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# The Billboard

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No. 23

The World's Foremost Amusement Weekly

June 5  
1937

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## BIG SHOW FLIES AFA BANNER

### FTP Workers In WPA Strike

**Mrs. Flanagan astounds  
Theater Convention by im-  
plying support for strikers**

NEW YORK, May 29.—Personnel of the WPA Federal Theater Project here was the most militant in the general WPA "strike" Thursday protesting against threatening cuts. Of the estimated 14,000 who joined in the one-day stoppage, the theater group provided the most complete turnout. Total of those out on the four arts projects is given as approximately 7,000.

Stand of Mrs. Hallie Flanagan, FTP director, on the "strike" is regarded as most interesting in that she did not oppose the move but rather upheld it in a speech at the American Theater Council convention this week. Angle, of course, is that the FTP authorities would like to see a continuation of the project and are therefore averse to cuts.

Organizations backing the "strike" were the Workers' Alliance of Greater New York, City Projects Council, WPA Teachers' Union, WPA unit of the Newspaper Guild, Artists' Union, Federation of Architects, Engineers, Chemists and Technicians and the American Federation of Musicians, Local 802, Actors' Equity, Chorus Equity, International Alliance of Theatrical Stage Employees and the American Federation of Actors refused to sanction the "strike," but many of their members participated, nevertheless.

BRIDGEPORT, May 29.—Local Federal Theater Project at the Park Theater. (See FTP WORKERS on page 8)

### T. T. Golden Elected SAM Head; Cincinnati Picked for '38 Meet

ALBANY, N. Y., May 29.—More or less mystery prevailed here the last three days, what with 400 members of the Society of American Magicians gathered at the Hotel Ten Eyck for their ninth annual conference.

At the election of officers held tonight Theodore T. Golden, Washington, was elected president of the SAM for the ensuing year. Caryl S. Fleming, Los Angeles; W. R. Walsh, Chicago; Dr. R. F. Schealer, Philadelphia, and L. J. McCoyal (Silent Mora), Boston, were named regional vice-presidents. Others elected were Royal V. Heath, New York, treasurer, and Richard Du Bois, secretary. P. T. Thomas, Baltimore, was elected editor of the M. U. M. Society. Organization's next annual convention will be held in Cincinnati May 28, 29 and 30, 1938.

The affair was under the auspices of the Robert Houdin Assembly No. 24, SAM. A warm and hearty welcome was extended the group of sleight-of-hand experts by Mayor Thacher and the citizens of the capital city. It marked the first time an SAM conference had been held in this city and developed into one of the largest and most successful ever held by the organization.

Among the first arrivals was Dr. I. R. Calkins, society president. John Mulholland, editor of *The Sphinx*, was on hand early and took an active part in the arrangements. The opening affair was a pre-conference magic powwow

### News Cameras Click as Samson, Strong Man, Arrives From Abroad

BALTIMORE, May 29.—Making his entrance to the United States in style grande, Samson, "the world's strongest man," came off the gang plank of the City of Baltimore yesterday carrying a woman on one shoulder, a trunk on the other and numerous bags under his arms while news cameras clicked in rhythm. Samson, who was born in Poland as Alexander Zass, is making his first visit to this continent after having headlined in European countries for a number of years. His most recent engagements included the Hippodrome, Coliseum and Alhambra in London.

Zass, he with the bulging muscles,

altho only 5 feet 4 inches in height and weighing only 154 pounds, can lift a 640-pound girder with his teeth, can lift both autos and horses on his back, bend iron bars as if they were tin, break chains, drive nails with the palms of his hands, allow autos to pass over him and rocks to be sledged to pieces on his chest while he lies on a bed of nails, it is claimed.

The 38-year-old Samson, with his party, left immediately for Schenectady, N. Y., where they will join Gruber's World's Exposition Shows as the feature attraction for the next 25 weeks. As a (See NEWS CAMERAS on page 93)

### Great Lakes Expo of 1937 Draws Over 50,000 on Opening Half-Day

CLEVELAND, May 29.—Amid sound of whistles, roar of airplanes and blimps and a salute of 21 guns, Great Lakes Exposition opened at noon today when James Roosevelt, son of the President, snipped a ribbon at the main Lakeside gate. There followed a rush of 3,000 people who had waited since early morning Attendance for the half day was 50,092, about 10,000 less than a year ago.

Roosevelt was accompanied by Lincoln G. Dickey, director general of expo; Governor Davey; Dudley S. Blossom, head of board of directors; Mayor H. H. Burton, Cleveland; Dr. Nicola Gerrl, U. S. expo commissioner, and Company C. U. S. 11th Infantry. He was met at the train at 11 a. m., lunched in the Recess Club, swanky society spot, formerly the Horticultural Building, and left later in the afternoon.

With twilight, President Roosevelt

pressed a button in Washington to turn on lights. The President and Grover Whalen, head of the New York World's Fair of 1939, offered brief remarks piped over WHK. Billy Rose hit a home run by having lighting of the Aquacade turned on by pressure (assisted) of Billy Carr, first child born in Cleveland on this expo opening day.

As an evening feature Billy Rose's (See GREAT LAKES EXPO on page 93)

### Sinking and Censorship Don't Stop "Tobacco Rd." Showboat

CHICAGO, May 29.—The efforts of Sam H. Grisman and Jack Kirkland to re-establish a showing of *Tobacco Road* in this territory met another setback two days before the scheduled opening yesterday when the Dixiana, showboat, filled with water and foundered in the harbor at Michigan City, Ind.

Boat had been docked in the Chicago River here until last week, when Grisman arrived to supervise embarking the floating theater for the Michigan City trip. Boys had decided to open in that city despite refusal of local authorities to issue a license. Probable idea, it is reported, was to start a test case to see if show could continue thru the summer without censorship.

Efforts are being made to revive the

### In Agreement On Closed Shop

**Monthly pay boosted \$30—  
minimum \$60, plus board,  
lodging and transportation**

PHILADELPHIA, May 29.—After several weeks of negotiations Ringling Bros. and Barnum & Bailey Combined Circus becomes the first major unit in the outdoor amusement field to fly the banner of the American Federation of Actors. When the show arrived in Philadelphia on Monday for a week's engagement, there was a complete understanding between management, employees and Ralph Whitehead, executive secretary of the AFA. And with organization activities moving along at a fast pace, unprecedented in labor relations, all demands had been met 100 per cent by the circus management by the following day; the agreement was submitted to the membership for approval Wednesday; William J. Rapp, general counsel for the AFA, arrived here Thursday to add the legal touches to the final draft, and Friday afternoon S. W. Gumpertz, senior vice-president and general manager of the show, signed the history-making dotted line which recognizes the AFA as the sole bargaining and representa-

(See BIG SHOW on page 96)

crippled Dixiana for an early opening, but under present circumstances city officials said it is doubtful if the show will be allowed to open there.

Grisman and Kirkland, working on a percentage basis with J. M. Weller, operator of the showboat, had planned to run it in this territory thruout the summer.

CHICAGO, May 31.—In a statement to *The Billboard* today Sam H. Grisman said *Tobacco Road* would positively open on the Showboat Dixiana, despite local objections in Michigan City, as soon as the boat is reconditioned. Boat will be checked over by a naval officer when repairs are completed, Grisman stated.

Norman Markwell, publicity agent for Grisman and Kirkland, has laid ex- (See SINKING AND on page 8)

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### Pubs-Writers Still Gabbing

**Pubs split on SPA terms  
as deadline nears—wary  
of giving writers power**

NEW YORK, May 29.—Conditions offered by Songwriters' Protective Association to the publishers' group in negotiations last week attempting to settle the battle over the handling of transcription licenses were not acceptable to all the pubs, according to Harry Fox, general manager of Music Publishers' Protective Association. Accordingly, the conferences will be resumed Tuesday. (See PUBS-WRITERS on page 8)

# LEGIT'S 4-DAY TALK FEST

## First Nat'l Convention Brings Profusion of Save-Legit Ideas

500 delegates, 1,200 audience, speakers galore, 30 hours of talk—Golden offers five \$1,000 playwright fellowships—conventions set for next two years

NEW YORK, May 29.—Starting with a luncheon Monday and ending with a gala supper and entertainment that lasted far into the nether reaches of Friday morning, the first National Convention of the Legitimate Theater was held this week at the Hotel Astor. Approximately 500 delegates from all over the country met to bewail the present "sad" status of legit and to suggest remedies that ranged from theater cooling systems to a centralized agency for backing shows. The convention was held under the auspices of the American Theater Council, and directors of the council will meet Thursday night to decide what to do about the mass of proposals they drew down on their heads. Some suggestions have already been accepted; others are marked for consideration. Whether or not any definite action will be taken on any of them remains to be seen.

More than 30 hours of talk filled the ears of the delegates and the 1,200-odd members of the general public who crammed the 11 sessions. The convention was not intended to take any definite action—tho it did vote approval of a proposed theater festival to be held next year. Headlines were given in abundance by all New York dailies and many out-of-town papers; and producers, playwrights, actors, directors, critics, labor leaders, dilettantes, play-readers, hopefuls in all fields, scenic designers, little theater directors, press agents, publishers, business executives and hangers-on made the most of it. Brock Pemberton was generally conceded to have won the headline title with his suggestion that producers and newspapers make a "gentleman's agreement" regarding which plays should receive reviews and which should get only "reports" on their openings.

All the publicity, however, was one of thruout the land, best exemplified by the definite accomplishments scored to the credit of the convention. Headlines awakened interest in the theater

the Tuesday edition of *The Buffalo Times*, which put out a special theater convention number and devoted its entire front page to a layout urging that the theater return to Buffalo.

Chief among the other accomplishments of the convention were the donation of five \$1,000 fellowships to budding playwrights by John Golden, and the offer of a job to a young and inex-

perienced actress who climbed on a chair at one session and querulously wailed about the difficulties of breaking into show business.

Possibilities of other definite results rest entirely with the directors of the American Theater Council and whatever action they may or may not take. At the supper Thursday night, Frank Gillmore, president of Equity and one of the directors of the council, announced that he and the other directors had already sifted the great mass of proposals, and had emerged with the following list of approved suggestions:

Another national theater convention next year, either at the same time or in connection with a drama festival in August.

An international theater convention in 1939, in connection with the New York World's Fair.

The raising of a fund of \$100,000 each year, to be put to a use described as "for the benefit of the theater as a whole," such funds to be raised by benefits, and by assessments on plays and theaters—the what organization will have the power to assess them was not revealed.

Hiring of a general promotion manager for the theater, his salary, presumably, to be paid from the above \$100,000.

Further subsidies, in addition to Mr. Golden's five, for promising playwrights,

with the report current that 10 others have been assured.

Trial performances for young playwrights and directors, who was to produce them was not specified.

A pool of actors, being guaranteed yearly salaries, to be used in plays presented by managers participating in the pool.

A clearing house for the financing of plays, tho no details as to form that this might take were offered.

Early curtains one night each week in all big cities for the convenience of suburban theatergoers.

In addition, the directors marked off certain other proposals for "further investigation," before they decide whether or not to approve them. These include: An easier method for ticket sales, both here and on the road.

Central air-conditioning for groups of theaters.

Improvement of amplifying systems for theaters—tho at least two actors who spoke at the convention specifically damned the use of microphones or amplification of any sort, as distorting media unnecessary to any real actor.

Revivals, rotary stock, children's theaters and one-act play theaters—these things considered by many the crux of the entire legit situation.

Co-operation with the Federal Theater and with the government, altho many managers still consider the Federal Theater direct competition to the commercial theater and to all workers in it.

A committee to promote favorable legislation for the theater, a task undertaken singlehandedly by the late Dr. Henry Moskowitz while he was alive.

A series of annual prizes for excellence in all branches of the theater, figured as probably being modeled after the awards of the Motion Picture Academy of Arts and Sciences.

Pemberton's suggestion regarding the reviewing of plays, which aroused a storm of protest from newspapers and public alike, was omitted from the list of approved and "under consideration" suggestions.

Whatever action, if any, is to be taken on these various proposals rests entirely with the directors of the American Theater Council.

Most publicized topic of conversation during the convention was, as remarked, Pemberton's suggestion regarding critics, made, he said, because critics often put entertaining shows simply because they aren't great, and so cause a potential hit to become a failure. He was supported by William A. Brady, who said that plays, like pictures, should be classed as A and B productions, and different sets of standards should be used in judging them. The proposal was also defended by various other speakers, including producers and actors, but was roundly attacked by newspaper men and members of the public. One suggestion made, but not on the floor of the convention, was that Mr. Pemberton's suggestion was all right—but only if each play that wanted a "report" rather than a "review" would be identified by a line running ahead of the report: "The producer of this play is afraid to trust it to the fair evaluation of experienced dramatic critics. Only a report of the opening, therefore, is offered."

Sharing in top publicity honors was Burgess Meredith, who attacked the theater for refusing to operate along Hollywood lines. By calling producers "ancient superintendents of archaic prisons" and by telling them, "If you were good enough promoters you would not be here; you would be out there (Hollywood) where negotiations run into big money," he managed to garner a lot of press clippings for himself.

Much publicity was also given to proposals emanating from both the Dramatists' Guild and Equity, regarding the subsidizing of new playwrights, with the result that Mr. Golden came thru next day with his fellowships.

Plenty of newspaper attention also went to Halle Flanagan, director of the Federal Theater Project, when she courageously came out in favor of WPA workers who were striking that same day in an effort to keep the project alive. Mrs. Flanagan was given an ovation when she appeared, and again when she said, "Whatever we think of their (the strikers') methods, we must inquire into the reasons for the" (See LEGIT'S TALKFEST on page 22)

## Convention Sidelights

ACCORDING to reports, the convention showed a profit of between \$200 and \$300—or enough to pay the salary of a secondary leading player for a week. . . . Unheralded, but a "first" in the annals of the theater, was the practice of Helen Deutsch, press agent for the convention; she listed her own name on all lineups of "among those present" that she sent out. . . . Coming early Tuesday morning and deserving far more attention than some of the others, was the speech of S. M. Chartock, speaking for the younger managers; he advocated a central try-out theater and brought out various angles the truth of which hasn't prevented them from being overlooked by the theater in general. . . . Audiences thruout consistently applauded mention of lower prices for theater tickets. . . . "There is showmanship in everything but the theater," said Morris Geat—by proxy. . . . Burgess Meredith drew the loudest and longest applause on Monday for his punches at producers; "ancient superintendents of archaic prisons," he called them. . . . Frank Gillmore's address was Monday's briefest. . . . William A. Brady climbed on a soap box and waved the Stars and Stripes; before he knew what he was doing he was enmeshed in moans about how sad it was that an Englishman should make such a hit in *Hamlet*. . . . Paul Hollister's takeoff on Brooks Atkinson was amazing for its sustained cleverness; he left the impression that what the theater really needs is a couple of smart merchandising boys of his ilk. . . . Monday was a hot day and seats were uncomfortable—and all the moguls, talking about air-cooled theaters, made things nicer for the patrons.

Not more than 125 attended the Tuesday morning session; tho held in a smaller room it still looked vacant compared to the mob present Monday afternoon. . . . Monday afternoon session was so drawn out that several speakers were carried over to Tuesday. . . . Quotation from Sidney Harmon: "The producer must be rooted in the theater of yesterday while working in the theater of today so that there may be a better theater tomorrow." . . . Just as Jo Mielziner was complaining of inadequate lighting facilities in theaters, the house turned the spotlight on him. . . . J. C. McDowell startled the assembly with the conclusion that nothing was wrong with the theater itself and gave the impression that the conclave was pretty much a waste of time. . . . Chairman Crowninshield, at the Tuesday luncheon session, described critics as "dry nurses of the theater." . . . John Anderson was hissed roundly for a bad pun. . . . James J. Brennan, Tuesday afternoon, worked up quite a lather arguing that backstage personnel should be considered as an integral part of show production and not just a last-minute consideration when all else had been set; he blamed producers themselves for the evils besetting the theater, because they don't have the guts to stand up and demand their rights, as producers, to the pursestrings of production costs. . . . Kenneth McKenna advocated lower weekly wages that would produce higher yearly incomes by lower production costs of plays, thus producing more plays per year. . . . He was so wrought up over the artificiality of Hollywood that he refused to speak thru the medium of the mike, saying that no true actor needed such a contraption to be heard—which caused no end of embarrassment to Blanche Yurka, who followed him, when she was asked by the galleryites to use the mike, her voice being so small. . . . Jasper Deeter's meatiest remark, in a long and highly harbed dissertation on the advantages and disadvantages of the repertory theater, was "Personal triumph and recognition is the American theater's greatest tragedy." . . . Vagabond Players, of Baltimore, it was revealed at the little theater luncheon, have come of age and are now on their own at the age of 21, which makes them one of the oldest little theater groups in the country; they have produced 234 plays for 1,250 performances—and usually end the year with a small margin of profit. . . . Richard Skinner, of the Westchester Playhouse, in discussing summer theaters, remarked that the dramatic critic of one local sheet paid his rent by working as a railroad ticket agent. . . . Rev. Urban Nagle, of

(See Convention Sidelights on page 22)

## Chorus Equity Notes

Every member of the Chorus Equity who can possibly do so should attend the annual meeting of the Chorus Equity Association, which will be held at the headquarters of Chorus Equity, 117 (See CHORUS EQUITY on page 27)

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127 N. DEARBORN, Chicago  
1615 CHESTNUT ST., Phila.)

# Legit Clicks In St. Paul

7 shows draw 37,000 — "Delight" breaks records — water ballet liked

ST. PAUL, May 29.—E. A. Furni, manager of the Municipal Auditorium, encouraged by the success of the theatrical season that just closed, announced legitimate productions would be continued next season. A total of 8,403 persons saw the production that closed the season on May 18, Alfred Lunt and Lynn Fontanne in *Idiot's Delight*. It was a record for the three performances.

"Success of the season just closed leaves no doubt that the policy will be continued next year," Furni said. He estimated a total of 37,000 cash customers for seven productions.

The season opened February 8 with *The Great Waltz* and included Ruth Draper; Katharine Hepburn, in *Jane Eyre*; Tallulah Bankhead, in *Reflected Glory*; Jane Cowl, in *First Lady*, and Charlotte Greenwood, in *Leaning on Letty*.

Furni also said the *Water Folies of 1937* that showed here recently was a great hit with St. Paul audiences. The (See LEGIT CLICKS on page 13)

# Columbia Tops Pix Ball League

NEW YORK, May 29.—Columbia Pictures leads the Motion Picture Baseball League, edging out RKO, which held top position last week. Last game played was between RKO and Skouras, RKO winning by 6 to 5. Game was closely contested, outstanding events being a 400-foot home run by Chick Schultz and the four-hit pitching of Jim Mulhall, both of RKO. Previous games between Columbia and Paramount and MGM and NBC ended with scores of 7 to 2 and 5 to 3, respectively. Last Friday Columbia and RKO fought for the league leadership, with Columbia getting the nod by 9 to 5. Standing of teams follows:

	Won.	Lost.	Pct.
Columbia	4	0	1.000
RKO	3	1	.750
Consolidated	2	1	.667
Skouras	2	2	.500
MGM	2	2	.500
Paramount	1	2	.333
NBC	0	2	.000
Apeda	0	4	.000

## JACK DENNY

(This Week's Cover Subject)

BROUGHT first into prominence thru his "Magic Carpet" broadcasts from the Mount Royale Hotel, Montreal, over NBC, Jack Denny has since established himself as an orchestral favorite. His Canadian appearance several seasons at a leading New York spot, was followed by one which stretched into the Hotel Waldorf Astoria Starlight Roof, broadcasting nationally from this room.

When the French Casino imported Clifford Fischer's "Folies Bergere" it was Jack Denny who was selected as the band attraction. He played there seven months, leaving New York for a road tour. Upon completion of his travels Denny took his orchestra into a number of leading New York hotels, including the Biltmore, Pennsylvania and Pierre, following this with a return date at the French Casino. The band has recorded often for Victor, as well as appearing in shorts for Paramount and Vitaphone.

## Laws and Lawsuits

The sixth of a series of articles on Laws and Lawsuits Pertaining to the Amusement Business appears in the carnival department of this issue.

## WANTED MED PERFORMERS

All lines. Real Team, Blackface, Magician, Lady Pianist to double. State all. Must change two weeks. Join on wire. CHARLES MANVILLE, Appleton, Wis.

## Musicians Not Interested

NEW YORK, May 29.—Commenting upon the failure of the musicians to participate in the American Theater Council's Convention at the Hotel Astor here this week, Edward Canavan, assistant to Joe Weber, American Federation of Musicians president, said the AFM had taken no definite stand on the ATC owing to Weber's absence at the time. Frank Gillmore, Equity president, had sent the AFM an invitation. Gillmore said the musicians' Local 802 never informed him as to its reason for remaining out of the confab.

## Three Detroit Orgs Elect

DETROIT, May 29.—Usual spring election season has just installed new officers in three Detroit theatrical organizations, Screen Craft Club, Nightingales and Russell Johnson Post No. 371, American Legion. The two clubs are largely composed of projectionists who are active bowlers during the winter season and the election represents the end of the season for them. Legion Post has members from all branches of indoor show business and holds mid-night meetings monthly.

Officers of the Screen Craft Club are Ray Doyle, president; Harry Burns, vice-president; Burton London, secretary and treasurer, and Ralph L. Ruben, corresponding and recording secretary.

Following officers of the Nightingales Club were re-elected: H. S. Morton, president; S. J. Landly, vice-president. (See THREE DETROIT on page 13)

## Jackson Studio Holds Recital

NEW YORK, May 29.—Pupils of the Wally Jackson Dance Studio gave a recital at the Austin Theater, Kew Gardens, L. I., May 22. Forty students participated in each of the morning and evening performances. Guest stars on the program included Walter Tetley, Art Frank, Gladys Parker, Stookie Allen and Lanny Russell.

# Equity Administration Hit By Independent Party Platforms

NEW YORK, May 29.—Independent party of Actors' Equity and the "Centrists," led by E. J. Blunkall, released statements last week, the Independents calling attention to their rally at the Hotel Victoria Wednesday and once again outlining their platform of unity, democracy and progress.

The planks reiterated by the Independents are: the secret ballot, reports of council meetings, reformation of the executive committee, pay for rehearsals, cuts and concessions board, institution of a single minimum, efficiency and economy, full financial statement, representation for the Federal Theater Project and shortening of the probationary period.

Blunkall party, apropos of statements by the administration regular ticket committee complaining about misrepresentation and misinformation, says they (the administration) have been the offenders. Referring to the letter allegedly issued by the Equity president and secretary about the 1919 strike, the Blunkall party mentions the epistle as

## CIO, AFL Pickets War in Milwaukee

MILWAUKEE, May 29.—Retaliatory picketing of its Grace and Tower theaters by the United Service Employees' Union, a CIO affiliate, has led the Fox-Wisconsin Company to seek a Circuit Court injunction restraining the organization from picketing. Court order is returnable today.

The picketing is charged to be the result of similar activity by the Building Service Employees' International Union, Local 150, AFL affiliate, which has been picketing the Milwaukee and National. (See CIO, AFL on page 13)

## Chi House Help To Be Organized

CHICAGO, May 29.—With organization of local film exchange employees practically completed, Peter Shayne, president of the Chicago Moving Picture Operators' Union, will start immediately to organize the 2,500 to 3,000 ushers, cashiers and doormen employed in Chicago's theaters, according to Frank Clifford, business agent of the union.

Shayne stated that the work of organizing and fixing wage scales, etc., will take about 60 days, due to area to be covered and large number of employees to be directly contacted.

Unionization of these workers by the IATSE & MPO is part of the national order sent out recently by George E. Browne, IATSE president, to organize all theatrical employees thruout the country. The new union will have a separate Class B charter and be directly affiliated with the IATSE & MPO.

## ITOA Elects J. F. Norman; Assn. Studies Power Rates

LITTLE ROCK, Ark., May 29.—G. Sterling, Gurdon, was named head of a committee to make a survey of power rates in Arkansas in view of seeking uniform low rates for theaters of the State as the highlight of the annual convention of the Independent Theater Owners of Arkansas, held in the Marion Hotel here Sunday and Monday. Fol- (See ITOA ELECTS on page 93)

## Censor May Sing

DETROIT, May 29.—Edgar W. Neal, assistant police censor, resigned Monday in protest against the appointment of Sergeant Joseph Kollar, former film censor, as head of the censorship activities for the police department. Neal said: "There's no future in a department where a chief assistant isn't appointed to fill a vacancy immediately above him." The vacancy is caused by resignation of Lieut. Lester Potter, effective May 31. Neal said that he may become an opera singer. He has been well known locally as a singer as well as censor.

**THE BILTMORE BOYS**  
 Now 18th week Wm. Penn Hotel, Pittsburgh, Pa.  
 Thanks to Joe Miller.  
 Per. Address, The Billboard, 1564 Broadway, New York City.

**PRINCESS CHANG LEE**  
 In Her Own Original  
**DANCE OF THE LAMPS OF CHINA**  
 Exclusive Management BOB LEOPOLD.  
 Strand Hotel, Cincinnati, O.

**CONTESTANTS NOTICE**  
 Opening soon our 4th show in 12 months.  
 Communicate  
**FRANK RAVESE**  
 Brooklyn Ice Palace,  
 Atlantic & Bedford Aves., Brooklyn, N. Y.

**WINDOW CARDS**  
 14x22, 22x28 paper and cardboard posters, one sheets, heralds, etc. for all occasions. Quick service, low prices. Write for free catalog.  
**BOWER SHOW PRINT & FOWLER, INC.**

**WANTED FOR GINNIVAN DRAMATIC CO.**  
 Tent Theater Week Stands  
 Single or Young Team, parts and specialties. Tell all. Week May 31, Manchester, Mich.; June 7, Clinton, Mich.; 14, Coldwater, Mich. FRANK R. GINNIVAN, Mgr.

**WANTED AT ONCE**  
 Organized Show, Singers, Dancers, Comedians: about 8-people show. Week stands. We have complete tent outfit now operating; 50-50 split. No Dressing Show. Would consider Singing and Dancing Teams with Pianist. Wire all you have and do. Must join on wire. No money advanced.  
**MGR. TENT SHOW, Howardsville, Va.**

**WANTED QUICK**  
 Piano Player and a A-1 Rep People with Specialties. Wire  
**ALLEN BROS. COMEDIANS**  
 Vandalia, Mo.

**WANTED**  
 First Alto Sax doubling Clarinet. State if can sing.  
**DAVIS & BRUNK COMEDIANS**  
 Morrilton, Ark.; Heber Springs, next.

**WANTED AT ONCE**  
**Stars of Yesterday -- Old Time Artists of the Gay 90's**  
 Song Writers, Dancers, Singers, Jugglers, Acrobats, etc. Age is in your favor if you can perform. State age and what you can do, also salary in first letter.  
**The BOWERY, Inc.--Pan-American Exposition**  
 Address  
**NAT D. RODGERS**  
 Baker Hotel, Dallas, Texas

**QUALITY STOCK TICKETS**  
 ONE ROLL... \$ .50  
 FIVE ROLLS... 2.00  
 TEN ROLLS... 3.50  
 ROLLS 2,000 EACH.  
 No. C. O. D. Orders Accepted.

**TICKETS**  
 Quality, Promptness, Satisfaction in Ordering  
 From  
**The Toledo Ticket Co.**  
 TOLEDO, O.

**SPECIAL PRINTED**  
 10,000 ..\$ 6.95  
 30,000 .. 9.85  
 50,000 .. 12.75  
 100,000 .. 20.00  
 1,000,000 .. 150.50

# RADIO BUDGETS ON WAY UP

## Fall Season To Bring Increase For Both Station Time, Talent

*Chase & Sanborn show best example of boosts in spending by advertisers—long-term contracts given names also means more wampum—hike supplementary budgets*

NEW YORK, May 29.—Paced by the successful Sunday night Chase & Sanborn show, which will grow even more expensive when Nelson Eddy joins, radio budgets are slated, both for time and talent, to climb appreciably this fall. Agency men, holding out on figures, say that the talent boost will mostly affect the network shows, with the time increase going to independent stations in the supplementary market coverage campaigns. At the same time, tho, talent expenditures for supplementary shows will also go up for two reasons. First reason is because the advertisers are buying more time on the stations—three quarter-hours instead of one, for example—or two half-hours weekly instead of one—the extra work for performers meaning additional monetary expenditure for sponsors. Second reason is that advertisers, according to various time salesmen in New York, are planning larger shows to bottle up local audiences, music getting the major part of the new show preference.

Latest practice of advertisers to sign name talent—such as Eddie Cantor and Jack Benny—to long-term contracts undisturbed by the usual 13-week option clauses, also means that these acts come higher. Performers demand increased dough for signing the long-term tickets, as well the usual annual or semi-annual pay boosts.

Chase & Sanborn show is one of the most expensive, if not the most expensive, variety programs ever to be broadcast. Using numerous names—W. C. Fields, Werner Janssen and film guest stars—talent budget is plenty high, with the producing and writing staff also getting good coin. Eddy is quoted at \$5,000 per broadcast, his asking price a few months ago.

Another factor which may mean more talent expenditures for radio advertisers is the step being taken by one or two of the Hollywood film producers. Metro-Goldwyn-Mayer, for one, is building a radio show, with MGM talent thus taken out of the available guest-star field. Warners may do likewise, while another major film producer has a deal pending to tie up with one advertiser. Cutting down the number of available film guests means an automatic hike in the price those available will get.

## Looks Like Marathon Sport Shows New Trend

DES MOINES, Ia., May 29.—KRNT is set to present a new program two and one-half hours in length, Monday thru Saturday. The program is billed as a *Sports Roundup*, with Gene Shumate, sports announcer, handling.

Besides using baseball scores at the end of each half inning on all major league games, Ben Hardman will handle a news broadcast every half hour. Lansing Benet will handle movie and radio gossip, and there will be oddities in the news, popular music recordings and interviews with sports celebrities interspersed. Program will also handle all news on golf and tennis for the current day.

KRNT promoted the program on a State-wide basis by distributing hundreds of cards and heralds preceding the start.

## Philco Peace Nears

PHILADELPHIA, May 29.—Settlement of the four-week Philco radio strike appeared imminent when nearly 7,000 members of the Radio and Television Workers of America, Local 101, prepared for a secret vote on the proposal offered them by the company. Agreement between Philco and union officials was favorably received by the strikers at a mass meeting, and Reese Llewellyn, union proxy, announced after the meeting that "it looks like we'll all be back to work next week." Philco offer for settlement included a 36-hour week and 5 cents an hour raise, effective when they return to work.

## Dental Firm Buys Time Despite Law

BOSTON, May 29.—Enactment of a bill barring dental ads on radio appears to be no barrier to Community Dentists, Inc., Boston dental and optical firm and largest local advertiser in these parts. Immediately after Governor Hurley signed the bill, the company signed a 312 participation contract with WAAB for the station's news service. Commonwealth agency placed.

Dental law becomes effective the last week of July, 1937.

## Jack Adams Shifts To Erwin, Wasey Spot

NEW YORK, May 31.—Jack T. Adams, lately radio head with J. P. Muller ad agency, is shifting to a post with the New York radio office of Erwin, Wasey & Company. With him moves Stella Unger, who had been handling scripts in radio for Muller under Adams, and part of the Borden Milk account using an afternoon show. Adams formerly has had numerous spots in radio.

Because of the Memorial Day holiday, report that Adams would head the Wasey radio department could not be confirmed. Presently the department is topped by Lew Amls, who, it is said, is due to move higher in the agency under the new setup.

## NBC, Hearst Lose Fight Against New Troy Spot

WASHINGTON, May 29.—Troy Broadcasting Company, Inc., received an FCC okay on its application for a 950-kilocycle, 1,000-watt daytime station, over objections of WRC, WOKO, WABY, KMBC and Hearst Radio, Inc.

New York station plans to tie itself up with local activities and will be minus web affiliations. National rate will be \$50 per hour to \$5 per minute. Local advertisers will receive a 15 per cent reduction.

WRC, owned and operated by NBC, operating on same wavelength, requested a power boost. FCC ruled that such an increase, similar to others also requested, would create interference.

## Three NBC Depts. in Sales Push To Land Sponsor for Met Opera

NEW YORK, May 29.—Metropolitan Opera broadcast series, exclusive with NBC for several years, will this year be the recipient of an extensive sales campaign by the network. This next season, to start in the fall, will be preceded by a major-sized campaign in the network's efforts to land a sponsor for the op sessions. Unlike previous years when the musical series were mainly under the arm of the sales department, three NBC departments will be pushing the program, these being the program and artists service, in addition to the sales department as heretofore.

Varying reasons are offered for NBC's operatic decision. First one offered is that this is reportedly the last year

## Well, It's One Way

PHILADELPHIA, May 29.—Evergreen Memorial Park, peddling cemetery lots, has hit upon a sure-fire plan to cash in with leads for its Biblical airshows on WFIL and WIBG here. Instead of plugging the resting plots, sponsor offers a free Bible to all askers, figuring that any listener interested in the cuff book makes a good lead for the sales force.

## Gabfest Delays I. A. Radio Drive

NEW YORK, May 29.—Scheduled conferences between officials of radio stations here and James J. Brennan, vice-president of IATSE and recently placed in charge of drive to organize radio station control board men, sound effects men and other technicians, have been postponed until next week. Delay was necessitated by the call on the time of all because of the American Theater Council powwow at the Astor.

Locals 1 and 306 of IATSE and Local 802 of the Musicians' Union have already notified Loew's, owners of Station WHN, that engineers would be organized under banner of AFL. A number of men there have already signed with American Radio Telegraphers' Association, a CIO organization.

## Canadian Group Owns Phone-Radio Screeno

TORONTO, Ont., May 29.—Telephone version of screeno, whereby listeners' telephone numbers are used as the basis for awards, originated over CKCL here. It was recently reported that the game originated over a Cleveland station. Owing the copyright on the game in both Canada and the United States is the Associated Broadcasting Company, Ltd.

Game operates basically by reading both numbers and letters, with the listener or listeners first filling in their phone numbers on cards provided, getting prize awards.

## Cliff Glick With Mutual

NEW YORK, May 29.—Cliff Glick, former NBC time salesman in New York and considered one of the best men in the field, has joined the sales staff of Mutual Broadcasting System. Glick left NBC about six months ago to head the radio sales setup for Consolidated Radio Artists, from which post he shifted to MBS.

## Gregg's New Spot

CHICAGO, May 29.—Norman W. Gregg, handling publicity several years for Erwin, Wasey & Company, ad agency, has left that company to go in for himself. Gregg is now located with Sam Gerson, of the Gerson-Hampton Service, but will continue to do publicity for the Carnation milk program, which he has had some years.

## Corny Acts Slay Philly

*Jack Steck's amateur show just starts clicking, but talent must be lousy*

PHILADELPHIA, May 29.—While the amateur show may be on the downgrade on other radio lanes, it's just beginning to click for Jack Steck, who conducts a weekly tyro talent tableau over WFIL from Woodside Amusement Park. Frankly, the former vaudevillian confesses, his show's success is based on a maze of maize. The cornier he whips his show together the better the visual audience and listeners like it. They come out to the park and they tune in expecting to see and hear the ridiculous. And Stecky doesn't disappoint 'em.

It's no hardship on the neophytes because they know what they're letting themselves in for. Besides, it's an appreciative audience Stecky gets out to the park in all kinds of weather, always laughing with and at the talent. Sight-seers even applaud themselves.

Stecky soliloquizes: "To keep an amateur show rolling you have to keep it amateur. As soon as you start ringing in good talent your audience catches on and they don't like it, because that so-called good talent is just enough better than the amateurs to be conspicuous."

Having conducted an air session over local lanes for the past seven years, Stecky gives a parting shot to the gongers. "Keep it corny and you'll get along."

## Jack Haley Set For Gen. Foods

NEW YORK, May 29.—Jack Haley, former legit musical comic now in films and who failed to interest radio sponsors up to recently, has been set for the top spot in a half-hour show slated to start in the fall. Sponsor will be General Foods, most likely for its Log Cabin syrup. Agency is Benton & Bowles, with A. & S. Lyons representing Haley.

Haley clicked in the picture *Wake Up and Live*, in which his singing was done by Buddy Clark and dubbed in. Clark leaves for the Coast at the end of next week for film work but will this time work under his own phiz. Clark is a *Billboard* possibility.

## Philly Ledger Makes Third Station Swap

PHILADELPHIA, May 29.—*Philadelphia Evening Ledger*, newest of the local newspapers to enter into time for space swaps with radio, forges to the head by making its third deal with a local station. Swap has been engineered with WDAS giving the sheet a 10-11 a.m. spot daily in return for proportionate display space according to station's card rate. Period will be used for a solid hour of semi-classic recordings and transcriptions, with Jerry Stone taking time out for the turntable to plug the paper's features and columns. WDAS space will be used for institutional station ad plugs. Similar deals exist between *The Ledger* and WIP and WFIL, sheet also being owner of the part-time WHAT outlet.

WDAS, which originated the cycle of local press-radio swaps, has an existing tieup with *The Daily News*, the first on record, and juggles the books for space in *Radio Press*, local fan weekly.

## Y. & R. Add to Coast Staff

HOLLYWOOD, May 29.—Two talent buyers have been switched from the New York to local office of Young & Rubicam to handle the expected fall rush of business. The newcomers, Clarence Olmstead and Julian Field, will work under Tom Harrington in hearing unknown talent and acting as scouts.

# WFIL Airs CIO As WIP Cancels

**Gimbel station decides talk too controversial—hosiery workers picket as result**

PHILADELPHIA, May 29.—Donald Withycomb, WFIL general manager, permitted William Leader, local prez of the United Hosiery Workers, a CIO union, to broadcast over the station Thursday (27) after his talk was banned by WIP as being "controversial" and packing too much fire. Union is waging the largest hosiery strike ever to hit Philadelphia. Time was bought over WIP to present the striker's side of the issue. After advertising Leader's speech by newspaper ads, WIP's attorneys advised a cancellation after reading an advance copy of the talk.

In announcing his decision to sell the CIO union time on WFIL, Withycomb said, "I believe it would be inimicable to public interest to deny this organization the freedom of the airwaves. One of the most valued and respected precepts of American constitutional government is the one that guarantees freedom of speech. Who are we to deny the United Hosiery Workers this right? I am well aware that the subject of Mr. Leader's address is a controversial topic. Because of this, in due fairness to all parties concerned, the listening public included, I have made it clearly understood to Mr. Leader that our facilities are equally available to the industrial interest on the other side of the question."

WIP banned Leader's address last Monday, date of scheduled broadcast, and immediately the union set up picketing corps at the Gimbel Brothers' department store, which houses the station. Picket signs charged WIP unfair to labor and denying labor the right to air its side.

## Wait FCC Okel on Sale Of KFDM for NBC Deal

BEAUMONT, Tex., May 29.—KFDM, recently sold by the Magnolia Petroleum Company to a group of business men of Wichita Falls, Tex., has completed arrangements for affiliation with the Red network of the NBC, it is reported here. Approval of the sale to the Texas group by the FCC is awaited before piping of the network begins, it was said. Station is 100 watts day, 500 night, a member of the Texas Quality Group and one of oldest in the Lone Star State, starting in 1924.

Officials of the station would not confirm final arrangements. Reports have persisted for some time that KFDM would become a link in the NBC under the expansion of the Blue net in the Southwest.

## C., W. & L. Set Renewal

NEW YORK, May 29.—Cecll, Warwick & Legler have set two renewal contracts. G. Washington coffee's *Uncle Jim's Question Bee* has been signed for 13 weeks, effective June 26, and Metropolitan Opera auditions have been signed for the third year. Sherwin, Williams Company pays for the latter. Both shows are on NBC.

## French Radio Confab

PARIS, May 29.—Television will be one of the seven subjects discussed at the French International Convention of Radio Art to be held here July 8 to 10. French get-togethers will also dissect theater, music, journalism, education and radio technique. Relation of radio to films and phonographs will also be discussed.

## WIP-Penn Tobacco Off

PHILADELPHIA, May 29.—Pending deal between WIP and Penn Tobacco Company for sponsorship of the station's Philadelphia big league ball games has failed to materialize and is off for this season. Station paid about \$15,000 for the rights to the games, with no sponsor taking yet. Most likely, in-between-inning spot announcements will be sold.

## Labor News

Stories on this page from various key cities detail major developments of the past week in radio-labor situations nationally. Details of the CBS-Announcers' Guild contract are presented as interpreted, not according to actual wordage of the signed contract. These details had not been published elsewhere up to press time.

## Company Union Due For NBC L. A. Staff

HOLLYWOOD, May 29.—Formation of a local company union for collective bargaining, similar to the San Francisco setup, is in the fire at NBC headquarters here. Functioning as temporary officials are Tracy Moore, sales department, as chairman, and Helen Aldrich as secretary. Artists' bureau is represented by Jack Votion, publicity by Joe Alvin, maintenance by Claude Farrell, program by Jean Darrell and sound by Ed Ludes.

Fifty-six employees of the plant are eligible to join. This excludes executives and those already organized groups. No demands upon management will be made until adoption of by-laws.

## Indie Film Co. To Try Air Agenting

HOLLYWOOD, May 29.—Newest picture company to look to radio for supplementary profits is Principal Productions, which has in the organization stage a special radio bureau designed to service material for guest appearances of film names, produce and create program ideas. Establishment of the bureau, with Louis Hyman as manager, was announced as a means of preparing radio material for Principal's players. However, only contract people company has are Bobby Breen, who is sewed up by Eddie Cantor, and Smith Ballew.

Probability first project of the bureau will be to set a series by Gertrude Berg, author, who is currently under the Principal banner as writer. Material and program ideas by other radio writers are being looked over preparatory to increasing bureau staff.

# Coast Indies Strongly CIO, But Network Staffs Hold Off

**Working conditions at Western independent stations lead employees to go solidly union—web workers cold to CIO organization attempts—strikes are possible**

LOS ANGELES, May 29.—Sewup of majority of independent stations in Los Angeles and near-by communities by Committee for Industrial Organization is just about completed under Local 15 charter, American Radio Telegraphists' Association. Stations most solidly represented in announcer and technician CIO enrollments are KPAC, KMTR, KIEV, KPVD and KGFJ, all small indies. Wage conditions at these stations are said to be poorest in this area, with personnel willing to strike if demands for pay tilts and more favorable working conditions are not met. Date for filing of demands under ratified Wagner collective bargaining ruling has not yet been set, but CIO officials declared no steps will be taken until members at the individual stations signify their desire for such moves. Probability is that demands will be made simultaneously at all indie stations, but as individual units, workers at any one station may walk out and begin picketing independent of action of other station units.

## Pittsburgh Acts And Agents Agree

PITTSBURGH, May 31.—Night club entertainers begin a new deal tomorrow, under an agreement with the Entertainment Managers' Association of Western Pennsylvania which puts into effect special contracts between EAMWP and members of the Entertainers' Association of Western Pennsylvania.

Heretofore Jayne Jarrell has been only booker actually signing contracts with entertainers.

Agreement provides for general tightening up of rules on conduct in spots and other working conditions.

Rule, which provides only EAWP member acts may be booked by EAMWP agents, has added 75 to entertainers' organization in last three weeks.

## Jail Show Next To Go Vox Pop; To Quiz Warden

NEW YORK, May 29.—Audience participation idea will be used by the slightly revised Warden Lawes' show this fall. W. L. Warner Company (Sloan's Liniment) is satisfied with pulling power of the gat and iron stanza, but streamlining effect is desired, and as the fans can be used at no extra cost, participation will be tried.

Studio audience will be allowed to question Lawes about criminals.

Cecll, Warwick & Legler is the agency.

# CBS, Announcers' Guild, Are Set on Terms of Employment

NEW YORK, May 29.—First major network contract between a chain and announcers and producers was closed this week, CBS contracting with the American Guild of Radio Announcers and Producers. Negotiations had been going on some time, Roy Langham, for the Guild, and Medford Runyon, for CBS, being the principal negotiators.

Basic provisions of the contract are as follows:  
The Guild is recognized as the exclusive bargaining agent for announcers and assistant directors.

Guild members shall work a 40 elapsed hour week on a five-day basis. Two consecutive days off per week shall be provided. Time and a half on a full-time (day) basis for overtime. Meal hours shall be one hour, not part of the working day.

Guild members are to be granted at least two weeks' salary for absences caused by illness, positions to be kept open at least 60 days.

Guild members may be granted leaves of absence up to 30 days on length of service basis, not to be deducted from the length of service basis of wage computation.

Guild members to receive all traveling expenses on assignments. Tuxedo and dinner money to be provided.

Week's vacation for those in service one-half year or more up to one year; more than one year, two weeks with pay.

Guild members to receive off days on six national holidays; working on such holidays to be at time and a half basis.

Substitutes announcers to receive same minimum pay. (Proviso mainly covers those hired during vacations.)

Preferential rehiring for Guild member for layoffs, such as occasioned by seasonal stoppage, etc.

Closed shop.

Arbitration is provided for on disputes, under American Arbitration Association procedure.

Contract is for five years, but may be reopened by either party on the yearly anniversary of the contract signing date, such reopening to discuss fundamental problems.

Wage scale provides commercial fees for announcers, plus sustaining salaries. (Announcers heretofore often worked on commercials with no extra pay.) Minimums not subject to CBS Artists, Inc., commission. Scale of wage increase on basis of length of service is also provided. Assistant directors' scale, also set, but no commercial fees.

Guild has already started preliminary negotiations with WMCA, at which station its union has secured a majority of the eligible staff members. Station has agreed to recognize the Guild as the bargaining agent, under the Wagner law. Gerald Dickler, Guild attorney, who worked on the CBS contract, is also active on the WMCA proposals.

Guild states it has no affiliation plans, either in the way of AFL or CIO.

## Elect Luther Hill Iowa Group Leader

DES MOINES, May 29.—The Iowa Association of Broadcasters met here for its annual election of officers. J. O. Maland, vice-president of Central Broadcasting Company and manager of WHO, association president, presided.

Principal order of business was a discussion of football schedules. Owing to the absence of Dr. C. M. Updegraff, of the State University of Iowa, no definite conclusions were reached. Craig Lawrence, KSO, Des Moines; F. O. Eighmey, manager of KGLO, Mason City, with J. O. Maland, constitute a committee to call on Dr. Updegraff.

Luther L. Hill, manager of KSO and KRNT, Des Moines, was elected president of the association for the 1937-38 season. Earl N. Peak, manager of KFJB, Marshalltown, was re-elected secretary-treasurer.

Sumner D. Quarton, W. B. Quarton and D. E. Inman, all of WMT, Waterloo and Cedar Rapids; Robert Kaufman, of KMA, Shenandoah; John M. Henry and Reggie Martin, of KOIL, Council Bluffs; E. H. Bondurant, WHO; W. I. Griffith, WOI, Ames, were other members of the association present for the meeting.

## NBC Sets Muriel Draper

NEW YORK, May 29.—Muriel Draper, who auditioned several times for NBC, begins a sustaining series on the Red network June 8. Mrs. Draper, mother of Paul Draper, hooper, and a well-known traveler, will do a news comment series.

**COLD ALONE IS NOT ENOUGH**  
 says the Ice Industry of America  
**BROADCASTING ALONE IS NOT ENOUGH**  
 says **WHN** **DIAL 1010**  
*You need showmanship, too!*



WHN, Variety's choice for New York City's No. 1 showmanship station, offers you the vast talent resources and experience of Loew's, Metro-Goldwyn-Mayer, and WHN Artists Bureau—a combination that spells successful programming and increased sales. Sell the world's richest market by using WHN.

Represented by E. KATZ, Special Advertising Agency

## Irvin Stewart, FCC Liberal, Resigns for Research Post

WASHINGTON, May 29.—Irvin Stewart, liberal and some time "stormy petrel" of the Federal Communications Commission, will retire from that body at the expiration of his term, June 30. Stewart has notified President Roosevelt accordingly. His next connection will be director of a new committee organized by the National Research Council, new group called the Committee on Scientific Aids to Learning.

Stewart has, during his service with the FCC, written several dissenting briefs, judged of outstanding character. One such was recently issued in connection with his opposition to approval of a newspaper station request, the daily involved being the only daily avail-

able in a large area. Stewart opposing the grant on the ground it would tend to monopolize news and propaganda media in this territory. Stewart, vice-chairman of the FCC and chairman of the Telegraph Division, recently criticized radio in an address at Duke University.

As offered, the purpose of the new committee is to "canvass and report to the National Research Council the extent to which certain methods, data, materials and products of science may be applied to learning." Radio, films, sound recording, etc., will be studied at various times. Committee will start shortly on a survey of the work of the National Advisory Council on Radio in Education.

## Philly Stations Carol Sweet Nothings; Mayor Tells 'Em To

PHILADELPHIA, May 29.—While he gave vent to his wrath in dealing with local nitery, burly and theater operators, Mayor S. Davis Wilson panned out as the long-sought godfather when he tackled radio row. That spirit of brotherly love which Quakertown so proudly boasts has been an unknown entity in local radio. Peeling between stations has always been tense and the press agents spoke of each other only in double talk or between the lines.

Rivalry was always greatest along showmanship angles, especially in snaring local special events. Throat-cutting was the order when it came to a beat. Now that Hlzoner has done a Judge Landis routine, things will be different. Calling all the boys into his office last week, Wilson got an agreement that they would band together in offering facilities for events of civic interest rather than fighting. To show them the righteous (See PHILLY STATIONS on page 13)

# Air Briefs

## New York

**HERB PETTY** is the current favorite to sit at Louis K. Sidney's desk when Sidney goes to the Coast to handle MGM's radio productions. Petty, formerly of the FCC, has been with station for a year and is looked upon as the logical man to move up, altho there has been some talk that a dark horse might be given the post. Station has been more active in past year than in previous six, what with WLW affiliation, feeding programs to Hearst's New York Broadcasting System and general sprucing.

Wedding bells for two of WNEW's staff. Vita Kane says *I Do* June 29, while Harry Kraymore aisles it in July. Alan Courtney is expecting an October heir. . . . Bob Catherwood, WOR salesman, bought NBC engineer Paul Herrold's cruiser, the Consort. . . . Four A execs still deciding whom to appoint on new radio committee. . . . NBC may air-cool its ovens (offices to you. . . . Harold fellows, of WEEI, in for a quick trip. . . . WPA hopes that sponsors sign for the Gilbert and Sullivan WQXR stanza. . . . Jap Gude, of CBS, to swing

into several towns, including Kansas City, after the NAB meet. . . . Margaret Johnson (Honey Chile) inked by Columbia Artists, Inc.

Kings Features planning to go to town on its sales campaign. Sales of film review program has spurred the boys on and they are hoping for further sales by fall. United Press auditions of its half-hour program attracted attention aplenty, with several sponsors interested. . . . CBS's Shakespearean revival, strictly big time, will be Columbia's classiest dramatic programs. *Community Sing* division of the Milton Berle show will probably be dropped in fall in favor of a variety show built around Berle. . . . WEN's Norman Kaplan collecting things. Copped three prizes in *Journal's* picture contest and just inherited a house, but in Germany. . . . Paul Kirby, a dollar-a-year man, is doing the musical chores on WPA's repertory theater productions and will guest-conduct the Philharmonic this summer. . . . Franca Shapiro, WQXR violinist, now heard Wednesdays.

## Chicago

A NUMBER of local radio performers are in line for screen tests around the middle of this month, when Joe Rivkin, Columbia producer, will arrive on a talent hunt. He has on hand names now prominent in local dramatic and variety shows. . . . Association of Radio News Editors and Writers held a meeting at the Sherman Hotel Thursday. Subjects discussed included the commercial value of news and "objectionable" radio news. . . . One of the vacancies on WJJD's *Midmorning Jamboree* was filled by Clayton Richatto, baritone. . . . The Crusaders, musical strollers, replaced Tommy Donnelly's *Ork* on the WBBM Refrigeration and Air Conditioning Institute series. . . . Inventors of unusual gadgets are now spotted on WLS's *Here's Something New* show on Sunday.

production entirely different than that used for other media" and that "agency men believe it wise to let the other fellow do the testing—especially if radio proved a flop."

VACATION fever is spreading in local studios. NBC has already released a batch of names and their vacash destinations this summer. Fishing cruises seem to be in the lead thus far. . . . Albert E. Goodwin left the WBBM publicity office to join Tom Flizdale's p. a. office. . . . Paul Frenn, former boxing coach, is taking to the mike starting June 2 for a series of sport chats over WGN. . . . New faces at NBC are the Dean Brothers, Texas harmony team, now doing a series of broadcasts. . . . Templeton Fox, now playing the lead in NBC's *Stepmother*, will be built up into a leading dramatic airwave artist. . . . Hal Raynor's *Pat and Hank*, with Loretta Poynton and Harold Peary, started Friday over WMAQ under the sponsorship of Princess Pat, Ltd. Articles in a woman's purse "do" the talking. . . . WGN sold an early-morning hour to Goldblatt Bros. Known as *The Golden Hour*, on daily. . . . K. W. Husted and Carl Burkland, of WCCO, Minneapolis, were WBBM visitors.

Harry Mason Smith, commercial manager of WBBM, in an address before the Advertising Club of Indianapolis last week, said that a large percentage of agency men have been slow to realize and to take advantage of the potential power of radio. His reasons are that "successful radio programs require showmanship of a high degree and the development of a technique on copy and

important pubs were determined to go to extremes in order to win their point, even threatening a "sit-down strike" to freeze out the writers.

According to Fox, the squabble has no bearing on six tunesmiths who were under contract to film companies before the SPA-MPPA fracas started.

## FTP WORKERS—

(Continued from page 3)

Bridgeport, Conn., is "packing them in" with *Spread Eagle*, anti-war play of several seasons back. Opening night was entirely sold out, with crowds turned away. Jimmy Conroy is directing the playhouse and has the city billed like a circus.

## SINKING AND—

(Continued from page 3)

tensive plans for the venture. Box offices for the attraction will be opened in South Bend; Gary, Ind., and Chicago. Ducats bought at these points for the \$1.50 top will include free transportation to and from Michigan City. Ordinary round-trip fare from Chicago is \$2.70. Top deck of the showboat will be used for dancing.

Due to city's nearness to Chicago, Grisman said he hoped to keep the Dixiana docked in Michigan City harbor thru-out the summer.

## PUBS-WRITERS—

(Continued from page 3)

SPA is asking for 50 per cent of what MPPA receives, but whether the difference between a cut of one-half and one-third is the sole item bothering the pubs is doubtful, one angle being that the pubs are against giving the tunesmiths too much of a hold on the industry.

With June 1 the deadline originally announced by SPA as the day it would take over the handling of transcription and sync licenses, the problem will be left in a muddled state in the event no settlement is reached at the Tuesday conference. Fox says he does not know whether pubs would accept songs should SPA continue to hold on to its present demands. Last week some of the more

## Detroit Bookings Pick Up

DETROIT, May 29.—Pickup in special dates for automotive and other organizations, following complete settlement of the strike situation here, is being generally reported. Two special shows are being arranged by Abe Schiller, of the Del-Ray Orchestras and Attractions Office. Johnny Hamp and band have been booked for the Society Horse Show in Bloomfield Hills June 3 to 6. Briggs Manufacturing Company is giving a special dinner June 5 at the Book-Cadillac Hotel. Show includes California Collegians, Three Sophisticates, Gold Dust Twins, Cappy Barra Ensemble and Morgan Skyrockets.

THIRD RETURN ENGAGEMENT  
*Rainbow Room, Radio City*  
 OPENING WEDNESDAY JUNE SECOND  
**AL. DONAHUE**  
 AND HIS ORCHESTRA  
 NBC - WEAP TUESDAYS & SATURDAYS 11:30 - 12 P. M. EDST  
 MANAGEMENT:  
*Rockwell O'Keefe inc.*  
 ARTISTS' REPRESENTATIVES  
 R.K.O. BUILDING • ROCKEFELLER CENTER, N.Y. AND HOLLYWOOD



# CBS Beckons Don Lee Staff

**"Help yourself" seems to be CBS' policy—Huston, KHJ sales head, latest**

LOS ANGELES, May 29.—Don Lee network, especially KHJ, has been suffering raids upon its personnel by Columbia Broadcasting's KNX, which has been holding out higher rate of pay as bait. Latest into the KNX fold is Roger Huston, KHJ sales manager, who swings over to the CBS outfit in an executive sales spot. Thayer Ridgeway has been upped to sales manager spot at KHJ to succeed Huston.

Drain on KHJ and other Lee stations began just before the first of the year, prior to realignment of CBS and Mutual outlets here, and has resulted in the moving of at least a dozen top men and trained clerical and secretarial help.

Currently on the KNX pay roll are such former KHJ people as Harry Witt, who switched from sales management at the Lee outlet to similar job at KNX; Bill Forbes and Chet Matson, sales executives; Glenhall Taylor, producer-writer; Don Forbes, Jackson Wheeler, announcers, and Bill Goodwin, producer-announcer. San Francisco switches from Don Lee to CBS are Allan Cormack, traffic manager at KFRC, and Hank Jackson, sales manager.

KHJ also recently lost Carroll O'Meara, writer-producer, to Young & Rubicam agency, and M. C. Tate, sales executive, to KMPC.

LOS ANGELES, May 29.—Jack Joy, former production and music manager at KFWB, has been appointed production manager at KHJ, succeeding Don Bernard, who resigned two months ago. Since Bernard's resignation post has been supervised by Charles Bulotti Jr., who returns to manager of studio activities.

## ACCOUNT PLANS

CHRYSLER Corp., thru Ruthrauff & Ryan, using quarter-hour transcribed programs featuring Freddie Rich's Orchestra on WEO, Des Moines.

GULF REFINING Company enters one-station show, placed by Young & Rubicam, for Tuesday-Thursday, 12:30-12:45 stanza, beginning June 1, over WCAE, Pittsburgh. Nancy Martin, singer-pianist, and Max Adkins' Band featured.

GEM PRODUCTS CO., laundry soap, renews its sponsorship of Transradio news for 13 additional weeks over WIP, Philadelphia. Thru Robert M. Clutch Agency.

NATURE'S FRIEND, Inc., birdseed, taking a quarter-hour weekly for transcribed music over WIP, Philadelphia, placed direct.

KSO is handling a new program for Sof Products Company, of Chicago, with six quarter-hours per week and three quarter-hours per week participating on the *Hawkeye Dinner Time*. Schwimmer & Scott, Chicago, handle.

MOXIE COMPANY, maker of Moxie, drink, has placed thru Harry M. Frost Company 20 participations in the Yankee Network news service. On 13 Yankee spots out of WNAC, Boston.

SCHOLL Manufacturing Company has placed a week's announcements on WEN, New York. Donahue & Coe.

FIVE 100-word spot announcements are being used by Ogilvie Sisters on WQXR, New York. Kelly, Nason & Winston placed the hairdressers' account.

## WPA Productions

NEW YORK, May 29.—Uncle Sam has produced 18 radio programs and five special events with a total of 314 performances since June, 1936. WPA's radio division includes dramatic and musical shows.

Most shows are on New York indie outlets.

## Beer Goes Pop

DES MOINES, May 29.—Altho the Iowa Broadcasting System discontinued all beer advertising on its three stations the first of the year, indications are soft drinks will offset any loss. Accounts being carried now include Seven-Up, Cleo-Cola, Pepsi-Cola, Dr. Pepper and Orange Crush.

## Radio Projects Cuffo Syndicate

NEW YORK, May 29.—Radio division of the Federal Theater Project is pulling loose ends together and by the fall will have more than 20 widely separated units operating directly under the New York office. Until now out-of-town groups have kept in touch with headquarters, but have been left more or less to themselves in matters of selection and production. In addition to producing dramatic and musical shows, WPA radio division is readying a new type of newspaper feature. Stories will be adapted from current radio productions and offered cuffo to small daily and weekly newspapers. WPA will try to arrange distribution of its radio-story so that there will be no conflict with syndicates selling fiction to newspapers. Attempt will be made to service only papers whose budgets do not permit them to purchase syndicated fiction from regular firms.

Attention of radio stations will be drawn to such printed stories and they will be offered the same material in radio form for airing. Service of a producer will also be available if stations are within reasonable distance of a Federal Theater office. Such scripts are offered to stations on the cuff, with the understanding that if they are sold all or an agreed number of the WPA cast will be included in the sale.

Research Sound Effects lab of the New York WPA office is also working on sound experiments and results will be told in six weeks. Technicians have been developing manual rather than mechanical noises in the belief that they are cheaper to secure and use. Descriptions and diagrams will be furnished to stations and directors when studies are completed.

# More U. S. Programs for BBC Slated as Fall Development

**Britons go for American band and variety productions, hence increase—acts to be paid by BBC—regular scheduling expected—but goodness, no commercials**

NEW YORK, May 29.—British Broadcasting Corporation is making ready to increase American broadcasts to British Isles and will probably add numerous bands and variety shows in the fall. BBC has found that English fans go for American entertainment, minus the sales spels, of course, and is shaping its schedule to include more American entertainment. Because of the difference of time BBC sends many programs not heard in America, but especially broadcast for the British trade. American entertainers are paid by BBC and, while the British

government radio department has no regular schedule of American programs, the addition of more American talent will call for a more or less regular programming of such features. These broadcasts are in addition to special events, sports and news broadcasts.

BBC limits the broadcasting of English programs to Columbia Broadcasting System and National Broadcasting Company. To prevent the boys from scratching each other's faces BBC has ruled that whichever web first requests exclusive rights to an English special event gets it, excepting top features which are open to both nets. Privilege of getting the foreign programs from England is reserved to the two webs because BBC maintains that it must deal with "fully responsible parties that are in a position to co-operate with it." Both webs lend facilities in America to BBC, while BBC reciprocates in England. Independent stations and other webs are often nixed when they request okehs to broadcast programs, except in the case of important events, which are open to stations after BBC permission is secured. BBC "limit" refers only to studio programs. Mutual has carried a number of BBC shows and in addition has a swap agreement with the Canadian government system.

## New Film Gets Big Mich. Radio Splash

DETROIT, May 31.—Biggest radio hookup in the history of motion picture exploitation in the State of Michigan was arranged between Robert M. Gillham, director of advertising for Paramount Pictures Corporation, and United Detroit Theater executives in Detroit and broadcast yesterday. Aim was to herald the opening at the Michigan Theater of *I Met Htm in Paris* and tied up all local stations in the Detroit area and all stations of the Michigan radio network.

Stations carrying the broadcast included WXYZ, WWJ, WJR, WMBC, WJBK, Detroit; WFDF, Flint; WJIM, Lansing; WELL, Battle Creek; WEZO, Kalamazoo; WOOD, Grand Rapids; WBCM, Bay City, and WIBM, Jackson. Program virtually blanketed Michigan, occupying a half hour's time.

Broadcast originated at WXYZ, Detroit, using an orchestra of 30 pieces, with a choral ensemble of 16 voices, dramatic actors and the Advance Men (singing press agents).

Program was an elaboration on the advertising idea used for *Watiki Wedding*. Following the success of the first broadcast, Paramount decided to go to town on the air.

## Studebaker Fall Return Pends on Available Time

NEW YORK, May 29.—Return to radio in the fall of Studebaker autos, according to J. P. Roche, depends upon securing desirable time period. Roche is president of Roche, Williams & Cunningham, agency on the account.

Studebaker has used Richard Himber's Orchestra for some time, with the fall show rumored as switching, if returning, to another formula in an attempt to lift the audience rating. Another report is that Studebaker may lay off radio to concentrate on periodicals and newspapers.

## Guiding Light's New Stations

CHICAGO, May 29.—Beginning June 28, the *Guiding Light* show will be added on six stations, making 55 in all. Additions will include WOOD, Grand Rapids; KTAR, Phoenix, Ariz.; KDIR, Butte, Mont.; KGLL, Billings, Mont.; KDBX, Springfield, Mo., and KDNC, Amarillo, Tex.

# Future List

## Important Anniversaries, Etc., for Program Tieups

List below consists of notable dates of various nature in connection with which stations can arrange special broadcasts. It has been newspaper custom for years to observe such dates, radio adopting newspaper practice right down the line. Frequent additions and revisions of the list will be published.

In addition, readers' attention is called to the monthly list numbers of *The Billboard*, published the last week of each month. These lists contain dates of conventions of both business and social organizations, these meetings offering excellent opportunities for radio stations to effect either good will or sales promotional tieups.

List published herewith is in advance by a month of any other similar compilation. In addition to offering possibilities of tieups, it gives program producers and station managers numerous dates that can be used as bases of special dramatizations, flashbacks on news dramatizations, etc.

70th anniversary of Canada's Dominion Day.

75th anniversary of establishment of Bureau of Internal Revenue.

Cardenas elected president of Mexico three years ago.

July 1-15. Midsummer furniture market for retailers, Grand Rapids, Mich.

1. June 27 thru, National Education Association annual convention.

2. 80th anniversary siege of Lucknow, India.

3. 200th anniversary birth of John Singleton Copley, American artist.

4. Independence Day.

6. 45th anniversary Homestead, Pa., strike.

6. June 30th thru, Semana Nautica (Marine Week), Santa Barbara, Cal.

8. Fifth anniversary Lausanne debt agreements.

10. Closing date International Soaring Meet, Elmira, N. Y.

11. Andree and two companions started north from Spitzbergen in a balloon 1897. (Bodies found 1930.)

14. Bastille Day.

15. 275th anniversary of incorporating of Royal Society of London.

15. First anniversary of opening of Hightstown, N. J., resettlement project.

15. St. Swithun's Day.

17. Civil War broke out in Spain one year ago.

21. Battle of Bull Run, 1861.

24. Pioneer Day (Utah). (90th anniversary of founding of Salt Lake City by Mormons.)

24. 75th anniversary of Martin Van Buren's death.

25. Japan took control of Korea, 1907.

26. 90th anniversary of first operation of electric locomotive.

27. Wireless communication established between Japan and United States, 1915.

# Program Reviews

EDST Unless Otherwise Indicated

## "Hobby Lobby"

Reviewed Tuesday, 10:30-11 p.m. Style—Interviews. Sustaining on WOR (MBS network).

Hobbies are finding many new addicts, and a program such as this will grip the ears of hobby-ees as well as hobbyless. Latter may be inspired to go hobby-hunting after hearing of the enjoyment others achieve thru developing and following one. Program concentrates on people who have interests out of the ordinary.

A hotel man who raised chickens in his penthouse, a model who collected and repaired odd broken dishes, an eight-year inventor, a string saver, a bank collector and others composed the first show.

Dave Elman, former ad agency exec and author, who conducted the production, went somewhat overboard on the enthusiasm side. He should keep himself in check and should not strive for too much freshness or informality. Seemed forced, this freshness; not in the sense of being "smart," but the forced interest was too obvious.

An interest-holder, however, that should find a growing crop of fans. And cheap to produce. **B. H.**

## "Broadway Melody Hour"

Reviewed Wednesday, 8-8:30 p.m. Style—Variety show. Sponsor—Pioneer Ice Cream Brands. Agency—Young & Rubicam. Stations—WOR and WHN.

Here's a mildly pleasant half-hour show that would benefit by speeding the tempo. Jay C. Flippen, Irving Aaronson's Ork, Jimmy Brerly, Ethel Shepard, Helen Yorke and Rose Marie supply the talent as both regular and guest artists. They go thru their paces to produce a just-about-average production, not too hot, not too cold—just lukewarm. It's for Borden, Horton and Reid's ice cream, plugging refrigerator tray packages.

Flippen emcees the show and gags with punch-lacking material. Helen Yorke worked with him, and while both showed ability to put lines over they suffered from the lack of the right stuff. Brerly warbled *Too Marvelous for Words* in his sweetly romantic style, while Ethel Shepard also put over several numbers with an ear-pleasing delivery. Aaronson Ork displayed adequate qualities in music-making but offered nothing outstanding in treatment of selections. These included *Boo Hoo*, *Sophisticated Lady* and a new one, *Firecracker*, as noisy as one would suspect from the title. Rose Marie (no longer Baby) appeared for a number. Has a sweet and smooth style and added plenty to the show.

Show fed to WOR from WHN.

**B. H.**

## Bigelow Twins

Reviewed Saturday, 4:15-4:30 p.m. Style—Singing, instrumental. Sponsor—Shepherd's Garage, Milford, Conn. Station—WELI, New Haven.

These lads, Jim and Mel, recent products of an amateur program, are making good in their 15-minute broadcasts with a lively program of harmony singing, accompanying themselves with a harmonica and guitar. Mix in some hillbilly tunes. Commercials are brief and to the point. Oked for a minor show. **S. A. L.**

## Babe Ruth

Reviewed Wednesday, 10:30-10:45 p.m. Style—Talk. Sponsor—Sinclair Refining Co. Agency—Federal Adv. Agency. Station—WABC (CBS network).

Still out of organized baseball by some angle that defies understanding, Babe Ruth has turned to radio in ball game chatter for Sinclair oil and gas. It's a good show the erstwhile swatter turns in, but there's another mystery—why the show is spotted at so late a period. In the East, where there still are a lot of kids, the Babe is spotted much too late for their ears, altho daylight time and time zones make his spot earlier further west and southwest.

Ruth's not the most fluent speaker, but the script maintains a pretty fair

level of ease and banter that surmounts this. Guest stars—even on a baseball show—come from the big leagues, with Luke Appling, of the Chicago White Sox, on the program caught and turning in a fine job. There's a third male voice, the announcer, who works up the entire show, and it makes for confusion.

Commercials are nicely handled and held to a reasonable level. Contest with free autos, radios and autographed baseballs for letter on assigned baseball angles. **J. F.**

## "The Bachelor Poet"

Reviewed Wednesday, 10:15-10:30 p.m. CDST. Style—Poetry and songs. Sponsor—Lipton Tea Company. Agency—Frank Presbrey Co. Station—WMAQ (Chicago).

Norman Pearce, poet, is featured on this commercial Mondays, Wednesdays and Fridays. He recites original verses in a kind, understanding and rich voice. Enunciation is clear and the thoughts in his rhymes, while simple, are effective.

Recited four poems at this hearing, each bearing a sentiment of its own. Also serves as emcee, introducing Annette King, contralto, who, between poems, offers sentimental ditties.

Commercials, brief and to the point, handled by Donald Dowd. **Hon.**

## "Tic Toc Revue"

Reviewed Monday 7-7:30 p.m. Style—Variety. Sponsor—Griffin Manufacturing Company. Agency—Birmingham, Castleman & Pierce. Station WJZ (NBC network).

An informal and summery note, particularly desirable for a shoe-polish sponsor, is achieved by this musical production. A competent crew of melody makers create an enjoyable half hour which passes pleasantly. Lack of comedy, surprisingly, is a distinct asset. Too many producers attempt to tack on some hashlike comedy to good musical shows to "round 'em out." "Flatten" should be the word. By sticking to music and steering clear of comedy this production has smooth sailing.

Sponsor is attempting to develop talent which is not too well known. It's a noble idea and in this instance clicks. Hughie Barrett Orchestra supplies balanced background to vocalists and also does well in its own right. Tune Twisters, male trio, offered a novelty number that was breezy and snappy. Barry McKinley, sweet-throated and possessing a definite and individual vocal charm, went to town with *September in the Rain*, while Jean O'Neill put over *There's a Lull in My Life* in socko style. Both youngsters have pipes that can do things. Duetted with *You're an Old Smoothie* to good results. More of such duets are in order.

Sponsor would benefit by clinging to straight and simple spels such as used at either end of the show and dropping

all attempts at innuendo. Attempts to introduce thoughts of his product by references to white shoes stuck out like a blizzard in August. It's the only serious flaw in a nice show. **B. H.**

## "Supper Time Frolic"

Reviewed Thursday, 7:30-9:30 p.m., CDST. Style—Variety. Sponsor—Participating show. Station—WJJD (Chicago).

A popular program for rural consumption, patched up to sell a number of products, most of them patent medicines. A real highlight on this one is Ervin Viktor, the announcer, who is a mighty good salesman. He knows what he is selling and just how to sell it to the Midwest farm hands. Also doubles as emcee, introducing the various rustic acts quite informally.

Talent roster includes Jack McCoy and the Cumberland Ridge Runners, band; Doc Hopkins, vocalist; Buster Glessom, musical man; Karl and Harty, harmony duo; Flannery Sisters, songstresses, and Randy Blake, cowboy singer. They unearth selections, vocally and musically, popular long ago and those still enjoying a following in the rural districts.

Entertainers are well versed in this type of work and undoubtedly have an audience in the hick towns. **Hon.**

## "Road to Romany"

Reviewed Tuesday, 11:45-12 noon. Style—Gypsy music. Sustaining on WIP (Philadelphia).

It isn't often that ace talent hidden in a studio orchestra has a chance to seep thru to the surface. When that occasion arises, as evidenced in this stanza, salaams are in order for both the station's musical director, Clarence Fuhrman, and the soloist, Maurice Braun. Latter is a stand-out fiddler who rates even money when matching his romany pash with any of them. Studio tooters forget the mill-run pop stuff for this one. Fuhrman making the rhythmic back-up with skillfully knit arrangements of the classic order.

Braun's top ranking fiddling is familiar to the hurg's inhabitants, he having been featured concertmaster at the de luxe movie emporiums before screen fare became the dominating note.

Carried by the station as a showcase on a weekly ride. **Oro.**

## "Dorothy Dix Column of the Air"

Reviewed Sunday, 9:45-10 p.m. Style—Dramatizations. Sponsor—Philadelphia Evening Public Ledger. Stations—WHAT and WFIL (Philadelphia).

Surprising what a small station can do with a little bit of effort. This stint stacks up as a smart piece of ether dramaturgy. Pointed for home and matronly reception, sob sister stuff peddled by the Dorothy Dix syndicated column appearing daily in *The Evening Public Ledger* is adapted for radio by Milton Laughlin. Ralph Minton, of the sheet's staff, directs, and Cecelia Lipschutz pens the script. When caught Paula

# Current Program Comment

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

In honor of its new 5,000-watt transmitter, KYA, Hearst station in San Francisco, recently presented a special dedicatory program. Unlike most such: it was smooth, well-knit, interesting and entertaining. There were speeches, but they were short and acceptable.

Announcer Bert Bassini introduced Hugh Barrett Dobbs (Dobbsie), who emceed the show in his familiar manner. He presented Walter Rudolph's augmented orchestra. Tenor Walter Thompson, Soprano Agatha Turley, Station Manager Bob Roberts, Sports Announcer Ernie Smith, a dramatic offering by the KYA Players and Mayor Angelo Rossi. Music was well chosen and capably presented. Thompson's solo, *The Old Refrain*, was good. Dobbs waved overenthusiastic in his eulogy, text of which was "A keynote of perfection has been struck."

Phillips' Milk of Magnesia employs the somewhat thread-worn idea of a harmless inventor in its *Lorenzo Jones* afternoon programs, with fair results. While such a character is made of sure-fire elements, Carl Swenson, playing Lorenzo, and Betty Garde, his wife, give their parts much life and even a certain amount of reality. This is often a feat in an afternoon epic. Lorenzo on the program reviewed was in something of a jam, as his friends and partners were deserting him because of the flop of a hair tonic invention.

Personal Column of the Air continues with its exploitation of suffering thru its "good will toward humanity" thought. Chipso, on the stanza dialed in, sought to find a missing son, sweetheart, father, etc. Letters were read, with a supercharged delivery of baloney-sympathy and pathos.

## AN IMPORTANT NEW SERVICE FOR ALL IN RADIO

### NATIONAL RADIO REGISTRY

The Nation's Clearing House for Radio Talent and Personnel comes as an important new service, wholeheartedly welcomed by advertising agencies, radio stations and networks as well as by radio performers, technicians and others employed in radio.

In a monthly bulletin are listed in sharply divided classifications the names, addresses and qualifications of persons now employed in radio and persons wishing to break into radio. This bulletin is sent to over two thousand radio stations, advertising agencies, large individual companies and program builders throughout the nation.

The listing fee of one dollar is the only charge, and for this reason it is definitely a service which you (as a person now employed in radio, or wishing to get into radio work) should use to advantage. You are invited to write for information, or come in today and list yourself so that your name will be included in the next National Radio Register.

### NATIONAL RADIO REGISTRY

The Nation's Clearing House for RADIO TALENT AND PERSONNEL, SUITE 570, 415 Lexington Avenue at 43rd St. New York City

## Promotion Shorts

NBC has issued a handy folder containing a map of NBC stations, as well as lists of NBC stations and other outlets. Station's frequency allocations also included.

In a fairly heated battle for business, WBIG, Greensboro, N. C., has issued a brochure entitled *People, Not Geography, Buy Merchandise—Programs, Not Wastage, Sell Merchandise*. Inside pages contain data of Greensboro and surrounding country along with market facts.

United Broadcasting Company, Cleveland, is holding weekly luncheons for local members of various ad agencies. Each luncheon will be attended by staff of a single agency. Feasts will be held in sales audition room, which should be a hint to the boys.

Kellogg Company is offering a chrysanthemum plant for a Rice Krispies or Pep box top and a dime. Gardeners are sent a plant eight to ten inches high and packed in moist fiber moss.

Peter Paul Candies, Inc., has a five-minute program on WEEI, Boston, which is a glorified commercial, but the contest-idea sugar-coats the sales chatter. Sixteen daily cash prizes go to those embryonic poets who send in winning companion rhyme lines. Contestants may send in as many lines as they wish provided each one is accompanied with a Mounds or Dreams candy wrapper.

Markmann, Anne Mary Lawler and Minton made the printed page sound plenty real.

This particular stanza dramatized the problem of a housewife who had to outwit her penny-pinching husband to get the purse strings loose. Announcer Chester A. Becket presents the problem on hand and ties it all up neatly with the counsel given by Dorothy Dix. Script is an interest-holder, never leans toward strained gushiness, and members of the cast were all proficient for the task at hand. With each day bringing forth a new life drama, program packs sufficient air force and appeal to suggest commercial possibilities.

Under present setup serves as circulation promotion for the newspaper which operates WHAT. Space-for-time swap with WFIL has WHAT feeding it to that station on Sundays, slotted after Walter Winchell, whose pillar also appears on *The Ledger*. Smart penciling enables the sheet to plug both features in the opening commercial. Carried by WHAT on week days during the noon hour.

This session the 1310th consecutive dramatization. **Oro.**

# MECHANIZATION WORRIES

## Bootleg Song Sheets Again

**MPPA warns dealers not to handle illegal sheets—an old problem for publishers**

NEW YORK, May 29.—Music Publishers' Protective Association is making a drive to eliminate the sale and distribution of bootleg songsheets. Harry Fox, MPPA general manager, last week circularized all news dealers and agencies with a letter saying the practice constituted a violation of the rights of copyright proprietors. According to Fox, news agencies and dealers are cognizant of this violation, but persist in keeping the sheets on their list of periodicals.

Sale or distribution of one or more of these sheets or folios containing the lyrics of copyrighted musical compositions places the guilty party liable to arrest, the penalty for conviction being a fine of \$1,000 or imprisonment for a period not exceeding one year, or both. Further, those guilty are also responsible for civil law damages, the minimum sum being \$250 for each copyrighted song contained in the infringing publication. Award of these damages by the court is mandatory, so that, should a dealer sell a sheet containing 100 songs, he is liable to a \$25,000 judgment.

Distributors of sheets are equally liable with printers and should communicate with MPPA to verify statements concerning authority to print or distribute.

MPPA intends to continue prosecuting until the abuse is cleared up.

## Four Musicians Killed in Crash

ALBANY, N. Y., May 29.—Four musicians are dead and two are injured as the result of a head-on collision Wednesday between the light coupe in which they had been traveling and a truck-trailer, laden with lined oil and paint, on the Albany-New York road one mile north of West Coxsackie.

The dead include Carl Bacheofsky, of Boston; Harold Bloom, of Dorchester; Isadore Goldstein, of Revere, and Jack Pastor, Lynn. Leonard Fleming, Negro, driver of the truck, burned in the wreckage. Joshua Cohen, of Dorchester, and Robert Novak, of Mattapan, the injured, are in the Catekill Memorial Hospital. All six were members of Reeves' Orchestra and were on their way to keep an engagement at the Sugar Maples Hotel.

## Musicians Gain In Pittsburgh

PITTSBURGH, May 31.—Industrial prosperity of the steel city reflecting itself in remodeling of musicians' union headquarters here.

Secretary Charley Graffelder says pickets of grills employing two to five-man bands are bringing quick results.

Union move to have radio stations play only union bands on sustaining hours also successful, altho actual agreement with Local 60 not signed.

## Detroit Ballroom Opens

DETROIT, May 29.—Eastwood Gardens, outdoor dance pavilion at Gratiot and Eight Mile road, opened last night.

Isham Jones and band furnished the music and will be followed by Wayne King. Future bookings are Glen Gray and Rudy Vallee.

## Opens Des Moines Season

DES MOINES, Ia., May 29.—Bill Power's Orchestra opened the season at Sycamore Park yesterday with Bobby Brace and Mary Rogers featured. Dancing Wednesdays to Saturdays.

## Disc News in This Issue

In the Music Section of the Amusement Machines Department will be found each week additional news of phonograph recording activities, coin-operated machine merchandising and a listing of best sellers of the leading record labels.

## Tenn. Passes Control Bill

**Various groups must file list of copyright works, prices with sec'y of state**

NASHVILLE, May 29.—Directed at control of "monopolistic practices, price fixing and extortion" in the field of music copyrighting, a bill passed by the Tennessee Legislature in the closing days of its session last week will require ASCAP, SESAC and all similar organizations to file annually with the secretary of state a list of their copyrighted works and the prices charged for each.

The bill, which requires payment of no filing fee, is styled as an aid to the federal copyright laws to regulate the activities of individuals, corporations or organizations "who attempt to use the federal courts as innocent instrumentalities in the furtherance of any systematic campaign or scheme designed to illegally fix prices for the commercial use of copyrighted works thru the use of extortionate means and terrorizing practices based on threats of suits."

Secretary of state is empowered if he deems it necessary to protect citizens from committing innocent violation of the copyright laws to publish a list of all copyrighted works filed with him in the newspapers.

Lists filed with the secretary of state must recite the date each work was copyrighted, the name of the author, the name of the publisher and names and addresses of all parties who have at any time had any interest in the work.

In the event any person or group violates provisions of the bill the district attorney of any county, on complaint, may institute injunction proceedings against them.

If the defendant after three days' notice refuses to obey the injunction order the court is empowered to appoint a receiver to take over the commercial rights of all copyrighted works, together with all other property of the defendant in the State.

In the event the defendant attempts to withdraw such copyrighted works from the State to deprive the citizens of such commodity the court may, for the purpose of aiding in the abolition of monopolies and price fixing, determine a fair and just rate that the receiver should charge for each public performance, and the receiver may issue licenses at that rate.

## \$3,000 for Stricken Pianist

HOLLYWOOD, May 29.—Testimonial swing concert for Joe Sullivan, promoted by Bing Crosby, netted around \$3,000 for the stricken pianist. Orks in the swing were Victor Young, Earl Hines, Fred Waring, Ray Noble, George Stoll, Jimmy Dorsey, Harry Owens, Ben Pollack, Jimmy Greer, Ted Fio-Rito, Louis Prima, Segar Ellis, Herb Wilkins. Every band and singer advertised put in an appearance. Show ran five hours.

## Kay Kyser Sets Record

LINCOLN, May 31.—New record for the Turnpike Casino was set here when Kay Kyser and band ran take up to nearly \$1,500. Previous mark was held by Herbie Kay at slightly more than \$1,000. Last date for the Turnpike before the summer closing will be with Jan Garber June 25.

## 802 Wants Recording Agreement; L. A. Seeks Sound Track Control

**Musicians' locals wrestling with mechanization problems—N. Y. aims for more equal job distribution on records—Coast local has spread-work plans**

NEW YORK, May 29.—Local and Coast musicians' unions are trying to dope out ways and means to meet the problems of mechanization, the Los Angeles local deciding to contact Pat Casey, producers' labor rep, in an effort to eliminate the repeated use of music negatives in as many as five picture productions. In New York, Local 802 called a meeting of band leaders at the Hotel Astor yesterday to impress upon them the significance of the recent announcement by Joe Weber, president of the American Federation of Musicians, that all recording or transcription contracts be carefully perused by locals in order to protect musicians' rights.

## Philly Band Bookings Heavy

PHILADELPHIA, May 29.—With no letdown in niterie activity, Benny the Bum's shows the way in summer fare by bringing in Paul Specht Monday for an extended run. When Benny's present site first joined the niterie ranks as the Piccadilly Cafe back in the early '20s, Specht was the initial bandmaster.

Finishing his third season at the Hotel Philadelphia, Joe Frassetto replaces Vincent Normand at the Evergreen Casino for a limited stay prior to his summer run at Phil Barr's 500 Club in Atlantic City. Normand goes to the Broad Street Rathskeller, Viola Klais moving over to the Yacht Club.

Open-air dine and dance spots entering the local scene finds Sylvan Herman at the Peacock Gardens, at King of Prussia, Pa.; Billy Stein at the Yorktown Tavern, Elkins Park, Pa., and Johnny Graham at the Cotton Club, Lawnside, N. J.

## Sheet Dealers, Pubs Set Confab

NEW YORK, May 29.—Twenty-fourth annual convention of the National Association of Sheet Music Dealers will be held June 14-16 at the Roosevelt Hotel here, the same time and place as the Music Publishers Association's annual get-together. Sheet men feel that closer co-operation between themselves and pubs should be developed.

Discussion will center around the ironing out of trade abuses, rising costs of production and a possible downward revision of the discount scale for professional musicians.

A surprise party with entertainment is being planned, and all dealers, whether members or not, are invited to participate.

## Detroit Resorts Set Band Bookings

DETROIT, May 29.—Westwood Symphony Garden is to open for the summer tonight, with Roger Fryer Orchestra as attraction and set for two weeks.

Westwood Otto Inn will also open tonight, Jimmy Montgomery and orchestra will furnish the music.

Many improvements have been made in the park this season and approximately 5,000 persons nightly can be accommodated.

## Besman Sets Detroit Bands

DETROIT, May 29.—Bernard Besman, manager of the orchestra department of American Attractions Office, has booked Bob Shepler's Orchestra for a season run at Palmer Park, Lansing, Mich. Shepler, known for his Lombardo-esque style, has completed a 42-week run at the Trainor and Aragon here.

Lyman Barrow and orchestra open June 28 at The Dells, Lansing, to be followed in July with Ramona Park, Grand Rapids.

Discussion at the Astor also touched upon mechanization and social security. Rosenberg, speaking on the inroads of canned music, stated in effect that the problem at hand was not the destruction of canned music but its regulation. Progress, as exemplified by canned music, was not harmful in itself but in its application. Expanding upon this theme, 802's president said he favored an amicable agreement with recording companies so as to effect a more equitable distribution of work and also to produce money for musicians as well as recording companies. Rosenberg and Robert Sterne also mentioned that in the event mechanization was not controlled, 1,000 musicians might soon be making all the music for the entire continent. A remedy will be sought at the AFM convention where, in view of Weber's letter and the agitation by Local 802, canned music will be the paramount issue.

On social security, Feinberg said he would immediately contact General Samuel T. Ansell, Washington counsel for AFM, urging that he press for a decision from the social security board of the Internal Revenue Department. Bert Henderson, contacted earlier in the week, stated the AFM had filed its briefs with the board and was waiting for the government to take the next step. Stand of the musicians is that the payment of the tax could be shifted from the independent contractor, usually the band leader, to the "real" employer. Matter at present is "in abeyance," with no one really responsible for the tax payment.

LOS ANGELES, May 29.—In line with increased employment drive of Musicians' Local 47, demands will be served upon Pat Casey next week for elimination of reissuance of music sound tracks in pictures. Negotiations include demands for Local 47 to have jurisdiction over studio music librarians, arrangers and copyists. These matters were discussed some time ago between producers and Joseph N. Weber, AFM president.

Elimination of present system of creating incidental and background music for big pictures and saving the music negative for future use in other pictures is being sought by J. W. Gillette, international studio representative of the federation. Gillette claims that same sound track often is used in three to five pictures. Restriction to one picture would increase musicians' employment in the studios about one third. Between 750 and 900 are employed in pictures on a casual basis.

Recent ruling on limitation of transcontinental radio assignments to musicians goes into effect tomorrow. Musicians earning less than \$35 per week on sustaining time will be limited to one and one-half hours, weekly additional. Those getting more than \$35 will be restricted to one weekly program, while those not employed on steady or seasonal engagements may have two hours per week on Coast-to-Coast commercials.

Regulation is expected to restrict about 100 musicians who have been getting the lion's share of radio work.





# DRIVE ON N. Y. CAFES MILD

## Anti-Nudity Pinches Fail To Develop Into Widespread Ban

*Night clubs tone down dirt and flesh, but police probe restricted to four spots—Uproar House asks for further hearing—summer openings continue heavy*

NEW YORK, May 29.—Police department's swoop on four local night clubs, following in the wake of the shutdown of burlesque and having lost its bite due to the "decision reserved" hand-down by Second Deputy Commissioner John J. Sullivan, has nevertheless put the fear of the law in the breasts of night club operators. They have been cutting out most of the off-color material, toning down nudity and eliminating nude lobby displays or else the substituting of portraits chastely touched up in objectionable places. Three out of the four spots under fire in the investigation, the French Casino, Cotton Club and the Hollywood Restaurant, took their spanking and reprimand philosophically and conformed with police orders, but the fourth, Harlem Uproar House, operated by Jay Faggen, will continue hearings next week, when it hopes to produce witnesses to prove that its show was not indecent.

Despite these apparently sincere efforts of the police to keep a more than usual sharp lookout for infringements and to press the campaign against indecent shows in all fields of entertainment, summer spot operators remain undaunted and openings for the season continue their hopeful occurrence.

Ben Marden's Riviera, after several postponements, is now set to open June 8. Next week will also see the opening of the Monseigneur, site formerly occupied by the Chateau Moderne, June 2. And, during the past week, the Glen Island Casino near New Rochelle, the Surfside at Atlantic Beach; the Pinebrook Country Club in Nichols, Conn.; the Playland Casino at Rye Beach, the Greystone Mansion near West Point, Ben Riley's Arrowhead Inn; the Outpost Inn in Ridgefield, Conn.; the Roadside Rest at Oceanside, Long Island; Grossinger's Country Club at Ferndale, the Half Moon Hotel at Seagate in Brooklyn; the Palisades Amusement Casino at Palisades Park, N. Y., and the Sands Point Casino on Long Island, all launched their summer seasons.

DETROIT, May 29.—Blossom Heath, swankiest of Detroit's shore spots along Lake St. Clair, opened its summer policy last night. Ed Fritz is again proprietor, with Bill Kurth as manager. Floor shows are being booked for the season by Abe Schiller, of Del-Ray Orchestras and Attractions.

HOLLYWOOD, May 29.—Hollywood's Famous Door reopened after renovation with Louis Prima's Band as draw and a change of policy. New setup has the crowd going at 7 p.m. for the dinner show, rather than the previous 10 o'clock bow. Management is advertising mixed drinks at 20 per cent less up till 10 o'clock.

LOS ANGELES, May 29.—Cal-Neva Lodge, exclusive spot which burned several weeks ago, is being rebuilt to reopen July 1. Gally Holden Orchestra goes in, hooked by Consolidated Radio.

STUEBENVILLE, O., May 29.—Under new management and completely renovated, the Half Moon Club reopened recently. Richard's Orchestra, featuring Helen O'Connell, vocalist, is current. Club is one of the largest in Eastern Ohio.

### Eric, Pa., Agency Active

ERIE, Pa., May 29.—Paramount Attractions here has added three more weeks to its books, bringing the total to five consecutive weeks. Office now handles the Black Cat, Cogan's Grill and Pulakos-on-the-Lake, all local, and the Terrace Gardens, Jamestown, N. Y., and the Hollywood, Akron, O. Also reports the demand is still for fine novelty acts and single girl entertainers, with salaries higher than surrounding territory due to lack of competition.

Band department, in conjunction with the Cleveland branch of CRA, has handled such names as Johnny Hamp, Dick Fiddler, Emil Velazco, Mickey Katz, Blue Barron and Austin Wylie.

## New Orleans Cafes Slump

NEW ORLEANS, May 29.—Warm weather has brought about a marked slump at all night spots the last few weeks, despite better-than-usual spring efforts to bring in "name" acts and bands. Crowds have thinned at all of the three top spots here, Blue Room, Chez Paree and the Prima Penthouse.

Zorine, "Queen of Nudists," made her debut at the Chez Paree. New floor policy changes floor shows every two weeks. Leon Prima, operator of the Penthouse, brings in his horn-tootin' brother, Louis, this week with his Famous Door Band. Leon Belasco's Ork was succeeded by Lennie Hayton at the Blue Room.

Fountain Room of the Washington-Youree, top spot at Shreveport, closed May 15, and the Roof opened last week with Larry Lee and ork sans floor show.

### New York City:

LEE MARMER started at Jimmy Dwyer's Sawdust Trail May 30 for one week with options. . . . JIM WEBSTER, radio pianist, has been booked at Joe Helbok's Onyx Club to alternate with Leo Anf. . . . VALLEY AND LEE closed at Weismantel's, Jamaica Island, to keep a week's date at the Monte Carlo. They're scheduled for Keith's Theater, Portland, Me., and a sojourn at Allentown, Pa., in June. . . . ROSS AND EDWARDS, the Flying Whirls, Barry Grant's Hillbillies and the St. Clairs comprise the "Carnival Days" show going into the Park Central Hotel, June 7. Laura Lester arranged the bookings. . . . IRVING FIELDS is now playing the piano at Zelli's.

### Chicago:

JANICE ANDRE opens at Colostimo's June 12. Willie Shore, incidentally, was out of the show there last week with an injured back. . . . SLIGH & TYRRELL have completed booking of the opening boardwalk season show at the Edgewater Beach Hotel, starting June 12. Lineup includes Gloria Selter, DiAngelo and Porter and Gaultier's Steepchase. Bernie Cummings' Band comes in for a return engagement. . . . EDITH PERRIN, of the Howard Mayer Office, now handling the press work for the Edgewater. . . . DEXTER, ventriloquist, in from the Coast to work this area. . . . MOE LUCKIE, of the Sligh & Tyrrell office, booked Zorine and her Nudists at the Blue Room, Milwaukee, starting June 14. Deal made thru Bill Parent, act's personal director. . . . LANG AND LEE, comedy jugglers, are back from the Coast, where they have been working since September.

SHEILA BARRETT opens at the Stevens June 10 for two weeks. Placed by the Jacobs-Perkins Agency. . . . Jack Block agency is now booking Joan Parley and Eddie Hardesty, musical team, in this territory.

DOROTHY DUVAL, comedienne-accordionist, is in her fourth week of an indefinite stay at the Brevoort Hotel. She recently concluded 10 weeks at the

### Checkroom Gals Must Keep Tips, Says New Mass. Law

BOSTON, May 29.—Governor Hurley on Monday signed the Tip Bill which permits cigaret and hat-check girls in Massachusetts night clubs, hotels, restaurants and other public spots to pocket their coins unless managements post a conspicuous sign stating that tips go to the house and that the girls get a cut or salary.

## Coast Books Sports Acts

LOS ANGELES, May 29.—Sports novelties are due for another shot in local night spots. Bill Weisbuch and Al Korriea, ping-pong champs, booked at the Coccoanut Grove some months ago, make a return for the next four weeks.

Charlie Bourne, Grace Palmer and Jean Terry, Charles Kaley and Tommy Howard have been booked into the new Club Marti by Arthur Silber.

### Irving Jacobs Turns Booker

SYRACUSE, N. Y., May 29.—Irving Jacobs, former night club emcee, has turned booker. Spots on his books include the Rex Grill, Andy's Inn, Club Candee, Luigi's Italian Village, all local; Woodruff Hotel and Parrot Club, Watertown, N. Y.; Jermyn Hotel, Scranton, Pa.; Chateau, Rochester, N. Y.; Carpenter's Rathskeller, Tap House and Blue Grill, Elmira, N. Y.; Bob Thompson's, Waverly, N. Y.; Three Rivers Inn, Phoenix, N. Y., and Blue Moon, Fulton, N. Y. Office also acquired the Deauville-on-Owasco, open since May 19. Associated with Jacobs is Robert S. Phoenix, handling orchestras.

# Club Chatter

Great Northern. . . . MCA BOOKING the Road to Rio concession at the Greater Texas and Pan-American Expo in Dallas. First show opens June 11. In for three weeks. . . . BARBARA PARKS, singer, moved to Mound's Country Club, St. Louis. Her salary, since she worked the Chez Paree, jumped to \$200. . . . HOWARD NICHOLS, juggler, is working with Roger Fryor's Band at Westwood Gardens, Detroit. Will play the State-Lake Theater here week of June 11. . . . HAWTHORNE AND WEITNEY have signed an exclusive management contract with MCA. Now at Hollenden Hotel, Cleveland. . . . RONALD AND ROBERTA and Joe Andrews have moved to the Meadowbrook Country Club, St. Louis.

PAUL ROSINI left for an indefinite engagement at the Blossom Heath Inn, Detroit. . . . RUTH AND BILLY AMBROSE close an eight-and-one-half-month stay at the Blackhawk June 18. . . . FRANK HALL, Alene and Evans, Bernice Hart and Consola and Melba opened at Jack Huff's Crystal Lake Country Club. Set by Eddie Sligh, of Sligh & Tyrrell.

DAWN AND DARROW are filling a return engagement at the Royale Frolles since May 28. . . . THEODORE AND DENESHA shifted from the Royale Frolles to the Coccoanut Grove for four weeks.

### Here and There:

ARTHUR BORAN, CBS mimic-comedian, opened May 29 at the Cedar Country Club, Lakeville, Conn., to emcee an all-radio show starring Baby Rose Marie, Al Shayne and Charles Carlile. . . . JUDITH LAWTON, radio warbler, after two weeks as the headline attraction at Benny Raifalo's Cat and the Fiddle, Cincinnati, opened May 31 at the Merry-Go-Round, Dayton, O., for a fortnight's stay. She is heading for the Coast. . . . DEAN MURPHY, movieland mimic, leaves his emcee post in the Walnut Room of the Bismarck Hotel, Chicago, this week to begin a limited engagement at the Mounds Country Club, St. Louis, June 3. . . . LANNY BRICE and his *Gay Boy Parade*

## Philly Crusade On Cafes a Flop

*Citizens' Committee charge 'lewd entertainment'—but mayor, courts won't believe*

PHILADELPHIA, May 29.—After the Retail Liquor Dealers' Association assured Mayor Wilson that the charges by its attorney, Patrick J. McGee, that local night life featured widespread sale of bittern on the Sabbath, gambling and lewd entertainment were without foundation, whoopee spots were heckled on another front by a one-man Citizens' Committee on Law Enforcement. Robert Gray Taylor, local barrister, presented himself to hizzoner Tuesday charging that the town was "wide open." He "dared" Mayor Wilson to arrest Benny the Bum's (Benny Fogelman), Boo Boo Hoff and 100 other operators.

The mayor declined to comment on Taylor's charge, and on Thursday the crusader obtained arrest warrants against Morris Winokur, in whose name the liquor license for Benny the Bum's was issued, and James Blake, who obtained the license for 1214 Club, operated by Boo Boo Hoff.

And altho the reformer began as a prosecutor, he wound up as a defendant, being served with a warrant charging him with perjury. Arrest order was obtained by Winokur.

At the hearings Thursday Taylor testified that at Benny the Bum's his companion was served champagne after the legal closing hour, while he only imbibed ginger ale and lime juice. And then, to top it all off, a shimmy dancer appeared in front of his table and sang *I Wish I Was Spending the Night With You*, an alleged suggestive parody on *The Night Before Christmas*, to the accompaniment of leg quivers and torso tossing. As for 1214 Club, Taylor complained that the girls' dressing room faced his town apartment across the street. But neither he nor the gals, according to testimony, pulled down the shades.

Magistrate Edward Henry dismissed both defendants posthaste. That Taylor will still carry the torch against niteries after he clears himself on the perjury charge is hardly probable.

### Hollywood Club Closes

HOLLYWOOD, May 29.—Club Casanova, Sunset strip nitery, closed last week for renovations. Scheduled for reopening about August 1. Cost estimated to be \$30,000. Seating capacity will be increased to 700.

New talent policy, going into effect with the reopening, calls for line of girls, a name band and several acts. Bookings by Arthur Silber, with Mel Walters continuing as manager.

are current at Terrace Gardens, Jamestown, N. Y., after finishing 12 weeks in Detroit for the Pete Iodice office. . . . ANN SEYMOUR, Paul Mall, Frank Bernard, Rich and Marsh and Lew Nelson head the new show, *Mating Time*, at Jimmy Brink's Lookout House, Covington, Ky. Lang Thompson's Band furnishes the music. . . . NEW SHOW at Glenn Schmidt's Beverly Hills Country Club, Newport, Ky., comprises Lillian Roth, Roseleart and Seville, Paul and Pettit, Murray, King and Roberta and Frances Willis, Harry Rose emcee, and Deacon Moore and his band furnish the dine, dance and show melodies. . . . CASTLE FARM, Cincinnati, has switched from three nights a week to nightly operation, with the newly renovated Dream Garden open when weather permits. Jimmy Van Dell's Band is the current feature. . . . CARL AND MARGIE RITCHIE, tap team, and Rene Irwin, singing comedienne, are holding forth at the Sherwood Hotel, Burlington, Vt., with Cy Levin, son of the hotel owner, as emcee.

## Theaters Want Own Producing

See policy as inexpensive and satisfactory — RKO and Para to lead the way

NEW YORK, May 29.—Major circuit operators and owners of indie theaters playing stage shows favor individual house producing of stage shows for next season. While the idea is not exactly new, it has never been extensively tried. On the tail end of this season many of the houses went in for the policy, looking upon it in the light of an economy measure, and the majority report that the policy did prove inexpensive and at the same time that the shows were satisfactory.

RKO and Paramount will lead the way among circuits in the establishment of production staffs at key houses. RKO will observe this policy in Boston and Cleveland, and it is very likely that the idea will be extended to Chicago. Paramount will continue to use individually produced shows in Boston, Detroit and Chicago. These circuits also have in mind to play the better shows of these houses in towns that get spot-booked attractions.

Many of the indie combo houses look favorably at this policy. The Comerford Circuit is figuring on carrying out this idea in its houses in the East. Then, too, theaters like the Fox, Detroit, will also observe the policy. Comerford Circuit recently has been getting shows built to order, and the Fox, Detroit, has been having its own shows produced, the productions built around a line of Gae Foster girls.

With this trend in stage shows there will be a good market for girl lines and specialty acts. In the matter of girl lines, the houses want troupes with ready-made numbers. However, standard acts and "names" will continue to find combo houses a good field, even with this policy, for the policy is elastic enough to embrace all acts. Units will continue to be produced, but many of the unit producers are trying to make deals with the houses for the production jobs.

## Martha Raye's Tilt From 4Cs to 5Gs

NEW YORK, May 29.—Paramount is negotiating for Martha Raye to make five weeks of personal appearances, probably starting off July 7 at the local Paramount with two weeks and following with Boston, Detroit and Chicago. Asking price is \$7,500 for Miss Raye, but Paramount will probably get her for \$5,500 a week.

Less than a year ago Miss Raye was getting in the neighborhood of \$350 and \$400 in vaude and clubs, and her rise to fame has been quick, appearing in less than half a dozen Paramount pictures.

## Jack Bennys Get 15Gs for 3 Days

NEW YORK, May 29.—Top booking of an attraction for the Greater Texas and Pan-American Exposition in Dallas is that of Jack Benny and Mary Livingston, who will get \$15,000 for a three-day booking, one appearance a day. They will appear at the Cotton Bowl, opening July 3, where no admissions are charged.

Bill Robinson has also been set for the Cotton Bowl, playing there June 19 and 20. Benny Goodman and ork will play the Casino at the Exposition, opening Labor Day on an eight-day booking. A special train carrying the opening show for the Casino left here today with about 100 people aboard. Charles J. Freeman, talent booker for the Exposition, will leave here next week for Dallas.

LINCOLN, Neb., May 29.—Deal between the Wilbur Cushman and Gus Sun Agency is strictly in the dickering stage, involving the Sun office in Ohio representing the Cushman tour in the East on a 50-50 split basis.

### Tragedy

DETROIT, May 29.—Irony of the tradition of the business that "the show must go on" never received stronger confirmation than in the boxed item in last week's issue of *The Billboard* referring to booking of a show for Michigan State Funeral Directors' Association by Art Rowland. This story was not set up in type before Rowland died suddenly, and he was being buried as the issue was distributed. He was one of the oldtimers in the local booking business.

## GTC-Moss Getting Victoria Palace

LONDON, May 24.—Victoria Palace, where Kurt Robitschek has been running a successful vaude season since last September, will revert to its former owners, Moss Empires, in association with General Theaters Corporation, in July. House, which for many years was a white elephant, has been relying on American talent, with headliners from that country proving box-office attractions.

While Robitschek bows out of the Victoria Palace May 29, it is likely that he will operate another local house. Victoria Palace is the only big-time opposition in the West End to the Palladium and Holborn Empire. In July it will be booked in conjunction with the Palladium, Holborn Empire, Finsbury Park Empire and other local and provincial houses on the GTC-Moss Empire tour, of which George Black is director and Val Parnell head booker.

## Sally Rand Attacks Labor Union Angles

WILMINGTON, Del., May 29.—Labor unions and not the motion picture have been responsible for the decline of the legitimate stage, Sally Rand said here prior to opening at the Stanley-Warner Queen Theater this week.

Asserting that she was a member of a local affiliated with the American Federation of Labor and was in favor of organized labor, Miss Rand declared that she believed that members of the musicians' and stagehands' unions were not only being "racketeered on by their leaders" but that the leaders had actually "killed the goose that laid the golden egg." "Unions demand such high salaries that the small theaters of the country have actually been forced out of business," she said.

MEXICAN REVUE OF 1937, composed of 50 singers, dancers and actors, is playing the California, Los Angeles Spanish house, on a jump from Mexico City. Ana Maria Gonzales gets star billing. . . . Barstow Theater, Barstow, Calif., has been opened for vaude policy each week-end. Paul Savoy is booking out of Los Angeles. . . . Rube Manston (formerly Demarest) on the West Coast after a 12-week circuit of Australia. . . . Three Fonzals, who have been playing in Midwest territory for the last few weeks, sail for Europe July 14 on the Normandie to open at the Palladium, London, July 26. Expect to stay in Europe a year. . . . Charles (Chuck) Townsend, for 26 years manager of the Lyceum, Leavenworth, Kan., has gone to Iron Mountain, Mich., where he'll make his home.

BILL HOWARD, RKO booker, left New York Thursday to vacation until Tuesday in Virginia. . . . Joe Rieder has left the Arthur Fisher office in New York and is now on his own. . . . Slate Brothers have been booked by RKO for Cleveland and Chicago, weeks of June 11 and 18. Henry Youngman plays the same towns weeks of June 25 and July 2. Howard, Fine and Howard have been booked by RKO for Cleveland and Boston, weeks of July 18 and September 2. . . . Eal Kemp and ork plays the dinner-dance for Secretary of Revenue John B. Kelly in Harrisburg, Pa., June 2. . . . Benny Ross is back in New York after 10 months in Australia. . . . Herman Bing will in-

# Brighton 2-a-Day Probed by Equity as Possible Legiter

To decide whether unit is vaude or legit—house opening with Pat Rooney's as headliner—burlesque actors' union pulls its people—burly houses look to policy

NEW YORK, May 29.—Return of two-a-day vaude in this area, this time at the Brighton Theater, Brighton Beach, has become the target of attacks from various sources, even before the policy started. House will open Monday, starting with Earle Taylor's *Parlez Vous Parlez* unit and with Pat Rooney, Marlon Bent and Jr. on top of it. Actors' Equity revealed yesterday that it will investigate the policy to see if it comes under Equity's jurisdiction, out of which will probably come a decision on whether a unit is vaude or legit. Burlesque Artists' Association has requested burlesque performers slated for the house to withdraw, alleging the operator has an indebtedness charged against him when he was in burlesque.

Difficulties originally started with the BAA, which claims that Sam Briskman, one of the operators of the house, owes some of its members a week's salary because of short notice of closing at the Casino Theater, Brooklyn, former burlesque house. However, two former burlesque performers are to open with the show, Irving Selig and Joy St. Clair. Equity's sudden interest in the theater, according to a representative of the organization, is the result of a request made by one of its members who was asked to join the show, altho the show just comprises a vaude unit that has been playing around, and the Pat Rooney's.

A. & B. Dow are booking the house, and are understood to have a piece of it with Briskman. House has been taken over from Jules Leventhal on a four-week trial, and the policy will be two-a-day, reserved seats. Headliner for the second week will be a tossup between Smith and Dale, Estelle Taylor and Piffi D'Orsay, while negotiations are on for Sally Rand.

With the Brighton house leading off with a try at straight flesh, the operators of the darkened burlesque houses here are awaiting its debut with interest. They figure on getting some idea of the pull of entertainment of that kind, having in mind a like policy for their theaters.

## Gus Sun Ties Up With Kemp Circuit

SPRINGFIELD, O., May 29.—Gus Sun, president of the Gus Sun Booking Agency, with headquarters here, announces affiliation with Southern Attractions, Charlotte, N. C., headed by T. D. Kemp Jr. Tieup will benefit units with approximately 30 weeks' playing time, according to Bob Shaw, Sun general manager.

Under the arrangement with Kemp, Shaw says, units will be guaranteed from \$125 to \$150 a day, with efforts being made to cut jumps to a minimum. Gus Sun denies that his office will join Wilbur Cushman on a 50-50 split basis on business in the Eastern territory, as recently reported.

Sun Circuit's Western bookings will be handled out of its Chicago office, under the management of George Flint.

## Ritter's Virginia Tour

NEW YORK, May 29.—Tex Ritter, cowboy act, has been set by Martin Wagner, of the Morris Agency, on a tour of one-day stands for four weeks between pictures. The tour will take in Virginia territory, playing the Roth & Pitts Circuit. Circuit just reopened the Chadwick, Suffolk, and will open a new house June 7 in Emporia.

## Catalina Island Flesh

LOS ANGELES, May 29.—With the opening of Catalina Island summer season, Avalon Theater gets into swing there today with a week-end vaude-film policy. Opening acts, booked by Paul Savoy, are Roy Duff, Billy Barty, Sammy White, Four Albee Sisters and Al Sack and orchestra.

## New Loew District Managers

NEW YORK, May 29.—Seymour Mayer and Maurice Seiditz, Loew Circuit managers, were appointed district managers for the circuit this week by C. C. Moskowitz. The appointments are a result of the death of Carl Levi, district manager. Mayer is supervising the Pitkin, Palace, Premier, Warwick, Willard, Hillside and Valencia theaters, while Seiditz's houses are the Commodore, Hollywood, Avenue B, Delancey, Apollo, Canal, Broadway and Gates. Al Weiss, manager of Loew's Oriental, Brooklyn, is taking Mayer's place as manager of the Pitkin.

## Theater-Railway Tieup

MEMPHIS, May 29.—Thru arrangements between the Orpheum Theater and Memphis Street Railway Company patrons will be able to attend the second afternoon show at matinee prices even if they arrive too late for price-change limit. Patrons boarding any inbound bus or street car on any Tuesday, Thursday or Friday afternoon between 2 and 3 o'clock may obtain a courtesy ticket from the operator, which when presented at the box office will give bearer benefit of 32-cent matinee admission and a 7-cent car token, saving 10 cents and car fare home as well.

## Bert Levey Moves

HOLLYWOOD, May 29.—Following the trek of talent, Bert Levey, veteran Coast vaude booker, is vacating his Los Angeles offices and moving here. He will concentrate on film and radio agenting, but continues to maintain a small office downtown to handle what little vaude business remains on the Coast.

## Lancaster, Pa., Shelves Shows

LANCASTER, Pa., May 29.—Capitol Theater here will drop its one-day vaude policy today. House is operated by Warner Bros., which has sloughed vaude for the summer in the majority of its other theaters in this territory.

# Vaudeville Notes

clude the Metropolitan, Boston, on his personal appearance tour, playing there week of June 24. . . . Mack Raymond has left the Jack Bertell agency and is now associated with Henry Herman in New York.

SMITH AND DALE have been booked by Loew to play the Capitol, Washington, D. C., week of June 25. . . . Raymond Walker and Joseph Barrett are now at Zit's Little Casino, New York. Walker and Tommy Ray wrote an act for Mae West in 1912. . . . Sam Cohen agency has moved from Tremont street in Boston to Washington street. . . . RKO-Radio pix is high-pressure sales promotion on its *New Faces of 1937*, with 6,000 exhibits getting descriptive material. Cast comprises radio, vaude and club talent, including Milton Berle, Joe Penner, Harriet Hilliard, Thelma Leeds, Parkyarkus, Tommy Mack, Bill Brady, Bert Gordon; Hite, Low and Stanley; Lorraine Krueger, Eddie Rio and Brothers, Loria Brothers, Choclateaters and Louise Carver.

VERNE BUCK, maestro at the State-Lake, Chicago, leaves for a six weeks' California vacation June 18. Ray Lang will wield the baton in his absence. . . . Edler School of Dancing, Wichita, Kan., moved into larger quarters on Main street recently and expanded staff. School headed by Mr. and Mrs. F. W. (Ma and Pa) Edler now has five dance teachers and three piano instructors.





with a musical comedy interpretation of the newswreels, Meroff getting in his bag of tricks on this one with a one-man vaude show routine. Makes him more than a front in name, and at no time during the 45 minutes does he have to take bows for the efforts of others.

An additional 10 minutes is provided by Anna May Wong, flicker actress. Makes feeble attempts to sing but gets over nicely when keeping her ditties strictly gab. Spotted with the band and, despite the movie rep, is in a tough spot when competing with the brand of entertainment dished out by the Meroff crew. Okeh for a single on a variety bill but means nothing on this card.

Pix is Pick a Star (MGM). Biz good. Oro.

**Metropolitan, Boston**

(Reviewed Thursday Afternoon, May 27)

*Merry Mad Whirl*, a 55-minute unit, needs a dash of effort to put it into the winning brackets. Peter Higgins, tenor, topped the bill, singing *Did Your Mother Come From Ireland?*, *I Told Every Little Star* and an aria from the opera *Rigoletto*. He also offered *Reflections in Color* as intro to the Score and Four Lovelles, who went thru a nicely executed modern dance in neutral color apparel that absorbed the usually good Leo Morgan lighting effects. As a continuance of this production number a purple velvet drop ascends between a pair of white columns to allow Don Rose and Marion Stadler the spot for some apparently original modern ballroom tactics. A bit more study. Sylvia and Clemence, rigged out in bellboy attire, add some fast fem comedy in their song, dance and acrobatic. Come on to sing a plaintive *Brush Off Partner* tune, the swish of the whisk brooms sound-effected by the pit drummer. Employ movable spots, comical body positions, tap and buck wing jump rope, somers, see-saw maneuvers and other bits of eccentricities that earned them a good hand. *Life of the Party*, with Benny Ross and Maxine Stone and with some backstage kibitzing over the p.-a. system, bespoke a bit of Phil Baker's *Beetle*. With Miss Stone's Yats and lazy routine, her part could be labeled as a fem Oswald. Act banks on lackadaisical theme. Fem lies on piano floor, plays solitaire and performs general slow-motion antics. Doesn't wind up with anticipated fast biz. Ross tickles the ivories and pipas nicely a *Pretty Girl Is Like a Melody*. Uses his cigar effectively. Act is okeh for continued chuckles.

Jack Williams, lanky tapster, is on for two clik offerings which are interpolated with just the slightest amount of mischief and snatches of *Truckin'*, *Suste-Q*, etc. Handled quite well. Footwork was closely watched by the customers. Has the stuff. Marion Stadler and Don Rose

are in the finale with a Mickey and Minnie Mouse setup. Cute, fast, enjoyable. Weave in about a dozen types of dances in a sort of courtship. Entertaining for a good hand.

Johnny Lomorgan's direction of the line's two other offerings rates high. Six DeCardos in their pirate costumes thrill with their difficult tricks, particularly the male blindfold bit—climbs three table, four barrels high to jump into barrel on end of teeterboard as other male somers into another barrel. Click. They keep the act fast with other antics for good close. Biz fair third show.

Sidney J. Paine.

**Scala, Berlin**

(Month of May)

The current month's program is up to standard and following this show the house goes dark during the months of June and July.

Four Castons occupy the opening frame with a good trampoline act that puts the outfronters in a happy mood. Terra and Partner clik heavily with a sculpturing novelty. Man works fast and his modeling of the features of world celebs is heartily applauded. Chester Dieck and Company, two girls and a man in Indian attire, present a trick cycling act that is marked by skill and a certain amount of originality.

Fritz Hiddeson is a welcome emcee with a neat style and a penchant for cartooning. Mimi, young German girl, astonishes with her amazing contortions and dancing and furthermore has a compelling personality. Three Orfatis, male equilibrists, hit with a routine of good and difficult endurance tricks. Frank Eders is a heavyweight juggler, with a keen sense of humor and is a double for Emil Jannings and employs a grand style. Anita Spada, is successful with German songs.

Highly popular here and making a quick return is the beautiful Gracie Schenk and her two brothers in a versatile offering that holds instrumental selections, dancing, acrobatics and deft comedy touches. Joe Mara's Marionettes have many originalities that register. Smart tap and rhythm dancing comes from Ruth and Herby.

Meister Sextet, who headline, are comedy harmonists whose act is well routined and plenty entertaining. Only American offering is that of O'Donnell and Blair and Company with their housebuilding act, which lays them in the aisles in the closing spot.

Bert Ross.

**Trocadero, London**

(Week of May 24)

This Hyam Bros. house is England's largest pix theater, seating over 5,500. In one of the poorer districts of London, theater gives a satisfying show of two feature films, organ recital, shorts and topical and from 40 minutes to an hour and a half of vaude. Always up to the mark on novelties, current stage show is tagged *Coronation Moods* and runs 70 minutes. Produced by Leslie Posner and staged by Wallie Stewart, the show is a lavish spectacle and good entertainment.

No "name" acts used but several corking entries. Best of these is Raye Saxe, only American in the lineup. He is a personable young fellow who plays saxes and clarinets simultaneously and makes it harder by injecting tap dancing and lariat spinning. Three Riegels, male Continental acrobats, have some good comedy and knockabout ideas, and their tumbling rates high.

Grip Quartet, French adagio turn, offers thrills, the long-distance throws being exceptionally daring. Bennett and Williams, English comedians, make a hit with their topical wisecracking. They do a likable session on one-stringed fiddles that gets them off big. Hugh Ormond, a good singer, doubles as assistant manager at this house.

Gordon Ray Girls are a smart line, and Cecil Mitchell and ork a pleasing aggregation, while Bobby Pagan is a fave at the Wuriltzer. Only weak spot are the Dagenham Girl Pipers, 15 lassies in Scottish attire, whose offering is amateurish and noisy. Business capacity.

Bert Ross.

**Curtiss Books 7 Spots**

DETROIT, May 29.—Curtiss Booking Agency, recently announced by Leo Curtiss, former associate booker at the E. T. N. Vaudeville Agency, was completing details for license approval this week. Seven night spots are on the books. Will have a band and an amateur department.

**Chi's Summer Shows Bloom**

CHICAGO, May 29.—Summer season in the local night spot field is getting into full swing as suburban spots open and the hotels and cafes in town launch new shows to meet the competition. More than usual activity is evident at present, and with the demand for acts greater than for many years past there is a grand scramble for suitable talent.

Several of the larger suburban spots opened this week. Most important was the Coconut Grove, which has been taken over by Ben Lenhoff, operator of the Ball-Ball on Chicago's South Side. Irene Bordoni is heading the show, which also has Ted Healy's Three Stooges, Jerry and Turk, Theodore and Demesha, Helene Carroll, Louise Miller and a Muriel Kretlow line. Mark Fisher and ork furnish the music.

Villa Moderne, North Shore spot, opened Thursday. Johnnie and Dorothy Patterson's Skyrocket, north of the city, and Tom Williams' Bon-Air, northwest, also got under way with summer shows during the week. Bon-Air has Earl Hoffman's Ork, and Frances Maddux, songstress, heads the entertainment bill.

In town several of the leading hostilities are installing new shows. Eddy Duchin moves into the Empire Room of the Palmer House June 1, and the floor show will include Holland and Hart, Bruce Holden, Ellen Blair, Four Aristocrats, Abbott Dancers and Mari Lynn. College Inn of the Hotel Sherman launches a new show June 2. In the lineup are Paul and Eva Reyes, rumba specialists; Three Heat Waves, singers, instrumentalists and tap dancers; Coleman Clark, table tennis champ; Pliner and Earle, piano duo; Ruby Abbott, vocalist, and Al Trace's Ork, with Holly Swanson, comedian-bass player.

Maxine Marshfield, dancer, is making her local debut in the Walnut Room of the Bismarck, and on June 4 the Oehman Twins, dancers, open a return engagement there. Eddie Varzos and ork, who have made a big hit, continue.

At Edgewater Beach Hotel the Beach Walk will open June 12 when Bernie Cummins and band move in.

Sid Skoller's Swingland, South Side spot, is offering a new colored show with some excellent talent. Ben Lenhoff's Ball-Ball has a new bill headed by Billy White's Ork and the Dancing



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Dietrichs, Colosimo's, remodeled and newly air-conditioned, will offer a new revue Wednesday night, headed by shapely Maxine DeShon.

**New Clubs Are Set For San Francisco**

SAN FRANCISCO, May 29.—W. P. (Bill) Grahart has opened a new night club in Porterville, Calif. He now operates the Dutch Tavern at Visalia, Calif.

Grace La Rue goes to Ciro Club, Dunsmuir, Calif.

Harriet McNeil and Lois Lee to Ritz Club, Klamath Falls, Ore.

Ruth Brown and Claire Davis to Rain-bow Club, Marysville. Barbara Wheaton to Bradley's, here.

Rogers and Rochelle go to Tiny's High Hat Club, Oakland.

Sue Clark to Redwood Village, Joe Vance to Club Tivoli and Bob McPherson to Club Follies, all here.

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**R K O THEATRES**

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**The Surfside, Atlantic Beach, L. I.**

This former private beach club reopened Friday night as a popular price mass dining, dancing and swimming spot. Situated at the end of Atlantic Beach and near Long Beach, on Long Island and about an hour from New York City midtown, it must attract a huge crowd to keep going at the new low price scale.

Chief bait is the \$3 plan, which is being billed as "the glorious one-day vacation" and includes private beach, lockers, indoor pool, rest rooms, dinner, dance music and a name floor show. This is a stunning bargain and ought to attract crowds. Opening night, at \$10 per reservation, drew about 1,200 (capacity), with many turned away. According to the management, take was close to \$20,000 for that night alone.

The spot is a huge place comprising a big dining hall, two circular bars and cocktail lounge. Band stand is easily visible, but floor show is not—due to improper lighting and dense crowd. A raised platform for the show and dancing would be a good idea.

Opening show has Benny Fields, Rosita and Fontana and Paul Sydel and Spotty (booked by the William Morris Agency) and Shep Fields and band (booked by MCA), along with a relief Latin band. Fields was outstanding with his assurance, smooth baritone and showmanly delivery. Offered *Riding High*, *Never in a Million Years*, *Cuban Rumba*, *Lullaby of Broadway*, *Thanks a Million* and *Melancholy Baby*, getting good accompaniment from Shep's men and from his own pianist, Charles Thorp. A personality-plus guy, the crowd loved him.

Rosita and Fontana, coming from their successful Versailles run, were a bit too smooth for the noisy Broadway opening mob, but should find keener appreciation from the regular patronage. Their graceful gliding and arm movements are a delight.

Sydel brought out his two terriers, one white and brown and the other white and black, and put them thru their oh-so-cute routine. Sure-fire stuff, as always.

Shep Fields, whose rippling rhythm

style made him the band sensation of last year, is a graceful figure on the band stand. His band is a solid outfit, emphasizing sweetness but not too much. The vastness of this place compelled them to play up the brass, but, generally, they came thru with thoroughly pleasing music, both for dancing and listening.

Bobby Goday, tenor, is a better-than-average vocalist. Band arrangements—good ones, too—are by Shep himself and Lou Halmay and Sal Gioe.

Relief band, unbilled, is a peach. Only seven men, with the leader carrying plenty of personality.

Show was followed by an impromptu show emceed by Ed Sullivan and including Jimmie Durante, Lou Clayton, Wini Shaw, Dan Healy, John Steel and Micky Alpert. Weekly show net is said to be \$5,000. It's a lot of money, but this place has the capacity and could make it.

Off to a solid start, with publicist Harry Sobol laying out the exploitation campaign, this one ought to make the grade. *Paul Denis.*

**Versailles Restaurant, New York**

If Nick and Arnold had been looking around for something to hypo biz during near-summer slumps (as most all-winter spots do) they struck just such a happy influence in their current bill. Well rounded, the entertainment, comprised of Patricia Bowman, Jean Travers and Clyde Hager, received one of the most hearty welcomes ever accorded in the long list of stellar attractions that have graced this spot.

Making her initial Metropolitan appearance since the death of her patron booster, Roxy, with whom she broke all house records with a six-year run as prima ballerina, Miss Bowman brought

her artistry to charm her audience with three numbers that left nothing wanting. Opening with a short, eccentric little ballet that brought into play accentuating body gestures and facial expressions, she scored later with perfect choreography in dances, first to Tchaikowsky's *None But the Lonely Heart*, brimming with moving pathos and surging mood, and to *Blue Danube*, full of fire, sparkle and gay abandon. Miss Bowman used a midnight blue gown of satin and tulle to offset her blond wispleness.

Also making a return engagement, Jean Travers uncorked a surprise wealth of vocal ability and polish that stampeded the customers into delighted raves. Encore mounted to three. Offering a mixture of rhythm and semi-classic numbers, she scored decisively with her unusual mellifluity of range scaling, her high, rich, trilly voice and her vivacious expressive selling. Distinctly of operetta and musical comedy caliber, Miss Travers' voice runs the gamut from the dramatic to sparkling laughter, and even her rhythm songs are colored by occasional coloratura runs and roudades. Among others, Miss Travers complied with *Goodnight, My Love*; *Zing, Zing, Zing*; *Broadway Rhythm* and *Kiss Me Again*.

After 20 years of trouping, it seems that Clyde Hager had to come east of Fifth to score sensationally. Stuffed shirt assemblage literally gobbled up his pitchman's spiel and ringersiders felt honored when potato peelings and soap lather were thrown their way. He packed them.

Harry Rosenthal and his band have replaced the Meadowbrook Boys and did a nice job of dance music and show backing. Rosenthal's outfit consists of three saxes, trumpet, drums, violin, bass and himself at the piano. He also gets by with short emcee intros to the attractions. Hawaiian Serenaders continue as alternate musickers.

*George Colson.*

**Night Club Reviews**

**Yacht Club, Chicago**

Sonny Goldstone is our latest member in the talent employers' honor roll club. Operates a 125-seater and presents one of the smartest and, in comparison, one of the largest shows in town. Spot is a takeoff of a yacht deck, with the entertainment and dancing held on an elevated stage.

Joan Abbott, striking and voluminous torch-singing blonde, is featured in the speedy half-hour bill, repeated thrice nightly. She is a grand salesman of pop tunes and her swiny renditions of such socks as *Basin Street Blues*, *This Is My Last Affair* and *Dark Eyes* are easy show-stoppers.

The Polmar Dancers, sextet of tall and graceful dancers, open the show with a neat modernistic routine to music of Ravel's *Bolero*. Well staged. The Robinson Twins, youthful tap-dancing red-heads, went over big with their feverish swing stepping. Team is full of life, particularly the girl who works with an abundance of enthusiasm.

Corrine, nude dancer, follows with a tasteful number marked with graceful circles of turns. Barnett and Parker, rhythm strutters, raise the temperature with their heated rumba and Sals-Qulsh *Honeysuckle Rose*. Netted a nice hand. Revue is closed by the Polmar girls in a fast high-hat number.

Dance music is furnished by Nino Rinaldo and orchestra who have been there for a solid year. It is a lively seven-piece outfit, playing good music for both the dancers and performers. Nino did a good emcee job when caught. Jack Waldron moved in Friday to do the regular emseing.

The Four Aces, now in their fifth month, do the musical relief work. Play dance music and double as strollers. Outfit includes Roland Hanell, accordion and manager; Rennie Collins, bass and vocalist; Roy Epperson, guitar and tenor, and Alex Leber, violin. Rena and Jerl, female piano and vocal team, entertain during intermissions.

*Sam Honigberg.*

**Republic Restaurant, N. Y.**

This is a huge lunch and dinner place occupying the third (top) floor of the new Risato Theater Building. Operated by Kung Wo Low, Inc., it is an adjunct of the old Republic Restaurant next door.

With accommodations for several hundred and including a large dance floor, this Chinese-American restaurant provides dinner music along with good enough food at modest prices (dinners are 85 and 75 cents).

Band is Lou Harold, billed outside as an arranger-composer. He plays the fiddle and makes the announcements in addition to waving the baton. His six men provide a pleasing combo, dishing out danceable rhythms, mostly stock arrangements. What the band lacks in size and instrumentation is made up by the extra strong p.-a. system, which carries the music thruout the vast floor clearly and, in fact, too loudly.

*Paul Denis.*

**Glen Island Casino, New Rochelle, N. Y.**

Loveliest night spot in the New York area is open again and seems slated for another of its successful seasons. Casino is unrivaled scenically in this territory. Perched on the Long Island Sound—meaning it's always cool—it's really something to see and difficult to describe. You know, lights on the water, romance, moons and things.

Casino has built itself a reputation for starting bands on their way to name careers, as witness the Casa Loma crew and the Dorsey brothers. Incumbent this season is a newcomer, Nye Mayhew and his orchestra, mentored by Hal Kemp, who has an interest in the band. Opening night was no time to judge the band thoroly. For one thing the type of number to be played had to be changed, since many of the young grasshoppers—the chief source of customers at the Casino—held out the first night because of increased tariffs. This meant heavy on sweet-stuff. Altho not set apart as distinctly as Casa Loma or either of the Dorseys, the Mayhew crew plays a sound song. On the cat stuff they're quite okeh, altho again not measuring to the heat of their two best known predecessors. Sweet stuff is plenty sweet. Part of the band's first broadcast over WOR-Mutual, caught on a near-by radio and out of earshot of the Casino, sounded exceptionally good.

There are four Mayhew brothers in the band, leader on sax and clarinet, Gus Mayhew is trombone and arranger, Bobby M. on trumpet and Jack on sax. Doug Newman is a strong trumpet man who steams well but slacks off on his vocal doubling. Harry Williford does the ballad singing, with Helen Reynolds the girl vocalist.

Prices are in the higher brackets, with a 75-cent minimum, plus a \$1 music charge week-ends, 50-cent week days. Lighting could be improved, yellow chandeliers, plus table candles, productive of eye glare and aches. Also a few more signs on the road approach from Manhattan. *Jerry Franken.*



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**Chez Paree, Chicago**  
 Ted Lewis and band head a tastefully decorated show that is at its best when the high-batted tragedian himself is dispensing the same songs in the same manner that boosted him into the name class some two decades ago. It's mere repetition to state that he is a top-grade showman.

He did such old stand-bys as *Medicine Man*, *Leader of the Band*, the *Peanuts* routine, *Me and My Shadow* and *Til the Real Thing Comes Along* and was generously applauded by a heavy opening night crowd. Among his own acts on hand here are Lita Lede and Ruth Days, shapely rhythm tap dancers, who are singled out in fast catchy turns and in a double performed in flashy overall costumes. Charles (Snowball) Whittier, Ted's veteran sunshine boy, scores best with his Durante takeoff, a highly amusing bit.

Lyda Sue, graceful acrobatic dancer, nets a neat hand with a difficult number executed with unusual ease. Ruth Terry, dynamic little singer, delivered *They All Laughed* and *Mr. Paganini*. She would be better off to discard her Martha Raye gestures, as she has a distinct personality of her own.

Moore and Revel, comedy dancers, did not go over as well as they should. Team seems to take their turns for granted and their matter-of-duty impressions do not help get the laughs. Did their *Nola* and *Poet and Peasant* arrangements.

The Radio Aces are welcome vocal assets thruout the bill. Their concert and swing version of *Dark Eyes* went over big. Sylvia Manon and Company did a show-stopping adagio number. Act is a thriller from beginning to end.

The adorable line of 18 girls are used in colorfully costumed Paul Oscar production numbers. They serve as an authentic Latin background for Lewis' *Peanuts* concoction, are eye fetchers in the *Lovely One* parade and lend Times Square gayety in short black wardrobe in Ted's *Wake Up, Brother, and Dance* affair.

Band also furnishes the dance music, with relief sessions filled by Maurice Stein's Ork. Sam Hottigberg.

**Glenn Rendezvous, Newport, Ky.**

This intimate 200-seater operated by Pete Schmidt in conjunction with his Glenn Hotel and located on the town's main drag is largely a winter spot, but it still manages to squeeze in several good nights on the week, despite the warmer weather. Using a miniature floor show and a five-piece ork batoned by Bill Garnett, spot is a popular one with the middle classes, drawing not only from neighboring Kentucky towns but from Cincinnati as well. Drinks and eats are reasonable and good, with an 80-cent-a-couple minimum in effect nightly. Shows are presented once nightly—at midnight.

Lee and Adele Rogers opened with a lively adagio marked with some good tosses, returning later for an acceptable bit of jazzy ballroomology. Well received in both efforts. Marcy Dallas registered lukewarm with an ordinary acro dance, and scored slightly better with a fair-to-middlin' tap routine later on. Freddie Morgan, band's warbler, contributed two ditties in so-so voice with the aid of the mike.

Outstanding item of the evening was the act of Palmer and Doreen, with Jay Palmer featured with his clever magic kettle, from which he pours an endless and varied assortment of mixed drinks as called by the customers, winding up by pouring several quarts of beer. Kettle never leaves his hand, and the drinks are

palatable, being passed out to the audience for consumption. It's a crackerjack turn for the night clubs and was well received here.

Wayne Babb does an acceptable job of emseing, and Bill Garnett and his band boys do okeh on the music end. Bill Sachs.

**"The Schnitzelbank," Bridgeport, Conn.**

This is one of the most unique and picturesque spots in Connecticut, located 10 minutes from the center of town on Stratford avenue, main artery from New York to Boston and a block away from where the excursion boats from New York make their daily trips.

There is a large floor space, with accommodations for 510 persons. Waldemar Alfredo, rotund jolly fellow who played on the German stage with Emil Jannings, is a human dynamo of energy, acting as emcee, managing the spot, singing comic songs, producing the shows and mixing with the customers. Place is gayly decorated to represent a Bavarian village, with all of the waiters and entertainers dressed in the traditional Alpine costumes.

Hans Sievers Orchestra is a swell combine, one minute playing Bavarian tunes, the next American jazz, and both with perfect rhythm.

There are entertainers galore, besides the waiters who do their bit. Pierre Staufier does some rare imitations of Maurice Chevalier. Romeo Dugas, with his guitar, croons some nice tunes. Nick Ney has a nice bass voice. Elise Welters-back and Erna Bethmann, both in duets and solos, have marvelous voices; Miss Bethmann doing numbers in German, English and French. Others are Karl Young, who yodels; Adi Hartman, baritone; Herbert Schmidt, solo dancer; Karl Dalquen, with his zither and folksongs, and Joe Wendel, dancer.

To keep the atmosphere, a replica of the village is built in the rear, where there is a miniature zoo with several lions, tigers, bears and other animals, besides many rare birds. There are several skits with special scenery, all produced by Alfredo.

Broadcasts are twice weekly over WICC, of the Yankee network. Leo Welters-back is owner. Jimmy Snyder presides over the giant bar. Fritz Mann, formerly with Jim Braddock, together with Hein from Ivan Frank's, New York, are the chefs.

Tariff is reasonable, with no cover and no minimum, except Saturday nights, when there is a \$1 minimum. Samuel A. Lefkowitz.

**Club Mayfield, Detroit**

This spot, an annex of the Detroit-Leland Hotel, has figured as an A-1 night spot several times, only to fold after short runs. Present incarnation as the Mayfield looks like it's being run on a sound policy. Giving a first-class atmosphere, a little larger than intimate, without a cover charge, upon the theory—which works locally—that people who frequent this type of spot don't have to be bludgeoned into spending money by the omnipresent cover charge. Ted Lipsitz, last season's host of the Coconut Palms, who knows how to run big places, and George Marco, who has one of the best reputations in this town for serving quality foods in his several restaurants, make up the management team.

Show is booked by Abe Schiller, of the Del-Ray Orchestras and Attractions office. This week's headliners are Paul South and Ted Lane, late of the Palm Island

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 THE VENTRILOQUIST.  
 Now Ventriloquizing at Martin's, N. Y. City.  
 Perm. Address, Billboard, New York City.

Casino in Miami Beach, and now in their third week here. It's easy to understand why they look to stay a while. Presentable tenors both, they work well together, with Lane at the piano. They open with a polyglot version of *Yes, St. Ya, Ya, etc.* South following with a cockney sea-shore tongue twister that was nice equivocation. Next a long *She Had To Lose It*, which sounded naughty to the crowd, but turned out to be innocent. A sophisticated audience found their swift savvy inoffensive. South also does some nice melody numbers between shows.

Johnny Howard, master of ceremonies, has a lively style, skipping around the floor to greet new customers during his songs. He does a fine takeoff on screen and radio stars, including ideas of how Amos and Andy and Sir Harry Lauder would do a *Love Bug*.

The New Yorkers, eight petites in be-ruffled summeries, open the show with a parasol number that filled the floor and went off well for a night club atmosphere. Later they return with a fast tap number. In between, Peggy Layton does an acrobatic solo routine, while Elty O'Riley also does a specialty.

Karl Spaeth and band have the music. Spaeth's style is smooth and his style unobtrusive during the show, as good accompaniment should be, but it has excellent rhythm for dancing, too. H. F. Reeves.

CHARLOTTE ARREN AND JOHNNY BRODERICK

BACK HOME AFTER SEVEN MONTHS' SENSATIONAL TRIUMPHS IN EUROPE

HEADLINING A GREAT SHOW

5th Week — CASINO PARISIEN — Chicago

"Arren and Broderick for a smash finish. This famed vaude team, Charlotte Arren and Johnny Broderick, are funnier than they were in the old vaude days. Miss Arren is a finished comedienne and Broderick a whiz at the ivory. The former puts over some great comedy stuff and act stops the show cold."—Nat Green, The Billboard.

DIRECTION: MILES INGALLS and MARK LEDDY

"In tune with the theory of holding the meat of the nut until the end, Casino Parisien lads held that fine team, Arren and Broderick, for the piece-de-resistance, which, piece incidentally was a knockout."—Jack Dowling, Chicago Daily Times.

"Charlotte Arren and Johnny Broderick bang out some comedy and singing that takes the starch right out of any stuffed shirts that might happen in—it's rough house and hokey, but it bangs big."—Loop, Variety.

OPENING JULY 24th  
 TEXAS CENTENNIAL - DALLAS

*America's Leading Radio, Theatre and Dance* **ORCHESTRAS**

Music of Yesterday and Today Played in the Blue Barron Way

**Blue Barron**  
AND HIS ORCHESTRA

Now on Tour  
Excl. VARIETY RECORDING STARS

CRA  
**Jerry Blaine**  
AND HIS

**STREAMLINED RHYTHM ORCHESTRA**  
7th Month, Coconut Grove,  
PARK CENTRAL HOTEL, NEW YORK.  
NBC, Coast to Coast.

CRA  
**Jack Denny**  
AND HIS ORCHESTRA

Hold Over Gold Coast Room,  
DRAKE HOTEL, Chicago  
WGN and Mutual Network  
Excl. MASTER RECORDING ARTISTS

CRA  
**WILL EDDIE**  
**Hudson & DeLange**  
ORCHESTRA

PLAYLAND CASINO, RYE, N. Y.  
"Ambassadors of Musical Youth"  
Excl. MASTER RECORDING ARTISTS

CRA  
**Ina Ray**

HELD OVER.  
**Hutton** Paramount  
Theatre, New York,  
AND HER MELODEARS  
"The Blonde Bombshell of Rhythm"  
Excl. VARIETY RECORDING ARTISTS

CRA  
**King's Jesters**

"The Biggest Little Band in America"  
AND THEIR ORCHESTRA  
with MARJORIE WHITNEY  
Held Over LA SALLE, Chicago  
NBC NETWORK FAVORITES

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King of the Muted Trumpet  
**Clyde McCoy**

And His "SUGAR BLUES" ORCHESTRA  
Currently  
PEABODY HOTEL,  
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CRA  
Mighty Maestro of Melody  
**Barney Rapp**

AND HIS NEW ENGLANDERS  
featuring RUBY WRIGHT  
Now on Tour  
Excl. VARIETY RECORDING ARTISTS.

CRA  
**Jan Savitt**

AND HIS "TOP HATTERS"  
KWV, PHILADELPHIA, AND NBC NET-  
WORK  
Excl. VARIETY RECORDING ARTISTS.

CRA  
**Jack Sherr**

AND HIS ORCHESTRA  
Offering Sparkling, Versatile Music  
22d Week at the  
HOTEL ST. MORITZ, NEW YORK

**CONSOLIDATED**  
RADIO ARTISTS, Inc. CHAS. GREEN  
NEW YORK: 30 ROCKEFELLER PLAZA  
CLEVELAND - DA LAS - HOLLYWOOD

JACK SPRIGG and his music, featuring Bert Jackson, vocalist, are in their second week of an indefinite run in the restaurant Continentale of the Netherland Plaza, Cincinnati.

# Orchestra Notes

ENOCH LIGHT, set for a series of one-nighters, starting June 3 at the Lakeside Ballroom, Mahanoy City, Pa. Booked by Harry Moss, Associated Radio Artists.

MEYER KLEIN and his outfit have been at Mike's Tavern, Jamestown, N. Y., for the last 14 months.

WILL OSBORNE and orchestra have been booked thru Harry Romm by MCA at Lakeside Park, Denver, June 10 to 25. Begin an indefinite run at the Fairmont Hotel, San Francisco, June 28 with a CBS wire.

BOB CROSBY set for the Rhododendron Festival, Asheville, N. C., June 16-18. Rockwell-O'Keefe band, booked by Associated Radio Artists.

HUDSON-DELANGE Orchestra opened a summer engagement at the Playland Casino, Rye, N. Y., May 28. Featured vocalist is Nan Wynn.

FATS WALLER will play one-nighters thru New England for Charles Shribman and Associated Radio Artists; thru arrangement with Phil Ponce.

LLOYD SMITH and band have opened at the La Casina, Long Island, N. Y., for indefinite engagement.

JACK WRIGHT has been joined by the Barrick Twins and the All-Twin Orchestra will henceforth be known as the Wright-Barrick Twin Orchestra. Band is co-operative.

JULIAN WOODWORTH and ork are set for a summer engagement at the North Shore Beach and Country Club, Westport, Conn. Booked by Harry Moss, Associated Radio Artists.

HAROLD PORTER and band just finished string of dates in West Virginia, including the senior banquet at the Masonic Temple, Williamson. Follow with dates in Virginia and South Carolina.

PAUL TREMAINE scheduled for two weeks at the American Legion Carnival, Trenton, N. J.

JACK SHERR, leader at the St. Moritz, New York, has had a special number written for him by Ab Silver and Alex Hyde called *One-Man Band*, in which Sherr plays the accordion, drums, piccolo, sax, piano, bass, vibraphone, lute, clarinet and finishes up by playing the sax and clarinet at the same time.

HOWARD LEROY and ork closed a seven-month run at the Hotel Jermyrn, Scranton, Pa., May 29 and opened June 1 at Westwood Supper Club, Richmond, Va.

DEAN HUDSON and Florida Clubmen recently completed a theater tour of Florida and opened at the Sea Side Park Casino, Virginia Beach, Va., May 29 for two weeks. Open at Wrightsville Beach, N. C., June 19. Bookings set by Holt Pumphrey, of Richmond.

BARNEY RAPP will play 11 one-nighters for the Cleveland office of CRA between June 3 and June 15, when he opens at the Beverly Hills Country Club, Newport, Ky., following Carl (Deacon) Moore.

BLUE BARRON closed a nine-month engagement at the Southern Tavern, Cleveland, May 24 to go to New York for a recording date and then on a series of one-nighters before opening at Westview Park, Pittsburgh, June 14.

IOWA RAMBLERS opened May 29 for their second consecutive season at the Club Tavern, Longville, Minn.

DUTCH SOLDWELL, former trumpet man with Meeker and Keller, has organized his own band and opened at the Hotel Dawn, Benton Harbor, Mich., May 26.

HERBIE HOLMES and ork now playing the Club Lido, Tulsa, for their third return engagement. Air three times weekly over KVOO.

JOSEK DE BABARY and his Hungarian ork, currently appearing at the Hotel Biltmore, New York, are featuring a new song, *Montana Moon*, by Irving Siegel and Alfred K. Brix.

ROGER WESSMAN'S Orchestra, with Jeanette Plante doing vocals, is temporarily off WNBC, New Britain, Conn., while they are touring Connecticut on one-night stands.

AMONG BANDS now on WNBC, New Britain, Conn., are Peter Abramo and his Mighty Men of Swing, Walt Louis and his Rhythm Strings and Sal Amenta and his Swing Five.

TONY DEA'S Orchestra at the Coconut Grove, Bridgeport, has been replaced by Earl Peck's Society Band, of New Haven, with Lillian Kave vocalizing.

ERIC PETERSON'S Band has left Wright's Pavilion, Plainville, Conn., to play Buckroe Beach, Norfolk, Va., and is being succeeded there by Jan Campbell's orchestra.

CLARENCE FUHRMAN, musical director at W.P. Philadelphia, has been chosen to lead his own band for Al Pearce and his Gang, who brings his air show there Friday (4), for a presentation before the local Ford dealers.

JAN SAVITT and his Top Hatters, KWV-NBC swingers, set for a fortnight at the Million-Dollar Pier, Atlantic City, in August.

RITA RIO makes her first ballroom appearance in Philadelphia at the New Paramount Thursday (3). Spot bringing in name bands for single dates to bolster summer trade.

BENNY MOROFF opened the dance season at Hunt's Ocean Pier, Wildwood, N. J., over the Memorial Day week-end, Rex Donnelly's Ork carrying on from that point.

BOB CROSBY will open at the Ritz-Carlton, New York, July 6.

WILLIAM FARMER starts at the Rockefeller Plaza, New York, June 15. Booked by Rockwell-O'Keefe.

STANLEY JACOBSEN and orchestra have been set for the Chateau Country Club June 18, but will return to the Wisconsin Roof Ballroom, Milwaukee, in August for the summer.

HARRY LEWIS and orchestra are at the Desert Hotel, Spokane, Wash. Outfit is booked there thru the summer. Airs over NBC Red network. CRA booked.

ELLIS KIMBALL and orchestra start a year's engagement June 1 at Topsy's Roost, San Francisco. Outfit had been in spot for two years previous to a recent tour. Band recently signed with Consolidated Radio.

ELLIS LEVY, of CRA, is lining up cafe dates in Hollywood for Stuff Smith Ork when it arrives on the Coast June 20 for picture date.

SEGAR ELLIS and orchestra have been set to open the Club Casanova, Hollywood, in August, following complete redecoration during summer.

JIMMY GRIER may be forced to bow out of the Biltmore Bowl, Los Angeles, because of recent musicians' local ruling restricting number of commercial radio shows for musicians. Rather than lose his air work, Grier will bow out of the hotel, with probability that Paul Pendarvis Orchestra will come down from San Francisco.

FRED WARING and ork take a week stand at Golden Gate, San Francisco, beginning June 30, then July 8 to Los Angeles Paramount and a stop in San Diego.

JOEY LEE'S Orchestra has been booked into the new \$100,000 Club Fortune, Reno, by MCA. Recently closed at El Mirador, Palm Springs, Calif.

EDDIE KEEVIN'S Ork opens this week at the Shawnee Hotel, Springfield, O., for an indefinite run. Booked by Ace Attractions, Chicago office.

THREE BANDS from strikebound San Francisco hotels have given up and left town—Herman Waldman, from the Sir Francis Drake; Joe Reichman, from the Fairmont, and Al Kavelin, from the Mark Hopkins. Paul Pendarvis ready to resume at the Palace on an hour's notice.

ELLIS KIMBALL reopens at Topsy's Roost, Playland-at-the-Beach, Frisco, after a successful two-month tour. He will air over an NBC wire. His trombonist, Jack Buck, and featured vocalist, Mary Ann Harris, will wed in June.

DICK GASPARE will open at the Mark Hopkins, San Francisco, when (and if) the hotel strike is over.

WILL OSBORNE set for the Fairmont, Frisco, after the strike.

FRANK CASTLE replaced Ran Wild at the Deauville Club, San Francisco, and NBC took out its wire.

RAY TELLER takes his band to his own spot just completed near Gurneysville, Calif., on the Russian River, this week. He has been all winter at Sweet's Ballroom in Oakland, where he will be replaced by Triple A's ace swing group headed by Jack Trent.

DON FERNANDO and orchestra replaced Louis Panico's outfit at the Oriental Gardens, Chicago. Broadcast over NBC daily.

JACK DENNY added Kay St. Germaine, songstress over WGN, Chicago, as vocalist with band. Now working Drake Hotel, Chi.

BILL TATRO and orchestra, after five years at the Hotel Nonotuck, Holyoke, Mass., have moved into the new Mayfair and Tudor rooms of the Hotel Bridgway, Springfield, Mass., to remain the rest of the year. Band roster in (See Orchestra Notes on opposite page)

**DON REDMAN**  
And His Orchestra,  
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CENTURY ORCHESTRA CORPORATION,  
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**ORLANDO ROBERSON**  
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Making "Master" Recordings  
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and his orchestra  
Now Playing Steeple Chase Park, N. Y.  
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*distinctive dance music*  
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**DON MARIO**  
and his ORCHESTRA  
ON TOUR  
Per. Mgt. PAUL WIMBISH,  
R. K. O. Bldg., New York City.

NOW ON NATIONAL DANCE TOUR  
**FATS" WALLER**  
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AND HIS ORCHESTRA  
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on tour  
AND HIS ORCHESTRA

EXCLUSIVE MANAGEMENT  
ROCKWELL-O'KEEFE INC.



# LEGIT'S 4-DAY TALKFEST

## First Nat'l Convention Brings Profusion of Save-Legit Ideas

500 delegates, 1,200 audience, speakers galore, 30 hours of talk—Golden offers five \$1,000 playwright fellowships—conventions set for next two years

(Continued from page 4)  
protest. They find their jobs in jeopardy just as they are proving of some degree of usefulness to 20,000,000 people who had never gone to the theater."  
Paul Green, playwright, startled the assembly when he said, "The new theater is not the theater of entertainment," going on to remark that the theater of the future is the theater of the imaginative word, developed with music, masque and dance. Certain auditors linked Mr. Green's last flop, *Johnny Johnson*, to the crack about entertainment. Green received support later, however, from Anita Block, former play-reader for the Theater Guild, who plugged *Johnson*, and rapped *You Can't Take It With You*, Pulitzer Prize play.

A minor furor in one of the middle sessions—but without much of a publicity break attending it—was caused by John Monks Jr. and Fred F. Finkelhoff, authors of *Brother Rat*, who insisted on speaking "jointly," first one delivering a sentence and then the other.

There were as many lists of suggestions submitted as there were speakers at the convention. Pemberton, who offered his blast against critics as the first point of a five-point program, also suggested the establishment of machinery to force "rugged individualists" among producers to conform to accepted practices on censorship and ticket sales; the establishment of prizes to be awarded annually by the council for the best plays, performances and direction; the creation of new contracts which would allow the stage to retain its talent, instead of losing it to films, and the adoption of some seal of approval to be placed on road shows, to show that they met the requirements of the council, and so to rebuild faith of road audiences in the quality of touring productions.

Worthington Miner offered a four-point program of his own, urging immediate action. It included the creation of a committee to investigate the possibilities of large-scale exchange of talent among stage, films and radio; the creation of a committee to examine the possibility of and draw up plans for the creation of permanent units of actors, writers, designers and stagehands; the creation of a promotion department for the theater, and the creation of a central publicity department and a central talent agency.

Equity council, speaking thru Frank Gillmore, also offered a lineup of suggestions. These included more satisfactory servicing of suburban patrons in all large cities, opening up of the road by a combination of better plays, moderate prices, subscription audiences and co-ordination of all interested parties, and consideration of the methods whereby promising young playwrights might be encouraged.

Suggestions in ones, twos and threes made by various speakers were legion, the 30-odd hours of talk being crowded with them. Some of the more important, along with their sponsors, included: Innovations that are as striking as those used by railroads, including theaters with flexible seating capacities—Lawrence Langner; larger-scale production methods, with tickets priced according to cost of production—Paul Hol-

lister, of R. H. Macy & Company; the following of Hollywood's plan of organization and the formulation of plans to meet the coming competition of television—William A. Brady; co-operative groups, including repertory and Sunday night troupes—Burgess Meredith; a theater festival—Oliver Saylor, representing Morris Gest; a committee to report fr-

(See LEGIT'S TALKFEST on page 25)

## Hub's Subs Soar High

BOSTON, May 29.—Theater Guild and American Theater Society, with the 1936-'37 season tucked away with a record number of subscriptions, view the 1937-'38 season as another banner season for the Hub. Subscriptions are coming in 50 per cent ahead of last year. No definite announcement has been made in regard to plays to be boarded at local houses, but it is quite certain that several efforts will be culled from this list: *Amphitryon 38*, with Alfred Lunt and Lynn Fontanne; *To Quitto and Back*, by Ben Hecht; a new play by Sidney Howard, tagged *The Ghost of Yankee Doodle*; *Madame Bovary*, a dramatization of Flaubert's novel; *The King of the Mountains*, by Roger Flud; *Dame Nature*, by Andre Birabeau.

Options are also held on plays by Eugene O'Neill and S. N. Behrman by the Guild.

## N'Orleans WPA To Build Own House

NEW ORLEANS, May 29.—Remodeling of staff headquarters on Tulane avenue for use as a theater seating approximately 1,200 persons was announced this week by R. M. Parker, supervisor for the WPA Theater Project in New Orleans. A crew of 15 men is now working on the interior of the building, which will have a stage 36 feet wide and 27 feet deep. The walls and ceilings of the auditorium will be lined with acoustical materials. Earl Crumb, technical director, announced.

With the new theater expected to be completed by the middle of June, rehearsals have already begun on the first play to be presented within its walls, Christopher Morley's *The Tragical History of Dr. Faustus*. Walter Armitage will be guest director for the play.

New Orleans is the second city in the United States to have a federal theater, Parker states, the other being at Wilmington, Del. Since its first play more than a year ago the federal project here has suffered for want of proper playhouse. Lacking cooling or acoustical (See N'ORLEANS WPA on page 28)

## Convention Sidelights

(Continued from page 4)

Catholic University, Washington, earned a guffaw with his introductory remark that he feared he might be mistaken for a character actor.

Representative Emanuel Celler opened the Thursday luncheon meeting and among his statements congratulated the theater industry for killing the obnoxious Dunnigan Bill; he also rapped the Dickstein Bill in Washington. . . . After a terrific buildup by Celler, Owen Davis was mistakenly announced as Owen Wister. . . . Davis revealed he has no more information than most chairmen as to how many plays he actually wrote, but his first produced play was 40 years ago; he said the two greatest players in his lifetime were Booth and Bernhardt. . . . Morris L. Ernst spoke on two subjects of importance in the city's theater life, Paul Moss and fire protection laws. . . . On Moss, he said that defeat of the Dunnigan Bill should not blind anyone to a more perilous situation existing in the Moss office; that Moss can stop a Bea Lillie show as well as a Minsky's; that Moss has no right to hold up licenses of certain theaters that have applied for licenses for musical revues and picture policies. . . . He also spoke about the ridiculousness of cops acting as censors of night clubs and said there will be increasing peril unless the people of the theater jump hard on the present situation. . . . On fire laws, he blamed the cost of legit admissions, in part, to antiquated fire laws; because there can be no building above a theater, the high ground rental in congested areas results in higher rental demands of theaters, which necessitate higher admissions. . . . Sidney Howard announced at Thursday's luncheon that John Golden had contributed five \$1,000 fellowships to be awarded to playwrights of promise; this was a follow-up on Howard's talk of such a need yesterday. . . . Merlin H. Aylesworth was referred to as Miles by speakers and billed as Merle in the program—but nobody called him Deke. . . . John Golden, called upon after announcement of his fellowships, said he was of a "frequently dying but never dead institution" and claimed the greatest enemy of the theater today is the people in it. . . . In speaking of his contribution, Golden said, "I am giving a very small part of the money I made out of the theater back into the theater." Before closing the luncheon session Celler introduced Congressman Sirovich, who took a bow; fortunately, there were no critics present. . . . Mrs. Clare Tree Major told how the road is very much alive and how the stix love the Clare Tree Major players; she got in some terrific plugs for her group, and then went on to say something to the effect that well-trained actors needed no microphones, looking at the mike with keen displeasure, always speaking to one side of it. . . . She said the road was killed by managers who leased theaters to movies and sent out bum shows with phony New York casts. . . . Flexible auditoriums, no less, were urged by Lawrence Langner to accommodate varying sizes of crowds. . . . Frank Gillmore read a wire from the Four A's, presided by Paul Dullzell as secretary; Gillmore himself is, of course, the Four A president. . . . Hallie Flanagan amazed her audience when she virtually indorsed the stoppage strike of project workers going on that very moment.

Keeping pace with the remarkable enthusiasm manifested at the various earlier sessions, the gala supper and entertainment at midnight Thursday was attended by a capacity crowd. . . . Splendid job was done by Alan Corelli, John Kennedy and Margaret Smith in arranging entertainment. . . . Among those who appeared with huge success were Rudy Vallee, Bob Hope, Mitzl Green, Ray Heatherton, Dorothy Stone, Charles Collins, Cyril Smith, Harry Foster Welsh and Bert Lahr. . . . Frank Gillmore, as the only speaker, read off various credits and announced definite and tentative plans of the council. . . . License Commissioner Moss was very much in evidence and not the least perturbed, it appeared, by the pot shots taken at him earlier in the day by Free-Speech and Free-Stage Crusader Morris Ernst. . . . Blanche Yurka, conspicuous during the earlier sessions, kept up the pace at the supper by exchanging greetings thruout the night. . . . Brock Pemberton may not like the critics as a class, but he seemed cordial enough to the boys and girls at the press table. . . . Another of those "I was once a newspaper man myself" things. . . . Lawrence Langner was credited in Gillmore's brief talk with being the single individual responsible for the convention. . . . Gillmore stated that the remarkable part of it was that Langner's blueprints were carried out almost to the letter, altho they were submitted long before co-operation was anticipated from all the factors involved. . . . Conspicuous by their absence were representatives of the musicians' union.

## Hedgerow Shaw Fest Set

PHILADELPHIA, May 29.—Fourth annual Shaw Festival of the Hedgerow Theater will run from July 19 to August 14 at the Rose Valley playhouse. Of the 80 playwrights on the Hedgerow list Shaw accepts the lowest royalty of any author in view of the outfit's efforts to keep the theater alive, and as a further concession they are permitted to tour his plays. The Theater Guild and Katharine Cornell's company are the only other managements in this country granted that privilege.

## "Bury" Clicks in Detroit

DETROIT, May 29.—Detroit Contemporary Theater, formerly known as the New Theater Union, presented Irwin Shaw's *Bury the Dead* last week in its first production. Play went over fast, despite the frequent shifts of scenes, which were accomplished with considerable technical ease.

Local newspaper critics were strongly favorable toward the production, more so than has been common for a long time past for any play given by this radical group. Improvement in acting quality and stage technique under the direction of Gordon Slade were partly responsible.

## "And the Music Stopped" Fair

LONDON, May 24.—*And the Music Stopped*, most important new play staged in London during Coronation week, opened successfully at the New Theater. Play, a murder mystery, is only fair, but it grips for most part of its performance. Acting honors fall to Phyllis Dare, Bernard Lee, Renee Gadd and Edmund Willard.

## BROADWAY RUNS

Performances to May 29, inclusive.

Dramatto	Opened	Perf.
Able's Irish Rose (revival) (Little)	May	12... 22
Bolind Red Light (46th St.)	Jan.	13... 150
Boy Meets Girl (Am. Ambassador)	Nor.	27... 637
Brother Rat (Biltmore)	Dec.	10... 194
Dead End (Belasco)	Oct.	23... 686
Excursion (Vanderbilt)	Apr.	9... 59
Hearing Wonderful Time (Lyceum)	Feb.	10... 110
High Tor (Beck)	Jan.	8... 103
King Richard II (St. James)	Feb.	5... 132
Penny Wise (Morosco)	Apr.	19... 48
Room Service (Cort)	May	19... 14
Tobacco Road (Forest)	Dec.	14... 192
Tovarich (Plymouth)	Oct.	15... 255
You Can't Take It With You (Booth)	Dec.	14... 195
Victoria Regina (2d Engage.) (Broadhurst)	Aug.	21... 310
Women, The (Barrimore)	Dec.	20... 180
Yes, My Darling Daughter (Playhouse)	Feb.	9... 120

Musical Comedy	Opened	Perf.
Babes In Arms (Shubert)	Apr.	14... 53
Sea Legs (Mansfield)	May	18... 15
Show Is On, The (Winter Garden)	Dec.	25... 180

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### Stage Whispers

Equity administration, which usually sits back in dignified silence and lets "spokesmen" carry its story to the membership, broke down this year before the combined onslaught of two opposition tickets and sent out campaign messages to all members over the signatures of Frank Gillmore and Paul Dullzell. . . . The news of the week—along with practically everybody in town—naturally has been centering around the Theater Convention at the Astor, details of which will be found elsewhere. . . . Enrique de Rosas, who played as a guest star with Paulina Singerman's Argentine company, may appear for the Theater Guild next season in Ben Hecht's *To Quit and Back*. . . . Arthur Guiterman is doing the adaptation of *Marlette*, which George Ford will try out at Stockbridge June 29 as a vehicle for his wife, Helen, with Dickie Hale in the Sascha Guttry part. . . . Jules Eckert Good- (See *STAGE WHISPERS* on page 26)

### 3 in 50 See Legit

MIAMI, May 29.—The Miami Federal Theater, Granville Fisher, supervising director, has been conducting a campaign to ascertain the percentage of young people, under the age of 21, who had witnessed a stage play, and learned that only six out of every hundred had seen one. A campaign was launched to get the younger generation interested in the spoken drama, with the result that 365 young people saw *Candle Light*, 497 saw *Rhapsody in Two Flats* and 1,021 witnessed the performances of *Twelfth Night*. This production was taken on a road tour which included Fort Pierce, West Palm Beach, Fort Lauderdale and Homestead. In each of these cities the play was presented in high-school auditoriums and student attendance numbered 2,186. The campaign to make adolescents legit-minded continues. *Gallows Gate*, by Marjory Stone-man Douglas, is the next offering.

# From Out Front

By EUGENE BURR

With the Giants, at present writing, four games behind the league-leading Pirates; with the ducks quacking contentedly after 10 p.m. around the southern lake in Central Park; with kites flying gayly above 70th street, and with potted plants appearing before the Somerset Restaurant to tickle the beauty urge of the attendant bookies, all signs point to the advent of summer. So, for that matter, does the schedule of coming shows, which includes only the Dollar Top Repertory Company plotted by Messrs. B. Franklin Kamsler and Ben Lundy for the Majestic Theater. The time is therefore (to become fittingly horticultural) just about ripe for the usual spring list of thank you's offered by a grateful reviewer to those actors who have contributed, by their performances, to the pleasures of enforced theater-going. This year, as in previous seasons, a list was offered at Christmastime in lieu of more substantial gifts. The lineup hereby appended includes those players who were seen by this reporter since that time, and who have fairly earned his gratitude by their playing. Thanks, then:

To Henry Travers for his Grandpapa Sycamore in *You Can't Take It With You*, one of the finest character portrayals I have ever been privileged to see, combining humor, insight, subtlety and effect, offered in a play that embarrassed me by forcing me into agreement with the Pulitzer Prize judges; to Josephine Hull and George Tobias for their performances, finely matching Mr. Travers', in the same play, and, as a matter of fact, to all other members of the *You Can't Take It With You* cast, with one single exception; to Frank Albertson for his grand and high-hearted playing in *Brother Rat*, wherein it is revealed that even a VMI senior may perpetrate a baby, and for his (Mr. Albertson's, not the senior's) fine sense in toning down his own performance to the exigent demands of practically perfect ensemble playing; to Mary Mason, in the same show, for a generally grand performance as the head-maester's daughter, but particularly for her delivery of that classic line, "Papa wouldn't like it"; to Walter Abel, who, when he finally realized that a seafaring man didn't necessarily have to speak in a constant fortissimo, gave a moving, understanding and finely effective performance in Maxwell Anderson's *The Wingless Victory*, being about the only member of the cast to echo the beauty and majesty of Mr. Anderson's magnificent verse, and to Robert Harris for his sensitive performance of Keats, no less, in the ill-fated *Aged 26*, wherein Mr. Harris did the impossible by convincingly portraying a genius upon the stage.

To Irene Browne for her almost psychopathically detailed picture of an aging gadabout in Henri Bernstein's *Promise*, which may have seemed even worse than it actually was because it was reviewed, unfortunately, on New Year's Day; to Bert Lahr for being a greater clown than ever before in *The Show Is On*, the Shuberts' contribution to the merriment of nations; to Beatrice Lillie for being Beatrice Lillie; to Mitzl Mayfair for being a charming and capable tapster, and to Paul Haakon for being one of the most able and effective of our so-called concert dancers, all in the same show; in all probability, to the entire cast of *The Women*, a play wherein 40-odd stage ladies energetically and enthusiastically eviscerate members of their own sex, but which I (probably with a premonition that I should later be asked questions by a lecture audience composed entirely of women) providentially failed to catch; to Myron Taylor for his lovely singing as the rabbi (See *FROM OUT FRONT* on page 27)

### New Play on Broadway

Reviewed by EUGENE BURR

### 49TH STREET

Beginning Monday Evening, May 24, 1937

### MONEY MAD

A comedy-drama by Fritz Blocki, starring Ludwig Satz. Staged by Rowland G. Edwards. Scenery designed and constructed by Stagecraft Studios. Presented by Edwin A. Reikin.

Milton Chance	David Milton
Bernice Chance	Bernice Cary
Lane Burton	Lane Allan
Ma Chance	Doris Underwood
Lou Chance	Ludwig Satz
Telegraph Boy	John Foster
Bruce Humberston	John Clarke
Glady's	Glady's Shelley
Wiggins	William Valentine
Juliette	Juliette Howell
Baxter	Walter Fenner
McCauley	Scott Moore
Cyrus P. Watts	Leslie King

ACT I—Scene 1: The Chance Home. Scene 2: Same. The Next Morning. ACT II—Scene 1: One Month Later. Scene 2: A Little Later. ACT III—Eleven Months Later.

Probably pricked on by a premonition, the management of *Money Mad*, which was presented by Edwin A. Reikin at the 49th Street Theater Monday night, sent me tickets for the opening. That (See *NEW PLAY* on page 35)

### Summer Theater News

The Starlight Theater, Pawling, N. Y., opened its fourth season Monday (31) with the tryout of *Across the Blue*, by Maryverne Jones, in which Pauline Frederick is guest star, supported by a cast of 26, including Ralph MacBane, Starr West, Miriam Battista, Isobel Rose, Teddy Jones, Clara Thropp, Clement O'Loghlen, Arden Young, Walter O. Hill, William Hitch, Lester Lomorgan III and Will Henry. The play was directed by (See *SUMMER THEATER* on page 29)

# VOTE THE REGULAR TICKET

## BALLOT REGULAR TICKET

AS PROPOSED BY THE  
NOMINATING COMMITTEE OF THE  
ACTORS' EQUITY ASSOCIATION FOR 1937

### OFFICERS TO SERVE THREE YEARS

	Name	
President	Frank Gillmore	<input type="checkbox"/>
1st Vice-Pres.	Osgood Perkins	<input type="checkbox"/>
2d Vice-Pres.	Florence Reed	<input type="checkbox"/>
3d Vice-Pres.	Arthur Byron	<input type="checkbox"/>
4th Vice-Pres.	Peggy Wood	<input type="checkbox"/>
Treasurer	Paul Dullzell	<input type="checkbox"/>
Rec'ding Sec.	Leo Curley	<input type="checkbox"/>

### REPLACEMENTS

2 years	Clifton Webb	<input type="checkbox"/>
3 years	Mary Morris	<input type="checkbox"/>

### COUNCIL

(Note—You are not voting for an entire Council but only for ten members thereof, plus two replacements. Under the Constitution the full Council consists of fifty members, whose terms of office is five years, ten retiring annually.)

Term	COUNCIL	Name	
5 years		Glenn Anders	<input type="checkbox"/>
5 years		Franklyn Fox	<input type="checkbox"/>
5 years		William Gaxton	<input type="checkbox"/>
5 years		Walter N. Greaza	<input type="checkbox"/>
5 years		Louis Jean Heydt	<input type="checkbox"/>
5 years		Benjamin S. Lackland	<input type="checkbox"/>
5 years		Burgess Meredith	<input type="checkbox"/>
5 years		Claudia L. Morgan	<input type="checkbox"/>
5 years		Edith L. VanCleve	<input type="checkbox"/>
5 years		Richard B. Whorf	<input type="checkbox"/>

# Thru Sugar's Domino



PERHAPS we should have waited for a time before making opinionated comment on the First Annual Convention of the Legitimate Theater, representing the first flowering from the seeds planted a bare few months before by the guiding spirits of the American Theater Council. If our object were merely to appraise with a cold, critical eye the results of the convention's efforts postponement of comment would have been advisable. But we write this while our head is still swimming with ideas and our pulse still beating somewhat faster because of enthusiasms and emotional feasts spread before visitors and delegates at the continuous series of discussions, speeches, luncheons marked by ambitious forensic displays. While still trying to record dispassionately our appraisal of the convention, we feel that the least a columnizer can do to show his love for the theater is to lose no time in telling the world that there has taken place what seems to be the most progressive move in the legitimate theater en masse in the years since the Equity strike.

Even before the convention had an opportunity to make itself heard the skeptics and the others who would rather hear themselves talk than a phonograph record of an oration by Demosthenes miraculously salvaged from the ruins of ancient Greece predicted that the project represents good publicity for the sponsors but not much of anything else. They were far from right on the latter count, but it is a tribute to the convention's proponents that the publicity was favorable and plentiful. There's nothing at all wrong with publicity in our business. Perhaps if legit had received better publicity in the past a convention would not have been necessary.

The best that one can say for the convention is that its planners mapped out their work and objectives so well that the program clicked with the precision of a dreadnought gun. For this Lawrence Langner takes the bows; this country gentleman and passionate lover of the theater having been singled out as the one who advanced the idea and presented it in such attractive and concrete form to the powers of the theater that to have wavered it aside as being far-fetched or impractical would represent complete disinterest in the theater's welfare.

The worst that can be said—at least not against the convention but against most of its speakers—is that far too much time was consumed in giving vent to hate, envy and criticism of Hollywood. When your neighbor has a better garden than yours and you envy his lot it is merely a waste of time to rationalize about your failure to make the grade. Common sense would dictate that the situation can be remedied, at least to a large extent, by cultivating activity in your own back yard. For the first time within our era practically every important branch of the legitimate theater and fields closely related to it as well sat down at a table, let their hair down and spared nobody and nothing. It was a thrilling experience for us; it should have been an equally thrilling one for them—and it should have been the opening wedge in a campaign to bring the legitimate stage back to its pristine glory, restore the greater part of the road and bring the theater within the reach of the masses without which neither the revival of the road nor Broadway will be possible.

During the course of the various sessions many interesting and seemingly practical suggestions were advanced. As reported on other pages of this issue, certain of those suggestions have already been acted on and others are on the schedule for consideration. It is pleasing to note that among the items that will receive immediate attention are encouragement of young playwrights and actors, the appointment of a promotion wizard to sell America on a reborn legitimate stage and pooling of talent by leading producers for common protection against the raids of Hollywood.

Regardless of one's enthusiasm, it must be borne in mind that the convention represents only a beginning. Too much should not be expected of its standard bearers and their projects until at least the middle of next season, when an opportunity will have been afforded to work things out, talk them over further and contact various leaders of the field for their co-operation and participation.

We are, of course, lock, stock and barrel for the aims and purposes of the American Theater Council. Anybody who isn't belongs in the class of those who have no love for the theater, or skeptics so far gone that they wouldn't pray unless they were extended a special invitation by the Almighty. The council might fail of its purposes, but harm it cannot do to a theater that has suffered from every ailment in the materia medica of show business. If everybody of the theater gets behind it, half of the council's job will be done. Once the theater itself bands together to present a united front and acts intelligently and forcefully public response and support will be inevitable. But the theater must do its share first.

To Warren Munsell and Paul Turner, who actually ran the four-day all-star show, the legitimate stage owes a debt of thanks less in size only to that owed Langner. They can consider themselves thanked by us right now.

# The Broadway Beat

By GEORGE SPELVIN

THAT new Douglas Leigh electric sign atop the Palace Annex has got itself a commercial—Wilson Whisky. . . . Add *Eternal Road* plans: the William Morris Agency is plotting a road tour of the huge spectacle, which may or may not open in the Hollywood Bowl at the end of August. . . . Alfredo Salmaggi, impresario of the Hipp operas, is sore at Edward Johnson, of the Met, for cutting in on the Hipp trade with the popular-priced spring series at the Metropolitan; Salmaggi tells his customers at each performance that the spring season is unfair competition. . . . Rector's Cafeteria allows cigaret smoking but displays a sign banning pipes. . . . Sign of the times: the Harlem Uproar House, which used to advertise a "nude deal," has had veils and brassieres painted over the photo nudes in the lobby. . . . Harry Sherman, former prez of local 306 of the film operators, is waiting for Barney Balaban's return from Europe to get an okeh on his pending job as Paramount's labor relations man. . . . Latest band leader in town to leave a law practice for a baton is Billy Swanson at the Edison. . . . A restaurant on the Stem features in its window a hunk of twisted steel which, it proudly announces, is part of the wreck of the Hindenburg. . . . Evidently with the idea that thoughts of death agonies and mangled and charred bodies are irresistible lures to customers in search of food.

The picketing of the strikers who walked out on the Max Fleischer animated cartoon studios gets new wrinkles each day, with the latest being to picket all the town's de luxers; when they paraded in front of the Paramount the boys wore Popeye sailor caps and smoked corncobs. . . . Their signs include one that reads, "Popeye can't eat spinach on \$15 a week," and another, showing Betty Boop a la September morn, reading, "I can't afford to dress on a Fleischer salary." . . . Ever since the "We're Here" replica went up on the Astor Theater front as a grand plug for *Captains Courageous* the beachcombers hanging around in front of the Palace have had their nautical yens reawakened; so now you can't rent a boat in Central Park. . . . Phil Sands and his band opened May 29 for a 14-week stay at the Westchester Embassy Club, Armonk, N. Y. . . . Fally Markus is planning down to South America for a quick visit shortly; maybe he'll have left by the time this appears.

F. W. Bloomer, who manages Newcomb Carlton's office on East 52d street, always knows what to tell the ladies who drop into the telegraph office and ask for a phone book; he just asks them what 52d street night club or restaurant they want—and in nine cases out of ten that's what they're looking for. . . . Father of Arthur Willli, Eastern talent scout for RKO-Radio, is seriously ill with pneumonia at the Post Graduate Hospital. . . . Now that burlesque has died and even the death watch is over, all the burly operators around town are keeping a close vigil to see if the corpse will arise from its coffin. . . . At times it seemed almost as if the First Annual Convention of the Legitimate Theater was a tournament to see who could grab off the most headlines. . . . But Mr. Spelvin is willing to bet that most publicity of all would have been garnered by anyone presenting a logical, completely worked out plan for expanding the legitimate theater, along with definite suggestions as to its administration and the way in which money might be obtained to put it into effect.

# Chicago Chat

By NAT GREEN

HEALTH fads appear to be coming back strong. . . . Several stores featuring health foods have recently opened up. . . . One of the most elaborate is the Health Pantry, just off the rialto on Randolph street. . . . Figs, brans, herb mixtures and what not are the stock in trade of most of these spots, which, incidentally, provide employment for one or more "professors" who lecture on proper diet in its relation to health. . . . Sort of a refinement of the old mad show! . . . Mrs. A. B. Marcus, wife of the girl-show producer, was one of the judges at the recent Arts Ball held in Auckland, New Zealand. . . . Her long association with parades of pulchritude should make her a competent critic. . . . Thoda Cocroft, head of the American Theater Society, attended the legit confab in New York. . . . Betty Mueller, attractive terpsichorean artist, off to her home in Kansas City after playing club engagements in and around Chi, and plans to spend the summer on the West Coast. . . . When Lou Breeze, ork leader at Casino Parisienne, leaves that spot June 11 he will vacation in Minneapolis before going to New York for a long stay. . . . Arrens and Broderick, crack comedy team at the Casino, are set to open at the Dallas expo July 24 for an indefinite stay.

Rep shows are having quite a renaissance this summer, according to Mrs. Ethel Bennett, who places most of the people for 'em, and it is becoming increasingly difficult to obtain competent actors and actresses. . . . Many of the better ones have found places in radio, where the pay is more generous and the discomforts of trouping with a tent opry are missing. . . . Graham Izard, cartoonist who succeeded the late Gaar Williams in portraying *Folks of History*, is beginning to develop a naturalness and pleasing whimsicality in some of his work, gradually getting away from the crudeness that for a while was characteristic of his cartoons. . . . M. D. (Doc) Howe, here with the McQuarrie unit at the State-Lake as representative of Warner Brothers, left for L. A. late last week. . . . Is expected back in Chi Tuesday and will plane to New York.

Bill Robinson, tap-dancing whirlwind, doesn't make any bones about his age. . . . Bill wired Frank Smith, manager of the Palace, that on May 25 he celebrated his 59th birthday and was feeling "copsetical." . . . Evelyn Morin, NBC songbird, celebrated a birthday May 27; Joe (WLS) Kelly celebrates May 31, and Ben Bernie May 30. . . . Congrats to y'all. . . . World Broadcasting Company, which transcribes a flock of script shows, has three spiffy studios and an audition room in its new \$200,000 plant just opened. . . . Dixiana Showboat appears to be the champ jinx. . . . Ever since it tried to open on the Chicago River back in 1932 and was blocked by the late Mayor Cermak it has been the victim of misfortune. . . . Towed last week from its moorings on the river to Michigan City, Ind., in preparation for a lake tour with Tobacco Road, it turned over on its side apparently in disgust when it appeared that a permit to show would be refused. . . . Switch of State-Lake to first-run pictures next January is predicated on disposal of the Roosevelt Theater by B. & K. . . . And it is not at all likely that Jones, Linick & Schaeffer will be entirely out of the picture.





## Moss To Hand Out Word Soon On New York Burly Situation

NEW YORK, May 29.—Information emanating from City Hall sources yesterday reveals that some word on the burlesque situation here will be forthcoming after this holiday week-end. What the action will be has not been disclosed, but it is generally felt that the license department will arrange for a meeting of all burlesque interests to hear their pleas and recommendations for the presentation of burlesque entertainment that will not bring disapproval from the city authorities. At the same time it is expected that the license department will grant the Oriental Theater's application for a variety show license.

All burlesque operators in town have been holding on to their darkened theaters, being saddled with heavy rentals despite the fact that there are no takes at the box offices. Their holding on to these theaters and being burdened with rentals is the result of unofficial word from city authorities that some leniency might be shown them and that the houses may be permitted to reopen.

The operators generally concede that they will act in accordance with whatever the authorities wish. It is believed that a burlesque czar will be appointed and that a strong censorship board will be appointed. Furthermore, that stripping will be out and dialog toned down. With burlesque on that plane, some operators are wary of the box-office results and figure on instituting other stage-show policies that would afford them better business opportunities.

The operators as well as the Burlesque Artists' Association have been stating right along that they are awaiting the mayor's return for some action on their cause. However, the mayor is leaving the matter entirely in the hands of the

license commissioner, and it is unlikely that the mayor will see any of the burlesque people.

## BAA Puts Finger On Brighton Beach

NEW YORK, May 29.—Burlesque Artists' Association has warned its members against going into the Brighton Theater, Brighton Beach, which is to open Monday with a variety show. The actors' union is basing its stand on the grounds that one of the operators of the house, Samuel Briskman, allegedly owes a week's salary to four performers for appearances at the Casino Theater, Brooklyn, ex-burlesque house.

While some burlesque people have been pulled out of the Brighton house, two principals of the show that will open Monday are scheduled to be Irving Selig and Joy St. Clair. Tom Phillips, head of the BAA, claims that any of the organization's members working that theater will get into trouble.

JOAN COLLETTE finished a four-week contract at the Roxy, Cleveland, and was held over for an additional week. Bob Ferguson and Mary Murray are in their third week at the Roxy. Charmaine was added attraction week of May 21; Madge Carmyle the week before, and Vanya, dancer, is now doing her original cobra snake dance there.

## U-Notes

By UNO

IDA ROSE shipped a second chorus unit under the label of *Damsels* to the Sky Club, Wilkes-Barre, Pa., and thru Joe Williams. The girls comprise Pearl Shutta, Gertrude Hager, Marcia Austin, Betty Noonan, Ann Norton and Skippy Scoville.

BERT, BEVERLY AND TOMMY CARR motored from New York May 22 for Beverly's home in La Crosse, Wis.

RICHARDS & GOLFORB sent Granville Gaye, LeZorros, Lawson Sisters and eight dancing and four showgirls, with Buster Kime, number producer, to Princess Wanna's French Casino, Atlantic City, which opens June 11.

PATRICIA PAIGE held over at the National, Detroit.

SUNNY NASH opened in a Philadelphia nitery May 17 with a recently acquired Hawaiian routine and modernistic dance.

JACK BECK laid up at the McAlpin Hotel, Philadelphia, with a sore foot.

MAC DENNISON recited in Yiddish and Sadie Banks did a lengthy piece called *Delaney Street* before a packed house at a benefit presented by Dr. Leach Cross and sponsored by Freddie Fulton May 23 at the Stuyvesant Casino, New York. Proceeds went for a memorial for the late Pinky Burns, former fly-

weight champion. Other acts were Marty White, Marylyn Burke, Rosanna Cross, Jack Hirsch, Sammy Page, Jackie Kay, Alphabetic Four, Lew Dolgoff, Pearl Gelter, Goldie Schwartz, Cantor Boris Feldman and Schandler and Rayzaie. Also a lot of Nick Kenny's kiddies. Pugilistic and political celebrities introduced included Jack Dempsey, Bennie Leonard, Marty Cross, Mike Belliole, Lou Ambers, Willie Jackson, Mickey Brown, Murray Klein, Frank Pierce and Julius Sommer.

GEORGIA ST. GEORGE is dancing at the Claremont Inn, New York.

JOANN MARLO and Paula Lind placed by Stanley Woolf at the Chez Paree, formerly the Beaux Arts, Atlantic City. Also Jeryl Dean, Margot Lopez, Helene Deau Vierre, Lee Jackson and Tamita at the Nomad, Atlantic City.

JEAN LEE and Jess Mack closed at the Casino, Pittsburgh, May 22 and left by auto for their home and chicken ranch in Portland, Ore., for the summer.

MARGIE LEE has opened on a 16-week contract for Popkins & Ringer on the Coast. Booked by Dave Cohn.

EVA COLLINS, Mrs. Frank Vivian Bryan, Betty Palmer and Al Cooper sail June 3 on the Queen Mary from Europe for New York after two months' pleasure trip.

GENE BAYLOS, comic and violinist recently in a Warner short, spotted by Mike Hammer into the Waldmere Hotel, Livingston Manor, N. Y., over the summer. Ditto Pat Chandler, straight, and Phyllis Gillmore for Young's Gap, Parksville, N. Y.

BELLE WHITE and Audrey Wells are in a four-girl chorus unit at the Old Barn, Brooklyn cafe.

DOROTHY FRANCES is with the Sally Rand unit, and Ethel Berman and Helen Barry are rehearsing at Vic Binn's studio for a unit due to open in Connecticut June 4.

NEAL LANG, with Richards & Golforb, has placed Ruth Long, dancer, and Patsy Shaw, torch singer, at the Bath and Turf Club, Atlantic City.

## STAGE WHISPERS

(Continued from page 23)

man's *The Great Romancer*, a play about the elder Dumas, was presented recently by London's Repertory Players and drew rave notices; now it's been sold for regular production over there to Bronson Albery, with Florence Strauss Agency handling. . . . *Virginia*, the forthcoming Center Theater spectacle, is getting along nicely, with the West Coast being combed for talent and Lee Simonson set to do the scenery. . . . The Women will start its road tour September 9 in Buffalo, with Detroit, Chicago and the Southwest following. . . . Jack Pearl, who has been pining for something dramatic ever since he talked about reviving *The Music Master* back in 1935, would still like to get his hands on a suitable dramatic show. . . . *Having Wonderful Time* was sold to RKO-Radio for \$82,000. . . . Werner Futerer, a German actor, will change his name to Werner Bateman when he goes on tour with *Victoria Regina* next season, playing the part of Prince Albert.

## "Delight's" Des Moines Record

DES MOINES, May 29.—Largest audience ever to witness a legitimate theater production here cheered to 11 curtain calls the Alfred Lunts in *Idiot's Delight* at the Shrine Auditorium Monday night, May 17. The 4,200 persons paid in over \$9,000 at the box office and formed a larger crowd than that which saw Katharine Cornell or Helen Hayes here and equaled the record attendance set by *Ziegfeld Follies* at the Shrine this season. It was also the largest crowd to which *Idiot's Delight* has ever played. Its previous record in receipts for a single performance was \$6,500.

## WANTED

Experienced Dancing and Show Girls. Long Summer Season. Wire or write  
**GEORGE YOUNG**  
Roxy Theatre, Cleveland, O.

## Boston Licensing Chief Whitewashes Old Howard

BOSTON, May 29.—That no local repercussion against burlesque was felt following the action taken in New York City, is best explained by Herbert L. McNary, chief of the license division of the mayor's office. He revealed that in the 93 years that the Old Howard, only burly house in town, has been operating there has been no obvious reason to curtail its offerings.

McNary said that competition brings about the conditions which New York recently experienced. Several seasons back, when the Hub had another burly house, the competition resulted in a tug-of-war, but city officials kept a close watch.

Local press had some editorial comment to make, but did not bring the local picture to the fore. McNary revealed that one or two stray telephone calls came into his office at the time of the New York closings, but that there was no marked attempt to start meddling here.

## Burlesque Reviews

### Rialto, Chicago

(Reviewed Thursday Afternoon, May 27)

Talent roster has been trimmed considerably this week, particularly in the specialty department. This move does not help the show, as the pair of comedians on hand are forced to make an appearance in almost every other scene. Echoes of the recent anti-stripper din still reverberate in the makeup of the bill and the funsters are having a hard time getting laughs with clean but old material. Only on one or two occasions did they dare step out of the censor circle with a couple of shady gags.

The featured dancers are now more liberal in revealing their shapely bodies, although still checked on suggestive work. June St. Clair gets top billing, but has plenty of talented competition. June should avoid singing and concentrate on the development of dance routines. Was featured in a wedding scene and worked in a stripper's version of a bridal gown. Dagmar topped the jungle scene, opening with the song *When You're Under the Spell of the Voodoo* and following with a fitting half-breed routine. Valerie Fox danced to *Beautiful Lady*.

Closed with a fan turn that is out of the ordinary. Marion Morgan came on to tease with *Swing On Down the Avenue* and some reserved torso-shaking and bumps. Both girls revealed lovely bodies.

The comedy assignment fell on Rags Ragland and Sam Raynor, with Murray Briscoe as straight man. Boys had a tough job trying to be funny with moth-eaten gags before a poor house. Briscoe once again impressed as an excellent talker.

Only specialties included a trio of fair-to-middlin' soubrets. Clare Stone was the most impressive, continuing to work with commendable charm. She is a good talking woman, too. Deon Page and Dorothy DeHutton were seen in several lively routines. Jack Richards, tenor, has been held over. He miked in a pleasing fashion, during production numbers. At the *Hotel Continental, Looking Around Corners for You* and *In That Little Church Around the Corner*.

The girls are kept busy in several routines, well staged although lacking in lavishness. The swing wedding finale made a nice picture.

Sam Hontberg.

## Burly Briefs

CHICAGO BRIEFS: Beverly Carr, former Republic, New York, producer, and her husband stopped in town on their way to the Coast and a vacation. . . . Claude Mathis closed with Watson's *Beef Trust* to visit his relatives in Los Angeles. . . . Madge Carmyle in from Cleveland on her way to Los Angeles to open at Dalton's June 12. . . . Marion Morgan doubling between the Hi-Hat Club and Rialto Theater. . . . Raynor and Briscoe close at the Rialto Thursday and will be succeeded the following day by Country and Brenna and Jack Buckley. . . . Walter Rechin back from the Coast, where he was tied up with Keogh's *Shuffle Along* unit. Vacationing at his home in Crystal Lake, Ill.

Milt Schuster reports placing Margie France into Palace, Buffalo, starting Thursday; Dolly Dawson into Roxy, Cleveland, starting Saturday; Charmaine into Casino, Toronto, for two weeks opening Sunday, and Rags Ragland into Casino, Toronto, for four weeks beginning

June 27. . . . Jean Carter moved into the Rialto here last Friday. . . . Clare Stone closed at the Rialto last week and left for her home in New York.

NAT MORTAN set five girls with the Louis Sobol stage show at Loew's State, New York, this week. Girls are Nellie Thomas, Pearl Chadwick, Margot Brieux, Violet Carson and Lillian Carson. . . . Iasy Hirst picked up a case of sun poisoning in Atlantic City, but it won't affect his continuing to week-end at the resort. . . . Larry Nathan joined the Ideal Exposition Shows this week in Albany. . . . Jay Hornick, of the Independent Burlesque Circuit, and Phil Rosenberg, agent, left New York last week on an auto trip to the Midwest. . . . Mimeographed harangues against the New York City authorities for closing down burlesque houses were distributed around Times Square last week. Contents dealt with an unpublished open letter sent to several papers.

The Essence of  
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CARMYLE**

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SPRANO AND TALK SCENES.  
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Superior Strip-Teasing, Singing and Talking.

BENNY "WOP" LUCY  
**MOORE & BAXTER**

Enjoying This Season on the Indie Circ.

WINSOME

**WINNIE GARRETT**

Burlesk's Newest Strip Sensation.

# Tab Tattles

**PATSY GILSON**, erstwhile tab and burly featured woman, is set for an all-summer vacation at Slack's Camp at Cedarville, Mich., on Les Chennaux Islands in Northern Michigan. Patsy says she is on an island of 2,000 acres, five miles from the mainland, where the fish are possessed of an insatiable appetite and where the countryside is as rough and uncut as when the redskins left there. . . . Helene McCree is reported to be doing well with picture work on the Coast. . . . A rumor making the rounds has it that Jean Darby died recently, just two weeks after the passing of Ruby Darby. What is the dope, folks? . . . Al and Wanda Vale query from Goshen, Ind.: "What has become of Hazel and Leo Fraser, Dick and Pearl Mason and Art Higgins and Merlin? We're still playing the old reliable State of Indiana. Stopped off on way north to visit Alvin Kirby. He has a lovely outfit."

**GALE STEPHENSON**, ex-tabloider, is now in his 29th week as emcee at Castle Terrace night club, Columbus, O. He expects to jump east a little later on. . . . Frankie and Gladys Harris have been set on club dates for the next 10 weeks by Ernie Crech, of the Sun office. They are current at Murray's Buffet, Richmond, Ind. Frankie and Gladys were visitors at the tab desk last Friday (29). . . . Honey (Hank) Harris, former tab comic, and partner, Sam Kirby, tenor, who recently made their way northward from Texas, are now working clubs out of the Galloway office, Columbus, O., and are reported to be going over in fine style with their comedy songs and talk. Harris, who suffered with paralysis of the legs some time ago, is again getting around in tip-top shape. . . . Ray Kolb, well-known tab and burly straight man, will shortly enter a Cincinnati hospital for a major bladder operation.

## CHORUS EQUITY

(Continued from page 4)

West 48th street, New York, June 7 at 2 p.m. Membership cards must be shown at the door. Only members holding cards good to May 1, 1937, or beyond that date will be admitted to the meeting.

There will be no voting for officers or members of the executive committee at the annual meeting. All such voting is done by mail prior to the meeting. You may either mail your ballot to the office or call personally and deposit your vote in the ballot box. Ballots have been mailed to all members in good standing for whom we have addresses. If you haven't received your ballot notify us

at once. Show your interest in the affairs of the organization by voting.

Three new members joined the Chorus Equity in the past week.

Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adele Butler, Ronnie Campbell, Charlotte Davis, Lelia Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marlon Hylan, Fred Holmes, Lorraine Janec, Dorothy Mellor, Evelyn Page, Carol Rafkin, Percy Richards, Ragna Ray and Carolyn Russ.

Members who are out of work should make a practice of calling daily at Chorus Equity's employment bureau. At this season of the year we have a great deal of part-time work, such as modeling and demonstrating, which is an aid to the membership in carrying them over the slack period when there is little work in the legitimate theater. We also have a great deal of work for summer hotels and amusement parks.

The service of the employment bureau is free to all members in good standing and also to those who have been unable to pay their dues but who have protected their membership by applying for an extension of time.

If you are unemployed at this time and unable to pay dues you should apply for an extension immediately. Extensions are granted to all members providing they kept their dues paid while working.

Don't forget that if you are employed in a night club or in a presentation you may place yourself in good standing by paying current dues, providing you do this while working. The council made this concession as an aid to organizing this field.

Be sure that your correct address is on file here. Failure to keep us notified of your whereabouts may lose you a good engagement. Only last week one of our members lost a motion picture engagement because we were unable to find her. You don't have to call in person to notify us of a change of address; a penny post card will do it.

Do you hold a card good to November 1, 1937? Remaining in good standing is your own responsibility. In sending dues to the office do not send cash; send a money order or check made payable to the Chorus Equity. Beginning June 1, members holding cards good to May 1, 1937, will be assessed a 25-cent delinquency fine unless they have extensions.

DOROTHY BRYANT,  
Executive Secretary.

## Sid Kuller Joins 20th-Fox

CHICAGO, May 29.—Sid Kuller, co-author of *O, Say, Can You Sing?*, has received a contract from 20th Century-Fox to write scripts. He left last night for Hollywood, where his first job will be for the Ritz Brothers. Contract negotiated thru Lou Irwin.

# Endurance Shows

**TONIE LEE** posts from Fort Worth: "Would like to know who won the Sherman (Tex.) show and see some writeups from the George W. Pugh Fresno show and the Paterson (N. J.) show. Would like to know the lineup of contestants: What has become of Tony and Virginia Berthelot, George Bernstein, Bobbie Ryan, Bobo McGinnis, Johnnie and Vina Crowder, Skipper Spiegel, Jack Freeman, Johnnie Prebish, Carl Sides and Mickey Martin?"

A DANCE MARATHON is under way at the Nouveautés Theater in Toulouse, France.

**TIM HAMMACK**, Kay Hughes, Jack Diamond, Jackie Parr, Maxine Lang and Bertina Gallimore are in training at Venice, Calif., for Jack Conner's Olympic Derby Show, opening soon.

WE HAVE HAD inquiries recently on Schnozze Snider and Mary Thien, Viola Thompson, Billy Steele, Tom Allen, Al Bauer, "Rubberlegs" Hagen, George Walker, the Ryan Brothers, Slim Hansen, Nick Redding, Ted Brown, "Fuzz" Mooney, Ann and Peeves Plenker, Red Leinen, Ernie Steele, Lucille Tuck Guild and Ruth Booth, Syl Riley, Ted Brown, Austy Dowell and Larry Mathews.

**HANK MANSHOLT** pipes from the Windy City to say that Al Lyman, former

walkie emcee, is now working in the same capacity at the Club Vista on Chicago's Southside and is being held indefinitely. On the Gold Coast, on Chi's Northside, Dick Buckley and Tex Swan have been emceeing the Planet Mars shows for the last six months and are still going strong. Richard (Red) Skelton, ex-walkie emcee, is in his fourth week of an indefinite engagement at the RKO-Palace in the Windy City with his hilarious dunking act.

**EDNA (GOWAKE) DAVIS**, runner-up in Frank Ravese's Richmond Hill (L. I.) show, is recuperating in Chicago from injuries sustained in a recent accident. She is anxious to hear from her many friends.

**JOHNNIE ARMBRUSTER** and Jack Parr are holding forth these days in Ocean Park, Calif.

PLEASE DON'T request that we contact your friends for you thru this column. Write to them in care of *The Billboard*, 25 Opera Place, Cincinnati, O., and we will advertise your letter in the Letter List which appears in each issue. When they see their names there they will send in their route and we will in turn forward your letter on to them. And get into the habit of watching the Letter List in each issue. There may be mail for you.

## FROM OUT FRONT

(Continued from page 23)

in *The Eternal Road*, and to Sam Jaffe for actually managing to act despite the muffling, self-conscious and baloney-filled Reinhardt direction that ruined that potentially powerful spectacle.

To Charles D. Brown for offering one of the grandest performances of the season as the bibulous and seafaring Dutch ghost in *High Tor*, wherein Maxwell Anderson went coy on both the Pallsades and the critics—with the critics showing the greater response; to Thomas W. Ross for his richly comic portrayal of a harried real estate agent in the same muddled fantasy; to Arthur Pierson for his fine comedy performance, and to Natalie Hall for her surprisingly effective performance, both in Max Gordon's production of *Othello*, wherein Mr. Pierson and Miss Hall failed signally to get any support from their leading players; to Louis Sorin for working like a Trojan in a hopeless but gallant effort to sock over the imbecile humors of *Houdy, Stranger*, which roughly introduced a radio crooner named Parker to the rigors of legit; to Grant Mitchell for a spirited and altogether excellent performance in the chief role of *Tide Rising*, which not only brought Mr. Mitchell back to the stage (a recommendation for any show) but which also tried quite honestly—though unsuccessfully—to present both sides of the capital-labor problem; to many of the minor players who offered really fine characterizations in the same play, and to the late Richie Ling, that fine actor, for his human and solidly projected doctor in *And Now Goodbye*, the title of which, in the case of Mr. Ling, was eerily prophetic.

Of course, to Maurice Evans for his King Richard II in the potboiler of the same name by William Shakespeare, wherein Mr. Evans, aided by the directorial magic of young Margaret Webster, gave me the most thrilling evening I have experienced in a theater since Walter Hampden first opened in *Cyrano*—and so offered me my first real chance to justify my existence as a reviewer; to Augustin Duncan, that splendid trouper, and to Ian Keith for the magnificent support they gave Mr. Evans in his breath-taking production, and to a host of other players in the same offering—Charles Dalton, Whitford Kane, William Post Jr., Sherling Oliver, Randolph Echols and, in fact, every single member of the cast—for performing that was gloriously high above the general level of Broadway acting.

To Lucile Watson, a grand performer always, for her polished and splendid high comedy work in *Yes, My Darling Daughter*, work that almost manages to turn the play into a high comedy; to Violet Heming for her smooth and knowing performance in the same merry-merry; to Peggy Conklin, also in the same show, for doing one of her charming and effective ingenue jobs—as distinct from certain of her ingenue jobs which were nothing of the sort; to Pauline Frederick for the dignity, authority and effect of her sorrowful empress in Maxwell Anderson's unfortunate *Masque of Kings*; to Wilfred Lawson for doing all that could possibly have been done with *A Point of Honor*, in which Benedict Arnold received an unconvincing coat of whitewash, and in the review of which I stuck my neck out to the huge delight of a couple of my parishioners, and to Rex Ingram, Grover Burgess, Martin Wolfson and many of the others in the cast of John Howard Lawson's *Marching Song* for vivid, intelligent and excitingly effective characterizations, in keeping with the mood and spirit of Mr. Lawson's excellent play, the first left-wing drama within memory that was a play rather than a preaching—and therefore the first left-wing play to find adherents and to make converts among those not already in the various left-wing parties.

To that oddly named little miss, Dorthy Hinkley, a coy sprite who proved a complete delight in the short-lived revival (with music) of Dion Boucicault's *London Assurance*, which seemed almost as outmoded and creaky as that other revived drama, George Bernard Shaw's *Caedida*; to Katherine Locke for the glowing beauty of her performance as the little wage slave in Arthur Kober's *Having Wonderful Time*, a play that achieved the remarkably realistic feat of being as boring and unpleasant as the summer camps it so faithfully depicted; to a great many of the minor players in the same dramatic photograph; to Ernest Jay and Alexander Field for the fidelity and effect they brought to two of the minor characters in *The Amazing Doctor Citherhouse*, the only amazing thing about which was the run that it managed to achieve, and to Barbara Robbins for the quiet sincerity of her work in *Now You've Done It*, which presented the remarkable spectacle of Brock Pemberton writing words upon the wall of the Henry Miller Theater.

To Leo G. Carroll for his subtly side-splitting judge and to Ian McLean for his detailed and altogether excellent Scottish provost, both in *Storm Over Patay*, in which the Theater Guild, at long last finding a crusade for itself, fought the battles of the American Society for the Prevention of Cruelty to Animals; to various others who helped immensely in the Guild's zoophilic outburst—notably to Claudia Morgan, Roger Livesey and that strange mixture of animal attributes who, programmed simply as Colonel, played the title role and turned out to be the greatest example of successful type casting known to our generation; to Walter Klavun, who was saddled under a red wig and the role of Nero in one of the worst plays of this or any other season, *Arms for Venus*, and who still carried gallantly on; to Kent Smith for his sympathetically intelligent interpretation of the essentially unintelligent Morell in the revival of *Caedida*, and to Mildred Natwick for her Miss Garnett in the same play, a performance which for my money carried off the honors of the evening.

To young John Raby, who not only did a charming job in the above-mentioned *London Assurance*, but who came thru to give one of the finest performances of the season in the chief role of *Chalked Out*, wherein Warden Lawes, with interesting background and the best intentions in the world, discovered that stone walls do not a drama make nor iron bars a play; to Leona Powers for the authority and sweeping, excellent effect of her head nurse in *Red Harvest*, the straw that broke the Pemberton back, turning Mr. Pemberton, who used to be a critic himself, into an arch critic baster; to Peggy Wood for her warm, human, sympathetic yet detailed and powerful performance in the title role of *Miss Quis*, in which Ward Morehouse, of *The Sun*, looked at a small Southern town thru a mimeograph stencil; to Charles Dow Clark for another of his excellent performances, this time in support of Miss Wood in the same play; to Joseph Greenwald for his rich comedy characterization as the Jewish father in *Hitck Your Wagon*, a potential farce hit that was hamstrung by the worst direction of the season; to George Curzon, in the same play, for giving a hilarious, if unappreciated, farce caricature of one of Hollywood's more famous profiles, and to Raymond Huntley, Cameron Hall and William Dewhurst, a trio of excellent English actors, for offering smoothly brilliant performances as a trio of barristers in *Young Madame Corli*, a play that left so dark brown a taste that this reviewer ineffectually rinsed his mouth for days after leaving the theater.

To Whitford Kane for his genial, lovable and entirely sympathetic captain in *Excursion*, the season's ace escapist play, written oddly enough by Victor Wolfson, an ardent young left-winger; to Frances Fuller and Shirley Booth of the same cast for glowing, heart-wringing performances; to Irene Purcell and Mildred Wall for bright and gay comedy jobs as the two soft-hearted ex-inamorata of *Penny Wise*, that examination of the routine love life of a denizen of Connecticut; to Bertram Thorn for a thorough good farce performance in the same play; to Benay Venuta for her infectious personality and ingratiating song salesmanship in *Orchids Preferred*, a somewhat odoriferous musical; to Charles Collins for his superlative and breath-taking dancing in *Sea Legs*, a somewhat better musical, and to Philip Loeb, Eddie Albert, Teddy Hart and Alexander Asco—but particularly to Mr. Loeb—for zany and hilarious antics in *Room Service*, with which George Abbott smashed theatrical taboos by proving that a hit can be brought in during May.

Sincere thanks to them all.

# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

WELBERN, magician, is in his 14th week at Gilmore's Magic Bar, Chicago.

STUART P. PALMER, Cleveland magian, who played last season as a feature of the Marine Theater at the Great Lakes Exposition, Cleveland, has joined the list of entertainers to appear in Hargrave & Reicher's production of *The Drunkard* at the Cleveland exposition this summer. He will appear as an added attraction, working as a floor entertainer and tableman during the intermissions.

SILENT MORA, visiting relatives in Ohio, stopped off in Cleveland recently to pay his respects to local magi. He called on Ed Kuekes and Harlowe R. Hoyt, of *The Plain Dealer* staff, and disrupted the newspaper's art department with his small magic and pocket tricks. Mora is residing in Boston and plays club and party dates in the immediate vicinity.

DE ROCROY, illusionist, is at the Alcazar in Marseille. Hennepys, prestidigitator, is at the Pathe Palace in the same city.

SOKOLSKA, magician, is at the Empire in Brussels.

JUSTO HJO MAGIC CLUB, Des Moines, gained three new members, Fletcher B. Mills, Ray D. Newton and Charles A. Kirkpatrick. One of the club's first members, Eugene Slick, is now with the Hagenbeck-Wallace show. In behalf of the club, Hugh R. Riley, assisted by Mary Marianne, gave a performance for the Des Moines Children's Home recently.

WERNER C. DORNFIELD, just Dorny to the boys in the biz, who has been working out a long string of dates in Texas and Oklahoma recently, jumped into Wichita, Kan., May 21, to play a date for the Shrine. He spent several days in Wichita the week previous, too. Herrmann Homar, the "Wizard of the West," was in town with Dorny on the May 21 date.

AL DeLAGE AND COMPANY are currently holding forth in Warren, Pa. DeLage says he has been bumping into quite a number of magi in the Pennsylvania territory recently. He worked a banquet date with Judith Johnson, mentalist, in Syracuse, N. Y., a few weeks back.

J. ELDER BLACKLEDGE, one of Indiana's best known magicians, is leaving Indianapolis this week for his summer home in Leland, Leelanau County, Mich., where he will remain until late in September. Blackledge reports that the season just ended has been a good one for him, having appeared in 17 States.

LORING CAMPBELL brought to a close his regular lyceum season at the Elks' Club, Anderson, Ind., recently. The date, played for the Interstate Bureau of Chicago, completed a tour of 35 weeks and some 400 performances. He is now taking a brief rest in Wichita, Kan., before beginning his summer tour. Campbell has signed for 30 weeks with Federated Lyceum Bureaus, beginning late in September. He has just completed his 12th year as a professional magician.

JEAN FOLEY, Pittsburgh comedy manipulator, is currently playing clubs in and around the home town, booked

thru local agents. He is slated to re-join Rajah Rabold in a few weeks.

PROF. EUGENE SONDA is playing schools, theaters, clubs and auditoriums thru Kansas, Missouri, Colorado and Wyoming with his new mental turn in which he is assisted by Sylvester Stephens and Letty Long. Sonda reports that he recently caught the McIntyres doing well with the *Modern Noah's Ark*.

COLTA, the "merry magician," showed Alamas Temple, Washington, May 24, with a Shrine unit from Zembo Temple, Harrisburg, Pa.

CALVERT THE MAGICIAN, who has been playing in the Hawaiian Islands since May 10, closed a 12-day run in Honokaa May 30 and returned to Honolulu for a week at the Princess Theater. "There are very few magicians in the Islands," Calvert pens. "No professionals, so business is tops. My bookings carry me into October, after which I may go to the Orient. I have had good propositions from three different agents. Doc Howe has offered me the Fox West Coast Time after I wind up here, but as yet I'm not sure just what I'll do. Showmen here tell me I have the largest magic show ever to play Hawaii. Hotels are bad, food is worse. I'd give a tooth for even a hamburger. It rains here every day and mosquitoes are as big as canaries. However, it's not a bad place to be and I'm looking forward to several months of good business before I leave."

JACK GWYNNE has been held over for an extended engagement at the Congress Casino in the Congress Hotel, Chicago.

THORNTON THE MAGICIAN, formerly known as Pitroff, "handcuff king," will present a magic show at the Palace Theater, Jersey City, June 15 under sponsorship of the downtown business men. He will feature his new illusion, shooting a needle threaded with a ribbon thru a plate glass. He has given the manufacturing rights to Thayer, Cola, frog man; Stanley Burns and Willie, ventriloquist; Eva Stahl, musical novelty, and Rolland, comedy juggler, will appear with Thornton on the Jersey City date. Thornton says he has a number of similar dates booked.

DR. CHARLES HOFFMAN, of magic bar fame and a leader in popularizing the mixed drinks tricks, opens June 4 at the Colonial Theater, Dayton, O.

HARRY AND ZOLA PAVEY, one of the most popular teams in magicdom, are now making a bit of a pleasure cruise around the Middle West after severing connections with John Lippy Jr., with whom they were associated for several weeks. They spent last Thursday night in Cincinnati and visited the magic desk Friday morning. They departed Friday p.m. for a visit with Harry's folks in Indiana, after which they will jump into High Point, N. C., arriving there a week in advance of the IBM convention. Harry and Zola recently visited for a week with Doc M. Irving and Princess Yvonne at the latter's home in Philadelphia.

MARQUIS SHOW, which opened September 17 and has lost but 15 days in that time, is now in West Virginia territory. Warm weather hasn't hindered business. Show had a lot of circus opposition for two weeks, which made billing difficult. Business was off only in a few Ohio mining towns, untouched by circuses. Grand Theater, Ashland, Ky., gave the Marquis unit two big nights, and Grantsville, W. Va., an isolated town in the hills and 30 miles away from any other theaters, gave the show crowds it could not handle, Marquis reports.

VANTINE AND CAZAN are this season presenting their magic on the Greater United Shows.

PALMER AND DOREEN, after a week at the Glenn Rendezvous, Newport, Ky., are current at Red Gables, Indianapolis.



The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

## For RADIO

HUGH HERBERT—film comic who has made a few guest appearances on the air. Is a cinch as a radio comic and emcee. His delivery is dynamite, even when you can't see him, and because he writes his own stuff the material problem wouldn't plague him, as it does so many other funsters.

Has appeared in stock and with little theaters, but has yet to make his Broadway bow.

## For FILMS

WALTER TETLEY—kid radio actor working on a large number of programs, including the Fred Allen show. Has also worked extensively in theaters, both here and abroad. Is a clever actor, does numerous voices and dialects and is an outstanding picture bet.

JEANNE WALKER—youthful and pretty tap dancer whose fresh routines display extensive training in all forms of the dance. Is shapely, and her natural prettiness is enhanced by intelligence, taking her out of the merc' pretty-pretty class. Now at the Congress Hotel, Chicago. Looks like a good film bet and definitely rates a test.

## For LEGIT DRAMATIC

DAVID EVANS—recent graduate of the Feagin School of Dramatic Art, caught several weeks ago in a try-out presented by the school's alumni. Personable and good looking, he did a smooth and pleasant farce job, indicating definitely that he'd score a solid click if given a bigger chance.

## N'ORLEANS WPA—

(Continued from page 22)  
necessities, the project was faced with either providing its own showhouse or passing out because a city of over a half million population either will not or cannot support one good flesh house. It will be a fine test, this new modernized legit theater, small as it is, to see just where the blame lies for New Orleans' failure to support flesh of any kind.

The theater project has enjoyed excellent success with its minstrel group, now on its second road trip thru North Louisiana, Arkansas and East Texas. On its first trip last year the troupe drew an average of 1,500 to 2,000 a night and was forced to stay out three months instead of the original one month.

## 'Darling Daughters' for London

LONDON, May 24.—Margaret Bannerman, leading English actress, is to make her reappearance in a straight part in the West End and is rehearsing for the London production of the New York hit *Yes, My Darling Daughter*, which is to be presented in London early in June by Gilbert Miller in association with Alfred de Lillage.

Others signed up for *Daughter* include Dame Sybil Thorndike, Leon Quartermaine and Jessica Tandy.

## Cornell Stays in Chicago

CHICAGO, May 29.—Katharine Cornell extended her stay at the Grand Opera House another week, ending a three-week engagement next Saturday. She continues to alternate between *Candida* and *The Wingless Victory* and has been playing to good business since opening.

## WPA "Freedom" Gets New Detroit Audiences

DETROIT, May 29.—Opening of the WPA's production of *Let Freedom Ring* at the People's Theater was postponed from Friday to Saturday night when technical difficulties developed backstage in the absence of Project Director Fred Morrow. Utilizing one of the largest casts the project has had—45 names, are listed on the playbill—the play got off to a capacity start on Saturday, with advance bookings as heavy as any in the history of the theater. Several nights have been sold out completely, largely thru an effective tieup with various labor unions which are sponsoring the show for those nights.

With a billing as "labor's own play" in local advertising, this story of Southern hillbillies and their impact on a Southern mill town is drawing a new audience for the theater, largely working

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

GEORGE E. MITCHELL, 81-year-old minstrelite of the Mitchell Twins, pedestal dancers of long ago, pencils from the Elks' National Home, Bedford, Va.: "Just put on a kiddies' minstrel at the Johnson home here. Annie Johnson only girl in the show, and, oh, how she can tap! I did my lecture as a wench. Have a tap-dancing class here. Just get enough to keep the wolf away. Health very good. Oldtimers here still sit around and talk it over—Fred Leslie, George (Jiggs) Milton and John Connors, the old clogger. Jim Haswell passed away some time ago. My best to all oldtimers."

LEON LONG posts that his friend H. S. Palmer is enjoying good business with his J. C. Lincoln Minstrels in North Carolina. Long is at present in Mississippi.

Allan (Allie) M. Burdette, musician and composer, born at Whitehall, N. Y., June 18, 1875. First professional engagement with Al Martin's "Uncle Tom's Cabin" Company at Glens Falls, N. Y., April, 1904. Subsequent engagements: Leon Washburn's "Uncle Tom's Cabin" Company, 1905; Maude Hiltson's Oratic Company; Neil O'Brien's Minstrels, 1917; Neil O'Brien's Minstrels, 1921. Present residence and activities: 43 N. Brandywine street, Schenectady, N. Y.; piano tuning and repairing.

PROF. WALTER BROWN LEONARD and wife have left Glens Falls, N. Y., for their Adirondack camp, Troupers' Rest, where they expect to spend the greater part of the summer. "Just bought a great book, 50 Years of *Theatrical Management*, by M. B. Leavitt," writes Leonard. "It was an autographed edition from the author to Margaret Illington Bowes and I am told it is quite rare. This, with *Story of American Stage*, by Allison Brown, and *Monarchs of Minstrelsy*, by Leroy Rice, will give one pretty nearly all they require on research in regard to the history of minstrelsy."

class, and including a large colored proportion.

Unusually effective character playing of Grandpap Kirkland by J. Richard Gamble is an important feature of the play. The massing of characters is handled with skill by guest-director Austin Coghlan, with striking mechanism-symbolist stage settings designed by Stephen Nastfogel.

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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 to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

**Decries Smut And Nudity as Acts Are Idle**

Cleveland.

In making rounds of the so-called booking agents in quest of coffee and money dates the regular professional act is given the usual merry-go-round, which is the old stock alibi that spot managers are demanding girls and strip and near-nude teasers. Agents can in this take a lesson from which is the old stock alibi that spot managers are demanding girls and strip and near-nude teasers. Agents can in this take a lesson from

the Wall Street method of putting the price according to the demand. Now if the sex-appeal-minded booze-joint manager demands sex-appeal acts so that his cash register may ring out a steady concert of sales, why not, in fairness to all acts, raise the price of sex-appeal acts 50 per cent above the price of regular acts? Thus every act would be given the breaks. As it is now sex-appeal acts are working as many as three spots a night while other acts are idle. No act should under any conditions work more than one spot a night. Night club managers should see the right side of business and use regular stage or professional acts which, in the long run, will make their investments and business a permanent thing. Decent men and women resent forcing of indecent jokes, songs and dances in night life. Would any man like to have his wife or sweetheart take him to a place where men strip and do vulgar dances? Then why should a man, whether decent or otherwise, take a lady, whether she be decent or otherwise, to a show where the audience is of both sexes to witness an indecent act? Girls working strip numbers in stags or smokers used to wear masks so as not to be identified afterwards. Why do not all who earn their living by entertaining or acting get back to earth and walk in the footsteps of those who have passed on and who made it possible for us to have a profession? The easiest and quickest way to earn a dollar is to build up the profession in the minds of the public as a respectable profession. Once that is accomplished a big demand will be made for flesh shows. The shyster producer of a few years ago is the cause of our theaters being void of professional talent. He, by producing flesh revues of young and beautiful but dumb girls led to smut revues, thus even breaking up regular burlesque shows until what? Now many actors and actresses in order to live must either do smut or join a WPA show and be paraded from lodges to other public gatherings. Thus a dark cloud floats over their talent. Troupers, do your share to bring back in the fall a demand not only for your services but for the talent of all real show people into our theaters.

THOMAS SEIGERT.

**Wonders How Many Leaders Have Old Galop**

Savannah, Ga.

Deep interest manifested by readers of *The Billboard* in souvenirs and rare mementos of bygone circus days justifies a description thru *The Forum* of a recently acquired exceptionally well-preserved copy of sheet music published and in use by circus bandmasters more than 50 years ago. *Circus Galop* is the title. There are 11 pages covered by the music in addition to the cover pages. It was composed by William Grosecruth, published and copyrighted in 1869 by Jewett & Mischna in the Northern district of New York. In 1883 Oliver Ditson & Company, 451 Washington street, Boston, copyrighted and used as front-cover design for *Circus Galop* a beautiful steel engraving made by J. H. Bufford's Sons, lithographers of Boston and New York. This copyright edition published by Oliver Ditson & Company is on pages that measure 11 by 14 inches, heavy grade of sheet-music paper, on which the steel engraving stands out boldly. The design covers space 8 by 9 1/2 inches and is a view of the interior of a circus one-ring tent, seats filled by an apparent capacity audience, and in the ring is presented a thrilling three-horse Roman standing race by two riders, the lady rider leading and her trio being two white and one black racers. Ringmaster, in clown costume, stands within the circle. The

writer wonders how many circus band directors that are retired or those now directing bands have in the past or do now use this *Circus Galop* by Grosecruth and whether there are still in their trunks of sheet-music copies of the copyright edition same as the above described.

CHARLES BERNARD.

**Sees Another Case of Magic Being Exposed**

Toledo.

Recently I attended a carnival, expecting to see a magic show that is with it. This I did, and I can say that it was well presented. But here's the sad part of my story. After presenting the illusion of sawing a woman in half they announced the following: "Now, ladies and gentlemen, for the small sum of 5 cents you can step up here and see how this is accomplished. Step right up and see how. As you know, we are not permitted to show this to the public in theaters, but now is your chance," etc. This same talk followed the Japanese sword-box illusion, among others. Isn't this a great asset to our profession of magic? It's just a plain case of exposing. I told Harry Opel about this and he fairly fumed over said expose.

RAYMOND M. STAPLES.

**Back Salaries Cause Actors to Leave Shows**

Westfield, N. Y.

I noticed a pipe from a med man in a recent issue of *The Billboard* which "boined" me up. I have had experience both as a performer and manager. The chief reason performers blow a show is the back salaries. After all, performers are part human and if the management has too many changes in personnel I'm quite sure that there is either agitation, small-time big shots or the mazzama's green is getting rusty. I blew two shows because I took the so-called bad breaks when they came, but when the manager hit the good ones he forgot the people on his show who really made the tip go over. I know performers who can change for a whole year and never put on the same thing twice. Last season a man, his wife and I played in a radius of 50 miles from their home and we had to change almost every night, as the greatest portion of our tip consisted of old stand-bys from other towns. While

## Shooting at the Wrong Target

SOME newspapers are again "on the warpath" and leveling their guns at carnivals. Thru editorials the same old cries are being aired such as taking money out of town, offering immoral shows, operating game concessions where chances of winning are slim or nil and other unpleasant accusations. One editorial writer even had the gumption to say: "The average carnival features wheels of chance and other gambling games as the chief form of amusement and entertainment for its patrons." Also: "Good clean entertainment is apparently looked upon as something the public doesn't care for. Carnival men, like everyone else, are in business to make money and precious little of the money that flows thru the gates of a carnival ground is left in the community."

As to carnivals taking money out of town, this is true only when they have profitable weeks, and surely they shouldn't be deprived of this privilege any more than anybody else in any walk of life! But take the weeks when weather conditions are unpleasant, sometimes two or three weeks in succession, and one will find considerably more money in a town when a carnival leaves than when it entered. Carnival folks must eat, sleep and wear clothes the same as other people, not to forget many other purchases made locally. And even if some money did go out of town, isn't that good argument that the public wants carnival amusement?

Whoever wrote the line, "The average carnival features wheels of chance and other gambling games as the chief form of amusement," has a very poor knowledge of carnivals, and the same goes for the statement, "Good clean entertainment is apparently looked upon as something the public doesn't care for."

There are the good and had in every line of business and the carnival business is no exception. But if those newspapers that look upon all carnivals as being of the no-good type would do a little analyzing they would soon find that their editorial guns are aimed at the wrong target. Common sense should tell them that things considered objectionable by the public would not be tolerated by a carnival if local officials ruled otherwise. A city or town can be no cleaner than its officials would have it, and that's exactly where the principal blame should be placed by newspapers when complaining about the class of shows with carnivals. There would be plenty to write about if this were done.

I was with another show we played a town for seven weeks one year and then went back and stayed almost all winter. You can change acts all you wish, but the old colored acts still go over better than new scripts. Here in the East actors have a union which protects both manager and employee. I can't understand how a manager can expect to flash up his show if his actors appear ragged and hungry and burn bottle-tops to get their cork. Think it over.

STAN TOBY DECKER.

**On Extra Fee For Feeding of Circus Animals**

Anderson, Ind.

I have an idea that I think should interest modern showmen. We have had the pleasure of having three circuses in Anderson so far this season and at all of these I heard numerous patrons say that they would be willing to pay to see the attendants feed the animals in the menagerie. I do not know whether this would hurt patronage for the show proper or not. Does the average person go to a circus to see the animals or to witness the performance? If patrons go to see the performance I would think this would be a good way of making some real money, but if it is the other way around I would say not to do it. I would like to have other readers express their opinions on this idea in *The Forum*, especially showmen who may have known where or when the suggestion has been tried out.

CLIFFORD H. LAND.

**Bristol Horse Show Ended by Manila Battle**

Huntington, W. Va.

For the benefit of Fred R. Pursel, Simcoe, Ont., who since his letter in *The Forum* of March 20 has been informed that it was Jules Walters who starred in *Sidetracked*, I want to verify that fact.

In the latter '80s at my Kansas City Variety (old honky-tonk days) Theater I had working there in stock Dave McCord and Jules Walters and they put on afterpieces, all ad lib. comedy. They hit upon putting on a tramp act which went over big for weeks. They made the act into a three-act comedy called *New Tramp in Town*. Jules had the idea that it would be a winner on one-day stands and he put it out that winter. After the first season he changed the title to *Sidetracked* and it proved a big success for several seasons. Mr. Pursel was in error in saying the Bristol Horse Show wintered in his town, as that show never wintered, it being an opera house attraction, but summered three months with stock on pasture. I joined the Bristol show in December, 1892, in Omaha, tak-

43d Year

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Founded by W. H. DONALDSON

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ing the place of William H. Schultz as general agent and finishing the season at the Marlow Theater, Englewood, Chicago, in 1893, year of the World's Columbian Exposition. That summer John C. Patrick, part owner and manager, was married and retired to make his home in Boston. I was made manager and we opened the season on the day that former Mayor Carter Harrison of Chicago was killed. That year we entered Canada, played Mr. Pursel's town, Simcoe, and summered that season at Carleton Place, Ont., and opened our season at the Queens Theater, Montreal, for three weeks, then making long jumps to the West Coast for the Australian and Oriental towns. And Manila, P. I., saw the finish of the Bristol Horse Show when Admiral Dewey took the Spanish fleet on May 1, 1898. Our horses were taken for use of army officers and the ponies for meat, and we came home.

W. H. (BILL) DAVIS.

## Saranac Lake

By JOHN C. LOUDEN

Mrs. Garry Sitgreaves, of New York, is visiting her husband at the Lodge and for the first time in ever so long they dined together. She is more than pleased with Garry's progress.

Milton Reich is our latest guest-patient, hailing from Brooklyn, where he was formerly assistant manager of the Empress Theater.

Henry Salt, of New York, spent a few pleasant days here last week, visiting his friend Doris Gascoigne.

Dan Lee has been added to the up-patient department and is enjoying his meals in the dining room. He has been here only a short time and is making excellent progress.

Edith Lemlich was pleasantly surprised last week by a visit from her parents, Mr. and Mrs. William Lemlich, and her sister, Sylvia, from New York. All were pleased with her progress.

Mildred Reeve is another newcomer and is much impressed with her new surroundings. She was formerly a member of the Reeve Quadruplets, who played RKO and other circuits for years.

Melvin Fox has moved to the third floor, where he will do his own house-cleaning. He also has a leaning towards horticulture. Eddie Ross, also of the third floor, has a penchant for cleaning and dyeing, his first experiment being successful with no "slips" made. Both these boys are showing much improvement.

Write to those you know here.

CINCINNATI OFFICE

Parcel Post

- Ronald, W. D. 80c
Hudson, G. D. 80c
Cook, F. O. 80c
Cowan, Doc 8c
Crawford, 10c
Dare-David Daniels, 5c
DeMario & Marlette, 50c
Dent, Buck, 80c

Ladies' List

- Abbott, Mrs. Faye
Ainsworth, Gertrude
Alina, Alice
Alessandro, Mario

- Jo Anne, Madam
John Elise
Karloff, Madame
Karsner, Myrna
Kautman

Letter List

NOTE—Mail held at the various offices of the Billboard is classified under their respective heads — Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Porter, Grace
Pruitt, Mrs. Jack
Ramon Sisters
Ramesey, Mrs.

Gentlemen's List

- Aarowa, Herman
Abel, Andrew
Adams, Black
Adams, Dewey

- Chellose, Joseph
Choluse, A. Henry
Choluse, E.
Christensen, Grant
Cigelski, Theo.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.





ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A
Aarons & Broderick (Casino Parliem) Chi.
Aarons, Ruth Hughes (Radio City Rainbow Room) NYC, nc.

B
Babcock, Jimmy (Hofbrau) Hoboken, N. J., re.
Baldwin & Bristol (Riverview Beach) Pennsville, N. J., p.

C
Carmen, Lillian (Michigan) Detroit, t.
Carr, Billy (606 Club) Chi, nc.
Carroll, Helene (Cocoanut Grove) Waukegan, Ill., re.

D
D'Arcy Girls: Dubuque, Ia.
D'Avalos, Rodolfo & Albertina (El Chico) NYC, 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.

E
Earns & Gordon (Stork) Providence, nc.
Edmonds, Joe (Hobbrau) Hoboken, N. J., re.
Elaine & Barry (Park Central) NYC, h.

F
Fanchon & Fanchon (Edgewater Beach) Chi, h.
Farmer, Chic (Stork) NYC, nc.
Farrar, Jane (1523) Phila, nc.

H
Hager, Clyde (Versailles) NYC, nc.
Hague, Beatrice (Hi-Hat) Chi, nc.
Hale, Chester, Girls (Pal.) Cleveland, t.

I
Ice Ballet (Boston) Boston.
Ice Blossoms (Stanley) Pittsburgh, t.
Iceberg Trio (Roosevelt) Pittsburgh, Pa., h.

J
Jackson & Brown (Upgar House) NYC, nc.
Jackson Boys, Three (Earle) Washington, t.
Jackson & Nedrow (Royale Frolics) Chi, nc.



Collins, Harry: (Colorado) Glenwood Springs, Colo., h.
Collins, Paul: (Indiana Roof) Indianapolis, h.
Conn, Irving: (Arrowhead Inn) NYC, ro.
Conrad, Lew: (Cocoanut Grove) Boston, nc.

D'Arcy, Phil: (Governor Clinton) NYC, h.
Daley, Frank: (Meadowbrook) Cedar Grove, N. J., ro.
Darr, Arthur: (Park Lane) NYC, h.
Darr, Ronald: (Muehlebach) Kansas City, Mo., h.

Devereaux, Syc: (Chez Florence) Paris, nc.
DeWitt, Angelo: (Amanca) NYC, ro.
DiBert, Sammy: (Webster Hall) Detroit, h.

Earl, Glenn & Ork: Sand Lake, Mich.
Edmund, George: (Loyal) NYC, c.
Ellington, Duke: (Cotton Club) NYC, nc.

Farber, Ellis: (Lookout Mt.) Chattanooga, h.
Farley, Harry: (Embassy) Indianapolis, h.
Farmer, Will: (Leon & Eddie's) NYC, nc.

Gaines, Charlie: (Morocco) Phila, nc.
Garrett, Jimmy: (Narragansett) Providence, h.
Gentry, Tom: (Graysone) Detroit, h.

Hall, George: (Taft) New York, h.
Hamilton, George: (Beverly Wilshire) Beverly Hills, Calif., h.
Hamilton, George: (Peabody) Memphis, h.

Harris, Buddy: (Murray's) Tuckahoe, N. Y., ro.
Harris, Claude: (Joey's Stables) Detroit, nc.
Harris, Ken: (Rendezvous) Battle Creek, Mich., ro.

Hecht, Al: (Sunset) Los Angeles, nc.
Heldt, Horace: (Biltmore) NYC, h.
Herbeck, Ray: (St. Paul), h.
Herbert, Marty: (Village Brewery) NYC, nc.

Hullinger, Vic: (Manhattan Grill) Sarasota, Fla.
Huntley, Lloyd: (Mount Royal) Montreal, h.
Hunting, Ina Ray: (Paramount) NYC, t.

Imperial Trio: (Imperial) NYC, h.
Iowa Ramblers: (Longville) Longville, Minn., nc.
Jackson, Jimmy: (Chateau C. C.) Milwaukee, Wis., nc.

Jones, Ed: (85) Rhineland, Wis., nc.
Juan, Don: (El Tornado) NYC, nc.
Jurgens, Dick: (Corsico) Catalina Islands, ro.

Kahn, Al: (Gwerbrook Villa) Phila, ro.
Kahn, Paul: (Commodore) NYC, h.
Kamal, Art: (Claridge) Memphis, h.

La Salle, Frank: (Lively) New York, nc.
Laezer, Walk: (Nightingale) Wausau, Wis., nc.
Lagman, Bill: (Club Trianon) New York, h.

LeBaron, Eddie: (Radio City Rainbow Room) NYC, nc.
LeRoy, Howard: (Westwood Supper Club) Richmond, Va., re.
Lich, Bobby: (Parish) Phila, c.

McAran, Grace: (Chinese T Gardens) Detroit, re.
McMay, Clyde: (Peabody) Memphis, h.
McCune, Bill: (Bossert) Brooklyn, h.

Mack, Austin: (Harry's New York Bar) Chi, nc.
Mack, Ed: (Martin's Tavern) Lima, O., c.
Manning, Piper: (Pirates Castle) Miami, nc.

Mason, Wingy: (Washington - Youree) Shreveport, La., h.
Mareno, Frank: (Sweeney) Baltimore, c.
Marian, Hugo: (French Casino) NYC, nc.

Motely, Berk: (Casse Grande), Berwyn, Md., nc.
Muro, Ed: (Ivanhoe Gardens) Chi, nc.
Nagar, Pat: (Chesterfield Club) Chi, nc.

Norris, Stan: (Merry Garden) Chi, b.
Odgers, Joe: (Greenoble) Wildwood, N. J., h.
Olson, Walter: (New Julius) Gardenville, N. Y., re.

Palmer, Freddy: (Colonial Inn) Singac, N. J., h.
Panche: (Plaza) NYC, h.
Pantone, Mike: (Canton) Albany, N. Y., re.

Peterson, Eric: (Woodlands) Ardsley, N. Y., nc.
Petli, Emil: (Savoy Plaza) NYC, h.
Pignat, Jack: (Port Arthur) Providence, R. I., re.

Rosen, Tommy: (Wisteria Gardens) Atlanta, Ga., h.
Rosenthal, Harry: (Versailles) NYC, re.
Ross, Tiny: (Gypsy Tavern) NYC, nc.

Sabin, Paul: (Blossom Heath) Detroit, ro.
Sales, Lou: (Mayflower Casino) Chi, nc.
Saunders, Bob: (Gurnewood Park) San Francisco, nc.

Scherl, Sandy: (Steeplechase) Coney Island, N. Y.
Schooler, Dave: (Blossom Heath Inn) Larchmont, N. Y., ro.
Scott, Bud: (Crystal Natchez) Miss., nc.

Senter, Jack: (Bagdad) Miami, nc.
Sepulo, Canto: (San Souf) Havana, nc.
Shaw, Art: (Wiglow) Pittsburgh, nc.

Stable, Dick: (Coney Island) Cincinnati, p.
Stafford, Jess: (Lake Merritt) Oakland, Calif., h.
Stanley, Arthur: (Yacht) NYC, nc.

Stevenson, Tommy: (Southland) Boston, re.
Stoeffer, Wally: (Utah Empire) Salt Lake City, h.
Strong, Benny: (Brown) Louisville, Ky., h.

Taylor, Dick: (Sun Ray Gardens) Phila, b.
Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
Thomas, Eddie: (Nut Club) NYC, nc.

Vallee, Rudy: (Astor) NYC, h.
Van, Bob, & Chicago Esquires: (Hotel Miami) New York, h.
VanWinkle, Joe: (Melody Grill) Kokomo, Ind.

Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
Wagner, Bill: (Jimmy Kelly's) Brooklyn, nc.
Ward, Eddy: (Mirador) NYC, nc.

Webster, Ralph: (Furitan Springs) Cleveland, ro.
Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
West, Neil: (Lewiston) Lewiston, Mich., b.

Winters, Charley: (Tony Murray's) Phila, re.
Whinton, Barry: (Sapphire Room) Rumsen, N. J., h.
Woods, Howard: (Hollywood) West End, N. J., h.

Young, Bob: (Bal Tabarin) San Francisco, nc.
Zelman, Rubin: (Caravan) NYC, nc.
Zella, Leo: (Coo Rouge) NYC, re.
Zollo, Leo: (Benny the Bum's) Phila, nc.

Cornell, Katharine: (Grand) Chi 31-June 5.
Dord End: (Curran) San Francisco 31-June 5.
Idiot's Delight: (Biltmore) Los Angeles 31-June 5.
You Can't Take It With You: (Harris) Chi.

Craig Vaude Show: Centerville, N. Y., 31-June 5.
Long, Leon, Magician: Jasper, Ala., 4-6; Parrish 7-12.
Morris, Chet, Show: Good Hope, Ga., 31-June 5.

McLaglen, Victor: Motorcycle Dare-Devils: Los Angeles, Calif., 3; Las Vegas, Nev., 4; Salt Lake City, Utah, 5; Focaltel, Ida., 6; Boise 7; Pendleton, Ore., 8-12.

Marine & Firestone: Lawton, Okla. (See ROUTES on page 92)

Money Mad, a punch-drunk reviewer is forced to decide, was even worse than Bet Your Life—not because Mr. Blocki made it any worse (as a matter of fact, he didn't change it much in any important particular), but because it was a vehicle for Mr. Satz's starring flight.

Since Mr. Satz, who came as a star from the Yiddish theater, was a visitor upon Broadway's stony shores, a detailed description of his performance will be omitted; since he is from, of all places, the Yiddish stage, a polite reporter will refrain from labeling him with the one theatrical word that comes to mind. Enough to say that his big second-act emoting caused kind-hearted spectators to avert their eyes, and that his comedy peak came when he spat a mouthful of coffee all over another member of the cast.

## Eastern States Good for H-W

**Windstorm strikes show at Hagerstown and several displays are eliminated**

ELMIRA, N. Y., May 27.—Completing a quick dash thru Eastern Pennsylvania, Hagenbeck-Wallace Circus moved Wednesday night into New York State for 13 stands before returning to the Keystone State. West Virginia and Maryland gave show exceptional business and York and Sunbury, Pa., registered bigger grosses than in 1935, the last visit of this show to these cities.

Washington fans and friends came out in numbers to Hagerstown to see the performance and visit last Saturday. Among those enjoying every minute of the fast, snappy show were Marshall L. King, Bertha Allison, Melvin Hildreth, Harry Allen, Jerry and Ann Doyle; Carroll Peake, special writer for *The Washington Times*; Stuart Mitchell and Geraldine Fennell, former secretary to George F. Meighan.

Hagerstown gave show a tremendous matinee, despite race meeting being in progress. Around 4 o'clock a terrific windstorm hit and it was necessary to eliminate several displays, altho not a pole moved, so well was the tent guyed out by Superintendent Charley Brady and George Singleton, boss canvasman. Rain started to fall shortly afterward and continued until 8:30 o'clock, which harmed the receipts at night.

Cumberland came thru with two bang-up houses, the best business since the war years for this city. The newspaper had many special articles and broadcasts over WTBO were made by Arthur Borella, Terrell Jacobs, Dolly Jacobs and Bob Hickey. The Murphy store purchased 200 matinee tickets, which they gave to the kiddies. Cumberland is the home town of Leo Kerns and he had a busy day with his relatives and friends.

Connellsville was another surprise for the show, altho Howard Y. Bary, general manager, insisted it would be okeh from the start. H-W was the first big railroad show in several years and not only Connellsville but surrounding territory turned out en masse. Russell Miller was rather busy at the front door as his family and friends came over from Uniontown, the home city.

There was an early arrival in York Sunday and residents visited the fairgrounds to get an idea of the show.

(See EASTERN STATES on page 38)

## Graham Show Has Sellout

**Ticket deal made with drug chain at San Antonio—show moves on 20 cars**

SAN ANTONIO, May 29.—Stanley Graham's International Midget Circus opened here yesterday, beginning its first road engagement with a house fully sold out for five days' matinee and evening performances. John McMahon, advance agent, announced that every performance was sold out thru a ticket deal with a local drug chain.

Before show left Dallas Wednesday night in 20 railroad cars Stanley Graham, its creator, had revamped the program from top to bottom and had straightened out all technical knots encountered to date. Several new acts had been added.

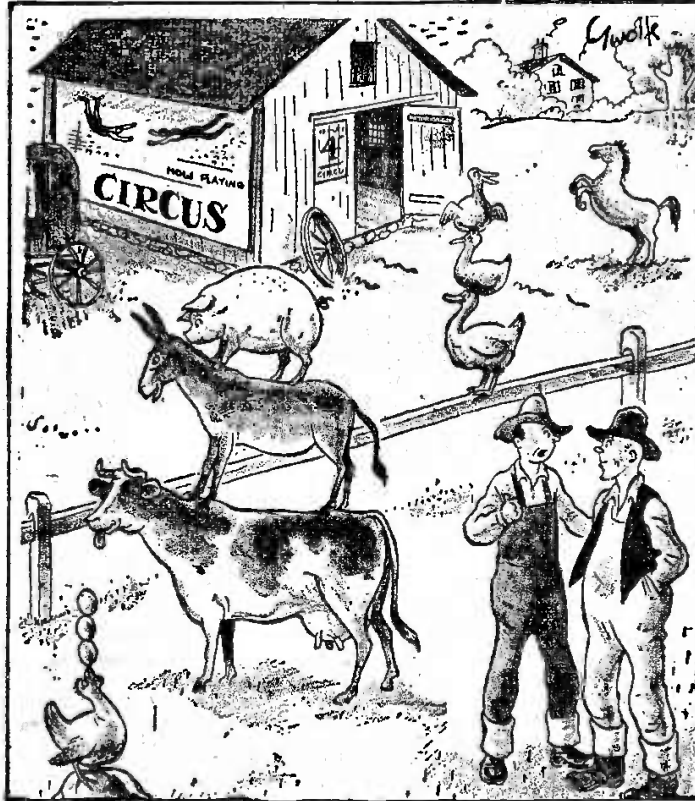
"Altho we played to a weak house in Dallas, I am thoroly satisfied," Graham announced.

During the five days after the circus (See GRAHAM SHOW on page 63)

### Loos and Lawsuits

The sixth of a series of articles on Laws and Lawsuits Pertaining to the Amusement Business appears in the carnival department of this issue.

## Farmfoolery!



**"Dang them circus fellers—I told them not to put their signs on my barn!"**

—New York American

## Cole Bros.' Big Biz Continues; Has Huge Turnout at Canton, O.

ERIE, Pa., May 29.—From a real tough day of rain and mud experienced at Springfield, O., to a perfect day of sunshine and big business following day at Columbus was the experience of Cole Bros.' Circus. At Columbus the date was sponsored by the Pepper Club, which means plenty of publicity in the local papers. Attendance big at both performances.

Most showmen think of Steubenville as a Monday stand, giving Sunday to get on the lot, which is at top of a long hill. The lot used by Cole is along the riverfront and a very short haul. Plenty of straw here to take care of customers at night.

The unloading in Pittsburgh takes place right on lot in East Liberty. Parade was given first day in ideal weather. Straw at night houses of two-day engagement. At 8:15 on second night, with performance just under way, a veritable cloudburst occurred, but it lasted only a short time and in no way affected packed tent of customers. Harold Barnes,

juvenile wizard of tight wire, caught a cold here that has confined him to his quarters on train up to present time.

With only 102 miles to cover, both sections arrived early at Canton, O., for first Sunday layoff since show opened in New York March 13. Clyde Beatty and wife, Harriett, and Arnold Maley, in white ticket wagon, were met in early forenoon by Kenton C. DeLong, of Massillon, and John (Krip) Hare, of New Philadelphia, O., newspaper men, and taken on a fishing trip to a private lake near Strasburg as guests of Glen Z. Wagner, of Dover, O. Party returned with a good catch to have supper at the DeLong residence.

The Sunday layoff in Canton no doubt had its effect with the thousands that thronged the lot all day to see what they could, because never in the last 20 years, as expressed on all sides, has there been a turnout to see a circus as did on Monday. They were on the ground at both shows, with the folks actually rest- (See COLE BROS. on page 38)

## New England Great for Tom Mix Show; Cloudburst at Springfield

QUINCY, Mass., May 29.—The early invasion of the Tom Mix Circus into New England has proved to be a veritable triumphal entry.

At Springfield, in spite of what amounted to practically a cloudburst, show had very good business. So terrific was the storm in the afternoon that the newspapers sent cameramen to the lot, expecting the tents would be down and everything in a state of chaos, but nothing happened and the complete performance was given without a hitch.

Worcester was one of the banner stands. Providence, in spite of an all-day rain, drew a full house in afternoon and was fair at night. At Fall River show encountered extremely cold

weather, which was naturally detrimental to business.

New Bedford and Brockton came thru with two big houses in each city.

Frank Shepard has joined and is proving a sensation with his aerial heel catch without the use of a net. Another new feature, the Ten Abdallahs, with their pyramid building and whirlwind tumbling, is proving a great applause-getter, especially with their pyramid, four high.

All advance agents of the show were working within a radius of 50 miles of Boston and gathered at Bradford Hotel over Sunday. They took in the ball game and had dinner together at night. Also visited with Arthur Hopper, Floyd King and Jerome Harriman.

## Good Opening For Vanderburg

**Troy, Wis., initial stand—Gordon Smith injured in wreck on joining show**

RIPON, Wis., May 29.—Vanderburg Bros.' Show, in spite of cold weather, has been having good business. Troy, Wis., was the initial stand on May 15, show playing to a straw house. Among visitors there were Dr. Taylor, the Wintermuths, Roy Henderson and Russ Howe.

Gordon Smith, with his animal act, was in wreck on way to join. His truck was demolished. He will be in a hospital for three weeks and will join show when able. Animals were not hurt.

Among the acts are Rich Barnsdale, "the man from Moscow on the endless wire"; Ted and Frieda LaValle, balancing; Billie Burkhardt, contortionist; Vera Orton and Fanning, iron jaw and double traps; Alta and Gerald Hansen, comedy acrobats; Elsie Christensen, aerial novelty and physical endurance; Alfreda, upside-down walking, and Bonnie Hall's dog and pony act.

Don Shanklin is again playing the calliope; Bill Phelps is in cookhouse; Jack Meyers, in charge of pop-corn prize candy; Milo Hartman, novelties; Floyd Dowland, juice, taffy, apples, etc. George Hopp has charge of the Side Show. The clowns have some novelty numbers. Joys are Ted LaVelda, Dr. Howe, Gerald Hansen, Martin Brothers and Wimpe.

Trucks and all equipment look good. Color scheme is red and orange. The large lettering in gold on trucks was done by Rich Barnsdale. Steve O'Day left the show, going to Sheboygan, Wis. At Cedarburg show was caught by Pete Lindemann and wife, Orval Lindemann and Joe Siegrist, of Seils-Stirling Circus.

Visitors at Ripon were Percy and Ella Radermarker, formerly of Hagenbeck-Wallace Circus. Percy brought his clown wardrobe along and performed. Dr. Taylor collected tickets at evening performance. Mr. Sheppard, Dr. and Mrs. Fowler, Mr. and Mrs. Roy Anderson and Coach Eck Erdlitz and wife also visited.

Lew Christensen is manager of Vanderburg show; Zella Hall, secretary-treasurer; Rich Barnsdale, assistant manager.

## New Equipment For Rice Show

**Includes menagerie, cookhouse, padroom, side-show tops, 200 folding chairs**

FAYETTEVILLE, W. Va., May 29.—New menagerie, cookhouse and padroom top went into the air today here for Dan Rice Circus. New Side-Show top scheduled to arrive within a few days. Many new flags for Side Show, a new International truck and additional 200 folding chairs show prosperity. Scotch Highlander Band of seven is an addition to Side Show, as is a 23-foot python to Cuban Mack's collection.

Captain Conrade was slightly injured when attacked by female lion at conclusion of act. Will be out of performance for a week. Offer for Lord Leo to join a midget circus turned down. His Lordship has been under management of Ray Marsh Brydon for a number of years and plans to remain for many more.

Orders have been placed for new trailers for A. D. Henry, Brydon and Annabelle Mae Stevens to be delivered soon.

### R-B in Storm at Lancaster

LANCASTER, Pa., May 29.—Ringling-Barnum had a jammed house at afternoon show here May 29. The night gate was lightened by a thunderstorm which resulted in ankle-deep mud on some spots on the lot and made moving out difficult. Equipment escaped damage during the storm.



# With the Circus Fans

By THE RINGMASTER

President. CFA. Secretary.  
FRANK R. BARTLESS, W. M. BUCKINGHAM.  
2930 West Lake Street. Chicago, Ill. Thomas Bank. Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., May 29.—Ed M. Hilleary, CFA, of Baltimore, caught the Big Show when in that city and renewed acquaintances with Doc J. H. Oyler, Clyde Ingalls, Smiley Carlton, Hugh Hart, Samuel Gumpertz, Carl Hathaway and Lew Woodruff at the yellow wagon. Gordon M. Potter, of St. Joseph, Mich., has seen two, Hagenbeck-Wallace at Marion, Ind., and Cole Bros. at South Bend.

Plans are moving forward for the raising of the Bluff Landolt Tent CFA in Hartford, Conn., when Ringling-Barnum is there June 17, with Landolt as the honored guest. Sam Prentiss, State chairman, will install the officers, who will be presented to him by Louis Brown, secretary of the P. T. Barnum Top. Prentiss will deliver the charter and also run the show. Walter M. Buckingham, national secretary, expects to be present.

Art Miller, agent for Seils-Sterling Circus, visited the office of White Tops May 27 while contracting Rochelle for matinee Sunday, June 20. John Tetlow, CFA, of Peoria, Ill., called at this office May 26.

Fred Schlotzhauer, of Oquawka, Ill., has made five shows, the last two being Famous Robbins and Seils-Sterling.

When Seils-Sterling played Madison, Wis., members of the Wallenda Tent had two busy days. Show moved into Madison late Sunday afternoon after a matinee performance at Fort Atkinson. That night Dr. and Mrs. Tom Tormey, Dr. and Mrs. Waldo B. Dimond, Mr. and Mrs. Will Hommel, Mr. and Mrs. Sverre O. Braathen, Ralph Hoge, W. L. Jackman and J. I. McFarland gave a party for the showfolk at the circus room of Mr. and Mrs. Braathen. From the show: Mr. and Mrs. Orville Lindemann, Mr. and Mrs. Pete Lindemann, Mr. and Mrs. Al Lindemann, Lucille Lindemann, Mr. and Mrs. Al C. Beck, Mr. and Mrs. Art Heller, Mr. and Mrs. LeRoy Schrader, Mr. and Mrs. Ervin Klaunder; Joe, Ted and Caroline Hodge; Fred and Betty Leonard, King and Billy Baile, Mr. and Mrs. Vernon Orton, Mr. and Mrs. Joe Siegrist, Jimmie Baker and Teresa Morales. Mr. and Mrs. C. N. Maurer, of the State Public Service Commission,



JUANITA HOBSON, of the famous Hobson family, is doing a principal act with Cole Bros. Circus.

were also guests of the fans at the party.

A large cookhouse table was set up on the porch which was decorated with the red and white checked circus tablecloth, the table being 24 feet long and four feet wide. Table had for a centerpiece a Barlow miniature center pole with all the riggings. Table was decorated with circus animals. Seils-Sterling bills were posted about the walls, while the meal pennant which flew over the Ringling cookhouse last year adorned the large double door serving as entrance to cookhouse.

Dr. Tom Tormey, equestrian director of Wallenda Tent, was presented by Mr. Braathen, and Dr. Tormey called upon Al and Pete Lindemann, who gave talks on the beginning and growth of the show. C. N. Maurer spoke in highest terms of the honesty and fair dealing of the Lindemann Bros. Joe Siegrist talked about performers and paid a tribute to his father as being the greatest circus performer that ever lived. Fans were given a special section at night performance as guests of the Lindemanns.

During the past winter Braathen, program chairman of Madison Lions' Club, raised sufficient money to take 300 poor kiddies to afternoon performance, who were given a special grand-stand section by the show. At 12:30 Braathen, Pete Lindemann and Ralph Hoge picked up the band truck on the lot and escorted it to the neighborhood house, where six large busses filled with the youngsters were picked up and taken thru the principal streets and to the lot. Heading parade was a police motorcycle escort. On sides of all busses were large banners carrying the words "Lions' Club Kiddies' Circus Party."

## Lewis Bros.' Show Is Stepping Along

RAVENNA, O., May 29.—Substantially enlarged and by far Paul M. Lewis' most ambitious effort to date, Lewis Bros.' Circus is fast taking its place among the major motorized shows. Business has been good.

The show will continue to play its long-established territory, Lewis said here. This was the last Ohio stand, with Grove City initial Western Pennsylvania town. Show will have about two weeks in Western Pennsylvania, several stands in Western New York State, then doubles back into Ohio and heads westward late in June, with a likelihood that some Southern territory may be invaded before show heads back to Michigan winter quarters.

Salem gave show two capacity houses, with Wooster only fair. This stand was a surprise. After light matinee night crowd almost filled the top. The show is moving fast and has been up at 12 every day since it opened May 1, according to Lewis. No parade this season.

### Program

Tournament, all people and stock; excellent wardrobe and flashy trappings. No. 2—Comedy acrobats, Abadizig Trio, Wells Brothers, Lehnum and Lembeck. No. 3—Rita and Enos, traps and rings. No. 4—Clowns. No. 5—Riding dogs, Kenneth Poley, Tom Auman. No. 6—Concert announcement. No. 7—Hazel Cotter, web. No. 8—Clowns. No. 9—

(See LEWIS BROS. on page 41)

## Three Acts Added To Roberts Show

EATONTOWN, N. J., May 29.—The program of Roberts Circus has been strengthened. Marion Drew, juggler and balancer; Bill Maltman, roper, whip cracker and trick rider, and trained dogs are recent additions. George Skodis Jr. joined as assistant waiter; Richard Wayrnen as assistant cook and Angelo Anzelone the big top crew.

Considering inclement weather, business has been very good. Show has had two capacity houses since opening.

Robert J. Vanderbeek, general manager, is kept busy entertaining friends and employees of post offices, with whom he has become acquainted in his 24 years in the post office at Somerville, N. J.

Recent visitors were Jacob Jones and party, fans from Bridgeton; Mr. and Mrs. E. F. Day and daughter, Long Branch; Joe Daly Sheeran, Philadelphia; Ed Schuster and wife, Joe Conway and Elmer Kemp. At several spots school teachers entertained their classes at the circus.

First ball game was played May 16 at Tuckerton, Roberts vs. Tuckerton Terrors, show boys winning. Lineup: Slim Laux, p.; Mont Holly, c.; Bill Maltman, 1st. b.; George Cregar, 2d. b.; White Bott, 3d. b.; Abraham Cregar, s.s.; Elmer Milligan, 1. i.; Ray Bean, r. i.; Paul Kelly, c. i.; Scotty O'Brien, umpire.

## Seils-Sterling Show Fined For Exceeding Weight Limit

MADISON, Wis., May 29.—Seils-Sterling Circus was fined \$20 and costs May 24 by Justice Albert Brandt for driving trucks over a highway thru the town of Blooming Grove which exceeded the highway's 6,000-pound weight limit.

About 40 of the circus' troupers and members of the Wallenda Tent, Madison unit of the Circus Fans' Association, were guests at a supper party May 23 at White Tops, home of Attorney and Mrs. Sverre O. Braathen, Waubesa Beach. Speakers included Dr. Thomas Tormey, Braathen, C. N. Maurer, Sterling Sorenson and the following troupers: Pete and Al Lindemann, King Baile and Joe Siegrist.

ROCKFORD, Ill., May 29.—Charged with violation of the State law governing carnivals, A. C. Beck, of Seils-Sterling Circus, paid a fine of \$175 and costs of \$10 when arraigned May 17 before Justice of the Peace Howard H. Hicks. It was contended by Assistant State Attorney Max A. Weston, who swore out the warrant, that the law forbidding carnivals to show anywhere except within the corporate limits of a city also applies to circuses.

Seils-Sterling showed May 17 on the grounds opposite the old fairgrounds near South Beloit. It was indicated by Beck that the case would be appealed.

## Former Al Ringling Home Renovated by Elks' Lodge

BARABOO, Wis., May 29.—The former Al Ringling home here, which was purchased by the Baraboo Elks as a clubhouse, has been renovated. Erected in 1906, the house represents an investment of \$100,000. The Ringling room contains portraits of the late Mr. Ringling and his widow, who on May 12 celebrated her 85th birthday anniversary at her home here.

Also most of the furnishings are new, some of the light fixtures, rugs and pictures were originally in the house.

## Three for Springfield, Mass.

SPRINGFIELD, Mass., May 29.—Ringling-Barnum Circus has plastered the city with "wait" paper for performances June 26, a Saturday date. It will be third circus of season for this city. Tom Mix Circus was here May 17 and Cole Bros.' Circus is billed for June 10, coming from North Adams, Mass.

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### Howe Bros.' Biz Very Satisfactory

LEMMON, S. D., May 29.—Howe Bros. Circus, which opened season at Mesa, Ariz., has covered a lot of territory, going west into California, up and around the Bay district, into mining towns of the Mother Lode district, where business was very satisfactory. Entered Nevada at Carson City and played 18 towns to a big business; then into Utah in the mining and smelter towns, where the show did very good business. Howe Circus, it is said, was the first circus to exhibit at Bingham Canyon and had a wonderful day's business. In Wyoming show encountered a lot of wind, cold and bad weather. Since the opening only stand lost, that at Mojave, Calif., on account of high wind. Show contemplates making permanent quarters in Phoenix, Ariz., where the personnel made many friends.

The writer and wife have visited most of the shows on the west side of the divide, including the State Fair Shows, Zelger's United Shows, Slebrand Bros., Barney Bros., Atterbury Bros. and Russell Bros. Circus, and from reports are doing very well.

The advance is under direction of the writer. Gertrude Duvall is on radio and in schools.

The show is now headed into the Black Hills for several days.  
G. FELIX DUVAL.

### WPA Business Good

NEW YORK, May 29.—The WPA Circus and *Savage Africa* spectacle closed the first of its tenting dates May 22 at Sunnyside. Biz was good. Officials reported that over 25,000 people paid their way into show during the six performances. Show opened Tuesday at Canarsie under auspices of the Canarsie Scouters' Council. There was some difficulty about the license, but the sponsoring committee succeeded in ironing it out. Boro President Ingersoll of Brooklyn opened the Canarsie date. It is probably the first circus that has ever played Canarsie and newspapers were more than generous.

Frank Merlin, assistant administrator in charge of the Variety Theater, has arranged for a Side Show to be added to the circus. Plans call for using vaude acts from the Variety unit. Walter Diggs, supervisor of the circus, is smoothing out routine of *Savage Africa* spec. The Gardeners are getting a big play at their cookhouse in back yard, reports Wendell J. Goodwin.

### RINK BROS. CIRCUS

#### Combined With BILL NYE'S MIDWAY

Presenting a Complete Circus as a Free Attraction. Positively the greatest crowd-drawing feature ever offered with any show.  
WANT RIDES to join June 14 in Missouri. Want Concessions now! Sand, Shows, Etc. E. H. NYE, Manager.  
Augusta, Kan., June 3-4-5; Eureka, 7-8-9.

### SILVER BROS. CIRCUS

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Musicians, all Instruments. Enlarging Band. Working Men and other useful Circus People write immediately. All address Shinglehouse, Pa.

### FOR SALE

Chair-O-Plans, no Motor, \$350; 1 High Striker, \$25; 20x30 Tent, complete, \$50; 14x20 Tent, Top only, \$25; Animals of all kinds.  
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New Brunswick, Wednesday; Perth Amboy, Thursday; Elizabeth, Friday; Nutley, Saturday.  
All New Jersey.

### Black's Comedy Bears

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### THE DAN RICE CIRCUS at Once

Good proposition for you. Also want to hear from Dockrill Holland Riding Act. Can use Experienced Assistant on Elephants; must be sober. In replying state who you have been with and what bulls you have handled. Place here at all times for steady Old-Time Circus Hands all Departments. Pay, treatment and working conditions the best. All reply DAN RICE CIRCUS, Gilbert, 2; Omar, 3; Red Jacket, 4; Williamson, 5; Madison, 7; all West Virginia.

### Jean Belasco "Lands" In the Beckley Press

BECKLEY, W. Va., May 29.—Because the publisher of *The Beckley Post Herald* and *Raleigh Register* of Beckley was either crossed in love by a circus clown or tossed around by some traveling show at one time in his life he has never allowed his editorial department to use a line pertaining to the coming or showing of a circus.

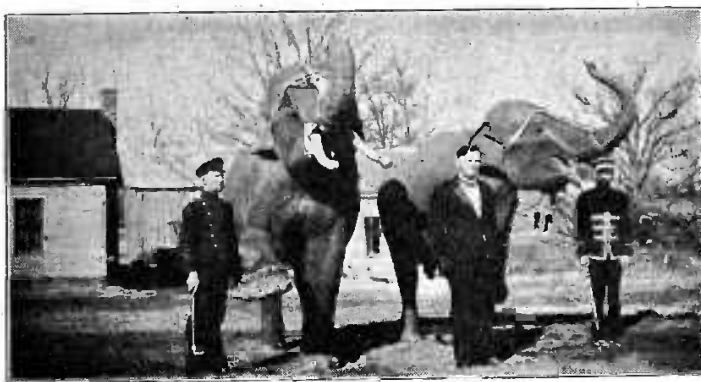
High-powered circus press agents have striven for space, but to no avail during the last five years.

When the Dan Rice Circus was billed for Beckley, Jean Belasco, press agent back with the show, spent three days trying to crash the columns of the morning and evening dailies. He managed to land a two-column cut and in despair inserted his own obituary notice, resulting in publicity in all dailies thruout the State.

The notice read: "DIED in Beckley—Jean Belasco, press agent Dan Rice Circus that plays here Saturday afternoon and night, May 22. Interment private, omit flowers."

### John Leal Injured

DALLAS, May 29.—Johnny Leal, of Ventura, Calif., "Miniature Will Rogers" of the Graham Circus, sustained a severe head injury and painful abrasions when struck by an auto here Tuesday midnight. He is recuperating in Baylor Hospital.



ROY HAAG, manager of Haag Bros.' Circus, and trainers Roy Sumburne and J. E. (Blackie) Bowman. The elephants, Fritz and Mitzle, were the Singer bulls, which the show purchased.

### Main Folks Hold Memorial Service

TYRONE, Pa., May 29.—Officials and members of the Walter L. Main Circus, which was here May 18, held a short but impressive memorial service at Grandview Cemetery in tribute to William Lee and Barney Miltaney, two members of the Main Circus who were killed in the circus train wreck near here on May 30, 1893. The graves of these men are well kept and marked with beautiful stones.

Floral tributes were laid upon the graves by members of the show. Kate Williams, vocalist with the show, sang two selections. Prof. Ralph T. Wolfgang, of the Protestant Episcopal Church, spoke of the fine tradition established and maintained by circus organizations in always taking time from their busy day to spend a few moments in remembering the men who were killed, whose bodies were unclaimed and were laid to rest among strangers.

the Fall Guy was not acceptable, so Commissioner Valentine was called to recognize this man. Then followed the "official" photo (ha, ha), the Tent ritual, new member ceremony and then introduction of Jolly Bill Steinke, dressed as a circus magnate. The show was typical circus menu—thick soup, good healthful stew, apple pie and coffee. Two of the Tent's songs were warbled, *Circus Days* and *The Man on the Flying Trapeze*.

#### Induction Ceremony

The induction ceremony was led by Tex O'Rourke. He introduced the Governor in a burlesquish yet true manner and stated that he was a great fighter. And what a fighter. Mrs. Hoffman laughed heartily at her husband's consternation. The Governor's wife was seated with Mrs. Carlton Hub, wife of the Sinner Carlton Hub, who provided all talent and costumes for the night. Finally Harold was dressed up as a medicine man and then asked to say a few words, kidding Tex O'Rourke as Tex had kidded him. Finally, as a memento of the evening he was presented with an antique elephant.

After this the crowd visited the Bingo room. Then came circus acts and the grand march and dancing until morning. There was also an auction sale of fine pictures.

The affair was a mighty successful one and Frexy Orson Kilborn can feel proud of his accomplishment.

Some of the high spots as they occurred to us were: Doc Rober's flaming red shirt (twice some one wanted to send in a fire alarm when they glimpsed it; Ray Schindler's cowboy hat; F. Darius Benham, in aviation outfit, watching the auction sale and so tired his head began nodding and this was being accepted by the auctioneer as bids which kept mount-

### Dexter Fellows Tent Tattles

By FRED PITZER

NEW YORK, May 29.—The Tent Frolic of the Dexter Fellows Tent, held at Commodore Hotel night of May 21, was a gala event. Every ballroom of the hotel was decorated in a circusy, side show, carnival, county fair manner.

Chal Pancoast, made up as a Parisian farmer, stood at the picture of the Fall Guy, Governor Harold G. Hoffman, and barked until his tonsils loosened. Adolphe Barreaux, in frock, drew caricatures; Ed Bodin, as Sylvian, told what was going to happen to you in the future; Doc Beebe weighed you and others of his staff photographed you.

Those attending were well costumed, prize going to Mrs. Orson Kilborn, who wore a gingham gown bearing patterns indicative of the circus. The booby prize went to the writer.

At 7:30 p.m., one of Sharon Stephens' buglers blew his bugle, which was sign for everyone to march into cook tent, where there was more circus atmosphere, of which Kelly took several shots. Soon the 60 tables were well filled. Then followed the entrance of the Fall Guy, who was dressed like Napoleon. Governor Hoffman was followed by the Governor's special band, and then came his aids, George Hamid, dressed as Mustapha, leading a squealing pig taken from animal exhibit in the midway, loaned for night by the Trenton Fair. As Napoleon

### Largest Crowd at Canton For Cole Bros.' Parade

CANTON, O., May 29.—Mayor James Secombe was loud in praise for Cole Bros. Circus when it appeared here recently, because it was the only circus in recent years to live up to its promise to parade.

Shortly after 11 a.m., the parade moved thru the downtown section, the spectacle being the first old-time circus parade here in more than 10 years and brought out the largest crowd for such an occasion on record here. Excellent police co-operation was accorded circus officials.

ing higher and higher; Rad Haffenden in his excitement, wearing a spiffy outfit and a hoarse voice, picking up some of the numbered Bingo balls, mistaking them for olives; Harold Hoffman winning 25 cents in the horse-racing game and getting all excited about it; Ollie Oliphant falling off his chair backwards when calling a bingo in his excitement; Edwinston (Robby) Robbins trying to keep his white suit white; Tony Sarg as the chief justice, trying to keep his bushy beard from suffocating him; Les Kramer as a cop.

Thanks to the many firms who donated prizes; to George Hamid for his liberalism in loaning so many circus acts; to the hotel for its fine co-operation.

### EASTERN STATES

(Continued from page 36)

Two new Chevrolet tractors which are equipped with large bodies to carry canvas were received here. The chassis came from the Chevrolet factory and bodies were built in York. Arrival of these two canvas trucks will allow the old wagons to be returned to Peru headquarters. Manager Bary plans to use them in the morning to help move the show and also at night and believes he will gain 15 minutes each day thru their purchase.

Orville (Curley) Stewart, of Ringling-Barnum, was a York visitor, also Edward Ward Jr., of the Flying Concellos, who came to visit his brother in the LeYards flying act. Mamie Ward Smith also arrived here and joined her husband, Mel Smith, and she will start work immediately on new wardrobe for the opening spectacle and concert. Frank Miller, concession man, also was on the lot all day Saturday and Sunday. Business was great at both shows Monday.

Sunbury was an early arrival and being fresh for two years came thru with banner figures. Schools were dismissed early. Terrell Jacobs, Bill Naylor, Arthur Borella and Poodles Hanneford were guests at the Rotary Club luncheon. Jacobs also made a broadcast during the afternoon, his 15th of the season.

At Williamsport there was a heavy demand for tickets at the downtown sale.

### COLE BROS.—

(Continued from page 36)

ing their feet on ring curbs at night. It was clearly seen what a great drawing card Ken Maynard is proving, when almost entire crowd remained for the aftermath.

Akron followed Canton with only a 47-mile hop. Lot here is a railroad location right in town. It is none too big, but with liberal use of the tape everything went up, including the eight-pole menagerie. Parade route is a short one, leaving the lot at 11 and back at 11:30. Business at Akron was a little under Canton, altho at night it was just short of a turnout, with many on the ground, meaning canceling hippodrome races and track numbers. Basil McHenry and wife took in both shows. McHenry for many years was prominently identified with circuses and dramatic shows.

Jack Nedrow, former car manager and now in poster business in Massillon and other cities, came over with his wife and party for night show. Rex McConnell and wife also visited here as well as in Canton, where McConnell represents *The Cleveland Plain Dealer*, *The Billboard* and other publications. In Canton Roy Wild, former circus musician and now a band leader in that city, gave a buffet supper after night show for some circus friends.

Earl (Jumbo) Kershner, who for years worked elephants with various circuses, showed up at Canton and reported that he has been sick at the Veterans' Hospital here, suffering from wounds received in the World War, but hopes to be able to troupe again.

# Under the Marquee

By CIRCUS SOLLY

**TOM MIX CIRCUS** will be first in at Greenfield, Mass., June 7.

**E. W. BAIRD** has joined the Chase Show as legal adjuster.

**J. ALLAN E. OAKHAM** (Rex Allan), last season on the Ringling Show, is with Cole Bros. in usher department.

**CAREY EMRIE** is at Christ Hospital, Cincinnati, O., having undergone a bladder operation.

**GLADYS ADMIRE**, with Chase & Son Circus, reports having her best season on banner and merchants' tickets sales.

**HORACE LAIRD**, clown with Cole Bros. Circus, is *The Billboard* and mail agent.

**EARL JENNEY**, former troupier, is now operating the Circus Inn Tavern and Funhouse at Waupaca, Wis.

**JIM KEATING** and Joe Moran, with *Hat Revue*, called at *The Billboard*, Cincinnati, en route to Pittsburgh.

**IF YOU HAVE** a circus let the show world know about it. Why keep it a secret?

**MRS. HUGH L. HARRISON** wishes to thank Chick Bell for his courtesies while visiting Ringling-Barnum at Madison Square Garden.

**SIX JORDANS**, acrobatic act, is one of the highlights of Charley Watson's *Rhapsody in Blue*, a tabloid unit playing Ohio film theaters.

**STEVEN CONLEY**, of the Conley Circus, is spending a couple of weeks in Chicago before going out to work amusement parks.

**J. BEN AUSTIN** has returned to his home in San Antonio, Tex., from San Francisco, where he had charge of Shrine Circus at Civic Auditorium.

**JOE DALY SHEERAN**, of Philadelphia, former agent, says that he may yet answer the call of the sawdust ring and go out with a motorized show.

**MIKE AND JOHN WELSH** are still busy with their circus seat business. They have visited a number of shows this season.

**NEW SPRUCE** center poles were delivered by Kenneth Van, of Northville, N. Y., to Ringling-Barnum Circus in Brooklyn. These poles are over 50 feet long.

**ED RAYMOND**, emcee; Johnny Knaar, juggler and head balancer; Grover Mitchman and Charles LaBird, clowns, of Wallace Bros.' Circus, entertained at YMCA banquet at Ashtabula, O., May 26.

**MEL SOBER**, managing director of City Band at Sunbury, Pa., recently visited Hagenbeck-Wallace and speaks highly of both performance and band. Many comments were made on the stock.

**METLER Family Band**: Harry Rose, owner of Tex Rose Radio Show, Two Musical Howards, Doc Etting and wife and Bob Russell recently visited Silver Bros.' Circus.

**TOM WATERS**, who has the Wigwam Cafe at Gowen City, Pa., motored to Mt. Carmel, Pa., and attended Downie Bros.' Circus. Had quite a visit with Charles Sparks. He speaks highly of the show.

**HARTFORD**, Conn., is having three circuses close together—Tom Mix, June 2; Cole Bros., June 11, and Ringling-Barnum, June 17. Big One was first to bill.

**WILLIE DeMOTT**, who has a dance and acrobatic school in Baltimore, saw Ringling-Barnum when it was there, visiting with S. W. Gumpertz, Pat Valdo, Chick Bell and others. States that it is a fine and fast-moving show.

**ALFRED J. MEYER**, Ida Showles and Della Crum Brown caught Roberts Circus at Eatontown, N. J., reporting a nice, clean spick and span show. Eatontown is the spot where Meyer first saw the Dan Rice one-ring show as a lad of six in 1875.

**THE RAPIDITY** of anti-trailer legislation and regulation should be of great concern to motorized circuses. Towns are rapidly barring the inhabited trailer, and if regulation continues at the present rate it is going to close a lot of territory to shows. Circus owners should get together.

**MR. AND MRS. Melvin D. Hildreth** entertained Mr. and Mrs. Carl Hathaway at Beck's famous sea-food restaurant on the Potomac River in Washington. This restaurant was the favorite rendezvous for Ringling-Barnum show-folk during the Capital engagement.

**ROSTER** of the Mighty Haag band: Norman Hanley, leader and baritone; Ernest Olson, Oliver LeBeuf, Richard Dick, trumpets; Joe Teander, clarinet; Will Stacey, trombone; Jack Fogg, bass; Sam Barham, double drums. Carl Kubler, trombone player, recently left for Columbus, O. He has been ill.

**CLYDE ANDERSON**, old-time billposter, has left the Atlantic City Hospital after being operated on for a serious dental infection and would be glad to hear from his old pals. May be reached care of Frank B. Hubin, Atlantic City.

**TEXAS O'ROURKE** cards that Cole Bros.' Circus has been granted a license to show at Burlington, Vt., June 18, the first railroad show to play there since the 101 Ranch was in that city seven years ago. He is manager of a cowboy band at Burlington.

"**WHY** do most people think of me as a big guy," opines Homer Hall, veteran billposter of the Barnum & Bailey and Buffalo Bill shows. Hall, who is anything but large in stature, plans to return to the circus business again this year, but as yet has not announced a connection.

**J. C. ADMIRE** and wife, of the Chase & Son Circus, and Ed Hiller, of Norris Bros.' Circus, were dinner guests of W. M. Temple, manager of Central Show Printing Company, Mason City, Ia., at Cerro Gordo Hotel May 19. Chase show played to capacity afternoon and straw night house at Adel, Ia.

**ERNEST L. KENT**, of Pontiac, Mich., informs that Patterson Bros.' One-Ring Dog and Pony Circus opened season there May 17-19. Attendance fair at opening. Merchant tickets were used. Program runs an hour and half. Carl Romig has his acts with show. Kent adds that no band is with show.

**BERT COLE** and wife, returning to their home at Tottenville, N. Y., from a visit to Lulu Davenport in Chicago, saw Hagenbeck-Wallace at New Castle, Pa., visiting with Howard Y. Bary, Orrin Davenport, Poodles Hannaford and several other friends. Drove to Walter L. Main Circus for a visit and then to Wallace Bros.' Circus at Altoona, Pa., visiting with Mr. and Mrs. R. W. Rogers.

**JERRY D. MARTIN** (Jaydee the ape and his mate), aerialist and contortionist, is back on the road after recovering from injuries received while performing at Trenton, N. J. Opened at Masontown, Pa., May 24 for a run of 16 weeks as free attraction with a carnival. Is still working on an 88-foot pole and doing double aerial contortion act with Mrs. Wuanita Whitney.

**THE RINGLING-BARNUM** Washington engagement was a tremendous success, reports Melvin D. Hildreth. For first time in years the show played the nation's capital for three days. Hildreth broadcast over the Washington Post quarter-hour May 15, describing the work of the Circus Fans' Association and going into the early history of the Ringling show. On Tuesday night following Hugo Zachinnl broadcast under auspices of the same paper.

**RAYMOND L. BICKFORD** states that Tom Mix Circus, at Springfield, Mass., May 17, was greeted with heavy rains shortly before matinee, which cut down attendance. At night show played to near capacity. A severe rain and wind storm, came up at 8:15. Mix announced that he would return to that section later to play Holyoke and neighboring territory. Cole Bros. and "wait" advertisements in papers, announcing coming

of railroad show to Springfield on June 10. Ringling-Barnum is contracted for later in month.

**CLARENCE ALBRECHT**, Lawrence Hall, Clarence Traurig, Calvin Green, Ray Augustine and Ray Thielen, teeterboard performers and former members of the Vocational circus school at Manitowoc, Wis., joined Solis-Sterling Circus at Peru, Ill., and are working for Joe Siegrist. Twenty-one have now graduated to the ranks of professional performers from this school conducted by Billy Schultz.

**CHIEF RUNNING ELK**, Princess Beppa and children visited Cole Bros. at Cincinnati May 17 and met a number of old friends—Bill Turner, Frenchy, and Vic Robbins. The chief and family were at Great Lakes Expo in Cleveland last summer as a feature attraction. Will open their own med show May 31, carrying 10 people, including Princess Bright-eyes, who does swinging ladder and web act.

**BILLY F. NELSON**, clown, who had been with the Gold Medal Shows, left at Bloomington, Ind., May 22 and came to Cincinnati, where he is clowning on the streets. He probably will remain here for a while. Prior to joining Gold Medal, Billy was at Hot Springs for six weeks, taking treatment for neuritis. In a call at *The Billboard* in Cincinnati, he stated that he is again in good shape. Nelson also does acrobatic work. He is 65, 51 of which he has spent in show business.

**DR. DAVID E. REID** had a very nice visit on the Barnes Circus while showing Eugene, Corvallis, Salem and Portland, Ore. Visited with Dr. Boyd, Milt Taylor, Harry Ross, John White and Able Goldstein. Show was doing a good business with the Del Rio Trio in the after show. The Annex has some good attractions and was doing nice business. Show has been making some long runs and was late in Eugene and Corvallis, but had early arrivals in Salem and Portland.

**JOHN R. ANDREW**, former circus man, who died at Springfield, Ill., from a heart attack May 21 (mention of which was made in Final Curtain column in last week's issue), was a clerk in the State automobile department and in charge of concessions at the State Fair. He was preparing to take his father, Capt. John E. Andrew, new G. A. R. head, to see Governor Horner. Remains were taken to Monticello, Ill., his former home, and burial was in Monticello Cemetery, with Masonic rites at grave. Mrs. Andrew's (Dallie Julian) aunt, Mrs. Linda Jeal Julian, is living with the Andrew family.

**WHILE CRASHING** motorcycle head-on for a picture in Los Angeles, Hap Ruggles, drummer, formerly with Spud Redrick and now with Victor McLaglen's troupe of dare-devils, was injured. However, he will be able to go on tour with troupe when it leaves June 3 on a trip thru Nevada, Utah, Idaho and Oregon. Troupe will travel on special train (sleeper and baggage car). Rex (Suicide) Allen is new stunt man added to personnel. Captain DeRush has fully recovered from injuries received while driving two motorcycles.

**THE UPHOLDING** of the Social Security Act by the United States Supreme Court means that that much-discussed act is now the law of the land and must be followed. All circuses should take particular care to make sure that they know the law and its provisions. Circus people should likewise make sure that they are getting all the benefits to which they are entitled. In years to come it may make the difference between a trouper's home and respectable old age.

**STANLEY F. DAWSON** submits following items from Cole Bros.: "After meeting hundreds of showfolk in Cincinnati, the next reunion town was Columbus. There we observed Dick Cavanaugh, Eddie Richter, Charley Harper, Sid Phillips, Al Corrodi, Heihle Riehl, William Boyer, Frank Felber and dozens of other people well known in the fraternity. Learned that Clarence Dawson is in very bad shape. Jumping from Columbus to Steubenville, enjoyed a wonderful run. At Pittsburgh we were visited by Tommy Thomas, Jimmy Simpson, Fred Hutchinson, 'Cuckoo' Dolan, Chuck Langford; Attorney Graham, from Butler; Carson, of Youngstown *Vindicator*, and others. At Canton saw 'Skinny' Dawson, K. C. DeLong, Tom Smith, Ralph Wagner and Jack Minehart."

## Dressing Room Gossip

**COLE BROS.**—This being the first column of the season, suppose I'll just let you know who is here. Looking down the aisle of clown alley, I see Joe Short with his foot in a bucket of water, Art Lind getting his cornet ready to blow the call, Bill Hurdick and his boys looking over some juggling hats, Chester Barnett cooking meat for the dogs, Kalem and Wells getting ready for the come-in. Otto Griebling's trunk is locked. He will be back soon from the hospital.

Then there is Mal Bates with his kit of tools, mending something; Reno McCree sound asleep, Billy Rice blowing up a ball and Horace Laird sorting the mail (he turned out to be a real pleasant mailman). Over among the upper tents, known as Broadway, see Jack Joyce combing his hair, Harry McFarlan dusting his silk hat, Jimmie Foster getting a coil of rope ready and Harold Voice visting, as he has a top in the yard. Harold is doing fine with his triple somersault in practice. John Smith also is doing a nice triple—triple order in the cookhouse. On down the aisle is Roland Hebler blowing up the balls for the seals to bounce, Homer Hobson hanging out a huge fur coat, Gonzellas getting his horns ready for the dogs and Roy Desler and Carl Lasater relaxing in new chairs.

Further down we have Harold Barnes busy whittling on some small statue, with Clint Barnes near by, just dozing in a chair. All of the Arabs of the Bebe Trope are describing something to each other. The Zoppes are down in the corner.

Up cowboy row we have such well-known boys as "Silent" Ed Davis, Ralph Clarke and three Cossacks, instead of two, and many more that I will get around to later. The dressing room top is a new one and nice and dry thru a rainy spell. Have a new water cooler. Nearly everyone has a new chair of varied colors, several new trunks, racks, mirrors, etc. All are wearing contented smiles, and as there has been no hot weather to date, little nagging has been going on. EMMETT KELLY.

**DAN RICE**—The Nickname Club of the Dan Rice Circus with full membership has been the cause of everyone losing his given name, resulting in such cognomens as Dynamic Ray, Front-Door Sam, Gypsy Lee, Deep-Sea Red, Kokomo, The Dutchess, Angel Child, Pittsburgh, Cincy, Frenchy, Mickey Finn, Chalk, Cuba Mack, Jellyroll, Sandy, Poker Face Pete, Ace Duce, Cactus Nell, Trailer May, Dukey Bill and Cloud Swing Vivian. At Tams, W. Va., the Ethiopian Swing Band and string orchestra entertained members of the Idle Hour Burial Association at a dance given after the show.

The cookhouse truck followed the arrows of Downie show and was missing the greater part of Friday last. Jimmie Thomas, assistant producing clown, has been adopted by Tom Crum. A number of the Mighty Haag showfolks visited at Bluefield. Wife of announcer Bailey has joined for the summer. Side Show boasts a soft ball team. Was recently defeated by Clown Alley, 69 to 6.

DORA DELL.

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**FOR SIDE SHOW**—Inside Man that does Punch or other Act—Pop-Eye, Fast Mind Reading Act, Musical Act, Novelty Act. Seal write. Good Ticket Seller. Route: Meriden, Conn., June 8; New London, Conn., June 4; Webster, Mass., June 5; Newport, R. I., June 4. Address: **W. E. De BARRIE**, Side Show Manager.

## SEILS-STERLING CIRCUS

WANTS two more Cornets, one Trombone for Big Show Band. Must be first-class. Advertising Banner Solicitor and Twenty-Four-Hour Agent. Must be care. Experienced Drivers, Property Men, Candy Pushers, other useful Circus People. Wednesday, Fond du Lac; Thursday, Okokosh; Friday, Appleton; Saturday, Green Bay; Monday, Stevens Point; all Wisconsin.

# The Corral

By ROWDY WADDY

IF FAN interest is any indication this year should be another bumper one for rodeos.

MANY a wild cow milker has lost out in contests because of not being expert in "hitting the bottle."

DIAMOND TED LEWIS has just concluded a five-week engagement with the JE Ranch Rodeo. He informs that he will return to the organization when it opens at the Rochester (N. Y.) Rodeo for a 10-day engagement.

MRS. J. C. ADAMS letters from Jesup, Ga., that Mrs. Lola Coker, formerly with Callons Rodeo Company, and who recently underwent an operation at the Colvin-Ritch Sanitarium, is in a serious condition. Mrs. Coker, according to Mrs. Adams, is anxious to contact her brother, H. L. Berkshire.

CINCINNATI will again have a rodeo. It will be held in the fall at Crosley Field and will be known as the Cincinnati Fall Cowboys' Jubilee. It will be under the direction of L. Edward Chance, of Chance Bros. and Sis of Chance's Educated Horses. It is rumored that Col. W. T. Johnson will furnish the stock.

SOME ATTRACTIVE literature (window hangers, special art cards, explanatory booklets, windshield stickers, invitations, etc.) relative to the annual Calgary Stampede, a big feature of the Calgary (Can.) Exhibition and Stampede, has made its appearance periodically in units during the last two months.

THE PECOS RODEO committee purchased 70 head of stock recently, increasing to 100 the number on hand for the eighth annual rodeo and celebration to be held at Pecos, Tex., this summer, according to Buck Jackson, general manager. Included in the stock were 30 head of cows and calves and 10 head of Mexican steers.

RESULTS of the Perkins (Calif.) Rodeo, held May 16, follow: Bronk Riding—Eddie Woods, Jack Myers, Burrell Mulkey, Slim Flagg. Brahma Steer Riding—John Bartman, Dick Griffiths, George McGinnis, Herb Belden. Team Roping—Bob Barmy and Norman Cowen, Cliff Gardner and Wayne Cutlett, Cliff Gardner and Burrell Mulkey, Cleo Johnson and Glenn Shaw.

THE HORSE, known as the "World's Largest Four-Year-Old Gelding," which has been exhibited in Louisiana the last six months by Reece and Foster, was sold recently by its owner, Mrs. W. R. Foster, to the Modern Noah's Ark Exhibition Show, now on tour throughout the United States. Mrs. Foster is at present vacationing with friends and relatives in Iowa. She infers that she expects to return to the South at a later date with a show team of Strawberry Roan Belgians, weighing 4,500 pounds.

NEW FRONTIER DAYS, being presented for the first time this year by the Mounted Troops of America under the direction of John A. Guthrie, and which opened its season May 15 at Muskogee, Okla., as the feature attraction of that city's first annual Frontier Days Celebration, was heralded by an attractive mailing piece, in the form of a folder, depicting the various feature acts. It also carries pictures of the founder of the organization and the various patrol leaders.

JE RANCH RODEO'S engagement at Salisbury, Md., May 18 to 23 inclusive, was hampered by rain and inclement weather and as a result the organization did only fair business there. Show was to have played Wilmington, Del., the following week, but the desired location was not available, so the Wilmington date was set back by General Agent Herbert S. Maddy and Elverson, Pa., was booked for May 29 to 31 inclusive. Fog Horn Clancy, of the publicity department, has been sent into West New York, N. Y., to handle the press for the date at Miller Stadium there.

IMPROVEMENTS to the permanent home of the Texas Cowboy Reunion which is on a tract of land just outside the city limits of Stamford, Tex., said to cost \$10,000, will be completed before the eighth annual Cowboy Reunion gets under way there this summer.

It was learned last week. Building program includes a two-story exhibit hall and dance pavilion costing approximately \$5,000, sanitary rest rooms, additional horse barns and pens, a band stand and the addition of 1,000 seats at the arena, bringing the total seating capacity to 11,000, 8,000 of which are grandstand seats under roof.

VIRGINIA BURGESS, 18-year-old, raven-haired beauty and salesgirl in an Ogden, Utah, clothing store, has been selected Rodeo Queen to rule over the second series of rodeos at the Ogden Pioneer Days celebration to be held this summer. She will also lead three of the Pioneer Days parades during the same period. Her come, 15-year-old companion queen, June Burch, selected several weeks ago, commands the throne the first three days and likewise takes forefront in street parades for that period. Mayor H. W. Perry, Ella O'N. Ballantyne, William C. Stewart, Glenn F. Marston and George S. Barker, queen contest judges, also named Clarence (Pat) Anderson and A. A. (Am) Shaw as marshals of the first and second series of parades respectively.

AFTER a three-week layoff at Greencastle, Ind., following the Indianapolis Rodeo, Milt Hinkle's Texas Rangers Rodeo officially opened its season at La Fayette, Ind., recently in the new Coliseum there, under Firemen's Pension Fund auspices to good business despite cold and rainy weather. The last three days of the engagement were played to turnaway crowds. Show's lineup includes Alice Sisty, Earl Sutton, Weaver Gray, Opal Elliot and Ray Doering, Jewell Duncan, Isora DeRacy, Si Stone, Bunny Otis, Juanita Gray, Grace Jones, Mary Cardinal, Eddie Vale, Al Jones, Roscoe Armstrong, Chief White Horse, Chief White Eagle, the Argentine Birds and Curley Roberts.

THE CIRCLE 6 Rodeo Company, incorporated under the laws of the State of Ohio, and which opens its season at the Municipal Airport, Akron, under Eagles Aerie 555 auspices last week, has elected the following officers for the 1937 fiscal year: Ralph V. Parson, president; Ray Richman, vice-president; Glen Hodson, second vice-president; Ernest H. Ruhlman, secretary; Gertrude Parson, treasurer. Featured trick riders with the show include Buck Owens, motion picture player, and his wife, the former Rita Ty-Bell. Ray Richman will be the arena director for the Akron show and 50 people and 75 head of stock, including blue ribbon jumping horses, will also appear there. New motive equipment has been purchased and much has been added to last year's equipment and show, according to Ernest H. Ruhlman.

HAYWARD, Calif.—This city's 18th annual rodeo closed May 23 with 5,000 people cheering performances by some of the nation's best riders. Tragedy marred the day with the death of Pete Knight, but many didn't know until later that he had been killed. Officials included Dr. Leslie Herrick, Lee Wells and Myron Harris, timers; Fred Wiedmann, managing director; Harry Rowell, arena supervisor; Eddie Garcia, scorer; Leo Murray and Perry Ivory, judges. Results: Wild Steer Race—Carl Dossey, winner. Calf Roping (finals)—Tom Taylor, Viv Rogers; Louie Coelho and Floyd Peters split third. Bareback Bronk Riding (finals)—Ray McGinnis, Ray Bartman, Carly Dossey, Bronk Riding (finals)—Eddie Woods, Burrell Mulkey, Harry Knight, Calf Roping—Doug Simon, Milt Simon, Amateur Bronk Riding (finals)—Earl Batteata, Ed Osborn, Tony Basso, Steer Roping (finals)—John Bowman, Floyd Peters, Phil Winegar, Everett Bowman, Juvenile Roping—John Chichester, Brahma Bull Riding (finals)—Dick Griffith, Shorty Hill, Mitch Owens, Juvenile Pony Race—Alma Cronin, Wild Horse Race—George Pacheco, Ed Rogers, Homer Holcomb coached the show with assistance from Announcer Bud Bentley, Frank and Bernice Dean, Monte and Louise Montana and Dick Griffith did the trick riding and roping.

OVERFLOW CROWDS jammed each performance of the second annual rodeo which was held May 14-17 at Las Vegas, Nev., under joint auspices of the Las Vegas Horsemen's Association and Junior Chamber of Commerce, according to Jack Albright, ticket sale chairman. Stock for the show was furnished by Jack Dew, who also acted as arena director. Harry Williams, rodeo secretary, announced the event. Featured performers included Pinky Gist, who clowned the show; Sam Garrett, Hazel McCart, Iva Dell Jacobs,

Hank Hills and George Mills, Steve Hancock, who sustained a broken right arm during the second day's competition, returned to the arena the last day and bulldogged a steer in 36.4 seconds. Winners for the three-day event follow: Team Tying (Total time on three calves)—Wild Fuller and Asbury Schell (62.4 seconds), Breezy Cox and Maynard Gaylor (65.3), R. R. Ingersoll and Melvin Cropper (87.4), Buckshot Sorrels and Charles Jones (91). Bronk Riding—Floyd Stillings, Nick Knight, Doug Bruce, Alvin Gordon. Steer Riding—Howard Brown and Bud Cook split first and second; Wes Walls, Slats Jacobs. Bulldogging (Three-day total)—Lloyd Saunders (49.2), Cecil Owsley (49.3), Slats Jacobs (50.1), Holloway Grace (52.2). Calf Roping—Asbury Schell (45.2), Buckshot Sorrels (52.2), Homer Pettigrew (52.3), Cecil Owsley (56.2). Wild Cow Milking—Oral Zumwalt (56.1), Asbury Schell (65), Richard Merchant (65.2), Maynard Gaylor and Henry Snively split fourth and fifth (68.3 each).

EL MONTE, Calif.—Annual El Monte Rodeo held here May 22 and 23 as the closing feature of Pioneer Week celebration attracted more than 25,000 persons, according to Barry O. Daniels, managing director. Afton Juaregui furnished the stock. Abe Lefty announced and clowned the event with the assistance of Jess Kell. Other officials included Hugh Strickland and Clay Carr, judges; Ed Lloyd and Bud Merrill, timers. Final winners: Calf Roping—Ralph Bennett, Asbury Schell, Hugh Strickland, Saddle Bronk Riding—Nick Knight, Bill McMacken, Fritz Truan. Steer Wrestling—Mickey McCrorey and Gene Ross split first and second; Dave Campbell, Brahma Steer Riding—Smokey Snyder, George Mills, Andy Gibson, Canada Kid, Bareback Bronk Riding—Foxy O'Callahan, Canada Kid, Frankie Schneider, Wild Cow Milking—First day, Charles Jones, Oral Zumwalt, Hugh Strickland, Second day, Henry Snively, Jack McCunningham, Rufe Ingersoll. Feature performers included Hank Darnell, Hazel McCart, Augie Gomez, Bob Foell, Alice Greeno and Hazel Burns. Contestants included Richie Jacobson, Beans O'Connell, Bud Cook, Red Dawkins, Smokey Snyder, Ken Hargis, Wesley Walls, Canada Kid, Inkey Miller, Jim McGee, Jim Jackson, Jim Langston, Don Elic, Frankie Schmitter, Paul Carney, Hank and George Mills, Andy Gleson, Joe Wade, Charlie Jones, Henry Snively, Bob Lee, Clay Carr, Rufus Ingersoll, T. D. Paxton, Babe Tannahill, Carl Searnsdale, S. S. Dix, Joe Edwards, J. C. Vance, Cecil Owsley, Oran Fox, Bud Gilland, Gene Ross, Ralph Bennett, Homer Pettigrew, Ted Doyle, Dick Robbins, Ollie Check, Leonard Ward, Joe Mendes, Buster Rider, Bob Folkerson, Heavy Ray, Blondy Brunzell, Jake Young, Chick Hannon, Rusty Cecil, Floyd Stillings, Fritz Truan, Olive Gordon, Theodora Riggs, Dick Sarter, Doug Bruce, Harry Logue, Jackie Cooper, Jim Irwin, Joe Wade, Willie Clay, Oran Fox, Joe Froncola, Irwin Collins, John Strachan, Jim Staley, Howard McCrorey, Ike Fernandez, Willie Clay, Tee Doyle and Holloway Grace. Visitors to the show included Mr. and Mrs. Cal Godshell and daughter, Jeanne. Theodore Riggs sustained broken ribs, a broken arm and sustained bruises and the loss of a finger.

## Injuries Fatal To Pete Knight

HAYWARD, Calif., May 29.—Pete Knight, world champion bronk rider and one of the best liked cowboys that ever sat in a saddle, was killed at the rodeo here last Sunday when he was trampled by the horse from which he had been thrown. He died less than an hour later at the Hayward Hospital without regaining consciousness. His wife, Babe, who witnessed the accident, and Perry Ivory, who helped him from the arena, accompanied him to the hospital. Death was caused by a broken rib which punctured his liver.

Mrs. Knight and her month-old daughter had come from Hot Springs, Ark., just before the rodeo and with her husband had planned to live here. Knight, four-time winner of the world bronk title, had tied with Pete Grubb for second place in the day's bronk riding and would have qualified for the finals if he had ridden two seconds longer. He was riding Duster, a Modoc County horse that he had previously ridden eight times without incident.

Scores of his cowboy friends attended his funeral, which was held May 26 from the Sorensen Bros.' Chapel. A

# 15 Years Ago

(From The Billboard Dated June 3, 1922)

Howe's Great London Circus, carrying 70 and 80-foot cars, accomplished a feat never before attempted by any circus when it railroaded into Fort Bragg, Calif. (a maiden spot), over one of the most crooked roads in the United States. . . . A. B. (Judge) Palmer and Lillian (Lola) P. Haight, both of Sells-Floto Circus, were wed May 18 at Elizabeth, N. J. . . . Fred Gerner, formerly with Buffalo Bill and Pawnee Bill Shows, had just been elected president of the National Sporting Enterprises, of New York. . . . Philadelphia proved a red one for the Ringling-Barnum Circus.

When Sells-Floto Circus exhibited at Atlantic City it was greeted by two of the largest crowds ever recorded there. . . . Heavy rains and belated train arrivals were hampering the Walter L. Main Circus' showings in Connecticut territory. . . . The Mighty Haag Circus was playing to swell business in Virginia. . . . A mountain lion escaped from Christy Bros' Wild Animal Circus while the organization was exhibiting at Alliance, Neb. No damage was done nor was anyone injured, however. . . . City council of Wheeling, W. Va., passed an ordinance May 26 which decreed that the callopie, synonymous with circuses and excursion boats, could no longer toot a melody in that city.

Frank (Doc) Stuart returned to Chicago after closing as press agent with Sells-Floto Circus. . . . W. L. Wilkin had just been named press agent on Ringling-Barnum Advertising Car No. 1.

D. C. Hawn closed with Rhode Royal Circus and launched a new 10-car show. . . . Arthur Burson, fully recovered from a fall from the trapeze, had just returned to Gentry Bros' Circus.

Hagenbeck-Wallace Circus was playing to capacity business at Buffalo. . . . Unprecedented business being done by the side show, Curioland, on Ringling-Barnum Circus, necessitated the addition of a 50x140 top.

## Lillian Leitzel Tent At Bradford Meeting

BRADFORD, Pa., May 29.—The Lillian Leitzel Tent of the CSSCA, this city, had a grand gathering recently. Jim Casey was host. After dinner, had a parade up the main ding-dong, led by Lew Mallory, wearing a huge Stetson and waving a broom as a baton. Had a regular honky tonk band. Five members were taken in and they really put on a show for the boys. All went fine until Hugh Grant, a boy that hits close to 200 pounds, tried his luck on the tight rope with dire results to the rope and Casey's walls.

Members of the Tent include Jack McDowell, Ed Hanley, Art Haggerty, Lew Mallory, Hugh Grant, Tom McDowell, Sam Gregg, Jim Casey, Benjamin Dean, Jack Boyard, Jim Schonblom, Jack Watson, Tom Lindsay and Frank Baeder.

Later on this year the Tent will hold an outdoor meeting in its own tent and will have all the "Mighty Watson" equipment. That show is now owned by the Shrine, which presents one big show a summer, usually in conjunction with the Big One.

Members of the Circus Fans were the Tent's guests recently.

## Primrose Back With Show

RAVENNA, O., May 29.—C. S. Primrose, general agent of Lewis Bros' Circus, summoned to bedside of his wife, who is critically ill at their home in Oak Park, Ill., has resumed his duties in advance of show, Paul M. Lewis announced here. Bob Parsons, who took care of the advance temporarily, has returned to his duties with show as assistant manager. Mrs. Primrose's condition is unchanged, Lewis was informed here.

purse was made up and in a few hours more than enough to defray funeral expenses was raised, with more coming in by mail from distant buddies. Knight was buried in full cowboy dress in Lone Tree Cemetery. Arrangements were made by close friends, such as Harry Rowell, at whose ranch the rodeo was held, and Mr. and Mrs. Perry Ivory.



# Social Security Act

## Questions and Answers

**T**HE Social Security Act in its entirety has been declared constitutional by the Supreme Court of the United States. The Act is now definitely in force. Amendments to make it more workable in its administrative features are more than likely to be adopted either by this Congress or the next.

The unemployment provisions of the Act were upheld by a 5-to-4 vote of the nine Justices, and those granting old-age pensions by a 7-to-2 ballot. The Alabama unemployment compensation act, similar to those enacted by 45 other States and by the District of Columbia, was also upheld by a 5-to-4 decision of the court.

The Supreme Court held that the rights of individual States are not affected by this legislation. "Only a power that is national can serve the interest of all," was the motif that runs thru the decisions.

In view of the importance of many doubtful interpretations of the Social Security Act with respect to the outdoor show world, *The Billboard* is sending a special representative, who is in charge of the Social Security Page, to Washington to submit a number of important questions to the office of the General Counsel of the Bureau of Internal Revenue for an official interpretation. It has been arranged that our representative will have a hearing June 4 when he will submit his questions in writing. We hope to be able to clear up as soon as possible thereafter some of the doubtful interpretations of the law.

### Cards Belong to Employees

Employers having in their possession social security account number cards are advised by the Social Security Board that the cards should be turned over promptly to the individuals to whom they belong. These cards, the board emphasizes, are the property of employees to whom they were issued, and the cards should be at all times in the possession of employees, who are cautioned to preserve them carefully.

Instances in which the cards are being retained by employers have been brought to its attention, the board said. This has happened, the board explained, in cases where employers held the cards sent to them by post offices for distribution to employees, and where new employees have given their cards to employers so that the account numbers could be recorded on the employers' records. In some of these instances, the board said, employers have not known what to do with the cards.

In these cases, and in all other where account number cards are given to employers, the board emphasized that they should be turned over to employees promptly.

The board pointed out that employees, in reporting their social security account numbers to employers, need not give their account cards to employers. The only requirement, the board stated, is that employees furnish employers the account numbers—not the cards.

### Students Under Act

The Social Security Board has issued an announcement whereby it is again officially stated that the thousands of high school or college students, working during the summer months' vacation, are covered by the Social Security Act.

"Students who earn money," the statement reads, "as musicians, entertainers, waiters, bellboys, clerks or other employees in temporary work are covered by the Federal old-age benefits section of the Social Security Act. It is important that all persons who are planning temporary employment make inquiry at the field offices of the Social Security Board to discover their status under this program and apply for their Social Security Account numbers."

### Deductible From Tax Returns

The Commissioner of Internal Revenue at Washington has issued a ruling which affirms the deductibility of contributions to State Unemployment Funds for Federal Income Tax purposes. The ruling reads:

"Employer contributions under State unemployment insurance laws approved by the Social Security Board, required by the State to be paid into State unemployment funds and not generally recoverable at the option of the employer, are deductible in the Federal income tax returns of the employer. Such contributions are held to be deductible as business expenses, except that if the State under whose law such contributions are levied classifies them as taxes, they shall be deductible as taxes and not as business expenses. Further, such contributions paid or accrued to the State fund are in general deductible in the employer's Federal income tax return for the taxable year in which they are paid or accrued, depending upon the method of accounting employed in keeping the books of the taxpayer."

The same ruling also applies to employees in those States where the employees have to contribute to the State Unemployment Funds.

### State Unemployment Laws

This department now has a table with the major provisions of State Unemployment laws on hand and will gladly give information about these State laws on inquiries. It is understood that show owners come under the Unemployment laws of those States where they have their home office. Therefore the following details of State Unemployment laws all over the country will be of special interest to showmen:

Of the 47 unemployment compensation laws which had been enacted by May 1, only eight require employees to contribute to the State fund. In 38 States and Alaska the unemployment compensation fund is made up of contributions collected from employers only, with the exception that in the District of Columbia the District government also makes a contribution to the fund. In Alabama, California, Kentucky, Louisiana, Massachusetts, New Hampshire, New Jersey and Rhode Island contributions are collected both from employers and employees, but the employee contribution is usually about one-half that paid by the employer.

A tendency toward extending the benefits of unemployment compensation to as many workers as possible is indicated by the fact that nine State laws provide for full coverage within the insured occupations. Arkansas, Idaho, Michigan, Minnesota, Montana, Nevada, Pennsylvania, Wyoming and the District of Columbia have made their laws applicable to firms with one or more employees. Arizona and Ohio cover employers of three or more persons; seven States—Kentucky, New Mexico, New Hampshire, New York, Oregon, Rhode Island and Utah—cover employers of four or more persons, and Connecticut covers employers of five or more persons. The remaining States with unemployment compensation laws include only employers of eight or more, following a tax provision of the Social Security Act.

Wisconsin is already paying benefits to its eligible unemployed workers. In January, 1938, 22 more States will begin payments, and the remainder of the States will begin making payments later in 1938 or 1939. The large majority of the States provide for benefits equal to 50 per cent of the worker's full-time weekly wage, with a maximum of \$15 a week and a minimum of \$5 or three-fourths of the weekly wage, whichever is less. Two States, however, set a higher maximum payment—\$18 a week in Wyoming and \$16 in Michigan—and several States set the minimum payment at a higher figure, up to \$8 or three-fourths of the weekly wage in Oklahoma. The District of Columbia law is unique, in that benefits are geared to the number of the worker's dependents and may be as high as 65 per cent of the former weekly wage, up to \$15 per week.

The analysis also shows that the pooled-fund type of unemployment compensation law with merit rating for stable employment records is most favored by the States. Thirty States have

established this kind of system, and nine additional States have provided for pooled funds but with merit rating. Wisconsin, the first State to enact an unemployment compensation law, and Nebraska, which very recently passed such legislation, are the only States which have established employer-reserve systems. They provided, however, that interest earned by the reserves and funds remaining in terminated accounts are to be placed in a State pool and used to supplement benefits in cases where an employer's reserve has run low. Four States—Indiana, Oregon, Kentucky and South Dakota—have employer reserve systems but with partial pooling, and in Vermont the employer may elect to contribute to a pooled fund or set up a separate reserve, as he chooses.

### Shows Going Into Canada

Our attention has been directed to another official ruling which applies to circuses and carnivals going from the United States into Canada for a number of weeks during their season. The moment a show enters Canada the Social Security Act and its taxes are to be disregarded entirely by employers as well as employees. Taxes are in effect only for services performed in the United States.

The official ruling, issued for another industry, but also applying to the outdoor show world, as the involved principles are the same, states that if employees work part of a week in the United States and the rest of the week in Canada the taxable wages must be prorated for the purpose of figuring the exact tax amount due the government. For instance, if a show enters Canada on Wednesday morning the wages due to all employees up to Tuesday night must be figured and taxes paid on these partial wages in the usual manner.

### Employer as Well as Employee

A. J. B. submits a quite peculiar case. He has a side-show employing 14 people, which is run by a manager, while Mr. B himself works as an act on another show. He wants to know where he stands under the law.

Here we have the very rare case of where a man is an employer as well as an employee under the Social Security Act. He must have his employer's identification card as owner of the side show and take care of the 1 per cent employer's taxes for this show. On the other hand he will also have to take out an employee's account card for the taxes due on salary he earns in the other show.

### LEWIS BROS.

(Continued from page 37)  
Trained dogs, Kenneth Poley, Helen Howze, Dorothy Campbell. No. 10—Big clown number, featuring wedding. No. 11—Pony drill, Roy Howze, Tom Auman. No. 12—Clowns. No. 13—Jack and Clara Moore, wire. No. 14—Helen Howze, K. Poley, goats. No. 15—Second concert announcement. No. 16—Abadizig Troupe, tumblers. No. 17—Clowns. No. 18—Helen Howze, K. Poley, Dorothy Lewis/ Beverly Harnet, menage. No. 19—Clowns. No. 20—Iron jaw, Hazel Cotter. No. 21—Roy Howze, pony drill. No. 22—special announcement. No. 23—Dorothy Lewis, elephant. No. 24—Clowns. No. 25—Banner announcement. No. 26—Jumping horses. No. 27—Wells Brothers, bar act. No. 28—Funny Ford. Concert—Billy and Beverly Harnet, H. Filbert, Chuck Dent, Dave and Virginia Little and June Maxwell.  
Clowns—Joe Gould, Jack De Shon, Carl De Mott, Floyd Huffman, Harry Holmes, James D. Cobb, "Whitey" Harris, Whitey Klins.

In front yard are Orrin Davenport Jr. and wife, with novelties and pop corn; Kenneth Peck, prize candy; Oscar Shartell, candy floss; C. E. Dudley, grab stand.

### Side Show

Side Show—Manager, Joe Edwards; assistant manager, Clint Edwards, second opening; Frank Gamber, front door; J. C. Briney, magician and inside lecturer; Madame Francis, mentalist; Chief Morning Star Clear and company of seven Cherokee Indians; Mary Dunlap, tattooed lady; Sadie Dunlap, snakes; Dellmar, fire eater; Kiloa Hawaiians; Punch and Judy; Thomas Pierce, No. 1 ticket box; George Smith, No. 2 box; June Maxwell, illusionist, daggers of death; Archie Dunlap, boss canvasman with crew of five.

Band—John F. Dusch, director; Frank Clark, Frank Lapointe, Connie Kirkendal, trumpets; Russell Butler, James Lake, clarinets; Peck DeChenne, horn; Ralph Anderson, Tige Halc, trombones;

**OAK BALLOONS**  
**MICKEY MOUSE & PALS**

FAST-SELLING TOSS-UPS. Four popular Walt Disney characters in the series—Mickey and Minnie Mouse, Elmer Elephant and Donald Duck. Furnished with heavy cardboard feet. Packed singly in attractive envelopes.

Sold by the Leading Jobbers.

The Oak Rubber Co. RAVENNA, OHIO.

**HOWE BROS. CIRCUS**  
**Wants**

Performers, Band Men All Instruments, Concert People, Man to Work Domestic Animals.

Sun Dance, Wyo., June 5

**BILLPOSTERS**

If you are dissatisfied and want to make a change, we have an opening for two more sober, reliable combination billers; top salaries, paid nightly if you want it; best of treatment and a long season. All replies

**HARRY L. HAMILTON, Agent,**  
**DAN RICE CIRCUS**

Charleston, June 2; Clondellen, 3; Spencer 4; Parkersburg, 5; all West Virginia.

**WANTED**  
Circus or Rodeo for July 4th  
Percentage basis. Give full particulars first letter.  
Steuben County Agricultural Society  
J. VICTOR FAUCETT, Secy.,  
BATH, N. Y.

**WANTED**  
**Aerial Bar Comedian**

WIRE STUART ROBERTS, Ownie Bros. Circus, June 3, Mearlen, Conn.; June 4, New London, Conn.; June 5, Webster, Mass.

**FREE**  
CARNIVAL AND CIRCUS GROUNDS  
Just Outside City Limits  
MT. CARMEL, ILL.  
BOOSTER TAVERN, P. O. Box 29.

Earl Williams, baritone; Will Shen, bass; Burt Barnes, snare drum; Rolly Hyde, bass drum; J. H. Del Vecho, callopec.

**The Staff**  
Paul M. Lewis is manager; Mae Lewis, treasurer; Robert Parsons, legal adjuster and assistant manager; Charles Moulds, secretary; Dorothy Lewis, purchasing agent; Louis Watson, head ticket seller, and Don Bruce and Francis Fisher, assistants; Roy Howze, equestrian director, and Jack Moore, assistant; John Dusch, band director; Robert Wade, electrician, and Evelin Hanson, assistant; Eddie Taylor, prop boss; Blackie Benway, ring stock boss; Vern Hall, head mechanic, and Happy Sumrall and Roy Steele, assistants; Doc Edwards, side-show manager, and Clint Edwards, assistant; P. C. Hill, front door; Mrs. Dell Kirkendall, head of reserved seats; Kenneth Peck, concessions; C. S. Primrose, advance agent, and Harry Gordon, assistant; William Tingley, steward; Frank Craig, head cook, and Chuck Robinson, assistant; Al Osborn, bill car; H. J. Crabtree, Hobart Artis and Frank Clark, billers; White Shields, boss canvasman, and W. J. Hibbard, assistant; James Dewey, publicity agent.

# NEW BEAUMONT SPOT

## \$100,000 Park On River Site

Work begun by New York-er in Texas—construction rushed for bow on July 4

BEAUMONT, Tex., May 29.—Plans for immediate construction of a \$100,000 amusement park on banks of the Neches River across Collier's Ferry road from Beaumont Country Club were announced by J. D. Howth, New York, Mr. Howth, brother of C. W. Howth, local attorney, said that clearance work has made possible a start on erection of buildings at once.

An old amusement ship docked at the site purchased by Mr. Howth has been floated out of the way. It is said plans prepared by Architect N. E. Wiedemann indicate that the park will compare favorably with any in the Southwest.

An excavation made 150 feet back from the river, where a sand bottom will be made, will afford swimming facilities. This will be surrounded by a sand beach, Mr. Howth said. Present plans also call for wharf, boathouse, concession stands, roller-skating rink, dance pavilion, restaurant and shooting gallery.

Entire park will be fenced and a modern lighting system installed. After start of construction landscaping will be commenced and river banks will be sloped and planted with shrubs and flowers. After letting of contracts preliminary work has been started, sites for buildings laid out, and it is expected that much construction will be completed in time for an opening about July 4, it was said.

## N. E. Parks, Resorts Look for a Big Year

BOSTON, May 29.—According to an estimate given at the 13th annual New England Hotel Men's Exposition here, the six New England States during the six months' vacation season, now in its infancy, will be enriched by \$500,000,000. One hotel executive remarked that "New England has at last arrived as a recreational center of the nation. This is our big year and we fully expect that for the first time since 1929 the vacation income to be spent in the six States will reach and perhaps even exceed the \$500,000,000 mark of eight years ago."

In this half-billion-dollar business estimate the various leading amusement parks expect better than a banner year. Norumbega Park, Auburndale, Mass., managed by Arch E. Clair, and Paragon Park, Nantasket Beach, Mass., officially open their season today. Revere Beach; Daniel E. Batur's Acushnet Park, New Bedford, Mass.; Salisbury Beach, Mass., and Hampton Beach, N. H., have already opened.

## Trier Opens in Ft. Wayne With Heavy Week-End Play

FORT WAYNE, Ind., May 29.—Trier Amusement Park, opened on May 14, had large week-end crowds despite rain and cool weather, said Proprietor George F. Trier. Dance pavilion with Earl Gardner's Orchestra of 10 played to near-capacity.

Rides, including the Coaster, which has been overhauled by Mr. Parry, New York, and who will have charge of it this season, did well and new games and other concessions were given a good play.

Mr. Trier predicts a banner season. One of the popular draws is a cub born to Lady and Andy, widely known park bears.

### Laws and Lawsuits

The sixth of a series of articles on Laws and Lawsuits Pertaining to the Amusement Business appears in the carnival department of this issue.



GEORGE F. TRIER, proprietor and manager of Trier Amusement Park, Fort Wayne, Ind., who opened his playground with many new features in anticipation of one of the best seasons in years. A dancing master of nearly 40 years' experience, he is known as one of the first men in the United States to build and operate a dance pavilion on the park plan.

## Conneaut Outings Show Big Increase

CONNEAUT LAKE PARK, Pa., May 29.—Following expenditure announced at more than \$80,000, Conneaut Lake Park opened gates today, altho official bow will be tomorrow, with five new rides, two blocks of new midway, all company cottages repainted and refurbished together with the Hotel Conneaut, which has accommodations for more than 1,000 guests and which has been repainted and newly furnished.

More conventions and picnics have been booked than for any season in the past 10 years. For June some of the more prominent are State organizations of cleaners and dyers, Western Pennsylvania Industrial Conference, Engineers' Civic Club and State undertakers' convention.

Much credit is being given T. C. Foley, new manager, who formerly was manager of the Metropolitan Club, Pittsburgh, and secretary of Pittsburgh Chamber of Commerce many years.

## Whitney Studies Australian Scene

SAN FRANCISCO, May 29.—George K. Whitney, co-owner of Playland-at-the-Beach, has returned from a three months' trip to Australia, where he observed amusement and concession business. He returned with many new ideas, some of which he hopes to incorporate in Whitney Bros.' enterprise.

He was pleased to find work advancing rapidly on reconstruction of the Cliff House, many years a San Francisco landmark, which the Whitneys purchased and will operate. Opening has been set for end of July.

Spring business indicates that Playland will have a record summer. Many improvements are being made in rides and concessions, a new car has been added to the Tumblebug and Seaplanes have been rebuilt and repainted. A welcome-home party is being arranged for Ellis Kimball's Band, which returns to Topsy's Roost on June 1. Prior to a Coast tour Kimball was with the Whitneys more than two years.

## Wells' Outlay Is \$30,000 To Reopen Ocean View, Va.

NORFOLK, Va., May 29.—Ocean View Park, Otto Wells' resort, reopened today, improved by a \$30,000 outlay.

Hard hit by a severe storm last summer, it has been built up, buildings repaired and renovated, rides improved and an extensive, elaborate new decoration project has been carried out.

## Outings Launch K. C. Fairyland

Manager Kenyon presents revamped spot—numerous rides are park owned

KANSAS CITY, Mo., May 29.—Fairyland Park, which reopened with picnics of all school children as guests of Mayor McCombs and of schools of Independence, Mo., under auspices of the Parents-Teachers' Association, has a new coat of paint, main entrance has been remodeled and stands, rides and show fronts have been altered and repainted. Skyrocket Coaster, under supervision of Holt Coffee, was given six weeks of work with crews replacing all worn timbers and taking rough spots out of the track. This, as well as all other rides, was ready on opening day.

Manager Omer J. Kenyon has numerous outings booked and expects one of the best seasons in years, as do Victor Brancato and his brother Mario, owners of the park; W. H. Gordon, bookkeeper, and Mrs. Charles Merkt, in charge of cashiers. Park company, which owns and operates most of the rides, recently purchased Tumble Bug and Seaplanes from R. E. Haney.

Roller skating supplants dancing in the large pavilion five nights a week, skating being on Mondays, Tuesdays, Wednesdays, Thursdays and Fridays, with dancing on Saturdays and Sundays. J. N. Zink, operating the rink, has had 35 years' experience. William Israel is floor manager, assisted by Frank Billes and Frank Stone; Frank Ramel, skate technician; Mrs. Israel, cashier; Mrs. (See OUTINGS LAUNCH on page 45)

## Some A. C. Prices Skyrocketing Again

ATLANTIC CITY, May 29.—Despite the spending of \$100,000 by the city to attract visitors and Mayor C. D. White's earnest desire to provide plenty of amusement and entertainment at nominal prices once they get here, there apparently will be little co-operation on the part of some smaller places and the old "hello, sucker" game has again started to flourish with the first summer invasion.

Prices are getting entirely out of range in some quarters, while larger amusement enterprises are keeping a level keel, hoping the clipping by the smaller fry will be overlooked by the visitors.

Restaurant prices have skyrocketed over the week-end with parking lots following suit. Where one could nominally park on the beach front for 50 cents he is now obliged to pay \$1, altho the former signs are still up. Restaurants have hit about 50 per cent in increases. Auctions are going full tilt.

## Five Young Revues Will Play for Parks

CHICAGO, May 29.—Unusual activity in the production of revues in amusement parks this season is seen by Ernie Young, president and general manager of the Young Production and Management Company.

The Young office, it is announced, will produce five different revues for presentation in parks this season.

The first revue, President Young said, will open in Riverview Amusement Park, Des Moines, Ia., on June 5 for an all-summer engagement.

## Olentangy Reconditions Pool

COLUMBUS, O., May 29.—Olentangy Park reopened on May 22 with all attractions in operation, including the pool, which has been reconditioned. Johnny Burkarth and orchestra are in the pavilion for dancing nightly. Added features include Saturday night wrestling shows.

## \$50,000 Blaze Razes Hofbrau At Meyers Lake

CANTON, O., May 29.—Fire of undetermined origin destroyed a two-story brick and steel recreation building and its contents in Meyers Lake Park here, with damage estimated in excess of \$50,000. Firemen played water on adjacent concessions and rides, preventing the blaze from spreading to other sections of the park. Loss was partly covered by insurance.

The razed structure, erected about six years ago at a cost of about \$60,000, housed roller rink and Little Hofbrau, one of the best known summer night clubs in Northeastern Ohio. Equipment, including a \$1,000 stock of liquor and several hundred tables and chairs, had just been moved into the building, which was to have opened tonight. Carpenters were rushing construction of a circular bar and other alterations.

Manager Carl Sinclair, Meyers Lake Park Company, operator of the park, said no plans have been made as yet to replace the structure. It was latest acquisition to the midway and one of the largest buildings of its kind in any Eastern Ohio amusement park.

Other major fires in the park in recent years attacked the park hotel and Club Lakeside near by, the latter being destroyed last fall.

## Scranton District Expects Boom Days

SCRANTON, Pa., May 29.—Scranton district's Rocky Glen Park and Lake Ariel Park and Beach anticipate boom days this summer after some lean seasons.

Rocky Glen constructed a dance hall and wooden bowl seating 5,000. Both are at the lake shore. Old dance hall has been turned into a Funhouse. Pro and amateur boxing will be promoted semi-weekly in the bowl. Many new wheel concessions are in.

Lake Ariel, owned by the Bortree family, has more than \$10,000 in improvements for its 10th season. A 3-cent day will be held every Thursday. Tickets in strips of five will be sold for 15 cents, allowing holders as many rides on devices.

## Craig Beach Opens With a New Midway

DIAMOND, O., May 29.—George Williams and his orchestra took over the band stand in Craig Beach Park at its reopening today. Art Mallory, starting his 10th year as park manager, completely revamped the midway. More than \$20,000 has been spent in improvements, remodeling and new concessions. Carl Cowell has been appointed ballroom manager, with Bob Meyers as assistant and acting publicity director. Mr. Cowell came to Craig's from Aragon Ballroom, Chicago.

Herbert George has been added to the personnel as assistant manager and in charge of concessions. Arthur Mallory Jr. has been named secretary and treasurer for the company.

Dancing policy will continue the same this year with modern dancing every night except Tuesday to Williams' Orchestra. Howard Anderson will again provide music for round and square dancing Tuesday nights, as has been the policy eight years. Monday night will again be set aside as Scotch Night. One of its biggest seasons is predicted for Craig Beach Park.

## Pollitt on Carlin's Staff

BALTIMORE, May 29.—Carlin's Park, Gwynn Oak Park and Bay Shore Park are open and good business is reported by all. John A. Pollitt, widely known showman, has been engaged by John J. Carlin in a promotional capacity for Carlin's Joyland, Mr. Pollitt being placed thru John T. McCaslin.

### Social Security Act

Questions and Answers on the Social Security Act will be found in the circus department.

# American Recreational Equipment Association Edgewater Biz Grows Steadily

By R. S. UZZELL

OMAHA—Summer meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, having been set for Crescent Park, Providence, R. I., in July, President Wallace St. Clair Jones already has made preliminary arrangements not only in the park but with the bus company to meet the Fall River boat in the morning and to return in the evening to the boat.

All members and visitors from New York and points south who go via the boat will be enabled easily to get to Crescent Park. The day's outing will be full of events. Jones always comes thru. You may be sure he will not fail, now that he is president.

## Benson's Newest Stunt

We shall miss Tom McCaskey, our 75-year-young baseball player, who distinguished himself at the Lake Pearl meeting in the summer of 1932. He had the pop corn and light refreshments in Crescent Park for years. He it was who jumped the rope 500 times or walked five miles daily. Last summer in Norumbega Park we noticed he was slipping, but none expected he would so soon pass to the great park beyond. He will meet a lot of our fine old heroes who have preceded him these past 20 years. Will White will take him in tow and show him around.

John T. Benson has pulled off another worth-while showman stunt. He doubtless was inspired by the snow trails which accomplished such marvelous stunts in New England. He now has them running a "jungle train." At the North Station in Boston he has wild animals on exhibit. On the train he distributes animal cookies to children and has them sing jungle songs of his composition. What a stunt! The gods help those who help themselves. The railroad makes money, too, and was only anxious to support such a scheme. John T. always keeps them wondering "what next." No wonder his wild animal farm is the strangest farm in the world. He will make New Hampshire famous.

## Nebraska Prospects Better

Great Lakes Exposition, Cleveland, has had the usual rain experienced by all of us in getting outside painting done. On May 24 they were not nearly done painting and ready for opening on May 29. Some will have to finish painting after the opening.

Rides are fewer while shows are more numerous. We shall stop in Cleveland on our return trip, when everybody will be open and running. There are many improvements this year which may be the means of putting this show over better than last year. More money in circulation may be a big factor.

This Nebraska country, especially the eastern part, is getting moisture such as it has not had for several years. Present indications point to a good farm yield that is surely needed by the farmers, who have hung on thru such discouragements as the country has not known since pioneer days. Krug Park here and Capitol Beach in Lincoln are going to come back again and compensate the managements for carrying on.

## Opening Week Mark Is Made at Elitch's

DENVER, May 29.—First week of the 47th season of Elitch Gardens showed attendance well ahead of any similar week of past seasons. Good weather and buildup on \$75,000 having been spent on redecorations and new attractions kept crowds coming. Ace Brigade and his Virginians in Trocadero Ballroom made an instant hit. Trocadero is run mainly on park plan dancing. New feature is Trocadero Court, open-air terrace adjoining Trocadero dance floor. Table service is giving it growing popularity.

The Wildcat, coaster, played to long waiting lines practically every night. A new thriller is the Teddybear, junior coaster designed mainly for children but getting a nice play from adults also. Merry-Go-Round, Old Mill, Auto Speedway and Loop-o-Plane shared satisfactorily in first week's business.

New policy of opening Orchard Cafe at beginning of the season instead of (See OPENING WEEK on page 48)

## Detroit spot hard hit by rains—name band policy is resumed this season

DETROIT, May 29.—Business in Edgewater Park has been building steadily despite a bad opening due to rain. The River Rouge, flowing thru the park, reached highest level in 10 years after Friday's cloudburst. Manager Paul Heinze said, and grounds, all sand at this point, became saturated, temporarily impeding drainage.

Construction has been held at a minimum, with most attractions of last season being again offered. Front of the park has a different appearance, as changes have been concentrated there. There is an attractive blue and red welcoming sign over the main drive-in gateway. Edgewater now has more parking space than actual space devoted to amusement activities, indicating the large proportion of patrons who come in autos.

## Going After Picnics

Picnic grounds have been modernized, more tables and benches installed and a first-aid cabin and small structure for committees have been erected. Park is going in heavily for picnic promotions, with Bernard (Ben) McNab heading this department. Former refreshment stand in center of the park has been converted into a hoop-la by Paul Barr, concessioner. New short-range shooting gallery with neon lighting has been built on the midway across from the park office, with a new building housing a roly-poly concession adjoining it. Most noticeable at this spot is the Whip, installed by the park management. All rides have been repainted and some partially remodeled. A new idea has been installed in the form of a specialized cane store, designed by Paul Barr.

## Shepard Branches Out

Dance hall is being remodeled, with a floating dance floor. Policy of catering to younger patrons is being followed, with official opening of the dance hall last night with Roy Robbins Orchestra. Grand opening will be on June 4-6, with Clyde Lucas and his California Dons, booked thru Delbridge-Gorrell. This inaugurates name bands in Edgewater, a policy not followed for some time. Walt Schuster and his Texas Centennial Band will follow. Pat Patton will be manager of the ballroom again, coming from Grande Ballroom, which he managed during the winter.

George (Tony) Mazel is manager for Charles A. Shepard, refreshment concessioner, having been with Shepard several seasons at Walled Lake, Mich., Amusement Park. Shepard, seriously ill last season, is around now, visiting his concessions every day at Walled Lake and planning to resume active management. He is putting an ice-cream parlor with enlarged seating capacity in the ballroom and will have eight additional employees there.

## Season Openings In South Jersey

CAMDEN, N. J., May 29.—Decoration Day week-end marked opening of all amusement parks in South Jersey. Clementon Lake Park has been open all month and near-by Pine Hill Park inaugurates the summer schedule today. Proprietor William Kroll added new features, including a spacious dance pavilion. Cardinals' Orchestra supply music. Lake was drained and refilled and beach covered with white sand.

Lakeworth Park, Watsonstown, gets under way with organization picnics. A section has been set aside for trailers. There is roller skating nightly in White Horse Rink.

Alycon Park, Pitman, is making a strong bid with entertainment for near-by communities. Park has Home-makers' Club picnic of Station WEP, Philadelphia, expected to bring more than 8,000 visitors.

Walker & Heltzer, owners and operators of Lawnside Amusement Park, have added new rides and concessions. Open-air Cotton Club has been redecorated. Johnny Graham and his Rhythm Maniacs have been engaged for the season and floor shows will have septa celebrities

## Atlantic City

ATLANTIC CITY, May 29.—With the resort all set for Decoration Day week-end with a big crowd in town, including a couple of conventions which are making accommodations hard to get, amusements are ready for the first cleanup of the season and if weather holds good they will get it. Elaborate shows and new setups will greet visitors. Steel Pier heads the list with three name bands, unit headed by Sally Rand, opening of new Hillbilly Village and a score of other attractions, including three picture houses. Pier will keep moving fast right on into the summer and has a string of names to present until it is entirely open with its 51 or more attractions.

Million-Dollar Pier was scheduled for opening but date has been deferred, although Captain Young's net hauls will be an attraction. Collier's Exhibit will open this week-end. The Beech-Nut Circus, advertised as the only circus on week-ends and remains an outstanding novelty of early season. It will be run a close second when the Sports Show opens at Missouri avenue and the Boardwalk, a combination of Wild West acts, Canadian acts and snow slides. Boardwalk after this week will boast the largest shooting gallery in the country, now being installed near the Ritz. Tom Endicott, returned from Hollywood, is opening his Dude Ranch on upper Walk. He will use plenty of Western acts again this year.

Latest "Atlantic City Goes to Town" drive has been started for the spring with Paris, France, as destination and Paris Exhibition as the goal. There is plenty of enthusiasm and the city will give it plenty of plug. Mall Dodson, new p. a. of the Auditorium, is started on the carnival publicity for summer. Mrs. Martin Johnson will move into the hall on June 1 with African films.

Little Theater, which almost rang the bell last year, decided to call it quits and will not reopen. Myer Saul sports arena, Garden Pier, is getting into shape and ought to put some much-needed life in the upper Walk, where concessioners have ceased to believe in Santa Claus.

Two new theaters will be added by fall if all works well with deals under way. Steel Pier orks, signed for week-end, are Guy Lombardo, Benny Goodman, Tommy Dorsey and Alex Bartha. Bartha will play the entire season at the pier after (See ATLANTIC CITY on page 48)

**OAK RUBBER CO. BALLOONS**

**MICKEY MOUSE TOSS-UP**

The item that has made more money for vendors and concessioners than any one balloon novelty. Just as popular today as when introduced. Offered in two fast-selling sizes.

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WANTED—One good Flat Ride. Fine location. **CRYSTAL BEACH PARK**, Vermilion, O. **GEO. H. BLANCHAT, Mgr.**

## ATTENTION RIDE OPERATORS AND SHOWMEN!

FOR LEASE—Plot, 80x150 ft., best location on Boardwalk, **LAURENCE HARBOR BEACH, N. J.** Only two Rides operating—Merry-Go-Round and Merry-Go-Cat. **GEO. NAGEL, Laurence Harbor, N. J.**

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Clean Ten-in-One Show or Several Small Rides for the Best Location on the Water Front, Beach Street, **Savin Rock, West Haven, Conn.** **JAMES T. COLLINS, 93 Mansfield St., New Haven, Conn.**

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## Virginia Beach Is Booming

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Concessions—Salt Water Taffy, Photo Gallery, Bathing Lockers, Restaurant Fully Equipped, Swimming Pool, Refreshment Stand, Frozen Custard, any Grind Stores. All must be legitimate. **FORTUNE GAME, Perfect Building, Bingo, Kiddie Rides.**

**NIGHT CLUB—Fully Equipped; Capacity 600.**

Wanted—Orchestra for Season and Free Acts, Fire High Dive and Other Sensational Acts. State Rock-Bottom Price and Forward Description. **PLAYLAND, VIRGINIA BEACH, VA.**

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## The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

### California, Here We Come!

By way of Herb Baus, praise agent for Southern California Sportsman's Association, I am in receipt of details made for a big water show to be presented by that association in co-operation with Los Angeles Junior Chamber of Commerce on June 5 and 6 in Olympic swim stadium in Los Angeles, where all natatorial contests in the 1932 Olympic Games were held. An innovation is the American Aquatic Pentathlon, an amateur event for men and women to determine best all-round water aces of the United States.

Two freestroke races, one breaststroke, one backstroke and a diving competition will be basis for the pentathlon, which introduces the finest elements of athletic tradition into water sports. Olympic and national swim stars, including diving titleholders, have been signed to participate in this National Aquatic Show. Harry Pierson, director of many national aquatic shows, is show director.

So-called "Southern California's Model Sports Girl" will be selected at a "swanky beauty show," with cream of Southern California's movieband beauty crop competing. Champion log rollers will add hilarity, while further laughs will be furnished by such comedians as Bill Lewin and Hal Prieste in aquatic comedy acts. Canoe tilts will hold matches between events.

Making the National Aquatic Show a convention of champions will be appearances by such topnotch Olympic and national swimming champions as Majorie Gestring, Olympic Games champ of three meters springboard and sensational high-diving star, who is the youngest person ever to win an Olympic first place; Katherine Rawls, American Olympic champion of 1932; Larry (Buster) Crabbe, 1932 Olympic champ, and others.

### Dine, Dance and Swim

A new swanky night spot known as the Surfside opened last week-end at Atlantic Beach, L. I., and the reason for its mention here is that it features an indoor swim tank adjacent to the 1,200-seat dining room. Surfside presents a distinct innovation between floor shows, offering champs of the diving and swim world in exhibitions. Eddie Gulllett, former manager at Jones Beach and St. George pool, Brooklyn, N. Y., supervises swim exhibitions. Spot will get a big Broadway crowd, as well as the locals, because it features two headline names, Benny Fields and Shep Fields and his orchestra. Management plugging its so-named "One-Day Vacation Plan."

### Shirtless Swimming Again

This will be a great summer for the species of manhood that likes to throw out his chest. For shirtless bathing will be in vogue at metropolitan New York beaches. A survey last week disclosed that virtually all beaches have abandoned the fight to cover the upper portion of the male torso and decided to allow wearing of trunks alone. Only Luna Park, Coney Island, N. Y., raised a dissenting voice. There Bill Lomard, tank manager, declared that bathers will be "asked" to wear a complete suit. Bill said: "We wouldn't feel so bad if our pool and beach were out in the open. But being in the park it's different. Visitors walk by the pool and they'd feel terribly embarrassed at seeing someone without a shirt."

Parks department has a different idea. It announced that the rule for Jacob Rills Park, Rockaway, L. I., and Orchard Beach, in the Bronx, is: "Bathing in trunks alone will be permitted at all park-controlled pools and beaches." The same attitude was reported from Long Island State Park Commission with jurisdiction over Jones Beach, Heckscher Park and Bethpage State Park. And also at Midland Beach, Staten Island, N. Y., it is considered okeh for men to wear only trunks.

### Palisades, N. J.

By MARION CAHN

Fire came on the heels of what was probably the biggest opening week-end in the park's history. . . . Fire broke out

about 2 a.m. Monday, an hour after the crowd had left and the park had closed. It razed the dance hall building, which had been turned into a roller-skating rink this season, a Chinese restaurant on the second floor and two or three stands. . . . The park opened for business on schedule Monday. . . . Concessioners affected were Creamer & Dyer, Yuan Chen, Adolph Schwarz, Bill Hart and Koma Komatzu. The place will be rebuilt immediately and will be ready for business probably Decoration Day.

The pool, which was not affected at all by the fire, had an exceptionally big week-end due to very warm weather. . . . New Bob-Sled ride is almost finished and was due to open Decoration Day. . . . New Flying Skooter and Octopus rides went over big with opening week-end crowds. . . . Beautiful Leg contest is scheduled for the park on Sunday, June 6. Plenty of bally in order to push it.

Florescu and the Honey Family are the opening free acts and will be held over for another week. . . . Addition to the free act presentation over the holiday week-end is Lee Elliot with her all-girl swing band—making three free acts in all.

Josephine Olsommer is back on the switchboard at the park after a few years' absence. . . . Bobby Paulson is back too and is being just generally helpful.

Tieup with N. Y. paper brings the first of the benefits for Jimmy Tierney—he's the kid who lived in recent sensational alleged slaying by his mother. Benefit will be run in another week and is resulting in swell daily plugs for the park in daily press. Percentage of gross goes to further Jimmy's education.

### Asbury Park, N. J.

By RICHARD T. HOPPER

The city's mile-long beach, opened under Edward T. Mitchell, who has held the operating lease on the sands and

bathing groups for the past 25 years, again puts up a 30-year record for fate to shoot at. It is the boast of local people that not one drowning in regular bathing hours on beaches protected by life guards has occurred in that period.

City council-beach commission row took a new turn when three scales, operated by Ken Lee, manager for Bob and Jerry Carton, were ordered off the 'Walk by city police and then confiscated by beach employees when Lee refused to move. Lee has a lease from the beach commission to operate scales in the Casino arcade and on the 'Walk at Second and Fourth avenues. He contends his lease is legal, but officials, who ignore beach commission rulings, took the machines anyway. Robert Buckley at present is operating scales in several spots along the way.

Harry Foster Welch, originally known as a "one-man band" in vaude, has taken a cottage at Avon. He is now known to millions by voice only, his trick throat being responsible for the talking parts in the movie cartoons, Popeye the Sailor Man.

Sammy Kaye's Ork is scheduled to open for the season at Jenkinson's pavilion, Point Pleasant Beach, early next month. Kaye is taking the spot held many years by Happy Felton and ork. Jenkinson's is being run by the family since death of Charles Jenkinson in Florida last winter.

City fathers of Avon-by-the-Sea, south of here, have upped bathing tag rates to \$2 per person, a 100 per cent increase over last year. New plan calls for residents and visitors to buy two tags, one for the first half of the season and one for the latter. Move brings Avon into line with neighboring resorts of Bradley Beach and Belmar, which adopted higher rates several years ago.

Local trade board is urging use of parking meters on crowded streets to give shoppers a break. City officials cool toward the idea, feeling parking charge would make it hard for summer visitors who come by the thousands daily and would feel sore at a charge for parking.

## Coney Island, New York

By ROGER LITTLEFORD JR.

In the company of Bert Goodman, long-time inhabitant of Coney Island, the writer made his rounds this week on a clear, warm afternoon. The Boardwalk and Surf avenue were not what one could call crowded, but the visitors that were present seemed to be parting freely with their pecuniary means. Charles Miller, head of Luna, was deep in conference with his executive staff, but from the glance available, it is apparent that both Luna and Steeplechase have been heavily bathed in new and gaudy colors.

A freak spring storm Sunday afternoon ruined what would probably have been the top single day to date. Approximately half a million visitors scurried for cover when the sky let go and a half hour later thousands of drenched patrons were on their way home.

Jimmy Reed and George Harris are operating their Open Kitchen again on the Boardwalk near 15th street and as usual it's one of the more popular of showmen's hangouts.

Soldier Meyers' quaint animal show located in the center of things just off the Boardwalk is featuring the comic-on-line—"Believe It or Not—Admission Only Three Cents." The Soldier has about the same lineup as last year.

### Johnson Is Draw

Lanes' Irish House, beginning its 17th season under the same management, is getting its usual big play and, as in the past, is featuring the now-famous group of singing waiters. Personnel of the musical tray-balancers includes Jack Tully, "Smilin' Irish" Johnny Brennan, Bill Hanlon, Mike Sheridan, Vince Kelly, Bill Bruno, Bill Allman, Jack O'Day, Charles Ryan (still goin' strong) and Charles Wilson. Pat Ryan is still dancing the Irish routines and the band includes Ed Hebron, Walter Simons and Bill Coran.

Tom Baker, vet ride operator, has three motor speedways in operation this year and reports that he will possibly have another one featuring a new wrinkle in such attractions. Current speedways are situated at 15th street and the Bowery, Luna Park and on Surf avenue. He

has a pony track on Eighth street.

Sam Wagner has revamped his World Circus Side Show, painted the building and added improvements here and there. Wagner is looking forward to a big year, especially with the acquisition of big Jack Johnson, former pugilistic champ. Johnson, according to Wagner, has surprised no end of visitors as well as old-timers around the island with his display of quick-witted banter and extraintelligent conversation while on the stand.

This year's roster includes Zippo and Pipo, pinheads; Warren Lincoln Travis, veteran strong man; Frank Graf, tattoo artist; Dainty Litri, aerialist; Alfred Algevin, former Ringling-Barnum novelty smoking artist; Lady Voltess, electric dynamo; Edna Price, neon-tube swallower; Madame Zenda, mentalist; a hand illusion and, of course, Jack Johnson. Blowoff show is nicely framed and boasts strikingly unusual illumination effects. Is of the "Crime Doesn't Pay" type.

### Pickets Are Lively

Fred Sindell's Coney Island Side Show on Surf avenue is operating daily and has the following talking out front: Betty King, Buster Castle and Earle Kerna; Jackie Castle and Jack Madonia are ticket sellers.

Jack Howard lectures on the inside on the assemblage of attractions that includes the featured Pony Boy, Nudist Camp; Al Delenz, magician; Hoppy, the Frog Boy; Cortland, mentalist; Darkest Africa and the Two-Headed Girl.

Dave Rapp, shooting gallery operator, is up and around again after experiencing a minor accident last week. Unusual sight along Surf avenue are the pickets in front of Nathan's Frankfurter stand, one of the busiest eateries on the entire layout. Seems that the counter men and cooks are demanding a \$10-a-week increase in salary and shorter working hours but the management won't listen. From the appearance they make the picketers are probably the most enthusiastic strikers seen around here in a long time. They practically run back and forth in front of the stand.

## Revere Beach, Mass.

By BEACHCOMBER

The three-section midway is now open in full blast, replete with new attractions, tinsel and splendor. . . . about as attractive a lineup of brand new attractions as has ever been seen in Revere Beach is one given year. . . . Fred Hurley spending money like the proverbial drunken sailor. As reported previously as pure dame rumor that Hurley would install two new rides, the rides are actually in and operating in his buildings in the heart of the joy zone. We have 30 new shiny streamlined Dodgem Cars, a new Tilt-a-Whirl, new electric power units, new lighting and more new rides coming in since you were last apprised of the doings up here.

Red Brady is coming in on the south end with a new Octopus ride and will also install his Acroplane and Loop-o-Plane. . . . The Trask-Bopp Corporation has the new double-track Derby Racer well on its way to open late in June. It will cost all of \$70,000. . . . Willie McGinniss has his Custer Car ride in operation on the south end, and it is doing good business. . . . Abe Shore has six concessions scattered along the center and north ends of the midway. . . . Jeff Harris has three. . . . The State Ballroom is occupied by Bolce's Skee-Ball Alleys, and not by a Side Show as squibbed to you by some misleader. . . . At this writing there are but two shows in all the midway. The Jungle Python Show in the old Lauther location under the Derby Racer and the European Museum, which is being re-billed as O'Brien's Marvelatorium. Both are operated by Bill O'Brien. . . . There are rumors of two Pit Shows coming in and of another Side Show arriving later.

Peter Brenner is concession manager for the O'Brien interests here. He is one of the Palisades Park Brenners. . . . Poulin's Penny Arcade, as usual, has been doing fine since opening. . . . John Hurley's Whip is busy. . . . Mary Ahearn has striven for years to top opposition with frozen custard. She employs expensive equipment, flash and a fine appearance of her caterers. . . . The Cyclone Coaster has been fairly bursting with patronage—never has there been such an early epidemic of thrill riders, and George Sabaggh, genial manager, is all smiles. . . . Business Men's Association will assess plan to raise money for hurrahing the beach as bigger and better. . . . Will bring in excursions, promote general welfare, offer fireworks, etc. All operators are being sounded out on what would be a satisfactory assessment to them. . . . New live wire additions to the Bizmen's body is Henry Chester Trask and Young Dick Bopp, who are building the new Derby Racer. . . . Dr. Ell Miller, of drug store and soda fame, is active in behalf of the beach front people.

## Playland, Rye, N. Y.

By J. WILSON CLIFFE

First automobile to be given away this year was awarded to a resident of Rye (something unusual), and park plans to continue give-away each Saturday evening. Fireworks are being presented every Tuesday and Saturday and to date they seem to prove as popular an attraction as ever.

Les Brown's Duke Blue Devils, current band at the casino, will be replaced shortly by the up-and-coming Hudson-DeLange Orchestra. They're swing-specialists and should prove popular at Playland.

Character Chart Company has two handwriting stands that are becoming increasingly popular. . . . Mart Medaris, chief mechanic of the park, is celebrating his 10th year here. . . . Millard Nichols and the missus are with Colonel J. Austin Kelley. . . . Bill Otto, sporting a wonderful coat of Florida tan, is again managing the Shuffleboard Court. . . . Frank Laper, of Pennsylvania, has been on the sick list for quite some time. Everyone is wishing him a speedy recovery.

Lots of old faces are around the games this year, always a happy throng. Among them are Jack Fraser, dart game; Walter Nichols, balloon game; Mary Capri, wheel game; Dick Williams, hoop-la; Tommy Orr and John Captell, ball game; John John, dog race, and others. Terry Campbell, head painter, is all over the place, as is our capable and talented scenic artist, Muriel Hunt.

# "Historically Speaking Since '30"

Address of Charles F. Keller Jr., of sales division, Park and Beach Supply Company, Inc., at ninth annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, in Daniel E. Bauer's Acushnet Park Pavilion, New Bedford, Mass., on March 30.

Riding upon the pinnacle of success the outdoor show industry enjoyed during the post-war years 1920-'29 a period unheard of prior to that time. During this lapse of time amusement parks experienced a radical change. New and novel rides and devices, as well as games, made their appearance. Roller Coasters were brought to a point where the danger element became a hindrance in attempting additional thrills. Swimming pools sprang up everywhere and beach resorts, both on lakes and sea, were started wherever a semblance of a possibility presented itself. We witnessed an influx of people into our industry of entertaining others who had never had any similar experience and in many cases these latter entries were financially fatal to the prospectors who anticipated mining in a field laden with gold.

We who saw these years had every confidence they would continue indefinitely. We asked ourselves, how could they possibly change? Those were the days when we grossed as high as \$3,000 and \$4,000 on a Coaster in one day; when we used a wheelbarrow to haul pennies from the Penny Arcade to the office and employed armed guards to protect our receipts and armored car service to take them to the bank.

Merrily we rolled along. Then suddenly we woke up one bright day that has gone down in history as Black Tuesday. It was the day in 1929 when the stock market crashed, the result of which was to have its effect for years to come. With the turn of 1930 we confidently looked forward, as in the past, to the opening of our resorts. Little did we realize what the future held. Without any great effort other than that which was routine we entered into a program of promotion that had always brought results. Working conditions during the summer had not reached a point of alarm and we enjoyed a season that at least netted us a profit on our efforts.

## When Confidence Slumped

However, this was not sufficient to give us the surprise of our life. We were of the belief that the public had to be entertained and regardless of economic distress would seek out and patronize places of amusement. An analysis of this year showed that not only parks, pools and beaches but theaters and other places of entertainment suffered a setback. We hoped in our hearts that this setback would be of limited and temporary duration. Time for opening of the 1931 season found us losing confidence, having learned during the winter of a continued depressed economic condition more evident each day and it was with fear and apprehension that we prepared for operation.

Most of us limited our opening preparations to absolute essentials. A few went to it as tho no change in conditions existed. This fear was soon justified. We suddenly discovered that the methods employed to bring patrons to our parks did not take hold. Closing down of many plants and industries, a failure of many banks, both resulting in wholesale unemployment, caused us great concern. Where would it all end, because without employment patrons of our resorts would not have money to enjoy the pleasures we offered?

## Outing Biz Dropped

Picnic men or booking agents lost most of their potential prospects. Many plants were closed and those working on a very reduced schedule with limited personnel turned a deaf ear to propositions. Schools, churches and organizations which planned each year an annual outing or picnic did so half heartedly and in many cases abandoned the idea entirely. I doubt if there is a resort or park operator anywhere who does not shudder in recalling this realization in the turn of events. Operating against an unseen and obstinate foe we saw the season come to a close. The majority of the parks were able to come thru without showing a financial loss. A few were hard hit and the result of the season to them, if repeated another year, would spell disaster. Then 1932. Who does not remember that year? The year for a presidential election normally is

indicative of reduced industrial and financial activity and it certainly held true to form. Unemployment continued to increase at a rapid pace. Many more banks and industries closed their doors and people tramped the streets aimlessly. Masses of the great American public did not have money to buy the necessities of life let alone seek amusement. Outing managers found it more difficult to book outings and the life blood of our resorts was stopped as tho a tourniquet had been applied. Parks with a past of successful operation came thru the season by curtailing expenses. Some fell by the wayside.

Up to this time we had no program of recognized work relief. Our citizens were being cared for in their dire wants thru local assistance, which at the most was on a very limited basis. Shortly before the time for our 1933 opening we experienced closing of all banks thru the national bank holiday decree of President Roosevelt on his assuming office. We had reached the peak of unemployment and the move was destined to be the initial one of many that have had a far-flung effect on our state of affairs. The move was a bold one, but inasmuch as the nation had reached a point adjacent to panic it was justified. At the time we opened our resorts the unemployment situation had reached an all-time high and the first civil works program had not yet taken form.

## Valuable Lessons Learned

Very few parks operated during the 1933 season at a profit. A number of them were unable to make the grade and closed prematurely. Quite a few fell victims of creditors and went under the sheriff's hammer. But somehow some way the show had to keep going and we carried on with most of us sick at heart but with a tinge of happiness at close of the season, realizing we were still in the fight. Perseverance has won many battles and where it is applied it is sure to prevail; 1934 required every lot of it within us. The surprise of 1930, fear of 1931, discouragement of 1932 and the panic of 1933 joined together left their mark. To have sufficient heart to attempt to open at all after these years brought from our inner selves a being never before evident in our physical makeup.

But we did open, encouraged by the movement on the part of our government to put men to work and their financial assistance to all communities. Inasmuch as we had more or less reconciled ourselves to a reduced income we were content to carry on. Those parks still able to operate during 1934 did so, at least on a basis of 1933, with a number of cases showing some improvement. Likewise we had learned the lesson of economy as well as methods to bring patrons to parks unthought of during the prosperous years. All in all we operated with a feeling that we at least had reached the depths of the depression and there was but one way to go—and that was up.

Opening date in 1935 found us determined to go ahead. The school of the past had been a costly education and an opportunity had been created by these teachings. Since we knew the answers it was necessary to apply the formula. Improved economic conditions continued at a very slow pace and we had to realize we would not be the first industry to materially benefit. But our industry did show an improvement, and to such an extent that our future once more became promising. With these improvements, even tho small, we opened 1936 season encouraged with our prospects. Further encouragement was given us thru improved economic conditions, increased employment thru natural channels and extensive public works program instituted by cities and sponsored by the national government.

## Set Pace in Showmanship

The soldiers' bonus reached some 4,000,000 men scattered thruout the country just about the time our season got fully under way. While this, of course, gave us some added revenue, I do not believe it aided to any great extent. Very few parks operated that did not show an increase in revenue over the previous year. Many of them showed improvements of from 40 to 80 per cent and some even more. The year 1936 gave us another Presidential election and, thanks to the god of fate in defying precedence, we did not suffer by a drop off in improved conditions.

I would like to say that unfortunately

for some parks exercising too great an economy of fear in their opening preparations for 1936 season and their restricted methods of promotion during the summer they did not take full advantage of the possibilities offered. That probably is excusable in view of the past or for reasons best known to themselves.

But there cannot be and will not be an excuse for the season we are about to enter. In my travels it is most gratifying to see the activity of preparations thruout the country. Rides and equipment are being overhauled and painted. New modernistic fronts are being applied to old buildings. Beautifying and landscaping are under way reaching major proportions. But these alone will not insure complete success. It will help considerably but patrons will expect something different, something new when they come to your park. You will not experience any great difficulty regaining their patronage. They are hungry for entertainment as a result of the years of pleasure fasting. Your biggest problem will be to continue that patronage once it is started and your easiest way will be to offer them new attractions.

The various world fairs have set a pace in showmanship for you to follow. Are you prepared to take advantage of the pioneering done by them? Will your park continue with the same old rides and games, barnlike structures painted in flat colors, or are you prepared to stage your comeback in a manner befitting the occasion? Most happily the Park and Beach Supply Company and allied Harry C. Baker enterprises, as well as other manufacturers and builders, report demands for equipment way beyond expectations. The majority of operators will be prepared.

## Corporation Reports Sales

NEW YORK, May 29.—General Register Corporation, manufacturer of automatic devices, reports this week that the following sales have been consummated: To Orchard Beach, Pelham, N. Y., five Gold Seal electric ticket registers, effecting cash control plan for all food service; to Roach's Beach Colony, Far Rockaway, N. Y., several Gold Seal ticket issuing machines for control of cash receipts on bathing pavilions and parking lots; to the city of Long Beach, L. I., five hand-operated ticket machines for admissions to beach, and five electric machines for seasonal passes, and to Long Island State Park Commission an additional six five-unit ticket machines for admissions to bathhouses and swimming pools.

## Toll Opens Waukesha Beach

WAUKESHA, Wis., May 29.—Theodore M. (Ted) Toll's Waukesha Beach on Pewaukee Lake will open tomorrow with Kelbe's Orchestra in Lakeland Ballroom and afternoon concert featuring Heinie and his Grenadiers from WTMJ, Milwaukee. New attractions include Giggle Alley. Admission and parking are free, with fireworks on May 31.

# With the Zoos

SALT LAKE CITY—A program to improve Hogle Gardens Zoo was launched by the city commission after consultation with the municipal zoo board. Commissioner P. H. Goggin said plans are to spend \$58,000 combining with a WPA project. A rustic cabin for caretaker E. M. (Dutch) Shlder will be constructed, with sun cages for lions and monkeys and a new run for fowl.

HUDSON, N. H.—First "Jungle train" in railroad history from Boston to Hudson on May 23 was voted a complete success. Destination was Benson's Wild Animal Farm. A "reception committee," consisting of an elephant, antelope, gander in pink apron and Charlie Chaplin shoes, and a llama, was at the railroad station. John T. Benson provided a free show in the steel arena. Other "Jungle trains" will be run.

CINCINNATI—Susie, known as the only trained gorilla in the world, will remain at Cincinnati Zoo, altho she is not property of the Zoo. Howard L. Sullivan, brother of the late Robert J. Sullivan, owner of Susie, said he understood he was to receive the animal, which has been called the most valuable one in the world, from the estate, and that if he did he would do as his brother (See WITH THE ZOOS on page 49)

## OUTINGS LAUNCH

(Continued from page 42)

Chaplin, checkroom, and there are five skate boys.

Roster of shows and rides: Ferris Wheel, E. R. Sherard, owner; Earl Freas, operator; Edna McGinley, cashier. Laff in the Dark, park owned; Eddie Howse, manager; Maxine Elliott, cashier. Baby Doll ride, Brainerd & Riley, owners; Leon Dale, operator; Edna Mae Howe, cashier. Mystic Maze, park owned; Glenn George, operator; Dorothy Bell, cashier. Bum Fuzzle Show, James Porter, owner and operator; Violet Paris, cashier. Pony Track, Gordon Jones, S. O. Piquia, operators; Ruby Crawford, cashier. Whip, R. H. Brainerd, owner; Logan Hoover, operator; Elia May Phillips, cashier. Mill Chute, park owned; Ray Moore, Lee Link, operators; Ruth Bell, cashier. Waltzer, park owned; Ralph Moore, operator; Lew Piper, assistant; Francis Wilderman, cashier.

## Goins Manages Pool

Miniature Railway, Roy Estes, operator; Mabel Randall, cashier; Teeter Dip, James Porter, owner; G. H. James, operator; Thelma White, cashier. Fun House, James Doncaster, manager; Earl Wheeler, Jimmie Naughton; Mildred Manley, cashier. Seaplanes, park owned; Charles Young, operator; Elsie Moore, cashier. Skyrocket Coaster, L. F. Ingersoll, Jeff Sampson, Mrs. Costello, all of St. Joseph, Mo., owners; Holt Coffee, manager; Ed Mayer, back brake; R. L. Mulkey, re-rides; Robert Martin, front brake; Mrs. E. R. Sherard, front cashier; Constance Moutkain, checker; Skooter, Joe Cirincione, manager; Fred Brown, A. Barone, operators; Lena Silvers, cashier. Shooting Gallery, Anthony Accurso. Auto Racer, park owned; Eddie Morbaner, operator; Thelma Berents, cashier. Heyday, park owned; Marion Moffitt, Raymond Overgard, operators; Aelne Williams, cashier. Tumble Bug, park owned; Clark Scott, W. F. Harmon; Katherine Innis, cashier. Crystal Pool under management of Bert Goins.

Pop-corn stands, operated by Charles Howe; in charge of Gladys Silvers. Cotton candy, P. W. Deem. Coney Island stands, ice-cream fountain, park operated; William Young, A. George. Root beer stand, Miss Trotter, Miss Snow. Fountain, Irene Hooker, Bernice Allum, Maxine Jacobs, Juanita Pierce, Lucille Lewis, Jean Joslin, Anthony Biello; Chloe Walton, cook; Jack Ferguson, porter; John Fisher, assistant. Park electricians, B. H. Beasley, Lyle Milligan; Neoma Porter, relief cashier.

## Games Again to Howks

Mr. and Mrs. George Howk have all game concessions again and the lineup looks better than in many a year, all newly flashed and with several new ideas. They have operated these concessions since the park was built, also operating in other parks. In the 15 stands are Jack Moon, Joe Fryer, Tom Casey, Lenora Barnett, Leona Hallenback, Alyene Piper, Margaret Seavy, Bill Park, Dorris McWain, Pete Sparks, Leona Timmus, Bob Sparks, Lova Hallenback, Bennie Casey, Joe Farquhar, Edith James, Honus Howk, Melvin Graham, Anna Daje and Dorothy French.



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# NEW N. Y. BILLS IN

## \$3,000,000 Now Asked for W. F.

**Fed participation sought following veto by President of \$5,000,000 act**

WASHINGTON, May 29.—A new bill calling for an appropriation of \$3,000,000 for federal participation in the New York World's Fair of 1939 was introduced this week by Representative Matthew J. Merritt, of New York.

New bill provides for \$3,000,000 instead of \$5,000,000, asked in the original bill that was passed by both houses but vetoed by President Roosevelt on the ground that the expenditure was not in line with his current budget plans.

Measure also would place federal participation in the hands of three cabinet members, the secretaries of agriculture, commerce and labor.

## Alabama State Show Contract for Young

CHICAGO, May 29.—Members of Alabama State Fair board met here a few days ago to purchase the grand-stand show for this year's fair in Birmingham. Present were F. T. Strider, general manager; Carl J. Sedlmayr, Frank P. Duffield, Doug Baldwin and John A. Sloan.

Ernie Young was awarded the contract. Show, he said, will include a revue, fireworks spec, Jack Palmer Henderson's Band, Four Hazel Mangan Girls, Joe Jackson, Joe and Pete Michon, Dobas Troupe and Jess Libonati Trio. This is said to be the most pretentious show ever contracted by the board, who express great optimism for the 1937 annual.

Mr. Young said signing of this contract gives his office the largest list of State fairs it ever has booked, other contracts being for North and South Dakota State fairs and those of Tennessee, Nashville; Missouri, Sedalia; Mississippi, Jackson, and Illinois, Springfield.

## Chilhowee Park, Knoxville, Sees Changes for '37 Event

KNOXVILLE, Tenn., May 29.—East Tennessee Agricultural and Industrial Fair will see several changes in Chilhowee Park at the 1937 annual.

Old midway grounds was sold by the city this week. New location for shows will be filled-in site of the old lake, bringing exhibits and midway much closer together. City has about completed work of filling in the old lake.

Roller Coaster was torn down recently by order of Chancellor A. E. Mitchell. Fair association plans to replace it with permanent Merry-Go-Round, Airplane Swings and smaller rides.

## Wisconsin Is in on Expos

MADISON, Wis., May 29.—The Legislature approved three bills to set up committees to plan for Wisconsin participation in the 1939 Golden Gate International Exposition, San Francisco; New York World's Fair in 1939 and 150th anniversary of establishment of Northwest Territory. Each committee will receive \$2,500 for expenses and will be composed of three assemblymen, two senators and five citizens to be appointed by the governor. Members will receive no compensation except for expenses.

## Social Security Act

Questions and Answers on the Social Security Act will be found in the circus department.

## Expo Interference

DALLAS, May 29.—Several unscheduled comeoffs have marked rehearsals here of *Cavalcade of the Americas* for Greater Texas and Pan-American Exposition. One rehearsal was halted when one of the highly sensitized amplifiers picked up a local station broadcast and furnished cast members with the unique experience of watching Columbus land to the tune of *Sugar Blues*. Another rehearsal was blasted when horses ran away with a coach in which Geraldine Robertson, the star, was riding and went several blocks before being stopped.

## Black Forest To Reopen Second Season in Dallas

CHICAGO, May 29.—Black Forest Village, operated by R. J. Sipchen Amusement Company, will open its second season at Greater Texas and Pan-American Exposition, Dallas, on June 12.

Besides its regular ice show, spot will have several intermission acts. Headlining opener will be Rosita Royce in her *Dove Dance* and Frank Barden, emcee. Ernie Kratzinger's Ork returns to the dance section and Black Forest strolling quartet will continue to entertain outdoor diners.

Village has been renovated and new games and shops installed.



THESE FIGURES IN THE FAIR AND AUTO RACING FIELD were at a recent conference in offices of A. R. Corey, secretary of Iowa State Fair, Des Moines, and secretary of the International Motor Contest Association. Left to right: Aut Swenson, secretary of American Booking Agency; Secretary Corey; John A. Sloan, president and general manager of American Booking Agency, who succeeded his father, the late J. Alex Sloan, and Bill Breitenstein, vet fair and auto race publicist.

## 400-Acre Island Will Be Unsalted As Site for '39 Golden Gate Expo

SAN FRANCISCO, May 29.—A 400-acre island will be given a bath when Treasure Island, site of the 1939 Golden Gate International Exposition, is made ready for the show. With a \$1,300,000 horticulture program, fair officials must unsalt the sand reclaimed from bottom of the bay before trees, shrubs and flowers can be transplanted. This is done by a process called leaching, keeping ground continually soaked and drained until the last grain of salt has scoured back to sea.

Reclamation of the island at a cost of \$3,803,000 is 95 per cent completed, said James J. Walsh, chief of the division of reclamation. Task has entailed placing of 20,000,000 cubic yards of black sand and other materials inside a three-mile seawall built with 280,000 tons of rock. Deadline for completion is July 1.

Construction of the first two main exhibit palaces at cost of \$800,000 is

## Dallas Ready For Previews

**Conditioning work is being rushed for expo opening—Rader is police chief**

DALLAS, May 29.—Previews and open houses are being set for the week preceding opening of Greater Texas and Pan-American Exposition on June 12. A formal preview dinner, at \$10 per plate, will be staged in Pan-American Casino on the night of June 11. Louis Bovis announced a preview dinner in the International Club, formerly Falstaff Tavern, owned by Harry Harrison, on the night of June 8.

Opening casino show will go into rehearsals in the new building on Monday, as a special train will bring the Chester Hale Chorus. George Marshall and his executive staff and opening program stars from New York Sunday night. In the party will be Ted, Flo-Rito's Orchestra, Stan Kavanaugh, Three Sailors and Borrah Minneviton's Harmonica Band. Auditorium housing the casino is being refurnished in blue. A luxurious cocktail bar has been installed in the foyer by (See DALLAS READY, on page 49)

## Trailer City Set for Sedalia Fair

SEDALIA, Mo., May 29.—Secretary Charles W. Green said the first Trailer City here will be provided for visitors who bring modern trailer homes to the 37th annual Missouri State Fair. It is thought to be the first project of its type at a State or district fair.

It will accommodate 200 or more trailer homes, space to be allotted by a superintendent, in a plot near center of the fairgrounds. Electric power lines are being installed, with individual drops ready for cable connections. Water and sanitation will be conveniently located for exclusive use of trailer residents during fair week. A charge of \$1 per day for each trailer will cover entire cost.

Plans were made because of a growing prevalence of trailer homes at leading fairs by performers, concessioners, exhibitors and tourists. Necessity for such arrangements was discussed at the annual meeting of the International Association of Fairs and Expositions in Chicago last December.

## Paris Exposition's Bow Is Symbolical

PARIS, May 24.—Paris International Exposition of 1937 is slated to be officially inaugurated today by the President of France.

As majority of pavilions are not completed and only a few exhibits installed, this opening is symbolical rather than real. It is possible that the exposition will be about ready for visitors by mid-June.

Politics and labor troubles are largely to blame for delay in terminating construction for the exposition, originally slated to open on May 1, and which still promises to be novel and highly interesting.

## Topics Listed by Ohioans For Midsummer Conference

COLUMBUS, O., May 29.—Midsummer conference of Ohio Fair Managers' Association will be held in the Deshler-Wallick Hotel here on June 11 at 1 p. m. It is announced by President I. L. Holderman, Dayton, and Executive Secretary Mrs. Don A. Detrick, Bellefontaine.

Session is for "an exchange of ideas and suggestions for mutual benefit." Topics for discussion include *The Social Security Act as it Affects Our Fairs*, *How Are You Dividing Your Advertising Budget?*, *Educational Features Available From the State and Racing—How Can the Rules Be Better Enforced?*

Summer sessions are attended by members of Ohio fair boards and horsemen and allied interests.

## Summer Activities Planned On Upper Sandusky Grounds

UPPER SANDUSKY, O., May 29.—Numerous planned activities this summer on Wyandot County Fair grounds, reports Secretary Ira T. Matteson, will include Boy Scouts' encampment; Agricultural Society Day, with program and fireworks, proceeds to go to lighting system fund; WLS community talent entertainment, sponsored by county 4-H Clubs; two days of 4-H Clubs' camps; and a big Elks' picnic on Labor Day.

Prospects are called better for the 1937 fair, also last year's annual was most outstanding in its history. A dining hall and stage will be built.

Last year a unique rustic barn for the colt show was built of poles donated by farmers. Electric tower erected in 1936 across from the grand stand has six large headlights and six loudspeakers. Lighting much of the grounds and speakers being heard more than a mile.

## Barnes-Carruthers Gets Shreveport and Lincoln

CHICAGO, May 29.—Barnes-Carruthers Fair Booking Association has secured contracts for the entire grand-stand shows at the State Fair of Louisiana, Shreveport, and Nebraska State Fair, Lincoln. It will furnish revue and acts.

# Landscaping, Lights Improved For Opening of Ft. Worth Fiesta

FORT WORTH, Tex., May 29.—Work on Frontier Fiesta grounds is progressing steadily but not rapidly, since opening is still nearly a month off. A most effective change has been made thru addition of shrubs and trees, giving appearance of a park. Last year only a few shrubs and trees were planted, owing to shortage of time. Spot where Monkey Mountain was last year is to have a fountain and be set off by a lighting display lasting 20 minutes each time, another of Carlton Winckler's ideas.

Paroff Trio, high pole; Madame Aile and Company, trick shooting act in which an auto is used, and Great Cedora, girl who rides motorcycle in globe, have been signed by Billy Rose for the free show in the Last Frontier arena. Canvas front of this is being painted white. Rifle Range, last year across from Casa Manana, has been moved to the triangle near Jumbo building in location of Milk Bath last year.

## Old Composers To Play

Melody Lane, 45-minute show slated for Jumbo building, is to feature Euday Bowman, author of *Twelfth Street Rag*; Paul Armstrong, who wrote *Sweet Adeline*; James Thornton, writer of *When You Were Sweet Sixteen*; Joe Howard, who authored *I Wonder Who's Kissing Her Now*; Harry Von Tilzer, who wrote *A Bird in a Gilded Cage*, and several other composers, playing their own compositions.

Sixty-six towns are entered in the sweetheart contest, said Boyce House, who is in charge. Contest finals in Crystal Ballroom of the Texas Hotel on June 5 will be open to the public after ticket holders are in. Raymond Harrington, in charge of local ticket sales, said 207,000 were placed with civic organizations and business firms for distribution first week of the campaign. Will K. Stripling, president of the Fiesta Association and president of a department store here, signed for purchase of 50,000 tickets, largest block sold in advance this year. Several other department stores are handling books for sale.

Giant red, white and blue pinwheels that lined the block-long entrance to the grounds last year are again up and turning. A 75-foot flag pole has been erected for use in the finale of Casa Manana Revue. Battleships, also to be used in the finale, are to be the gondolas of last year, revamped with

electric motors. Test lights have been put into trees of Firefly Garden.

## To Tour Five States

A tour of Texas, Oklahoma, New Mexico, Arkansas and Louisiana is being planned for June 13-19 to boost opening of the show on June 26; 100 reservations are being sought for the trip, which will cost \$100 per person. All-States Club, prominent in publicity for the show last year, is to reorganize. Closer relations between Fiesta officials than existed during last year's centennial should be effected this year if the club is to function successfully, members decided at the initial meeting.

Margaret Hall, director of special events and days, spoke over WBAP on May 22. All local stations are using announcements daily. West Texas Chamber of Commerce Building is to house a collection of relics connected with history of West Texas as well as 180 panels showing its resources.

## Support Pa. Show Addition

HARRISBURG, Pa., May 29.—Agricultural interests are reported to be uniting behind a move to enlarge State Farm Show building here. Proposed additions include a Coliseum seating 10,000, exclusive of arena; cattle display sheds, dormitories for vocational school participants and offices for exhibitors. General State Authority will be urged to make an appropriation. State Farm Show commission and Farm Products Show committee have appointed committees to press for funds.

## Board Adds to Attractions For Annual in Van Wert, O.

VAN WERT, O., May 29.—Preparing for an even bigger annual than that of 1936, which was one of the most successful, board of Van Wert County Fair here will offer its most pretentious program, said Secretary N. E. Stuckey.

Acts will include George V. Adams Rodeo Company and attractions from Barnes-Carruthers and Gus Sun Exchange and others, appearing day and night. Purses again total \$290 for light and heavy horse-pulling contests. Seven running races will feature one day and harness races the other four days.

A new horse-show barn, 150 feet long, is nearing completion, as is a hog and sheep pavilion, 150 by 150 feet. Grand stand will be enlarged if time permits, and a new entrance and repair of numerous buildings are planned.

## N. J. Fireworks Control Act Is Signed by Governor

TRENTON, N. J., May 29.—Governor Harold G. Hoffman has signed the fireworks bill, Assembly 3, regulating pyrotechnic displays thru municipal control.

Act prohibits sale, possession or use of fireworks except where license has been obtained from local governing body after investigation of proposed use by fire and police chiefs of municipality. Requires \$2,500 bond be posted by licensee. Municipalities permitted to grant licenses for displays to be conducted by the municipality itself or by amusement parks, fair associations, religious or civic organizations or other organizations or groups approved by municipality.

## Akron, Ind., Prospect Good

AKRON, Ind., May 29.—Akron Agricultural Fair Association had its most successful fair in 1936 and prospects indicate that 1937 will surpass last year, reports Secretary F. M. Fultz. A horse barn, 66 by 190 feet, was built last year at a cost of \$2,000. It was paid for and a substantial balance left to start the 1937 fair. Barn was leased for winter to Cole Bros.-Clyde Beatty Circus as quarters for more than 100 head of baggage horses. Several cars of cinders have been distributed during the winter in improvements to grounds.

DES MOINES—Iowa State Fair grounds here will have International Motor Contest Association's first major auto races of the year on June 6, said A. R. Corey, secretary of the fair and of the IMCA. It will be the first time auto races have been held on the grounds on Sunday and fourth time events have been held ahead of the fair. International Sweepstakes, Coronation Derby and Gold Cup Handicap will be outstanding events.

# Fair Grounds

ABERDEEN, S. D.—Brown County commissioners have taken over Tri-State Fair grounds here, 153 acres, and said to be largest in the State. Plant is known as one of the finest in the State and now is property of county taxpayers. A 100-foot bar has been installed by the Saddle Club for thirsty patrons during pari-mutuel races.

DOVER, O.—Construction of a cinder track in the infield on Tuscarawas County Fair grounds was assured when county commissioners agreed to grade the track and haul cinders from nearby steel plants. The board is planning to improve barns on the grounds, which, with the cinder track, will make winter training of horses possible.

HARLINGEN, Tex.—Plans for Latin-American Day at Lower Rio Grande Valley Mid-Winter Fair here are in the hands of Mexican leaders in the valley, said Fair Manager Sidney Kring. Much wider co-operation is expected this year, as dates do not conflict with any other set program in the territory, he said. Fair will have free acts and other attractions, live-stock show and commercial and citrus exhibits.

ELYRIA, O.—Harness racing at 1937 Lorain County Fair here will be supplanted by the largest Junior 4-H Fair ever held in the county, said Secretary J. Lewis Mathis. There will be County Children's Day, Merchants and Manufacturers' Exposition, Lorain County Pageant, bathing beauty contest, horse



IRA T. MATTESON has been an official of Wyandot County Fair, Upper Sandusky, O., more than 46 years and is now active as secretary of the sponsoring agricultural society. Grounds are being constantly improved and will be used this summer for numerous civic and community events prior to the annual fair, for which great preparations are being made.

Boys' 4-H Clubs, 62 Girls' 4-H Clubs and the Future Farmers. One large building is entirely devoted to displays by the granges and farmers' unions. The free fair does not have racing and free entertainment is offered near and in exposition buildings day and night. Officers are H. T. Hesse, president; R. M. Banks, vice-president; R. G. Scott, treasurer; Ed L. Moore, manager.

LEIPZIG, Germany—Leipzig Trade Fair on August 29-September 2 will mark the 1,978th session of the exchange, which has been held without interruption for more than 700 years. More than 5,000 newest products of Germany and leading producing countries (See FAIR GROUNDS on page 48)

**THE STRATOSPHERE MAN**

World's Highest Aerial Act.

Available for Fairs, Parks, Celebrations. Address: Care of The Billboard, Cincinnati, Ohio.

**ACTS AND REVUES FOR FAIRS — CELEBRATIONS AND INDOOR SHOWS**

**SIDNEY BELMONT**

Fullerton Bldg., St. Louis, Mo.

**WANTED**

Rides and Concessions or Complete Carnival

**LOGAN COUNTY FAIR**

Stapleton, Neb., September 15-18-17.

Write, Wire or Phone **RALPH FIFIELD.**

**WANT**

HIGH-CLASS ACTS FOR FAIRS and July 4th. Can use Flying Act, Comedy Acts, Troupes doing three or more acts. Write, giving full details. **WILLIAMS & LEE, 464 Holly Ave., St. Paul, Minn.**

**NOTICE!**

Change of Fair Dates.

**BRODHEAD FAIR, INC.**

FROM Aug. 18-19-20-21 TO AUG. 11-12-13-14.

J. MONTE ROBERTS, Sec'y., Brodhead, Ky.

**ALL RECORDS BEING SMASHED BY OUTDOOR SHOWS**

Follow the leaders. Take advantage of NEW ideas, NEW Attractions, NEW Novelties, NEW Wonders and NEW Innovations by consulting us for your needs. Remember that

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**WANTED CARNIVAL**

**For NORTH IOWA FAIR, Mason City, Iowa**

Week of August 23, 1937. Want 10 Rides and 10 or 12 Shows with plenty of Concessions if clean. One of Iowa's best fairs from standpoint of attendance. Write at once.

Will book Independent Shows and Rides if carnival is not available.

Write F. G. MITCHELL, Secretary, Mason City, Iowa.

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FOR PARKS, FAIRS, AND ALL OUTDOOR CELEBRATION

From the Door of Our Factory, Offered To You Anywhere.

Will call on your committee if notified. Our 1937 Catalogue is now available free. "We put PEP in Our Fireworks."

**ILLINOIS FIREWORKS CO., Inc., P. O. Box 792, Danville, Illinois**

# Courtesies at the Fairs

By A. L. Putnam

I THINK that without a doubt every fair manager has to a greater or lesser extent had some fair patrons, either during a fair or after, mention the fact that some fair employee or some other individual who is some integral part of the fair has hurt their feelings and pride by some act or remark.

Usually during a fair everyone is busy and at high tension, but even tho this



A. L. (ARCHIE) PUTNAM, secretary-manager of Northern Wisconsin District Fair, Chippewa Falls, is widely known in the fair field outside of the Badger State. He has been active in fair work and varied outdoor amusements about 17 years, his first connection having been with the former Northern Wisconsin State Fair in Chippewa Falls.

is a fact we should realize that a certain percentage of fair patrons are not familiar with regulations and methods in the conduct of fairs. We advertise and ballyhoo our attractions, inviting people to come thru our gates and contribute the necessary admission, wishing them to be in a happy mood to enjoy our efforts. In fact, they are our guests and there is a certain liability on every fair association to see to their comfort, entertainment and enjoyment.

It is a pretty good plan to have all fair employees assembled before the opening of a fair and to have one or two of the officers of the fair give them a thoro outline as to their duties and to stress the proper handling of fair patrons, especially as to courtesy.

## On First Impression

Let us start at the main entrance gates, more especially the automobile gates. There is usually a congestion there which causes difficult handling by drivers of automobiles in starting and stopping and it is very disconcerting to drivers of cars, many of whom are not accustomed to traffic jams, to have some officer, guard or gate attendant shouting and cussing, even to the point of insulting these people who make fairs possible.

The first impression is always a lasting one. When your patron has cause to become angry at some discourtesy at your

outside gates he is not in the receptive or spending spirit. Traffic police, guards, superintendents of all departments and their assistants and the main office are no exception. All should be willing to produce a smile, meet an inquiry and give directions in a courteous manner.

Cleanliness and sanitation of grounds and buildings, especially toilets, should be given explicit attention. It is very easy to have ground crews start at 4 or 4:30 a.m. and have their work done before gates open so that early arrivals will find the grounds spick and span to greet them every day. Toilets should be given special consideration. Attendants should be, especially hand-picked—local help under supervision of fair managements, not professional traveling attendants. It is embarrassing and even insulting to some people to enter toilets and have some attendant panhandling, trying to force service on them, looking for tips and, upon not receiving them, passing out insulting remarks. This is especially true when rural people are ridiculed, as I have seen.

## Grand-Stand Cleanliness

Fairs grow into people's blood from childhood. The urge is developed as an annual event and in nearly everyone's life the circus and the annual fair are looked forward to. People usually come dressed in their best apparel and there should be further thoughtfulness on the part of fair managements in seeing to methods of keeping down dust on roads and walks and especially making certain that grand stands are kept neat and orderly. That means not only sweeping floor and aisles but that dust be wiped from the seats. Let us all pay a little more attention and keep things inviting. Observe courtesies and thoughtfulness shown in theaters.

Now just a thought to our concessioners and show people. Let us all get into the spirit of this. Let us be courteous even at times when some patron may try our patience to distraction. Every rumble on a midway is not the fault of some showman or concessioner, even tho the impression of the public runs strong to that belief. All fair patrons are not of the type we hope for them to be. But a fair management always has officers to remove such undesirable and a report to the proper officials will handle the situation without some individual having to take the matter in his own hands.

## Co-Operation of Troupers

We who have been around the lots a good many years have learned to love and like the showmen and the concessioners who are necessary to every fair. Let us all try to work as one brotherhood and purge ourselves of the undesirable. Each fair has its individual regulations, which in general are quite similar.

Troupers should co-operate with each

association to the extent of producing proper credentials at all gates when required and not try to crash every gate, expecting attendants to remember and pass them. Every fair man knows a pass is a curse at best. However, if you have one, use it as intended. Making a good fellow of yourself to some local who is not entitled to one only leaves a bad aftermath after the fair. Gate receipts are necessary to keep our fairs operating. Co-operate to the fullest with each fair you are privileged to play.

Let us be a little more thoughtful in the handling of our fair guests.

A "Thank You" and a smile  
Builds "Good Will,"  
Well worth while.

## Fair Elections

HARLINGEN, Tex.—Lower Rio Grande Valley Mid-Winter Fair incorporated with Stanley B. Crockett, president, and Sidney Krings, vice-president and general manager of Harlingen Chamber of Commerce, secretary-treasurer-manager.

SEVIERVILLE, Tenn.—Sevier County Fair Association elected J. B. Waters, president; Burt Ketner, vice-president; John McMahan, secretary-treasurer; E. W. Paine, Elmer Watson, S. M. Yett, Cy Thurman, Ray Sharp, finance committee.

ABERDEEN, S. D.—Brown County commissioners appointed on Brown County Fair board F. B. Stiles, C. R. Willison, Robert Wheatling, George Ernst, C. L. Scaman, and Had J. Tallman, who was secretary of Tri-State Fair Association in 1932-'33, as secretary-treasurer.

MOBILE, Ala.—Greater Gulf Coast Fair Association re-elected President Fournier J. Gale and Secretary E. T. Rosingrant.

IONIA, Mich.—Clarence D. Wardle was named president of Ionia Free Fair Association on May 20. Other officers elected include Fred T. Wortman, vice-president; Fred A. Chapman, secretary; Leo McAlroy, treasurer; Harry Gemund, member of board.

FRANKLINTON, La.—Washington Parish Fair Association re-elected Daniel T. Cushing, Bogalusa, president. Other officers: Mouton Bickham, J. A. Richardson, L. H. Mullins, J. W. Ford, J. B. Lindsley, Mrs. D. R. Johnson, vice-president; W. J. Willoughby, general manager; W. O. Burris, treasurer; L. R. Mills, Bogalusa, secretary.

SMITH'S Superba Band, Gastonia, N. C., booked thru George A. Hamid, Inc., has added to its route fairs in Woodstock, Galax and Petersburg, Va.; Greensboro, Hickory, Salisbury and Shelby, N. C., and Orangeburg, S. C.

## Lynchburg Court Asked To Search World for Missing Stockholders

LYNCHBURG, Va., May 29.—Circuit Court has been asked to extend its arm halfway around the world in a search for missing heirs or assigns of holders of 30 shares of Interstate Fair Association stock so the organization can wind up its affairs.

One of the persons sought was last heard of in the Philippine Islands, another was reported to have been seen in Central America and others are believed to be in the Far West.

A petition asking the court to take a hand in closing out business of the association, which sold its grounds and buildings to the city last year for \$30,000, has been filed by Judge Joseph P. McCarron, Mosby G. Perrow Jr. and William Rosenberger Jr. on behalf of the board of directors.

The directors listed as plaintiffs are Frank A. Lovelock, secretary; D. L. Taylor, J. E. Jackson, J. J. Hughes Jr., Irving Lynn, N. B. Handy, Senator Carter Glass, H. O. White, Dr. Mosby G. Perrow, Judge McCarron and W. W. Manley.

Defendants named in the suit are Courtney Williams and Mrs. George D. Brooks in their own right; unknown

heirs of S. H. Taylor, unknown heirs of Aylde B. Almond, unknown heirs of Frank H. Almond, unknown heirs of Dr. P. H. Casey, unknown heirs of S. H. Johnson, unknown heirs of A. A. McKorkle; unknown heirs of N. T. Williams, "manager"; unknown successors or assigns of Jones-Terry Foundry Machine Company; unknown heirs of Charles E. Jones and Gus Terry, owners of the foundry company; successors or assignees of the H. Silverthorn Company, unknown heirs of partners of the H. Silverthorn Company, Mrs. J. S. Hoitwick and "all parties unknown having or claiming any interest in the capital stock of the Interstate Fair Association."

The notice of motion sets out the company, which was chartered in April, 1905, was granted the right on October 27, 1936, by the State corporation commission to dissolve. Since then an effort has been made to pay all debts and obligations, attorneys say.

To its known stockholders the association has paid \$14 a share, reserving \$1 and \$1.50 a share for contingencies and costs pending a final distribution of all assets. The heirs and assigns of 10 stockholders, with 30 shares of stock, yet remain to be paid.

## FAIR GROUNDS

(Continued from page 47)

tries will be exhibited, including those of the United States. Some 200,000 business men from 74 countries will attend. Business recovery is indicated by increased sales of the last fair which totaled \$200,000,000, of which \$64,000,000 was for export to all parts of the world.

HARRISBURG, Pa.—Pennsylvania House of Representatives passed a bill appropriating \$75,000 for a State commission for the New York World's Fair in 1939 to co-operate with private exhibitions and arrange a State exhibit.

ELBERTON, Ga.—I. V. Hulme, executive secretary of Elbert County Fair Association, announced a larger premium list is being prepared and that an exhibit building has been erected for farm products.

WARRENTON, Ga.—Lightning set fire to a new exhibit building of Warren-Gibson Counties Fair on May 20. Efforts will be made to replace the building for the fall fair, said R. F. Fowler, secretary of the fair association.

DONALDSONVILLE, La.—County and home demonstration agents associated with South Louisiana State Fair met here to revise the 1937 premium list, as improved conditions and the fact that it will be the silver anniversary have caused efforts for record-breaking exhibits and premiums. Secretary-Manager R. S. Vickers said he would announce the grand-stand program soon.

COMO, Miss.—Members of Mississippi Live Stock Association and officials of spring live-stock shows having voted unanimously to form a State circuit of live-stock shows in a half dozen Mississippi cities with a State climax at Mississippi State Fair, Jackson, Paul Newel and C. J. Godell, Mississippi State College, were appointed to draft plans, prepare premium lists and set dates. Leaders of a half dozen associations took part in the gathering, presided over by Mott Headley, vice-president of the State group.

ST. JOHN, N. B.—Value of wiring stolen from buildings of St. John Exhibition recently is much higher than originally estimated. Replacement will cost about \$600, said G. W. Frost, secretary-treasurer-manager. Three youths were arrested and one given a jail term. Directors are "fed up" on the many thefts in recent years and will ask that future offenders be dealt with severely. Practice of importing a band from Boston and New York to accompany acts, including the revue in front of the grand stand, will be abandoned. Decision has been made by the association to hire only local bands.

IRON MOUNTAIN, Mich.—A complete set of new buildings, including 3,500-capacity grand stand, 250-foot concession building, exhibition building and cattle barns, is in readiness for 1937 Free County Fair, said Art Lonsdorf, county agricultural agent, who added that 20,000 attendance is expected.

## ATLANTIC CITY

(Continued from page 43)

putting over Sunday afternoon dancing for first time in history of the city. Eddy Morgan is scheduled to go into Million-Dollar Pier.

Jack Buehler, back from Miami, will again handle publicity for the Tuna Club. Recent Tall Cedars' convention drew 10,000, while announcement is made by Convention Bureau Director Al Skean that the American Medical Association convention next month will draw 22,000 delegates, largest in its history, with Auditorium as headquarters.

## OPENING WEEK

(Continued from page 43)

waiting for the theater to open is succeeding.

Concessions are under management of the Gardens front office, with exception of Spill-the-Milk, photo machines and guess-weight. Bally on these is kept to a minimum to conform to the Gardens' policy and they are doing nice business.

Eltch Gardens Theater will open on June 12, with Kenneth MacKenna and Barbara Robbins in leads of *Reflected Glory*. George Sommes will direct and Brad Hatton is stage manager. Theater was first opened in 1892.

**TO LET  
MIDWAY AT PITTSFIELD,  
N. H., FAIR**

September 2-3-4.  
To responsible Carnival making best offer.  
G. F. MITCHELL, Sec'y, Pittsfield, N. H.

**WANTED**

CARNIVAL IN CONNECTION WITH  
COUNTY FAIR  
Sponsored by American Legion Post No. 17,  
FIRST OR SECOND WEEK OF OCTOBER.  
PAUL MILLER, Adjutant, Dublin, Ga.

**WANTED RIDES**

FOR PAYNE COUNTY FREE FAIR,  
Stillwater, Okla., September 7, 8, 9, 10, 11.  
Only high-class outfits need apply.  
W. CROWWELL, Secretary.



# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

**DUO SPINNERS**, Woodie and Christine Allentown, Pa., report their trick roller-skating act has been working steadily with bookings ahead. Recent dates were in Castle Garden, Americus and Traylor Hotel Sky Terrace. Manager of the act, Robert Oswald, is a vet skater and manager of Dorney Park Rink, Allentown.

**FOUR SKATING MACKS**, American roller skaters, are in Liseberg Park Gothenberg, Sweden.

**JOHN DAVIDSON**, noted roller skater, has been appointed in charge of the new roller rink in Hershey (Pa.) Sports Arena in Hershey Park. A maple floor has been installed, covering the entire surface used for ice skating last winter. New rink was opened on May 23, starting a season of public skating every night and Saturday, Sunday and Holiday afternoons.

**ARCADIA GARDENS RINK**, Chicago, has a new maple floor. With exception of time needed for redecorating, the rink will operate all summer.

**SKATING CARTERS**, former residents of Fitchburg, Mass., have started a tour of Canadian roller rinks. They will also fill a few vaudeville dates in Canada, having recently completed a successful engagement at the Brown Derby, Boston.

**SPRING business** has been holding up well, there being no noticeable decrease in skaters in Winland Auditorium, East Liverpool, O., reports the Wood-Dillon Company, operator. Rink will remain open for skating Sunday, Tuesday and Thursday nights and Sunday matinees. After closing on August 1 for redecorating and sanding, the rink will re-open soon after Labor Day. Management will add rental shoe-skates to equipment next season.

A 100-HOUR roller-skating grind by the "Masked Marvel" was a good draw on May 17-21 in his Cinderella Club, Rock Hill, S. C., reports Irving Berman, who has been in the night club field five years.

"J. G. SHUMAN, Shuman Amusement Company, Sandusky, O., informs that he opened his Crystal Lake Park Rink, Marion, O., for summer on May 11 and opened at Buckeye Lake Park, O., on May 15, both spots doing well," writes Armand J. Schaub Sr., Cincinnati. "I met him while attending the national amateur championship meet in Arena Gar-



**MISS RETTA HEIDRICH**, musical conductor and organist in Norwood Roller Rink, Greater Cincinnati, evidently has introduced swing music in tempo popular with skaters there. She has been affiliated with Norwood Rink, managed by Edward J. Von Hagen, since its construction a few months ago. She has been organist in theaters in Cincinnati and Covington, Ky.

dens, Detroit, and he is a member of the new Roller Skating Rink Operators' Association of the United States. I am glad to know that the organization is ready to co-operate with all rink men of the nation and believe that it will stand for favorable legislation and take an interest in any legal matters pertaining to the industry."

**TRIANON ROLLER RINK**, only one in Alliance, O., operated by Art Mallory, Eastern Ohio amusement park executive, closed for the season. It operated four nights and Sunday afternoons weekly. There was a special night thruout the season for colored skaters and the innovation proved popular.

**GLENDA JOY and Lucky Sharp** performed during May in new Alaskan Roller Palace, Wichita, Kan. Bruce Rayl is manager and Jack Benson in charge of the floor. There are sessions nightly with three on Saturdays and Sundays.

**IN BUCKEYE LAKE PARK RINK**, near Newark, O., new equipment has been installed, floor resurfaced and instructors Jack Shuman and Howard Force are organizing classes for dancing on skates.

**DOLAN'S Casino Rollerway**, Billerica, Mass., had a summer opening on May 16 which drew capacity and put all skates out early, reports Al Riley. Owner Frank Dolan will add skates to supply the demand, he said. New skating surface was ready for the opening. Sessions are daily except Thursday and Saturday. Waltz and two-step classes will be started in June, with fun nights and weekly races.

**BILL HENNING** writes that he is on leave of absence as skate technician of Armory Rink, Chicago, and is working for the summer in Riverview Park, Chicago, as assistant manager of Palace of Wonders Show No. 1. He will return to the rink after the park season. Fred Helsler, general manager of Armory Rink, engaged Vi Swanson for the post at the rink until fall. Joe Laury, floor manager in the Armory, will remain until he goes on vacation with his wife to California in June.

**ED DONLEVY**, manager of Riverview Roller Rink, Chicago, reports success with the rink's club nights. Monthly memberships for half a buck entitle members to 10-cent admission on club nights and reduced rates at other times.

**EARL VAN HORN**, manager of Mineola (L. I.) Rink, took two busloads of skaters from his rink for an evening in Circus Gardens Rink, Philadelphia, on May 23. He advises that his rink will be considerably enlarged during summer and that a new-type organ will be installed in the fall. Van is devoting two and a half hours every Sunday to instruction in figure skating and is readying a skating revue to show its stuff at close of the present season.

**BEN MOREY'S Riverview Rink**, Pennsylvania, which opened for a two-day

preview on May 14, opened with regular daily sessions for the summer season on May 29. New lighting system and Spanish-type stucco entrance are among numerous improvements.

**ED RUTH**, who closed his Trenton (N. J.) rink and moved into the dance pavilion in Clementon (N. J.) Park, has a tastefully decorated rink and is anticipating a big summer season.

**DANCE HALL** in Alcyon Park, Pitman, N. J., having been enlarged and a new floor laid, Manager Roberts, who has a roller rink at Rainbow Lake, will open the park spot as a roller rink.

**FAIRGROUNDS Roller Rink**, Wheeling, W. Va., will begin a series of kids' roller derbies on June 4, running to June 19. Cash, bicycles and roller skates will be given as awards. This is the first event of this type ever held in Wheeling and promises to be a huge success, it is said.

## DALLAS READY

(Continued from page 46)  
The National Hotel Management Company, holder of the catering contract.

## Collins Takes Show Boat

**W. J. (Billy) Collins**, last connected with Graham Enterprises bought the old Stanley Graham Show Boat with company contracts and will operate it with *Murder in the Old Red Barn*. Mrs. Ruth Fox, wife of Phil Fox, exposition ticket sales chief, has been named press agent for the show as well as for the adjoining Bowers, bought from Graham recently by Nat D. Rodgers and Emmett McConnell. Mr. Graham disposed of his two midway holdings to devote full time to management of International Midget Circus.

Biggest current midway job is remodeling of old Streets of Paris Into Road to Rio, under direction of Walter Herzog. About 75 men are at work. Facade will be a replica of a Spanish castle. Company rehearsals are being directed by Alexander Oumansky in near-by Hall of State.

Remodeling is under way on the Ripley Believe-It-or-Not Odditorium, and Manager J. Ed Brown said O. C. Pyle, owner, and Fred Davis are expected to arrive from Cleveland in a few days to inspect the setup. Al Jackson, head lecturer, and Mrs. Jackson have arrived and S. M. Cook, auditor, is expected from Los Angeles.

## Employees Are Finger-Printed

An application for a contract to erect a Motordrome at end of the midway on site formerly occupied by Streets of All Nations was made by Speedy Babbs. Expo turned down another application to operate a nudist camp, it was said.

Conditioning work is being pushed along the midway at Little America, Mayflower Doughnut Shop, Mueller's Restaurant and Black Forest. World a Million Years Ago, a Dufour & Rogers show, is up in the former site of Warden Lawes' Crime Show.

Lieut. Charles Rader, former relations chief and official greeter of the Dallas Police Department, was named chief of exposition police. He was bodyguard to many prominent persons attending the Texas Centennial last year. His first job upon taking office was to begin fingerprinting every employee on the grounds, work to continue until all employees' prints are on record.

With rehearsals running every hour of the day, Producer A. L. Vollmann, of

*Cavalcade of the Americas*, said running time has been trimmed to 58 minutes.

## Jeweled Keys for Opening

Jeweled keys to the master lock of the front gate, made up of \$75,000 worth of precious stones, have been sent to chief executives of the 21 Pan-American nations. At opening ceremonies each nation's key will have to be turned by an official representative before the lock will respond. President Roosevelt received his key early this week, and President Cardenas of Mexico was sent his key by Ambassador Najera, who was in Dallas on May 21 with American Ambassador Josephus Daniels, both of whom spoke at a foreign trade week dinner with Director-General Frank L. McNeny of the exposition. Two troupes of Indian entertainers will perform as a special event on Anadarko (Okla.) Day on June 27, Promotion Director Frank Watson said.

Joe Rogers has returned from a two weeks' rest voyage to Honduras. Lew Dufour, Rogers' partner, flew in from Cleveland, stayed a few days and returned to that city.

## WITH THE ZOOS

(Continued from page 45)  
had done—leave Susie there "for the school children of Cincinnati" as long as she is given her present good care. Filing of the will of Robert Sullivan led to disclosure of something that not everyone knew, the gorilla belonged to him, not the Zoo. Peter J. McCarthy Jr., attorney for the executors, said that this was definite. Several years ago Susie was offered to the Zoo for \$4,500, but money was not available, so Sullivan bought her. Howard Sullivan said he understood his brother had been offered \$27,000 for Susie by Chicago Zoo and \$25,000 by Detroit Zoo and that a promoter associated with A Century of Progress in Chicago had offered him \$500,000 for the right to display her for the two years of that event. All offers were turned down.

**DETROIT**—Detroit Zoological Park, which opened the season on May 22, has many new attractions, including reptile exhibit, kindergarten for lion, bear and tiger cubs, 150 monkeys on monkey island and a large number of babies, which include a llama, peccary and tapir and six chimpanzees in Joe Mendi Theater. About 1,000 native American snakes are housed in the new reptile exhibit, consisting of four pits with perpendicular walls. These are under supervision of Joseph Jones, who assisted in capture of many of them in Florida last winter. No poisonous varieties have been admitted. Lions, bears and tigers in the kindergarten share quarters with a dog. Chimp show troupe is made up of Little Joe and Jessie and the newcomers, Boots, Tommy, Nelly and Buddy.

**LOS ANGELES**—Zoopark has added to its personnel a new animal trainer, Joe Arcaris, formerly of Benson's Wild Animal Farm, Nashua, N. H., and Salt Lake City Zoo. Capt. Frank Phillips, lion trainer, has returned from a hospital. Dana A. Barnes, who has been doing commercial photography in New York, joined California Zoological Society as zoo staff photographer. Five tiger cubs were born, three to Lady and Pasha, Bengal tigers, and two to Sumatra and Rajah, Sumatran tigers. In a film depicting circus life of 1856, soon to be released, theatergoers will see, in addition to many Zoopark animals, Olga Celeste, Melvin and Leslie Kooontz, Charlie Hule, Joe Metcalfe and Bud White, Zoopark trainers and attendants, reports Henry Raub.

## Incognito

**PHILADELPHIA**, May 29.—A well-dressed, heavy-set young man entered Philadelphia Arena during the Seltzer Transcontinental Roller Derby recently and asked to be permitted to try out the track, ostensibly with a view of joining the troupe, tells E. M. Moorar. He jogged around for about half an hour and was given much advice regarding things necessary for competition, after which he departed, promising to return. Later members of the troupe and spectators were to learn that the visitor was Malcolm Carey, son of Jesse (Pop) Carey, and holder of the one-mile professional record as well as several others at longer routes—and were their faces red!

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WRITE FOR SAMPLES.

## Cetlin-Wilson In Blowdown

60-mile gale hits show at York, Pa.—night club revue is complete loss

YORK, Pa., May 29.—A rainstorm, propelled by a 60-mile southwest wind, which descended like a great wall of iced water upon the Cetlin & Wilson Shows' midway here last Wednesday at 8 p.m., caused a blowdown, the severest in the show's history. It was believed that the loss will run into several thousand dollars. The new Paradise Night Club Revue was completely demolished, with not a piece of the 90 feet of neon-lighted front left for repair.

Managers Cetlin and Wilson immediately pressed 25 men into service clearing away the debris after the storm had spent its force and soon had the remaining shows opened for the mass of people that thronged in to see the wreckage. Cetlin and Wilson said they could not give an exact estimate of the damage done at this time. "We are, however," they declared, "already making plans for a bigger and better Cetlin & Wilson Shows."

### Showmen To Meet July 20-21

PARIS, May 24.—Preceding the International Convention of Outdoor Showmen, July 22 and 23, a National Convention of showmen, under the auspices of the Liberte Forain and the Union Commerciale des Marches de France, will be held here July 20 and 21.

The annual one-month street fair at Nancy groups large number of big rides and shows, including Scenic Railway, Five Auto Scooter rides, Caterpillar, Aero Cars, Roman Races, Whip, Kiddie rides, the big Pourtier Circus, Van Druyssen Sisters (fat girls), Zoo Menagerie, museum of anatomy, motorcycle wall and girl shows.

Big street fair at Clermont Ferrand has 65 attractions, such as Figure 8 Coaster, three Auto Scooter rides, Ferris Wheel, Pezon's Menagerie, Campe's sea lions, Funhouse, girl, freak, illusion and flea shows.

### Conklin on Flying Trip In Quest of Attractions

NEW YORK, May 29.—J. W. (Patty) Conklin, operator of the Conklin All-Canadian Shows and manager of the Canadian National Exhibition's new midway, paused a day in this city this week as part of a "flying scouting trip" in quest of attractions for the CNE.

Conklin reported that his show has enjoyed good business when the weather behaves and that the CNE midway is lining up in first-rate fashion. Conklin left here Wednesday for Boston, then to Chicago and points west. Trip will take in visits to the Cleveland Exposition, Tom Mix Circus, Stanley Graham's Midget Circus and other outdoor shows.

### Tilley Amusement Company Incorporated

LADD, Ill., May 29.—The Tilley Amusement Company of this city has been incorporated with 1,000 shares at \$1 per share, it was learned this week. The incorporators are Joe Tilley, G. R. Warren and D. Warren.

The purpose of the organization is to provide amusements, rides, shows and concessions, indoor and outdoor carnivals, etc. Attorney Paul Perona is the correspondent.

### Edwards Attractions Have Good Opening

WOOSTER, O., May 29.—Completely revamped, considerably larger and replete with innovations, the J. E. Edwards Attractions (see EDWARDS ATTRactions page 53)

### Social Security Act

Questions and Answers on the Social Security Act will be found in the circus department.



HELL DRIVERS, "TEXAS ZEKE'S" THRILL SHOW with Johnny J. Jones Exposition, is illustrated in a partial front view by this photograph taken recently in Johnstown, Pa. The Hell Drivers is rated as one of the newest of the modern carnival attractions and it is apparent from the front view that it is at least facaded with some new ideas, noticeably the balcony style ballyhoo stage high above the heads of those beneath, on which are parked some half dozen or more motorcycles which are used by the "Thrill" performers in giving their exhibitions on the inside in a mammoth inclosure. Those who posed on the ballyhoo stage on this occasion were Rev. Edward L. Reed, rector St. Mark's Episcopal Church, Johnstown, and his choir boys and girls, who were guests of the management of the Jones organization. Right are Walter A. White, general manager; E. Lawrence Phillips, general director, and Mrs. Hody Jones of the exposition, who sponsor the Hell Drivers as an innovation in the field of carnival amusements.

## Carnivals Converge In Detroit Area

DETROIT, May 29.—Pontiac, 20 miles north of here, took the center of carnival interest locally this week, when two big shows played the town simultaneously. Mighty Sheesley Shows brought in about the biggest midway currently in this section, aside from the Goodman Wonder Shows, which moved from Oakman and Grand River to the old circus lot at West Vernor and Waterman avenues, under Veterans of Foreign Wars auspices. W. G. Wade Shows were also at Pontiac.

Goodman Shows, playing what is probably the biggest carnival engagement in Detroit in 12 years, have enjoyed only relatively mild success. Original opening was hampered several days because of local restrictions requiring replacement of electrical wiring not meeting the Detroit standards, which appear to be unusually severe. Show was handicapped by a dime gate, free midway having been the rule in Detroit for so

many years that a show coming in with a pay gate is unable to overcome local prejudice.

F. L. Flack's Northwestern Shows had a big Sunday at Michigan and Lovett avenues after being rained out on the opening Saturday.

Second carnival fire in two weeks destroyed five concessions on the Murray & Learber Shows, operated by Lester Davis. Davis replaced his shows with temporary equipment and immediately ordered new canvas and new equipment. Loss was estimated at about \$1,200.

### Fitchburg Is Good Spot For Stanley Bros.' Shows

FITCHBURG, Mass., May 29.—Stanley Bros.' Shows concluded a successful week's engagement here May 22 despite inclement weather. Rain the first three nights kept the crowds away, but shows, rides and concessions reported a good business for the last three days.

The Santanellos, free act, came in for much patron approval here.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Linen Wash, Ind.  
Week ended May 22, 1937.

Dear Onion:  
This about cleanest spot show has ever played. We were all clean both physically and financially when we left here. Town located on banks of Great Lake Michigan. So close to shores many of the tent stakes were driven 10 feet out into water.

Auspices Tub and Suds Club's annual Laundry Queen Coronation. This auspices selected over 10 other committees just to pacify a good many of our lady performers that were getting homesick for number three wringer in drying room. Manager Pete Ballyhoo gave a pep talk to entire troupe, saying: "Should any of you decide to return to your first love, the laundry, you will find conditions changed. You will be lost with new and modern electrical equipment that has taken place of old. This would throw you back to marking and assorting room again, starting you from tubs and washboards up."

After meeting of committee it was decided to let any and everyone with laundry experience enter the queen contest. Office posted a notice to effect that girl that turned out biggest wash (on show) would represent shows as a contestant.

Monday was just a set-up day. But Tuesday found every actress on lot up and at it. Rule that laundry done was to be free of any charge so as not to commercialize art was rule that brought out dirty clothes. All day long they ran to lake and then back to their tubs. A pile of laundry as high as Twin Ferris Wheels was stacked up and rinsed.

This included many of show tops as well as bally clothes off rides.

Tuesday found contest at a fever heat. Every ride resembled a washline, while flat cars on siding were covered with silk lingerie. By night water line of lake dropped 56 feet.

Wednesday night featured posing girl was in lead by six bally clothes, four pair of overalls and no brassieres. Thursday fan dancer led by eight coaches having contacted linen of sleepers. Cat Rack Lizzie vied for honors by registering 300 neatly done up bundles. After a close examination of each bundle she was disqualified, due to her running in 100 wrapped dummy hams.

Friday night's feature was a parade of contestants led by Modern Steam, followed by 6 Chinese laundries, 10 hand wash women, chambermaids from Elite Rooms that had also studied art and our 370 showgirls. Immediately after parade 100 of local laundresses were joined out. This gave us best go.

Saturday night at 10 p.m., with all laundry fresh and clean piled on lot, contest was about to close. At a rough estimate I would say 15,000 tons of starched, 27,000 tons of wet wash and 23,000 tons of flat work filled entire midway. Checkup was under way when a cloudburst hit show chasing everybody home. Sixteen box cars were leased to carry plunder to next town, management claiming it as their reward.

When show pulled out of town 370 showgirls and 100 new ones wept in their berths over their lost opportunity.

MAJOR PRIVILEGE.  
P.S.—Long Live the Queens! M. P.

## Potter Lauded At MSA Dinner

More than 200 persons pay homage to retiring police censor

DETROIT, May 29.—More than 200 persons, including many outstanding public officials, attended the testimonial banquet tendered Lieutenant Lester Potter, police censor of the Detroit Police Department, by the Michigan Showmen's Association at the Lindbergh Room of the Barlum Hotel here May 26 as an expression of the high regard in which he is held by members of the association. Lieutenant Potter, who has been a member of this city's police department for more than 30 years, will retire from the service May 31. He held the position of police censor for 27 years and is at present one of the directors of the Michigan Showmen's Association. President Leo Lipa presented Potter with a Gladstone bag, a gift from the members.

Principal speakers were Judges Harry Keldan, Thomas Murphy, Ralph Leddy, James Jeffries and Richard Reading, city clerk of Detroit. Prominent showmen in attendance were Max Goodman, Captain John Sheesley, Earl Cody, J. C. Goss, Jack Dickstein and A. H. McQueen and Leonard Simon, attorney for the association.

Lieutenant Potter gave a short talk in which he thanked the members of the association and expressed his appreciation of the knowledge that he had made so many friends among theatrical folk.

## Jupe Pluv Dogs EJC Shows' Heels

ST. JAMES, Man., May 29.—EJC All-Canadian Shows, which opened their season May 12 at St. Boniface, Man., to cold weather and fair business, opened in this city last week with inclement weather still dogging their heels. Rain and cool weather prevailed here. Show presents an eye-pleasing sight with all new fronts. Shows, banner lines and electrical wiring are also new.

Staff: E. J. Casey, owner and manager; Stan Rodway, assistant manager and secretary; Red Walker, advance and The Billboard agent; Ford Braden, chief electrician; Fred Mackenzie, assistant electrician; Tom Boarder, watchman.

Rides are owned and operated by the show, with the following in charge: Chair-o-Plane, Art Curtis; Merry-Go-Round, Sailor Larsson; Big Eli Wheel, Mike Keyes; Jim Major and Balg Knott. Shows: Illusions, Professor Valjean and Mrs. Valjean; Ten-in-One, Leonard James, ventriloquist; Ernie Willis, electric chair; Jerry Smith and Gordon Anderson, snakes. The Desert Shows, Art Wells and Bill Phillips.

Concessions: Cookhouse, Mr. and Mrs. Tiny Cottam; darts, Bill Carter; hoop-la, Joe Carter; golf, R. Creazy; striker, Clarence Burrows; ball game, Darry MacCair; ball game No. 2, Ernie Fortier; penny pitch, R. Merat; big six wheel, Fred Prescott; candy floss and pop corn, Ted Casey; one-to-six wheel, Robert Kerslake; air guns, Jake Bailie; palmistry, Mrs. Wilson and Mary Wilson; bingo palace, Mrs. Ford Braden and Sid Whitechurch; grocery wheel, Clifford Brown; sound truck, Ford Braden. Reported by Red Walker.

### Model Shows Get Fair Dates

WILLIAMSBURG, Ky., May 29.—Model Shows, Inc., were recently awarded contracts for the Springfield, Lawrenceburg and Shelbyville, Ky. fairs, according to W. R. Harris, general manager. Show has also been contracted to play the Hawkinsville, Ga., fair.

### Delany's Cuban Biz Fair

HAVANA, Cuba, May 29.—Patrick Delany has just returned here after having presented his illusion shows at Guira de Melena, Guanajay, Camito and San Antonio de los Baños. Show comprises Electric Chair, Burning a Woman Alive, Cuban Pinhead, the Turtle Woman and Professor Rawa, mentalist. Pat reports business as being fair.

# 15 Years Ago

(From The Billboard Dated June 3, 1922)

With business fully up to expectations, Clarence A. Wortham's World's Best Shows were making first stand of a two-week engagement in St. Louis. . . . Emulating motion picture and baseball interests of country and anticipating those of dramatic field, a coterie of representative carnival managers banded together and were organizing a central bureau, with headquarters in Washington, for purpose of stabilizing industry, standardizing and advancing interests of legitimate organizations and abating and ultimately abolishing "rogue elephants" in game. . . . Rao Bros.' Shows were playing their second week in Wilson, Okla., before taking the Frisco road into the Western oil fields of Oklahoma. . . . Beasley-Boucher Big United Shows completed first five weeks of their season at Park City, Utah, to satisfactory business. . . . Billie Clark's Broadway Shows were enjoying good business in Pennsylvania territory. . . . Brown & Dyer Shows had just concluded a successful nine-day engagement at Hamtramck, Mich., under St. Anthony Y. M. Club auspices. . . . Original Raymond closed his act in vaudeville and took the attraction to Nat Reiss Shows. . . . Burns Greater Shows opened to swell business in Connersville, Ind., during the G. A. R. convention there. . . . Mau's Greater Shows had just concluded a successful week's stand at Shoals, Ind., despite inclement weather.

Despite three days of rain, Johnny J. Jones Exposition's second and final week's stand in Pittsburgh was highly successful. . . . Harry Row, who had been handling the press for Dodson & Cherry Shows, closed with that organization and returned to Chicago. . . . Con T. Kennedy Shows were playing Decatur, Ill., to excellent business. . . . California Exposition Shows were meeting with a great deal of cold and wet weather in Massachusetts. . . . O'Brien Bros., independent promoters, and their staff were making preparations for staging of mammoth Polish Pageant of Progress and June Joyance at Baltimore.

Two new feature shows had just been added to the DeKreko Bros.' Shows at Mt. Pleasant, Tex. . . . When the World at Home Shows played Bellevue, Ky., three smiling faces made their appearance in the editorial sactum sanctorum of *The Billboard*. They were the amiable midgets, Ike and Mike, and Ray Marsh Brydon, who had just joined the carnival.

## Ellman Shows Open; Report Excellent Business

KENOSHA, Wis., May 29.—Business at Anderson Park has been excellent and the show will remain here until May 30. Following is show's roster.

Staff: Charles Ellman, manager; Francis Ellman, secretary and treasurer; Ray Bevanner, lot superintendent; Jimmy Frank, electrician; John Kovach, mechanic, and John Rose, scenic artist.

Rides: Merry-Go-Round, Elmer Christenson, foreman; Mary Petowski, tickets. Ferris Wheel, Johnny Winsted, foreman; Teddy Goetz, tickets. Mixup, George Kowatch, foreman; Joe Czar and Chuck Pauacet, tickets. Loop-o-Plane, Henry

Ellman, owner and manager; Mrs. Ruth Ellman, tickets. Motor Scooter, Mr. and Mrs. David Prevost. Kiddie Autos, Roland Bologna. Kiddie Airplanes, Speedy Elmer.

Shows: Crazy House, Charles and Francis Ellman, owners; John Smith, tickets. Hawaiian Show, Veter Lelle, owner and manager; Boots Lelle, Dolly Vogt, dancers. Neola, Doc Foster, owner and manager; Clyde Brown, inside lecturer; Shorty Jack Nelson. Pennsylvania, Mr. and Mrs. S. W. Lake, Joe Kois. Athletic Show, H. Spline and Jimmy Deurteal.

Concessioners: Mickey Stark, Robert Anderson, Lorraine Shields, Mrs. R. DeRay, Mrs. Robert Anderson, Leona Leonard, Leonard Angelo, Ralph DeRay, Peter Safer, L. Binto, Larry Loucks, Pete Egner, E. Don, Marguerite Mathias, Red Taylor, H. C. Webb, Fat Howard, Ray Swauner, Mr. and Mrs. O'Brien, M. M. Simons, Floyd Phillips, June Peoples, Syl Battiste. Reported by Jimmy Franklin.

## Michigan Showmen's Association

156 Temple Street

DETROIT, May 29.—Many prominent showmen have visited the club's headquarters during the past week. Joseph Streibach, secretary of the Showmen's League of America, spent several days here and in Windsor visiting with Patty Conklin and the various shows in this vicinity.

Patty Conklin, accompanied by some of the members of his show, and Max Goodman and members of his staff, including Harry Logan, also visited the clubrooms.

President Leo Lipka announced that a visitor's card (good for one week) is being given to nonmembers to enable them to pass some pleasant hours in company with members.

Harry Ross, who left for a visit to Boston, is expected to return shortly. Dave Pickard, who is with the Conklin Shows, sent his regrets for being unable to get over to the club. He has been busy at the show helping to get it in shape for this year's tour.

After the dinner tendered Lieut. Lester Potter, police censor, by this organization, plans for a membership drive and arrangements to raise money on the Fourth of July week for the purpose of increasing club activities will be made. House committee is still functioning under Frankie Hamilton, chairman.

On pleasant evenings the clubrooms remain closed between the hours of 6 and 10:45 o'clock. They are then open until the wee wee hours of the morning. All members of other clubs thruout the country are invited to visit the clubrooms when in the city.

## Philadelphia

PHILADELPHIA, May 29. — William Glick's new Ideal Exposition Shows and Marks Shows are showing Camden this week and both report good business. Glick has constructed an entirely new show and is using plenty of light. Organization is motorized, using 20 new trailers, and is hauled by Chevrolet tractors, 16 of which are 20-foot trailers. Others are 24 feet. Artistic and original ideas are featured in the fronts. Marks Shows have many original ideas in fronts and plenty of light and class in the shows.

Larry Nathan has joined the Glick Shows as second agent. He was connected with Izzy Hirst during the winter season. M. H. Baker is in charge of the fleet of trucks and trailers on the shows, while C. Jack Shafer is doing a good business with his Penny Arcade.

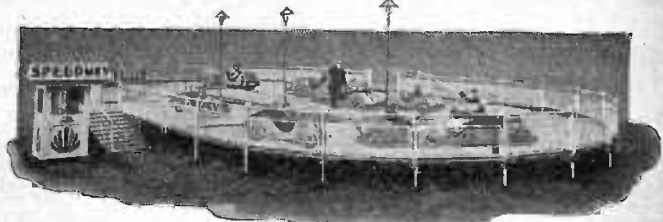
Art Eldridge, who has the monkey circus with Marks Shows, purchased two lions and will enlarge to make an animal show. Roy Jones is the efficient second advance man with the organization. He also does banners. Shows have a sound truck on front and a band under front door marquee, making a regular circus flash.

Whitey Sutton has the Circus Side Show with the Glick Shows, and George Van Arden, with Mrs. Jack Kelly, has the mentalist act. Mrs. William Glick has the frozen custard and penny pitch concessions.

Joe Payne and Paul Lane, who have lines of concessions with Marks Shows, are doing an okeh business.

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A SURE, BIG PROFIT-MAKER AT LOW COST!



Perfectly controlled, all autos stop at one time when operator pulls a lever. Individual 2-Passenger Racing Type, Gasoline Driven Autos, operating on the banked speedway platform. For portable or permanent use. 45x90 Speedway complete with 12 autos, load readily on 3 wagons. The perfect ride with proven, enormous, public appeal—facts show 80% of business from adults.

Our plant is working day and night—get details quick for early delivery.

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GOOD CANDY—Flashy Colored Boxes. FOR Shooting Gallery, Fish Pond, Blum Spinels, Country Store, and all Concessionaires using **GIVEAWAY MERCHANDISE** Choice of Boxes—"Arabian Nights," "Days O' Gold" and "High Jinks." \$10.00 per Thousand Packages. \$2.50 per Case of 250 Packages. 25% Deposit With Order.

**CASEY CONCESSION CO.**  
1132 S. Wabash Ave., Chicago.

## LOOK---BILL HAMES SHOWS---LOOK WANT SHOWS AND CIRCUS PEOPLE

Wanted—White Musicians and Circus Performers that can do two or more acts. Producing Clowns. One capable Ring Master and other Useful Circus and Show People. State lowest salary. Long season. Like to hear from 2 Cornets, 2 Trombones, 1 Bass, 1 Baritone, 2 Drums, one that can Double Brass on program; Ground Acts, Aerial Acts. Tell all first letter what you can do and will do. Can place Free Act on Midway. For Sale—Single Loop-o-Plane, Caterpillar, Whip, 8-car, and Lindy Loop. Route to those interested.

**BILL HAMES SHOWS, P. O. Box 1377, Ft. Worth, Texas.**

## AT LIBERTY

On account of misunderstanding, Organized Hawaiian Show, with flashy wardrobe and costumes. Would like booking for the balance of the season on a reliable railroad show. Write or wire your propositions.

**ROBERT MANSFIELD**

Care Strates Shows, Binghamton, N. Y., this week.

## WESTERN STATES SHOWS WANT

Minstrel Show People or will book organized Minstrel Show with or without equipment. Can also place good Grind Shows and good Show Talkers. This show stays out until December. Have fifteen fairs and celebrations with more celebrations to follow in the fall in Texas. Can use Unborn Specimen. Have wonderful territory for Frozen Custard Machine, will book. Volenting Brothers can use a girl in Flying Trapeze Act.

ADDRESS JACK RUBACK, Trinidad, Colo., May 30-June 5.

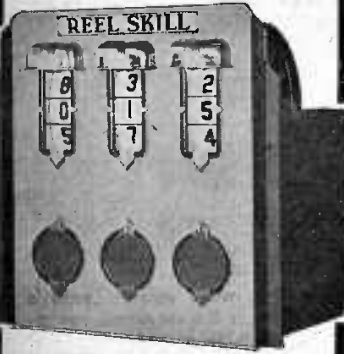
**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**

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FOR SALE OR RENT  
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**VANDERHERCHEN, INC.**  
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**DARE-DEVIL OLIVER**  
WORLD'S PREMIER HIGH DIVER.  
A Guaranteed Attraction.  
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Permanent Address, Tonawanda, N. Y.

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AUTOMOBILES—MOTORIZE YOUR SHOW  
Write  
**CHARLIE T. GOSS**  
with STANDARD CHEVROLET CO.,  
EAST ST. LOUIS, ILL.

# REEL-SKILL



## SENSATIONAL BALL GAME! 3 BALLS FOR 10c

Be first to cash in on this hottest and newest sensational grind store!

Can be flashed with the highest quality merchandise. Operates on percentage so you know how much merchandise to throw out for amount of play. Game is played by throwing baseballs from a distance of 6'. Women and children find it easy and fascinating—yet ball players go for it in a big way!

No high-powered ball queens needed—any inexperienced agent can clean up top profits easily. Flashy 4'x4' front, plated trimmings, light-up effects, that players can't resist! Large Score Cards furnished.

Reports prove that REEL-SKILL will be the top grind store in any park or show. Write at once for prices and details. IMMEDIATE DELIVERY.

**ELLIOTT PRODUCTS CO.**  
3017 Carroll Ave., Chicago, Ill.

# Rosters of Carnivals

(As Reported by Show Representatives)

### Johnny J. Jones Exposition

JOHNSTOWN, Pa., May 29.—Following is the roster of the show at this stand. Staff: E. Lawrence Phillips, director; Walter A. White, general manager; Tom Allen, assistant manager; J. C. Simpson, general representative; J. C. Thomas, special representative; Arthur Atherton, treasurer; Ralph Lockett, secretary; William Timothy Needham, M.D., staff physician; Starr DeBelle, press representative; David Traugott, advance car manager; James McElhaney, general lot superintendent; L. Reeves, creative artist; Dave Sorg, chief electrician; Tom Salmon, building superintendent; George Shannon, transportation master; Dell Lamkin, motor equipment superintendent; James Darrock, assistant trainmaster; W. S. Couch, sound truck and general announcer; Joe Pearl, mail man and The Billboard agent.

Shop and Mechanical Departments: Paint Shop, L. Reeves, superintendent; Norman Newman, assistant pictorial artist; Arthur Krause, decorator; Tom Dougherty, Electrical Department; Dave Sorg, superintendent; Vernon Marshall, T. E. Marcum, Robert Bell and Harvey Hall, electricians; Andy Kranick, Delco plants. Mechanical Department: James McElhaney, superintendent; August Christ, shop foreman; George T. Brown, tool department; Dick Wiedman, blacksmith. Tractors: Charles Hughes, foreman; Ray Cuesta, I. G. Bailey and George Hall, drivers. Draft Stock: Earl Bell, boss hostler. Elephant Barn: Ed (Dad) Copeland, trainer. Office Chauffeur: Shelley Cade. Dining Car: Johnny Harrison, manager; Norman Edwards, head waiter; Alphonso Williams, chef; Jimmy Williams, steward. Sleepers: Jennings Gray, head porter; Roosevelt Leath, George Jackson and James Tate, porters. Train Crew: George Shannon, superintendent; Rufus Hardy, Leroy Jones, John Adams, J. D. Smith, Bob Linsey, Tommy Thomas and Alvo Williams.

Main Gate: Mesdames Dell, Lamkin, Edward and Leer, ticket sellers. Shows: Oddities of the 20th Century, Carl J. Lauther, manager; Woodrow Olson, talker; Paul Sprague, lecturer; Lee Hayford and Herbert Wallberg, tickets; Elfreda Fisher, assistant lecturer; Dot and Skinny, Georgia hillbillies; Dorothy Lanier, flexible lady; Adele Noll, electric chair; Mrs. Carl J. Lauther, astrologist; Scotty, iron-tongue marvel; Professor George, human pincushion; Lobello, alligator-skin boy; Jessie Franks, lady bag puncher; Percilla, featured oddity; Milga, tattoo artist; Darkest Africa, six tribes represented; Jo-Ann, annex attraction; Jack Rogers, bally clown; Duke Edwards, pygmy; Dale Phillips and Iola Grass, utility; Milton Wright, chef. Nudist

Panorama: Carl J. Lauther, owner; Al Fisher, manager; Harry Davis and James Rudell, tickets; Charles Holmes, music. India: Carl J. Lauther, manager; Joe Slimmons, talker; Dareas Lanier and Al May, tickets; Larry Koutz, lecturer; Bob Moser, magician; Mrs. Jack McBride, Lydia Snooks, Hazel Nelson, Beatrice Hagen and Betty Morris, illusions; Zeldia and Doc White, mentalists; Chandu Shop, Annex, Carl Martin. Fat Girl: Dolly Dimples Geyer, fat girl; Frank Geyer, manager; Buddy Rush, talker; Marvin Baker, tickets. Gay New Yorkers: Karl J. Walker, manager; Paul C. Jones, secretary; Howard M. Withers and John Onneallas, talkers; George Bishop and Bob Barnard, tickets; Walter C. Sewell, piano; Paul B. Lane, violin; Bob Beatty, bass; Dusty Himes, guitar; James Dwyer, trombone; Bill Phillips, trumpet; P. C. Jones, drums; Bill Tryall, emcee; Happy Bennett, comic; Patsy Gordon and Lillian Snyder, dancers; Rose Marie, singer; Louise Steel, acrobatic dancer; Georgia V. Padgett and Aleene Laravie, sister team; Irma Moore, specialty dancer; Jane Goodman and Betty Crowe, chorus; Bert Herman, electrician; Aaron Giddens, boss canvasser; Buster Stevens, James Clark, John Amburgy and Thomas Hall, canvassers. Texas Zeke's Hell Drivers: Zeke Shumway, manager; Virginia Shumway and Louise Shumway, auto drivers; Texas Zeke, auto turnover; Buford Sudath, Charles Wren, Jack Lester, Arthur Hust, Joe Anderson, Alfred Trapp, John Wimmer and Eddie Denese, motorcycle drivers; James Moore and Horace Phillips, tickets; Edward DeLaney, talker; Bert Whalen and Ed Whitney, clowns; Herbert Moran, canvas. Miss America: Bob Edwards, manager; Mrs. Bob Edwards, tickets; Margaret Luck, Joyce Dobbs and Boots Gouker, beauty models; Mary Jane Davies, Miss America; Jack Edwards, talker; James Walker, electrician. Temple Des Rhumba: William (Bill) Holt, manager and talker; Juan Citron, drummer; Rafael Rodriguez, guitar and vocalist; Angelo Osorio, mandolin; Johnny Munson, vocalist; Sam Kaneano, steel guitar; Marguarete Holt, hula; Carlos and Dorio, apache dancers; Sarita Rey, rumba dancer; Senorita Margarita, Spanish fandango; Carmen Rossa, vocalist; Dick Black, Earl Jones, David Stevens, Jimmy Little and Ed Walker, canvas. Royal Russian Midgets: Lee J. Young, talker; Anastasia Perfleova, manager of troupe; Mary Fillina, Pola Velikanova, Michiel Sokolsky, John Velikanova and Basil Fillina, Royal Russian Midgets; Eddie Adams, midget; Joseph Varolin, interpreter; Chester Cass, giant; Joseph M. Allen and Ted Weaver, tickets. Harlem and Dixie Revue: Louis Edwards, talker; Van Epps, producer; Isaac Huddleston, musical director; Eddie Brooks, trumpet; Eddie White, guitar; Leroy Davis, piano; James Blunt, Edward Letman and Osborn Strong, saxes; Haywood Collins, drums; Alvin Ambruster, trombone; Tena James, soubret; Mickey Watkins, Geneviva Ambruster, Dorothy Hodges, Tony Hogan, Babe Miller and Ozle Anderson, chorus; Geechee Palmer and Dusty Watkins, comedians; Joe Menter, dancer; V. Miller, costumes; Pete Wilson, boss canvasser; Freddie Kaplan, tickets; J. Nazam, Henry Williams and William Jones, canvas. International Crime Exhibit: H. G. Arenson, manager; Evelyn Frechette, feature act; Jimmie Ellison, lecturer; Ray Tarrant, tickets; Jimmie Pridden, boss canvasser. Monkey Speedway: C. Jack Shafer, operator; A. L. Wolfe, manager; J. E. Trout, mechanic; William Cumley, announcer; Dewitt Lawrence, track man; William Rockey and Donald Rick, tickets; Vernon Connor, electrician. Monster Pythons: Doc Warren, manager; Pete Ruddy, lecturer; Ralph Harrell, tickets. Funhouses—Bughouse: Harry L. Wilson, front; Richard Black, tickets; Thomas O'Brien, inside. The Giggles: Harvey Wilson, front; Robert Alexander, inside; William Scott, tickets. Penny Arcade: Mrs. Bertha McDaniels, operator; Jack McBride, mechanic; W. H. Thompson, boss canvasser. Rides—Rocky Road to Dublin: Bertha McDaniels, operator; Charlie Johnson, in charge; Johnny Hunter, trackman; Thomas Abney, donkey boy; Raymond Cooper, starter. Loop-o-Plane: Lee Cuddy, owner; Buena Couch, tickets; Richard Russell, foreman; Roland Peters, second man. Octopus: Lee Cuddy, owner; Mildred Cuddy, tickets; Carl Schultz, foreman; Dan Garner, second

# CAN PLACE

Aerial Free Act. Shows: Mechanical, Unborn or any strong Grind Show. Have outfit complete. Concessions: Scales, American Palmistry or any concession working for ten cents. Can Place Caterpillar Foreman, Concession Agents that can throw out stock. Denison, Ia., this week.

### CROWLEY'S UNITED SHOWS

JUNE FESTIVAL, GALENA, ILL.

## JOHNNY TOFFEL SHOWS

JUNE 7 TO JUNE 12.

Grind Stores wanted. Roy Duffy wants Agents. Address all mail to JOHNNY TOFFEL SHOWS. This Week, Mt. Carroll; Next Week, Galena, Ill.

# "BROADWAY SHOWS OF AMERICA" WANT

for TWO of THE OUTSTANDING DATES of the season: Monkey Circus, Coek, Illusion or Pit Shows of merit, Motordrome, Live Pony or good-appearing Kiddie Ride FOR week of June 7, AUSPICES CHARLESTON POLICE DEPT., Benefit New Crime Prevention Equipment FUNDS, Reynolds Street Lot in the Heart of Town. This is a strongly backed LOCAL EVENT! Also "OUR BIG 8-DAY 4th of July Celebration" at Spencer, W. Va. Strong local backing and showing in the newly built "CITY PARK", June 28 to July 5, inclusive. Free Fireworks Display Saturday, Sunday and Monday. Swimming Pool Contests and Special Events Daily. Both the above dates heavily advertised and ballyhooed via press and radio. Can use few more Concessions. All letters and wires to J. F. DEHNERT, General Director, or H. C. SMITH, Manager, Eskdale, W. Va., this week.

## WANTED

**THE BEST TALKER AVAILABLE**

Attractive Proposition—Long Season.  
One with Motordrome experience preferred, but not essential.  
Who or write

**BO SHERMAN, Beckmann & Gerety Shows**

May 31 to June 5, Kankakee, Ill.

June 6 to 12, Battie Creek, Mich.

# WANT WANT WANT L. J. HETH SHOWS, INC.

Shows: Auto Drome, Monkey Circus, Outlaw, Unborn, Coek. Rides: Loop-o-Plane, attractive proposition; Pony Ride, Sensational Free Act, Trombone Player for Colored Band, also Girls for Minstrel Show. Concessions: Candy Floss, Candy Apples, Pop Corn and Peanuts, Legitimate Wheels open. Bedford, Ind., week May 31st; Martinsville, Ind., week June 7th.

man. Caterpillar: Pearl Harvey, owner; Bill Keys, manager; John L. Miller, clutch; Walter Keys, Fred Nelmar and Amos Harvey, assistants. Scooter: R. E. Haney, manager; Fred Cox, Bob Terry, John Roberts, James Dill and William Wright, ridersmen. Merry-Go-Round: Fred Maurice, foreman; Kirk Jordan, clutch; Peter Costello and Carl Baker, tickets; John Jenkins, platform. Waltzer: Mrs. Josephine Veys, owner; Ernest Veys, manager; S. F. Harbin, foreman; John W. Dial, brakeman. Rides-O De Luxe: Charles E. Larkin, foreman; Archie Feathers, clutchman; William Campbell, gateman; George Bender, tickets. Heyday: Archie Moore, foreman; Clarence E. Brand, clutch; Al Cosby, platform; Joe Smithers, tickets. Lindy Loop: J. H. Logan, foreman; Raymond Kidler, clutch; Robert Children, platform; George Woods, tickets. Five Kiddie Rides: Danie Boyd, foreman; James Bond, assistant; James Roddy and Robert Hill; Mrs. Chester Cass and Mrs. Dave Sorg, tickets. Pony Track: T. A. Welch, owner; John T. Welch, manager; Robert Hillard, operator; Gannell Clinkscale, groom. Four Ferris Wheels: Al Wornvick, foreman; Chick Beaver, A. Demsky, James Johnson, Roy Dyer, Robert Webb, Robert Carlin and Roscoe Coster, ridersmen; Mrs. Charles Larkin, tickets. Free Acts: Mile, Anna, aerial ladders and golden whir; Prince Nelson, high wire; The Flying Otaris (eight people). Concessions—Cookhouse: Joseph Stly, operator; James A. Tierney, chef; Sanford E. Whitney, baker; Tom P. Felder, second cook; John Ogliore, griddle; Danny Edenfield, head waiter; John C. Boyle, William R. Laboon, Ted Schlemmer and Bill Brown, waiters; Joe Roler, F. Divebliss and Harold Byers, culinary department. Grab Stand No. 1: Willie Drawdy, in charge; Joe Miller, griddle; Grab Stand No. 2: Mrs. Joseph Stly, in charge; Baldy Everette, griddle. Frozen Delight: George Davis, owner; George McArthur, Aulry Daniel and Walter Bable, assistants. Country Store: Mrs. Walter A. White, owner; Frank Siebert, operator; Harry L. Taylor, assistant operator. Jessop's Pop Corn: Daniel R. Jessop, manager; Floyd Grady, Melvin Addison and Charles Kirkham, assistants. Photo Gallery: Mrs. J. O. Simpson, owner; Clarence Hunter, manager; Mrs. H. D. Hartwick, tinter; Bozle Whitehead, darkroom. Temple of Knowledge: Mrs. J. C. Simpson, owner; Mrs. Emmett Barfield, reader; Miss Averil Kruep and Robert Brock, tickets. Temple of Astrology: Mrs. Bootsie Paddock, reader-owner; Mrs. George Davis, reader; Harrison Scott, tickets. Long Range Gallery: Mr. and Mrs. W. R. Powers, owners-operators. Ball Games: Mr. and Mrs. W. E. Sincely, owners-operators, No. 1; Jess Jordan, agent No. 2; Frank Sheridan, agent No. 2. Milk Bottles: Tom Allen, owner; Helen McGowan, agent; Marguerite Wilson, agent; Mr. and Mrs. Augustine Focanti, operators. Fishpond: Cliff and Betty Bammel, operators. Ball Game: Mrs. E. Eriksen, owner; Bina Murpy and Edna Franks, agents. Pitch-Till-U-Win: Mrs. E. Eriksen, owner; John Cain, agent. Pitch-Till-U-Win: E. Eriksen, owner; Clifford Berry, agent. Pitch-Till-U-Win: George Dixie and F. M. Scruggs, agents; E. Dellabate, owner. Cane Rack: Mrs. Dellabate, owner and operator. Rack No. 1: Ceaser Shurbert, agent. Rack No. 2: Guess-Your-Weight Scales: Frank Sullivan, operator. Lipsky & Paddock Concessions: H. Paddock, business manager; Morris Lipsky, general manager; Eddie Coe, secretary-treasurer; Tom Sharky, stock man; Frank Hooper, general utility. Bird Wheel: J. Jacobson and Joe Hughes, agents. Corn Game: Eddie Coe, manager; Francis Scott, Charles Gross, Morris Fien, Mike Petranis and Donald McCrider, agents. Groceries: Furne Spain and Fred Karl, agents. Ham and Bacon: Phil Howard and Woodrow Jones, agents. Toys: Jimmy P. Allen and Howard Loughner, agents. Dolls: John E. Covington,

# STONEMAN PLAYLAND SHOWS

Can place at once, sober Ferris Wheel Foreman. Concessions open: Pop Corn, Ball Games, Fish Pond, Grind Stores, Miney Frite warts. Grind Store Agents. Playing mining towns. Joint wire. Jamestown, Tenn., week May 31.

## WANTED

Legitimate Concessions that don't conflict. Can place American Palmistry (must be white). Can place one more Grind Show, Corvum, Mich., this week under the Fire Dept., P.M.T. Mich., June 8 to 13, right down town under strong auspice. CARLSON SHOWS.

agent. Radio: Frankie Costello and Joe Hughes, agents. Add-a-Ball No. 1: Jack Yazoo, Dave Wallace and A. R. Major, agents; No. 2, Jerry Fox, James Drew, Freddie Wilson and Allen Jones, agents. Bowling Alley: Murry Newman, Herbie Howe and Johnny Cole, agents. Blowers: Paul Kleider, R. J. Reynolds, Paul Jones and Eddie Moyer, agents. Penny Pitch, Cane Rack and Hoop-la: Sol Wasserman, manager; Charlie Anderson, George Leach, Mr. and Mrs. Johnny Ayers, Mr. and Mrs. Ed McDermott and George Conners, agents. Prize Package Candy: Floyd Hesse, manager; Ethel Hesse, secretary; Charles Lipsey, Nate Mann, Otis Pleasant and Frank Hill, agents.

## American Carnivals Association, Inc.

By MAX COMEN

ROCHESTER, N. Y., May 29.—Within the next three days the association's Bulletin No. 3, covering the subject of surety bonds, will go forward to each member and a preliminary application for the 1937 supply of bond forms will be inclosed with it. These will be sent to members only.

In order for a member show to qualify for coverage by the surety company it is necessary that the preliminary application be filled out and the information requested be submitted to the ACA office. The information will in turn be turned over to the surety company for checking and the company will in due course advise the amount of coverage it will grant to each applicant. The information thus furnished to the ACA office is retained in confidence and will not be divulged under any circumstances.

Immediately upon receipt of the preliminary application necessary bond application forms will be sent each show for use when and if the same are needed, together with full instructions incident thereto.

In the last issue was mentioned an application for membership from Joseph C. Crouch, of La Fayette, Ind.. The residence should have read Lafayette, La.

Within the next few weeks we shall inaugurate our annual visitation program. Members are requested to communicate with us as soon as possible, advising their preferences as to where and when they wish us to visit their shows.

## Great Olympic Shows

LINTON, Ind., May 29.—The roster of Great Olympic Shows at its stand here, which ended May 22, was as follows: Staff: Andrew Speeris, owner and manager; C. E. Meeker, secretary and treasurer; Tex Lynch, special agent; Bob Martin, billposter; Elwood Evans, director of public relations; Mulligan Spriggs, electrician; Fats Long, lot superintendent; James (Swamp) Davis, mechanic; Joe Sturges, ride superintendent. Concessions: Mrs. Jimmy Davis, fishpond; Mrs. George Sherman, penny pitch; Mr. and Mrs. Tom Hale, corn game; Mr. and Mrs. Black, string game; George Moon, percentage; Henry Caruthers, long-range lead gallery; Jack Austin, short-range shooting gallery; Mr. and Mrs. L. C. Marshfield, clothespins; George Sherman, knife rack; Mr. and Mrs. Otis Cannon, picture machine; Cowboy Williams and Whitey Train, novelties; cookhouse, Lee Homsley, head chef; Roy Stevens, fry cook; Jeff Stevens, griddle; Jack Moore and Tilly Walker, waiters; Bob Moore, dishwasher; Phil Baker, yardman; Mrs. George Mitchell, mitt camp; Mrs. Bessie Smith, ball game.

Rides: Merry-Go-Round, Frank Hance, foreman; Jimmy Walker and Tom Addis, helpers; Mrs. C. E. Meeker, tickets. Ferris Wheel, Blackie Valentine, foreman; Carter Little, second man; Mrs. Valentine, tickets. Merry Mix-Up, J. F. Long, foreman; J. F. Long Jr., second man. Loop-o-Plane, Tiger Clarkson, operator; Mrs. Clarkson, tickets. Whip, Joe Sturges, foreman; Slim Carter, second man; Bloke Johns, Shorty Potter and Bill Evans, helpers. Baby Autos, Rusty Sterling, Pony Track, William Salo.

Shows: Side Show of Wonders, Mrs. A. Speeris, manager; Glen Gibson, talker; Frank Kentucky, tickets and second openings; Roy Bidwell, tickets; Chief Inferno, fire-eater; Pearl Harvey, double-bodied person; Curtiss Harvey, inside lecturer; Marie Sturges, mindreading; Ada and Anna Justice, illusions; Mr. and Mrs. Little Larkers, midgets; Indian Joe Goodman, glass and tack eater. Mickey Mouse, Mr. and Mrs. Elmer Carpenter, Funhouse, Mike Drummer, Nudist Colony, Pat Murphy, manager and talker; Joe Samson, tickets; Little Eva, Cora Dawn and Niki Harris, sun bathers. Athletic Arena, Henry (Gorilla) Daniels, manager; Iron Man Webster and Knock-out Riley, boxers; George Webster, fly-weight wrestler. Tarzan, giant ape, Carliss Martiniz, manager. Minstrel Show, Mack Hanson, manager and talker; Six Hot Shots, Slim Johnson, trumpet; Ernie Owens, drums; Dallas Little, bass fiddle; Homer James, trombone; Troy Clayton, piano, and Alex Ratcliff, saxophone; Ethel Hanley, Martha Knox, Gertie Blotts, Mrs. Mack Tilson, colored chorus; Hambone Frank and Little George Bottoms, dancers; Peggy Waters, blues singer; Joe Graham and Bill Davis, straight men. Crime Show, Doc Davis and Whitey Roberts, ticket boxes; Art Eaton, inside lectures. Marie's Revue, Charlie Russ, manager and talker; Buddy Russ, second opening and tickets; Bob Page and Johnny Jacobs, song-and-dance team; Marie Russ, feature dancer; Gypsy Ethel Page, tap dancer and blues singer. Reported by A. Speeris.

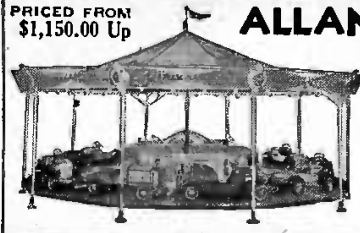
## Roster Harris Carnival

KOKOMO, Ind., May 29.—Staff: Roxie Harris, owner and manager; Bessie Harris, treasurer; Annabelle Whorley, secretary; Jack Doty, in charge of concessions; Mack Weaver, ride superintendent.

Concessioners: Al and Fay Fromuth, cookhouse; C. C. and Bertha Kent, crackerjacks and candy; Clint Brannon, radios and knives; Cliff Thomas, bingo; C. E. and C. L. Downs, hoop-la and cigaret shooting gallery; Florence Fisher, ball game; Jack and Anna Lee, darts; John Hauschild, high striker; Paul Rivolt, blankets; Charles Sloan, big wheel; Joe Neighter, photos and pitch-

till-you-win; Chick Wagner, hoop-la and ball game; Ed Ryan, ham and bacon; Bill Sullivan, electrician and candy floss; E. L. Purvin, pitch-till-you-win; Lee Lline, metallist booth; Jim Murphy, ball game; Froggy Murphy, bottle-breaking game; Fred Golding, country store. Bobby Harris is always on the job with *The Billboard*. Mrs. T. W. Harris handles the tickets on Chairplane. Joe Doyle and Dick Minks, penny pitch. Ruth Revolt, penny pitch. Gibson and Gibson's diving cats and dogs free act. Reported by George Cain.

PRICED FROM \$1,150.00 Up



## ALLAN HERSCHELL CO.

### 1937 DE LUXE KIDDIE AUTO RIDES

MORE THAN 130 SATISFIED OWNERS.  
"Made in three different sizes, for 1937. Model 'A' De Luxe 10-Car, seating 14 children, sells for \$4,350.00. F. O. B. North Tonawanda. Model 'B' De Luxe 8-Car, seating 12 children, sells for \$1,150.00 F. O. B. North Tonawanda. Special 20-Car Model for \$2,250.00 furnished on special order. Also Manufacturers of Blue Goose Kiddie Ride.

ALLAN HERSCHELL CO., Inc.  
NORTH TONAWANDA, N. Y.

## O. C. Buck Exposition, Inc.

WANTED: Man to take charge of brand new Monkey Show, capable handling; one or two Single Pit Attractions; few Legitimate Concessions. Billposter with own truck, must be union; Talkers, Grinders, Ride Help.

NOTE THIS ROUTE: Week May 31st, Danbury, Conn., first show in; Stroudsburg, Pa., week June 7th, only show in this year; Carbondale, Pa., only show to play Russell Park, city owned; Hempstead, L. I., Elks' Fair; then Keene, N. H., Fourth July Celebration, with long route of New York and Southern Fairs. All address: O. C. BUCK, General Manager, Danbury, Conn.

## BLUE RIBBON SHOWS WANT

Ride Help on all Rides. Legitimate Concessions, Pitch Till-U-Win, Hoopla, String Game, Lead Gallery, Bumper, High Striker, Pony Arcade. Will furnish complete outfits for Illusion and Snake Shows, or book any Shows of merit that don't conflict. Place Drome Riders, salary or percent. Girls for Revue, Side Show People, Talkers and Grinders. Useful People in all lines. Brazil, Ind., this week; Terre Haute, week of June 7th.

## LEGITIMATE CONCESSIONS and SHOWS WANTED

CAN PLACE REAL COOK HOUSE AND PHOTO GALLERY AFTER JUNE 5. Also Kiddie Rides, High Dive Free Act, Experienced Ride Help, Useful People in all Departments. Inquiries to LOUIS T. RILEY, DIXIE-BELLE ATTRACTIONS, Bloomington, Ind., this week; Linton, Ind., to follow.

## EDWARDS ATTRACTIONS

(Continued from page 50)

wards Attractions opened here last Saturday on a downtown lot to good business, despite a heavy rainstorm late in the day and threatening weather thru-out the evening. This being the show's winter quarters, there were many friends and well wishers on hand for inspection of the new show. Lot here was too small to permit the entire midway to be set up, but with a break in the weather Monday patronage continued good thru-out the week. Show has four rides for its nucleus, Merry-Go-Round, Ferris Wheel, Chairplane and Kiddie Ride, all repainted and redecorated. Organization will take to the road with six shows and a score of concessions. The new Ten-in-One, framed by Edwards this winter, is said to be one of the most attractive seen on a midway here in recent years.

Staff: J. R. Edwards, owner-manager; Mrs. J. R. Edwards, secretary-treasurer; Phil Phillips, manager of show and lot superintendent; Bert Williams, front gate.

Rides: Merry-Go-Round, Bill Bane, foreman and show electrician; Mark Reah, second man. Ferris Wheel, Harry Hopkins, foreman. Kiddie Autos, Bob Bailey. Chairplane, Elmer Tanner, foreman.

Shows: Palace of Wonders, Claude York, openings; Jack Ried, tickets and second openings; Winnie McKenney, tickets; O. C. Dixon, Ripley's man that grows; annex and bally; Ethel Crumley, blade box; Betty Welch, acrobatic specialties; Elaine Dixon, illusions and electric chair; William Chase, torture harness and escapes; Archie Sanders, canvas. Hollywood Revue: Donaline Tepper, Jean Ried and Waneta Lane, dancers; Frank McKenney, openings; Floyd Crumley, tickets. Nick'o: From Darkest Africa, featuring the original Nick'o in the pit; Joe Ward, openings; Clarence Dare, tickets. Fat Show, featuring Bonnie Jean; Frank Murdock, manager.

Concessions: Mr. and Mrs. Suhren, penny arcade; Eddie Weekley, cookhouse; Elizabeth Weekley, cashier; Frank Weekley, griddle; Harry Carson and George Day, waiters. Mrs. Billie Dunfee, pitch-till-you-win; Louis Kelly, agent; Carl Jones, assistant. Mr. and Mrs. Day, photo gallery. Charles Robbins and wife, ball games. Barney Wells, bingo. Dick Dillon, blanket wheel. Charles Spiers, taffy candy. Tony Borillo, pop corn and candy apples. Pat Davis, penny pitch and candy floss.

## AL BAYSINGER SHOWS

Want Pit Show and Grind Shows, Loop-o-Plane and Legitimate Concessions. Celebrations starting next week. Write or wire A. S. BAYSINGER, LOUISIANA, MO.

## WANTED WANTED RIDING DEVICES

Want Riding Devices of all kinds. Will buy for cash or book. What have you to offer? Describe and state price in first letter. FRANK W. BABCOCK SHOWS, 306 East Seventh St., Los Angeles, Calif.

## TILLEY SHOWS WANT

Sober, reliable Ride Help. Top salary to good men. Paid in cash each week. No brass. Mark Williams wants Acts for Side Show to feature. Merchandise Wheels, Grind Shows that runs out stock and work for 10c. CAN PLACE Illusion, Unborn, Mechanical or any meritorious Show, with or without own outfit. Why not get with a Show that has played the money spots first for years? Look over our past route. The proof is there. Address North Chicago, Ill.

## FOR SALE HEY-DEY RIDE

SPILLMAN ENGINEERING CORP., N. Tonawanda, N. Y.

## Hal Graham Shows

Wants Athletic Man at once who can make openings and wrestle sixty-forty. I have complete outfit. Concessions wanted. No gamble. Address Poochnotta, Pa., until June 5th.

It Helps You, the Paper and Advertisers to Mention The Billboard.

**WHEELS**  
Park Special  
30 in. in diameter. Beautifully painted. We carry in stock 12-15, 20-24 and 30 numbers. Special Price.  
**\$12.75**

**BINGO GAME**  
75-Player, complete. \$5.25.

Send for our new 1937 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Caddy, Pillow Tops, Balloons, Paper, Ties, Papers, Confetti, Artificial Flowers, Novelties.  
Send for Catalog No. 187, Heavy Convention Walking Canes.  
**CANES** Luck Malouany Finish. Price Per Gross, \$21.00.  
**SLACK MFG. CO.**  
124-128 W. Lake St., Chicago, Ill.

**ASTRO FORECASTS AND ANALYSES**

All Readings Complete for 1937.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00  
Analysis, 3-p., with Blue Cover. Each . . . . .03  
Forecast and Analysis, 3-p., Fancy Cover. Ea. .15  
Samples of the 4 Readings, Four for 25c.  
No. 1, 34-Page, Gold and Silver Covers. Each .30  
Wall Charts, Heavy Paper, Size 28x36, Each 1.00  
Gazing Crystals, Oulia Bands, Planophettes, Etc.

**NEW DREAM BOOK**  
120 Pages, 2 Sets Numbers, Clearing and Psychiatry. 1200 Dreams, Exp., Fancy Cover. \$0.15  
Paper Covers, Good Quality Paper. Sample, \$0.15  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-Page Booklet, Beautifully Bound. Samples, 25c.  
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**Midway Confab**

By THE MIXER

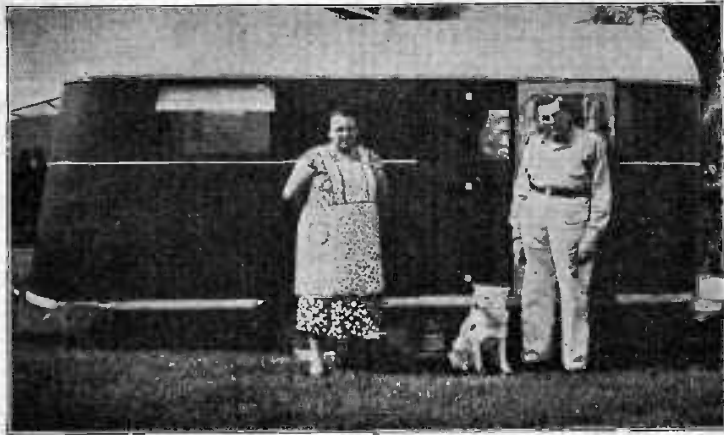
**GREAT Silver Fizz Shows!**  
**MORRIS BORTZ**, novelty concessioner, playing independent, visited *The Billboard* offices last week.  
**GOODMAN WONDER SHOW** color scheme is silver and blue on red background.—**Beverly White.**  
**NOT SO bad** as a subtitle: "Crystal Maze of the Tented World."

**WONDER HOW** the W. H. (Bill) Rice, Toll Testers and Hank Gowdy unit of show business is doing.  
**SIDE SHOW** manager to a midget he was talking to: "What is your salary, 'Major,' we have a very good cookhouse!"  
**STICK TO** the pay gate if you want to win. Have free acts and band.  
**WALTER McCLUSKY** letters from Toronto, Ont., Can., that he is with the Queen City Amusement Company.  
**R. S. QUANTANCE**, of the Pacific Whaling Company, visited *The Billboard* office last week while on a stopover en route east.  
**TILLIE FEW CLOTHES** says that there are so many carnivals in the "State of Utopia" that a person can go in any direction and get to the carnival grounds.

**WONDER WHO** ironed out the Milwaukee situation. Whoever it was is a clever boy.  
**STARR DeBELLE** has promised an article captioned "Humorous Side of Trouping." Make a bet it will be good. The originator of Ballyhoo Bros. should be good for some "Quill Quips" too.  
**STANLEY J. GROSS** letters from Ottumwa, Ia.: "Thanks to *The Billboard* for the fine co-operation given the Crowley United Shows in matter of letters and otherwise."

**GENERAL AGENTS** that run around in circles are not wanted in this business of ours.  
**ALL IN** the business it appears are hopeful that the situation in Philadelphia will continue to remain favorable to carnivals. It will if entertainment features predominate on them.  
**WE ARE** told that Roy Ludington is still in the carnival business on the Pacific Coast. Dear old Roy, he knows what it is all about, for which show business should be thankful.

**WONDER WHAT** ever became of the Greenland Exposition Shows, of Rocky Mount, N. C., the carnival Frank E. Dickerson was boosting during winter-quarter months?



**MR. AND MRS. SALSBERG** standing by their home on wheels when it was parked at Ollie Trout's trailer camp at Miami. The Salsbergs are well known in the concession merchandising trade and otherwise in the carnival profession.

**"BROTHER SHOWMAN!"** Why don't some of yase guys mean it.—Soapy Glue.  
**HAVE NOT** heard anything about baseball clubs on carnivals since the days of the T. A. Wolfe Great Superior Shows that we can remember.  
**"PRINCE OF MIAMI"** is on his way to build up a carnival the size of the one he had in Statesboro, Ga., fall of 1934 if reports coming in are correct.  
**HARRY METZ**—Communications sent you care Elks' Club, Paterson, N. J., failed in delivery. What's the latest, another side show?  
**A LOT** of people do not seem to suffer with good memories.—Tillie Few Clothes.  
**MR. AND MRS. A. H. McCLANAHAN** report that they have a truck and trailer and operate ham and bacon concessions in Snapp Shows.  
**ROY BLAKE** cards from Lawrenceville, Ill.: "No longer with Great Superior Shows. Going to devote my time to my hotel at Hot Springs, Ark."  
**TOM NEYLAND:** Are you the press agent for West's World's Wonder Shows? If so, when do you press? Regards to Frank West.  
**WHATEVER** became of the proposed National Coffee-Cake Week? Now that J. C. McCaffery is dallying around with midgets the chances are that the "week" has been postponed.  
**AM STILL** wondering what is "Most Beautiful Pleasure Trail in America?"—Wadley Tif.  
**W. REITZ** letters from Baltimore that Doc Waddell knows him and used to like his rope work. He does not state if he is a rigger, sailor, lariat twirler or just what his rope work is.  
**FRANK PREVO** cards from Richlands, Va.: "Wife, babe and daughter, Patsy, joined me on Dixie Model Shows, where I have a grocery wheel. Looking forward to a nice season in the 'hollows'."  
**TOM (WILDCAT) AITON** cards Bill Sachs from Somerset, Ky.: "Gone back on old job as agent Eric B. Hyde Shows for balance of season. Everything is going good around the show."  
**EVERY HUMAN BEING** has to suffer at times and many times they suffer thru their own ignorance.—Soapy Glue.  
**FRANK S. REED**, of Rubin & Cherry Exposition, has put in many long and faithful years in show business. His hobby is collecting pearls and they do tell us he has a number that are the rarest of the rare.  
**WRITE OR WIRE** Carl J. Sedlmayr and back comes the answer. This probably one of the reasons he is general manager of the Royal American Shows, and this is quite a large carnival, according to the biggest men in the circus-business.  
**SLIM ROGERS** cards from Oakland Beach, R. I.: "Finished building a house

trailer. Been with Corey Greater and Smith's Atlantic Shows and have played many independent fairs. Don't know about this season yet."

**IF SOME** of the "original designs" of show fronts turned out to be copies of back-bar furniture that is seen in so many beer saloons, it would be funny.  
**JACK V. LYLES**, general agent O. O. Buck Exposition, cards from Tarboro, N. C.: "Down here to see the folk and to get some home cooking. Have the show pretty well booked and will go back to it in a few days."  
**MARJORIE AND WALTER B. KEMP**, of motordrome fame, seem to keep in the limelight along the route of the Royal American Shows. Their lions seem to be assisting them in getting newspaper space, both text and art work.  
**MARTHA McCLELLAN** letters from Pana, Ill.: "Fred Griffey has worked with me for two years in photo machine. I think good, reliable help should be given a word of praise. Without good dark-room workers a studio is no good."  
**SOAP BUBBLES:** Well! What about this kind of an act for the kiddies in side shows? It is a most pleasing one, be assured. Bet Walter K. Sibley does it first.  
**MR. AND MRS. DOC J. J. KELLY** think it is a shame the way some show letter writers make misstatements as to number and kind of attractions and business done. The Kellys are not alone in their opinion, Midway Confab is sorry to report.

**J. W. CONKLIN** letters A. C. Hartmann from Windsor, Ont., Can.: "We had many visitors from Max Goodman Show, including Max and wife, son and daughter-in-law and the heads of practically all his departments. I visited Max's show in Detroit."

**HEARD IN** the lobby of the Paul Revere Hotel, Detroit, recently: "Vell, youse just can't jump out of the car with de joint under the arm anymore; youse must have a truck with plenty of merchandis and a top if youse get it at all."

**PROBABLY A** chaplain is needed on a carnival that operates questionable concessions. We would not know as this seems to be a very hypocritical and inconsistent world.

**JOHN M. SHEESLEY** sometimes takes tickets on his main entrance. In this way he finds out what feature on his carnival the public talks about. Late Con T. Kennedy many times stood at the entrance to his midway and greeted visitors.

**"ORIGINAL" BULL SMITH** cards from Morris, Ill.: "Closed with Greater Exposition Shows and am now with Sponeri's Shows. At this writing business is good." "Original" Bull is an athletic showman

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**THE NEW CHAIRPLANE**

The Chairplane remains a favorite ride on our Midway, writes Helen C. Boyd, of Florida Exposition Shows. It is quickly erected and taken down, easy to transport and is always a real money-getter. Write today and let us tell you all about it.  
**SMITH & SMITH, Springville, Erie Co., N. Y.**

and has been with Ben Williams and others down East.

**CHRIS M. SMITH** has the right slant. He has been in the carnival business nearly all his life and is ever at its service, right or wrong. Loyalty to the business a man or woman is in will eventually get them something. What that something will be is damn fine.

**NO ONE** has yet disputed that Mrs. Gertrude Kern is the fattest mother in the world. It is stated that she weighs 745 pounds. Let's hear from other fat mothers and also from the smallest mothers in show business.

**EARL BURKE** letters from Chicago: "Am a veteran showman of girl show note. With my wife, Gladys, and dancing girls booked with the Showateria for an indefinite engagement as feature attraction in the Annex. The Showateria is the most beautiful of its kind on South State street."

**ELMER ALLEN**, of Silver Springs, Fla., is in favor of a column devoted to birds, beasts and reptiles that are in show business or expect to be. As soon as some of the carnival press agents begin to interview birds, beasts and reptiles something may be done about this matter.

**BEN HANDMAKER** letters from Maysville, Ky.: "While with Modernistic Shows, Middlesboro, Ky. Eymie Cooper, concessioner, fell and sprained his ankle very badly and was confined to his bed, but is out now hobbling around with the aid of two canes. He says it is the same ankle he sprained while playing around Boston last summer."

"PUNCH AND JUDY" will live forever as a unit of show business. Some of the frame-ups, however, could be modernized a bit and the improvements would not detract from the original conception of "Punch and Judy."

**THE OLD-TIME "Joint man"** delighted in making suckers out of men, but it was strictly against their ethics to make suckers out of or to take money from women and children. The conditions to-day with some of the so-called concessioners is that they have no standards whatever. Make it if you must, "For Men Only."

"SPRINGTIME IS CARNIVAL TIME" — Follow the Candid Cameraman, a five-column caption over six pieces of art work with underlines of a layout 12 inches deep, was given to the Beckmann & Gerety Shows in The St. Louis Star-Times, Friday, May 14. Not so bad, Kent Hosmer. Best of all, each item of the layout is of real human interest.

**TINSLEY SHOWS** subtitle is "Midway of Matchless Magnificence." Prof. Meyer Shapiro, side-show manager, is with it and wants to know if there is a law in North Carolina that prohibits the tattooing of a person under 21 years of age. It would seem that the "Professor" should write the Attorney-General of that State at Raleigh and get the information direct.

**IT'S A GOOD IDEA** to refer to the Letter List in The Billboard each week. Why give The Billboard your address and then fall to send in your forwarding address? This laxity is rather inconsistent, don't you think?

**AMONG THOSE** who frequently participate in Floyd Newell's broadcasts on the Mighty Sheesley Midway are Sonora Carver, show's high-diving horsewoman; Bing Lee, fire-eater; Alice Lester, magician, from Al Renton's Side Show; Loraine Wallace, lion tamer from Motor-drome; Pa and Ma Sherman, oldest hillbillies, and Al Arand's Royal Hawaiians.

**RALPH W. SMITH** is one of the real powers in the carnival business. He stays behind the scenes and lets others take the glory. "Silent Ralph" knows what it is all about as he has been in the business for many long years and has always been successful, even when he operated one of the old-time "Katzenjammer Kesties" with K. G. Barkout way back yonder in 1911.

**DOC BAKER** cards from York, S. C.: "E. H. Work Shows, folded here unexpectedly Saturday night, May 23. He stored the show property in Wallace Bros.' Circus quarters here and took three rides and three concessions into North Carolina. Season opened in Charleston, S. C., eight weeks of bloomers. Do not know yet what I will do with my Side Show."

**RIGHT!** It is really too bad when a general agent wears out his welcome in some of

the spots which he in former years was thought such a grand guy. How can the carnival repeat if the general agent for it cannot?

**MRS. ABE FRANK** letters from Cincinnati: "En route to my home town here from Robinson, Ill., accompanied by Mrs. Nellie Bass, of Wallace Bros. Shows, we passed thru Vincennes, Ind., and spent the night on Gold Medal Shows. Visited friends, Mary and Johnnie Johnson, Marion and Norman Smith, Mr. and Mrs. Happy Graff, Dolly and Roy Hilderbrandt, Franklin and Dot Moss. We had a grand time."

**ALBERT E. HARDING** letters from Guelph, Ont., Can.: "Con Kline's Shows played a week here and left for Windsor. Had cold and rain on Coronation Day. Many carnival men could take a tip from Patty Conklin. He runs a good clean show with drinking taboo on the lot. This is one item that will help to put the carnival on a higher plane than it has reached yet. The Lewistons went over big with their show."

**MANY OF** the small carnivals that play and stay in the "hollows" of Tennessee, Kentucky, Virginia, West Virginia, North and South Carolina do well. Some do not want to be the biggest in the world nor anywhere near it. Many of those who own these kind of carnivals also own homes, farms and other essentials. They know and play their own territory and are generally well-



**LOU (PEEZY) HOFFMAN**, special representative Rubin & Cherry Exposition, on which he looks forward to a "banner" season. In years past "Peezy" was rated high as a talker and manager of independent carnival shows.

comed in communities season after season. This means something.

**FRED BECKMANN:** Congratulations on your birthday, Saturday, May 29. The senior partner of the Beckmann & Gerety Shows is known to all as the grand old man of show business. May he be with us always. Show business needs more men like him.

**HARRY FITZ GERALD**, press agent Modernistic Shows, letters from Chillicothe, O.: "R. C. McCarter, first cabin manager, is full of energy and a terrific hustler. He is building up a first-class show. My health is better. Had a slight stroke May 1. Was unconscious five days and woke up in a Gallipolis, O., hospital. Am not crippled but will forsake the circuses for a while and take things easier. As the late Punch Wheeler used to tell me to 'finish my days gracefully.'"

On Wednesday, May 19, Joe Redding, general manager, and Walter D. Nealand, press agent, of the Rubin & Cherry Exposition, while en route from Davenport, Ia., visited Sol's Liberty Shows at Rock Island, Ill.; Al C. Hanson Shows, at Galesburg, Ill., and spent an hour on the midway of Royal American Shows at Peoria, Ill. They also passed Hennies Bros. Shows at Bloomington, Ill., at midnight, finishing the trip at the Rubin & Cherry lot in Decatur, Ill.

**IS YOUR NAME HERE?** Where are you now? E. D. Singletary, Tony Gasper, N. L. West, Bess Harris, Ben Dolbert, Frank Downie, Hank Carlyle, Ray Benedict, O. P. Harris, E. Megar, Louis Shinz, Chief Threeperson, Fred Schlanger, Ted Hart, Pearl White, Peggy Lamur, Faith Gerald, Edna Gasper, Mary Wilhite,

Margy Brown, Mr. and Mrs. Joe Starr, Jack Bally, Maxine Johnson, Roy Dickson, Duke Alvarado, Dan Brown, Dinny Stern, Frenchy Fortune, Steve Cooper, Winely Wilson, Mrs. Hank Carlyle, Mrs. Maxie Lamb, Mr. and Mrs. B. Jones, Charley and Joe Tubbs.

**WALTER D. NEALAND** lettered from Atlanta, Ga.: "The idea of the Silver Jubilee' tour of the Rubin & Cherry Exposition is not mine. Credit belongs to Mrs. Anne Gruber, who planned it while I was en tour with a museum during the winter months. I like The Onion's idea of a weekly birthday party and will work on same during season's tour in conjunction with local committees, probably designating Thursday of each week as the '25th Birthday' of the show and see if it won't click with local newspapers and radio stations." Well, Walter D., what happened to the idea?

**ONE CARNIVAL MAN** is in favor of all "bloomer towns" putting the ban on. He says that the carnival business in general would be better off if some of the local governments were as efficient and decent as most of the carnival managements are.

**WELL, IT** seems that number of the so-called independent showmen and showwomen have started their annual trek in moving from one carnival to another. Looks like bad business on the part of some, especially when they leave on the "nut" to the manager who put them on their feet during the winter months. Looks like the "office" on many carnivals will have to operate the shows, all of them, on their midways. Some independent showmen are dependent, rather than independent. If so independent why not finance yourselves and ease the carnival manager's bank roll a bit.

**WALTER B. FOX** letters A. C. Hartmann from Pontiac, Ill.: "I think the three-day business reports an excellent idea. Wallace Bros. Shows would be glad to co-operate in every way, so send in form sheets. D. A. (Danny) Klein is still in the Veterans' Hospital, Tuscaloosa, Ala., and will probably be crippled for the rest of his life; had a letter from Mrs. Klein to this effect. Have been away from the show for four weeks. Opposition and competition certainly keeps an agent on the go and I believe there are more shows on the road now than in 10 years."

**AUSPICES OF** the "Blue Sky" L. L. L. is quite the method of booking these days. Those that so book can remain over the second week by "special request" of the management and not have to explain to anybody except to those in City Hall. Get the idea. He was a fine commitee!

**NATHAN FISHER**, son of Harry Polish Fisher, of the Conklin Shows, letters from San Francisco: "Am 19, thru with school and ambitious. Am trying to become a publicity man and at present am working in a publicity bureau here. So far in my brief career I have handled publicity for a DeMolay convention, a school play and for my school and editor of the school paper, which won All-American honors under my editorship; also edited The Citizen's Military Training School Camp Journal, have been a columnist on four small San Francisco neighborhood papers and was second-place winner in journalistic scholarship at San Francisco State College."

**DR. BENAVENTE PARDO**, mentalist,



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letters from Amsterdam, Holland: "At this writing I am a globe-trotting carnivalite. After seven years of steady work with Pete Kort's Slide Show and Beckmann & Gerety Shows, am now on a four months' vacation in my native Holland and also to see my parents, whom I have not seen in 35 years. Will also visit my brother at the Paris Exposition and will then visit Antwerp, Holland; Brussels, Belgium, and London, England. Carnivals (kermts) in The Netherlands are on the wane and appear only in a few cities. On the S. S. Statendam I met a carnival man on his way to Holland. When in Paris I will write The Mixer again."

HENRY J. BLAKE letters from San Francisco: "In answer to whatever became of those talkers who could not talk without a cane. Well, I am one of the old talkers who carried a walking stick and could talk with or without it. But in those days it was the style to carry a cane. I took out the Old Plantation Show on the Fallow & McClellan Shows out of Seattle, Wash., season 1915. The

entire company carried canes. I believe I could handle the front of a show and put up a talk better than some today. Have not been on the road since 1932. Am not trying to bawl you out, Old Onion, but just to let you know I still have my cane. Best wishes to all on The Billboard."

SOCIAL SECURITY SECRETARY. The law has been upheld by the Supreme Court as the whole world knows. Have you a Social Security Secretary? If not better get busy and do things. It is the law of the land. Act accordingly. Establish a permanent address, each and every one in the business. Do it now.

KEN WHEELER and Charles Sinsel letter from Lock Haven, Pa.: "Parked on the carnival lot with Bantley's All-American Shows. Bantley has a nice show of which he might well be proud. We were guests of Ray Mettler and his family band and had the pleasure of being allowed to attend one of the meetings of the "Goodfellows' Club" of the carnival, and the club certainly lives up to its name. The club meets every Wednesday night and the dues are used for a sick fund for the carnival employees. An impromptu program was given by different members. It was surprising to learn of the hidden talent on this midway." These boys belong to the advance brigade of a circus.

A COLORED performer walked on a carnival lot one fine and asked for the manager of

razzle dazzle, Ralph Vogel and Red Sprout; clothespin game, Ernest Felici; diggers, Walter Beatty; photo machine, H. M. McDonald and Charles Humphreys. Percentage wheel, Joe Miles. All booths are uniform design, of green color scheme and brilliantly illuminated, says the press agent.

OF COURSE you have noticed that a number of the big carnivals are playing longer engagements in cities than heretofore. There must be a reason, such as possibility of bad weather, fewer railroad moves and so on. One of the big ones should play New York City and let the big town see what a real carnival looks like. Late Johnny J. Jones wanted to play in Central Park that city. It might be possible now.

THE MIDWAY of the Cetlin & Wilson Shows is described by the show's press agent, L. C. (Ted) Miller, as "one mile of laughs from beginning to end." So laughs now come by the mile. That's good! In speaking of the broadcasts at Winston-Salem, N. C., Miller stated: "Mayor Wilson was down to the grounds and threw the 'golden switch' and made a speech. Show had four broadcasts in one day. Three remote jobs and one studio program. Started the remote work early in the morning with a running description of the show being set up. I believe this is a record for a one-day broadcast on a carnival." In part, Mayor Wilson said: "Am happy to be able to be present at the first American Legion Festival and I hope that people of Winston-Salem and its environs will patronize so noble a cause."

W. T. JESSUP letters from Oakland, Calif.: "In all my years in show business

**Showmen's League of America**



165 W. Madison St., Chicago, Ill.

CHICAGO, May 29.—Chairman Carl J. Sedlmayr of the 1937 Cemetery Fund Drive spent some time in Chicago going over plans for the work and arranging for the necessary printing. He feels that this our silver anniversary year should be the most outstanding since our inception and is in hopes that each and every circus and carnival will lend every co-operation. He further states that he believes our aim can be achieved by the various shows holding their benefit performances at a time when they feel best results can be obtained. Literature will be mailed to members the same as in past years.

Applications received during the week are from Nate Miller and Fitzle Brown. There are for Frank A. Hurbetz, Louis Weisburg and Patsy Rosania. Fitzle is working hard and says he will be there with 100 new members at the close of the season. Letters advise us that E. C. Velare, winner of gold card in 1937; Frank D. Shean, Vice-President Frank E. Conklin, John W. Galligan, Whitey Lehrter and Morris Lipsky will be serious contenders for gold life membership cards. Brothers George J. North, Tex Sherman and Rube Liebman were callers at the rooms during the week, as was also Doc Barnett, who dropped in with the hope of spending a few hours with his old pal Tom Rankine. Brother Nat Hirsch has joined the Conklin shows for the season.

Welcome messages received during the week were from Vice-President Joe Rogers, Lou Leonard, A. L. Rossman, Will Wright, Fitzle Brown, Nate Miller, Doc Waddell and Col. F. J. Owens. Brother Harry Coddington still on the sick list but managed to arrange for decorations in Showmen's Rest Memorial Day. In past years there seems to have been some misunderstanding on reinstatements. Please remember that any reinstatement accepted carries with it a paid-up membership card for 1937. There has not been and will not be any arrangement to issue 1938 membership cards in any of these cases. Singer the Great (Herman Singer), who is with the M. R. Weer Shows, drove in for a visit with his old friend Col. F. J. Owens, who has been confined in his home for the past five months. Colonel reports he is showing improvement. Well, the season is on in full swing and we have plenty of applications, so if you find you can use a few do not hesitate to write for them. Perhaps it would be better to have a few on hand at all times. Just drop a card and they will be forthcoming.

**Ladies' Auxiliary**

Members continue to meet in the rooms each week.

President Frances Keller while on a recent auto tour visited the Royal American Shows, Hennies Bros., Rubin & Cherry and Fairly-Martone shows. She reports a successful trip and is expecting real co-operation in behalf of the Auxiliary. Her plans include an early departure on a trip east, stopping at Atlantic City en route.

We regret to report the death of Mrs. (See SHOWMEN'S LEAGUE page 63)

THESE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

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**KAUS UNITED SHOWS CAN PLACE**

For both units for long season. Rides and Shows that don't conflict, Kiddie Rides. No Dealing wire us. Legitimate Concessions. No exclusive except Bingo and Cook House. WANTED in all departments. CAN PLACE AT ONCE Straight and Fancy Trick Girls and Man Drome Riders. Write or wire STANLEY STELLMAN, WANT good Crinder for "Single Dip" Attraction, and Slide Show. Bradley Springtime can place now Girls, Trumpet, Sax and Tuba. Must be sober and trouper. Address this week, Perth Amboy, N. J.

SECOND-HAND SHOW PROPERTY FOR SALE. \$35.00 Genuine Eight-Legged Pig in Alcohol. \$14.50 Electric Trunk Flasher, Bargain. \$3.50 Ticket Box Umbrella, Beautiful Colors. Others: \$1.95 Richardson Fibro Roller Skates, All Sizes. \$5.00 Ea. Pennant Flags on Streamers, Good Colors. Bond List. We buy Skates, all makes, Guess-Your-Weight Skates, Concession Tent, Pay cash. WELL'S CURIOSITY SHOP, 20 South Second Street, Philadelphia, Pa.

**PEARSON SHOWS** Wants Cookhouse, privilege in tickets. Moso Smith come on. Beardtown, Ill., This Week.



DOROTHY PULLMAN, of the firm of Pete and Dorothy Pullman, cookhouse and ball game concessioners, now with the Joyland Shows playing Michigan territory. This photo of the young lady was taken in Florida during the fur season in the Sunshine State.

the Plantation Show. He was taken over to him and he happened to be a man of his race. The performer asked him if he was paying or just feeding. Manager replied "feeding." Performer then said, "Well, ring the dinner bell and you will have another customer right now."

BEN HERMAN and Sam Levy, concessioners, letter from Detroit: "We have been partners for about 25 years. We had a bad break while playing Monroe, Mich., with W. G. Wade Shows. Our truck and five concessions were burned up. Concessioners cannot be in the business too long to learn a thing or two. In regard to shows playing outside city limits, they should protect their property by first finding out about fire department service. A call was sent to the Monroe Fire Department, but because the grounds were outside the city limits the firemen did not respond. The fire department is required to have a fee of \$100 guaranteed for all calls answered outside the city. At the time of the mishap Levy was in Detroit. We would have gladly paid the required \$100 had the fire department responded."

CONCESSIONS on Rubin & Cherry Exposition, show-owned, with J. J. (Chickie) Allen as manager, are: Bingo, Casey Allen, William Nosker and Gene Delozier; doll wheel, Lester Rice; ham and bacon. Lou Leonard; grocery wheel, Jackie Fields; ball games, George Beardley, Mrs. Lang and Mrs. Cummins; blower, Walter Lang. Bert Smith, Jimmy Crane, Dick Crawford; pitch-till-win, Nick Sarno; nail store, Richey Morasco; penny pitch, Mrs. Morasco; bowling alley, Tom Cummins and Joe Valentine;



WARD DUNBAR, a young man in the carnival business, who is just past 78 years. He is with the Mighty Sheesley Midway on which he is matman and sells The Billboard. He is next to the top in sales on carnivals and is out to beat the record.

I have looked forward each week for my copy of The Billboard. Have tried to impress every manager I have ever worked for the value of The Billboard advertising space and as well as many local auspices. I want The Billboard to know that I have appreciated all its excellent suggestions it has given from my first start in show business from the time I was a "First of May" down to now when I am in midseason. I do not seem to be able to get enough advertising to repay The Billboard for all its news and information by which I have profited. The Billboard is the best friend any show will ever have, and I believe every man in show business, no matter what line, will substantiate the statements I make herein." Jessup is general agent for West Coast Amusement Company.

JOHN DAMBACHER, former cyclo whirl rider of Saginaw, Mich., got a nice break in The News of that city, some time back. It is a four-column cut with four columns of text three and a half inches deep. The whole layout illustrates one of the original cycle whirls that was with Ferrari Bros' Carnival in 1902. It was built by Harry Cooper, of Saginaw, Dutch Barrel was the talker. Frank Doherty, Edward Smithson and another rider besides Dambacher were in the troupe. They rode bicycles around this whirl at 25 miles per hour while the cage, or crib, was suspended in the air. (See MIDWAY CONFAB on page 63)



## Western States Shows

**Borger, Tex. May 16 to 22.** *Business, good. Weather, wind and sand.*  
Sand and wind ran people home about 10 o'clock every night. Over 3,000 went thru front gate Monday and attendance increased nightly. Shows and rides near capacity each night and concessions nice play until sand arrived. Snippy Kolb did very good with his cookhouse. Latest addition to cookhouse is a 5-cent Victrola, which is a very good drawing card and a money maker. Mr. and Mrs. Sam Fenberg, from Pampa, Tex., entertained Mr. and Mrs. Jack Ruback with fried chicken dinner. Those from Borger who were entertained by Ruback were Mr. and Mrs. Jack Katch and family, Frank and Max Leader. Another visitor was Louie Eiseiman, from San Antonio, who came over to spend a couple of weeks. Mrs. Rose Ruback left for Odessa, Tex., to get her niece, Tillie Jones, who will spend school vacation with show. General Agent Jim Schneek closed contract for biggest rodeo in the West. MURRELL WOOD.

## Cetlin &amp; Wilson Shows

**Chester, Pa. Week ended May 22.** *Auspices, Moyo Hook and Ladder Company. Location, Ninth and Elsnore avenue ball park. Weather, rain and cold. Business, fair.*

Opened Monday night with fair crowd. Despite cold and rain an increase nightly with top attendance Friday, only clear night of week. Good matinee Saturday but complete rainout at night. Mr. and Mrs. B. H. Patrick and Mr. and Mrs. Max Linderman came over from Philadelphia. Mr. and Mrs. Harry Labreque and party were visitors from Trenton, N. J. Julius Griffel was busy entertaining friends from World of Mirth Shows. First get-together of season was held on Thursday night after close of business at Seven Seas night club with following present: Mr. and Mrs. J. W. Wilson, Mr. and Mrs. I. Cetlin, Mr. and Mrs. Speedy Merrill, Mr. and Mrs. Fred Utter, Mr. and Mrs. James Sakobie, Mr. and Mrs. Ray Hawkins, Mr. and Mrs. Bob Jack, Mr. and Mrs. Leo Carrell, Art Spencer, Mr. and Mrs. E. L. Eger, Ted Miller, Betty Allen, June English, Jewel Barris, Chiquita Lopez, Jackie Layne, Mr. and Mrs. Navarro and writer. In addition to regular show, which was staged at 2 a.m., performers from Paradise Revue put on special show, with Bob Jack as emcee. After returning in week hours of morning it was unanimous that same should be held once each week. Newspapers co-operated with Ted Miller in helping to put date over. No radio station here so WDEL, Wilmington, Del., was used with four half-hour programs, with talent from the various attractions being used. Ray Mead joined here as lot man. Shows and rides enjoyed best business of season so far.

GEORGE HIRSHBERG.

## Wallace Bros.' Shows

**Hopewell, Ill. Week ended May 22.** *Auspices, L. O. C. Moose. Location, Highway No. 9. Weather, unsettled. Business, fair. Inclosed midway.*

Brief resume of business for last four weeks free weather man best of it. Show was rained out entirely at Henderson, Ky., and lost three days at Princeton, Ind., for same reason. Chilly weather prevailed here. Was return engagement under same auspices. Abe and Edna Franks' corn game destroyed by fire. Short circuit in electrical system caused loss about \$150. New top and stock ordered. M. F. (Dutch) Tilotson now doing special agent work. Raymond Hall joined as Jack L. Oliver's private chauffeur. Mary A. Klein and R. G. McHendrix, of Majestic Shows, recent visitors. Danny Klein writes from Tuscaloosa, Ala., that he expects to be discharged soon from Veterans' Hospital, where he has been a patient for past five months. WALTER B. FOX.

## McMahon Shows

**Marysville, Kan. May 8 to 15.** *Auspices, Veterans Foreign Wars. Location, downtown. Weather, ideal. Business, good.*  
Auspices gave co-operation. Every piece of equipment showed painstaking work that had been accomplished in quarters and therefore all shows and rides looked and operated like new. Under guidance of venerable T. W. McMahon, general agent, is booked solid. Staff: C. A. McMahon, president and manager; Cecil E. McMahon, secretary-treasurer; Bob Heth, advertising agent and banner man; Clyde McMahon,

## Full Week Carnival Show Letters

(As Reported by News Representatives for the Shows)

superintendent of rides; Ray Davidson, electrician; G. H. Farnworth, general announcer, and S. R. Murphy, *The Billboard* agent.

## West Coast Amusement Co.

**Livermore, Calif. May 6 to 9.** *IDES Picnic. Business, poor.*  
This town gave show worst business it has had in 10 years.

**Pittsburg, Calif. May 11 to 17.** *Auspices, American Legion. Business, best of season.*

Commencing at 7 o'clock each night and running till around 2 a.m. for seven straight nights business was the best the show has had, not only this season but for many seasons in a still spot. Mike Krekos, manager, handled this date and did a good job, while writer made trip to Salem, Ore., where he visited Eyerly Aircraft Corporation's personnel. Joe Zotter a visitor, as was Bennie Dobert and Mrs. Dobert. Mr. and Mrs. Charles Walpert welcome visitors for several days. W. T. JESSUP.

## Crowley's United Shows

**Leavenworth, Kan. May 3 to 8.** *Auspices, Veterans Foreign Wars. Location, Fourth street and Santa Fe tracks. Weather, rain and cold. Business, poor average.*

Opened Monday night. Tuesday and Wednesday crowds were heavy but didn't spend. Thursday and Friday nights cold, rain and cloudy. Saturday was good. Visitors from Kansas City: Frank Kapp, of Baker-Lockwood; Doc Allman, John R. Castic and Ray Miller from Fairly-Mar-tone Shows.

**Centerville, Ia. May 10 to 15.** *Auspices, American Legion. Location, circus grounds. Weather, cold and rain. Business, fair.*

Altho this spot was one of best last year, cold and rain kept people home first part of week. From Wednesday on they came and week turned out fairly well financially. Athletic Show and Tilt-a-Whirl were top money, as was Joe McKinley with his concession. Georgia Ann Crowley received more publicity from local papers than show did when Crowley had to have band go to her house and serenade her. Altho only 10 months' old she is called 'big boss' of midway. Doc Crowley has ordered a new Octopus. STANLEY J. GROSS.

## West Coast Shows

**Baker, Ore. Week ended May 22.** *Weather, fine. Business, good.*

Midway crowded nightly. A. J. Budd's side show continues to top shows. Budd is in Middle West, but keeps in touch with Hal Compton, his manager. Compton has a new advertising, arrows are along banner line telling of feature attractions. Writer is busy with crew in a merchant and house-to-house campaign. Mickey Compton, wife of Hal, recently underwent an operation. Monte Stephens joined and took charge of grocery wheel for Shaffer Brothers. Jack Moore reported a good week as agent for English Jack. W. C. Huggins is doing everything he can to make his show up to date. EDDIE STEWART.

## Howard Bros.' Shows

**Athens, O. Week ended May 22.** *Weather, rain. Business, poor.*

Noy Carpenter joined with pony ride, with nine ponies. Floyd Shorts added a Nudist Colony. Shows, rides and fronts have a new coat of paint. R. H. Wall is supervising building of 40 more feet to main entrance, making an 80-foot front.

Lineup of Side Show: Harvey Massey working fire, strong man and electric chair; Princess Nina (Nina Massey), Buddha, broom illusion and box escape; La Petite Inez (Betty White), tap dancer, sword lader; Jerry Brennan, human pin cushion, iron eyeballs; Ralph Halcourt, ventriloquist, sales and emcee; Sallor Frank, tattoo; B. Williams, bushman; Madame Rosetta, large pythons; Fred W. Mines, iron-jaw worker; James Jeanette, in annex; L. Lucas, first openings; J. Brennan, second; Duane Hammack and Eugene Mines, tickets. RALPH HALCOURT.

## Al G. Hodge Shows

**Bloomington, Ill. Week ended May 15.** *Location, circus grounds. No auspices. Business, good. Weather, cool.*

Co-operation of bus company helped to make this stand a success. Customers were delivered to front entrance. Jack Wish added another concession and purchased a Chevrolet sedan. Mrs. Carson joined Andy, business manager. Owner W. M. Tucker went to Chicago and placed an order for five new tops. One of five Springfield trailers ordered was delivered. Will be used for Merry-Go-Round horses and scenery. Many visitors from Hennies Bros. and Rubin & Cherry. Hodge Shows appreciate showmanship of Hennies Bros.' billposters, who followed us in and could have covered all our paper, but they let it stand until last day.

**Lincoln, Ill. May 17-19.** *Auspices, VFW. Location, mine lot. Weather, cool. Business, fair.*

Rained all day Tuesday but lot was in good shape and a crowd thronged midway. Captain Luse joined with 140-foot side show. A 40 by 70-foot top was delivered. Tucker purchased another tractor. Mark Watkins framed two more concessions and had delivered to him a new semi-trailer. ART SIGNOR.

## Ellman Shows

**Kenosha, Wis. Week ended May 22.** *Business, excellent. Location, Anderson Park.*

Capacity crowds most of time. Charles Ellman returned from 900-mile booking trip. Show moves on trucks and trailers, aluminum color with black lettering. New transformer wagon completed. Fun House arrived. JIMMY FRANKLIN.

## Goodman Wonder Show

**Detroit. Eight days ended May 25.** *Location, Grand River and Oakman boulevard and Vernon highway and Waterman avenue. Auspices, Veterans Foreign Wars. Weather, first lot fair; second lot good. Business in keeping.*

After a grand assortment of weather, ranging from squalls to balmy sunshine, show has seen its first two consecutive days without rain since season opened. Given fair weather show does business. Flat boats or scows might have been used to get some of the wagons off lot at first stand, but in their absence two caterpillars and four winches did trick. Vernon highway and Waterman avenue lot well located and contiguous to a well-settled district. There was a constant interchange of visits between Goodman Show family and that of Conklin Shows, across river at Windsor, Canada. Max Goodman, Joe Goodman, A. H. Barkley and Warren Wright left the American side at midnight Saturday to see the Canadian brothers move off lot and load their train. The efficiency was a revelation. Every man to his place, when and where needed. Warren Wright joined as lot superintendent. He is a great co-ordinator with Grant Chandler. Visitors: Three brothers of Dave Stock and their families. First meeting in 20 years. Dave and Louis Schwartz and families, Dinty Moore, Jack Bailey; John M. Sheesley, of Sheesley Shows; Willie Ziedman, Leo Lipps, Harry Williams, Larry Hogan, Dolly and Shirley Lyons, Eddie Gamble, Joseph Streiblich, Nate Hirsch and Walter F. Stanley. BEVERLY WHITE.

## Miller Bros.' Shows

**Peru, Ind. May 9 to 15.** *Auspices, J. A. Erwin's Band. Weather, rain and cold. Business, only fair.*

Spot proved satisfactory for concessions and shows. Saturday evening attendance was good but rain at 9 o'clock drove crowd off midway. Harry Miller's cookhouse is proving popular with all troupers. Staff: Al Grant, griddle; Mrs. Art Doggett, cashier; Clyde Crow and Al Cattani, waiters. Jack Hudson, who has been handling front of Miller's Midgets, left to join another show. Frank Marrisette is new talker, with C. M. Hodges on tickets. *Night in Paris*, management of Lucille Delaporte, getting share of business. Colorado Fred Rogers Wild West and Buckskin Betty shooting act in the money. Frank Russell with Ten-in-One has new steel

front and many improvements. Fearless Greggs, who has Human Cannon Ball free act, received newly equipped sound truck which is being used in publicity work. JOHN F. DUNN.

## Blumenthal Attractions

**Pittsburgh. Week ended May 15.** *Auspices, Mt. Zion Calvary Church. Location, Lincoln and Frankstown avenues. Weather, rain. Business, only fair.*

Show three blocks from Hagenbeck-Wallace Circus. Inclosed midway and free gate. Monday and Tuesday weather and business good, rest of week poor. Andy Kerschgen joined with bowling alley and new covered wagon trailer. Callopo has been thoroly overhauled. Eli Wheel has new and attractive front, and the arch to it has a new lighting system. A radio has been installed in cookhouse.

**Week ended May 22.** *Auspices, Greek Catholic Church. Business, good. Weather, some rain. Location, steel mill district.*

Saturday storm broke, heavy rain and a strong wind, no serious damage done. Sawdust scattered on midway and business went on. Clyde Butler added a cat rack to his concessions. Mr. Schackelford doing business with corn game. A new pop-corn stand was built and is operated by Mrs. Charlotte Scott. Chairplane topped the rides. ORA KINCH.

## McClellan Shows

**Taylorville, Ill. Week ended May 15.** *Weather, clear. Business, good.*

First Monday opening this season with clear weather. Attendance was big and concessions did business. Mrs. J. O. McClellan returned from Memphis and is looking after her candy floss and pop corn. Mrs. Maud Keel Williams and Martha McClellan were Springfield visitors. Mr. and Mrs. John Crenshaw joined. Carl Berg joined with frozen custard; Jack Gordon, nail store; William Hart and William Collins, grocery wheel, and Mr. and Mrs. V. McNamara with penny machine. Bennie Briscoe is helper on blower and Frank Pentz on buckets. Mrs. Kitty Thomas entertained visitors from Beckmann & Gerety Shows. Bob Thompson purchased a new Pontiac sedan. Gilbert Garnett, of Crowley's Shows, was visitor. Maroon-colored uniforms are worn by all employees.

**Pana, Ill. Week ended May 22.** *Auspices, American Legion. Business, fair. Weather, fair. Location, out of town.*

Those who joined were Madam LaMont, mentalist booth; Mrs. William Collins, assistant; Jack Frutelle, cigaret gallery; Frank Rougeau, corn game assistant; E. S. Cooper, in mentalist booth; Peggy Mayes, ball game; Dotty Robinson and Peggy Dewitt, Streets of Calro; Happy Sam Hall, fat man; Mr. and Mrs. J. Oddi, Hutchins' Museum.

Mrs. J. Evans visited her parents, Mr. and Mrs. J. T. Hutchins, and booked a small baby ride. Another coat of paint was given to Hutchins' Museum, and new maroon and gold uniforms have been furnished to all workers on museum. Milford Smith, of Segal Tent Company, was given order for two tops. Roy Goldstone bought another Chevrolet truck. Office has been completed. Dr. J. C. Waly gave his snake show a coat of paint. L. OPSAL.

## T. J. Tidwell Shows

**Wink, Tex. Week ended May 15.** *Location, downtown. Weather, favorable. Business, very good.*

Monday night lot well filled. Patronage continued until Saturday night, when there was a decided drop which could not be accounted for. Rides did best business of season, with Octopus topping midway. Manager Tidwell added chairplane. Haba Katto, of Monkey Show, played in streak of luck as Emma, loop-the-loop monkey, gave birth to twins. Bert Smith, front man, took advantage of situation and had a special banner made, featuring new arrivals, with result that show did good business. Harry Phelps, secretary, has every member of the show listed according to the Social Security law. He extends his appreciation to *The Billboard* for its series of articles published on act, which have been of great value to him in several knotty problems. "Dare-Devil" Daniel, working in air with the aid of searchlight, held crowds. General Agent Buchanan returned from a trip over New Mexico itinerary. Bill Sutherland received compliments by management for manner in which he puts out posters and cards in each town. General Agent

Mooney of Harley Sadler Show was welcome visitor. His show, *Rose of the Rio Grande*, is playing to good business. Tex Thatcher, who manages Fan Show for Sidney Pesson, will bear watching. This boy is really doing things with an open-front Fan Show. Much credit goes to his wife, Adean, who handles the inside. Mrs. Tidwell visited relatives in Alabama. This territory has been very good for the show. So far every date has been a still one. Plenty of dust-storms, but they are used to that down here. **JACK ARNOTT.**

### Crystal Exposition Shows

Marion, Va. Week ended May 15. Location, new school grounds. Weather, cold and rain. Auspices, fire department. Business, light.

Last season show played here under same auspices to a wonderful business with ideal weather conditions. Good-fellows' Club got off to dandy start. In former years club was organized exclusively for workmen. But it was decided that everyone could join with an initiation fee of 25 cents and 10 cents a week thereafter. Everyone on show was agreeable and club has 100 per cent membership. Idea of club is to help those in need in case of sickness. They will call it Cryshoba, meaning Crystal Show Benevolent Association. Writer and Joe Scholibo organized a similar club with old Morris & Castle Shows and proved a great success. Officers elected: Charles Staunko, president; Stanley Siscavage, secretary; H. Johnson, treasurer; Sam Justice, representing concessions; Ed Mack, representing shows; Andrew Moody, for colored folks; John Vaday, medical examiner, and Puhob Allen, entertainment. An old-timer, Jim Winne, resides in Marion and was nightly visitor. He is connected with Smith's Superba Band from Gastonia, N. C. Bud Foreman joined with three concessions. Bud is a painter and will repaint trucks and ticket boxes. **PUNCH ALLEN.**

### American United Shows

Lewisston, Ida. Week ended May 15. Location, school grounds. Auspices, American Legion. Weather and business, good.

Show off to biggest Monday night's business since the opening. Continued to hold up thru week. Rides and shows getting bulk of money. Concessions not good. Most of towns thru this part of country are being played for first time with a pay gate. Mario and LeFors and Rosards, free attractions, are making decided hit. Another public wedding was put on, directed by Manager Al Miller and Johnnie Bauer and staged on floor of Dodgem ride. Principals were Bobby Burns (wrestler), groom; Jackie Smith, bride; best man, Bill Williams; bridesmaids, Patrick King, Helen Clark, Nancy Davis, Mrs. Johnnie Bauer. Municipal Judge George Erb officiated. Entertainers after wedding: Johnnie Bauer, emcee; Thomas McMann, Paul Dudley, Edith Clark, Helen Clark and Buddy Smith, Pierre Orlette, general agent, busy entertaining brother lodge members. H. Dutch Miller, night watchman, let that capacity. Years with one of Parker shows. H. H. Avery made trip to Seattle for truck load of stock for his concessions. With aid of his daughter, Joan, to do secretarial work sets a fast pace. Earl Goid named official announcer. Dad Allen covering a lot of territory with new sound truck. Shows doing good business. Tex Gillman's Athletic Show, Johnnie Bauer's Ten-in-One, Wayne Endicot's Animal Show, McNelisse's freak animals and Midge Holden's girl revue are striving to outdo each other. Saturday morning the show entertained Home Finding and Aid Society, orphans. Every show and ride opened especially for them. Harry Meyers gave each one ice cream and soda water. Mrs. Catharine Wolfe, superintendent, was high in praise for royal way in which the orphans were treated. Manager Al B. Miller has made many friends for show in general. **TED LEFORS.**

### Endy 20 Big Shows

Tamaqua, Pa. May 17 to 22. Auspices, Volunteer American Hose Company. Location, Seitzinger ball field, Cedar street. Weather, cold and rain early part week. Business, fair. Attendance, good.

Opening night 2,400 paid admission. Tuesday night 2,700, with rain threatening all evening, which poured down when free act was presented at 10:15. Wednesday night up to 9 o'clock over

1,000 passed the front gate. Shows did not a big business nor concessions. David B. Endy making trips to look after details of advance. Matthew J. Reilly, general agent, holding down spot and much credit can be given him for finally booking show in Philadelphia. Much activity around show, carpenters and painters working every day. Mickey Mouse Circus arrived after a smash-up coming out of the South. Ernie, Apple King, had a smashup with his truck, skidding on rainy pavement. New sound system arrived and is a great asset to marquee. Mrs. David B. Endy was a visitor. Eddie Lippman, hustling business manager, always on the job collecting and measuring. Ralph Endy, the secretary and treasurer, always busy, now more so with Pennsylvania State tax on amusements and Social Security. Hot Harlem show is still toppling midway. Lee Erdman getting ready to enlarge his front from 100 feet to 160 feet. Charley Tashky always building, to enlarge his three shows. Rides are all completed with new coat of scenic paintings. Octopus topping all rides. Jones' bingo game jamming them in with fine merchandise. Bill Guigley, of cookhouse fame, getting a broader smile each week, as meal tickets are coming in now by the score. Bench Bentum's Diving Sensations still drawing them in the front gate. **HARRY BENTUM.**

### Happyland Shows

Wyandotte, Mich. May 10 to 16. Auspices, American Legion. Location, downtown. Weather, cool, some rain. Business, fair.

This spot had a good reputation but it did not quite live up to it. People would not go near concessions. Rides did a fair business. Crowds came but did not spend. Eddie Miller brought his custard machine out. It is mounted on a very flashy trailer painted a brilliant blue and white and lighted with neon. Lots of talk about route cards put out by Managers Reid and Dumas. This is something new for this part of the country. Card shows entire route from opening until closing of season. Show purchased a new truck. Transformers, switch boxes and coils are to be mounted in it permanently and the balance of electrical equipment to be loaded in it on moves. This will be quite a saving in time and labor. Two more new house trailers on the show. John Res, side-show owner, has a new car. Robert Wood, concessioner, has a new trailer. Frank Allen opened his corn game and is doing as well as could be expected. Harry Boyles has added another ball game to his concessions, making seven for him. Lots of paint being spread now, getting everything in tiptop shape. All trucks are to be painted. Musical Madison joined John Rea's side show. Freddie Bedford is handling inside until time to take over management of Streets of Cairo, John Rea's girl show. Doc Stewart joined with his Funhouse. Jack Watson is still taking in nickels on his two digger stands, always a crowd around them. Many favorable comments on appearance of Ray Tahash's cookhouse. Mrs. Victor Ferguson is out of hospital. Show is playing seven days a week now, haven't missed a night except for bad weather. **V. L. DICKEY.**

### Mighty Sheesley Midway

Dayton, O. Week ended May 15. Auspices, Central Labor Union. Location, McCook Flying Field. Weather, all kinds, including snow. Business, good when weather permitted.

Opening-night receipts were double of last year and would have held for balance of engagement if elements had not been against the show. All in all, books ended up on black side of ledger, which is main purpose of this business. Mr. and Mrs. L. B. Clayton celebrated their third wedding anniversary. Mr. and Mrs. Henry Curtin have been married about 20 years. Ward (Dad) Dunbar is happy again because he is selling 110 copies of *The Billboard* each week and states he is still world's champion salesman. Al Renton is looking for a really big season with six ticket boxes. Jack Winslow had a big time here; the reason, his home town. Jeanne Williams is as young as ever. Ernie and Leone Murray, rube characters, with Smillo, clown, took possession of WHOIO's Man of the Street broadcast all week. Breakfast Express tieup over the same station resulted in swell Friday night's business. Charlie Pounds has a new paper weight. Bill Pickett and Robert Sykes spent a busy

night on Wednesday in putting out four fires resulting from short connections due to the wet weather. Still trying to find out reason for newest phrase on midway, "Where's Jo Jo?" Six hundred orphan kiddies enjoyed their yearly treat on Tuesday afternoon when entire midway was turned over to their enjoyment. Visitors: Mr. and Mrs. Walter K. Sibley, Mr. and Mrs. Eddie Madigan, Ray Dean, Ernie Young, Beecho Gray, Max Goodman, Charles Driver and Jammie Graves. **FLOYD NEWELL.**

### Dodson World's Fair Shows

Charleston, W. Va. Six days ended May 16. Location, Valley ball park. Auspices, American Legion. Ten-cent pay gate. Weather, cool, with showers nearly all week. Wednesday rained out. Business, good.

Two full weeks on same location under auspices of John Brawley Post No. 20, American Legion. A fine body of workers. Highly rated and respected. Business during second week a close repetition of first week. First week Wednesday night lost on account of rain. Wednesday of second week lost due to heavy rains. Friday best night of second week. Auspices and management well pleased with total attendance and general business enjoyed. Mel G. Dodson, general agent, remained on shows during entire engagement. Had a busy time entertaining his friends in Charleston and near-by towns. S. R. Dodson, father of Dodson brothers, came on from Defiance, O. Spent three days visiting. Mighty proud of his sons and big show they are presenting. Show well received by local dailies. Never missed an issue with special feature stories and much art. S. R. Dameron, city editor, *Charleston Daily Mail*, and party of friends entertained by show. Clyde East, editorial staff, *Charleston Morning Gazette*, and party of friends also entertained. Little Joe Pollock, midget in International Congress of Oddities, and C. Guy Dodson played host to *Charleston Daily Mail* news carriers. *Daily Mail* covered event with two-column feature story. Mr. and Mrs. Bert Brundage enjoying fine business with Whip and Pennyland. They purchased a new Silver Dome trailer here. William E. Naylor, high-ranking publicity man ahead of Hagenbeck-Wallace Circus, visited C. G. and M. G. Dodson. For relaxation Bill likes nothing better than a game of bingo. He never missed playing a few games whenever he came on midway. Bill states it's an old English custom. A game he enjoyed as a boy over in Leeds, England, where game first originated. Ida Woolsey's Caballeros of Rumba, a new show on midway, meeting with fine success. Slydini, magician, receiving many favorable comments on his performance of Chinese Mystery Ring trick. Arthur E. Dodson American Legion Post getting splendid publicity in all towns played. Homer Acuff, taker on front of Southern Revelers, all-colored musical comedy revue, makes a fine gentlemanly appearance and delivers a masterful talk. One of reasons why show is doing such good business. Major West and his real genuine Scotch Highlanders band, a novelty in these parts. Gets and holds crowds in front of side show. Visitors: Sam Lawrence, manager Sam Lawrence Shows; Ben Holmes, general agent Dan Rice Circus; Capt. David Latlip, manager Home State Shows; Edward Norton, Thomas Portland, Mr. and Mrs. Frank Hastings, Ray Hawkins, James A. Ford, Evelyn Mason, Joan O'Neill, Peggy Sinclair, Mr. and Mrs. Clarence LaMoore, Fred Williamson, William T. Reynolds and Mr. and Mrs. Sidney Lane. **DAVE CARROLL.**

### Marks Shows

Trenton, N. J. Week ended May 22. Auspices, North Trenton Italian Republican Club. Location, Princeton avenue and Spruce street. Weather, cold first half, cool last half. Business, poor first half, fair last half.

Lack of sufficient carnival spirit on part of visitors marked opening of engagement. Gate receipts showed a steady increase each of first three nights. Four Aces, aerial number, worked in chilling atmosphere. Mrs. Flo Odell was away, leaving Mrs. Josephine Haywood in command of their baseball emporium. Tiny new electric lamp with nifty shades has been introduced on ball game of Mrs. Jack Martin, adding much flash and more business. James M. Hurd, of Wall of Death, visited Coney Island. Frank Sterling and Tom Murray, of that resort, visited here. Murray and Sterling

have a narcotic exhibit on the "Island." Newspaper support here lacking, but Station WMNJ co-operated. John H. Marks made a trip to Philadelphia and visited the World of Mirth Shows. Earl Purdie, Jack Linderman and son and others of World of Mirth personnel visited.

Mr. and Mrs. Jack Melton joined. Melton helped Hurd on Wall of Death while Hurd visited. Tom Everett, of Lindy Loop, was struck on head by a crank while tinkering with Eli Wheel motors and painfully hurt. F. B. Carver, Caterpillar superintendent, is recovering from la grippe. R. A. Burns, Mulliken Hill transfer man and carnival man, visited. Joseph Plumeri and committee have given loyal support. Friday night's business best Trenton has ever given John Marks organization. Saturday night pulled week from losing column. Some concessions were losers on the week. Same was true for some of shows, San Quentin, new Museum of Oddities, Darkest Africa and rejuvenated Trip to Mars failing to interest visitors. But another triumphant week for James M. Hurd, whose Wall of Death played to fair crowds early in week and capacity houses at close. Al Paulert had another good week with Beauty Revue, and E. C. (Doc) Anderson brought Harlem Dandies under wire among money winners. Ben Holliday led ride department with Eli wheels. Poorest children's matinee of season.

Mr. and Mrs. Tom Roach and children, of Philadelphia, with their two sons and a party of friends, visited his parents. Mr. and Mrs. James Roach. Friday night was convention night, with C. W. Craft and Bill Kerr visiting. Frank Lafferty drove in from Camden and reported billing difficulties. Paul Leonard, one of riders in Wall of Death, left with Mrs. Leonard, who had been clerking in one of Peter Richard's penny-nitch games. Will Lewis, who had been handling front of San Quentin, also closed. Mrs. Janice Luken, of the Martin ball games, gave away to slight attack of la grippe. George Stoltz's Band, with new instruments, is making well-known welkin ring. Herman Tribune, trainer of mice, is building another booth. Mrs. Roy B. Jones returned after a trip home with her sister, Mrs. Julia Shomar, and nephew, Ernest Shower, of Allquippa, Pa. **CARLETON COLLINS.**

### Patrick Shows

Omak, Wash. Week ended May 15. Location, heart of city. Weather, cool. Business, very good.

Show opened Monday night to large crowd. Everyone seemed in ideal carnival spirits. W. R. Patrick away on business. His assistant acting as official greeter. Show travels on 31 black-and-orange-colored trucks and trailers. Nail Store Dutch and Doc Eisenman were in an auto wreck, but not injured. Red Patrick has added four more concessions. Bull Montana, who has roll down, has a swell flash. Art Eisencorn put on ham and bacon wheel and doing well. Nappy Olson has a jewelry and radio wheel. Office trailer is new, modern and comfortable. Mae Perusee, owner of cookhouse, has to enlarge eating emporium. Bill Yale, manager of cookhouse, is supervising building of new addition. Mr. and Mrs. Bill Fielding, who have bingo and two ball games, purchased a new Ford truck. The Fieldings' agents on their various concessions are Neil Miller, bottle game; Julius Mace, cat rack; Romanus and Edward Hirsch. Monroe Eisenman, general agent, doing good work with banners on Eli Wheel. All banners are in frames. Mrs. Eisenman is doing well with her shooting gallery. Bull Montana was awarded a paper medal for telling the tallest story. Earl Stolz, manager of artists' models, has had good business. Hirsch, manager of Mickey Mouse Circus, installed an incubator. George Patricia Phillips has been promoted to head office boy. **MONROE E. EISENMAN.**

### Buckeye State Shows

Magnolia, Miss. Week ended May 16. Location, center of town. Auspices, Magnolia Junior Band. Weather, fair. Business, fair.

Show had co-operation from band, which marched thru town every afternoon. It played on lot for aerial return act, free attraction. D. L. Frazier, concessioner, purchased a new Ford truck and trailer. Painted red to match other show trucks. Joe Gallor, manager, spent several days in Biloxi, Miss. **ELOISE LOWEY.**

Greater Exposition Shows

Kankakee, Ill. Week ended May 15. Location, Valencia Gardens. Auspices, State, county, city authorities. Pay gate. Weather, rain, chilly. Business, fair.

President Taylor of late Gov. Len Small's Kankakee Fair, a visitor. Opening night, rain, low mercury and New York Central passenger train wreck near grounds hurt business. Saturday, rained out. Children's matinee big. Kenneth Blake, at Streator, compelled to lay off diving account dizziness. In hospital two days. Ascended ladder to dive opening night. Halfway up dizziness came on. Narrowly missed falling from ladder. Tuesday night block and tackle used to hoist him up. Idea worked. Newspaper stories brought thronged midway to see him probably dash to death. Been hoisted ever since. Mrs. Kenneth Blake and father to Chicago for summer. H. M. Tashjian, Chicago veteran Armenian antiquarian, sire of Nathaniel Stone, pilot Paris Before Dawn show, conferring as to "Tent of Art," featuring Old Bibles and scriptural literature. Captain Hart, Alton, Ill., hospital, improved. "Jack" Draper, manager Octopus, handled ride so that 20 young ladies from YWCA approved him as "best ride man ever." Harry Reynolds, lot superintendent, laid up with double hernia. Jack Starling, midway guest, en route to concession row at Riverview Park, Chicago. Dinner served Bob Hallock, general agent Morris Miller, Frank Richmond and wife, Evelyn, quit Eddie Davis' cookhouse. Rajah Rodah, magician, and Maxine, mentalist, mystified Exchange Club. Kankakee Star gave them front page. Illusion show going big. Visitors: Charles B. and Cadwell Mead, Hon. Rodney Brandon, Lawrence Becherer and Tessie McLean and sisters. Carrier boys, Republican-News and Star, midway guests. Underprivileged extended courtesies. John Francis on trip to Dakotas. Dick O'Brien in and out. Fred Gruber, chief billposter, has three billing trucks and crew of five. New transformer truck arrived. Sells Sterling Circus people and Zimdars carnival folk exchanged visits.

DOC WADELLE.

F. J. Kennedy Shows

Las Vegas, Nev. Week ended May 15. Hellderado Days Celebration. Auspices, Elks. Weather, hot. Business, good.

Show opened on uptown lot with 10-cent gate. Elks had their Hellderado Village located at end of midway. Opening night 3,040 passed thru gate; crowd increased each night. Thursday at 6:30 p.m. first parade of celebration was held, with Death Valley Scotty and his "hoot" banker, A. M. Johnson, in vanguard, riding Scotty's horses and leading his famous mule team. Scotty and Johnson made their first public appearance together in history of their 30 years' partnership and were abreast with Mayor L. L. Arnett and Pat Murphy, rodeo queen, followed by Sheriff M. E. Ward, host to Scotty. This was most colorful frontier parade ever witnessed by writer (and he has seen plenty)—stagecoaches, buggies, carts, carriages, covered wagons, 20-Mule Borax team and wagon, pack trains and horseback riders galore. Friday evening Mr. and Mrs. Kennedy gave a fried chicken dinner to Mr. and Mrs. Mickey Wilson and Doc Hall. Jack Leary, one-time wrestler with various carnivals, is located here and operating a night club and doing fine. Jack was on midway every night. The Kennedys are expecting a heavenly bundle in June.

DOC HALL.

Gruberg's World Exposition

Milton, Pa. May 10 to 15. Auspices, Miltonian Fire Department. Ten-cent gate. Weather, two days rain. Business, fair first half, big Saturday matinee and night.

On lot on Saturday night was equivalent of entire population of Milton, which only boasts 8,000. Sunbury, Danville and countryside contributed cash customers, and papers in these cities gave good support. The Sunbury Item classed show as best to exhibit in vicinity. The Sunbury Daily commented on cleanliness and The Danville Daily News advised taking the 17-mile journey as "it is worth while." It said. Additional lighting facilities have been added, floodlights for parking purposes and illumination of front gate installed. "Preacher" and Jack Monroe have completed some new illusions. In one of which they burn a man up in a coffin. Norman Wolf and Mrs. Wolf with Sex and Aphrodite shows have installed plush curtains and some attractive front flash in way of frames. John Fisher

is now sole manager of Life Show, Bennie Rockford and wife having left. Mrs. Max Gruberg has about niltiest frozen joy wagon in business. "Whitey" Hewett, electrician and general Pooh Bah, one of most popular men on show. Mr. and Mrs. Del Crouch (Dorothy Stone) again among top money getters. Jack Montague recipient of many congratulations on his show. Madame Ada doing nice business. Louis Firpo, trainmaster, a great worker. Joe Manheimer, popular promoter, great detail man. G. M. Stokes, billposter, gave a great showing. Gerald Weeks has a new-born baby monkey. Mrs. Milton Morris' Pomeranian dog died.

Hennies Bros.' Shows

Alton, Ill. Week ended May 15. Auspices, American Legion. Pay gate. Attendance, good, notwithstanding cool evenings. Business, good. Location, Henry Street Park, river front.

Lot though one due to sand fill on levee front. Mrs. Daisy Hennies, Kansas City, Mo., in for visit with sons, Harry and Orville. Committee was all that could be asked for. Harry Hennies became a member of Alton Post. Mrs. Fred Beckmann, of Beckmann & Gerety Shows, accompanied by Mrs. Clay, visited. Ned Torti and Slim Johnson, "friendly enemies," put in their weekly appearance. Johnnie Nelson was made stockman in concession department and E. A. McCuen was transferred to Nelson's place on corn game. R. M. Ready making nice job of second openings on Bill Kemp's Lion Motordrome, which is one of top-money shows of the midway. Lew Gordon is handling the front of Harlem on Parade and is making good and is proving that colored shows of merit can get money in all sections of the country. "Buttons" Grantham and his "Original Monkey Town" is making midway leaders step and comes in for his share of praise by both press and public. Ralph Justus, head waiter on show's club car, working opposite shift with Mrs. Jackie Alleman. Homer Gilliland, in advance, is kept stepping but reports a good year for advertising banners which he features, having built a portable section bulletin board on which his local advertising banners are displayed each week.

JOE S. SCHOLIBO.

L. J. Heth Shows

Henderson, Ky. Week ended May 15. Auspices, Henderson's Elks. Location, Third and Main streets. Weather, good except Friday night cold. Business, excellent.

Best week's business of season. Probably for two reasons, first, show was downtown on streets, and second, first break on weather show has had. Elks are a deserving organization here and hard workers, consequences were they made a nice sum for their annual Christmas charity and show shared in benefits derived from their co-operation. Mr. and Mrs. Howard Reeves joined, taking over the Hollywood Studios for Mrs. Heth. They were accompanied from Texas by Mrs. T. J. Tidwell (nee Mary Sparks), who is a sister of Mrs. Heth and Mrs. Reeves. Sand bags were used instead of stakes, quite a novelty to some of present-day showmen, many of whom were showing on streets for their first time.

JOE J. FONTANA.

Texas Longhorn Show

Overton, Tex. Week ended May 15. Auspices, Sons of American Legion. Location, North Baptist Church. Weather, ideal with exception of opening marred by electric storm. Business, fair.

All shows, rides and concessions in place and up early Sunday. Personnel had good rest Monday and made 6 o'clock parade. Eight-piece white band added to 7-piece colored band made an excellent showing on band wagon. Legionnaires augmented lineup. Entire midway overcast with gloom Tuesday when J. C. (Red) Rogers, veteran ride superintendent, took "final curtain." Entire troupe with exception of a couple watchmen made trip to funeral services at Henderson, Tex where interment was made. Jack Fowler came on from Nazada's one-nighter and is official announcer. Mrs. Fowler joined with her Nazada show. Major Parks, well-known circus and carnival giant, is here. Show putting up plenty of special paper. Visits exchanged between Bob Hurst's Carnival, Manard's Attractions and Joe Starr and Company (Chief White Eagle). Catherine Oliver came from St. Louis to book some equipment in Texas. Louis Bright, former Big State executive visited, as did Jess and Wanda Wrigley

and Mrs. Martin Rosell. They over to attend Rogers' rites. Hamter's one-ring circus on road, Edward LeRoy on high wire, Capt. Ted Townsend's high net dive, color scheme of aluminum and white, flags and pennants all go to make midway inviting.

B. C. McDONALD.

Bantly's All-American Shows

South Williamsport, Pa. Week ended May 15. Location, City Acres. Auspices, Citizens' Fire Company No. 2. Weather, three days' rain, cool. Business, good when weather permitted.

Opened Monday night to good crowds, with 193 newboys as guests. Editorial staff of The Williamsport Sun-Gazette guests of management Tuesday night, which also saw good crowds thru main gate. Rained off and on Wednesday. Thursday drew first blank of week, when it rained continuously from 10 a.m. till 11 p.m. Friday, which was also lost. Saturday cool at night, everybody made a little money. Kiddie Days, Wednesday and Saturday, turned about 4,500 youngsters, including both days. First meeting of Goodfellow's Club was held in Rhythm Revue, with 107 in attendance. Program was under direction of Bennie (Patches) Smith, with writer acting as emcee. After a stage show presented by Jack White and Rhythm Revue the following officers were elected: Tim Green, president; Dick Keller, vice-president; Bud Bantly, secretary-treasurer, with Mrs. Herman Bantly acting in that capacity until Bud is released from school duties and joins show. Sam Hull, sergeant at arms. Medical officers: Slim Herrick for rides, Harry Agne for concessions and Jack White for shows. Object of club is to raise funds to be used in cases of emergency such as accidents or deaths. For stage show presented each Wednesday night a charge of 10 cents is made and refreshments are sold. At close of season if there is any money left it is divided equally among members. Tim Green bought a bulldog while in Du Bois and has named it Patches, after Bennie (Patches) Smith, legal adjuster. Writer received co-operation from Radio Station WRAC in Williamsport, which granted show a 15-minute special broadcast each day. Entertainers who worked over air were Mettlers Family Band; Frankie Graves, ballad singer; Whitey Prazier, blues singer, and Johnny Fedele, piano accordion. Bert Rosenberger, general agent, to leave for the South. Manager Milner Hotel, where most of folk stopped, proved a real fellow. Ben H. Voornies and Klina, of the Strates Shows, were nightly visitors. Flying Behrs, a flying return act, to join. Mrs. Bantly is sporting diamond ring presented to her by Bantly on her birthday. Mrs. Chris Smith and Mrs. Frank Sheppard holding down front ticket boxes.

HARRY E. WILSON.

Sam Lawrence Shows

Wytheville, Va. Week ended May 15. Location, Route 21. Weather, rain. Business, bad.

Two nights lost completely. Nights that weather man was off duty rides and shows did a little business. Concessions did not fare so well. Harry J. Burke joined advance force with Sammy Bergdorf and is busy with baby shows. Jimmie Boyd departed for another show. Manager Lawrence was away on a business trip. Edythe Sleight troupe left to join another show. Joe DeTrapani joined with Nudist Show and also to paint the new fronts. Joe has a very neatly framed show. Tommie Fallon is still holding his own with rest of shows and presents a high-class girl show. Minstrel show was tops here. Pay gate has been a success and management plans to enlarge free-act program and have an act work every hour during show hours. Harry Ward, of East Radford, Va., was a visitor. Sam Bergdorf paid a visit and reports plenty of contracts in brief case. Mrs. Lawrence had office wagon repaired.

WILLIAM R. HICKS.

Hilderbrand's United Shows

Eureka, Calif. Seven days, ended May 16. Location, circus-grounds. Auspices, L.L.L. Business, good. Weather, variable.

Breaking all records for previous years Eureka gave show first red one of season in spite of inclement weather. In constant downpour of rain opening night 2,200 passed thru marquee and waded in mud. Attendance increased nightly until climaxed Saturday night

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$6.25; 50 cards, \$9; 75 cards, \$13.50; 100 cards, \$17; 150 cards, \$21.50; 200 cards, \$26; 250 cards, \$31; 300 cards, \$37. Re-maining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

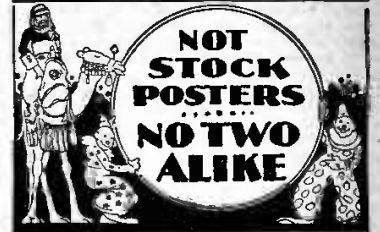
Made in 30 sets of 100 cards each. Played in 5 rows across the card—not up and down. Lightweight cards. 1'er set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked on punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Bingo Blackboard, cloth, size 24 x 35 (Rolls up), 2.00. Bingo Record Sheets, 24x36, 20 for \$1.00. Send for free sample cards and prices list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. N' checks accepted.

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with an attendance of 10,400 paid admissions. Rides ran to capacity and shows played to packed houses. Concessions did remarkable business. Engagement from every angle was a financial success. Double shifts had to be placed on privilege car to accommodate money-spending showfolk. New sound car arrived and was placed in operation by D. O. McCarty, technician. Texas Kids Jamboree, of radio fame, arrived and exhibited their Slide Show with success. Free acts again proved their drawing power. During performance of high pole used by Reggie Marion, of Four Thrillers, in grand finale of act, pole snapped as he swayed in mid-air, but he managed to manipulate it successfully. O. H. Hilderbrand departed via airplane for Hood River, Ore., to visit little Betty Joan, who is visiting her grandmother. Mrs. E. C. Mooney, Mr. and Mrs. Jack Portman, of Eureka, entertained showfolk at dinner in their home. Mrs. Betty Coe has recovered from recent illness and is again mistress of marquee. Mart Verdon and Don Varo's Mysteries of 1937 Slide Show opened at this location and enjoyed good business. Mr. and Mrs. D. G. Couden departed.

New Ten-in-One Side Show operated by Billy Bozzell, had a most successful opening. Cliff and Emmy Clifford added a grab concession, while Bud Cross added another bingo, both did good business. Octopus and Tilt-a-Whirl ran race for top honors. General Agent and Mrs. E. Pickard celebrated their 25th anniversary with a banquet at local cafe. Mr. and Mrs. Max Williams joined hill-billies show. Hazel Fisher and Verna Seeborg sold out nightly. Mr. and Mrs. Claude Barie's Hollywood Revue, a novelty in girl show line, created favorable impression and crowded houses attended each performance. Lucille King's elaborate radio campaign for two weeks and with pleasing results. Silm J. Elmberg's *Death Rides Again* augmented his drome with many new features resulting in noteworthy attendance. T. G. Smith joined Callahan's concessions. Mr. and Mrs. R. Buckmeister are with Wachtmann concessions. Jimmy Heller has equipped Alton rides with sirens and loud-speakers.

WALTON DE PELLATON.

## Wm. Bazinet & Sons Shows

Anoka, Minn. Week ended May 15. Weather, rainy and cold. Business, poor. Auspices, American Legion.

Besides bad weather, poor co-operation from committee. Legion, however, was liberal in its praise of show. No opening Tuesday because of weather.

Staples, Minn. Week ended May 22. Weather, bad. Business, poor.

George Townsend joined with Midget Show. It topped midway first night. The two Garland boys joined with cigarette shooting gallery. Eddie added a ball game concession.

DWIGHT BAZINET.

## Rubin & Cherry Exposition

Decatur, Ill. Week ended May 22. Auspices, American Legion. Location, B. & O. showgrounds. Weather, fine. Business, great.

For first time since opening week at Tuscaloosa, sun shone every day and with exception of Tuesday night weather was warm and shows repeated its business of last year and gained at least 25 per cent additional revenue. Opening was big and nightly returns exceeded those of last year by a large margin. Rained late Friday night making grounds a sea of mud but Joe Redding and P. J. McLane marshaled their crews and had midway in shipshape before noon. Largest "Children's Party" in two years Saturday afternoon, sponsored by a local department store, and Saturday night's business brought joy to troupers. Elsie Calvert arrived from Chicago

with her girl show troupe to take charge of *Castro de Parez* revue and opened on Wednesday night. Johnny Myers will take over Odditorium in Galesburg, with entire new list of attractions. Doris Kimerer and Gertrude Cain have an attractive mentalist booth. Andrew Taylor is in on front of Max Kimerer's "Jungle Monsters" attraction. Death of Joseph Julien at Decatur cast a gloom over midway and much sympathy was expressed by showfolk to Mrs. Katherine Julien, who so bravely "carried on." Deceased was a veteran of World's War, was injured in action and was given a military funeral in Bethlehem, Pa., Tuesday, May 25.

Wedding of Edward Thorpe, chef of Jake Gruber's midway cafeteria, and Doris M. Leonard took place Thursday, May 20, ceremony being performed by Justice of Peace H. B. Payne. Witnesses were Charles Ball and Virginia Crawford. Many felicitations and handsome presents received by happy couple. A. D. Wittmore, police instructor and ex-gangster, new addition to "Crime Does Not Pay" exhibit, joining at Galesburg. He will lecture on his experiences and instruct local police.

Mrs. Joseph Redding arrived from West Palm Beach and received a royal welcome from her many friends. New "Octopus" is doing a whale of a business. Recent visitors during past two weeks: R. L. Lohmar, Andy Carson, R. S. Shepard and wife (Lillian Murray); Bernie Mendelson, of O. Henry Tent and Awning Company, who took several new orders for canvases; Rube Liebman, Sam S. Solomon; Eddie Brenner, of "bingo" fame; La Motte Dodson, monkey show manager. WALTER D. NEALAND.

## Happy Days Shows

Gallatin, Tenn. Week ended May 22. No auspices. Location, downtown. Weather, rain. Business, none. No gate.

Only event of past nine weeks was return of Manager T. L. Dedrick from hospital and a very serious attack of flu. Aside from his loss of about 30 pounds, old smile and pep are there and his appetite is excellent. It is truly remarkable how Mrs. Dedrick has carried on in mud and rain during his absence, but he gives much credit to all folk on this show for their loyalty, hard work and co-operation with her especially after her 23 weeks in hospitals last spring and summer.

FLOYD R. HETH.

## Queen City Amusement Co.

Toronto, Ont. Week ended May 15. Location, Coronation Park. Auspices, Silverthorn Branch Canadian Legion. Weather, fair. Business, excellent.

Inaugurated tour for season Saturday, May 8, to capacity crowds. Special radio broadcast brought a crowd Saturday afternoon. Publicity a week before opening, with co-operation of the local press, helped to make this spot a success. Wednesday, Coronation Day, an official holiday thruout Canada, brought amusement-hungry throngs to witness wonderful array of decorations on midway. A huge arch built special for this day, with a brilliant display of neon lights, greeted customers at entrance. Thirty-piece Legion band was a good attraction under marquee. Parades by local order of Boy Scouts, also Canadian Legion, 64th Artillery, with fireworks in evening. Workmen are to be congratulated on splendid paint job done on all shows and rides. Abundance of electrical illumination, with special arches of lights to entrance of each ride and show. Staff: George Atkinson, owner; Bernie Arent, manager; Bill Jones, secre-

tary; Red Thompson, general agent; Thomas Allen, assistant general agent; and Larry LaPlante, electrician. Shows: Illusion, Bert Morton, manager, and Harry Clark, assistant. Harlem Colored Revue, "Happy," manager, assistant, Charles Aston; performers, George Jackson, tap dancer; James Wilson, guitar player; Jack Wilson, trumpet; Greta Burnside, dancer. Snake Show, William Smith, manager; Jean Butler, assistant. Show Boat, Ed Williamson, manager; J. Woods, assistant. Rides: Eli Wheel, Joe Neelick, foreman; Larry Steel, assistant. Chairplane, Ed Newman, foreman; Joe Nabob, assistant. Merry-Go-Round, Ed Quillan, foreman; G. Lockhart, assistant. Kiddie Ride, H. Martin, foreman; A. Sharon, tickets. Concessions: Cookhouse, Pete Pappas, owner; S. Blair, manager. Picture gallery, E. Bernstein. Cat rack, Pete Charlesworth. Milk bottle game, Shorty Ashton. Dart game, Bob and Hank Burke. Hoop-la, H. S. Speers. Scales, grocery wheel, lamp wheel, H. Payne, owner; Bert Payne, Jim Carroll, Reg Beatty, operators. Mentalist, Madame Laura. Pop-corn wagon, W. J. Westran. Chip stand, W. H. Drake. Bingo and P. C. wheel, Frank Bird. Roll-down, Nick Newman. Spindle, Pete St. Cyr. Cigaret wheel, Slim Haggard. Skill ball, Frenchy Dix. Airplane game and cigarette shooting gallery, Teddy Dufton. Nail store, Walter McCluskey, owner; Sol Acks, Bubbles Rutledge, operators.

WALTER McCLUSKEY.

## Johnny Toffel Shows

Freeport, Ill. Week ended May 22. Auspices, Veterans Foreign Wars. Location, 18th and Shawnee streets. Weather, cold and rain. Business, profitable.

Rides, show and concessions all did fair. All rides are owned by the show. Jack Orr reported good business on shows managed by him. Roy Duffy, with three concessions, stated he was satisfied. Lyle Applegate, who has four concessions; Stanley Ronn, Eric diggers; Worley, pop corn; Lee Baldwin, cook house; Mrs. Toffel and Mrs. Reese each reported fair. Show owns 12 concessions and was pleased with week's results.

JOHNNY TOFFEL.

## Strates Shows

Williamsport, Pa. May 15 to 22. Location, Rose street showgrounds. Auspices, Repasz Band. Weather, cool and rain. Business, fair.

Splendid co-operation of committee representing the famous Repasz Band, Pennsylvania's oldest musical organization, headed by Frank (Mo) Hammer, general manager of the band, and Cecil Cratts, secretary and treasurer. Monday night a packed midway greeted first appearance of Strates Shows in Williamsport. Mayor Charles D. Wolfe, City Treasurer Ben C. Bowman and Chief of Police John G. Good and Captain of Detectives Schmucker visited with General Manager Strates and General Agent William Breese. Entire membership of Repasz Band attended show Tuesday evening and gave a concert in front of marquee. Wednesday evening Williamsport High School band of 60 pieces were on midway and played for every attraction. Williamsport Sun and Gazette and Grit gave show splendid co-operation. Radio Station WRAC gave spot announcements every afternoon from 2:30 to 3, with Jack Paige and his Casa Maniacs as musical feature gave show all publicity desired.

Strates Shows' Benevolent and Social Club has been organized and the following board of directors elected: George S. Marr, of staff; William Cowan, of con-

(See SHOW LETTERS on page 67)

## Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, May 29.—Attendance at the weekly meetings is surprising for this time of the year. The fact that some members come considerable distances indicates a healthy interest in the affairs of the association. There were 46 members present Monday night. First Vice-President Dr. Ralph E. Smith presided. Other officers present were Ross R. Davis, treasurer, and Harry C. Rawlings, acting secretary. Being sort of between seasons there is not a lot of important business to handle, as it is understood momentous matters are carried over until the home-coming of a majority of members in the fall and for that reason meetings are gone thru quickly. There was only one new member, but assurances from members present were that a deluge of new members was on the way. One thing very noticeable is the inquiries asking about eligibility. This shows that troupers are really awakening to the fact that belonging to a showmen's organization is good business.

From all over the 11 Western States come letters covering a diversity of matters but indicating that this organization is becoming a clearing house for information. This week three letters were received from persons asking about showfolk not located. From New York there was a letter asking help in locating one Thomas Tolliver, last heard from in Los Angeles en route to the Orient. Death of father makes necessary locating him to dispose of an estate of considerable proportions, according to the inquirer. From Pat Armstrong came a letter with check that goes to help swell the Emergency Sick and Relief Fund. For this Pat received a standing vote of thanks. Letter from Pete Butch, of Stockton, Mont., father of Mike Butch (Poppye); who was taken ill, it was stated, while with Ringling-Barnum Circus in New York and died there without funds, seeking help to defray funeral expenses.

Will Wright writes of a very fine pickup in business with Golden State Shows and of incidents of the "big doings" in San Francisco bridge fiesta. Three carnivals playing during the show. Joe Glacey writes from Cleveland of the preparations he is making for the fine outlay of Johnny Branson's shows at Great Lakes Exposition. Frank W. Babcock ran in to tell of the big business the shows did at the El Monte, Calif., Pioneer Week. Best in years, he stated.

The one new member, Nathan Bolens, credited to Ross E. Davis and Dr. Ralph E. Smith. Launching of a big campaign for the Cemetery Fund being worked out. As first of the activities Doc Cunningham, chairman, will promote the barbecue party at Jack Schaller's. A circus and vaudeville program will be featured. Milt Runkle, of the Babcock Shows, came in for short stay. Says the show is doing fine and will be considerably enlarged. Harry Suseman back in town for a visit. Dave Browne came in for a short talk with the "boys."

Drawing Monday night netted a fine sum for the organization. Ross R. Davis was the winner. After adjournment refreshments and lunch, refreshments being provided by Brother Harry Levine, and to Mrs. Harry C. Rawlings goes credit for supplying a most delectable lunch. Any member on the road is privileged to get his name in the Honor Niche on any Monday night by joining what Doc Cunningham calls "The Helping Hand Society."

## Ladies' Auxiliary

President Forstall presided at the last meeting. Inez Walsh, first vice-president; Frances Klein, second vice-president; Minnie Fisher, chaplain, were also present. Tillie Palmateer was at the door in the absence of Mrs. Rawlings.

Plans for a card party to be held June 10 were completed. There will be no meeting May 31. A drive for new members was launched. A cash prize will be donated by Mario LeFors to the leader of the campaign and a second prize will be donated by Peggy Forstall to the runner-up.

Alfredo Avalon, recovering from an operation, is expected home in about 10 days. Bingo was played and lunch was served by Minnie Fisher and Etta Haden. Members present: Pearl Jones, Stella Lynton, Martha Levine, Florence Appell, Opal Manly, Gertrude Mathews, Mabella Chipman Burnett, Aetna Henry, Marie Morris, Stella Brake, Ethel Miller and Vera Downey.

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Can now be purchased on our new BUDGET PLAN—8 monthly payments will buy 12 months' protection.  
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**EVANGELINE SHOWS WANTS**  
Colored Performers and Musicians, Trombone Player, Cornet and Piano. J. O. Green and Dudlow Taylor answer. Show works 50/50, with a guarantee of \$5.00 per week to each performer. Will furnish Canvas for following Shows: Crime, Unborn, Ten-in-One, Illusion, Snake, Mickey Mouse, Winks or Octopus. RIDES—Loop-Plane, Octopus, Pony Track, Drive Four Guns, CONFESSIONS—Nail Joint, Scales, Lead Gallery, Mouse Joint, American Palmistry, Ice Cream, Frozen Custard. Legitimate Concessions open, all Wheels. Agent for Country Store, Clothespins, Blower, Bumper. Address EVANGELINE SHOWS, Pryor, Okla., week May 31; Ficher, Okla., week June 7.

## Trailer Legislation

MADISON, Wis., May 29.—Bill 306-S, relating to reciprocities in fees and taxes on motor vehicles, was passed by the Senate May 20 and then went to the Assembly.

The Schoenecker Bill, 124-S, providing for licensing and regulation of trailers,

was also passed the same date by the Senate. It calls for a \$5 registration fee on each trailer up to 3,500 pounds and \$5 for each additional ton. This bill, which also went to the Assembly, provides that trailers be equipped with front and rear lights, adequate lighting systems conforming to the State electrical code and a fire extinguisher. If a trailer weighs more than 1,000 pounds it must be attached to the auto by a safety chain in addition to the regular hitch, and the trailer is required to have brakes controlled from the driver's seat. Measure also gives the State Board of Health supervision over all trailer camps, and municipalities are authorized to set up camps on property owned by them.

# Laws and Lawsuits Pertaining to Amusement Biz

IN MANY instances owners of amusement parks, circuses, carnivals and other traveling shows pay exorbitant license fees when in fact the taxation laws are void and unenforceable.

Broadly speaking, any State taxation law is invalid if it is not authorized by the State Constitution. A city or county taxation law is void if it is not authorized by either the State Constitution or a State law.

There are many ordinary reasons why State, county and city laws which impose taxation or require payment of license fees to operate amusement parks, circuses, carnivals and other traveling shows are void and unenforceable.

For example: In a leading case (8 S. W. (2d) 353) it was shown that a city ordinance in Texas was enacted requiring street carnivals to pay a license fee of \$60 and in addition thereto \$5 for each day the carnival was operated. The owner of a street carnival discovered that the constitution of the State provides that no city may levy an occupational or license tax in an amount of more than the tax specified by State laws on the same occupation or business. The State law requires a payment of \$50 annually for the operation of carnivals.

Therefore the city ordinance was held void because in view of the above-mentioned provisions of the State Constitution and State Statutes no valid city ordinance may require carnival owners to pay a license fee of more than \$50 annually.

Also, in another case (101 S. E. 370), it was shown that a statute of the State of North Carolina provides that a license fee of \$30 per year shall be collected from the owners and operators of shows in towns of less than 5,000 population.

An ordinance of a city having a population of 3,877 required the owners of shows to pay a license fee of \$60 per year.

In view of the above-mentioned State law the higher court promptly held the ordinance void.

## Ordinance Held Valid

On the other hand, it has been held that a city ordinance is valid altho it requires payment of an unreasonably high or exorbitant license fee, provided such ordinance does not violate either a State law or the State Constitution.

For illustration: In a leading case (137 N. W. 417) it was shown that the council of a town having only 1,000 population enacted an ordinance which required the payment of a license fee of \$200 by each owner of any place of amusement such as a carnival, tent show or other traveling show.

While endeavoring to test the validity of this ordinance the operator of a carnival contended that the ordinance was unreasonable and void because only a few owners of places of amusements could afford to pay a \$200 license fee.

However, notwithstanding this argument, the higher court held the ordinance valid and explained that a city license or taxation ordinance is valid if it does not violate, contradict, or conflict with a superior law or constitutional provision altho only a few business persons can afford to pay the license fee.

## Must Be Authorized

Another important point of the law is that no city council may pass a valid license or taxation law unless properly and clearly authorized to pass ordinances of this nature by a valid State law. In other words a State law cannot be "twisted" to change its intended meaning to be used as an illegal authorization for a city council to enact a particular license or taxation law.

For illustration: In one leading case (44 N. B. 124) a State law authorized a city council to tax bowling alleys and other places of amusement \$300 per year. In view of this State law a city council attempted to tax the owners of shows \$300 a year on the contention that a show is a place of amusement.

However, when interpreting the State law the higher court held the words "or other places of amusement" to mean places SIMILAR to bowling alleys. Therefore the city ordinance was held void.

## Police Officer Fees

Unless a State law specifically provides that the owners of places of amusement shall pay special license fees for the services of special police officers an ordinance of this nature is invalid.

## How To Determine When License Law Is Void

By Leo T. Parker, Attorney at Law

SERIES No. 6

This is the sixth of a series of articles pertaining to various branches of the amusement business authored by Leo T. Parker, a prominent attorney.

No attempt will be made to offer advice on personal inquiries, but if a sufficient number of suggestions are received, a special article on the subject will be published at a subsequent date.

Mr. Parker can be reached in care of The Billboard, Cincinnati, O.

For example: In a late case, *Waters vs. Leach*, 3 Ark. 110, a city was authorized by a State law to tax places of amusement such as circuses, carnivals and tent shows. In view of this State law a city enacted an ordinance requiring the owners of circuses and other traveling shows to pay a license fee of \$20 each month and \$2.50 each night for a police officer, who must be assigned to duty to keep order at the show.

It is interesting to know that the higher court promptly held the latter mentioned part of the ordinance void.

## State Law Exclusive

Another important point of the law is that no city or county license or taxation law is valid if a State taxation law is formulated to mean that upon payment of the State tax the operator is legally entitled to operate his business.

For illustration: In a leading case (35 Miss. 428) a State statute provides that the owners of circuses must pay a license fee of \$25 for each day's performance.

A county law was passed which required the owner of each circus to pay a county license fee in addition to the State tax. However, the higher court held the county tax law void because it was apparent that the State taxation law was intended to authorize circuses to be operated in all parts of the State upon payment of the State license fee.

## State Law Is Void

Obviously, if a State license or taxation law is invalid, a city ordinance based upon the State law also is invalid. An example of this phase of the law is illustrated in the leading case of *Robinson vs. Norfolk*, 108 Va. 14.

The facts of this case are that a State law authorizes municipalities to tax all circuses, carnivals and other shows that hold exhibitions within one mile of the city corporation limits. It was contended that the ordinance was intended exclusively for the purpose of providing the city with revenue and that the law was reasonable and not arbitrary because the patrons of these circuses, carnivals and other shows, in close proximity to the city, were drawn from the city.

However, the higher court promptly held both the State law and the city ordinance void. This court explained that neither a State Constitution nor a State Statute may authorize a city to pass a valid ordinance which is intended to control, restrict, regulate, or tax businesses operated outside the city.

## Invalid Excuses

While it is true that a license law is not invalid because all business persons cannot afford to pay the specified license fee, yet an apparently excessive or arbitrary taxation law is invalid. Moreover, a license law is void that clearly favors any business person or any particular class of businesses.

On the other hand, a license or taxation law is not rendered void because it has not during the past few years been enforced.

For illustration: In city of *Metropolis vs. Gibson*, 166 N. E. 115, it was disclosed that a city enacted an ordinance which provides that all shows showing within the limits of the city shall secure a license "and pay therefor the sum of \$200 per annum, one half of which amount, or \$100, shall be paid in advance, and no license shall be issued for a shorter time than six months."

The owner of a show was requested to pay the license fee. However, knowing that the law had not been enforced, he contested the validity of the ordinance

and contended that the law was invalid because it had never been enforced and, also, he asserted that the amount of the license was excessive.

Notwithstanding these contentions the court held the ordinance valid, and enforceable, saying:

"The objection that the ordinance has never been enforced except against the defendant and is a dead letter has no force. An ordinance is not repealed by failure of the officers whose duty it is to enforce it to do so. It is the duty of the citizen to comply with the statutes of the State and the ordinances of the city, and he cannot be relieved of the penalty for noncompliance by the failure of public officers to prosecute other offenders, if there have been such failures."

## Official May Refuse License

Generally speaking, a municipal official, such as a mayor, is not PERSONALLY liable for refusal to issue a license for the conduction of a circus, carnival or other show. This is particularly true if the mayor acted by authorization of a State law or city ordinance, altho the refusal to issue the license was based upon bad faith, ignorance, or unfairness.

For illustration: In *Jaffarian vs. Murphy*, 183 N. E. 110, it was disclosed that a State law provides that the mayor may grant, upon such terms and conditions as he deems reasonable, a license for public shows, public amusements and exhibitions of every description.

The owner of a carnival filed an application with the mayor for a license to operate his business. The mayor refused to issue the license. The owner filed suit against the mayor to recover damages on the grounds that the refusal was based upon bad faith and with malicious intent to injure the former. However, the court refused to hold the mayor liable, and said:

"The defendant (mayor) is not shown to have acted in such way as to render him liable to this action. . . . The defendant was acting within his jurisdiction. . . . It is conceivable than an honest mayor, overzealous for the public welfare, might from entirely pure and upright motives take action in order to accomplish ends regarded by him as highly desirable which might be so described."

## Unreasonable Law Void

Various courts have held that a State law that is honestly intended to benefit a majority of persons, and actually effects this purpose, is valid and enforceable. On the other hand, a State law is invalid which conflicts with the State Constitution and merely benefits a minority of the people.

For illustration: In *Webber vs. Chicago*, 50 Ill. App. 110, the controversy involved a law which made it unlawful for a person under the age of 16 years to enter a show or carnival without being accompanied by his parents. The law was held void because it violated the right guaranteed by the United States and State constitutions and because it was not a reasonable restriction.

Moreover, a double taxation law is void, as was held by a higher court in a leading case, in which it was disclosed that NO admission was charged patrons of an amusement park to enter a theater within the park. The court held that the proprietor was not required to pay a tax to operate the theater because he had paid a license to conduct the park.

However, if an admission is charged to enter the theater, the owner may be re-

quired to pay a license fee. For example: In *People vs. Richards*, 160 Mich. 434, it was shown that a theater was maintained within an amusement park. Admission was charged patrons who entered the park, but admission into the rear of the theater was free to all persons who were admitted into the park. A fee was charged patrons who sat in the first 10 rows of seats in the theater. The court held that a law which provided for the payment of a license fee by proprietors of theaters, into which an admission fee was charged, was applicable to the owner of the park.

In this instance the proprietor was compelled to pay a license to operate the park and an additional license to conduct the theater.



Thrilling balloon and canopy basket outfit. Complete in handsome envelopes. Easily assembled. And the appeal of Mickey Mouse and his gang is making this a sensational seller.

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"Over Sixty Years Distributing Popcorn."

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High Disc. High Swaying Pole. High Wire, or any High Rigging Act. Can guarantee 20 weeks. State lowest salary, all details in first letter or telegram. Must join at once. Route, Sunnyside, Wash., June 1 to 5; Spokane, Wash., 7 to 12; Missoula, Mont., 14 to 19.

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Will book small Merry-Go-Round. Want Man with Minstrel Troupe. Have top and banners. Want Stock Concessions, Bumper, Fish Pond, Bowling Alley, Diggers. Grind Shows wanted. Portland, Tenn., this week; Burkeville, Ky., next.

W. J. WILLIAMS, Mgr.

## Miner Model Shows Wants

Frozen Custard, Corn Game, Pop Corn, Candy Apples, Diggers, Stock Wheels, Ball Games and Concessions of all kinds. Have 20-40 not working. Need Shows—25 per cent.

Address R. H. MINER, Leighton, Pa.

## Pine Tree State Shows

CAN PLACE ANY SHOWS OF MERIT EXCEPT GIRL AND ATHLETIC.

A. S. PERHAM, Manager  
32 Sewall St., Portland, Me.

# Centen Set In Muskegon

Acts, midway and varied attractions billed—lumber era to be reviewed

MUSKEGON, Mich., May 29.—Muskegon Centennial, to be held in mid-summer, celebrating a 100-year-old romance of the lumber era, will be Michigan's feature of the outdoor season. Six large buildings under construction will house commercial and industrial displays and will be supplemented with Mart Auditorium, a permanent structure to be used for exposition purposes. Free acts in the mart will include the Cardovas, Alma Lumberjacks and WKBY studio acts. Grounds will be inclosed in a wood stockade and all buildings will be of primitive log architecture.

## B.-C. To Have Theater

Extensive midway is planned with program of free attractions, including nightly fireworks on a 200-foot raised stage, and Florescu, high-pole act. E. F. Lingelback is chairman of concessions. Barnes-Carruthers will operate an open-air theater with two complete bills. In the first, Continental Revue, Novak and Fay, Elmer Cleve and Company, and Ross, Pierre and Schuster will be featured, to be followed by Lottie Mayer's Water Ballet, Hoffman, Tarzan, Monroe and Adams Sisters, Wheeler and Wheeler, Willie Necker's Dobermans and the Toyamas.

## Pageant on Five Nights

A second open-air theater will feature Girard and Sons, champ logrollers; Pete McLaren, woodchopper, and Spikehorn Meyers, lumberjack extraordinary. Rides and other attractions will be on the midway. Cookhouse and food privileges have gone to L. L. Hall. Other attractions will include a firetower, trout stream and waterfall, saw mill, Indian Village, Aetna Safety Show and federal and State exhibits.

*The Passing of the Pine*, a pageant, will show for five nights, and the Interlochen Band, Percy Grainger, conducting, is billed for one Sunday. Advance sale is reported large. Advertising has been concentrated over Michigan, Wisconsin, Minnesota, Illinois, Ohio, Indiana and Iowa.

## Propose New Wis. Holidays

MADISON, Wis., May 29.—State Assembly passed the Tehan Bill, which provides for celebration of the Fourth of July and Memorial Day on a Monday of each year and creates Wisconsin Vacationland Day, a new holiday to be observed on the first Monday of August each year. Measure is said to be designed to give workers four double holidays each year.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25-27 Opera Place, Cincinnati, O.)

## El Monte Pioneer Week, With Big Entertainment, Has Record Crowds

EL MONTE, Calif., May 29.—Greatest attendance in history of the event marked annual Pioneer Week, opening here on May 19. In this section reside many descendants of pioneers. Chairman Fred King and associates provided big entertainment, strolling bands of singers and orchestras, vaude shows, dancing in the streets, barbecues and annual rodeo on the last two days. Parade on Saturday, it was estimated, drew 60,000, being five miles in length, with 875 horses in line and not a motor vehicle. Mayor A. B. Nichols was grand marshal for the display of beautiful floats, commemorative of the Old West; McKinley High Band, Sheriff Biscailuz's Mounted Posse, Long Beach mounted police, El Monte Band; Sherman Institute Band of Indians, 55; Pete Matheson's 15-piece bagpipe band, burro water-bearers, ox wains, covered wagons, old stagecoaches, tallyhos, old-time bugles, surreys and hundreds of mounted persons. Greatly applauded were the John Marshall High Band of 80 with 14 girl drum majors and Bob Poell's Palomina eight-horse hitch to tallyho coaches. Dorothy Redd was queen. Frank W. Babcock's Shows, on the midway, did tremendous business and on Saturday and Sunday could not take care of customers. Added to the Bab-

cock show since the opening were Bill Fox lions in a new setup, with new banner fronts, steel arena and featuring a group of seven lions and featuring Prince, rope-walking lion. Bill Fox worked the cats, assisted by E. R. Hatfield. Red Kerns was talker and Mrs. Fox on tickets. Included were Doc Cunningham's small animal and saurian exhibit; Doc, lecturer; Bill Clayton, tickets; Rajah Tagore, East Indian mystic; knife rack, Harry and Grace De Garro; basket ball, Ray Callahan and Ed Toler; high striker, George Sackson and Tom Gerry; pennants, George Corey; scales, Jack Glass; nail store, Ray Pearson; pony rides, Ed Ricks, Bud Haynes and Andy Simes. Show had a location three blocks from the rodeo grounds.

Visitors on the lot included Mrs. Al G. (Jane) Barnes and daughter, Virginia; Mr. and Mrs. Frank J. Fownie, Mr. and Mrs. Jack Schaller; Mr. and Mrs. Charles Hugo, Shanghai; Ernest Downie; Chief Thundercloud, wife and daughters; Oklahoma Jack Albright, Harry Sussman; Miss Alathia Pirring, Melbourne, Australia; Lew Keller, Bill Roddy, Frank Bennett, E. S. Workman, W. S. Parker, Harry Rawlings, George Simmonds, Sammy Coomas and Mr. and Mrs. Chet Bryant.

## Had Better Wear Berets, Or Else, in Canon City

CANON CITY, Colo., May 29.—Forsythe Amusement Company, with Merry-Go-Round, Ferris Wheel, Merry Mixup, Kiddy Auto Ride and Loop-o-Plane, will be at this city's 65th Anniversary Celebration next month, said Secretary R. M. Thompson, Chamber of Commerce. Pageant, *Arabian Nights*, will be put on by John B. Rogers Producing Company on the three nights. Annual old-timers' parade will be a feature. "Our committee is selling berets to raise money for the celebration and every business man on Main street and his employees are required to wear them. They are printed with our advertisements and anyone caught on the street not wearing one is haled into kangaroo court and fined whatever loose change he has in his pocket," said Secretary Thompson.

## He Found 'Em

DETROIT, May 29.—"Camels, camels everywhere," is the plaintive theme song of Tunia (Eddie) Stinson, producer of Detroit Shrine Circus and recorder of Moslem Shrine, host next month to the Imperial Council session. Several weeks ago Stinson wanted a camel badly for the council meet, inasmuch as this is the more or less "national animal" of the Shrine, and thru *The Billboard* sought possible sources, resulting in Stinson and his publicity chief, Bob Clifton, finding their camel in Detroit. But Zor Temple, Madison, Wis., heard of the quest and is shipping half a dozen camels. Now Stinson has to find homes for them. A parking lot has been ruled out and next guess is to see if any house trailers built will accommodate them. Hotel accommodations that week will be nonexistent.

## Pittsburgh Jubilee Uncertain

PITTSBURGH, May 29.—Pittsburgh's third annual Municipal Jubilee, begun in 1935 under former Mayor McNair, awaits okeh from Mayor Scully to lift the curtain in July at Forbes Field. James McGrath said today. Booker of the first two shows, last edition of which netted \$50,000 for policemen's, firemen's and municipal employees' pension fund. Mr. McGrath added that this year's jubilee uncertainty is due to a police boxing benefit next week plus the mayor's hesitancy about signing on the dotted line.

## Boston Auspices Protected

BOSTON, May 29.—City Councilor John F. Dowd, Roxbury, has declared that banning of carnivals in Boston by Mayor Mansfield imposed restrictions that would be unfair handicaps on churches and other religious organizations and charitable institutions. So council has adopted an order requesting the chief executive to issue (local) carnival permits to any recognized and legitimate religious, charitable or fraternal organizations that might be seeking such licenses.

HELP This Department by Telling Committees About It.

## Devils Lake Making Big Plans for Grain Festival

DEVILS LAKE, N. D., May 29.—Robert E. Allen, originator of North Dakota Golden Grain Festival, will come here in June to serve as director of the second annual celebration to be staged here in August by Greater Devils Lake Association under sponsorship of North Dakota Junior Chamber of Commerce.

Plans for the three-day celebration presented to Greater Devils Lake Association by President Willard Greenleaf include an air show, rodeo, carnival, boxing tournament, water carnival, baseball, bowery dances and exhibit of North Dakota products, revolving around a radio broadcast over a national hookup.

## Corn Festival To Be Annual

AMBOY, Minn., May 29.—First Annual Corn Festival here proved so successful last year that plans are under way for a second event in the fall, sponsored by Amboy Commercial Club, which has decided to make it an annual celebration. Secretary H. E. Salebery says plenty of entertainment will be provided and that exhibits of corn in booths presented by clubs in the territory will surpass those of 1936.

**WANTED**  
Rides and Concessions, also a Few Good, Clean Shows and Free Acts, for the  
**ANNUAL FULTON COUNTY SOLDIERS & SAILORS REUNION**  
To Be Held  
IN CUBA, ILL., ON AUG. 5 & 6, Day & Night.  
Communicate with  
S. L. PHILLIPS, Secretary.

**WANTED**  
RIDING DEVICES, INDEPENDENT SHOWS AND CLEAN CONCESSIONS FOR JULY 5TH RACE MEET AND CELEBRATION AT GRAHAM FARMS RACE TRACK, WASHINGTON, IND.  
Southern Indiana's Greatest and Fastest Track, Write GRAHAM FARMS FAIR & TRACK ASSOCIATION.  
Attention, HUGH L. COX.

**WANTED**  
Rides, Concessions, Features, Small Circus, Parties or Wild West, One-day Celebration Colored Postal Employees in Philadelphia, July 5th. 15,000 Invitations distributed for affair in enclosed park. Big percentage, Rush full particulars. No strong games. No collect wires.  
SAM READING, Director, Philadelphia, Pa. 24 North 55th St.

**RIDES ATTENTION!**  
4th of JULY HOMECOMING  
At Assembly Park, JULY 5, DIXON, ILL.  
ROBT. ENO, Chairman of Concessions, Dixon Chamber of Commerce.

**WANTED**  
Portable Roller Skating Rink and Concessions. Also Rides.  
For JULY 5th CELEBRATION. No Gate.  
Concession Committee:  
PETERSEN & BAKER, Hampshire, Ill.

**SLIGO, PA. OLD HOME WEEK**  
JUNE 7-12  
USE one more Show, also Kiddie Rides and Concessions. Nine big Community Sponsored Events to follow, and then my big Farmers' Picnic.  
M. A. SEAN, Sligo, Pa.

**WEAUBLEAU ANNUAL REUNION**  
RIVERSIDE PARK, WEAUBLEAU, MO.  
JULY 8, 9, 10  
Concessions and Carnival Wanted.  
JOHN ALLEN, Secy., Phone 40.

**WANTED**  
FOR BIG LEGION CARNIVAL AND CELEBRATION, JUNE 25, THROUGH JULY 5. Good High Aerial Act. Would like to book good Monkey or Dog and Pony Show.  
J. P. TATE, Orlum, Kingsport, Tenn.

**WANTED**  
Free Acts, Shows and Concessions for Our TENTH ANNUAL JULY CELEBRATION, Three Days, 2nd, 3rd, 4th, Sponsored by American Legion.  
Write JIM M. BROWN, Adjutant, Casey, Ill.

**VETERANS OF FOREIGN WARS NATIONAL ENCAMPMENT**  
August 26 to September 4  
Centennial Park in the Heart of the City of Buffalo, N. Y.  
Guaranteed To Be the Largest Event in the East  
RUBIN & CHERRY SHOWS Booked  
WANTED—Concessions of all kinds, except Custard and Corn Games. Want large Eating Stands. CAPABLE Phone MEN, writs. Want Novelty Men who can handle proposition of this size.  
Apply to  
JAMES CARLIN Chairman Concessions  
WILLIAM FRANK Business Manager  
JAMES SULLIVAN Amusement Director

**WANTED FOR BOAT RACE CELEBRATION, LAKE MINOTARE**  
SCOTTSBLUFF, NEB., JUNE 27  
RIDES—Three or four with own power; no electricity available at lake.  
AQUATIC ACROBATS—To perform on surf boards between races and otherwise entertain. Event sponsored by Junior Chamber of Commerce. Last year's attendance better than 12,000.  
SAM MATHENY, 1610 BROADWAY, SCOTTSBLUFF, NEB.

**Shorts**

**SAM H. READING**, formerly with Welsh Bros. Show, is in charge of arrangements for a Patriotic Celebration Carnival and Field Day for colored postal employees in Raphael Gardens, Philadelphia. Event, in preparation for the national convention of the Alliance of Postal Employees, will have an auto parade, drills, bathing beauty pageant and games.

**FIRST Annual Outdoor Trailer** exposition on Coleman grounds opposite Convention Hall and Casino, Asbury Park, N. J., will be conducted by the National Exposition Company.

**MERLE A. BEAM**, Windber, Pa., reports that Frank Dudgeon, well-known Western Pennsylvania radio announcer and emcee, has purchased two rides and will put out an outdoor vaude show, featuring Karn's Kentucky Ramblers, to be associated with Beam during the summer.

**FIREMEN'S Carnival** in Fawn Grove, Pa., will have an independent midway. Harry Heller Shows have been booked for Fawn Grove Fair later and also in Abbottstown, Pa.

**CAMDEN (N. J.)** Moose lodge sponsored Ideal Exposition Shows six days on Civic Center showgrounds, with Four Queens of the Air as a free act, for benefit of the charity fund.

**VETERANS of Foreign Wars' Post** was granted permission by Green Bay (Wis.) common council for a carnival on South Broadway showgrounds.

**APPLETON (Wis.)** common council voted \$700 for fireworks at Junior Chamber of Commerce three-day Independence Celebration.

**MADISON (Wis.) Shrine Club** will sponsor Rubin & Cherry Exposition for six days on Commercial avenue showgrounds.

**PERMISSION** was granted North Wildwood (N. J.) Fire Company to sponsor its annual carnival on the Boardwalk, proceeds to go to Mace's Hospital and to Anglesia Firemen's Relief Association.

**FREE ACTS** and a midway will be among features of 1937 Southwestern Iowa annual Soldiers' Reunion, sponsored by Griswold (Ia.) Post, American Legion, said Chairman Allen P. Child.

**MEL SOBER**, chairman of Sunbury (Pa.) City Band's annual Music Festival, says the event has been widely publicized and that, while the celebration is

not connected with the Eagles' State convention there at the same time, large attendance is expected from that source, as the Eagles are not holding a public celebration.

**PERMISSION** has been granted volunteer firemen in Chester, W. Va., for a fair and carnival on streets, first outdoor promotion there in some years. There will be rides, shows and free attractions and booths will be sold to merchants.

**SEYMOUR (Wis.)** Fire Department booked Badger State Barn Dance as grand-stand attraction for its Fun Festival on the fairgrounds. There will be a midway, parade and baseball.

**Hogan Contracts Milwaukee**

**MILWAUKEE**, May 29.—Midsummer Festival Commission approved a contract with L. S. Hogan to provide 20 riding devices and 16 shows to make up a revenue-producing fundland to be located on the municipal harbor tract south of Juneau-Park during the coming festival. Deputy city treasurer and deputy city comptroller have been asked to work out a financial schedule for the commission.

**SHOWMEN'S LEAGUE**

(Continued from page 58)  
Gibson, mother of Sister Cora Yeldham. Services were held during the week, ladies of the Auxiliary attending.  
Mrs. Ida Chase is showing marked improvement after a recent auto accident. Alice Hill is now at home and recuperating nicely.  
Vice-President Mrs. Bob Brumleve is planning a week-end trip to Louisville at an early date.  
Edith Stretbich and Lucile Pope were Detroit and Windsor visitors over the week-end. They visited the Conklin and Goodman shows. Mrs. Charles G. Driver is still on the sick list.

**West Coast Amuse. Signed**

**SACRAMENTO, Calif.**, May 29.—West Coast Amusement Company has been contracted to furnish all carnival concessions, shows and rides for the Oregon Trail Days to be held at Eugene, Ore., this summer, according to W. J. Jessup, manager.

**MIDWAY CONFAB**

(Continued from page 56)  
It would seem that the cycle whirl could be revived as a show or free attraction. Over in Germany about 1904 or '05 a troupe rode over a group of lions at large in an open den beneath. *The Globe of Death* has been revived, so why not the *Cycle Whirl*.

**CAN'T FIGURE** it out: Some carnival managers will get out a nice letterhead with no address of any kind on it. Others will give The Billboard as their address and fail to send in their routes regularly. It is a very short-sighted manner of doing business. When a man is in business he should at least have a permanent address just like any other kind of business—don't you think? There are carnivals that have letterheads with the title of the carnival on the letterhead but not on cars or trucks. The connivers have strange minds and go on successfully sometimes for a while and then pass into oblivion just because their mentality will not let them be "up and up."

**"WADLEY TIF"** cards from Brainstorm, Inertia: "The Great Wheelbarrow Shows laid off last week in Swamp Poodle and had the best week of the season so far. Soapy Glue joined with his washboard golf concession and has all new stock merchandise, most of which are cubes with dots on them. Tillie Few Clothes has about caught up with her thinking and now plans to turn her candy floss machine into a motorized roulette wheel. Pete Ballyhoo was on the lot looking for ride help for a Merry-Go-Round that will keep sober. Our cookhouse manager, Uneeda Dough, has at last fallen for that machine that automatically punches meal tickets. Manager Phony Elmer has a lot of "brass" to try to keep out a carnival like the Great Wheelbarrow Shows, which now consist of a number of his tents and other people's rides and concessions. General Agent Fast Stepper forbids the route to be published simply because he has a date book but no spots to list in it. Our show personnel is looking forward to a long tour of fairs and celebrations with Ballyhoo Bros., who always seem to have a spot to go to. 'My shows' now consist of nine letterheads, 11 postage stamps and 44 postcards."

**WANTED**  
July 17th thru 31st  
**MUSKEGON CENTENNIAL**  
To Complete Midway  
Drome, Fun House, Glass House, Ten-in-One (with or without illusions), Crazy House, Deep Sea Diving Act, Snake Show, Monkey Circus, Midget Village, etc.  
Will spot above on percentage. Write offer and complete description first letter. No games or stock wheels. Rides contracted.  
**MUSKEGON CENTENNIAL** not a promotion; you deal direct and only with **R. F. LINGELBACH**, Chairman, Midway Concessions, Muskegon Citizens' Centennial Association, Muskegon, Michigan.

**WANTED**  
**CIRCUS** Ground Acts, Animals and Clowns for **OXFORD SHRINE CLUB EXPOSITION, OXFORD, N. C., WEEK JUNE 14**, also 4 Major Rides and High Sensational Acts for **ROANOKE RAPIDS, N. C., week July 26**. Concessions, if legitimate, come on for this date under Lion's Club. Address all with salary first letter.  
**A. J. GREY**, Oxford, N. C.

**WANTED**  
**CIRCUS** Ground Acts, Animals and Clowns for **OXFORD SHRINE CLUB EXPOSITION, OXFORD, N. C., WEEK JUNE 14**, also 4 Major Rides and High Sensational Acts for **ROANOKE RAPIDS, N. C., week July 26**. Concessions, if legitimate, come on for this date under Lion's Club. Address all with salary first letter.  
**A. J. GREY**, Oxford, N. C.

**WANTED**  
**RISES, FREE ACTS AND CONCESSIONS** For Annual Homecoming and Horse Show. **MARSHALL, INDIANA**, August 5 and 9.  
**E. R. PEFEVY**, Con. Mgr.

**WANTED**  
**ODON, IND. OLD SETTLERS' MEETING**  
AUG. 19-20-21, 1937.  
No flat joints. Free Acts. Good Band. Lots of amusement. Free Gate.  
**H. D. MARSHALL**, Sec'y.

**WANTED**  
**SMALL CARNIVAL**  
For short term or full summer at seashore resorts town. Excellent opening; new territory. Applicants—American Legion.  
**I. P. DAVIS**, Mantoo, N. D.

**WANTED**  
**SHOWS, RIDES AND CONCESSIONS**  
SEPT. 17th and 18th, 1937. **AMBOY, MINN.**  
Second Annual Corn Festival. Will sell "X" on each legitimate concession. Give me your offer.  
**R. N. PARKS**, Concession Mgr.

**WANTED**  
Merry-Go-Round and Ferris Wheel, or other Rides for Catholic Parish Summer Carnival in Lansing, Mich., June 17, 18 and 19. Estimated attendance twelve to fifteen thousand persons. Address  
**REV. LAURENCE A. MARTIN**, Lansing, Mich.  
734 Clayton St.

**WANTED RIDES**  
JULY 15, 16, 17, **WICHITA, KAN.**  
All correspondence in first letter. Write  
**CARTER HARRISON**  
937 South Main St., Wichita, Kan.

**WANTED RIDES**  
For Stryker's 20th Annual Homecoming, Sept. 6th. Rides can run Saturday night, Sept. 4th. 10,000 People Expected.  
Write **HAROLD DOOLITTLE**, Stryker, Ohio.

**WANTED**  
Rides, Shows, Concessions and Acts for July 4th and 5th Celebration.  
Transportation, space and guarantee for good rides.  
**A. V. HANSEN**, Lake Park, Iowa.

**WANTED SHOWS AND CONCESSIONS**  
**ANNUAL AMERICAN LEGION CELEBRATION.**  
One of Southern Indiana's Best Spots.  
JULY 12 to 17, **PAOLI, INDIANA**

**WANTED CARNIVAL**  
OR SEPARATE RIDES.  
American Legion Celebration, Athens, Ohio, Fairgrounds, Monday, July 5. Biggest Celebration in History of Hocking Valley.  
Write P. O. Box 82, **ATHENS, OHIO.**

**WANTED**  
We celebrate July 5th and 6th. Carnivals and Rodeos get in touch with  
**HENRY KIOS**,  
MAYVILLE, N. D., AT ONCE.

**CARNIVAL WANTED**  
July or August. Elks Home Coming.  
**CLYDE M. DAVIS**,  
Oconto, Wis.

**GOOD CLEAN CARNIVAL WANTED**  
For a four-day Picnic at the Devil's Promenade, three miles southeast of Quapaw, Okla., July 1, 2, 3, 4. Will furnish lights. Also want Wild West Show. Must have own stock, side wall or tent. Carnival and Wild West Show will be booked on percentage. Write or wire  
**C. S. HAMPTON**, Box 308, Quapaw, Okla.  
P. O.—A very large attendance on the 4th of July.

**WANTED**  
Independent Rides, Shows, Concessions, for all or any of the period beginning June 28, ending July 5. No Celebration announced within a 50-mile radius.  
**FIREMEN'S & MINERS' HUGE CELEBRATION**,  
**LOYD F. KRINER**, Chairman,  
**AMUSEMENT COMMITTEE**, Sykesville, Penn.

**WANTED**  
High-class Carnival for week of June 22 in a good money-getting spot, under American Legion. Write quickly.  
**RAY TUCKER**, Commander, Glen Owen Post No. 14, Peru, Indiana.

**CARNIVAL TO SPONSOR**  
American Legion Drum and Bugle Corps. No show in city for two years. All factories working. New Remington-Rand plant just opened; employs 3,000. Live committee; full co-operation. This is a real one.  
**PAUL KING**, 500 Columbia St., Elmira, N. Y.

# 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**

6c WORD (First Line Large Black Type)  
2c WORD (First Line and Name Black Type)  
1c WORD (Small Type)  
Figure Total of Words at One Rate Only  
No Ad Less Than 25c.  
CASH WITH COPY.

**AGENTS AND DISTRIBUTORS WANTED**

**AGENTS — NATIONALLY KNOWN, ADVERTISED** line Nickel Cigars, \$2.75 per 100 post-paid. Remittance with order. **NATIONAL CIGAR**, 1182 Broadway, New York. x

**BIG MONEY APPLYING GOLD INITIALS ON** Automobiles. Easiest thing today. No experience needed. Free samples. "RALCO", 1305 Washington, Boston, Mass. x

**DISTRIBUTORS—ERCO HAND CLEANER** WILL build you a steady repeat business. Details on request. **ERION MANUFACTURING COMPANY**, 32 North Erie Blvd., Schenectady, N. Y. j212x

**FAST 50c SELLER—COST, YOU 10c. MEN** with the "Work" habit cleaning up big. Send 25c for 50c sample and particulars, goods satisfy, repeat over and over. **CRAWLEY CO.**, 1947 H St., Northeast, Washington, D. C.

**FOOT POWDER—SALESMEN, STREETMEN,** showmen, solicitors, now is the time to sell Foot-Frolic, the old established preparation. Nothing pays as well as this. We have the line to make money. Send 25c for Samples. **STANDARD PRODUCTS COMPANY**, Howell, Mich.

**THE SUMMER SPECIAL ISSUE OF THE BILLBOARD** WILL BE DATED JUNE 26. **CLASSIFIED FORMS CLOSE IN CINCINNATI, JUNE 16. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.**

**NO PEDDLING—FREE BOOKLET DESCRIBES** 107 money-making opportunities for starting your own business, home, office. No outfits. **ELITE**, 214 Grand, New York. j262x

**PERFUME BUDS—COST 1c EACH; SELL 5c.** Particulars free. Samples, 10c. Agents, Streetmen, Demonstrators. **MISSION**, 2328 W. Pico, Los Angeles, Calif. j52x

**Profit 2,000% — AGREEABLE EASY WORK** applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for complete details and free samples. **AMERICAN MONOGRAM COMPANY**, Dept. 20, Dunellen, N. J. x

**SAVE 65% ON AUTO OPERATION—SEMI-Diesel** conversions for gas motors increase mileage one-third, cut cost two-thirds. Motor runs smoother, cooler. No carbon, dilution or excessive exhaust. Guarantee trial offer. Agents wanted. **DIES-L-GAS**, 420 Market, San Francisco, Calif. x

**"SILVERLEAF"—A GUARANTEED PERMANENT** Silverplating Compound! 100% pure mintsilver! Demonstrates quickly. Sample, 25c; \$1.50 dozen; \$15.00 gross. **GILFORD**, 4931-N Hamlin, Chicago. x

**WHERE TO BUY AT WHOLESALE 500,000** Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. j52x

**ANIMALS, BIRDS AND PETS**

**ALLIGATORS, SNAKES, TURTLES, CROCODILES.** Twelve small assorted Snakes, \$3.00; fourteen large Water Snakes, \$6.00; eight large attractive, assorted Snakes, \$10.00. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. j52x

**ANIMALS, BIRDS, MIXED FIXED DEN** Snakes, Boas, Dragons, Iguanas; Ringtail, Spider and Rhesus Monkeys; also Macaws. **SNAKE KING**, Brownsville, Tex. j131

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**BIG DEN ASSORTED SNAKES, \$10.00 AND UP.** Dragons and Iguanas cheap. Cash with orders. **TEXAS SNAKE FARM**, Brownsville, Tex. j17x

**FEMALE RHESUS WITH SON THREE YEARS** old. Healthy, good feeders. \$20; Waltzing Mice, \$3 dozen. **ED SWIFT**, Minot, N. D.

**PLENTY HEALTHY SNAKES, ALL KINDS.** Alligators, Armadillos, Gila, Iguanas, Monkeys, Prairie Dogs, Ringtail Cats, Wild Cats, Peccaries, Mice, Owls, Parakeets, Peafowl, Parrots. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. j52x

**2 FEMALE LIONS, 11 MONTHS, 2 FEMALE** Lions, 2 years; Male Jaguar, Female Leopard, two Male Acoudads. Sell reasonable or exchange. **EHMLER ESTATE**, Hoosick Falls, N. Y.

**BOOKS, CARTOONS, INSTRUCTIONS, PLANS**

**LEARN VENTRILOQUISM BY MAIL—SMALL** cost, 3c-stamp brings particulars. **CEO. W. SMITH**, 125 North Jefferson, Room S-672, Peoria, Ill. x

**PLAY PIANO BY EAR—NEW SIMPLIFIED 10-** week method, anyone can learn. Complete course sent for \$1.00. Money-back guarantee. **BINGHAMTON CORRESPONDENCE SCHOOL**, 30 Grand Blvd., Binghamton, N. Y.

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**SNAPPY COMIC POSTCARDS—ART LOVERS.** Flappers, Boozers, Fun Cards, Joke Novelties, Booklets, Photos. 20 samples and catalog, 10c. Complete samples over 50 articles, \$1.00. **ARTFORM COMPANY**, 1710-B Undercliff Avenue, New York. j122x

**YOU CAN ENTERTAIN FOR ALL OCCASIONS** with Trick Drawings and Rag Pictures. Illustrated catalog 10c. **BALDA ART SERVICE**, Oshkosh, Wis. j52x

**BUSINESS OPPORTUNITIES**

**CORN POPPERS AND GASOLINE BURNERS,** Stoves, Tanks, Supplies, Etc. Wholesale and retail. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia. j212x

**SELL BY MAIL! BOOKS, NOVELTIES, BAR-** gains! Pictures, Calendars. Big Profits. Easy sales. Particulars free. **F. ELFCO**, 438 N. Wells, Chicago. j212x

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**SEND \$1 FOR 300 PIECES PRINTED PERSONAL** Stationery. Then make good money selling by mail, our expense. **SPRINGER**, Miami, Okla. x

**COIN-OPERATED MACHINES SECOND-HAND**

**Notice**

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

**ALL TYPES DIGGER MACHINES FOR SALE,** very cheap. Novelty Merchants, Electro-Hoists. **EXHIBIT NOVELTY CO.**, 1123 Broadway, New York.

**BALL GUM, FACTORY FRESH, 12c BOX; TAB,** Stick, Midget Chicks, every type Machine Gum. **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.** j262x

**BALLY ROUND UP, MILLS DOUBLE HEADER,** Holdem, Pamco Taut, Jumbo, Mad Cap, Single Jack Pot. **F. W. TRIPP & CO.**, 268 Park St., New Bedford, Mass. x

**BOWLING GAMES—100 RECONDITIONED.** All makes, all sizes at close-out prices. See our display advertisement, amusement machine section, this issue. **SILENT SALES SYSTEM**, 1928 14th St., N. W., Washington, D. C.

**CASH WAITING—WILL PAY \$75 FOR P-12** Wurlitzer Automatic Phonographs. State quantity, condition and serial number first letter. **BOX NY-78**, The Billboard, 1564 Broadway, New York. j52

**CLOSE-OUT SALE—200 VERY LATEST MARBLE** Tables, Paces Races and Rays Tracks. This is no junk sale. If you need clean equipment get in touch with us. **WALKER SALES**, 1723 Franklin, Waco, Tex. j52x

**COUNTER GAMES—PENNY PACKS, \$6.50;** Boosters, \$2.25. Trade your Counter Games on Tom Thumb Peanut Machines. Jayhawk Toy Pack, over 2 gross assorted toys for penny vendors, \$1.10 prepaid. **COLUMBIAN VENDING COMPANY**, Parsons, Kan.

**FLOOR SAMPLES—CENT-A-PACKS, \$6.95;** Bally Babies, \$6.75; Win-a-Packs, \$6.45; Puritans, \$4.95. **JOHN BLACK NOVELTY CO.**, 1127 Kinney, Corpus Christi, Tex. j122x

# IMPORTANT!

Due to the increased size and circulation of the **SUMMER SPECIAL** (dated June 26, 1937), we must close the form containing Classified Advertising Section 24 hours earlier than usual.

**Classified Advertising Forms**  
for the

## SUMMER SPECIAL

Go to Press in Cincinnati

### Wednesday, June 16

"rush your copy TODAY"

The **Billboard**

25 OPERA PLACE

CINCINNATI, OHIO.

**FOR SALE—MODEL F IRON CLAWS, \$25.00;** Mills Model 801 Selective Phonographs, \$45.00 each. **GORMAN NOVELTY CO.**, Utica, N. Y. j212

**FOR SALE TO SETTLE ESTATE—USED PIN** Games, Counter Games, Peanut Vending Machines. Large Stock Gardner Punch Boards, priced very low if entire stock is taken. Lists sent. **MRS. FREDA HUNTINGTON**, Queen City Park, Burlington, Vt. x

**FOR SALE—6 ROLLING BALL POKERINO** Games, good condition, \$35.00 each. **R. CITRIN**, care Amster, 682 Hendrix Street, Brooklyn, N. Y.

**FOR SALE—FIVE ONE-CENT RADIO RIFLES,** \$160.00 each; complete Penny Arcade Equipment, first \$200.00 takes all. Four Wurlitzer Skee-Ball Alleys, \$100.00 each. Come and get them. **VENDES' SERVICE**, 32 N. Western Ave., Dayton, O. j212x

**LATE TYPE RELIANCE DICE, 5c PLAY,** \$32.50; Steel Safes for Slots, \$5.00; Jennings Escalator, Sc. J. P. V., \$25.00; Jennings J. P. V., Sc. \$10.00; Watling S. J. P. Sc. \$15.00; Q. T. Slits, D. J. P. Sc. \$18.50; Twenty Century Digger, 5c, \$12.50. All machines O. K. Third deposit. **J. E. MORRISON**, Flanagan, Ill.

**LATEST MODEL JENNINGS CLUB VENDERS** Cigarette Machines, \$19.50; Reel 21, \$6.95. **JOHN BLACK NOVELTY CO.**, 1127 Kinney, Corpus Christi, Tex. j212

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**MILLS NICKEL JACKPOT MACHINES, \$17.50;** Little Duke 1c Jackpot Machines, \$17.50; Reel 21 Machines, \$5.00; Poker Machines, \$2.00; Cigarette Machines, \$3.00. Will trade Wurlitzer Phonographs for Rays Track. **O'BRIEN**, 89 Thames, Newport, R. I.

**RAY'S TRACKS SACRIFICED—MECHANIC-** ally perfect, clean cabinets, 3100 serial, \$175.00; 3300 serial, \$190.00; 4300 serial, used one week, \$235.00; \$50.00 deposit. Other bargains. Get list. **MARKEPP**, Cleveland, O.

**REAL BARGAIN—MUST SACRIFICE. 48** Everready, penny operated, 4 compartment, peanut vending machines, 1936 model; perfect condition. No reasonable offer refused. **W. C. MAROT**, 715 Lancaster Ave., Syracuse, N. Y. x

**SELL 5 SUPER ELECTRAMUSE, \$35.00 EACH;** Lot, \$150.00; 3 Junior 12 Senior Seaburg Audiphone, \$35.00 each; 19 Midgett Seaburg Phonos, 5 with Xylophone, \$20.00 each; Lot, \$350.00, with 145 Rolls, Cash. **KALAMAZOO AUTOMATIC MUSIC CO.**, Kalamazoo, Mich.

**STAMPEDE, PROSPECTOR, CARIOCA, BO-** nanza, Pearl Harbor, Top-Row, Traffic B. Ace, Casino and Rodeo, \$10.00 each. Palooka Sr., six slots, \$25.00. **THE ATLAS**, Wells, Minn.

**TARGET ROLL JR., 9 FEET, \$55.00; BUMPERS,** \$30.00; Live Wire, \$13; Rugby, \$10.00; Scotchie, \$3.00; Fair Play, \$3.00; Line-O, \$4.00. 1/3 deposit. **EASTERN**, 350 Mulberry, Newark, N. J.

**TEN 5c CHIEF BELLS, 5 LIKE NEW; 5 USED** 3 days. 10 like new Base Stands. Lot for \$800.00. 1/2 cash, balance C. O. D. **PETTI-CREW SUPPLY**, Springfield, O.

**TURF CHAMPS, \$59.50; SKIPPERS, \$59.50;** Skee Ball Games, 9 Ft., \$59.50; 14 Ft., \$74.50; Penny Packs, \$7.50; Slot Machines, \$10.00 and up. **LEHIGH SPECIALTY CO.**, 2d and Green Sts., Philadelphia, Pa.

**TWELVE A.B.T. PENNY AND NICKEL PISTOL** Target Machines, used only two weeks, \$25 each. **AL CLAIR**, 4319 Carpenter Ave., New York. j212

**WANTED—USED BUCKLEY DIGGERS. STATE** model, year, price. Address **BOX C-245**, Billboard, Cincinnati, O. j65

**WANTED AT ONCE—ONE HUNDRED WUR-** litzer Phonographs. Will pay spot cash for all you have. Prices must be cheap or you don't answer this ad. **KING HARRY MUSIC SERVICE**, 1162 Broad, Augusta, Ga. j25x

**WANTED—PENNY SCALES, ROCK-OLA 1937** World Series. Must be priced right. **BOX 31**, Sac City, Ia.

**WANTED—USED ROCK-O-BALL SKEE BALLS** Juniors and Seniors. Quote lowest cash prices. Write **STATION O, BOX 118**, New York.

**WANTED—SNACKS 3-COLUMN PEANUT** Vendors. Assorted Toys and Charms at 70c per gross, packed in 10-gross cartons, 70 Master No. 77 Penny-Nickel Vendors, lots of 5, \$9.50 each. **NATIONAL**, 4242 Market, Philadelphia, Pa.



WANTED — PENNY STRENGTH TESTERS. A.B.T. Target Machines. Will pay cash or trade Payout Machines. MIDWEST NOVELTY CO., Mayville, N. D.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. GOODBODY, 1824 East Main St., Rochester, N. Y. je5

WRITE FOR OUR LIST OF RECONDITIONED Used Machines of all descriptions. Will buy Lite-A-Lines and Galloping Dominoes. AMUSEMENT NOVELTY SUPPLY CO., Elmira, N. Y. ju19x

4 PENNY NORTHWESTERN MERCHANTISERS. Double wall brackets, \$4.50; 1 Penny Model 33 Wall Bracket, \$3.50; Trans-Atlantic, \$4.00; 100 Howard Humidor 15c Cigarette Machines. Z. BURKE, Exeter, N. H.

127 MILLS MYSTERY BLUE FRONTS—ONE-Cent Play numbers all above 390,000, some above 407,000. In new, \$50.00. UNITED AMUSEMENT COMPANY, 3410 Main St., Kansas City, Mo.

400 ASSORTED PIN TABLES, \$2.00 EACH; 200 Light Up Pin Tables, \$10.00 each; Shooting Arrow, New Yorker, Pearl Harbors and Propellers. Pay Tables, \$5.50 each. NATIONAL HANDBOOK, 110 E. 31st, Erie, Pa. je5x

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, FURS, STAGE and Street Wear. HULAS. CONLEY, 310 West 47th St., New York City.

BAND COATS, FLASH, \$2.00; RED CAPS, \$1.50; Beautiful Curtain, 11 1/2x32, \$25.00; Sateen Curtain, \$10.00; Fans, Celluloid, Orientals. WALLACE, 2416 North Halsted, Chicago.

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INDIAN RELICS, BEADWORK CURIOS. Weapons, Catalogue 5c. 5 Arrowheads, 20c; Eagle Feather Indian War Bonnet, \$9.00, fine. INDIAN MUSEUM, Northbranch, Kan. x

FORMULAS

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed formulas. Biggest catalog free. Special prices, leads. GIBSON LABORATORY, Chemists, BH-1142 Sunnyside, Chicago.

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FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. H-BELFORD, 4042 N. Keeler, Chicago.

SEND \$1.00 FOR MYSTIC INSTANT RUG Cleaner Formula. Restores original brilliant tints. Anything analyzed. Duplication guaranteed. ASSOCIATED CHEMISTS, Indianapolis, Ind.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS, GASOLINE, ALL ELECTRICS, Canned 12 quart kettles; Rotary Poppers, Caramel Corn Equipment. NORTHSIDE CO., 2117 Harding, Des Moines, Ia. ju10x

FROZEN CUSTARD, ICE CREAM MACHINES. New electric aluminum portable counter models, \$200. Write CONCESSION SPECIALTIES, 310 East 35th, New York. je19x

POPCORN MACHINES, CRISPETTE, CARMEL-crisp, Potato Chip, Cheese Coated Corn Equipment. LONG-EAKINS, 1976 High St., Springfield, O. ju13x

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PUBLIC-ADDRESS SYSTEM—FINE FOR Carnival Ballyhoo, Dance Orchestra, etc. Cost \$150.00; sell \$34.50. Will ship on trial. RAMONA MOODY, Waldron, Ind.

SEVERAL PHOTOGRAPH OUTFITS — TAKE-down Models F 2.9 lens complete with Enlarger. Will trade on good car. MODERN WHITE-U-WAIT STUDIOS, New Castle, Ind.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 HUMAN FLY ACT, WAX FIGURES, ANT Circus, Unborn Show, Giant Octopus, Girl in Fishbowl. Others. UNIVERSAL, 849 Cornellia, Chicago.

ADULTS AND KIDDY CHAIR PLANES, SIX-foot and twenty-four seat capacity; Kiddy Aero Planes, eighteen seat capacity. CALVIN GRUNER, Pincneyville, Ill. je12

BLIMP—FORMERLY USED AT STEEL PIER. 100 ft. long, 30 ft. diameter. DAVID FELDMAN, 148 N. Maine, Atlantic City, N. J.

Show Family Album



MARRIETTA CORREIA AND OSCAR LOWANDE, her brother, as they appeared in 1889. Lowande was 11 years of age at the time, and they were doing a two-horse carrying act with Walter L. Main Show. Miss Correia now lives in New York City and Oscar is with a WPA circus unit. Their father, Martinho Lowande, was a noted rider for many years. Oscar at one time was a partner in the ownership of the Sig Sautelle Circus.

The Billboard invites its readers to submit old-time photos for reproduction herein. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

FOR SALE—MOUNTED 45 FT. WHALE SHARK with large Marine Collection. Write MRS. LIN. C. GREENE, Mannsville, N. Y.

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HOUSECAR TRUCK, TRUNKS, 8x10 TOP, Stock, Pan Game, Top and Frame for Penny Pitch. REYMAN, 600 N. W. 7th, Oklahoma City, Okla.

TWO MECHANICAL SHOOTING GALLERIES. Built of high carbon steel plate. Moving ducks, animals and squirrels. H. B. SHERBACHN, Wayne, Neb.

400 WATT SPOTLIGHTS, \$4.75; 1,000 WATT Spotlights, \$15.00. New equipment. Literature on request. F. A. BOHLING, 328 West 44th St., New York City. je5

HELP WANTED

ACCOUNT DISAPPOINTMENT—AGENT, "EAT 'Em Alive." Car necessary. Must finance self. Percentage. Write RADCLIFFE, 700 So. Taylor, Des Moines, Ia.

CAN ALWAYS USE MUSEUM HELP—FREAKS. Working Acts, Oriental Dancers. Open year around. SHOWETERIA, 452 S. State St., Chicago, Ill. je5

COMEDIAN, MUSICAL ACTS, TRUCK DRIVERS. State all and lowest quick. Tent, small towns, three nights. THOS. L. FINN, Hoosick Falls, N. Y.

LEAD TENOR SAX, MUST TRANSPOSE ALSO sheet for summer engagement starting June 26. State lowest salary, age, ability, etc. Must cut. First Alto men also write. No collect wires. HENRY, 20 McDonald St., Saugerties, N. Y.

LINE GIRLS DOING SPECIALTIES, TAP AND Ballet. Steady work, good salary, wardrobe furnished. BETTY BRYDEN, 832 Fox Theater Bldg., Detroit, Mich. je19

PIANIST—DANCING SCHOOL, READ, FAKE, transposing. Year-round work, location, \$15 week. Wire. don't write. HAMILTON SCHOOLS OFFICE, California, Pa.

WANT—YOUNG MODERN SWING FIRST Trumpet, First Sax, String Bass, quick. Union. Location. JOHN JESTICE, Yates Hotel, Sioux City, Ia.

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WANTED STRING BASS MAN—READ OR JAM. Prefer one who doubles. Must be young, sober, dependable and single preferred. Good steady year around salary job to the right man who is looking for something that has a future. State all, name doubles, give phone number. BOX 2011, Wichita, Kan. je5

WANTED (ACCOUNT DISAPPOINTMENTS)—A-1 Scale Guesser, A-1 spot; One Side Show Act, real Mind Act, A-1 spot; Second Agent for day work on Horse Game. O'BRIEN BROS., Revere Beach, Mass.

WANTED — YOUNG GIRL ACROBATIC Dancer. Address RICH BARNSDALE, Care Vanderburg Bros. Circus, Plover, Wis.

WANTED — TROMBONE MAN. YOUNG, sober, good tone, and reader. ROGER CRAHAM, Gulf Lake Hotel, Richland, Mich.

WORK AVAILABLE AROUND LONG ISLAND beaches for Psychics, Palm Readers and those doing similar stuff. BOX C-259, Billboard, Cincinnati, O.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1937-38 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. New 140 illustrated page catalogue, 30c. NELSON ENTERPRISES, 139 South Third, Columbus, O. je5

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MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new PhotoStrip Duffit, 1 1/2x2, or 2 1/2x3 3/4 complete, \$140.00. WABASH PHOTO SUPPLY, Terre Haute, Ind. je5

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NEW "VELVO" FROZEN CUSTARD AND ICE-Cream Machines, complete freezing and storage unit, \$159.00. Write FROZEN CUSTARD CO., Gastonia, N. C. je19

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ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each, 100 or more. ic. SUMMERS' STUDIO, Unionville, Mo. je12x

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4-FOR-DIME OPERATORS MAKE BIG SAVINGS. New 3x4 Camera, \$105; Photo-Strip Jr., 1 1/4x2, \$140; Rolls, 1 1/4x250, \$4.75. Mounts, mirrors, supplies of all kinds. Write for catalog. MARKS & FULLER, INC., 44 East Ave., Rochester, N. Y.

25 NEW POWERFUL FLOODLIGHTS, CAPACITY 500 to 1500 watt. Suitable shows, playgrounds, ballgrounds, race tracks. MILLER SURPLUS, 2553 Madison, Chicago. ju12x

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BIG ANNUAL CLEARANCE EVENT IS NOW ON. Save 20 to 50%. Projectors, Sound Equipments, Public Address, Screens, Accessories, Supplies; everything for the theatre. Send for Big Bargain Book. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York. je5

DO NOT CONSIDER BUYING PORTABLE Sound Projectors unless you actually try them out first. We allow free trials and ship without deposit. You don't have to pay until you are more than satisfied with it. We also ship films for screening purposes. WESTERN FEATURE FILM & SUPPLY CO., 1018 S. Wabash Ave., Chicago, Ill. je5

EXCEPTIONAL BARGAINS IN PORTABLE AND Stationary Sound Projectors, Chairs, Screens, Stereophones, etc. Complete stock theater accessories. Free catalog. MONARCH THEATER SUPPLY CO., Memphis, Tenn. je5

MOVIE ROAD SHOW BARGAINS—35MM. Sound Portables, complete. Limited quantities. DeVry, Weber, Universal, with Amplifiers, Speakers. Every equipment fully guaranteed. Savings to 50%. Special Bulletin. Also 16MM. Sound Projectors. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York. je5

ROAD SHOW EXHIBITORS — COMPLETE 9 Reel, late 16mm. Sound Programs, \$20.00 week. Fine prints. Tremendous selection. EASTIN PICTURES, Davenport, Ia. je12

ROAD-SHOW SOUND SPECIALS—WESTERN, Actions. War and Passion Plays. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. je5x

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**ROADMEN, PORTABLE CIRCUIT OPERATORS**—Best complete All Talkie 16MM.-35MM. All Talkie Programs rented weekly, \$20. Bargain sale of Prints, Roadshow Specials, Equipment. **REMINGTON PICTURES, Box 524, Cincinnati.**

**UNUSUAL BARCAINS IN USED OPERA** Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, 5 free. **MOVIE SUPPLY CO., LTD., 844 S. W. etc. Projection Machines repaired. Catalogue sent. Chicago. je2**

**WRITE TODAY! OUR NEW LIST SOUND-RENTAL** Projection Equipment, Film now available. Lowest prices quoted. **ZENITH, 308 W. 44th, New York.**

**PARTNERS WANTED**

**GIRL DANCER, PARTNER BALLET TRAINING**, all type team work. Good appearance, about 105. **McLAUGHLIN STUDIO, 1334 Linden, Memphis.**

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**BE YOUR OWN BOSS—MAKE THE LARGEST** commissions selling our complete line of brushes. Write for our sales plan. **WIRE GRIP SANITARY BRUSH CORPORATION, 220 Southern Boulevard, New York. ju26x**

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**SCENERY AND BANNERS**

**A-1 AMERICA'S LEADING CIRCUS-CARNIVAL** Side Show Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO, 3544 North Halsted, Chicago. je5**

**HEADQUARTERS FOR BANNERS (NEW-USED)**. Two studios. Professional Artists' finest materials. Prompt service, lowest prices guaranteed. **UNIVERSAL, 849 Cornelia, Chicago.**

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**At Liberty Advertisements**

20 WORD, CASH (First Line Large, Blank Type). 10 WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

**AT LIBERTY AGENTS AND MANAGERS**

**AT LIBERTY — Press, Publicity, Exploitation** Agent. Fifteen years' experience in show business. A-1 references. Will handle anything that can be publicized. Unit, legit, theatre, outdoor, indoor attractions. Travel or locate. Salary and transportation. Sober at all times. Write or wire. **BESS AGENT, P. O. Box 1094, Bridgeport, Conn. ju12**

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**GEORGE ENGLEBRETH, Care Billboard, Cincinnati.** Considered a keen vaudeville theatre manager, publicist and promoter. Twenty years' tested experience. "Real Showmanship." Invites offers from Theatres and Parks.

**AT LIBERTY BANDS AND ORCHESTRAS**

**AT LIBERTY—SEVEN-PIECE ORCHESTRA** Doubling 25 Instruments. Novelty, versatile and singers. Complete Brass and Sax Sections, Electric Guitars, etc. New uniforms, latest Remler Amplifying System. Open for bookings throughout summer months. Prefer Colorado or West Coast. Band young, sober, dependable, organized for years. Strictly a high-class attraction. **BOX C-258, The Billboard, Cincinnati, O. ju17**

**COLLEGIATE RAMBLERS—SEVEN-PIECE BAND** available after June 5. Good equipment. Public-Address System. Write **JIMMIE ALLEN, 374 N. Washington St., Grand Island, Neb.**

**DANCE BANO — TEN MEN, SPECIAL ARRANGEMENTS, Vocalists.** Available June 10. **MUSICIAN, 140 Indiana Ave., Lexington, Ky.**

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**BEST CARNIVAL AND SIDE SHOW BANNERS** on Earth. Positively no disappointments. **NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. je12**

**TENTS—SECOND-HAND**

**HEADQUARTERS FOR TENTS (ALL SIZES)**, Sidewalk, Bally Curtain, Pits, Tarpuulins, Curtains, Banners, Chairs, Tables. Big bargains. **UNIVERSAL, 849 Cornelia, Chicago.**

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**UMBRELLA TENTS, ALMOST NEW, 9x9, WITH** floor, \$10.80 while they last. Hurry, hurry. And Bally Curtains. **KERR CO., 1954 Grand, Chicago. je5**

**THEATRICAL PRINTING**

**MUSIC LITHO PRINTING—ALL TYPES OF** Band and Orchestra Manuscripts. Small quantities at low prices. Send specifications for price or card for samples and details. **C. D. CHAPMAN & COMPANY, Geneva, Ala. X**

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**WINDOW CARDS, 14x22, 100, \$2.50, 11x14,** 100, \$2.10. 50% deposit, balance C. D. D., plus shipping charges. **THE BELL PRESS, Winton, Pa.**

200 (14x22) 6 PLY, 1 COLOR WINDOW Cards, \$6.00; Bumper Signs, 50, \$2.8, \$2.75. "DOC" ANCEL, Ex-Trouper, Leavittsburg, O.

**WANTED TO BUY, LEASE OR RENT**

**WANTED—4 SMALL TYPE BOWLING ALLEYS** in exchange for Pin Games or Arcade Machines. **FETZER & PETERSON, Pennylnd, Seaside Heights, N. J.**

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**WANTED—GOOD USED MOVING TARGET** Shooting Gallery. Give lowest cash price. Write **BOX C-260, The Billboard, Cincinnati, D.**

**THREE-PIECE DANCE ORCHESTRA,** playing 10 different instruments, harmony singing, tap dancing, ventriloquism, club juggling, rope spinning, magic, plenty comedy. **MANAGER, 3000 Addison Street, Chicago, Ill.**

**AT LIBERTY CIRCUS AND CARNIVAL**

**ALL AROUND CANVAS BOSS, TRUCK** Mechanic and Light Plant. Handle all. Write or wire, will answer all inquiries immediately. **D. W. AKERS, Rt. 3, Mattoon, Ill.**

**AT LIBERTY—CLOWN POLICEMAN, CIRCUS,** fairs, celebrations, walk arounds. Mule and Advertising Wagon. References. **BROWN, THE CLOWN, Cobles, Mich.**

**REED'S MECHANICAL SHOW—ANIMATED** Cartoon Puppets, nearly completed. Something new and different, wants to book with carnival with good fair list. First spot July 4th in this territory. You furnish top, 20x30, we have transportation and panel front. State percentage. Write **RALPH REED, Box 5, York, Neb.**

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**HALF-AND-HALF—New wardrobe, Clean exhibit** and lecture. "Join now. Ticket if far. Work area only. Write **SEE, Box 288, Ashland, O.**

**AT LIBERTY COLORED PEOPLE**

**AT LIBERTY — Colored Vaudeville Nito Clubs** Minstrel, Blackface Comedian, sing, dance, talk, up in bits and acts. M. C. Join after June 16. Also get small revue for clubs. Agents, what have you? Have car. Write or wire. **HARRY (SLIM) WHITE, 1527 Christian St., Philadelphia, Pa.**

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**AT LIBERTY DRAMATIC ARTISTS**

**AT LIBERTY—YOUNG GENERAL BUSINESS** Team. Lady, Ingenues or as cast. Man, Comedy or as cast. Saxophone in orchestra. **Hokum Doubles. Car and house trailer. JIM-MIE BURKE, Care Harvey Players, Guthrie, Ky.**

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**USEFUL DRAMATIC TEAM WITH bnke specialties**—Comedy or as cast. Have sure-fire short cast plays, also car. At Liberty June 12. **Mrs. AND MISS. REES, General Delivery, Salisbury, Md.**

**AT LIBERTY MAGICIANS**

**CREATOR—DEVELOPER OF TRICK EFFECTS.** Unique costumes and props for the stage. Now engaged. Wishes new connection with producing company or large theatre. Can make appointment in New York and show samples of work. Permanent address: **CRIMES THE MYSTERY MAN, 17 Gardiner Place, Montreal, N. J.**

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**L'KORAN, THE MAGICIAN,** is open for any and all bookings. Real box-office attraction because it is different. Plans over 100-day repertory. Need ticket. Prefer Med. and Side Show. Can talk and have selling ability. State all in first letter. Permanent address: **L'KORAN, 150-12 Nineteenth Avenue, Whitestone, L. I.**

**AT LIBERTY MISCELLANEOUS**

**AT LIBERTY—Larry West, age 28.** Play by ear, guitar, violin, piano, sing, radio and vodvil experience. Also some mechanical, own tools. Also Lady, 32, experience tickets, concessions, illusions or cook house. Also Man, 28, experience short order cook or ride operator. All sober, steady, reliable. Want work on some outfit. Only those who pay off need answer. Have 2 cars. Join on gas and all money, thru post office. State all in first. **LARRY WEST, 816 E. Fayette St., Syracuse, N. Y.**

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**SECRETARY-TREASURER—Fast Typist, Book-**keeper. Can handle Social Security records. Sober, honest. Age 20. Honest, sober, dependable. Double stage. **JERRY ELLER, Box 401, Stockton, Calif. je19**

**AT LIBERTY M. P. OPERATORS**

**OPERATOR—Fifteen years' experience, any sound** equipment. Go anywhere. Address **OPERATOR, 2015 Wilson St., Galion, O. je19**

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**AT LIBERTY MUSICIANS**

**AT LIBERTY—GOOD** Trumpet Man, Union. Complete equipment, including Mutes, 9 Modern Stands, Library of Standards. Tone, go, read and sing. Summer resort preferred. Cut or no notice. State your proposition. **MUSICIAN, 532 W. Franklin St., Troy, O.**

**A-1 DRUMMER—MODERN, FULL SOLID** rhythm, swing, read. Celeste Bells, singer, cut shows. Appearance. Nice equipment. Age 27; plenty experience. Sober, congenial, willing worker. Positively satisfy. Fine references. Reliable bands write, state all truthfully. **DRUMMER, 3156 Columbus Ave., S. Minneapolis, Minn.**

**AT LIBERTY JUNE 10TH—EXPERIENCED SAX** (Alto, Soprano, Baritone) and Clarinetor. Play well worth featuring. Union, sober and reliable. Write or wire top offer to **ROBERT E. JOHNSON, 312 North Tenth St., Decatur, Ind.**

**BAND DIRECTOR-INSTRUCTOR—JUNE 11 FOR** summer. Ninth year band instructor Birmingham Public Schools. Young, union, good appearance. Play trumpet, college degree. State Teachers' Certificates Alabama and Florida. **BAND DIRECTOR, 1410 17th Ave. So., Birmingham, Ala. je5**

**DRUMMER WITH FEATURE VOICE DESIRES** connection with band having prospects for good future. Young, clean-cut, sober, reliable. Best equipment, including vibraphones. Positively cut stuff. State best in first. Write **PAT C. SMITH, West Hotel, Sloux City, Ia. je5**

**DRUMMER—YOUNG, SWING DANCE BAND.** Experience, have car. Special arrangements, featuring drums. **MUSICIAN, 307 Summer St., Roxford, Pa.**

**PIANO-TENOR SAX DOUBLING CLARINET,** 55b. Souaphone, doubling String Bass, Brass, excellent fake, swing. Plenty experience with good bands. All three single, under twenty-seven, good habits, appearance, hard working. Non-union (will join.) Separate if necessary. Resort preferred but will consider any reliable offer. Answer all. **EMMETT LASHER, 1219 12th St., Tall City, Ind.**

**TENOR SAX, CLARINET—SING, VERSATILE** style, 6 years' experience, 22, single, union, read. Want to join Swing Band, West preferred. Habits, good; also jam a few notes. **GEORGE W.M. BROWN, 205 E. Locust, Bloomington, Ill.**

**THREE WAY SAX SECTION AVAILABLE—** Two Altos and Tenor organized two years. Clarinet and Trombone. Legit and go. Experienced vocalist. Union, college age and sober. Guarantee to cut average stocks at sight. Have good tone and blending. Write, phone or wire. **ED MORRISETTE, Kankakee, Ill. Telephone 465. ju12**

**TROMBONE AND VIOLIN WISH CONNEC-** tion with Shop or Municipal Band or Orchestra. Play or direct. Two years college, three years Army Band. **JEROME E. HENDERSON, 966 Beaconsfield, Grande Pointe Park, Michigan.**

**TRUMPET PLAYER WANTS LOCATION FOR** summer. Cut floor shows. Union. R. W. **TURKINGTON, 8028 Jeffery Ave., Chicago, Ill.**

**TRUMPET, DOUBLE VIOLIN, AFTER JUNE 5.** **ED FALTE, Cedartown, Ga.**

**VIOLINIST—THOROUGHLY EXPERIENCED** in dance, theater, hotel and resort work. Good sight reader. Classical, improvise and plenty hot. Age 33, union, good musical education, and college graduate. Can also furnish A-1 pianist. Available June 12. Wire or write. **L. LAWRENCE JONES, 1406 Barger Place, Richmond Heights, Mo.**

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**BRASS TEAM that clicks.** Available May 30th. Trumpets and Trombones or Three Trumpets, Librarians, 100 tunes. Legit and go. Young, sober, reliable. Non-union, would separate. Only reliable leaders need write. **MUSICIAN, 424 Lewis Street, Canton, Mo.**

**BASSONIST—Several years' experience,** wishes correspondence with good concert band or orchestra. Music side line if necessary. **W.M. O'NEILL, 740 No. Dearborn St., Chicago, Ill. je5**

**MUSICAL DIRECTOR—Leader, Unit, Vaudeville,** Production. Twelve years' experience. Formerly Loews, Fox. Fine references. Modern. Will locate travel. **MUSICAL DIRECTOR, 436 Crown St., Brooklyn, N. Y.**

**PIANIST AND GUITARIST** at Liberty—Experienced. Read, jam, union. Fine appearance. Young and sober. Go anywhere. State salary. Joe Ferguson, Bob Pulver, address **BOB PULVER, 107 South Indiana Avenue, Auburn, Ind.**

**STRING BASS—Read, fake, Reliable, sober and** union. Experienced Strolling and Dance Combinations. Single, age thirty, join now or later. Have car. **GEORGE LUCKEY, 2807 Oliver, Fort Wayne, Ind.**

**WELL-KNOWN BAND DIRECTOR, Teaches Band** Instruments. Experience in High School, College and Industrial Bands. Best reference and documents of qualification furnished. **MUSIO MASTER, 310 S. Broad St., Lansdale, Pa. je12**

**AT LIBERTY PARKS AND FAIRS**

**AERONAUTS — BALLOON** Ascensions by Lady or Gent. Established 1911. Write or wire. **JOHNSON BALLOON CO., Clayton, N. J. je19**

**BALLOON ASCENSIONS—** Boy and Girl Parachute Jumpers. Modern equipment. **JACKSONVILLE BALLOON CO., Jacksonville, Ill. je19**

**BALLOON ASCENSIONS—** Prof. Chas. Swartz. Always reliable. Address Humboldt, Tenn. **je26**

**BALLOONISTS AND AIR-**plane Parachute Jumpers Extraordinary. Young boys and girls schooled by old hands. Yes, we have Bat Man. **THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. je19**

**WILLIAMS AND BERNICE,** Trampoline, Aerial, Dog Act, Rube Hay-wagon. **Billboard, Cincinnati, je12**

**ARMSTRONG'S FAMOUS COMEDY FORD ACT**—Well known. Literature. **ROSCOE ARMSTRONG, Montezuma, Ind. je19**

**BALLOON ASCENSION—WORLD CHAMPION** Lady Parachute Jumper, doing one to eight parachute drops on one ascension. **ETHEL PRITCHETT, 329 Indiana St., Danville, Ind. je2**

**BALLOON ASCENSIONS FURNISHED** Respectably. Defying Parachute Acts. **ARMSTRONG BALLOON CO., New Canton, Ill. je26**

**BINK, KING OF THE SLACK WIRE—THREE** acts; Wire, Trapeze and Comedy Juggling, all real acts. **GEO. BINK, R. 1, Box 112, Cudahy, Wis. je12**

**CARMEN'S CIRCUS REVUE — 5 COMPLETE** and distinct fca attractions. Aerial and Platform Acts. Have some open time. Address **P. O. BOX 21, Williamston, Mich. je19**

LEO DEMERS, EUROPEAN ACROBATIC NOV-  
elty. One of the best single acts in the  
business. Act is original and will please on  
any program. If you are interested in the  
very best write or wire today, 1504 State  
Road, Menominee, Mich.

THREE HIGH CLASS ACTS—COMEDY TRIPLE  
Horizontal Bar, Tight Wire and Trampoline  
or Bounding Net Act. Playing fairs, home-  
comings, parks, etc. Write or wire. LA-  
BLONDE TROUPE, 915 Court St., Pekin, Ill.

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A PROGRAM of Trained Dogs, Pony, Monkeys, Ba-  
boon, Clown Acts and other Circus Novelties for  
your Free Attraction. For low terms, pictures write  
W. E. LATHAM, Billboard, Cincinnati, O.

CHARLES LA CROIX—Original Outstanding Nov-  
elty Trapeze Act. A high class platform free  
attraction. Available for celebrations, fairs, etc.  
Flashy equipment. Special large advertising posters  
free. A Real Act, elaborately costumed. Price  
reasonable. Address CHARLES LA CROIX, 1504  
South Anthony Blvd., Fort Wayne, Ind.

PAMABASKA'S Dog, Pony, Monkey and Bird  
Circus offers the most beautiful domestic and  
tropical animal and bird performance that pleases all  
ages. This marvelous performance is presented by  
Prof. Pamabaska himself for this attraction. Ad-  
dress GEO. E. ROBERTS, Manager Pamabaska's  
Studio, 518 W. Erie, Philadelphia, Pa. Telephone  
S.A. 6658. j12

VAUTELLE'S CIRCUS—Ten Dogs, Cats, Monkeys,  
Two distinct acts for circus, fairs, parks. Second  
act: Acrobatic Clown and Monkey. Sound system  
for street. Philadelphia, Pa. j12

### AT LIBERTY PIANO PLAYERS

AT LIBERTY—EXPERIENCED PIANIST, READ,  
fake, transpos, specialties. Club, stage or  
pit. All offers considered. FOYLE CRAIG,  
530 W. Washington St., Greenville, S. C.

EXPERIENCED YOUNG LADY PIANIST—AT-  
tractive, refined. Prefer resort work. Will  
work for nominal sum and board. Double as  
hotel hostess. PIANIST, 1635 McLemore Ave.,  
Memphis, Tenn.

THE SUMMER SPECIAL ISSUE OF THE  
BILLBOARD WILL BE DATED JUNE 26.  
CLASSIFIED FORMS CLOSE IN CINCIN-  
NATI, JUNE 16. INCREASED CIRCULA-  
TION. MARK YOUR COPY "CLASSIFIED"  
AND SEND IT IN EARLY.

AT LIBERTY—Piano Player, just finished six  
months' engagement in Hot Springs, Ark. Want  
job in night club with a small band that pays off.  
Read, fake, all essentials. Nonunion, but can join.  
Write or wire. "RED" FERGUSON, 405 1/2  
E. 4th, St. Louis, Mo.

PIANIST—Young man, age 30, desires reliable  
opening, salary guaranteed. Union, experienced  
all lines. Concert, dance, orchestra, soloist. Wait  
advance ticket for security. Write full particulars  
in letter. No wire. RAYMOND DEMPSEY,  
Franklinville, N. Y.

### AT LIBERTY SINGERS

COLORATURA SINGER,  
Very High Voice. Sing with Band, Concert,  
Club. Can sing French, Italian and English  
Opera. 36 Edgerby Blvd., Boston, Mass.

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CLASSIFIED FORMS CLOSE IN CINCIN-  
NATI, JUNE 16. INCREASED CIRCULA-  
TION. MARK YOUR COPY "CLASSIFIED"  
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### AT LIBERTY VAUDEVILLE ARTISTS

HIGH-CLASS MIDGET—  
Lady Performer, 23 years old. Comedy,  
Dancing and Talking Specialties. Bookers,  
elite clubs and advertising companies take  
notice. VIRGINIA RAY, 8 Montrose St., Lud-  
low, Ky.

DANCER—Adagio, Apache, Ballroom, Trio, Quar-  
tet, 6 ft., 175 lbs. Good catcher, cannon, etc.  
JOE LIEBERMAN, 1609 So. Kedzie Ave., Chi-  
cago, Ill. Phone Rockwell 1876. j65

THE SUMMER SPECIAL ISSUE OF THE  
BILLBOARD WILL BE DATED JUNE 26.  
CLASSIFIED FORMS CLOSE IN CINCIN-  
NATI, JUNE 16. INCREASED CIRCULA-  
TION. MARK YOUR COPY "CLASSIFIED"  
AND SEND IT IN EARLY.

NOVELTY MUSICAL ENTERTAINER—Features  
seven specialties, such as playing three Clarinets  
at same time, Saxophone and Clarinet at same time,  
etc. About 10 years' stage experience. Good appear-  
ance. BOX 791, Billboard, 1664 Broadway, New  
York. j12

TEAM—Roy Thirteen; Girl, Twelve. Sing, Tap,  
Acrobatic, Experienced, plenty of numbers, ex-  
cellent wardrobe. Last summer San Diego Fair and  
Hollywood. WM. ADAMS, 4286 Fairfield Ave.,  
St. Wayne, Ind. j12

VERSATILE TEAM—Specialties, Singing, Novelty  
Acts. Both do party hits and good comic.  
Lady A-1 Pianiste. Read, take off. Essentials.  
Medicine shows answer to. SHOWMAN, 303  
West Lee Street, Sapulpa, Okla.

LOOK  
IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

## Dog Shows

### These Dates Are for a Five-Week Period

- CALIFORNIA**  
Los Angeles—June 13. Chick Hart, Central Bldg.
- CONNECTICUT**  
Greenwich—June 4. Walter Pfeiffer, Tuckahoe, N. Y.
- DELAWARE**  
Glasgow—June 6. R. V. Buckingham, care P. O. Dept.
- INDIANA**  
Anderson—June 8. Mrs. Mary M. Speck, 129 E. 11th St.
- INDIANAPOLIS**—June 5. Mrs. Alice King, R. R. 10, Box 328 E.
- INDIANAPOLIS**—June 6. Albert G. Meyer, 2646 Madison Ave.
- MASSACHUSETTS**  
Brookline—June 13. Foley, Inc., 2009 Chestnut st., Phila., Pa.
- MICHIGAN**  
Flint—June 20. E. J. Blumenshine.
- Saginaw**—June 19. A. W. Bow, 17670 Heyden Ave., Detroit.
- MISSOURI**  
Kansas City—June 6. Miss Sylvia E. Jones, 3633 Broadway.
- NEW JERSEY**  
Rumson—June 28. Foley, Inc., 2009 Chestnut st., Phila., Pa.
- NEW YORK**  
Goshen—June 11. Foley, Inc., 2009 Chestnut st., Phila., Pa.
- Mt. Kisco**—June 12. Foley, Inc., 2009 Chestnut st., Phila., Pa.
- Syracuse**—June 20. Foley, Inc., 2009 Chestnut st., Phila., Pa.
- Troy**—June 19. Foley, Inc., 2009 Chestnut st., Phila., Pa.
- Utica**—June 18. Foley, Inc., 2009 Chestnut st., Phila., Pa.
- OHIO**  
Ashland—June 27. Richard W. Bear, 831 Edgell Ave.
- Columbus**—June 13. Ralph H. Brehm, 876 Weyant Ave.
- PENNSYLVANIA**  
Allentown—June 20. Clyde S. Heck, R. 5.
- CANADA**  
London, Ont.—June 12. B. R. Stitt, 550 Elizabeth St.
- Oakville, Ont.**—June 5. Mrs. J. Kellett.
- Toronto, Ont.**—June 19. Mrs. E. Brown, 10 Birchmount Road.

## Frontier Contests

### These Dates Are for a Five-Week Period

- CALIFORNIA**  
Gilroy—Gilroy Roundup & Gymkhana. June 19-20. Elmer Weymouth.
- Livermore**—Livermore Rodeo. June 12-13. M. G. Callaghan.
- Madrone—Madrone Rodeo.** June 6. Jere W. Sheldon.
- Sonoma—Rodeo.** June 27. J. J. Millerick.
- Visalia—Visalia Rodeo.** June 4-6. Frank Keefer.
- MONTANA**  
Lolo—Rodeo. June 5-6. D. Bowker.
- NEBRASKA**  
Alliance—Panhandle Stampede. June 25-27. E. V. Black.
- NEW YORK**  
Rochester—June 21-29. C. P. Paul Jr.
- OKLAHOMA**  
Ardmore—Rodeo. June 4-6. Leo Atkins.
- Buffalo—Rodeo at Doby Springs.** June 11-13. Act Seward.
- Mangum**—Greer Co. Pioneer Reunion & Rodeo. June 25-27. L. M. Tittle.
- CANADA**  
Black Diamond, Alta.—Stampede. June 23.
- Carstairs, Alta.**—Stampede. June 30.
- Delburne, Alta.**—Stampede. June 15-18.
- Dorothy, Alta.**—Stampede. June 2.

Drumheller, Alta.—Stampede. June 30-July 1.  
Gleichen, Alta.—Stampede. June 9.  
Medicine Hat, Alta.—Stampede. June 23-25.  
Midnapore, Alta.—Stampede. June 16.  
Sundre, Alta.—Stampede. June 22-23.  
Trochu, Alta.—Stampede. June 3.

## SHOW LETTERS

(Continued from page 60)  
cession row; Michael Olsen, of ride de-  
partment; Fred Thomas, of shows, and  
Thomas Evans, of train crew. Objectives  
of new club are social and to assist any  
member of the show in illness or dis-  
tress. In order to raise funds club will  
sponsor a special midnight ramble each  
week in Jack and Frances Paige's *Casa  
Manana Revue*, with members of entire  
shows providing the entertainment. The  
first meeting of the season was had on  
Wednesday night. General Manager  
James E. Strates was a business visitor  
to Washington, D. C. General Agent  
Billy Breese away on a trip. Writer and  
Mrs. Voorheis entertained old friends, Mr.  
and Mrs. Samuel S. Bertsch and Mrs.  
Walter Whitman and family, here and  
attended a special party at Elks' Club as  
the guests of Mr. and Mrs. Bertsch.  
Secretary and Manager Samuel Lewis  
of York Fair and Carl Fleckenstein, of  
Bloomsburg Fair, were recent visitors.  
BEN H. VOORHEIS.

## Zimdars Greater Shows

Danville, Ill. Week ended May 15.  
*Auspices, VFW. Location, fairgrounds.  
Attendance, good. Business, fair. Weather,  
rain two days.*  
People came out every night. Manager  
Zimdars and Bud Munn received Octopus  
and had it up Wednesday night and  
it had a good play. Lots of trouper  
living in Danville were out each night.  
Sallor Harris added another attraction  
to his Side Show. Jumbo Finn, weight  
600 pounds. He sings and dances and  
making a hit. Zimdars bought five  
more animals for the animal show.  
CHARLES SELP.

## Modernistic Shows

Richmond, Ky. Week ended May 22.  
*Location, Barnett Park. Weather, un-  
settled. Business, fair. Auspices, Ameri-  
can Legion.*

This new Kentucky amusement cor-  
poration is rapidly making its presence  
known in outdoor amusement field.  
Business for shows, rides and conces-  
sions generally has been better than fair  
since opening of season. Following the  
current week's engagement in Maysville,  
Ky., show will cross river for several Ohio  
stands. In his long and varied career  
this writer has never been associated  
with a better organizer or more ener-  
getic showman than R. C. McCarter,  
general manager, and "guiding genius"  
of this show; he sets a definite objec-  
tive and apparently works everything  
out in a satisfactory manner. Pat Turner  
is efficient secretary; very capable  
"Tommy" Carson, legal adjuster; Virgil  
Fisher, special agent; Perry Madison, lot  
superintendent; Colonel Mays, auditor;  
Howard Harbin, trainmaster; Pat Flannagan,  
electrician, with Tom Smith,  
assistant; Jerry Quinn, boss billposter.  
Bill Pink's Octopus ride has been a real

sensation thruout territory already  
played. Bill also has Tilt-a-Whirl. R. I.  
Fulks manages Chair-o-Plane; Caterpill-  
lar, managed by Bert Williams; Twin Ell  
Wheels, Joe Corrigan; Merry-Go-Round,  
Tom Davis; Kiddie Rides, Mark Sullivan.  
Ruth Faust handles front-gate tickets.  
Capt. Karl Sunderland's lions, perform-  
ing with six Great Dane dogs in a steel  
arena, is free attraction and merits the  
newspaper publicity it unflinchingly ob-  
tains. Fred Miller's All-Girl Revue is an  
outstanding attraction. "Baldy Joe"  
Suarez and his Chocolate Dandies are a  
great flash with lights, action and color.  
Side Show, Congress of Athletes, "Engi-  
mabelle" and Tinyland are all worthy of  
mention. Jimmy Shropshire, well-known  
circus side-show manager, was a welcome  
visitor in Maysville.  
HARRY FITZGERALD.

## White City Shows

Gooding, Ida. Week ended May 16.  
*Business, fair. Weather, ideal.*

This stand first in Idaho. Many vis-  
itors from the Santa Fe Shows, which  
were only 15 miles from here. New  
penny pitch has been added by Roy  
Green, Clarence Tillis and Jim Hager-  
man. Mrs. Roy Green is in charge of it.  
Mr. and Mrs. Art Davis have joined as  
concessioners. Mr. and Mrs. Bill Slover  
arrived in Logan, Utah, with a new  
cookhouse and grab joint. Mother Slover  
added candy floss and candy apples.  
Jerry Foster has charge of a new Evans  
cat rack. Mr. and Mrs. George LeBrell  
arrived with girl show, which replaces  
Fred Webster, who joined the State Fair  
Shows. Happy Wighton bought a new  
Ford truck and added a country store,  
which makes him six concessions. Mr.  
and Mrs. Harry Sucker left for Monte  
Young's show with their Baby Ride.  
Tommy Elhart received many gifts, in-  
cluding a bicycle, for his fifth birthday.  
Mrs. Johnny Sterling went to Salt Lake  
City on vacation. Mr. and Mrs. C. F.  
Corey rejoined show here after a short  
visit to Boise, Ida. JACK ELHART.

## J. F. Sparks Shows

Marion, O. Week ended May 22. Lo-  
cation, Aronhalt show lot. *Auspices,  
Veterans Foreign Wars. Weather, fair—  
rain two nights. Business, good.*

With support of veterans, show had  
largest attendance of season. Five-cent  
gate, also Bank Night on Wednesday and  
Saturday, proved successful. Friday  
night business was excellent until 9:30  
p.m. and midway jammed when sud-  
denly a terrific storm broke. No damage.  
Saturday afternoon kiddie matinee  
shows and rides doing capacity business  
when rainstorm marred profits. Visitors:  
Mrs. Henry L. Coughanour, mother of  
Mrs. J. F. Sparks; McMillan, commander  
veterans, Bucyrus, O.; Mr. McCame, com-  
mander of veterans, Marysville, O.; Mrs.  
Redefor; Joe Sparks and Mrs. Joe Sparks,  
of Christ United Shows. New arrivals:  
Big Bill Blumberg, with Side Show and  
free acts, and Jimmy Chanos, geek show.  
Manager J. F. Sparks purchased a 1937  
Chevrolet coach. MARTIN BERK.

## Feilchenfeld Opens Museum in Chicago

CHICAGO, May 20. — New museum,  
opened here by Arthur Feilchenfeld Jr.,  
son of a local chain hat store man, has  
as its first lineup Frank Frankini,  
magic; Twisto, contortionist; Johnny  
Foreman, in a muscular control act;  
Hardini, escape artist; Curly Clark, fire-  
eater, and James Carrigan with feats of  
strength.

Two annexes complete the bill. First  
has Betty Ross, wrestler, taking on all  
comers. Second offers Michaeline De-  
Leau as Miss America. Dick Lesscoe lec-  
tures and William Riston manages the  
spot.

## Showeteria Remodeled

CHICAGO, May 29. — Lee Sloan's mu-  
seum, Showeteria, here has been com-  
pletely remodeled as a South Sea island  
rendezvous. Sloan reports that business  
is tilting upward as a result of his new  
setup and fresh acts. Newest feature is  
Hawalian Joe with a set of 50 rattie-  
snakes. John Hanner has also been  
added as Australian bushman. Three  
annexes, under the management of Earl  
Burke, complete the show.

## NEW DATE BOOKS

FOR 1937  
NOW ON SALE  
Arranged Especially for Your Needs  
Dated From January 1, 1937, to  
January 1, 1938.

The most convenient memorandum book for  
Managers, Agents and Performers in all  
branches of the show world. Actual size  
2 3/4 x 5 1/2 inches—just fits the vest pocket.  
Contains complete calendars for years 1937-  
1938, U. S. and World Maps, 110 pages for  
daily memorandums, space for recording  
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figures, and much other valuable information.

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# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD REUTER—Communications to Sixth Floor, Woods Bldg., Chicago

## N. Y. Niteries Feature Bingo

*Cocoanut Grove leads way, others follow — newspapers carry game ads*

NEW YORK, May 29.—The wholesale merchandise industry seems destined to come in for some swell publicity this summer now that bingo has broken down the barriers and gained entrance into some of the better known New York night spots. With the Cocoanut Grove atop the Park-Central Hotel leading the way, it looks like bingo is in for a banner season. Club has been using much newspaper space to feature, "A new fad and a new thrill—bingo nights," billing the game to night club patrons as something new in entertainment and thrills. The club is reported to be awarding a variety of first-class merchandise awards to winners.

Bingo has been introduced into a number of local night spots and still others are now contemplating billing the game as an added attraction. Smaller spots on Long Island and in Brooklyn are also adopting the idea, and it is predicted that the fever will continue to spread. Night club operators regard the game as a good attraction for the general public and believe that the high grade of merchandise awards will help to draw crowds who usually don't patronize the spots.

With bingo hitting Mazda Lane, merchandise men should benefit from advertising that these spots will use to promote the games. As merchandise awards will play a prominent role in attracting crowds, prospects for sales of better class prizes look exceedingly bright.

## Flashy Cartons Boost Towel, Blanket Sales

NEW YORK, May 29.—With an eye toward increasing sales to the concessioner, many manufacturers are putting up de luxe towel sets and blankets in especially designed, attractive display cartons. Towels and blankets have long been one of the staples for summer spots and this added touch of showmanship should definitely up their play. Merchandise packed in these novelty boxes has helped increase sales, according to reports.

Advance orders for towels, blankets and terry cloth robes, placed by many men anticipating a price rise, have slowed up deliveries. Some firms featuring the more novel type of this merchandise are reported far behind in their orders.

Wholesalers are using, as their leaders, the more expensive merchandise packed in better display cartons. They report steady sales on both these items and those of a less expensive nature.

## Petition To Repeal Beano Law in Mass. Is Rejected

BOSTON, May 29.—By a vote of 21 against, 11 for and 7 nonrecorded, the petition of Bishop Henry Knox Sherrill and others for repeal of the law authorizing the playing of beano, whist and bridge for prizes was lost when the Senate rejected it.

Since the House voted to accept the report of the Committee on Legal Affairs, the entire matter had been on the table for four weeks. Committee recommended that beano be given a year's probation, at the conclusion of which the 1938 Legislature would take discretionary action for proper legislation.

## Inclement Weather Slows Retail Biz

NEW YORK, May 29.—Cool, rainy weather in some sections of the country was held responsible for the slackening of retail trade last week. The flow of goods into hands of consumers seemed to slacken, particularly when contrasted with the surging advance enjoyed last year, when the country was anticipating the spending of the veterans' bonus money. Department of Commerce, in its weekly survey of business in 37 cities, reported "further indications that trade thruout the country is not pushing forward into higher ground with the vigor that was apparent prior to the middle of April."

Industrial activity again furnished the one really bright spot of the week. Producers of metals, automobiles, railroad equipment, tools and miscellaneous durable goods for home, farm and factory sustained operations at peak levels.

## Mdse. To Boost Summer Play in Brisk Demand

CHICAGO, May 29.—Public's demand for products to meet its summer needs offers the wholesale merchandise industry more opportunities than probably in any other season of the year for the promotion of a wide range of products. Because many of these items are in the above-the-ordinary price range they afford an excellent margin of profit. Many volume selections have already been

made by digger men, pin game and sales-board operators who have given much thought to summer merchandise needs in determining what items will attract the heaviest play.

Off to a good start, with surprisingly large orders placed to meet the gift needs for graduation and wedding occasions, the industry is looking forward to sustained volume of sales in such merchandise as silverware, jewelry, leather goods and home furnishings.

With the beginning of summer outings, week-ends, travel and picnics, demand is starting in earnest for brief cases, military brush and comb sets, timepieces, billfolds, cameras and the like. The miniature candid camera looks like an excellent feature item with summer-long appeal, judging from the heavy early play it is getting.

Operators exhibiting the most interest in meeting demands of the public are also ordering the new-style smokers' accessories in chrome and metal; some really new and novel creations being offered this year. Hostess trays with electric toasters, serving trays, cocktail sets, luncheon sets in gay colors, iced tea and tall summer-drink glasses, highball, cocktail and beer glasses, constitute items for the home that are receiving considerable attention. Other merchandise expected to have tremendous appeal this summer in attracting patronage and repeat play, because of the novelty and variety of creations, include beaded and silk bags, vanity cases, costume jewelry in bright colors and timepieces for the girls. Sporting goods items, such as colorful lures and rods and reels, golf sets, baseballs, gloves and tennis equipment to attract the men, are also in demand.

## New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

COOL and unseasonable weather has somewhat interfered with the opening weeks of outdoor selling. Because of the mild winter this was rather unexpected. It may not, however, have any material effect on sales returns for the entire season if the spell of bad weather does not hang on too long. Fortunately, however, at least one day of the week-ends usually has been fair. The unexpected pranks of the weather show the importance of "making hay while the sun shines." Outdoor operators who were wise enough to take advantage of some of the mild days last winter have the satisfaction of knowing that they can afford to lose a few days now and still have their season's sales come out okeh.

Wholesalers report that they have not experienced any slackening of orders except possibly those coming from smaller hand-to-mouth operators. The market in general shows no sign of slowing up. Slackness that does exist is the result of delivery delays in those lines which experienced unusually heavy orders earlier this year. A somewhat disconcerting feature of the situation is its spottiness. Not only do reports differ widely in the case of different dealers, but frequently one will tell you he is doing well with a certain product, while the man next door will say just the opposite. The most probable reason is that outdoor men are watching the markets more closely this year. They are not relying so much upon their own ability to sell, but prefer to guide themselves by the buying public. There is a tendency to make merchandise assortments fit more closely into the market's seasonal appeal. This makes for greater variety of exhibition material and requires more specialized buying.

Western and Midwestern operators are especially interested in the small furniture items now in demand. In many cases this demand arises from the desire of operators to add large and showy pieces to their premium displays. Operators in seaside resorts and parks with a regular repeating clientele found them useful last year when used to encourage steady repeat play. The practice of using this type of merchandise is expected to become general this year. An operator to whom I talked about this subject last year told me that summer colonists are especially receptive to this type of premium, as they prefer the more useful products to others.

To add to my remarks of last week about style changes for fall and winter, I am informed that many manufacturers of novelties feel inclined to delay their showing of next year's lines. Main reason is the present uncertainty in price developments. Nobody looks for prices to decline between now and the fall, but there is always the possibility of some competitor developing a short cut to greater production efficiency. Thus manufacturers prefer to be certain of their ground before showing wares to buyers. This is a point of interest to dealers, but will hardly influence buying policies of men on the firing line. There is a rumor that the chains will make a real bid for souvenir business this year. As far as I can judge the situation, it will affect curb sales in big cities but cannot harm operators in amusement parks and at seaside resorts much with their more specialized appeal. Again my advice is: "Do your buying inside the amusement premium trade." If you do you are much less likely to run up against store competition.

## Novelty Charms Up Gasoline Sales

NEWPORT, Ky., May 29.—A local gasoline station operator reports that miniature scotties, elephants, horses and other novelty charms have greatly stimulated his gas and oil sales. Operator's policy is to give out a charm with each purchase, and, as a result, he reports children are coaxing their parents to buy from his station. High school students are also reported to be giving his pumps a real workout to add another charm to their watch chain, bracelet or necklace.

Other stations in the vicinity have been using weekly radio awards for some time, but this promotional scheme seems to be outstripping them all. In fact, the operator states that his greatest trouble is keeping enough of the charms on hand. "It's just another proof," he maintains, "that it is frequently the inexpensive item which catches the public's fancy and scores a hit."

## Electric Fan Sales Off to Good Start

CHICAGO, May 29.—Several days of warm weather experienced during the last two weeks have supplied the necessary spark to set off large sales of electric fans in the merchandise industry. The memory of profitable sales during the last two seasons has caused wholesalers to feature the item early this year and the range of models offered is probably the broadest in history. There are a wide variety of shapes, colors and designs in rubber blade, small metal blade, wall-bracket, oscillating and pedestal types with an equally comprehensive price range.

Smaller blade fans are again the most popular. That the public is going for better priced merchandise is indicated by its preference for the oscillating type of small fan in contrast to the more frequent requests for the stationary type a year ago. Another indication that quality products are getting the big play is the overwhelming choice for the output of well-established manufacturers whose goods are nationally known.

## Midget Sets To Have Big Summer Season

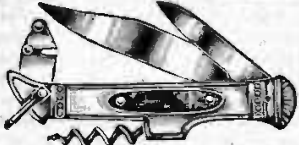
NEW YORK, May 29.—With opening of the summer season to add impetus to their sales, wholesale merchandisers predict that midget radios are in for their biggest season in some time. It is generally believed that the rate at which midget sets have been selling assures the industry a great deal of repeat business. Not only do these sets pack a lot of natural appeal, but concessioners find them a valuable asset to their stands for the flash they impart. By playing the sets and using them for ballyhoo their usefulness is further increased.

Use of many-colored radios in leatherette and other leather combinations has met with a good reception everywhere. These have been well supported by other modernistically designed midgets in plastics, veneers and the popular light-up models.

The high mechanical perfection developed in the new midgets has created greater confidence in them. Sales have been further stimulated by general advertising which midget manufacturers have carried on to arouse the need for more than one radio in the home. These circumstances, together with attractive prices of most of the small-size sets, augur well for the prediction of a banner season for midgets.

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When Writing, State Business You Are In, As We Do Not Sell Consumers.



**COMBINATION GLASS CUTTER KNIFE**—Two Blades, Clip and Pen Glass Cutter and Corkscrew, Nickel Finish, Metal Handle, Center with Fancy Colored Celluloid Inlay. Equipped with Shackles for Chain. Size of Knife Closed, 3 1/2". One Dozen in Package. B10C178.

PER GROSS **12.00** PER DOZEN **1.05**

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It illustrates merchandise for BINGO, BALL GAMES, HOOPLA, FISH PONDS, SCALES, STRING GAMES, PENNY PITCH, PITCH-TILL-U-WIN, DART STORES, WHEEL STORES, ETC. ETC.

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468-470 Seneca St. Buffalo, N. Y.

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- High Hat Fur Monkey, 8 in. Gro. \$4.50
- Cell. Feather Dress Doll, 7 in. Gro. \$3.50
- China Head Swagger Stick, Gro. \$3.50
- Swagger Stick, 36 in. Gro. \$3.50
- Water Guns, New Style, Gro. \$3.50
- Oak Balloons, Streetmen Special, Inflation 10 Inches, Gro. \$2.75
- Rayon Parasols, 8 Rib. Doz. \$1.50

**SPECIALTIES**  
Get Our Price List

- Blue Blades, D. E. 1,000 \$3.25
- Aspirin, Tins. Gro. \$1.75
- Sun Glasses, Shell, Convex Lens, Doz. \$3.00

Send 25¢ Deposit on C. O. D. Orders.

**OPTICAN BROTHERS**  
All Orders Shipped Same Day Received 300 W. 9th St., Kansas City, Mo.

**JEWELLED WRIST WATCHES**

**NEW LADIES SWISS WRIST WATCH.** Attractive New Chromium Case. Complete with Bracelet to match. In Gift Box. In Lots of 6. Each **\$2.95**

—Same Price. Sample, 50¢ Extra. Send for Catalog. PLYMOUTH JEWELRY EXCH. 163 Canal St., Dept. B, New York City.

# New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

### Clothesline Tightener

Kramer & Company announce a new Bulldog clothesline tightener that should prove a profitable number for pitchmen. When fastened to a clothes pole or wall, the item enables women to knot the line. Made of semi-steel and rustproof, item is said to last a lifetime. It is scheduled to retail at 20 cents. Manufacturer maintains that a simple setup and three or four feet of clothesline will enable a pitchman to make a good flash demonstration.

### Paper-Buster Gun

With the Fourth of July in the near offing the Nu-Matic Paper Buster Gun of Langson Manufacturing Company should be a profitable item for easy-to-



metal and finished in black with nickel breach and trigger. It retails for 25 cents. Additional ammunition, packed four rolls to a box, sells for 10 cents. Should be a big seller for the Fourth since many communities are reported to be banning sales of fireworks.

### Two-Way Pencil

A new type of two-way automatic screw-feed pencil is being distributed by Amalgamated Importers, Inc., thru novelty outlets. Item comes in black-barrel with chrome plate tip, chrome band and pocket clip in a handy pocket writing size. By reversing the screw of the pencil a second lead of different color can be brought into position. By a simple twist of the handle the pencil

will write with either color. Priced to retail at 50 cents, item should be a good number for pitchmen.

### Automatic Key Case

The Keymatic, an automatic key case which selects the proper key instantly. Is a magic-like gadget just introduced by General Chromium and Copper Corporation. Item is a pocketpiece of nickel silver with a design finished in swanky enameled colors. Keys are held securely in place, and by simply pressing a button the key desired is released, ready for use. Low retail price not only should make item a fast-selling number for agents but should prove a good game prize.

### Camera Projector

Advance Distributors has revamped its Moviematic camera deal and it looks as tho it will go to town with the item. Firm has teamed up the original three-in-one Moviematic camera, which takes snapshots, motion pictures and movie-book pictures with a Keystone motor-driven A. C.-D. C. projector. Deal works on a 75-horse salesscard, which includes free numbers, and company reports that from tests made the deal has proved a fast seller. With summer coming on item should prove popular thruout the country.

### Streamline Shredder

A handy item that any housewife would appreciate is a new streamline shredder for small portions of olives. (See NEW ITEMS on page 73)

### REX HONES REX Less Than 3¢ Each

\$4.25 a Gross  
Send \$1.00, Bal. C. O. D., Plus Postage.

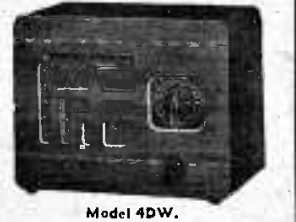
Each Hone in flashy silver box, priced 50¢. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchman. Hone men are cleaning up. GET QUICK! REX-O-ONE MFRS., 1500 West Madison, BR-8, Chicago, Ill.



## THE SMALLEST MIDGET RADIO MADE

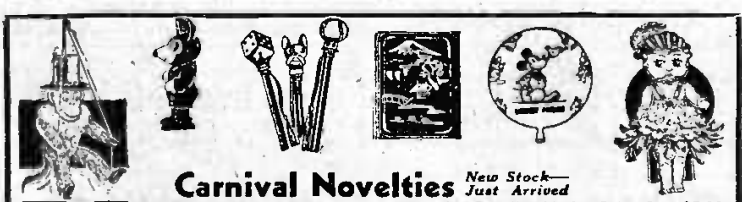
EXACT SIZE 7-7/16 x 4 1/2 x 5 3/8 WITH A DYNAMIC SPEAKER.

- Striped Walnut Cabinet
  - New Style Zephyr Dial
  - Side Method Tuning
  - Litz Wound Coils
  - Exceptional Sensitivity
  - Hair Line Selectivity
  - Dynamic Speaker
  - Filtered Signal Detector
  - Tremendous Volume
  - 43 Pentode Output
  - R. C. A. Licensed
  - Exclusive Style
  - Original Design
  - Set and Tubes Guaranteed
- You Don't Need Any Free Trials, Our Sets Really Work. Continuous-repeat orders is our best proof.
- Send for New Catalog



Model 4DW.  
**\$6.60** each In Lots of Six.  
**\$7.25** each Sample. 25% Deposit.

**PLAYLAND SUPPLY CO., Inc.**  
14 WEST 17th ST., NEW YORK CITY



**Carnival Novelties** New Stock—Just Arrived

- BB1 Men's Toy Wrist Watches, 1 in. box. Gro. \$3.75
- BB2 Gillette Style Blue Blades. Per 1000 3.50
- BB3 Flying Birds, Outside Whistle. Gro. 1.85
- BB4 Flying Birds, Inside Whistle. Gro. 2.35
- BB5 High Hat Fur Monks, 6 1/4 in. Gro. 3.75

Parade Cans, Balloons, Toss-Ups, Daisy Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Game Rings, Hoopla Rings, Cowboy and Mex Hats, all sizes, Min. Straw Hats, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.

1937 CATALOG NOW READY.  
25% DEPOSIT REQUIRED ON C. O. D. ORDERS

**LEVIN BROS.** **TERRE HAUTE, IND.**

## DEATH FOR FLIES AND BUGS



### AMAZING NEW INSECT DEATH LAMP

A sensational seller and quick money-maker for live salesmen. Attracts and kills all insects—Flies, Mosquitoes, Gnats and other pests. Harmless to humans. Death Ray Lamp is made to last—handsome copper-finish metal construction. Fully guaranteed to give long and satisfactory service. Does away with unsightly sticky paper and dangerous poisons—yet does the work better. A startling one-minute demonstration gets orders fast!

**Huge Market—Quick Profits**

Every home and business place needs this sensational article. Sell to Summer Resort Hotels, Restaurants, Confectioners, Dairies, Taverns, Groceries—all kinds of public places. Every home a prospect—also Summer Cottage and Trailer Owners. The low price clinches orders and pays you a generous profit on every sale. Most customers buy two lamps—many three to six. A whirlwind seller that offers big money **RIGHT NOW!**

**Get Money-Making Facts FREE SAMPLE**

Offered for quick action. Send for complete money-making facts TO-DAY! Make big money all summer long with the "hottest" article in the selling field. A natural for CREW MANAGERS and DISTRIBUTORS. Write quick while territories are open.

## PREMACK INDUSTRIES

812-814 N. Wells St., Dept. 56, Chicago, Ill.

**Unirex**

**69c**

EACH No. B101—Case Metal, Assorted Colors, Snap or Time Pictures, Size: 1 1/2 x 1 1/2 in.

**TEN FOR \$6.50**

Send for New 1937 Catalog.

**ROHDE-SPENCER CO.**  
Wholesale House,  
223-225 W. Madison St., Chicago.

GENUINE

**FUR TAILS \$5.00** Per 100  
**FOX TAILS \$45.00** Per 1000

Sample, 10c. 25% Dep., Bal. C. O. D.  
Genuine high size Fox Tails with two strong cords for tying to bicycle, cap, radiator hood, motorcycle, etc., and flashy, first grade red, white and blue silk streamer. Fair workers, concessioners and special events workers, premium users in all fields are stocking up now for a big profit season. **ORDER TODAY!**

**H. M. J. FUR CO., 150 W. 28th St., New York, N. Y.**

**CAMERA BARGAIN BOOK FREE!**

Explains latest inventions, methods in Photography and Home Movie Making, for fun and profits. Covers hundreds of amazing money-saving Bargains in still and movie Cameras, Lenses, film, etc. (used equipment accepted in trade). Satisfaction guaranteed or your **FREE 50¢** refund.

**CENTRAL Camera Co., 2305 Wabash, Dept. A19, Chicago, U.S.A.**

**WILL YOU WEAR THIS SUIT and Make up to \$12 in a Day!**

Let me send you this fine all-wool union tailored suit **FREE OF COST**. Just follow my easy plan and show the suit to your friends. Make up to \$12 in a day easily. No experience—no canvassing necessary.

SEND FOR SAMPLES—**FREE OF COST**. Write today for **FREE** details, **ACTUAL SAMPLES** and "sure-fire" money-getting plans. Send no money. H. J. Collin, **PROGRESS TAILORING CO., Dept. T-117, 500 S. Throop St., Chicago, Ill.**

**The Beauty of COLOR**

NOT WOOD, NOT METAL, IT'S BAKELITE and "PLASKON," The WONDER MATERIALS.

Will not mar or discolor!

The color is in the material, not merely a finish. Gorgeous shades heretofore unknown in radio. The set itself is a 5 Tube A-C-DC with full-size dynamic speaker, 2 bands—gets police calls, etc. Complete with aerial. Size: 10x7x8 inches—Compact but powerful. Weight, 9 lbs. "GIVE-AWAY" PLAN. Send 10c for sample Push-card. Make \$14.92 on Deal.

**Silver**  
GUARANTEED  
QUALITY  
RADIO

**\$10** LOTS OF SIX  
Black or Walnut  
Sample, \$10.58

Ivory, Red or \$11.99  
Green

Rush \$2 Deposit. Pay  
Balance C. O. D.

**MONEY BACK IF NOT  
100% SATISFIED.**

SILVER MFG. CO., 612 N. Michigan Ave., Dept. 15, CHICAGO, ILL.

**NOTES  
from  
SUPPLY HOUSES**

Vitamint Corporation is planning thru Maury Goldsmith, its public relations counsel, a radio network program to feature its new Vita-Beaut Youth Treatment. It is likely that the program will be aired from Boston. Goldsmith will also release a campaign for the corporation's new sun-tan preparation, Sun-kistan. This test will be on a local radio outlet.

The wholesale merchandise industry is to be complimented on its ingenuity in selecting and arranging certain items into capital prize merchandise awards. It has been noted that leading wholesale merchandisers are now featuring complete bridge set layouts, comprising table, four chairs, tablecloth and napkins to match, two decks of cards and a set of four ash trays. Layout, a most effective play-getter, is being used in the larger spots by concessioners. Layout has become popular overnight and altho it is a lot of prize for the money, it may be brought to a reasonable figure by choice in chairs and tables used.

From the data available, incomplete only in the cases of a few countries, the Department of Commerce now estimates that there are 58,247,429 radios in use thruout the world. Nearly half of these, 26,624,779 are reported for North America, the United States alone accounting for 25,551,569, Canada for 812,235, Mexico for 130,000 and Cuba for 80,000. Only 50 radios are reported in the Virgin Islands.

Continental Premium Company announces its latest catalog is now available. Book contains attractive illustrations and descriptions of many items handled by the company. Will be sent to members of the trade upon request.

A utility low-power amplifier of extraordinary versatility is announced by the LaPayett Manufacturing Company. Photo-electric cell input for industrial applications such as counter, checker, door-opener, etc., is one of the many features included with a view to promoting universal application of this unit to amplifier requirements of every kind. Uses involve mixer-fader input, tone control, jeweled signal light and speaker field supply.

Latest edition of the N. Shura Company's catalog is now being distributed

to members of the trade. It contains more than 1,100 pages filled with attractive illustrations and detailed descriptions of more than 20,000 items. Book will be mailed to concessioners, pitchmen and others upon request. Company requests that when writing line of business should be stated, as it does not sell to consumers.

The WesCrel floor lamp is the first of a line of household appliances to be manufactured by the Michigan Bumper Company and distributed thru the corporation's new specialties division under sales direction of James H. Frazier. Lamp is said to bring a new flexibility into home lighting. Item consists of a vertical standard, mounted on a stable base with the bulb and shade at the end of a triple-jointed horizontal arm. Joints are clean without nuts or thumb-screws and are held by friction at any angle, thus enabling lamp to be placed at any angle within a 180-degree arc. It is made of metal and has a new metallized brush finish.

J. W. Rubel Company reports good response to recent announcements on its complete line of pens, pencils and combos. Firm has opened a number of new accounts and from all indications expects to do a large volume business this summer. Company is making a special feature of its plunger pens.

Marvel Candy Company, manufacturer of concession candy for prizes and giveaway, has issued its new 1937 catalog, which covers the concern's full line, with each number illustrated in the actual colors of the box. Max Friedman states that to date company's business volume far exceeds the corresponding period of last year. He is a pioneer in the business and is credited with having created many candy distributing ideas, some of which are generally accepted for standard usage in the candy concession trade.

**Hey! Salesboard Operators!**

AGENTS  
Distributors  
GET THIS!

NATIONALLY ADVERTISED

**HANLEY  
Clipshave**

**The New ELECTRIC Simplified SHAVER**

A sales set-up that's a "KNOCKOUT!" if you ever had a fast profit deal, this is it. Everybody wants the nationally advertised CLIP-SHAVE. Cash in on the ELECTRIC SHAVER craze now. Our unique "Give-away" plan and BIG DISCOUNT to operators makes this the deal of the century. Get busy! Act Now! WRITE OR WIRE TODAY FOR OUR BIG, QUICK PROFIT DEAL.

Exclusive deal in protected territory. Big discount. Big profit for you. A natural for live-wire operators. Write at once, or wire

LEVORE CO., 130 N. Wells St., Dept. 116, CHICAGO, ILL.

**HERE IT IS  
THE NEW MOTO-SCOOT**

Operators! Make money renting and selling the new MOTO-SCOOT. Can be rented just like a bicycle. Easily operated by any man, woman, girl or boy. Get on the bandwagon NOW with the biggest money maker in years.

Write or Wire for Details!

**MOTO-SCOOT MFG. CO.**  
Dept. BX, Chicago, Illinois.  
219 So. Western Ave.

TRULY GORGEOUS YOU WILL SAY WHEN YOU SEE OUR NEW

**HONEY BEARS**

For Flash, Elegance and Eye-Appeal Honey Bears represent the last word in stuffed animals. Concessions flashed up with these Bears have an eye-stopper value that brings instant play—to see them is to want one. Look this line over and you will find the merchandise you have been searching for. Honey Bears are soft-stuffed, with movable legs, heads and arms, felt soles and paws, large glass eyes, embroidered nose. All completely finished in silk plush with large Ribbon Bow. Colors: Brown and Rich Orange Combination.

22 Inch \$30.00 Doz. Sample, \$9.00.  
24 Inch \$36.00 Doz. Sample, \$9.50.

All Bears Individually Wrapped in Cellophane.  
25% Deposit With Order, Balance C. O. D.

**LASKY SALES SERVICE,** 360 West 23d St., NEW YORK CITY

BB22—NOVELTY CHINA DOG ASH TRAY. Dog standing on ash tray. When dog's rubber tail is squeezed he will surely make you laugh. Made up in bright colors. Sample, Prepaid, 25c; Dozen, \$12.00; Gross, \$12.00. Order Today and Get Started on this Diverse Novelty.

Two-Tone Parade Cans, Gross \$7.50. Floral Cloth Parasols, Gross \$8.50. Balloons, Circus and Carnival Prints, Gross \$2.00. Elephant Charms, Gross 60c. We have for immediate shipment complete line of Merchandise for Corn Games—Ball Games—Snow Cone and Popcorn Cones—Hoop-La Blocks. Write us your requirements. Order from this ad. 25% with order. Get our Catalog No. 936. New Carnival Catalog soon.

**MIDWEST MERCHANDISE CO.**  
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

**PAY LESS Than Wholesale \$5.95 COMPLETE WITH TUBES**  
(Lots of 6). Sample \$9.45.

**SENSATIONAL RADIO VALUE**

Beautiful, Striped Walnut Cabinet. Latest, High Efficiency, Tuned R. F. Circuit, Moving Coil Dynamic Speaker, Calibrated in Kilocycles—High Gain Coils, Filtered Signal Detector, Two-Tone, HANDPAINTED, Full-Vision, Non-Inflammable FIBRETOB DIALS. MEASURES 10" x 17" x 8".

The Best Value Obtainable!

**10 DAY FREE TRIAL GUARANTEE**  
Purchase price refunded if not thoroughly pleased. Send for our new FREE Illustrated Catalog.

**FAIR TRADING CO.**  
215 West 125th St., New York, N. Y.

25% Deposit for C. O. D. Orders. Model R81.

**1937 CATALOG!  
NOW READY!**  
Over 3,000 Items

SPECIAL: NORWALK SINGLE EDGE BLADES, 5 to Package, Cello Wrapped. Made by Standard Safety Razor Co. Per 100..... 72c

REAL ALKALIZER—50 Alkaline Tablets to Display Card, Ed. Card. 25c

FLY SWATTERS—Extra Long Handle, Oozon..... 20c

SQUIRTING CIGARETTES—Original Imported, 3 Cigarettes, Doz..... 50c

NOVELTY RUBBER GLOVE (Hot Number), Dozen..... 40c

**BENGOR PRODUCTS CO.**  
878 BROADWAY, NEW YORK, N. Y.

**We're from MISSOURI!  
LET US SHOW YOU!!**

FULLEST LINES WITH BIGGER PROFITS For Agents, Wagon Salesmen, Canvasers, Pitchmen. Write for Free Catalog.

**CHAMPION SPECIALTY CO.,** 814-R Central St., Kansas City, Mo.

**MOTH CAKES GIANT \$3.50**  
GIANT, Doz. 45c; Cellophaned, Doz. 55c  
• WHITE SHOE CLEANER—LACES—FLY SWATTERS—FLY RIBBON.  
• SUNGLASSES, Salesboards, Premiums.  
• BALLOONS, ELECTRIC CLOCKS, LAMPS. You Get What You Ask For—No Substitution. No order too small or too large.

**GOLF CLUBS**

Four Thousand (4,000) Golf Clubs, bankrupt stock; Hickory Shafts, Leatherette Wrapped Heads; Chromium-Plated Irons (no Woods), matched, regulation size and weight. In use on every popular Golf Club Course in U. S. This is new stock, all right hand Irons. Sample Five (5) Club Matched Set, \$2.50, or \$40.00 per Hundred.

**LINCOLN SURPLUS CO.**  
516 W. CHESTNUT ST. FREEPORT, ILL.

**REMINGTON**  
PENS • PENCILS • COMBOS

ZIP! ONE PULL—IT'S FULL!  
**JOHN F. SULLIVAN**  
458 Broadway, NEW YORK CITY.

# PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**  
(Cincinnati Office)

**LATEST STYLES IN RINGS**  
Cameo and Whitestone.  
Highest grade Rhodium and Gold Finish. Send \$2 for 20 Samples of popular styles.

FREE Catalog  
**OLYMPIC BEAD CO.**  
307 5th Ave., New York.

**Save 80%**  
Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

**THE N-R MFG. CO.**  
Dept. H-91, Box 989, Hamilton, Ontario.

**PEARL \$24.00 PLUNGERS**  
Ink Gauge—Tells When to Refill—Filtrage Band—Streamline Design—All New Line of Fancy Pens, Combinations and Sets at Low Prices Now Ready. 3 Different Samples. 50c Prepaid

**JACKWIN PEN COMPANY**  
50 W. 28th St., New York, N. Y.

**RAZOR BLADE SALESMEN!**  
Here's the Way to Make More Money. Sell blades that will bring you a repeat business! That's the only way to get ahead and make more money. Invest that your jobber give you Dynamic Razor Blades—they're sure-fire repeaters! Made of Swedish Carbon Steel. Keener, smoother. If your jobber can't supply you, write us direct.

**DYNAMIC RAZOR BLADE CO.**  
250 W. Lafayette, DETROIT.

**UNDERWOOD**  
**PLUNGERS**  
SPECIAL \$21.00 Per Gross.  
25% With Order, Balance O. D.

**GRODIN PEN CO.,** 398 Broadway, New York City.

**ELGIN & WALTHAM**  
**WATCHES \$1.85**  
In New Cases, As Low As...  
Send for Circular, showing the Biggest Bargains in Rebuilt Watches and Undeemed Diamonds in the country.

**H. SPARBER & CO.**  
106 North 7th Street, St. Louis, Mo.

TELL US PRICE YOU WANT TO PAY.  
**WE HAVE IT!**  
**NASSAU PEN & PENCIL CORP.**  
118 Nassau St., New York City.

**SHOE LACES and SHOE FINDINGS**  
We manufacture shoe laces and shoe findings, guaranteeing lowest prices, perfect merchandise and prompt delivery.  
Send 25c for sample assortment and prices.

**CAPITOL SHOE LACE & FINDINGS CORP.**  
317 BOWERY, NEW YORK, N. Y.

EVERYTHING IN FOUNTAIN PEN LINE.  
Plungers at your own price. . . . While they last.

**JAS. KELLEY, The Fountain Pen King,**  
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

**PAPERMEN**  
Liberal proposition for producers. Very attractive Club National Farm Magazines, all States, Coast to Coast.

**F. A. PEARCE**  
1115 Grand Ave., Kansas City, Mo.

**MURPHYSBORO, ILL.** . . . is open to the corner on the square.

**REPORTS EMANATING** . . . from Detroit indicate that the greatest influx of pitchmen of all time is descending upon the city. Business has been on the upgrade since the settlement of the auto strikes, and the boys entrenched in locations in the city are likely to reap a harvest until the slowdown comes in the plants about the middle of June.

**QUITE** a number of med workers are operating in Illinois despite reports to the contrary. They all seem to be getting a swell play, too.

**CONTRADICTION:** . . . Chicago is not closed to those working doorways or parking lots. Med men have had a little "crash" there in the past month, but it does not affect others working there. The rumors going the rounds ostensibly were started by some weaking who cannot stand fair competition.

**HENRY DeGAST** . . . and wife are in Chicago with their solder package and getting their share of the folding dough.

**HARRY HOWARD** . . . and wife are getting huge tips and takes with their med emporium in the Tennessee lot spots. The tips are entertained with the movie camera as well as flesh on their show. Business for the energetic pair has been up to expectations thus far.

**A LITTLE** less aloofness and more good-natured fraternalizing among the good public will work wonders in behalf of presenting your (the pitchman's) side of the argument.

**"JUST ARRIVED** . . . home to spend the summer here after six months on the road, letters Donald E. Grabb from Muskegon, Mich., under date of May 17. "Made the major fails in Florida again this year and found the one at Redland to be the best. Horn nut workers got plenty of the long green, and as a matter of fact everyone did. Since arriving here I have worked peelers to a good take. It's a good town on pay days, which fall on the 6th and 20th. Chain stores are all open here on a small p. c. A centennial is slated to be held here July 17 to 31, inclusive, but the natives are putting the hype to the boys for space. I suppose I'll continue to work the chain stores and markets until the fair season. Stay away from Grand Rapids, boys, because the town is full of workers and a strike is on there."

**GEORGE M. BEYER** . . . is holding down a St. Louis chain store with his corn-med demonstration. He is evidently doing a lucrative business, as the management of the store advanced his sale by putting it in one of the store's best windows. Beyer intends to remain in the Mound City for five more weeks.

**A PITCHMAN's** profession is what he himself and his co-workers make it. Each has his part to perform toward gaining favor and increasing success.

**SI HART** . . . again unlimbers those big "prosperity berries" this time giving a real boost to that hustler Joe Morris. Si infers that he had the opportunity to watch Joe in action recently and feels that Joe is capable of getting some real long green. He says he caught Joe working a Missouri town and left because he didn't think that it would be fair for both of them to work the same town, be-

cause the receipts would be cut up and as a result both would fall short of real business. Due to the fact that Joe was in town first Si took it upon himself to leave. Si adds that he is still adding the sheaves to that already husky bank roll laid aside for that Packard. After that Si hints that he may even do some sky-riding pitching, as he has visions of just using the big car to take him to and from the airports.

**BARNEY JACOBS** . . . Wis.: "Have been working pens in Wisconsin to fair business. All I heard in the towns I made was that the Perrys were knocking 'em dead and gathering plenty of greenbacks. I finally met Sam and his wife here and they certainly are good workers."

**ORDERING** a surplus supply of stock is as essential in saving time and money as a pitch itself.

**"RECENTLY MET** . . . Billy Bean and wife hitting the high spots here," tells King Joy from old Kentucky. "They're likable people and good workers. They were accompanied by Doc Hauer and had been cruising West Virginia looking over the territory. Visited the Rabbitfoot laboratory in Somerset, Ky., recently and everything is hustle and bustle there. Kentucky is just about closed, however, due to a prohibitive State and county reader."

**W. M. WHITE** . . . from St. Louis that he and Sammy Smith will leave the Mound City soon for Poplar Bluff, Mo., where they will make the homecoming celebration.

**JOHNNY McLANE** . . . scribes from New York: "Ran into Shorty Grace, Ralph Pratt and Gene Freddette in a restaurant here recently and Shorty laughingly informed me that he was running a new demonstration. When I asked him what it was, he replied, 'Ring tricks.' The boys report that conditions are tough here because the cops will not allow them sufficient time to make a pitch."

**MONEY BLOWED** recklessly means a little fun. Money used for stock means lots of fun in the long run.

**ARTHUR COX** . . . from Maybury Sanitarium, Northville, Mich.: "My wife and I are doing fine here. I suppose I could leave if I wished to, but I think I'll stick around a while, because this is just like a country club and I suppose it's just as hard to promote spots as ever. I was in Detroit for a few days recently and all the boys seemed to be getting some dough."

**RIGTON** . . . "Barnum of the Sticks," pens from Ranger, Ga., that his organization is merrily rolling along and is now in its 216th week of continuous operation under canvas. Organization has just added a new Chevrolet, seven dogs, two monkeys and a bear to its lineup. Rigton's daughter, Tiny, and son-in-law, Norman D. Browne, joined the show at Ranger last week.

**KARL JAHNE** . . . is doing a swell business with the Lord's-prayer-on-a-penny machine thru Missouri and Illinois.

**A PITCHMAN** is busy taking, while a mooch is busy belly-achin'.

**BERT DOTO** . . . is reported to have obtained some real touches with his med at Bowling Green and Hannibal, Mo.

**GEORGE J. (HEAVY) MITCHELL** . . . pipes from Michigan City, Ind.: "Northern Indiana spots are open and as usual the Calumet district is having a real boom. This year should be a banner one, as almost every available pionio ground has been booked for the sum-

**OAK GYMEX BALLOONS**  
**DONALD DUCK**

A standout among balloon novelties just as he's a big hit with the movie fans. Two-color rubber suit design on balloon. Cardboard head and feet. Assembled in cellophane-window package. Or in bulk, with or without feet.

At Leading Jobbers.  
**The Oak Rubber Co.**  
RAVENNA, OHIO.

**Just Out of NEW CATALOG**

- RING DEMONSTRATIONS
- ENGRAVING MERCHANDISE
- FAIR MERCHANDISE
- PHOTO JEWELRY

If you are a buyer of Jewelry Items costing from \$6.00 to \$48.00 per gross, this Catalog will interest you. Send today for Catalog 21.

**HARRY PAKULA & CO.**  
5 No. Wabash Ave., Chicago, Ill.

**AGENTS—JUST OUT!**  
NEW, WONDERFUL, SELF WRINGING MOP  
Up To \$10 Profits Daily

Here's a revolution in mop making. KLEANEZY does away with all old-style mops. Three twists of knob wrings mop thoroughly dry. Broad, steel pressure plate above meshed cloth scrubs up dirt practically without labor. NOTHING LIKE IT. Every objection to other mops overcome. No wires. Mop worked from flat, solid steel plate. Here's your biggest bet for quick selling. You'll find the KLEANEZY the fastest seller, biggest profit-maker out. Act now.

We send sample on approval. Just mail it your name and address.

**KLEANEZY MOP CO.,**  
Dept. 918, Delphos, O.

**EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE**  
Write us your needs.  
**ARGO PEN-PENCIL CO., Inc.**  
220 Broadway, NEW YORK CITY.

**MEDICINE HEADQUARTERS**  
A complete Medicine Show, private label, and Office Special Line. SUPERIOR SERVICE. Wholesale Catalog and Office Special Price List upon request.

**GENERAL PRODUCTS LABORATORIES**  
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**TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS**

mer. This means that there will be plenty of spots for the boys and girls. Almost all of them can be worked on a p. c. Made the James J. Braddock welcoming at Grand Beach to some business. Sorry to learn that King Lamar was ill. I worked with him two years ago in East Tennessee.

**BILL (RED) MCCOY . . .**  
 and Robert Downing have just closed a contract for the exclusive on all novelties sold at the airport during the St. Louis air races.

**THE PRACTICE of healing hotels** has closed more towns in one State than all the jam men closed, "faking their best hold," all over the world.

**CHARLES (BUBBLES) WILLIAMS** and wife, Kaye, are now on the road with the Luke Fields Med Show after closing their engagement at the Play House, San Antonio's night spot. They disbanded their floor-show revue before joining the Fields organization.

**MIKE MADDEN . . .**  
 is really going places with his cleaner in Kansas City, Mo., according to Charlie Seymour. He is sporting a new Buick coupe.

**AL (SLIM) CHARAK . . .**  
 scribes from Logan, W. Va., that he is with Dodson's World's Fair Shows for the season. He says he is turning a few pitches when he gets a spare moment, however.

**MONEY SPOTS:** For years Dayton, O., has been the mecca of a few home guards who would like to build a fence around the town and keep competing pitchmen out. The town is not closed now and never was closed, except when authorities got sore eyes looking at the loud-squawking home guards. Dayton factories can be worked with impunity. The Delco, Cash Register and Moraine City plants have always been money winners. In addition, parking lots and doorways can be worked the year round. Don't be misled by any unscrupulous reports that the town is closed, for it is open now as much as at any time in the past. When in that neck of the woods and in need of a few good days make the town by all means.

**HAPPY O'CURRAN . . .**  
 his wife and members of their troupe sustained injuries in an automobile accident four miles north of Little Rock, Ark., May 9, according to Herbert Johnstone. The truck in which they were traveling skidded off the highway and collided with an electric pole, spilling most of the occupants into a ditch. Smoky Pittman and his wife, Mary, were the most seriously hurt. Smoky hovered between life and death for several days, suffering from severe burns across the face and neck. Latest reports, however, indicate that he will be out doing his stuff within six weeks. Mary, who was burned badly on both hands and arms, is reported to be recovering. Happy and wife escaped with minor injuries and shock. Organization has just finished a successful two-week engagement at Van Buren, Ark., and was contemplating opening for several weeks at Little Rock.

**HERBERT JOHNSTONE . . .**  
 tells from Little Rock, Ark., that he is now traveling with Harold Wheaton and that they are heading north for the Midwest fair. He says he would like to read pipes from Bob Wilson, Sam Coe, Billy Gorforth, Johnnie Hank, Ma Vogt, Shorty Walker, Frenchy Thibault and Irish Owen.

**TRIPPOD OPININGS:** Some say pitchmen are high-powered. Others refer to them as super-salesmen, but the best definition for a good pitchman is the size of his take when making the passouts.

**HOLDORF . . .**  
 and his new partner are working spots with the astrology charts in St. Louis to good business. Holdorf is sporting a new car.

**JACK BOTTLES STOVER . . .**  
 is now in the middle of the Blue Ridge Mountains of Virginia. Writing from that point, he says: "R. P. (Blackie) Sheffield and 'Fast Money' Charlie Madison are with it, and if Blackie's new coupe is any indication it's true what they say about Dixie."

**MEMORIES:** Remember how we formerly had to tell the baggage men to route our baggage; how we used to argue over excess weight; how we slipped it over with the scrip by sending baggage over one road while we rode another, and how we got there and collected plenty? These were the good old days.

**Pitchdom Five Years Ago**

Edward Summers was working needle-threads in Cincinnati, Middletown and Hamilton, O., to fair business. . . Boys making the races at Indianapolis Decoration Day found business far above par. . . Mr. and Mrs. George Grooms were working to fair business in Kan-kakee, Ill. . . Dave Ely and Bud Darry were hitting it up with the leaf around Hamilton and other Western Ohio towns. . . George Sperry and wife were working whitestones in a store on Fifth street, Cincinnati, to a good play. . . Tisha Bhutia and Paul Houck were operating a pitch store in Detroit and passing out the med and pens like nobody's business. . . Buffalo Cody was finding business in San Antonio to be just fair. . . Frank O'Neal and wife, accompanied by St Ullman, were on their way to Canton, O., after making a gun shoot at Vandalia, O. . . Nurse Huxley, English pitchwoman, had just opened a pitch store at Rockaway Beach, N. Y. . . John J. Looney was making shops in Rochester, N. Y., and finding business in that city very bad. . . Ray Herbers was still fighting the depression with rad and selling to merchants in Grand Rapids, Mich. . . Earle B. Wilson, who was pushing rad in Columbus, O., infoed that there was no sign of the depression as far as his business was concerned. . . Doc E. B. Graham's Golden West med show was hitting the high spots thru Tennessee and gathering the coconuts. . . Billed as Black Samson, Kid Brownie turned up at Coney Island, N. Y., and was ballying in a pitch store. . . Pitch stores at Coney Island were doing the poorest business in history. . . Jimmy Starr was back with Tom Rogers, "king of the legit jam," and working Philadelphia to swell business. . . Business in Rochester, N. Y., was only fair for H. R. (Red) Morgan. . . Herman Mueller, with novelty jewelry, left the Home Store in Dayton and headed for Cleveland. . . Silent Bob Brann, seed worker, had an ideal location at Coney Island, N. Y. . . Jimmy Lockwood and Guy Warner left Dayton for some over-the-week-end spots. . . That's all.

**A PITCHMAN with a soiled shirt** is like a merchant with a dirty display window.

**FRANK LIBBY . . .**  
 after a long silence, tells from Duluth, Minn., under date of May 11: "Just thought I'd let the boys know I'm still bating them out. This entire country has changed considerably in the last 14 years insofar as open towns are concerned. There once prevailed here a State law which permitted a war veteran the privilege of working in practically 95 per cent of the towns in the State. But that is all changed now. Some bright representatives of the State Legislature introduced a bill and had it invalidated to the extent that now not more than 5 per cent of the towns in the State will even offer you the constitutional privilege of buying a license. The 5 per cent that will sell a license do so at a prohibitive price. At Duluth, for instance, the reader is \$10 to work on a lot or in the doorway of an empty store, but there is a string attached to it. You must make application and then wait two weeks for the city council to approve it. In Hibbing they will sell you a license for \$10 per day with the understanding that in the event the merchant who happens to be located on the particular street you are working makes a kick you must leave. If you tell them it's unconstitutional they reply that they know all about it, so what. They don't want you and make no bones about telling you so. They give you that gag about heavy traffic on the street. And the funny part of it is that a lot of the sob sisters in this business agree with them. Well, I'm one guy who doesn't and I'll tell you why. Just as I have told more than one police chief, city clerk and mayor. And that is that my outfit, tip and all, doesn't take up any more space than a parked automobile. I'm willing to pay any reasonable amount to work the spot where the automobile owner pays nothing. When I hear a pitchman yessing and agreeing with city officials I wonder what class of people I'm lining up with. If some cities can sell a license at a reasonable rate, why can't others? Take Omaha, for instance. You may buy a license there for \$2 per day and they will give you your choice of three swell corners. Others, too numerous to mention here, still believe in the golden rule of live and let live. How have I been getting by, you ask? Well, I'll let you in

on a little secret. I've been working chain stores, giving up anywhere from 30 to 40 per cent of my gross to organizations that are capitalized into millions. Someone asks if we can organize. I say yes. I believe it can be done and we'd better be doing it or we will be another vanishing race."

**PITCHMEN'S SAYINGS:** I hate to work beside a cry-baby.—Jimmy (Noodla) Wells.

**JAMES KELLEY . . .**  
 reports from Chicago that he has worked Hammond, Ill., and a few other adjoining spots with his magic and Svengali decks and found things none too forte in that neck of the woods. He further states that some of the boys have been working the square on North Clark street and that a little money can be had by hard work.

**JAMES (KID) CARRIGAN . . .**  
 is out pounding the lots of Columbus, O., and adjoining towns with his health talks and, as usual, is getting a fair share of the money.

**KEN AND GRETA REYNOLDS . . .**  
 gold-wire artists, who have been with the American Exposition Shows since the season opened in Middletown, O., ink from Terre Haute, Ind., that they found conditions excellent in Middletown, Dayton and Lima, all in Ohio.

**HUSTLER'S TIPS:** The perfume, powder and hose ad, advertised in a recent issue of The Billboard, has started out as one of the best, easiest and biggest money-getters conceived in recent years. It has come to the writer's attention that the deal is being handled by the management of the big stores and my advice to those handling this line is to get in on the ground floor before the item grows cold.

**J. W. KEOWN . . .**  
 postals from Fayetteville, Ark., under date of May 20 that he received a \$25 fine for writing sheet in the town re-

**Pitchmen I Have Met**  
 By SID SIDENBERG

I suppose I'll have to ask forgiveness, for I, like a lot of the others in the game who expect to spend their neutral lives in Pitchdom, are naturally overzealous in despising a Johnny-come-lately. After seeing some of these Johnny-come-lateries in action, collecting the much-sought-after long green, I have changed my mind about them. Edward A. Shook, who had spent just one year in the business when I solicited this information, is one of them. When one considers that Shook's hair is a flaky white, witnesses his discourse and the coolness with which he handles the small package of magic he purveys, it is difficult to believe that he has been in Pitchdom for such a short time. Shook said he has never had any direct-selling experience. He told me that he was a bond broker and lost all the money he ever saved in the crash of '29. He entered the selling game, he said, because he had to. His determination and belief that "any man can do anything he really thinks he can do" has enabled him to sell. When I called Shook's attention to the fact that some of the boys were complaining about his taking up too much time with his pitch, he said: "I'm 52 years old and have watched merchants do business all my life and I have never seen one shut down to give another a chance to do business. When I started selling on the streets I meant to sell, and if the other fellow cannot or will not do it he ought to quit, get out of the way and let a fellow who can and will do it. If they want to squawk it's all right with me, but I'm on the streets to sell and that is what I'm doing and will keep on doing." Shook informed me that he has a son who is an executive of the Metro-Goldwyn-Mayer Studios in Hollywood. Shook takes his wife on his travels. He is arranging for some real tieups with large firms this year. The Shooks live in Hollywood, where they still own their home, salvaged from the crash.



cently. The ordinance, according to Joe, requires \$5 a day or \$500 bond. Joe says he contested the case and after he spent 11 days in jail it went to the wastebasket. Joe says he is filing a suit for \$25,000 for false arrest. "Come on, boys," he adds, "the town is now open."

THINGS WE NEVER HEAR: "You don't need a license in this town."

COMES ANOTHER... of Tom Sigourney's weekly epigrams: "Aim your ambitions at a high mark. If you don't make it you'll most likely strike somewhere in between where you are and where you would like to be."

TED ROSENFELD... Dan Mendelshon and Harry Fasan have been working static eliminators to good business in the industrial section of Cincinnati. They had been following the Cole Bros.-Clyde Beatty Circus. During a visit to the Pipes desk last week Ted inford that he is contemplating making the river towns in Ohio, Kentucky and West Virginia, after which he will swing back into Ohio territory.

FAMOUS LAST WORDS: "I just got sloughed."

NEW ITEMS

(Continued from page 69)

cheese, nuts and similar items. Its low price makes it ideal for gift or premium purposes, according to the maker, DeHymel Manufacturing Company. Constructed of stainless steel, it is designed to keep hands safe from scratching and clinging odors, as fingers do not come in contact with food while it is being grated.

Shu-Kit

A device to clean white suede, buckskin and similar surfaces of shoes, hats and bags has been brought out by the Arthur W. Hahn Company under the name of Duo Magic Shu-Kit. Device consists of a specially treated cleaning sponge with a handle and a cake of material for rewhitening. Unit comes in bright red box with a front window to show white shoe cake and an opening also in back to show cleaning sponge.

Electric Shaver

Production will start soon at the plant of Segal Lock & Hardware, Inc., on a new electric shaver. Product is said to involve a novel principle in the head construction and does not conflict with competitive items.

Cigaret Maker

A new mechanical device, Easy Cigaret Maker, made by the company of the same name, is said to save two-thirds of the usual cost of cigarettes for those who care to make their own. Easy Maker is reported to turn out flawless, perfectly tailored cigarettes swiftly and simply. In addition, every cigarette is made with a cotton filter tip. Number should prove popular with agents and demonstrators.

WATCHES ELGIN and WALTHAM PRICED FROM \$2.95 Send for our Free Catalogue, showing you the biggest values in rebuilt watches. ROSEN & MALTZ 801 Sanson St., Dept. L, Philadelphia, Pa. Est. 1912.

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Old-Time Showmen

By CHARLES BERNARD

The year 1884 was an eventful one for the circuses. A lengthy list of prominent owners were represented in the published route lists from early in the season until late in the year, and it was the period when there were no syndicates owning a flock of different shows. Each owner or partnership was out to get the best results in the competition for territory, and the opposition fights were hot and frequent. It was a Presidential election year and the general public had a pronounced interest in helping to decide whether Grover Cleveland or James G. Blaine would be the next occupant of the White House. During the months of August, September and October the election campaign reached "white heat"; the political meetings, the mammoth torchlight processions, the big banners across streets, the flaring headlines in every newspaper were daily conditions that faced the circus owner regardless of where his itinerary took him.

But with all that excitement and un-usual competition most of the circuses "carried on" until the usual closing day. By route lists published on Saturday, November 1, 1884, it is shown that S. H. Barrett & Company's Circus was in Arkansas; Cross & Leroy's Circus was in Kentucky headed south; John B. Doris' InterOcean Show, Griffin, Ga., and routed into Alabama; Siegrist, Howe & Company's Circus was billed in Texas towns until November 8; John Robinson's Circus gave its route in Texas towns up until November 8; J. G. Stutz's Circus was also in Texas, and Charles W. Fleh was filling an engagement in Cincinnati, running until November 15.

Charles Andress' Carnival of Novelties and Trained Animal Shows was very active and getting much favorable publicity for his exhibition in the good-sized cities. In October preceding the Presidential election Andress played a 'six days' engagement in Evansville, Ind., where his trained birds made a most favorable impression on the large crowds during the week. A bird walking a high wire, wheeling its mate in a miniature wheelbarrow, was one of the big features of the Andress exhibition.

George Sun as Feature

At that time George Sun, who was later the senior member of Sun Bros. Circus, was being featured as America's own grotesque acrobatic juggler and equilibrist. In October, 1884, he was being featured in the Chestnut Street Dimy Museum, Philadelphia, then managed by Charles H. Day, the famous Forepaugh Circus press agent. Day used a unique catch line to advertise the George Sun acts. It read, "SUN is the greatest under the sun." Cross & Leroy's Transatlantic Circus, mentioned in those routed south at election time, was an organization that has been given scant mention by modern writers. It, however, had talent among the staff and performing members that had earned professional status. J. P. Fagan was the general agent. He will be remembered by readers as prominently identified with the King & Franklin Circus, the Great Wallace Circus and with Walter L. Main. Frank Clifton was equestrian director for Cross & Leroy. Prof. Frank Morris had the band. William James had charge of the transportation and Fred Johanson the canvas. There were seven flat cars, one sleeper, one advance car and a calliope. Andy Showers and family were there with their trained stallions, dogs and monkeys; Frank Burch did an iron-jaw act; Tom Nicol, tumbling specialties; the Williams family of four, in acrobatics. There was an outside ascension free act.

The closing date of the Barnum & Bailey Circus was at Akron, O., October 26. At Worcester on October 23 the night performance had to be canceled on account of a snowstorm and at Canton on the 24th business was very light on account of weather conditions. In contrast to the Barnum & Bailey business Buffalo Bill's Wild West Show, playing in the American Ball Park, Cincinnati, had large audiences all week. Among other reports of business during late October, John B. Doris did an enormous day's business at Macon, Ga., on October 30. Credit was largely due to the shrewdness of the contractor, who obtained space inside the State fairgrounds, where Doris had the crowd from all over Georgia to draw from. That particular day has a pleasant memory vision of a sizable bank roll for yours truly from the sale of 60-cent admission tickets to those who were

willing to "avoid the rush at ticket wagon" and pay 10 cents extra for the favor.

Mrs. Abner Kline and Party Visit the Barnes Show

SALEM, Ore., May 29.—The Barnes show here May 22 and was greeted with fine weather, a large attendance and is giving a fine performance.

Theo Forstall, whose wife is president of the Ladies' Auxiliary of Pacific Coast Showmen's Club, extended the courtesy of the best seats in the house to Mrs. Abner (Virginia) Kline, to her sister, Viola B. Shaffer, and her son Bruce. "Skinny" Matlock greeted them heartily at the entrance and he and Mrs. Shaffer talked of the days on the Patterson Circus when he taught her to ride menage. They also met other folks. Mrs. Kline got in touch with Grace Fisher Asher, who works in the posing acts and menage, and her friend Mary Oneel and had them out to the house for lunch. At posing tent she was entertained by Cheri Joncho, who with Grace Asher holds up the membership of Los Angeles auxiliary among the Barnes show personnel. Cheri is chaperon and wardrobe mistress for the girls on the show and has under her supervision 16 girls in the bronze act, 30 ladder girls and 40 menage riders. That means plenty of wardrobe and every piece of it was clean, fresh and up-to-date.

During the summer the auxiliary rooms in most of the clubs except Los Angeles are closed, so on several of the shows social clubs are organized for the summer. There is one on Zeiger's United Shows which meets every week with cards or some form of entertainment. Mrs. Clara Zeiger writes that these meetings help promote good fellowship and provide relaxation and enjoyment.

Circus Solly Says:

DEL DARLING, Erie, Pa., sheriff, and Maurice Lowe, of Erie Lithographing Company, were guests of Walter L. Main Circus at Ellwood City, Pa., and there was much to talk about with the Funny Ford Wiswells, who are old friends from the home town.

I. G. HARMAN, of Canton, O., who was general chairman of Canton Trumdrum Shrine Indoor Circus last year, was an all-day visitor on Lewis Bros. Circus recently at Salem, O.

AN INTERESTING book of the circus by John S. Clarke is Circus Parade, published by Charles Scribner & Sons, of New York. The author is probably the only circus performer who became a member of English Parliament. It is a book of English circus life.

WORCESTER (Mass.) Sunday Telegram in a recent issue carried story, Defying Death in the Air, written by A. Morton Smith. Antoinette Concello, Charles Siegrist, Jack Ernest, Ernie Lane, Alfredo Codona and others were prominently mentioned. Theme of story was the triple somersault.

JIM HARSHMAN has visited several circuses this season. On April 24 he attended Kay Bros. at Hagerstown, Md.; Jack Hoxie in same city May 10 and Hagenbeck-Wallace, also in Hagerstown, May 22. He saw Ringling-Barnum at Baltimore May 20 and reports that he enjoyed all performances.

WHEN LEWIS BROS.' Circus played at Dover, O., Glen Z. Wagner and Nick Hing were guests for dinner in cook-house. After night performance the Wagners entertained Mr. and Mrs. Paul Lewis and Mr. and Mrs. Hing at their home here with a shore dinner. Wagner accorded many courtesies to the advance of the show and also to show officials day the show appeared there.

MRS. LYDIA SMYSER, of Wichita, Kan., was invited to attend the circus party in Philadelphia, when a special Ringling-Barnum performance was presented to crippled children and orphans under auspices of Gimbel's department store. Ed Smyser, son of Mrs. Smyser, ran away from Wichita 30 years ago to join the circus. She received a personal invitation from Ellis Gimbel, head of the Philadelphia company.

BERNIE HEAD, on press staff of Cole Bros.' Circus, did a swell job at Canton and Akron, O. The Canton Repository came thru with a four-column layout of art, shots of the show's arrival and around the lot Sunday, besides a column-

long feature story of how circus folks spent their day off. This landed day of show. A three-column piece of art of the elephants in parade along with an excellent after-notice appeared the day after the show's date. At Akron The Times-Press and The Beacon-Journal came thru with plenty of art day of show and were generous with space in advance of show's date.

JOE DALY SHEERAN pens that in The Pathfinder, Washington, D. C., issue of May 15, is an article of interest to showfolk. It has a sketch of the life of Dexter Fellows. Front cover and back pages of this weekly also carried various pictures of animals and feature acts. In The Somerville (N. J.) Messenger, May 17, is a story of the new Roberts' Circus (A Boy's Dream Comes True), a circus owned and managed by a circus fan, Robert Vanderbeek, of Somerville, which Sheeran saw at Millville, N. J., May 12. Kay Bros.' Circus was announced to show there May 22 over Roberts' Circus broadcasting system.

SYDNEY, Australia, April 29.—Wirth's Circus has returned here after a short country tour, and after a sojourn of a week or two in Sydney it will once more be on its way to tour Australia.

Greenhalgh & Jackson's Attractions are cleaning up around the country shows. This company always gets good results as it presents freaks that are good but not revolting. They go in for other attractions, but freaks are the main draw.

Con Colleano, wire-walker, an Australian by birth, is at present playing at the Tivoli Theater, Melbourne, who he is better known as a circus performer.

AURORA, Ill., May 29.—Taylor and Moore, aerialists, joined the John Francis Greater Exposition Shows here last week as an addition to the free-act department.

Embroidered Kimonos B5172—These satiny rayon Kimonos, hand embroidered in pure silk, packed 1 doz. ass't. popular colors to the box. Well tailored and a big flashy premium. Per Doz. \$8.50 3 Doz. Lots. Doz. \$7.75. B5176—Brocaded rayon Palama Sets, Embroid. back. Packed ass't. sizes and colors. Per Doz. \$10.00 25% Deposit on C. O. D. Orders. Ask for Our Big New Catalog 371, containing 164 pages of Novelties, Jewelry and Premiums. JOSEPH HAGN CO. "The World's Bargain House." 217-225 W. Madison St., Chicago, Ill.

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# Hartmann's Broadcast

ANOTHER fair has adopted the idea of a showman censor for its midway. It is the Timonium Fair at Timonium, Md., and the showman selected to perform the censorship duties is John T. McCaslin.

In commenting on the selection Louis Azrael, columnist on a Baltimore newspaper, in his column, "Louis Azrael Says," had the following to say:

"To John T. McCaslin: It's a well-deserved compliment to an old showman that the directors of Timonium Fair have just voted to put you in charge of the midway next fall.

"There's been a lot of trouble on the Timonium midway during the last few years. The persons who had charge of it let racketeers fleece the customers right and left with their fancy paddle wheels and other manipulated devices. 'Disgusted by all this, the directors decided to find a man who could be trusted to stop all such practices. And they picked you. Good luck!'"

The directors of the Timonium Fair are to be congratulated on taking this step in an effort to clean up from within before some outsiders, without any qualifications whatever, take a hand. The move is right in line with the work that has been done at the York Fair, York, Pa., the last three years, and at the Bloomsburg Fair, Bloomsburg, Pa., last year.

Controlled devices are now a thing of the past at York and Bloomsburg fairs, thanks to the good work of J. F. Murphy, who officiated in the capacity of censor there and was backed up fully by the directors. We wish for John T. McCaslin the same success at the Timonium Fair and hope the directors of the fair will give him their undivided support as those at York and Bloomsburg have done for Murphy.

THERE seems to be hardly any doubt that air-conditioning would be a boon to the circus business, altho ice cream and drink sales around shows might suffer a bit. Advance toward that end is being made.

Altho we have not seen it operate, a cooling system was recently introduced on Eddy Bros.' Circus. Our informant tells us that the apparatus is mounted on a four-wheel vehicle and placed outside the big top. The blower is placed between the eaves of the tent and the side wall, directly behind the reserved chairs. It is understood by our informant that in the fall when days and nights become cool warm air can be sent thru the blower. All of which sounds good.

AFTER you read the inclosed clipping you will realize that the amusement business is rapidly growing and that with such interest ride operators should plan accordingly." So writes Cy Bond, of the Dodgem Corporation, in commenting on an incident that took place in Nicaragua. It happened when a funeral was being held. On the way to the cemetery the mourners had to pass a Merry-Go-Round and, strange as it may seem, the riding device was so appealing that the procession was halted for two hours during which the mourners actually went around in circles.

SHOWFOLK who can't stand the boloney passed out by some people should get a kick out of an experience J. George Loos had a number of years ago. The scene was the Annex in St. Louis. Quite a few carnival agents were around and talked about the business done by their respective shows. One brother said: "Well, we grossed 48 grand at —, but it rained

on the big day, otherwise it would have been a good week." Another said: "Well, we grossed 52 grand at so and so, but we lost Saturday night, or we, too, would have had a nice business." "Finally," says George, "a carnival manager who was not used to this big business said: 'Say, George, what do these fellows do with all that money?'"

THE nation's capital newspapers are anything but easy to crash with carnival publicity, and especially so when a show is exhibiting in a State near by. Therefore Dick Collins is deserving of a little praise on his accomplishment when Gruberg's World's Exposition Shows, of which he is publicity director, played Alexandria, Va., across the Potomac River from Washington. By actual count Dick landed 26 press notices and two of these were given front page position. Our hat's off to you, Dick!

### Smith Visits Graham Show

DALLAS, May 29.—A. Morton Smith, CFA and circus story writer, of Gainesville, paid several visits to Stanley Graham's Circus during the past week here.

Smith renewed acquaintance with many of his circus friends, including John Robinson IV, W. A. (Snake) King, Harold Christy, Merritt Belew, Kenneth Waite, John McMahan, Buck Saunders, J. H. McCloskey and others, and met Ray Dean, Ed Delevan and George W. Christy for the first time.

On his visit May 25 he was accompanied by C. H. Tinsley, staff photographer of *The Gainesville Register*, for which Smith is city editor, and nearly 100 pictures of the show were made during the performance and in the backyard.

Every courtesy was shown the Gainesville visitors by the show's management and staff, and all members of the Gainesville Community Circus who visited the lot were guests of the management for performances.

### Activity in Ranks Of Model Builders

CHICAGO, May 29.—There has been considerable activity in the ranks of the Miniature Circus Model Builders and Owners' Association. Bert Backstein, Decatur, Ill., has installed new machinery in his already extensive shop. G. H. Graf, of Peru, Ind., has been carving and constructing some very ornate wagons of various descriptions and types. Charles Bennett, Berwyn, Ill., is constructing some artistic cages and tab wagons.

On May 8 Mr. Backstein, wife and two sons motored from Decatur to Berwyn and Chicago. Had visit with the Bennetts at their home and paid two visits that day to John Shepard in Chicago, where a thoro inspection of Shepard's Hale Bros.' circus equipment was made. Backstein, superintendent of construction of the model builders, pronounced the output as A-1. Thirty of the 36 cage wagons for this outfit are either completed or on way to same at this time.

Charles Bennett and G. H. Graf caught the Cole Show at Fort Wayne, Ind. Bennett and Shepard, Chicago members, took in the two shows at Chicago during April and inspected the equipment for new ideas along model building.

### Parties for Cole Folks

CANTON, O., May 29.—It was just one party after another for Clyde and Harriet Beatty and others of Cole Bros.' Circus when it Sundayed here recently. Glen Z. Wagner, Dover circus fan, was host to Beatty and a party, which included John Hare, of Dover; K. C. De Long and son, Jimmy, of Massillon, at a fishing jaunt to a private lake near Dover. The same day De Long and wife had as their dinner guests in Massillon the Beattys, Mr. and Mrs. Arnold Maley and Bernie Head, all of the show. After the Monday night show the same group and others were entertained by Roy Wild, circus fan, at his home here. De Long and party from Massillon, which included Jack Nedrow and Mr. and Mrs. Wagner, of Dover, were guests of the showfolks at evening performance here Monday night.

## REWARD

To Concession Men Who Are Alert  
WE ARE THE FIRST IN THE FIELD TO MANUFACTURE.  
**PINA COLADA-ORANGE COLADA-TROPICAL DRINK**  
**EQUIPMENT**

THESE DRINKS ARE MAKING REAL MONEY.

FREE

We supply complete drink formulas to purchasers of equipment.

New! Sensational! Healthful!

You be the first to cash in on this opportunity.  
Profits tremendous.

ATTENTION --  
OUTDOOR MEN

This apparatus is portable. Electric cost to operate this machine is 1c per hour. Equipment is in stock for immediate delivery.

DEALERS - DISTRIBUTORS  
CONCESSIONAIRES

Get Our Price—Call to See Us At Once—Do Not Delay.

TROPICAL COLADA MACH. & EQUIPMENT CO.

LEONARD TROSKIN, Director of Sales,      ★      ★      ★      355 BOWERY, NEW YORK CITY.

ATTENTION CARNIVAL MEN ATTENTION

AS USUAL THE LOWEST PRICES IN THE COUNTRY.

THE JOHN ROBBINS COMPANY

340-42 THIRD AVENUE, PITTSBURGH, PA.  
LARGEST LINE OF FAIR — CARNIVAL — BAZAAR — AND BINGO MERCHANDISE.  
Slum of Every Description. No Catalogue.

SPECIAL FOURTH OF JULY

and AMERICAN LEGION WINDOW CARDS AND POSTERS

(ALL NEW DESIGNS—4 COLORS.)  
CARDS, \$5.50 per 100; \$3.50 Additional 100. One Sheet, \$10.00 per 100; \$5.00 Additional 100.  
Complete With Your Copy.

GLOBE POSTER CORP.,

633 Plymouth Court, CHICAGO.  
2300 Locust Street, ST. LOUIS.  
SEND FOR SAMPLES OF OUR BUMPER STRIPS, TIRE COVERS, ETC.

### Gimbel Entertains Children at R-B

PHILADELPHIA, May 29.—Ten thousand children, cared for by 18 different charitable organizations, were guests of Ellis A. Gimbel at opening matinee of Ringling-Barnum Circus on Monday. Orphans' Day at the circus, the Philadelphia merchant's annual contribution to the enjoyment of crippled, blind and underprivileged children, has been carried on for 21 years. More than 180,000 children have been entertained at the circus by Gimbel in past years.

Governor George A. Earle of Pennsylvania flew from Harrisburg and with Mayor S. Davis Wilson of Philadelphia welcomed the children.

The R-B soccer team played its annual game with the German-American club last Sunday. In the last three years it has won two games and lost one. Lou Jacobs, one of the featured clowns, is manager of the team.

### WANT WILD WEST UNIT

OR SINGLE WILD WEST PERFORMERS.  
Long season, sure money. Preferring those having stock and transportation. Must join on wire. New Orleans, Conn., June 3; Derby, J., Wallingford, Conn., 5; or 38 Chapman Street, Hartford, Conn. EDDY BROS. CIRCUS.

### Improvement in Biz For Silver Bros.' Show

HOWARD, Pa., May 29.—Silver Bros.' business has improved greatly since show went into this State and weather conditions have been better. Program runs one hour and 30 minutes and is the best for a number of years. Side Show, under Ray Brisson, is clicking and had biggest day's business of season at Port Matilda, Pa., May 25. Another truck will soon be added.

W. E. Annon, former theater manager and brother of the writer, Karl Annon, recently joined the advance. Bob and Anna May Noell are on with new car and trailer. Bob is in big show and Anna is doing trick cartooning in kid show.

### Notes From France

PARIS, May 24.—The Cirque Poutier is making its annual stand, one full month, at Nancy. On the opening bill are the Algevois, flying trapeze; Mago, elephant; Andre Rancy's Horses; Alamar, wire walker; Tafani-Bedini. Troupe, equilibrist; Paolo Bedini, juggler; Marcellys Trio, perch; Harris Bros., hand-to-hand; Rollet and Semsey, acrobatic dancers; Duart Sisters, equilibrist, and the clowns, Hermanos Diaz and Bebe and Lole.

The Cirque Medrano (tent) is playing along the Spanish border. The Cirque 4 Boulogne Freres (tent) is playing center of France. Pezon's Menagerie and Campe's Sea Lions are at the street fair in Clermont-Ferrand.

The Olderays, aerial, and the Florentine Bros., equilibrist, are at the Petit-Casino in Paris, and the Norwich Trio, acrobats, are at the Gaumont Palace. The Darcy Trio, jugglers, are at the Pathe Palace in Marseille. The Two Pierrotys, acrobatic comedians, are at the Casino in Juan-les-Pins.

### Ex-Showmen at Canton

CANTON, O., May 29.—Canton was the mecca recently for ex-showmen when Cole Bros. Sundayed at fairgrounds. Among those seen about the lot were Jack Nedrow, former H-W and Pawnee Bill car show manager, now operating the billposting plant at Massillon; Kenton DeLong, advertising manager of *The Massillon (O.) Independent* and well-known circus fan in this district; Glen Z. Wagner, circus fan of Dover, who had lent co-operation to circuses playing this territory for many years, and John Hare, of Dover; Roy

### European Pickups

PARIS, May 24.—The Eight Frills, tumblers; Barbara La May, contortionist; Charles Ohio's Dogs; the Justins, hand-to-hand, and Gregory and Raymond, musical clowns, are at the Empire in Brussels.

The William Kirks Company, Risley artists, are at the Royal-Variete in Stockholm. The Four Skating Macks, American roller skaters, are at the Liseberg Park in Gothenberg. The Cristescos, bar act, are at the Orpheum in Carlsbad. The Two Frontinis, equilibrist, are at the Alfa-Variete in Luxembourg. Miller and Wilson, American acrobatic comedians, are at the Excelsior Casino in Alexandria. Paul Berny, juggler, is at the Carre in Amsterdam. The Circus Berny (tent) is touring Norway.

# DEAF ? AMAZING NEWS!

You may hear like normal again!  
Amazing new instrument releases deaf from misery and embarrassment.

The Godsend, new Scientific Electrical Hearing Aid, is guaranteed to give you same power to hear as instruments selling for \$85.00 to \$175.00, and more. PRICED AT ONLY \$19.75! Backed by \$1,000.00 Money-Back Guarantee. Now you may enjoy sermons, lectures, conversation, radios, movies. Complete with Microphone, Batteries, and TWO Appliances for ONE or AIR CONDUCTION, both for less than the usual price of only ONE. Music and words heard distinctly from all directions at close range or from distances. No distortion—no head noises. Instrument is lightweight, easily concealed in clothing, no more noticeable than pair of glasses. Write quick for FREE DETAILS, sent in plain envelope.

GODSEND COMPANY, Dept. X-491,  
4204 Davis Lane, Cincinnati, O.

## WANTED

Side Show Manager and Acts for same. Want Dancers for Girl Show. Will furnish complete outfits for any show not conflicting with what we have. Will sell x on Diggers, Long Range Lead Gallery.

### GROVES SHOWS

Lebanon, Ind., May 31-June 5; Frankfort, June 7-12.

## WANTED

# To Buy Lions

MR. JOE DOBISH

Care Rubin & Cherry Show  
East Moline, Ill.

## SUNSET AMUSEMENT CO.

Want on account of disappointment people to take over Side Show and Hawaiian Show. Have new outfits complete for both. Have Custard, Floss, Fishpond, Bowling Alley Pitch Win and Cork Gallery open. Address Burlington, Ia., this week; Keokuk, Ia., next.

## WANTED

Athletic Show Man, Snake Show, Monkey Show. Will furnish complete outfits. Corn Game and other Legitimate Concessions open. Want Magician that can lecture and sell inside. Tommy Gasper wants girl for Posing and Hair Shows, also capable Front Man, Dutch and Bob McIntyre wire. Have biggest 4th of July spot in Idaho. Write or wire.

SANTA FE EXPOSITION SHOWS  
American Falls, Ida., June 1-5; Shelley, Ida., June 7-12.

## THE GIRL IN THE GOLDFISH BOWL

Sale or Rent.

D. COHEN

52 George St., Tenafly, N. J.

## WANTED

Two Waiters and experienced Cook. All summer and winter work, top salaries. Charlie Kite wire. Good proposition for you. Address

PETE PULLMAN

JOYLAND SHOWS, Lansing, Mich.

## A RED ONE

At East Rochester, N. Y., June 7 to 12, inclusive. Official opening Eyer Park, auspices I. O. O. F. Albany, N. Y.

Wanted Mill Camp and Legitimate Concessions, also Shows. Write or wire JACK JOHNSTON, East Rochester, N. Y.

## WANTED

Steam Table or Griddle Man, also Waiters that can step on it. Mickie O'Connors come on.

GEORGE WELCH

OETLIN & WILSON SHOWS, Untonstown, Pa.

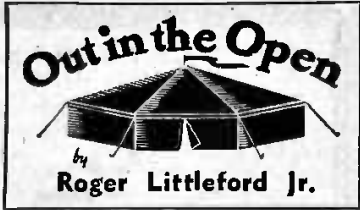
## WANTED KID RIDE HELP

Foreman that can take lead and drive truck. No boomer, as that is cause of this ad. Also Ballgame and other Concession Agents. Get in touch with me at once. Ride Help gets paid every Wednesday in cash. Buddy Lamb wire me at once.

LEONARD MCLEMORE, Mt. Sterling, Ky.

## Wanted to Join at Once

HALF AND HALF—Must be able to lecture and stand prosperly. This show is Class-A and conduct must be accordingly. Wire DOC WILSON, 801's Liberty Shows, Rock Falls, Ill.



SAM A. SCRIBNER writes that not a single old-time circus trouper attended the May 14 funeral of Addie O'Brien, veteran performer of the saw-dust trail. "I never felt so ashamed of the profession I was once so proud of," shoots Sam. "Think of it! After a blameless and useful life only five persons were at the chapel that day, and even they were not all members of the circus fraternity. Is it possible that the old crowd that knew her so well can still offer the moth-eaten excuse that 'we didn't know it. Most of our people read the local papers occasionally and Addie's death notice appeared in every one.'"

Edward J. Kelty (Century Photographer) is confined to a room in the Century Hotel with an injured foot. Will probably remain there for at least several more days. . . . Wonder when Life, sensationally popular photo-weekly, is going to the circus. One of the big shows should be a natural for the pub that emphasizes pics of the unusual. . . . Rumors floating last week that John L. Lewis' CIO will inaugurate an intensive drive to organize the circus and carnival industry within a few weeks. . . . Which show will be the first to play the Flushing Meadows site of the 1939 New York World's Fair? The grounds, beautifully situated from a transportation standpoint, are under process of improvement and should be a natural for a big circus that hasn't played that section of Greater New York. And what show has?

NORMAN BARTLETT, orator and builder of sensational amusement rides, in to report that show people need not worry about the new Lake Placid Bobbed Run in Fallsades (N. J.) Park. New thriller (and it is that) is undergoing reconstruction and will be ready to operate within a few days. The fire last week in Fallsades was not as destructive as first reported and could have been much more serious had it spread a few feet farther. Management is already cleaning up the debris. What can't happen in a park?

Your correspondent and the George A. Hamid booking office learned something last week. Did you know that pigs are the only animals absolutely refused exportation into Canada. Hamid office had booked a trained-hog turn at a couple of Dominion fair dates, but custom officials warned in plenty of time that the little squealers may spread disease and are not allowed to enter their country under any circumstances.

IN A RADIO address last week, I. H. Klein, president of Coney Island (N. Y.) Chamber of Commerce, said that "judging from the business done at Coney the past few Sundays, this world-famous amusement resort will have the biggest year in its long and glorious history. Its business people have prepared for the expected throngs by a general redecoration and refurbishing of the places of business. Many of them have gone to considerable expense in installing new rides and games to entertain the millions who come to Coney Island annually. For, altho Coney Island is the favorite playground of New York City, its fame has spread to every corner

of the globe and it's the first place visitors wish to see upon arrival.

"The great popularity of our resort is based upon its exceptional capability to thrill and entertain everyone. The youth of 6 and the man of 60 both leave Coney Island saying they had a swell time. . . ."

J. W. (Patty) Conklin spent a day in New York last week as part of a "flying scouting trip," as he termed it. Patty is lining up attractions for Canadian National Exhibition, Toronto. . . . Max Linderman, operator of the World of Mirth Shows, and Doc L. Cann, his general agent, in town off and on lately while the show plays New Jersey spots. . . . Ernest Anderson, circus and park attraction producer, off for a holiday up North. Will be back shortly to resume his tour of New York amusement institutions, but admits that he needs a rest at present. Ernest lost his 89-year-old father recently. He was a famous British clown and died in London just prior to the Coronation.

## Great Baseball Game Between Rice Teams

MONTGOMERY, W. Va., May 29.—The second of a series of baseball games played between teams comprising the side show and the big show of Dan Rice Circus ended in a second victory for the big top boys by the close score of 49 to 3. In this game all the bats were broken and it was necessary to finish the game with shovel handles.

Ray Craemer, pitcher for the side-show team, was practically invincible, holding his opponents to 53 hits. Jimmie Thomas was called out by Umpire Ray Marsh Brydon for attempting to steal second with the bases full. Lec Hinkle was banished from the game when it went to extra innings for attempting to bribe Umpire Brydon to call four balls on him so that he could have the novelty of getting on base at least once in this most unique game that brought out everything that has ever been known to the national sport.

Ira Watts became nervous and made several errors when he heard that scouts from the Hills and Hollows League were watching his work. The alleged scouts turned out to be tax collectors. Jack Penton, mascot and banner man of the big top team, was accused of purloining one of the four baseballs used and the umpire was forced to call the game to allow Fitcher Craemer to make the opening bally on the side show as the customers swarmed onto the lot.

The third and deciding game of the series will be played in the next town where the lot is level enough to play.

## Varied Daily Acts

By RUSSELL S. HULL

Secretary, Sandusky County Fair, Fremont, O.

Our board feels that most of the commercial free attractions available are more or less stereotyped.

Furthermore, most booking agencies insist on their acts being booked for a whole week. Then they put on their acts each afternoon and night. The acts are paid for and it is necessary, for economy's sake, to allow them to do it.

Our experience is that a great number of people attend the fair every day and night and, as a result, see each act

## LETTER LIST

(Continued from page 74)

Gordon, The Great Johnson, Texas  
Grant, Sol  
Harling, Steve F.  
Hann, Eddie  
Henderson, Tommie  
Hodges, Joe  
Holland, Chet  
Honest Ed & Alton  
Jacobs, Boco  
Jaeger, Jack

Lewis, Malcolm  
Love, Carl  
Mason, O. H.

May L. M.  
Murphy, Mike  
Murphy, Blackie  
Ogile, Joe Douglas  
Phillips, Harry  
Pike, Blackie  
Porter, Pat  
Powell, Sweeney  
Purinton, Wayne  
Roach, Charles J.

Hahn, T. W.  
Rus, Charlie  
Sandler, Harley  
Sewell, C. M.

Skimmo, A. L.  
Sims, J. Wilmor  
Soos, Joe H.  
Spencer, Charles C.  
Stanley, Clipper  
Stanley, Mike  
Stark, Mack  
Stober, Tex  
Thompson, Thomas  
Topping, James F.

Trohhouse, Chief  
Vail, George  
Virtue, Harold R.  
Wade, Adrian  
Warnton, Rex  
Wagner, Robert L.  
Warner, Joe  
Williams, Bob  
Wilson, Ed L.  
Wilson, J. D.  
Wright, E. P.

Wright, E. P. (Blackie)  
Zonnerville, M.

## ART LEWIS SHOWS, INC. "EASTERN STATES BEST"

Can place legitimate concessions. Pete Thompson wants Photo Tintor. Want working men and ride help. Will book Octopus, Monkey Circus or Dog and Pany Show. Also need man to handle Unborn Show. Lecturer for Crime Exhibit. This show positively will play a long route of Southern Fairs in addition to its route of Canadian and Northern Fairs.

Address ART LEWIS, Gen. Mgr., ART LEWIS SHOWS, INC. Week May 31, Hudson, N. Y. Week June 7, Waterbury, Conn.

six or eight times with little or no variation. We believe that more people would attend every day if the entertainment were varied.

At present the attractions personnel and booking agencies appear to be sticking together and it is very difficult, if not impossible, to vary the free attractions from day to day. Some attractions will book for a single day but their price therefor is prohibitive.

It would seem to me that if fairs would organize, with free-attraction agencies co-operating, this situation could be helped. I believe this is a problem that will have to be solved sooner or later.

(EDITOR'S NOTE—In Mr. Hull's own State at Auglake County Fair, Wapakoneta, O., he and any others interested will find that Secretary Harry Kahn has not done so badly in presenting a change of bill daily, the varied acts having greatly increased attendance there.)

## DE LUXE SHOWS OF AMERICA

Can Place a Caterpillar, Octopus, Tilt-a-Whirl and Whip for 15 weeks of promotion and 12 weeks of fairs.

WANTED

A boss canvas man to handle 100-foot circus top. Also Foreman to handle grand stand and blues in circus. Sober, reliable and experienced.

S. E. PRELL, Gen. Mgr.

36 Green St., Newark, N. J.

## WINTERS EXPOSITION SHOWS WANT FOR BIG HOMECOMING WEEK

Hiedleburg, Pa., June 7-12

Concessions—Candy, Prizes, Scales, Frozen Candy, Wheels that work for stock only and other Legitimate Concessions. Will book Loop-o-Plains. Have complete outfit for 10-in-1 Show. Want Attractions for same. Can place reliable Banner Man. Address PERCY MARTIN, Gen. Mgr., Rochester, Pa., this week.

## WANTED

Independent Shows, Rides and Concessions. Mt. Airy, Md., June 8-12, 1937.  
Address JOHN W. McCASLIN, 125 E. Baltimore St., Baltimore, Md.

## WANTED OPPOSITION AGENT

that can contract. Must drive car and travel alone. References necessary. O'Sullivan and Swafford write. Can use Lithographers and Programmers. Write WALTER L. MAHA, Western Union or write General Delivery, Providence, R. I.

## ATLAS SHOWS

WANTED WANTED  
Scales, Photo, Lead Gallery, Fitch-To-Win, Hoop la, Mouse, Sling, Game, Dart, Diggers, Blanket, Ham and Bacon that can work for stock Shows—Billibilly, Mechanical, Funhouse, 5-in-1, Ride-Loop-o-Plains and Tilt-a-Whirl. ATLAS SHOWS, Paris, Ill., this week.

WILSON'S SHOWS  
Want Cookhouse, Photo Gallery, Palmistry, Long Range Shooting Gallery and Legitimate Concessions of all kinds. Can place one more show. best spots in Michigan. Booked solid to October 13. The show has five rides. Write or wire Gladwin, Mich., week of May 31; week of June 7, Saginaw. We have the best 4th of July in Michigan.

## BUFFALO BAZAAR CO.

WANTS Middle Aged Canvas Man for Concession Tents. If you double on electric work say so. Notelites, Pop Corn for sale. Want Shows for big July 4th in Fenway. Sesquicentennial and Firemen's Convention combined. Have our own Rides.

HOWARD POTTER, Mgr.  
This Week, Sayre, Pa.

## WANTED

Experienced Griddle Man and Waiter. Must know what it's all about. Good salary, long season.

EDDIE DAVIS  
GREATER EXPOSITION SHOWS, Waukegan, Ill., week May 31.

LOOK  
IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

# Notes From the Crossroads

By NAT GREEN

CHICAGO will again struggle along this year with only one amusement park. The White City promotion appears to have fallen thru, leaving only Riverview Park, which has started off very nicely and no doubt will have a profitable season. Several amusement park projects have been talked of in the last two or three years, but none has got past the preliminary stage. It would seem that a city the size of Chicago should support more than one such park. One of the chief difficulties, it seems, is to find a suitable location sufficiently close in. The old White City location is small and not in a desirable section of town. Two projects to revive it have failed. Promoters of a park in the north shore section ran into opposition from residents adjacent to the site. A proposed park on the northwest edge of town is still hanging fire because of lack of capital. The fact that there are so many summer resorts on rivers and lakes of Northern Illinois, within an hour's drive of the city, naturally militates against amusement park patronage, and unless a new park had something more than the ordinary run of attractions to offer it would have tough going. We'd like to see someone with the vision of the late George F. Schott, of Cincinnati's Coney Island, enter the Chicago field.

The Small Show agent whom Al Clarkson panned for having the audacity to play day and date with the Big Show Clarkson represents asks to have his "day in court." Felix Duvall, the Small Show agent, writes to the Crossroads ed.: "In the good columns of your worthy paper I read with very much amusement an article written by my colleague and agent friend, Al Clarkson, and the contents of his article noted carefully. I regret to say that Al had written that article prior to the exhibition of the opposition of the two shows mentioned, of which he is the agent of one and I the other. We will admit they followed us into Bisbee, Ariz. We had a fair day's business and I understand from a disinterested party they had a very good night house, but Al failed to give the exact account of our day-and-date business. The fact of the matter was the Big Show agent went outside the city corporation next to a beer joint where he could get a lot for practically nothing, and the small show agent paid the city license, rented a lot half way between the main business district of the town and the Big Show agent's lot. Results, little show agent's show got the business, which was very satisfactory to the management. Mr. Clarkson also stated that the town was not big enough for one show, let alone two. So why did he put in a dead town and jump his show over 100 miles to make it when there were plenty of towns and a shorter run for them? Little show agent went into Nevada and exhibited in 18 towns to nothing but business, with a good price of admission. The Big Show agent billed four towns in Nevada, blew two of them and did not want any opposition from the little show agent and his crew of five outlaw billposters. I hope he is not still running from small show agents. If he does, he may run out of territory. There are just five truck shows at present in the Northwest and, from all reports, they are doing business; so let's hear from Al now."

Well, boys, it looks as tho you're "Even Stephen" now!

Mr. and Mrs. C. J. Sedlmayr, of the Royal American Shows, spent some time in Chi last week, Carl doing a little hopscotching about meanwhile. . . . Sam Gluskin, of the same show, came into Chi long enough to see the picture *Captain Courageous*. . . . Frank P. Duffield left for Cleveland a few days ago to get set for the opening of his fireworks show at Great Lakes Exposition, after which he will fly to Dallas. . . . Ernie Young has booked a small revue to open in Riverview Park, Des Moines, June 5. . . . Hillman Taylor, secretary of Mississippi Fair and Dairy Association, Meridian, is in town for several days selecting a grand-stand show for his fair. . . . Everyone was surprised to hear

of the marriage of Harry Bert, superintendent of tickets on the Al G. Barnes Circus, to Diane White, of the same show. . . . Those who know her say the bride is a fine girl of charming personality, and everybody in show biz knows that as a regular fellow Harry Bert is tops. . . . "Fa" Strieder, of Tampa, and Doug Baldwin, of Minneapolis, were among fair men visiting Chi last week.

## Mix Biz Not Hurt By Rainy Weather

PROVIDENCE, May 29.—Tom Mix Circus, first to play here this season, met with drenching rain during its engagement May 19. Wet weather was hardly a novelty to the troupe tho, for since start of the season, March 31, it has had at least 30 days of unfavorable weather. Despite this, Mix told newspapermen in Fall River, where the show pitched tents May 20, the show has had its biggest business in its four years operation.

Mix also reminisced for the press boys how he started in the circus game at New Bedford, Mass., at age of 26. Asked if he was thru with films, he replied that he intended going back into picture work again when the show rolls into winter quarters in the fall. He was a guest at the Rotary Club meeting in Fall River and when asked to speak begged off, saying his specialty was circus stuff, quoting Shakespeare's famous line: "My kingdom for a horse!"

## Free Gate Winner For Badger Annual

By R. L. PIERCE

Secretary, Dunn County Free Fair, Menomonic, Wis.  
We have operated on a free-gate policy for the past three years and each year has shown progressive improvement. Public support since we changed to this policy has been marvelous. Thru the WPA we are now engaged in a complete rebuilding program. A main exhibition building, 80 by 150, is completed, as are two exhibition buildings for horses, a 4-H exhibition building, a 4-H Calf Club barn, completely new toilet facilities and caretaker's cottage. Cattle building is now being reroofed and put in good condition thruout and work on reroofing and repair of grand stand will begin at once. Remodeling of speed barns, educational building, rest cottage, gateways and fences and construction of a new executive office will be completed in due course. All buildings not completely demolished have been moved to allow for increased midway space. All buildings will be painted white with green blinds for all windows and will have green slate roofs. When completed we will have one of the most attractive looking and best arranged fair plants in the Northwest.

We will again operate on a free-gate policy in 1937. Sol's Liberty Shows has been engaged for the fourth consecutive season as midway attractions. Grandstand attractions will include Gertrude Avery's *Diamond Revue*, a combination of acts; WLS Barn Dance Show, with Uncle Ezra; Thrill Day, Auto Race Day and harness races. Barnes-Carruthers contracted for the revue, acts and Barn Dance, and thrill and auto race days thru Minnesota Dirt Track Association.

The writer has been elected secretary for the 11th consecutive time and is fairly young and fairly old in fair business. Our association has survived the depression and has not missed an annual date, with exception of one during war time, for the past 50 years. Our property is well financed and we are in better financial shape than at any time within the past 20 years. I will be glad to correspond with any fair officials regarding our rather limited experience with a free gate. We feel that it is the one and only way of making "a real big fair and a profitable one in a fairly small city. Our population is slightly over 5,000, but our crowds would do justice to a city 10 times its size.

PHILADELPHIA. — Twenty-three rare birds were moved from the home of Hannah Mee Horner, portrait artist, to Philadelphia Zoo, including several toucans, toucanets, tanagers, exotic starlings, jays and doves.

## ERIC B. HYDE SHOWS WANT FOR "WORLD'S LARGEST AERIAL MIDWAY 10c CIRCUS"

LOUISVILLE, KY., Three Locations — June 7th to 26th  
100,000 Merchant Tickets in Hands of Public  
First Show in Louisville in Three Years

WANT: The biggest and best big city shows obtainable. Nothing too big for this show. We carry the best and largest and greatest number of aerial acts in the business. We positively draw thousands.

WANT: Rides. We have Twin Ferris Wheels, Tilt-a-Whirl, Chair-o-Plane. Especially want Merry-Co-Round, Caterpillar, Octopus, Flashy Riddy Rides.

WANT: Concessions that work for stock. No wheels in Louisville. Will consider proposition from one responsible wheel operator after Louisville.

WANT: Several promoters capable and experienced in handling Shrine and Police Fraternal Circus Promotions in large cities.

WANT: Twelve-Piece Uniformed Band. Mocker wirc. Prefer musicians with concessions.

THIS SHOW WILL PLAY BIG CITY ENGAGEMENTS UNDER THE STRONGEST AUSPICES WITH EVERY KNOWN ANGLE OF PROMOTION IN ADVANCE OF THE OPENING DATE. WE HAVE THE ROUTE AND THE GREATEST AND HIGHEST AERIAL CIRCUS IN THE WORLD.

Address ERIC B. HYDE SHOWS, this week Somerset, Ky., or TOM TERRILL, Plaza Hotel, Louisville, Ky.

Want Chair-o-Plane Foreman and Tilt-a-Whirl Help.

## POTTSVILLE, PA.

### 6 COUNTY FIREMEN'S CONVENTION JUNE 14-19

POSITIVELY ON THE STREETS—DOWN TOWN  
CONCESSIONS OF ALL KINDS OPEN. COME ON. CAN PLACE Diggers, Scales, Custard, Grab, Kiddie Rides, two Ferris Wheels, Merry-Go-Round, any Heavy Ride placed on street. 100,000 Visitors. The Biggest Celebration ever held in Eastern Pennsylvania, with Parades, Fireworks, Decorations, Pageants, Bands and Acts daily. All answer.

ENDY BROS. SHOWS, INC.

Kensington and Hunting Park Ave., Philadelphia, Pa., this week.

## SNAKES & ANIMALS

Just Arrived for Immediate Shipment

- |  |  |
|--|--|
| 1 15-FOOT ANACONDA . . . . . \$130.00        | 1 7-FOOT RAT SNAKE . . . . . \$ 15.00  |
| 1 13-FOOT ANACONDA . . . . . 100.00          | 1 LARGE ARMADILLO . . . . . 25.00      |
| 1 7-FOOT ANACONDA . . . . . 40.00            | 3 5 A PORCUPINES. Ea. . . . . 22.50    |
| 1 13-FT. LIGHT ROCK PYTHON. . . 110.00       | 10 ACOUTIS. Ea. . . . . 12.50          |
| 2 9-FT. Light Rock PYTHONS. Ea. 50.00        | 10 SLOTH BEARS. Ea. . . . . 25.00      |
| 2 8-FT. Light Rock PYTHONS. Ea. 45.00        | 2 PAIR HIMALAYAN BEAR                  |
| 6 6 1/2-FT. Light Rock PYTHONS. Ea. 25.00    | CUBS. The Pair . . . . . 125.00        |
| 7 S. A. BOAS, 6 to 7 feet. Ea. . . . . 25.00 | 1 BLACK LEOPARD, Male . . . . . 350.00 |
- GREEN & YELLOW PARRAKEETS, Pr. \$2.50

Ringtails, Rhesus and large variety of other Monkeys also available.

HENRY TREFFLICH, 215 Fulton Street, New York City

## AL G. HODGE SHOWS, Inc.

HARVEY, ILL., THIS WEEK; HAMMOND, IND., NEXT WEEK; THEN GARY.

WANT Concessions of all kinds, Capable Wheels. Can place one Bally Show and Grind Show. RIDES—Can use one more Flat Ride. Will sell X on Mug Gallery, \$25. American Palmistry. Want man to manage Athletic Show, have complete new outfit. Committees get in touch with us. W. M. TUCKER and ANDY CARSON, Managers; HARRY W. LAMON, Personal Representative. Harvey, Ill., this week.

## COREY GREATER SHOWS

VINTONDALE, PA., OLD HOME WEEK THIS WEEK; MEYERSDALE, PA., FIREMEN'S JUBILEE, NEXT WEEK; HOUTZDALE, PA., OLD HOME WEEK AND GOLDEN JUBILEE, WEEK JUNE 14-19.

WANTED Musicians for Plant. Show, Acts for 10-in-1, Dog & Pony, Monkey, Fat Girl, Geek, Hawaiian or any Show of merit, percentage or salary. Arcade, Rock Wheels, Ball Games and legitimate Grind Shows of all kinds. Long season of Celebrations and Fairs. Address E. S. COREY, as per Route, P. S.—Max Beller, Organ Man, come on.

## DICK'S PARAMOUNT SHOWS, INC.

NEW BEDFORD, MASS. IN THE HEART OF THE CITY.

Wanted: Capable man to handle Snake Show; outfit all complete and brand new. Also shows with own outfit; liberal percentage.

Wanted: CONCESSIONS—Photo Gallery, Long-Range Gallery, other Grind Stores except Ball Games.

Wanted: Ride and Concession Help.

FLOYD WORLEY and SAILOR WEST write or wire.

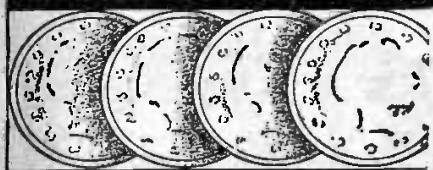
DICK GILSDORF, New Bedford, Mass., May 31st to June 5th.

## GREAT SUPERIOR SHOWS

BETHEL CONCLAVE (MASONIC), ELGIN, ILL., JUNE 5 TO 13, TWO SATURDAYS, TWO SUNDAYS.

50,000 Tickets distributed, will give liberal proposition to one more Flat Ride. WANT non-conflicting Kiddie Rides, non-conflicting Shows, Diggers, Stock Concessions, Frozen Custard. Concession Agents, three Colored Court Girls, one dancer, male. Salary and board from the office. Wire and pay them; don't write. If you want money, this will be the one.  
GREAT SUPERIOR SHOWS, Elgin, Ill.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## JOHN D.

Among all the eulogies and reviews of the life of John D. Rockefeller Sr. there are some trite suggestions for building a better public conception of the coin machine industry. Now that the man is dead it should be remembered that at one time Rockefeller was perhaps the most hated of American capitalists, but public opinion has been so deftly molded that millions of people today call him blessed.

To appreciate fully all that was involved in transforming public opinion from one extreme to the other the entire record of the elder Rockefeller must be kept in mind. Teddy Roosevelt will probably turn over in his grave now that John D. has joined him in the final sleep. Those who remember the days of Roosevelt's trust-busting career will recall some of the things charged against Rockefeller and Standard Oil. Much of it crept into the court records and books have been written so that all the evils of Rockefeller's rise to power may be a matter of history.

Among the early accusing fingers to be pointed at Rockefeller was that of Ida M. Tarbell, who in 1904 called attention in a series of articles to the "History of Standard Oil." "Money-mad, money-mad. Sane in every other way, but money-mad," was her characterization of him. But Teddy Roosevelt tackled the more serious economic and political phases of the contest with Rockefeller and eventually Standard Oil was broken into 20 pieces.

It is difficult to imagine the extent of the evils due to the ruthless policy followed by Rockefeller in the first half of his life and it is no wonder that he was hated so. Consider how Rockefeller would have stifled the automobile industry had he been able to continue his monopoly of oil, just as the Mellons control aluminum today. Every motorist today can thank Teddy Roosevelt that the Rockefeller monopoly of oil was broken in the days when automobiles were a curiosity rather than a necessity in our American life.

But the Rockefeller policy reached far into the by-ways and affected the destiny of nincompoops like myself. It was as late as 1926 that I was making my first business venture as the publisher of a small paper in a mining town. But Rockefeller agents and the money back of them soon taught me what a crime it is when the small fellow gets in the way of the giant. There are thousands who could contribute their tragic story of the workings of the ruthless Rockefeller policy.

Yet the eulogists today are showing that the good which Rockefeller did far outweighs all the ruthless evils that may be charged against him. It is entirely possible that within the next few years the people will be saying that the evils charged against the coin machine industry may well be forgotten in view of the good they do. Think how Rockefeller did it.

It was the late Ivy L. Lee, publicity man extraordinary, who transformed public opinion of John D. from that of a

ruthless tyrant to that of a public benefactor. In changing the public mind it is highly probable also that the mind of John D. was molded into new channels. It will probably never be known how much the subtle publicity of Mr. Lee helped to transform the mind of his subject.

The moral is plain that if the coin machine trade wants to escape from the shackles of an unfavorable past expert publicity must be used. The leaders in the trade are all men who have been trained in the well-known business tactics of lobbying and political maneuvering. In that they compare favorably with leaders in the automobile industry or any other modern business. But when it comes to molding favorable public opinion there is not a man in the trade who seems to understand the first principles. In such cases, men like John D., Henry Ford or any other industry hire a good publicity man—and let the publicity man manage the show.

The real difficulty in the coin machine industry is not in getting the publicity man but in giving a trained publicity man credit for having brains enough to run the show.

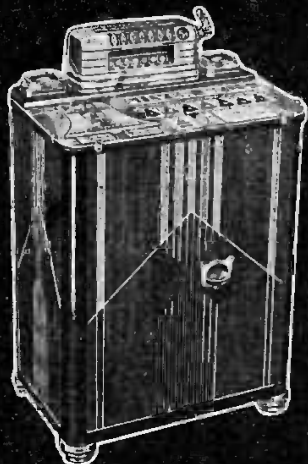
In changing public opinion from adverse to favorable toward John D. charity has been the cloak to cover a multitude of sins. He is unquestionably the world's outstanding example of a carefully planned program of intelligent charities. His eulogists will be busy for many a day in expounding the many objects toward which he contributed, and some of them are certainly the most worthy fields of which man can conceive.

If amusement games are ever to justify themselves to the world it will eventually have to be on the basis of some carefully planned charity, whether that be a more evident contribution to employment or gifts to charitable institutions. The sooner the amusement games industry organizes itself to prepare a popular charitable program the sooner it will be started on the road to public good will.

With a definite program of charity the amusement games industry will then have a story to tell, and that story must be told faithfully and well. John D. himself had been an outspoken champion of high social and moral ideals. Whatever economic crimes may be charged against him, the man was always a preacher of righteousness. Much of his philosophy and social theories would do credit to the angels. Even on the question of labor the Rockefeller ideas would meet the approval of John L. Lewis, altho in practice the Rockefeller interests have the Colorado Fuel & Iron strike as a bloody spot in their history.

If the coin machine industry really wants to break away from its none too pleasant past and mold a new chapter of popular favor the career of John D. is an example of how it can be done. Its members must become outspoken advocates of beneficial ideas in keeping with the liberal movements of the times; a definite program of charities must be adopted on a national scale, and expert publicity must be used to tell the story.

# the SUPREME three



SILVER BELLS

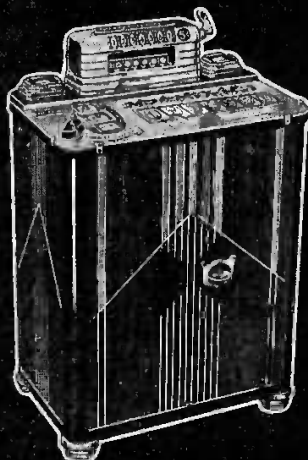


EXHIBIT RACES



CHUCK-A-LETTE

**7** MACHINES  
IN ONE

**7** CAN PLAY  
AT THE  
SAME TIME

**7** TIMES MORE  
APPEAL

Here they are . . . the three SUPREME location attractions for BIG PLAY and BIG INTAKE. Don't let another day go by . . . without having these Exhibit HIGH SPEED MONEY-MAKERS on your live spots. ● REMEMBER—Each one is equal to any seven slots—or pay tables—7 CAN PLAY at one time . . . 7 COINS can be chucked in—every 30 seconds with each play when the crowd is around. ● Here you have the choice of proven, location favorites . . . SILVER BELLS—(Bells and Cherries) . . . EXHIBIT'S RACES, the speediest horse race game ever invented. Just 30 seconds from post to finish . . . CHUCK-A-LETTE—no different from the real game—only that it is entirely automatic in play and pay off. ● Can be had with TICKET VENDER or CHECK SEPARATOR at small extra charge. ● Consider your location wants NOW . . . SEE YOUR JOBBER TODAY . . . or write us at once . . .

**7** SEPARATE  
JACK POT  
COMBINATIONS  
(Excluding Chuck-A-Lette)

**7** NICKELS  
OR QUARTERS  
AT A TIME

**7** TIMES THE  
PROFIT  
FOR YOU

EXHIBIT SUPPLY CO., 4222-30 WEST LAKE STREET, CHICAGO, ILLINOIS

## Dynamite Tables Clicking Handily

CHICAGO, May 29.—According to Ken C. Shyvers, president of the Shyvers Manufacturing Company, the sales campaign inaugurated in Des Moines, where Al Rest delivered the first Dynamite game, is meeting with tremendous success.

"For 60 days before we released the game Rest paced the floor and kept beseeching us to step up the release date," states Shyvers. "Never in my life have

I seen one man so filled with enthusiasm over any game. Naturally, we believe in Dynamite and feel that it will run perhaps a year or longer. When as old a head as Rest waxes so enthusiastic it's enough to convince anyone that the game is bound to go over with the trade.

"As soon as we gave Rest the word to go ahead," he continued, "he was off. We gave him instructions to keep moving until his 1,000th order was booked. So successful has he been that every mail brings in more orders. At the rate he's going he should be back home in the near future."

Shyvers stated that the firm is in a much better position to handle orders for Dynamite than it was for Cannon Fire, when Rest's phenomenal sales of the game overtaxed their capacity. Company now has a much larger plant, he reports, with Bill Shick in full charge of production. Shick had this to say about the game: "Dynamite has more possibilities than any game ever built. Shyvers purposely designed the game to mystify and awe the players. To do this we are using materials in the game that are unknown to game manufacturers, and our source of power is about 100 times greater than any ever used on a pin game."

## Lawrence Added To Sales Force

WHEELING, W. Va., May 29.—James Angello, sales manager of the Mercury Automatic Sales Company, announces that his firm has added Harold Lawrence, of Cleveland, to its sales force. "Lawrence," states Angello, "is well known in the industry as a successful operator. He's looking forward to a big future in this business and we have the greatest confidence in him, knowing that with

his remarkable sales ability he will go far." Angello added that the firm is contemplating making several other additions to its staff in order to give its many new customers the attention and service they deserve.

According to Angello's report, the firm must be progressing nicely. "I never saw a place where stock comes and goes faster," he said. "Every time I return from a trip I can never count on a single piece of used equipment being on the floor that was there before I left."

## Bromberg Made Arcade Manager

DETROIT, May 29.—George Bromberg has been appointed manager of the Penny Arcade at Edgewater Amusement Park by Manfred M. Linick, arcade operator. This is Bromberg's first season at the park, but he is an oldtimer with Linick, being with him from 1913 to 1918. The park arcade has been doing a good business since opening, with a wide variety of machines.

A large number of old-time view machines, including the old Call-o-Scopes, made by Callie Brothers 40 years ago, are on hand, with their play apparently still as popular as ever. These contrast remarkably with the newer types of machines such as the pin games, of which there are a sprinkling in the arcade. The patrons seem to like to try both kinds.

Linick is planning to open a downtown arcade this fall, probably on Monroe avenue near the former location of his old arcade closed three years ago. He will also enter the jobbing and distributing field at this time, doing a general business in various types of coin machines.



MAX GINGOLD and Harry Poff (right), Independent Novelty Company, Springfield, Ill., try the Bally Golden Wheel, one-shot game, at the Bally plant in Chicago.

3

**MUSKETEERS  
• POP-EM**

IMPROVED

**• NEW DEAL  
• DEAUVILLE**

ELLIOTT PRODUCTS CO.  
3017 Carroll Ave., CHICAGO

**B 4 "B" SPECIALS B**

BUMPER (Bally)	\$30.00
TURF CHAMPS	55.00
HOME RUN	30.00
SKIPPER	65.00
ZEPHYR	12.50
PAMCO 3 STARS	20.00
BUTTONS (Daval)	20.00

1/3 Deposit, Balance C. O. D.  
Write for our Close-Out Price List No. 236.

**B BESSER NOVELTY CO. B**  
3020 OLIVE ST., ST. LOUIS, MO.

BLOOD PRESSURE

COIN MACHINES, original, patented. The biggest hit of the year. Hundreds now on display throughout country. Ideal for Fairs, Resorts, Drug Stores, etc. Operated with or without an attendant. \$39.80. Send for illustrated circular. LAUFMANOMETER CORP., 4532 Park Ave., New York City.

# SUPER-SLOT SAVINGS

Brand New and Electro-Ball Reconditioned Slots in the Most Popular Makes and Styles!

## EXTRA SPECIAL

BRAND NEW WATLING ROL-A-TOP		
142—GOLD AWARD WONDER VENDOR.	10c Play	
145—WONDER BELL.	10c "	
148—WONDER VENDOR.	10c "	
147—GOLD AWARD WONDER BELL.	10c "	
152—GOLD AWARD WONDER VENDOR.	25c "	
155—WONDER BELL.	25c "	
156—WONDER VENDOR.	25c "	
157—GOLD AWARD WONDER BELL.	25c "	

**\$65.00 EACH**

## — RECONDITIONED —

MILLS BLUE FRONT, Mystery, Dark Sides, No. 324594 and up, 5c.	\$59.50
MILLS BLUE FRONT, Golden, Dark Sides, No. 324594, 5c.	59.50
MILLS BLUE FRONT, Mystery, Dark Sides, No. 324940 to 348968, 10c.	59.50
MILLS BLUE FRONT, Mystery, 341153 to 385388, 25c Play.	59.50
MILLS GOLDEN BELL, 302671 Up, 1c Play.	30.00
MILLS GOLDEN MYSTERY, 311289 to 345594, 5c Play.	48.80
MILLS GOLDEN MYSTERY, 300486 to 383971, 25c Play.	49.50
MILLS ESCALATOR, FV, 278647 to 318353, 5c Play.	34.50
MILLS WAR EAGLE, Mystery, 337846 to 357577, 5c Play.	49.50
MILLS EXTRAORDINARY, Mystery, 349257 Up, 5c Play.	64.50
MILLS EXTRAORDINARY, Mystery, 262281 Up, 10c Play.	64.50
MILLS EXTRAORDINARY, Mystery, 351368 Up, 25c Play.	64.50
JENNINGS DUCHESS, 477719 to 19898, 5c Play.	24.50
JENNINGS CENTURY, 112139 to 115107, 5c Play.	34.50
PAGE COMET, Mystery Bell, 22138 to 25939, 5c Play.	47.50
PAGE COMET, Mystery Bell, 31560, 10c Play.	57.50
WATLING ROL-A-TOP, Gold Award Wonder Vendor, No. 132, 65477 to 73399, 5c Play.	54.50

## SPECIAL

RAY'S TRACK, Reconditioned, 5c Play, 1924 to 2218. \$144.50

F. O. B. Dallas. — Send 1/3 Cash With Order. Balance C. O. D.

**ELECTRO-BALL CO., Inc. 1200 Camp, Dallas**



**AMERICAN SALES CORPORATION**  
CHICAGO, ILL.  
938 WRIGHTWOOD AVE.,  
**OPERATORS!**

YOU'LL NEED plenty of up-to-the-minute games to supply location demands for the big summer season ahead! Our original Extended Credit Plan, with no carrying charges, is "made to order" for your convenience. **YOU CAN'T GO WRONG!**

WRITE FOR CREDIT!

*Lee D. Jones*

P. S.—An umpcha is a guy who thinks he can fool the public but only fools himself.

## Banner Specialty Opens 1st Branch

PITTSBURGH, May 29.—Banner Specialty Company, one of the country's well-known distributors, announces that the opening of its first branch office will be held in Pittsburgh June 5. I. H. (Izz) Rothstein, president of the company, is extending his personal invitation to operators, distributors and manufacturers to be present at the grand opening party and share in the gifts, surprises, refreshments and entertainment.

Many of the Chicago manufacturers will be present, as will many of the country's leading distributors. New games which are now ready for the market will be brought to the party by manufacturers to get the operators' reactions to them. A special train is expected from Chicago, and other visitors will arrive from Philadelphia, New York, Boston and many other cities. Rothstein is said to have mapped out a program which will insure everyone a bang-up time.

In discussing the establishment of his new branch office, Rothstein stated: "This is the first time that we have ever decided upon such an expansion move since our firm was first founded in 1917. We are planning to make the offices the most complete and elaborate in the city. We believe that we will be able to serve our customers and friends in the Pittsburgh area, as well as the operators of Eastern Ohio and West Virginia, to better advantage with these new offices. All manufacturers whom we represent have agreed to co-operate with us in this area and as a result we will be in a position to bring here the best games first. As has always been our policy in Philadelphia, only the best games will be sold."

Rothstein also reports that the new offices will be in constant touch with the Philadelphia headquarters by direct wire. Shipments will be made directly to Pittsburgh from the various factories so as to bring the games to operators in the fastest possible way. All drop shipments made direct from the factory will be arranged direct with the factories. He also states that the Pittsburgh offices will be complete to the last detail as far as repair service and stock rooms and other supplies are concerned.

Harry Rosenthal, who is well known to operators in this area, is to be the general manager of the new offices, it was announced. For the last 11 years he has been selling coin-operated equip-

ment and supplies in this area and is said to be one of the best liked salesmen in the industry.

## Public Approves Kicker Suspense

CHICAGO, May 29.—Discussing what he termed the unparalleled success of Golden Wheel bumper-type one-shot game, Jim Buckley, general sales manager of Bally Manufacturing Company, pointed out that much of the game's popularity is due to the suspense created by the electric kicker located at the bottom of the board.

"Of course," Jim explained, "Bally's Golden Wheel owes its great earning power to the fact that it combines bumper action with the first, second, third and fourth place payout appeal that made Preakness such a hit. Nevertheless, the kicker is definitely contributing to the machine's fascination to players. Located at the bottom of the board, the kicker increases the suspense inasmuch as the ball frequently hits the kicker instead of the out hole and is kicked back up to the top of the field. The ball then bumps down the field, scoring additional points. Operators report that the kicker comes in for a great deal of favorable comment on the part of players and is a factor in attracting the steady play which is making Golden Wheel popular as a money maker."



**BASE BALL BOARD**

10c  
15c

**ANOTHER MONEY MAKER**  
You can't afford to be without this

**BASE BALL BOARD**  
1,000 Holes—60 Step-Up Winners, Paying Awards of 10c to \$10.00.

Takes in .....\$50.00  
Definite Payout ..... 24.65  
Attractive—Colorful—Profitable  
Price \$2.52 Plus 10% Tax

**GLOBE PRINTING CO.**  
1023-27 RACE ST., PHILADELPHIA, PA.  
New Catalog Just Out—Send for One.

## USED MACHINE BARGAINS

SLOT MACHINES		COUNTER MACHINES	
PAGE BANTAM 5c.	\$17.50	ROCK-OLA BLAOK MAGID.	\$17.50
WATLING DOUBLE JACKPOT 5c.	22.50	RELANCE 5c.	35.00
WATLING DOUBLE JACKPOT 10c.	22.50	RELANCE 25c.	35.00
WATLING No. 72, Mystery	40.00		
DUCHESS 5c.	22.50		
MILLS LION HEAD	27.50		
MILLS SKYSCRAPER 5c.	27.50		
MILLS ESCALATOR 5c.	\$27.50		
MILLS WAR EAGLE 5c.	37.50		
MILLS EXTRAORDINARY 5c.	47.50		
JENNINGS CENTURY (Triple) Mystery.	47.50		
JENNINGS CHIEF (New Style) Mys-tery	75.00		

## BIRMINGHAM VENDING CO.

2117 THIRD AVE., NO. BIRMINGHAM, ALA.



**Superior**  
"WORLD'S FASTEST GROWING SALESBOARD FACTORY"

**DIAMOND DUST**  
The Baseball Board Up To Date. Actual Photographic Reproductions of Mickey Coohran, Van Lingle, Mung Lon Warnaka, Dizzy Dean, Lefty Gomez, Pepper Martin, Joe DiMaggio, Carl Hubbel, Schoolboy Rowe, Lou Gehrig and others.

**NINETEEN \$1 WINNERS.**  
Board Takes In, 600 Sales @ 5c. ....\$30.00  
Pays Out ..... 19.00

**PROFIT** .....\$11.00  
Mighty Colored Lacquer-Finish Board—A Real Beauty.

**SUPERIOR PRODUCTS, INC., 14 N. Peoria St., CHICAGO**

## For Immediate Sale

ROLASCORES, \$40.00 EACH; STEPHENS 9-BALL, \$40.00; GENCO ROLA BASE, \$20.00; BOLOS, \$12.00; 3-STAR, \$20.00.

For cash or will trade for Phonographs, Scales or Peanut Machines. WRITE FOR LIST.

**SOUTHERN AUTOMATIC MUSIC CO.**  
540-542 2nd St., Louisville, Ky.

**PARAGONS**  
Brand New In Original Crates  
**\$17.50**

Order While Limited Quantity Lasts.

Write for Special Price List on Reconditioned Games.

**ATLAS NOVELTY CO.**  
2200 N. Western Av., Chicago  
1901 Fifth Av., Pittsburgh

truly amazing

**VANAK**

**SLUG REJECTOR**  
Over 5,000 new, satisfied Customers since January 1, 1937.

See Your Jobber or Write  
**A. DALVIN CO.**  
4311-13 Ravenswood Ave., Chicago.



I. H. ROTHSTEIN, president of Banner Specialty Company, Philadelphia distributors.

**FOR SALE**

One Thousand used Marble Games at \$2.00 apiece. In this lot are included the following: Match-the-Dial, High-Wand, Screamo, Big Game, Criss Cross, Score-a-Lite, Flying Colors, Genco Baseball, Kings, Panama, Tricks, Dealer, Roly Poly, 24,000, Over and Under, Rapid Transit, Sink or Swim, Harvest Moon and many others. Buyer must pick them up at

**PENNSYLVANIA VENDING CO.**  
20th & Elnsey Sts., S. S., Pittsburgh, Pa.

It Helps You, the Paper and Advertisers to Men- tion The Billboard.



**THE MACHINE YOU'LL EVENTUALLY BUY!**

**PACE COMET ALL STAR BELLS**

The 1937 Model Pace Comet Bell is a machine you can bank on 52 weeks in the year. Its modernistic design and bright lacquer paint job attracts the player's eye. It is the only machine made with positive Real Stops. No bouncing off or on winning combinations. Buy one and try it on our money-back guarantee. You can't go wrong.

**BRAND NEW MACHINES.**  
 1 to Play ..... \$87.25 | 10c Play ..... \$78.00  
 5c Play ..... 72.50 | 25c Play ..... 77.50  
**SOLD ON MONEY BACK GUARANTEE.**

**1937 MODEL PAGES RACES NOW READY**

**HUBER COIN MACHINE SALES CO.**  
 600-610 W. VAN BUREN ST., CHICAGO, ILL.

**CLOSE-OUTS**

**CHEAP**

All Reconditioned Like New  
 Just the games for Beaches, Etc.

- 9 FT. BOWLING GAMES**  
 12 Rola Score } \$47.00  
 58 Target Roll, Jr. }  
 1 Roll-A-Ball, Jr. }  
 7 Nine Ball, Jr. } \$39.00  
 1 Target Roll, Jr. (new) } 75.00
- 14 FT. BOWLING GAMES**  
 4 Rock-O-Ball } \$95.00  
 2 Bank Roll }  
 2 Roll-A-Ball, Sr. } \$85.00  
 4 Bowl-A-Game }

1/3 cash with order, balance C.O.D.,  
 F.O.B. Wash., D. C. Our reference  
 Dun & Bradstreet.

**SILENT SALES SYSTEM**

1928 14th St., N. W.,  
 Washington, D. C.

**WILL BUY 100**

**PREAKNESS ROVERS TURF CHAMPS POLICYS - - VELVETS**

For cash. Must be complete and in good condition for resale and priced low. Give full description and price by air mail.

**R. F. VOGT**  
 Bally Distributors  
 Cullen Hotel Bldg.  
 Salt Lake City, Utah

- |                |         |
|----------------|---------|
| 9 PREAKNESS    | \$89.50 |
| 1 GRAND PRIZE  | 55.00   |
| 2 SPEED KINGS  | 55.00   |
| 2 C. FOOTBALLS | 55.00   |
| 2 DERBY DAYS   | 55.00   |
| 2 POLICY       | 37.50   |
| 1 FLYING HIGH  | 35.00   |
| 2 TOP 'EM      | 45.00   |
| 3 ONE BETTER   | 35.00   |
| 4 HALEFAH      | 25.00   |
| 3 CHALLENGERS  | 25.00   |
| 12 BONUS       | 15.00   |
| 7 DOUBLE SCORE | 12.50   |
| 7 TYCOONS      | 12.50   |
| 5 BALLY DERBYS | 22.50   |
| 2 REPEATERS    | 12.50   |
| 2 GRAND SLAMS  | 12.50   |
| 1 SNAPPY       | 40.00   |

Terms: One-third cash, balance C. O. D.

**WESTERN SALES CO.**  
 301 E. 3rd St., Tulsa, Okla.

**WANT TO BUY PREAKNESS and TURF CHAMPS IDEAL NOVELTY CO.,**  
 1518 Market Street, St. Louis, Mo.

**WANTED TO TRADE**

Slot Machines for Cigarette Machines.  
 Must be either Rowe's, National's or Stewart  
 McQuire's.  
 C. W. KNIGHT, MATTOON, ILLINOIS.

**Details on Foto Finish Promised**

CHICAGO, May 29.—What is Foto Finish? That is the question which jobbers, distributors and operators are said to be asking as Dave Gottlieb, president of D. Gottlieb & Company, refuses to reveal anything more about this forthcoming game until it is announced officially, perhaps within a week. Company has already explained that it will be a one-ball horse-race payout, built along different lines, with something new in clever play and appealing excitement. Beyond that no details were given. The company reports that many distributors and jobbers have already placed orders, sight unseen, for the new game.

"The reason we have kept the details so quiet," declared Gottlieb, "is simply because the game is so radically different from anything heretofore offered that we did not want to disclose any part of it until we can break with the whole story. And what a story it will be! You are going to see something in a horse-race game that you did not believe possible. At the races, as you know, the real hair-raising thriller is the photo finish. This race is so close that the winner cannot be declared until photographs of the finish are studied by the judges to see which actually got there first. It is too close and too fast for the human eye to decide. Until the results of a photo finish are known fans simply go wild with excitement. Well, the tension, excitement and suspense of our new game are so like the thrills of this hair-raising race that we've given it the same name, Foto Finish."

**Grading Games Appeals to Ops**

POUGHKEEPSIE, N. Y., May 29.—Al Schlesinger reveals that his idea of grading used games has gone over big and is meeting with the approval of used game buyers everywhere. He explains it by saying: "Rather than have the operator dig thru lists of used machines for the type of games in which he is interested, we grade the games in the fashion which they have been released on the market as used machines."

"In this way if an operator is interested in the latest used games, which he also realizes are the most expensive, all he has to do is check our first grade and see if the game that he wants is included. If it isn't we are usually able to get it for him. If it is he has saved himself the trouble of a lot of checking. "This is just as true," he continued, "of the operator who needs a lower priced used game. He can check thru our third and fourth grades and instantly get the game he wants without any amount of unnecessary effort."

**Munves Has Big Arcade Demand**

NEW YORK, May 29.—According to the report of Mike Munves, arcade sales have reached a peak equal to that of 10 years ago. "Believe it or not, our customers are driving us wild with demands for arcade equipment at this time," Munves states. "Sales have come back to a point where they were 10 years ago. Every day we receive wires and letters urging us to obtain more and more arcade equipment."

About a year ago Bill Rabkin, president of International Mutoscope Reel Company, Inc., predicted that such a boom would come. It seems that his

**HUGE PROFITS with RO-WO-BO**

**A Fast Moving Deal OPERATORS AVERAGE \$26.00 PROFIT**

This flashy Red, White and Blue 5c ticket deal is a Big Money maker. Nothing like it for repeats and it pays operators 5 to 1 and up on their small investment.

**BIG CASH WINNERS**  
 79—\$.50 to \$10 Cash PRIZES

These prizes are a real attraction. 50c, \$1, \$2, \$3, \$4, \$5, \$6, \$7, \$8, \$9, and even \$10 in cash on a 5c play and in addition a \$10 Jack Pot Prize. It is a real sensation.

**SAMPLE DEAL \$6.00**

Get our special operator and distributor quantity prices. Ask for complete facts.

**CLEAN UP WITH "WERTS" Baseball Series Books**

**BASEBALL DAILY BOOKS.** We stock all leagues and have many variations of the two major leagues.  
**DAILY AND WEEKLY SERIES.** All sizes of series books from 25 tickets to 10,625 tickets.  
**"MATEO" DAILY BOOK.** Creates more interest with baseball fans. Ask about this big money-maker.  
**SPECIALS OF ALL KINDS.** We are prepared to make any type of Special Ticket or Book according to your requirements. Your inquiry will be appreciated.

**WERTS NOVELTY CO., Inc.** DEPT. BB-4 Muncie, Ind.





**BASEBALL TICKET DEAL PAYS BIG PROFITS TO OPERATORS**

Cash in on the Multi-million dollar Baseball craze! Just walk into any good spot and place this NEW KIND OF BASEBALL GAME on dealers counter and let his customers play. Not a salesboard—not a pin ball game, but ABSOLUTELY DIFFERENT from any of the old familiar stunts. Dealers go crazy about it. You can work it 3 ways. . . No. 1, sell to dealers; No. 2, operate on percentage; No. 3, sell to dealer as an advertising stunt, or sales stimulator with his ad imprinted. Tickets good for valuable awards may be sold or given away. It's a FAST deal. QUICK money, any way you figure. Each deal consists of 2,500 Tickets and 3-color 9"x12" Display Payout Scoreboard. Four Payout assortments.

**Dealers Price 1 Deal \$5.00**  
**Operators' Price**  
 3 Deals, \$10.50  
 6 Deals, \$18.90  
 12 Deals, \$35.70

No. 1 Pays out 40%—208 Winners | No. 3 Pays out 60%—280 Winners  
 No. 2 Pays out 50%—294 Winners | No. 4 Pays out 75%—283 Winners

**WORTHMORE SALES PROMOTION SERVICE, Inc.**  
 221 E. 20th Street, Dept. B65, CHICAGO, ILL.

When ordering state what percentage desired. Start Now with 1, 3 or 6 deals, or wire or write for FREE samples and full details.



**BIGGEST BARGAINS THIS WEEK**  
 For Quick Sale

**PACES - RACES**

Serial No. 2798, No. 2763 \$185.00  
 Serial No. 3305, No. 3319 210.00  
 Serial No. 3426..... 220.00  
 Serial No. 3747, No. 3748. 230.00  
 Serial No. 4709, No. 4710. 275.00

**SPECIAL - BUMPERS...\$28.00**

Every machine guaranteed to be in perfect condition.

**TERMS — 1/3 Deposit with order—Balance C. O. D.**

**OHIO SPECIALTY CO.**  
 129 W. Central Parkway CINCINNATI, O.

**LOOK**

2 MILLS RAILROAD ..... \$ 37.50  
 3 MILLS POST TIME ..... 90.00  
 2 BALLY FAIRGROUNDS..... 115.00  
 1 PREAKNESS ..... 55.00  
 1 SKIPPER (New) ..... 47.50  
 1 ALAMO ..... 18.50  
 1 TOP 'EM (Brand New, Never Unpacked) ..... 75.00

Many Ltar Model Machines Cheap.  
 Each and Every Machine Guaranteed To Be Mechanically Perfect. Appearance Like New. Satisfaction or Your Money Back.  
 1/2 Certified Deposit, Balance C. O. D.

**JERRY SCHAFER**  
 1212 BANKS AVE. SUPERIOR, WIS.

### Distrib Shows At Liquor Meet

DETROIT, May 29.—Coin machine distributors and operators who do not keep in close contact with the recognized associations of night club, tavern and similar groups of managers and operators are losing an important part of their business, the experience of Donald A. Coney, manager of See-Con, Inc., showed this week.

The third annual Beer, Wine and Liquor Dealers' Convention, sponsored by the Liquor League of Michigan, was held this week from Monday to Wednesday at the Book-Cadillac Hotel, with thousands in attendance. Neat invitations were passed around on the convention floor, with an attractive cut of a feminine figure:

"Come up and see me. The glamorous and beautiful 'Miss K' has a treat for you in Room 1208. And if you don't go for 'K,' you can fool around with her buddies, 'Q,' 'J' and 'B.'"

Music was wafted down the hall from Room 1208, and sounds of sociability from within indicated a well-pleased gathering. Coney was host here to the managers of the night spots—and to plenty of them. His guests on the first day of the show numbered nearly 1,000.

This is believed to be the first time that a dealer has displayed music machines at a convention of this kind—and the results showed that it was a smart idea. About a dozen of the latest model Seeburg machines were on display, with the latest records available, and a few attractive pieces of printed material were also on hand. Refreshments were served and a good time was guaranteed the visitors.

"Miss K," as operators have probably guessed, turned out to be Seeburg's "Miss Melody King," while the other "buddies"



were the other models of the line. That card certainly aroused attention and brought people up to the 12th floor to see what was going on.

Mrs. Coney was hostess during the day at the convention, while Coney himself was in evidence on the floor most of the time.

Spencer Otis, of the J. P. Seeburg Corporation, Chicago, was among the visitors to the exhibit, spending considerable time here.

### Seeger Avows Service And Good Machines Win

ASBURY PARK, N. J., May 29.—A. A. Seeger, proprietor of the J. & A. Music Company, is said to be one of the country's biggest music and Skee Ball operators. He is and always has been a carload buyer and the reason is, as he states it: "Once you find a winner put all your steam behind it and success is a foregone conclusion."

That statement is said to typify A. A. Seeger's experience. "Long ago," he said, "I decided that the Simplex was the outstanding automatic phonograph and nothing has ever happened to change my conviction. Throughout our territory we have lined up the big-pay locations. They are satisfied that no other machine has

the appeal or the earning power of the Simplex and results prove it. In addition to providing locations with the finest instrument possible, it is our policy to render them the highest type of service. We service our instruments in a way that builds good will. Records are kept up to date and the instruments are always in perfect mechanical condition.

"To sum it all up," he concluded, "the J. & A. Music Company offers locations the best in phonographs plus the best in service, which is probably the reason why we have to order Simplexes in carload lots to meet the demand in our territory."

### Bill To Stop ASCAP From Collecting Fees

MIAMI, May 29.—Among the bills poured into Florida's legislative hopper recently was one to prohibit royalty collection in Florida by the American Society of Composers, Authors and Publishers, known as the ASCAP. The bill passed the Senate May 22 by a vote of 29 to 1.

It was sponsored by Senator Beacham, of West Palm Beach, owner of a radio station, who said the society collected 5 per cent of the gross receipts of stations playing music of its composers and received a fee for every hotel radio and theater seat. Royalties paid ASCAP, Beacham said, totaled \$500,000 a year in Florida alone.

Beacham's bill would declare any society collecting such royalties to be in restraint of trade and would instruct the attorney-general and State attorneys to proceed against violators. It also provides for civil action by persons damaged.

### Sheet-Music Leaders

(Week Ending May 29)

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

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

1. September in the Rain (Remick) (1)
2. Carelessly (Berlin) (5)
3. Little Old Lady (Chappell) (2)
4. Sweet Lullaby (Select) (6)
5. Will You Remember? (Schirmer) (3)
6. Blue Hawaii (Select) (9)
7. Love Bug Will Bite You (Santley) (4)
8. Never in a Million Years (Robbins) (7)
9. There's a Lull in My Life (Robbins) (10)
10. Where Are You? (Feist) (12)
11. Boo Hoo (Shapiro-Bernstein) (8)
12. Was It Rain? (Santley) (14)
13. They Can't Take That Away From Me (Chappell) (13)
14. Moonlight and Shadows (Popular) (11)
15. Too Marvelous for Words (Harms) (15)

### Marshall's Michigan Business Topnotch

CHICAGO, May 29.—Large orders recently placed by B. J. Marshall, of Detroit, while calling on Chicago manufacturers attest to the greatly improved conditions in Michigan, particularly in Detroit.

Marshall reports that his chief concern at the present time is trying to get prompt deliveries from manufacturers to extend his usual prompt service to his Michigan operators.

Interviewed while in Chicago, Marshall said: "I urge all Michigan operators to invest only in staple merchandise so that they will be insured for the future as well as the present. I have spoken with a good many operators whom I have started in the phonograph business and they tell me that when a collection is made it is like going to a bank, as they are always positive of getting a good average weekly net."

"Many operators have been calling me recently to tell me that my prediction about the long life of the phonographs is actually being realized and that I was the first one to realize this and pass it on to them."

"I recently received 50 Rock-Ola phonographs and before the week was over my floor was completely emptied, including my floor samples. The demand is too great for the supply, and I believe always will remain so on music boxes."

As a leading premium house, B. J. Marshall, Inc., has been doing an outstanding business, catering to church bazaars, carnivals, bingo parties and salesboard operators. Marshall has been shipping merchandise to many of the traveling shows and also has been supplying the larger parks and carnivals in Michigan.

It is gratifying to hear reports of such splendid business, and Marshall, who has always been loyal to his Michigan operators and given them good service, deserves his success.



PLAYING TO PACKED HOUSES!

The Illuminated

SEEBURG MELODY KING, Model "K"

• THE GREATEST NICKEL BRINGER-INNER EVER PLACED ON MUSIC LOCATIONS!

Write Today for Complete Information on the Most Valuable Franchise in Automatic Phonographs!

J. P. SEEBURG CORP., 1510 DAYTON ST., CHICAGO



B. J. MARSHALL, well-known Detroit distributor, finds business so good that his chief concern at present is trying to get prompt deliveries from manufacturers to keep his Michigan operators well supplied.

## 500,000

**SLIGHTLY USED PHONOGRAPH RECORDS**

VICTOR, BRUNSWICK, BLUE BIRD, VOCALION, MELTONE AND DECCA RECORDS. NO TWO RECORDS ALIKE! PACKED IN LOTS OF 100 ONLY! INSTANT SHIPMENT GUARANTEED!

## 100 FOR \$3.00

Full Cash MUST accompany each order. RUSH YOUR ORDER IMMEDIATELY.

### McCORMICK MACHINE COMPANY

121-123 West FOURTH St., GREENVILLE, N. C.

## Hollywood Agent Has Good Front

HOLLYWOOD, May 29.—W. E. Simmons, district manager for the Rudolph Wurlitzer Company, is a firm believer in the philosophy that if a man is judged by his appearances, so is his business. "You can't do business in a back alley and expect the world to place its confidence in you as a substantial and successful business man," is the opinion of Simmons.

"Music operation," he went on, "is a big business and it deserves the proper setting. That has always been my belief and I have acted accordingly. I can greet any caller amid surroundings which I know will impress him with the fact that we are a substantial concern that is here to stay. Ever so many incidents could be cited to prove that our attractive location has played a good part in our success. The same principles apply to the operator and his location. My advice to any operator is to look to the value of a good business location if he wants the respect of his customers. Even if a customer never steps inside the office he will read the address on the letterhead and form his opinion from that."

According to E. H. Petering, assistant general sales manager of the Wurlitzer Company, Simmons' record proves his point. "A good many of our music operators," said Petering, "have also learned the value of a distinctive address as a background for their operations. In my opinion it will pay any operator to take stock of his own location as an asset in getting and holding locations for the instruments he operates."

## Phono Revives Crossroads Spot

CHICAGO, May 29.—According to statements made by the officials of the J. P. Seeburg Corporation, the Model K Melody King is regarded by some of the country's outstanding music operators as one of the most successful phonographs ever released by any manufacturer.

"The unusual honors claimed for the Model K have been substantiated by the thousands of unsolicited letters from column who have expressed unreserved enthusiasm and wholehearted acceptance," states H. E. Roberts, Seeburg sales manager. "Jamming our files are stories of increased phonograph earnings and hundreds of instances of how the machine has boosted declining locations to the level of economic importance in their communities.

"Take the case of an Illinois operator," he continued, "who wrote that a crossroads night spot was dying on its feet for lack of proper entertainment

for its customers. The location served excellent food and gave good service, but the trade was going farther down the road to other locations where better amusement facilities were offered. While covering his route one day the operator dropped in on the location and succeeded in getting permission to install a Model K Melody King on trial. This was done the next day and after several weeks on location the night spot owner was highly pleased with the results. Quite a few people were making it habit to come to his spot to dine and dance."

"Instances of this type," concluded Roberts, "are not uncommon. Practically everywhere one goes one sees Melody King, and the continued demand for the instrument is keeping our factory busy day and night."

## Fem Operator Is For Music Group

DETROIT, May 29.—Commenting on the recent plan of Frederick E. Turner, president of the Automatic Merchandisers' Association of Michigan, for an organization exclusively of music operators, Mrs. Mary V. Long, head of the Marlong Music Company, told *The Billboard*:

"I think it would be fine for the music machine operators to have their own organization. In fact, I have been talking over this very thing with some of the jobbers in the city to see what can be done about it. There is so much cutthroat activity in this field that I believe we should have an organization to preserve and promote the idea of honor in the business. Organization can serve our own direct interests and be profitable from that light.

"Operators should have a service charge to operate, for instance, and the operator who offers to split gross receipts entirely 50 per cent, say, with the location owner is going too far to get business away from an operator who already has the location—perhaps working hard or at a loss for some time to develop it. Upkeep of the machines, cost of new needles and the constant cost of records must all be figured in the basic operating charge—about \$3 a week, as I figure it.

"Such a policy might be established thru an association. This is a legitimate business and it can be built up to a wonderful thing. I have been in organization work for years in other fields and I know."

## Buffalo Operators Are Guests of Wurlitzer

BUFFALO, May 29.—Marked by a fine spirit of co-operation, the Buffalo Operators' Association, consisting of music and game operators in the Buffalo area,

### THE ONLY MACHINE OF ITS KIND IN THE WORLD!



THE  
7 PLAY-7 JACK POT  
**aC**  
MULTI-BELL

PATENTS PENDING

Here's the most sensational revolutionary, tried, proved, tested money-maker ever offered operators. Write or wire the factory or see your nearest distributor.

**A C NOVELTY COMPANY**  
8602-22 Epworth Blvd., Detroit, Mich.

ADOLPH CAILLE  
**aC**  
ARTHUR CAILLE

**BUILT BY THE PIONEERS OF THE COIN MACHINE INDUSTRY**

7 MACHINES IN ONE

7 COIN SLOTS

7 PLAY AT ONE TIME

7 TIMES THE ACTION

7 JACK-POT COMBINATIONS

7 TIMES THE FUN

7 TIMES THE PROFIT

met recently as guest of the Rudolph Wurlitzer Company. The meeting, held in Tonawanda, N. Y., was outstanding for the way everyone pulled together for the common good of the operators' business.

Plans were discussed for expanding both the music and games business in the Buffalo and Western New York area. Solutions to a variety of problems fact. (See *BUFFALO OPERATORS* on page 85)

# PERMO POINT



The Only Long-Life Phono Needle with the Patented Elliptical Point. Provides High Fidelity Reproduction—Longer Record Life—2,000 Perfect Plays—True Volume Output.

Endorsed By All Leading Manufacturer and Record Distributing Companies.

Standard for All Phonos. Double Ribbed for 1937 Models.

**PERMO PRODUCTS CORP.**  
6415 Ravenswood Ave. Chicago, Ill.

## Five Best Record Sellers for Week Ended May 31

	BULBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	B6953—"It Looks Like Rain in Cherry Blossom Lane" and "South Wind." Shep Fields Orchestra.	7884—"It's Swell of You" and "There's a Lull in My Life." Teddy Wilson Orchestra.	1175—"Sweet Lollan" and "Blue Hawaii." Bing Crosby.	123—"Skatkin' at the Kit Kat" and "New Birmingham Breakdown." Duke Ellington Orchestra.	535—"Don't Know If I'm Comin' or Goin'" and "Wake Up and Live." Cab Calloway Orchestra.	25585—"The Merry-Go-Round Broke Down" and "South Wind." Eddy Duchin Orchestra.	3543—"Where Is the Sun?" and "Don't Know If I'm Comin' or Goin'." Billie Holiday Orchestra.
2	B6978—"She's Built Like a Great Big Fiddle" and "I Got a Crow to Pick With You." Bob Skyles Orchestra.	7888—"Toodledo" and "The Merry-Go-Round Broke Down." Music in Russ Morgan Manner.	1260—"Toodledo" and "You'll Never Go to Heaven." Dick Robertson Orchestra.	124—"You Can't Run Away From Love Tonight" and "The Lady Who Couldn't Be Kissed." Duke Ellington Orchestra.	525—"Clouds in My Heart" and "Frolic Sam." Barney Bigard jazzopaters.	25572—"It Looks Like Rain in Cherry Blossom Lane" and "Toodledo." Guy Lombardo Royal Canadians.	3531—"It Looks Like Rain in Cherry Blossom Lane" and "Dreamy Eyes." Swing and Sway with Sammy Kaye.
3	B6954—"I Know Now" and "Lady Who Couldn't Be Kissed." Ted d y Hill Orchestra.	7865—"Where's When?" and "Johnny One-Note." Hal Kemp Orchestra.	1248—"Carelessly" and "It Looks Like Rain in Cherry Blossom Lane." Lennie Hayton Orchestra.	112—"Wake Up and Live" and "Never in a Million Years." Hudson-DeLange Orchestra.	549—"Toodledo" and "It Looks Like Rain in Cherry Blossom Lane." Bob White Orchestra.	25565—"You Showed Me the Way" and "San Anton." "Fats" Waller Orchestra.	3545—"If You Leave Me" and "Uphear Shout." Erskine Hawkins "Bama State Collegians.
4	B6974—"Pock-in" and "Jelly Fish." Ozzie Nelson Orchestra.	7867—"How Could You?" and "Carelessly." Teddy Wilson Orchestra.	1256—"All God's Children Got Rhythm" and "Mutiny in the Brass Section." Jimmy Dorsey Orchestra.	111—"Tower House" and "Toy Trumpet." Raymond Scott Quintet.	530—"The Love Bug Will Bite You" and "Spring Cleaning." George Hall Orchestra.	25570—"Nola" and "Satan Takes a Holiday." Tommy Dorsey Orchestra.	3520—"They Can't Take That Away From Me" and "Let's Call the Whole Thing Off." Billie Holiday Orchestra.
5	B6965—"Can't You Hear That Mountain Music?" and "Satan Takes a Holiday." Ozzie Nelson Orchestra.	7886—"It Looks Like Rain in Cherry Blossom Lane" and "Gypsy from Poughkeepsie." Emory Deutsch Orchestra.	1257—"Tomorrow Is Another Day" and "Blue Jonatan Waters." Ted Fio Rito Orchestra.	119—"Lullaby to a Lamp Post" and "At a Cuban Cabaret." Irving Mills Orchestra.	524—"Wake Up and Live" and "Never in a Million Years." Red Nichols Orchestra.	25587—"The Image of You" and "I'm Happy, Darling." Dancing With You." Burny Berigan Orchestra.	3525—"If I Knock the 'L' Out of Kelly" and "My Cal, Cal." Frank Novak Rootin' Tootin' Boys.

## Musician Turned To Phonograph Op

DETROIT, May 29.—One of the newer operators in the music machine field here is the Marlong Music Company—and it turns out that the "company" is a woman—Mrs. Mary V. Long, whose name has been telescoped to form the company name. Entering business about a year ago, she now has 45 machines out on location, using Rock-Ola and Seeburg phonographs exclusively.

Formerly a well-known interior decorator in St. Louis, Mrs. Long exemplifies the opportunities there are for women in this field. Finding herself a widow (See *MUSICIAN TURNED* on page 85)

# Vending Machine CANDIES

Also  
PAN'S CHARM MIX  
PAN'S TOY MIX

WRITE FOR SUMMER PRICE LIST

PAN CONFECTION FACTORY  
NATIONAL CANDY CO., INC.  
345 W. Erie St., Chicago, Ill.

## SPECIAL

BRAND NEW! ONE CENT STICK GUM, PEANUT, HERSEY VENDORS.

Only **\$2.75** Each

A. M. WALZER CO.  
426 Stinson Blvd.  
Minneapolis, Minn.

### EMPIRE TOY & CANDY VENDOR



**EMPIRE TOY & CANDY VENDOR**  
PENNY GETTER!  
The EMPIRE is equipped with our Patented Toy Vending Attachment. Vends Toys and Candies for 1c. Operator's Net PROF. IT is over \$2.00 at each emptying. Many EMPIRES empty 2 and 3 times weekly! Operate a "chain" of these Steady Money Makers! Rent Only \$11.00 for This Deal.  
1 EMPIRE, 10 pounds Candy Coated Peanuts, 2 gross assorted Toys, 1 Toy Display Frame.  
**EXCLUSIVE EMPIRE FEATURES:** Slug-proof Coin Slot, Beautiful Chrome Finish Body, Yale Lock on Money Box. Same Machine Also Vends Salted Peanuts, Pistachio Nuts, etc. Write for Quantity Prices.

**D. ROBBINS & CO. BROOKLYN, N.Y.**  
1141-B DEKALB AVE.

## KAY-SEE PEANUT VENDER



FOR BOOTH or BAR  
The Ideal Machine for Locations where space is limited.

**\$3.00** Each.  
1 or 100.

Complete With Wall Hanger.  
**CENTRAL DISTRIBUTING CO.**  
105 W. Linwood Blvd., KANSAS CITY, MO.

## HIDDEN TREASURE

**FASTEST MOVING DEAL OF 1937**

133 Winners. Approximately 30% to 40%  
2280 Gc Sales... 114.00  
Pays out (Average)... 75.00

Profit ----- \$39.00  
Sample Deal \$8.00

1/3 Deposit Required. Jobbers & Distrib. write for Quantity Prices and Full Information.

**MARION CO.**  
WICHITA, KANSAS



# Candy Trade Meets in Chi

Manufacturing end studies problems of selling candy—retailers in own session

CHICAGO, May 29.—The 54th annual convention of the National Confectioners' Association met at the Palmer House here May 24 to 28 and set a record in both attendance and exhibit displays. Representing candy manufacturing interests and their suppliers, the displays did not possess the vital interest for vending machine operators as retail displays of candy would.

At the convention, however, the basic ideas of the candy trade were to be seen in the many types of machinery used to make candy, in the new flavors being developed and in the modern packaging ideas. Some of the packaging firms displayed their latest ideas for making candy bar goods attractive to the customer. Unique in this field are the efforts to make penny pieces more attractive.

The business sessions and addresses were directed mainly at considering the candy distribution field. The problems of the candy jobber were much in the air and price cutting seemed to be a serious issue. The effects of recent fair trade legislation were also discussed by government agents and members of the candy industry.

A novel feature in one manufacturer's booth was the use of two Tom Mix target machines. The coin chutes had been disconnected and the booth manager stated they were solely for the purpose "of attracting people to stop at the booth." Pre-convention advertising by the firm had stated that "there will be an opportunity for each visitor to the booth to exercise his skill and win an award." Instead of the usual target designs, miniatures of boxes of candy made by the firm were used and candy given as prizes to visitors who made certain marks of skill. One other booth used a ring-tossing idea to attract visitors. The target machines seemed to be doing a good job at keeping a crowd around the booth where they were installed.

### Retailers Meet

The retail section of the candy trade met for the 21st annual convalesce in Cleveland May 19 to 21 under the auspices of the Associated Retail Confectioners of the United States. The big event of this meeting was the candy clinic, which consisted of a striking exhibit of the best sellers of bars, specialties and packaged goods.

## Cigaret Venders Aid to Pin Ops

DETROIT, May 29.—"Cigaret vending machine business is moving along well in Wisconsin territory," Albert A. Weidman told *The Billboard* this week. "Present developments in the pin game field have been largely responsible. Many

wise operators have decided that they can profitably combine the cigaret or other vending machine operation with their established pin game routes.

"Three out of four of the newcomers in the cigaret field in my territory—covering Wisconsin, Michigan and Minnesota—have come into this field this way in the last few months. If temporary conditions cause withdrawal of the pin games for a time in any territory, the same operator will be able to hold his location because he will have the vending machine in the same spot and can thus keep the location owner informed of developments. In that way he will not be faced with the difficulty of finding a competing operator trying to sell the same location owner, whose good will he has developed over a long period. The minute opportunity for the amusement machines is once more profitable."

Weidman is head of the Weidman National Sales Company, representative here for the National Cigaret vending machine. He has just returned from three weeks spent in the Wisconsin territory. "Conditions for operating in Wisconsin are good," he added. "In the first place, there are twice as many towns scattered thru Wisconsin as there are in Michigan. Prosperous little towns of around 4,000, scattered only seven or eight miles apart give plenty of opportunity to operators. Of course, this is entirely different from a metropolitan area, like that around Detroit, but operators up-State find Michigan distances between towns considerable."

## Factory Heads Welcome Venders

DETROIT, May 29.—Greater opportunities for the operator of properly merchandised vending machines were predicted in an interview this week by W. H. Cornell, president of the Snax Automatic Stores, Inc.

"Today the managements of large factories are strongly in favor of the candy and similar vending machines in the plant. The great obstacle in the past has been the plant superintendent, who has been responsible for keeping production up to schedule—and he has been able to attack the office management for putting in vending machines on the ground that the men left their work to patronize them during working hours.

"Labor unrest today has to some extent worked in favor of the machine, for the superintendent wants to have the factory operate as one happy family. They realize, too, that the worker's individual efficiency is increased when he stops to eat something when he becomes hungry. As a result they are willing and anxious to put in the machines as they have never been before.

"Large plants are today establishing welfare departments for their employees. Frequently the machine operator is asked to contribute perhaps 10 per cent of his gross returns to the department, to be used solely for employee recreation, charitable and similar purposes—not for the factory. The management encourages these departments and their special activities and the operator is establishing good will for his machine by contributing.

"The vending machine is today a splendid way to promote a new item. But it must first have quality and ap-

## Salesboard Dope

By C. E. DAVENPORT  
Manager Peachy Novelty Company,  
Poplar Bluff, Mo.

In the May 15 issue of *The Billboard* I had an article regarding a national association of salesboard operators. I have received many favorable comments on this idea and believe it is worthy of the serious consideration of you men in the field.

Wouldn't it be fine to be able to hold a convention in some convenient city where all salesboard operators could meet, become acquainted and air their views regarding operations? In this way plans could be worked out that would benefit operators all over the country.

This kind of an organization can be built up if all of you fellows who are interested will send in your name either to me or to *The Billboard*. I believe an organization of this kind can be maintained for the small dues of about \$8 a year. A national secretary should be appointed who would be paid a salary to handle all correspondence, issue membership cards, handle the finances of the organization and attend to all of the necessary details.

If any surplus is accumulated above the expenses of operation of the organization it could be used to promote laws that will favor the operator. It could also be used to defray the expenses of a traveling representative who would visit operators, investigate complaints on chiseling and get non-members to join up.

Of course, it will take a lot of time, labor and advertising to get this organization started. If you think that it will be a good thing for the industry send in your name. I will make a record of all names and get out a letter to all who are interested. Let's have your views, the sooner the better, and get the ball rolling.

I do not mean that this organization should supplant local organizations, but one of national scope is what is needed to put the industry on a sound business basis.

## Dave Robbins Features Toys for Candy Venders

NEW YORK, May 29.—Dave Robbins, of D. Robbins & Company, has his stockroom loaded with carton upon carton of small toys. Robbins explained that these toys are used in his Empire and 2-in-1 venders. They also could be used in practically every toy vender on the market with one or two exceptions, he claims.

Robbins has just imported a large quantity from Japan and Czechoslovakia. The imported toys are mixed with small toys manufactured in the United States, making an assortment of about 25 types of toys. They are packed five gross to a box.

"If the operator," claims Robbins, "wants to purchase these toys and make an assortment himself, the cost would be about two or three times what I am able to sell them for."

Robbins has been selling venders for many years and knows the problems of the operators. Therefore, in making up this toy assortment he has selected the most attractive and salable items.

pear nice. Appearance is obvious. But if the product is not of good quality the customer will remember the machine as well as the product with a feeling that he has got something he didn't like from it once and won't patronize it again. The American public, however, has a certain liking for gambling and they like to put in the nickel and operate a machine themselves to get what they want."

## VICTOR VENDORS

The Operator's Choice

FOR GREATER PROFITS.

Ultra Modern Design. Vends everything. Holds 5 lbs. bulk merchandise. Double Unit can be used as Singles if desired.

Write at once for details and AMAZINGLY LOW PRICES. Immediate Delivery.

### VICTOR VENDING CORPORATION

4203 Fullerton Ave., Chicago.

**Only \$7.50**

A 100% PENNY SKILL GAME that appeals to everyone. Locations and Penny Arcade Men, here is a real winner! 1/3 Deposit, Balance C. O. D.

**DAVE MARCUS**

8 E. ROOSEVELT RD., CHICAGO.



**SPECIAL!!!**  
**U-NEED-A-PAK**  
 STAINLESS STEEL CIGARETTE MACHINES  
 RECONDITIONED — IN PERFECT CONDITION  
 Only 1 1/2 Years Old.  
 LARGE SIZE—Capacity 144 Packs. **\$19<sup>95</sup>**  
 \$2 Extra For Match Col.  
 Iron Stands, \$1.50

**OTHER SPECIALS**

<p><b>U-NEED-A-PAK</b>                  Wall Models                  Streamline                  Slug-Proof  <b>6 Col. \$39<sup>50</sup></b>  <b>8 Col. \$49<sup>50</sup></b>                  These machines are less than 1 yr. old. Complete with enclosed cabinet stand.                  Write in for Our Price on any Used Cigarette Machine You Desire.</p>	<p><b>GORRETA</b>                  Streamline                  Slug-Proof  <b>7 Col. \$32<sup>50</sup></b>                  Complete with enclosed cabinet stand.</p>	<p><b>MASTER'S</b>                  Chromium                  Door  <b>6 Col. \$13<sup>95</sup></b>                  \$2 Extra for Match Col.                  \$1 Extra for Iron Stands.</p>
--	---	---

1/3 Cash with Order. Balance C. O. D.  
**HERALD MACHINE CO.** 108 W. 43rd St., NEW YORK, N. Y.

accomplished when operators really get together. From this co-operation much has already been gained and the future holds even greater possibilities."

**Detroit**

**DETROIT, May 29.**—Latest entrants in the music field are the Harwoods brothers, Jack N. and Harry, well known in the premium field. "Locations are spotty in the music field, we find," Jack N. Harwoods said. "The only way we can operate successfully is to try out a location and keep the machine if it is successful and pull it out for a more successful one if it is not."

The automatic phonograph business is still going good in Detroit—so good, in fact, that it's becoming old news. Repeated sales of machines by major manufacturers week after week show that the field is encouraging more operators to enter it, and, even better, that the same men who already have a number of machines are steadily coming back for more.

Wurlitzer Company probably took the lead this week with reported sales, with Frank D. Noble, Andrew H. Banks and Manfred D. Linick as the leaders. Linick, incidentally, is one of the oldtimers in the business. He has been in it about 35 years, operating one of the first nickelodeons in town. He also operated an arcade, running steadily up to three years ago.

A new name on the Wurlitzer list was Frank Kress, of Hamtramck, Detroit suburb. Fred Gardella was another customer again this week for Mills, while William Raack, who has been one of the steadiest buyers for several weeks, purchased another order from Rock-Ola.

Mills Novelty Company, with its Detroit staff of several active salesmen, established record sales this week in the music department. In addition to steady customers already reported, such as C. L. Cooke, of the Interstate Amusement Machine Company, and Fred Gardella, a number of new operators were listed by Mills, including E. J. Catton and Victor P. Rosasco.

Victor P. Rosasco, Detroit business man, is entering the phonograph field with an initial investment in a shipment of Mills phonos. Rosasco is planning to operate only a few locations at the start but will probably expand later as conditions warrant. He will specialize in restaurant locations.

O. Mackey, former operator, with headquarters on West Grand avenue, has closed his business there. He specialized in the music-machine field.

Harry Graham, manager of the Marquette Music Company, largest operator of music machines in Detroit, had an exhibit of Wurlitzer phonographs last week at the Liquor League of Michigan convention, which was attended by tavern, night club and similar operators from all over Michigan. Numerous profitable contacts with active and potential location owners were made during the event.

D. Herman Doerr, music operator, who specializes in Seeburg machines, was a Detroit visitor the past week, spending part of his time with the See-Con, Inc., booth at the Liquor League of Michigan convention at the Book-Cadillac Hotel.



**ROL-A-TOP BELL**

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,  
 Bell, Front Vender and Cold Award.  
 Built for 1c-5c-10c-25c Play  
 Made Only By  
**WATLING MFG. CO.**  
 4640-4660 W. FULTON ST.  
 CHICAGO, ILL.  
 Est. 1886—Tel.: O'Connell 2770.  
 Cable address "WATLINGITE," Chicago.

**Candy Machines May Use Other Items in Summer**

**DETROIT, May 29.**—"Vending machine operators who attempt to restrict the contents of selective vendors solely to candy during the warm months are losing a good opportunity for increased sales," W. H. Cornell, president of Snax Automatic Stores, Inc., said this week. "Such a machine can sell many kinds of things besides candy, depending solely upon the restrictions of the size and shape of the magazine or container."

"Our own machine has been designed to fit just about anything in the 5-cent line—and the nickel is still the most popular American coin. We want the operator to have a good merchandising mind and be able to select his product to meet the needs of his location, as well as the needs of the season."

The Snax company puts out a 30-pocket machine on a rotary principle firmly attached to a stand. It is 70 inches high on the stand and comes with a Chinese red front, the stand itself with its convenient table or shelf beneath for any desired purpose being blank.

Active local interest in the parking meter situation, despite the refusal of the Detroit City Council to try a sample installation, was guaranteed this week with the incorporation of a Michigan company to manufacture the meters. Under the name of Mark-Time Parking Meter Company the corporation is establishing headquarters on Woodward avenue. Incorporators are Harry S. Buchanan, James S. Hunt and Ellen Richards, of Detroit. Capitalization is \$1,000, with stock issued at \$10 per share. Hugh L. Torbert is attorney.

Joseph Butler, manager of the Anchor Products, Detroit, is disposing of a stock of pop corn vending machines designed to be operated by a nickel. The machines are part of a route operated some time ago in this city.

Development of a new automatic towel machine for washroom locations is being delayed, pending full investigation of the patent situation on this type of product. Frank Dreyfuss, head of the Automatic Towel Cabinet Company, manufacturer, said this week. A definite announcement on the company's plans is anticipated in about a month.

**MUSICIAN TURNED**

(Continued from page 83)  
 with a small sum to invest, and needing to have some business of her own. Mrs. Long surveyed the various fields open to her—and chose the coin machine business, prospering steadily since.

About six months ago she married Harvey J. Dickens, who also is an operator, chiefly in the pin game field. For business purposes, she continues to

use the name of Long, which was established in the field a long time ago. Service for the machines is being effectively handled by Lucium M. Carr.

Mrs. Carr naturally turned to music machines, because she is a musician herself and played for several years in an orchestra—piano, mandolin-guitar and other instruments. In her own words, "Because I am a musician myself, I decided to go into this pleasant field, which was so closely allied to my orchestra work. Music is my line, and I feel I can make a more effective selection of records than the average operator who is not a musician, for that very reason. Moreover, I can pick the records that will please the public, because playing in an orchestra I learned to know people's reaction to music."

"Appearance is an important thing. I don't believe in just putting in any old tags for names of the pieces, for instance, on the machines. Modern machines are nice looking and their accessories should be just as nice.

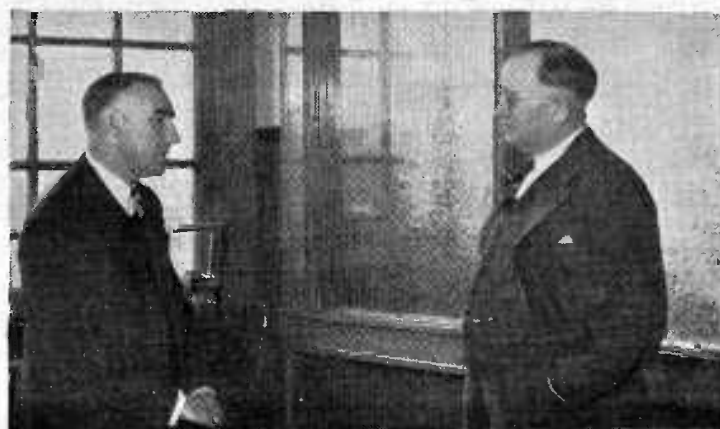
"Some operators just write the name of the record on a piece of paper and put it in. I believe it should be printed. Many record supply houses are very nice about that, and will make the tags up for me. In other cases, I make them myself, making the appearance of the tags neat and uniform."

"Lights in the boxes themselves should be well-lighted at all times. This is one of the most important good-will assets of the machines. Fronts of the machines should be kept clean at all times." Mrs. Long has just returned from an extended trip to Chicago, where she visited various supply sources.

**BUFFALO OPERATORS**

(Continued from page 83)  
 ing operators were reached and the highly enthusiastic group left the meeting expressing confidence in the future for both music and game operations.

Ernest Petering, assistant general sales manager of the Wurlitzer Company, expressed the general tenor of the group when he said: "The success of this group is a splendid example of what can be



WALTER PEARCE, Wurlitzer European representative, talks to J. E. Broyles (right), assistant vice-president of Wurlitzer, about the big future for music in Europe. Pearce maintains headquarters in London and Brussels.

**SOBER BREATH GUM VENDERS**

(The Sensational Machine)  
 also  
**PEANUT**  
 and  
**BALL GUM MACHINES**

**\$2<sup>40</sup>** and up

WIRE or WRITE for Details  
 This Week's Special—  
 Daval's Tit Tat Tocs  
 Daval's Clearing House  
 reconditioned like new, \$5.50 each. \$5.00 each in lots of 10.

**ROY TORR**  
 2047-A So. 68th Street  
 Philadelphia, Pa.



LITTLE NUT VENDOR CO., Lansing, Michigan

**Write for Low Prices**  
 ON PEANUT AND BALL GUM VENDERS.  
 Also Table Size Venders.

**Self-Serv Mfg. Co.**  
 8. Broad and Wiceman Sts., PALMYRA, N. J.

**LOOK**  
 IN THE WHOLESALE  
 MERCHANDISE SECTION  
 for the  
 LATEST NOVELTIES, PRIZES  
 PREMIUMS AND SPECIALTIES

**NOW! A BETTER, FAIRER and SQUARER DEAL FOR ALL  
PITTSBURGH** EASTERN OHIO and WEST VIRGINIA  
OPERATORS AND JOBBERS *to be*  
"ALL-WAYS FIRST WITH THE LATEST!"

**Congratulations,  
"Izz" Rothstein!!**

••• as always and forever we wish you the greatest of success in your splendid, new Pittsburgh offices.

••• and with such hit games as our new BOO-HOO; HIT 'N' RUN; AFRICAN GOLF; BUMPER BOWLING and DAVAL DERBY we feel sure your Pittsburgh opening will be the most glamorous in history! We'll be there!

*"It's Daval again!"*

★ DAVAL MFG CO. ★ 200 SO. PEORIA ST. ★ CHICAGO ★

*Congratulations and Best Wishes, "Izz," - John A. Fitzgibbons*

**BANNER SPECIALTY CO., Exclusive Pennsylvania Distributors OF KEENEY GAMES**

THE SAME GAME WITH FOUR DIFFERENT and SELECTABLE TOPS

**TRACK TIME • KEEN-BELL • KEENETTE • KEEN KUBES**

(RACE HORSE SYMBOLS)

(BELL FRUIT SYMBOLS)

(NUMBERS)

(DICE)

**The Biggest Selling Game  
in its class!**

**7-PLAY, ODDS-CHANGING \$7 AWARD  
3 SPINNING DIALS (Illuminated)** POSSIBLE FOR SINGLE NICKEL PLAYED

Let us send you the names of operators who have these games on location. Let them tell you of the miraculously large earnings this game (with its four different tops) is producing for them.

Also ask these operators if they've had as much as a single breakdown since they've had any of these games on location.

Here's how it works:

Player (or players) puts in one, two or up to seven nickels in 7-play chute, according to number of symbols he (or they) cares to play. If played symbol or number "comes up" on first left-hand dial, then player receives Show Money according to odds changed with each play.

If played number or symbol also comes up on middle dial, player receives Show and Place Money according to odds shown. And if played number or symbol comes up on all three dials, then player receives Show, Place and Win Money as per Odds indicated. Odds run from 2-1 up to 140-1, thus a \$7 award is possible for single nickel played.

All parts are machined to 1/1000th inch and mounted on removable shelf. Only two small relays used, and no powerpak. The finest example of precision engineering ever embodied in a coin game.

Get this game on those "spots" of yours before someone else does.



**OPERATOR'S PRICE \$279.50** TICKET OR CHECK SEPARATOR MODELS \$18 EXTRA

IMMEDIATE DELIVERIES THRU

**BANNER SPECIALTY CO. Offices • Distributors for**

**J. H. KEENEY & CO.**

"THE HOUSE THAT JACK BUILT"

2001 CALUMET AVENUE, CHICAGO, ILL.

WRITE FOR LITERATURE

**ATTEND OUR PITTSBURGH GRAND OPENING PARTY-SATURDAY, JUNE 5<sup>TH</sup>**

**"ENDORISING ONLY THE BEST MACHINES SINCE 1917"**  
**BANNER SPECIALTY COMPANY**  
 1840 FIFTH AVENUE. (Harry Rosenthal, Mgr.) PITTSBURGH, PA.  
 Main Office: 1530-32 PARRISH ST. (I. H. ROTHSTEIN, Pres.) PHILADELPHIA, PA.

**EXTRA EDITION**

**Pacific News**

Published by Pacific Mfg. Corporation, 4223 West Lake Street, Chicago.

VOLUME I. WEEK OF JUNE 5, 1937 NUMBER II

**PACIFIC CONGRATULATES BANNER**

**Opening of New Pittsburgh  
 Offices by Banner Specialty  
 Company Shows Firm's  
 Progress**

PITTSBURGH, June 5. — Executives of Pacific Manufacturing Corporation, headed by Fred C. McClellan, president, send their regards and congratulations to I. H. (Izz) Rothstein on the opening of the new Pittsburgh offices of Banner Specialty Company, where popular Harry Rosenthal will be general manager. "Izz" Rothstein is a Pacific games booster who has developed a fine distributing business over the past twenty years. Harry Rosenthal is well known to every Pittsburgh operator, for he has been selling machines in this territory for the past eleven years. Both

men can be depended upon to give the operators a square deal every time. While visiting at the Pacific factory last week, "Izz" saw the new Pacific Ball Game and enthusiastically indorsed it as one of the best machines he has ever seen in all his years in the coin machine business. The game will soon be on display at the new Banner offices.

Operators should attend the Grand Opening of these new Pittsburgh offices to see Pacific's new games. These new offices and Pacific's new games are examples of real progress.

**PACIFIC**  
**MFG. CORPORATION,**  
 4223 LAKE STREET, CHICAGO

**GET READY FOR ANOTHER GRAND EVENT SOON!**  
 Coming — New **PACIFIC BALL GAME** — New — **NOVELTY TABLES**  
 and other **PACIFIC Products!**  
 Remember — "It's A Pacific Year!"

★  
**Congratulations**

"Izz" Rothstein

..... on the opening of your new Banner Specialty Company offices in Pittsburgh!

..... we feel certain that with Pace's line of super-machines for operators .. and your own fine service .. that Pittsburgh will tremendously profit from this unbeatable combination!

SIGNED... *E. W. Pace*

*Pace Manufacturing Co.,*

(INCORPORATED)

*Chicago*



**Good Luck,**

"Izz,"

and my sincerest wishes for your continued success!

*Dave Bond*

**TRIMOUNT COIN  
 MACHINE CO.,  
 BOSTON, MASS.**

Manufacturers of  
 "SNACKS"

"The Aristocrat of  
 Vending Machines"

**CONGRATULATIONS**

"I. H."

**DON'T FORGET!** Tell your Operators about the Protection and Savings Now Ready for them in the

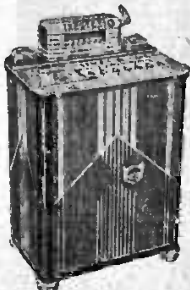
**EPCO BELL LOCK**

Rugged—Pick-Proof—Dependable!  
 Fraudulent Duplication of Keys Practically Impossible!  
 The New Unconditionally Guaranteed

**CHERETON  
 ELECTRO-TIMER**  
 The Perfect Time Clock for All Pin Games, and

**ELECTROPAK** "Of Course"  
 ELECTRICAL PRODUCTS CO.  
 6535 Russell St., Detroit, Mich.

**Congratulations**



**Mr. Rothstein**

Depend upon us to give you and your customers our full co-operation AT ALL TIMES.

Our New Novelty Table "Track Meet" will be ready soon. We are now delivering SILVER BELLS — EXHIBIT RACES — CHUCK-A-LETTE.

EXHIBIT SUPPLY CO., 4222 W. Lake St., CHICAGO

**FREE - MACHINES! PRIZES! SURPRISES! REFRESHMENTS! All Welcome!**

# SMASHING RENEWED CLOSEOUTS

EXPANSION TO NEW HEADQUARTERS FORCES SALE OF ALL CLOSEOUTS BEFORE JUNE 15.

USED AUTOMATIC GAMES.		Peerless	
A. B. T. 3-Ball Combi. nation. . . . . \$18.00	Flying High . . . . . \$80.00	Peerless . . . . . \$15.00	Pay Day . . . . . 15.00
All Stars . . . . . 27.50	Grand Slam . . . . . 15.00	Polcy . . . . . 40.00	Pearl Harbor . . . . . 18.00
Bally Derby . . . . . 29.50	Ivory Golf . . . . . 10.00	Prospectors . . . . . 10.00	Queen Mary . . . . . 22.50
Belmont . . . . . 36.00	Jumbo . . . . . 10.00	Rambler . . . . . 20.00	Reliance Dice & Bones . . . . . 35.50
Big League . . . . . 12.00	Hills McCoy . . . . . 35.00	Saratoga . . . . . 35.00	Skipper . . . . . 59.50
Big Shot . . . . . 15.00	Monte Carlo, New . . . . . 60.00	Sky High . . . . . 15.00	Speed King . . . . . 75.00
Blue Bird . . . . . 40.00	Multiple . . . . . 25.00	Sunshine Derby . . . . . 10.00	Tan Grand . . . . . 25.00
Bonus . . . . . 12.50	Natural . . . . . 25.00	Ten Strike . . . . . 57.50	Tycoon . . . . . 20.00
Center Smash . . . . . 40.00	One Better . . . . . 35.00	Turf Champ . . . . . 45.00	
Challenger . . . . . 25.00	Pacos Races . . . . . \$150.00		
College Footballs . . . . . 60.00	to . . . . . 250.00		
Credit . . . . . 18.00	Pamco Ballot . . . . . 35.00		
Dowry-Galle Big 6 . . . . . 75.00	Pamco Balls . . . . . 35.00		
Double Header . . . . . 15.00	Pamco Palooka, Jr. . . . . 25.00		
Do or Don't . . . . . 9.00	Pamco Palooka, Sr. . . . . 30.00		
Evans Roulette . . . . . 90.00	Pamco Parlay, Sr. . . . . 20.00		
Fair Play . . . . . 15.00	Pamco Tout . . . . . 40.00		

USED STRAIGHT PIN GAMES.		Sink or Swim	
Barrel Roll . . . . . \$ 3.50	Big Shot . . . . . \$ 5.00	Sink or Swim . . . . . \$ 4.00	Traffic . . . . . 5.00
Bolo . . . . . 9.50	Battle . . . . . 6.00	Champs . . . . . 7.50	Beam Lite . . . . . 3.50
Big Game . . . . . 5.50	Gold Medal . . . . . 6.00	Live Power . . . . . 5.00	Sink or Swim . . . . . 3.50
Booster . . . . . 30.00	Happy Days . . . . . 14.00		
Bumper . . . . . 30.00	Home Run . . . . . 47.50		
Cross Roads . . . . . 8.50	Pockets . . . . . 10.00		
Davel Baseball . . . . . 47.50			

USED COUNTER GAMES.		Puritan Girl, 25c	
24 Vendor . . . . . \$ 5.00	Gypsy Fortune Teller . . . . . \$ 3.50	Puritan Girl, 25c . . . . . \$ 7.50	Rhythmite . . . . . 6.00
Army Game . . . . . 4.00	Hold Draw . . . . . 5.00	Reel 21 . . . . . 7.00	Buckley Horses . . . . . 7.50
Cont.-A-Pack . . . . . 6.00	Penny Packs . . . . . 5.00	Sportland . . . . . 6.50	Tit Tat Toe . . . . . 9.00
Daval Races . . . . . 8.00	Hit Me . . . . . 4.00	Punchettes . . . . . 4.50	Hunchies . . . . . 8.50
Boosters . . . . . 4.00	I. O. U . . . . . 4.00	Puritan Bell, New . . . . . 85.00	
Chicago Club House . . . . . 4.00	High Stakes . . . . . 10.00		
Evans Derby . . . . . 9.00	King Six . . . . . 8.00		
Football Slap Target . . . . . 2.00	National Draw Poker . . . . . 12.50		
Go-Whiz . . . . . 4.00	Play the Field . . . . . 4.00		

USED SLOTS.	
104 MILLS MYSTERY SLOTS, Penny Play, Single Jackpot . . . . . \$50.00	
72 MILLS GOLDEN SIDE VENDERS, Penny Play . . . . . \$7.50	
85 MILLS WAR EAGLES, Silents, 20-Stop . . . . . \$45.00	
110 MILLS WAR EAGLES, Silents, 10-Stop . . . . . \$42.50	
80 HOT NUT PEANUT MACHINES (5c Play), Each . . . . . \$ 5.00	

FULL STOCK MILLS NOVELTY LINE FOR IMMEDIATE DELIVERY.		NEW MACHINE STOCK.	
GOLDEN WHEEL . . . . . \$189.57	BOOSTER . . . . . \$ 67.50	FAIRGROUNDS . . . . . \$189.50	
CROSSLINE . . . . . 89.50	EVANS DORING . . . . . \$25.00	EVANS BANGTAIL . . . . . \$35.00	
GAROM . . . . . 159.50			
RUGGET . . . . . 19.75			

SENATIONAL WHIZ-BANG RIFLE RANGE. Write for Prices.  
**"EVERY DEAL A SQUARE DEAL"**  
 TERMS—ONE-THIRD DOWN—BALANCE O. O. D.

**UNITED AMUSEMENT COMPANY**  
 3412-30 Main Street, Kansas City, Missouri

**IT'S A GOLD MINE!**  
**A BIG \$25.00 HIT**  
 for Fast Play  
**A Low Average Payout**  
 for Big Profits

No. 680 **HIT AND WIN** 600 HOLES  
 A ONE-SHOT CASH BOARD.  
 Average Take-in . . . . . \$15.00  
 Average Payout . . . . . 2.20  
 Average Gross Profit . . . . . \$12.80

Don't Miss This One! Get the Details! Write, Stating Your Line or Business, to  
**HARLICH MFG. CO.**  
 1401-1417 W. Jackson Blvd., Chicago, Ill.



**FOR RAPID TURNOVER**  
**SMALLER PROFITS—QUICKER SALES** Get on Our Mailing List for Extra Specials  
 25—5c MYSTERY BLUE FRONTS (Light Oak), Serials 390,778 to 404,362 . . . . . \$65.50  
 15—5c and 10c MYSTERY BLUE FRONTS, Serials 343,321 to 365,231 . . . . . 55.50  
 10—5c MYSTERY BLUE FRONTS, Repainted and Reconditioned . . . . . 49.50  
 15—5c and 25c COCKENECK LIONHEADS, Repainted and Reconditioned . . . . . 29.50  
 5—5c WAR EAGLES, Repainted and Reconditioned . . . . . 42.50  
 20—5c and 25c FUTURITIES, Like New . . . . . 64.50

WIRE FOR SPECIAL PRICES ON QUANTITY BUYING.  
 1—MULTIPLE . . . . . \$25.50 | 15—BALLY DERBIES . . . . . \$17.50  
 1—DAILY RACES . . . . . 20.00 | 2—TYCOONS . . . . . 20.00  
 10—JUMBOS . . . . . 12.00 | 1—SNOOKER . . . . . 22.50

OTHER SLOTS AND PAYOUTS CHEAPER.  
**MURCURY AUTOMATIC SALES**, 135 National Road, Fulton, Wheeling, W. Va.  
 Tel.: Woodside 1484.

**JAR-O-WISKY**  
 A NEW 5c JAR DEAL THAT HITS IN ALL PLACES WHERE LIQUOR IS SOLD.  
 Trade Stimulator Extraordinary for Liquor Stores, Taverns, Night Clubs, Hotel Bars.  
 In fact any place where liquor is sold or dispensed.  
 5c PLAY

Takes in \$50.00. Profit \$16.00 Plus Merchandise Profit. Pays out \$32.00.  
 IT'S NEW — ATTRACTIVE — EXCITING — AND COMPLETE SELL OUT ALWAYS.  
 Sample \$5.95 — Lots of Five \$5.45 Each. — Ten or Over \$4.95 Each. — Rush Your Order Today.  
**PEACHY NOVELTY MFG. CO., Dept. BJ, Poplar Bluff, Mo.**

**LADY LUCK**  
 1200 Hole Form 4190  
 Takes In . . . . . \$40.00  
 Pays Out . . . . . 19.00  
 Price With Easel . . . . . 1.82  
 Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.  
 Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.  
**CHAS. A. BREWER & SONS**  
 Largest Board & Card House in the World  
 6320-32 Harvard Ave., Chicago, U. S. A.



**Chereton Recounts EPCO Contributions**  
 CHICAGO, May 29.—According to A. B. Chereton, head of the Electrical Products Company, the development of Eppo Bell Lock and the Chereton Electro-Timer marks the second and third contributions which the firm has made to the industry to meet the specific demands of operators.

"The first S O S," states Chereton, "of the operators was for a device which would permit the economical operation of pin games. We answered it with Electropak, which first introduced electrical control for pin games.

"The company's next task was to safeguard the money taken in by operators. We have answered this S O S with the Eppo Bell Lock. This lock," he went on, "was tested and proved thru years of exclusive use by a leading manufacturer of pin games, slot machines and vending machines. Now the company offers to the industry this lock, which gives absolute protection for every type of coin-operated equipment.

"The third S O S to reach our ears was from the pin game operators bothered with numerous service calls. This call was answered by us with the new Chereton Electro-Timer, which eliminates 80 per cent of the service calls. Inefficient time clocks were proved by our research engineers to be responsible for the high percentage of service calls. Our new timer has been designed to perform efficiently for the life of the game. It has no gears, cogs or wheels, is substantially constructed, unconditionally guaranteed and easily installed.

**Wisconsin License Fails**  
 MADISON, Wis., May 29.—Theisen Bill, 836-A, legalizing the operation of pinball games thru a State licensing system, was killed by the Assembly May 20 by a 74 to 14 vote.

The bill proposed to charge a license fee of \$250 against each operator, with an additional fee of \$25 for each machine. The author of the measure estimated that it would raise about \$450,000 annually from pinball license fees.

Revenues under the bill would have been apportioned between the State and local units of government for old-age assistance.

Protect Your Route Without Delay  
**1c Skill Game**  
 5 PENNIES ON DUCK PACKAGE OF CIGARETTES  
**DUCK SOUP**  
 It's Legal!  
 100,000 Locations Open for This Money Maker.  
 Earn \$2.00 to \$10.00 Daily.  
 ● CLEVER  
 ● NOVEL  
 ● ORIGINAL  
 ● PROFITABLE

"Watch the Duck Dive"  
**STAR SALES CO.**  
 3821 Wayne Ave., Kansas City, Mo.

No Personal Checks, Please



**ATTENTION OPERATORS!**  
 Here They Are!  
**AMERICAN EAGLE JACK POT JAR DEALS . . . . .**  
 Varied SIZES and "TAKES".  
**JOBBERS AND OPERATORS WRITE FOR SPECIAL QUANTITY PRICE LIST.**

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.



**Must Sell The Following Equipment At Once:**

1 5c Jennings Console Model	\$60.00
2 10c Mills Cherry Bell	60.00 Ea.
5 25c Mills Cherry Bell	60.00 Ea.
1 10c Mills Mystery Blue Front	50.00
1 25c Mills Mystery Blue Front	50.00
4 50c Mills Mystery Blue Front	50.00 Ea.
1 50c Jennings Bull's Eye Slot	50.00
1 25c Jennings Chief, Used only two weeks	70.00
2 10c Galle Castles	30.00 Ea.
5 Mills Railroad Cash Payout	45.00 Ea.
11 Buckley Diamond Mines, Cash Payout	30.00 Ea.
6 Triple Jacks, Penny Play	3.00 Ea.

All the above equipment is in excellent playing condition. Terms: 1/3 cash with order, balance O. O. D.  
**TWIN CITY VENDING CO.**  
 409 Washington Ave., Miami Beach, Fla.

**MORRIE GINSBURG**, Atlas Novelty Company, Chicago, plays Golden Wheel at Bally Manufacturing Company, Chicago.



**NEW AND USED**  
 Payout and Novelty Tables, Slots and Counter Games, also Club Equipment. Write for Special Prices.  
 "The House of Service"  
**GOIN AMUSEMENT SUPPLY CORP.**  
 1302 Jackson Ave., Toledo, Ohio.

**BUMPERS**  
 BALLY'S BUMPERS, \$30.00; JENNINGS' FAVORITES BALL GUM VENDERS, 1c, \$4.00 EACH.  
**D & S NOVELTY CO.**  
 1005 Broadway, ROCKFORD, ILL.

Thank You for Mentioning The Billboard.



# The Big SURPRISE of the Year!

## CAILLE CONSOLE

Here is the machine that, for downright money-making ability, so far surpasses the leaders of the past half century that it makes them look like puny pikers! No wonder it's the sensation not only of the year 1937 but also of the entire period of coin-machine history!

Picture it standing invitingly in an aristocratic night club, in a sumptuous cocktail bar, in a hotel lobby or any other hot spot. How could anyone resist it? The answer is—they can't! And that's the reason, in two short words, why smart operators by the hundreds are clamoring for them as they have never before clamored for anything in their lives.

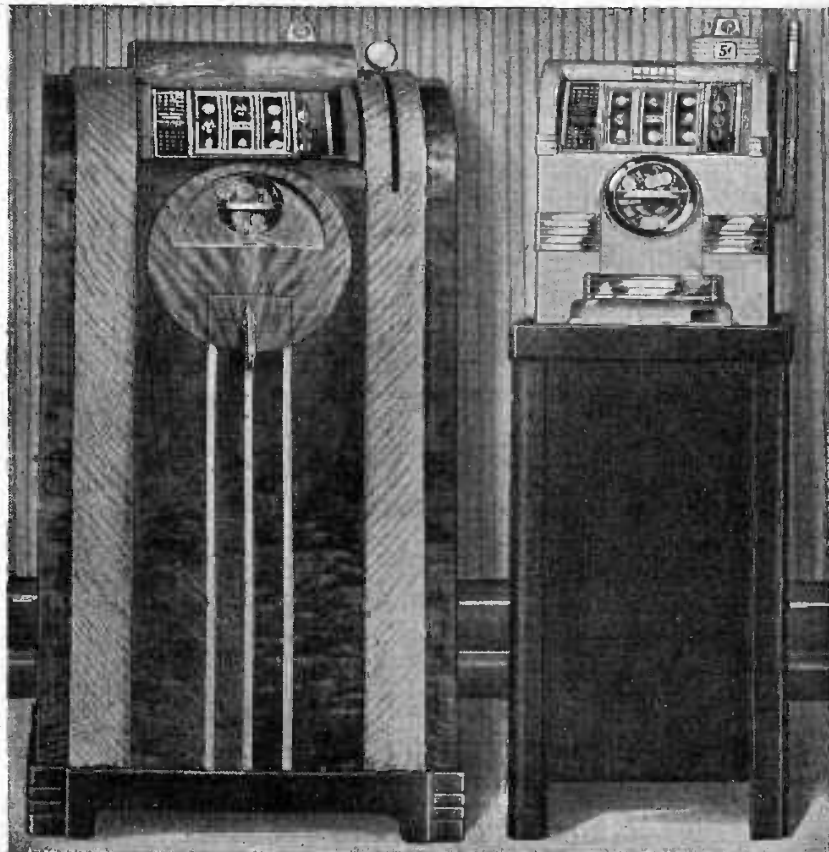
Make no mistake—it's the money they know they are losing by not having Caille Consoles that makes them want them pronto! Others have told them about the big, sweet "takes" the Caille is bringing in, and they're itching to get in on the money-fest, too. Who wouldn't?

The coupon will start the ball a-rolling. Mail it today and get the low-down on this king of money makers!

### CAILLE BROTHERS COMPANY

6200-6250 SECOND BLVD., • DETROIT, MICHIGAN

Originators and Manufacturers of Coin Operated Machines Since 1888



THE CAILLE CONSOLE

THE CAILLE COMMANDER

Attention! Southern Operators!

See These Machines at

### SOUTHERN NOVELTY COMPANY

108 W. HILL, VALDOSTA, GA.

CAILLE BROTHERS COMPANY  
6200-6250 Second Blvd.  
Detroit, Michigan

**MAIL COUPON**

I am interested in hearing about your special proposition on the new Caille Console and 1937 Commander. Please send literature.

Name .....

Address .....

City ..... State .....

### Counter Game Is Called Sum-Fun

CHICAGO, May 29.—"No, it is not a Chinese game," explained Ray Moloney, president of Bally Manufacturing Company, when announcing his firm's new counter machine called Sum-Fun. "Altho it sounds like the name of a chop-suey parlor, Sum-Fun is really a double play on words. It's some fun to play and also the awards are based on the sum of coins turning up on the reels.

"The brand-new award idea has the kind of come-on that fills the cash box in a hurry. Little gold coins whirl round and round on the three spinning reels, and when three of a kind come up the player receives the sum of all three coins. For example, three dimes pay 30 cents; three quarters, 75 cents; three dollars, \$3, which is top. Every spin comes so close to a win that players can't resist another try.

"The Sum-Fun cabinet requires only six inches square of counter space—the same as our Nugget coin-operated sales-

board, which is going over big. Both games are so compact and have such strong appeal that many operators are putting Nugget and Sum-Fun side by side on the same counter. Reported results indicate that collections are thus almost doubled."

### Torr Machine To Have Triple Use

PHILADELPHIA, May 29.—Roy Torr announces that his company is marketing a new 5-cent ball gum machine that has an automatic reward feature. Torr maintains that the machine can be used for three distinct purposes—a straight ball-gum vender, as a merchandise reward vender or as a straight bulk vender.

It is equipped with a bell and a visible sign to indicate merchandise payout. The automatic built-in merchandise reward mechanism is said to be so designed as to pay off on a fixed ratio basis which can be adjusted for various payouts. Other features include a triple-vision coin platform which shows the last three coins played.



### Slug Visible Slotted Coin Counter

The Operator's Friend. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample. \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes. ACCURATE COIN COUNTER CO.

# BASEBALL

## THE NATIONAL GAME

OUR NEW BASE BALL BOARD HAS ALL THE THRILLS OF BETTING ON YOUR FAVORITE TEAM AT THE GAME. Printed in attractive colors, makes a big flash, all 16 major teams to bet on, pays players generous awards.

PLAYER CAN BET FROM A NICKEL UP AND WIN AS HIGH AS \$10.00

Send us your order today, you will come back for more. Sample \$3.95 C. O. D. express prepaid anywhere in U. S. A. PEACHY NOVELTY MFG. CO., Dept. BB, Poplar Bluff, Mo.



Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes. Write for Big Lot Prices. PATTON, PENNSYLVANIA

**SLUGGER** \$10.00 5¢

**1/3 FREE**

ORDER 600 SLU-SLUGGER  
Take in: 600 Holes  
200 Free  
400 @ 5c . . . . . \$20.00  
Total Average Payout . . . . . 5.15  
Profit . . . . . \$14.85  
Price \$3.20, Plus 10% U. S. Tax

Write for Catalog---State Your Business

**GARDNER & CO.**  
2309 Archer Ave. Chicago, Ill.

**THE SLUGGER**  
GARDNER'S NEW BASEBALL BOARD  
A BEAUTIFUL THICK BOARD

ORDER 600 SLU-SLUGGER  
Take in: 600 Holes  
200 Free  
400 @ 5c . . . . . \$20.00  
Total Average Payout . . . . . 5.15  
Profit . . . . . \$14.85  
Price \$3.20, Plus 10% U. S. Tax

Write for Catalog---State Your Business

**GARDNER & CO.**  
2309 Archer Ave. Chicago, Ill.

**Douglas Claims Two Big Winners**

CHICAGO, May 29.—"There are two kinds of headaches in manufacturing games," Al S. Douglas, president of Daval Manufacturing Company, said as he explained the popularity of the new Boo Hoo table game. "One is the headache a manufacturer has in developing a game that does not click; the other is the headache a manufacturer has when a game suddenly proves a winner and it is impossible to fill the orders as fast as the customers want the games.

"Operators find it hard to understand why a manufacturer ever puts a lemon out on the market," Douglas continued. "But it is necessary to get a quantity of games into various types of territories to find out whether it is a winner. The manufacturer must always buy his cabinets and parts in quantities of 500 or more. So we manufacturers have our problems.

"But at last we have the games we have been looking for. Both games are meeting with an exceptional demand and we are doing everything possible to meet the demand. Boo Hoo is our five-ball game which offers features of horse racing that strongly appeal to the public. We claim it is a really legal racing pin game. The fact that the player has a chance to win with the last ball is a novel feature that gets the players.

"Our Hit 'N' Run game I think is the only baseball payout table on the market. It has an unusually attractive back-board and depicts real baseball in action. We are offering the operator two games that include all the appeal of the most popular sports and the demand for the games already proves to us that they are winners."

Douglas explained that unusual preparations had been made in testing the two games and also in placing them on the market. They were given tests under varying conditions in all parts of the country, he said.

The Daval firm is also testing Bumper Bowling, a large six-foot game which uses the roll-down principle of play. It is designed for special locations and for use in territory where legal restrictions ban many types of table games.

**PHONOGRAPHS**  
Reconditioned Ready To Operate

WURLITZER P-10	\$ 90.00
WURLITZER P-12	124.50
WURLITZER P-12 and 412	185.00
SEEBURG SELECTOPHONE 354	80.00
SEEBURG SYMPHONOLA 351	124.50
MILLS DANCE MASTER	85.00
MILLS DANCE MASTER, Rebuilt	50.00
CAPELLARY ORCHESTROPE	155.00
1936 Model	155.00

**SLOTS**

MILLS BLUE FRONTS	\$80.00
MILLS WAR EAGLES	50.00
MILLS EXTRAORDINARY	65.00
MILLS GOOSENECK JACKPOT	22.50
MILLS SILENT F.O.K., J.P.	42.50
MILLS GOOSE NECK F.O.K.	25.00
MILLS FRONT VENDORS	15.00
MILLS 25¢ FUTURITY	70.00
MILLS 1¢ O. T. BELL	32.50
FACE COMETS, 1936 Model	45.00
WATLING TWIN JACKPOTS	27.50
JENNINGS DUKES	19.00
All Slots Rebuilt, Repainted and Reconditioned by Experienced Mechanics.	

**AUTOMATIC GAMES**

PACES RACES	\$180.00
RAVS TRACKS	195.00
ROVER (Like New)	32.50
CAROM (Like New)	97.50
MULTIPLE (Like New)	37.50
SUNSHINE DERBY	19.00
DE LUXE 46	18.50
MAMMOTH	18.50
DOUBLE SCORE	19.50
REPEATER	12.50
POLICY	37.50
WHEEL OF FORTUNE	37.50
CHALLENGER	75.00
PREMIER	22.50
OREIDIT	22.50
SNAPPY	42.50
SARATOGA	37.50

**PHONOGRAPH RECORDS**—No Two Alike, Lots 100, \$5.00.  
Immediate Shipment From Our Stock On PAGES SLOTS — MILLS SLOTS  
WURLITZER PHONOGRAPHS  
Latest BALLY GAMES at Factory Prices.  
TERMS: 1/3 With Order, Balance C. O. D.  
**AUTOMATIC AMUSEMENT CO.**  
101-103 N. Fulton Ave., Evansville, Ind.

**BREAKING ALL SALES RECORDS**  
\$15.00 NATIONALLY ADVERTISED

**PACKARD**  
LIFETIME LEKTRO - SHAVER  
BIGGEST MONEY MAKING ITEM ever used on a salescard, say SALES CARD OPERATORS — AGENTS DISTRIBUTORS

And the way we have our deal set up you can't miss. SEND FOR FREE SAMPLE SALES CARD AND FULL PARTICULARS TODAY!

**PACKARD DISTRIBUTING CO.** 521 Fifth Ave. (Dept. B) NEW YORK.

PRICED LOW—BIG PROFIT SPREAD—QUICK ACTION Small Fast-Moving Card

**OPERATORS BE THE FIRST TO Get the BIG MONEY**

With This GUARANTEED Electric Razor \$15.00 Marvel Electric Dry Shaver

3 Genuine Leather Zipper Bill Folds with 81-Hole (very small) Push Card. 10 FREE NUMBERS, 1¢ to 30¢ sale. Takes in \$18.80. PROFIT \$12.55.

No. B97—Complete Deal . . . . . \$7.95  
6 Lots, Each, \$7.25  
SEND FOR OUR NEW CATALOGUE.  
Many New 1¢-2¢ and 5¢  
SALESBOARD ASSORTMENTS AND COUNTER GAMES.  
Send 25% Deposit with Order, Balance C. O. D.

**LEE-MOORE & CO.**  
180-182 WEST ADAMS STREET, CHICAGO.

**LUCKY PURSE DEAL**

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.  
A 1,200-hole board with six genuine leather hand-lined purses containing coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$80.00. Pays out approximately \$30.00.

Sample \$5.00; Lots of 6, \$4.25; Lots of 12, \$3.75.  
Deposit required on all orders.

**H. G. PAYNE COMPANY**  
312-314 BROADWAY, NASHVILLE, TENN.

Missouri and Southern Illinois Distributors

**NORTHWESTERN VENDORS**

Penny Merchandiser Porcelain . . . \$9.95  
Lacquer . . . . . 8.95  
Model "33" Porcelain . . . \$8.90  
Lacquer . . . . . 6.15

1/3 Deposit, Balance C. O. D.

**DEAL NOVELTY CO.** 1518 MARKET ST. ST. LOUIS 110.

**A. C. Novelty Co. Makes Normandie**

DETROIT, May 29.—In spite of delays caused by material shortages, expansion plans and similar obstacles, the A. C. Novelty Company was able to complete and rush its initial export shipment of seven-play A. C.-Multi Bells to New York in time to be put aboard the S. S. Normandie, which sailed May 19.

This shipment was consigned to France for exhibition at the Coin Machine Show and Paris Exposition. It marks the beginning of deliveries of the many foreign orders received by A. C. Novelty since its new Bell machine was announced in April 10 issue of *The Billboard*.

According to Fred Merrill, export manager, there was some delay in turning out machines for foreign coin play because the deluge of business from sales outlets in this country made it necessary to concentrate production on domestic models. Added floor space and increased manufacturing facilities, he states, will make it possible to produce and ship models for practically all foreign countries without any appreciable delay in the future.

**Burras Marks Up An Unusual Sale**

CHICAGO, May 29.—Hugh Burras, sales manager for the Western Equipment and Supply Company, reports a sale which he claims is one of the most unusual ever made in the coin-machine industry.

It seems that a prominent distributor in Johannesburg, South Africa, needed a number of the Western's latest games, Preview and Air Derby. Unwilling to delay the shipment any longer than necessary, the distributor radio-telephoned to Western's Chicago offices and placed his order for the machines.

Burras believes that this conversation sets an all-time record in the industry for its expensiveness. Charges were reported to be \$12 per minute.

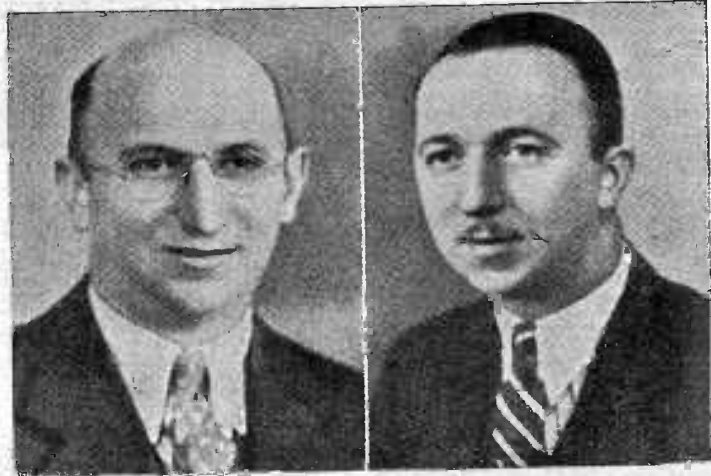
**Automatic Amusement Takes Larger Quarters**

EVANSVILLE, Ind., May 29.—Announcement has just been made of the lease of larger quarters for the Automatic Amusement Company, of Evansville, by Charles Ewing, general manager.

New building consists of four floors, giving the firm floor space of 18,000 square feet. Ewing states that the move has been under consideration for some time due to the fact that they have badly outgrown the building where they have been located the last several years.

Automatic Amusement will be enabled to maintain larger offices and display rooms, which will be located on the ground floor. Second floor will be used to carry the large stock of new machines and the third floor will be used exclusively for shop work. Shipping department will be located in the basement.

Company is one of the oldest distributors of coin-operated machines in this section, having handled coin machines the last 17 years. It is doing a large distributing business, shipping machines over the entire country. Export business is steadily growing, too. Automatic Amusement Company maintains branches in Paducah, Ky.; Madisonville, Ky.; Owensboro, Ky.; Vincennes, Ind., and Mt. Carmel, Ill. Firm expects to occupy the new building about July 1. Building is undergoing extensive remodeling. Ewing advises that he plans an open house celebration as soon as the firm is settled.



B. D. AND J. D. LAZAR, proprietors of the B. D. Lazar Company, Pittsburgh, have built an enviable reputation for service. They live up to their slogan: "Lazar covers Pennsylvania like the dew."

**PORTERS, CONCESSIONERS, TAVERN KEEPERS**

Install Vending Machines in Night Clubs, Gas Stations, Recreation Parlors, Taverns, etc. Buy Merchandise and Machines from us. These new Machines are \$8.00 Each. Big Profits.

**KAPLAN**  
1615 South Kostner, Chicago, Ill.

**A GAME OF REAL SKILL!**



**STEPHENS STEPS OUT WITH THE WORLD'S LOWEST PRICE ON MINIATURE RIFLE RANGES**

*KEEN EYED OPERATORS ARE ORDERING THE NEW*

**DeLuxe SHARPSHOOTER**

**ONLY \$124.50**  
without RIFLE or Supplies

**SPECIAL**  
DeLuxe Sharpshooter complete with Rifle 10,000 22-Cartridges 3,300 Target Cards 5 extra Bullet Baffle Boards  
**\$175.00**

Complete with Rifle, 1,000 22-cartridges, 500 Target Cards, 1 Extra Bullet Baffle Board . . . . \$135.00

*Operators Are Cleaning Up With the Sharpshooter. Goes Big Anywhere. Easily Located. Nothing To Get Out of Order.*

**HOW TO ORDER**

Rush your order by air mail or telegram. Terms: 1/4 cash. Your Sharpshooter will be shipped same day order is received, balance C. O. D. or save 5% by sending all cash with order.

**A. J. STEPHENS CO., 14th and Chestnut, KANSAS CITY, MO.**

**PAYS FOR ITSELF IN A WEEK**

Sharpshooter operators report astounding takes. \$36.20 first day—another \$56.80 in 2 days—another \$463.20 in one week. You can't beat it—A lasting game of real skill, with a "kicker" that brings 'em back. Start with one and you'll soon have dozens operating. Manufactured and Distributed by one of America's finest manufacturers of Bar Fixtures, Trailers and Amusement Park Devices.

**Paddock Clicking, Reports Wolberg**

CHICAGO, May 29.—"It would appear," states Sam Wolberg, spokesman of the Chicago Coin Corporation, "that a man who has spent his life breeding, raising and racing thoroughbred horses would not be interested in anything but an actual horse race. Yet one well-known turfman recently bestowed high praise on the new Chicago Coin pay table, Paddock. This man stated that it was the first mechanical device based on horse racing that had ever interested him.

"This sportsman," he continued, "was enthusiastic about the realistic light-up backboard of the game and stated that the oval track racing action was the nearest to the real thing that he had ever seen. He remarked that he was not a bit surprised to see the excited crowd that was grouped around the game at the location where he saw it being played.

"Many hundreds of operators," reported Wolberg, "have learned to their profit that Paddock is an outstanding pay table attraction. This game is the only one which presents an entire race in lights from start to finish on the oval track. It is this realism combined with bumper spring action and perfect construction that is responsible for the exceptional location performance of this game. Due to the heavy repeat orders which we are constantly receiving we intend to continue full-time production on Paddock indefinitely."

*Paris*

PARIS, May 24.—L. V. Hodgson, European representative of the Buckley Manufacturing Company, arrived in Paris last week and is awaiting the arrival of Pat Buckley, head of the firm, who is due this week. Chicago firm intends establishing a branch office in Paris to handle its machines.

Novelty-Automatic firm (Yeni & Challer) is equipping a large pavilion at the amusement park of the Paris International Exposition of 1937 with a big group of Radio Rifles. The same firm, in conjunction with M. Faure, of the JAK firm, is operating Radio Rifles in the Palais Berlitz Arcade and at the street fairs in Paris.

The firm controlling the amusement park concession at the Paris International Exposition being the representative of the Mills firm in France, many of the Mills machines will be in operation at the exposition amusement park.

French manufacturers of coin machines are organizing an association to defend their interests. Loubet, Rophe, Legris and Michelet are members of the committee selected to promote the new group.

Many American, English and German manufacturers and distributors of automatic machines are arriving in Paris to attend the automatic machine show, which opens May 26 at the Hotel Continental. Rene Godin, promoter of the show, has been obliged to reserve additional halls for this year's show, which will group a large number of exhibitors.

**Pacific Utilizes "Money-Back" Idea**

CHICAGO, May 29.—Appeal of the money-back guarantee has been utilized in Pacific's new pay table, Mazuma. Paul Bennett, company sales manager, states that he believes it to be the first time that this merchandising principle has been applied in the coin-machine field. "We saw how the money-back guarantee was drawing customers to the retail

stores," says Bennett, "and we reasoned that it should draw players to the pay tables just as effectively. Reports on Mazuma from all parts of the country indicate that we were right in our estimate."

Mazuma's outstanding feature is said to be the fact that the player gets all coins back when he fails to win after 16 consecutive games. As a result, Bennett points out, players indulge in the game with the feeling that the odds are on their side. "They stay with it longer," he remarks, "and consequently it piles up profits faster than any game of this type that I know of."

Besides the money-back guarantee Mazuma includes a series of payouts which are determined by the number of contacts made by the one-shot ball as it makes its way down the bumper playfield. Each time the ball makes a contact a light shoots up on the right side of the backboard and tabulates each bumper contact. Payouts in various amounts, ranging from a dime upward, are made in accordance with the number of bumper contacts accomplished.

Production men at Pacific are said to be hard put to keep pace with demands for the new game.

**Genco Announces Delivery Plan**

CHICAGO, May 29.—To many anxious and impatient customers Genco, Inc., has released the following announcement through its spokesman, Dave Gensberg: "Deliveries on our new games, Home Stretch and Auto Derby, will begin within a short time. We are working night and day to get the games into the hands of the many operators who have already placed sample orders. We have worked out a delivery plan for the two games which will facilitate distribution. Games are being prepared in advance so that all orders now on hand will be shipped at the same time. This means that deliveries will go forward at the rate of several hundred each day."

Genco officials report that they are highly pleased with the response with which the announcements of their two games have met. According to those who have had the privilege of inspecting the game, Home Stretch incorporates the horse-racing theme in brand-new and

**MONARCH**  
THAT'S THE NAME  
REMEMBER IT FOR EVERY GAME

*Guaranteed O.K.*

**SPECIALS: BALLY BUMPER \$34.50**  
**BALLY SKIPPER 54.50**

**RECONITIONED PAYOUTS**

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Fun on the Farm, Prison Show, Wax and Walk Thru, Talkers and Grinders, to join at once. Rides. Can use two good Ride Foremen, also Man to Run Midget Cars. Will book one more Flat Ride that does not conflict. Concessions—Fish Pond, Bowling Alley, High Striker, Knife Rack and any legitimate concessions. This show booked solid for the season. Best Fourth of July spot in Michigan Circuit of Nine Michigan Fairs. Address all communications

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Wants for completely new framed Girl Revue—Can place Oriental, Tease Strip, Bubble and Fan Dancers, Chorus and Posing Girls. A-1 Producer. Small Girl Orchestra. Man Calliope and Piano Player. Useful People for show this kind. Top salary.

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RIVERHEAD, L. I., N. Y., JUNE 7-12.  
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Balance of season. WILL BOOK OR BUY EH Wheel, also Tit-a-Wirl and Kiddie Rides. SHOWS—Want organized Minstrel. Have complete outfit. Salary out of office, or will furnish complete outfit for any Show of merit, such as Half-and-Half, Illusion. Leona Lee, can place you. WANT 8 or 7 piece Band, one more Free Act. All Concessions open. No exclusive. Ball Games, Diggers, Custard, Floss or any Wheels or Grind Concessions. Bingo Randolph wants Coupon Agents that can stay sober and stand prosperity. Jimmie Summers, Harry White answer. Battle Creek, Mich., this week. All address **R. G. McHENDRIX, Manager, Majestic Shows.**

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No industrial strife. TINSLEY SHOWS will book or buy Eli Wheel and Merry-Go-Round. Flynn get in touch. Can place Double Loop and Kiddie Rides. Legitimate Concessions of all kinds, including Diggers. Want capable man for Athletic Show. Dr. Carlo wants Talker for Life Show, Performers and Musicians for Minstrel. Playing all maiden spots. Morganton, N. C., now; Mooresville next.

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8 1936 Buckley Diggers, Chevrolet Truck, ton and half model; complete top and frame. This outfit ready for action and working now. Will accept \$1,000 cash for same. Wire  
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## THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

## ROUTES

(Continued from page 35)  
Newton, Magician, & Co.: Massena, N. Y., 31-June 5; Dickinson Center 7-12.  
Rixton's Show: Sonorville, Ga., 2-3; Adairsville 4-5; Plainville 7-8; Subigna 10-12.

## REPERTOIRE

Billyoy's Comedians, Billy Wehle's: Athol, Mass., 2; Gardner 3; Leonminster 4; Clinton 5; Brockton 7; Attleboro 8.  
Bryant Show: Taunton, O., 2.  
Hayworth, Seabe, Co.: S. Boston, Va., 1; Chase City 2; Lawrenceville 3; Emporia 4; Franklin 5; Petersburg 7.  
Ginnivan, Frank: Dramatic Co.: Manchester, Mich., 31-June 5.  
Ginnivan, Norma, Dramatic Co.: Columbus Grove, O., 31-June 5.  
Hatcher Players: Norwalk, Ia., 3.

## CIRCUS AND WILD WEST

Barnes-Sells-Floto: Vancouver, B. C., Can., 1-2; Mt. Vernon, Wash., 3; Everett 4; Tacoma 5-6; Yakima 7; Walla Walla 8; Lewiston, Ida., 9; Spokane 10; Coeur d'Alene 11; Spokane, Wash., 12-13.  
Beers-Barnes: Galeton, Pa., 2.  
Cole Bros.: Niagara Falls, N. Y., 1; Rochester 2; Courtland 3; Syracuse 4; Binghamton 5; Albany 7; Schenectady 8; North Adams, Mass., 9; Springfield 10; Worcester 11; New London, Conn., 12.  
Haag Bros.: Providence, Ky., 1; Henderson 2; Mt. Carmel, Ill., 3; Fairfield 4; McLeansboro 5; Mt. Vernon 7.  
Hagenbeck-Wallace: Syracuse, N. Y., 1; Watertown 2; Rome 3; Gloversville 4; Amsterdam 5.  
Hinkle's, Mill, Rodeo: Portland, Ind., 3-6; Flint 12-20.  
Howe Bros.: Lusk, Wyo., 3; New Castle 4.  
Mix, Tom: Holyoke, Mass., 1; Hartford, Conn., 2; New Haven 3; Bridgeport 4; New Britain 5; Greenfield, Mass., 7.  
Polack Bros.: Sioux City, Ia., 1-12.  
Ringling Bros. and Barnum & Bailey: West Philadelphia, Pa., 31-June 2; Wilmington, Del., 3; Harrisburg, Pa., 4; Reading 5; Newark, N. J., 7-8; Trenton 9; Wilkes-Barre, Pa., 10; Scranton 11; Paterson, N. J., 12.  
Rink Bros.: Valley Center, Kan., 1; Eldorado 2-3; Augusta 4-5.  
Seal Bros.: Princeton, Mo., 2; Unionville 3; Centerville, Ia., 4; Bloomfield 5; Fairfield 7; Mt. Pleasant 8.  
W. P. A.: (Madison Sq. Garden Bowl) Astoria, L. I., N. Y., 1-5.

## CARNIVAL

(Routes are for current week when no dates mailing points are listed.)

All-American: Pawhuska, Okla.  
All-American Expo: Huron, S. D.  
American Expo: Springfield, O.  
American United: Sunnyside, Wash.; Spokane 7-12.  
Arena: Rural Valley, Pa.  
Atlas: Paris, Ill.  
Bach, O. J.: Mechanicville, N. Y.; Whitehall 7-12.  
Bantley's All-American: Barnesboro, Pa.  
Barfield's Cosmopolitan: Jellico, Tenn.; Fruders 7-12.  
Barokos Bros.: Lapeer, Mich.  
Barnhart's Golden West: Breckenridge, Minn.; Perham 7-12.  
Baysinger, A. S.: Louisiana, Mo.  
Bazinet, Wm., & Sons: Ironton, Minn.; Virginia 7-12.  
Beckmann & Gerety: Kankakee, Ill.; Battle Creek, Mich., 6-12.  
Bee, F. H.: Mt. Sterling, Ky.  
Blue Ribbon: Bradl, Ind.; Ferre Haute 7-12.  
Blumenthal's: Allentown, Pa.; Pittsburgh, Pa.; Townshend, Pittsburgh, 7-12.  
Bremer: West St. Paul, Minn.; Little Falls 7-12.  
Bright Light Expo.: Keyser, W. Va.; Grantsville, Md., 7-12.  
Broadway Shows of Amer.: Eskdale, W. Va.; Charleston 7-12.  
Brown Novelty: Wadley, Ga.  
Buck, O. C.: Danbury, Conn.  
Buckeye State: Crystal Springs, Miss.  
Buffalo Bazaar Co.: Bay, Pa.  
Bullock's: Rhodell, W. Va.  
Burdick's All-Texas: Yoakum, Tex.  
Byers Greater: Versailles, Mo.  
Byers & Beach: Ft. Dodge, Ia.  
Campbell's United: Clarksville, Ga.  
Castle's United: Jackson, Mo.  
Central State: Plainsville, Kan.  
Cetlin & Wilson: Uniontown, Pa.  
Coleman Bros.: Hartford, Conn., 31-June 12.  
Colley, J. J.: Okemah, Okla.  
Conklyn's: Rouyn, Que., Can.; Winnipeg, Man., 7-19.  
Cory Greater: Vintondale, Pa.  
Cote's Wolverine: Mt. Pleasant, Mich.  
Crowley United: Denison, Ia.  
Crystal Expo.: Lenox, N. Y.  
Cumberland Shows of America: Pittsburg, Tenn.  
Curl Greater: Xenia, O.  
Dick's Paramount: New Bedford, Mass.  
Dixie Belle: Bloomington, Ind.; Linton 7-12.  
Dixie Expo.: Florence, Ala.  
Dixie Model: Switchback, W. Va.  
Dodson's World's Fair: Wheeling, W. Va.  
Dyer's Greater: Highland, Ill.  
E. J. O.: Lac du Bonnet, Man., Can., 4-5; Treherne 7-8.  
Edwards, J. R.: Fostoria, O.; Bowling Green 7-12.  
Ehlman: Milwaukee, Wis., 31-June 6; Ripon 7-13.  
Eddy Bros.: (Hunting Park ave. & Kensington ave.) Philadelphia, Pa.  
Evangeline: Pryor, Okla.; Picher 7-12.  
F. & M.: Emporium, Pa.  
Fairly-Martone: Dubuque, Ia.; Waterloo 7-13.  
Frisik Greater: Eveleth, Minn.; Onamia 7-12.  
Gibbs, W. A.: Winfield, Kan.  
Gold Medal: Kokomo, Ind.  
Golden State: Fresno, Calif., 31-June 6; (Stampe) Livermore 8-12.  
Golden Valley: Adairsville, Ga.  
(See ROUTES on page 94)

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### 18c Each

15 Inches High,  
12 to Carton  
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The Most Clever Doll  
Creation This Season!  
Finished in Highly  
Lacquered, Bright Col-  
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Rolled Dates and As-  
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Combination Colored  
Box, Cellophane Wrap-  
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Dollyan as the Queen of  
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## Siebrand Bros. Shows WANT

Pit Show, have complete outfit; want  
Colored Musicians for Band, also Minstrel  
Show People. Can place Ground and Aerial  
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Calliope Player, Pony Trainer, Boss Canvasmen,  
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**JACK WIZLARDE**  
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WANT dependable Banner and Billposter. Bob Beth  
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CESSIONS—Custard, Candy Floss, Hoop-La, String  
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Worker. Route: Fairbury, Neb., week June 1; Har-  
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**DIARY OF A GIGOLO**—A red hot selling booklet  
of 16 pages. Per 100, \$1.50; per 1,000, \$12.50.  
How to Hold Your Wife—How to Hold Your Hus-  
band. 2 Carton Booklets that are the Next Big  
100, \$2.00; per 1,000, \$15.00. Samples of above  
3 and 3 other special items and catalogue 25c.  
Catalogue alone 10c. None free. Or 20 Different  
Red Hot Items \$1.00.  
**T. R. PAYNE, Dept. A., 25 Cardinal Pl., New York.**

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Extraordinary! Seeing is believing. Illusions, Gor-  
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Setting. Open this Ballroom, Fair, Celebration.  
For information write  
**BERT DEAN, P. O. Gen. Del., Lansing, Mich.**

**BIRTHS**

(Continued from page 32)  
Virginia Barth, known professionally as Lee Glinger, of the Glinger Sisters.  
To Mr. and Mrs. Ernie Nims a son in Los Angeles May 25. Father is film editor for Republic Pictures.  
Twin sons to Mr. and Mrs. Buster Gordon in Lynn, Mass., May 13. Father is an exhibition diver.  
A daughter to Mr. and Mrs. Henry E. Ringling, Baraboo Wis., May 25 at Madison, Wis. Father is a son of the late Henry Ringling.

**Divorces**

Edna Silverman, former showgirl, from Manning Silverman, former theater operator, in Milwaukee May 20.  
Mrs. Elizabeth Mankiewicz, film actress, professionally known as Elizabeth Young, from Joseph L. Mankiewicz, film writer-producer, in Los Angeles May 20.  
Maxine Crawford from Daniel Crawford Jr., manager of the Mirror Room at the Hotel Philadelphia, May 20 in that city.  
Marie J. Correll from Charles J. Correll, known as Andy, of the team of Amos 'n' Andy, in Chicago May 28.

**NEWS CAMERAS**

(Continued from page 3)  
free act with Gruberg Samson will perform his famous cannon act, wherein his assistant, Marguerite Attila, will be shot out of a cannon while he catches her without the aid of any safety devices. He will also appear in a tent show displaying his many feats of strength. Included in Samson's party were Marguerite Attila; Fred Attila, manager of the act, and Dick Collins, press agent for Max Gruberg. Fred Attila was formerly a member of the Famous Attila Brothers, strong-man act, which played England for many years. To Collins, who was on hand to greet the newcomers, goes the credit for not only signing Samson but also gaining for him nation-wide publicity thru the medium of the newsreels and papers.

**GREAT LAKES EXPO**

(Continued from page 3)  
Aquacade was viewed by visiting newspaper men, including New York critics, who were given ringside seats, with a party at the Recess Club before the showing. Harry L. Harrison's Winterland, with ice-skating ballet; Hargrave & Relcher's *The Drunkard* and Pioneer Palace opened with night productions, playing to capacity.  
Ripley's Odditorium got a big play, as did Tony Sarg's Marionette Theater, formerly the Old Globe. Odditorium is in a new spot where the World a Million Years Ago used to be. Old Globe has been remodeled, typical Sarg decorations making it attractive to youngsters.

**Coronation in Wax**

Midway sector lists two popular eateries. Alpine Village, with its yodeling atmosphere, is again in charge of Herman Pircher, who also has annexed the Showboat and offers popular-priced dinners aboard. Among new attractions signed by Associate Director Almon R. Shaffer and his assistant, Frank D. Shean, are Dufour & Rogers' Crime Prevention Show; Waxworks Exhibition, featuring the Coronation of George VI, and Hollywood Bar, which has been revamped into a newer and greatly improved spot. Cliff Wilson's playground got a big play on opening day.  
More variety of exhibits marks Streets of the World, but the Irish Village, Hungarian Village, Monaco's restaurants and Poole's Grapefruit Winery continued to bring them in. Johnny Gower and his boys are back on the World's gate and circle. Hughie Mack once more does ballyhoo at its main entrance.

**Radioland Is Feature**

Radioland proved a big feature. Sherwin-Williams band shell now occupies a spot near the Aquacade, with plenty seating capacity. Alexander Gray is featured singer, with Ann Leaf at the organ and James Evans doing juggling. Show continued intermittently from opening until 10 p.m.  
Educational features in 12 buildings and underground hall offer historical and manufacturing data. Florida exhibit is vastly improved with more area covered and greater variety. The setback of the front from St. Clair to Lakeside has made a better setup of grounds, extra area being added beyond Streets of



HARRY F. KING, Wurlitzer receptionist, who makes visitors from all over the world feel at home while guests of the firm.

the World, eliminating the double sectors of last year. Once thru the underground pass, visitors then remained on the midway and Streets of the World, the front portion suffering. This is now eliminated, with underground and bridge affording two entrances at main gateways.

**ITOA ELECTS**

(Continued from page 5)  
Following a discussion in which it was disclosed that theater operators were paying rates varying from 5 to 9 cents per kilowatt, President Norman chose the committee of five to study the situation.  
At the election J. F. Norman, Little Rock, was chosen president to succeed L. F. Haven, Forrest City. Other officers elected were O. W. McCutcheon, Blytheville, vice-president, and E. V. McGinnis, Hope, secretary-treasurer. Members of the new board of directors are Henry Sanders, Little Rock, chairman; J. M. Ensor, Little Rock; W. E. Blume, Searcy; G. Carey, Paris; W. E. Mallin, Augusta; D. E. Fitton, Harrison, and Charles Bonner, Pine Bluff.  
Col. E. A. Cole, Dallas, attorney and president of the Allied Theater Owners of Texas, was the principal speaker of the sessions. Ell W. Collins, director of public relations for Arkansas' unemployment compensation division, also spoke on the opening day.  
Approximately 75 ops from all parts of Arkansas attended. A banquet and dance brought the meeting to a close.

**Chicago Ball for Needy Performers**

CHICAGO, May 29.—Stage Friends Club, Inc., organized several years ago for the purpose of giving financial aid to needy performers, will hold its eighth semi-annual dinner-dance June 12 in the Gold Room of the Congress Hotel. Celebs from the various Loop theaters and cafes will entertain the guests, and Stage Friends' own talent will also participate. Juanita Woolsey Oliver will act as mistress of ceremonies.  
Proceeds from the affair will go toward furthering the club's charitable work among the needy of the theatrical profession. Officers of the organization are Helen Elliott, president; May Love Levy, vice-president; Peggy Richards, treasurer; Sophia Carlo, recording secretary; Carolyn Spies, financial secretary; Eva Levey, sergeant at arms, and Rev. John Rengel, chaplain.

**New York State Bureau Has Resort Jobs Open**

NEW YORK, May 29.—Entertainment department of the New York Employment Service has jobs for entertainers for summer resorts.  
Social directors and all types of specialty acts are in demand. Resort experience is preferred.  
Performers interested in applying should contact John Habberton at 363 Lexington avenue any week day at 1 p.m. Auditions may be arranged by appointment.



This Famous Electric "GEE-WIZ" HORSE RACE GAME - - - Formerly \$75.00 NOW \$39.50  
Many smart operators are going to make real big money with this "GEE-WIZ" Horse Racing Game. Heretofore sold only to the finest golf and social clubs at \$75.00. Now a limited number are offered for introduction to the concessionaire for \$39.50 each. This is a real sportsman's game thriller. Here is something the "other fellow" hasn't got! Game length, 43 inches. Beautifully finished in mahogany. Equipped with mahogany cover and croupier stick. Write or wire  
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**Maxine Ross wants for DOUGLAS GREATER SHOWS**

Dancers and Talkers. Ji, Earl and Gladys, Andy Diamon. Wire per route.

**Pix Floor Shows**

TRENTON, N. J., May 29.—Movies are filtering into local night spots. Torello Angelucci, manager of a tavern here, obtained permission from the city council to present pix instead of floor shows. Angelucci plans "smart educational films."  
Bisard's, local ballroom, advertised it would show pictures of the Hindenburg disaster during intermission.

**Ticket Agents' License Fee Upped**

ALBANY, May 29.—A bill increasing the license fee from \$50 to \$200 for major offices engaged in reselling theater and other amusement tickets was signed by Governor Lehman yesterday. Other provisions are that such offices be located in proper localities before they may be licensed and that the State Department approve the offices. A change in the location of such offices must hereafter receive the okeh of the State Department and a \$10 fee will be charged.  
Law, effective immediately, also provides that each branch office or sub-agency must pay an annual fee of \$50.  
Brooklyn Assemblyman Julius J. Gaus, Democrat, introduced the measure.

**Thompson Directs Ad Council**

NEW YORK, May 29.—Advertising Advisory Council of the Motion Picture Producers and Distributors of America Thursday selected Lester Thompson to succeed the late J. J. McCarthy as director. Council is composed of directors of advertising and publicity companies which are MPPDA members. Since McCarthy's death in February Thompson has been acting director.

**Gross Resigns From WPA**

NEW YORK, May 29.—Phillip Gross, managing supervisor of the Anglo-Jewish theater and Jewish Theater project of the WPA Federal Theater the past 18 months, resigned in order to resume commercial theater activities.

**Detroit Guest Directors**

DETROIT, May 29.—Austin Coghlan arrived here last week to take over direction of the WPA Federal Theater for *Let Freedom Ring*. Federal Theater is experimenting with a new policy of guest directors, Coghlan being the first one to take over the function.

**Chorus Meeting June 7**

NEW YORK, May 29.—Annual meeting of the Chorus Equity will occur June 7 at 2 p.m. in the association's offices at 117 West 48th street. Those attending must show membership cards paid up at least until May 1, 1937.

**FOR SALE**

One 25-K.W. Electric Plant with Buffalo Engine mounted, one 12x12 Grab Joint, also Ball Games and one 200-look Top no Sidewalk. Address NELLIE BURPHY, 341 West 45th St., New York City.

**Silver Bros. Circus**

Wants account enlarging show Musicians all instruments, Teams and Singers doing two or more, fast-stepping Bannerman, Billposter with car or light truck, other useful people write or wire. Tickets, Pa., Wednesday; Elkhart, Thursday; Anderson, N. C., Friday; Cuba, Saturday; Smethport, Pa., June 7.

**H. G. SWISHER'S SHOWS**

Wants Shows, Concessions, Ball Games, Frozen Custard, Grind Stores, Snow Cones, Juice Joints or what hits you! Must be clean and classy. Spots that you can money. Address Oligona, Kan., May 29 to June 5; Baxter Springs, Kan., June 7 to June 12.

**WANT CIRCUS ACTS**

Bicycle or Skating Act, two people; Billposters to drive trucks. Man with real Pit Show, must have own transportation. Cowboys and Indians write Long season. Shows privileges for sale. KAY BROS. AND ART MIX WILD WEST. Permanent address 200 54th St., New York, N. Y.

**LOOK**  
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

**Two Philly Houses Go**

PHILADELPHIA, May 29.—Hope that the glory of the old Lyric and Adelphi theaters would be revived next season was abandoned when the Zoning Board of Adjustment approved application by the Pennsylvania Company to raze the twin houses to make way for a gas filling station. Houses had been dark for several years.

**N. Y. Schools Give In To Education on Swing**

NEW YORK, May 29.—Music Department of the Board of Education has finally fallen before the invasion of "swing," arrangements already having been made to carry out Richard Himber's idea of having prominent ork leaders powwow with the boys and girls. As George H. Cartlan, music chief says, it would give the students an opportunity to hear "the practical as well as the theoretical side of the musical field."  
Bandmen lined up for lectures during the coming fall term include Paul Whiteman, Phil Spitalny. Other possibilities are Erno Rapee, Andre Kostelanetz, Frank Black, Antonio Brico, Jose Iturbi, Al Goodman, Wayne King, Russ Morgan, Leo Reisman, Freddie Rich, Lenny Hayton.

**ROUTES**

(Continued from page 92)

- Gooding, F. E., Am. Co.: Silverton, O.; Norwood 7-12.
- Gooding Greater: Dover, O.
- Gooding Greater: Fairmont, W. Va.
- Goodman Wonder: Kalamazoo, Mich., 31-June 6; Ft. Wayne, Ind., 8-17.
- Graham, Hal: Pochontas, Ia.
- Great Olympic: Watscka, Ill.
- Great Superior: Harvey, Ill.
- Greater Expo.: Waukegan, Ill.
- Greater United: Wichita, Kan.
- Groves: Lebanon, Ind.
- Gruberg's World's Expo.: Herkimer, N. Y.; Newburgh 7-12.
- Hames, Bill: Lawton, Okla.
- Hennies Bros.: Rockford, Ill.
- Happy Days: Cadz, Ky.
- Happyland: Royal Oak, Mich., 31-June 6; Pontiac 7-12.
- Harris: Noblesville, Ind.
- Hartsock Bros.: Warsaw, Ill.
- Heber's Acme: Nyack, N. Y.; Englewood, N. J.
- Henke's Attra.: (27th & Capitol drive) Milwaukee, Wis., 31-June 6.
- Heth, L. J.: Bedford, Ind.; Martinsville 7-12.
- Hilderbrand's United: Eugene, Ore.; (Rose Festival) Portland 7-12.
- Hodge, Al G.: Harvey, Ill.
- Honest Bert's Wonder: Woodhull, Ill.
- Howard Bros.: Parkersburg, W. Va.
- Hyde, Eric B.: Somerset, Ky.
- Hyde Park: Waurika, Okla.
- Jones, Johnny J.: Expo.: Pittsburgh, Pa.
- Joyland: Lansing, Mich.
- K. G.: Farmington, Ill.
- Kaus United: Perth Amboy, N. J.
- Keystone: Foxburg, Pa.
- Lagasse Am. Co.: North Adams, Mass.; Taunton 7-12.
- Landes, J. L.: Hays, Kan.; Hutchinson 7-12.
- Lang, Dee: Oelwein, Ia.; Austin, Minn., 7-12.
- Latlip: Richmond, W. Va.; Fairmont 7-12.
- Lawrence, Sam: Winchester, Va.
- Lewis, Art: Hudson, N. Y.; Waterbury, Conn., 7-12.
- Liberty National: Campbellsville, Ky.; Greensburg 7-12.
- McClellan: Pekin, Ill.
- McGregor, Donald: Milan, Ill.
- McKee Am. Co.: Madison, Kan.
- McMahon: Fairbury, Neb.; Hastings 7-12.
- M. B. Am. Co.: Fredericktown, Mo.
- Majestic: Battle Creek, Mich.
- Marks: Vineland, N. J.; Burlington 7-12.
- Middleton, Karl: Fort Allegany, Pa.
- Miller Amusements: Dyersburg, Tenn.
- Miller Bros.: Mattoon, Ill.
- Miner Model: Leighton, Pa.; Slaton 7-12.
- Model: London, Ky.; Georgetown 7-12.
- Modernistic: Chillicothe, O.
- Mountain State: Oicott, W. Va.
- Murray, Jack: New Boston, O.
- O'Brien's Greater: Lawrence, Mass.
- Orange State: St. Paul, Va.
- Pace, J. J.: Clarkburg, W. Va.
- Pan-American: Dixon, Ill.
- Pearson: Beardstown, Ill.
- Peerless: Buckhannon, W. Va.
- Pine Tree State: Rochester, N. H.
- Pine's Am. Co.: Heming, Minn., 3-5.
- Reading United: Portland, Tenn.; Burkesville, Ky., 7-12.
- Regal United: Tulsa, Okla.
- Reynolds & Wells: E. Peoria, Ill.
- Rogers & Powell: Belton, Miss.
- Royal American: Danport, Ia.
- Royal Palm: Paducah, Ky.
- Rubin & Cherry Expo.: E. Moline, Ill.; Madison, Wis., 7-12.
- Santa Fe Expo.: American Falls, Ida.; Shelley 7-12.
- Shesley Midway: Flint, Mich.
- Siebrand: Anaconda, Mont.; Helena 7-12.
- Sims Greater: Hamilton, Ont., Can., 1-6.
- Six, J. Harry: Bloomfield, Ky.
- Smith's Greater Atlantic: Madison Heights, Va.
- Sol's Liberty: Rock Falls, Ill.
- Sparks, J. F.: Lancaster, O.
- Spencer, C. L.: Frankfort, Ind.
- Spencer & Clark Expo.: Carnegie, Pa.
- Stanley Bros.: Dover, N. H.
- State Fair: Rock Springs, Wyo.
- Stoneman's Playland: Jamestown, Tenn.
- Strates: Binghamton, N. Y.
- Sunset Am. Co.: Burlington, Ia.
- Speroni, F. J.: Beloit, Wis.
- Sutton: Macomb, Ill.
- Swisher, H. C.: Chetopa, Kan.
- Texas Pan-American: Nocona, Tex., 1-7.
- Texas Longhorn: Jacksonville, Tex.; Port Arthur 7-12.
- Tilley: North Chicago, Ill.
- Toffel, Johnny: Mt. Carroll, Ill.; Galena 7-12.
- Wade, W. G.: (Dexter Blvd. south of Fenkell) Detroit, Mich.; (Central ave. near Michigan) Detroit 7-12.
- Wallace Bros.: Pontiac, Ill.; Valparaiso, Ind., 7-12.
- Wallace Bros.: Ottawa, Ont., Can.
- Ward, John R.: Metropolis, Ill.
- Weer, M. R.: Angola, Ind.; Columbia City 7-12.
- West Coast Am. Co.: North Sacramento, Calif.; Colusa 7-13.
- West Coast: Boise, Ida.; LaGrande, Ore., 7-12.
- West, W. E., Motorized: Ottawa, Kan.; Olathe 7-12.
- Western States: Trinidad, Colo.
- West's World's Wonder: Kittanning, Pa.
- Weydt Am. Co.: Alma Center, Wis., 3-5.
- White City: Caldwell, Ida.
- Wilson Am. Co.: Bement, Ill.
- Winters Expo.: Rochester, Pa.; Heidlersburg 7-12.
- Wonder State: Mansfield, Ark.; Hackett 7-12.
- Work, R. H.: Hemp, N. O.
- World of Fun: English, W. Va.
- World of Mirch: Clifton, N. J.
- Yellowstone: Pueblo, Colo.
- Zeiger, C. F.: United: Idaho Falls, Ida.
- Zimdars Greater: Decatur, Ill.

**Additional Routes**

(Received too late for classification)

- Brown, Harry, Show: Shell Lake, Wis., 31-June 5.
- Cannon Show: Bruceton Mills, W. Va., 31-June 5.
- Hubert's Tent Show: Howardsville, Va., 31-June 6.

**WE COVER THE BEST**

**WITH The FINEST LINES in the INDUSTRY**

For real profits check the following list of games—and write immediately for full details and prices. For bigger profits and 100% co-operation deal with George Ponsler Company. Write now!

—EVANS—  
**GALLOPING DOMINOS  
BANG TAILS  
ROLETO, Jr.**

—GENCO—  
?????????  
Coming—  
**HOME STRETCH**

—COTTLEB—  
**HOT SPRINGS**  
ELECTRIC SCORE BOARD  
(5-Ball Ticket Game)

—MUTOSCOPE—  
**POKERINO  
NUMBERINO  
ROTOMATIC  
PHOTOMATIC  
HOCKEY**

—PACIFIC—  
**SKOOKY**  
GUM MERCHANDISER  
DE LUXE BELLS  
DE LUXE ROSEMONT  
DE LUXE CORONATION

—WESTERN—  
**PREVIEW  
WINNER  
FAST TRACK  
BIG ROLL**

**USED BANK ROLLS**  
Limited Number  
Write or Wire for Prices

**GEORGE  
PONSLER  
COMPANY**

1140 BROADWAY, NEW YORK  
(Tel.: Ashland 4-3915)

11-15 EAST RUNYON ST.  
NEWARK, N. J. (Blgelow 3-6272)

900 NORTH FRANKLIN  
PHILADELPHIA, (MARKet 2656)

**CONCESSIONA/RES/ HERE IT IS!**

**SEND FOR IT TODAY!**

**OUR NEW 1937 CATALOG IS NOW READY!**

If you're a live-wire Concessionaire, Corn Game Operator, Pitchman, Novelty Worker or Hustler, you simply can't afford to miss the hundreds of money-makers our New 1937 General Catalog presents. Don't fail to send for your Free Copy today!

**GELLMAN BROS.**  
119 North Fourth Street  
MINNEAPOLIS MINNESOTA

**RUBIN & CHERRY  
EXPOSITION**

Can place A-No. 1 Side Show which has good line of attractions. Will furnish to showman who has good reputation of being sober and absolutely reliable, complete outfit with 150-ft. top and 180-ft. banner line. All new. Everything complete and ready to open. Long season until Armistice Day Week, also Celebrations and Centennials during July and August. Good opportunity for real showman who can produce. Address **RUBIN & CHERRY EXPOSITION**, this week, East Moline, Ill.; then Madison, Wis. Will also buy six Young Lions.

*Concessionaires!*

**GET THE 'LOW DOWN,  
ON LOWEST PRICES**

Hundreds of "Up to the Minute" Merchandise Values — Lamps, Clocks, Blankets, Radios, Chromaware, Plaster, China, Canes, Slum and Novelties.

All Orders Shipped the Day Received.

*Continental*

3RD & WELLS STS. PREMIUM MART MILWAUKEE, WIS.

**WANTED CARNIVAL ATTRACTIONS  
FOR SENSATIONAL SPOT  
ANNUAL COVERED WAGON DAYS**

**SALT LAKE CITY, UTAH—JULY 21, 22, 23, 24**

Draw from 200,000 population—street midway heart of business district—adjoins leading hotels, post office, stock exchange—good for full 12-hour grind. Sponsored by city, backed by C. of C. Will book Rides, Shows as unit. Everything open—only strips, nudies, sex acts barred—but all must have good flash. We furnish street dance—ballyhoo built to carnival needs. First time carnival for celebration—last event 81,000 admissions. Write before coming.

**KINGSLEY CLAWSON**, Chamber of Commerce, Salt Lake City

**MODERNISTIC SHOWS, INC.**

WANTS TO BOOK OR BUY: First class, no junk. Rides not conflicting with Three-Abreast Merry-Go-Round, Chair-o-Plane, Caterpillar, Ferris Wheel, U-Drive-It, Kiddie Ride and Octopus. Good proposition for Ride-o-O, Whip and Loop-o-Plane. Extra good proposition for a Scooter. Will Buy or Book one more No. 12 Ell Wheel to twin with ours. Have good proposition for shows with own outfit not conflicting with Ten-in-One, Minstrel, Freak Animal, Monkey Show, Midget and Girl Revue. Will build shows for right party. Colored Musicians come on: \$15.00 per week out of office. No ticket advance. Also Colored Performers. Want Legitimate Concessions of all kinds except Cookhouse, Bingo, Diggers, Photo, Penny Pitch and Pop Corn. Come on or wire S. T. CARSON, Business Manager. Want to hear from 8 to 10-piece white, uniformed Band. Eddie Hagen, if not joining, communicate with us at once. Fair Secretaries and Celebration Committees write or come and look us over, we have two open weeks.

Address Chillicothe, O., this week; Zanesville next. R. C. McCARTER, Gen. Mgr.

Delmar, Hypnotist, Escaper (Granada) Reno, Nev., 2-5. (Donner) Truckett, Calif., 6-8; (Vista) Rio Vista 10-12.

McNelly Variety Show: East Chatham, N. Y., 31-June 5.

Miller, Al H., Show: Greenville, Ga., 31-June 5.

Silvers Fun Show: Cedar Falls, Ia., 31-June 5.

**JACK MURRAY SHOWS**

Want to book Legitimate Concessions and Shows. Also Want Scenic Painter and Colored Musicians. New Boston, O., this week.

# MEN MACHINES

Readers of *The Billboard* are soon to be favored with a guest editorial on "The Evil Minority," by George Ponsler, of New York. Ponsler's idea is that a small minority of the members of the trade violate the accepted rules of trade practice and thus cause a constant stream of trouble for the industry as a whole. It is an interesting idea.

By the way, when Ponsler was in Chicago last week he suggested that he was taking on a line of air conditioners to be allocated to territories where "the heat" happened to be turned on coin machines at any particular time. Pacific Amusement Manufacturing Company is said to have a line of air conditioners to serve Ponsler's purpose.

Sol Silverstein, Herman Budin and Milton Green made up a trio of Eastern coinmen in Chicago last week. In spite of gloom on the surface the trade in the East is optimistic, they say.

If you do not believe in miracles put this down in your notebook: It is reported that when Charley Michelson, publicity genius for candidate Franklin D. Roosevelt in 1936, was offered the \$75,000 a year public relations job for the liquor trade he turned it down by saying: "What in the hell would I do with \$75,000?"

C. E. McConaughy, conservative and successful operator of Noblesville, Ind., visited the American Sales Corporation in Chicago last week. McConaughy remarked that if he had \$1,000,000 he would still use the credit system of purchasing machines. "Two years ago it was a 'touch and go' with me and I did not know whether I could continue operating or go back to work in a garage. By using a credit system to buy machines I am on top of the world again."

"This will be the biggest salesboard year in history," says Sam Broudy, of Jersey Trading Company, Newark. His firm has introduced two new boards recently, the revolving clock board and a Soda King deal.

Sidney H. Levy, attorney for the Modern Vending Company, New York, has recently moved into new offices.

A. J. LaBeau, LaBeau Novelty Sales Company, St. Paul, marked May 1 on his calendar as the day for the beginning of his spring sales drive. Reports indicate that he is making good on the well-planned program.

William Blatt, Supreme Vending Company, Brooklyn, says he has cried the firm into a new sales record with the Boo Hoo game. One rush order taken was for two carloads, he says.

Hayden (Billy) Mills, Mills Novelty Company, Chicago, was best man at the wedding last week of Jimmy Matern, noted round-the-world flyer. Hayden is a great booster of modern aviation exploits.

Al Douglas, president of Daval Manufacturing Company, Chicago, says his firm will have three new games at the grand opening party of the new Banner Specialty Company offices in Pittsburgh June 5.

Paul (Potash) Gerber, Gerber & Glass, Chicago, says he will have a surprise at the Banner Specialty party in Pittsburgh. It will not be pink panties this time, he claims.

An unusual slant on the use of slot machines was given wide publicity in Chicago newspaper recently. A school official in a Chicago suburb brought a slot machine into his classroom for use in teaching arithmetic. Such an unusual method brought out wide differences of opinion. Involving discussions by teachers, city officials, psychologists, parents, clergy and the laity. Only one thing was certain—both teacher and pupils agreed that the use of the slot

machine made arithmetic more interesting.

Herman Green, active in the operating field in Chicago for the last 13 years, will leave soon for Los Angeles, where he plans to make his permanent home.

A new type of target rifle is on test in the Hotel Sherman lobby, Chicago, and rumor says it will be manufactured by one of the prominent manufacturers if tests prove favorable. The machine is said to have attracted unusual attention at a recent aviation meet in New York. The target has a machine gun mounted on a large cabinet. Inside the cabinet is the projector mechanism which throws a motion picture target on a screen. The target in use has a succession of planes in all positions and angles moving across the screen. Wide variety in targets is said to be possible with such a machine, promising all sorts of appeal in connection with the machine gun rifle.

When admirers began flooding the desk of Helen L. Bindel with lilacs for two weeks in a stretch she began a search for phonograph records that would express the lilac spirit. *Why Do You Lilac That?* and *When Lilacs Last in the Dooryard Bloomed* did not express the romantic longings of her heart, she said. Any operator who can supply an appropriate lilac record may have a chance at winning the gratitude, if not the heart, of Seeburg's personable phonograph girl.

## New England Bets Heavily on Races

By LEONARD WARE  
In *The New York Times*, May 23, 1937

The country at large may still regard New England as the citadel of thrift and prudence, but in the last four years it has become a paradise of legalized gambling. Last year in Massachusetts, Rhode Island and New Hampshire, where pari-mutuel betting is permitted under State control, "frugal" New Englanders wagered over \$92,000,000.

This year at the first races in Rhode Island the daily "handle" has been running nearly 20 per cent over 1936 averages. With virtually continuous horse racing scheduled in the three States until November 11, the \$100,000,000 mark should be easily passed.

The depression, the fall of the old New England stock from political power and the exciting influence of the Irish Sweepstakes are reasons usually given for this remarkable change in popular sentiment.

### Depression a Factor

The depression was certainly a determining factor, because frantic public officials saw in legalized betting a bountiful source of revenue. Last year New Hampshire collected \$352,127 from a 3½ per cent tax on the pari-mutuel total, Massachusetts took \$2,036,588 and Rhode Island \$1,193,390.

These contributions to the State treasuries are a strong antidote to lamentations about the "demoralizing" influence of betting.

New Hampshire, acting in 1933, was the first State to establish the pari-mutuel machine as an agency of government.

Rhode Island followed in 1934 with Narragansett Park, a track which has been highly successful.

Recently the anti-betting group in Rhode Island sought an injunction against the racing law on the ground that it violates the State Constitution's ban on lotteries.

In Massachusetts and New Hampshire the only vocal opposition comes from those who think the States do not get enough revenue.

Altho the races bring out huge crowds who buy liberally of the \$2 tickets, horse racing in New England has yet to draw a highly fashionable group.

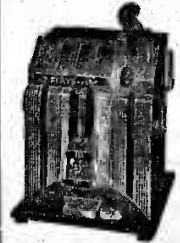
# Calcutt's CLOSEOUTS



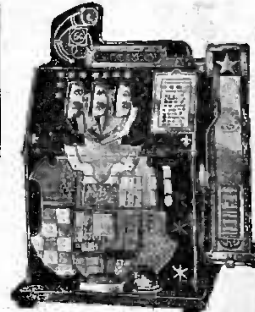
JOE CALCUTT

Joe Calcutt personally guarantees every machine or game listed to give complete satisfaction, regardless of price.

37 Mills Troubadour  
Photographs, 5-10-25c  
Slots.  
**\$39.50 Each**  
10 Mills Model 804  
High Boy, 5c Slot (Selective).  
**\$29.50 Each**



Mills 5c Play  
Skyscraper Bell  
**\$47.50**



Mills 5c Blue Front Mystery  
Vender or Bell, with or  
Gold Award, state which wanted,  
\$69.50 Each. With Milco Checks.  
**\$7.50 Extra**

249,000 USED PHONOGRAPH  
RECORDS.

OUR SELECTION—NO TWO  
ALIKE, PACKED 100 TO PACK-  
AGE, 100 for \$3.00. Certified re-  
sistance in full required with or-  
ders.

ONLY 8 LEFT.  
Mills De Luxe Dance  
Masters.  
Equipped with 5c-10c-25c  
Slots. Priced to Sell Only  
**\$99.50 Ea.**



Mills 5c Silent  
J. P. FOK  
**\$27.50**

## JOE CALCUTT'S BARGAIN SHEET

**1-BALL AUTOMATICS**  
17 Bally Trafos, 5 balls  
2 Exhibit Top Row, 1 ball  
2 Mills Position, 5 balls  
2 Bally Ramblers, 5 balls  
**\$4.00 Each**

1 Gullible Electric Baffle Ball  
3 Dally Limits  
2 Keeney Mammoths  
4 Mills Double Headers  
3 Rock-Ola Alamos  
4 Bally Sky High, 5 balls  
9 Cash Golden Harvest  
2 Ticket Golden Harvest  
3 Bally Multiplies  
2 Bally Round Ups  
2 Crokers, Tilt  
4 Grand Slams  
2 Keeney Velvet  
1 Pamco Leatherneck  
3 Pamco Red Balls  
2 Pamco Patoka, Jr.  
1 Pamco Pinch Hitter  
2 Rock-Ola Credits  
2 Ten Grands, 2 balls  
1 Pamco Patoka, Sr.  
**\$13.50 Each**

**SLOT BARGAINS**  
3 Brand New Watling Rol-A-Top Mystery Gold Award Bells, 1 each 5-10-25c, \$49.50  
**\$18.50 Each**

**SLOT BARGAINS—Con.**  
1 Brand new Watling 10c Treasury Bell, \$39.50  
1 Brand new Jennings 25c Chief Mystery Bell with Prosperity Award 5c, 77.50  
1 Used Mills 10c War Eagle Jackpot Side Vender, Mys. Pay-out 69.50  
6 Mills 10c Sky Venders 27.50  
6 Mills 5c Sky Bells 47.50  
7 Mills 4c Reg. G.V. 31.50  
18 Mills 10c Blue Front Mystery Golden Venders 49.50  
2 Jennings 5c Double Jackpot Victoria Venders 22.50  
6 Jennings 10 Little Dukes 12.00  
1 Jennings 10c Slide with Rock-Ola Jackpot 17.50  
2 Pace 10c Comet Bells 34.50  
4 Callie Cadet Jackpot Bells (one 5c, two 10c, one 25c play) 31.50  
3 Mills 5c Yellow Front Escalator Mys. Gold Award Bells 49.50  
2 Callie 10c Superior Jackpot Bells 12.50  
1 Mills 25c Blue Front Mys. Golden Bell or Vender 69.50

**NOVELTY PIN GAMES**  
1 Battle  
1 Cracker Jack  
1 Country Club  
1 Harvest Moon  
2 Home Stretch  
1 Hop Scotch  
1 System  
28 Shyners Round 'N Round  
26 A.B.T. Archers  
2 A.B.T. Auto-darts  
10 Percent Bofos  
12 Double Nuggets  
3 Chocolate Drops  
4 Daval Totalizers  
10 Daval Excels  
5 Oaval Panama  
10 Exhibit Ticker Games Reftd.  
5 Exhibit Gushers  
3 Hold 'Em  
2 Jimmy Valentines  
3 Mills Neighbors  
4 Pamco Broadway  
9 Tota-Lites  
2 Big Games  
2 Bombers  
1 Man In The Moon  
1 Nip 'N Tuck  
1 Rock-A-Lite  
1 Budget  
**ANY NOVELTY PIN GAME LISTED HERE ONLY \$6.00 EACH WITH ORDER BALANCE C. O. D.**

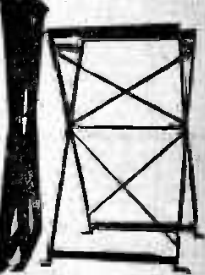
## BARGAINS IN PACES RACES - WIRE



NEW 1937  
MODEL POOL  
TABLE  
**\$237.50**

WRITE, WIRE, PHONE.

BRAND NEW  
PHONOLOGRAPHERS



CLOSED OPEN-READY FOR USE  
Each \$1.00

If you desire further information, write for circular and complete details.

# THE VENDING MACHINE CO.

205-15 FRANKLIN ST. FAYETTEVILLE N.C.  
Terms - Full cash with order or one-third Post Office or Express money order deposit We shipping C.O.D. for balance due

*Ready!*  
**SOON!**

**HOME STRETCH**

*and*

**AUTO DERBY**

**TWO NEW NOVELTY GAMES BOTH WITH**

- GIANT NEW TYPE BACK-BOARD
- ANIMATED LIGHT-UP ACTION
- NEW BUMPER SPRING ACTION
- CHANGING ODDS FEATURE
- DOUBLE AWARDS FEATURE
- TRIPLE AWARDS FEATURE
- MAXIMUM 5-BALL PLAY

**GENCO Inc.**  
2621 N. ASHLAND AVE. • CHICAGO, ILL.

**Preview Presents Simple Principle**

CHICAGO, May 29.—“The newest Western payout, Preview, has met with such enthusiastic response,” states Jimmy Johnson, head of Western Equipment and Supply Company, “that we have coined the phrase ‘More box-office pulling power than a strip tease’ for a more exacting description of the popularity of the game.”

“The game departs from the present trend toward more complicated scoreboards and playing fields,” he continues, “and is amazingly simple in its play. The playing field is gayly decorated with knockout strip-tease illustrations. It features one-ball payout on bumper springs with all scoring and other light-up action on the new flashing film-backboard. Change odds and change points bumper springs strategically placed on the brilliantly designed playing field add flash to the game. The player wins the award according to the odds showing when his score equals or beats the points finally indicated when the ball comes to rest at the end of the game.”

Johnson reports that the firm is daily receiving flattering testimonials, together with orders for Preview, and the plant is being kept working in double shift to meet the orders and assure prompt delivery.

**‘BIG SHOW’**

(Continued from page 3)

tive labor agency for R-B performers and workers.

In effecting the closed-shop agreement, Gumpertz said: “I am very happy at the outcome and feel that we will have no trouble on the road with labor groups which previously charged that our personnel was non-union. I firmly believe that this closed-shop agreement with the AFA is better for the circus management. And I want to compliment Ralph (Whitehead) for his splendid actions, co-operation and fairness in all our dealings.”

The completion of the AFA's initial drive in the outdoor field, Whitehead said, was undoubtedly the biggest single organizing job ever done in the entertainment industry. And further notable in that it was effectively accomplished without a single iota of strife or malice on part of either management or union.

Whitehead disclosed that his organizers had enrolled approximately 1,500 members on the R-B Circus lots, including every single performer and worker in every department save those already affiliated with American Federation of Musicians, International Alliance of Bill Posters and Billers and those employed in the clerical and financial departments.

“One of my greatest appeals to the performers and workers in all departments,” he said, “is that we want to give the owners greater efficiency than they ever had before and to prove to them the benefits and protection they could get thru co-operation in a closed-shop agreement with a bona fide labor organization. In these days, with respect to the attitude of capital toward labor, the employers have very much more to gain for their own comfort and protection to deal with the AFL, which, despite its militancy, has never resorted to radical or destructive tactics. The policy of the AFA has always been and shall continue along these lines of building up rather than tearing down.”

**\$30 Monthly Pay Boost**

Demands that the AFA asked the R-B management when negotiations were first entered have been modified to the complete satisfaction of all contacting parties, all the salient features remaining. Instead of a \$2 per day pay boost employees will receive a \$30 monthly pay increase, with the provision remaining that no employees, in any classification or capacity, receive less than \$60 per month in addition to board, lodging and transportation. The membership waived its demand for 25 cents for each meal missed and that coupon books be issued by the management for purchases at the commissary wagon and lunch stand, the cost of such books to be deducted from employees' weekly salary. All other features remain as originally presented to the management and reported in *The Billboard* May 22 issue.

With stewards appointed in each R-B department to represent the AFA in all relationships between management and respective department, Whitehead dispatched Harold Koenigsberg, his assist-



A. B. CHERON, president of Electrical Products Company, Detroit, pens an announcement regarding future release of a new pin game unit.

ant; George W. Smith, John E. McClusky and John Macht, his chief organizers, and their assistants to the next circus lot. Altho Whitehead refused to disclose the name of the next outdoor unit, he anticipated that no organizing trouble is anticipated and, in view of their initial triumph, the procedure will be hardly more than a routine matter, since “the AFA, which holds the charter for the entire amusement field under the AFL banner, already has the majority of circus performers enrolled. And therefore we claim the sole bargaining rights for all circuses, carnivals and fairs under the terms and conditions set forth in the Connery-Wagner labor relations act.” He further added that the AFA national headquarters in New York City are already literally flooded with applications for membership from performers and workers in all types of outdoor entertainment enterprises.

As in the Ringling Bros. drive, in embracing the entire outdoor field, Whitehead declared that the AFA will not infringe upon the jurisdiction of any other credited, chartered and affiliated AFL unit. Nor is there a possibility of any other labor organization, whether CIO or otherwise, entering the organizing field as a representative agency. “Among all performers,” Whitehead added, “there is a definite respect and complete confidence in the officers and directors of the AFA. It would be very difficult for any other outside agency claiming jurisdiction. And as for the employing management, the path is obvious in choosing between extreme leftist or radical groups and the AFA, which advocates for intelligent collective bargaining and, above everything else, respecting existing contracts.”

**Full Representation**

On completing the organization of all the circus, carnival and fair performers and workers, Whitehead further disclosed that the outdoor field will be provided with full representation in the AFA. Provisions have already been made within the organization for a Circus Employees' Division for others than performers and a Circus Performers' Division for the entertainer. Membership cards for each of the two classifications are of a separate design and each division will maintain its own board of directors.

In view of the varying season closings for the outdoor and indoor performer and worker, at the close of each outdoor season the circus divisions will meet in convention to discuss conditions affecting their own welfare, and all recommendations and resolutions will be presented for action at the annual convention of the AFA.

Whitehead further promised that at

all times the representative branches of all types of outdoor entertainment will be represented on the council and officers of the AFA. Membership of the present AFA council includes four outdoor entertainers, Joe Novelle, Max Gruber, Walter J. Diggs and Con Colleano.

**JENNINGS CONSOLE CHIEFS!**

Can't Be Told From New

25c Play ..... \$75.00  
50c Play ..... \$90.00

**JENNINGS CHIEF—**  
SILVER DOLLAR PLAY,  
Like New; some never  
on location ..... \$135.00

**EVANS GALLOPING DOMINOES**

Outside Cup ..... \$135.00

We must have a clean house by  
October 1.

Wire 1/3 deposit (we say wire because we feel there won't be enough to go around for everybody). Orders filled as received.

**BILL FREY, INC.**  
118 N. E. 1st St.; MIAMI, FLA.

**WANTED**

Scales, Custard, Knife Rack, Hoop-La, Grinders, Talker, Ten-in-One, Acts, Ticket Sellers, Ride Helper for Wheel, Octopus, Swing, Tilt-a-Whirl. Must drive trucks. Long season. This week Tomato Festival, Jacksonville, Tex.; next week State Firemen's Convention, Port Arthur; Fourth of July, American Legion, Austin, Tex. Address

**TEXAS LONG HORN SHOWS**

**PIT SHOW TALKER AND ACTS**

Glass Blowers, Magician that will lecture, outstanding features, Ray Wagner, Geo. Usher wife, W. H. SMITH, this week Gooding Shows, Fairmont, W. Va.; then Gooding Shows, Columbus, O.

**SMITH BROS. SHOWS WANTS**

Boss Canvas Man. Must be experienced truck driver. Address Rison, Ark., June 3 to 5.

**WANTED**

**ORGANIZED MINSTREL SHOW**

Salary out of office. Have complete outfit. Also Shows, Rides and Concessions. Ride Help. **SAM LAWRENCE SHOWS,** Winchester, Va., this week; Chambersburg, Pa., next.

**COMMITTEEMEN!**

I can furnish complete Carnival Unit for your Homecoming and Fair, Celebration, American Legion, A.F. Club, Veterans, etc. with RIDES, SHOWS, CONCESSIONS. Few dates open in Ohio and Indiana. Write, wire, phone

WM. B. JACOBS, 432 Walbridge Ave., Toledo, O.

**MUSICIANS WANTED**

FOR HAAG-BROS. CIRQUE.

Clarinet and Trombone. Ray Gommel, Frank Laughton wire. Route: Mt. Carmel, Ill., Thursday; Fairfield, Friday; McLeansboro, Saturday; Mt. Vernon, Monday. S. W. FLOYD, Band Master, Haag Bros. Circus.

**WANT STANDARD CIRCUS ACTS**

Wild West and Rodeo Performers, with or without stock, to open Youngstown, O., July 1, 10 days. Steubenville, East Liverpool, O., Sharon and Greensburg, Pa., to follow. Phone Mrs. Banner Solicitors wanted at once. **DEACON DAVIS JUMBO CIRQUE AND RODEO,** 44 Central Square, Youngstown, O.

**NEW ENGLAND OPERATORS!**

**MILLS GOLF BALL VENDERS—CLUB MODELS I**

In stock, ready for immediate deliveries. Also complete line of Mills Bells and Venders in stock. Write or wire

**ATLAS COIN MACHINE COMPANY**

Coin-Operated Devices

1209 WASHINGTON ST.

BOSTON, MASS.



IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

# REBUILT-GUARANTEED!

FLICKERS .....	\$32.50	BALLY ROLL .....	\$75.00
SKIPPERS .....	52.50	RELIANCE 5c .....	32.50
TURF CHAMP .....	54.50	BROKERS TIP .....	22.50
JUMBO—Ticket .....	24.50	PEERLESS .....	22.50
CREDIT—Ticket .....	27.50	ALL STAR .....	22.50
PACES RACES .....	169.50		
WURLITZER P-12 (Good as New) .....	\$109.50		
STEWART-McGUIRE 7-Col. De Luxe Cigarette Machine .....	69.50		

1/3 Deposit With Order, Balance C. O. D.

**GERBER & GLASS** 914 DIVERSEY CHICAGO, ILL.

## Fitzgibbons Busy On Summer Demand

NEW YORK, May 29.—John A. Fitzgibbons reports that the Bally Building where he reigns is one of the busiest spots in the city at this time. "The hit games," he states, "which we have been delivering to operators have attracted attention throughout the territory and our building is fast becoming recognized as one of the big coin spots in the East. "Orders continue to come in at a fast clip for the new Bally games," he continued, "with Crossline setting the pace and Golden Wheel, Carom and the Bally counter games also moving at a fast rate. Carload shipments are received here almost daily from the Bally factory in Chicago and we in turn are forwarding them to all other Eastern cities within a wide radius."

Fitzgibbons also states that he has had his force working overtime of late in order to meet the requests of operators for games everywhere in this territory. He also reports that the firm's Newark offices are doing a bang-up business and that operators in the vicinity are flocking to the offices to view the new Bally creations.

## Two Features Make Track Time a Hit

CHICAGO, May 29.—Officials of the J. H. Keeney & Company maintain that Track Time, firm's de luxe automatic payout game, is one of the few games of its type that has ever held the interest of players for so long a time.

"We attribute the success of the game to two unusual Keeney features," says Ray Becker, Keeney sales manager. One is the 10,000-test play, which is our own exclusively developed final test of the construction and mechanical action of each Track Time. No game leaves the factory without the play and payouts being checked with the 10,000-test play. This means that every game which leaves our factory is in perfect condition. Reports have indicated that the



"NO MORE CATALINA," says Max Glass, after seeing this picture of Paul Gerber, America's No. 1 Lover, in one of his "harems" in front of St. Catherine Hotel, Catalina Island.

test has been of inestimable value to operators, as they can depend on these games operating under all conditions. "Our other highly important feature," he went on, "is the group of interchangeable tops with which an operator can continue the life of a Track Time over an indefinite period. These tops appeal to all interests. There are the Keen-Kubes top for the dice player, the Keenette top for the player who prefers number symbols and the Keen-Bell top for locations where bell-fruit symbols are the most profitable. With these four easily interchangeable tops an operator actually has four games in one."

## Johnson Presents Air Derby to Ops

CHICAGO, May 29.—Immediately following the release of Preview, Jimmy Johnson, head of the Western Equipment & Supply Company, announced the presentation of his latest moviegraph pay table, Air Derby.

"As the name implies," states Johnson, "Air Derby features air racing as the theme of its play and the realism and action of an air meeting is vividly portrayed on the backboard and on the colorfully designed playing field. Featuring the moviegraph action, the backboard portrays a squadron of racing planes swooping toward the finish line. The action is controlled by improved bumper springs which when contacted cause the planes to flash upward on the special moviegraph glass panel. Other features of the game include changing odds for the winners of first, second and third place, which are clearly indicated in bold characters on the backboard and range from 2 to 40 for each game. An extra incentive for play is the light-up numbers which indicate the number of hits made each race.

"The game's play is unusual," he reported, "as the entry of each plane in the race is controlled by bumper springs numbered to correspond with the numbers of the planes on the back track. When the ball contacts a numbered bumper spring a similar number flashes on the backboard and the plane is automatically entered in the race. It is possible for all eight planes to be entered in one race. Air Derby," he concluded, "is considered to be the first one featuring planes with realistic enough action to attract the attention of location players to a profitable extent."

## Bell-Type Consoles Boost Games' Play

CHICAGO, May 29.—Introduction of Pacific's popular bell-type console equipment, De Luxe Bell, Rosemont and Coronation, has had profound influence on one class of citizens in particular, according to Paul Bennett, Pacific sales manager. "The good old nickel nuser," says Bennett, "is changing his stripes; in fact, is undergoing a complete transformation—changing into nothing less than a quarter player—believe it or not. Yes, sir, operators from all parts of the country report the same thing. The machines draw the crowds and, what's

# It's a Moneymaker

# "Ball Fan"

SERIES OF '37



# STONER CORPORATION

Aurora, Illinois

more, everybody in the crowd plays. Even the fellows who used to think pretty long and pretty hard before letting a nickel get away from them. After they get into the spirit of the game and the fascination takes hold of them they suddenly throw in quarters to get still further ahead. It's happening everywhere—continually—it's what makes this new bell-type equipment so amazingly popular with operators and distributors." The new console machines, according to Bennett, are replacing machines everywhere, with the result that Pacific is now enjoying the greatest business volume in its history.

It's the big payouts beckoning from the quarter chutes, Bennett believes, that give the new type of equipment its amazing appeal. Pacific designers have utilized the magic of spinning lights, which give a new attraction to the cherry, fruit and bell-reel symbols and, together with a streamlined cabinet and astonishingly simple mechanism are said to have taken De Luxe Bell entirely out of the ordinary run of standard bell machines.

Rosemont is practically identical to De Luxe Bell, but in the former the fruit reel symbols have been replaced with symbol of special attraction to race-track fans... "horses streaking down the stretch."

Coronation is designed in the same style and on the same plan as its team-

mates but sports a brilliant display of Coronation symbols in place of the cherries, bells and bars.

The three games present plenty of opportunities for the players for handsome awards, with odds ranging from 2 up to 16 each time a coin is inserted. Machines have two chutes, one on the left taking nickels only and the one on the right taking only quarters. All models pay out awards ranging from a dime to \$1.50 when the nickel chute is in play. Awards from the quarter chute range from 50 cents up to \$7.50.

## Skill Board To Appeal

MILWAUKEE, May 29.—Validity of Milwaukee's anti-pinball ordinance was sustained by Circuit Judge Otto H. Breidenbach May 27 in a decision which dissolved the temporary injunction which restrained the city and police department from enforcing the law which was to have become effective May 1.

Enforcement of the law will begin June 3 under a supplementary court order which specifies that "playing of the machines must cease one week from today." The court's order gives owners and operators until June 10 to remove the machines.

Skill Games Board of Trade of Wisconsin, which started the action to test the constitutionality of the ordinance, will appeal the decision, it was stated.

**RACING 5 BALL LEGITIMATE NOVELTY PIN GAME BOO-HOO**



BOO-HOO is recognized by the entire industry as the "Year's greatest 5-Ball Novelty Bumper Action Pin Game!" BOO-HOO leads them all with speedy, thrilling, fast second suspense, 5-Ball racing ACTION! BOO-HOO features new style "speed action" bumper coils! BOO-HOO X-RAY light-up backboard is unequalled! BOO-HOO is BIGGER in SIZE—BETTER in PLAY! BOO-HOO is chasing the "summer season blues" away by DOUBLING and TRIPPLING PROFITS on the most ordinary locations! For the BIGGEST PROFITS you have EVER EARNED—RUSH YOUR ORDER for BOO-HOO Today!!

**BOO-HOO OPERATORS PRICE \$72.50 TAX PAID F.O.B. CHICAGO**

BOO-HOO ON ANY LOCATION MEANS MORE MONEY IN YOUR BANK ACCOUNT!

**Coinography**

By THE COINOGRAPHER

Carl Hoelzel spent his early days in the shadows of the world's largest producing fields at Ponca City, Okla., the home of Governor Marland, nationally known in politics and the oil industry. Hoelzel, having been associated directly with Governor Marland, soon learned and accomplished his business strategy thru



CARL HOELZEL, head of United Amusement Company, Kansas City, Mo., distributors.

this wide experience in the oil industry. The oil industry suffered reverses along with other industries and naturally had its direct effect upon Hoelzel. Realizing this unfortunate business situation, Hoelzel turned to new fields and selected the coin machine business as an operator. In making a study of locations he first selected Kansas City, Mo. After operating a week he decided to expand and over a period of a few years reached the position of a leader in the operating field.

In 1932 Hoelzel evolved the idea of setting up a distributorship for all types of coin machines and formulated the United Amusement Company, which he owns and directs. United Amusement Company purchased an acre of ground in Kansas City's newest and most exclusive business district.

The new building covers more than 10,000 square feet of floor space and is of the most complete and unique modernistic design. Included also in the new setup are an exclusive suite of offices, musical studio, elaborate display room, super-service repair and paint departments. Large stocks are maintained of practically ever coin-operated machine manufactured.

Located in the Heart of America enables the shipping department to offer quick service and immediate delivery to any point in the United States.

In regard to business conditions Hoelzel is optimistic, due to the fact that his business the first four months of 1937 has shown the remarkable increase of 87 per cent over the same period in 1936.

New ideas and improvements in the coin machine field are being developed daily by the United Amusement Company. For example, the new and exclusive custom-built Whizz-Bang Rifle Range with features never heard of before in the coin machine industry. The Whizz-Bang features special rifle and ammunition, sound-proof walls, special safety steel cabinet and bake-o-lite finish.

An announcement will be made in the next 90 days on what Hoelzel considers his own baby, a machine which has

THE FIRST ROLL DOWN BUMPER GAME BUILT

**BUMPER BOWLING**

CALL AND SEE IT TODAY! IT'S A SENSATION!!!

**SUPREME VENDING COMPANY, INC.**  
64 ERASMUS ST., BROOKLYN, N.Y.

OPENING CLOSED TERRITORY EVERYWHERE

**BUMPER BOWLING**

THE GREATEST ROLL DOWN GAME EVER BUILT—SEE IT TODAY AT—

**SUPREME VENDING COMPANY, INC.**  
64 ERASMUS ST., BROOKLYN, N.Y.

**THRILLING ONE BALL BASEBALL BUMPER ACTION PAYOUT CONVERTIBLE TO 5 BALL PLAY HIT 'N' RUN**



Daval invaded the Pay Table fields with the BIGGEST PROFIT GETTING GAME of them all! HIT 'N' RUN is UNEQUALLED for THRILLS, SPEED, ACTION, SUSPENSE, EXCITEMENT, WORKMANSHIP, QUALITY, MECHANICAL PERFECTION and BIG PROFITS! Hit 'N' Run is the first ONE-SHOT PAYOUT with TRUE BASEBALL BUMPER PLAY. Hit 'N' Run is quickly and easily convertible to 5-Ball Play wherever desired! Big, beautiful playing field with fast clicking, scoring bumpers and fascinating light-up action on super-sized, attractive backboard make Hit 'N' Run THE PAY TABLE YOU NEED! Super-Beauty, Super-Size, True Perfection—ALL in HIT 'N' RUN! Don't Delay! Don't take Chances! RUSH YOUR ORDER FOR HIT 'N' RUN NOW!

**HIT 'N' RUN OPERATORS PRICE \$149.50 TAX PAID F.O.B. CHICAGO NO EXTRA CHARGE FOR CHECK SEPARATOR ticket model 110.00 extra**

"A Daval Game Gives You MORE for Your Money!"

All orders filled in ROTATION as received! FIRST COME—FIRST SERVED!

**DAVAL MFG CO. 200 SO. PEARSON ST. CHICAGO**

taken more than five years to perfect. The new coin machine will feature a mechanical and sales development which is also exclusive and unheard of before in the coin machine industry, Hoelzel says.

**Assigns Salesmen To Speak-o-Phone**

NEW YORK, May 29.—George Ponsor Company, Inc., announces that it has been appointed distributor for the Speak-o-Phone Recording & Equipment Company. Ponsor states that the deal has just been completed and that his territory will include the New England States, New York, Pennsylvania, Delaware, Maryland, the District of Columbia and Virginia. Firm's salesmen are now being trained in the use of the equipment and soon will be assigned to definite territories.

Display and demonstration points will be arranged by Bert Lane, sales manager, who is said to be hard at work setting up sales plans for the equipment. The firm is reported to be formulating plans to guide operators in the proper use of the equipment.

C. A. Austin, of Speak-o-Phone, states that he is pleased with his new distributor and believes that Ponsor will be as successful in handling the new equipment as he has been in the coin-operated device field. Austin also revealed that negotiations are under way for other distributors to take over territories thruout the country.



A. A. SEGAR'S ENTIRE ORGANIZATION at Asbury Park, N. J., turns out to unload and rush phonographs to waiting locations.

# LOOK GRAB THESE BARGAINS

We also have available for immediate delivery Bally's Cross-Line, Equella, Nugget, Carom, Golden Wheel, Pacific's Matuna, DeLuxe Bell, Skooko; Exhibit's Race; Stoner's Air Races; Mills Post Time; Western's Preview and others. We are distributors for all the leading manufacturers. Jobbers write us for your price.

30 BUMPERS, Like New	Each	\$27.50
5 RACK 'EM UPS, Brand New	.....	20.00
10 RACK 'EM UPS, Used 2 Weeks	.....	10.00
DUCK SOUP, Brand New, Each	.....	1.25
Per Dozen	.....	12.00
10 TRIO PACKS, Like New	.....	12.00
5 SKIPPERS	.....	42.50



2 FIRE CRACKER, F.S.	Each	\$ 30.00
1 TOM MIX, Like New	.....	125.00
1 MILLS POST TIME, F.S.	.....	115.00
1 HURDLE HOP	.....	25.00
1 ELECTRIC EYE	.....	25.00
5 A.B.T. TARGETS, S.U.	.....	25.00
5 A.B.T. TARGETS, F.S.	.....	29.50
1 PALOOKA JR.	.....	22.50
1 PALOOKA, SR.	.....	30.00
2 BALLY DERY, Clean Like New	.....	27.50
1 EAGLE EYE, Like New	.....	125.00
1 EXHIBIT CHUCK-A-LETTE, Sin.	.....	150.00
1 BALLY'S ACE	.....	8.00
1 WESTERN WHEEL OF FORTUNE	.....	22.50
6 PENNY PACKS	.....	6.00
5 PENNY SMOKES	.....	4.50
5 BALL GUM CIGARETTE MACH.	.....	4.50

4 WORLD SERIES, Perfect, Like New	Each	\$130.00
2 BALLY ROLLS	.....	60.00
1 SKEE BALL	.....	75.00

These are in perfect condition, offered subject to prior sale.

All Used Machines are offered subject to prior sale and all orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. Write and ask us to put you on our mailing list.

**MOSELEY VENDING MACHINE EX., INC.,**  
 Day Phone 3-4511, 100 BROAD ST., RICHMOND, VA., Night Phone 6-5328.

## New Orleans

NEW ORLEANS, May 29.—If the Louisiana Supreme Court ruling against all pin games and slots meant any definite change in the coin-machine situation in New Orleans and the remainder of Louisiana, it has not asserted itself outwardly as yet. All operators are going on as usual since the ruling and no other plans are on the table.

For he's a jolly good fellow and New Orleans will take a long time to forget Jack Nelson. Frankly, I don't believe Jack Nelson knew an operator, except by reputation, when he arrived in New Orleans in the interest of Rock-Ola last week, but by nightfall of that same day he knew them all. Whizzing around the Crescent City like a streak of lightning, Jack smiled his way into the hearts of New Orleans' coin-machine circle. "Before this visit to New Orleans," Jack said, "I thought of it only as a place where Mardi Gras is held each year. Why, it's a real big city and is the most interesting spot I have ever visited in this country. I'm coming back again."

F. P. (Buster) Ciesl, popular young music operator and head of the Great Southern Novelty Company, visited this week in Central Louisiana.

Another tough game is scheduled to be played tomorrow morning at City Park, when the hitherto unbeaten Boasberg Pets meet the Carondelet Stars. Manager Louis Boasberg has selected Ralph Bosworth to do his twirling, while Ed Kramer, of Carondelet Stars, names his ace in the hole as Ted Bode. Julius Face will be in charge of rain and beer checks as usual.

Is it true: That the Boasberg-Fazio feud came to a close after the former hit two triples in that game between the Boasberg Pets and the Fazio team last Sunday. . . . That a certain operator here persists in sending candy to

a certain young lady. . . . That Southpaw Pete Licall was not in such good form as usual against the "Gas House Gang" last week. . . . That Ray Bosworth practically lived in the Tudor Theater last week. . . . That Ralph Bosworth has joined the remainder of the Bosworths and Boasbergs of the New Orleans Novelty Company in joining the New Orleans Athletic Club. . . . That Frank Alessi finally did miss a Sunday on the old fishing grounds and that it was really the first day that the fish did bite in several weeks.

George Baker, of the Louisiana Amusement Company, left this week for a fortnight vacation in Indiana, the home State. He will meet the madam and his young son, who have been visiting relatives for the past month.

## Map Tells How To Find Jobber

MT. VERNON, N. Y., May 29.—N. S. Crisanino, of Oakwood Amusement Machine Company, Inc., is using a unique method to acquaint operators with his firm by mailing out a cleverly illustrated map. The map points out the seven ways by which an operator can get to the firm without going out of his way. All of the roads are main highways which lead directly to the firm's offices.

Crisanino is becoming one of the most popular men in the business and his interesting ideas are attracting quite a bit of attention. Being located in Westchester County, the firm has become a central point for many operators in this area.

At the present time the firm is featuring the games of Chicago Coin Corporation and J. H. Keeney & Company and is reported to be doing a fine job with them. They also carry a complete line of other manufacturers' products and have a good stock of used machine bargains.



## ONE BALL PAYOUT

It's ready Now—that sensational new bumper game by Jennings—Sportsman DeLuxe. All the features you and your locations want in a bumper game—all the action . . . thrills . . . suspense the players want. Best of all it's reliable and dependable—a long run Jennings machine. Don't wait, order your Sportsman DeLuxe today and enjoy the big profits from the best of bumper games.



Mystery Bumpers for added excitement.

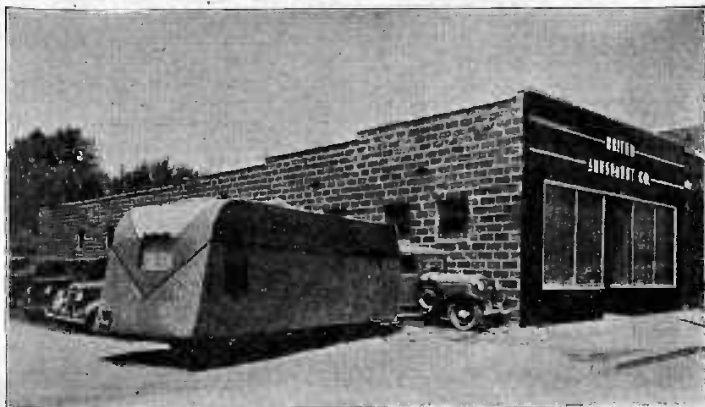


- ★ Jennings rotary payout unit
- ★ Lift top for easy servicing
- ★ Illuminated escalator showing 16 coins
- ★ Convertible for 2 or 3 ball play

PRICE  
**\$159.50**

TAX INCLUDED

**O. D. JENNINGS AND COMPANY**  
 4309 WEST LAKE STREET, CHICAGO, ILLINOIS



PLANT AND MOTOR EQUIPMENT of United Amusement Company, Kansas City, Mo., of which Carl Hoelzel is the captain.

**MORE "BOX OFFICE" than a STRIP TEASE!**

**WESTERN'S NEW PROFIT ATTRACTION**

# PREVIEW



**NOW IN OVER-TIME PRODUCTION!**

*America's Fastest Selling 1-Ball Automatic Payout Game*

featuring

**"FLASH FILM" BACKBOARD ACTION!**

**"CHANGE ODDS" AND "CHANGE POINTS"**

**BUMPER SPRINGS!**

**PREVIEW LOCATIONS ARE SHOWING BIGGER PROFITS!**  
*Order Today From Your Nearest Distributor!*

**WESTERN EQUIPMENT & SUPPLY CO.**

925 WEST NORTH AVENUE CHICAGO, ILLINOIS



**169.50**  
ADD \$10 FOR TICKET MODEL

**Midwest's Most Reliable Distributors**  
**McCALL'S RECONDITIONED USED MACHINE CLOSEOUTS**

<b>NOVELTY PIN GAMES</b>	Headlight (Free Play) \$ 8.50	<b>COUNTER GAMES</b>	Daval Races \$ 8.00
Ball Fan \$ 3.00	High Hand 3.00	Draw "21" 4.50	Hold & Draw 5.00
Overcald 3.00	Rapid Transit 14.50	High Gaska 4.00	U. S. 6.00
Country Club 3.00	Swing Time 7.50	King's Sin 4.75	Match Vendor 5.00
Ditto 3.00	Short Sox 9.50	Puritan Wheel 5.00	Wagon Wheel 4.50
Double Nugget 4.50	Panama 3.00	Zephyr Races 2.00	Roll 4.00
Football 3.00	Rugby Scrimmage 29.50	Roll Any 2.00	Stop 2.00
Five & Ten 3.00	<b>AUTOMATICS</b>	Select Strophease 3.00	<b>MISCELLANEOUS</b> \$86.00
Great Guns 3.00	Cocoanuts \$ 7.50	Rolo-Score 17.50	Jehins Electro 17.50
Great Baseball 17.50	De Luxe "48" 17.50	Jehins Type 17.50	Vender Slots 17.50
Ganco Days 3.00	Jumbo 17.50		
Happy Live (Bumper) 17.50	Majestic 19.75		
Live Wire 3.00	Multiple 17.50		
Lights Out 12.50	Tycoon 17.50		
Madcap 3.00	Rambler 7.50		
Spot Lite 5.00			
Yackie 5.00			
Top Hat 5.00			
Totalite 5.00			

**GET OUR LATEST PRICE LIST ? ? ?**

**McCALL NOVELTY CO.**  
2230 PINE ST. ST. LOUIS, MO.

## Blatt Displays Bumper Bowling

BROOKLYN, May 29.—William Blatt, president of the Supreme Vending Company, reports that the display of the new roll-down game, Bumper Bowling, has brought crowds of operators and concessioners to Supreme headquarters. Blatt claims that Bumper Bowling is one of the best games ever originated for the operator.

"Bumper Bowling is opening closed territory everywhere," he claims, "as the game is legal. It uses five rubber balls, which are thrown by hand. As they trickle down the board they contact the bumpers and thereby score the points which are automatically added on the backboard.

"The game is the most fascinating roll-down action that has ever been devised. It takes advantage of the great popularity of the roll-down game, plus the tremendously impressive action of the bumper coils. Combining these two features has brought to operators the best legal game of the year."

"Introduction of a bill to make conviction for playing bolita a felony has more than usual significance at the moment. This is so because one of the most active lobbyists for repeal of the slot machine law was the leading bolita operator of Tampa, whose profits had been seriously curtailed by the slot machines.

"Bolita is not so widespread as the slot machines were, but in their range of activities around Tampa, Miami and Jacksonville the bolita barons exact a much heavier toll than the slots ever did. It was no secret that much of the current razzle dazzle against slot machines and its financial foundations are back in the hidden recesses of the bolita racket."

In view of such opposition it is now fair to ask how much these agencies had to do in agitating the anti-slot machine drive by church and reform organizations and if they had anything to do in financing them.

**World's Champ** — THE PHENOMENAL SELLER

No. D245—The publicity given to the "World's Heavyweight Fight"—mistake people boxing conscious. Capitalize on it. Let the "World's Champ" deal make more money for you. It's new, a lot of fun and profitable. Prizes every time—100% legal. Sells fast in any location. 70 prizes with 50c surprise prize with last number.

**BRINGS IN \$7 COSTS \$3.50**  
**SELL TO DEALER FOR \$5.25 YOU \$3.50**

No. D185—Trading Post, similar to above. Consists of 180 prizes with \$1 prize for last number. Brings in \$18.00. Sell to dealer for \$8.50 to \$9.50. Costs you \$5.00.

No. S266—Scotty Dog 2c salesboard assortment. The wonder money maker. Brings in \$3.50. Consists of 200 hole push-out card, display board, and 15 Scotty Dog novelties. Sell to dealer for \$2.55. Costs you only \$1.55

**SPORS CO., 5-37 Erie St., LeCenter, Minn.**

## For the Record

Florida House and Senate passed a bill to end licensed slot machines when the present licenses expire October 1—thus putting an end to one of the most interesting present-day experiments to see whether a State could effectively regulate licensed slot machines.

There was much agitation against the slot licensing bill passed in 1935, and as a matter of record the sources of this opposition should be checked as carefully as possible. *The Miami Tribune* conducted a continuous editorial campaign against the licensing of slots, and *The Tribune* is said to be owned by Moe Annenberg.

Kenneth Ballinger, staff writer for *The Miami Herald*, in the May 23 issue of that newspaper, also records another source of opposition that evidently had a big influence:



HARRY HOPPE, of Exhibit

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

# Evans' DE-LUXE PAYOUTS Unequaled FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not copied or changed over from older models. Every machine is built RIGHT. Evans games are absolutely free from "bugs."

For top profits and unflinching performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! • Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.



## GALLOPING DOMINOS

Fascinating Dice Payout . . . . . \$325

**BANGTAILS**  
Superb Horse Race Payout . . . . . \$335

**ROLLETTO JR.**  
Automatic Roulette Payout . . . . . \$345

5c or  
25c  
Play

**PLAYING FIELDS INTERCHANGEABLE AT NOMINAL CHARGE**

Check Separator \$10 Extra. Concealed Payout Drawer or Open Cup Optional.

All Prices F. O. B. Chicago. Federal Tax Paid.

**H. C. EVANS & CO.** 1522-28 W. Adams St., Chicago, Ill.



## 7TIMES EARNING POWER

7-coin visible drop chute accepts one to seven coins at each play!

## SPINNING FLASHER LIGHT

Whirling, sparkling lights reflect thru the playing field and come to rest on the winner!

## MIRROR-BAK-FIELD

An illuminated modernistic mirrored top, decorated in dazzling colors. Marvelously rich!

## MODERNE CABINET

Absolutely class! Ebony black trimmed in silver. 38" high, 36" long, 19" deep.

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## Detroit

DETROIT, May 29.—Frank Stein, well-known pin-game operator, visited the new quarters of General Amusement Devices Company last week and ordered 25 Skooky and 16 Ball Fan games. Stein plans to open a showroom in Webster Hall soon.

Harry Chereton, manager of Gadco, says that the Skooky is proving a popular machine in Northern Michigan, where a large number of them have been sold. The firm has constructed an addition to its recently acquired quarters to provide space for a service department.

"Business is fair and keeping me rushed every day," Sam Liebers, Detroit operator, said this week. With the revival of amusement-machine activity in Detroit, particularly in the pin-game section, Liebers has more machines on his routes and is kept busy on

service, collection and selling calls with his various locations.

Arthur Calle, president of the A. C. Novelty Company, is planning a special invitation to be issued shortly to all Shriners who will visit Detroit for the Imperial Council meeting of that body, June 22-24. Many coltmen are among the widespread membership of the Shrine.

C. & N. Sales Company, New Orleans distributor, has been appointed distributor in the Louisiana territory for the new seven-play A-C Multi Bell. F. W. King, C. & N. Sales Company boss, predicts widespread acceptance of the new A-C machine because of its many exclusive features.

H. F. Moseley, president and treasurer of the Moseley Vending Exchange, Richmond Va., has been appointed distributor for the Virginia territory on the new seven-play Bell carrying the trade name A-C Multi Bell and manufactured by the A. C. Novelty Company. Always alert for the benefit of the trade and the interest of operators thruout the territory, Moseley acquired distribution

rights for the A-C Multi Bell as another step in his progressive policy of always being able to furnish operators with the newest and latest in coin machines of reputable quality, Arthur Calle said.

## Lichtman Offers Plan to Jobbers

NEW YORK, May 29.—Charley Lichtman reports that he will soon propose a new plan to jobbers in this city in the near future. He claims that the time has come for all jobbers to get together and arrange for better business conditions for themselves in order to cope with outside competition that is hurting their business.

Lichtman states that about 13 of the local jobbers have agreed with him on a plan and that he will present this plan at one of the weekly Metropolitan Jobber Association meetings. Other jobbers who have approved the plan are not yet being mentioned, but Lichtman states that when the plan is completed full details will be disclosed.



BUFFALO OPERATORS' ASSOCIATION meets to discuss expansion of music and games operation in the Buffalo district. They were guests of the Wurlitzer company.

## BARGAINS from DAVE MARION

- 2 Pace 50 All Star Comets . . . \$44.50 ea.
- 1 Mills 50 Blue Front . . . . . 49.50
- 1 Mills 50 War Eagle Yellow Front . . . . . 39.50
- 2 Mills 50 Q.T. Green Front, Latest Model . . . . . 42.50 ea.
- 1 Mills 50 Q.T. Yellow Front . . . . . 37.50
- 2 Mills 50 S. JP . . . . . 15.00 ea.
- 1 Mills 10 Ext. Bell . . . . . 42.50
- 1 Jennings 10 S. JP. Duke . . . . . 15.00
- 1 Jennings 10 D. JP. Duke . . . . . 15.50
- 1 Paces Faces, serial 3751 . . . . . 237.50
- 3 A.B.T.'s 10 Pistol Targets . . . . . 23.50 ea.
- 22 Wurlitzer P 10s . . . . . 79.50 ea.
- 1 Grand Prize (Western) . . . . . 47.50
- 7 Bally Bumpers . . . . . 27.50 ea.
- 1 Bally Round Up . . . . . 24.50
- 1 Monte Carlo (Electropak) . . . . . 22.50
- 2 Bally Derbies . . . . . 15.50 ea.
- 1 Bolo . . . . . 9.50
- 1 Bally Baby . . . . . 6.00
- 1 Repeater . . . . . 5.00
- 1 Equity . . . . . 5.00
- 1 Hold and Draw, Late Model . . . . . 4.00
- 3 Buckloy Horses . . . . . 3.50 ea.
- 5 Select 'Ems . . . . . 3.50 ea.
- 2 Boosters . . . . . 3.50 ea.
- 4 I. O. U.'s . . . . . 3.50 ea.

Subject to prior sale. Orders must be accompanied by one-third deposit. WRITE FOR COMPLETE BARGAIN LIST. JOBBERS GET OUR QUOTATIONS. MARION COMPANY - WICHITA, KAN.

**WRITE TODAY FOR OUR NEW PRICE LIST!**  
LISTING ALL THE LATEST AND BEST MACHINES — NEW AND USED — AT LOW PRICES!  
Write NOW! Learn Why "It Pays to Deal With Hercules"  
Cable Address: HERMEX.

**HERCULES MACHINE EXCHANGE, INC.**  
1175 BROAD ST. NEWARK, N.J.

**READY FOR DELIVERY IN A FEW DAYS!**

**FOTO FINISH**

PHENOMENAL ONE-BALL PAYOUT by GOTTIEB

Hair-Raising Thriller!

**BARGAIN**

2 BRUNSWICK-BALKE AUTO-BOWL PORTABLE BOWLING ALLEYS. Complete With Accessories, in first-class shape. No reasonable offer turned down.

**SPORTLAND ARCADE,**  
938 South State Street, Chicago, Ill.

End your correspondence to advertisers by mentioning The Billboard.

# Paddock

...HAS WHAT IT TAKES!

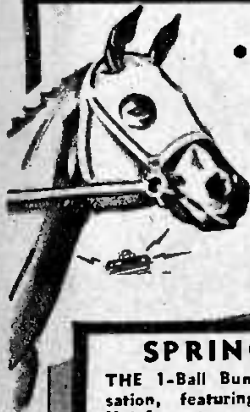
EVERYBODY'S CALLING IT THE GREATEST 1-SHOT PAY TABLE THEY'VE SEEN IN A LONG, LONG TIME!

PADDOCK has flash! Action! It brings the thrills and atmosphere of the Turf to every location—it gives you those long, long profits! Get your PADDOCK now!

The RACE FROM START TO FINISH ON THE OVAL TRACK, LITE-UP, BACKBOARD!

149<sup>50</sup>  
TAX PAID

F. O. B. CHICAGO  
Ticket Unit, \$10 Extra.



### SPRINGTIME

THE 1-Ball Bumper Spring Sensation, featuring the Free-Play Hole!

Warm up those cold locations with Springtime lite-up and bumper spring action!

\$129.50

TAX PAID  
F. O. B. Chicago  
Ticket Model  
\$10.00 Extra.

### RE-PLAY

THE 5-BALL BUMPER SPRING NOVELTY HIT!

They're still crowding around the greatest attraction ever--1 Game in Every 6 Played Is FREE!

\$64.50

TAX PAID  
F. O. B. Chicago

The SENSATION of 1937 will be announced next week! A SENSATIONAL 5 BALL NOVELTY GAME!

CHICAGO COIN Corp.  
1725 W. DIVERSEY CHICAGO

Altho I am no longer in the music business, I don't suppose I shall ever want to lose track of those who are actively following it these days. It is a source of real pleasure to me to see so many of my friends among manufacturers, distributors and operators who are making a success of the present fine coin-operated phonographs. I believe if we had had these splendid instruments in my time there would have been a lot of real money made by everyone. Surely it should be a source of pleasure to operators nowadays to be able to deliver beautiful instruments such as are being turned out by factories, as I am certain it is gratifying to locations to have such ornamental as well as beautiful designs with the fine music they produce.

I believe that all music operators in this country can turn their eyes toward Detroit and view with pride the great success of the Marquette Music Company, which I consider to be the first and foremost music operator in the United States. It might be interesting to review the history of this concern, as it is a record that may be looked over with pride.

Some 30 years ago John A. Marquette owned the finest cafe in Detroit. It was patronized by all the better class of people, which it deserved to be, because there were few hosts then or now the equal of John Marquette and his charming wife.

Along came an operator one day who put a coin-operated piano in Marquette's cafe. Quickly seeing the possibilities of this business, Marquette disposed of his cafe and established the Marquette Music Company to operate pianos.

About 20 years ago I had the pleasure of taking Marquette's order for 100 coin-operated pianos of a well-known make. In the next 10 years Marquette bought of me nearly 1,000 additional pianos. Along with them he also operated a few other types of equipment, but the music business was his main interest.

#### Liked Phonos

When the first coin-operated phonographs came in, crude as they were, Marquette sensed the possibilities and immediately bought 500. Prohibition

## A Success in Music

By LEE S. JONES

President American Sales Corporation, Chicago

was in full swing then, but, as most of us know, Detroit was a mighty good town in the so-called "dry days," so Marquette soon had 1,000 phonographs operating profitably.

Now the question arises, how could this man and his organization manage to show a profit on the operation of pianos and phonographs years ago when these instruments all cost better than \$500 apiece? The answer is very simple—he had a fine organization and he dealt on the square with everyone. He had a satisfactory commission basis and never varied from it. His place of business was open 24 hours a day and no sooner was a service call reported than a man was on the job. I used to visit Detroit often in those days and I don't believe I have ever gone into their building (which incidentally they own and which is located in the heart of the Detroit business district) at a time when they had over a half dozen instruments on the floor. With all the thousands of instruments operating they always had more calls from locations than they could fill. The minute they changed a phonograph they brought it back and looked it over carefully before relocating it. As a result their stock always looked new.

Consider, too, that phonograph operating in Detroit is more expensive than in any other place in the country because of the great amount of direct current, which meant additional cost for converters, but Marquette never stood back for that reason. He knew he had to spend money to make money.

Today I do not know how many phonographs he has, but they run into thousands, and there is the same enthusiasm and activity in his business as there was at its inception.

At the start of the business Marquette had with him his brother-in-law, Harry DeSchryster, who now is in active command and running the business. Mar-

quette has a beautiful home in Marine City, Mich., 40 miles north of Detroit, having retired six years ago when DeSchryster took over the business.

Of course, operating musical instruments was nothing new to Harry DeSchryster. He grew up with it, and it is my contention that he and his organization know more about music operating than any other operator in the country. My claim to this statement is based on past and not present experience, because, as I have said previously, I am out of the music game.

#### Wide Acquaintance

DeSchryster knows everyone in Detroit, and now that he has his business in such fine shape he is taking a little time off now and then to visit Florida and other places, but I remember the days when he was on the job at 7 in the morning until midnight every day, Sundays included.

Recently when I visited the Marquette Music Company I found DeSchryster in a beautiful new office taking it easy. And why shouldn't he? He is entitled to it, don't you think?

Several years ago DeSchryster employed Harry Graham as sales manager and I say without fear of contradiction that he is the greatest dynamo I have ever seen. This man can reel off every worth-while location in Detroit from memory, and remember Detroit has about 2,000,000 population. A fellow who can stay right in his office and visualize just where a phonograph is going to sit in most any location in town is a wizard. It is really a treat to hear Graham talk to inquiries for phonographs. If he thinks the location is not likely to be profitable he is not mealy-mouthed about it but simply says, "No." On the other hand, if it looks good to him he will place the instrument, equip it with wall boxes, loud-speakers, public-address systems

and everything else, but you can bet your life that that location is going to be a crackerjack.

Once upon a time I wanted to know more about how Marquette did business, so I put in three days in Detroit going around to locations and trying to talk proprietors into setting Marquette's phonographs out and putting in another one. I really didn't have any other machine, but I wanted to find out just why Marquette had such a cinch in the town, and it is an honest truth that I couldn't get a single location. The name Marquette Music Company is just paramount and that's all there is to it.


Today Graham knows every location by his first name and he, too, is trained in the Marquette tradition to work.

I no longer do any business with Marquette Music Company because it is now exclusively a phonograph operator, but if any of you boys ever get to Detroit drop in to see them, as I always do, and you will be refreshed and your viewpoint will change if you are inclined to be pessimistic now. It is a great and successful organization. They don't do any shouting from housetops, but if you happen to be around any day when they are going to the bank with the nickels you will observe that they use a truck and not a passenger automobile. That tells the story better than anything I can say.

#### Greatly Pleased

To the Editor: "We were greatly surprised and pleased with the results that our ad in the May 22 issue of *The Billboard* brought us. Let us compliment you on the wide range of territory you cover and the number of operators who follow your ads. The results of the ad were most satisfactory and enabled us to turn over completely our stock of slots and pay tables."

MERCURY AUTOMATIC SALES,  
Wheeling, W. Va.

Mills Golf Ball Vender 

# Dear Friends:

For the past two weeks we have been shipping Golf Ball Venders by the hundreds to all parts of the country.

And in our 49 years in this business we have never seen any machine win such instantaneous success! Reports of cash box intakes of \$60, \$80 and \$100 a day are pouring in on us by letter, wire and telephone. Repeat orders are invariably for from five to ten times the quantity of the original orders.

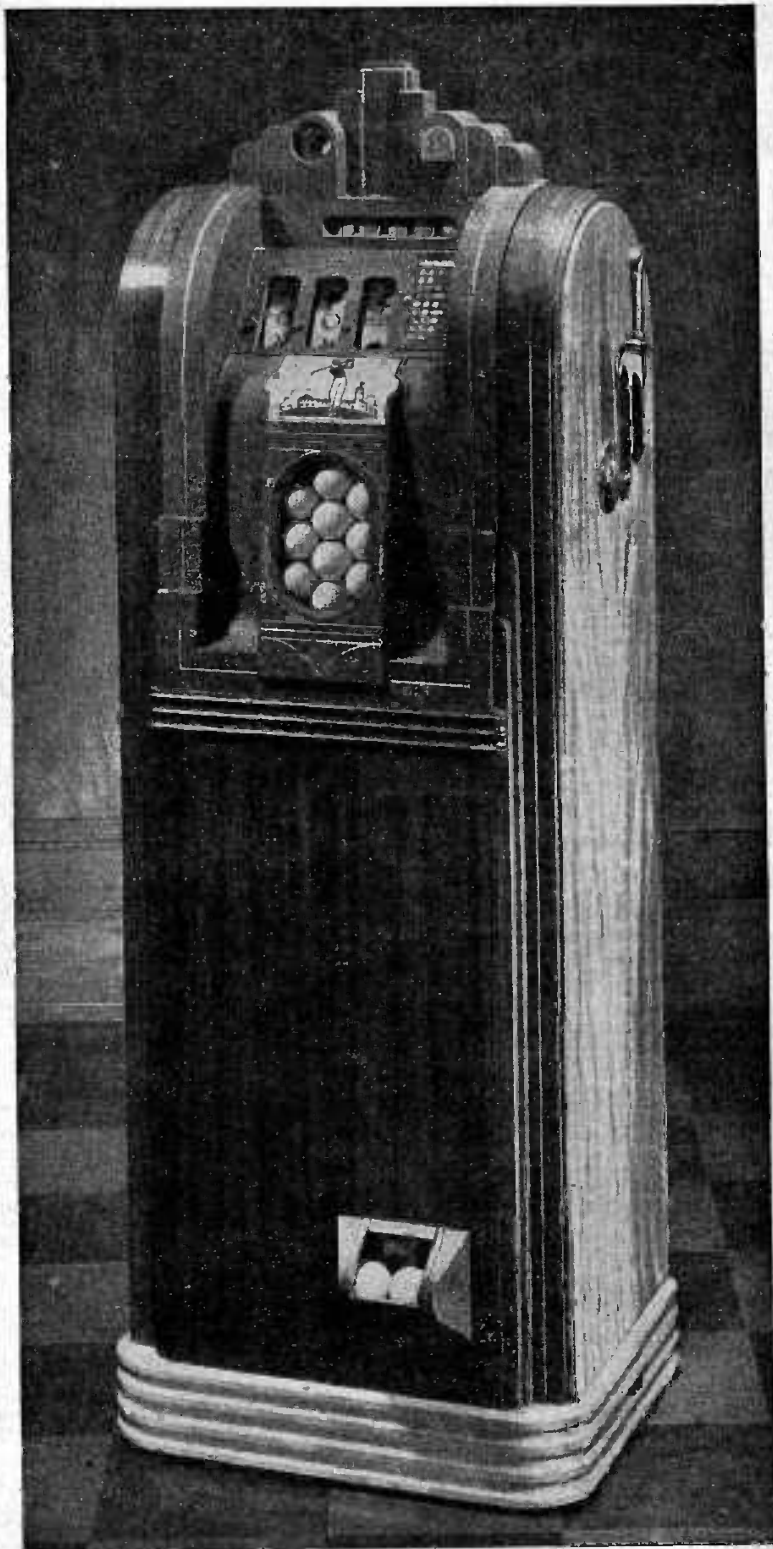
We honestly can't remember any time when a Mills Machine has taken hold so fast, on operator, location, and player, and where it has made these almost unbelievable amounts of money in such short time.

## But Then —

A machine as distinctive and efficient as this turns up only once in a blue moon. It has a capacity of 130 to 150 balls. It registers each quarter accepted and each golf ball vended. The vending compartment can be refilled without unlocking rest of mechanism. It is entirely automatic—quiet—fast; and the uninterrupted service it's rendering is sweet to contemplate!

Golf clubs everywhere—private, semi-private, and public fee—are clamoring for this brand new machine. Other locations catering to lovers of golf are also rushing to install it.

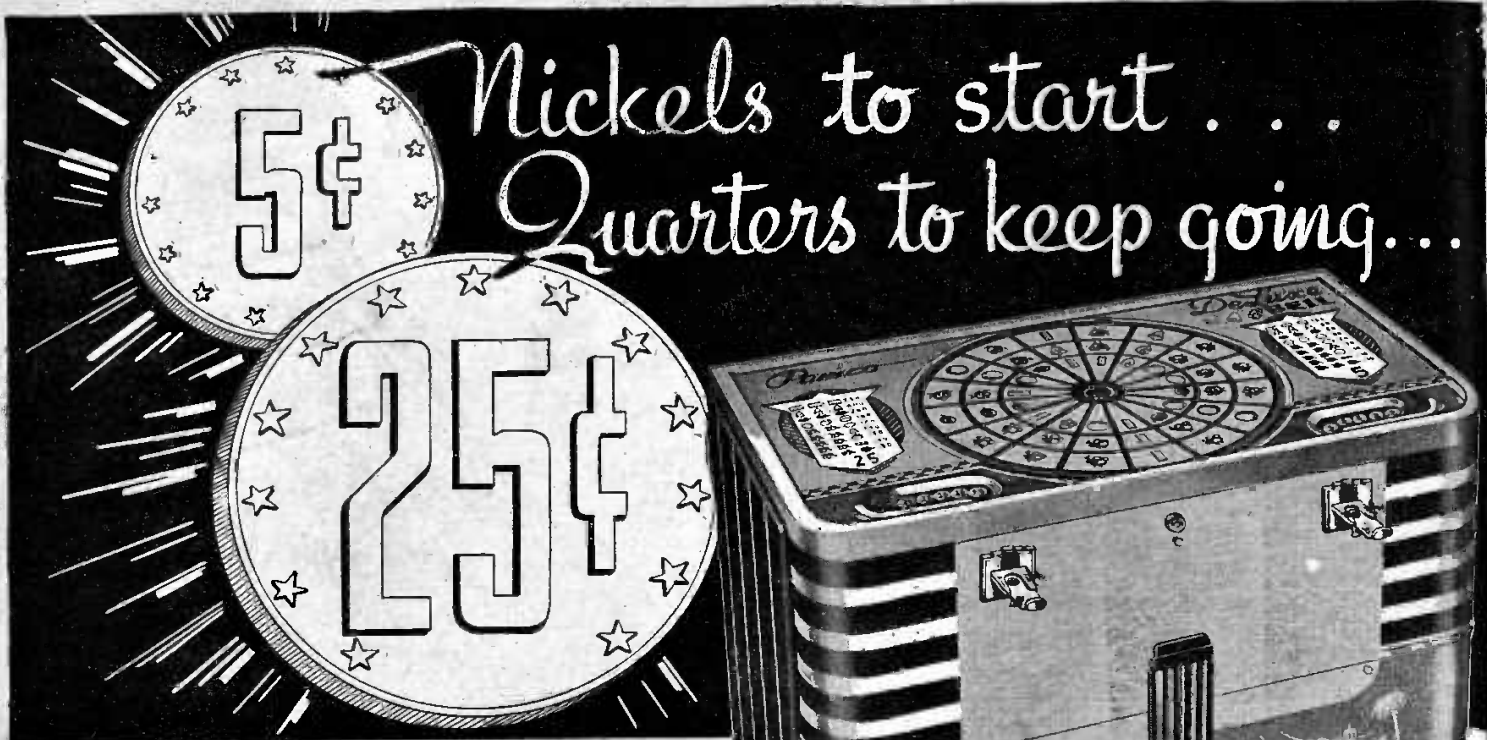
It's easily the hit machine of the past five years! The season is on—the boys are hooking and slicing—the balls are disappearing in rough, water, and yes, even on the fairway! New balls are the



biggest need of every golfer and here's the machine that makes golf ball buying a pleasure.

Don't wait a single hour before securing this brand new equipment. Order Now — Today! Time saved is money earned!

Mills Novelty Company  
4100 Fullerton Ave., Chicago, Ill.



...Big Money for You!

It's big money for you when DELUXE BELL, ROSEMONT and CORONATION make "quarter players" out of "nickel nursers." They start with nickels—but—bigger payouts beckon. They change to quarters . . . keep both chutes going! . . . 30c on each play! Thrills and beauty, too. The whirl of dazzling lights . . . the splendor of richly grained wood set off by Chinese rap . . . the sparkle of chromium fittings . . . all combined to make these brilliant games the "Kings of the Consoles." The mechanism is the simple standard unit made famous by Pacific pay tables. Nothing complicated. Just a good, hard working unit that does the job. All models have escalator chutes. Equipped with two 5c chutes instead of 5c and 25c chutes, if desired. No extra charge. Ticket units also at \$20 extra.



DeLuxe Bell  
Rosemont  
Coronation  
(Two 5c Chutes Optional)  
Ticket unit \$20 Additional

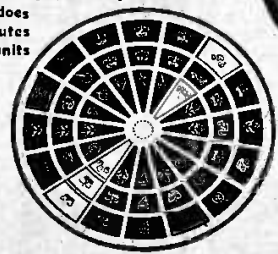
\$249.50

**Coronation**

For special locations. Has symbols of royalty—crowns, scepters, shields and swords instead of fruit reel symbols. Glass, interchangeable with DeLuxe Bell \$249.50

**Rosemont**

For race track fans . . . horses streaking down the stretch in a whirl of lights and color. Players start with nickels—keep going with quarters. \$249.50



*Pacific's*

**MAZUMA**

"Win or Money-Back" it guarantees the player in 16 consecutive plays he must win. Or, his money is returned in part or in full.

Only game on the market with this feature. Bumpers. Lights. Flash. Color. MAZUMA has everything! Write for details. Or order samples today. PAYOUT MODEL.. \$149.50

*Pacific's*

**SKOOKY**

Novelty table operators are making "big time" collections again. SKOOKY is doing the job. Its "magic mirror" with third dimensional lights, its flashograph, its changing odds and bumper type action really get the play. The "right" game for spots where players like to match their skill. \$72.50



**PACIFIC MFG. CORPORATION**  
4223 LAKE STREET CHICAGO  
Los Angeles Office: 1320 S. Hope St.

TICKET MODEL \$159.50



**HOT TIP: RIDE  
HOT SPRINGS**

# HORSE RACE CLASSIC!

Here's the horse race fan's Dream come true! A game that steps right out in front and holds the lead—a real CHAMP! The only Novelty Horse Race Game that features WIN—PLACE—SHOW! HOT SPRINGS sets a profit pace hard to beat!

## HOT SPRINGS

**5-BALL BUMPER SPRING NON-PAYOUT**

With sensational new THIRD-DIMENSION MYSTIC GLASS Back Panel. Distances and odds step out in life-like realism. Length of Race varies from 3/4 mile to 2 miles. Odds up to 40-1! 5 balls to shoot. Every bump noses out another horse. FLASHOGRAPH Totalizer flashes the race position and final results! Game automatically cuts off when a WINNER comes in—even if all balls have not been shot!



22"x44"  
A. C. Current  
Only

**FEATURES**

- 3d DIMENSION MYSTIC GLASS BACK PANEL!
- FLASHOGRAPH Movie-type, nose-by-nose Totalizer!
- MYSTERY SLOT—(Out-standing feature of Gottlieb Payouts!)
- ADJUSTABLE MECHANICAL AWARDS—Invisible mechanical control of odds!
- MECHANISM mounted on sliding chassis in back of back Panel, instantly removable!
- TILT-FOLLER cuts off game when tilted!
- ILLUMINATED AWT 400 COIN SLOT, last coin visible!

NEW PRICE  
**\$74.50**

IMMEDIATE  
DELIVERY

**D. GOTTLIEB & CO.**  
2736-42 N. PAULINA ST. CHICAGO

## BELIEVE IT OR NOT

We are still in Production and Delivering—

**DERBY DAY  
MISS AMERICA  
SPEED KING  
HIGH CARD**

**\$149.50**

ACKNOWLEDGED THE BEST IN PAYOUTS!

★ READY FOR DELIVERY IN A FEW DAYS—

**FOTO-FINISH**

PHENOMENAL ONE-BALL PAYOUT!

### Marcus Reports On Case Progress

CLEVELAND, May 29.—A decision is expected daily in Cleveland in an injunction hearing involving coin-operated machines seized by the police. It is believed that the principle on which the injunction suit has been brought is an entirely new one in cases of this kind, says M. M. Marcus, prominent Ohio distributor.

The suit is being brought by Samuel Son, Cleveland operator, thru his attorneys. The hearing was held before Common Pleas Judge Joy Seth Hurd. A decision was expected before this but was delayed because of the illness of Judge Hurd.

The new principle laid down in the injunction suit, according to Marcus, is that Son was deprived of property without due process of law, a right which the Constitution grants every citizen.

Furthermore, the injunction suit states, there was no actual evidence of gambling on Son's machines. The prosecuting attorney admits there was no money or merchandise paid out to players, but that the police seized the machine because it was a gambling device.

The attorneys for Son explained also that even if the awards were paid out on the game the action should be taken not against Son, who employed the ma-

chine simply as an amusement device, but against the person who actually paid out the reward.

The attorneys make the analogy of a plumber who after regular working hours used his master's tools for burglary. The master in this case would not be liable for the action of the person using his property.

Furthermore, he would have the right in the courts to get his property back after it was used as evidence in the trial. There is nothing in the laws of Ohio, Marcus explained further, that withholds from the owner of property suspected of being used in gambling the right to sue to get it back again. At present the police department of Cleveland is holding the machines involved in this injunction trial.

The decision is naturally being awaited with a great deal of interest by Cleveland operators and a number of requests have been received from other States by Marcus for information on the progress of the injunction. It is expected to set an entirely new precedent for action of this kind, Marcus stated.

### Pride in Marksmanship Boosts Radio Rifles

CHICAGO, May 29.—No matter whether he has ever handled a gun or not, the average man believes himself to be a good marksman and is always anxious to display his prowess. This in large measure explains the continued popularity of radio rifles.

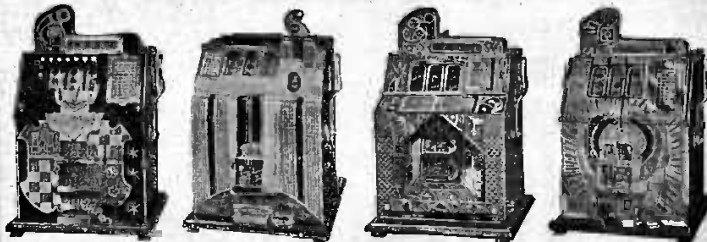
With the opening of amusement parks and resorts throughout the country, operators find that the people on pleasure bent find keen entertainment in shooting radio rifles. In many instances a group of eight or 10 will become deeply interested in competing for highest marksmanship and this, of course, results in heavy play for the machines.

Numerous operators visiting Chicago have informed Rock-Ola Manufacturing Corporation officials that they find interest in Tom Mix and School Days rifles just as keen as ever. The heavy play that rifles are receiving at summer resorts indicates that their popularity will continue just as great as at other seasons.



ROY F. WALTEMADE, Wurlitzer comptroller, at his desk.

### MILLS SLOTS THOROUGHLY RECONDITIONED GUARANTEED MECHANICALLY PERFECT ALL MYSTERY PAY-OUTS LIKE NEW



Mills 50 Play  
Blue Front Bell  
**\$69.50**  
100 Play, \$72.50

Mills 50 Play  
Sycraper Bell  
**\$47.50**

Mills 50 Play  
P. FOK  
**\$47.50**

Mills 50  
Silent War Eagle  
**\$62.50**

**MINTS** 75c a Box  
(100 Pieces)  
Case Lots (10 Boxes), \$8.25.

**BALL GUM** 15c a Box  
(100 Pieces)  
Case Lots (100 Boxes), \$12.00.

1/3 Deposit on All Orders, Balance C. O. D.

### SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

**WURLITZER** P-12 Perfect Condition **\$124.50**

SINGLE—\$134.50.

Lots of 10

**BUMPER MACHINES . . \$32.50** ★ **KEENEY BOWLETES**  
**BOLOS . . . . . 6.95** (Very Low Price)

USED PAYOUTS, PERFECT CONDITION, \$49.50. LATEST NOVELTY GAMES ON HAND.  
WRITE FOR INFORMATION.

**BABE KAUFMAN, Inc.** (CIRCLE 250 W. 54th St., N. Y. C. 6-1642)

### EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

- Bally Mfg. Co.
- H. C. Evans & Co.
- Groetchen Mfg. Co.
- D. Gottlieb Co.
- A. B. T. Co.
- Exhibit Supply Co.
- Daval Mfg. Co.
- Western Equip. Co.

**KEYSTONE NOV. & MFG. CO.** 26th and Huntingdon Sts. PHILADELPHIA, PA.

# NEW CONSOLE RELEASES BY BALLY!



WRITE FOR PRICES

## BALLY BELLS

Super-bell earning power and guaranteed griefless performance in one and the same machine! **BALLY BELLS** has all the appeal of fruit-reel symbols, plus flash of whirling lights and profit-boosting Double Coin Chute feature (CHOICE OF NICKEL-QUARTER; TWO QUARTERS; TWO NICKELS). They start with nickels, quickly graduate to quarters, and how the money rolls in! You'll never believe a coin machine could possibly make money like **BALLY BELLS** till you empty the cash-box and see for yourself. Order this great machine today!

## FAVORITE RACE TRACK CONSOLE

**NINE** famous purse-winners on a circle track sparkling with lights! Whirling wheel **CHANGES ODDS** every race. Nine selections; nine coins per game; **NINE TIMES THE EARNING POWER!** Extremely **FAST PLAY** and **DAILY DOUBLE** feature insures record-breaking profits. All electric, guaranteed trouble-proof and cheat-proof, available in Nickel or Quarter play. Get back on Easy Street by ordering a few **FAVORITES** today!



IMMEDIATE DELIVERY

# GOLDEN WHEEL BUMPER ONE-SHOT



4 TO 40 WINNERS EVERY GAME

CHANGING ODDS 2-TO-1 to 40-TO-1

BUMPER ACTION

ELECTRIC KICKER

BLAZINGLY BRILLIANT BACKBOARD 20 INCHES HIGH! 10 RICH COLORS! GLEAMING MIRRORS! FLASHING LIGHTS!

Bally's **PREAKNESS** put you in the big money . . . **GOLDEN WHEEL** will keep you there! Because **GOLDEN WHEEL** has all the "first-second-third-and-fourth-place" payout appeal of **PREAKNESS** . . . plus **BUMPER-ACTION** . . . **ELECTRIC KICKER** . . . and the greatest **FLASH** and "**COME-ON**" you ever laid eyes on!

If you're not operating **GOLDEN WHEEL** you're turning your back on some of the sweetest, swiftest profits that ever came your way. Get your share of the **GOLD** in **GOLDEN WHEEL**—order today!

WRITE FOR PRICES ON PAYOUT AND TICKET MODELS

## CAROM



Now in its **FIFTH MONTH** and still a best seller! Combines **1-Shot Appeal** and **Bumper Action**—plus **Electric Kicker**, **Changing Odds**, tantalizing "**Odd-or-Even**" payout idea! Get in the big money by ordering some more **CAROMS** now!

\$159.50  
TICKET:  
\$169.50  
F. O. B. Chicago

## BALLY MFG. CO.

2640 BELMONT AVENUE, CHICAGO, ILLINOIS

## FAIRGROUNDS

PLAYS 4 NICKELS A GAME  
Back in production by popular demand! You can again get **IMMEDIATE DELIVERY** on this great **\$10-A-N-HOUR Changing Odds One-Shot** that **MULTIPLIES PAYOUTS** by number of coins played . . . **\$8.00 TOP!** Plenty of spots begging for **FAIRGROUNDS** now—so rush your order and clean up!

\$194.50  
F. O. B. Chicago  
NUGGET and SUM-FUN Counter Game Etc. Write for Circular.



GOES ON AND ON AND ON AND ON AND ON AND ON IN

*Growing Popularity and Growing Profits!!*

## WORLD SERIES

No end to the profits that go into the coin box of this great game . . . suitable for any and every type of location. Takes small room but takes big profits. People never get tired of baseball . . . nor do they grow tired of playing the great baseball game **WORLD SERIES**.

Having this game on location is an **INVESTMENT**, not an experiment. . . For **LONG, CONTINUOUS** profits and popularity **WORLD SERIES** will go on, and on and on, for years and years and years. Be wise, Mr. Operator, get the baseball game that fits into the finest locations in America, and will continue to **STAY THERE**.



## Rock-Ola's RHYTHM MASTER



That full, floating Crystal Pick-Up is the talk of the industry. . . Floating power has long been recognized in the automotive field for eliminating undesirable vibrations. . . The new Rock-Ola Crystal Pick-Up now **FLOATS** in **LIVE RUBBER**.

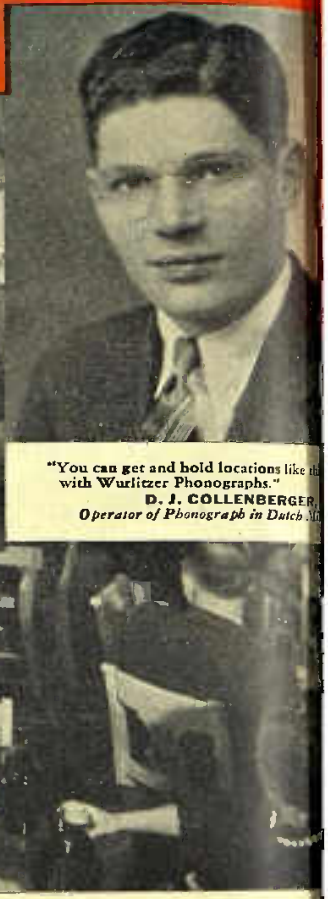
Has that unequaled **ROCK-OLA TONE** . . . that unbeatable **ROCK-OLA MECHANISM** . . . that matchless beauty in its exquisite cabinet.

**THE BEST SPOTS ARE YOURS WITH THE ROCK-OLA RHYTHM MASTER 16 (or 12). PROMPT DELIVERIES—NOW!**

**ROCK-OLA MFG. CORPORATION**  
 800 N. KEDZIE AVENUE • CHICAGO, ILL.

# WURLITZER-SIMPLEX

*Gets and Holds Locations like this, says operator D. J. Collenberger*



**"You can get and hold locations like this with Wurlitzer Phonographs."  
D. J. COLLEMBERGER  
Operator of Phonograph in Dutch Mill**

*"I am better satisfied with this Wurlitzer Phonograph than any make I have had. Its perfect mechanical performance and life-like tone make it more desirable than an orchestra."*

**MARTIN VADALABINE,**  
*Proprietor of the Dutch Mill, Popular Illinois Tavern*

**THE DUTCH MILL, Popular Illinois Tavern**

Read what Martin Vadalabine says about the performance of the Wurlitzer-Simplex. Look at the crowds that pack into his place. All over America Wurlitzer-Simplex operators are getting and holding big-pay locations like this... are replacing in hundreds of locations, phonographs that cannot equal Wurlitzer-Simplex tone and beauty.

Don't handicap your operations with instruments of inferior quality. Operate the best there is and share the success that Wurlitzer-Simplex operators are everywhere enjoying.

Find out if there is still room in your locality for a Wurlitzer-Simplex operator. The Rudolph Wurlitzer Co., North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

*In the*  
**BIGGEST AND BEST  
LOCATIONS ALL  
OVER AMERICA**

**WURLITZER-  
SIMPLEX**

*Operators are*  
**REPLACING PHONOGRAPHS**  
*that do not measure up  
to Wurlitzer Performance*



**THE RUDOLPH WURLITZER CO.,**  
North Tonawanda, N. Y.  
Please let me know if there is room for another  
Wurlitzer-Simplex operator in my locality.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Present Occupation \_\_\_\_\_

**SOLD ONLY TO OPERATOR**