom, in which he mentioned Mary and Madeline Ragan, Pearl Houck, Nina Ward, the Misses Bosworth and LaRue and others, he overlooked a good one by not becoming acquainted with Ethel Hart, all-round pitchwoman.

I am willing to bet the Sox off my feet that Lomas would have given her a real mention if he ever had had the pleasure of seeing her work. I know what I am talking about when I say that she can make as good a talk if not better than a lot of the boys in the business when it comes to selling rad, corn punk, cosmetics, curlers or what have you.

Recently I had the pleasure of meeting her for the first time in a small town in Kentucky—one of those hostile towns that are rated as closed. That rating didn't seem to mean anything to Miss Hart, for she was working to a metropolitan tip on the busiest corner of the town, and not only that she was making one of those 100-to-1 shot collect-the-money pitches.

She started off with a little magic and then a good, hearty laugh-getting monolog, easing into her selling talk without letting the tip know that she was going to perform a painless operation on their billfolds. She made the first cut with the rad, a little more of the laughing lethal and then the second cut with the corn punk. For the benefit of the ladies that were in her tip, she gave them some cosmetics and then a perfect demonstration with the curlers. Three hours in the town left the natives wondering "just what did happen" when a good-looking female smiled the chief of police into letting her make a talk on the corner, leaving with a good-sized roll of filthy lucre.

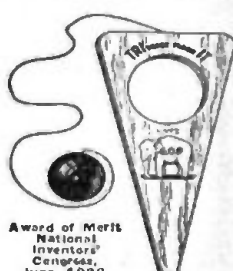
Miss Hart entered the portals of Pitchdom via the circus route. She was given a berth on the Ringling shows about a score of years ago in one of the roping acts. Later she joined out with the Miller Bros.' 101 Ranch show and took a heavy part in Nanzetta's Western novelty act in vaude.

Miss Hart says she is 37 years old but looks much younger and has a dynamic personality. The lady originally hails from Owensville, Ky.

Just Out! The POLITICAL JUMPING BALL



A Political Sensation An Amusement Novelty For AGENTS PITCHMEN STREETMEN ACTION! FUN! LAUGHS! SKILL!



Award of Merit National Inventors' Contest, June, 1936.

Award of Merit National Inventors' Contest, June, 1936.

PROFIT MAKER—at 15c each or 3 for a quarter. A wonderful hallyoon—everywhere. Introducing OFFER—One-Half Gross Shipped Prepaid, \$4.50.

NECEDAH NOVELTY MANUFACTURERS Dept. 25 NECEDAH, WIS.

GET YOUR SHARE OF ELECTION MONEY

With these HOT 25c SELLERS OFFICIAL AUTO SHIELDS In National Colors—Red, White and Blue. ACTUAL SIZE 5 1/2" x 7". This Auto Shield is taking the country by storm. Nothing on the market can touch it for Mass, Color, Appearance and Quality. It's a NATIONAL HOT SELLER. Shoot in 25c for samples today. Write for Exceptionally Low Quantity Prices. Money Back Guarantee. 401 Broadway, Dept. B, NEW YORK CITY, N. Y.

VAPATOR ELECTRIC EXTERMINATOR FLIES, MOTHS, MOSQUITOES, BEDBUGS. Safely rid from stores, hotels, restaurants, etc. Bonanza for salesman! Quick sales wherever you go. Your price, \$47.50 dozen, prepaid. Write now. \$7.50 EDELMAN CO., 6249 St Lawrence Av, Chicago

NO-SAG for DOUBLE SINGLES and SINGLES PITCHMEN - DEMONSTRATORS FAIR WORKERS - CONCESSIONAIRES NO-SAG, PURE, FAST 25c SELLER, EASY DEMONSTRATOR. Approved by Good Housekeeping Institute. Absolute necessity on every clothingline. Simple, quick installation. Improved in quality and appearance. Hot and heavy on nights. Up to 100% profit for you. Sturdy, compact, efficient, light weight. Send 25c for Sample—full amount refunded as credit on first dozen orders. Get particulars and full price list. FREE—Fully Illustrated catalog listing 6 other Fast Selling Items. HOME NECESSITIES CO., 124 W. 58th St. (Opp. E.), NEW YORK, N. Y.

AMERICA'S GREATEST PEN SELECTIONS New Low Prices

For greater profits we give you 17 Improved Lines, improved in quality and appearance. And radically reduced in price. For years EVERLAST Writing and Pocket Accessories have been famous for High Quality, Appearance and Low Prices. Today with these new lines and new low prices you have greater sales and profit opportunities than ever before. Everlast offers you a style for every taste and products that are Guaranteed for Life. Build volume sales and steady repeat business. Write for Illustrated Folder and Price List. EVERLAST PEN & PENCIL CO. 303-4th Ave. Dept. B, New York N. Y.

and doing okeh. He made the big Fourth at Canton, Okla., along with Soapy Williams, Louis Huff and Jimmie Ellis, and all reported a big day. "Will make the Broom Corn Harvest and then to the Cracker State for the tobacco." Hot-Shot scribbles: "Haven't seen any papermen in Oklahoma lately. More power to Harry Magee, with his free stock and the dime."

R. G. (DOC) DARLING... the veteran med worker, in now manager of Tidewater Inn at Morgans Point on the Houston Ship Channel, near La Porte, Tex. Piping from La Porte under date of July 11, Doc says: "It's been a long time since I've sent a pipe, but I'd like to hear from some of the boys who remember old Doc Darling. And if any of the old bunch with a three or four-pipe med show are in this territory, this is a good spot for a week. There's free lot and I'll give 'em free tickets. I am located right at the free ferry that

CELEBRATION NOVELTIES NEW LOW PRICES—FAST SERVICE

No. 401—7" Baby Doll with Dress \$8.00. No. 402—7" Baby Doll with Dress and Earrings. Doz. \$7.00. Domestic Feather Dress for Dolls, 12 x 9 1/2 size, \$4.20 gross. Lucky Rabbit Feet Charms, Doz. 40c. Lucky Rabbit Feet Charms, Doz. 70c. Comic Design Silk Parasol, Doz. \$1.95. Large Rubber Digger in Sheath. Doz. \$.40. New Bisc Radio with Speaker, Doz. \$1.75. No. 114—SMALL SPANISH HAT. 80c. Doz. No. 110—REGULATION SPANISH HAT. Dozen. 1.75. HAT. Oyster. DOMESTIC GOOLIE. 1.75. POPEYE & MICKEY SLIM JIM BALLOONS. Doz. 3.25. Demonstrators Each 25c. SEND \$2.00 FOR COMPLETE SAMPLE LINE PREPAID. 25% Deposit With Orders, Bal. C. O. D. NEW PARK, BEACH and GIRCUS BULLETIN FREE. GOLDFARB NOVELTY CO. 119 PARK ROW. NEW YORK

MEDICINE MEN PRIVATE LABEL TONICS. Immediate shipments. New Price List. WHITE OR WIRE. NUTRO MEDICINE CO. 16 South Florida Street, CHICAGO. TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

WANTED TEAM

Doling three or more for small Show. Salary accordingly. Own transportation. Man and Wife to handle Side Show on percentage. WILL BUY Steel Arena and Working Lions. Have FOR SALE 10 Sections Blues and Calliope. Address CIRCUS, 1640 Central, Kansas City, Mo.

LAST CALL—LAST CALL—Mohawk Valley Show Starting middle August on a red-hot route of outstanding fairs and special celebrations thru the money crop belt of Eastern Virginia, bent potato crop in years. Close on and get yours. Show brings south and out all winter. Playing positively proved pay spots. Will offer exceptional percentage to Ferris Wheel, Tilt-A-Whirl, Loop-the-Plane, other major rides not conflicting that joint at once. Good proposition for shows of merit that do not conflict. Let us know what you have. Complete Materializing can clean up. Opening for Cookhouse, Corn Game, Mustard, Long-Range Gallery. Can place any legitimate Concessions. Route available to interested parties desiring to tie up with a paying line. Write or wire Williamsburg, Va., week July 27; Measick, Va., week August 3.

Crawford County Fair

ROBINSON, ILL., AUGUST 10-15.

WANT Rides, Shows all kinds. Legitimate Concessions, One more sensational Free Attraction. Write or wire

E. L. McLAUGHLIN, Secy., Farmers & Producers Bank Bldg., Robinson, Ill.

CLEVELAND BAZAAR CO.—NOTICE TO FAIRS, Home-Comings, Celebrations and Centennials thru Ohio, Pennsylvania, Indiana and Illinois. We can handle your midway with Rides, Shows and Concessions. Will buy your midway or play on percentage, or will handle any part you have open in Rides or Concessions. Don't lose any time, get in touch with us at once. Also have High-Class Free Acts. CLEVELAND BAZAAR COMPANY, 3607 Prospect Ave., Cleveland, O. Endicot 8499.

Walter L. Main Circus WANTS

Solo Cornet and Solo Clarinet jobs on wire. Answer care Billboard or per route, JACK ERWIN, Band Leader.

WANTED

Caterpillar Ride Help. Address COTTEN ROGERS

Care show, Knoxville, Tenn., week July 27; Collins, Tenn., week August 2.

12 FAIRS--WALLACE BROS. SHOWS--12 FAIRS WANT

For Attica, Ind., Free Fair and Horse Show on main street of Attica. No exclusive except Bingo—Cook House. Can place Frozen Custard, Ice Cream, Rat, percentage, Ball Game, Bowling Alley, Fish Pond, Hoopla—Eric Digger—Snow, Cone, Cigarette Gallery, Pop Corn, Bumper or any 10c Grid Concession. Want Musicians and Performers for Minstrel, Salary and percentage. Act for 10-in-1, can use one strong Freak to feature. Want Flat Ride for this date and 12 Fairs to follow. Will buy Kiddie Auto Ride. Hoopston, Ill., July 27th to August 1st; Attica, Ind., August 3d to 8th.

AMERICAN LEGION FAIR FRANKFORT, MICH. AUGUST 19 to 22

WANT Concessions and Shows. Will sell exclusive on Corn Game. CAN PLACE Demonstrators of all kinds. WANT three more high-class Free Acts. Must be sensational. Concessions, \$2.00 a foot. This is advertised for miles around and is in the heart of Michigan's tourist country. Address FRANK HILLEGOR, Secy., Frankfort, Mich.

WANTED FOR GEORGIA TOBACCO MARKETS AND TEN WEEKS OF REAL FAIRS

COMMENCING AUGUST 3, AT TIFFON, GA.

SHOWS—Plantation, with or without Band. String Show, Illusions, Wild West, or any other clean show. RIDE—One more Flat Ride, also Loop-the-Loop or Loop-o-Plane. CONCESSIONS—Cook House, Corn Game, Mustard, Diggers and all other legitimate Concessions. High Rate of all kinds. State experience and salary. Address all mail to Ashburn, Ga., this week; Tifton, next week. METROPOLITAN SHOWS, Sam Lawrence, Manager.

WANTED WANTED WANTED

Rides, Shows (Girl Shows), Concessions, Wheels, Novelties, Pitchmen and Demonstrators, Eating Agricultural Exhibits, Automobile, Motorcycle, Horse Racing, State and County Political Speaking and Free Attractions. This is the spot to get money. Everybody come. Write or wire A. W. HOWE, Manager of Concessions. Address Box 68, Mount Holly Springs, Pa.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

connects La Porte, Kelly, Bay Town and Goose Creek. All good towns, with lots of oil and refinery workers, all making good money. What's become of Joe Davenport and Louis Pine?"

MANY OF THE BOYS are making inquiries in regards to a new radio filter device that has hit the market and from all indications it will be one of the leading demonstrator items on the fairs this season. Reports have it that the item is a sure-fire seller and is going over in all parts of the country.

CHIEF MEXAS working med and horoscopes alternately, is reported to have bought some ground near the Ohio line in Indiana and is getting ready for a big cash-in on all sides.

CURLY BARTOCK write in and let us know how it is. Inquiries have been made recently concerning you and the misttus.

AMONG THE BOYS seen at the Indiana fairs recently were Paul Houck, Jack Scharding, Eddie Gillespie and Bill Westfall. Write in, boys, and let us know how it is—or was.

PAUL BECKLEY and Slim Elam are conspicuous figures in Indianapolis these days. Between pitches on the scales, pens, balltracks, etc., the boys are wielding the brushes and collecting the long green.

SAMMY SMITH the resurrection plant worker, now in Kansas City, Mo., says that the heat has kept the boys from working thruout the day but got some money after sundown when the folks started stirring around.

SLIM RHODES working the stum packages, is working his way east, headed for the New England fairs.

BILL LOCKHART with novelties, and William Thornton, with razor blades and sharpeners, have been in Dayton, O., since the start of the depression and from appearances both are holding their own. The Frigid-are plant at Moraine City, O., and the following plants in Dayton are going

full blast: Delco, National Cash Register, Inland, Master Electric, Leland Electric and Air Conditioner. Many pitchmen are seen at the entrances at the noon hour and the come-out.

MANY OF THE PITCH LADS are making inquiries concerning the potato-peeler outfits. Looks like the peeler joints are going to be one of the big items at the fall fairs.

GET THAT winter bank roll while getting is good.

PAT DANA SHOOTS as follows from the Texas country, where he and the mistus have been roaming for the last seven months: "I have no complaint to make about Texas or business. Plenty of trade day spots, and while money is not flowing fast I feel it is as good here as elsewhere. Boys I met in pitch line at Dallas Centennial and things were not rushing there as far as pitching goes. Met Teddy Goldstein, of the famous Musical Golden there, and, like brother Irving, he is a real treat to watch and listen to. He had his tip roaring in laughter and was passing them out. Those lads are in a cins by themselves when it comes to entertaining and selling whistles. Still handling my own herbs here and while I met several selling herbs at two bits a package I find that sticking to \$1 for one and one free is the best in the long run. Will look the Ft. Worth Centennial over and get location there if it looks okeh; if not, will lay off here until heat spell is over, then take trip east to the big town, New York, for a month, then return here. Heard from George J. Mitchell in Gary, Ind., saying he had just got out of the hospital. A letter was to follow but did not. Hope nothing has happened to George; let's hear from you."

CHICK SHAW PIPES from Pittston, Pa., to wit: "This is the first show of the Woods Show this season. We have been open since April 1 to a big business, starting in the Carolinas, thru Virginia, West Virginia, Maryland and up to this, the world's worst town. If you want to drive your trucks out of this town on four wheels you had better stay out, and the same is true if you would like to move your tent to another location. Tough town, yet the show is drawing the largest crowd in its history. On amateur night the lot was packed with 12,000 people. If you doubt that get in touch with the local theaters here and you'll find out. The show has the same roster as last year: Harry Folsom and his seven-piece orchestra; Earne Mills, black; Doris Dixon, dancer; Nels Matheros and Herbie Bartn, aerialists; Harry Pepper and Sophie Dean, juggling; Bunny and Floss Striker, specialties; Gene Plue, piano and soft-shoe dances; Bunny Barlow, top superintendent, and myself, electrician. What has become of John Looney? Did all you fellows around Boston die? If not let's hear from some of you if we live long enough to get out of this town to read it."

STAN (NELSON) NALDRETT is now enjoying a long-awaited vacation, made possible by the long green bonus money, 50 miles north of Regina, Sask. Writing from there under date of July 21, Naldrett says, "My old folks have about 1,000 acres of wheat land around here. Have been here nearly six weeks and having a grand time with my many

nieces and nephews, fishing, swimming, hunting. Sure am beginning to itch to hit the old road again with the tripe and kelater. Plan to leave here August 3 and head for Minot, N. D., to pick up some stock parked there. Expect to work Minot few days, then head west for Spokane, thence Seattle. Hope to make Los Angeles by Thanksgiving for the winter, as usual. How about some pipes from Jack Blanscombe, the Great Clement, Ivan Leo, Jack Knebel, Fred and Dot Krause, "Juice Extractor" Adams, Lew White, Earl Davis, Bill Goforth, Buster (Mickey Moute) and Marion Robertson, Eddie and Claire Schirio, Johnny (Curly) Boyd and many others we all know."

JIMMIE WATSON now taking the cure at the T. B. Sanitarium in Sioux City, Ia., pens a few lines to thank those who have written him since his confinement there. "It has been a source of great pleasure to me to know that I have so many friends," Jimmie says. "Here's to say 'Hello' to Art Cox and wife up there in Northville, Mich. Enjoyed your pipe very much and will answer your letter soon. Quite a few boys have visited me in the last week on their way down from the Dakota fairs and every one quite in earnest when he says the heat is on for all pitchmen in this part of the country, but the heat is coming from old King Sol. I have heard rumors that it is so hot that when they get together they are not cutting up any Jack pots—well, you can believe it or not. Had visit from Whitey Alm and wife, W. B. Goforth, Herbert Johnston, Chief Vought and brother, Millard Caddie, Red Redding, Eddie St. Mathews and quite a few of the boys that I know only by face. All the boys taking it easy waiting for the weather to break. Would like to see pipes from Salem Bedonie, Jack Flowers, Frenchy Delmar, George Sallows and Earl Davis—so, fellows, pipe in. It is a big day here when The Billboard comes in."

Frisk Greater Shows

Chaska, Minn. Week ended July 12, Auspices, Sugar Days Celebration. Location, main streets. Weather, hot. Business, good. The show played a very pleasant engagement here. Mr. and Mrs. Harry Zimdar, Mr. and Mrs. J. T. McClellan were visitors. Mr. and Mrs. B. C. Frisk purchased a new Oldsmobile sedan, then made a trip in it to Faribault, Minn., and purchased a new Tilt-A-Whirl, which has been delivered. Madam Rosella joined with Mystery of Birth show. There are a number of new concessions on show. Gene Reil has taken over the banners and is doing a bang-up business. R. B. THOMPSON.

Acts at Hampton Beach

HAMPTON BEACH, N. H., July 25.—Paul N. Denish, manager of the George A. Hamid Enterprises, Inc., Boston branch, is in charge of the Bektask Temple Shrine Circus being held here from July 24-August 2. Included in the program are Three Mariners, comedy tumblers; Herbert Taylor's clowns; Rex football play horses; Gladstones, novelty wire act; Marine Troupe, aerialists; C. W. Christy's horses; Mlie Palmira in feats of endurance; Morlin's perch act; Bollew's high-school horse; Flying Flemings; Four Fantinos, aerialists; Pallenberg Jr. and his trained bears; Murton's springboard tumblers; Harold's elephants, presented by Miss Lorenzo; Bilicetti troupe on high wire.

LETTER LIST

(Continued from page 20)

- Baly, Fred
Davidson, Geo. E.
Johnson, "Dobby"
Duffy, Roy
Fjalis, Vernon
Flanigan, Robert
Fuzzell, Tom
Gage, Howard H.
Gnad, Duke
Grant, Sol
Greater American
Green, Johnny
Inskman, Otis
Hall, Ed H.
Hancock, Robert
Hayes, Harold
Hoyt, Henry
Holmes, Billy
Hopking, Abler
Hunt, Tom & Lola
Ingleson, Robt. H.
Kaiser, Robert E.
Lamb, Tommy
Leroy, Gene
Mays, Will
McIntyre, H. O.
McGuey, Francis W.
McKinley, Joe
Miller, Bertram E.

- Opal, A. N.
Pederson, Dick
Proner, Geo.
Richard, A. L.
Boyer, J. C.
Bohn, T. W.
Rolis, W. R.
Scott, Jack R.
Smith, T. W.
Leddick, Joe
Stanley, Paul
Staples, Lee
Toulouse, Chief
Verdon, C. A.
Wells, Tex
Williams, Morris
G.

Gentlemen's List

- Acosta, George
Allen, Jimmy
Barry, A. J.
Berkhire, H. L.
Bly, Bob
Bryant, Bill
Cedillo, Joe
Chief, Art
Cole, B. B.
Dale, D. M.
Davis-Drunk
Players
Davis, Franklin F.
Delaport, Claude
Horton, A. J.
Fairfield, Lew
Fred, Stanley
Gilbert, J. C. Wm.
Goff, D. M.
Grant, H. D.
Gropman, Harry
Grosser, Jonie
Gunn, John
Hartman, Will
Hansen, Walter
Hopkins, Tony
Kester, B.
Kester Trio
Ketterman, Tony
Kilmer, Otto
Kulkowski, Joseph
Lctloy, Prof. W.H. (Billy)
Loomas Players
Lopez, Isaac Joe
Maby, Jack
Mallory, Lee
McAlister, P. H.
Monett, Frankie
Monroe, Claude H.
Norman, F. W.
Paulson, Bob
Perry, Joe
Frazier, Joe
Rigbee, Mr. & Mrs. W. H.
Roberts, H. C.
Rody, Jim
Rovner, Jack
Shannon, J. C.
Sharp, Bert
Shaw, Paul
Shillwell, Limb
Tatum, Lloyd
Taylor, Res
Thomas, Nelson
Vaun, Mr. and Mrs. Daz
Walker, Duke
Young, Grace
Zosi, Prince

MAIL ON HAND AT DALLAS OFFICE

401 Southland Life Bldg. 1410 Commerce St.

Ladies' List

- Alamo, Jean Salm
Beaver, Mrs. Tuffy
Blair, Mrs. Harry
Calhoun Jr., Mrs.
Carmelita
Ellington, Helen
Good, Vera
Hester, Mrs. Mae
Julian, Mrs. Alice
Luther, Mrs.
Laverne
Luther, Mrs. Stella
McClanahan, Gollie
Norman, Mrs. Ruth
Hovey, Joyce
Smith, Armenta

1866--Taymouth--1936

Sept. 8 to 12
OLOEST FAIR IN MICHIGAN
THE BIGGEST LITTLE FAIR IN THE STATE
Now booking Shows, Rides and Concessions. Can use two of three more Free Acts. Must be reasonable. Very low footage on concessions. Every-thing open. Can place a Red Hot Girl Show. Will sell ex. on Corn Game, Conkhouse, Juice, Pop Corn, Ice Cream and Novelties. Communicate with J. A. RACKLEY, Box 115, Montrose, Mich.

Barfield's Cosmopolitan Shows

Want any Show of merit not conflicting. Also any Novelty Ride especially want Kiddie Rides. Operating for legitimate grand stock concessions—Cigarette Shooting Gallery, Pitch-Till-Win and others open. Want capable electrician and mechanic. Address O. C. BARFIELD, Mgr., Coeburn, Va., this week; Elizabethon, Tenn., next week.

WANT

For Lumber and Roisman Reunion, Burnside, Pa., August 3 to 9.
High-class Free Acts. Have three straight weeks' work for real Free Acts. All Concessions open. Can use several Shows. WILLIAM MURRAY, Chairman, Burnside, Pa.

Keystone Shows Want

To join on wire. High-Class Girl Review type Show or Hawaiian Show. Have real outfit for same. Will furnish outfits to any worth-while show. All celebrations and fairs to follow. Mount Pleasant, Pa., this week.

WANTED

Ride Help experienced on Ferris Wheel, Merry-Go-Round and Kiddie Rides.
HOFFNER AMUSEMENT CO.
Glasford, Ill., July 27-August 1; Onks, Ill., week August 3; Minook, Ill., week August 10; Aledo, Ill., week August 17.

AT LIBERTY

Athletic Show and Girl Show complete. Have own transportation. Will join at once. Wire me.
JIMMIE CHANOS
719 East Fourth St., Greenville, O.

WANTED

To join on wire. Ferris Wheel Foreman, experienced, about 35 years age, sober, responsible. Salary \$15 week and board.
J. A. GENTSCH, Biloxi, Miss.

TRAILERS

Covered Wagon. All models. Immediate delivery.
CASH OR TRADE.
Special Finance Plan for Show Folks.
SELLHORN, East Lansing, Mich.

WANTED

LEGITIMATE SHOWS AND CONCESSIONS.
FAIRBURY FAIR
SEPTEMBER 1-4.
GEO. H. DECKER, Secretary, Fairbury, Ill.

WANTED

SMALL, CLEAN CARNIVAL
TIPTON COUNTY FAIR
SEPTEMBER 5, 10, 11
J. H. BENNETT, Covington, Tenn.

P. J. SPERONI SHOWS

Want capable Wheel Foreman. Must be able to handle trucks. Agent for Neil Shows. Will book Ice Cream, Novelties or any Legitimate Concessions. Can place Conkhouse. Will guarantee plenty of meal tickets. This week Bettendorf, Ia.

ROGERS and POWELL

WANTS in Celebrations at Dexter, Mo., July 27-August 3; Monroeville, Mo., August 3-8; Piquon, Mo., August 10-13; good Shows with own outfits; Hawaiian, Geek, Athletic, Fat, Minstrel, Side Show, Walkabout, Ball games, Concessions of all kinds that work for stock. No drought here, boss, garden spots, Hurry.

Want For The Largest Celebration In Southwestern New York

SOUTHWESTERN FIREMEN'S CELEBRATION AT EAST AURORA, N. Y., WITH LONG SEASON SOUTH.
This Wheel, Hike, Loop-the-Loop and V-Drive-It Cars, Pony Track. Shows that don't conflict. WANT reliable Man that can handle and produce Girl Show. Congress of Fat Frogs, any Pie Show, Arcade, Eating and Drinking Stunts, Legitimate Concessions of all kinds except Bingo. NO exchairs. Ride Help in all departments. Motorcades Riders, NOTICE—We start our Fair Season with 14 bona-fide fairs week of August 10, at Watertown, N. Y. All address
KAUS SHOWS, Inc.
Lancaster, N. Y. (Celebration), this week; East Aurora, N. Y., follows, and is the Largest Event in Southwestern New York.

A. L. G. HODGE SHOWS

WANT the following Bona-fide Fairs and Celebrations: NEWTON, Ill. FAIR, week July 27; SULLIVAN, Ill., STATE LEGION CELEBRATION, week August 3; GRIBBSVILLE, Ill., FAIR, week August 10; NEWMIAN, Ill., week August 17; these Fairs into Arkansas and Mississippi. Nice Show, Lon Stron and L. H. Harney get in touch with me. Half-and-Half, Midget, Snake or any other Shows, with or without outfits, except Girl Show. WILLS HOOK OR BUY THE A-1 Wheel or Whip. Concessions all open except Cook House, Corn Game, Photo Gallery, Penny Pitch, Popcorn. Following people get in touch with Harry Lamson at once: Betty, Mike Beetz, Jack Wash, Toronto Red, Ky. Leggs, John Taylor, Norman Livermore, Jess Murray, Blanton, or any other first-class. Communication John, Everbody answer. New York, Ill., Fair, this week; Sullivan, Ill., next week.
W. M. TUCKER, Owner; HARRY W. LAMON, Mgr.
P. O.—Fair Secretaries Southern Illinois, Arkansas, Mississippi, if you want a real Show of A Rides, 9 Shows, from 20 to 30 Concessions, get in touch with us right away, as we have a couple of open weeks in September and October. Come, look us over.

Circus Solly Says

J. ARCH CLARKE visited the Joe B. Webb Circus at York, Neb., and mingled with William (Bill) Snyder, adjuster; Doc Ford, side-show manager; Bill Woodcock and Tex and Grace Orton. He saw the Barnes show at Hastings, Neb.

EVERETT BRIDGEMAN, on front door of Downie Bros' Circus, was stricken with appendicitis when the show played Norwich, Conn. He was taken to New London by "Bugs" Raymond, GFA, and placed upon express train for Washington, D. C., from which city he went to his home at Spartanburg, S. C., and entered a hospital.

A REPRESENTATIVE from The Savannah Morning News recently paid a visit to Charles Bernard's studio and was deeply interested in the historical items in his vast collection. The old newspapers of early in the 19th century held him for quite a time and the story published in July 23 issue of The News indicated that description of them was considered human-interest news. Bernard states that from the circus point of view there must be considered that just current news of that period. Each of the old newspapers described in The News has either a display advertisement or a story or both for some circus that was then exhibiting or advertised to appear in the respective cities in which the newspapers were published.

RUSSELL (PUNK) EWING, drummer, late of Ringling-Barnum Circus, is in U. of O. Hospital, San Francisco, and will undergo another operation. Letters from friends will be appreciated. His address is 2422 23d avenue.

O. R. (BUCK) REGER and wife entertained 35 performers of the Al G. Barnes Circus at a chicken dinner at the home of his sister in Omaha following night show at Council Bluffs, Ia.

Cass at Fort Worth Centen

CINCINNATI, July 25.—Steve Cass, formerly on the advance of Ringling-Barnum, Sells-Fioto, Al G. Barnes and Robbins Bros' circuses, also ahead of the Mack Sennett Road Show and Ziegfeld Follies, is now working with the Fort Worth (Tex.) Frontier Centennial. There are many old Ringling Circus people at the Centennial. Among them is Claude Morris.

WANTED FOR NO. 2 SHOW

RIDES, SHOWS AND CONCESSIONS
AMERICAN LEGION CELEBRATION
Charleston, Va., Week August 2.
Will consider organized Carnival to double; also good staples and fair to follow. Legitimate Concessions and Shows of merit.
Edward A. Oliver, Pres.
QUALITY NOVELTY SHOWS
861 Earle Building, Washington, D. O.

CLEVELAND BAZAAR CO. WANT

For 14 Fairs and Celebrations in Ohio and Indiana, starting August 10, Kiddie Rides, Loop-o-Plane, Ferris Wheel, Outrigger and one Flat Ride. Also Shows on small percentage. Cook-house and Legitimate Concessions. All address CLEVELAND BAZAAR COMPANY, 3907 Prospect Ave., Cleveland, O. Stephen Decker.

WANTED

Shows, Rides and Concessions of all kinds for OOLFAX, ILL., AUGUST 20, 21, 22-3 DAYS.
Write FRED W. OALE, Oolfax, Ill.

MOHAWK ELECTRIC SALES Co.

Successor to
INDEPENDENT ELECTRIC SUPPLY CO.
52-54 MURRAY STREET, NEW YORK CITY
Jack F. Silvers
OUTDOOR ELECTRICAL EQUIPMENT
Electric Wire, Cables (all types and sizes)
Electric Lamps, Receptacles, Switches, etc.
WHOLESALE PRICES ON EVERYTHING ELECTRICAL
Jonas Pincus

ATTENTION CARNIVAL MEN ATTENTION

BEFORE PURCHASING SEE
THE JOHN ROBBINS COMPANY
340-42 THIRD AVE. PITTSBURGH, PA.
LOWEST PRICES
Largest Line of Fair—Carnival—Bazaar—and Bingo Merchandise

WANT SHOWS AND CONCESSIONS—ALL WHEELS OPEN

13—FAIRS AND CELEBRATIONS—13
OHERRYVALE, KAN., REUNION, August 3-8. ATHENS, TEX., FREE FAIR, October 5-10.
PARSONS, KAN., TRI-STATE FAIR, August 10-15. LUFKIN, TEX., FAIR, October 12-17.
COLUMBUS, KAN., SOLDIERS & RAILORS' REUNION, August 24-29. HUNTSVILLE, TEX., FAIR, October 10-24.
OTTAWA, KAN., FREE FAIR, August 31-September 5. TEMPLE, TEX., FAIR AND EXPOSITION, October 26-31.
OHANUTE, KAN., FAIR, September 7-12. BEVILLE, TEX., FREE FAIR, November 2-7.
MOLOENVILLE, OKLA., FREE FAIR, September 14-19. OUERO, TEX., "TURKEY TROT," November 9-14.
BONHAM, TEX., FREE FAIR, Sept. 21-26.

SHOWS CONCESSIONS

WANT MECHANICAL AND PLATFORM ATTRACTIONS, FUN AND GLASS HOUSE, ORIME, ILLUSION AND HAWAIIAN SHOW (with or without Outfits.)
CAN PLACE FROZEN OUSTARD, AMERICAN PALMIET, HALL GAMES, BLOWER, ROWLING ALLEY, SKEE, ROLL, FISHPOND, PITCH-TILL-WIN, DIGGERS, OR IRON GLAWS, ETC.
J. GEORGE LOOS, Greater United Shows, Emporia, Kan.

Wanted For W. Pennsylvania Firemen's Convention

(AN EVENT THAT NEVER MISSES)
MONESSEN, PA., WEEK AUG. 10
CONCESSIONS ALL OPEN.
Girls wanted for Dancing Review. This is an office Show. Salary sure. WANTED—Sober Electrician. Also Want to Book or Buy No. 5 Ferris Wheel. Will book and furnish Wagons for Ridecoo, Loop-o-Plane and Motordrome. Our Fairs start August 24. WANTED—M. C. R. Foreman and Caterpillar and Hay-Day Foreman and Ride Help.
WEST'S WORLD'S WONDER SHOWS
This week, Connellsville, Pa.; next week, McKees Rocks, Pa.
Don't waste time! wire FRANK WEST, General Manager.

MINER'S MODEL EXPOSITION SHOWS

Last call for Shows, Rides and Concessions of all kinds for the biggest Celebration in Phillipsburg, N. J.—Diamond Jubilee and Old-Home Week, August 3 to 8. Free Acts all booked. Want all kind of Stock Wheels, as you will work here. Also Diggers, Palmistry, Custard, Corn Game and Rides of all kinds. Fawn Grove Fair follows.
Address all mail to R. H. MINER, City Hall, Phillipsburg, New Jersey.

VOLUNTEER STATE EXPOSITION WANTS WANTS WANTS

AMERICAN LEGION AUXILIARY PIONIO AND CONVENTION, ST. MARYS, O.
10,000 Campers on Grounds, 100,000 Expected. Will Open Sunday, August 2, through August 8. Followed by Lake State Township Convention, Richmond, Ind., August 10 to 15.
Rides that don't conflict. Nothing too large. Special proposition for Flat Rides for these dates and 14 Fairs following. Shows with or without outfits, Sideshowes, Concessions of all kinds. Musicians and Performers for Minstrel Show. We pay salary and board. Wire PROF. TOM JOHNSON. Useful Show People get in touch with us. We guarantee long season. Mansfield, O., this week.

WANTED-CHRIST UNITED SHOWS

WANTED—Cook House to join at Dover, O., also Legitimate and Stock Concessions. SHOWS—Five or Ten-in-One, Fun House or any good Grand Shows. RIDES—Loop-o-Plane or Tilt-a-Whirl. WANT A-1 Chaperone Man that can drive Semi-Trailer. Bert Snediker wants the following Girls for Girl Revue: L. B. Myrtle, Oklahoma Billie and Tennessee Billie wire or come on. \$16.00 per week salary. Any other Girls wire. Ticket if I know you. Also Place Talkers. Fair or Celebration Committees write or wire. Have a few open dates. This week, Crooksville; then Dover, O.

BRUCE GREATER SHOWS WANTS FOR 14 CONSECUTIVE FAIRS

Colored Musicians for Band. Salary from office. Chorus Girls for Minstrel Show. CHICK DELOATCH, Stage Manager. WANT Loop-o-Plane or Rideco. WANT Shows of merit. Have new outfits. Stock Concessions. Joe Decker wants experienced Griddle Man, also real Cook House Waiters. Experienced Whip Foreman. Wire or come on. Glasgow, Ky., this week; Springfield, Ky., Fair, next week; Shelbyville, Ky., Fair follows. W. R. HARRIS, Manager.

L. J. HETH SHOWS

WANTED—FOR THE FOLLOWING EVENTS AND FAIRS
Loop-o-Plane, Half-and-Half, Outrigger Show, Snake Show, or any other money-getting Shows. Will furnish outfits for same. CHORUS GIRLS that can do Specialties. Accordion Player that can double Piano. All legitimate Concessions open.
SALINE COUNTY FAIR, Mountburo, Ill., Week of July 27; SUMMER FESTIVAL, Marion, Ill., Week of August 3; PERRY COUNTY FAIR, Pincneyville, Ill., Week of August 10; JOHNSON COUNTY FAIR, Vienna, Ill., Week of August 17; FAIRFIELD FREE FAIR, Fairfield, Ill., Week of August 24; VIGO COUNTY FAIR, Terre Haute, Ind., Week of August 31, and 12 Outstanding Southern Fairs to follow, including ATHENS, ALA., WHITE FAIR.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Communications to SILVER SAM, Woods Bldg., Randolph and Dearborn Streets, Chicago.

"It Takes All Kinds--"

Manufacturers, jobbers, operators—here's an editorial with much food for thought! New ideas are the life of any business. They keep an industry from going to seed and insure continuation of profits. Silver Sam has hit the nail on the head in "It Takes All Kinds--"—EDITOR.

Even after you've grown weary of hearing the radio announcer say it, "time marches on," and the coin machine industry continues to prove to the world that it has a change of pace.

Witness the announcement in the advertising columns of *The Billboard* in recent weeks of several bowl-a-ball coin-operated amusement devices. Nobody, of course, can say that the basic idea is new—but the application of that idea in the modernized games seems to be fresh and novel. Pinball itself was based on an idea the origin of which is almost lost in antiquity.

I suppose there will be manufacturers who will view with alarm the introduction of the new-type games. Maybe their worry will be justified, but Silver Sam can't think so. Nobody can convince me that any good coin machine will injure the income of any other good coin machine. My honest belief is that the introduction of half a dozen radically different and meritorious ideas to the industry would stimulate business for everyone, including those in no way connected with the organizations sponsoring the ideas.

The history of the business bears out my belief. Pinball at its inception was called a fad, another midget golf. But where midget golf had nothing new to offer after the first few weeks, the manufacturers of the marble games have displayed real genius in bringing forth one new idea after another, month after month, with surprise following surprise and innovations becoming the regular thing. Pinball fans have had no chance to grow weary of the pastime, for there has been something new and different to intrigue the customer the instant his interest began to lag.

Many manufacturers, at first inclined to hostility when competitors introduced new games, have come to realize that new games, constant change, are the absolute blood and sinew of the business.

Bearing in mind the known, generally accepted profitable life of any pinball table, imagine how valueless would be the property of one manufacturer with one idea for a game and a monopoly on the pinball business for the entire United States. Had such an unfortunate situation existed pinball would have done a far quicker fadeout than did midget golf. Lack of variety and lack of the competition which fosters variety would have killed the giant industry in its swaddling clothes. As soon as the admittedly feckle public tired of this mythical manufacturer's one game pinball would have been consigned to the land of midget golf and flagpole-sitting contests.

Vending machines accustomed people to the procedure of patronizing coin-operated machines. Coin-operated phonographs came into being and the steady progress of the vending machines was stimulated rather than impeded. The music machines were always dependable profit-makers, but it is a conceded fact that never were they so profitable as after pinball became a national pastime. Today, with pinball growing in popularity, the music machines are hitting new peaks in sales and profits. Diggers, introduced long before pinball, enjoyed a renaissance in popularity and increased money-making ability when pinball focused the world's attention more sharply on coin-operated amusement machines. Those connected with the digger business will readily admit that the machines are enjoying a bigger take today than at any time in their history.

The bowl-a-ball games are one more innovation in the industry. The prediction that everyone allied with the coin machine business will benefit from their introduction is reasonably safe. Whether or not any manufacturer, operator or location owner becomes directly connected with the new games, he should derive material aid from them.

Aside from their novelty, they seem certain to help the trade from another angle. The world will accept them without any argument as games of skill. Bowling and baseball, two of the nation's most popular sports, have convinced the public beyond any slightest doubt that some men possess greater proficiency than others in controlling the course of a ball and that it's all in knowing how.

That the legality of the games will be questioned is almost impossible. In instances where operators and location owners rely on competitive play appeal to create business the games will be absolutely invulnerable from this standpoint. Where skill awards are offered operators and location owners will simply be following the practice of the most progressive bowling alley and billiard hall proprietors.

The games will open new profit channels, drawing play from people who have shied away from pinball games because of peculiar ideas formed as a result of misinformation and adverse propaganda.

Every person with any semblance of fairness in his mental makeup will be forced to admit that the bowl-a-ball type games are clean, harmless, inexpensive amusement.

And how will that affect pinball games? Well, I have a hunch that bowl-a-ball players will begin to do a little thinking for themselves, independently of the anti-pinball propagandists. After all, these new game fans will reason, there's small distinction between propelling a large ball by hand and propelling a smaller one by means of a plunger which is operated by hand. These converts will see that both games are made available by the insertion of a coin in a coin chute and they will readily comprehend that both types of entertainment offer the customer a definite number of balls for a stated price.

There'll come a day when, having made up their minds that pinball differs only in technicalities from the bowl-a-ball games, these new coin game players will decide to explore the entertainment possibilities that come from playing the marble tables. Henceforth, they'll indulge in both forms of amusement.

Pinball operators, too, generally admit that many heretofore closed locations have tremendous profit-making potentialities. A goodly number of closed locations will be opened by the new games which are patterned more closely after conventional forms of sport. Once these locations are satisfactorily, pleasantly and profitably engaged in the coin machine business, the gates will be open to pinball.

While excessive competition seems to be throttling the advancement

Minn. Assn. Fights Movie Propaganda

CHICAGO, July 25.—Following the appearance of the motion picture *Bullets or Ballots* in Twin Cities theaters, the Minneapolis Amusement Games Association immediately took a decisive step to counteract the unfavorable impression it created and build up good will for the pin-game industry.

Letters were sent to 800 Minneapolis merchants urging them to see the picture and calling attention to the fact that such conditions as depicted could not exist in Minneapolis. The letter was as follows:

"Dear Friend:

"If you did not have an opportunity to see *Bullets or Ballots* at the Orpheum be sure to see it at your neighborhood showhouse.

"It doesn't seem possible that such conditions can exist and possibly they are exaggerated.

"But—

"The Minneapolis Amusement Games Association was organized to see that just such conditions could not exist in Minneapolis, with the result that the standard of operation of our industry in Minneapolis is the best in the United States.

"Now, Mr. Merchant, we can't do all the work and now is the time for you to come to the aid of our organization.

"I. Do business with an association
(See MINN. ASSN. on next page)

Electro Ball Employees Victims of Hold-Up Men

DALLAS, July 25.—Five employees of the Electro Ball Company, this city, were robbed of \$2,000 Wednesday night. The loot represented the day's receipts from the various enterprises controlled by Electro Ball Company.

O. G. Gainer, one of the victims, emptied a pistol at the fleeing bandits as they sped away in a stolen car. Joe Adams, John Chapman, Orville Neville and Oscar Brewer were the other employees in the office at the time of the holdup. They were all ordered to lie face down on the floor during the looting.

Eva Ginsberg Back Home

CHICAGO, July 25.—Eva Ginsberg, of the Atlas Novelty Corporation, has been vacationing at Elkhart Lake, a Wisconsin haven, for the last two weeks. Things seemed pretty dull at the Atlas Corporation office without Eva around. Eva has recently been elected secretary of the company and has complete charge of the business office and correspondence.

"Automatic" Fooled Him!

The word "automatic" in the firm name United Automatic Sales Company, New York, evidently misled a country constable to believe that the firm was a manufacturer of automatic pistols.

The company received the following letter from Walter Protze, of Garfield, N. J., constable of Bergen County:

"Please mail me a catalog on some of your 38 Police Positive, and also some of your 38 Police Positive Special."

of some forms of business, competition booms the coin machine industry merrily onward to growing success. The introduction of a hit by any manufacturer has the tendency to make business better not only for the hit originator but for the industry as a whole.

The big worry is not that there will be too many new ideas, too many radical departures from traditional form, but that the awe-inspiring wells of genius which have kept continually producing one novelty after another will dry up. When the coin machine industry operates for six months without the introduction of a single departure from the then-existing products will be the time for everyone in any way connected with the business to begin worrying in earnest.

SILVER SAM.

Payout Pete's Coin Comment

(Flashes of the Coin Machine Industry From the Hillbilly Sector)

Convinced that the coin-machine industry is here to stay, operator Oscar Wurfle has installed kinetoscopes in a number of his locations. *Her Wedding Night* and *Lily the Lingerie Model* are the most popular pictures of the week.

The Great Jasper, the magician who appeared last week at the Gaff Junction Opera House, beat all the boys at spit-in-the-ocean poker but proved an absolute dud at pinball. "I can't figure out a gimmick," was the gibberish he muttered as he played his last game on location owner Lem Scroggs' Profit Plus game.

Operator Wilbur Wheeney, over at Lazy Corners, has opened up a new field for the pinball industry. During the recent hot spell he has built up a phenomenal business by delivering game tables to the homes of rabid pinball fans who want to play but are too tired to go downtown in the terrific heat.

Digger operator Cy Higgins up at Four Corners put some bottles of beer in his machines this summer, figuring they'd stimulate play. The Four Corners police department reports that what at first appeared to have been the work of hi-jackers or vandals proved on analysis to have been the result of beer caps popping during the hot spell.

Luke Dewberry, red-hot pinball fan at Clem Landing, had a mighty peculiar dream the other night. He dreamed that he died and went to heaven. Everything seemed pretty monotonous and he got a telescope and took a look down into hell. He saw a fellow down there with a beer bottle in his hand playing a fine-looking pin game, so he called St. Peter over and complained. St. Peter looked thru the telescope and remarked: "There's a hole in the bottom of the beer bottle, but there isn't a single one on the playboard of that pin game."

Operator John MacGogging says that some day some pinball manufacturer is going to create a real sensation by offering free jiggling insurance with every game.

"He must be a heavy eater of bakery goods," was the silly pun which not location owner Len Scroggs thrown out of his own place of business last week when he read the heading "Joe Calcutt Orders 400 Bally-Rolls."

Location owner Zeke Smyth claims to have inside information that the Schmelting-Louis fight inspired the names for two coin machines. "Joe Louis inspired Daval's Auto-Punch," Zeke says. "Joe oughta, but he didn't. And Max Schmelting's right jabs inspired Stoner's Short Sox—short socks but effective."

If the boys keep on with stuff like the two above smart cracks we'll be changing the names of the sport to punball.

Bally-Roll Keeps Jim Buckley Busy

CHICAGO, July 25.—Jim Buckley, general sales manager of Bally Manufacturing Company, says he is going to put in a claim for commission from various rail and air lines. Bally-Roll, Jim points out, "has certainly boosted the earnings of the carriers. Not since the early days of the Rocket have we had so many visitors at the plant—all rushing here to see, play and buy Bally-Roll."

Among the many distributors seen at the Bally plant last week were Jack Fitzgibbons, of John A. Fitzgibbons, Inc., New York; Meyer Marcus, of the Markepp Company, Inc., Cleveland; E. D. Lazar, of B. D. Lazar Company, Pittsburgh; Harry Moseley, of Moseley Vending Machine Exchange, Richmond, Va.; Bill Hampel, of Badger Novelty Company, Milwaukee; Carl Hoelzel, of United Amusement Company, Kansas City, Mo.

"Sales volume on Bally-Roll," Jim stated, "has so far exceeded our expectations that we have had to drastically revise our original production plans. However, by the time this goes to press we will be in full production and making real headway toward filling the thousands of orders now on hand. Without exception Bally-Roll is the biggest hit we've ever announced."

Babe Kaufman Having Housewarming July 29

CHICAGO, July 25.—Novel invitations, depicting an actual "latchstring being left out," are being sent out by Babe Kaufman to members of the jobbing and operating trade and to others in the coin-machine business in connection with the Queen of the Industry's housewarming to be held July 29.

The occasion will celebrate Babe's moving her offices and salesrooms to a convenient location at 250 West 54th street, New York. Babe's new quarters have been described as the "ultra-ultra" in the offices moderne.

Part of the hot time promised those who attend the housewarming will be a celebration accorded Babe because of her appointment as Eastern manager for J. H. Keeney & Company. Jack Keeney himself will be among those present to welcome the assembled gamemercants. Jack will also be on hand to exhibit and demonstrate the new Keeney game, Bowlette, bowling type of skill game which has a number of mechanical and playing features exclusive with this game.

Babe promises each and every guest a good time, and from all indications the Babe Kaufman housewarming will resemble an Eastern coin-machine show.



BABE KAUFMAN and Sam Rabinowitz leaving Chicago by plane after extending personal invitation to trade to attend grand opening of new offices.

QUANTITY DELIVERIES of BALLY-ROLL START AT OUR SHOWROOMS TODAY

Enough said!... Be Here - write or wire if you want the BEST of the SKEE GAMES!!

John A. Fitzgibbons

FITZGIBBONS DISTRIBUTORS INC.
453 WEST 47th STREET, NEW YORK CITY, N.Y.

Lynch Makes Ops An Unusual Offer

DALLAS, July 25.—S. H. Lynch, president of Electro Ball Company, Inc., this city, astounded the industry here this week with a sensational six months' offer to the operators on the new Reel "21" counter game which the firm is featuring.

Due to the tremendous hit which Reel "21" has made and also due to the fact that operators everywhere are complaining of trade-in allowances after they have used a game for some time, Mr. Lynch anticipated the operators' needs and has offered them a very unusual guarantee which assures operators of a definite sum of money for their Reel "21" at the end of a six months' period.

The offer is most unusual from the standpoint that the operator can get the best profits from the machine while on location for a six months' period and then return it to Electro Ball Company, Inc., and receive 50 per cent of the original purchase price in a trade-in allowance against any other game.

Not only does this act as a guarantee to the operator, but it also assures him the support and co-operation of the Electro Ball Company, Inc.

The plan was presented after extensive tests of the Reel "21" game at the headquarters of the firm in this city.

Earning reports already received on the Reel "21" games are almost unbelievable.

Machines have been received at every one of the firm's offices in the vast territory it covers and large quantity deliveries are being made.

The firm believes that this offer gives every operator the greatest opportunity in many years to assure himself of definite profits from the game. It feels that the operators need this sort of co-operation and that it will help to stimulate better working conditions.

The plan is unusually simple and brings about a new merchandising method for sale of games with a definite guarantee of trade-in value.

The 50 per cent allowance which the

firm is willing to make after such a long period of operation is sure to be received by the operators as creating a new era for the entire industry, it is said.

This is the first time that the firm has ever made such an offer and makes it at this time only on the Reel "21" game, which it believes is the most sensational counter game to appear on the coin-machine market since Penny Pack.

The firm is also considering another idea of a somewhat similar nature for Auto-Punch, the automatic payout sales-board counter game which it is featuring.

The plan for this game will be announced at a somewhat later date, when the firm will have arranged for every advantage for the operator in this new plan.

Carrington Is Named Stancor Sales Manager

CHICAGO, July 25.—Jerome J. Kahn, president of the Standard Transformer Corporation, announces the appointment of Eugene Carrington as general sales manager. Carrington comes to the Stancor firm with probably one of the finest backgrounds in the radio and radio parts business.

For the last six years he served as divisional sales manager of the Utah Radio Products Company. Previous to that he was sales manager of Silver-Marshall, Inc., in which capacity he served for five years.

Gene enjoys probably one of the largest followings in the radio business, his friendships extending thruout the length and breadth of the country. Altho new to the coin-machine business, a prophecy that he will become one of the most popular men in the field will not go amiss.

Carrington will be in charge of Universal sales in the distributors and jobbers' division.

Keeney's Man, Becker, Enthused With Velvet

CHICAGO, July 25.—All is smiles at Keeney's plant, according to "Jack Keeney's man, Becker," because of the marvelous success the firm has been enjoying with its new de luxe one-shot payout, Velvet.

Becker is most enthused with the response accorded the Keeney firm from the operators to Velvet. According to Ray, the true test of a game is not how many go out on original orders, but the number of reorders received. The sales of Velvet are being kept at high peak, he says, because the operators, jobbers and distributors were quick to realize that the game was a good money maker after they received their first samples and therefore reordered heavily.

One feature that is outstanding with Velvet is the "cash in" or "replay" award idea. With this idea the player may collect the winnings he may have made on his first shot or he may let it ride on a parlay award on a second shot which he receives free.

Becker reports that from every indication Velvet will be in large volume production at the J. H. Keeney & Company plant for some time to come.

Ewing New Daval Distrib

EVANSVILLE, Ind., July 25.—Charles Ewing, leading local distrib, was appointed exclusive distributor for Daval Manufacturing Company while A. S. Douglas, president of the firm, visited with him at his offices here last week.

Charley is one of the oldtimers in the coin-machine business in this area. He has been operating and selling here for more than 15 years. With large display rooms and a most complete line of machines Charley leads the way for Indiana operators who want the very latest in coin machines and who also are looking for the best money makers. Whether it's bells, counter games, phonos, pay tables or straight play pins, Charley is there with the newest and best and carries a complete stock of the latest on hand at all times.

The firm is known thruout the area as one of the most progressive in the country. It closely follows all the new trends of the business and is prepared to effect the necessary changes for its customers as the machines come in. The newest ideas are developed for operators by an efficient office and service staff. Operators from miles around use the firm for information regarding the best machines and also the best means to use the new games.

With the new Daval line of games Ewing believes that every operator is assured the greatest profits of his career and also believes that these are the kind of games with which the operators will have no trouble.

MINN. ASSN.

(Continued from preceding page)
member. You will know him by the label on his machine.

"2. Educate your customers as to what we are really trying to do.

"3. If your machine does not carry a label call Atlantic 3021 and we will see that you get a machine run by an association member.

"We are inclosing a copy of our membership requirements and code ethics. From this you can readily see that if your operator is a member of our association he is the kind of man you want to do business with.

"We will appreciate your reaction to this letter."

The Billboard is glad to pass this along to its readers, believing that the Minneapolis association has hit upon an excellent method of handling such situations.

B OUR NEW PRICE **B**
LIST No. 208
IS NOW READY
Write for Yours Today

Find out for yourself why all operators are buying Besser's Reconditioned Machines. Remember we take in your Used Equipment on the purchase of any New Numbers.

Besser Only Recommends Winners. All new machines are tried out on locations before they get the O. K. stamp from Besser. They must be proven money makers before we recommend them.

B BESSER NOVELTY CO. **B**
3028 OLIVE ST., ST. LOUIS, MO.

WORLD'S GREATEST GAME NOVELTY
 Exhibit's
"GUSHER"
 SENSATIONAL
 7.50 TOP PAY OFF
 FIVE-BALL PLAY
 With One-Ball Speed
 5 COINS per GAME
 All Coins Played,
 Visible
 LARGE SIZE CABINET
 44"x22"
LOW PRICE 59.50
 Order From Your Jobber
 or Write
EXHIBIT SUPPLY CO.
 4222 W. Lake St., Chicago.

Queen Mary New Rock-Ola Game

Newest one-shot pay table claimed to have many fascinating features

CHICAGO, July 25.—This week a great new super luxury liner is being launched and pay-table operators everywhere are being invited to get aboard. It's Rock-Ola's new one-shot pay table Queen Mary.

With the catchy slogan, "Steer a Straight Course to Profits," the Rock-Ola Manufacturing Corporation this week began an interesting and dynamic sales campaign on its newest pay-table success. Quoting from a statement by Rock-Ola officials about the earning power of their new Queen Mary: "She is equipped with a husky and lively crew of pay-table features that mean extra money for operators in every collection. Features that place Queen Mary as far ahead in the field of pay tables as the famous ocean liner is ahead of the ordinary run of boats."

An inspection of the new Queen Mary displays a brilliant array of fascinating features. One important feature is the game's mystery coin chute. And a big \$8 blue ribbon award pocket—making a top award of \$10—is certain to exert a powerful appeal.

First you insert your coin. You shoot. The ball rolls over score-increasing switches, down toward the row of pockets at the bottom of the field. The ball must fall into a lighted pocket to win. And excitement runs high with every ball because with Queen Mary's mystery coin chute you never know which lights will go on—or how many. The lights flash and dance up and down the row of pockets—and finally settle on the winning pockets. This provides suspense and appeal that are hard to resist.

Queen Mary is a knockout for looks. The cabinet measures 50 inches. It is invitingly and pleasingly decorated with dashing waves. On the colorful playing field the famous ocean liner is pictured pulling into port, as stated in a release from the Rock-Ola plant. "Loaded down with heavy profits for every pay-table operator in America!"

Operators will be interested to learn that Rock-Ola has again equipped its new pay table with both Rock-o-Pac battery eliminator and batteries and that it automatically changes over from one to the other. Operators, too, are pleased at Queen Mary's new anti-tilt device that rings a warning bell for location owners.

Speaking of bells, every time a ball rolls over one of the score-increasing switches the player is treated to the cheerful notes of Queen Mary's interesting new bell sound effects.

Operators, jobbers and distributors are enjoying the many interesting promotional pieces issued by the Rock-Ola advertising department in behalf of the

new Queen Mary. To the accompaniment of several bewitching young ladies in sailor garb, operators are being urged to "Meet Queen Mary Face to Face"—"Make a Date With Queen Mary"—"Ride the Tide to Big Profits With Queen Mary." Operators are also receiving very clever steamship tickets made out by the "Rock-Ola Lines" and signed by Jack Nelson as "general passenger agent." The Harbor of Profit feature is listed as a port of call. Big Profits is the port of destination.

Judging from advance orders already pouring into the sales department of Rock-Ola, its new pay table is destined to become as great a success as the famous ocean liner after which it was named.

Full of enthusiasm over the tremendous reception given the launching of their new Queen Mary, Jack Nelson, Rock-Ola's general sales manager, said: "Queen Mary is the most de luxe pay table the industry has ever known! We have gone to extremes to produce Queen Mary. We have always wanted to make a real de luxe one-shot payout machine and Queen Mary fills the bill perfectly."

Globe Novelty Moves to New and Larger Location

CHICAGO, July 25.—While visiting the offices of D. Gottlieb & Company this week, George Shaheen, head of the Globe Novelty Company, Springfield, Ill., announced the removal of his firm to new and larger quarters at 715 E. Adams street, Springfield. Shaheen stated that they are now equipped to render immediate delivery on the games of all the leading manufacturers. Operators will find the new showrooms a veritable mecca for coin-machine innovations. The service department has also been enlarged and modernized.

"Our salesboard department," said Mr. Shaheen, "has grown until now I believe we have one of the most complete stocks in the State. No matter what type of board the operator is looking for he can find it ready for immediate delivery in our department. With our new display rooms, service department and salesboard department now ready for the operators, we feel that we can serve them better and want them to know they are always welcome to drop in at any time."

New Wheeling Firm

PITTSBURGH, July 25.—Jack Levin, until recently sales manager of the Coin-o-Matic Sales Organization here, has left the firm to join hands with John D. Sante, Wheeling (W. Va.) jobber and operator, in the manufacturing of a counter coin-operated game labeled Duck Soup. New firm is known as the L. & S. Sales Company, with headquarters established in Wheeling.

The new game has been enjoying heavy sales, its owners report. Orders have been coming in from almost all the major territories in the country. Levin, who is making his home here, will spend his time between Pittsburgh and Wheeling.

Thoro-Bred Opens Way to Best Locations

CHICAGO, July 25.—The recent announcement of Western's Thoro-Bred was greeted by a deluge of orders from operators all over the country, the firm states. Accompanying these orders, many operators inclose short notes commenting on the merits of the machine and also asking for various kinds of information. One of the most important facts brought out in practically all of the letters was that Thoro-Bred enabled the operator to obtain a better type of location.

Probably the best insight and testimonial to Western's Thoro-Bred can be gleaned from the remarks made by a big operator who requested the omission of his name.

"My operations extend over two whole counties," he says. "I employ 12 men and I have been operating for more than 15 years. I am telling you all this so that maybe you will appreciate what I have to say. To be perfectly honest with you, I always purchase at least one of every new machine that is announced. I have found that this method works very successfully. I try the new machine in various spots and if it makes money I send a nice big order in. In the territories I operate there are a number of 'sporty locations' that I never could get into. They always politely stalled me with, 'Yes, what you say is true, but we can't afford to lower the dignity of the place.' Well, I figured that if I couldn't get those locations nobody else could.

"When I saw Jimmy Johnson come out with Thoro-Bred I ordered one. After receiving it the first thing that popped into my mind was, here's the machine all those ritzy places will certainly want. I loaded the Thoro-Bred onto my light truck and I set sail. I walked into an exclusive night club and as soon as the manager saw me he started shaking his head. I urged him to let me unload the machine and set it up and if he still didn't want it I'd buy \$10 worth of liquor to compensate him for the time he spent with me. He finally consented and I set Thoro-Bred up. Well, this manager is bothering the devil out of me to get another one for him. He tells me that in addition to the big money it is earning many people are coming to his place just to play the machine. For myself I've never made more money on a machine in all the years I've been in the operating business.

"I have since received calls from six big hotels, two country clubs, innumerable night clubs, taverns and recreation parlors. I have just ordered 20 more Thoro-Breds and if each of them just nets me one-fourth of what that first one is I'll order at least 100 more."

Jimmy Johnson, owner of the Western Equipment and Supply Company, stated that, altho the orders on Thoro-Bred have been very heavy, shipments are not being delayed. At the present time, with Western's large facilities at hand, the force has been increased and the plant is running 18 hours a day, and all orders received for Thoro-Bred are shipped immediately.

Dave Gottlieb Returns From Trip to Southwest

CHICAGO, July 25.—Upon his return from a trip thru the Southwest Dave Gottlieb, head of D. Gottlieb & Company, enthused over conditions in that territory. "The celebrations in Dallas and Fort Worth," said Dave, "are certainly bringing the people to Texas and they are spending money. They are there for a good time and they're having it.

"Coin machines are getting their share of the business to be had at the Texas Centennial at Dallas and the Frontier Celebration at Fort Worth. I was gratified to see the great number of Gottlieb games located thruout these cities. Daily Races is a big favorite all thru the Southwest and both the multiple coin slot and the mystery single coin slot are topics of conversation of jobbers and operators.

"When I left Chicago our plant was running at capacity in order to meet the demands of operators and jobbers all over the country. When I returned I was informed that the factory did not let up for one minute during my entire absence. I am pleased to report that the way things look now it will be a long time before we have to go under capacity output."

PAY TABLE CLOSE-OUT

- BALLY HIALEAH \$78.00
In one location less than two weeks. Young customers cannot tell it from new.
- DALLY PEERLESS 55.00
In one location less than five weeks.
- BALLY BONUS 55.00
This one also on location less than five weeks. Perfect condition and appearance.
- STAMPEDE 20.00
- GOLD RUSH 14.00
Each of the above games equipped with Check Separators and Checks. The Bally Games carefully repacked in original shipping cases with two keys for each lock. Any game listed above is a real buy at the price quoted and ready in put on location when you unpack. One-third deposit on all orders.

JONES F. BLAKELY
 557 W. Washington St., GREENVILLE, S. C.

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STANCOR UNIVERTERS

IN ALL YOUR GAMES!

Models Available for the New Type "Bowling Games." Manufacturers—Send in your Specifications!

STANDARD TRANSFORMER CORP.
 850 Blackhawk Street, CHICAGO.

They're BEST by TEST

Bargains

FIRST COME FIRST SERVED

- ELECTRIC ENER, Like New, Ea. . . \$90.00
- TEN DRAWNS, Slightly Used, Ea. . . 50.00
- EXHIBIT PLAY BALL TICKETS, Ea. 20.00
- SPORTSMAN — VISIBLE COIN CHUTE, Ea. . . 15.00
- AUTOCOUNT, Ea. . . 12.50
- HIALEAH, Ea. . . 75.00
- TYCOONS, Ea. . . 75.00
- AMUSEMENT TABLES, Miscellaneous, Each . . . 8.00

Half Cash, Balance C. O. O.
YENDES' SERVICE COMPANY
 1813 W. Third St., Dayton, Ohio

ASTOUNDING SALE

- All of the following units in good condition and ready for delivery!
- MILLS 10-BALL PAY TABLES . . . \$10.00 Each
 - EQUITIES . . . 15.00 Each
 - PEARL HARBORS . . . 25.00 Each
 - TYCOONS . . . 75.00 Each
- Many other 1-Ball Tables at Bargain Prices. Let us know your needs.

MILLS SALES COMPANY, Ltd.
 1640 18th Street, Oakland, Calif.

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



PAUL BENNETT, manager games division of the Rudolph Wurlitzer Manufacturing Company; Joe Darwin, Wurlitzer's representative, and Nat Cohn, of Modern Vending Company, looking over the contract for Skec-Ball alleys.



Sees Great Field In Candy Venders

CHICAGO, July 25.—J. W. Coan, president of Chicago Rushour Company, sees a great field ahead for merchandising machines, and especially for candy venders.

"We feel reasonably sure," says Mr. Coan, "that the trade in general will be interested to know that we have designed and developed a new candy vender—a machine that will become a sensation so far as automatic merchandising is concerned.

"The new machine is not designed and built around some silly mechanical idea or around one or two candy bars. It is built around the candy market.

"There are 1,200 different combinations in candy-bar form. There is a consumer who has an appetite for these various kinds of candy bars. Variety has been the means of success for the candy industry. Therefore the automatic merchandising machines selling candy must offer a variety of merchandise that has met with consumer demand.

"Our entire structure and development has been built around the consumer, for we must give him what he wants to buy and give him quality and value. Unless we do this sooner or later we are out of business.

"Our new Rushour machine displays a large variety of bars, all in their original wrapper. The consumer can select from a small compact machine any bar he desires. The machine is beautiful in appearance; in fact, we have gone to all extremes in this particular instance. The machine is fair with the consumer—he cannot lose his money. It is fair to the owner, as it does not take slugs. Our new coin mechanism is built entirely around the nickel. We use no scales, magnets or any of the other old ideas that have been used in the automatic merchandising field for a long time. What we actually do is take a mechanical picture of the coin, thereby dealing with the coin and not with its operation.

"There has never been an argument against the possibility in a measure of success selling merchandise automatically. The only question involved was to design and develop equipment that would do the job intelligently, in keeping with the market of the commodity to be sold. It is our firm belief that to develop and design a candy machine and build that machine around the candy market was a much more difficult problem than to build machines for the various other kinds of merchandise sold automatically because of the consumer's varied taste, which calls for a larger variety of merchandise to be displayed for sale. Other machines in the past few years have met, with phenomenal success because they, too, have built their machines around the market relating to the merchandise to be sold, and we point in this respect to the cigaret machines. Six brands of cigarets constitute about 92 per cent of the total volume of the cigaret business, which is equal to about 60 brands of candy bars. In other words, to get the consumer's accepted volume from purchases it was necessary for us in the automatic merchandising field of candy to build a machine that would hold 10 times as many varieties as do the cigaret machines, and that is exactly what we have accomplished.

"Ultimately merchandising of candy has an unlimited possibility from a world-wide standpoint. Candy is consumed by the young, middle-aged and the old in every civilized country in the world. Candy machines can be located at strategic locations and afford the consumer a service where ordinarily the present distribution of candy could never hope to reach the consumer because the selling cost would be too great. Automatic merchandising will some day be one of our major industries, dealing with legitimate merchandise, and it is my personal opinion that in

the next few years to come the total volume of business for the sale of candy thru automatic merchandising machines will be greater in volume than the candy manufacturers' present system of distribution."

Laufmanometer Is Popular at Atlantic City

ATLANTIC CITY, July 25.—One of the newest and most popular attractions on the Boardwalk this summer is the improved coin type of blood-pressure machine which has been produced by the Laufmanometer Corporation, New York. These machines have attracted great crowds and have aroused a keen interest throughout the country. They are operated by attendants who give a systolic reading for a dime.

The company's Atlantic City locations are Boardwalk and Columbia place, and Boardwalk and Connecticut avenue.

Long-Time Earnings Important, Says Robbins

NEW YORK, July 25.—When an operator invests in machines he should carefully consider their long-time earning possibilities. That's the reason why so many wise operators are buying "2 in 1" Vendors, says Dave Robbins, who manufactures this machine in Brooklyn. Dave has had 20 years of experience with coin-operated machines and should therefore know something about them. He originally started with peanut-vending machines and one time operated more than 1,000. The result of this experience was that Dave learned what important features were necessary to produce the so-called "perfect vendor."

In addition to slug protection and water-proof features, the "2 in 1" Vendor is equipped with a special attachment which makes it possible to vend more than 20 different bulk nut and confection products. By being able to vend such a large variety of products, Dave claims that the "2 in 1" Vendor will always maintain its original earning

Future of Parking Meters Seems Definitely Assured

By ALBERT A. SILBERMAN, General Sales Manager, National Parkograf Corp.

The parking meter, which recently passed its first birthday, has already proved its importance to the country at large in helping to solve one of the nation's greatest problems, traffic regulation and control.

For many years the problem of curb parking of vehicles has grown increasingly vexing to city officials and many have frankly confessed that the regulation of traffic in general and control of parking in particular, especially in the congested areas, was entirely out of hand. Because of the high cost of adequate personnel to administer parking regulations and because they were so easily evaded by the simple expedient of erasing chalk marks or moving the vehicle a few feet periodically, it was found impracticable, if not impossible, to secure enforcement.

Revenue But Secondary

The cities in which parking meters are being successfully operated at this time disclose that the revenue derived at an estimated rate of 40 cents per meter per day more than defrays the expense of additional personnel to adequately administer and enforce parking regulations and cost of maintenance.

While the revenue obtained by reason of the nickels inserted into the meter by motorists for the privilege of parking one hour in the metered zone is important, it nevertheless falls into a secondary position when measured by the actual and definite results obtained in the complete control of parking.

Some of the more important results

power. However, Dave says, the operator must study his locations carefully to determine which products will sell the best in particular locations.

Sometimes a product which sells fast in one location will move slowly in another spot. Dave says that the biggest selling items are pistachio nuts in one column of the "2 in 1" Vendor and candy mixed with toys in the other column. The candy and toys appeal to the kiddies and the pistachio nuts to the adults. D. Robbins & Company are packing a special assortment of toys for the "2 in 1" Vendor as well as for other vending machines.

Philadelphia

PHILADELPHIA, July 25.—Nickel-in-the-slot parking meters may find their way onto Philadelphia's center city streets. Camden, across the river on the Jersey side, is planning to install the machines and local officials will keep their eyes turned that way. A trial period in Camden if successful will call for marking off parking spaces along the curb, with a meter at each space.

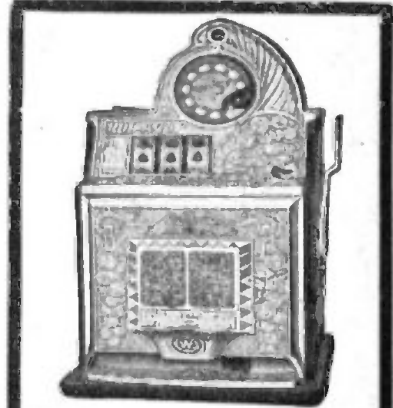
With the resort spots drawing record-breaking crowds, the musicians are wending their way to the seashore towns and most of the smaller nighteries and taprooms are left without music. However, the wise boys are keeping their customers satisfied by putting in automatic music machines. And as was the case with the pinball games temporarily installed for the Democratic convention—once in they will stay in. Popularity of the machines has turned improvised bagatelle rooms into permanent fixtures at many hotels and smart supper clubs.

Much to do at the State Capitol since a Dauphin County court decision held that pinball games are not subject to the mercantile tax. Attorney-General Margiotti has appealed to the State Supreme Court.

Scullin Vending Company has established a veterans' credit plan to finance routes in Pennsylvania and New Jersey towns.

Imperial Vendors have opened a showroom in the downtown section, specializing in peanut and cigaret machines.

Local distributors report that the seashore game concessioners are placing bagatelle machines on the counters to keep the customer occupied until an alley is available.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 cents, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Cold Award Built for 1c-5c-10c-25c Play

Made Only By WATLING MFG. CO. 4640-4660 W. FULTON ST. CHICAGO, ILL.

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FACTORY PRICES ON LITTLE NUTS

Type B .52.50
Type C . 2.50
Type D . 3.50
Nut House 3.00
Nut Shop 2.50
30c extra for postage on samples.

LITTLE NUT VENDOR CO.
LaSalle, Michigan

INDEPENDENCE

with TOM THUMB
Many have started with one Tom Thumb Vender, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects. The 1936 Tom Thumb is the finest miniature vendor you have ever seen—it is exclusive features, including "Radio Coin Selector," Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where unsightly machines are barred. Exclusive features, precision manufacture, lasts years. Write immediately for bulletin giving you the inside story.

FIELDING MANUFACTURING CO.
Dept. 637, Jackson, Mich.

BEAT IT IF YOU CAN

SUNSHINE DERBY	\$ 40.00
PALOOKA, SR	135.00
PEERLESS	49.00
ALL STAR	57.50
MULTIPLE	70.00
HIALEAH	50.00
RED SAILS	55.00
PAMOO PARLAY	50.00

ALL ABOVE MACHINES ARE ONE-BALL AUTO. GASH BY GALT; PERFECT CONOITION.

HOUSTON SPECIALTY COMPANY
313 M. & M. BLDG. HOUSTON, TEXAS

machine is destined to be adopted in the not too distant future to solve one of the nation's most perplexing problems. The parking meter is the solution to the heretofore hopelessly tangled problem of traffic regulation and control.



E. V. Ross Heads New Association

BALTIMORE, July 25.—At a meeting and banquet sponsored by the Oriole Coin Machine Corporation, held recently at the Lord Baltimore Hotel here, a splendid working organization was perfected for all music operators in the Baltimore area.

Among those present at the meeting were Harry Cooper, Jacob Cohen, Joseph Moses, Henry Blotzer, Angelo Rossetti, Jack Alpert, I. Son Cohen, Paul Dick, George Adonaides, Aaron Polb, Ernest E. Waldrop, Sol Hoffman, Max Gaby, E. M. Oimstead, Louis Lesser, E. V. Ross, E. J. Kramer, A. L. Rose, J. A. Darwin, Wurlitzer factory representatives; Homer E. Capehart, vice-president of the Rudolph Wurlitzer Manufacturing Company, and E. H. Pickering, sales representative from the phonograph division of Mills Novelty Company.

Officers selected were E. V. Ross, president; Joseph Moses, vice-president; I. Son Cohen, secretary, and Angelo Rossetti, treasurer.

As first speaker of the evening Homer Capehart was introduced by E. V. Ross. Mr. Capehart gave an interesting talk on *Successful Operations* and assured the association that it could depend on the full co-operation of the Rudolph Wurlitzer Manufacturing Company in every respect. Immediately following this talk E. H. Pickering, of the Mills Novelty Company, gave assurance of the co-

operation of his company with the association.

The next speaker, E. V. Ross, enumerated the many advantages of an association to location owners and to operators of all makes of phonographs in the Baltimore area. He pointed out the fact that similar associations throughout the country had produced splendid results. Mr. Ross further stated that if uniform commissions were given and all unbusinesslike and unprofitable propositions were eliminated, as at present practiced in the area, better results would be shown. The association would tend to bring about these satisfactory results, he said.

Following the business meeting a splendid banquet with plenty of fine foods and drinks was served. Everyone present voiced the utmost satisfaction with the progress the organization meeting had made in bringing the operators together on a common basis of understanding.

Ideal Novelty Co. Selling Many Rockola Phonographs

ST. LOUIS, July 25.—Carl F. Trippe, owner and manager of the Ideal Novelty Company here and St. Louis distributor for Rock-Ola's Multi-Selector phonographs, reports tremendous business in the music field.

Since Trippe took over the distributorship of Rock-Ola phonographs several months ago, he has sold hundreds of them. He announced a deal today where one St. Louis music oper-

ator gave him an order for 40 additional machines. This operator plans on going into the music field extensively. Trippe is high in his praise of the Rock-Ola Multi-Selector phonographs.

Ideal has made a deal with the Mills Novelty Company, Chicago, whereby it will be St. Louis distributor of Mills slots. Trippe believes the new connection will be profitable for both the Mills Novelty Company and the firm which he heads.

Do-Re-Mi Enjoying Big Sales in Detroit

DETROIT, July 25.—Frank Oakes, aggressive salesman for the Mills Novelty Company, reports the sale of a second carload of Do-Re-Mi music machines to the National Coin Machine Company, as well as the second carload to E. W. Mitchell. Mitchell bought his first machines of this model in the winter, and has now become one of the biggest music machine operators in the territory.

Another big sale was of one carload to the Modern Coin Machine Corporation, of Benton Harbor. These machines have all been placed out on location and the company is planning to place another order of equal size.

Oakes, who formerly concentrated in the Detroit territory, is now covering the entire State of Michigan.

Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, July 17, to Thursday, July 23, both dates inclusive.

You Can't Pull the Wool Over My Eyes (35)	38
Take My Heart (41)	31
These Foolish Things (34)	31
When I'm With You (25)	31
Crosspatch (27)	29
On the Beach at Ball Ball (30)	29
There's a Small Hotel (25)	29
Clory of Love (31)	27
Is It True What They Say About Dixie? (26)	25
Did I Remember? (19)	23
Would You? (25)	22
Robins and Roses (20)	21
Stompin' at the Savoy (24)	21
After Glow	20
No Regrets (21)	19
Let's Sing Again (25)	18
Shoe Shine Boy	18
You're Not the Kind	17
Sing, Sing, Sing	17
She Shall Have Music (17)	17
Empty Saddles (12)	16
I Can't Escape From You	15
Until Today (12)	15
But Definitely	14
I'm an Old Cowhand	13
It's a Sin To Tell a Lie (19)	13
Rendezvous With a Dream (16)	13
San Francisco	13
You	13
Long Ago and Far Away	12
Me and the Moon	11
Sing Me a Swing Song	10
Guess Who?	9

Sheet-Music Leaders

(Week Ending July 24)

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

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

1. It's a Sin To Tell a Lie (1)
2. Clory of Love (2)
3. Would You? (3)
4. Take My Heart (7)
5. These Foolish Things Remind Me of You (5)
6. Is It True What They Say About Dixie? (4)
7. On the Beach at Ball Ball (6)
8. Rendezvous With a Dream (8)
9. You Can't Pull the Wool Over My Eyes (11)
10. There's a Small Hotel (10)
11. Robins and Roses (9)
12. When I'm With You (14)
13. Crosspatch (12)
14. No Regrets (13)
15. Let's Sing Again

Visit to Wurlitzer Plant An Education for Operators

NORTH TONAWANDA, N. Y., July 25.—Simplex phonograph operators have a much better appreciation of the extensiveness of music operations after they have the opportunity of visiting the mammoth Wurlitzer factory in North Tonawanda. When they see hundreds and hundreds of phonographs in various processes of manufacture it gives them a real picture of the staple nature of music operations. They marvel at the multitude of operations necessary in the manufacture of the automatic phonograph.

Among the operators who recently have had the chance of seeing the vast activities of Wurlitzer in making automatic phonographs are R. F. Nelson, Jamestown, N. Y.; F. A. Blalock, Pensacola, Fla.; C. W. Green and Mr. Jenkins, Upton, Ky.; R. T. Thomason, Spartanburg, S. C.; Morris Hankin, Atlanta; Nat Cohn and Irving Sommer, Modern Vending Company, New York; Joe Saglombent, Geneva, N. Y.; Albert and George Navickas, Bristol, Conn.; Archie Koss, Major Amusement Company, Newark; F. J. McGarry, Buffalo; George Thayer, Binghamton, N. Y.; Smith & Smith, Wilcox, Pa.; W. M. Fairchild,

THE SEEBURG FRANCHISE IS MORE VALUABLE!



MODEL "B"

The Instrument without Service Headaches

J. P. SEEBURG CORPORATION
1502 DAYTON STREET CHICAGO ILLINOIS



PHOTOGRAPH TAKEN UPON ARRIVAL IN ATLANTA of the 23d carload of Rock-Ola Multi-Selectors for the Atlanta Coin Machine Exchange. Sam Cohen is shown examining one of the Multi-Selectors with a very pleased look of admiration. Shown, too, is part of his fleet of delivery trucks, specially designed for the delivery of Rock-Ola Multi-Selectors to operators in his territory.

Fairmore Music Company, Reading, Pa.; R. J. Kugel, Organ Supply Company, Erie, Pa.; R. A. Santoro, Holley, N. Y.; Cal Hinds, Keane, N. H.; C. C. Johnson, Flint, Mich.; and I. Dobkin, Wheeling, W. Va.

Many operators combine business with pleasure by visiting Niagara Falls, located just 10 miles from the Wurlitzer plant. The Niagara frontier in the summer months is a mecca for tourists from all over the United States. A real opportunity is provided operators to combine business with pleasure.

Rock-Ola Phonograph Business Increases

CHICAGO, July 25.—Phonograph Division of Rock-Ola Manufacturing Company reports a noticeable uptrend in the phonograph business. Orders in June showed a 90 per cent increase over May, and by July 22 the sales of the month of June had already been equaled.

A well-known operator on a recent visit to the Rock-Ola factory saw 20 carloads of Rock-Ola Multi-Selector phonographs ready for shipment, and said: "All the boys who received a bonus must have decided to invest it in phonographs." He was mistaken, however, as a vast majority of orders being received are from regular, well-established operators, who are increasing the number of their locations by putting aside a certain definite amount of the income from their present machines. In that way, says a Rock-Ola official, they re-invest in the business in a very profitable manner, which naturally enhances the growth and expansion of their business.

"That the Rock-Ola Multi-Selector phonograph is giving excellent service is

best evidenced by the constantly increasing, unsolicited letters of praise being received from operators," says this official. "The Rock-Ola orders, he continued, "are increasingly for the standard walnut finish rather than various colors. It is timely and important news to the phonograph industry that Rock-Ola Multi-Selector business is showing such substantial monthly increases at this time."

Operators point to the increase of the 25-cent pieces they are finding in the coin box as further evidence of the increase of business in general, in most sections of the country.

Install Teletype Equipment

SEATTLE, July 25.—In order to speed up communications between their various offices Lou and Harry Wolcher have had teletype equipment installed. At present Western Distributors, Inc., in Portland and Seattle, as well as Advance Automatic Sales in San Francisco and Los Angeles, are using the system. They express themselves as well satisfied with the service and believe it enables them to give a faster and more complete service to their customers.

Needle Big Factor In Perfect Reproduction

CHICAGO, July 25.—If you've never met Art Olson, general president of the Permo Products Corporation, you are missing out on meeting one of the "greatest guys" in the business. Outside of being a "helluva" swell sport, Art's whole life, during the business day, is making Permo Point phonograph needles the best that money can buy.

In a recent interview Olson stated: "Successful music operators know that the tone and reproduction of the record is only as good as the needle in the pickup head. It doesn't make any difference whether the machine you're operating costs \$100 or \$500, if you put an inferior type of needle in it or use a good needle too long, your reproduction is going to be bad. Permo Point needles will render perfect reproduction for better than 2,000 plays. Because of the

special materials and process used in making the Permo Point needle, the point is comparable to a diamond in hardness. Naturally, I believe we sell the best needle made, and on a comparative sales basis most of the music operators in the country think the same way. However, my staff of engineers are continually trying new materials and methods, searching for a still better phonograph needle. While I don't want to brag, I can honestly say 'When better phonograph needles are made, Permo will make them.' (With apologies to the Buick Motor Car Company.)

Atlas Novelty Doing Big Symphonola Business

CHICAGO, July 25.—"Like a duck takes to water" was Phil Greenberg's reply to a query as to how music operators like the Seeburg line of High Fidelity Symphonolas. Greenberg is manager of the Pittsburgh branch of the Atlas Novelty Company. This aggressive organization, in addition to the Pittsburgh branch, has its main office and display rooms in Chicago.

Greenberg is especially enthusiastic about the Seeburg High Fidelity Symphonola line. "It's no effort at all to sell the Symphonola," he says. "All I want is a music-minded operator and the rest is easy. After I show him the beauty of the de luxe cabinets with their matched walnut veneers and then explain the simplicity and reliability of the mechanism, all I have to do is play a few records and if the other features of the Symphonola don't sell him, the true tone reproduction does."

"My observation has been that there are more and more operators becoming interested in automatic phonograph operation. While there is a lot of 'fast money' operating other types of equipment, the operator has come to regard the automatic phonographs as the type of equipment he can always rely upon for a consistently substantial income."

"Altho good business judgment prevents me from telling the exact number of Seeburg Symphonolas we have sold, I am frank in saying our volume is positively astounding."

FATS WALLER at the top!



These three Victor Records by Fats Waller have been tops in popularity for several weeks:

- 25342 "It's a Sin to Tell a Lie" "Big Chief De Soto"
- 25348 "Let's Sing Again" "The More I Know You"
- 25315 "Cross Patch" "Cabin in the Sky"

Put these in your machines and watch the nickels roll in! Remember that Victor Records are warp-resisting and last longer.

VICTOR and BLUE BIRD RECORDS
RCA Manufacturing Co., Inc., Camden, N. J.
A Service of Radio Corporation of America

Demand
PERMO-POINT PHONO NEEDLES
FOR YOUR AUTOMATICS!
2000 PERFECT PLAYS

Ten Best Records for Week Ended July 27

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B6353—"Let's Get Drunk and Truck" and "Maybe It's Someone Else You Love." Tampa Red and Chicago Five with orchestra.	7696—"On the Beach at Ball Bali" and "Afterglow." Leo Reisman and orchestra.	835—"Lyin' to Myself" and "Ev'ntide." Louis Armstrong and orchestra.	25342—"It's a Sin To Tell a Lie" and "Big Chief De Soto." Fats Waller and Rhythm Orchestra.	3256—"Sweet Violets No. 2" and "Down by the Old Mill Stream." The Sweet Violet Boys.
2	B6417—"Do You or Don't You Love Me?" and "On the Beach at Ball Bali." Shep Fields and Rippling Rhythm Orchestra.	7634—"There's a Small Hotel" and "It's Gotta Be Love." Hal Kemp and orchestra.	643—"These Foolish Things Remind Me of You" and "My First Thrill." Joe Sanders and orchestra.	25343—"Let's Sing Again" and "The More I Know You." Fats Waller and Rhythm Orchestra.	3252—"All My Life" and "It's a Sin To Tell a Lie." Putney Oandridge and orchestra.
3	B6378—"Would You?" and "It's a Sin To Tell a Lie." George Hall and Hotel Taft Orchestra.	7701—"Any Rags, Any Bones, Any Bottles Today" and "You'd Be Surprised." Kay Kyser and orchestra.	829—"On the Beach at Ball Bali" and "I Met My Waterloo." Cannon Boswell with Bob Crosby Orchestra.	25315—"Cross Patch" and "Cabin in the Sky." Fats Waller and Rhythm Orchestra.	3246—"Stompin' at the Savoy" and "On the Sunny Side of the Street." Chick Webb and orchestra.
4	B6359—"You Started Me Dreaming" and "Tormented." Wingy Mannone and orchestra.	7700—"The Moon Is Grinning" and "It Seems I've Done Something." Hudson-DeLange Orchestra.	809—"Until the Real Thing Comes Along" and "Walkin' and Swingin'." Andy Kirk and 12 Clouds of Joy.	25349—"On the Beach at Ball Bali" and "No Regrets." Tommy Dorsey and orchestra.	3261—"On the Beach at Ball Bali" and "Take My Heart." Henry Allen and orchestra.
5	B6362—"Is It True What They Say About Dixie?" and "Moonrise on the Lowlands." Willie Bryant and orchestra.	7656—"Organ Grinder's Swing" and "You're Not the Kind." Hudson-DeLange Orchestra.	381—"Tear It Down" and "Sugar Blues." Clyde McCoy and orchestra.	25320—"Star Dust." Benny Goodman and orchestra, and "Star Dust." Tommy Dorsey and orchestra.	3262—"Chico" and "You're Not the Kind." Henry Allen and orchestra.
6	B6416—"The State of My Heart" and "You're Toots to Me." Shep Fields and Rippling Rhythm Orchestra.	7633—"On Your Toes" and "Quiet Night." Ruby Newman and orchestra.	768—"Welcome, Stranger" and "Is It True What They Say About Dixie?" Jimmy Dorsey and orchestra.	25295—"Us on a Bud" and "Christopher Columbus." Fats Waller and Rhythm Orchestra.	3213—"Stealin' Apples" and "Grand Terrace Swing." Fletcher Henderson and orchestra.
7	B6323—"Mama's Getting Hot and Papa's Getting Cold" and "Oh, No She Don't." Bill Boyd and Cowboy Ramblers.	7676—"These Foolish Things" and "Take My Heart." Nat Brandwynne and Stork Club Orchestra.	842—"On a Coconut Island" and "If I Had My Way." Victor Young and orchestra.	25343—"Guess What?" and "Take My Heart." Eddy Duchin and orchestra.	3199—"Press My Button" and "Get 'Em From the Peanut Man." Lil Johnson.
8	B6382—"Cabin in the Sky" and "You Can't Pull the Wool Over My Eyes." Dolly Dawn and Dawn Patrol Orchestra.	7698—"No Regrets" and "I Used To Be Above Love." Art Shaw and orchestra.	820—"Let's Sing Again" and "You Can't Pull the Wool Over My Eyes." Ted Weems and orchestra.	25340—"These Foolish Things Remind Me of You," Roy Fox and orchestra, and "Sing Me a Swing Song." Benny Goodman and orchestra.	3244—"You" and "Would You?" Henry Allen and orchestra.
9	B6435—"Cross Patch" and "Mary Had a Little Lamb." Willie Bryant and orchestra.	7659—"Stompin' at the Savoy" and "Doing the Prom." Ossie Nelson and orchestra.	839—"The Best Things Happen at Night" and "Let's Not Fall in Love." Bob Howard and orchestra.	25336—"When I'm With You" and "But Definitely." Ray Noble and orchestra.	3263—"Woe Is Me" and "Dere's Jazz in Oem Dere Horns." The Cotton Pickers' Orchestra.
10	B6433—"When I'm With You" and "But Definitely." Charlie Barnet and Glen Island Casino Orchestra.	7648—"Would You?" and "I'll Bet You Tell That to All the Girls." Kay Kyser and orchestra.	841—"Big Chief De Soto" and "Cross Patch." Bob Crosby and orchestra.	25316—"The Glory of Love" and "You Can't Pull the Wool Over My Eyes." Benny Goodman and orchestra.	8110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.

PAY TABLE SPECIALS

GOLDEN HARVEST (10 BALL) \$37.50
 KINGS OF THE TURF (5 BALL) 21.00
 JUMBO (1 BALL) 37.00

MILLS SINGLE QUARTER SLOTS
 WITH RESERVE, SERIALS 230,000 UP \$11.50 EACH

SQUARE AMUSEMENT COMPANY

335 MILL STREET

POUGHKEEPSIE, N. Y.

Beat These Prices AUTOMATIC PAYOUT MACHINES

New—	Reconditioned—
ALL STARS \$ 87.50	BONUS \$59.50
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HIALEAH 112.50	PEERLESS 87.50
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Exclusive Features In Keeney's Bowlette

CHICAGO, July 25.—Keeney's new bowling type skill game, Bowlette, introduces a number of mechanical and playing features exclusive with this game, features devised and designed with the thought in mind that Bowlette will meet every possible operating requirement—a game that will be new and modern for many years to come. Fully appreciating the fact that when the operator invests in the new type bowling games he must have a device that will not be obsolete within a short while, Keeney has manufactured the game accordingly.

One of the features most outstanding is a combination of twin meters placed in the cash-drawer opening and readily visible to the operator when he services the game. These twin meters record the total amount of money played into the game and also the total amount of redemptions made by the locations on awards for high scores if the location permits payoffs for skillful playing. This all-important idea assures the operator of all the profits to which he is entitled and also simplifies and shortens the time necessary for making collections.

Awards may be offered on various total scores from 320 up to 450, the highest possible score. With the unique wiring arrangement of Bowlette, the operator may start such awards with any total he selects.

Another very important feature exclusive with Keeney's Bowlette is the instant release coin chute. With this Keeney idea positively all nine balls are returned at once after the insertion of a coin without any possibility of some of the balls remaining in the return trough or runaway.

Many other features have been developed by J. H. Keeney & Company exclusively for Bowlette. The Keeney firm has developed its own electrical step-up switch scoring mechanism for Bowlette and all of the parts are of supersize and superstrength in order to withstand the heaviest and most abusive play.

The extremely attractive and highly visible light-up backboard indicates the totalized score with each ball bowled. The backboard also records the number of balls played by the player at that point. "On and Off" lights give added flash and playing appeal to Bowlette.

In order to facilitate quick assembly and easy installation on the location Bowlette is of portable construction and is made in three sections. The operator therefore needs no special facilities to transport the game and can easily assemble Bowlette without any complexities.

Only announced just a few short days ago, Bowlette has immediately forged to the front in sales for the new type bowling game, according to Ray Becker, and the firm has acquired 20,000 square feet of additional factory space for the sole production of Bowlette.

"Kingfish" Visits Chicago

CHICAGO, July 25.—Chicago was again honored this week by a visit from "Indiana's Kingfish," Frank Bannister, of the A. A. Novelty Sales Company, Indianapolis.

Bannister spent much of his time at the Rock-Ola plant. While there he took the opportunity of viewing the firm's new one-shot pay table, Queen Mary. "This is just what I have been waiting for," Bannister exclaimed. "It looks like a marvelous game to me, and I am getting in back of it 100 per cent!"

Milton Swanstrom, Rock-Ola's ad manager, vouches for the fact that one of Chicago's brightest night spots extended a hearty ovation to "Indiana's Kingfish" upon his being introduced on the floor by the night club's master of ceremonies. According to Swanstrom's story, Bannister had to take several bows before the admiring audience would allow him to continue with his refreshments.

"Bannister is one of the many important coin-machine people who are taking a lot of credit these days," said Swanstrom. "He is an enthusiastic booster for Rock-Ola's one-shot pay table Credit. And he backed up his enthusiasm by placing a large order for immediate rush delivery."

Atlas Closeouts

CHICAGO, July 25.—Atlas Novelty Corporation has been featuring many manufacturers' closeouts in the original cartons at especially attractive prices during the last two weeks. Manufacturers know of Atlas' ability to move new and used games. Therefore when factories find themselves left with a quantity of new games at the end of the production period they have found it especially convenient to pass these games along to the Atlas firm, where they are sold at prices that will move them at once.

While the close-out games are on sale at both the Chicago and Pittsburgh offices of the Atlas firm, because of the low prices featured, all games are shipped FOB Chicago.

Los Angeles

LOS ANGELES, July 25.—Making the rounds contacting the distributors, jobbers, manufacturers and ops. Jobbers state that there is a bit of a slump, the usual summer variety, but that the year on the whole had been very much better than for several years past. This was also the opinion of the many operators seen.

Henry Stewart, of the National Amusement Company, Sydney, Australia, writes interestingly of conditions there. Says the business gives promise of being a real worth-while game when some of the present difficulties have been ironed out. He recently left hospital, where he had gone for treatment for infected foot; is much better and said that now that he had the "hunks off his heels" he would be setting a pace. Evelyn Smith, of the National office force, just back from trip to Camp Curry in the Yosemite country. Had a big time, she said, trying to dress to meet approval of the Rangers and almost completed the feat of driving her bicycle up the side of a power pole. Here it was stated by George Schwartz and the selling force that Rock-Ola Multi-Selector is still enjoying a remarkable sale. There were very good sales on Rock-Ola's Totalite, the newest game Credit, and Bally's Challenger. Jack McLelland back from week-end trip. The gang at the National giving George Schwartz a gentle ribbing over a grapevine report that the genial George was taking a matrimonial dive in the near future.

At Paul Laymon's business reported as measuring up to what could be expected at this season of the year. Stated that Stoner's Turf Champs was getting a very good sale; many repeat orders.

Irving Bromberg, vacationing at Catalina Island, writes that he gets a great wallop riding the glass-bottom boats. Ed Blumenthal, sales manager at the Bromberg office, said business was fair.

Mack Mohr, of Mohr Bros., states that the heat wave that finally reached the Coast had created a demand for Gaylord fans that could not be taken care of.

At Will F. Canann's he and the force were real busy. Sales on merchandise vending machine going big, as are sales on Rock-Ola's Multi-Selector phonographs. Bill Williams noted here. Has an extensive vender route and is highly pleased with the business. Betty Wood is a new addition to the office force at Canann's.

Sol Gottlieb says his business is good. Daily Races doing finely, as is the new California Exhibit game Crack Shot. Sol has installed a large Frigidaire and stocks it daily with variety of soft drinks that are dispensed without charge and remarked that the soft-drink business is just great. Sol, with his sister, who is visiting from Dallas, making week-end trips to shop points in Southern California.

At the Pacific Amusement Manufacturing Company Herb McLelland on trip north, with first stop San Francisco, where he joins Jack Moore to continue a trip that will combine looking up business with a pleasure jaunt. It was stated here that Chase and Junior Palooka are having fine sales and that they expected soon several new games

that had gone thru the experimental stage and would be on test soon.

At California Exhibit Johnny Rau stated they are plenty busy with their newest game, Crack Shot, a five-ball hand payout game that is widely different from other games in that there are no holes on the playing field. Distributed on playing field are variety of animals and birds set up. One's success with knocking down the objects determines the award. It was also stated that because of the simplicity in construction of the newest game there would be no necessity for service calls. Other games in experimentation and on test will be announced at a later date.

Troy Sales Company has taken the distribution in Southern California for Kirk Company, Chicago, line and states that the new Rotary merchandise vender is having a big sale.

Some of the operators noted around Los Angeles recently: C. E. Collard, of San Bernardino; Mr. and Mrs. M. G. Bledsoe, of Santa Barbara; Oliver Charlesworth, of Santa Barbara; Jerry Inglis, back from trip to Idaho points; Bert Higgins, of California Games, east for trip, making New York and way points; A. J. Bommer, of Whittier, returned from trip to Oregon and cities on West Coast; Robert Corbin back from Chicago and a stop at the old home town, Caldwell, Ida. J. W. Wertheimer, of the Ad-Lee Company, Chicago, in town for short stay; has been vacationing, taking leisure trip, stopping off to visit some of the show spots. Made a stop at Grand Canyon, and leaving here goes to San Francisco, Lake Tahoe and Denver en route home. Reports having had a most enjoyable trip.

W. P. Canann much pleased with merchandising vending machines; says business is very good and that many new recruits from other lines of business are getting into the merchandising vending game. Here we met Grace Courtwright, successful lady operator of venders; P. H. Moise, also new to this business, and Ray McCutcheon, of Washington, D. C., new vender operator, who reports doing nicely and much pleased with his new venture.

Sol Gottlieb busy with customers and matters incidental to Eiks' week. Sarah Gottlieb, sister to Sol, arrived from Dallas for visit. Sol informs that Single Mystery and Daily Races still getting a great play.

M. H. Sanders, of the Advance Automatic Sales Company, said business very good. Totalite and Turf Champs going fine and their recently added line, cranes and merchandise and salesboards very satisfactory. Ruby Starkweather is the efficient secretary. Here we noted J. P. Smith, of Phoenix, Ariz., and Henry Ballard, local successful operator.

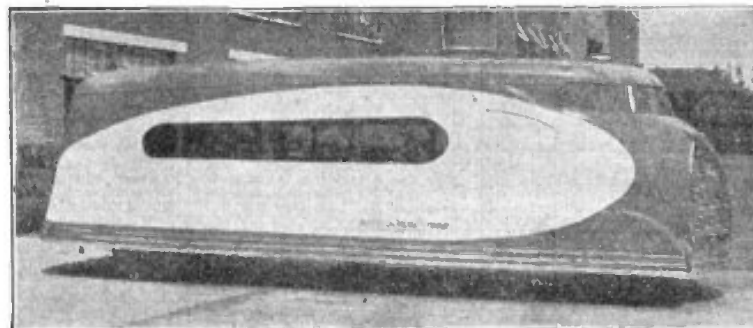
Paul Laymon and the missus vacationed at Camp Bidy. Said they had a very enjoyable short vacation. Report business as very good for this season, with very fine sales on Totalite, Turf Champs and Draw Ball. And at this place in dropped E. S. Brown, of Lindsay, Calif.; Ken Wolf and Art Dawes, of San Diego. Noted around the accustomed haunts, Frank Showalter, of Orange; Robert Bolte Sr. and Jr., of Hermosa; Fred Myers, back from extended trip to east and south and back in the operating business; Chet Overgard, of the Rainbow Amusement Company, looking over the layouts; Joe Richey, of Long Beach; Harry and Maurice Lewin and George Lang.

Betz Praises Stoner Games

ST. LOUIS, July 25.—William (Bill) Betz, owner and manager of the W. B. Specialty Company, is high in his praise of Stoner's latest game, Short Sox, which he has just received and tried out on location.

According to Betz, due to the fact that operators all made big money out of Madcap, Stoner's previous novelty game, the St. Louis boys are anxiously awaiting deliveries on Short Sox. Betz has a large number of orders on hand at the present time awaiting shipments from the factory.

Turf Champs, Stoner's latest automatic ticket game, is one of the best automatics on the market, according to Betz, and the operators in St. Louis and vicinity have been backing up Betz's statement with repeat orders.



FIRST AIR-CONDITIONED MOTOR BUS, previewed at Mills Novelty Company's factory, Chicago. The air-conditioning system was designed, manufactured and installed by Mills.

Counter Game Carload Order

Lynch, of Electro-Ball, orders first carload from Daval Mfg. Co.

DALLAS, July 25.—S. H. Lynch, of Electro-Ball Company, Inc., internationally known distrib. made counter game history on the visit here this week of A. S. Douglas, of Daval Manufacturing Company, Chicago, by ordering the first complete carload of Reel "21" counter games to be shipped to the firm's offices here.

It is believed that the carload will contain approximately 600 of the games and that this will be the largest single shipment of its kind in the history of the coin machine industry. Electro-Ball Company, Inc., withheld wiring the order to the Daval factory and instead pleasantly surprised Mr. Douglas on his arrival in this city, after showing him the Texas Centennial, with the purchase order which Mr. Lynch gave him.

A. S. Douglas said: "We knew that Reel '21' was the greatest counter game hit this industry has ever had, but we never before in all the years that we have been building counter games received an order for immediate shipment of a complete carload."

"It is my belief that this is the first order of its kind in the history of the coin machine industry and that it can be considered a record, because never before in history has any manufacturer been able to sell any type counter game by the carload."

"There is no doubt in my mind that Mr. Lynch and Mr. Furlow and the Electro-Ball Company, Inc., will break all existing sales records for counter games with Reel '21' as well as with Auto-Punch. The first large shipment of Auto-Punch machines is also being sent to Mr. Lynch and I feel that there is a surety this is only the beginning of the greatest record sales in all coin machine history."

"Buzzie" Hooks a Tall One

CHICAGO, July 25.—Folks, we are about to recount an "actual" fishing story, and this one is on the level—pardon, we mean on the deep! Believe it or not, this is the way it happened:

Captain James Jorgenson was piloting his good ship Snoozy in the gulf stream off Tampa, Fla. Thirteen-year-old "Buzzie" Seeburg sat idly by while his mother, Mrs. N. Marshall Seeburg, and Barbara Large, with expert skill, hauled in three large bonitos, Buzzie's "old man." N. Marshall Seeburg, then proceeded to show Buzzie how it's done by catching, in rapid succession, two kingfish, a barracuda and two bonitos. With fatherly advice, Mr. Seeburg proceeded with:

"Now you see, Buzz, after you hook 'em you have to . . ."

"Amateur stuff," was Buzzie's confident reply. "Barracudas, kingfish, bonitos, why those are sissy fish. I'll show you how!"

With all the skill of a seasoned deep-sea fisherman, Buzzie let go with his hook. No sooner did the hook hit the water than Buzzie felt a strike that felt like the Empire State Building.

"Dad, I've hooked a whale," Buzzie excitedly exclaimed. After 45 minutes of tugging, fighting and pulling Buzzie finally outgought the monster sea animal and hauled it up on deck. Strung up, Buzzie's prize catch was a gold-button sailfish, measuring eight feet one and one-half inches.

Looking up to his dad, Buzzie said: "Now you see, dad, after you hook 'em you . . ."

Immediate Deliveries

On New Bally-Roll

NEW YORK, July 25.—John A. Fitzgibbons, of the Fitzgibbons Distributors, informs *The Billboard* that deliveries on Bally-Roll are being made in quantities immediately. The sample showroom model was shown Monday and as the orders come in Fitzgibbons will ship Bally-Rolls as soon as desired. Jack, who has just returned from Chicago, where he visited the Bally Manufacturing Company, went to work when the orders started coming in. Fitzgibbons' one complaint is that his office help is so interested in playing this game that it has neglected its own work.

New Orleans

NEW ORLEANS, July 25.—The first rainy spell of many weeks has failed to interfere in the least with coin-machine play, but it has caused much dismay among the ops, because many of them have been forced to call off the regular trips to the fishing grounds. Favorable winds have brought in whoppers and the boys hate to miss the chance to hook these big boys that taste so good fried in butter.

New machines continue to flow steadily into the city and rural sections of the deep South. Operators are quick to grasp the idea of new attractions and are reaping the benefits of their alertness by having a good flow of business. The daily temperatures have reached over the 90 mark for the 40th consecutive day. Lake resorts, parks and other outdoor location owners say that business is unusually heavy, with all automatic photographing machines being very attractive to patrons.

Fisher Brown, the peer of Texas coin-machine distributors, spent several days in New Orleans and other Louisiana cities this week calling on Rock-Ola operators and co-distributors. Brown is very cheerful over the machine business and reports continued steady demand for the full Rock-Ola line, particularly the Multi-Selector.

Members of the New Orleans Novelty Company continue to enjoy their Sunday morning games of baseball. Jack Sheehan, the new sultan of swat, never fails to show the boys a real good time following the games, during which time he always makes the opposing team miserable with his constant barrage of base hits. They never pitch to Jack when the bases have two or three men on. It's always safer to walk him purposely. Jack complained on one of these occasions last Sunday: "It's getting to be a habit with those other pitchers."

Andy Kehoe, of the Seeburg factory, remarked the other day while in New Orleans demonstrating to all Seeburg operators how the old clock ticks that he just had to come down here and hold this demonstration after Fred Barber, of the Electro Ball's New Orleans office, had disposed of some 450 Seeburgs in a few months' time. After leaving New Orleans Andy visited Baton Rouge and then toured thru North Louisiana and East Texas on his way to Dallas. About 20 operators attended the demonstration and partook of Fred's fine buffet

CLOSE-OUT SALE of COUNTER GAMES

Everyone a money-maker and sensationally low priced in our Mid-Summer Clearance Sale

BRAND NEW
 Clearing House \$ 9.95
 Tit-Tat-Too, plain 9.95
 Tit-Tat-Too, register 10.95
 Big Game Hunter, 5c play . . . 16.95
 . . . also Coal Line, Beat It and Frying Colors, Jr., at Sale Prices! All quantities limited.

USED—RECONDITIONED
 Punchette \$ 6.95
 Ship-Ahoy, 1c and 5c 4.95
 Skill Katch 17.50
 1 only, Bally Ranger Pistol Practice, Automatic Payout, 29.50
 Electric Eye, Auto Pay Skill Game, Today's Outstanding Bargain at 69.50

This Week's PIN GAME SPECIAL:
 Trojan, 1-Ball Automatic Pay . . \$29.50

Lots of other bargains. Write for List. 1/3 Cash Must Accompany Order, Balance C. O. D.

ELECTRO-BALL CO., Inc.

1200 Camp, Dallas

luncheon, served in the spacious Electro Ball office on Canal street.

R. H. (Traveling Mac) McCormick returned to New Orleans this week from one of his many round trips between here and other big cities south of the Mason-Dixon line. Mac continues to smile and tells you that business couldn't be better. Records are breaking records, with Decca finding a half dozen or so discs by name bands playing popular hits comprising the principal movement. There is a marked letup in popularity of hillbilly music, Mac finds.

The beaches and parks continue to lead in the volume of demands for playing the new machines. Out at Fontchartrain Beach operator Harry Batt continues to report record-breaking crowds at his new playland, with Harry knowing enough about the game to always keep up the player's interest by inserting new ideas regularly. Harry says that his separate Photomatic concession is bringing him the best results that could be expected.

Louis Bosberg and Ray Bosworth, co-owners of the New Orleans Novelty Company, are leaving next week for a stay of several days in Chi. The boys expect to see as much of the new ideas of machine manufacturers as is humanly possible to view within so short a time. "We are going to Chicago," Louis says, "because we need more and more machines both in our new play center and on outside locations, where play is as good as it ever has been with our firm."

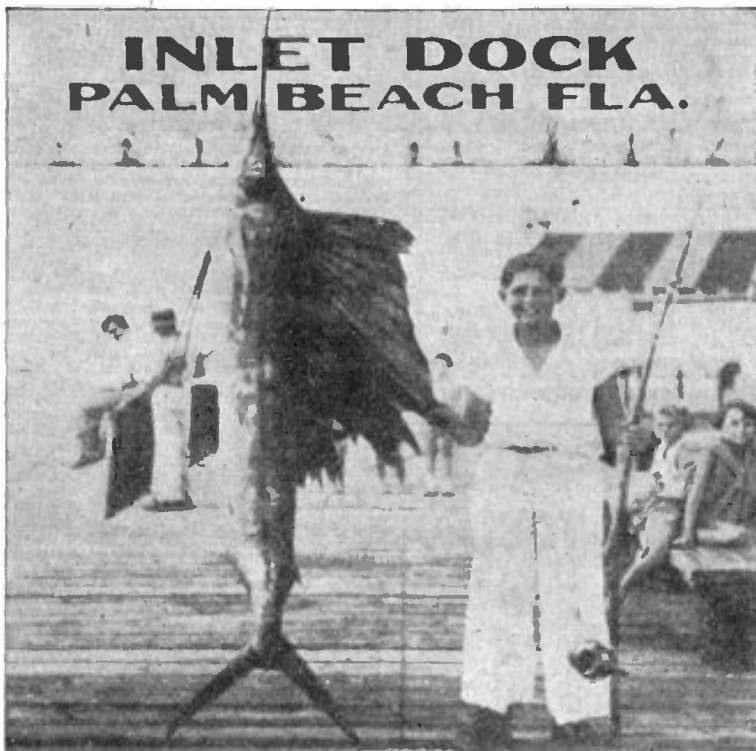
R. H. (Mac) McCormick, manager of Decca Distributing Corporation, New Orleans, sure does step around trying to run things at Atlanta and Dallas in addition to his N. O. duties. Mac is particularly busy now, because the record business seems to be enjoying new peaks rather than suffering any summer letdown.

Frank Gleason, resident manager for Mills Novelty Company, Chicago, has just returned from a big trip thru Louisiana and Southern Mississippi, where he called on all of the Mills ops. "Business seems to be good everywhere I went and I came home with orders that topped the most optimistic estimate I had fixed for my trip," Frank says. Frank reports a new Mills operator in Harry Frisch, who has bought a nice line of De-Ro-Mi's, all of which have been placed on location.

Henry Mills, of the Gulf Coast Novelty Company, has just returned from a two weeks' vacation trip to Florida. He is brown as a nut after enjoying daily swims and some tarpon fishing in the Gulf waters. Now once again the well-known Mills brothers' trio are united to see that Mills Novelty coin machines are placed.

Saw old Jack Spears, the Columbia (Miss.) operator, fishing the other day in Bayou Caddy at Lakeshore. Miss. Jack had had fishing luck the day I saw him, but you ought to hear what they said he came in with the day before.

Leslie M. Thomas, well known in the coin-machine field in Kansas, has been appointed territorial manager for Mills Novelty, of Chicago, for music machines and ice-cream counters. Leslie came to New Orleans last week and will make his headquarters in the Crescent City. His territory includes Louisiana, Mississippi and part of Arkansas. He succeeds Oscar A. Brunner. The still young in years, Leslie has had plenty of experience in the coin-machine business and he is already hard at work.



"BUZZIE" SEEBURG standing beside the eight-foot sailfish he caught off Miami, Fla., recently.

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1c JENNINGS LITTLE OUKES, Single Reserve Jackpot Bells or Side Venders, New Best Coin Heads, Serials over 5,000	\$13.00
1c PAGE DOUBLE JACKPOT BELLS, Serials over 15,000	16.00
10c MILLS GOOSENECK DOUBLE JACKPOT BELLS, Serials around 275,000	28.00
5c and 10c JENNINGS ESCALATORS DOUBLE JACKPOT BELLS AND FRONT VENDERS, Serials over 110,000	32.00
25c MILLS ESCALATORS DOUBLE JACKPOT BELLS AND FRONT VENDERS, Serials over 290,000	36.00
5c and 10c JENNINGS VICTORIA DOUBLE JACKPOT BELLS AND FRONT VENDERS, Serials over 105,000	22.00
5c and 10c MILLS REQUILT ORLE, JACKPOT FRONT BELLS, Serials around 210,000	17.50
25c MILLS ESCALATORS GREY FRONT GOLD AWARD BELLS, Serials over 315,000	49.00
5c JENNINGS ESCALATOR TRIPLE JACKPOT BELL, Serial 112,528	42.00
5c, 10c and 25c MILLS SINGLE RESERVE JACKPOT BELLS, Front and Side Venders, Serials over 220,000	14.00
25c GAILLE SINGLE RESERVE JACKPOT BELLS, Serials around 37,000	11.00
5c, 10c and 25c WATLING SINGLE RESERVE JACKPOT BELLS	12.50
5c and 25c JENNINGS SINGLE RESERVE JACKPOT BELLS, Serials over 70,000	9.50
5c WATLING BLUE SEAL OBLE, JACKPOT FRONT VENDERS, Serials around 65,000	10.50
SINGLE SAFES	\$12.00
DOUBLE SAFES	14.50
1935 INTERNATIONAL MUT. GIGGER	\$100.00

PAY TABLES

SPORTSMANS, Visible Coin Chute	\$11.00	EXHIBITS PLAYBALL TICKETS	\$20.00
EXHIBITS WHIRLPOOL TICKET	24.00	CHAMPIONS	9.00
KINGFISH	22.00	IVORY GOLF	25.00
MILLS Q. T. PAY TABLES	19.00	SUNSHINE DERBY	42.00
PAMCO PARLEY	52.00	HI POCKETS	24.00
DAILY OUBLE	28.00	MILLS TYGOON, Electropak	80.00

Send for our List of Pin and Counter Games. 1/3 Deposit, Balance C. O. O.

CONNECTICUT AMUSEMENT MACHINE CO.

294 N. MAIN ST.,

WATERBURY, CONN.

BIDDERS SALE

200 SLIGHTLY USED PAY TABLES

Highest Bidder Takes 1 or All

Write or Wire for Sale List

Distributors for Leading Manufacturers

"THE HOUSE OF SERVICE"

COIN AMUSEMENT SUPPLY CO.

1353 Sylvania Ave., Toledo, Ohio.

Thank You for Mentioning The Billboard.

Popularity of Credit Continues

CHICAGO, July 25.—Pay-table operators are continuing to ask for Credit—and getting it, according to a report from the Rock-Ola plant. Production on the popular pay table has been increased and stepped up to meet the demand, Rock-Ola officials state.

One reason they give for this unusual continued popularity of Credit is its remarkably low price. Operators, they say, appreciate the opportunity of being able to place a major pay-table hit with big profit appeal in all their locations. For at Credit's low price they can afford to operate it in more of their locations because of the smaller investment.

However, operators and distributors are quick to point out that Credit's popularity is far from being based on price alone, according to Rock-Ola officials. In fact, they say, Credit is a pay table with definite, proven fascination and appeal. The idea of registering a credit of 5 cents for every lost ball and paying out automatically on the 10th lost ball has proved to be a tremendously effective method of keeping the player playing.

Besides, Credit is an unusually colorful game—bright, vivid and attractive. The cabinet is of the huge 50-inch size and is sturdily and heavily constructed.

"Give credit where credit is due," says Jack Nelson, general sales manager of Rock-Ola, in commenting on Credit's great success. "At this rate pay-table operators will be giving themselves Credit for a long time to come. I believe that the game is just now getting under way and I predict that it will have one of the longest and most successful runs of any pay table ever built."

Typical of the great popularity the game is enjoying in the business is the statement from B. J. Marshall, a leading distributor of Detroit: "I sincerely believe that Credit is the most outstanding pay table I have ever handled. I have personally watched it on location and I must say that players react to it in just the manner obviously intended by the designers. Players are powerfully attracted by the appeal of being paid for losing. And they are also more than pleased with the big double-score pocket at the top of Credit's playing field. The demand for Credit in this territory seems to be increasing every day."

Rabbit's Foot Kicks In

CHICAGO, July 25.—"Bally sure started something when it sent out those souvenir rabbit-foot key chains."

says Jim Buckley, sales manager of the Bally Manufacturing Company. "Good luck and success stories have been pouring in. Here's the latest:

"It's about an operator in New Hampshire who put firm trust in the little rabbit's foot. Seems he promised to have a Bally Challenger game delivered to a certain location not later than July 4. Accordingly he ordered the game from his jobber to be delivered the day before. But due to last-minute difficulties the jobber was unable to get the game thru.

"Poor operator! No game, no location, no luck. But lol! On the morning of the Fourth a representative of Bally's Eastern distributor, John A. Fitzgibbons, happened to be driving thru and he also happened to have a sample Challenger in his car. The operator bought it—fast—and it was delivered to the location on schedule. And everybody's happy."

"The op went on to say," Jim added, "that ever since he's had the rabbit's foot and has been operating Bally games his receipts have shown a big increase! However, I don't believe that this is due entirely to the little rabbit's foot."

Supreme Organizes Radio Subsidiary

NEW YORK, July 25.—Supreme Vending Company, Inc., for many years leader in the distributing and jobbing fields for coin-operated amusement machines, has completed the organization of a subsidiary company to be known as Supreme Radio Company.

The subsidiary will make its headquarters at the mid-town branch of Supreme Vending Company at 822 Eighth avenue and will market quality radio receivers under its own name, receivers of all nationally known makes, the Ampitone amplifiers and public-address systems. In addition it will handle radio and transmitting tubes and equipment, speakers, studio apparatus, spare parts, accessories, tools, testing equipment, etc., for every angle of the radio business.

An attractive illustrated catalog has been prepared which will be sent to a carefully selected list of prospects all over the world. Based on the success of the export business developed by Supreme Vending Company under the capable management of its export manager, Leo Simon, who will direct the affairs of the new company also, an instantaneous success is more than likely.

Supreme Radio Company will be happy to co-operate with its many friends and well-wishers thru *The Billboard*.

To Be Biggest Summer Yet, Says Jim Buckley, of Bally

CHICAGO, July 25.—Hot weather should not be allowed to interfere with an operator's earnings, according to Jim Buckley, general sales manager of Bally Manufacturing Company, who pointed out that the majority of operators are holding up their income average by giving the public a greater variety of games to offset any tendency to drift away from coin-controlled amusements.

"Back in '32," Jim reminisced, "the phrase 'Boloney, said Moloney' became quite popular, this being Ray Moloney's retort to the suggestion that we were heading into 'dog-day doldrums.' Again in '33 we kept our factory going full blast with Airway and Skipper. In '34, with the mercury at 105 along our assembly lines, we served cold beer all day long to workmen who were turning out 500 Fleets a day. In '35 Acc. Prospector and Jumbo took the sting out of summer."

"This summer is the biggest yet, with the plant operating at peak capacity right thru the hot spell. As I see it, Bally is busy because Bally's customers are making money, and that, in turn, is due to the fact that Bally operators are following the policy of diversification."

"For the cream locations we have Ray's Track and smart operators have learned that one Ray's Track will earn enough to compensate for a considerable decline in the earnings of five or six pin games. However, the payout pin games apparently don't need any bolstering up—at least not if we judge by sales, as we are unable to catch up on orders for Challenger, Natural and Roundup in the one-shot class or Air-Lane in the 10-ball

class. For counter operation we have the Bally Baby, which in itself is the same as three separate games, and our Reliance payout dice game.

"Of course the big winner at present is Bally-Roll. We are literally swamped with orders for this hit of hits and distributor commitments indicate that we'll be in peak production way into winter."



JIM BUCKLEY, general sales manager of Bally Manufacturing Company, predicts biggest summer in company's history.

**A
PLAIN
STATEMENT
of
FACTS
on**



“SKEE BALL”

(REG. U.S. PAT. OFF.)

by

H. E. Capehart

**READ THE FOLLOWING PAGES FOR HIS
IMPORTANT MESSAGE**

A Plain Statement of Facts on "Skee Ball"

(REG. U. S. PAT. OFF.)

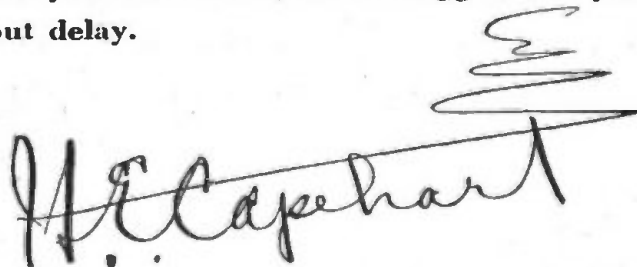
by **HOMER E. CAPEHART**
Vice-President, The Rudolph Wurlitzer Manufacturing Company

W

ITH so much being said and written about "Skee Ball" (Reg. U. S. Pat. Off.), I believe it is time that the industry should know who holds the original patents on "Skee Ball"—who owns the copyright to the name "Skee Ball" (Reg. U. S. Pat. Off.)—whose experience best fits them to produce the kind of game that will have the greatest play appeal—that will enable you to make the biggest profits as an operator.

- As you may know, last November the National Skee Ball Company, creators and manufacturers of "Skee Ball" (Reg. U. S. Pat. Off.) introduced a coin operated "Skee Ball". For nearly a quarter century prior to that time their business had been confined to amusement parks, where the game is operated by attendants and has always been a big money maker.
- We became interested in the "Skee Ball" (Reg. U. S. Pat. Off.) because it was a legitimate game that could be placed in the same category as bowling alleys . . . archery . . . bowling on the green and other such games—and the fact that it required a certain athletic skill to play it. This was important because only such type games are of interest to us.
- Our scouts made a careful survey of locations where "Skee Balls" (Reg. U. S. Pat. Off.) were being operated—discovered that it was making big profits for operators—recommended that we engage in the manufacture and sale of "Skee Balls".
- Instead of attempting to infringe the patent rights of others, we then negotiated with and acquired the National Skee Ball Company. This move by a company as large and successful as Wurlitzer, opened the eyes of the industry, with the result that others have entered the business.
- We have no quarrel with those who wish to enter this field. However, for your own good, we hope they do not make a gambling device out of this wonderful game and that they will produce a well constructed, high class piece of equipment which will lend credit to the industry and the game.
- *However, we have not licensed anyone to manufacture or distribute this game or any similar bowling device. Through the acquisition of the National Skee Ball Company we control the original "Skee Ball" patents and copyrights for the name "Skee Ball" and "Skee Roll". No other manufacturer can rightfully imitate this game and call it "Skee Ball" (Reg. U. S. Pat. Off.) or "Skee Roll" (Reg. U. S. Pat. Off.) either in advertising, correspondence or verbally.*

- In acquiring the National Skee Ball Company, we also had another motive—namely to eliminate guesswork and experiment . . . to build the kind of game that experience has taught is essential to the operators' success.
- We learned that electrical operation destroys the essentially athletic character of the game. This is why everything about "Skee Ball" (Reg. U. S. Pat. Off.) except the lighting is mechanical.
- When the player pulls the knob to release the balls—when he bends slightly because our game is made bowling height, he gets the mild exercise which is the basis of this game.
- When he sees his scores mechanically recorded after each ball in white numerals on a black field, he sees it in a form that he is accustomed to seeing scores at baseball games, football games, etc.
- When the player rolls the balls he wants the alley to feel solid—just as in bowling. This is why "Skee Ball" (Reg. U. S. Pat. Off.) is built of heavy red oak and weighs 450 lbs.—why we refuse to build a game from light wood that would have a hollow sound and lose much of its play appeal.
- Yet, because we make our own cabinets—are not obliged to buy them from outside plants, we can sell a game that will give you years of fine service for no more than what you would pay for a game built from light wood.
- In building the highest quality of merchandise and selling it at the right price, we are following the same policy that has proven so successful with the Wurlitzer-Simplex Automatic Phonograph.
- It is my belief that Wurlitzer policies and methods will make "Skee Ball" (Reg. U. S. Pat. Off.) a big, profitable business for everybody . . . that Wurlitzer's "Skee Ball" is a worthy companion to the Wurlitzer-Simplex Automatic Phonograph.
- *Both were the originals.* The Simplex phonograph business was purchased by us from the Simplex Phonograph Company of Chicago—established in 1930—which company introduced the first multi-selective type phonograph. The National Skee Ball company were the pioneers and the originators of the game called "Skee Ball" (Reg. U. S. Pat. Off.).
- Already orders on hand indicate a tremendous demand for the Wurlitzer "Skee Ball" (Reg. U. S. Pat. Off.)—a demand that promises to tax our production capacity for months to come. So, to insure deliveries when you want them, let me suggest that you wire, write or phone for full particulars without delay.



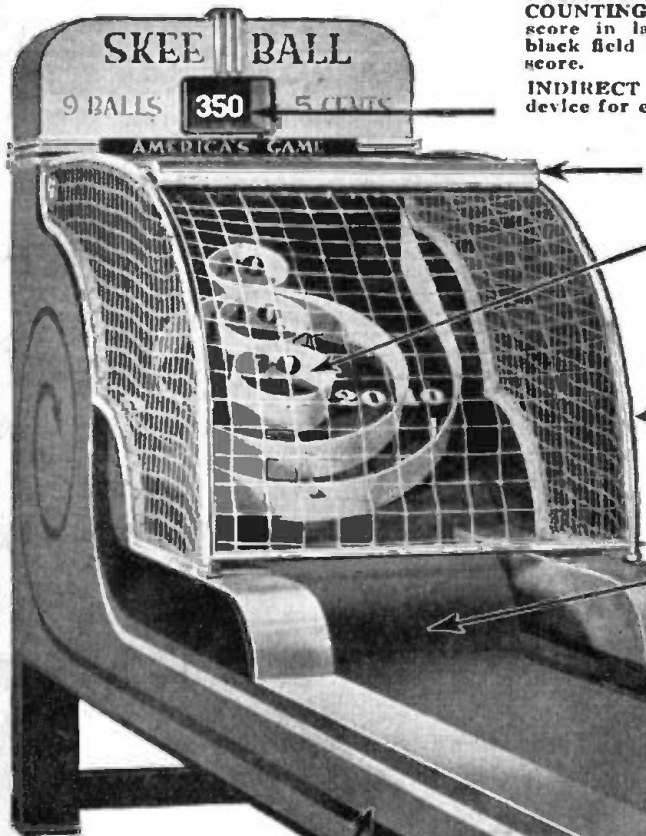
 H. E. Capehart

WURLITZER'S "SKEE BALL"

(REG. U. S. PAT. OFF.)

The Original "Skee Ball"

(REG. U. S. PAT. OFF.)



POSITIVE ACTION, MECHANICAL COUNTING DEVICE . . . shows score in large white numerals on black field up to 450, the maximum score.

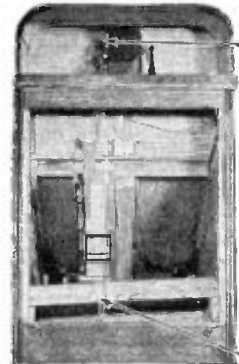
INDIRECT LIGHTING of scoring device for easy reading of scores.

INDIVIDUAL LIGHT BRACKET floodlights target area.

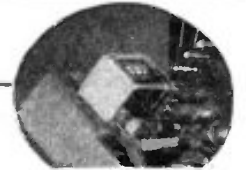
REGULATION SIZE TARGET area. Target circles made of heavy rubberized machine belting.

HEAVILY CORDED HAND WOVEN NET, supported on heavy tubular steel forms protects tops and side of rear end of alley.

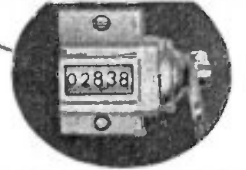
ADJUSTABLE FOR EASIER OR MORE DIFFICULT SCORING. Elevation or "hump" over which balls roll before reaching target area can be adjusted.



Rear view of cabinet showing location of "Coin" and High Score Meters.



HIGH SCORE METER adjustable to any figure the operator wishes to set, shows the number of "winning" scores that have been made and is a positive check on the number of prizes given by the location owner.



COIN METER shows how many coins have been taken in as a check on collections.

REGULATION SIZE ALLEY

Both the alley and target area are covered with heavy green cork carpet, easily cleaned to remove dust and ball marks.

SILENT. Rubber cushioning on ball return rack—construction and installation of target area and inclined alley, insures quiet operation. Can be installed in locations where noisy games would not be permitted.

POSITIVE MECHANICAL OPERATION. Everything about this game is mechanical, nothing electrical except the lighting. No wires, batteries or power packs to get out of order.

Advanced type coin drop—not coin chute. Money box located on inside of right front foot with quality lock equipment.

REGULATION SIZE AND CONSTRUCTION. Substantially constructed of high quality red oak. Meets every regulation standard for width of playing field—length and arrangement of alley—size and arrangement of target area and all other essentials.

STREAMLINE DESIGN. Smartly designed for maximum eye and play appeal by Paul Fuller, noted designer of Wurlitzer-Simplex cabinets. Natural hardwood finish attractively set off with black, color and chrome decorative treatment and fittings . . . finished in liquor and waterproof ship varnish.

DIMENSIONS
Overall length 14' 2"
Width 29 1/4"
Height at rear 6'
Length of Ball Runway 10'
Weight Approx. 450 lbs.

PORTABLE. Divided construction permits ease in shipping, transportation to locations and assembly.

Front of alley protected with metal strips to prevent wear from players' feet.

UNOBSTRUCTED ALLEY. Coin chute and ball release located on the right side out of the way, not in front where they would be bent out of shape and put out of commission by players' feet. Nothing in front of alley to cut down length of playing field—detract the player's eye—interfere with his play.

NOTE: No one is licensed by us to manufacture or distribute this game or any other similar bowling device

RUDOLPH WURLITZER MFG. CO., NORTH TONAWANDA, N. Y.

READ PRECEDING PAGES FOR IMPORTANT MESSAGE BY H. E. CAPEHART

Pittsburgh

PITTSBURGH, July 25.—A. J. Fisher, of Forbes street, reports a highly improved coin-operated scale business.

A bill to license pinball games, introduced by Representative Joseph Ominsky, has been tabled at the current session of the Legislature in Harrisburg.

Jack Goldstein, former operator of Beaver Falls, has joined the Automatic Cigaret Sales Company here. He services the downtown district, among other locations.

James H. Martin, local cigaret machine distributor, has returned to town for a few days from an extensive trip in the tri-State area.

Sam Strahl, of the American Cigaret Machine Company, was in from New York to visit his local office, which is managed by Meyer Abelson.

Leathernecks, by Pamco, In Heavier Production

CHICAGO, July 25.—Reaching an exceptionally high point of popularity, on word received from Fred McClellan, Pamco's president, Pamco Leathernecks production has been increased to produce twice the amount compared to the initial run on this new pay table.

Leathernecks is quite out of the ordinary in design. All payout pockets have beautiful feminine poses alongside, identified by such names as Les, Alice, Charlotte, Marie and others.

Odds on the game are determined by one of five skill shots above. They range in values of 4, 8, 10, 16 and 30 to 1, and when a skill shot passes over either of these very holes on the board takes on the value indicated.

AFM RECEIVES

Special meeting called by Local 802 to reconsider the law failed to produce a quorum. This led to the first petition, asking for nullification, on the grounds of unconstitutionality.

Second petition, bearing over 800 signatures Thursday (23), and figured for an additional 600 by Monday (27), claimed that the law was not only constitutional but followed out the purpose of the AFM constitution in "the general protection and advancement of the members' interests."

RCA STRIKE

agency for its Camden factory; (3) salary and working conditions will be maintained at a level consistent with those prevailing in comparable establishments in the vicinity; (4) protection of workers by an agreement not to hire new employees prior to March 31, 1937, as long as the pay roll, as of June 23, 1936, contains names of competent men.

Relinquishing its demand for a 20 per cent horizontal wage increase for day

workers and 30 per cent for night employees and discarding its previous proviso that the company do away with the "employees' committee union," characterized as a company union, the strikers nevertheless eked out a significant victory in insisting that as regards the third point of settlement, maintaining a standard comparable to other plants, these plants be definitely classed as radio manufacturing establishments.

Satisfactory to both sides, the pact marks an end to extended rioting and court action. The RCA management is attempting to place as many men as possible in their old jobs within the next month.

DMA CONVENTION

Mrs. Virginia Scott Sheer, Ray Leslie, Miss Judith Bryoule, Mrs. Gretchen Schmell, Karl Peters, Edward Sinclair, Johnny Mattison, John Lonergan, Jack Manning, Madame Sonia Serova, Miss Ella Daganova, Miss Miriam Marmein, Miss Sara Mildred Strause, Bill Powers, Miss Edna R. Passapae, A. J. Weber, Mrs. Christine J. MacAnnanny, Oscar Durveya and Thomas Riley.

Officers of the DMA are Mrs. Montic Beach, president; A. J. Weber, first vice-president; Joshua T. Cockey, second vice-president; Oscar Durveya, third vice-president; Leroy H. Thayer, fourth vice-president; Walter U. Soby, fifth vice-president; Daniel C. Quilty, director; Benton D. Bott, director; Ross D. Ackerman, director; Ernest E. Ryan, director; James F. Downing, director, and F. W. Kehl.

TWO WPA

demonize the other with practically no trouble and certainly no qualms of conscience. Not only has it happened in America, but in the Pacific Islands and on Asia proper, where the hunting season is never closed and there are plenty of Cherokee nights.

Riggs' play contains seven scenes which are not presented in chronological order, but in a sequence best calculated to lead to a strong realization of the eclipse of the Cherokees and of the other Indian tribes. It has been charged against Riggs that his play is vague and uncertain, but nothing is vague except the I. Q. of the critic.

The cast in general performs capably, the play moves quickly under the direction of Anton Bundsman and is under the entire supervision of Madalyne O'Shea. Costumes are by Mary Merrill and settings by Samuel Leve, who has managed to do some fine creative work on the small stage of the Provincetown Playhouse.

NEW YORK, July 25.—Most of the preparation which flowed at the Billmore Theater last night, where Injunction Granted! had its premiere, was caused by neither the heat nor the script, but by Virgil Thompson's music, a conglomeration of drums, cat calls, whistles and Bronx cheers, the first manifestation of which was greeted by one "What the —!" from a startled patron.

What Injunction Granted! mostly resembles, however, is noises in a sward. Its sincerity of purpose has made it lopsided to the point that it impresses as too biased.

Written by the editorial staff of the Living Newspaper, under the supervision of Arthur Trent, the piece is directed by Joe Losey, with sets by Hjalmar Hermandson and music by Thompson. The entire production, the cast of which numbers 100 players, is supervised by Morris Watson.

SELLING OUT ALL OF THESE GAMES TO THE HIGHEST FIRST BIDDER

ALL GAMES GUARANTEED 100% PERFECT NAME YOUR OFFER AND WILL WRITE OR WIRE YOU IF ACCEPTED

AUTOMATIC PAYOUT MODELS

- Acc (1 Ball)
Big League (10 Balls)
Bonanza (1 Ball)
Same Ball (1 Ball)
Black Magic Dice
Big Richard (Dice Panel)
Champion (10 Balls)
Coriaca (1 Ball)
Do or Don't (1 Ball)
De Luxe 48 (1 Ball)
Derby (Bally 1 Ball)
Derby (Pacific 1 Ball)
Equity (1 Ball)
Edison (2 Balls)
Giant (1 Ball)
Hell's Belle (10 Balls)
Ivory Golf (Model B)
Jumbo (1 Ball)
Kingfish (1 Ball)
Liberty Bell (5 Balls)
Match Play (2 Balls)
Mysterious Eye (Dice)
Nutmeg (1 Ball)
New Yorker (10 Balls)
Put and Taba (1 Ball)
Pearl Harbor (1 Ball)
Pyramid (Wood 2)
Plus A Minus (1 Ball)
Parlay (Pamco 1 Ball)
Patooka, Sr. (1 Ball)
Q. T. Table (Mills)
Rocket (10 Balls)
Red Arrow (1 Ball)
Rodeo (1 Ball)
Repeater (1 Ball)
Red Balls (1 Ball)
Bookman (10 Balls)
Scan-Eleven (1 Ball)
Stomped (1 Ball)
Sunshine Derby (1 Ball)
Traffic (5 Balls)
Treasure Hunt (1 Ball)
Tom Grand (2 Balls)
Tycoon (Latent) (1 Ball)
Varsity (1 Ball)
Whoo (1 Ball)

STRAIGHT PIN GAMES

- American Beauty
Auto Darts (Ticket)
Angle-Lite
All-Star Football
Blue Ribbon
Baseball (Gance)
Beal Aces (5 Balls)
Batter Up
Banker
Big Ten Basketball
Battle
Big Game
Big Ten Basketball
Bottle
Cannon Fire (Mills)
Crisis Cross a Life
Cheekers
Cyclone
Cross Country De Luxe
Cheerleader
Dealer
Domino
Discovery (Ticket)
Electro
Fleet
Frisky
Fire Chief
Flying Colors
Golden Gate
Gridiron
Gold Medal
Home Stretch
Hop Scotch
Hi-Lite (With Register)
Hi-Low (With Register)
Jungle Hunt
Jockey Club
Kelly Pool (Straight)
Kelly Pool (Lite Up)
Lightning
Lite-A-Line (Triple Slot Bowl Type, Chicago Visible Chutes)
Lite-A-Line (Single Slot Bowl Type, Chicago Visible Chutes)
Lucky Star
Marble-Jax
Major League
Merry Go Round
Manhattan
Recontact
Pontiac (Senior, With Register)
Pipkin
Quick Silver (With Register)
Radio Station
Rockville
Roto Lite
Rapid Transit
Sloop Up
Signal, Sr.
Subway
Reaction
Score a Life
Starlite
Synchro
Spot Lite
Show Down
Scramble Bee
Scream
Scrimmage
Standard (5 Ball Ticket)
Turntable
Time
Tram
Three in Line
Treasure Hunt
T. R. T.
Tango
Tomb, Sr.
World Series

COUNTER GAMES

- Broadway
Dial
Ball 'Em
Oval Line
Horse Shoes
Make or Break
Penny Ante
Punchette
Poker
Sweet Sally
Showdown
Spill It
Ticket
Turf Flash
They're On

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312 CARROLL ST. Phone 4080 ELMIRA, N. Y.

The VENDING MACHINE Co. The South's Largest Distributors for the Worlds Leading Manufacturers of Coin Operated Devices. WRITE FOR LATEST LIST OF NEW AND USED MACHINES. 205-215 FRANKLIN ST., FAYETTEVILLE, N. CAR.

ACT QUICK - CLOSE OUT - ACT TICKET GAMES PERFECT CONDITION
AUTO DART \$10.00 EXHIBIT TICKET GAME, WHIRLPOOL GATEWAY \$20.00
AUTO CROWN \$10.00 EXHIBIT TICKET GAME
AUTO WINNER \$10.00 PLAYBALL \$25.00
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Action Jr. \$4.00
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A American \$7.50
Dial \$7.50
Exhibit Ticket, with \$5.00
Beard \$5.00
Embryo \$4.00
Five & Ten \$4.00
Whirlpool \$25.00
Lucky Star \$15.00
Show in Show \$8.00
Repeater \$8.00
One-Hand Deposit with Order, Balance O. D.
AMERICAN COIN MACHINE CO., 539 Clifton Avenue, N., Rochester, New York
BUFFALO OFFICE: 29 East Ferry Street, Buffalo, N. Y.

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IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

Watch Our Ad Every

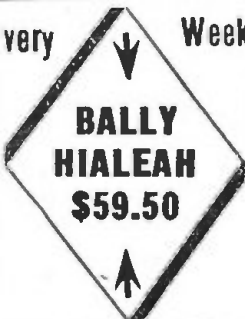
Week

FOR THE DIAMOND SPECIAL!

DAILY LIMIT REPEATER DAILY DOUBLE RAMBLER HOLLYWOOD DOUBLE SCORE COCKTAIL HOUR YOUR CHOICE \$39.50 YOUR CHOICE

1/3 Down, Balance C. O. D.

- MILLS TYCOON \$69.50 BALLY BONUS 57.50 BALLY PEERLESS 57.50 BROKERS TIP. 59.50 SUNSHINE DERBY 52.50 BALLY DERBY 43.50 BALLY DERBY (Ticket) 55.00 DAILY RACES 59.50



GERBER & GLASS 914 DIVERSEY BLVD., CHICAGO, ILL.

FREE 7-DAY TRIAL!

REEL "21"

YOUR FULL AMOUNT Refunded if you are not fully satisfied. IT'S NOT A SALE UNLESS YOU ARE SATISFIED!

\$23.75

Tax Paid. 1/3 Deposit With Order.



GERBER & GLASS

914 DIVERSEY BLVD. CHICAGO

SMART BETS FOR SMART OPERATORS

DID YOU GET OUR LATEST CATALOGUE?

Be the first in your territory with "DE LUXE"—Season's Top Money Getters—Hot Leaders—for every type of Concession. The Sweetest New Line of Plaster Novelties.

WISCONSIN DELUXE CORP.

1902 North Third St., Milwaukee, Wis. "IF IT'S NEW, WE HAVE IT"—One Day Service



CANDY GIVE-AWAY PACKAGES AND INTERMEDIATES.

SMILES 200 To Carton \$2.00 Per 1,000 \$10.00



ORIENTAL SWEETS 100 To Carton \$2.00 Per 500 \$10.00 Per 1,000 \$20.00

These packages contain Assorted Caramel Kisses, guaranteed to stand up in all kinds of weather. Send for FREE illustrated Catalog of Our Complete Line. 20% Deposit with Order, Balance O. O. D. DELIGHT SWEETS, Inc., 50 East 11th St., New York City.

Kaufman Shows Bowlette

CHICAGO, July 25.—Babe Kaufman and Sam Rabinowitz, who have just returned to New York after completing a deal with Jack Keeney, of J. H. Keeney & Company, Chicago, to distribute Bowlette in three States, have the game on display in their new showrooms here. As this issue is being distributed Babe is holding open house celebrating the opening of the new offices and the game will be a feature of her display. Bowlette caused quite a bit of excitement in the Kaufman firm. Sam Rabinowitz, in telling the story to a Billboard reporter, was so excited he could hardly talk. "When we were in Keeney's factory," said Sam, "the chief engineer was boasting about how perfect the mechanism was. If this machine were thrown out of our window it wouldn't damage it a bit." Babe, who doesn't take a bluff from anyone, picked up the mechanism and threw it out of the third-story window. When it was brought back and a minor piece of metal straightened out we put it back into the machine and it ran perfectly."

ROUTES

- (Continued from page 61) Thurn, Otto: (Alpine Village Hofbrau) Cleveland, O. Thinsley, Bob: (Colosimo's) Chi, no. Todd, Mitch: (Sky Rocket) Chi, no. Topps, Al: (Nut House) Chicago, no. Tomney, Bob: (Ossa Loma) South Bend, Ind., no. Trace, Al: (College Inn) Chi, no. Travers, Vincent: (French Casino) NYC, no. Tucker, Tommy: (Cooney Island) Cincinnati, O. Tyndaley, Bobbie: (Irvin Cobb) Paducah, Ky., no. Turner, Jimmie: (Circle) Dayton, O., no. Van Duser, Roger: (Larchmont Casino) Larchmont, N. Y., no. Veil, Tubby: (Bruna's Palm Garden) Chi, no. Wallace, Roy: (Avenue Tavern) Indianapolis, no. Warren, Frank: (Golden Slipper) West Orlingwood Heights, N. J., no. Wagner, Billy: (Twilight Inn) East Paterson, N. J., no. Warren, Arthur: (Hollywood) NYC, no. Wells, Kenney: (Dicky Wells) Harlem, New York, no. Webster, Ralph: (Puritas Springs) Cleveland, no. Wells, Anson: (Casino Park) Ft. Worth, Tex., no. Weeks, Ramby: (Oceanfront) Boston, no. Welkly, Wee Willie: (Vogt's) Mountainhouse, Pa., no. Welser, Leo: (Michigan Tavern) Niles, Mich., no. West, Nell: (Pavilion) Bear Lake, Mich., no. White, Dave: (Oasis Grill) New York City, no. White, Ed: (Club Gourmet) Cleveland, no. Whitmann, Paul: (Casa Manana) Ft. Worth, Tex., no. Wilcox, Howdy: (Flint Amusement Park) Flint, Mich., no. Willey, Al: (Graham) Speculator, N. Y., no. Wiley, Rod: (Breakers) Cedar Point, O., no. Williams, Joe: (Mark Twain) Hannibal, Mo., no. Wintz, Julie: (Top Hat) Union City, N. J., no. Woods, Howard: (Robert Treat) Newark, N. J. Yates, Billy: (Oronto) Pittsburgh, Pa. Young, Freddie: (Silver Cloud) Chi, no.

- Zarin, Michael: (Waldorf-Astoria) New York. Zetour, Joseph: (Biltmore) New York, N. Y. Zelman, Rubin: (Carnegie) NYC, no. Zwilling, Sid: (Bellevue) Belleaire, Fla., no. Zwilling, Ted: (Moulin Rouge) Detroit, no.

REPERTOIRE

- Alfred Comedians: Paducah, Tex., 27-Aug. 1. Ellroy Comedians, Billy Wehle's: Concord, N. H., 28; Clamont 29; Adams, Mass., 30; Schenectady, N. Y., 31; Sidney Aug. 1. Brownie's Comedians: Glasgow, Va., 27-Aug. 1. Bush-Byrne Players: Cincinnati, N. Y., 27-Aug. 1. DeForrest Dramatic Co.: Coal Creek, Tenn., 27-29. Gilmann, Norma, Dramatic Co.: Centerville, Mich., 27-Aug. 1. Hale Comedy Co.: Peach Bottom, Pa., 27-Aug. 1. North Players: Salina, Kan., 27-Aug. 1. Princess Stock Co.: Pilot Grove, Mo., 27-Aug. 1. Seattle's Comedians: Bayard, Ia., 27-Aug. 1. Stone, Hal, Players: Tabor, Mo., 27-Aug. 1. Tolbert, Milt, Players: Dalton, Ga., 3; Calhoun 4; Rome 5.

DRAMATIC AND MUSICAL

- Emperor's New Orleans: (Manhattan) NYC. White's, George, Scandals: (Grand) Chi.

MISCELLANEOUS

- Almond, Jethro, Show: China Grove, N. C., 27-Aug. 1; Monroe 3-8. Becker, Magician: Kenosha, Wis., 27-Aug. 1. Beckman, Magician: Ellsworth, Ill., 27-Aug. 1. DeCloe, Magician: Dowagiac, Mich., 27-Aug. 1. Delmar, Hypnotist, Escape: (Allendale) Oakland, Calif., 27-Aug. 1; (Eastmont) Oakland 3-8. Horlan, Mtd. Show: Belle Vernon, Pa., 27-Aug. 1. Hunsinger, Harry, Magician: Monroe, Mich., 27-Aug. 1. Mela-Roy, Magician: Greeley, Colo., 28; Long-

THE WORLD'S FASTEST SELLING DEAL TODAY



3 LABEL WATCH... 6260-6000 Male Label Watch... \$30.00... JOSEPH HAGN CO. CHICAGO, ILL.

NEW CATALOG NOW READY



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Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, GIGS, ORNID STORES, WHEELS, PEAS, COIN GAMES, ETC. Catalog with New Low Prices THE TYP NOVELTY COMPANY TIDEWATER CITY, OHIO

MERRYLAND UNITED SHOWS

Book, Buy or Lease Chair-o-Plane and Ferris Wheel Shows, Concessions, all kind, open Address Moss, Miss.

- Mont 30; Boulder 30-Aug. 1; Denver 3-8. Nowman, Great: Devils Lake, N. D., 27-Aug. 1. O'Neill Circus Unit: Davenport, Ia., 27-Aug. 1. Original Floating Theater: Leonardtown, Md., 27-Aug. 1. Ricard's Show: Greenbrier, Tenn., 27-29; Goodlettsville 30-Aug. 1. Robertson, John, Side Show: Gaylord, Mich., 27-Aug. 1. Silver Fun Show: Webster City, Ia., 27-Aug. 1.

CARNIVAL COMPANIES

- (Routes are for current week when no dates are given. In some instances possibly mailing points are listed.) All-American Expo.: Edmore, N. D., 29-30; Barles 31-Aug. 1; Lakota 3-5; New Rockford. All-American: Lindsay, Okla. Anderson-Srader: Trenton, Neb. Bach, O. J.: Rouses Point, N. Y.; Sarasota Lake 3-8. Bently Greater: Monongahela City, Pa.; Glaxport 3-8. Barfield's Cosmopolitan: Coeburn, Va.; Elizabethton, Tenn., 3-8. Barker: Colchester, Ill. Barkot Bros.: Midland, Mich. Beckmann & Grety: Sheboygan, Wis. Bee, F. H.: (Fair) Harrodsburg, Ky.; (Fair) Russell Springs 3-8. Big State: Corsicana, Tex. Blue Ribbon: (Fair) Crawfordsville, Ind.; (Fair) Booneville 3-7. Bowen & Lane: Brownsville, Tenn.; Water Valley, Miss., 3-8. Bremer Midway Attrs.: Montevideo, Minn.; Benson 3-8. Brown Novelty: Williamsburg, O.; Lancaster, Ky., 3-8. Bruce: Glasgow, Ky.; (Fair) Springfield 3-8. Byers Bros.: Eldora, Ia. Crawbel United: Margaretville, N. Y. Central State: Ellinwood, Kan.; (Fair) Leota 3-8. Oellin & Wilson: (Fair) Harrington, Del.; (Fair) Lewisport, Pa., 3-8. Chris United: Crookville, O.; Dover 3-8. Coleman Bros.: Waterbury, Conn. Colley, J. J.: Alex, Okla. Conklin's All-Caribbean: North Battleford. Crawley United: Prince Albert 3-8. Corey Greater: Meyersdale, Pa.; Creston 3-8. Cote's Wolverine: Cass City, Mich.; Brown City 3-8. Crafts 3-8. Big: Albany, Calif.; Emeryville 3-8. Crawley United: Muscatine, Ia. Crystal Expo.: Crankville, Va. Cunningham Bros.: Titonville, O. (See ROUTES on page 86)

OLD HOME WEEK CELEBRATION 100 Years a City

SOUTH COMMON—LOWELL, MASS.

Same grounds where the 4th of July Celebration takes place. FIREWORKS—FREE ACTS—FREE GATE One Week, August 10 to 15—Afternoon and Evening

WANT Rides, Shows, Concessions. CORNELIUS F. CRONIN, President of Pawtucket Historical and Memorial Assn., Lowell, Mass. Tel., Lowell 3654.

CAMBRIA COUNTY FIREMEN'S CONVENTION CRESSON, PA., ENTIRE WEEK, AUGUST 3-8, DAY AND NIGHT.

25,000 People Expected Daily. Parades, Water Battles, Contests, First Carnival in 16 Years. WANTED—Two More Fire Acts, Loop-o-Plane, Flat Rides, Shows, Frozen Custard, Novelties, American Palmist, Stock Wheels, Ball Games and legitimate Grand Stores of all kinds. Reasonable Rates. Address E. S. COREY, Meyersdale, Pa. WANTED Loop-o-Plane, Flat Rides, Shows, Concessions for Marlinton, W. Va. Fair, Week August 24.

Pin Game Makers Big Glass Users

CHICAGO, July 25.—Glass sales for use in skill and amusement games continue to attract the attention of trade magazines in that industry.

The June issue of *Glass Digest* has the following item under the heading "Big Glass Sales to Pin-Game Industry":

"Chicago—Little as the glass producers may suspect it, they have become a factor in the nation's amusement industry.

"This developed at a meeting just held in the Sherman Hotel, following which members of the National Association of Coin-Operated Machine Manufacturers announced plans for the sale of 150,000 new skill or amusement games, commonly known as pin games.

"The new supply is to replace models among the 450,000 games sold during 1934 and 1935. Each of the new models will have a glass top about two feet wide by four to five feet long.

"Games produced in the two years just past required some 3,000,000 square feet of glass."

Gerber & Glass Distributors For Hot Shot Records

CHICAGO, July 25.—Hot Shot Records, a new California recording company, announces the appointment of Gerber & Glass as exclusive Central States distributors for its records.

Hot Shot Records are a new idea in recording that should go over big with the people who patronize coin-operated phonographs. Nationally famous bands and outstanding stars of the musical world have already been signed to long-term contracts by the California firm.

Hot Shot Records are a new idea in musical reproduction. After the first chorus or so, in a rhythmic voice a funny joke, wisecrack or quip is told which entertains the dancers. The dancing is not interrupted because, as previously stated, the same rhythm in which the music is played is continued during the dialog.

Announcements on Hot Shot Records will be made in the near future by Gerber & Glass.

DIVORCES

(Continued from page 33)

Albert Nordlund, known in vaudeville as Al Nord, in Los Angeles July 21.

Late Deaths

(The following items were received at press time. More details in the next issue.)

DUNN—James Phillip, 52, composer of We, in honor of Lindbergh's transoceanic flight, in Jersey City July 24.

GILL—Mrs. Roy, 38, wife of Roy Gill, Revere Beach and Boston showman, in Lynn, Mass., July 22 after a long illness.

McLAUGHLIN—Maurice E., 69, former theater critic of The Brooklyn Daily Eagle, in Decket, Mass., July 23.

Gorman Circus Goes Into Barn

NEW YORK, July 27.—Gorman Bros. Circus terminated its season on Saturday in Port Jervis, N. Y., after being on the road for but 10 weeks, having opened in Hackensack, N. J., May 15. This makes the third straight year that Tom Gorman's organization has folded in midseason. Last five weeks a business has been way off, with first five majority in New England, proving best of four, the below last year's take in the same area, Pennsylvania, New York and New Jersey spots were poorly attended, with Connecticut fair.

Leland Troupe, aerobats, headed for the West to play fairs. Ted Merchant, trick rider and rider and marksman, will play Eastern fairs. Mack Kasaw, manager of side show, and Ray Goody, wire walker, came back to New York to ready for Frank Wirth's Long Beach circus date. Destination of Juggling Clarks unknown at this writing. Poodies Hainsford and his riding contingent had left the show in June to appear at the Fort Worth Exposition. Some of side-show personnel are preparing to make fairs and celebrations. Gorman brought equipment back to Campgan, N. J., winter quarters.

Receipts after June 17 dropped steadily until virtually empty houses toward the finish caused Oorman to throw up the sponge.



SHORT CUT TO BIG PROFITS

Yes, ROLL-A-BALL is clicking! Everywhere it is a red-hot SMASH HIT! Its amazing success as the ORIGINAL 100% Electric-Automatic Bowling Game has set the whole industry agog! BIG PROFITS and long-time steady incomes are assured. Investigate at once the LOCATION-TESTED PERFORMANCE and ABSOLUTE PERFECTION of

ROLL-A-BALL AMERICA'S NEW BOWLING GAME SENSATION

ROLL-A-BALL registers every winning prize game . . . tabulates every nickel played . . . gives operators a full check-up on earnings.

Only ROLL-A-BALL has been LOCATION-TESTED FOR A FULL YEAR. Plays 9 wood balls for 5c. NOT A PIN GAME. Absolutely legal everywhere. Made in 2 sizes: 12 ft. or 14 ft. long; 29 inches wide.

NOW MAKING IMMEDIATE DELIVERIES!

(and have been doing so for the past 6 months)

Don't delay. Skim the cream in your territory. Rush request for photo and full details.

ROLL-A-BALL SALES CO., Inc.
GEORGE PONSER, PRES.
11-15 EAST RUNYON ST., NEWARK, N. J.

LET YOUR HELP Advertise YOUR BUSINESS, CARNIVAL, FAIR, PARK, Etc. with these EXCEPTIONAL UNIFORM SHIRTS



Your Name and Slogan Embroidered on Back of Short NO CUFFS. Shirts are smartly tailored and come in various colors in these materials:
Sanforized Cover Cloth,
Merino-wool Cloth
Broadcloth
Novelty Cloth.

We also manufacture a complete line of Overalls, Uniforms and Pants at Lowest Prices.
Write for Circular giving Prices & Complete Information
ACME OVERALL and UNIFORM Co.
162 Seventh Ave. Dept. B New York City

ELANE'S EXPOSITION SHOWS WANTS

FOR WAYNESBURG, PA., CELEBRATION.
Week August 3 and Balance of Season. Rides not conflicting with Merry-Go-Round and Chalplane. Shows and Concessions of all kinds. No gift. General Agent who knows South. Marianna, Pa., this week; Waynesburg, next week.

GOLD SEAL SHOWS

Want immediately Rides, Shows and Concessions. Good territory, long season. Wire
B. H. NYE, Mgr.
CHARLESTON, W. VA.

WANTED CONCESSIONS

FOR OLD BEYTLERS' MEETING
AUGUST 6, 7, 8 Delphi, Ind.
JOHN HAMLING SR.

HUGHEY BROS. SHOWS

Want Full Wheel Operator to join at once. If you don't operate a wheel please don't answer. Also want Talker for Musical Show and man to take charge of Turn Over Circus House. Have few Concessions open. Legitimate only. Address Mason City, Ill.

RUBY LEE

Come home at once, mother very ill. Wife mo.
S. S. LEE

BARKER SHOWS

Like help at once. Man and wife to take charge of newly framed Illusion Show. Can place few more Concessions. We are playing celebrations now and plenty to follow. Eugene Cook wants Performers in Musical Show. Colchester, Ill. 10th Annual Celebration this week; Wenona, Ill., to follow.

WANTED

Good Flying Act and other Acts for fair dates. August 18 to 21, inclusive. Write to
J. B. KUSKA
Secretary Thomas County Fair Association,
COLBY, KAN.

Solicitor and Circus Acts

Stage, Banner and Telephone. Professor to man the World for Bill Rice, Tex. Holbrook or Bob Morgan. Circus Acts, especially Comedy. Colorado Springs, Colo. and Nevada. E. Address
MANAGER CIRCUS, Elks Club.

W. E. WEST MOTORIZED SHOW

CAN PLACE feasible Show People and Concession Acts. Have complete program for Girl Show, side Show, etc. You furnish your own talent. Now playing Celebrations and Fairs. Hamston, Neb. this week. Astell and Nevada, Kan., next week. E. R. Will book Ferns Pichel.

FRISK GREATER SHOWS

MAN Full man for brand-new Tilt-a-Whirl, Ferris Wheel, etc. other Little White. Salary nice, good location. All first-class equipment. WANT Concessions for best route of Fairs and etc. Maples, Minn., this week; Requet (Fair), August 8-9.

Dennert & Knepp Combined Exposition, Inc.

WANT—Freaks and Acts for Side Show, also Half-and-Half. Can place any show of merit that don't conflict. Want capable Talker for Side Show. Want lady or man driver for motorhome. Want help for Caterpillar, Tilt-a-Whirl and Ride-O. Concessions: Eric Digger, Cotton Candy and legitimate Concessions of all kinds.
FAIR SECRETARIES IN VIRGINIA AND NORTH CAROLINA, we have a few open dates. Want Promoter who is capable of handling New Deal Fairs. Eskdale, W. Va., this week; South Charleston, W. Va., August 3-8.
All mail and wires as per route. J. F. DENNERT, General Manager.

GARRARD COUNTY FAIR LANCASTER, KY., AUGUST 5 - 8

CAN USE legitimate Stock Concessions, Kiddie Rides, Snake and Illusion Shows. Several openings for competent Ride Help.
BROWN NOVELTY SHOWS, F. Z. VASCHÉ, MGR.
Williamsburg, O., this week, or 7006 Central Avenue, Cincinnati, O.

J. J. PAGE SHOWS

Want legitimate Concessions, reasonable rates; also Grind Shows, with or without own outfits. WANT Side Show People, pay out of office. Also want Talkers for Side Show.
Charley Phillon wants Cookhouse Help and Ball Game Workers. Address J. J. PAGE SHOWS, Sweetwater, Tenn., this week; Chattanooga, next week.

AL C. HANSEN SHOWS, INC.

Can place for balance of season Cook House, Crab Joint, Photo Gallery, Frozen Custard, Ball Games and any other legitimate Concessions. Attractions for Side Show, Calliope, Piano Player and Dancing Girls for Girl Show, Talkers and Grinders. Twelve weeks of Fairs. Will place one or two Shows with or without outfits. All address AL C. HANSEN, Manager, this week Osceola, Ia.; week August 3d, Dubuque, Ia.

WANTED

Corn Game, Mug Joint, all legitimate Concessions. Good opening for Pony Arcade
BROWNIE SMITH
Elkton, Va., this week; then as per route.

SILVER STATE SHOWS WANTS

Capable People for Hula Show. Nickel Dole wants Attractions for Side Show. CAN USE Useful Show People at all times. WANT Pit Show Manager and Attractions. Have complete frame up. WANT Free Act. Wire or write Greybull, Wyo.

Pamco Fascination Has Screeno Appeal

CHICAGO, July 25.—In describing Pamco Tango Fascination, new bowl-a-ball game in production at Pacific Amusement Manufacturing Company...

ROUTES

- (Continued from page 84)
Curl's Greater: Piqua, O.
Daily Bros.: (Fair) Mt. Vernon, Mo.; (Fair) Mansfield 3-8.



PACES RACES

The Original, built by one of the most reputable manufacturers in the world and by the best engineers available. It Works!

We are authorized distributors for these machines and can quote jobbers' prices to authorized jobbers.

Table listing various machine models and their prices, such as Double Headers, Prospect, Floriss, etc.

We are also distributors for Wurhizer's Skeeball, Bally's Roll-O-Ball, Pacific's Pamco Fascination and Kenney's Bowlette.

MOSELEY VENDING MACHINE EX., INC.

100 Broad St., Richmond, Va. Day Phone, 84611 — Night Phone, 59328.

ASSORTED FRUITS JELLOETTS

Advertisement for Jelloetts candy, including an image of the product and pricing information: \$5.25 Per Carton.

Wolf Shows Want

Fairs Wheel Foreman, Cook House, Popcorn, Julio Joint, Coss Game, and other Concessions.

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

Concessionaires CARNIVAL-PARKMEN! LINE UP WITH the LEADERS FOR THOUSANDS OF NEW ITEMS—AT AMAZINGLY LOW PRICES. CONTINENTAL PREMIUM MART

RUSSELL SPRINGS, KY., FAIR WEEK AUGUST 3. An old-fashioned Horse and Buggy Fair, followed by 12 straight weeks of fairs.

W. G. WADE SHOWS CAN PLACE A few more Independent Shows and legitimate Concessions for 12 Fairs and Celebrations.

ABANA BROS. FAMOUS SHOWS Playing sixteen Street Fairs and Celebrations in Missouri, Illinois and Arkansas.

CRYSTAL EXPOSITION SHOWS WANT For Balance of Season With Fourteen Weeks of Fairs Ending December 5.

WANTED—MABEL R. WEER SHOWS—WANTED SHOWS—Those with own outfits, on low percentage.

WANTED FOR SOUTHAMPTON, LONG ISLAND AUGUST 3rd to 8th INCLUSIVE. Auspices of the Southampton Police Department.

ATTENTION CONCESSIONERS Line up for your Fairs with our complete line of Pastor Novelties, Dolls, Lamps, etc.

WANTED---CONCESSIONS OF ALL KINDS CENTENNIAL—ALEXANDRIA BAY, N. Y. 1,000 Island Playgrounds, A Dandy Spot, Boys.

PLAY SKEE-BALL  in Payout  PING GAME *Size*

Mutoscope's
HURDLE HOP
ENABLES YOU TO TAKE
ADVANTAGE OF THE
SKEE-BALL CRAZE
for ALL LOCATIONS



EXACT DUPLICATE OF THE SKEE-BALL GAME containing the well known exclusive SKEE-BALL TARGET under special license to us by the Natl. Skee-Ball Co. of New York.

OPERATORS' PRICE
Only **\$59.50** FOB N.Y.

Also available with Ticket Unit.
(Write for Price)
FULLY TESTED ON LOCATION
An Extraordinary Money Maker!
QUANTITY SHIPMENTS NOW BEING MADE

Size: 42"x20"
Fall Action—10
Balls for 5c.
SEE YOUR JOBBER OR ORDER
DIRECT. WIRE OR PHONE
YOUR ORDER TODAY!



INTERNATIONAL MUTOSCOPE REEL CO. INC.
THE HOME OF THE ELECTRIC TRAVELING CRANE

Groetchen's New Columbia Popular

CHICAGO, July 25.—Groetchen's new Columbia Jackpot Bell has been welcomed into the coin-machine fraternity by operators thruout the world. This radically new machine is a complete transition from the old-style mechanisms. Columbia is a fully automatic payout bell or side vender, with double jackpots. Resia have 10 stops but 20 symbols each. The payouts are made on the customary Bell machine combinations either on the standard or mystery basis. The double jackpots pay alternately. In addition to 20 payout on three-bar combination.

Columbia has no coin tubes or payout slides as in the old Bell mechanisms. Instead the coins are stored in an 80-partition horizontal wheel, standing on edge within these compartments. No coin touches the next one. Therefore the machine will work equally as fast on worn coins as on new ones. As the coins are inserted thru the goose-neck coin-drop slot they are checked for correct diameter. After releasing the mechanism for play they drop into a rotary escalator, which shows the last six coins played. From the last station in the escalator the coin drops into the 60-station rotary coin magazine. At each play the coin magazine moves one notch to the right (counterclockwise). Whenever there is a payout it moves a corresponding number of notches to the left and the correct number of coins is ejected into the payout funnel thru a cam. Once the coin magazine is coin-

pletely filled (80 coins) the coins overflow into the jackpot loading chute, which keeps both jackpots loaded. A certain percentage of the coins go into the cash box while the jackpots are being loaded.

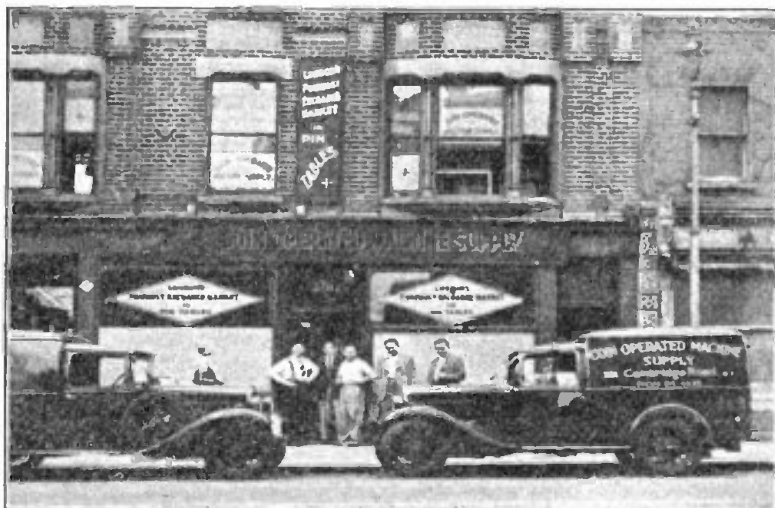
Columbia's mechanism is protected against rough play by a safety ratchet on the handle and a specially constructed slip clutch for the handle.

Each Columbia machine plays pennies, nickels, dimes and quarters. The change from one kind of coin to another can be made right on the location within less than five minutes. Only two parts are necessary to make the change from one coin to another. These extra parts are furnished free of charge. Every Columbia machine gives the service of four individual machines.

Columbia also gives positive protection against riuqs.

The machine is small enough to fit in any location, yet large enough to stand out and attract play. It is 12 1/4 inches wide, 11 inches deep and 18 inches high. Because of its low weight, only 38 pounds, it is more portable than the usual Bell. Heavy steel doors and Illinois Superdoo locks protect the machine from thieves.

Columbia's smartly designed cabinet commands immediate attention wherever placed on location. Beautifully lacquered cabinets for ultrasmart night clubs or natural oak for taverns. Columbia is at home in every type of location. Built strong enough to withstand the grip of a prize fighter, yet delightfully attractive to ladies.



ALF COHEN, of the Coin-Operated Machine Supply of London, submitted this picture of the English firm's headquarters. Cohen is in this country purchasing new games for the British distributing company.

PROFIT-PLUS VALUES

NEW DE LUXE TOASTER
CHROME AND BLACK FINISH
MODERNISTIC DESIGN
80c EACH . . . \$9.00 DOZ.

400 LATEST ASSORTMENT
PIN GAMES RENTED
\$1.00 PER WEEK EACH

- 1933 MUTOSCOPES \$35.00
- 1934 MUTOSCOPES \$50.00
- 1935 MUTOSCOPES \$85.00
- 1935 HOISTS . . . \$75.00
- 1936 HOISTS ^{USED} _{3 WKS.} \$100.00

ALSO A FULL LINE OF GENERAL MERCHANDISE—VERY LOW PRICES
I. F. TRADING CO. 18 E. 17th St. NEW YORK

15 Seeburg HOCKEY

Slightly Used — PERFECT Condition—at only \$20 each !!!
FISCHER NOVELTY CO.
15 E. Ohio St. CHICAGO, ILL.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

FOR THE FIRST TIME IN HISTORY-A GAME ON WHICH WE OFFER EVERY OPERATOR IN THE WORLD

50%

RETURN OF HIS ORIGINAL PURCHASE PRICE IN TRADE IN ALLOWANCE UP TO

6 MONTHS

FROM THE DAY YOU BUY THE GREATEST COUNTER GAME SENSATION OF ALL TIME!!



REEL "21"

REEL "21" IS REAL "BLACK JACK" OR THE "OLD ARMY GAME" PLAYED STRICTLY "ACCORDING TO HOYLE". THE FIRST COUNTER GAME IN HISTORY THAT ALLOWS THE PLAYER TO CONTROL HIS AWARDS! WRITE, WIRE OR PHONE YOUR ORDER NOW!!

OPERATOR'S PRICE \$23.75 TAX PAID

ELECTRO BALL COMPANY, Inc.

1200 CAMP ST. DALLAS, TEX.

BRANCHES

407 MAIN AVE., SAN ANTONIO, TEX. 125 SO. SEVENTH ST., WACO, TEX. 517 CANAL ST., NEW ORLEANS, LA. 527 N. W. NINTH ST., OKLAHOMA CITY, OKLA.

593 LINDEN AVE., MEMPHIS, TENN. 1018 JENNINGS AVE., FT. WORTH, TEX. 1706 FANNIN ST., HOUSTON, TEX. 804 TENTH ST., WICHITA FALLS, TEX.

Detroit

DETROIT, July 25.—One of the newest operators in this territory in the service-machine field is William G. Blakeney, who is entering the penny-scale field and is pinning a few machines on location at the present time. He is specializing in the modern new Mills scales models at present.

Schermerck Products Corporation, Detroit coin-machine manufacturer, has changed its capital stock from 200,000 shares no par value common to \$200,000 common.

The Dearborn Specialty Company, formerly operating in Dearborn, west side Detroit suburb, with a line of coin machines, has gone out of business. The company was owned by Edmund L. Steve.

A. O. Wagner, head of the Automatic Distributing Company, which is shortly placing a new vending machine for flashlight batteries on the market, left this week for Pennsylvania, where he will spend about two weeks. He is negotiating now with a larger organization to handle manufacturing of the machine.

Edwin Brede, Inc., one of the largest suppliers of nuts to the vending-machine trade in this territory, has recently moved to a large new plant and has practically completed the reorganization necessary after the move. Hot weather caused a slump in nut sales, according to Brede, but business is now satisfactorily recovering.

Conn Buys Detroit Arcade

DETROIT, July 25.—Harry J. Conn, who has been in the sporting goods business in Detroit for the last 17 years, has just entered the coin-machine field by acquiring the Roy's Arcade, established last winter by Roy Elliott. Conn will manage the place himself, replacing Ervin Max, who has been in charge for Elliott.

Elliott plans to spend the next few months servicing machines in this territory and will leave early in the fall to spend the winter in Florida before making any more definite plans. A large number of new machines are to be placed in the arcade, which is one of only two now operating in downtown Detroit.

ROUTES

(Continued from page 86)

- Pelle & Latto: Grand Rapids, Mich.; Hudson 3-8. Poole & Brewer: Houston, Tex. Porter United: Metawan, Minn., 1-3. Ray Am. Co. Conyick: Clarksville, Tenn. Reading's United: Clarksville, Tenn. Regal United Am. Co.: Seymour, Mo.; Huananville 4-8. Reid Greater: Jacksonville Beach, Fla. Rogers Greater: Cookeville, Tenn. Rogers & Powell: Dexter, Mo.; Morahouse 3-8. Royal American: (Fair) Regina, Sask., Can. Royal Palm: Bessemer, Ala. Rubin & Cherry: Expo: Rockford, Ill. S. S. Am. Co.: Walnut Grove, Mo. Santa Fe Expo: Brighton, Colo. Sheesley Midway: Ludington, Mich. Shugart & Walker: Magnolia, Tex. Siebrand Bros.: Glendys, Mont. Silver State: Greysbull, Wyo. Sims Greater: Moncton, N. B., Can. Six, J. Harry, Attrs.: Mitchell, Ind. Small & Bullock: Whitesville, W. Va. South's Atlantic: Elton, Va. Snapp Greater: Wisconsin Rapids, Wis. Sol's Liberty: Appleton, Wis.; (Fair) Plymouth 6-9. Spencer, G. L.: Bridgeport, Ill.; (Fair) Benton 3-8. Speroni, P. J.: Bettendorf, Ia. Strates Shows Corp.: Oswego, N. Y.; (Fair) Albion 3-8. Tidwell, F. J.: Eureka, Kan. Tiller, Oglesby, Ill.: Princeville 3-8. United Shows of Amer.: Butte, Mont. Volunteer State: Mansfield, O. Wade, R. H.: New Galilee, Pa.; New Waterford, O. 3-8. Wade, W. O.: Pontiac, Mich. Wallace Bros.: Hopkinton, Ill. Ward, John R.: Bowling Green, Mo.; (Fair) Kahoka 3-8. West Mabel: Coldwater, Mich.; Allegan 3-8. West Bros. Am. Co.: Sauk Center, Minn. West Coast Am. Co.: Portland, Ore.; (Fair) Centralia, Wash., 6-8. West, W. E., Motorized: Barnston, Neb. Western State: Casper, Wyo. West's World's Wonder: Connellsville, Pa. Weydt Am. Co.: Oakshok, Wis. Wilson Am. Co.: Paxton, Ill. Winter Expo: Dravosburg, Pa. Wolf Greater: Luverne, Minn. Work, R. H.: (Fair) Evans City, Pa. World of Mirth: Buffalo, N. Y., 27-Aug. 8. Yellowstone: Helena, Mont. Zetser, G. F.: United: Alliance, Neb. Zimdars Greater: Austin, Minn.; Mankato 3-8.

CIRCUS AND WILD WEST

- Barnes, Al G.: Spencer, Ia., 28; Austin, Minn., 29; Fairbault 30; Rochester 31; Sparta, Wis., Aug. 1; Prairie du Chien 2; Eau Claire 3; Stevens Point 4; Wausau 5; Wisconsin Rapids 6; Portage 7; Watertown 8; Waukegan, Ill., 9. Cole Bros.-Clyde Beatty: Eldorado, Kan., 28; Great Bend 29; Dodge City 30; Garden City 31; La Junta, Colo., Aug. 1; Denver 3-4; Colorado Springs 5; Pueblo 6; Salida 7; Grand Junction 8; Helper, Utah, 9; Salt Lake City 10.

- Cooper Bros.: Spirit River, Alta., Can., 28; Grand Prairie 29; Hythe 30; Dawson Creek, B. C., 31; Abilene, Alta., Aug. 1; Falher 3; High Prairie 4; Hardisty 6; Provost 7; Macklin, Sask., 8. Eddy Bros.: Belfast, Me., 29; Union 30; Gardiner 31; Winthrop Aug. 1; Farmington 2. Lewis Bros.: Allegan, Mich., 29; Grand Haven 30; Muskegon 31; Greenville Aug. 1; Big Rapids 2. Mix, Tom: Ordensburg, N. Y., 28; Messina 29; Milton 30; Sylvania Lake 31; Plainburg Aug. 1; Schenectady 3; Cohoes 4; Albany 5; Kingston 6; Newburg 7; Middletown 8. Black Bros.: International Falls, Minn. Jangling Bros. and Barnum & Bailey: (Sandler Field) Chicago, Ill., 27-Aug. 2; Janesville, Wis., 3; Madison 4; Fond du Lac 5; Appleton 6; Manitowoc 7; Milwaukee 8-9. Robbins: Fort Peck, Mont., 30; Poplar 31; Fairview Aug. 1. Seal Bros.: Waldport, Ore., 31; Reedsport Aug. 1. Tiger Hill: Ludington, Mich., 28-Aug. 1. Vandenberg Bros.: Shakopee, Minn., 30; Chaska 31. Webb, Joe B.: Osborn, Kan., 28; Smith Center 29; Lincoln 31; Elsworth Aug. 1; Wilson 2; Russell 3; Hays 4. Wizard, Jack: Fair, Kan., 30; Osawatimie 31; Melvern Aug. 1; Williamsburg 2; Osage City 3-4; Lebo 5-8.

Additional Routes

(Received too late for classification)

- Dandy Dixie Shows: Burlington, N. C. Dixie Tent Show: Fair Port, Va., 27-Aug. 1. Dore Sisters: Tabor, Ia., 27-Aug. 1. Harris Road Show: Sebeka, Minn., 27-Aug. 1. Henni, Harry, Ah San Lee, Donna & Dahl, Ah San & Henri, Miller, LaViva: (Orange Acres) Orange, Conn., 25-31. LeVant Show: Aiken, Mich., 27-Aug. 1. LaVola, Don: Virginia, Minn., 3-8. McCall Bros.: (Fair) Show: Hartland, Minn., 29; Manchester 30; Freeborn 31; Metawan Aug. 1-2. McNally Variety Show: North Clarendon, Vt., 27-Aug. 1. Metzler, Flying: (Fair) Ludington, Mich., 27-Aug. 1. Meyers-Oswald Show: Edna, Kan., 27-Aug. 1. Miller, Al H., Show: Pineslurat, Ok., 27-Aug. 1. Pines Show: Sweet Home, Tex., 27-Aug. 1. Princess Edna Show: Oatesville, Tex., 27-Aug. 1. Fair, Marie, Revue: (State) Baltimore 27-Aug. 1. Rippel Show: Rumpas, Va., 27-Aug. 1. Sharpsteen Show: Monroe, Mich., 27-Aug. 1. Ta-Co Med. Show: Temple, Tex., 27-Aug. 1. Van Arnam, John R., Show: South West Harbor, Me., 27-Aug. 1.

Gillmore Relatives Sought

CINCINNATI, July 27.—A Airmail letter was received by The Billboard today from Sank Center, Minn., signed by J. W. Laughlin and reading as follows: "Doc Gillmore died today. Anyone knowing his close relatives or home address write West Bros. Amusement Company, Sank Center, Minn."

It's "Duck Soup" for the Operator

Watch the money roll in. See One-Cent Counter Game, \$3.50 Sample; \$33.00 a Dozen, Tax Paid. Be the first in your territory to have "Duck Soup." Jobbers and Distributors wanted.

John L. & S. SALES COMPANY, 88 Fifteenth Street, Wheeling, W. Va.

J. HARRY SIX ATTRACTIONS

WANT for Southern Fairs, Athletic Show, Monkeydrome or Circus, Fica Circus, small Wild West, Mechanical Show. Must have own outfit and transportation. WANT one Flat Ride, two Kiddie Rides, legitimate Concessions of all kinds open. No exclusive. Ed Jessup wants experienced Corn Game Operator. Fairs Broadhead, Hartford, Russellville, Ky.; then Tennessee. Show routed thru Thanksgiving, Mitchell, Ind., this week; Austin, Ind., next.

PAN-AMERICAN SHOWS WANT

Shows that don't conflict. Will furnish complete outfit for Girl Revue. Want Colored Musicians and Performers for Minstrel. Concessions, can place legitimate stores only. Want Agents for Wickets and Grand Stairs. Also Cook House Help. Address Kankakes, Ill., this week; Danville, Ill., week August 3.

WANT

Shows and Concessions for WAPELLO HOMECOMING WAPELLO, IA., JULY 27 TO AUG. 1. Wire MAX DIAMOND, Wapello, Ia.

WANTED

Dancing Girls and Grinders, also Ticket Seller for Girl Show. Also Small Man or Midway for Midget Show. Address EVELYN MILLER Brookville, Ind.

ATTENTION JOBBERS and OPERATORS Reconditioned Used Machines

- MULTIPLES, with Power Pack \$87.50
- PEERLESS 92.50
- DAILY RACES 52.50
- DERBYS 59.50
- RELIANCE, 5c Play 59.50
- RELIANCE, 25c Play 57.50
- TICKET JUMBOS, Like New 52.50
- RAMBLERS, Ten Ball 39.50
- HIALEHS, Floor Samples 79.50
- BROKERS TIP 57.50
- ALL STARS 60.00
- ALL STARS, with Power Pack 65.00

Send one-third deposit, balance C. O. D.
We are Bally Distributors.

INDEPENDENT NOVELTY COMPANY

220 North 5th St., Springfield, Ill.

Bally Boosts Texas Centen

CHICAGO, July 25.—No, the large, cluttered-up office at the Bally Manufacturing Company factory is not a Texas Centennial publicity bureau. It's the den of Herb Jones, Bally advertising manager, and the stacks of Texas folders are being sent out as a courtesy to Bally's many friends in the Lone Star State.

"We are inclosing Centennial literature in all our correspondence," Herb explained, "and also contacting other States which may have celebrations to boost in this way. Considering the fact that Texas is close to 100 per cent Bally-minded, we felt it was only right that we help advertise the wonderful celebrations down there. At present we are mailing publicity for both Dallas and Ft. Worth. Other Texas cities will be added as material is received."

Hospitality Plus in Texarkana

TEXARKANA, Tex., July 25.—Hospitality plus is the order of sociality in this border-line town at the Four States Amusement Company, where Vonie Halle, well-known Texas op. rules. Halle is the leading operator in this four-States city and also leads the way for the newest idea in coin machinedom here. His hospitality to out-of-town visitors on their way to the centennial was apparent the other day when A. S. Douglas, of Daval Manufacturing Company, Chicago, called at his offices here.

Vonie has been educating this city, which combines the States of Arkansas and Texas by a border line thru the heart of the town, to the amusement value of coin-operated devices. With an efficient organization back of him, headed by Jack Morgan, who is considered one of the leading mechanical minds of the State, Halle has been gradually furthering the cause of the coin industry in this territory.

Texarkana has become the stop-over

George Ponsler Enthused Over Roll-a-Ball Results

NEWARK, July 25.—George Ponsler, well-known local distributor and jobber of coin-operated machines and president of the Roll-a-Ball Sales Company, Inc., with headquarters here, is all enthused these days over the results being obtained by his sensational new bowling game Roll-a-Ball.

Time tested on locations for a full year, Roll-a-Ball has developed the reputation of being a grand money getter, with the result that the Ponsler firm has been literally flooded with orders for the new game for some time.

In speaking of his new creation Ponsler says: "The game has player appeal; it attracts and keeps the crowds. It presents every and exclusive features that make every watcher a player and it gives the player complete control of the ball. It is a game of skill and may be used as an exerciser. It loosens your muscles, takes the kinks out of your bones and makes for competitive play.

"We have overcome any objections on the part of dealers in regard to size by making two machines. The machines are identical in play, design and operation, except that one is 12 feet long and 29 inches wide, while the other is 14 feet long and 29 inches wide. Our reason for going thru this additional expense of making two machines is because we have found that there are many good locations where the 14-foot size is just a trifle too large, whereas the 12-foot will fit in perfectly. The play is exactly the same on both machines.

"Why we have been informed that locations and storekeepers in order to get the Roll-a-Ball set in have ripped up floors, torn down show cases, moved counters and built special partitions.

"The Roll-a-Ball is the only machine of its kind that gives the operator a complete checkup on his earnings. It records and registers every winning prize game, as well as tabulating every coin played. The game is fully automatic and electrically controlled and trouble free in operation. The game has an electric time clock, a visible coin chute, is portable and can be set up anywhere. It is legal and can be operated in closed pin-game territory.

"The machine is made from the finest and best material that money can buy, is rigidly constructed and has superior workmanship. It is Electropak equipped, with special automatic fuses that will end all bothersome fuse-replacement trouble. Due to the fact that we have recently moved to a larger plant deliveries can be had immediately."

point on the way to the centennial, and Vonie Halle has been the first man in the State of Texas called upon for real "Texas hospitality." He has been doing a remarkable job in this area as leading jobber of coin games and now a real job of hospitality for the entire State.

During the visit of Al Douglas in this city Halle arranged for complete showing of all the new ideas which the men here are using. To further aid the cause Vonie is now going to lead the way here with the new Daval Auto-Punch and Reel "21" counter games, as well as the Bowie pay table of the firm.

For hospitality plus on entering Texas "Vonie Halle and his ever-smiling associates take the blue ribbon," Al Douglas reports.

AUTO-PUNCH IS THE FIRST AUTOMATIC PAYOUT, CHANGING ODDS, LIGHT-UP, LIFE- TIME SALES BOARD MACHINE



EARNS MORE MONEY Than a BELL
and SALESBOARD COMBINED

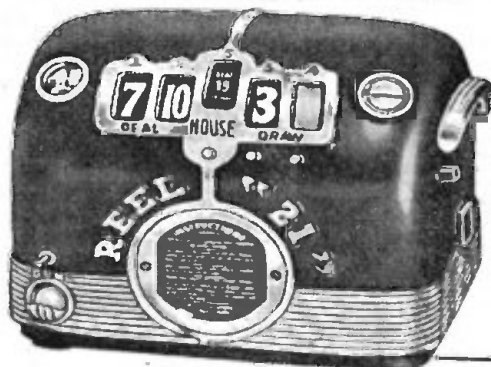
Odds as high as \$7.00 for 5c! It's sensational! Numbers ending in 8 in 0 and in 50 are Winner! Number 250 or 3 Red Lights entitle player to punch in Jackpot compartments. Jackpots are 50c and \$1.00. \$2.00 Jackpot plus GOLD AWARD of \$5.00! The greatest payout come-on in history WITH "REGULATED PERCENTAGE" FEATURE! A Better and Faster Money-Maker than a Bell and Salesboard COMBINED!



GET BUSY—RUSH YOUR ORDER NOW!

DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO

REEL "21" IS REALLY "BLACK JACK" OR THE POPULAR OLD ARMY GAME "STRICTLY ACCORDING TO HOYLE"



In Reel "21" you DON'T play against a FIXED AWARD CARD! You ACTUALLY DRAW CARDS against the DEALER or house. The House hand and Awards CHANGE with EACH PLAY, the same as in real Black Jack! 4-way Play—1c-5c-10c.

BIGGEST
HIT SINCE
PENNY PACK

25c offers the player odds ranging from 2 to 1 to 100 to 1. Reel "21" is the LONG LIFE counter game YOU NEED for Bigger, Better and STEADIER PROFITS!

\$23⁷⁵
TAX PAID

RUSH YOUR ORDER NOW!



DAVE STERN handing Paul Bennett a deposit for a carload of Wurlitzer Skee-Balls.

REEL "21"

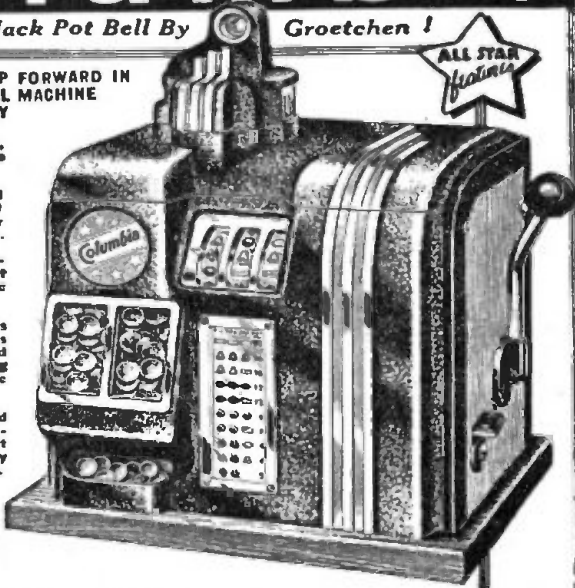
AUTO-PUNCH

Columbia

New Silent Jack Pot Bell By Groetchen!

THE GREATEST STEP FORWARD IN 30 YEARS OF BELL MACHINE HISTORY

- Plays pennies, nickels, dimes and quarters.
- Can be changed from one kind of coin to another right on location.
- Rotary Turret Escalator shows last 6 coins from three directions.
- Sluggproof — pays out first the coins or tokens inserted last — like paying from "Top of the Tube."
- Well constructed mechanism, protected against abuse by many Safety Measures.
- Columbia is an ideal machine for closed territory — entirely silent in operation.



Columbia is sold under money back guarantee

Already several hundred in successful operation—write at once for circular J 25

GROETCHEN TOOL Company
130 N. UNION ST. CHICAGO, ILL.

BOX SCORE!

Made in four beautiful colors with a \$10.00 top. Average payout. 600 Holes.

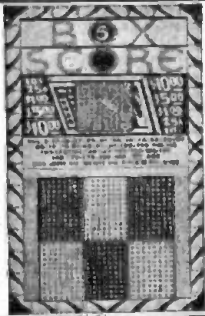
Takes in \$30.00
Average Payout 14.04
Average Profit \$15.96
Price with easel, \$1.64 plus 10% tax.

Write for 1936 Catalog!

GLOBE PRINTING COMPANY

1023-27 Race Street, PHILADELPHIA, PA.
418 South Wells Street, CHICAGO, ILL.
1352 N. E. First Avenue, MIAMI, FLA.
3802 1/2 McKinley Street, TACOMA, WASH.

227 S. Presa Street, SAN ANTONIO, TEX.
22 West 23d Street, NEW YORK, N. Y.
248 Marietta Street, ATLANTA, GA.



PENNY ARCADE MACHINES and SUPPLIES

- PIN GAME SPECIALS.**
JIMMY VALENTINE \$12.00
KINGS 8.00
KING OF TURF 7.00
RAPID TRANSIT 10.00
SOP AOOTOH 8.00
BIG GAME 7.00
BOMBER 13.00
EXHIBIT TICKET GAME 25.00
MICHAEL MUNVES CORP.

- Punching Bags, Lifters, Microscopes, Drop Pictures, Fortune Telling and Card Machines.**
FLYING TRAPEZE Jr. \$4.00
JIG SAW 4.00
RELAY 4.00
ELECTRO 4.00
PLEASURE ISLAND 4.00
SIGNAL 4.00
SCORE LIGHT 4.00
and hundreds of others too numerous to mention. Free Price Lists on request.

145 PARK ROW NEW YORK

AUGUST CLEARANCE SALE

- | | | | | | |
|----------------------|---------|--------------------------|---------|----------------------------|---------|
| Milech | \$97.50 | Gally Races | \$80.00 | De Lutz 40 | \$20.00 |
| Milech F.5 | 75.00 | Sunshine Derby | 32.80 | Baffle Ball | 20.00 |
| Bally Bonus | 55.00 | Pance Parlay, Sr. | 32.50 | Mystery Three | 15.00 |
| Bally Perlick | 55.00 | Mills Tycoon | 60.00 | A. B. T. Triplo Bank | 10.00 |
| Bally Derby | 57.00 | Double Score | 45.00 | Stamper | 15.00 |
| Bally Multiple | 75.00 | Repeater | 20.00 | Gold Rush | 10.00 |
| Bally Rambler | 27.50 | Big Shot (Exhibit) | 25.00 | Lite-a-Line, B Type | 5.00 |
| Bally Jimbo | 35.00 | Whirlpool (Ticket) | 20.00 | Baby Lite-a-Line | 5.00 |
| Bally Ranger | 20.00 | | | | |

CAROLINA'S AUTOMATIC SALES
44 VALLEY STREET ASHEVILLE, N. C.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

AMERICAN SALES CORPORATION
CHICAGO, ILL.

936 WRIGHTWOOD AVE.

So you could crack how many new, choice spots—did you say—? Well, why not? You could afford the popular location—tested games? Tell us! You could take advantage of our original extended payment plan! Tell us! You could take about yourself—How long have you been in the business? How many and what kind of games do you operate? WRITE US TODAY!

Lee D. Jones

P. S.—Steve Brodie—cork up your ink bottle. We don't need any jumpers.

The Op's "Design for Profits"

By a VETERAN OPERATOR

What is the commonest mistake that novices in the coin machine business make?

That's an easy question to answer. In my opinion the most prevalent error is to expect the business to be on a big-profit basis overnight.

It is much like the farmer of the fable who because after planting his corn had to wait five months for a harvest criticized Mother Nature.

Success of consequence in the coin machine business is like success in other enterprises. The foundation must be laid first.

There is only one practical policy for placing machines in locations, for example, and that is (1) to place them in what theoretically seem excellent locations to the extent possible and (2) to constantly eliminate poor locations, substituting better ones.

Once a first-class location is secured and held, the returns rapidly wipe out the preliminary effort which may have been successful to line up that location.

It is said that there are national advertisers who will spend for advertising to the consumer three or four times the sale price of the product for each sale to a new buyer that is made. On the surface this sounds crazy, doesn't it—to spend 30 cents so that a dealer may sell to a consumer a 10-cent article?

The arithmetic, of course, is very simple. A great majority of the new buyers will repeat. What seemed at first shot a 10-cent sale may actually in the course of years be a \$100 or \$200 sale.

The same principle applies to the effort which a coin machine operator exerts to obtain good locations. He may have a machine which, before it gets in a good location, has been a drone at three or four poor locations over as many months. So long, however, as the operator understands the basic principle of the thing and keeps striving to obtain a good location he is safe. He will get the good location at last and then, oh, boy, profits will begin to roll up!

Even the profits do not begin immediately, the operator should have a business which from month to month consistently makes a better showing. There will be allowances, of course, for seasonal conditions. If the farmer who expects his corn to be ready for harvest in six or eight weeks is a sap, then that operator is equally one who, still figuratively speaking, not getting a harvest in six months, confidently looks for one in the next 12.

When a merchant signs a lease on a

location for five years, puts in a stock of dry goods and advertises for business, he has committed himself in a big way. Perhaps he has made a serious location mistake—it isn't in the cards for him to get profitable volume. Time goes on and the fact is apparent in his low sales. However, this merchant is hog-tied by that five-year lease.

In how much better a position the coin machine operator is! If certain types of machine do not produce revenue, he can replace with others, following the latest development of aggressive and inventive manufacturers. If a location is a failure, he pulls his machines forthwith. If one community doesn't work out, it is possible for him to try another.

Every operator starting out should have a theoretical plan which is to put him on a sound, profit-making basis. Of course it will be necessary to modify the plan; unexpected reverses will occur—also unforeseen opportunities. The operator should allow, too, for the labor problem.

He will need assistants. Who will they be? Fortunate is the operator who has members of his own family or relatives he can turn to. Starting with untried assistants, he must philosophically accept the fact that each one is in a sense an experiment. To get one first-class, permanent worker, he may have to try out five or six.

This process should be included in his "design for profits."

There is an old proverb: "Persistence is the price of success." A certain noted psychologist declared that practically any man who would apply himself uninterruptedly to the same business or occupation for 20 years would at the end of that time be moderately successful.

So reviewing personal experiences and the life stories of various operators I have known well for a long time, I say: Three cheers for stick-to-it-iveness! Somehow or other the fellow who won't quit is the one who discovers the great opportunities. He makes mistakes—yes—but he profits from them.

One day he is on Easy Street and soon becomes the general envy. How few realize that he was willing to plan a long campaign, win small battles at first, stay with his mission thru discouraging times!

The coin machine business is an interesting business, full of profit possibilities, but the demand is for level-headed fellows who enter the business to stay in it.



GEORGE PONSLER'S ROLL-A-BALL being delivered by the Major Amusement Company to the popular night spot, the S. S. Club Ambassador, anchored at Lynnhurst, N. J. This new electrically operated bowling game is proving so popular the factory is working extra shifts.



STONER CORPORATION

Aurora, Illinois

READY FOR DELIVERY

SHORT SOX \$49.50

TURF CHAMPS TICKET MODEL \$137.50

USED PIN GAMES

Dealer, Signal, Action, Beacon, Flit-skin, Live Power, Electro, Esquire, Scorsalite, Turntable, Remite, Remit Full Amount. Guaranteed Perfect Condition Write for Complete Catalog of Games and Vendors.

\$4.50 EA.

D. ROBBINS & CO. 1141-B DERALB AVE. BROOKLYN, N.Y.

2 in 1 Vendor Vends Over 20 Different Items.

Steady Money Maker

WE HAVE THEM IN STOCK!

STONER'S	WESTERN'S
TURF CHAMPS . . . \$137.50	FLYING HIGH . . . \$139.50
SHORT SOX . . . 49.50	THORO-BRED . . .

New Price List on Automatic Payouts—New and Used—Just Off the Press.

WRITE FOR IT. All prices F. O. B. Chicago.

ATLAS NOVELTY CORP.

2200 N. Western Ave., Chicago. 1901 Fifth Ave., Pittsburgh.

Eastern Chatter

NEW YORK, July 25.—A group of operators were treated to a surprise at Modern Vending's office last week. Irving Sommer brought along a friend and his son. The son is an accomplished magician and did a number of impromptu card tricks to the amazement of all watching. The friend, Henry Brill, is an old-time showman who is remembered for his side show at Coney Island many years ago. Henry's son, Hubert, the magician, is studying law and intends to take it up in a big way.

job with Hurdle-Hop. Bill claims the popularity of the game is due to the great run on alley games at the present time. Hurdle-Hop is a miniature alley in pintable form.

Dave Robbins got quite a kick out of Stoner's ad on Short Sox in last week's Billboard. "That Turk in the air has nothing on my operators," says Dave. "Short Sox keeps them away from their wives and sweethearts also. They're busy collecting cash out of the machines."

Hymie Budin, of Budin's Specialties, is greatly in favor of the new move the jobbers are endeavoring to put thru, that of closing all day Saturday. The greatest reason for this is that Hymie wants to run up to the country for the week-end to be with his wife and kiddie.

George Poner, of Roll-a-Ball Sales Company, is thinking of buying an autogiro. George has three offices that demand his attention; two factories and the main headquarters, each located in various parts of New Jersey. Maybe George should have been triplista.

Andy Anderson, sales promotion manager of Stirling Novelty Company, Newark, is putting his usual amount of energy into selling its Skill Roll. He seems to be doing a marvelous job.

Willie Blatt, of Supreme Vending Company, Brooklyn, left New York July 24 on a trip to Chicago. Willie intends to hang around Chicago for a few days and then travel throug the Middle West for a few weeks. He claims he has to be back in New York August 9, when his charming sister, Dorothy, gets married.

Bill Rabkin, of International Auto-Reel Company, is doing a great

MAKE BIGGER PROFITS WITH OUR DEALS

6 Jewel Lever Wrist Watch and 500-Hole 5c Salesboard. Average Profit, \$15.00. No. B110. Complete.

\$3.65

Send for Our New CATALOGUE. Many New 1c-2c and 5c

Salesboard Ass't's

Send 25% Deposit with Order, Bal. C. O. D.

LEE-MOORE & CO. CHICAGO

180-182 West Adams St.

FORTUNES LOST

Every year by operators not giving real thought where to buy! Dealing with us you never lose, as we include "only the best" coin-operated machines of every description. Immediate Delivery!

BANNER SPECIALTY COMPANY, 1530-32 PARRISH ST., PHILADELPHIA, PA.

"Nationally known for HONEST DEALINGS IN EVERY RESPECT"

OPERATORS MAKE Barrels of PROFITS with the BAR BOY

Barrels of Payer Appeal in BAR BOY and Barrels of Profit for both operators and locations.

It's a brand-new fast action four reel game for taverns and bars. Gets the Best Spots. Three-of-a-kind beer emblems pay variable odds of 2 to 20. 5c Play.

Legal Ball Gum Vender, 75-25 Coin Divider. Beautiful, all-metal cabinet in dark maroon.

PRICED AT ONLY \$14.95 F. O. B. CHICAGO

7-Day Trial Offer.

GARDEN CITY NOV. MFG. CO.
4329 E. RAVENSWOOD AVE. CHICAGO, ILL.

Acknowledged - "the best game of all!"

KEENEY'S BOWLETTE

9-ball, bowling-type skill game

- Electrically operated scoring mechanism
- Twin meters recording total play and awards
- Coin chute instantly releasing all 9 balls
- Lightup backboard with "On and Off" flash
- 12-coin escalator. "Univerter" equipped
- 3-section construction
- 14-ft. cabinet

A better game than any other in appearance, mechanically, and in materials and construction



Actual unretouched photograph — not a "dressed up" drawing

NOW IN PRODUCTION
IMMEDIATE DELIVERY

Phone, Wire, Write for descriptive circular and prices

J. H. KEENEY & COMPANY
2900 S. Michigan Ave.
CHICAGO, ILL.
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BABE KAUFMAN, MGR.



PENNY CIGARETTE CASE
1000 CIGARETTES
NUMBERS 100 200 300 400 500 600 700 800 900
40 CIGARETTES
NUMBERS 10 20 30 40 50 60 70 80 90
EACH RECEIVES 20 CIGARETTES

GORGEOUS GIRLS ON GORGEOUS HARLICH CIGARETTE BOARDS

1000 HOLES (Large Holes, 25 Holes to Square Inch)

TAKES IN \$10.00

Available with Payouts of from 30 to 50 Packages.



Pamco Ballot Gets Big Texas Reception

HOUSTON, July 25.—Harold Dailey, South Coast amusement executive, says the good-will value of his business has taken a decided turn upward with the arrival of Pamco Ballot and Pamco Leathernecks, two new Pacific Amusement payout tables.

"Ballot is right in line with the trend of the times," says Dailey. With the elephant and donkey, symbolical of the two big major parties, screened on the play field it's bound to have plenty of appeal to everyone, Democrats and Republicans alike.

With politics the keynote Pamco Ballot barges out into a principle of play that is most catchy. Eight odds values take a turn for bigger or lesser awards each time a nickel is played. Pockets on the board assume the amounts indicated on the big odds commutator and pay off automatically when the ball caroms into the hole of its choice. The skill element centers around the top payout pockets. However, there are more all over the field for players to stake their chances on.

An outstanding high point of the game occurs when a ball escapes all payout pockets and approaches the bottom of the field. Here there are eight payout pockets, each identified by an electric light. Lights flash first on one side of the board, then jump over to the other as they work their way toward the middle. Should the ball hit a pocket at the same time with its light-up signal odds are paid as indicated on the odds commutator. Dailey reports Pamco Ballot to have more speed than any one-shot game ever handled thru his concern and that Texas operators vote it a big event in the history of operating thruout the Lone Star State.

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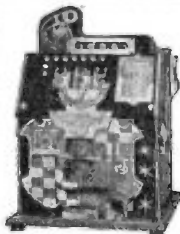


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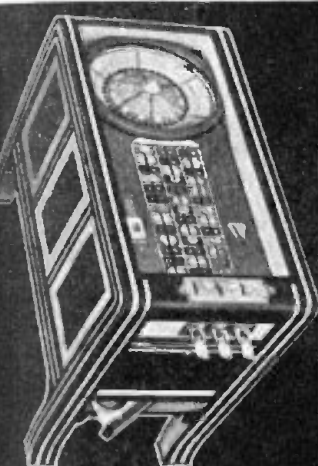
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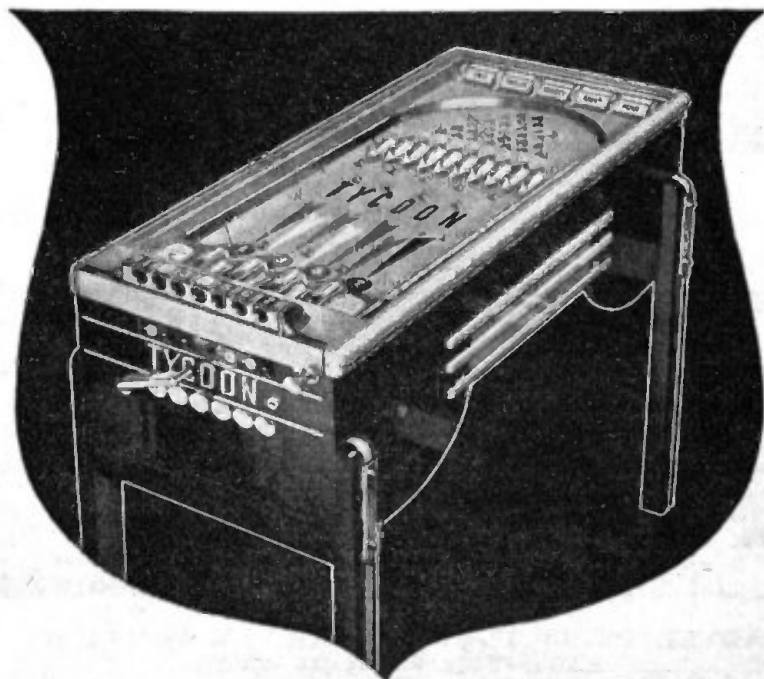
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\$92.50
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QUARTER MODEL NOW \$95.50
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Earns \$25 to \$50 Daily PROFIT!
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Steps right after the STEADY MONEY—Catches a LOT of it!

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SINGLE COIN VISIBLE CHUTE
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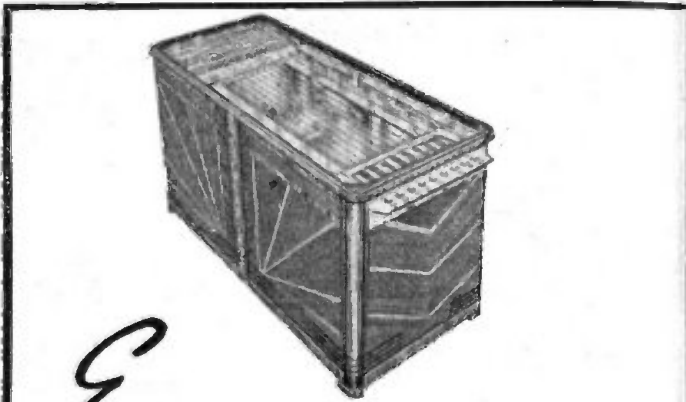
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Either Game **\$125**

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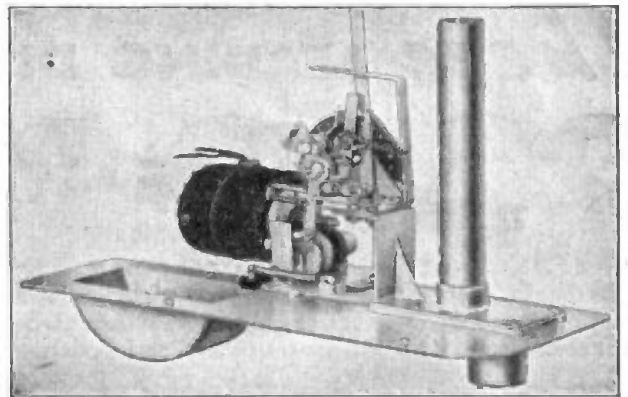
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Including Rock-O-Pac Battery Eliminator.
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★ Gentlemen, we introduce you to the Queen of all pay tables—the royalty of coin machines—the great **QUEEN MARY!** And **QUEEN MARY** is all set . . . ready . . . to introduce you to the heaviest, steadiest profits you can make today! The profit-features listed above just hit the high spots. Only by looking **QUEEN MARY** over

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