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JULY 25, 1936

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# The Billboard

The World's Foremost Amusement Weekly

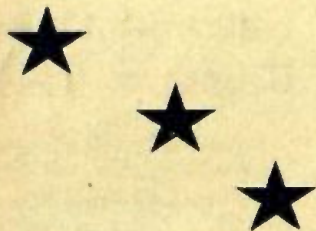


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Review From **BILLBOARD**  
July 11, 1936  
WABC (CBS NETWORK)



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# The Billboard

JUL 25 1936

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No. 30

The World's Foremost Amusement Weekly

July 25,  
1936

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## HEAT HITS FT. WORTH SHOW

### Gillmore, Returned From Coast, Reports Legit Up

*Encouraged by outlook in San Francisco, Los Angeles and Chicago—says reports of organization tour were exaggerated, with lead to come from New York groups*

NEW YORK, July 18.—Frank Gillmore, Equity president, on his recent return from his Coast trip, primarily made to bring about a realization of long-planned reorganizations in the Los Angeles and Chicago offices of the Association, reported a definite upturn for legit in California. In contrast to conditions prevailing four years ago, when neither San Francisco nor Los Angeles had a single theater in operation, there are now four or five in the former city and three in the latter. Chicago, too, from present indications, may look forward to a favorable coming season in that all legit managements contemplating production have their bookings filled.

With regard to changes in Equity's East and Chicago offices, Gillmore further amplified previous details with the statement that the retrenchment was delayed, in the case of Los Angeles, until the administration of Equity was assured that its affiliate, the Screen Actors' Guild, was on a firm enough foundation to adequately take care of the interests of Equity's West Coast screen members. In Chicago also, there (See GILLMORE, RETURNED page 10)

### Storm Damages Majestic Shows

PINCKNEYVILLE, Ill., July 18.—Heavy damage was dealt equipment of the Majestic Mighty Midway Shows here at 6:30 p.m. on Thursday by a sudden windstorm. Manager Thomas Forrester and working crews did some fast work and managed to keep the Ferris Wheel and aeroplanes ride in the air by means of guy ropes.

Two front wagons of the Minstrel Show were wrecked and canvas badly damaged. All wax models and tent of (See STORM DAMAGES on page 91)

### Dramatists' Guild Broaches Howard's Amateur Play Plan

NEW YORK, July 18.—Claiming that producers of amateur plays are keeping the theater nationally alive in the face of competitive entertainment values as the theater and radio, and in view of the fact that the old-time stock company has all but disappeared, Sidney Howard, president of the Dramatists' Guild, has issued to Guild members a plan outlining an amateur play service which, he thinks, will result in increased incomes from amateur rights.

Explaining that at the last meeting (the one in which an agreement with the managers was attained) he advised acquiescence to the demands of managers that amateur rights be shared equally, Howard in his last announcement states that he did so because of his knowledge that the Dramatists' Guild Council even then was contemplating the new plan for increased income.

A corporation is being formed, with Barrett H. Clark, a Guild member and for a long time associated with the Samuel French office, looked upon as the likely candidate for the position of executive director. Money will be raised thru subscription by the sale of non-voting preferred stock on which a 6 per cent cumulative dividend will be paid, the stock to be repaid ultimately. Ar-

### NCA Officials Air Problems

CHICAGO, July 18.—In a serious and militant mood costumers from all over the United States and Canada started a three-day session Monday, July 13, at the Hotel Sherman here with the avowed purpose of building a stronger organization to combat the present-day evils that have crept into their business. Probably the most important thing considered was the loss of business due to the public schools and the WPA engaging in the costume business. This, it was alleged, they have done on a large scale, resulting in heavy losses to the costumer.

Methods and means to combat this were discussed freely and it was decided to bring the matter to the attention of the federal government. Public institutions, such as chambers of commerce, civic groups, bureaus and parent-teacher associations will be contacted and made to realize how important the costume business is to their local community, not alone because of the financial gain to the costumer, but because of the effect (See NCA OFFICIALS on page 10)

rangements will be made so that when each play is produced in New York there will be an adjustment of dates in the (See DRAMATISTS' GUILD on page 10)

### Pair of Press Agents To Herald Marks Shows

TRENTON, N. J., July 20.—Enlargement of the press department of the Marks Shows was announced by Owner John H. Marks, who said Roy B. Jones will now be in charge of advance publicity, with Carleton Collins remaining as general press representative back with the show. Jones announced that he had resigned his post last week in Miles City, Mont., as press representative of the United Shows of America. It was also announced that Collins had been re-engaged for the season of 1937.

### R. A. S. High At Edmonton

*Boom midway take of 1929 bettered, is claim — big attendance helps rides*

EDMONTON, Alta., July 18.—The high midway record 1929 fell here this week when Royal American Shows claimed a gross nearly one-fourth larger than for the same engagement last year at Edmonton Exhibition. Final figures were not available at 9 p.m. tonight, but Carl J. Sedlmayr and Velare Brothers estimated the boom-year record would be bettered. Gain over last year, without counting Saturday's business, was re-

(See R. A. S. HIGH on page 91)

### AFA and 802 Co-Operate In Membership Campaigns

*Rosenberg writes letter to 802 bands, asking them to get their entertainers to join AFA—move is preparation for big Save Vaudeville Campaign next month*

NEW YORK, July 18.—Preparatory to the revived Save Vaudeville Campaign in the fall, Local 802 of the musicians' union, and the American Federation of Actors are aiding each other in building up their memberships. Jacob Rosenberg, secretary of Local 802, has issued a To-Whom-It-May-Concern letter reading: "The executive board of Local 802 of the AFM feels that we can further strengthen our position by supporting the AFA in its campaign to organize all entertainers appearing with our members. To this end, we therefore urge you to prevail upon entertainers who appear with you to place themselves in good standing as members of the AFA."

With 802's okay, the AFA is sending this open letter to all 802 bands and to those playing in and around this city. Jack Howard, AFA organizer, is concentrating on lining up the band entertainers.

The AFA, meanwhile, is understood to be insisting that union musicians be used in club affairs for which it supplies shows.

Local 802, in the meantime, is continuing working out plans for the joint theater campaign in the fall, with Vice-President William Feinberg handling the details. The AFA's executive secretary, Ralph Whitehead, is still in Chicago. It is not expected that the campaign, which will include spectacular picketing, will get under way until he gets back next month some time.

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# Review of N. Y. and Philly's Major Dance Events of Month

**Humphrey-Weidman with Philharmonic, and Fokine Ballet at Jones Beach dominate New York scene—Montgomery breaks Philly record—Littlefield Ballet pucks Dell**

NEW YORK, July 18.—Dance presentations the past few weeks have depreciated noticeably, with only two important ones, the Humphrey-Weidman Group with the assistance of the Philharmonic Symphony Orchestra, conducted by Alexander Smallens, at Lewisohn Stadium July 3, and the Fokine Ballet at Jones Beach July 3, being of sufficient importance to merit mention. The Humphrey-Weidman offering, the first of the summer season at the Stadium, was attended by 5,000, who first heard the symphony orchestra in Weber's *Invitation to the Dance*. Roussel's *Suite in F*, Stravinsky's *Petite Suite*, Tchaikovsky's *Swan Lake*, the *Promenade* of Piek-Mungingall and parts of Riegger's *New Dance* comprised the program. The Roussel *Suite* being outstanding for imaginative interpretation and excellent choreography. Second in quality was the *Alema Suite*, last performed indoors at the Guild Theater and now rendered equally well despite the outdoor setting. Distinctly classic, it is doubtful whether the number had the audience appeal of *Petite Suite*, danced by its composer, Jose Limon, and Letitia Ide. The complete bill was presented again the night of July 3.

Staged by Vitale Fokine, the ballet at Zach's Bay, Jones Beach, opened July 3 for a three-day stand under the auspices of Fortune Gallo, director of the San Carlo Opera Company. Set in a cove of the bay, tastefully lit and assisted by an orchestra under the baton of Max (See REVIEW OF N. Y. on page 34)

**Federal Theater Play Moves to Cooler Theater**  
CHICAGO, July 18.—After a 10-day tenancy at the Great Northern Theater, the Federal Theater production of *Triple-A Plowed Under* will close there tonight preparatory to moving to the Civic Theater, which is air-conditioned. Due to the time necessary to reinstall the equipment, performances will be suspended for one week, resuming Sunday night, July 26.

**Equity Takes Steps On WPA Players**  
NEW YORK, July 18.—In view of the permanency, for one more season at least, of the WPA Federal Theater Project, Actors' Equity, in its official organ, *Equity Magazine*, points out the fact that the association is contemplating a restoration of full membership privileges, including voting power, to all WPA players now holding excused cards, the condition being that Federal Theater Project actors secure remission of past indebtedness thru payment of a comparatively small sum which would wipe out the accumulation of unpaid dues. This accomplished, they could maintain their good standing by usual periodic payment of the regular Equity levy.

Explaining that no permanent policy was undertaken at the inception of the Federal Theater Project because nothing definite was known as to Congress' intentions of appropriating regularly for its upkeep, *Equity Magazine* points out (See TAKES STEPS on page 15)

Turn to Pages 28 to 31

For Our Monthly Augmented

## THEATRICAL SCHOOLS DEPARTMENT

All the news you want on summer courses, teacher normal schools, dance teacher conventions, schools offering scholarships, dance, radio and music studio recitals, etc.

### Princess Yvonne's Daughter Makes Debut as Mental Wiz

ATLANTIC CITY, July 18.—Yvonne Irving, five years old, made her debut last week at the Million-Dollar Pier as the world's youngest mindreader. Princess Yvonne and Doc M. Irving, the youngster's parents, are being featured at the pier for the third season. Baby Yvonne appears twice daily in the pier theater assigned to her mother. She calls names, answers general questions and describes articles. Stunt started as a lark but may develop as punch item in the Princess Yvonne unit, which tours theaters fall and winter. Possibility that the mind-reading prodigy may be billed as Princess Yvonne Jr.

# Kennedy Brief Gets Airing

**Suggested appointment of experienced people, bonus plan and other changes**

NEW YORK, July 18.—The report of John P. Kennedy, special consultant to Paramount, originally submitted to the company on June 12 but first made public July 17, calls for drastic revision of the company's affairs, particularly with regard to the studio or production end of the organization's activities; appointment of experienced show people to high executive positions, and curtailment of executive costs by means of a salary-bonus plan whereby holders of major positions would be paid, in addition to nominal fixed salaries, bonuses when earnings exceed a previously set figure.

Since the submission of the report certain of Kennedy's suggestions have been embodied, notably the appointment of Barney Salaban to the presidency and the placing of Adolph Zukor in charge of production. Floyd B. Odium, president of Atlas Corporation, resigned two days ago from the Paramount board of directors.

Regarding the profit and loss situation, Kennedy's figures indicate that money (See KENNEDY BRIEF on page 15)

## No Quorum Present 802 Doubling Meet

NEW YORK, July 18.—Meeting to reconsider the recently enacted ban on doubling, called by the executive board of Local 802 of the musicians' union after a petition signed by 500 members asked for the meeting, failed to produce a quorum Wednesday (15) midnight. Accordingly, the law becomes effective next week. It is doubted that the board will call another meeting.

About 350 members showed up, with the group presenting the reconsideration petition, headed by Ross Gorman, not coming into the meeting until they were assured of a quorum.

Outside of the fact that the ruling was protested by men specializing in doubling (See NO QUORUM on page 8)

### French Group Bankrupt

PARIS, July 13.—The Societe Lutetia, which a few years ago controlled several of the principal vaudeville houses of Paris and a big chain of picture theaters in Paris and thruout France, has been declared bankrupt. The firm has offices in the Empire Music Hall Building and is capitalized at 100,000 francs (\$5,666.66).

## Paris Houses Face Pessimistic Future

PARIS, July 18.—The labor unrest has invaded the theatrical field and Paris theaters are faced with a serious salary and labor problem this coming season. The recent strikes broke at a time when the majority of the Paris theaters had already closed for the season or had announced closing dates and only a few were directly hit by strikes.

Developments in the past few days, however, indicate that the theatrical employees and the artists intend profiting by the same wage increases and (See PARIS HOUSES on page 8)

### Paris Agents Form Union

PARIS, July 13.—Theatrical booking agents of Paris have formed an association, Syndicat des Agents Artistiques de France. Officers chosen for the year are Audiffred, president; Blondeau, secretary; Chaput, treasurer, and Portely, honorary president.

# Popular - Price Unit Clicks Again With Its New Comedy

NEW YORK, July 18.—The Popular-Price Theater unit, most consistent hit maker of the Federal Theater Project here, has come thru with another peach. This time it's a comedy farce, *Help Yourself*, from the Viennese of Paul Volpous, adapted into the American idiom by John J. Coman.

It's a rollicking comedy pitching sharp darts at the bluff and frequent idiocy of big business men. The plot itself is novel and gets the show started off with a bang. It's all about Christopher Stringer, an unemployed but cocky little fellow who walks into a bank president's office and tells his friend, the president's secretary, that he will occupy a desk as an executive.

Audacious as it is, we see the story carried out in merry style, our hero, sure enough, cutting a job out for himself, rising to a big executive job and marrying the daughter. While this is happen-

ing the author spreads delicious poison over that venerable institution called Big Business.

That's the story. It's an amusing one. But more than that, it is well presented. The direction is excellent (credit Lucius Moore Cook) and the cast is more than adequate. In particular we must mention Curt Bois, a European comedian, who came over last year and who has the leading role here. He is an impish fellow, reminiscent of our own Ernest Truex, and exhibiting a skillful manner at any comedy. He gets fine support from George LeSair, as the bank president; Walter Burke, as the comedian's stonger; Charles Barrows, Mary Roth and Jenny Wren.

The Tom Adrian Oracraft single set is excellent and, with a couple of props shifted, is used thruout.

At its 25 and 55-cent scale the Manhattan Theater should have no trouble getting customers for this one. *Dents*.

# Summer Theater Activities Continue Full Steam Ahead

NEW YORK, July 18.—The influx of new plays continues along the grasshopper lanes, this week's tryouts showing a drop, numerically, from those of last week but making a creditable showing nevertheless. What is news, however, concerns that terribly long *Night of January 16*, which, according to listings, kept the patrons awake at only two outposts, the Maverick Theater at Woodstock and the Red Barn at Saugerties. But in case you should think this a regrettable lapse, be it known that the punishing power of the producers and the stamina of the hedgerows is still intact, as witnessed by some 65 produc-

tions given during the week by the better known impresarios.

Among the more important new plays presented was *Dr. Knock*, Jules Romains' French satire of a quack physician, arranged and presented by the Langens at Westport with a setting purporting to be Deerfield, a New England town. The title role was carried off by Richard Whorf, supported by Claudia Morgan, Ralph Riggs, Eda Heinemann and others, who, despite the nervousness often inherent in a first showing, managed to convey to the audience much of the humor of the French original.

Richard Herndon offered *Happy Ending*, the second of his series of Broadway tryouts, at the Greenwich Guild Theater July 14. Authored by Frances Marion and Salisbury Field and played by Herbert Standing, Adelo Ronson, Richard Sterling, Alice John, Blanche Haring, David Baxter and others, the production was attended by a large audience who found the goings on (See SUMMER THEATER on page 12)

### League-AFM Negotiations

NEW YORK, July 18.—The first of a series of conferences between the League of New York Theaters and the musicians' union with reference to a contract regulating salaries and working conditions of bandmen in legit theaters began yesterday in the office of the League. It is known that officials of Local 802 are not satisfied with the present contract and would like to make certain changes. William Feinberg, vice-president of the musicians' union, would not discuss contemplated changes, his hesitancy being based on the fact that premature announcement would, if not finally realized, result in criticism from the membership.

## RUSS MORGAN (This Week's Cover Subject)

AN ACCOMPLISHED musician of an accomplished musical family and with both of his parents musicians, Russ Morgan plays piano, trombone, saxophone, guitar, vibraphone, celeste and marimba. These seven instruments, however, do not appear to be enough, and so Morgan is now studying the organ, harp and strings. The leader on the Ken Murray-Litkebuoy program and of the orchestra now at the Hotel Biltmore, New York, learned first the piano, but when still young broke his left arm. This fact, and because a bronchial condition made it advisable for him to develop his lungs, led to the study of the trombone.

Morgan's professional career has been quite varied and ranges from arranging and working for John Philip Sousa and Victor Herbert to barnstorming thru Pennsylvania while working, during the daytime, in the mines. This latter marked his professional start, his very first date being a Knights of Pythias annual dance. Barnstorming led to a position with Paul Spacht and his orchestra, but while in Philadelphia he went on the air for the first time and with Jean Goldkette, in association with the organization of one of the show business' most famous orchestras. John Kunsky took Morgan away from Goldkette and put him to work arranging music for theater productions. When a house conductor quit just before curtain time Morgan stepped in and became conductor at the State, Detroit, for a year.

Succeeding positions included a year as m. c. and conductor at the Capitol, Detroit; service with the Warner-Stanley Circuit; George White and his "Scandals" and then a return to Detroit as musical director of WXYZ, of which John Kunsky is part owner. As time Morgan doubled into the Fox, Detroit, as orchestra leader, finally leaving the auto city to join Freddy Martin, playing at the Hotel Roosevelt, New York. Then Brunswick and Columbia Records made him their musical director. This in turn led to broadcasting on NBC and the Hotel Biltmore.

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# WPA Play To Shubert

Buy "I Confess"—other WPA news of Detroit, Syracuse, Bridgeport, Frisco

**DETROIT, July 18.**—Detroit Federal Theater in the Lafayette Theater reopened Monday with its third production, *Road to Rome*, to run two weeks. Last production, *I Confess*, by William Meyer, has been bought by the Shuberts for Broadway production in September.

**SYRACUSE, N. Y., July 18.**—Addison Pitt, who recently returned to direct the Federal Theater Players at the Civic University Theater, was reported in a serious condition at St. Joseph Hospital Wednesday. He collapsed during a rehearsal of *Go Easy, Mabel* and was ordered removed to the hospital.

**BRIDGEPORT, Conn., July 18.**—WPA's first road production, a combination of two comic operas, *Abu Hassan* and *The Princess on the Pea*, played the Park Theater here last week for five performances to moderate success. Next week the Negro production of *Macbeth* will play here for six performances, after which the regular WPA company here under direction of Walter Bradley Klavin will resume.

**SAN FRANCISCO, July 18.**—Federal Theater Project's return engagement of *The First Legion* at the Columbia Theater enters its second week Monday. Play, by Emmet Lavery, rated the best produced by local Project group, had its first showing several months back, with that result that return engagement followed.

## Heat Wave Hits Detroit Business

**DETROIT, July 18.**—Show business in practically all departments showed a terrific slump this week as Detroit reported deaths from heat "like a plague," according to city medical officers. Fear of crowds and of the not too well ventilated conditions in many theaters and halls hurt business.

Outdoor show business suffered as well, and the Happyland Shows, playing a better location for Pittenger American Legion Post than they did under the same auspices six weeks ago, grossed (See HEAT WAVE on page 16)

## Liebert Rehearing Denied by Equity

**NEW YORK, July 18.**—Equity's council last week denied Samuel Liebert's appeal for a rehearing of Earl Carroll's charges against him to the effect that he had attempted to stop the *Vanities* show at a performance in Charlotte, N. C. Basing his request on what he termed additional information, Liebert, a few days after the council upheld Carroll's contention and denied Liebert's demand for two weeks' salary and railroad fare to New York, claimed that he was in possession of a telegram sent by Equity to Carroll ordering the latter to pay Liebert's stipend. A second wire, according to Liebert, was sent invalidating the first.

Liebert further claimed, in his request for another hearing, that he was confused when Equity tried the case and that Executive Secretary Paul Duffell turned the council against him when he congratulated Carroll on the shortness of the charges.

At its last meeting Equity council also decided to suspend Robert Allen, who, contrary to Equity rule that all members must join the Screen Actors' Guild, has refused to do so.

**NEW YORK, July 18.**—Negotiations are on for Wayne Dallard, amusement director of the San Diego Exposition, to take over the same post in connection with the Paris Exposition, scheduled for next year.

The F. & M.-John Schultz Agency is representing Dallard in its negotiations with Gaston Akulu, representative of the Paris Exposition.

## Buffalo Niteries Lose Liquor Permits

**BUFFALO, N. Y., July 18.**—Cancellation of the liquor permits of two popular night clubs here, the Five o'Clock Club and the Vendome, for selling drinks after the 3 a. m. deadline was announced by Commissioner Joseph M. Ryan, of the State Liquor Authority. The charge against the two clubs was selling beverages during prohibited hours.

The license taken from the Vendome was a hotel liquor license which had been issued to the Clors Hotel, Inc., William R. Clors, president. The Five o'Clock Club had a restaurant license which had been issued to R. E. Shook and Walter C. Wagner.

## Puppeteers May Try For Union Tieup

**DETROIT, July 18.**—First American Puppetry Conference, held July 8 to 11 at Hotel Webster Hall, drew an attendance of some 200 puppeteers from all over the United States, including two from Honolulu.

At the business session on Friday the conference took steps to form a permanent national organization of puppeteers. The question of affiliation with either Actors' Equity Association or the American Federation of Actors caused a sharp division of opinion in the conference, but the majority appeared to be in favor of (See PUPPETEERS on page 16)

## "Glory's" Coast Opening

**SAN FRANCISCO, July 18.**—World's premiere of George Kelly's *Reflected Glory* at the Curran Theater Monday night, under banner of Lee Shubert in association with Homer Curran, will be an occasion of three "firsts." It'll be Tallulah Bankhead's first stage appearance on this Coast; the first far-Western production by Broadwayman Lee Shubert, and the first time, of course, on any stage for George Kelly's play.

Production, which deals with the life of a famous theatrical star, is announced for two weeks only. Following the Curran run, the show will be moved to Los Angeles and go on tour before reaching New York in October. Kelly is directing the play. Supporting company includes Estelle Windwood and Clay Clements.

## New Almanac Out

**NEW YORK, July 18.**—The new edition of *The Motion Picture Almanac*, recently published, contains 1,384 pages of information, including statistics on theater admissions, biographical sketches of persons in and closely related to the picture industry, etc., in addition to a special section on "The Founding of the Screen," written by Terry Ramsaye, editor of *Motion Picture Herald* and of *The Almanac*. Published by Quigley Publications, the new edition is larger than the old by 150 pages.

## Convention Asks California To Certify Music Teachers

**LOS ANGELES, July 18.**—Some 300 music teachers thronged to the 26th annual convention of Music Teachers' Association of California, held here at the Ambassador Hotel for four days beginning last Monday. The session was concluded with passage of a resolution asking that the State to certify private music teachers. The convention also approved the recommendation of the State Board of Education that high-school students be given credits for outside music study provided detailed reports on students' progress are filed with school principals regularly and that semi-annual exams be given on outside studying.

Entire slate of incumbent officers, headed by Mrs. Lillian Birmingham, of San Francisco, as president, was re-elected.

Advocating credit for piano work outside of school for high-school students was urged by Mrs. Birmingham, who declared that the plan—already adopted by the San Francisco Board of Education—will benefit not only the private teacher but also the pupil. Mrs. Alvina Heuer Willson, of San Francisco, treasurer, said 1,400 certificates had been awarded to students thruout the State, showing that they had excellent attendance records in music study.

## Pitt Hopes High; 48 Weeks Are Set

**PITTSBURGH, July 18.**—Next season's legit outlook here is a bright one despite the lack of definite announcements. Joining the Nixon Theater, lone leading play dispenser here for the last several seasons, will be the Pittsburgh Playhouse, operated by Herbert V. Gellendre for a group of local notables.

The Playhouse is scheduled to open its season November 10 on a professional basis, planning to engage a number of Equity players who can boast of a local following. Gellendre, following his current summer work at the Keene (N. H.) Playhouse, will head for New York and attend to the casting of some of the productions. Six are planned, each to be given for a three-week period. Plays likely to be offered include *Within the* (See PITT HOPES on page 10)

## Big Meet Planned By Music Merchants

**CHICAGO, July 18.**—A large attendance is expected at the annual convention and trade show of the National Association of Music Merchants to be held at the Stevens Hotel July 27, 28 and 29.

W. A. Mennie, executive secretary of the association, states that an extensive program has been mapped out by the various affiliated associations, which include the National Association of Band Instrument Manufacturers, the National Association of Musical Merchandise Manufacturers, Inc., and the National Association of Sheet Music Dealers. A banquet will be held Wednesday (See BIG MEET PLANNED on page 16)

## WPA Squawk Over Dismissed Conductor

**LOS ANGELES, July 18.**—Artistic temperament flared high here last week on the WPA's Music Project No. 1 unit as a result of the dismissal of Maurice Koehler, its director. At the project headquarters it was declared Koehler was dismissed for insubordination as a result of his refusal to accept a tem- (See WPA SQUAWK on page 16)

## M. P. Baseball In Second Half

**NEW YORK, July 18.**—With Musio Hall and Columbia coming out on top at the conclusion of the first half of the Motion Picture Baseball Tournament, their percentages being 1,000 and .875, respectively, both will be entered in the semi-final playoff. The two leading teams, other than those already entered, of the second half will constitute the second pair in the semi-finals. Cham- (See M. P. BASEBALL on page 16)

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Useful Medicine People at once. Must be reliable, reliable and sober. Also Piano Player to double stage. Salary in keeping with the times. We pay all after joining. Address all communications to MERRILL'S COMEDIANS, General Delivery, Chewick, Pa.

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Fast Song and Dance Black Face Man, good Piano Player, people in all lines. Wire, pay cash. Dopes and drinks lay off. This is a headline show.  
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NEWTON, KAN.

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Colored Performers and Musicians, all Lines, Willie Lawson, Max Lewis and Pocket Book Harris, come on. Answer as per route. Cincinnati, Friday, 24th; Paris, 25th; Wash. D.C., 27th; Ennis, 28th; Terrell, 29th; Mincola, 30th; Pittsburg, 31st; all Texas.  
JACK NAYLOR'S ALABAMA MINSTRELS

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<p><b>THE TOLEDO TICKET COMPANY,</b> 114-116 Erie Street, TOLEDO, OHIO</p>		

# KNX - CBS SALE APPROVED

## Network To Start Operating Coast Station September 15

Price of \$1,500,000 largest ever paid for a station—Don Lee expected to switch to Mutual at same time—doubt second network in WLWL, New York, deal

NEW YORK, July 18.—Federal Communications Commission yesterday approved the sale of KNX, Hollywood, to the Columbia Broadcasting System, New York office of the network getting the news late in the afternoon. Network operation of the Coast broadcaster starts as of September 15. Price is reported as \$1,500,000, largest radio deal in the industry yet recorded. Meanwhile it was said at CBS that so far as is known CBS and Don Lee will continue their contract until the expiration date at the end of December, 1936. In the stations relations department it was said that no information has been made available to indicate a discontinuance of this deal before the date mentioned. Nevertheless, it is believed such negotiations are now going on and that Don Lee will terminate its CBS affiliation around the same time and start it with its recently completed deal with the Mutual Broadcasting System.

Only weak spot for CBS on the Coast, as matters stand now, will be in Fresno, Calif., but the network is confident this will be adjusted somehow. Other CBS stations on the Pacific slope, with the McClatchy stations moving to NBC, include KOIN, Portland; KVL, Tacoma; KOI, Seattle; KSPY, Spokane, and KOH, Reno.

No executive available in CBS headquarters this week would state anything about the proposed and often reported deal among WOV, New York; WLWL, New York, and CBS whereby WOV was to fold and WLWL be sold by the Paulist Fathers to CBS for a second New York outlet. In return WLWL will get the facilities of WPG, Atlantic City, on 130 kilocycles, 100 watts. WLWL, as a CBS station, will guarantee the Paulist Fathers time for religious programs. WPG will shift to the present WOV wavelength of 1,130 kilocycles. Some station men state that while CBS can use another New York station, they doubt the possibility of a second Columbia network. Others maintain that with the CBS prestige and programming this is entirely feasible.

It is also believed that CBS will expand in its station buying because of the new federal tax bill which imposes heavy taxes on surplus. In this way CBS will not only duck these imposts but invest in valuable station properties. This angle also believed to enter in the recent decision to build new headquarters in New York.

SAN FRANCISCO, July 18.—Exact date for KSFO's transfer to the Columbia Broadcasting System is still uncertain. It was learned Wednesday following the return of Philip Lasky, the station's manager, from the NAB convention in Chicago. If the Don Lee Broadcasting System elects to take the Mutual System on September 27 the change will be made at that time, otherwise on January 1.

LOS ANGELES, July 18.—Indications are that the switch of the Don Lee stations to the Mutual and KNX to the K.H.J. spot on CBS will take place next month instead of at the end of the year as originally planned. All involved, it is understood, are in favor of switching earlier in order that the stations can be adjusted prior to the fall rush of important commercials, political advertising and the big football games.

With an early approval of the KNX deal expected Tommy Lee, head of the chain bearing his father's name, and D. W. Thornburgh, new CBS vice-president in charge of Pacific Coast operations, will probably get together within the next week in regard to the early move.

The Lee stations expect to originate a number of important shows from Hollywood on joining the Mutual network. Only definite program in preparation, however, is the *Little Red Schoolhouse*, with Bud Murray singing and carrying the emcee assignment for the 30-minute period. Program will feature talented Hollywood youngsters.

### Silent Auditions

NEW YORK, July 18.—With the popularity of community sing programs now established, it's said that some talent agents, hard pressed, are calling up the advertising agencies involved and asking for auditions on the community sings for talent the 10 per centers handle.

### Suits Against Stations Adjudged for Two Weeks

NEW YORK, July 18.—Two week adjournments in the New York Supreme Court suits brought by various radio performers against radio stations have been ordered. Hearings were to have been on July 15 in the cases of Lawrence Tibbett against WEVD, New York; Frank Crumit against WHN, New York, and Don Voorhees against Audio-Scriptone. They will come up on July 29, while the actions of Walter O'Keefe and The Revelers against Teleflash will be heard a week earlier, July 22. Suits claim use of phonograph records for broadcast purposes and all the defendants have filed notices of appearance.

Friday (17) of this week *The New York Times* carried a story quoting the various defendants' answers, mainly to the effect that it was thought the records offered to the public could be broadcast.

Paul Whiteman's suit against WNEW, Newark, on a similar complaint, is in the United States District Court and will come up in the regular routine of business. It is believed. This should be in September.

Maurice J. Speiser is attorney for all the plaintiffs.

### Radio Execs Plan Answer To Film Exhibs' Squawks

HOLLYWOOD, July 18.—With exhibitors protesting that picture grosses are being affected seriously by competition of film names on the air, radio network executives and advertising agencies are massing data in answer to expected demands by theater owners that picture studios prohibit their players from broadcasting.

With exhibitors squawking, the radio men counter with the argument that picture grosses in the face of heat are surprisingly good because of the exploitation of screen stars and their pix thru their other appearances. Indications are that the networks will soon go to the mat with the film companies and exhibitors for a showdown on the entire situation to protect the sponsored programs which are dependent on picture names. Also involved are a number of programs in preparation for the new season.

SID SCHWARTZ, of WNEW, Newark, is due back this week from a honeymoon to Cuba.

### Cotterill Heads World Sales Dept.

NEW YORK, July 18.—Norton Cotterill, with World Broadcasting System seven years as a salesman, was elected vice-president in charge of sales at the annual stockholders' meeting this past week. Understood that Cotterill is now going to concentrate on building up the wax firm's sales staff, with Frank McCabe, one new man, already added in the past few days.

Percy Deutsch was re-elected president and treasurer of WBS; A. J. Kendrick a vice-president; Walter Seifert, assistant treasurer, and Miss L. M. Schafer, assistant secretary. Deutsch and Kendrick, with Cotterill, were also named as directors. E. E. Shumaker is also on the board.

World also named several new directors, including Patrick Collins, Charles Gaines and Stephen Rintoul, latter two having been acting in directors' capacities unofficially for the past six months. Gaines handles talent for World, while Rintoul is stations relations' manager.

Harold La Fount, once of the ex Federal Radio Commission, has been made WBS rep in Washington, D. C.

### New Hearst Columnist

PITTSBURGH, July 18.—Zora Unkovich is the new radio columnist on Hearst's *Pittsburgh Sun-Telegraph*, writing under the pseudonym of Jane Hamilton.

### WABY Goes NBC

NEW YORK, July 18.—WABY, Albany, joins the NBC Blue chain as an optional station July 20. It's a 100-watt outlet and gives NBC a total of five stations in New York State. Harold E. Smith is president and general manager of the station.

## A. & P. Ends Record Radio Run; Cuts Budget Because of New Law

NEW YORK, July 18.—Passage of the Robinson-Patman bill, which limits advertising allowances to retail groceries by food manufacturers, is regarded as the reason A. & P. stores are discontinuing their Monday night program on NBC after setting a commercial record for the number of years the program was on. Advertiser is also dropping all Eastern newspaper lineages for the same reason. New show to star Kate Smith on CBS opposite the Rudy Vallee program, starting at the end of the summer, is not sponsored directly by A. & P., but by the company's coffee subsidiary, and inasmuch as the budgets for the shows come from different companies, the Smith show, it is said, did not affect the withdrawal of the Monday night show.

A. & P. started Harry Horlick and his orchestra on the show in 1922. Program was of the institutional type, not a direct selling appeal, this being an important consideration, since it is the apparent intention of the chain to concentrate on direct sales with its advertising expenditures. The program built a large

following and was regarded as one of the high spots on a generally dull broadcast night.

Horlick, the leader of the orchestra, retires from the program a wealthy man, according to report. Obviously steady work over this length of time would build a bankroll, but Horlick is also said to have benefited from financial advice as to investments given him by the officials of A. & P. During the past four years, it is reported, Horlick's weekly salary has ranged from \$1,000 to \$1,500. It is also said he owns a considerable block of stock in the food chain.

Several radio names were also given a big boost to star ranking by the show. Frank Parker was on it for years. Jan Peerce was on for a while, too, and his salary doubled, it is said, when he came off. Recently Pep Klusson was on the show and it put him in the light. Modern Choir was likewise made by the program.

Horlick had 33 men with him, weekly cost of the total show estimated as being around \$3,500, exclusive of time.

## NAPA Not Working With ASRA-Speiser

NEW YORK, July 18.—Denial that the American Society of Recording Artists, Inc., is "co-operating" with the National Association of Performing Artists in any way has been made by Maurice J. Speiser, general counsel to the NAPA, mutual group organized by Fred Waring. Speiser's statement was in answer to a claim made by Robert H. Leeds, national regional director of the ASRA, who was in New York last week. Saturday (18), attempts to reach Leeds failed, since he had checked out of his New York hotel.

Speiser stated: "The NAPA has no connection with the American Society of Recording Artists, Inc., nor is the ASRA co-operating with the NAPA or the American Federation of Musicians, as stated."

"The National Association of Performing Artists is a purely mutual association, whereas the American Society of Recording Artists is a stock corporation inaugurated for profit, in which the performing artist members collect but 45 per cent of their receipts."

"I may say adversely," Speiser continued, "that the AFM is not co-operating with any other organization except NAPA. President Weber of that organization, in his report at the convention of the Federation in 1935, vigorously voiced his disapproval of the purposes and methods and corporate setup of a stock company organization for these purposes."

"We wish to make this statement so that there shall be no confusion in the minds of performing members and so that no other organization should take advantage of the efforts of NAPA to maintain and establish the rights of the performing artists."

## From Jello to Tapioca For Ryan and Noblette

NEW YORK, July 18.—Tim Ryan and Irene Noblette, now broadcasting for General Foods as a summer replacement for Jack Benny, will stay on the air for that account after Benny returns in the fall. Account has taken time on the NBC Blue chain, as used for Jello, using the 5:30-6 p.m. spot for its minute tapioca product. Don Voorhees' Orchestra; Don Wilson, announcer and emcee, and Morton Lowe, tenor, will also shift with Tim and Irene for the new spot. Wilson will also handle the splicing on the Benny series.

Agency is Young & Rubicam.

## Ward Dorrell To Manage WOV and WGI, Ft. Wayne

FORT WAYNE, Ind., July 18.—Ward Dorrell, of radio division headquarters of the Westinghouse Electric and Manufacturing Company, has been appointed manager of radio stations WOV and WGI, effective August 1, Walter Evans, Westinghouse division manager, announced today. He will succeed A. Becher, who will be retained on the staff. Evans, accompanied by Dorrell and other Westinghouse officials, visited Fort Wayne to advance plans for the transfer. He stated that for several months G. A. Jaspert, of Agawan, Mass., will remain in Fort Wayne in connection with the transfer, to serve in a supervisory capacity.

"Both stations will remain in Fort Wayne," Mr. Evans stated. "I have heard rumors that Westinghouse plans to move WOV to Gary or to Michigan City. These rumors are untrue."

## Gruen Again on Mutual

NEW YORK, July 18.—Gruen Watch Company has signed for a new fall series on the Mutual Broadcasting System, starting September 11. Show will be a musical program coming from WLW, Cincinnati, agency being DeGarmo-Kilborn. Same account had a quarter-hour spot on Mutual last season, using political inside on Washington. New show will be twice as long.

Lena & Pink has renewed on its five-times-a-week morning stanza on MBS. Show is *Life of Mary Southern*.

## Warners Drops 8 More NBC Actions

NEW YORK, July 18.—Werner Brothers have advised, unofficially, that suits against eight NBC affiliates and the network itself claiming damages for the use of a Warner copyrighted song, *Old Gray Bonnet*, are being dropped. So far none of the suits brought by the picture firm against the network has gone to the position where it might be considered a test case. Unless the Warner-ASCAP breach is healed it is considered certain that eventually the test will be made.

In filing the damage suits WR claimed that on January 12, this year, on the *Born Dance* originating from WLS, Chicago, *Bonnet* was broadcast on the eight NBC stations hooked up with WLS. Latter station, holding a Warner license, was not sued. Time of broadcast was given as between 10:15 p.m. and 12 midnight.

However, it has been established that while both the Eastern and Western groups of NBC carried the broadcast that night, as usual, the song was not broadcast over any of them. WLS has the hillbilly show on for four hours, with the Eastern spots taking the show part of the time, the Western stations another part and the remainder of the program being broadcast locally only. *Bonnet* was played only during the time that WLS is on the air solo with its show.

Stations sued were KOA, Denver; KPO, San Francisco; WIBA, Madison; KFYE, Bismarck; KGIR, Butte; WDAY, Fargo; KGU, Honolulu; and KTAR, Phoenix. As the case comes up in each jurisdiction Warner attorneys will ask dismissal.

Warners also asked for dismissal of a suit charging WENR, Chicago, another NBC station, broadcast *My Wild Irish Rose*, a Witmark copyright. NBC did not file a defense, but claimed proof that the broadcast was over WLS in the same city. Judge John P. Barnes signed the dismissal order in this case in Chicago Federal District Court.

## CBS Biz Up 40% NBC Slightly Off

NEW YORK, July 18.—While the Columbia Broadcasting System continued to show increases over the per month business as compared to 1935 for June, 1936 National Broadcasting Company dropped off for the same month as against 1935, CBS kicked the bell at \$1,502,768 for last month, a jump of 40.9 per cent over last year.

NBC's Red network again topped, despite a loss of 2 per cent against June, 1935, the CBS intake, NBC taking in \$1,505,520 for the month. However, the Blue chain made a poor showing, going to \$840,323. NBC total for both nets was \$2,345,843. The drop on the Blue chain in percentage is 3.8 per cent. June was below May, as expected, for both networks.

So far this year, on the cumulative figures, CBS has shown increasing gains each month as against 1935. The total percentage of gain for the first six months of 1936 is 23.2 per cent.

Total business for the Mutual Broadcasting System for June, 1936, was \$104,509.92, with the basic stations of that group totaling \$86,368.28 and the supplementary stations bringing in \$18,141.67.

## Ike Levy Won't Tell; Claim Gimbel Approves

PHILADELPHIA, July 18.—With Ike Levy refusing to disclose any details of his plan to form a new association of broadcasters, reaction of Philadelphia radio execs is that the whole thing is a bugaboo and just so much talk. However, if and when Levy does get ready to organize he is assured of followers in this city.

It is reported that Levy was accompanied on his walkout from the NAB conclave by Ben Gimbel Jr., president of WIP. It is authoritatively stated that WIP will swing along with Levy in any move he plans. Station's position may be appreciated when it is remembered that WIP's dealings with ASCAP were negotiated by Levy, having a renewed music contract before the Warner schism started.

### Some Fun!

SAN FRANCISCO, July 18.—K5FO executives are itching to get their hands on an unidentified practical joker who last Sunday inserted an ad in The San Francisco Examiner proclaiming an announcer's try-out, which resulted in more than 500 would-be mikesmen storming the studios.

When Jim Morgan, production manager, arrived on the job Monday morning he was greeted by a small army of men who requested auditions. Realizing that a hoax had been perpetrated, Philip Lasky, manager, ordered every applicant listed. Inasmuch as many were from out of town and to keep faith with the public and avoid the risk of creating ill-will, every applicant is being given an audition. Try-outs will take approximately two weeks.

## West Coast Notes; Bank Using Air

SAN FRANCISCO, July 18.—House of Melody, a new 30-minute musical and commentary program, hits the NBC airwaves on July 28 under sponsorship of the Bank of America National Trust & Savings Association. Contract was placed thru Charles R. Stuart Company, Inc. Feature is to be heard Tuesdays at 9 p.m. (PST) over the NBC Pacific Red network stations KPO and KFJL. Meredith Willson, the network's Western division musical director, will have a 24-piece string orchestra, and John Nesbitt, who's commentator on the Duart Sales Company, Ltd.'s *Passing Parade*, takes the spotlight as narrator. He'll chatter about each composition and also give the dramatic highlights on the featured number. Nesbitt, incidentally, has also had his Duart contract renewed.

A lasting memento for his long service as conductor of the KJBS *Alarm Clock Club* was presented to Frank Cope last Tuesday during the broadcast. Memento was a huge album containing several thousand postcards, news clippings and letters from fans over a six-year period. Cope recently resigned to join NBC as Western division program manager. Presentation was made by KJBS Production Manager Harry Wickersham.

John B. Hughes has launched a new Sunday night series over KPBC, dramatizing highlights of famous political campaigns of the past. Hughes is narrator as well as script writer and producer. KPBC staff actors recreate the dramatic incidents. Hughes also conducts the CBS-Don Lee network Thursday afternoon *Pages From a Scribbler's Notebook*. With organ background music supplied by Elbert Lachelle, he reads from his own poetry.

When Lloyd E. Yoder, NBC Western division press chief, and Betty Marino, former network violinist, decided to marry they pulled a fast one on their

# Radio Takes Over Vaude

## "Standard Acts" Rating

Includes individuals or groups with definite name ranking, but not in star category—most work for greater part of year—men predominate

NEW YORK, July 18.—Constant broadcast periods and development of an almost certain audience, have built a number of radio performers to ranking as "standard acts," similar to the same rating given vaudeville performers in that field's better days. These radio standard acts have, in the majority, taken the toughest hurdle of them all, beating time. Many of the recognized acts have been around a long time, while ex stars who were tops at some time during the popularity period of the standard acts, have faded and aren't around any more. Standard acts, in the general sense, are regarded as either individuals or groups with a definite name ranking, not in the star field, but who are known to have a following and who can be counted on to deliver. Another connotation carried by the term is the fact that the act or performer works for the greater part of the year, if not the entire year. At the same time, tho, there are radio standard acts, which while in that ranking, can't work steadily. Some acts can go sustaining, if not working commercially. Some, such as Alan Prescott, (*The Wife Saver*) are kept fairly busy, but because of the peculiar type work done are not used for sustaining shows, even tho they may have started out as a station or network attraction.

### WHDH, Boston, Finally Gets A Program Director—Maybe

BOSTON, July 18.—WHDH, Boston, has finally settled down to what looks like the selection of a permanent program director. It all started some months ago when Lloyd Dennis, then program director, returned to his post following a secret honeymoon to Bermuda and shortly after accepted an announcer's berth at WBZ, Boston.

Ken Wilson was set into the job, but musical duties conflicted. He was subsequently named chief organist of the station, with H. Blanche Frederickson, director of *Betty Budget's Shopping Hour*, filling the PD job as Boston's first full-time femme program builder. Station decided that altho she was doing a mighty fine job, *Betty Budget* could not be entirely neglected. Thus, after three weeks of being torn between two positions, Miss Frederickson started to devote undivided attention to her original program.

Fred Garrigus, a newcomer mikesman, then nestled into the job for a short while, followed by Zelma Larsson, former musical director of WHDH, who just a few weeks previously returned to the staff in a secretarial position in the program department.

Finally, Edwin Otis, baritone and announcer since January of this year, was appointed as, it is hoped, permanent program director. During Miss Frederickson's regime Otis became musical director for the station, which he still is. Nancy Blunt, of Nashua, N. H., becomes assistant to Otis while Miss Larsson has again left the station.

conferences and had the ceremony performed on the high seas night of June 24. Only record of the merger is kept (See WEST COAST NOTES on page 8)

## Few Deals Set as Picture Writers Look for Air Gravy

HOLLYWOOD, July 18.—Awakening to the financial returns of radio work, Hollywood is offering some of its best writing talent to transcontinental sponsors and the advertising agencies, but the response so far has not been as ready as filmland's 10 percenters had anticipated.

Beginning what was believed to be a new ether trend, E. E. Primmore, ace scenarist, was signed several weeks ago by the J. Walter Thompson interests to handle the Lux dramatizations in collaboration with George Wells. Second screen writer to swing to radio was Al Boasberg, MGM scribe, who was taken for the fall Jack Benny-Jello series at the same time Robert Andrews was tied for the Fred Astaire-Packard show.

With the acceptance of these three in the radio fold the market seems to have fallen off, for no other writers have yet been reported recruited for the September radio season the more than a dozen top scenarists have been on the counter. The only exceptions are Nat Perrin and Arthur Phillips, working as a team, who were given a deal several months ago to create material for Jack Haley's forthcoming NBC series late in the season.

Chief difficulties surrounding the sale of film writing talent to radio seems to be in the difference of technique, tempo and presentation employed in network dramatizations from that used in pictures, where the appeal of a personality

or character is made to the eye and not to the ear.

Despite the lack of immediate interests in their talents, many film writers—especially those who have done radio work—are writing speculative material in hopes of catching sponsors. Such writers as J. P. McEvoy, Stephen Gross, Richard McCauley, Eddie Moran, Harry Tugend (who started in radio with Fred Allen), Richard English and John P. Medbury have been offered to radio, with scripts ready for broadcast, at prices starting from \$1,000 per script.

Radio executives appear to be set in their belief that no one but a radio man can write for radio. In the past a number of screen and stage scribes have lent their talents to the air but the finished product wasn't worth the vast salaries paid out.

Even such top-notch names as Jerome Kern and William Anthony McGuire, who were tentatively set for a singing and dramatic period, were turned down when they refused to work with an experienced ether collaborator. From past experience the radio people claim it is seldom a magazine, stage or screen writer can turn out material of the same quality for radio. The mediums of expression are different, they say, and the making of a radio man out of a picture man entails too long a period of coaching and study to be worth the paying of four-figure fees over experimental periods.

Obvious grouping include male and female vocalists, group singers (i. e., the Boswells) and so on. Just as there were many acts in vaudeville regarded as "copy acts"—which patterned their work after established standard or name acts, so are there "copy acts" in radio. These are kept regarded as standard acts, even tho they may be kept pretty busy. Also not included in this present listing of standard acts (from the network eastern end, mainly, only) are former standard turns, such as Kate Smith or Bing Crosby, who are now stars. A final qualification applying to most, is that the act being a radio development, or if coming from another field, being developed by radio.

Men predominate in all the fields. Male vocalists include Phil Ducey, James Melton, Frank Parker, Frank Munn, Jan Pierce, Jack Arthur, Arthur Tracy, Singin' Sam (Henry Frankel), Smiling Ed O'Connell. The girl warblers include Mildred Bailey, Virginia Rea and Irene Wicker (Singing Lady). Gertrude Niesen might qualify, altho active outside of radio, rather than on the air, lately. Groups take in the Boswell Sisters, Mills Brothers, Men About Town, Revelers, Singsmiths, Eton Boys, Stewart Sisters, Gersford Sisters, Landt Trio and White and the Modern Choir. Mixed teams are Peter DeRose and May Singhi Breen and Jack and Loretta Clemens.

Comedy acts are few, altho radio has made stars out of many comies from other fields. In standard act category, tho, would be Stoopnagle and Budd (F. Chase Taylor and Budd Hulick), Fibber McGee and Uncle Ezra (Pat Barrett). Latter is not strictly a comedy act.

Break acts include Uncle Don (Don Carney), Voice of Experience (M. Sayle Taylor), Mystery Chef, Wife Saver and Ida Bailey Allen.

Radio has made many orchestras, but because of their activities in all other fields are not listed. Typical, tho, would be Wayne King and Guy Lombardo.

Dramatic field in radio has also produced many standard acts but, unlike those in legit and vaude, they are seldom billed, and if so, the brief mention is not conducive to setting up a following. Yet the trade knows of many performers who handle the bulk of radio acting. Those in the East, as a partial list, would include Bill Adams, Mark Smith, Paul Stewart, Jack Smart, Ned Weaver, Van Voorhees (Hugh Conrad, as an announcer), Agnes Moorhead, Alice Reinhart, Charles Webster, Jerry Lesser, Charles Cantor, Eileen Douglas, Curtis Arnall, Jimmy Melghan.

Kid actors are topped by Walter Tetley, who has been tops in that group for some time, and Billy Halop (Bobby Benson) and his sister, Florence.

### General Shoe Using Air

NEW YORK, July 18.—National Broadcasting Company has picked up a new account, the General Shoe Company, which this week committed itself for time on Tuesday nights, first time the advertiser has taken to the air. Agency is C. P. Clark, with no program set as yet.

**ROY** ★★ ★★  
Dramatic Baritone  
SALLY'S MOVIELAND REVIEW  
WMCA  
Sundays, 2 p.m. and 8 p.m. (New 10th Month)  
Mon. to Sat., 8:30 to 9 p.m. EAST.  
**GOBEY**

**LEITH STEVENS**  
Conductor  
Exclusive management  
COLUMBIA BROADCASTING CO.

COAST to COAST  
★ **WALTER** ★  
**TETLEY**  
Radio's Outstanding Boy Actor  
FRED ALLEN 8:00 p.m. Wed. NBO  
SHOW BOAT 9:00 p.m. Thurs. NBC  
PAUL WHITEMAN 9:30 p.m. Sun. NBC  
BOBBY BENSON 6:15 p.m. Mon. Wed. CBS  
BUCK ROOERS 8:00 p.m. Mon. Wed. CBS

**JAYNOFF SISTERS**  
★ IRIS and JUNE ★  
The Leading International Duo Pianists  
Radio • Concert • Stage

**DONALD BAIN**  
(IMITATOR-COMEDIAN)  
UNUSUALLY LIFE-LIKE IMITATIONS OF  
SIROB, ANIMALS, WILD BIRDS, ETC.  
Room 902, 723 Seventh Ave., New York City.  
BRyant 9-5107.

**Alexander GRAY**  
Baritone  
Pers. Mgt. CBS Artists Bureau

**WINGY MANNONE**  
THE NEW ORLEANS SWING KING.  
Now Touring New England With His New Full Size Swing Band.  
Post. Mgt.—MILLS ARTISTS, INC.  
799 Seventh Ave., New York, N. Y.

**Russ MORGAN**  
and His Orchestra  
"Music in the Morgan Manner"  
HOTEL BILTMORE  
NEW YORK

**TOMMY** AND HIS ORCHESTRA  
★ **DORSEY** ★  
NOW ON TOUR  
Management MCA

# Station Notes

Address All Communications to the New York Office

**DES KEESE**, brother of **ALEX KEESE**, of WFSA, has joined staff of **WATL**, Atlanta, as staff pianist and announcer.  
**LAMBIN KAY**, **WSB**; **JESSE SWICEGOOD**, **WATL**, and **J. W. WOODRUFF JR.**, **WRDL**, home safely from **NAB** meet. . . **WALTER PASCHALL**, *Atlanta Journal* news reporter for **WSB**, back after week on the Georgia Coast. . . **WATL** has applied for complete new 250-watt transmitter installation with vertical antenna. . . **DOUG EDWARDS**, of **WSB** announcing staff, celebrated 19th birthday this week.

One of **WHAM's** (Rochester) features is the musical group led by **JOSEPH MONK**, 78 years old. In addition to the leader are his four sons, **ART**, **FRANK**, **ALFRED** and **EDWARD**, total professional music service running to 178 years. . . Sponsored by **Reliance Manufacturing Company**. . . Tenser ads were run in *The Duxton* (O.) *Daily News* for a week before the station raised its power recently to 5,000 watts. . . This would appear to be inevitable. **WDNC**, Durham, N. C., has combined its amateur show with the community sing, now being the rage. . . **FRANK JARMAN**, general manager of **WDNC**, is back at the station after a trip to Washington in connection with a request for a power boost to 1,000 watts. Coverage figures for **KFOR** show a total population in the serviced area of 375,090, radio homes to the tune of 77,646 and potential audience of 310,584. . . **GORDON MERIWETHER** is back at **WPTF**, Raleigh, N. C., after a vacation trip to New York.

The Southern Broadcasting network of Louisiana stations has temporarily disrupted its week-end hookup for the mid-summer months, but officials of all stations are looking forward to the early fall and winter season. Hookup includes **WJBO**, Baton Rouge, and **WDSU**, New Orleans, co-key stations; **KALB**, Alexandria; **KMLB**, Monroe; **KRMD**, Shreveport; **KPLC**, Lake Charles, and **KVOL**, Lafayette. . . Senator **PAT HARRISON**, the fiery Mississippi senator seeking reelection, has decided to hook up **WRBO**, Memphis, and **WWL**, New Orleans, with most of the Mississippi outlets for his campaign. . . **CHARLES GODWIN**, who at 22 has risen from a small station announcer in New Orleans to special CBS announcer for President **ROOSEVELT**, has a brother, **AL**, who is doing a nice job as new announcer for **WWL**, New Orleans.

Boston radio emporia have taken on the atmosphere of pioneer days, with skeleton crews, what with a goodly number on vacation. Newest recruits for the fortnightly rest are **JOHN MACNAMARA**, program director **WBZ** and **WBZA**, visiting Northampton, Mass., his home. **HARRY GOODWIN**, news editor of the same twin station, is going "just somewhere". . . **FRANK L. RAND**, former publicity chief of **WNAC**, Boston, the Yankee Network, late of Cincinnati radio and current CBS publicity chief at Chicago, visiting family at Weymouth, Mass. . . **CARLTON BATES**, Hub composer, conducting a 15-minute opportunity show over **WCOP** for songs written by would-be clients. If song sent in is written he plays it after touching it up a bit. If effort lacks lyrics he creates some. When only lyrics are mailed in he sets them to melody. . . **JAMES B. HIGGINS**, sales manager of **WHDH**, Boston, has moved from cluster of exec offices to his own suite on same floor (second) at the Touraine.

**KEN RAPIEFF**, announcer at **WICC**, Bridgeport, Conn., is handling orchestra broadcasts from Roton Point Ballroom, Norwalk, Conn. . . **CARYLL KELLY**, blues singer on **WICC**, Bridgeport, Conn., after a short vacation, will return with a swing band background. . . News commentators over **WELF**, New Haven, Conn., now include **MICHAEL J. GOODE**, **ELIDA STERLING** and **HERBERT PLANK**. . . Originally scheduled for 13 weeks, **FRED**

**WADE's** song matinee which is heard twice-weekly over **WTIC**, Hartford, Conn., will be heard throught the summer, the fourth straight extension. . . **BRUCE KERN**, announcer on **WTIC**, Hartford, Conn., has resigned to become announcer at **WIXBS**, Waterbury, Conn.

**ERNE WILMHURST**, formerly technical adviser for the **NBC** West Coast studios, joins the engineering staff of **WFIL**, Philadelphia. . . **DAVE TYSON** gets a leave of absence from announcing duties at **WFIL**, Philadelphia, to carry on his Daddy Dave characterizations for the kids on the Steel Pier in Atlantic City.

**BILLY LA FATA**, guitar, and **SPARTY DONATO**, pianist, leave the **WPEN** studios in Philadelphia for the Texas exposition to join **JOE VENUTTI's** orchestra. . . **ED WALLACE** becomes night supervisor at **WIP**, Philadelphia, moving up from an announcer's post. . . Publicity staff at same station adds **RITA WATERS**. . . **HELEN** and **WALTER PENNY**, juves on **WIP**, Philadelphia, who made a hit on the Paul Whiteman show, signed to do a Paramount short.

**KMTR** moves into its outdoor studio Monday and will attempt to build up daytime hours, leaving nights open for platters. Station is dickering for a theater for Sunday evening *Hollywood Sings* period. . . **LETTIE LEE** is sustaining twice weekly over **KMTR**, describing clothes worn by stars and interviews from *Sardi's*. . . **BOB EVANS**, staff announcer at **WCAE** in Pittsburgh, resigned. He expects to enter another field. . . Mr. and Mrs. **WALTER FRAMER**, Pittsburgh radio artists, who are back from their Chicago vacation, will reopen their "Pittsburgh Backstage" program on July 22, which is sponsored by a Pittsburgh furrer on **WJAS** Wednesdays. . . **CARL DOZER**, former announcer at **WWSW**, Pittsburgh, has joined the staff of **Hearst's WCAE** in that city. . . **ANDREW LOVE**, **NBC** San Francisco continuity editor, has been signed by the University of California to conduct a course in radio continuity in its Extension Division, starting September 16.

During an "Adopt a Baby Week" campaign in the province of New Brunswick, **CHSJ**, St. John, N. B., co-operated by offering its facilities for seven five-minute talks, one each day. **CFNB**, Fredericton, N. B.; **CHNC**, Dalhousie, N. B.; **CKOW**, Moncton, N. B., also co-operated by donating five minutes each day during the week for the radio talks. . . **MRS. LOIS J. GILMAN**, of Fredericton, N. B., has formally filed entrance of appeal in the Supreme Court of Canada against a decision in the New Brunswick Appeals Court against allotment of a pension to her two young daughters and herself. Her husband, **JOHN W. GILMAN**, was electrocuted last winter while repairing a transmitter in **CFNB**, Fredericton. He was a technician on the staff at that station. In behalf of the widow it is claimed that **James S. Nellis & Sons**, owners of **CFNB**, were guilty of negligence in the death of the technician. . . **Henry Birks & Sons**, Montreal, St. John, N. B., and Halifax, N. S., retail jewelers and dealers, are sponsoring a program of *Synopated Spots*, with **George Sinclair's** Orchestra, program being on **CHNS**, Halifax.

**WEST COAST NOTES**  
(Continued from page 7)  
by the Shipping Board in Washington, D. C. Announcement of the wedding was made last Sunday at Yoder's Woodside country estate during a supposed birthday party.

**LOS ANGELES**, July 18.—Rush of film agencies to get into the radio picture still continues. Latest representatives to add radio departments are **Frank & Dunlap** and **Ivan Kahn-Harry Green**. **Bud Joseph**, former trade paper writer, handles other clients for the former firm, while **Jack Weiner**, formerly of the **William Morris** office, steps into the latter outfit as partner to handle air angles. **Victor Rathner**, CBS sales promotion manager, got in from the East this week for a look-around prior to the chain's taking over **KNX** and **KSFO**, San Francisco.

**PARIS HOUSES**  
(Continued from page 4)  
other advantages won by strikers in the other fields. Strike at the government-subsidized **Opera-Comique** forced the manager, **P. B. Gheusi**, to resign and

won the strikers promise of the granting of most of their demands. **Comedie-Francaise**, state-subsidized playhouse, sidestepped threatened strike by granting salary increases and other demands.

Strike at the **Alhambra** forced the reeve there to cut short its run and to take to the road. **Alhambra** employees still out but are expected to come to an agreement with a co-operative group which is slated to take over this house for a short season for the presentation of **Romain Rolland's Quinzorze Juillet**.

Practically all the theatrical unions, artists, stagehands, house employees and musicians have voted to join the **Confederation General du Travail**, the central labor organization which directed the recent general strikes and which is a powerful political factor. Even the stage managers have organized and have joined up with the **CGT**. Many prominent artists and most of the influential theatrical writers were opposed to fusion with the **CGT**, as were many officers of the groups voting for the fusion. Only 938 members of the **Union des Artistes**, leading theatrical union, voted on the fusion question, with 753 voting in favor and 185 voting against the move, while 3,760 members refused to vote.

Many theater managers if obliged to increase wages of stage and house employees will hesitate to reopen their houses next season, but the workers have been encouraged to believe that the government will take over, subsidize or in some manner arrange for the operation of such theaters, with the artists and workers having a big voice in their operation.

Naturally this muddled state of affairs is giving the managers the jitters. **Vaude** and **circus** houses apparently are more optimistic, as the leading vaude houses, the **Alhambra**, **Empire**, **ABC**, and the new vaude recruit, **Trionon-Lyrique**, and the indoor circuses **Cirque Medrano** and **Cirque d'Her** announce their reopenings for early in September.

## NO QUORUM

(Continued from page 4)  
bling, members claim that out-of-town hands will be favored as a result of the doubling ban. This claim is based on the fact that the Federation rejected a doubling ban, which means out-of-town units, if blocked from doubling, can appeal to the national offices and be given an okeh. Law prohibits doubling on all work except dance dates.

**HUGH CROSS AND HIS RADIO GANG**  
Courtesy **GEORGIE PORGIE** cereal  
10 A.M.—WWVA—4 P.M.  
**ERNE BRODERICK**, Personal Representative.

**TED JENNINGS AND HIS ORCHESTRA**  
The Crown Prince of Rhythm  
The Choice of the Southland  
Fast Becoming a NATIONAL FAVORITE  
One of America's Most Entertaining Dance Bands.  
Care The Billboard, Cincinnati, O.

**Marie Almonte**  
THE SMART-SET'S FAVORITE SONCRESS  
★  
NBC ARTIST

The Dynamic "ARNO"  
Conductor - Violinist  
**SHEA'S Buffalo Theatre**  
WBEN • Saturday, 7:30 P.M.  
Exclusive Direction — Jack Levin, Paul Whiteman — Artist Management, Inc. 17 E. 45th St., New York City





# Air Briefs

By JERRY FRANKEN

**P**RESENT negotiations, if concluded, will shift A. L. Alexander's *Good Will Court*, now on InterCity and Mutual for Macfadden's Publications, to NBC for Standard Brands (Chase & Sanborn's coffee) when Major Bowes leaves the account for Chrysler Motors. Since Macfadden's took the show over several accounts have been after it, but the food firm is in the lead. It is felt that a human interest program of the *Good Will Court* type is a logical successor to the amateur program, with an audience favoring just that type stuff ready made. It is reported that if Macfadden's deems the program to Standard Brands, latter will express its gratitude by way of an increased budget for the publishing house.

**S**howboat, for Maxwell House Coffee, is in the rumor field again, and the "I hear" tales are flying around aplenty. Agency denies having spoken to Al Jolson about going on the program, altho Jolson, in turn, is quoted as saying he had been asked and was favorably inclined, provided the show were put on in Hollywood. Meanwhile, Young & Rubicam auditioned Joe E. Brown for General Foods, which makes Maxwell House, idea reported being that the film come will either go on *Showboat* or his show replace it. Again, it is said the advertiser would prefer having Charles Winninger back above all. Rumors all, and take your pick.

**M**utual Broadcasting System, in its first fiscal year ending June 30 past, exceeded the business figured on for that period, when the network was started, by more than half. Mutual execs thought they would do about one million the first 12 months. Instead, they did \$1,600,000.

**F**ranks Parker's commercial is for Drene, shampoo made by Procter & Gamble. Starts on WEAP locally September 9, and most likely goes network later on. H. W. Kastor is the agency.

**S**upersuda (Colgate-Palmolive-Feet) is replacing Gertrude Berg with a show called *Goose Creek Parson*. Comes from the Coast and starts on CBS August 30.

**C**BS didn't renew Benny Venuta's contract. Network has spotted Gertrude Neilsen in a Universal picture, *Everybody Sings*. Charlie Dornberger took his orchestra off the Tastyest show. He's now at the French Casino, New York.

**M**odern Choir signed a managerial contract with Powers, Hayward and Wilson (Bruce Powers and Leroy Wilson, formerly of the CBS Artists' Bureau).

**K**en Murray's show is slated to fold soon, it is said, with Rinso taking a five-time-a-week daytime show instead.

**R**udy Vallee is broadcasting exclusively on Mutual while at Brighton Beach.

**B**oth Harry Salter and Harry Sosnick, after their public auditions on the air last week, were finally given contracts by Lucky Strikes. Salter's work, in particular, drew very favorable critical response.

**P**atty Jean, Middle West sports announcer, started on WNEV, Newark, this week, doing a health club idea. She began as a singer and became a muscle builder-upper instead.

**J**ohn Lonergan, ex-radio editor of *News Week*, is now in the CBS press department. Magazine has consolidated all amusement fields under Rex Smith.

**W**arden Laves back to NBC October 5, on Monday, instead of Wednesday nights. NBC has landed the Kleenex account, with *Story of Mary Martin*. Another CBS account shifting to NBC is *Mrs. Wiggs* for Anaclin (American Home Products). And another script show for NBC is *Bulldog Drummond*, starting soon for Packer's studios.

**L**oretta Clemens has drawn a year's renewal on the *Phillip Morris* show. Dick Anderson, of the NBC press staff, is the father of a baby girl, born last week.

**T**he reports of a new national transcription network, with same waxing stations, all broadcasting the same waxing simultaneously, are around again, but the trade is skeptical. Lou Winston is said to be behind the idea. Plenty of excitement Thursday (16) when a woman, either drunk or wacky, called up Columbia and said she "wanted

to say good-by to someone—she was ending her life." She was kept talking on the phone for 40 minutes, until finally the police got to her home. Revelers are doing a new NBC series for Richardson & Robbins foods. *Donald Ager*, a new kids' script show, starts on CBS for Maltex September 14. *Popeye* shifts to CBS for Wheatena starting August 31.

## NEW BIZ

(Continued from page 3)

**work stations. Program, *Feminine Fancies*. Talent, Tom Breneman, emcee; Claude Sweeten's Orchestra and guest artists.**

**GEORGE H. BENIOFF CO., Inc., San Francisco, direct, started July 20 for 26 weeks, Monday, 1:30-2 p.m. (PST). NBC-KGO. Program, *Confidentially Speaking With Helen Webster*.**

**PROCTER & GAMBLE CO., Cincinnati, thru H. W. Kastor & Sons Adv. Co., Inc., Chicago, started July 3 for 13 weeks, Friday, 7:45-8 p.m. (PST). KFRC, San Francisco. Program, Jack Randolph, baritone.**

**BANK OF AMERICA National Trust & Savings Association, San Francisco, thru Charles R. Stuart Co., Inc., San Francisco, starts July 28 for 52 weeks, Tuesday, 9-9:30 p.m. (PST). NBC Basic Pacific Red network, KPO and KFI. Program, *House of Melody*, musical program. Talent, Meredith Wilson and string orchestra, with John Nesbitt, commentator.**

**HALE BROS., San Francisco, thru Frank Wright & Associates, San Francisco, started July 19 for 26 weeks, Sunday, 11-11:15 a.m. (PST). NBC-KGO. Program, Rita Murray.**

**HIRSCH & KAYE, San Francisco, direct, renews August 16 for 39 weeks, Sunday, 3-3:05 p.m. (PST). KGO. Transcription.**

## DRAMATISTS' GUILD

(Continued from page 3)

amateur field, the chief consideration of the adjustment being the realization by the author of the fullest monetary returns from amateur production. Care will be taken to guard against conflicts with the road tour of the company, particularly at the time when there is a demand to see the play. This demand naturally would be at its peak before the completion of a motion picture adaptation.

Any Guild member may avail himself of the service of the new company, which will take upon itself the task of advertising and handling any play in the event that the play has been authored by a Guild member and has had a professional run of a given number of weeks. The Guild, however, reserves the right of editorial selection, for no other reason than the fact that there is, as Howard puts it, a still-born drama in every dramatist's trunk.

The new service will receive a 20 per cent commission and pay income in excess of that to authors and managers either on demand or in periodic payments. It is expected that for the first few years the profit accruing to the company will be very modest, but when the outfit is on a firmer basis it is anticipated that some of the profits will be set aside for the Author's League Fund and some to restore salary cuts made during the depression.

Altho no dissenting note has yet been heard from the membership, the Guild is sending around a circular asking a vote of approval or disapproval. In the past there has been a general dissatisfaction with the old method of handling amateur rights, and this, combined with the fact that producers of amateur plays throughout the country are anxious to cooperate in a more direct way with playwrights, augurs success for the contemplated service.

## NCA OFFICIALS

(Continued from page 3)

such a business has on music, drama and the arts.

On the opening night Mrs. Mina Schmidt, Chicago, delivered a lecture called *When Black Velvet Replaced the*

*Royal Purple*. The lecture was animated by 15 models.

A demonstration in makeup was given on the second evening by Mr. Zauder, of the Zauder Makeup Company, of New York City.

President Sorenson having taken ill at the last moment, the meeting was presided over by Martin Glesen, vice-president, and Lester Essig, secretary and treasurer.

As a means of closer membership contact a monthly magazine will be edited each month under the direction of the president and will cover all matters of interest.

New officers of the National Costumers' Association are Emil Hilbert, Minneapolis, president; John B. Hilson, Utica, N. Y., vice-president, and Lester Essig, Chicago, secretary and treasurer. The next convention will be held in Cleveland in July next year.

The convention closed Wednesday evening with a colorful fashion review and floor show.

The show opened with Mrs. Mina Schmidt demonstrating period costumes on a group of manikins. She was followed by a line of six chorines, all Lester, Ltd., employees, who had worked diligently for weeks learning tap routines and were one of the surprises of the evening.

Among the array of talent presented by Mrs. Lester Essig, who was a capable mistress of ceremonies, were Betty Jane Walker, with tap routines; Mickey Blackburne, with a clever roller-skate number and toe tap; a baton-swinging specialty by Lester Essig Jr.; several dances by Alice Virginia Spade, Chicago dance teacher, who also trained the chorines; Fanette, who contributed a rumba and fan dance; Fran Scanlan, popular well-known dance teacher, whose eccentric tap with his partner, Al Floyd, was one of the highlights of the evening; "Skeet" Mayo, with a colored preacher monolog, song and dance; Betty Jane Wright, eight-year-old Spanish dance marvel and pupil of Clarita Imperio, who made a hit with a castanet dance, and Mary Lola Patterson, Lester's efficient secretary, who showed her versatility with a French can-can and Hawaiian number, besides working in several other spots in the show.

## GILLMORE, RETURNED

(Continued from page 3)

will be no letup in service, all business being conducted by Frank Dare from his home. Other changes affecting Los Angeles and San Francisco have already been announced.

Expressing himself as intensely interested in observing the effect of the Council's action prohibiting Equity members from playing in little theaters unless paid the \$40 minimum wage for seniors, Gillmore pointed out that as many as 12 such organizations had been availing themselves of professional players without giving any reimbursement whatever, a situation very difficult for commercial managers to meet. All refractory members are being suspended.

Visiting four WPA Federal Theater Project productions, two in Chicago, one in Los Angeles and one in San Francisco, Gillmore reported favorably on the progress made. In San Francisco, however, he found it necessary to warn WPA players not to join other organizations, notably the American Federation of Government Employees. Feeling that the interests of members can be taken care of by Equity, Gillmore at a meeting there announced that recalcitrant players would jeopardize their Equity membership in the event they proved amenable to any overtures.

Queried as to whether his trip was made with a view to developing contacts leading to a return of the road, Gillmore replied that the rumor, bruited about at the inception of his trip, was exaggerated, further adding that such measures were the particular problem of New York organizations, namely, Equity, the Dramatists' Guild and the League of New York Theaters.

## PITT HOPES

(Continued from page 5)

*Gates, The Pursuit of Happiness, Rain From Heaven, What Every Woman Knows, Yellow Jack and Tomorrow and Tomorrow*. Thru a subscription setup the Playhouse expects a profitable season.

The Nixon, with a successful season just behind it, is planning to offer at least 30 weeks to legit fans, not including one or two road-show engagements of notable movies. Manager Harry Brown will be in and out of New York between now and September booking shows and inviting possible tryouts at his theater.

# Chi Air Notes

By F. LANGDON MORGAN

One need only visit the studios to note how increasingly popular the audience type broadcast has become here. It is almost necessary to reserve tickets for these visible shows weeks in advance to assure one's admittance, and thousands are turned away weekly. One of the best equipped studios for the accommodation of audiences is WGN's beautiful new building on Michigan avenue. Crowds are lined up on the sidewalk waiting for admittance every night there is a visible show. Broadcasts such as the *Binclair Minstrels* and *Sack's Amateur Hour* are literally "sold out" weeks ahead, and the CBS is building a 400-seat theater studio to accommodate their listeners who want to see some of their favorite shows broadcast besides hearing them.

Blair Walliser, WGN production man, and Ken Griffon, well-known radio actor, who are co-owners of a sloop, spend most of their spare time sailing on Lake Michigan. So does Guy Lombardo, Morgan L. Eastman, Quin Ryan, Harold Stokes, Lum "n" Abner and several other radio folk. . . . But no matter how hot it may get, Horace Heidt can usually be found on the golf course practically every day. . . . Ben Pollack, heard over the air from the Stevens Hotel, has returned to his band stand after an absence of several days due to the death of his mother. . . . The Maple City Four continue to dicker for a flicker and may be Hollywood bound any time now. . . . Irma Glenn, NBC organist, is playing every Sunday at the Deer-path Theater in Lake Forest. . . . Roger Krupp is a new mickeman at WJJD. . . . Dolores Gillen, air ingenue, will return to the ether here after working in Hollywood for the past year. . . . Verne Hassel, of Verne, Lee and Mary, of the National Barn Dance troupe, and LaVelle Carter, of the octet on the same show, are to be married next Christmas Eve. . . . Love in the old hay-fo, so to speak. . . . Walker Wilson, known as Uncle Bob over WIND, who suffered an attack due to the recent intense heat, is reported in a serious

condition at the Englewood Hospital. . . . Mrs. Wilson is conducting his program while he is confined. . . . The many friends of Orville Knapp here were greatly shocked to hear of his fatal air flight in the East. . . . Knapp followed Wayne King at the Aragon ballroom and was heard over WGN.

**WLS Notes:** Harold A. Safford, WLS program director, and John Lair, manager of the music department, are scouring the hills of North Carolina and Kentucky for new hillbilly talent. . . . Arkie, barn dance yodeler, came back from a trip into Northern Michigan with several scratches on his arm that he got from boxing around with a tame bear cub. Punned Arkie, "He turned out to be a Schmelling instead of a Bear." . . . Norman Goldman, of the WLS sales promotion staff, is resigning to join the New York staff of a radio trade magazine. . . . Julian Bendley, newscaster, is doing a weekly news commentary on WLS besides his five newscasts daily. . . . The Four Hired Hands, a novelty musical group, are additions to the station's staff.

**Add Vacationers:** Ben Kanter, WJJD's musical director, is spending his time in Michigan. . . . While he is gone his programs are being presented by Jimmy Corbin. . . . Frank Schreiber, WGN promotional and publicity director, is in Alaska. . . . Ray Schroeder, chief studio engineer at WJJD, is visiting his family in Columbus, Neb. . . . John Baker, WLS mickeman, and his wife are at Quebec and the Gaspe peninsula.

Ted Weems has acquired a farm in Northern Indiana. . . . Don Hancock, WBBM announcer, flew to Indianapolis to supervise a tonsillitis operation for his four-year-old son. . . . Milton Charles, WMMB organist, played a hot broadcast in shorts during the hot spell while the cooling system was out off to facilitate new studio construction. . . . His wasn't a visible program.

# Equity Finds Stock Better

Conditions in summer theater improved by rulings, says Equity Magazine

NEW YORK, July 18.—Improved conditions for actors in summer theaters, more favorable response by both audience and critics and a general lifting of the summer theater level is apparent, according to *Equity Magazine*, since the inception March 31 of Equity's system of summer theater classification whereby stock companies in designated areas no longer face the obstacle of competition by companies existing by the dubious means of maintaining low salary and living standards for actors.

This noticeable upward trend is the result of an investigation begun in September, 1934, by Actors' Equity to sift complaints charging illegitimate managements and unfair conditions of work; in short, a culmination of abuses caused by the depression and its by-products.

The decline of summer stock in the years following the Wall Street debacle, while attributable in a great measure to monetary difficulties, was further enhanced by the development of radio, good roads and various other not so obvious changes, as *Equity Magazine* points out. Chief among these was the sudden influx into the rural legit scene of an army of non-professional workers recruited from universities, dramatic schools and similar organizations who, together with shoestring producers willing to tag along with these neophytes, sought to uncover a box-office bonanza with the least investment. Higher type producers were forced to lower standards to an approximation of those prevailing in the less stable show shops, with the natural result being a general relaxation and debility of the summer theater.

Harry J. Lane, of Equity, with the assistance of Lyster Chambers, collected a body of statistics which, when deliberated upon by the council, was the seed which later developed into a minimum contract and classification form, the filling out of which is now compulsory among summer theater managers. The direct result has been a marked improvement in the working conditions of players and a better morale among managers and producers, leading, in turn, to a more satisfying cow-barn circuit from both the viewpoint of the audience and the actors.

*Equity Magazine*, in summarizing the conditions prevailing currently in summer stocks, outlines the following important items:

(1) A minimum of six Equity members under the regular two weeks' contract is necessary to establish a resident company.

(2) Nonprofessionals may be engaged by managers more than 50 miles from New York, Chicago, Kansas City, Los Angeles and San Francisco, the period not to extend beyond two weeks in succession or total more than three weeks during the season before membership is compulsory and the minimum salary paid according to the classification of the theater.

Since last year the number of companies placing bonds with Equity has increased 300 per cent. Approximately 10 summer spots, the number not known definitely because it is naturally variable in that theaters open and close, have what is called a Class B rating, which indicates that players in such theaters receive room, board and \$5 a week.

Inspections by Equity are being continued this summer with a view to further uplifting the cow-barn drama to something approaching a state of dignity.

## Ruviel for Philly

PHILADELPHIA, July 18.—The producing firm of Gotlib, Rudow & Berns announced the signing of Jean Ruviel, French song star, for one of the male leads in its forthcoming production of *Flying Colors*, the first in a series of musical revivals planned by the firm. Ruviel, currently appearing at the Opera Comique in Paris, is scheduled to arrive in America this week. Nadine Wayne and Ciro Barto have already been cast in principal roles.

The dollar-top shows are expected to get under way early in August, and plans call for a fortnight stay in Baltimore before showing here.

# Summer Theater Reviews

## "Mr. Shaddy"

(Roslyn)

The Theater of the Four Seasons, under the direction of Charles Hopkins, presented *Mr. Shaddy*, by and with J. O. Nugent, during the past week.

Mr. Nugent has provided himself with another of his homey vehicles, spiced and seasoned to the flavor of this expert monologist. John Shaddy is a rich man, the founder of the Shaddy dog-biscuit business. His young son, Bobby, recently taken into the business and filled with clever ideas for promotion, secretly marries Mary Jones, Mr. Shaddy's secretary and former employee of Mr. Nagley, rival dog-biscuit manufacturer. Since the town is too small for two such firms, there is much talk and discussion of merging the businesses.

Mr. Shaddy lives with Carrie Wilbur, a widowed cousin, in his 12-room apartment. Angry with his son for marrying, he orders him out, and the young married couple go to work for Mr. Nagley. Carrie Wilbur receives a long-lost inheritance, is proposed to and almost marries Mr. Nagley. Mr. Shaddy disappears to try to raise money on his insurance. Unsuccessful, he returns a week later to find that his son, using his power of attorney, has merged with Mr. Nagley. But the everwise Mr. Shaddy marries his newly enriched cousin, buys the controlling interest in the dog-biscuit concern and everyone lives happily ever after.

In this none-too-brief summary the reader can gather that Mr. Nugent has hit upon no new or original ideas. He has allowed himself ample opportunity to talk at length in his own inimitable, dry and oftentimes amusing fashion. Every now and then one wishes that Byron McGrath, as Mr. Shaddy's doctor and advisor, were allowed more lines of characterization, of motivation, rather than being forced to play stooge to the bulbous Mr. Nugent.

Katherine Squire, as Carrie Wilbur, squeezed her rather crazily written part down to the very last drop. Her wifely, forlorn and always capable acting enhanced greatly many moments that would have proved bromidic in the hands of a less competent performer.

Katherine Murphy, as Mary Jones, displayed a poise and naturalness that added charm to a very average ingenue role. Her acting is remarkably clean-cut and intelligent, and she is definitely a young lady well worth watching in the future.

The rest of the cast included Lotta Linticum, Walter Kapp, Neal Berry, James Tracy, Howard Whitfield and Julia Lathrop, all of whose roles relegated them too far into the background for the play's well-being. And Mr. Hopkins' direction was not all that it might be despite the opening night of a one-week tryout. At this viewing business was only fair, due probably to the proximity of Gladys Cooper and Philip Merivale, who were just down the road at Locust Valley.

FRANK L. MOSS.

## "Home, Sweet Home"

(Greenwich)

The Greenwich Guild Theater is being run this year under the auspices of James R. Ullman and Richard Herndon as a try-out house for several new scripts.

The opening bill was *Home, Sweet Home*, by Frederick Herendeen, tried out for Mr. Herndon and directed by Sherling Oliver. The play is one of those dated folksy comedies which, despite its aged formula, might have stood a chance if it were at least well-written. But the author has constructed loosely and given his characters heavy, pedantic bromides to speak and little or no motivation at all.

It is the story of Prof. Henry Tibbs, who has taught mathematics for 32 years and succeeded in rearing three daughters. Two of them are married; the third, Jane, is about to follow the footsteps as the play begins. Thus Professor Tibbs plans to sell his home and belongings, kick over the traces and go to the Isle of Capri to write a book and rest. However, the oldest daughter returns with her two children; the middle daughter leaves her husband because he wants a baby and she can't satisfy, and Jane, the youngest, breaks her engagement.

Needless to say Jane finally marries the boy friend; daughter number two begins to have a baby unexpectedly, and daughter number three returns to friend

husband. The professor and his wife go to Capri after all and no one seemed to care very much.

Mr. Oliver's direction can only be termed adequate. The countless exits and entrances and the lack of five minutes of sustained dialog must have made the director's task far from pleasant.

Herbert Yost, as Professor Tibbs, worked valiantly and well. It seems a pity that his efforts had to be wasted. Mr. Oliver himself supplied a competent and amusing character bit as the overjoyed husband who discovers he is about to become a father. And Miss Eve March, as Jane, the youngest daughter, played with a fresh, vibrant and ingratiating manner that added the only light and color during the evening. Given a suitable juvenile to play opposite and a part that allowed her to be on the stage for more than two minutes at a time she could enhance the value of any play.

Eva Condon, as Nancy, the maid, and Richard Pardee, as Thaddeus T. Burns, Fuller Brush salesman, also helped considerably to speed along a dull evening. One hopes that Mr. Herndon will have better luck with the remaining plays he intends to try out. It has been announced that later in the season Max Gordon and Sam Harris will jointly try out a new play here, probably in the middle of August. The theater is pleasant and well equipped, and business was fair at this viewing.

FRANK L. MOSS.

## "The Road to Paradise"

(Jamaica)

A revised version of Frederick Jackson's play, *The Road to Paradise*, starring Lenore Ulric, found scant favor at the Alden Theater here. Interest was spotty, with Miss Ulric obviously miscast and requiring the repeated prompting services of her immediate associate, Leslie Austin, who did as well as he could with his role, that of a pseudo minister of the gospel. In fact, if any stellar billing was necessary it should have gone to this part. Nevertheless, no damage was done, as it looks as if the piece will not have a long life in the flesh. Perhaps with the requisite changes it might eventually land in the films.

It tells the story of two arch crooks who, parading on a dead man's profession, find their way to a parish in a small town in Scotland. There the male thief poses as a clergyman, with the woman (Miss Ulric) as his assiduous wife, altho we are informed that they have never been married. Here they thrive and fool everybody, with the fake member of the cloth going so far as to perform a wedding involving a young couple who within a year are blessed with a son and heir.

The two crooks with a false sense of security succumb to their new environment so much that they are loath to leave it. Their plans, however, are upset by a male accomplice, who pops in now and then presumably to help build suspense. He threatens to expose the twain unless he is declared in on the swag, a precious piece of jewelry which has lingered in the vaults of the parish for centuries. Defied to do his worst, he sends a telegram to the district commander of the church explaining the situation. The commander arrives and, with a surprise twist not only exonerates the pair, who confess to him their duplicity, but also binds them as man and wife at the curtain.

The supporting cast, in view of what it was called upon to do, was competent enough. Molly Pearson, as Mary MacDonald, house-keeper, with a son who was studying for the ministry, stood out. Mr. Austin looked dignified and stalwart in his clerical robes, but was lacking in the viciousness of his real character which would have provided a better contrast. St. Claire Bayfield, as the commander, made his brief appearance in the final act a genuine bit.

BEN BARNETT.

## "Feather in the Breeze"

(Skowhegan)

Willis Frederic's *Feather in the Breeze*, produced by the Lakewood Players at Skowhegan, Me., got off to a swell start July 13. Smartly written and containing plenty of laughs, the plot tells of (See THEATER REVIEWS on page 12)

# From Out Front

By EUGENE BURR

Every once in a while, in the midst of the midsummer doldrums, your reporter takes a week off from columning and indulges in an orgy of lexicographical mania. Thus, on hot weeks in the summer, one is apt to come upon in this space, a list of theatrical definitions, written one fears from a strictly personal point of view. If one's eye should continue down the current column, despite this warning notice, it will undoubtedly come upon such a list. The weather is hot, the theater is practically non-existent, and the space to be filled remains the same as in other weeks.

**bald-headed row**—obsolete term used to denote the front seats at a musical, usually occupied, with much flustering, by Aunt Tilly from Dubuque.

**casting**—the selection of players to fit roles in a theatrical production; usually done with the aid of a budget sheet, an agent, a couch and a prayer.

**curtain**—the veil of mercy.

**drama of ideas**—a play advocating a theory with which I agree.

**fourth wall**—the imaginary wall thru which the audience is supposed to look in order to see the action of a play; professional reviewers are said to be perfecting an opaque fourth wall for next season.

**grease paint**—a fatty substance which smells of actors.

**length of run**—the ultimate standard of theatrical success; the longest run in the annals of the New York stage was scored by a masterpiece called *Abie's Irish Rose*.

**line**—the chorus dancers in a musical show, as distinct from the showgirls; they are usually far prettier—and certainly more talented—than the showgirls, but they lack the latter's ability to insult customers with expressions of vapid boredom.

**microphone**—an instrument which amplifies the voice so that those mumbling into the mouthpiece can be heard thruout an auditorium; such mumblets are now becoming known as "singers" and are even being hired as such by some revue producers.

**musical comedy**—a stage melange which includes several tunes, many girls, a queer contraption called a "book," and a tenor; in most cases it is notable chiefly for a complete absence of both comedy and music.

**orchestra**—the courtesy title of a jazz band; a euphemism used to denote the three street musicians who, in some shows, are placed in an upper box to make the intermissions hideous; that part of an auditorium from which the customers receive the worst view of the stage and the management receives the highest prices.

**poetic drama**—a play in which the author tries to hide incompetent play structure under a cloak of fuzzy thinking and incoherent word arrangements.

**program**—the means of placing the blame.

**propaganda play**—a soap-box oration inapplicable written out in stage form, advocating a theory with which I disagree; as distinct from a "drama of ideas."

**repertory**—an extinct form of theatrical endeavor in which the actors had to act, and the public had a chance to see fine plays rather than boob-starring ephebras.

**season (theatrical)**—an ever-shortening span during which plays are presented; an arbitrary time limit which allows statisticians to check up and decide that the theater is going to the dogs.

**second stringer**—usually the hired hand in a newspaper office who catches those shows which the critic cannot see and who uses them as springboards from which to dive into displays of his sparkling wit, his profundity, his writing talent and his complete lack of knowledge of anything theatrical; in other words, an embryo critic; there was once a case reported of a second stringer who gave consideration to the play he reviewed, but this has been generally denied.

**summer theater**—a barnyard building from which the live stock has been displaced in favor of Thespians, much to the distress of neighbors and drama lovers.

**tryout (summer)**—the presentation of a new play in a summer theater, the idea being that the combination of bad acting, insufficient rehearsal, hurried direction, poor scenery, in-

adequate mechanics and impossible auditorium will give the producer a chance to see what the play will do in New York.

*type casting*—the bane of the modern theater; the sublime theory which denies to all actors a knowledge of the rudiments of their profession, predicating instead a mystic relationship between an actor's physical person and the director's idea of the part to be played; the reason why anyone who displays a marked personality on a stage is now known as an actor.

## THEATER REVIEWS

(Continued from page 11)

**Constance Bellows**, a shallow, flighty woman of 37, who has divorced her husband and fallen in love with Alex Hunter, 28, a poet. In the first act Chris succeeds in winning his wife back by threatening to shoot Alex. Angela Furness, fiancée of Walt Lewis, Alex's best friend, also falls in love with Alex. Chris and Constance re-marry, and in the second act Alex arrives to renew his love sult and Angela to break it up. Alex, in the final act, awakens to Constance's inconstancy and turns to Angela; but Chris remains tied to Angela by showing his willingness to have her leave.

**Feather in the Breeze** is scheduled for a one-week engagement, is directed by Melville Burke, with scenic designs by Charles Perkins, and is played by Katharine Meskil, Mary Rogers, Don Dillaway, Grant Mills, Ben Lackland, John Hammond Dalley, Jessamine Newcombe, John Drew Devereux, Keenan Wynn and Charles Laite.

Play agents are reported to be interested in the piece. **HAROLD L. GAIL.**

## "The Yankee King"

(Pittsburgh)

By Edwin Day. Directed by Chester Wallace and Elizabeth Schrader. Presented by the Carnegie Tech Players at the Carnegie Tech Playhouse in Pittsburgh for four performances on July 10 and 11. Scenery designed by George Kimberly.

The cast listed DeLisle Crawford, Betty Kelly, Mary Martha Briney, Thomas Seidel, Alden Smith, Charles Phillhour, John Mac Kereher, Jean Dunckerly, Jane Mitchell, Sametta Seligson, Stig Egede, Joseph Peter Crocco, Elaine Hauck, Dorothy Dawson and Mary Maxwell.

The story concerns a henpecked husband who becomes the boss of his family following a dream. He dreams that he becomes king of a small country, but not before his wife permits him to accept the post and move from their home in Ohio to the European kingdom. He decides to try the royal position for a month and should he not like it return home. However, his cabinet decides that he remain for good and that his son marry the daughter of a Duchess. A fight ensues and the husband awakens with enough courage to tell his wife who is to boss the household from now on.

The entire affair is good enough for a few laughs. There are many weak points in the construction of the plot, particularly the ending where the husband, who has been ruled by his wife for many years, orders her to take her rightful position in the kitchen just because he has been dreaming of a similar incident. The leads were passable, particularly the work of DeLisle Crawford and Betty Kelly as husband and wife. Good, too, were the portrayals contributed by Mary Martha Briney, Joseph Peter Crocco and Dorothy Dawson. **SAM HONIGBERG.**

## Leslie's "Blackbirds" a Hit

LONDON, July 14.—Low Leslie's *Blackbirds* of 1936 had a most successful opening at the Gaiety Theater. Show was enthusiastically received, with all members of the cast winning favor. Outstanding hit was that of the Nicholas Brothers, dancers.

## Success Story

LONDON, July 14.—Appearing here as one of the members of the vaude act of Russell, Marconi and Vernon, Barbara Vernon, young American dancer and comedienne, was chosen to play the lead in the revival of "No, No, Nanette," one of the most coveted parts in musical comedy. Miss Vernon opened in the part at the London Hippodrome and won overnight fame.

# Summer Theater Activities Continue Full Steam Ahead

(Continued from page 4)

potable enough. *All Desirable Men*, by James Ullman, is scheduled next.

George Sumner and Gregory Deane, who carry on at the Crescent Theater, Flantio, Conn., offered William Howard Harris' *Greater Lust*. Scheduled for a Broadway appearance in the fall, the play, which is staged by Gregory Deane, with settings by Joseph McCord Jr., hinges upon a supposed exposition of the munitions industry and has as one of the main elements of the plot an attempt to establish Fascism in America by means of involving this country in a Central American diplomatic squabble. Averell Harris, Blaine Corder and Sylvia Leigh head the cast.

Paul Osborne's *Tomorrow's Monday* had its initial performance July 15 at the Brattleboro (Vt.) Theater, with the cast, headed by Millicent Green, Henry Pierce and Constance Morrow, sister of Mrs. Charles A. Lindbergh, capably performing. Differing radically from Osborne's usual type of comedy, the play is of a more social classification and deals with family situations. Paul Stephenson directed and the premiers went on without difficulty.

Other scheduled tryouts were *Laughing Lantern*, Frank Whitefield's play, originally slated for last year, at the Elverho Theater, Milton-on-Hudson; *In Geneva*, by Leonard Ide, at the Starlight Theater, Pawling, N. Y., with Jeanne Dante and Fay Marble in the cast, and *Mr. Shaddy*, which the author, J. C. Nugent, has been exhibiting at various summer spots, the last being New Rochelle July 14.

Guy Palmerton will present the Manhattan Players, Fitchburg, Mass., in *As You Like It* July 20 at the Lake Whalton Theater. The company, which will also give matinees on Wednesday and Saturday, will be headed by Frank Lyon and Nancy Duncan, supported by Robert Perry, Marion Grant, Ramon Greenleaf and others. For the week of July 27 Palmerton will present a new comedy, *A Reason for Youth*, which is destined for Broadway in the fall.

At Skowhegan Philo Higley's *Traveler's Trick*, a new play, will be done by the Lakewood Players the week of July 20. Higley describes his opus as a "saga of the highways" dealing with a couple who meet in a "share expense" depot in the Southwest and travel to Los Angeles together. The play will have 27 speaking parts, will call for a cast of 30 and will guest star Jessie Royce Landis and feature Boyd Crawford.

The Mary Young Theater at Centerville, Mass., will offer as its third attraction July 21 *Granite Fires*, a new play by George Bryant. Mary Young and Mary Morris will be starred in the piece, which is psychological and based upon a combination of love and hatred existing between two spinster sisters living in an iron-industry environment, the stuffiness of which is upset by the arrival of a niece who does things. The management feels that the play stands a good chance of being produced on Broadway.

Andre Obey's *Noah* will be the second production, opening July 22 at the Brattleboro Theater, Brattleboro, Vt. Jean Charlot, some of whose paintings hang in the Metropolitan Museum of Art, has designed special costumes and sets for the piece, which will be played by John Becker, Constance Reeve, Henry Pierce, Del Hughes, Millicent Green and others. *Yellow Jack* opens July 29.

On July 20-21 Peg Wampler will present *Russel Mantle* at the Island Theater, Nantucket, with Dorothy Gish and Ben Smith featured with Margaret Douglas and Jay Fasset, who played in the original Broadway production. Others in the cast are Edmonia Nolley, Jeanne Casselle, Stanley Harrison, Charles Scott, J. Bradley Benno, Robert Bentley and Charlotte McAleer.

Actor-Managers, Inc., will offer *The Pursuit of Happiness* at the Newport Casino Theater July 21, with Tonia Selwart starred in his original role of the Hessian soldier and Doris Dalton playing the feminine lead. Support will be Elizabeth Dean Farrar, Edgar Kent, Philip Tonge, Hayden Rorke, Elizabeth Cerf, Charles Trollet and Jus Addis.

From William Fields, representing Raymond Moore's Cape Playhouse at Dennis, Mass., comes the pleasant item that *Spring Dance*, the new play tried out for Jed Harris last week, grossed

\$5,200 during the run, the biggest business the theater has done since Eugenio Leonovich appeared there two years ago in *Candlelight*. If present plans are followed the piece will be presented at the Empire Theater, New York, perhaps under a new title. Moore's present program is *Three Men on a Horse*, the production of which makes use of a revolving stage, the only one among the summer theaters. Moore may do one or two musicals before the season ends, a possibility being *New Faces*, now current on Broadway, and it is also possible, in fact very likely, that Jed Harris will try out another play there during the late summer. Title is as yet unknown, and the author is rumored to be Dayton Stoddard.

To get back to more prosaic things, July 20 marks the *Night of January 18* at Dennis, and the cast will include J. Arthur Young, Ruth Matteson and Arthur Pierson, all of the original Broadway company, as well as Dudley Hawley, Paul Everton, Richard Carlson, Marjorie Lytell and sundry others. And on July 29 Stewart Baird, who is what is called a haritone-discour, will inaugurate the concert season at Dennis, to be followed August 5 by Jose Turbi, Spanish pianist.

June Walker will be co-starred with George Macready at the Ridgeway Theater July 20, when Tuttle & Skinner present *They Knew What They Wanted*. Included in the cast will be John O'Connor, Marcel Dill and Richard Hubbell. *What Every Woman Knows*, presented last week by Tuttle & Skinner at the Ridgeway Theater, comes to the Westchester Playhouse July 20. Mildred Natwick and Vincent Price star.

The fourth production at Maryverne Jones' Starlight Theater, Pawling, N. Y., beginning July 20, will be *Post Road*, with a cast featuring Maida Rende and including Isobel Rose, Cynthia Sherwood, John Barclay, Starr West and others. A revival of the late Tom Barry's *Courage* is opening July 27, with Miss Jones in the role created in New York by Janet Beecher.

With Charles Coburn as Macbeth and Mrs. Coburn as Lady Macbeth, the Mohawk Drama Festival opens its second season at Union College, Schenectady, N. Y., July 21. The piece is staged by Percival Vivian, settings are by Michael Weightman-Smith, choreography by Phyllis Marmelin and musical direction by Samuel Morgenstern. Included in the cast are Curtis Cooksey, Susan Hall, Leonard Willey, Henry Buckler, John Burke, Donna Earl, Percival Vivian and Fair Burgher, among others.

Other New York items: The Millbrook Theater, Millbrook, which reports the best business in its history, offers St. John Ervine's *Jane Clegg*, beginning July 22. The Warren Players opened their season yesterday with *Apron Strings*, the leads played by Barbara Brown, Chisholm Beach, Virginia Runyon and Peggy Le Baron. Eight plays in all are scheduled, next week's being *Just Suppose*. Bonay Venita's production of *Fathers' Day Children*, David Freedman's comedy drama scheduled for Broadway in the fall, has been postponed owing to the destruction of Haverstraw's only theater and the inability to secure other accommodations. Further summer plans, including try-outs of four plays by unproduced and unpublished authors, are contingent upon finding suitable theater quarters in Nyack or one of the adjoining towns. Leo Kennedy has been added to the cast of *Seen But Not Heard*, the new play by Marie Bausher and Martin Berkeley which opens at the Red Barn Theater July 21. At the Rockridge Theater, Carmel, N. Y., *Rops's End* will be given the week of July 20. This will follow the current *Circle*, in which Harry Irvine starred. Nathaniel Edward Reid, manager, informs us that Paul A. Foley has been succeeded by Karl Nielson as director. Blanche Yurka, with a cast of 60, opens in *Lysistrata* July 20 at Suffern.

In addition to the abundance of commercial revivals, the Federal Theater at Westchester presented *Tamed*—*And Now*, a comedy by Charles F. Harrison, at the East View High School; *The Silver Cord* at the Don Bosco Center, Port Chester; *Grasslands* at East View, N. Y., and *Post Road* at Glen Cove, L. I.

*Bury the Dead*, the recent production of the Barter Theater, Abingdon, Va.,

## BROADWAY RUNS

Performances to July 18, inclusive.

Dramatic	Opened	Pert.
Boy Meets Girl (Cont)	Nov. 27	274
Dead End (Delacoe)	Oct. 28	806
Misses (Fletcher)	Oct. 24	806
Two-Honeymoon (Legrene)	Apr. 30	82
Three Men on a Horse (Playhouse)	Jan. 30	825
Tobacco Road (Forsell)	Dec. 4	1180

Musical Comedy	Opened	Pert.
New Faces (Vanderbilt)	May 19	71
On Your Toes (Imperial)	Apr. 11	113

drew over 1,500 people in five performances, including three at Abingdon, one in Bristol and one in Wytheville. This constitutes a record for Robert Porterfield's four seasons in the South. His next show will be Lulu Volmer's *Moonshins and Honeyuckle*, the play which started as a radio serial and was later tried out in Chicago and various road points. It will be put on July 29-25, with a Broadway production in view, the cast being headed by Porterfield, including Nell Harrison, Marion Willis, Daphne Bayne and others.

## U. of P. Drama Events

PHILADELPHIA, July 18.—Two events of theatrical interest were presented at the University of Pennsylvania as part of the summer-school course. On July 15 an interpretation of Shakespeare was given in drama, dance and song; Mona Morgan giving dramatic selections, Helma Nitzsche offering rhythmic impressions and George Bush and Mlle. Bonner singing a group of Shakespeare's songs. A lecture by Anny Rutz, the only woman to play the part of the Virgin Mary twice in the *Passion Play* at Oberammergau, was presented on the 17th. Her family has been prominent in the Oberammergau affair for four centuries, and she appeared in the pageant in 1930 and 1934 on the 300th anniversary of its inception. A series of lantern slides illustrated her discussion of the *Passion Play* and its background.

## Philly Parking Lot Craze

PHILADELPHIA, July 18.—Walnut Street Theater, one of the oldest legit houses in the city, is saved from a parking-lot fate with the announcement that a Jewish stock company will be housed there for next season. Formerly Walnut was the only house that kept open during the summer months. Since then the boards have run the gamut from burlesque to Italian opera and one season housed a showboat company's mock men.

With the 108-year-old Arch Street Theater already feeling the pangs of the pick and shovel, stakeholders are seriously considering a parking-lot existence for the Adelphi and Lyric theaters. And with those two houses going city will be left with only six legit theaters. Possibility that another house may go down, since only four theaters have been in constant use during the past seasons.

## No Hedgerow Tour Planned

ROSE VALLEY, Pa., July 18.—Third annual Shaw Festival, in honor of the Irish dramatist's 80th birthday, opens at the Hedgerow Theater Monday (20) for a two-week run, including nine Shaw plays.

No prolonged tour is planned for the coming winter by the Rose Valley group. Travel will be confined within a radius of 300 miles, thru New York and other States, to the first three days of the week, with performances at the home theater the latter half.

## Tom Jones in Hospital

CHICAGO, July 18.—Tom Jones, orchestra leader of George White's Scandals, currently at the Grand Opera House here, is at the Henrotin Hospital, recovering from an appendicitis operation performed last Sunday.

## OLD PLAYS

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# FRIARS FORM NEW GROUP

## Horton's Uses Shows in N. Y.

Ice cream firm's free novelty shows for kids—play summer playgrounds

NEW YORK, July 18.—A full-summer season's work for performers is provided by the kiddie revues playing summer playgrounds and theaters under the sponsorship of Horton's Ice-cream firm. Starting a week ago last, Horton's now has extended its promotion plan so that it has four of these novelty shows touring the city's five boroughs daily, six days a week, and already solidly routed for the entire summer.

The shows are called *Horton's Kiddie Revue* and comprise a Punch and Judy act, a ventriloquist and a magician, running about 45 minutes. They are booked by Silver & Arken, Palace Building agents, who also accompany the shows on their rounds. A plug for the ice cream, besides the title of the shows, is conveyed by a poster as well as song-books distributed by the firm.

While the shows are mainly appearing at public schools where there are summer playgrounds, they are also appearing in theaters, playing the latter only on Saturdays. They do two shows a day, only in the afternoons, and playing a different stand each show. No admission is charged, the coming of the shows heralded in advance at the playgrounds so that kids can bring their parents.

The success so far of this promotion plan has prompted the Horton firm to figure on making this an annual stunt, elaborating on the shows next season.

## "Doc" Howe's New Office

HOLLYWOOD, July 18.—M. D. (Doc) Howe, who recently left the Fanchon & Marco firm, has moved his agency to permanent quarters at 6951 Sunset boulevard here. He is agenting stage-show attractions, units and personal appearances of film and radio "names." He is also doing personal management of personalities and engaging in other forms of entertainment generally.

## Band Acts for Stoll House

LONDON, July 18.—Stoll Picture Theater, Kingsway, one time the New Stoll Theater and a vaude stronghold, is to introduce band acts into its picture program starting Monday. First band booked is that of Monbavani and his Tiplea Orchestra. If the venture is successful vaude acts will also be added. House is a 2,500-seater and is in the heart of the theater district.

## Badminton Again at Roxy

NEW YORK, July 18.—The Roxy Theater here will repeat with its Badminton players, Jess Willard and Billy Hurley, for two weeks, starting this Friday. It is a repeat within eight weeks, the pair having been at the house the last time for four consecutive weeks. They will go from the Roxy into the Metropolitan, Boston, F. & M.-John Schultz Agency made the booking.

## F&M Definitely Sets Four Of 12 Units for New Season

HOLLYWOOD, July 18.—Fanchon & Marco has definitely set four of the 12 units it will stage next season. There is a possibility of the organization doing even more units if they click. First show will be with Olsen and Johnson, who will start immediately after finishing their film for Republic.

The other units are to be *Hollywood Follies of 1937*, headed by Leon Errol; *Mickey Mouse Circus* and an ice ballet.

## Publicity

NEW YORK, July 18.—One of the elvarest publicity stunts pulled recently concerns Joe Penner, who from his hide-away in a small Hungarian city spelled with plenty of C's, S's and Z's send a multigraphed postal with the squib: "Dear Friend—Having a wonderful time. Returning soon for my first RKO-Radio picture, which I hope you'll play. "Best regards, JOE PENNER,"

## NBC's Wallington Unit Gets 3 Weeks

NEW YORK, July 18.—NBC Artists' Bureau has set three weeks' booking for a unit headed by James Wallington, announcer, and the Pickens Sisters, starting July 24 at the Stanley, Pittsburgh. Other dates are Shea's Hippodrome, Toronto, next week, and Michigan, Detroit, August 7. The Pickens Sisters will drop out for the second week, with Dickie Moore, juve film actor, replacing those seven days.

Other acts include Honeyboy and Sassafraz, Bobby Gilbert and Ward and Muzzy, all NBC contract acts. Wallington, formerly an NBC announcer, is now a free lance speaker, but is set in the unit because of "name" value. Another is Don Thomson, comedy act.

NBC states that nothing is set for units after this show, but likelihood is that if another is built it will come out of Chicago. This depends on the reception to the Wallington unit. Ruby Cowan is handling the project for the network's artists' service.

## Australian House Planned

SYDNEY, Australia, July 11.—Sir Benjamin Fuller plans to build a large theater here for a vaude policy. He recently bid up to \$425,000 for a building owned by the Railway Trust, but the price was not right and negotiations are still on for the property.

## Australia's Amateur Splurge

SYDNEY, Australia, July 11.—Amateur shows are quite active here. Gregan MacMahon has been appearing with his company of amateurs in Melbourne for a long time, while Doris Pitson has been doing equally as well with her amateurs at the Savoy here. Saturday amateur tryouts are going over well in West Australia.

## Lincoln, Neb., Vaude Battle

LINCOLN, Neb., July 20.—Indications are that there will be two vaude houses here this September as the L. L. Dent and J. H. Cooper battle goes into its third year. Vaude in the Orpheum, Cooper house, is assured, and it is believed that the Varsity, Dent's theater, will be in, too. Wilbur Cushman will service one or the other of the houses and Chicago bookers will take the other.

## Times Change So That Bookers Now Cover Cabarets and Radio

NEW YORK, July 18.—Whereas in seasons past enterprising vaude bookers used to spend all their time in covering breakfast, showing and established houses for their material, times have changed so that they now cover night clubs and radio broadcasts for their talent. The activities of Harry Kalcheim, Paramount booker, best indicates this trend, which is also the situation, though perhaps of a lesser degree, among the other circuit bookers.

Kalcheim, for one, holds passes issued his Columbia Broadcasting System and National Broadcasting Company which permit him to see all audience broadcasts. He has viewed practically every major broadcast aired from here and those that he cannot see he listens to in his office over a radio installed by the company. As for night clubs, Kalcheim has covered them all in this city, one night last week attending three, the

## Old Club Fades From Inactivity; New Clubrooms at the Edison Hall

General discontent with old club brings new organization of Friars—membership of 50 gets ball a-rolling—dues trimmed to \$30 a year—only Friars eligible now

NEW YORK, July 18.—A new Friars Club has been formed, the result of the findings of a committee appointed by some 50 members of the old organization who took it upon themselves to make a thorough investigation of the condition of the club in the Hollywood Theater Building. Investigation revealed that the old club has slumbered down to practically total inactivity and that it would be impractical to work out a reorganization. This group planned the establishment of a new club, a committee being formed to lay the groundwork. Clubrooms have been secured and other details worked out so as to put the new club already on a firm footing.

## Dows Get Two Spots For August Booking

NEW YORK, July 18.—The A. & B. Dow booking office has lined up two houses for vaude booking, starting next month. Both will start their vaude shows on the same day, August 16, and are split-weekers, using five acts.

The theaters are the State, Hartford, Conn., and the Majestic, Paterson, N. J.

## Vaude Out of Grand Rapids

GRAND RAPIDS, Mich., July 18.—Ramona Theater has abandoned its summer policy of vaudeville, which began a month ago. House used six acts the last three days each week, theater being closed for the first three days. House is now running straight movies.

## Colonial, Dayton, Flesh

DAYTON, O., July 18.—The Colonial Theater here will resume with vaude August 7, playing the shows a full week. House has been running with straight pictures for some time. RKO's Chicago office will do the booking, with the circuit's New York office filling in on occasion.

## Comerford Spots Discontinue

NEW YORK, July 18.—The Capital theaters in Williamsport, Pa., and Binghamton, this State, M. E. Comerford houses, went into three-day vaude policies a week ago yesterday but discontinued due to the heat until the second week in August. Joe Feinberg booked the shows into the theaters.

## Gerber's "Centennial" Unit

NEW YORK, July 18.—Alex Gerber is currently working on a new unit to carry the name of *The Great Centennial Follies*. Bob Hall will head the unit, which will also include 25 girls. Perle Simon will do its agenting.

Rainbow Room and Grill and Marden's Riviera.

While coverage of radio is an essential item for bookers today inasmuch as that field is productive of a great supply of the material for vaude, the coverage of night clubs is an absolute necessity. Kalcheim reveals that with vaude theaters few and far between, the night clubs have established themselves as the field from which to get new talent and at least be able to see old talent.

With the local Paramount Theater pit presentations built around radio bands, Kalcheim has been doing most of his band buying on sight and sound, seeing them at broadcasts or hearing them over the radio. He has booked a lot of specialty people out of night clubs, using them at the local house and also spotting them into other houses over the country.

The old Friars hit the downgrade because of lack of activity, failure to hold the annual election, apparent control by a clique and neglect of the clubrooms, among other things. Several Friars called upon William Brandell and urged that a meeting be held to discuss the matter. This was held the early part of last week, at which time the members were told point-blank that they actually had no club. Charles Pope, executive secretary, was the only officer present, and, although executive, promised his co-operation. The members were unable to gather any information as to what happened to the moneys and as to whether the club could continue.

A committee was formed headed by Brandell and comprising Eddie Miller, Eugene Greenhut, Lester Hammel, Louis Felix and Elias E. Sugarman. After a week's investigation this committee decided that the difficulties with which the old club was confronted would make it impossible to think of remaining in the old quarters. Clubroom quarters were inspected on West 46th street, over Zimmerman's Restaurant. The committee then called a meeting which was held Tuesday night at the Edison Hall, adjoining the Edison Hotel, circularizing the entire Friars' roster as of the last dues period.

At the meeting Nathan Kramer, owner of the Edison Hotel and a former Friar, made a proposition for the new club to occupy the entire top floor of the Edison Hall and to have the exclusive use of the roof. His proposition was \$1,800 for the year and to scale up to \$2,400 over a six-year period. The 50 members attending the meeting voted that the reorganization committee be the board of governors pro tem, with Miller as custodian of moneys, until such time as a constitution and by-laws are adopted and elections are held. This committee was also empowered to act as a nominating board to present a slate in time for elections in October. Four more members have been added to the committee, these being Louis P. Randall, Thomas J. Phillips, Maurice H. Roso and Pat Rooney.

The lease for the Edison Hall quarters is about to be signed. While these quarters are being decorated the hotel management has given the club the use of the floor below as temporary quarters. Rent will be free until October. On the roof a gym will be installed, as will a solarium, a shelter hand-ball court, showers and dressing rooms. The clubrooms will include a grill, a lounge, billiard room and card room. The food will be served from the hotel's kitchen.

The new club, as a membership corporation and not a stock corporation as was the case of the old club, will make every effort to retain in its title in some way the word "Friars." It will be devoted to the principle of operating economically. The dues have been lowered to \$30 a year, half of the fee of the old club. At present, only former Friars are being accepted for membership, other applicants to be considered when a membership committee is formed. None of the undesirable element alleged to have been in the old club will be permitted to join this new organization. While the club has practically pledged itself not to take any legal action against the old club, it will not discourage any individual members from taking action on certain matters, such as the \$1,900 gym fund. A point of discussion at this time is whether the club should permit any officers or members of the board of gov- (See FRIARS FORM on page 15)

**Loew's State, New York**

(Reviewed Friday Evening, July 17)

The State has to lean heavily this week on its steady patronage, for its film attraction is *Poppy*, the picture which moved over from the near-by Paramount after a four-week run. That's kind of taking the edge off the State's business possibilities. The vaude show, headed by Jay C. Flippen and the Britton Band, runs overboard on time, clocked at an hour and 24 minutes. Looks swell on paper but doesn't pan out so well because of several lagging spots. Finish

of the show goes big, with Flippen and some of his amateurs next-to-closing and the Brittons in the caboose. Flippen emceeds the proceedings.

Flippen has the opening spot, but his long absence from the boards has made him unsteady in delivery. He gets by nicely enough, tho, in introducing the acts, but unfortunately he doesn't tell enough stories. He does a few wispy-washy gags with the acts and goes in for a lot of his swell mugging.

Carlton Emmy and Madwaga, dog act, are the opener, the flock of pooches being put thru their paces cleverly by Emmy. Amusing antics of several of the dogs

provide many solid laughs, while the other dogs wade thru neat tricks. Went over well.

Sybil Rowan found huge favor for her amusing caricatures of famous people. Her encore of "the first lady" is hilarious, especially when tagged with that bit of a quintet of girl-scout stooges. She also does nice work on Bea Lillie. Gloria Swanson and a pathetic story of a star of the silents.

Sid Gold and Murray Bernie, aided by Margie Grant, let down with their comedy turn, which is all too forced and hasn't much substance. The boys seem to be nice workers, and they're no newcomers to the field by any means. A lot of byplay and some dancing. Miss Grant, a neat blonde, helps out nicely. Managed to get some chuckles and left to a fair hand.

Flippen, the announcator billing him "Col." for this spot, brings in the amateur flavor, introducing three of his tyros. First is Joe Martin, tenor, who does a good job of *When Irish Eyes Are Smiling* and fared well. Irene Mauseth, preceded by Flippen's story that her father was killed in a Times Square sea-flood accident recently, scored terrifically with her blues singing. An okeh enough voice. Rhythm Jack Brown, colored lad, took the applause honors with his roller-skate tap dancing, doubling from the stage to an ordinary sized table. He's a clever lad. Jay wound up with singing a pop tune in that effective soft voice of his.

The Britton Band, led by Milt, working with an apparent severe leg injury, closes hilariously. These 14 fellows are the scariest guys this side of Matteawan, with Walter Powell and Tito leading in the goofiness. The musical ancestors number the seltzer squirting, the *Poet and Peasant* item and finally the slambang free-for-all are some of the highlights. Audience loved every minute of it, and it's stuff that has been seen time and time again. Always funny, tho. SIDNEY HARRIS.

ment in the booking of Paul Gerrits. The spectacular number is a repeater, which is something the house goes in for every now and then.

Following Dick Leibert's commendable efforts at the console and the showing of the newsreel and a new Mickey Mouse cartoon, the symphony orchestra gets its lining with "operatic gems." It is a 10-minute session and an effective presentation of beautiful music. Viola Philo is included in the number, so-praising beautifully.

*Reflections* is the title of the stage show, opening with *Take My Heart*, the Fred Ahlert song. It is sung by the glee club, 24 males, which does a swell job, earning a big hand.

Through the *Looking Glass* highlights the show, for it features Paul Gerrits (the program revealing that he is there thru the courtesy of the Viennese Room, St. Regis Hotel). A repeat date for Gerrits, and he's even better now. He went over very big in a long act for the Music Hall, his charm and grace in telling stories and in roller skating being of sock proportions. He's equally as good at gags as on skates, which is saying a whole lot. The Rockettes follow him in one of their flawless precision routines, another item to gain a big hand.

The *Fishermen's Legend*, a repeater, closes. It's beautiful production, leading off with a prolog in which Robert Weede sings beautifully and Sasha Leonoff handles the accordion masterfully. Then moves on to the sea wall, showing a fisherman going into the briny deep in search of his loved one. Finish in an "under the sea" ballet, showing Alma Lee and Nicholas Daks as the reunited lovers and dancing gracefully. The ballet corps is their background, cavorting about artistically and handling huge silk pieces. Further background is the atmospheric "under the sea" set, fishes, etc.

Stage show ran 31 minutes. SIDNEY HARRIS.

ALWAYS HELD OVER!!!

★ ROSITA ROYCE ★

"The most beautiful girl in the World" says Earl Carroll

RAVES → Dove Dancer's Fans Are in the Audience

By Dorothy Manners  
They had them standing in line for the first show at the Orpheum in "The Border Patrolman," heading yesterday, and with all due justice to George O'Brien, in "The Girl Who Took Up for Dancing where Sally Rand left off!" What Sally does with bubbles, balloons and plumes, Rosita, formerly of New York and Chicago night clubs, accomplishes with five or six trained doves. Before the act was over the doves came in for almost as much of a hand as Rosita, because in the long run it all depends on them. By this time you should have heard that all Rosita is wearing are the doves. It is all very artistic and suspenseful.

(THURSDAY, July 2, 1936, LOS ANGELES EXAMINER)

The first time in history an act has ever been HELD OVER for a THIRD WEEK at the ORPHEUM THEATRE, Los Angeles—Breaking all Box-Office Records.

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R K O THEATRES

1270 Sixth Ave.

Radio City, New York

State-Lake, Chicago

(Reviewed Saturday Afternoon, July 18)

Charlie Niggemeyer and Dorothy Nutter, producer and dance director of this house, have taken a number of acts and woven production numbers and colorful chorus routines into a French revue called *Oooh La La Paree*. The result is an entertaining show with the exception of the comedian, who is doubling from a night club here, who forgets he is playing a family theater.

The show opened before an Eiffel Tower drop with Faulette La Piere singing *Paree* as the chorus paraded and danced. This was followed by Three Rays, a female knockabout trio, whose routine of falls and acrobatics struck the audience's fancy and drew them a nice hand.

Roy Sedley made his first appearance here and got some laughs with the aid of a stooge in the box. He introduced Lee Furdy, a blond miss, who made a hit with some very good tap work.

A production number was next, with James Alexander singing *Apache*; the chorus doing a lively can-can number; Faulette La Piere singing *I Want a Good Man Bad* and Joel and Annette contributing an apache dance. Alexander then took the spot and gathered a big hand for his singing of *Tobacco Road*.

Al Verdi and Thelma Lee held the next frame with their standard violin and cello act, with Al garnering the laughs with his clowning. Good hand. The Three Kings followed with a chain tap dance, did a classy tap routine to *Melody From the Sky* and closed with some swell fast challenge stuff. A hit.

An Oriental production number had the chorus doing a cymbal dance which was followed by Bernice Bucans with a nicely done dramatic dagger dance.

Sedley returned with his cornet and a noisy and blue session of nonsense. Most of his stuff is unfunny and it's about time he was dropping the imitation of a goose. It laid an egg at this show.

Edythe Murray socked over *Shootin' High*, *These Foolish Things* and *Some of These Days* in her distinctive singing style and was a hit. The finale had Bernice Bucans back for a short toe specialty and the entire company on for the curtain. F. LANGDON MORGAN.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, July 16)

With the film *The Green Pastures* as its current attraction the Music Hall appears to be headed for a run, figuring at least three weeks. Business at this third show opening day was very good, with the trade rolling in even more strongly for the fourth show. Stage show is a treat also, spectacular as usual, but also providing popular entertain-

Roxy, New York

(Reviewed Friday Afternoon, July 17)

Plenty of comedy on the Roxy bill this week, with Jack Pepper holding the headline spot and with Willy, West and McGinty in the next position. A short show but a fast one, with only one other regular act, the rest of the time being filled in by the weekly air amateur, four gals pulled from the house line, the house troupe itself (the Gae Foster Girls) and Freddy Mack, emcee and band leader.

Pepper scores nicely with his singing and crossfire with Sammy Cantor, his stooge. Cantor is billed as "Radio's Original Russian Hillbilly" and he does his best to live up to the title. Crossfire is amusing, and sessions wherein Pepper sings (his voice, incidentally, has improved greatly of late) and Cantor does eccentric dances went over excellently. As for Willy, West and McGinty, they're on in center spot with their hilarious antics, socking over as nicely as usual, tho they've changed the act somewhat since this reviewer caught it last.

Only other pro act is Ray Sax, who features simultaneous dancing and sax playing. As his standout he dances, plays the sax and does rope twirling all at once, with the house coming down for him. He also comes out in the finale to play a clarinet and lead the routine of the Gae Foster Girls.

Air amateur youngster from the South, a personable youngster from the South, who does an imitation of tap dancing—with his mouth—and then goes into other imitations. He really clicks, however, with a bona fide tap session, his fresh young personality putting him over with a bang.

Four gals pulled from the line and billed as the Four Peaches do a nice song and dance that builds into the finale. The full troupe does the finale (a cute number), furnishes a nice introduction to the Willy, West and McGinty act and opens the show with a hold-over of its "walking ball" number, in which all the girls work atop large white spheres.

Mack, as usual, is a pleasant emcee. Picture is *White Fang* (20th Century-Fox), and house was fair the second show opening day. EUGENE BURR.

Earle, Philadelphia

(Reviewed Friday Afternoon, July 17) (First Show)

This is the time of the year when the movie lots send their flicker faces to clutter the Earle stage, and this week Edgar Kennedy is featured. Good crowd on hand to greet the screen comic's

participation in what had all the earmarks of a "laugh week" program. Three of the five acts on the 60-minute fare were comedy turns, and the silver sheet held Joe E. Brown's *Earthworm Tractors* (First National).

The Five Juggling Jewels opened for a round of club swinging. Although the five girls held their own on the stick-heaving biz, their stuff is sold principally as a flash presentation. Going heavy on the spangles for an eye treat, they triek up in blond wigs and pinked gowns.

Denzer has Eddie White, a home-town boy and always welcome. Looks just as young, with just as much zest, as when he was a vaude tophender 15 years back. Gets off to some nice gags and winds up the five-minute session with a song. Masters the ceremonies for the rest of the bill (White used to be a permanent emcee here) and returns next-to-shut for more funny stories. Closes with a parody, a hedgepodge of song titles, and gets off to plenty of hand noise.

White's initial bit is only a warmer-upper for Art Frank and his able assist, Vivien Peterson. With his old Civil War vintage characterization, the pair do one of the best comedy and dance bits seen around these parts for some time. As the a. k. on the make for the young femme, their gags are nicely timed and all good for plenty rounds of laughter. Then into sockaroo eccentric tap terping that proves to be a literal mop-up of the stage and score for heavy applause. Frank comes back for a spiel on the good old days and then shuts with a waddy pins exhibit. On for 20 minutes, too long for most of them, but right in the groove for this one.

Alphonse Berg follows to prove his claim as the lightning dressmaker, strictly novelty, but his creations are good for plenty ahs from the femme element out front.

Closing holds the even-tempered Edgar Kennedy to explain that his mental disposition is off-centered for pix work only. However, since his bit is entitled as a "Design for a Nervous Breakdown," he proceeds to have one in his attempt to make good, which he never does, a threat to sing grand opera. Well received and earns his fodder. Assisted by Patricia Alwyn, introduced as his wife. Gets off nicely, but the material lets him down on the end. Finish is woefully weak. Has him bellowing the aria while the missus croons hotcha in the other mike, and the audience waits in vain for more of his facial stuff.

O.R.O.

## Paramount, New York

*(Reviewed Wednesday Evening, July 15)*

Excellent entertainment in this show with no doubt that it can stand up for three or four weeks if the business warrants. Picture, *Early To Rise*, is a good comedy for any time of the year, and the Bob Crosby band on the stage holds the live end of things up just as well. Stage show moves along incredibly briskly, one sock punch after the other and its 40 minutes' running time seems but a small fraction of that.

Organized just a year and a half ago, adroit management and strong showmanship have already placed Crosby in the ranks of the best bands around. Nucleus came from a Ben Pollack orchestra and the band has what musicians call plenty of "schmalz"—quality and rhythm. Current fever for swing music also helped, since the outfit can beat it out with any of them. Crosby is a personable chap, with a modest and engaging manner as a leader. In all, whoever is responsible for the band—his managers, Rockwell O'Keefe or Crosby himself—can take credit for a good job.

After a couple of good numbers by the band, *Key Picture*, a tap dancer, does two numbers, quality in keeping with the whole show. She dances well and takes a nice hand. Eddie Bergman, violinist, does a good muted solo number, followed by Cross Patch, brightly done, with Mildred Bailey, not yet on stage, going to the back-stage mike for the cross business. Nappy Lamarre, guitarist, who sings one chorus earlier, foils with Crosby in this one. Best comedy number, a burlesque on fan dancing by three of the musicians, follow. Nothing new any more, but a lot of people haven't seen it yet. *Pagan Love Song*, one of the band's standbys, done in swing tempo, is another sock, with Ray Baucic, drummer, taking the light.

Mildred Bailey sings four numbers, *Home-suckle Rose*, *These Foolish Things*, *America's Corner* and *Old Rockin' Chair*. As far as the clientele at this show and this reviewer is concerned, she could have done 40 more numbers. The Bailey personality

and delivery, especially that delivery, are unique, and a band show of this type provided just the right kind of a spot. It was her first major date in some time and there was no reason for the hiatus.

Closing number is comedy, the *Whattit Song*, or something like it, based on the hand charades so popular recently. An old axiom in showmanship is "leave 'em laughing." This show did that—laughing, and wanting more.

Business good. JERRY FRANKEN.

## Palace, Chicago

*(Reviewed Friday Afternoon, July 17)*

Current bill looks much better on paper than it plays and is further handicapped by the insertion, in regular spots, of two amateur acts who were recent winners in an Ed Sullivan talent quest. These acts slowed up a bill that would have ordinarily dragged without their help.

The Novelty Trio, one of the amateur acts, are three boys doing a series of overdone radio impressions, including those of Rudy Vallee, Winchell, Ben Bernie, George Arliss and Boake Carter, the last named being the best of the lot. Fair hand.

Two Daveys followed. Davey's juggling, which included plates, hat, cane, cigaret, swords and cannon ball, was enjoyed, but he is sadly in need of some new chat-ter. Some of his jokes creak from old age. Took a nice hand.

Dickie Moore, child screen star, appears in a dramatic sketch in which he is the ward of an old sea captain, played by Al Lee. The playlet is poorly written and its author evidently saw a Shirley Temple picture before he knocked it out. The thing wasn't a very happy choice for Dickie to make his personal appearances in and most of the time the dialog could not be heard from the back rows. Did some Hollywood talk in one and left to a good hand.

Donatella Brothers and Carmen lived on things up in the next spot. As the two boys played accordions, Carmen did some excellent acrobatic control work that was tops. The boys played and danced. Don Donatella played his shepherd's horn, Carmen returned for a tap routine and mother did some nifty tambouring. All were on for the finale. Four bows and an encore.

Anne Buttmer, the other amateur, did two impressions. Opened with one of Freddie Bartholomew and followed with one of Louise Rainer as Anna Held in the *Great Ziegfeld* film. At least they weren't the often-done impressions.

Herman Timberg, with Herman Jr. and Audrey Parker, were another bright spot on the bill with their eccentric dancing and comedy bits and gags. They entertained royally and garnered a big hand.

Ramon and Renita, dancers par excellence, held the spectators to the last step. They opened with a distinctly different waltz that was the personification of grace and artistry, with lifts that were definitely unlike any ever seen around here. The *Ronrico*, another original creation, followed and proved an interesting and very well done Latin swing dance. Good showmanship is used by confining the act to two routines and leaving the audience wanting more. Chalked up a hit.

F. LANODON MORGAN.

## Stanley, Pittsburgh

*(Reviewed Friday Afternoon, July 17)*  
*(First Show)*

A five-act layout at the Stanley this week, including a badminton contest that makes for breezy summer fare. Following a short overture presented by Dave Broudy and his orchestra, the 12 Aristocrats open the bill with a well-trained novelty tap number that earned a good hand. This six-boy, six-girl aggregation is a favorite one here, their work always bearing the out of ordinary trade-mark.

Brown and Ames, a refreshingly good comedy and dancing team, stopped the show with some funny patter and neat dancing. Wally Brown opens with a line of clever gags. Miss Ames, a personable little package, breaks in with some fast tap work that registers unusually well. Close with their song and dance version of *Dinah*. Applauded back for an encore.

Alice Dawn, an impressive-looking and rich-voiced brunet, follows with three songs that went well but are bound to do still better before a night audience. Accompanied by original arrangements, Miss Dawn delivered pop tunes, including *Lost* and a medley of *I Feel a Song Coming On* and *I Won't Dance*. Good hand.

The Three Stooges on next with their nondescript nonsense that had the house

in stitches. Eddie Loughton serves a good straight for the nutty trio, who have some splendid material. Have entertained here before and their standing has increased considerably as a result of their busy screen work. A bulls-eye.

The 12 Aristocrats return for a second and final number, this time displaying a graceful adagio and tap novelty that closed to a heavy hand.

Jess Willard and Bill Hurley, national and Pacific Coast badminton champs, respectively, closed the show with a fast and thrilling nine-point game. Here for the first time the customers' response was very favorable. The feature lasts just long enough to be interesting. Jack Negley, veteran sports announcer, describes the game in a clear and entertaining fashion.

On the screen Joe E. Brown stars in *Earthworm Tractors* (Warner). House was better than average at first show.

SAM HONIGBERG.

## Paris Bills

*(Week of July 6)*

The ABC closes this week after two prolongations of its final program and leaves the city practically sans vaude. Rex and Gaumont Palace also dropped stage shows for the summer, leaving the Paramount the only big pix house maintaining a stage show.

The Paramount show features the adagio quartet Tamara and her Gentlemen. Petit-Casino has its usual neighborhood-type program with the Two Roblins, comics; Carzoni, juggler, and the Didamas, equilibrist. The open-air theater at the Jardin d'Acclimatation has the Luganos, aerial; Geretti, unsupported ladder, and the burlesque donkey number of Laurel and Newton.

The Casino, Juan-les-Pins, has a big-time program with Edna Covey, American dancer; Two Pierrotys, comedians; Chezz Brothers, acro comedians, and Birdie Don, American dancer.

Con Colleeno, the American wire-walker, is at the Kursaal, Geneva. Chaz Chase, American nut comedian, and Ray Ventura's band are at the Palais d'Ele, Brussels. Clemens Bellings and his dogs are at the Scala Variety, Antwerp.

## London Bills

*(Week of July 13)*

Palladium has eight American acts on view, with Morton Downey, Borrah Minevitch and York and King sharing headline honors along with George Robey, English comedian. Morton Downey scores well and his showmanship makes up for any shortcomings in his vocal efforts. Chic York and Rose King, back after a two-year absence, come on to a reception and register a show-stop with well entertainment packed full of new and funny bits. They have the assistance of True York, the Trade Twins and Louis Baldwin. Borrah Minevitch and his Harmonica Rascals play a quick repeat with another show-stop to their credit. Newcomers are Jean Carroll, a peach of a comedy girl with an easy style of working that appeals, and Buddy Howe, a smart straight who scores on his own with some nifty tap and difficult hoofing. Briant, Rains and Young make a highly successful debut with some fine dancing that has a novel angle. The Four Whirlwinds, sensational roller skaters with a comedy finish, are one of the best acts on the bill. Two American holdovers are Tommy Bradley Martin, who has a bunch of new sleight-of-hand tricks which he sells effectively, and Sylvia and Clemence, two girls with some peppy acrobatics, dancing and okeh comedy. Afrigue, unique impressionist, reappears after a week's absence.

Darlene Walders, cute acrobatic dancer, makes her reappearance at the Savoy after an absence of two years. Girl is sensational with tricks all her own and she sells her act with brilliant showmanship.

Harris and Howell, colored comedians, register solidly on their debut at the Empire, Glasgow. Act is one of the best of its type to be seen this side and should click anywhere. Two other American entries on the same bill are Powell and Nedra, with their novel sand pictures, and Cass, Mack, Owen and Topsy, acrobatic humorists.

Chickwick Empire, a Stoll house, has a nine-act all-comedy bill in which the best American contributors are Tex McLeod with his sleek wack-cracking and larnt spinning, and Sam Barton, pantomime comedian, in his efforts to ride a bike.

The Mills Brothers, whose act falls short of its former entertainment value: Harris Twins and Loretta Allen, with a fine adagio and acrobatic novelty, and Tracy and Anderson, comedy team, are

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the three American entrants at the Holborn Empire this week. On the same bill the Three Wiers Brothers, just returned from America, click heavily.

Other American acts winning approval this week include Retta Ray, a swell tap and rhythm dancer, held over at the Prince of Wales; Rosemary Deering, toe dancer, and the Four Franks, youthful stars of tunes and steps, both clicking at the Opera House, Blackpool; Giro Rlimac and the Rumbaland Much-shoes, headlining successfully at the Palace, Manchester; Barr and Esteé, a peach of a comedy dance team; Lois and Jean Sterner, swell-looking and original dancers; Gene Sheldon and Loretta Fischer, with pantomime and dance, and Wilson, Keppel and Betty, original comedy dancers.

## KENNEDY BRIEF

*(Continued from page 4)*

realized by the profitable operation of Paramount's theaters is being overbalanced by mismanagement at the production studios. Outlining a series of lackadaisical administration failures, the report points particularly at losses caused by excessive expenditures on stories and preparation of screen plays, inability to work out budgets on final cost of product, and failure to properly deal with players, producers and directors. In addition, the board of directors, according to Kennedy, has not had a beneficial influence on studio problems, and the sums involved in the upkeep of the New York production department are excessive.

While competitive companies have lately shown gains, the Paramount management, reorganized about a year ago, seems never to have gotten started. Some observers are of the opinion that insofar as Paramount's greatest difficulties are limited to the Coast setup, the solution lies in giving to the production department a free rein; that is, a carte blanche divorced from the influence of the board in New York.

## TAKES STEPS

*(Continued from page 4)*

that the thus-far stable administration of the government producing organization has resulted in many WPA actors receiving more money during the last two or three years than those players depending upon employment by commercial managements.

Heretofore excused members have been receiving various privileges, a policy the administration thought wise because it would not divorce the members utterly from Equity contact. All of this has entailed expense. With the recent development that the Federal Theater is on a firmer footing, Equity's council may soon take steps to adjust the discrepancy existing between so-called unemployed and employed players. Those WPA actors who do not evince a desire to be restored to full privileges by payment of a stipulated fraction of their indebtedness may very likely be stricken from the association's books. In any event the contemplated action will affect some 6,000 actors, 3,000 of them in the vicinity of New York, who are appearing in Federal Theater productions.

# London Palladium "Crazy Show" May Slow Up American Bookings

NEW YORK, July 18.—Booking of American talent for Europe next season, which has always enjoyed considerable success in previous seasons, will slow up considerably this coming season, the result of the booking of the *Crazy Show* into the Palladium, London, key house around which American bookings center. However, if the show is not up to the mark and runs for a shorter time than anticipated American bookings will again enjoy success.

The *Crazy Show* will start in Brighton, England, early in August for a two-week run and then move into the Palladium for what is hoped to be a six-month engagement. There will only be occasional changes of acts in the show, which will call for very few American importations. Without the Palladium in the bookings, American acts have little opportunity to dig up any sort of European time.

This past season Europe called upon quite a few American "names," booking Jimmy Durante, Bebe Daniels and Ben Lyon, Joe E. Brown, Mary Brian, Ramon Novarro, Arthur Tracy, Morton Downey and others. The legit and film fields have

## Detroit's New Three-Dayer


DETROIT, July 18.—The Granada Theater, acquired recently by the Associate Theaters Circuit, reopened last Saturday with the appearance of Maxie and his Gang. Maxie Gesler hung up a record of some 10,000 straight performances at the Colonial Theater here, closing last summer to go to the Rialto, Flint, for the same circuit. The Granada is a three-day vaude stand.

**Princess YVONNE**  
"PSYCHIC WONDER"  
OPEN TIME: DOC. M. IRVING?  
WALK 3211 ASTOR BLVD., N.Y.C.

"A Tempestuous Maze of Rhythm and Color."  
**RIMAC'S Rumbalad**  
**Muchachos**  
Featured in C. B. Cochran's "FOLLOW THE SUN."  
UNITED STATES: Care of Harry Romm, Office, RKO Bldg., New York City.  
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**SAUL GRAUMAN**  
AND HIS "MUSICAL STAIR-A-TONE"  
Finest Novelty of the Age Always Working.  
Personal Rep. JACK KALOHEIM, Chicago

**AL PEARCE**  
AND HIS GANG



Norman and **HARRIS SHORE**  
"During the excellent scenes of the Review, we are able to enjoy the performances of Harris and Shore, two artists who deserve special mention because of their outstanding qualities."—W. K. in Argentinischer Tageblatt (German Paper), May 4, 1936.

enlisted the services of "names" like Ruth Etting, Lou Holtz, Lupe Velez and Beatrice Lillie. Quick repeats by American acts have been evidenced in European bookings, with some of the repeaters being Larry Adler, Diamond Boys, Cass, Mack, Owen and Topsy; Ben Dova, Fred Sanborn, Arthur Tracy and York and King.

## F&M Troupe to Honolulu

SAN FRANCISCO, July 18.—A Manchon & Marco troupe of five dancing blondes from Hollywood is on the high seas today on board the liner *Malalo*, bound for Honolulu, where they are scheduled to open at the King Theater for an indefinite stay. The five are Dolly Dee, Shirley Roberts, Bettina Bennett, Helen Denise and Marcella Johnson. Mozzelle Ransome, the Miss Dallas of 1927, who has appeared in various New York musicals, is on her way to Japan aboard the *President Hoover* for a series of stage appearances. She's due back in six months.

## Pittsburgh Musicians Seek Raise, 40 Weeks

PITTSBURGH, July 18.—The demand of the local musicians' union for a \$15 a week increase per man and a guarantee of a 40-week season may temporarily delay the plans of a couple of local theaters to switch to a combination policy. The union's contract with the Stanley Theater, only combo house at present, expires September 1 and, at this writing, no new agreement has been signed. It is indicated that Warners, operators of the Stanley, may not meet the union's demands, having booked shows thru the month of August only.

## Bowes' No. 1 Unit Disbands

PITTSBURGH, July 18.—Acting on last-minute instructions from Major Bowes' office in New York, the company manager of the Bowes Amateur Unit No. 1 disbanded the show here Thursday night following a week's engagement at the Stanley Theater. A checkup among the acts in the show reveals that only one has any hope of securing work independently. The act is the Lightning Three, a roller-skating act, which expects some dates in the Midwest.

## AFA Fund Trustees

NEW YORK, July 18.—Rudy Vallee, Sophie Tucker, Joe Laurie Jr., Ralph Whitehead and Bernhard Bonson will comprise the board of trustees of the American Federation of Actors' Death Benefit Fund. The fund becomes op-

erative August 5 and the board of trustees is the administrative body in control. It is elected annually.

## HEAT HITS

(Continued from page 3)  
open in late afternoon. Show was opened by President Roosevelt, who punched a button that resulted in a knife cutting a rope in front of the blockhouses. Mrs. Vern Elliott crashed a bottle of champagne on a turnstile. Dedication features included speeches by Governor Allred, Senator Tom Connally and Billy Rose in the *Last Frontier* arena. Speakers and other notables rode from the Pioneer station to the arena in a stagecoach which was "held up" by Indians, with a rescue effected by cowboys and soldiers. Coach robbery and rescue and parts of the *Last Frontier* were staged for newsreel cameras. Dedication ended with singing of *Eyes of Texas*. All visiting celebrities will ride in the coach and be "held up" by Indians and rescued by the cavalrymen as part of the entertainment. Members of the commission of control for the Texas Centennial and officials of the Dallas show attended the opening.

National Broadcasting Company gave the show 45 minutes on entire network, with Harold Hough describing attractions. Several major shows were an hour late in starting and two concessions were late in opening. About 1,000 newspaper men were brought here from New York and places thruout Texas for a preview of the four shows Friday night.

Other shows that did well were Joe Marx's *Tango Palace*, Clyde Elliott's *Neptune's Harem*, and Boro, educated dog. It was announced by the publicity director that official attendance and other figures on this show will not be given out. However, the exact number of paid admissions for the first day was 28,700. Sunday attendance was thought to be a little better than the opening day's.

## FRIARS FORM

(Continued from page 13)  
errors of recent administrations to hold office in the new club. A request was sent by the original committee to Pope and William Degen Weinberger for a full accounting of the assets, disbursements, etc., of the old club, with the explanation that this was needed for presentation to members at Tuesday's meeting. The letters went unanswered. This past week Pope sent out a wire to a limited list of Friars saying that the old club was closing its doors and will probably be opened in the fall.

## PUPPETEERS

(Continued from page 5)  
seeking such affiliation, retaining some degree of autonomy. Discussion on this matter was led by Ted Mabley and William Duncan, of the Tatterman Marionettes, of Cleveland. A permanent organ-

izing committee was set up, with present headquarters at the studios of Paul McPharlin in Detroit.

Another objective of the conference, stressed in the business session, was agreement upon a flat rate payment instead of percentage for all engagements. This was adopted by a large majority.

An annual conference or convention is planned, with the second probably to be held in Cincinnati next year. Action to get a larger representation from the Pacific Coast is to be taken meanwhile to give a thoroly national scope.

One difficulty in establishing a permanent organization was the division of interest between professionals and amateurs, both classes of which were well represented. The professionals appeared to be generally in favor of the union type of organization, while the status of the amateurs under such a setup remained highly debatable.

## M. P. BASEBALL

(Continued from page 5)  
pionship team for 1936 will be decided as a result of the game between winners of each set.

Second half of the tournament began on July 11, with United Artists, cellar team of the first half, withdrawing from the race and leaving eight teams. Games and dates played last week, with appended percentages, are: Consolidated 12, Paramount 11, July 11; Music Hall 9, Skouras 1, July 11, and RKO 9, Loew MGM 2, July 13.

Team	Second Half		Games to Date	
	Won	Lost	Pct.	Won
Music Hall	1	0	1.000	9
RKO	1	0	1.000	6
Consolidated	1	0	1.000	4
Skouras	0	1	.000	3
Loew MGM	0	1	.000	3
Paramount	0	1	.000	3
Columbia	0	0	.000	7
NBC	0	0	.000	3

## HEAT WAVE

(Continued from page 5)  
about half as much. Weather kept people off the lots. Parks, however, if they were able to offer swimming, either in the lakes or in artificial pools, drew capacity crowds. Ballroom business was about one-third normal, while skating rinks, according to two visited over the week-end, scarcely drew anyone.

Theaters having real air conditioning did a fairly good business, altho the best systems proved somewhat inadequate for the excessive and prolonged heat. That people will come, even with only a washed-air system, when the show is there to draw them was proved by a house half or better filled at the Lafayette Theater Monday night when the WPA Theater opened with *The Road to Rome*.

## BIG MEET PLANNED

(Continued from page 5)  
evening, July 29. Immediately afterward there will be a harp number rendered by Melville Clark, of Syracuse, accompanied by the Hammond Organ, after which Marjorie Livingston, of the Chicago Opera Company, will render a group of vocal numbers. This will be followed by Mischa Levitzki, who will play several selections on the piano.

Dr. Sigmund Spaeth will complete the first half of the banquet with an address. The proceedings will then be turned over to a master of ceremonies under the auspices of the National Association of Musical Instrument Dealers' Association, who have arranged a program that includes Don Wilson, electric Hawaiian guitar; a mallet instrument player, yet to be selected; Warmlin's reed quartet; Jerry Shelton, accordionist, and several brass instrument artists.

## WPA SQUAWK

(Continued from page 5)  
porary appointment to take over a Glendale orchestra while a guest conductor bated his former unit.

Koehler declared he had not refused the assignment, but had merely protested it, since the Glendale orchestra was a small unit of non-professional players and he believed his position as the oldest of the music project directors warranted him remaining with the organization of 57 players which he had built up since starting work in CWA days.

A number of the 57 members of the orchestra were said to have resented the dismissal of their leader, but rehearsals have been going on as usual without Koehler. Several musicians in the unit stated they intended to circulate petitions protesting their conductor's release.

# Vaudeville Notes

PAUL DEMPSEY, who fractured a vertebra a week ago last week-end, is resting comfortably at the Portchester Hospital, Portchester, N. Y. . . . Wet tennis sneakers caused him to slip on the pavement entrance to his home in Larchmont. . . . Johnny Dugan, of the Simon Agency, landed Katherine Mayfield for a one-half hour guest shot on Hammerstein's *Musio Hall* air program July 28. . . . Hank Keene and radio gang are playing Northern Ohio on three to five-night stands under a tent. . . . Three Reddingtons, agented by Harry Norwood, will open August 7 at the Fox, Detroit, and will follow with Toronto and Montreal. . . . Dave Monahan, another Norwood act, goes into the same theater July 24. . . . Bell Brothers and Carmen have been booked for 10 weeks in Europe, opening August 31 in England.

"DOC" BREED, Boston booker, has lined up time for two units. . . . Jimmy Hodges' revue, *Miami Nights*, started last Tuesday in Gloucester, Mass., and follows with Littleton, N. H.; Portville, Me.; Leominster, Mass.; and Cloverland, Norwich, Glens Falls, Ogdensburg and Watertown, all in New York, and then into Auburn, Me. . . . Bell's *Howatians Follies* opens in Rumford, Me., August 6 and follows with Brunswick, Me., 7; Augusta, Me., 8; Portsmouth, N. H., 9;

Burlington, Vt., 10-12; Montpelier, Vt., 13; Pitchburg, Mass., 14-15, and Berlin, N. H., 16.

SHEP FIELDS and ork, after two weeks at the Paramount, New York, will go into the Michigan, Detroit, July 24.

Henry Potberg, out of the RKO publicity department after eight years because of an economy slash, is hunting a job. . . . Hal LeRoy has been booked for the Paramount, New York, going in the middle of next month with the Will Osborns ork. . . . Josephine Huston is scheduled to go in there next month also with the Jack Denny ork. . . . Bill Miller, agent, is now repping Nanette Gullford, operatic star, for radio. . . . Gypsy Nina sailed last Thursday on the Aquitania for European engagements, while Fred Sanborn sailed the day before on the *Deutschland* for his bookings.

IRVIN C. MILLER'S colored show, *Brown Skins Models*, has been set for an indefinite run at the Teatro Pabergas Lers in Mexico. . . . Booking was arranged by Linnie Stilwell, of Spectaculus International. . . . Grace and Marie McDonald open this week at the Paramount, New York. Milton Borie is being held over a second week at the Chicago Theater, Chicago.



## CRA Chicago Office Opens

CHICAGO, July 18.—Consolidated Radio Artists, Inc., Chicago's new orchestra booking agency, formally opened their Midwest offices at 32 West Randolph street yesterday with Leo B. Salkin, executive in charge, giving a cocktail party for the press and the King's Jesters, CRA's first Loop booking at the Bismarck Hotel.

The new orchestra booking office, which recently took over the National Broadcasting Company's band catalog, is headed by Charles E. Green, with the New York offices located at 30 Rockefeller Plaza. Numbered among the notable list of orchestras under CRA management are Paul Whiteman, Richard Himber, Joe Venuti, Hafsy Reiser, Eric Madrigrera, Russ Morgan, Rita Rio, "Stuff" Smith and Jolly Colburn. Ferde Grofe, famous composer, director and arranger, yesterday joined the ranks of CRA maestros, it was announced by Mr. Green in New York.

In setting up the new Chicago office, Mr. Salkin engaged Frank Burke as assistant and press relations director, and appointed Joe Kayser, formerly of the Chicago NBC artists bureau, to head the tour-booking department in the Middle West. Ann Richardson, executive from the CRA offices in New York, is in Chicago to assist Mr. Salkin in organizing the new Midwest office.

## Orville Knapp Dies In Plane Crash

BEVERLY, Mass., July 18.—Orville Knapp, 28-year-old band leader and brother of Evelyn Knapp, film star, who was to have concluded an engagement at the Ritz Carlton Hotel in Boston today, was killed here when his private plane crashed. For details see Final Curtain.

## Oriole Terrace, Detroit, Enters Receivership

DETROIT, July 18.—The Oriole Terrace, premier local night spot, asked for the appointment of a receiver and voluntary dissolution this week. It was granted Wednesday by Judge Harry B. Keidan.

The petition was signed by two members of the operating firm, Gardiner-Becker Restaurant Company. The third member of the firm, Joseph Becker, did not sign the petition and did not appear in court. Fred G. Nagle was appointed receiver, with bond fixed at \$5,000. The assets of the company were listed as furniture and equipment.

## Penny's Name Spot

HAZLETON, July 18.—Green Gables here is believed to be the only spot in Pennsylvania now booking names, Irene Bordino, Joe Lewis, Belle Baker and Fifi D'Orsay are among the talent lined up by Paul Small Agency of New York.

## New Summer Spots In Chicago Area

CHICAGO, July 18.—Several new spots, the additions of summer gardens to old established places and a reopening greeted Chicago nightlifers last week, together with many new shows.

The near Northside got a new bright spot last Saturday when The Billboard Cafe opened its doors as a playplace for members of the profession as well as non-professionals of the town. It will have the atmosphere of the theater and its entertainment is expected to be augmented by the appearances of stage, night club and radio personalities.

The Coconut Grove, Merton Grove, reopened last Saturday under the direction of Otto Slinger with music furnished by Don Fernando and his orchestra and a show presided over by Willie Shore, comedian and dancer.

The Devil's Rendezvous, one of the town's unique and weird night spots, has opened its summer garden, as has Victor's Vienna Cafe at Glenview.

On Friday a new show opened at the Chez Parce, composed of Ramon and Renita, who recently closed at the Continental Room of the Hotel Stevens; Joe Lewis, Edgar Bergen, Lee Sims and Hmay Bailey, and others.

## Gesundheit!

STUEBENVILLE, O., July 18.—Paul Leu, 23, pianist in an orchestra here, sneezed and broke his neck while playing swing music. Injury was discovered when he went to a physician to ascertain the cause of neck pains. The physician located a fractured vertebra. Leu now wears a steel collar when he appears with the orchestra.

## Rockwell-O'Keefe In Hotel Tieup

NEW YORK, July 18.—Tommy Martin, who headed the artists' bureau for the Ralph Hitz hotel chain, is now working out of the Rockwell-O'Keefe office. Martin is working out a deal with the National Hotel management, operating eight hotels, including the Lexington and New Yorker here, thru which Rockwell-O'Keefe will supply the talent.

The Bob Crosby Band at the Hotel Lexington is the only R.-O.K. band in a National Hotel spot now. Seven other hotels of the chains have bands booked by outside offices before the negotiations for the new tieup began.

## New Reno Country Club Bigger, Better Than Ever

SAN FRANCISCO, Calif., July 18.—The swanky Reno (Nev.) Country Club, destroyed May 15 by a mysterious \$250,000 fire, is to be rebuilt on a more elaborate scale than before. It was announced last week by Philip Barnett, attorney for the corporation backing the project.

Frederick Quandt, San Francisco architect, is preparing plans and specifications, which call for a reinforced steel structure to be erected at a cost of more than \$300,000. Company, which includes Lewis Luckenbach, millionaire New York and San Francisco steamship line executive, recently purchased additional acreage that will be used for an airport for private planes and for a polo field in addition to the former 18-hole golf course. Spot, opened in June of last year, under management of James E. Merrill, was one of the most elaborate in the West and rendezvous of divorce seekers.

## Pitt Labor Bureau Plans To Demand Fee From All Bookers

Group of bookers supporting Employment Bureau in drive to eradicate chiselers—to file bill at Harrisburg demanding annual fee from all bookers—Cervone active

PITTSBURGH, July 18.—A move is reported afoot here to organize night club booking agencies and to make an earnest effort to drive the chiseling agent out of business. The local office of the Bureau of Employment, Department of Labor and Industry, located at 108 Smithfield street, is now conducting a thoro drive to register all persons who do any kind of booking. Local officers explained that it is required by law for all bookers to be listed by the labor department. Agents who state that they do a strictly buying

## Show Doubling; Different Name

NEW YORK, July 18.—It may be *Murder in the Old Red Barn* when playing the American Music Hall here, but it's *Murder at Atlantic Beach* when it doubles at Atlantic Beach Friday to Sunday.

Believed to be the first time a cabaret show is doubling from the city to a suburb each week, owners take the entire show of 50 people and costumes and props and cart it out to Atlantic Beach, next to the Merry-Go-Round Club, week-ends. Stage is under tent, but audience sits out in the open.

Performers in the all-AFA cast are given commutation expense daily (\$1.03) while playing Atlantic Beach. Owners are Harry Bannister and John Krimsky.

## Crawford & Caskey Opening in Chicago

CHICAGO, July 18.—Crawford and Caskey, accomplished dancers with unique novelty numbers in which masks are used, open in the Continental Room of the Stevens Hotel July 24, replacing Countess Emily von Losen, ballerina. They will be featured with Ben Pollack's swing band, featuring Lola Stull, and Georgia Tapps, dancer.

# Night Club Reviews

### El Toreador, New York

This Spanish atmospheric spot at 110th and Fifth avenue, right on Central Park, is among the nicest away from Times Square.

Operated by Frank Martin the past four years, it is a large and airy place, with an outer bar and inner mezzanine floor. Decorative panels of scenes of Spain are vivid. Opens after theater, giving two shows.

Show, of course, has the Latin flavor. The ensee, Senor Losano, does a weak job pacing the show. Out-standing are the Los Ojedas, mixed team in Spanish costume and doing authentic Mexican and gypsy dances. They offer lively numbers featuring the usual heel clicking, feet stamping and castanet ringing. Work smoothly and make a solid impression. Fausto Gelgado, dramatic tenor, reveals a rich singing voice, but needs better delivery.

Ramon and Celeste, blond girl and husky Latin youth, make a nice ballroom combination. Do a variety of interesting numbers, exhibiting flashy lifts and spins, in addition to grace of movement. Don Gilberto and His Toreadors accompany the show fairly well and handle the dance assignment. Play mostly waltzes and tangos, but can handle other rhythms, too. A Cuban male band, the Siboney Quartet, works table-to-table and also for relief dancing. Lively and pleasant.

Spot is on the air over WNEV every night. Does good business, but obviously needs more advertising to get the downtown trade. Now experimenting with showing of film shorts between shows. Not a bad idea, except that customer's watching the screen are often too engrossed to keep drinking and eating.

Dents.

### To-Jo Farms, Detroit

A high quality floor show and excellent food served in a generous roadhouse style amid a setting of swank and with an eclat of its own have been drawing customers for the past year to To-Jo Farms, out in Detroit's exclusive Grosse Pointe district. Tom Penfold and John Mirth are the hosts responsible for the management of the spot.

Two well-filled floor shows, running over half an hour apiece, were reviewed. The Four McNally Sisters deserve a top-line for their unique routines. Opening with a ballet number, a bit classical, they did a highly creditable effect, with white multi-ruffled bouffant costumes resembling the butterfly aerial acts. Later they did a high hat tap number and an acrobatic tap routine with a series of spectacular cartwheels. Another Tillerette-ménad number was very gracefully done, thoroly filling out the small floor space of the miteric. Finally they varied the routine with a four-part harmony number, Jean and Madeleine McNally deserve particular mention for a couple of fast-stepping tap routines they put on alone.

Gloria Shane, a double for Gloria Swanson, sang a series of numbers, particularly *A Hundred Years From Today*, in a clear-toned contralto and was enthusiastically encored twice.

Jean Wald and her orchestra complete this unique all-girl show, beside providing a very sweet style of music for the dancing. Practically every member does specialties and doubles in instruments, giving fine variety to the ensemble. Miss Wald is a capable and gracious mistress of ceremonies. Incidentally, she did some very clever and melodious solos, both vocal and violin, and indulged in some well received funning, apparently ad libbing several verses.

Reves.

### Detroit Bans Torches

DETROIT, July 18.—An ordinance was passed this week by the Common Council of Detroit prohibiting torch or flame dance acts without specific permission from the board of fire commissioners.

The ordinance is the result of the recent San Francisco night club fire in which four persons were burned to death.

### Night Spot Foodworkers Convene in Rochester

ROCHESTER, July 18.—Hotel and Restaurant Employees' International Alliance, which includes food workers in night spots, is holding its 28th general convention at the Powers Hotel here week of August 10.

Invitation has been extended to Ralph Whitehead, executive secretary of the American Federation of Actors, who will speak on co-operation between AFA acts and union waiters in night spots. A representative of the musicians' union is also, expected to attend.

### More Work for Libby

NEW YORK, July 18.—George Libby, producing shows for the Park Central Hotel, is busy staging a full floor show for the new Ro-Bo Casino, Brighton Beach, which opened Thursday. He is also spotting a girl troupe into the Arcadia, Philadelphia, and a floor show into Murray's, Tuckahoe, N. Y.

LOIS STILL has replaced Doris Robbins as soloist with Ben Pollack's Orchestra at the Stevens Hotel, Chicago. Miss Robbins, who has been Pollack's singer for several years, has gone to Hollywood for a screen test.

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## Witteried-Carroll To Produce Floor Shows Here and Europe

NEW YORK, July 18.—An exchange of American and French night club talent is a possibility as the result of James E. Witteried, American-born French producer, working in with Norman Carroll, brother of Earl, here in sending over a troupe of eight girls to Monte Carlo Thursday.

Girls, all of them formerly in musical comedy, left aboard the Aquitania to open July 31 at the Sporting Club in Monte Carlo. The club had a Felix Ferry show last season, but is now in new hands. New management also operates the Savoy, London, and there is a possibility the troupe may play London after it closes at Monte Carlo September 5.

Witteried was formerly connected with the Lido, Chez Florence, Ambassadeurs and Francis Mangan in Paris, while Carroll has been associated with his brother here. They have formed a Witteried-Carroll company, with offices in the Ziegfeld Theater Building, and hope to send over

16 girls next year in addition to importing a French company.

Girls in the troupe are Helene Marano, Marlon Callahan, Gloria Mauser, Indus Hollingsworth, Ann Simms, Barbara Lund, Lenora Barclay and Patricia Whitney. Returning on the Queen Mary.

### Marty Bloom Develops Profs From Amateurs

CHICAGO, July 18.—Marty Bloom, who handles the amateur nights in the Hotel Sherman's Old Town Room, is gaining an enviable reputation as a developer of talent.

One of Bloom's most talented finds among the amateurs is Frank Payne, whose impressions of famous personages are gaining him a name on the radio. Payne joined the College Inn show some weeks ago and has been one of the outstanding hits of George Givot's Radio Circus. The Three Heat Waves, vocalists and instrumentalists in the Inn show, also are graduates from Bloom's amateur show, and a number of others have made good as professionals.

### Upstate N. Y. Bookings

ROCHESTER, July 18.—Arthur Argryes' office here has been doing heavy bookings despite Argryes being laid up in hospital due to a recent auto accident. Bookings include Tom and Mickey Harris, Jean Nolan at Brightview Club; LeBrunn and Carroll, Adra Cooper at Golden Grill Inn; Evans Family, Carlos and Valerie and Jayne Somerville at Bartlett Club; Belle Regas, Irving Jacobs and Hart and Ellison at the Times Square Supper Club, in this city. Also Three Jewels and Russ Bauer at the Ray Ott Club, Niagara Falls; Raymond and Ann, Eddie Brady, Jayne Brooks, Janet Sloan, Danny Elmore at Melody Gardens, and Worth Sisters at Elmira Heights, both in Elmira. Also Blue Barron's Band at Colvin Gables and Joey Scott at the Glenn Park Casino, Buffalo.

### Weber-Gordon Bookings

NEW YORK, July 18.—Weber and Gordon's office here has had Jackson, Irving and Reeve's engagement at the Yacht Club extended 16 more weeks and Johnny and George another eight weeks. Also spotting shows into the Vogue Club and the Top Hat Club on Pelham Parkway. Bert Frahman has signed to remain at the Paradise Restaurant the rest of the year. Other Weber-Gordon bookings include spotting Terry Lawlor into the Yacht Club, Gall-Gall into the Washington Arms, Westchester, and Harry Spear, Mary Mercers, Barnes and Steger and Helene Standish with Neil Golden's Band.

### Show at Brighton Beach

NEW YORK, July 18.—George Libby's floor show opened at the Ho-Ho Casino, Brighton Beach, Thursday and included Glover and LaMae, Thelma Nevins, Harry Bernie, Marley and Elsa and Honey St. Clair. Spot opened a week ago, with Harold Stern's Band featured.

### Australian Bookings

SYDNEY, Australia, July 11.—Lillian Pertkin, who was brought out here by J. C. W. for the feminine lead in *Anything Goes*, is leading the floor show at the Trocadero. Pat White and Peggy Dawes, two of Australia's foremost ballroom dancers, are also dancing at the Troc. Eileen Boyd, contralto, also appears at this popular rendezvous.

### Bookings by Rubin

NEW YORK, July 18.—Marty Rubin, of the Jack Pomeroy office, has spotted Dolores Paris and Harriett Brent into the 18 Club here; the Romancers at the Vogue here and Mary Nolan into the Coconut Grove, Washington, D. C.

### Bertell Books Carr

NEW YORK, July 18.—Jack Bertell has booked the Jimmie Carr Band into the Blossom Heath Inn, Detroit, for four weeks and an option, opening July 23. Also spotted Lyda Sue into the Riviera, Fort Lee, N. J., show, replacing Mann, Dupree and Leo.

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# Club Chatter

**THAIS**, dancer at the Hollywood, New York, is introducing a new dance called *Cascodea*, in which waterfalls transform into a costume, cape and train. . . . Del Casino, also at the Hollywood Restaurant, lost his little brother in an auto accident last week. . . . Will Green Agency has enlarged its offices in the Strand Building, New York. . . . New Town Casino, New York, floor show comprises Gloria Rondell, Tempo King, Three Tempos, Dell Renay, Nita Rodler, Betty Wittner and Syc Devereaux and band.

**PIPI D'ORSAY**, De Lodge and Anthony, Frances Black and Shelmar Dean have gone into the Green Gables, Hazleton, Pa. . . . Jean and Jane Farrar have been playing the Club 1523, Philadelphia, since January, except for a four-week stay at a Boston spot. . . . Bernhardt and Graham have gone to Hollywood. . . . Guy and Pearl Magley are playing the Coconut Grove, Chicago.

The remarkable growth of the night spot field since prohibition repeal has meant work for many musicians. In particular, it means jobs for drummers, saxophonists, pianists and bass fiddle thumpers, as these instruments are vital to hot bands. The bass fiddle, especially, is the backbone of hot bands.

**ANN STEVENS**, singer, and Evelyn Fleming, pianist-accordionist, back in New York after a two-week run at Woodside Inn, Springfield, Mass. . . . Ria Grande, calling herself "the smallest fan dancer in the world," is preparing a Spanish *ostich* fan dance staged by L. Sittenberg. . . . Goff and Kerr have gone into the Club Trocadero, West

End, N. J. . . . The new Black Cat, New York, show is called *Grim and Bare It*. . . . Cross and Dunn are being featured, along with Garron and Bennett, at the 500 Club, Atlantic City. . . . Mac Kaufman, novelty pianist, just completed six months at the Garden Club, Hempstead, L. I.

There is at least 60 weeks' work for vaude talent being booked out of Detroit now. And of this at least 40 weeks are night spots. This should prove that New York and Chicago are not monopolizing the night spot hooking field. Some of the other cities are doing all right, too.

**SALLY CARLISLE** is singing, dancing and playing the saxophone at Blondies in Chicago. Lineup of the current show, which has been held over indefinitely, includes Evonne, exotic dancer; Johnny Rio, emcee; Louella Durny, prima donna; Jackie and Tootsie Richards, comedy dancers; Lola and Gypsy, Latin dancers, and a line of four girls. . . . Baldwin and Bristol recently moved from the Gay Nineties Club, Boston, to Riverview Beach in Pennsylvania, Pa. . . . Jimmie Parrish, erstwhile musical comedy player and veteran of *The Student Prince* and *George White's Scandals*, is heading the floor show at the new and expensive Lyons Music Hall in Seattle. The show, which is set for an extended run at the hall, works with a nine-piece band under direction of Eddie Clifford, and a supposedly \$55,000 pipe organ, which is played by Clifford. Personnel includes a male quartet consisting of Jimmy Cochrane, Harry Holden, Wally Berg and Henry VonKruze; Dnn Carter, prima donna; Lella Rusher, Sally Beszky and Audrey Froeneu, singers of pop songs; Al Applegate and Paul Allen, dance duo; Delmar and Renita, dance team; Helen LeClair, hooper, and Parrish, who emcees. Show was produced by Jack Freeman and is handled by L. A. Mantell of the Seattle Bert Levy office.

More and more traveling musicians are going in for insurance against theft, fire or loss of their instruments, libraries and wardrobe. There have been so many fires and so many auto accidents and burglaries that musicians—even more than performers—feel compelled to play safe and invest in insurance.

**FONDA AND ST. CLAIR**, dance team formerly known as LaRue and LaValle, have been held over for three extra weeks at the French Casino, St. Louis. . . . Leonard Kingston is emceeing the show and offering his magic turn at the Club Nightingale in Parkersburg, W. Va., this week. . . . Billy Van, veteran song and dance comedian, is playing a three-week date at Venetian Gardens in Framingham, Mass. . . . Harry Russell, of the Supreme Entertainment Booking Offices in Detroit, is creating a small trust in Beef Trust. . . . Russell states that his original trust has been taken over by the Gus Sun office. His No. 2 unit is set to continue at Corktown Tavern; his No. 3 is at the Purty Cafe in a north Detroit suburb and his No. 4 is now in the process of organization. . . . Waterfall Gardens, El Paso, Tex., spot that burned to the ground recently, has been rebuilt and began operations last week. Frank Dispensa's Spanish Club, another El Paso fire victim, will be ready to reopen in about a month. It is reported that \$25,000 has been spent in putting the club back in shape.

**ED LANTRY** is emcee at the Film Row Cafe, Hollywood. . . . Avolon Four have been furloughed by Hal Roach to fulfill a four-week engagement at the Mark Hopkins, San Francisco. . . . New cocktail spot hits Plaza Hotel, Hollywood, next month. To be known as the Cinebar. . . . Marie Keeler, sister of Ruby Keeler, opened at the Topsy Cafe, Long Beach, July 7. . . . After two years under shutters Roosevelt Hotel roof, Hollywood, enters competition again. Harmon Nelson booked for the entertainment. . . . Frances Faye at the Hollywood Famous Door. . . . Cleo Brown, entertaining at Melody Grill, Beverly Hills, guested for the Chamber of Commerce luncheon last week.

**FREDDIE FREDERICKS'** female impersonator group, playing Midwestern night spots, were booked into Thorpe's Club, St. Louis, last week. . . . Kenn King and Bobbie LaRue, impersonators, last week moved from a limited engagement in Kansas City to the Jungle Inn, Youngstown, O. . . . Harry Lane's new Hi Life Club in Toledo is offering floor entertainment under the direction of Francis

Renault, who will head the offerings for the balance of the summer. Current bill includes Billy Leonhardt and a five-piece girl band; John Arvin, singer; Larry Meier, Frances McVoy and Art Angel besides Renault.

## London Night Spots

LONDON, July 14.—Most interesting American newcomer to London night spots this week is Darlene Walders, petite and attractive danseuse, who opens at the Savoy Hotel. Girl does amazing high speed and difficult acrobatic tricks without breaking the tempo of her rhythmic dancing. She has the added appeal of selling each of her tricks and routines with commendable showmanship. The 14 Miami Girls are easy on looks, have talent and go over well. The Caligari Brothers win laughs and applause for their zany comedy, most of which is silent. Boys will stay here four weeks.

For her second week at the Cafe de Paris Beatrice Lillie presents new songs, all of which are, of course, heartily indorsed. She has a big following here.

The De Marcos, most highly paid dancers to yet appear in London, and Rawicz and Landeur, twin pianists, continue to be popular at the Grosvenor House.

Dorchester Hotel floor show remains as one of the best attractions in town. Individual hits are scored by Russell Swan, conjurer and master of ceremonies, who has a big following here; Rudi Graal, neat and personable mimic; Jean Carmen, beautiful blond dancer, whose unique Red Indian number wins an ovation, and Sethma Williams, whose tap dancing is way up in the Eleanor Powell class.

Hildegarde, the unusual songstress, and Joe Termini, the somnolent melodist, are big favorites at the Trocadero Restaurant.

Business is reported to be good all round.

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# Bands and Orchestras

**GEORGE W. PUGH** is now selling McKinney's Cotton Pickers and the Original Hollywood Debs for Famous Attractions of Detroit. The Cotton Pickers pick up most of Jimmy Rochelle's personnel early in September and will go on an extensive Midwestern and Southern tour. Priscilla Watkins is leading the reorganized Hollywood Debs, currently playing Ohio and Michigan resorts. Combo recently added another gal, bringing total to 11, besides changing approximately half of the original roster. Val Bender's 13-piece combo, featuring the songs of Jane Stanton, will be located at the Lodge in Clouderoft, N. M., until September 1. Bob Baste is emceeing the floor-show, vocalizing, playing sax and clarinet and doing a novelty turn with his band at the Hotel Campbell in Edinboro, Pa. Engagement is indefinite. Sid Dickler and band are booked indistinctly at The Anchorage, smart Pittsburgh dine and danceite.

**RALPH BENNETT** recently opened an indefinite engagement at Northwood Inn, Detroit. Barney Rapp returned to the Hotel Gibson, Cincinnati, July 17 for the balance of the summer. Jacques Renard's 18-man band has been contracted for a series of one-nighters thru California and the Northwest by Western Booking Corporation of San Francisco. Irving Aaronson closed a month's stay at the Nixon Cafe in Pittsburgh last week and began a one-nighter series which will terminate August 7 at the Millton-Dollar Pier, Atlantic City. Will play the pier indefinitely.

**CONTRARY** to reports, Al Willey, Philadelphia maestro, has not forsaken the ork world for other fields. Willey and band are located for the summer at the Hotel Graham in Speculator, N. Y. George Nodjo and his New Yorkers are supplying the dance tunes and accompaniment for extraordinarily good floor shows at Alexander's Crystal Ballroom in Tupper Lake, N. Y. Cy Trippie, trumpet; Al Lester, tenor sax; Julie Goldberg, piano; Eddie Beacham, drums, and Nodjo, alto sax, are featured. Frankie Ray has been signed for the season at Bill Deter's Lakeside Inn, Covington, Ky. Ray is also working on WCKY with Johnnie Blane in a novelty offering.

**MAY McKIM**, vocalist with Al Donahue at the Rainbow Room in Rockefeller Center, New York, will also be heard with that band when it goes on the air over WEAF and network. Before opening with Donahue she sang at the Brown Derby in Boston and at the Roney-Plaza in Miami, Fla. Ace Brigade is having a swell time at the Centennial Exposition in Dallas, where he is playing at the General Motors Exhibit. Tom Flynn, former Cleveland ork leader, is now managing Arthur Funk's Dellwood Lodge in Buffalo, N. Y. Gordon Robinson is current at the Hollywood, Tonawanda, N. Y. Americo Bono, former first trumpet player with Shea's Buffalo theater, is now conducting his own band at the Mayfair in Williamsville, N. Y. Al Allen and band recently moved north from Miami and are playing a limited engagement at the Shelter House Hotel in Stone Harbor, N. J. Jerry Fodor and boys are in their fourth week of swinging at the Miami Club in Toledo, O., with Jean Parker still handling the vocals besides emceeing the five-act floor show twice nightly.

**OZZIE BILGER** and his 11-piece swing band are playing a summer engagement at the Pavilion, St. Marys, O. Jean Jones is offering the vocal renditions. Band spent most of the winter at Mary Friend's Ponce de Leon Club in Dayton, O. Ruth Hart and her Virginians opened a six months' engagement July 15 at the Spanish Villa, Detroit. The all-girl aggregation recently closed a lengthy stay at the Pinehurst Supper Club in Bridgeton, N. J. Bob Roy, director of the original Kentucky Ser-

aders, is in Chicago rehearsing a new band which is slated to open soon at a Chi night spot. Billy Fan has moved to the Coconut Grove, Chicago, Mass., from the Club Hollywood in Springfield, Mass. Fan and Ed Larson are handling the vocals until Alice Gale, featured warbler, returns to the unit early in September. Eddie Barofeld, at one time first sax with Cab Calloway, is leading his own ork now at the Cotton Club in Culver City, Calif. The 15-piece combo is broadcasting nightly over KPAC. Leonard Gonyea has a 14-piece ork set for the summer at the Lake Wissota Club, Chippewa Falls, Wis. Spot is recognized as one of the largest in the State. Charley Knecht and his Ramblers have succeeded Ray Seas' Cosmopolitans at the Hot Brau, Delaware Water Gap, Pa. Wee Willie Weekey is playing at Vogt's Tavern, Mountainhome, Pa.

**GEORGE HALL**, formerly with CBS and MCA; Bunny Berrigan and Frank Dailey are now being handled by Consolidated Radio Artists, as are Frede Grofe and Gene Fosdick. Jimmy Carr and his orchestra open at Blossom Heath, Detroit, July 22. Carl (Beacon) Moore is at the New Blossom Heath Club in Tonawanda, N. Y. Kennawa has taken over the management of Jay Mills, playing at the Colony Surf Club, West End, N. J. Lou Aaron and his orchestra set for the summer at Eagles

new film with score furnished by Arthur Johnson and Johnny Burke.

Considerable interest is already being manifested in the latest output from the Donaldson, Douglas & Gumbro sanctum. It is by Pete Wendling, Mack David and George W. Meyer and bearing the caption of *Tell Me With Your Kisses*.

There was a welcome greeting for Frank Marvin, professional manager of the Crawford Music Corporation, upon his return to work last week. Marvin has been on the sick list suffering from an incipient nervous breakdown as a result of overwork.

After a siege of six weeks Bob Miller, of the Stauser-Miller Company, is back in harness again. Miller underwent a major operation.

While the proper thing for songwriters right now is to sign up with some fling company as a better means of exploitation for their wares, several of our leading tunesmiths in Tin-Pan-Alley are fighting shy of such a procedure. According to reports, compositions without any cinema affiliations are enjoying excellent popularity, that is when they happen to merit universal recognition. Three top ditties depended exclusively on radio plugging to land them among the best sellers.

With their reputation hinging for the moment on having created *It True What They Say About Dixie?*, Irving Caesar, Sammy Lerner and Gerald



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## Sheet-Music Leaders

(Week Ending July 17)

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

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

- |  |   |
|--|---|
| 1. It's a Sin To Tell a Lie (1)              | 8. Rendezvous With a Dream (13)               |
| 2. Glory of Love (2)                         | 9. Robins and Roses (5)                       |
| 3. Would You? (3)                            | 10. There's a Small Hotel (8)                 |
| 4. Is It True What They Say About Dixie? (4) | 11. You Can't Pull the Wool Over My Eyes (10) |
| 5. These Foolish Things Remind Me of You (7) | 12. Crosspatch (11)                           |
| 6. On the Beach at Bali Bali (9)             | 13. No Regrets                                |
| 7. Take My Heart (16)                        | 14. When I'm With You                         |
|  | 15. Shoe-Shine Boy (15)                       |

PHONOGRAPH RECORD best sellers will be found on page 87.

Nest, White Sulphur Springs, N. Y. Claude Hoogland is broadcasting on WJLO, Dayton, from the Dayton Biltmore. Harold Lansberry and his orchestra are set for the summer at Hillside Farms, Scarsdale, N. Y.

**AL GIROUX**, former arranger for Ray Noble, Orville Knapp and other well-known bands, opened with his own ork at Doc Schuman's Blossom Heath Country Club, near Buffalo, N. Y., July 1. Organization numbers 15 besides Gay Gaylord, who sings. J. Allan Lustman is handling the combo. Don Ellis and his Royal Chicagoans, who have been holding down a Cripple Creek, Colo., location for the past five months, have had their contract extended for the entire summer. Personnel includes Roy Taylor, Merit Owen, George Martin and Ellis. Sid Dickler and band, for many years a non-union Pittsburgh outfit, joined Local 60, AFM, on July 1. Roster of the combo has Kenny Martin, Ray Urban, Jack LaBelle, Murray Seibert, Bill Schmitt, George Gordon, Frank Meade, Jimmy Wilson, Ellis Guskay and Dickler.

Marks are apparently having an easy time cashing in with other numbers. At any rate they have landed their latest piece, *First Rose of Summer*, with the forthcoming production of *White Horse Inn*, which will open at the Centre Theater, Radio City, in September.

Phil Baxter, composer of *Piccolo Pets*, *Ding Dong Daddy* and other hits, is down in Dallas, Tex., writing numbers in collaboration with Count Bulowsky. It is reported that they have 12 numbers completed.

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## Music News

Changes have been made in the personnel of the Southern Music Company. Sammy Smith, contact man, and Andy Britt, professional manager, are no longer with the firm. Dave Kemp has been added to the staff.

George Joy, of the Santly-Joy and Select Music Companies, is California bound. His trip is for the purpose of cementing several picture tieups for different songs published by his establishment. One of the contracts will involve Bing Crosby, who is to star in a

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# Thru Sugar's Domino

# The Broadway Beat

By LEONARD TRAUBE

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

MAJOR radio entertainment of a non-musical character—comedy shows, in other words—cannot and makes no pretense at existing without material. Delivery and personality are, of course, important. But all must agree that the best delivery and the most delectable personality would be worth less than a tinker's dam without a good script. Yet, strange as it may seem, the most neglected phase of radio from the standpoint of systematization and exploitation of new talent is that of script authoring or gag factoring.

The leading comedians have managed in the few years that they have been on top to hold on pretty well to their favorite gag men. When shifts have taken place these have been confined to the inner circle, comparatively few new writing geniuses having entered the field of late. The result has been that the inner circle of gag men (two mean the ones who receive the trade credits and who collect the really big money) has been a more or less closed corporation.

It is tough enough, with due regard to the philanthropic gestures of Chase & Sanborn, Feenamint, Major Bowes and others, for a newcomer to break into the acting fields. It is considerably tougher for a man or woman with a writing flair to get a reception or a hearing at the hands of those who control the leading comedy shows of the air. We are aware of the scourge of cranks, pests and idiots that is daily visited on ether comedians, show producers, studios and advertising agencies. This is as inevitable as a riot of autograph hounds at a film premiere attended by Clark Gable. Yet despite this we are willing to take the risk of being labeled as hopelessly naive by suggesting that something can be done to clear the way for the reception of worthy hopefuls with valuable ideas.

Radio has many faults. So have all major branches of the amusement industry. We realize as much as anybody actually engaged in radio that time alone will remedy certain basic defects in the structure. But the material problem represents an ailment considerably more serious than others that can be dismissed by pigeonholing them as symptoms of adolescence. When a youngster stutters he is said to be suffering from a temporary maladjustment that will disappear with the help of proper training when he attains his majority. When an adolescent youngster stutters and stammers to such an extent that he can hardly make himself understood it is a problem that demands serious attention. Radio comedy material is so poor generally that this defect cannot be dismissed as a manifestation of radio's turbulence before coming of age. Besides, there are very eloquent members of the school that maintain radio has already entered its majority and should by this time be held fully accountable for its acts.

Radio comedians are high-strung superstitious souls. For good reasons, too. When it is considered that a radio funnyman's professional life hangs on the thin thread of laughs registered per show it is conceivable that the average comedian among the top liners would be as finicky about who handles his delicate laugh machinery as an aviator would be about tinkering with his craft before taking off on a transoceanic flight. The deep concern and chronic anxiety of the comedian manifests itself principally in his antagonism towards any radical change in his gag factory management. As a result gag superintendents who have been in at the start are pretty well set. Their methods of factoring are rarely questioned. For all a comedian cares his gag doctor can pay two cents for a laugh—even steal it. So long as it registers before the mike during the broadcast period.

Comedians and those responsible for their shows pay directly and indirectly huge sums for material. Careful inquiry by anybody who doubts our word would reveal that an overwhelming percentage of these fees fall into the hands of the men who carry the responsibility of turning out the script and delivering it into the hands of the comedian in time for the first rehearsal. These master gag men are difficult to reach—and this is understandable when one considers how much stuff they have to wade thru, how much dust they must wipe off before they get to the meat of what they are seeking—laughs. The laughs can be old, insane and as silly as the lowest grade mignon would permit, so long as they are clean enough to be received in any gathering anywhere. The guy who first designed that summation of a philosophy, "Anything for a laugh," couldn't have thought of radio while traveling in horse cars, but it fits radio more snugly than any of the kindred "arts of pleasing."

The networks are as much interested as sponsors in keeping up radio's appeal to a public that craves novelty, that is as fickle as the prettiest gal that ever wore an organdie dress. It seems to us that as a service to their patrons, the sponsors, and as a measure aimed towards their perpetuation in a world of fierce competition, these Coast-to-Coast and seaboard chains ought to do something collectively to encourage men and women with ideas to offer them to receptive and sympathetic readers and listeners. Some columns ago we suggested a clearing house for scripts. There seems to have been some progress made in this direction by persons acting independently of those most interested—the stations and the sponsors.

Successful films have been turned out by mass production methods. This can be done as well in radio. When a film is being projected by a major company the script is not entrusted to a so-called genius to do with what he will. The script is placed on an assembly line; it goes thru various departments and hands. It represents when completed the best efforts of the best men obtainable—not the dove produced by a magician with a wave of his wand. We have no brief against the men who have built fortunes from their position on the inside track in the race to gain the confidence of a comedian or sponsor. Yet we do feel that they are generally given far more credit and greenbacks than they deserve. Comedians who pay for material out of allowances for which they need not account and sponsors who pay direct for material would save money and get far better results by less personalization of contact with the material's source.

The country is teeming with good material, either already factored or nascently active in the creative minds of men and women who are daily becoming discouraged because there is no way to present their wares or services for sale. Material contests, conducted with honesty, dignity and efficiency, are not as impractical as the mere suggestion of them would indicate. Plagiarism is not as great a problem here as opponents to the idea would paint it to be. There is as much plagiarism rampant right now among comedians on the air, the screen and stage as can possibly be involved in a material contest. Somehow very few suits of this nature have been filed. We are inclined to think that the situation here is analogous to the politician who shies from prosecuting or persecuting a member of another political camp because he fears reprisals. A little drama, it seems, of all the boys coming to court with dirty hands and grime behind the ears.

A contest is not the only means. In fact, it presents a confessedly poor example of promotion from the idea factory of one who bows to those who make a specialty of this sort of thing. A more constructive effort might be a school for gag writers, subsidized by a network or the networks collectively. There have been and still are schools for theater managers run by circuits looking for new executive timber; dramatic schools sponsored by film companies feeling the death of stage bush leagues; executive schools conducted by the big oil companies. Why not one or several in radio? Where those with a promise of talent can be given an opportunity to show what they can do to suppress yawns in listeners—in who will soon reach the stage where they will be "tired of it all" and pick up their hats and coats and trek to the nearest theater with the cheapest box-office price tag.

BROADWAYS of the Nation. . . . W. O. Denmark, manager of the Goldsboro (N. C.) Fair, stole a march on a dozen others when he landed an exclusive contract to represent George Isaac Hughes for personal appearances. Hughes is the 96-year-old veteran of the Confederate Army whose second child was born recently, his partner in the miracle being Libbie Hughes, 28. Their first, now 18 months old, was named after President Roosevelt.

The approaching centenarian has hitherto been a typical subject of the vicious exploitation indulged in by show biz practitioners who shoot at profit marks but leave little or nothing to the subjects being exploited. Hughes was swamped with invitations and all sorts of propositions following his free appearance at an auto show in the Southland which made the national news service wires. While in Asheville, N. C., attending a summer event, he was contacted by Robert Ripley, who induced him to come to New York to appear on his radio program.

The attention he received made him realize that other people were cashing in on his sensational manifestation of old-age paternity. Booking agents, vaude circuits, park, circus and carnival moguls had all been after him until Denmark put them to rout with an honest proposition. A movie man entered his home and, over the protests of Hughes, his wife and his daughter by an earlier marriage, made several shots but paid nothing for them.

When the second child was born Paramount gave him \$50 for a few views, representing the only real money he has received so far. Hospitals, summer camps, hotels and others have been after him, none offering any commercial inspiration, otherwise known as currency, which would boost the gentleman's batting average, since he is poor. George Hamid, to whom Denmark is making overtures with a view to playing Hughes at fairs, made the best crack of the day when negotiations were introduced. "Now I know what it is that they say is true about Dixie," he exclaimed.

Coaster business was upped in the metropolitan district when Fred Fansher, amusement device and show broker, played host to his parents, Mr. and Mrs. William I. Fansher, of Dayton, O. They sped around the gravity rides in Playland, Luna and Palisades before calling it a day. The young couple celebrated their 52d anniversary a few months ago. Also visiting Fansher was a sister, Mrs. George A. Maxson, of Miami, but the rides were too much for her. In short, that stuff about a little child leading them must have been lifted from Joe Miller's joke tonic.

"Woe is me!" shouted Dexter Fellows, dean of Ringling-Barnum press agents (and, if you please, author of *This Way to the Big Show*, "which is moving very nicely indeed"), when Mrs. Jennie Donaldson, widow of Billyboy's founder, invited Fellows and wife, Signe, to dinner at the Donaldson home. Dex didn't make Cincy, which accounts for the woe.

The treat of the season is watching Betsy take her bath in the nude at Benson's Wild Animal Farm in Nashua, N. H. It is a delightful sight, especially for the kids. Betsy is one of the most intelligent and beautiful elephants in all the world!

# Chicago Chat

By NAT GREEN

CARVETH WELLS, noted explorer, adventurer, lecturer and writer, is no stranger to show business. I discovered when lunching with him and his charming wife and daughter the other day in the cool bungalow of the Morrison. . . . In the halcyon days of show biz he was well known on the chauntatqua circuits. . . . Since then he has become world famous thru his travel books and lectures. . . . Wells is soon to launch a new series of radio programs for Continental Oil Company, and he is going to make a tour of the country in his huge new air-conditioned "land yacht." . . . It's a magnificent home on wheels with every convenience one could desire—the acme of travel comfort. . . . And—so Mrs. Wells tells me—one of the most economical modes of travel. . . . As a matter of fact, many show people are making all of their jumps in this manner and find it both pleasant and practical.

Phil Baker could have packed 'em in for another week at the Palace, but couldn't be held over because of other engagements. . . . Jackie Heller, brown as an Arab, shopping on State street. . . . Silver-Dollar Brady, remembered from the old 101 Ranch Wild West, created a mild sensation by riding thru the Sherman lobby on a horse. . . . He's advertising a new brand of liquor. . . . Frank Smith, Palace manager, is going to slip away to Michigan soon for a vacation. . . . John Joseph, RKO public relations man, back from a trip to the Southwest and finds it almost as hot here as in Dallas. . . . Al Flath, vet rink operator, in town visiting his mother. . . . Circus fans of Wisconsin are getting ready to honor Dexter Fellows, dean of Ringling-Barnum press representatives, with a smoker at The White Tops, noted circus room at Waubesa Beach, Madison, Wis., July 28. . . . Marx Brothers will play the Palace week of July 24. . . . Mort Singer off to the West Coast. . . . To celebrate the opening of their Chicago offices, Consolidated Radio Artists, Inc., threw a cocktail party at the Bismarck the afternoon of last Friday.

Ether Schultz (Mrs. Harry Wohl), radio ed of *The Chi American*, anticipates a visit from the stork soon. . . . Ditto Mrs. Marty Lewis, whose hubby is on *The Radio Guide* editorial staff. . . . Harding Hotel first in town to be air-conditioned. . . . Bess Johnson (Perry), head of Stack-Goble radio department, back home after a tour with her daughter Jane (seven years old) thru California, Panama and other southern climes. . . . A score of circus fans visited the Russell Bros' Circus when it played Evanston Thursday. . . . There are some grand oldtimers on that show and they put on a swell performance. . . . Frank Burke's Chinese wedding at Modernistic Ballroom, Milwaukee, got a lot of publicity and was a success, but Frank isn't cu-razy about putting on any more. . . . W. O. Dornfeld and Max Terhune back from the Grand Rapids furniture show, where they were the chief entertainers.

"You can give me credit for bringing on the cool spell," says Arthur (Barnes Circus) Hopper. . . . "I bought two linen suits and all the trimmin's end night away the temperature dropped." . . . "Well, if that's the case," remarked Frank (Ringling) Braden, "you can blame me for the drought. I bought a rain coat—the first I've ever owned—and it hasn't rained since."

# News of the Week

The deal between Gaumont-British and Loew's and 20th Century-Fox may have to wait a couple of weeks before details are finally concluded. The way things stand now there is a contemplated deal whereby each of the three companies concerned would have a one-third interest in a newly organized outfit. According to observers on the American side of the pond, each of the contracting parties would gain something from such arrangement. Loew's would be materially helped in its television plans, 20th Century-Fox would have a finger in the English pie, and Gaumont-British, itself, would be strengthened thru the added production strength of the Coast companies. In the event that plans approximating these are consummated it is probable that a new studio will be built in England to take care of the combined production activities of the parties to the deal.

In London, however, it is understood that the English government does not take very kindly to the anticipated three-cornered reorganization. Regarding movies as an important weapon for purposes of propaganda, certain government officials are endeavoring to prevent control of GB from being vested in foreign companies.

Production plans are getting well under way at Grand National studios, with four or five pictures scheduled to be started in a few weeks, according to E. L. Alperson and Carl Leserman, company execs. James Cagney, the former bad boy of Warners, will very soon start on one not yet decided. Edward Finney, formerly with Republic but now publicity chief for Grand National, will probably contract Lindsey Parsons for the job of publicity director on the Coast.

Vic Gauntlett, publicity chief of Hammett-Evergreen Theaters, and Neal East, manager for Paramount in the Seattle territory, have been named by Mayor John F. Dore to Seattle's board of censors. This is the first time in some years that the theater is represented there.

Theater building activity is going along at a fast rate in Kansas, with four new houses under construction at present. At Kingman, F. W. Meade is building one; W. D. Fulton, who operates half a dozen houses in Kansas City, is planning to reopen the Howard at Arkansas City after completing alterations; O. F. Sullivan, who already owns one house, is building the Civic, Wichita; and the Barrons, in association with Droz, are in a deal for a new house at Anthony.

Russell Holman is the new Paramount Eastern production chief, according to an announcement by Barney Balaban, Paramount president. Holman will be under the general supervision of Adolph Zukor and will also have authority over Paramount shorts and Paramount News.

Last week John E. Otterson moved out of his headquarters at the Paramount offices in New York. His attorneys, Schwartz & Prohlich, had advised him to go to his offices every day although he was not retained to the organization's board of directors at the June 16 meeting and despite the fact that his salary had been discontinued from July 1, the day before Barney Balaban was elected president. However, the attorneys have not instituted litigation for payment of the unexpired portion of the four-year contract. Negotiations are still under way.

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## "THE GREEN PASTURES"

(WARNER)

TIME—92 minutes.

RELEASE DATE—August 1.

**PLOT**—A Louisiana colored preacher is telling his Sunday School pick-aninies the story of the Bible, with action flashes to the story as it is amusingly told and imagined by the kids. De Lawd, in a good mood at a fish fry picnic, creates man. He's displeased up until the time he comes upon Noah and arranges for the Ark and the flood. Then has Moses and Aaron lead the people out of bondage, tricking King Pharaoh, but, alas, Babylonian sin is another sore spot. To De Lawd that is the final straw and he vows to deliver the people no more. Yet it is the prayers of Hezrel which awaken De Lawd to the knowledge that even he must suffer and thus show mercy, with the tragedy of Calvary convincing him for the finish.

**CAST**—Rex Ingram, George Reed, Oscar Polk, Frank Wilson, Eddie Anderson, Philip Hurllek, Ernest Whitman, Hall Johnson Choir and others. Ingram brilliant, playing De Lawd and two other roles, while Polk, Wilson and Anderson also splendid. Choir's singing a treat all the way.

**DIRECTORS**—Marc Connelly and William Keighley. Treatment and handling a thing of beauty—so gentle, amusing and sincere. Unusual for the screen, and handled so.

**AUTHOR**—A fable by Marc Connelly. Rare in writing annals, decidedly deserving of its Pulitzer Prize laurels as a Broadway production.

**COMMENT**—Amazing that the screen could have done so fine a job on so delicate an entertainment. Should make screen history.

**APPEAL**—While this vehicle may have held doubt as to its widespread public appeal, the Music Hall audience's reaction should dispel any doubt. Everybody will like it.

**EXPLOITATION**—Unlimited, but needs gentle handling here, too. Play up the all-colored cast, the Pulitzer Prize laurels, and the theme.

## "EARLY TO BED"

(PARAMOUNT)

TIME—73 minutes.

RELEASE DATE—June 5.

**PLOT**—Chester Beatty, downtrodden bookkeeper for the Matchless Eye Company for 26 years, has been courting Tessie Weeks for 20. He's afraid to marry her because he is a somnambulist, but won't tell her, and when she breaks their five-year-old engagement, finally weds her. His boss has been trying to get a large order from Stanton, doll manufacturer, offering a bonus and vacation to the salesman. Beatty goes after Stanton, resting at a sanitarium. Some jewels are stolen and a man murdered, and Beatty, altho tying his big toe to his wife's big toe, walks anyhow and is afraid he has committed both crimes. Accused, he is watched one night in his walking, but finally falls off a fire escape, wakes up and starts back to bed, only to discover the guilty man looting the safe. Pretending to be still asleep, he finally captures the guy. Meanwhile, he's also obtained and lost, several times, the order in question, losing it because of his wife's meddling. This, too, works out okeh.

**CAST**—Charles Ruggles, Mary Boland, George Barbier, Gail Patrick, Robert McWade, Lucien Littlefield, Colin Tapley, Sidney Blackmer. All excellent.

**DIRECTOR**—Norman McLeod. Latter and Harlan Thompson, producer, can stand up and take bows for a big league production.

**AUTHORS**—Original by Lucien Littlefield, Chandler Sprague. Screen play and dialog by Author Kober. A funny comedy situation, well mixed up with an exciting, suspense-filled climax. Dialog is superb and boisters the situation, providing a flock of solid laughs.

**COMMENT**—Excellent film entertainment.

**APPEAL**—Whole family.

**EXPLOITATION**—Cast. Word of mouth will sell it, plus critical reception.

# Film Consensus

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

Name	Favorable	Unfavorable	No Opinion	Comment
The Bride Walks Out (Radio)	9	3	7	"Dim little midsummer comedy."—Herald-Tribune. "Mild light comedy."—Mirror.
Public Enemy's Wife (Warner)	12	6	3	"Thrilling G. man drama."—Showman's Trade Review. "Fast action."—Harrison's Reports.
Fatal Lady (Paramount)	12	5	1	"Intriguing entertainment."—M. P. Daily. "New and bright."—Box Office.
The Crime of Dr. Forbes (20th-Fox)	13	0	4	"Some may like it."—Film Curb. "More-than-average audience appeal."—Box Office.
Forgotten Faces (Paramount)	4	3	2	"Plot keeps moving."—Post. "Far from satisfactory."—Variety.
M'iss (Radio)	5	3	3	"Nice program."—N. Y. Exhibitor. "Box office in every reel."—Box Office.
The Harvester (Republic)	1	5	4	"Many laughs."—Post. "A long yawn."—Variety.
The Big Noise (Warner)	5	4	7	"Acceptable."—Box Office. "Program fare."—N. Y. Exhibitor.
Roarin' Guns (Puritan)	4	1	1	"Snappy Western."—Film Curb. "All the necessary excitement."—Film Daily.
Avenging Waters (Columbia)	1	0	3	"Average."—The Billboard.

# Exhibitors' Organizations

Last Wednesday, at a luncheon in the Hotel Astor, New York, representatives of Independent Theater Owners' Association and Theater Owners' Chamber of Commerce announced the long-awaited merger of these two bodies, which are the foremost indie exhibitor organizations in the New York City area.

Harry Brandt, ITOA president, who presided in the capacity of chairman of the meeting, expressed his hope that the merger would mean greater freedom for members of the joint organization. Both Brandt and Charles L. O'Reilly look upon the step as a necessary one to uphold the rights of indie exhibitors.

The details for the merger will be worked out by committees named by Brandt and Reilly. Heading the TOCC lineup are Irving Lesser, Harry Shiffman, Louis Geller and Charles Steiner. The ITOA committeemen are headed by Bernard S. Barr and include John Benas, Arthur Rapf, Maurice L. Fleischman and Louis Shiffman. Brandt, in his speech introducing O'Reilly, the TOCC chief, characterized him as a man who made existence possible for the independent theater man in New York. O'Reilly, in his talk, mentioned that he is now in his 20th year of exhibitor organization work and called for a unification of exhibitor organizations if exhibitors were to survive. O'Reilly, too busy to serve on any committees because of his other business interests, said he would take a position on the board of directors.

The meeting was attended by 60 theater men, including Leon Rosenblatt, Leo Brecher, Laurence Bolognino, Max Cohen, Edmund Mantell, John Manheimer, Melvin Albert, Jack Hattem, Hyman Rachmil, Tom Murray and Dave Weinstein, in addition to others mentioned above.

Last week Ed Kuykendall, when queried concerning MPTOA's ten-point program, particularly as to the chances of its acceptance, or partial acceptance by major distributing companies, said that he had no statement to make. It will be remembered that Kuykendall's last important announcement, made previous to this one, was to the effect that MPTOA had done all it could to advance the cause of self-regulation and elimination of trade abuses. The next step, he said, was squarely in the lap of the distributors, and, failing co-operation by these, the only thing to expect was further legal and legislative involvements. To date, it is understood that there is little likelihood of major distributors falling in line on the three important points of the program, namely, cancellations, local conciliation boards and score charges. Regarding cancellations, instead of the 10 to 20 per cent sought for, only 10 will be offered, and offered to exhibitors who contract for a company's entire output. Regarding conciliation boards, it is possible that a few experimental ones will be set up in the fall.

Winners of the Connecticut MPTO golf tournament at Race Brook Country Club, New Haven, last week were, in the morning play: Nathan Yamins, first; Jim Howard, second. In the driving contest, Meyer Bailey took first with 223 yards, second going to I. J. Hoffman. Charles Casanave Sr. first in putting contest, second going to Jack Finley, and third to Martin Kelleher. Abe Fishman and Chick Lewis, first and second respectively in the best-dresser event, with Morris Joseph coasting home in the biggest dub class.

In the afternoon play, Dr. Goldner took first with most birdies; Don Jackcocks, second. George Wilkinson, best first nine holes, Jackcocks, second; Lester Tobias and Ben Lourie, best and second best last nine holes. High gross, Henry Germaine; high net, Jim Mahoney. Other winners were M. Rosenthal, Joseph Cohen, Bill Counting, Jack Meyers, Max Tobackman, Bob Hyman, Harry Segal and R. E. Russell.

Independent MPTO of Connecticut will hold its meeting, originally scheduled for July 14 at New Haven, on July 21, in order to avoid conflict with the golf tournament.

**"MEET NERO WOLFE"**

(COLUMBIA)

TIME—72 minutes.

RELEASE DATE not given.

**PLOT**—Nero Wolfe, an eccentric detective who easily solves the most baffling murders in order to make enough money to supply himself with beer, good food and orchids, tackles the case of Professor Barstow, who seemingly dropped dead of heart failure on a golf course, and Carlo Maringolo, a gunsmith who acts peculiar and drops dead also. Everybody with a possible motive is called in to see Wolfe, and, after untangling of a plot the scene of which shifts to the Argentine and involves bombs, poisonous snakes and mysterious idols, not to mention screwy people, the crime is pinned on Manuel Kimball, who admits he accidentally killed a few other people while attempting to kill his father, who, in the erroneous opinion of Manuel, murdered Mrs. Kimball, Wolfe's assistant. Archie Goodwin, holds up the comedy end together with his niece, Mozie.

**CAST**—Edward Arnold, Lionel Stander, Joan Perry, Victor Jory, Nann Bryant, Dennie Moore, Russell Hardie, Walter Kingsford and others. Arnold a capable nut detective, capably supported by Stander in a role for which he is well cast.

**DIRECTOR**—Herbert Biberman. With the aid of capable players Biberman has made a good job of what otherwise might have been so much haywire.

**AUTHORS**—Story by Rex Stout; screen play by Howard J. Green, Bruce Manning and Joseph Anthony. Plot the last word in intricacy.

**COMMENT**—Able treatment of an amusing piece of fol-de-rol.

**APPEAL**—Wide general audiences.

**EXPLOITATION**—Cast and tieup with story.

**"THE MINE WITH THE IRON DOOR"**

(COLUMBIA)

TIME—66 minutes.

RELEASE DATE not given.

**PLOT**—A swindler selling stock in a mine which is supposed to have treasure in it runs out and leaves Harvey holding the bag. The latter convinces the detective sent to arrest him, and the two set out to find the mine. It has been discovered by a nutty archeologist who feels that gold is bad for the world, and who also is in love with the granddaughter of an old crony. So he sets out to make things tough for the adventurers. None the less, Harvey and the gal fall in love. The climax comes when the nut locks his love in the mine, spilling some rigmarole about dying together. Harvey, of course, arrives in time. The treasure is found. Wedding bells.

**CAST**—Richard Arlen, Cecilia Parker, Henry B. Walthall, Stanley Fields and others. The late Walthall gives a fine characterization as the scientist. Arlen and Parker pleasant.

**DIRECTOR**—David Howard. Concise and fast moving.

**AUTHORS**—Adapted by Don Swift and Daniel Jarrott from the novel by Harold Bell Wright. It sold a lot of copies, but so did the Rover Boys.

**COMMENT**—Routine thriller, remarkable only for its direction and performances.

**APPEAL**—Action fans.

**EXPLOITATION**—The novel.

**"TWO AGAINST THE WORLD"**

(FIRST NATIONAL)

TIME—57 minutes.

RELEASE DATE—July 11.

**PLOT**—An unscrupulous radio chain decides to cash in by dramatizing a series of bygone crimes under the title of *Crime Doesn't Pay*. One concerns an acquitted murderer now living happily with a husband and grown daughter. Thru the publicity, the daughter's marriage is called off by her in-laws, and the mother commits suicide, her husband quickly following her into the dark abode of death. The daughter goes to the radio station and tells the high-powered execs where to get off, and the chief exec, a guy with ideals and a pretty secretary, takes his hat and his secretary and goes out to find his soul.

**CAST**—Humphrey Bogart, Beverly Roberts, Henry O'Neill, Helen McKellar, Linda Perry, Carlyle Moore Jr., Claire Dodd, Harry Hayden, Robert Middlemass and others. Bogart excellent as the exec, and Roberts lovely and charming as his secretary. O'Neill and McKellar give touching, moving performances as the suicides. Perry and Moore, as the juve leads, are awful.

**DIRECTOR**—William McGann. More could have been done.

**AUTHORS**—Screen play by Michael Jacoby, based on an idea by Louis Weitzenkorn. The "idea" in question was only Weitzenkorn's smash-hit play, *Five Star Final*. This version, changing the newspaper office into a radio station, inexcusably weakens the whole affair. And the dialog is terrible.

**COMMENT**—A powerful program picture, but, in view of its antecedents, not nearly as good as it should have been.

**APPEAL**—Duals.

**EXPLOITATION**—The central situation.

**"HIGH TENSION"**

(FOX)

TIME—62 minutes.

RELEASE DATE—July 17.

**PLOT**—A tough deep-sea diver is in love with a lady potboiler who puts him in her stories, but she wants him to leave the sea and he won't. He goes on a binge, picks up a young engineer, turns him into a diver too, and then, on another binge, misses out on a big cable company job, the youngster getting it. The latter has pretty tough going until the diver comes out to help him. There are some complications with a new gal, but the old one comes to claim him, and he rescues his pal from a treacherous coral shoal in order to furnish a climax.

**CAST**—Brian Donlevy, Glenda Farrell, Norman Foster, Helen Wood, Robert McWade, Theodore von Eltz, Romaine Callender and others. Donlevy excellent, with Farrell furnishing nice comedy. Foster far better than his part.

**DIRECTOR**—Allan Dwan. No great effort expended, but the result's all right.

**AUTHORS**—Screen play by Lou Breslow and Edward Eliscu, from a story by J. Robert Bren and Norman Houston. A hodgepodge.

**COMMENT**—A crazy mixture that means nothing, but manages to furnish an hour of innocuous entertainment none the less.

**APPEAL**—Duals.

**EXPLOITATION**—Deep-sea diving stuff.

**"FEDERAL AGENT"**

(WINCHESTER)

TIME—60 minutes.

RELEASE DATE not given.

**PLOT**—Bill Boyd, cast as a federal agent, is assigned to clear up the mystery of the murder of his colleague, Jack Nelson, who had been trying to circumvent the efforts of an international spy ring bent on obtaining from Sanderson, an inventor, a formula for the manufacture of a deadly explosive. While on the job Boyd's assistant, Wilson, is also murdered. Boyd locates Renardi, the ring leader, in a hotel, together with his accomplices, one of whom is a mysterious young woman not averse to doing business with Boyd. Doubtful as to which side she is really on, he trusts her and with her help escapes death at the hands of Renardi's gangsters. Ends up in a fight between Boyd and Renardi in Sanderson's headquarters. Gal, it seems, was Jack Nelson's sister. Marriage.

**CAST**—Bill Boyd, Irene Ware, Don Alvarado, Lenita Lane and George Cooper. Boyd comes thru on this one.

**DIRECTOR**—Sam Newfield. Pattern treatment.

**AUTHORS**—Story by Barney Barringer; screen play by Robert Ellis.

**COMMENT**—Usual compound of invisible ink, radios and disguises.

**APPEAL**—Strictly dual material.

**EXPLOITATION**—Spy business.

**"WANTED MEN"**

(BD)

TIME—57 minutes.

RELEASE DATE not given.

**PLOT**—A reissue of a blood-and-thunder melodrama made in England in 1929, in the early days of the talkies. Gal gets caught in the dreadful camp of hunted criminals in Labrador, while the naughty fellows draw lots for her. The Captain, with a spark of chivalry still burning in his rugged breast, lets her go free, and she escapes thru a blizzard, being tossed about in an open boat. The outlaw camp is blown to bits by the fury of the good north wind. There's more to it than that, but it hardly matters.

**CAST**—Charles Laughton, Dorothy Gish, Jack Osterman, Arthur Margetson and others. It seems a shame to revive the dark past of such a presently good actor as Laughton. Miss Gish brings all her silent technique (do you remember what it was like?) into the early talkie. Osterman, a Broadway emcee, finds himself in a lumber camp to his evident surprise.

**DIRECTOR**—Clifford Pomeroy. Maybe he was only kidding.

**AUTHORS**—Screen play by Reginald Berkeley, from a story by Georges Toudouze. It must have taken them at least 30 seconds to think it all up.

**COMMENT**—Phew!

**APPEAL**—Antiquarian interest.

**EXPLOITATION**—Laughton's early work; an early talkie; Miss Gish; a mel-ler to end all mel-lers, etc.

**"WINDS OF WASTELANDS"**

(REPUBLIC)

TIME—57 minutes.

RELEASE DATE—July 6.

**PLOT**—With stage coaches threading new routes thru the West, John Blair, former pony express rider, decides to operate a stage route. He is tricked into buying a defunct line with a terminal in a ghost town having only two inhabitants. One of the inhabitants, who occupies all civic offices from mayor down to street cleaner, tells Blair he is eligible to enter the government's coach race, the winner to receive a \$50,000 mail contract. Blair's only rival is Drake, the man who tricked him. Undeterred by the latter's attempts to put him on the spot, Blair enters the race and, despite foul play, wins. Meanwhile Crescent City has become a thriving town again and Blair marries Barbara, daughter of the town doctor, who was one of the two original inhabitants.

**CAST**—John Wayne, Phyllis Fraser, Yakima Canutt, Douglas Cosgrove, Lane Chandler and others. Wayne one of the better Western stars.

**DIRECTOR**—Mack Wright. Bold routine job with coach race well done.

**AUTHOR**—Screen play and original story by Joseph Poland.

**COMMENT**—Okeh for the alfalfa trade. Title meaningless.

**APPEAL**—Usual channels.

**EXPLOITATION**—Historical tieup, as in most Republic Westerns.

**"THE RIDING AVENGER"**

(DIVERSION)

TIME—57 minutes.

RELEASE DATE not given.

**PLOT**—Marshal of a town deputizes Buck, a man handy with a gun, to investigate the activities of Mort Ringer, cattle thief currently engaged in making things hot for Pop McCoy, an old rancher, and his daughter, Jessie. Buck dons the disguise of the Morning Glory Kid, a once-famous plainsman, now defunct, and insinuates himself into the graces of Ringer's gang. The bad men kill Jessie's father and kidnap Jessie, who languishes in terror of Ringer's advances until rescued by Buck. Buck and the gal hide in a deserted shack and hold off the villains by various means until the marshal's posse arrives, led to the scene by Ringer's former girl friend, who was jilted when her man beheld the beautiful Jessie.

**CAST**—Hoot Gibson, Ruth Mix, Buzz Barton, June Gale and Stanley Blystone. Yarn is tailored for a negative audience I. Q., and cast manages very nicely.

**DIRECTOR**—Harry Fraser. Lacks pep.

**AUTHORS**—Screen play by Norman Houston, adapted from *Big Bend Buckaroo* by Walton West.

**COMMENT**—Idiot's delight.

**APPEAL**—Weak, even for Western trade.

**EXPLOITATION**—Blarney.

# BAA Decides That Theaters Sign Contracts Individually

**Outcome of board meeting with Jimmy Lake and private meeting—Lake agrees to most of organization's demands for indie wheel—BAA acting on Rialto, Chicago**

NEW YORK, July 18.—In its contract plans for next season the Burlesque Artists' Association, thru its executive board, has decided that theaters using BAA people should individually sign basic agreements with the organization and no one group be permitted to sign for a whole circuit. This decision was the outcome of a meeting of the board a week ago last night with Jimmy Lake, representing the Independent Burlesk Circuit, and a private board meeting Monday night. The BAA, as soon as it completes its contracts, which will be very soon, will immediately start its individual negotiations with theaters.

At the meeting with Lake, who came in from Washington, a harmonious spirit prevailed. The meeting took place in the BAA office in the Palace Building, starting at midnight and finishing about 3 o'clock in the morning. Lake agreed to practically all the demands of the BAA board, but asked that a group of five, comprising Issy Hirst, Hon. Nichols, Al Somerby, Harry Brock and himself, sign a suitable guarantee for the activities of the circuit.

Lake revealed that the circuit wanted to get under way August 22 at the Gayety, Baltimore, and that there were plans for expansion into the Midwest. Among the subjects discussed were the question of satisfactory responsibility of those hiring performers; "closed shop" for BAA members; two-week notice to performers; transportation from point of engagement to point of rehearsal or opening and back; proper handling of performers' baggage; a central board to handle affairs of the circuit and not the individual theater operator; that the management not be permitted to deduct commission—that it be a matter between the agent and actor, and elimination of all free midnight shows. As to the latter, Lake sought to make the Roxy, Cleveland, an exception, revealing that it was only a 500-seat house.

The BAA is seeking word from the Rialto, Chicago, as to whether it is desirous of signing up with the organization. Unless an answer is received within reasonable time, the organization will probably notify its members that the house is not BAA and members are not permitted to play there.

## Doctor and Hospital Plan

NEW YORK, July 18.—A plan calling for the services of a physician as well as hospitalization is now being considered by the Burlesque Artists' Association for its members. For the sum of \$4 a year any BAA member would be entitled to unlimited visits to the physician and also hospitalization. In the event of an operation, the fund will advance the money, which is to be paid back by the performer at an opportune time.

ANDY ANDERSON, character-straight, and Harry Stratton, comic, are engaged at the Pancrest Lodge, South Fallsburg, N. Y.

BILLY MINSKY presents the second edition of "LIFE BEGINS AT MINSKY'S" opening at the HOLLYWOOD PLAYHOUSE, Vine Street Hollywood, Cal. JULY 30

PRINCIPALS—Mike Sachs, Steve Mills, Harry Clexx, Benny "Wop" Moore, Brownie Sick, Floyd Halliey, Carrie Fennell, Countess Nadja, Alice Kennedy, Toots Brawner, Sonya "Smiles" Slane, Helen Howard, Marjorie France, Dagmar, Marie Voe, Pat Paree.

SPECIALTIES—Leola Moore, in the "Dance of the Lovers"; Satch and Satchell, Carlton and Miller, Guy Lester, Tenor; Ruby Ray, Acrobatic Dancer; Taylor and Dittmar, Adagio Team. Entire Cast assembled under the personal supervision of Phil Rosenberg and his able assistant, Rudy Kahn.

And 30—BILLY MINSKY-ETTES—30, in ensembles produced by Fred O'Brien, assisted by Grover Frankie and Violet O'Brien.

Congratulations and good wishes to the B. A. A. and Tom Phillips, President, and the excellent Executive Board for 100% assistance and co-operation.

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For further bookings or information get in touch with

JOSEPH WEINSTOCK

Billy Minsky's Republic Theatre

209 WEST 42nd STREET

NEW YORK CITY

# U-Notes

By UNO

DYNA (MITE) DELL will leave the Republic, New York, July 26 to take a vacation at her home in Winston-Salem, N. C. Plane passage already booked. Returning next month for further burlesque bookings and to take up additional dance routine lessons in the Johnny Mattison studio.

BENNY BERNARD, first Izzy Hirst appointment. To be general producer of all Indie shows, season 1936-37.

PATSY GILSON, now retired at her home in Battle Creek, Mich., ran across her old-time burlesque partner, Helene McCree, back from a second trip to the Hawaiian Islands, residing in South Bend, Ind., and lecturing with a picture, *Exposing Nudism*.

JERRIE FARRELL, chorine at the Galety Theater, New York, was removed to the Polyclinic Hospital last week for medical treatment.

MAX SHARP, concession manager at the Eltinge, New York, congratulated July 11 over his marriage that day to Viola Prewett, nonpro. Best couple. (See U-NOTES on opposite page)

## Blackie Lantz in Cincy

CINCINNATI, July 18.—Meyer (Blackie) Lantz, who began his burlesque career in the box-office of the old Olympic Theater here and who for many years successfully operated the Empress Theater, local burlesque stand, arrived here this week from Miami, where he has been engaged in the liquor business since leaving the burly field some two years ago. Lantz is here to find a buyer for his two liquor establishments in Newport, Ky., just across the river from Cincinnati. He will, however, continue his liquor operations in Miami and is planning to launch a first-class night club in that city next winter, in association with a well-known Miami business man.

Harry Gelsman, for many years box-office man at the Empress here, is looking after Lantz's Miami interests during the latter's absence.

AL BAKER, straight man, in mourning at his wife's home in Wheeling, W. Va., over the death of his father, Henry I. Livingston, July 6, at the family residence in Philly.

# Burly Briefs

DOROTHY WAHL, who opened at the Rialto, Chicago, last Friday, is also doubling at the 606 Club. . . . Danny Jacobs is opening at the Roxy, Toronto. . . . Milton Schuster is in Minneapolis, vacationing with Harry Hirsch and enjoying a much-needed rest. . . . Frances Ahrams, his secretary, left for a two weeks' vacation July 20. . . . Dorothy Dee is at the Palace, Buffalo. . . . Mickey Dennis is vacationing in Chicago, having just closed at the Rialto there where her husband, Chuck Gregory, is dance director. . . . Marie Latham closed at the Avenue, Detroit, July 18. . . . Nora Ford has closed at the Rialto, Chicago. . . . Kay Johnson has closed at the Palace, Buffalo, and is vacationing in Chicago. . . . Louise Keller opened at the Roxy, Cleveland, July 17, booked by Milton Schuster. . . . Gitana Rocha, Rocha

and Martines, La Rosita, and Rozsika and Elaine are opening for George Young at his Great Lakes Exposition show in Cleveland. . . . Bert Saunders and Dorothy DeHaven drove thru Chicago on their way to a Wisconsin lake, where they will take it easy until they open for Harry Hirsch in the fall.

NADJA, while en route to the Playhouse, Hollywood, from Rochester, Minn., in her new auto, drove out about 10 miles on the Mount Rushmore Memorial Highway to see a Sioux Indian Pageant. . . . A Sioux rabbit dance was staged and Nadja danced with Chief Ah-hot-kasoka on his invitation to any woman member of the audience. . . . Emmett Callahan returned to his post at the Apollo, N. Y., after a five-week absence. . . . Harry Morrison, former burlesque agent, is now a successful used-car sales man in Trenton, N. J. . . . Ceil Von Dell was to have sailed for Paris to appear at the French Casino, but she had some difficulty with her passport. . . . Jack Shaw left Minsky's Gotham, N. Y., last Wednesday for a rest after a year and a half at the hotbox. . . . He was replaced by Jack Keller, agentized by Nat Mortan.

PAT WHITE, veteran burly comic, is seriously ill at the Metropolitan Hospital, Welfare Island, N. Y. A leg amputation may be necessary. . . . The BAA is sending someone to pay him a visit. . . . Phil Rosenberg agentized Max Fehrmann, Mae Brown, Wen Miller and Rose La Rose into the Republic, New York, Sunday. . . . He also put Bert Grant into the Rialto, Chicago; Palmer and Peaches, Globe, Atlantic City, and Jean Carter, Bijou, Philadelphia. . . . Billie Holmes left the Eltinge, New York, early last week because of illness. . . . Louise Phelps left the Eltinge, New York, to drive out to the Coast with Russell Trent and Lillian Murray. She was replaced by Loretta Martin. . . . Steve Mills left the Eltinge Thursday night, with Bert Carr replacing him.

DONALD T. CAMERON, closing his season as manager of the Capitol, Toledo, and Frances McEvoy, featured stripper, went to their cottage at Russells Point, O., where Paul Reno is producing (See BURLY BRIEFS on opposite page)

# Burly's \$10-a-Seat Hollywood Opening

HOLLYWOOD, July 18.—The opening of the Playhouse here July 30 with burlesque, under the guidance of J. W. Weinstein and his sons, promises to be record-making. For the opening night the first six rows in the orchestra will sell for \$10 to \$5, with the rest of the floor selling at \$4.40 a seat. Many of the performers are leaving New York this week-end by auto, but the rest of the cast will leave there Monday by train.

Among the principals scheduled to appear in the show are Harry Clexx, Marie Voe, Carrie Fennell, Dagmar, Nadja, Margie France, Mike Sachs, Alice Kennedy, Jack Rosen, Benny Moore, Pat Paree, Sunya Slane, Russell Trent, Floyd Halliey, Helen Howard, Steve Mills, Brownie Sick and Toots Brawner. Specialty people will include Leola Moore, Satch and Satchell, Carlton and Miller, Guy Lester, Ruby Ray and Taylor and Dittmar.

EDDIE LYNCH, general pro for the H. K. Minsky shows, now assigned to the producing and directing of entertainment for the summer guests at Heron Kernor's Moneys Lounge, South Fallsburg, N. Y., has, for other burlesque assistants, Joan Lee, Madeline Winters, Gene DeVoe and Ginger Britton.

# Burlesque Reviews

## Apollo, New York

(Reviewed Tuesday Afternoon, July 14)

Still tops on production flash and the display of feminine beauty at this Apollo Theater, the city's "first theater" of the burly field. "First" in that it is the

only air-cooled house in its field, for being outstanding in production, and in its frequent efforts to depart from the routine. Business quite good at this first matinee, and the weather was a scorcher.

Producer Alvin Gilbert really goes to town in trying to uphold the record of this house as being the leader in burly production. This week he even has Janis Andre, from Jimmy Kelly's local night spot, doing her "Leda and the Swan" dance as well as a bubble dance. A mite of a lass, and cute, Miss Andre is a clever interpretative dancer and her routines are thoroughly interesting and entertaining. House chips in with clever lighting and a flashy drop.

In addition, production includes a neck of picture numbers, and there are just a couple too many. Something overdone is usually unappreciated, so it's better to leave audiences wanting more. The 13 chorines, a fine-looking troupe, and the six showgirls are ambitious workers, performing spiritedly despite overwork. Production is rounded out by the singing of Jimmy Lewis, whose voice registers very effectively over the mike.

Comic staff comprises Peanuts Bohn and Art Gardner, with Peanuts getting a big entrance mitting. Their bits are fewer than ordinary in view of the preponderance of production, but what they do is full of laughs and plenty satisfying to the audience. Expert straight assistance is given them by Jack Goyle and Russell Trent, a pair of ace feeders. Two of the strippers, Dawn De Lees and Joan Dare, help out nicely in bits also.

Stripping contingent, aside from the Misses De Lees and Dare, comprises Sunya "Smiles" Slane, Carrie Fennell, Margie Hart and Georgia Sothorn. That's an A-1 disrobing group, disrobing beauties. Of course, the Misses Hart and Sothorn are tops, both with a different style—Miss Hart with class and grace and Miss Sothorn a human dynamo. The Misses De Lees, Dare and Slane are more than effective as well. Miss Fennell's routine is a novelty, a sock laugh, and what's more, an applause puller.

SIDNEY HARRIS.

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THE TOPS—LIKE A ROLLS-ROYCE.

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TENOR  
Formerly Radio Connected, Held Over Indefinitely at the Republic, New York.



# Tab Tattles

BACK from a fortnight's vacation on Indian Lake, near Lakeview, O., refreshed as a coal-mine donkey, but, oh, what a time! With Eddie and Babe (Rose) Mason as outstage partners and with Fred Hurley and his hired girl, Norma Phillips, as next-door neighbors, there never was a dull moment. While we may have suffered from the heat, there was never any signs of a drought.

Our first night in camp was marked by a surprise visit at 10 p.m. by Gus Sun, Homer and Nina Neer, Art and Nina Longbrake, Johnny (Burton) Broderick and Charlotte Arren and Mrs. Arthur Hauk, who motored 65 miles from Mechanicsburg, O., to see that we got off on the right foot. Then the fun began. Others who participated in the dedicatory ceremonies, which ran into the wee sma' hours, were Fred Hurley, Norma Phillips, Babe and Eddie Mason, Sam Nevin and stooge, Ray Astor, Earl (Chicker) Webb, the writer and wife and a host of others who drifted in and out as the night progressed. . . . Among the chief diversions during the two weeks were the thrice daily cruises around the lake in Hurley's outboard motor-driven yacht. It's surprising what people can do with a bit of practice. During the first few days it took us a pint of gas, a quart of 18-month-old and six bottles of beer to make the trip. Before the vacation had ended we were making the same cruise on a pint of gas, three quarts of 18-m.-o. and a case of suds. . . .

The hero of the vacash was Eddie Mason, who, altho no friend of water in any form, even if it's in a damp washrag, is a sight to behold in a pair of bathing trunks. Eddie is credited with saving the life of Norma Phillips, while the two were wading in no less than five inches of water. Norma claims Eddie grabbed her just as she went down for the third time, but what baffled those who witnessed the rescue was how Norma could go under twice without even getting her head wet, which, in itself, is no little feat. . . . One of the nights was spent in a visit to Vienna Gardens at Russells Point, O., to catch the Paul Reno floor show. Found Paul still giving the Gardens' patrons a good run for their money. Also visited Paul and Maxine Reno's cottage across the lake at Cottonwood, where we had the pleasure of bumping into Irene Walters, Reno's versatile wardrobe mistress, and Anna Hoyt, who was visiting with Irene. The latter two, accompanied by Paul Reno Jr., also dropped in on us one day to bury their faces in a beef stew. . . . Among the visitors to the Hurley cottage during our stay at the lake were Sam (Catfish) Nevin, who made several trips in from Olney, and Ralph Canton, Hazel Chamberlain, Geneva Phillips and Mr. Gumpert, who spent a Sunday there.

BOR and Mayme Shaw are back in Springfield after a pleasant two weeks' stay at Houghton Lake, Mich. They made the journey with Gus Sun's deluxe trailer and were accompanied by Mayme's sister and brother-in-law. . . . Jimmie Ellison, ex-tabster, formerly with Att Candler and others, is this season managing L. O. McHenry's wax attraction with Conklin's AU-Canadian Shows in Canada. . . . Guy Johnson, veteran b.-f. comic, who for many years operated his own shows over the Sun and Spiegelberg circuits, pens from Baltimore: "When I receive my copy of *The Billboard*, I turn to Tab Tattles only to read a lot of strange names I never heard of. Can't you dig up a few old tab men to write in, even if they only tell where they are and what they're doing? It'll make us enjoy the column even more and give us something to look forward to each week." All right, you oldtimers, how about a note from you? . . . Fred Hur-

**10 SURE-FIRE PARODIES, \$1**  
Sensational with sizzling surprise punch lines on the finish on "Is It True, What They Say About Me?" "Clay of Love," "Goody Goody," and other late hits. Every one funny and strong enough to use for a closing.  
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**WANTED FOR STOCK**  
Big attractive young Chorus Girls that do Specialties, Salary \$18. Also Girl to Produce Chorus, experienced Drummer. Other useful people write, Duluth, Minn., July 29, open August 1. Tickets if known, Address  
**MANAGER STAGE SHOW,**  
State Theatre, Gastonia, N. O.

ley left Springfield, O., early last week for a five weeks' visit with his mother in Iola, Kan. . . . W. Rex Jewell, erstwhile tab producer and manager, is managing the Hollywood Theater, Salt Lake City, which opened July 11. . . . Lawrence Heger, ex-tabliodder, now holds a responsible position with a large hat manufacturing concern in Danbury, Conn., where he resides with his wife, Edith Brasher. . . . Joe Cammitti, well known in tab and burly circles, is now managing a Childs' Restaurant in New York City. . . . Art Almond, pianist, for the last several years associated with Cotton Watts' tab in Knoxville and Chattanooga, will leave soon on a visit to his native land, England. . . . Tom Collins, for many years comedian with the Arthur Hauk Review and the past season with Stan Stanley's unit, is now in rehearsal with the Bennie and Anna Van show, which opens August 15 at the Sandy Creek, N. Y. Fair, with other fair dates in New York State to follow. Mary Deeds, singer, dancer and impersonator, will be another feature of the Van troupe. . . . George D. Bartlett, of the Cotton Watts' show, pencils from Port Morgan, Ala., under date of July 8: "A line from the gang. We are ashore at Fort Morgan for the first time this week. The party is in charge of F. R. Roach, manager of the Dixie theaters in Knoxville and Chattanooga. We are doing plenty of deep-sea fishing and believe it or not, are getting results. There are 10 people on The Sweetheart, a real boat. Will be out another week, then will get back in harness at the Bonita, Chattanooga where Att (Skinny) Candler is handling the comedy."

**U-NOTES**  
(Continued from opposite page)  
Pettie Burns and Helen Wright. A reception party, July 17, at the Ringside Bar and Grille, New York.

**MARGOT LOPEZ** has joined Madge Carmyo and Bee Baxter at the Nomad Club, Atlantic City.

**MAXINE FIELDS** writes that she closes at the Palace, Buffalo, July 22 to assist her dad, Solly Fields, in charge of the entire production of shows at the Center Theater, formerly the Empress, Denver, opening August 6.

**LILLIAN DUMAS**, comely usheret at the Apollo, New York, who formerly taught dancing and is an expert in Spanish and rumba routines, is ambitious for the stage and to become

**GEORGE GRANT**, who is now with Hal J. Ross' Peoria, Ill., show, would like to hear from his former partners.

**WALT GROSS** is anxious to hear from some of the oldtimers. He wants Margie Knowles to get in touch with him as soon as possible.

**DOC COLLIER** is still going strong in an Eastern seaboard show. Wishes Bobbie Morris, Marge Perry, Eddie Burke, Ray Alvia, Morrie Davis and Leo Burlow would communicate with him thru the Letter List.

**RICHARD S. KAPLAN** sends the following: "Will Duke McBride please get in touch with me at my office, 814 Gary State Bank Building, Gary, Ind.? I have something in my possession which was left for Mr. McBride. . . . Should Mabel Coffey see this announcement will she please send me McBride's address?"

**BILLY BALDWIN** sends us good news. He has been promoted to the announcing staff and is sports commentator at Radio Station WOW, Omaha, and is all set to be married the last week of August to Muriel Sugden.

**MANY EASTERN** fans are wondering if it is actually true that Ted Black and Rosie Fink were married on the floor in a recent Washington, D. C., contest. Ophelia Leadbottom, of New Bedford, Mass., is anxious to obtain a photo of the marriage ceremony.

**KENNY WERKMAN** is holding down the managementship of the mimeograph department of McGhee & Company,

principal and proficient in classical dances and nude poses. Born in the West Indies of an American ma and French dad.

**OUS SOHILLING** moved from the Gaisty to Minsky's Gotham, New York, July 12.

**BEVERLY CARR**, pro at the Eltinge, New York, completely thrilled and deeply interested at the wonderful mechanism and technique employed backstage and all thru Radio City Music Hall when Loren Hollenbeck, a member of the Glee Club, guided her on a two-hour inspection tour recently.

**SAMMY FONT**, manager of the Gaisty, New York, headed the pleas of the chorines, the stock players, the musicians and even the stagehands during the severe hot spell, July 9 to 11, and backed by I. H. Herk and Harold Minsky, installed a long water hose in the alley for shower bath relief.

**SYLVIA SAUNDERS**, fan dancer, playing a return engagement at Morgan's Orchard night club, Lake Hopatcong, N. J.

**OLGA BRACE**, comely blonde, doubling in the chorus and in dance specialties at the Eltinge, New York. First time in burlesque. Halls from Providence and was formerly ballet, tap and Oriental dancer in New York and out-of-town night clubs.

**MIKE SACKS** and Ailee Kennedy, on their journey to Hollywood for *Life Begins at Minsky's*, are to travel via train instead of their car, which remains in New York. Not so the with Browne Sick and Toots Brawner, who will motor 14, Ditto Bennie Moore and Mrs. and Mrs. Steve Mills.

**BURLY BRIEFS**  
(Continued from opposite page)

floor shows at the Vienna Gardens. . . . Cameron and Miss McEvoy went on to Cleveland for the exposition and then will take a trip to Louisville. . . . Dave Cohn, agented Harry (Hello Jake) Fields, Harry Seymour, Palmer Gots and Cell Van Dell into the Apollo, New York, Friday. . . . He also put Art Gardner into the Gotham, New York, Friday. Gardner moving up from the Apollo. . . . Luellie Wayne, instead of opening at the Eltinge, New York, Friday, opened at a night spot in Rochester, N. Y. . . . Nat Mortan has been told by Issy Hirst that the Indie Circuit doors will be open to him for his people, with Mortan busy rounding up talent.

# Endurance Shows

Conducted by ROGER LITTLEFORD JR.

Wheeling, W. Va., office supply and equipment house.

**BOINNOZZLE ROTH**, working conventions in Seattle, Wash., is looking in the Letter List each week for mail from Doc Foster.

# Tidbits

By RICHARD S. KAPLAN, Attorney

Despite the heat of the recent dog day mail has been coming in and everyone is asking questions. The news regarding Louisiana seems to have hit a very favorable spot in many people, but so that there may be no misunderstanding about it, let me point out this important fact. The anti-endurance contest statute has not as yet been repealed, so that Louisiana is still a closed State. The House of Representatives favored repeal, but it still has to go to the Senate. Due to the fact that this repeal measure has the backing of some very intelligent legislators, it appears certain that repeal is assured in the very near future. All the credit in the world goes to those upstanding, intelligent men in Louisiana and the intelligent manner in which they have been handling this matter. If every Legislature would take the same action we would be able to rid the field of the illegitimates and permit the real operators to conduct real endurance shows.

At the same time, while Louisiana shows its honest spirit and broad-

minded attitude, (the papers of Duluth continue in a bigoted, asinine attitude. Recently Duluth papers carried a statement regarding the ruling of a case in the Circuit Court of Douglas County, Wis., wherein they ruled that the walkathon is out, but when they say that this case was disposed of with "finality" they're wrong. Before the year is up the State of Wisconsin is going to have an opportunity to show cause why its statute should not be declared unconstitutional, as it certainly is. We never saw a finer example of bigotry than that indicated by the newspapers of Duluth, because in that particular case an operator, who happens to be one of the finest and most legitimate of the operators in this country and wherever he has operated, public officials have greeted him kindly and have given him the utmost co-operation. Not only Legion posts, but women's clubs, charitable organizations of all kinds have backed him and supported him. And then he bucks up against a stone wall in the "friendly" city of Duluth.

I cannot repeat too vigorously the un-called-for attitude of many contestants who receive transportation money and then do not join the shows sending such transportation money. Those contestants have no business being in the field, and I can assure them all that in one or two cases where this has occurred the operators who have been gyped intend to take vigorous legal action by embezzlement warrants and I shall do everything I possible can to help them prosecute such actions.

Contestants, if you want the operators to give you a decent break, please be decent to them. If you receive transportation money and you can't leave, return the funds. You can't ask for good treatment unless you give it.

It is to those who have been inquiring about California that I definitely say this: That so long as the present statute, enacted last year, continues in force there will be no endurance shows of any kind successfully conducted in that State. From all the information I have received, that State is definitely armed to keep endurance shows out, thanks to the motion picture industry. I hope, however, that operators will yet get together for the purpose in view of knocking that statute out. When that day comes California will once again be open.

**"RAY-O-BUBBLE"**  
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As an introduction or finale to your dance, use our new **MINIATURE DANCE BALLOONS**—same transparent natural color rubber as the sizes listed above. These miniature Ray-O-Bubbles measure 7" in diameter when inflated and can be easily inflated for distribution to patrons—before or after your dance. Gross, \$2.00.

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**WANTED**  
Stock Girls, must be good looking and young. Send photos if you have them. Also want Feature Strip Women and Cast, Bill Hayes and Jerry Myers and Bob Ferguson write, also Deana Williams.  
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**BIRTHDAY, EVERY DAY, CONVALESCENT GREETING CARDS.**  
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Cards to the Box, \$1.00.  
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It Helps You, the Paper and Advertiser to Mention *The Billboard*.

# Big Blow Hits Hull Comedians

### Four members knocked down by lightning bolt—damage estimated at \$600

PORT ARTHUR, Tex., July 18.—A 60-mile-an-hour windstorm, followed by heavy rain, did damage estimated at \$600 to the canvas and equipment of the Jimmie Hull Comedians tent show here Monday afternoon. Mrs. Emmett Mansell, Clyde Cole, Skinny Kimbling and King Cole, members of the Hull company, were knocked by a lightning bolt during the storm, but none were seriously injured.

The big blow tore a gaping hole in the rear of the Hull tent, exposing the scenery and other equipment to the driving rains. As a result of the storm the show is laying off until a new back-end arrives here from Kansas City, Mo. This is the show's first shutdown in nine years. When Hull repairs it will be at 16th street and the Renumont road, which he believes is a more desirable location.

The Hull organization opened a summer stock engagement on Pleasure Pier, which extends nearly a mile into Sabine Lake. Sunday night after concluding an eight weeks' run in Beaumont, Tex. The troupe gave 80 performances here two seasons ago.

A year ago this month Manager Jimmy Hull lost his tent in a fire at Corpus Christi, Tex. He purchased all new equipment after that disaster.

## With the Tolbert Show

BECKLEY, W. Va., July 18.—Choice is about the best way to describe the business of the past week, as it was far superior to anything we have had for some time. Weather has been good and hot, but cool at nights.

Red Jenks wants it known that he and his Alabama Hot-Shots, baseball nine, are open for games. If some of you big leaguers are looking for keen opposition just drop Herman a line and he will try to make it interesting.

Bonus bonds have been seen floating around the show the last week. Ain't they pretty?

Thanks, Miss Myers, for that enjoyable missive, but you could have given your route.

Hotel on the river front in Ravenswood; result, all baths were free. Toby Eastman finally took advantage of the situation.

This week finds us out of West Virginia and into the State of Tennessee. So, Jimmy Heffner, how about a nine-inning siesta? TOM HUTCHISON.

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**WANTED AT ONCE**  
Organized Troupe Musical Comedy or Comedy Drama not over nine people. Singers, Dancers, Comedians, small orchestra, must change nightly for week. Join established, completely equipped, new forty by fifty Dramatic End Tent. Percentage proposition. Must open July 27. Wire answer; state all; pay your own. I pay mine. F. W. VENT, 1508 Broadway, New York 20, Chitlowie, Va. SHOW, week of Monday, July 20, Chitlowie, Va.

**COOKE PLAYERS WANT**  
Juvenile or Leading Man and Ingenue with Specialties, dance preferred. Piano Player also plays guitar. Join our show, Alabama, Jack Irvin, etc. HARRY J. FAMPLIN, Siles, Ala.

**WANTED**  
Musical Act, single, also double; Pianist-singer, talented Pianist. Largest local units, benefits. Week nights. Performances close with caps. Man with sound track. Mike, Lord Fowler. Billy, write. Agent with car. Year's work. If you drink don't answer. Tell all. Write on verso. MANAGER SWANER RIVER SHOW, BOAT REVUE, 5507 London Road, Detroit, Mich.

**WANTED**  
Leading Tramp; also General Features Man, C.A. U.S. Dramatic; that can do small line of Parts. I have the drama. Musicians that double. Long time experience. Contact if I know you. Tell to all. W.F. Pugh, Tenn.

# Rep Ripples

PEAKMAN, of Pensacola, Fla., informs that Pensacola's license on traveling shows has been cut from \$45 per day to \$25 per week. "Good opening here for road shows now," Peakman pens. The Saenger and his theaters, Pensacola, are still closed in protest of city's admission tax, Peakman reports.

HAP MOORE, back on the Majestic Showboat this season, postcards that the T. J. Reynolds floating theater is enjoying a good season to date. Members of the Majestic cast tendered a surprise party in the showboat's dining room to Mrs. T. J. Reynolds June 18. There was lots of ice cream and cake, followed by dancing, and the outfit, Moore reports, didn't get to bed until nearly 12 o'clock, by gosh. "We're like our big happy family on here," Hap writes. "Life is just one town after another. We go to bed at one stand and wake up in the next."

SAM KOPP is the new company manager of the Major Bowes troupe now playing on Capt. J. W. Menke's Golden Rod Showboat in West Virginia territory. He replaces George Alabama Florida. Several cast changes have been made since the season's opening in Pittsburgh and the performance lengthened to nearly two hours.

RED ROWLAND'S production of *Murder in the Old Red Barn* opens on the lawn of the Schenley Hotel, Pittsburgh, August 3 for an indefinite engagement. An outdoor theater has been constructed, with a seating capacity of 1,000 at tables, giving it the old-time music hall atmosphere. Don Hall has been engaged to handle the publicity.

## McNally's Variety Show

ORWELL, Vt., July 18.—Dick Eubar has joined the show to do his magic, augmenting the roster to 10. Heading the lineup now are A. P. McNally, first comic and specialties; Mrs. A. P. McNally, leads, Howard McNally, specialties; Donald McNally, second comic and specialties; Ronald Welch, leads and specialties; Don Kimmel, general business and specialties; Myrtle Lee, general business and specialties; Dick Eubar, magic; Myron Hoffman, front door and stage, and Joe Melanson, barrel jumping, tumbling and acrobatics.

On the opening date in St. Remy, N. Y., a twister passed over, leaving the top in ribbons. We finished out the week in the hall to good business. Mr. McNally wired for a new top and it was on hand for the following week in Port Ewen, N. Y.

The McNallys have purchased a new 14-foot house trailer and expect to purchase a bus soon.

Mrs. Belle Callahan, Myrtle Lee's mother, who joined the show at the opening of the season, has left to visit her other daughter, Amy, with the Billy Blythe Players.

Among recent visitors were Mr. and Mrs. Tom Finn, who made several calls while the show was in Shushan, N. Y. Just before show time the other night Mr. and Mrs. George Bragg and family drove in, caught the show and had a light lunch and refreshments in the cookhouse. Visit closed precisely at 6 a.m. and his Oklahoma Rascals stopped in for a "hello."

The show is playing Vermont summer resort towns and expects to stay up here until Labor Day, then start south. DON D. KIMMEL.

## Heat Gets Detroit 'Drunkard'

DETROIT, July 18.—Kathleen Fitz has replaced Phyllis Cornell in the leading role of Mary in *The Drunkard*, playing a summer engagement at the Players' Theater. Miss Fitz formerly played the same role in the Hollywood production. E. J. Sharkey, producer of the company, announces that the show may close for a few weeks due to the extreme hot weather. The theater does not have air conditioning, and patronage has suffered as a result. However, the production will definitely resume for the fall season even if a closing is decided upon, he stated.

CARL DOZER, Pittsburgh stock actor, has joined the staff of Station WCAE, that city.

# Dallas Is Good For Sadler Show

DALLAS, July 18.—Harley Sadler and his Own Company, who opened at the Sportatorium July 8, are enjoying very good business, considering the conditions under which Sadler invaded the city. The Sportatorium, an athletic arena, is not a heavily advertised location for theatrical ventures. Outside of a recent walkathon, the arena has confined its booking strictly to athletic events.

Opening week the Sadler company presented *The Siege of the Alamo*, a historical play dramatizing the fall of the Alamo and other events in Texas history. It was followed by *Uncle Tom*, *The Man From Arkansas* and *Peg o' My Heart*. On the second week Sadler changed the policy to three bills a week.

In addition to the play the company offers 10 acts of vaudeville and follows with an hour of dancing after the stage performances.

The Sportatorium was remodeled for the Sadler engagement. A large stage was erected, special lighting fixtures installed and a dance floor built. The patrons can see the show from the regular theater seats or from tables placed on the dance floor during the stage show. Luncheon and refreshments are served throughout the evening.

Business has increased every night since the opening, until it has now reached near full houses. The seating capacity of the Sportatorium, originally 7,000, was reduced to 4,000 when the stage, orchestra pit and other equipment were installed.

## Billroy Show Briefs

NORWICH, Conn., July 18.—Business in this State the last two weeks has been all that could be hoped for or expected. Visitors are quite numerous—Doc and Ma Kelly, William Porttall and Jimmie Gunn being among the more recent ones.

The natives and week-enders, most of whom are out of New York, apparently have never before seen a rag opny. They are intensely and openly curious, milling around in numbers even after the performance is over to watch the hurried, systematic progression of the tear-down as executed under the masterful direction of that highly efficient boss, Eddie Mellon.

Colonel Mayo (Waltz-Over-Kick) Holland pulled the prize one of the season Wednesday morning. Rising early in preparation for the usual morning jump, he discovered that he couldn't locate the whereabouts of the bus. And, he's only the bus driver! Riddle me that. Eventually, however, after calling at the police headquarters and various parking lots, his mind was set at ease. The loading of a 26-passenger bus, with the name painted boldly upon each side, should call for some sort of an explanation.

Things I sometimes wonder about: why the appearance of Sid Lovett's car back on the lot brings such a peculiar light to the eyes of our mechanic, Ted Heckman; why Benny Frattoni doesn't drop us a line and let us know what's become of him, and what happened to Sunday. JOHN D. FINCH.

## Kansas City Jottings

KANSAS CITY, Mo., July 18.—Rice-Percy Players opened this week with a reorganized company at Farmer City, Ill.

Harold English, former manager of the Harold English Players, with headquarters at Lamar, Mo., is opening a picture show under canvas to play Southern Missouri.

Wilson-Peagin Players have invaded Northeastern Kansas. It is said a few Iowa towns will be included in the route before the season closes.

Murillo Schofield closed recently with the Princess Stock Company, touring Missouri under management of Ed C. Ward.

Erman and Thelma Gray, formerly with Jimmie McForrest's Comedians, sojourned briefly in the city this week on route to Colorado to join the Henry Brunk Show.

Musical Ishams, former rep musicians, are now playing night clubs in and around the city.

Clyde Davis, former manager of the Clyde and Bea Davis Players, has entered commercial lines in Quincy, Ill.

Jay Cogswell has joined the Morris-Davis circle in Northern Nebraska.

Allan Wishert closed recently with Bibbee's Comedians and joined the Petch & Provo Company in a Southern spot. Gitta Gibson, after a vacation with

# Stock Notes

LAST WEEK'S *Fresh Fields* by the Elitch Stock Company, Denver, topped anything so far this year for business. Five sellouts were registered and business was heavy on the other four performances. Business at Elitch gardens so far this year is more than 10 per cent above that of last year.

LOIS BLAINE, formerly with the George Sharp Players in Pittsburgh, is spending the summer with the New York-Guilford Players at the Chapel Playhouse, Guilford, Conn.

POLLY ROWLES, formerly with the Carnegie Tech Players, Pittsburgh, has left for Hollywood to be screen-tested for a Universal contract. Trip was financed by the studio.

NIGEL PELHAM, former stock leading man, is now one of the principal actors on Bernard Macfadden's *True Detective Mysteries*, detective serial broadcast from KMOX, the "Voice of St. Louis," CBS station. Program is on daily except Saturday and Sunday at 10:15 p.m. CST and is directed by Arthur Cassey, former owner of the Arthur Casey Players.

VICTOR S. BURROWS, who closed June 23 as director of theatricals for the Symphonio deVie Producing Company, of Jackson, Mich., and Bardstown, Ky., is now in Pittsburgh after vacationing for two weeks with his parents in Petrolia, Pa.

## Van Arnam's Barn Dance

ASHLAND, Me., July 18.—Past week was spent way up here on the Canadian border, playing the picturesque frontier towns along the St. John River. A large percentage of the citizens are French and with the writer's knowledge of that language limited to "ouh" he necessarily had to be a yesman. Business has been great and the natives most hospitable. Eddy Bros' Circus being near by last Sunday, Eddie Hunt, talented circus performer and son of the owner, Charlie Hunt, drove over to say "hello." Other visitors from the circus the next day were Mrs. Charlie Hunt, Hazel Williams, the "girl on the flying trapeze," and others whose names I missed.

Nadine Campbello has added a neat and artistic fan dance to her many accomplishments and it is now featured in the concert.

The Dizzy Club, inspired by the beauty of the Maine countryside, had its first picnic last Sunday. For this publicity I'm expecting an invite next time to enjoy the eats and enter into the fun.

Bossman Van Arnam is the lookout for a good map reader and road finder, as his present staff in the front car are falling down miserably. "Oh, why does he have to be bothered?"

With all the good legal beer to be had, the two Joe Morgans, Donald Whitehouse and Carl Babcock, have to go on a home-brew hat.

Douglas (Do You Want Any Cigarettes?) Trotter is very much interested in the bicycling craze; or perhaps it's just the fair bicyclists.

Heard on the lot: George Wall, "Leave me alone boys; I don't get out often." Members of our show sympathize sincerely with Virginia Lyle, of the team of Lyle and Virginia, whose mother passed away last Tuesday. Further details in *The Final Curtain* in this issue.

MACK D. FERGUSON.

relatives and friends, has resumed work with the Jacobson Players.

Norma Ginnivan Show recently installed large electric fans in its tent theater. The idea is getting business.

Hazel Hurd Players, after trouping many weeks in Kansas and Oklahoma, have invaded Colorado.

Drought and intense heat are having a serious effect on box-office receipts of shows in the affected territory.

Dodd Bros' Show recently returned to its regular Iowa territory. Said to be doing good business.

Jack Hart, manager of Hart's Comedians, recently purchased a new tent which went into the air this week for the first time.

Donny's Comedians recently closed their circle operating out of Las Animas, Colo., and moved the entire personnel to Kit Carson, Colo., which will be the new base town for the merry-go-round.

(See KANSAS CITY on page 34)

# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

PROFESSOR SANCEDIS AND MELIOSKA, mentalists, are at the Ciglic in Paris.

DANTON is at the Casino des Fleurs in Vichy, France.

VIRGIL, now headed west with his five-people organization, has just finished a string of one to four-day stands over the Ruben Circuit out of Minneapolis. Business was good in spite of hot weather, he reports. Virgil show is now being booked thru Montana, Wyoming and Idaho. He plans on playing all summer, with possibly a two weeks' vacation in the fall. Several new effects are now being built for the fall season. One of these will be called "A Trip to the Moon," in which a rhesus monkey will be fired from a space gun to the dome of the theater. A young monk is now being trained for the stunt.

HANDREY AND LORENZA are at the Brasserie Lion in Toulouse, France.

HARRISBURG RING NO. 20 of the Keystone State Federation of Rings of the IBM held its summer meeting at Williams Grove Park, Mechanicsburg, Pa., July 14. Among those present were Charles Jones, secretary, and Mrs. Jones; Bill Campbell, Roy Campbell, Doc Williams, Endlich, State secretary; Fred Landrus, Harry Messersmith, William Shollenberger, Joe Yeager and Mike Zerrance. Ring No. 20 will act as host to the State Federation of Rings at Williams Grove Park August 9. Guests are expected to attend from Philadelphia, Lancaster, Allentown, Baltimore and other points, according to Secretary Endlich.

ADE DUVAL appeared at the Fox Theater, Detroit, last week. He has just returned from an extended European tour.

AUSTRALIAN MAGICIANS' CLUB, which appears to have secured a new lease of life, held a most successful Wonder Night at Mick Simmons' Hall, Sydney, recently. Program, aided by several vaude acts, was one of the most entertaining in years, several of the "sleights" introducing much that was new and different.

MACENTA, "individualistic magician," is meeting with much success in Brisbane (Australia) picture houses.

LEONARD KINGSTON was featured last week at the new Club Nightingale, Parkersburg, W. Va. He did his magic and also served as emcee. It was Kingston's second visit to Parkersburg within a few weeks, having recently concluded an engagement at the Hi-Hat Club there. "Met Rutherford Piggot upon my arrival in Parkersburg," Kingston pens. "He's clever and has quite an extensive collection of the latest effects in magic."

DANTE writes from Amsterdam to say that his mammoth magical revue continues to play to handsome business and that he is set in Holland until September 1, including a return engagement in The Hague the first two weeks in August. "See Hagort, the Dutch magician, quite often," Dante states. "He's a fine chap. Also run into Laretto quite frequently. Both are clever club entertainers."

PROF. EUGENE BONDA, mentalist, reports satisfactory business in Massachusetts and says he will invade Maine within the next several weeks.

COTTRELL J. THOMAS, colored magician and mentalist, is at present taking in the Texas Centennial Exposition in Dallas and during his stay in that

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NEPHISTO NOVELTY CO., 1637 So. Ridgely, Los Angeles

city is purchasing a number of new effects for his show from Lyle Douglas. Freddie M. Belle is now busy lining up towns for Thomas' fall tour.

BILL HILLIAR, during a recent visit to Charleston, W. Va., ran across a 24-sheet stand of paper billing Howard Thurston. It was the last billboard ever posted for the old master, Bill states, and for sentimental reasons the Charleston billposters will not cover this last of the Thurston paper. It was in Charleston that Thurston suffered the stroke last October which resulted in his death less than six months later.

MAGICDOM LOST a grand character in the recent passing at Houns, La., of James Mitchell Willard, better known to the profession as Willard the Wizard. The 81-year-old veteran, with 60 years of experience as a professional, made for himself an enviable reputation in the magic field. He was especially well and favorably known in the Lone Star State. Further details of his death will be found in The Final Curtain in this issue. His younger son, Tommy, also a professional magician, died two weeks after his father.

CAROLINA MAGICIANS held their annual meeting and entertainment at the Carlheim Hotel, Lenoir, N. C., July 19. F. L. Bunker, of Charlotte, N. C., had charge of the five-act midnight magic show presented at the Avon Theater, Lenoir.

CENTRAL STATES MAGICIANS will hold their 11th annual carnival and picnic in Canton, O., August 8 and 9. On Saturday the headquarters will be at the Courtland Hotel and on Sunday all activities will be transferred to Meyers Lake Park. Charles E. (Baffles) Brush, president of the organization and in charge of all arrangements, promises a mammoth magic show, an amateur prize contest, a swap festival and many new features. If you want to appear in the show or participate in the contest, write to Baffles at 1518 10th street, N. W., Canton, O. Two hundred and seventy-two registered at last year's affair and Baffles is looking for even a larger attendance this year.

SOCIETY OF DETROIT MAGICIANS was unable to exert magical powers on the heat wave and as a result decided to call off its big outing which was scheduled for July 13 at Grosse Isle, that city. The event will be held later in the summer.

M. J. G. McMULLEN, better known in professional circles as Len Vintus, magician and ventriloquist, and now an official of a lumber company in Transcona, Manitoba, Canada, shoots us a copy of an attractive booklet published by the Transcona Board of Trade in connection with the town's recent silver jubilee celebration. Len, who is president of the Transcona Board of Trade, edited and compiled the booklet, assisted by J. M. McGown and W. F. G. Hughes. He deserves a great deal of credit for the fine piece of work. Len Vintus, it will be remembered, was one of the founders of the International Brotherhood of Magicians back in 1922 and carries IBM membership card No. 1. He edited and published *The Linking Ring* from 1922 to 1927.

A MINIATURE BALE of cotton, bearing a New Orleans postmark, reached our desk early last week. It came from Badley of St. Louis, who is at present vacationing in those parts.

DOC O'KEY'S PIK-NIK, the annual summer party of the Columbus, O. Magic Club, was held July 11. It was 105 in the shade, so most of the events were held in the rathskeller of O'Key's summer home. Eats and magic, the things a magician likes best, were in order from 1 p.m. until midnight. Members turned out almost 100 per cent, but many of the out-of-town oldtimers were missed. The intense heat kept them away. Arrangements for the party were made by Syd Reilly, president of the

(See MAGIC on page 34)



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

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

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

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

## For FILMS For RADIO

KATHERINE MURPHY—competent and attractive ingenue caught at the Theater of the Four Seasons, Roslyn, L. I. Given the proper roles and training, she should blossom forth into a clever leading lady. Has poise and the ability to wear clothes well and speaks in a well-modulated and pleasant contralto. Should screen excellently.

LOUIS HECTOR—character actor, seen in the tryout of *Eastward, Ho!* at Greenwich, Conn. Tall, well built and an accomplished comedian with an expert sense of timing. Hector could easily fit into Hollywood's series of frothy "sophisticated" comedies. His Broadway appearances have included *The Road to Rome*, *The Simpleton of the Unsuspected Isles*, *No More Ladies* and, among many others, a background of Shakespearean and classical dramas.

ALFRED J. SEVILLE—baritone leading the Three Musical Rogues at the Essex House, Casino-on-the-Park, New York. Has a rich baritone voice and is adept at both German and English ditties. Voice has richness and expression, and is beautifully handled. Should be excellent for radio. Also for musical comedy.

FRED LOWERY—whistler featured with Vincent Lopez's band at the Pavillon Royal, Valley Stream, L. I. Avoiding stunt or imitation stuff, he specializes in attaining pure melody, getting a violin tone that is remarkable and embellishing it with double notes. Can whistle anything from pops to heavy classical pieces and should be a great radio bet.

VAL BOLTON—vocalist with the Ted Royal Band at the Casino, Jones Beach, L. I. Looks like a real find. Has a rich baritone, full of vivid expression and giving pop numbers that needed added distinction. Comes over a mike like honey. A consistent showstopper at the Casino.

## PCAM Conclave Is Gala Event

## Minstrelsy

By BOB EMMET  
(Cincinnati Office)

SEATTLE, July 18.—Fourth annual convention of the Pacific Coast Association of Magicians, held in Seattle July 9, 10 and 11, was the most successful gathering of magi ever held on the Pacific Coast. Approximately 250 delegates and wives were in attendance, an unusually large turnout when it is considered that the total membership in the Coast's 16 clubs is under 500. Seattle was the birthplace of the Coast association and its fourth birthday therefore took on the semblance of a homecoming celebration.

The opening gun came as a climax to some excellent press notices. Registration opened Thursday morning, followed by a luncheon. In the afternoon the magicians were entertained with a tour of the city and in the evening the Metropolitan Theater was thrown open to the public for a big magic show, proceeds of which were used to defray convention costs.

Caro G. (Gig) Miller, president of the Mystic 13, San Jose, Calif., staged the big affair, which took until well after midnight to run off before a large and enthusiastic audience. Among those who contributed talent for the occasion were L. O. Gunn, William A. Cole, Fred Palterback, Arthur Heinson, Charles N. Smith, Caryl S. Fleming, Dr. U. L. diGhillini, Clarence R. Slyter, A. Caro Miller, Haskel, Harper Joy, Harry L. McManus and James A. Conley.

Business sessions and election of officers were held Friday. Following were named officers and directors: president, Caryl S. Fleming, re-elected; first vice-president, Harry L. McManus, Reno; second vice-president, Edward W. Chism, Reno; treasurer, Leo Schmidt, Reno; and secretary, Bud L. Beasley, Reno. The 1937 convention will be held in Reno.

Board of governors, divided into three districts, were re-elected to the man. They are: District 1, Capt. C. Howard, British Columbia; Dr. C. W. Talbot, Spokane; James T. Stoppard, Portland, Ore. District 2, Darrel Plutke, San Francisco; Caro (Gig) Miller, San Jose; Harry C. S. McManus, Reno. District 3, L. O. Gunn, Gerald Kosky and Earl Rybolt, all of Los Angeles.

Establishment of a permanent magazine for the organization was voted. It will be a monthly and called the *Pacific* (See PCAM CONCLAVE on page 34)

CHARLES CRAIN, formerly a hooper with the Max (Sambo) Trout Minstrels, is now operating a dance school in Battle Creek, Mich. His studio has a large registration and he is keeping extremely busy even in these hot days.

MR. AND MRS. C. C. McMURTRY and Mr. and Mrs. Eline and children, of Washington, journeyed to Manassas, Va., July 11 to catch the Silas Green show. They describe it as "an enjoyable and entertaining outfit."

REX M. INGHAM, director of public relations for the Indian Reservation located near Alexandria, Va., writes from that city under date of July 13: "Silas Green Show was here tonight and played to a packed house as usual. This is his 47th annual tour and, under the capable management of Charles Collier, the show, like wine, improves with age. Real (See MINSTRELSY on page 34)



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## DMA Normal School Opens

N. Y. session starts Monday for two weeks—conclave next—faculty lineup

NEW YORK, July 18.—Dancing Masters of America, open their two weeks' normal school Monday at the Hotel Roosevelt, offering seven hours of daily instruction for five days each week.

Normal school faculty comprises Edward Siodmir, tap; John Lonergan, musical comedy ensemble; Johnny Mattison, tap; Mr. and Mrs. Ivan Tarasoff, ballet; Ray Leslie, tap; Judith Sproule, children's dances; Virginia Bott Sheer, beginners' tap; Gretchen Berndt Schmaal, children's dances and modern; Karl Peters, acrobatic.

The 53d annual convention opens August 2 for a week, offering 40 hours instruction, plus entertainment. Convention faculty comprises Mrs. Santa Serova, children's dances; Sara Mildred Strauss, modern; William Powers, musical comedy and precision; Miriam Mar-molin, recital dances, and Jack Manning, tap. A. J. Weber, Mrs. Christine McAnanny, Oscar Duryen, Edna K. Passapae and Thomas Riley comprise the ballroom faculty section.

## Philly Newspaper Has Dance Contest

PHILADELPHIA, July 18.—Local dance pupils are brushing up on their steps and routines for *The Philadelphia Daily News* contest to send one of them to the contest at the Great Lakes Exposition in Cleveland. Only amateurs over 18 are eligible.

Newspaper will bear expense of sending the winner and a chaperon to the Cleveland fair. Should a professional career be preferred, the vacation may be waived and in its stead the winner may choose a week's engagement in a local theater, the paper guaranteeing a \$200 salary.

## Dancer Tours Europe

PHILADELPHIA, July 18.—Dania Darling Krupka, local danseuse whose art has won the acclaim of foreign notables, gave up the opportunity to appear at the summer concerts with Catherine Littlefield's Philadelphia Ballet Company and sailed for her fifth tour of Europe July 1. Following 14 recitals in Poland, she will go to Budapest to join the Vienna Ballet, under the direction of Mme. Wiesenthal, for a tour of the Balkan States.

## Southern California Meet August 23-26

PASADENA, Calif., July 18.—Associated Dancing Teachers of Southern California will hold its 14th annual convention August 23 to 26 at the Huntington Hotel here.

Convention will offer eight hours of demonstration and work daily, with guest teachers on the faculty.

Faculty will include Jules Swart, ballroom; H. A. Hemphill, Spanish; Merrill Kennedy, ballroom; Grace Striffler, tap; Ernest Ryan, ballroom; Ernest Belchor, finished dances; Gabriel Casiano, Spanish; Dave King, tap; Agneta Blany, modern; Dorothy Townsend, modern; Lou Naudain, ballet; Virginia Goltz, ballroom; Blanche Courtney, ballet.

Ryan is also president of the association, which is affiliated with the Dancing Masters of America, Inc.

### Teacher at 14

DAYTON, O., July 18.—Orville D. Dearth, after reading a recent item in *The Billboard* about a 15-year-old dance teacher, calls attention to his daughter, Harriet, who will be 15 in September.

He says Harriet started teaching tap when 12 and earned her money for schooling, clothes, vacation and dance and music lessons by giving dance instruction. She has studied under Artie Stanley, of the A. B. Marcus Revue; Mack Wells and Eddie Winthrop, of Miami, and Dan Stanley, of the Sammy Burns School, of New York.

## DTBA Set for Aug. 9 School

NEW YORK, July 18.—Dancing Teachers Business Association, Inc., is offering eight hours instruction at its one-day normal school at the Park Central Hotel, Sunday, August 9, beginning at 9 a.m.

Faculty is composed of Jack Manning, advanced tap; Billy Gудie, acrobatics; Nadia Gural, children's dances; Bernio Sager, intermediate tap; Charles Peterson, ballet; Fe Alf, modern, and Thomas Parson, ballroom.

Dancing and a show will follow the same evening.

### Hildegard Perry Directs

FLINT, Mich., July 18.—Hildegard Perry, dance director, staged eighth annual Spring Revue, *Melody Cruise*, for the Industrial Mutual Association here recently. More than 600 children participated in the 39 numbers. Specialties included Audrey Adams, Loh; Ann Johnson, Charles Appleton, Yvonne Dennis, Dorothy Hockins, Rebecca Reynolds, Kenneth Swanson and Everett Umphrey. Kennedy trio, provided a professional finish.

### Spong Summer School

CAPE MAY, N. J., July 18.—Cape May summer residents and vacationers are expressing great appreciation of the Hilda Spong Summer Theater School started here, the first local theatrical school. Classes in diction, dancing and pantomime are given three days a week. Helen Mae Aldrich and Don Begenau assisting Miss Spong.

## News of Philly Teachers and Pupils in Dance, Drama, Radio

PHILADELPHIA, July 18.—John Gordon, director of the Junior Theater Guild at Miss Shalet's School of Dramatic Art, is directing the Manhattan Players at Fitchburg, Mass., for the summer.

Arlene Smith, vocal teacher, is off for a three-month tour of the West will reopen her studio in the fall.

Bill Kaplan, former pupil of Clarence Fuhrman, has left Buddy Rogers' orchestra for Van Lewis' combo at the Ritz-Carlton Hotel here.

Ben Greenblatt, director of the Greenblatt School of Modern Piano Playing, left for his annual European jaunt July 15.

Cladya Prazier, dramatic teacher, has closed her school and is off on a flying trip to Hollywood. As KYW's cinema chatterer Miss Prazier is known to the local radio audiences as Jean Rogers.

Ruth Sheehan, graduate of the National School of Oratory, was the winner in auditions conducted by the Lavenson Advertising Bureau in search of a dramatic actress to handle "Sally at the Switchboard" radio scripts for Sears, Roebuck & Company. Program airs over KYW.

Franke C. Morley, vocal tutor, has been appointed director-conductor of the

## Charges Students for Recital Rehearsals, and They Like It

NEW ORLEANS, July 18.—For the first time one of the larger academies, the DeVillrol School, placed a cost to students for preliminary rehearsals in staging of a recital, and so successful was the school's first revue that it was repeated to another packed house. Peter Villere, owner of the school, pointed out that in unloading the costs of rehearsals on the student body the academy has saved itself plenty of money and that the students themselves made few complaints because of the comparatively small cost per capita.

"And another successful discovery from the working out of these new ideas," Villere says, "is that pupils tak-

ing part in the rehearsals take their work more seriously."

With exception of less than a half-dozen schools, the annual parade of dance revues has passed on. The consensus is that the revue season was the most successful, both in a financial way and in manner of presentation, in the existence of most schools. One thing is a certainty, there never were so many schools to put on shows that bore increased expense and were really worth seeing. Despite fears that heavier admission taxes would hurt returns, few schools found themselves on the short end of the gate.

## Louisiana Items

NEW ORLEANS, July 18.—Futh Overcash, Shreveport school teacher, who recently returned from an extensive booking as featured singer with Vincent Lopez's Debutantes and later with Ina Ray Hulton's, is leaving for the Chicago convention, accompanied by her mother.

One of the last of the bigger dance schools of Louisiana to give its annual revue was that of the Almokary Academy of Baton Rouge. Presentation, given at the Paramount Theater July 6, was a success and given in conjunction with movies featured that day at the theater.

Cupsie Aucolin and Joe Messina, who recently completed course at the Josie Corbrera School here, have left for Chicago on invitation of the well-known Sophie Tucker. Jeanette and Carlo, former students of this school, will open a two weeks' stand at the Heidelberg Hotel, Baton Rouge. Hays and Ginger, young students, are at the Colonial Club, Jackson, Miss.

### School's Summer Stock

NEW YORK, July 18.—Harrison Lewis Screen and Stage School, of this city, offers young actors and students opportunity to obtain stock training thru its affiliation with the Essex Players, Essex-Lake Champlain, Essex, N. Y. In addition to classes, students play parts and understudy in each production.

## Chicago Studio, Teacher Items

News of Macdonald, Scanlan, Bruce, Moyer, Hubbard, Schultz, Rudolph

CHICAGO, July 18.—Recent torrid weather spell here played havoc with teachers conducting summer classes, especially those teaching but one day a week. In most cases but few pupils showed up during the hot spell.

Mayblossom Macdonald is training 1,000 west side children to appear in the Chicago Music Festival to be held at Soldier Field August 15.

Fran Scanlan reports that he is very pleased with the showing his summer teacher's classes are making this year. His studio has been unusually active the past few months, but he is taking Saturdays off during the hot months.

Bruce R. Bruce will move to new and enlarged quarters in the Lyon & Healy Building about August 1. He is anxious to have teachers and students inspect his new studios, which he believes to be the finest of its kind in the country. Billy Moyer, tap teacher, is now associated with the Clarita Imperio School. Jack Hubbard, who was a student at the Goodman Theater School last year, has joined the Beverly Players at Beverly Shores, Ind.

Ernie Schultz repeated her recent dance recital, originally given at the Goodman Theater, on the stone piazza of Ogden Park on July 4 to a large and appreciative audience.

Anne Rudolph, German gymnastic teacher, has moved her studios from the near North Side to the Loop. She is celebrating her third year of teaching in this country.

### Steffier Statistics

JOHNSTOWN, Pa., July 18.—Jack Steffier submits some interesting statistics about his annual revue presented recently at the Embassy Theater here.

Used 76 numbers in 27 scenes, utilizing 337 costumes that kept 10 modistes busy for two months. Material supplied by Associated Fabrics and Daxlan's of New York, with J. H. Beaumont supplying the scenery.

### Kehl Has Agency Tieup

MADISON, Wis., July 18.—The Kehl-Chamberlin booking agency is operating in conjunction with Leo T. Kehl's II Dance, Drama and Music Studios throughout the State. Edwin Gibson, tap dancer, has just been spotted with the Whorral School.

Kehl has been engaged by the Chicago ADM for the 10th consecutive year to teach tap at their normal school.

# La. Teachers To N. Y. Meet

**DMA group to attend convention — hope to bring next conclave to N. O.**

NEW ORLEANS, July 18.—Summer heat and rainless days find local dance schools rather disrupted, with few exceptions. Many teachers have either gone on a vacation or are limiting summer classes to the cooler hours. A dozen or more have left for studies in Chicago and New York in advance of the coming conventions, while a slightly smaller number are studying in Hollywood.

The Louisiana Association of Dancing Masters plans to attend en masse the annual DMA convention at New York early in August. Led by Hazel Vergez, president of the State body, over a dozen members have signified their intentions of joining the group.

Among those intending to go to Chicago are Peter Villere and Elliot Vincent, of the Josie Corbrera School. Both are to be on the faculty of the normal school, while Vincent is also to be on the faculty during the Chicago association's convention. Both teach acrobatic dancing.

The State association will resume its general meetings in September.

Peter Villere, former OMA State president and alternate to officially represent the Louisiana group with Hazel Nuss at the DMA convention, has armed himself with a good-sized bundle of letters from local civic groups and city officials in what he terms will be a strong effort to bring the 1937 DMA convention to New Orleans.

## Park Dance Spectacle Elaborate and Colorful

CHICAGO, July 18.—Hundreds of dance students and teachers were attracted to the elaborate Enchanted Fountain dance spectacle which opened last night at the Buckingham Fountain in Grant Park on the lake front here.

Erika Thimey, student of Mary Wigman, staged the colorful spectacle, which was participated in by 300 girls from seven park centers under the auspices of the Chicago park district.

The dancers, attired in waterproof costumes of oil, silk, rubber and cellophane, cavorted in the waters of the fountain, as well as about its base. Nymphs, frogs, sea horses, mermaids and monks danced in the water sprite's retinue. Undine was portrayed by Miss Thimey. Principal dancers included Vivien Watkins, Jane Burt and Nathan Krevitzki. Walter Steindel, pianist with the WLS concert orchestra, arranged the score and directed his own orchestra for the event.

## Tsoukalas Outlines Courses

CHICAGO, July 18.—Nicholas Tsoukalas studios have just issued a pamphlet outlining courses designed for children and adults. Among types of dancing taught are ballet, Greek classic, Spanish and character. Associated with the studios is the Cube Experimental Art Theater, where students may enjoy professional experience.

## Studying With Mattison

NEW YORK, July 18.—Patti Pickens, of the Pickens Sisters, is rehearsing a new tap routine at the Johnny Mattison Studio. Another well-known, Kay Picture, who opened at the local Paramount Theater this week, is a Manning graduate.

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## Steiffers Make Comeback

JOHNSTOWN, Pa., July 18.—After losing all their belongings in the March 17 flood, Betty and Jack Steiffier, who operate schools here and in four other towns, made a spectacular comeback by presenting their annual revue at the Embassy Theater and piling up a gross of \$1,375.

## About Students, Teachers in K. C.

KANSAS CITY, July 18.—Ruth Shaf-ton, dance teacher, left here recently for New York to study with Chester Hale, Mordkin, Angel Cansino, Ella Dagonova and Jack Manning. Will resume her classes here in September.

Margaret Johnson Blaine, soprano, is now in Chicago, where she has been awarded a scholarship for study at the American Conservatory.

Lela Mae Flynn, soprano, who has been studying in New York, has been awarded a summer trip to Russia as a prize in a recent singing competition.

Maxine Ripley left here recently to study in New York. She graduated this year from the University of Kansas.

Charles Cease will continue classes thru the summer.

Aita Stanley Durham presented her pupils in a piano recital recently at Jenkins Auditorium. Pat Dunn, baritone, assisted.

Florence Wolfe Short presented piano pupils in a recent recital at 2917 Tracy avenue.

Harry E. Cooper is expected to sail for six weeks' organ study with Guy Weitz, of London.

## Boston Convention Set Sept. 15 to 18

BOSTON, July 18.—Dancing Teachers' Club of Boston, Inc., is holding its annual convention at the Hotel Touraine here September 15 to 18.

Faculty comprises Fred LeQuorne, adagio and exhibition ballroom; Jack Manning, tap; Thomas E. Parson, ballroom; Thomas Riley, ballroom; A. J. Weber, ballroom; Adolph Blome, ballet; Bernie Sager, tap and children's dances; Jack Frost, national, character and tap; Katherine Pope, dance forms, and Myron G. Ryder, ballroom.

Convention will include a formal party and cabaret and dancing Thursday, September 17.

## Wildwood School Active

WILDWOOD, N. J., July 18.—Members of the faculty and student body of the Institute of Musical and Dramatic Art will take an active part in presentations of the Wildwood Choral Society, mixed chorus of 85 voices. Mrs. Louise E. Weir, director of the school, is president of the choral society. Franke C. Morley, Philadelphia vocal teacher, has been engaged to direct and conduct the singers for the series.

# News of Drama, Vocal, Dance Studios in New Jersey Area

CAMDEN, N. J., July 18.—Helen Jennings, director of elocution and drama of the Fuhrman School, entertained her students and guests at a recent party in the school auditorium.

Fuhrman Singers, choral group under direction of J. Harry Tipping, vocal instructor of the Fuhrman School, will continue their weekly meetings thru the summer.

When the music students of Albert Berul appeared in their annual recital it was revealed that the occasion was Mr. Berul's birthday.

Herbert Wortreich, recent winner of the State contest in New Brunswick, presented a floral tribute on behalf of the pupils.

An interesting and diversified program was presented by pupils of the Bertha M. Pogue Studio at their second annual June party at the Camden Woman's Club. Miss Dusyne and Miss Koehler, instructors, assisted.

Annual picnic of the students in Gladys Kochersperger's School of Dancing in Merchantville was held at Sun-

# Chicago Studios Wind Up Student Recital Season

**Notes on recitals of Ideal, Mary Kane, Bernice Hauptman, Lakeshore, Margaret Hayes and Rozanas schools—new talent is promising—good production efforts demonstrated**

CHICAGO, July 18.—Numerous dance recitals which have been holding the stages here were for the most part rich in variety and enhanced with beautiful costumes and effective lighting. The Ideal Dancing Studios, directed by Mayblossom Macdonald, held their annual recital at the Kedzie Theater June 13 and played to a capacity house. First part of the program was called *Treasure Island*, in which the smaller and younger pupils represented pirates, natives, coins, animals, jewels, etc. Second half, *Top Hats*, was a succession of clever specialties by the advanced pupils and closed with a *Springtime Ballet*.

## Teaches Whistling As "Serious Art"

NEW YORK, July 18.—Fred Lowery, featured waltzer with the Vincent Lopez Orchestra at the Puvillon Royal, Valley Stream, L. I., is believed to be the only one in the country teaching straight whistling, as compared with novelty and trick whistling or bird imitations.

Interesting angles: Lowery can whistle more than 2,000 notes per minute, including double notes. Can imitate a violin perfectly and has a six-inch chest expansion when whistling. Claims whistling is very much underestimated as an art.

## Pontiac School Books Oakland County Expo

PONTIAC, Mich., July 18.—Students of Betty Shields, popular local dancing instructor, have been meeting with marked success on the dancing program of the Oakland County Exposition, particularly the Three Flower Girls, Betty Bantine, Marie Pucket, Ruth Kennedy, Patty Crotau, Jo-Ann Burnsworth, Shirley Busby, Betty Moan, Dorothy Brown, May Polimear, Audrey Saunders, Barbara Hood, Virginia De Lorge and Navleens Zelba. Miss Shields, member of the Dancing Masters of America, also does a turn with Neville Dusenberry, whose father, C. Henri Dusenberry, is chief of the entertainment committee of the exposition.

## Erhardt's Have a Daughter

YOUNGSTOWN, O., July 18.—Mr. and Mrs. Billy Vernon Erhardt announce the birth of a daughter. Erhardt, well-known dance instructor, says "she'll be a dancer."

## DeVillroil Dancers Busy

NEW ORLEANS, July 18.—Among students of DeVillroil Studios active now are Laverne Bodamer, specialty dancer, playing the New Prima's Penthouse here; Emile Parra, emcee, now in Canadian night clubs, and Elsie Steele, who joined a chorus unit on the Cushman Circuit.

Mary Kane's sixth annual recital, held at the Rockwood Hall June 15, was voted a huge success by the many enthusiastic people who filled both the main floor and balcony. Costuming was excellent, with much silver used as decorations on vivid colored ensembles. From the tiniest child to the most mature participant, the recital was a credit to the teaching staff. Among the styles presented were tap, ballet, toe, ballroom and eccentric dances.

Bernice Hauptman presented her *Dance Review of 1936* at Calumet High School auditorium June 19. The first part was comprised of 29 juvenile numbers and the second half had 22 diversissements by the older pupils. This part opened with *Clair de Lune*, a classique ballet, danced by Leona Gorski, Jean LaVole, Jean O'Connor, Constance Grant, Jean Franzen, Shirley Franzen, Eleanor Gleich, Lillian Surowiec, LaVerne Mackie, Betty Jane Corcoran, Theodora Majchrowicz, Rosemary Paha, Eleanor Fennesay and Catherine Sullivan. Among the other numbers were peppy taps by Dolores Lasky; a rhythm tap by Betty Jane Carr; tumbling by Virginia Chuddy, LaVerne Setzke, Vivian Stach, Lillian Surowiec and Billy LaVole; a rope toe dance by Eleanor Gleich and an eccentric dance by Catherine Sullivan.

One of the most professional recitals from a theatrical viewpoint was the *June Jamboree* put on by the Lakeshore School of Dancing at the Chicago Woman's Club Theater June 21. Outstanding numbers were *Romance in Holland*, with Patricia Albright, Dorothy Putney, Donna Jean Brown, Marilyn Strissel, Judy Hyer, Rose Marie Marchetta, Marilyn Weiss, Katherine McAlcese, June Ann Richebach and Geraldine McDonald; *Two English Johnnies*, portrayed by Patricia and Marjorie Rice; *Honolulu Rendezvous*, by Shirley Powell; a jump-rope dance by Cecelia Abbott; a rhythm tap by Elaine Novick, who also teamed with her teacher, J. Allan MacKenzie for a tap to *Poet and Peasant Overture*; *Stomping at the Savoy*, by Betty Balzor, and *Destie*, by Valerie Blazes.

Other highlights on the program were (See CHICAGO STUDIOS on page 31)

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# School Recitals

## Mary Fassig, Wheeling

Mary Elizabeth Fassig presented her annual revue at the Virginia Theater June 18 and 19, giving two performances a day.

Miss Fassig conceived and produced the show, called *Fidgety Feet*. Among the soloists were Eta Myra Ruitenberg, Marna Dale Boyd, Annale Rabel, Madalyn Burdess, Dolores Marsh, Oloria Vance, Shirley Almond.

T. Kenneth Keyser, studio accompanist; Florence Black and Sara Jane Almond, studio assistants, and Jeanne Lacock, supervisor of costumes, are among the credits. Shoes by Capezio, costume designs by Dazians, feathers by Kate Shea, opera lengths by Advance Theatrical Shoe Company.

## Dolan-DePetro, Boston

Gertrude Dolan presented her students in her 18th annual recital in separate shows, June 12 and June 19, both at the Repertory Theater.

Impressive souvenir illustrated programs were issued for each show, each one a miniature little musical in itself. Costumes by Baxter Costume Company, electrical effects by R. T. Ayres and musical arrangements by Marlon Payne.

## Drama School in England

BATH, England, July 18.—Summer Schools of the Art of Acting and Dramatic Production, organized by the Little Theater Citizen House here, will extend their program this season owing to the insistent demand for more schools on the part of universities, community and repertory players, etc. Two sessions will be held, from July 27 to August 10 and from August 13 to August 27. For those desiring a school near London, a course will be offered at the Everyman Theater, Hampstead, August 28 to September 6.

## Elizabeth King, Ft. Worth

FORT WORTH, July 18.—Annual Elizabeth King Kiddie Revue, climax of dancing school recitals here, was given at the Worth Theater June 24 to 27, along with the regular movie program. Capacity crowds attended. Between 75 and 100 youngsters took part, Miss King

using an entirely different cast at each of the four daily shows.

This year's show featured tap exclusively. Costumes were outstanding, especially those in the finale. Number used Texas and other patriotic music for tap routines. Nello Stilwell, dancing instructor in the school, assisted Miss King in presenting the revue.

## Roth-Berdun, Detroit

DETROIT, July 18.—Roth & Berdun School of Stage and Radio presented its fifth annual edition of *Stars of Tomorrow* June 18 and 19 at the Masonic Temple to about 2,000 people nightly. The show was much smoother in presentation than in the past few seasons.

Some 600 pupils appeared in numbers on the program alone. Nearly every act was up to its own standard, testifying to the quality of instruction, but a better rehearsed stage management was needed.

Real discovery of the evening was L. Jean Benthall, in the comic *Farmer in the Dell*, who is potentially one of the rarest of all naturals—a genuine female clown.

Tap dancers took the lead in number and general proficiency. Among the best were Helen Gray, Alex Follack, Doris Fox, George O'Leary and Billy Berdun.

Dramatic work was rather inadequately represented by a single brief skit with John Gamble and Bill Sack.

A wide variety of vocal artists was given. Among the best were G. Harris Eldner, Mildred Asa, Jimmie Gordon and Don Quiring.

Cecil Berdun was emcee. Charles Roth directed from the orchestra pit, with Freddy Zierer's Orchestra accompanying thruout. H. F. R.

## Lindsay-Mason, Flushing

FLUSHING, L. I., July 18.—Pupils of Lindsay & Mason Professional School of Dancing and Entertainment presented a colorful and original program of varied entertainment recently at the organization's fifth annual recital, held at Flushing Hall.

Divided into two parts, of which the first comprised 43 numbers and second eight, the program elicited spontaneous and enthusiastic applause and numer-

ous encores, particularly a number entitled *In Quintupland*, inspired by the Dionnes and *The Country Doctor*. As is not usually the case with school presentations, the Lindsay & Mason affair, despite the size of the bill, was carried thru with uncommon smoothness.

## F. W. Kehl, Beloit, Wis.

BELOIT, Wis., July 18.—A four-act musical revue, *Stars of Tomorrow*, was presented by pupils of the Kehl School of Dancing here June 25. A feature of the production, which was under the direction of Kay Hubbard, was an exhibition waltz by Prof. F. W. Kehl and Miss Hubbard. More than 200 children and adult professionals, all students of the school, appeared in the revue.

## Jack Darrell, New York

NEW YORK, July 18.—Jack Darrell Studios of Dance held its 13th annual show at the 58th Street Theater June 28 before a full house. Darrell himself wrote and staged the entire 22-scene show.

Outstanding was Norma Wayne, 13-year-old singer and dancer, who appeared several times and always to huge applause. Others deserving special mention were Baby Mas, Buddy Heller, Ruth Green, Ann De Maio, Jane Lawler, Grace Shulman, Ann Pardes and Delores Cusk.

Julia Danziger Orchestra played for the show, while Marie Schroeder was pianist for rehearsals.

Darrell is operating studios here and in Brooklyn.

## Victor, Manitowoc, Wis.

MANITOWOC, Wis., July 18.—Victor's Varieties was presented by the Victor School of Dancing June 16 at the Rivoli Theater in Two Rivers. Approximately 50 pupils participated. Accompanist was Al Meyer, with Marie Reindl and Bernice Radey the costumers.

## Kochersperger, Merchantville, N. J.

MERCHANTVILLE, N. J., July 18.—Glady's Kochersperger presented some of her dance students May 16 at the Pennsylvania Junior High School. Eighty students appeared in the ballet, with Glady's and Patty Kochersperger leading with their own dances in *A Woodland Glen*.

Second act was called *Tapping Around*

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and Round and in a *Peasant Villa*. Mrs. Edith Kochersperger designed the costumes, Esther Banks Harter was pianist, Mrs. George Z. Lawson designed the scenery, Ernie Riegel and Leon Lopez handled the lighting effects and Charles Peu was stage manager. The Advance Theatrical Shoe Company contributed a pair of toe shoes to the student who sold the most tickets.

## Lahrmer, Akron, O.

AKRON, O., July 18.—More extensively and tastefully staged than its predecessors, the 1936 edition of the Lahrmer Dance Studio, presented recently for four days at the Palace Theater here, scored heavily before capacity audiences.

Curtain lifted on the anniversary party, an attractively presented number, and was followed by a review of their shows for the last 10 years.

Second half opened with the *Flower Ballet*, *Two Men and a Maid* was an amusing novelty, and *Acrobatic Supremes* provided a flashy finale.

## Dorothy Wyth, New York

NEW YORK, July 18.—Dorothy G. Wyth presented Helen Fuchs, soprano, and Harry Schiller, tenor, in an artist-student recital at the Wyth Studio here June 28.

Miss Wyth was at the piano thruout. Miss Fuchs revealed a lovely soprano voice in several arias and classic pieces, while Schiller again displayed an effective tenor full of expression and vigor.

## Bill White, Hartford

HARTFORD, Conn., July 18.—Bill White School of Dancing presented a recital of students before a capacity audience at the Women's Club here recently.

Show ran only 45 minutes and included 12 solos, 6 doubles, 6 trios and 14 group numbers. White, who has built up a fine school and developed much good talent, again proved his ability.

His daughter, Rena, 12 years old, was a show-stopper. She is being handled exclusively by Jack W. Gordon, local booker.

## Margot Koche, Chicago

CHICAGO, July 18.—The Chicago Conservatory presented Margot Koche's students in a series of divertissements the evenings of June 16 and 23 at the Conservatory Little Theater.

Dorothy Leifer was featured as soloist. Evelyn Cowan and Margaret Reiter were accompanists. Miss Koche is a concert dancer and recently appeared as soloist with the Chicago Civic Opera Ballet and also with the Ruth Page ballets in New York.

## Audree Deal, Canton, O.

CANTON, O., July 18.—Audree Deal School of Dance presented a series of closing programs in the studio recently to capacity audiences. Each night a varied program of 13 numbers was presented, replacing the usual spring recital. Arranged by Miss Estelle Miller, assistant to Miss Deal.

## Wenger, New Philadelphia

NEW PHILADELPHIA, O., July 18.—Annual dance revue of pupils of Charlyotte Culbertson Wenger, offered June 21 and 23 here, proved more spectacular than those given in previous years. Only (See School Recitals on opposite page)

# Kansas City Studio Recitals

KANSAS CITY, July 18.—Dominant Dance and Dramatic School presented its revue June 12 at Unity Farm. Mrs. Viola Dale McMurray devoted several weeks of preparation. Many professionals contributed, including Uncle Bob and Scapple and their entire act from WDAF, Grace Nelson McTernan, Winnifred Goldsborough, Ludwig Throm, H. Claude Evans, Jack Cole and Evans Thomas.

Mildred Stover School of Dance presented its annual revue at the Center May 28. Jo Ann Manners, formerly with many professional revues, is Miss Stover's capable assistant. Program consisted of dance routines and popular songs. First act was given by tiny tots, the second by intermediates and the third by older students.

Helen Elberg presented her dance students in their 10th annual revue at the Center May 29. The wardrobe was extremely pleasing to the eye. Presentation *Arriving in Canada*, in which Jack Lombardo, Joline Lombardo, and also Joan Knight, Corlie Fullerton, Peggy Durkee, Donnalee Woolridge and Beverley Jean La Scala, as the Dionne quintuplets, was the colorful spot of the evening.

Gillespie-Sullivan School of Dance presented its annual revue May 25 at the Scottish Rite Temple to a capacity house which enthusiastically applauded a fine evening's entertainment. Approximately 200 students took part, and much credit is due Marella Gillespie and Helen Sullivan for the arrangement of such a delightful program.

Elsa Mae Dance Studio presented its spring recital early this month at the Northeast Masonic Temple. Program opened with a flash entitled *Hello, Folks*, by Donna Pearl White, Irene May, Margaret Pierce, Lois Ruth, Cheek, Patty Lou Jeffries, Mary Jane Maness, Gloria Coe, Opal Maxine Wilcox, Willadane An-

derston, Betty Carruthers, Cora Jane Lowe and Yvonne Harver.

Students of Helen Ellfeldt, of the Conservatory of Music, gave their dance recital June 9 at the Center Theater. Miss Ellfeldt appeared in two numbers. Several dramatic students, under direction of George Phelps, made their debuts as dancers and included Hester Holderby, Gene Crum and Carl Rodgers.

Dance students of Helen Burwell gave their annual recital June 11 at Ivanhoe Temple. Students of all ages took part in taps and ballets and were enthusiastically applauded. Miss Burwell offered a Bill Robinson tap, assisted by Jean Richardson, Dorothy Stauffer, Arlene Andrews, Betty Jo Erickson, Rosemary Richardson, Betty Ann Klugghart, Marjorie Sayles, Georgia Jane Welsh, Marjorie Shover, Billie Doris Jarboe and Joann Erickson. Charles then danced a duo with Miss Burwell.

Ruth Shafston School of Dance presented its spring recital recently at the Center. Students of all ages participated and included Joan Grosse, Lois Hume, Mary Katherine Lynch, Muriel Swanson, Charlene Dunn, Shirley Brennan.

Thomas Geary School of Dancing presented its 1936 recital June 9 at the Kansas City Athenaeum. Students of all ages participated in dance routines of all types. Opening number was led by Jimmy Pitcher. The Hi-Spots, a group of older students, were exceedingly good.

Ann Cavanaugh School of Dance presented its annual revue May 23 at Ivanhoe Temple. Attended by a large and appreciative audience, program was in two acts and consisted of 57 numbers ranging from tap to ballet. Feature was the personal appearance of Miss Cavanaugh in *Russian Rag*. Other bright spots were Helen Marie Loehke, Ann Jediteka, Rosemary Hakanson and Joan Hynes.

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

**Montgomery, Ala.**  
Will you please make it known thru your publication that there exists in several Northern Alabama counties an outbreak of poliomyelitis (infantile paralysis), as a consequence of which motion picture theaters are being ordered to close, and all public gatherings are being discouraged.

## Alabama State Health Officer Sounds Warning

and in some instances prohibited? The State Health Department is also discouraging migrations from these infected areas into thus far uninfected areas of the State.

In view of the fact that the fair season is approaching, it would be well for advance agents of carnivals and circuses to investigate local conditions very carefully, thru local health officers, before scheduling itineraries. As soon as conditions permit restrictions will be relaxed, but at present and it is feared for some weeks public gatherings of the nature involved will be prohibited.

J. N. BAKER, M. D.,  
State Health Officer.

**EDITOR'S NOTE**—An article regarding the outbreak of infantile paralysis in Northern Alabama appeared on page 3 of our last issue.

**Lima, O.**  
Magicians alone are not capable of selecting a successor to Howard Thurston. A "magician's magician" is seldom capable of scoring high box-office grosses in spite of great skill in being able to "fool" magicians. The showman who makes his show the "talk of the town" and fills the largest theaters and auditoriums is a great magician, and the man who will succeed in drawing the largest crowds in America will be Thurston's "successor." The "proof of the pudding will be in the eating" and all of the present controversy will "buy nothing." Every magi who shook hands with Howard Thurston or who was given a "good-luck coin" by the master seems to think he is the "logical successor." Remember that "a cat can look at a king." Howard Thurston died without naming a successor. He did not think he would die before making a three-year farewell tour. The only man Thurston considered capable showman enough to co-star with him on that tour and present the greater part of his show was Rajah Rabold and existing contracts prove it. Kellman Houston says Rajah Rabold could not present the Thurston illusions with full effect, and he is entirely right. This was agreed by both Thurston and Rajah Rabold. Thurston in his book *My Life of Magic* (page 230) said: "I knew it was futile for me to present Kellar's illusions. He had been performing them for many years and had mastered every detail and I knew the audiences would expect something new, so I decided to retain Kellar's levitation and his spirit cabinet. These are the only two of Kellar's illusions I ever presented." All claims made by other magicians claiming to be Thurston's choice were shattered by Thurston himself only a few weeks before his death when he carried an ad in the form of a warning in *The Billboard* and addressed to all who were claiming he had given permission to use his name. Thurston was emphatic in telling the profession he had appointed no successor. One of my most valued possessions is a file of Thurston correspondence which dates back to 1921 and up thru 1935. In a letter written to me from Wilkes-Barre, Pa., on December 8, 1931, and sent to me at Reynosa, Tam., Mexico, Mr. Thurston wrote: "I would be pleased to hear from you and discuss the possibilities of your succeeding me in my business." As an associate of Rajah Rabold for several years and his "best friend," according to an autographed photo, I feel myself qualified to know whereof I speak. I am writing this not to advocate that Rajah Rabold is the world's greatest magician, but to stress the great faith and confidence

## Marquis Tells Of Thurston-Rabold Relation

Howard Thurston had in Rajah Rabold's showmanship. GEORGE MARQUIS.

Fond du Lac, Wis.

I have read with interest the letters in The Forum regarding successors to Thurston. Why all this "successor" stuff? Thurston was successful thru sheer hard work and during his time there have been a great many magicians who have been very clever and practically each one of them has been billed as "King of Magic."

## Sees Chance For Magi To Reach Heights

So what does it all mean? I have talked to a great many and we all know that Thurston kept up prestige by playing big theaters, but what of Harry Blackstone, Nicola, the recent Carter and Dante? Those are men who stand out in the magical world; each carries a large company with illusions and is a spectacular and efficient showman. Furthermore, they play outstanding theaters where magic can be properly presented and not schoolhouses. Let then one step forth who can put over a big magical production with the required showmanship and business acumen and then, and not until then, will he be recognized by the most important element in the business—audience attendance. If he registers and still can get the bookings he can rise to even greater heights than the masters of the past. I saw a magician in Ohio this year who was, to my mind, exceedingly outstanding. He reminded me of Alexander Herrmann. If any readers of this saw that production I am sure they will agree. ALEXANDER.

## Big Impetus Foreseen in Magic World

**Bluefield, W. Va.**  
I hereby proclaim myself as the only legitimate successor to Howard Thurston! Yes! What! Yes—and for the reason that I am the only man in the world who ever deputized—pinch-hit—for the beloved Howard and presented his entire performance without a single soul with the exception of Thurston's ever-faithful assistant, George; the stagehands; J. J. Murdock, then manager of the old Masonic Temple Theater, Chicago, and Harry Jansen (Dante), who was in the audience, knowing but what it was Howard Thurston taking the bows at the conclusion of the show. Therefore who can deny my claim to being the undisputed and most logical of all the "logical" successors to the late great master? Now let's get back down to earth. While it is perfectly true that I did present Thurston's show, I have been keenly interested and at times amused while reading letters in The Forum regarding Thurston's logical successor. There can never be a successor to Howard Thurston. Herrmann was Herrmann, Kellar was Kellar, Houdini was Houdini and Thurston was Thurston. No one will ever succeed Howard, but his name and fame could be perpetuated by one man I know—his brother, Harry. That is if Harry could be prevailed upon to forsake his lucrative business and palatial penthouse atop his theater in Chicago. I had the honor of managing Harry a few years ago when he presented "Thurston's Mysteries of India" on a tour of Kentucky, Tennessee and the Florida Sparks houses. He resembles Howard in speech and action and is a veritable picture on the stage, while his wife, Rae, adds beauty, ability and feminine charm to the performance. To talk of Blackstone becoming Thurston's successor is simply ridiculous. Blackstone is Blackstone and he has already established a huge following thruout the country. The late Harry Kellar once wrote me: "Blackstone will never have to wait to shoulder anyone else's mantle—he is already, in my opinion, America's greatest magician." Harry's popularity has grown by leaps and bounds in recent years. But an important situation arises. Now that Howard has solved the greatest of all mysteries, Blackstone reigns supreme in America. But—and I am going to lot

The Billboard readers in on a secret—Dante, after a continuous world tour of some 12 years, will return to the United States this fall with a stupendous magic show, oodles of money, special paper, and will invade Broadway as never a magician did before. And these plans were made long before Howard Thurston died. Dante's latest book is a veritable Encyclopedia Britannica of magic and, altho I have seen him perform but twice since I gave him his first lessons in sleight of hand in Chicago in 1902, I have been thrilled while reading the glowing reports regarding his unprecedented success that have come to me from all parts of the world. America has many good magicians, I have seen most of them, but Blackstone and Dante stand heads and shoulders over all of them. And when Dante bursts back to these shores, holding the record for a showman's continuous tour of the world, well, just look for the greatest upheaval that magic has ever had. The striving to outdo each other will give magic such an impetus as it has never had since Tommy Downs invented the back-hand palm or Horace Goldin brought over the "Sawing a Woman in Half." But a successor to Thurston—ostagazuzulum!

WILLIAM J. HILLIAR.

Mitchell, S. D.

I am certain I have often heard show-folks refer to an easily moved show or a wagon show as a "gilly" show and a show properly so constructed that it could easily be dissembled for packing and transportation as being "gilded." Recently I looked in an edition of a Merriam Webster dictionary and failed to find that meaning or any similar meaning ascribed to the word and I wrote the publishers, inquiring whether they had information as to the use of "gilly" in the sense indicated. The publishers say they have looked in various reference books for an instance of the use of this word in the sense I mention but have failed to find it. They further state: "In the millions of citations which our readers have gathered over a period of years we do not find a single one giving the word in the show or circus sense. We have consulted also a dictionary of gypsy cant and there, too, have failed to find any analogous term. It is evident that you have heard the term frequently. It would be of great assistance to us if you could forward to us citations, either in newspaper, magazine or book literature, showing the showman use of this word. With such literary evidence in our files we should be quick to insert it in our dictionary." I wish readers would write and recite what they know about the showman's use of the word "gilly." I shall take it upon myself to forward all such correspondence to the publishers of this reference book and I at least will know whether "gilly" was properly used in the sense I have described and whether its frequent use has earned for it a place in the English language.

## Origin of Word "Gilly" Sought For Reference

CHARLES S. WELLER.

**Waterville, Me.**  
As another circus fan, I would like to see the routes of all circuses published so circus fans like myself can catch shows that are playing in districts near them but which are not billed as extensively as they might be. In this State, strange as it seems, only two railroad shows have played in four years. I was able to catch one in New Brunswick, but as a rule only mud shows ever come up here. I hope that in the future all circus routes can be published so that we can catch any show that may be playing the State. Can anyone tell about a wreck of the Ringling show in 1890? I have heard it said that this accident occurred in Vasalboro, some 10 miles south of this city, but I have yet to find any old trouper or resident that knows anything about it except the show was wrecked in that town. DONALD ROCKWOOD.

**Still Another Desires Circus Routes Printed**

## Still Another Desires Circus Routes Printed

**Saranac Lake**  
By BETTY HUNTINGTON  
With our new movie equipment installed we are now able to enjoy good pictures here at the Lodge each Tuesday night. Last week a large and in-

42d YEAR  
**The Billboard**  
Founded by W. H. DONALDSON  
The Largest Circulation of Any Amusement Weekly in the World  
Member Audit Bureau of Circulation  
Published Every Week

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Vol. XLVIII. JULY 25, 1936. No. 30

torsted crowd reviewed Lily Pons in *I Dream Too Much*.

Tony Zinn, of the RKO Keith Theater, Boston, spent a brief vacation here, visiting his friend Camille Carpenter. Tony has since returned to Boston to resume his duties as assistant manager of the Keith.

A summer concert by Lake Placid's Boston Symphony Ensemble was given at Trudeau Sanatorium last Friday afternoon. The second will be presented early in September. The musical programs were greatly enjoyed by the patients and staff and a large attendance from outside. The concerts are complimentary and have been given for many years thru the courtesy of the Lake Placid Club management.

Kitty Vogelle and Frisco Devero, ex-NVA patients, who left here a year ago, are expected in Saranac for a vacation and checkup.

Glady's (Dainty) Palmer is looking forward to a visit from her charming sister, Joan Harris, of Chicago, due here next week.

Garry (Equiro) Sitgreaves was the lucky winner of a beautiful leather bridge case raffled off last week and made by Ethel (Leather Craft) Clouds. Garry has been in bed for a few months after a slight setback, but is well on the mend now.

Mrs. D. H. Bowman, one of the Gibson Sisters of past vaudeville days and of the act of Gibson and Montgomery, is now owner of the Kearsage Inn, York Beach, Me., and wishes to send greetings to all the oldtimers here.

Bobby Sandberg, of Attica, N. Y., has resigned his position after five years and is now vacationing with our mutual friend Jack (Pioneer) Hirsch in Boston.

Herman Levine, the ace of the New York NVA Fund office, recently paid the Lodge patients an unexpected visit. His cheery words and pleasant smile were most welcomed.

We're grateful to Jack Eskins for his successful efforts in arranging a picnic for us last week. All those who were able to attend enjoyed a buffet supper served on the lawn in the shade of the pine trees. Much and impromptu entertainment by a few of the performers in the crowd furnished a delightful day's program.

Herbert Elder left the NVA Lodge last week for his home in Albany. Herb will continue his former position as district sales manager for Warner Brothers.

It is with sadness and regret that we mention the passing of a very dear friend and trouper, Nellie Quenly, who died here last week after seven years of curing. For details see Final Curtain this issue.

Please check your health to avoid "the cure" and write to those you know in Saranac Lake.







ACTS, UNITS AND ATTRACTIONS

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

ABC Trio (El Chico) NYC, nc.
Abbott Dancers (Palmer House) Chi, h.
Adams, Gay (Ambassador) NYC, h.

Bacon, Faith (Paradise) NYC, re.
Bacon, Virginia, Revue (Century) Baltimore 20-23, t.
Baez, Ray (New Yorker) NYC, h.

Berle, Milton (Chicago) Chi, t.
Bernard, Mike (Gay Nineties) NYC, nc.
Bernhardt (Vina Novos) Chi, nc.

Blanker, Bill (Kit Kat Club) NYC, nc.
Bradwells, Three (French Casino) NYC, nc.
Brent, Jerry (Bar Intime) New York, nc.

Route Department
Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS
a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; n—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

Bylonettes, The (Riverside) Milwaukee, t.
Cadicus, Paul (Riverside) Milwaukee, t.
Caldwell, Erith (Walgor-Astoria) NYC, h.

Collette & Barry (Park Plaza) St. Louis, h.
Collins, Rose (Riviera) Fort Lee, N. J., nc.
Comets, Four (Fox) Phila 20-23, t.

D'Arcy Girls (Confidence, Pa., 20-25.
DeCardos, Six (Playland) Rye, N. Y., 13-25.
Dale, Dorothy (Gay Parade) Chi, nc.

Gardner, "Poison" (Dixzy Club) NYC, nc.
Garron & Bennett (500 Club) Atlantic City, N. J., nc.
Orston & Edouard (Monte Carlo) NYC, nc.

Haggerty, George (Steamship Empire State) NYC, s.
Haines, Gardner & Carter (Leon & Eddie's) NYC, s.
Haines, Mitzi (Hollywood) NYC, re.

Holly, Edna Mae (Suffrag Club) New York, nc.
Honeyboy & Massafanti (Stanley) Pittsburgh 20-23, t.
Honolulu Islanders (Steamship Empire State) NYC, s.

Kaiser & McKenna (Frolics) Niagara Falls, N. Y., nc.
Kens, Patric (Roosevelt) NYC, h.
Kauffman, Sam Jack (Book-Cadillac) Detroit, h.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Farrar, Jean & Jane (1523 Locust) Phila, nc.
Farrar, Marita (French Casino) New York, nc.
Fargo, Bill (Parody Club) Chi, nc.





# Heat Affects Ringling Show

**Above 100 mark cuts into attendance—biz on season 11% ahead of last year**

CINCINNATI, July 18.—The Ringling Bros. and Barnum & Bailey Circus, which, on the whole, has been having delightful weather, struck some exceedingly hot weather last week, and also part of this week. It hit the show starting at Columbus, O., July 8. As a result business was somewhat affected, particularly the matinees. The evening performances have been very good.

All the performers and especially the aerialists have felt the heat. The thermometer has been registering a few degrees above the 100 mark on the ground, but up in the top, believe it or not, 140.

The Big Show was in this city July 10. The matinee was one of the lightest of the season, and at night there was approximately a three-quarters house. It was the second circus here this year and again used the lot in Cumminville. Cole Bros.-Clyde Beatty, here May 17-18, was on the downtown lot at Fourth and Smith streets.

An excellent performance and a beautifully dressed show is offered by the R-B management and it made a big hit with the Queen City circusgoers. It moved at a good pace under the direction of Fred Bradna. Marie Evans has an excellent band, which, of course, adds materially to the performance. (The program was fully covered at its opening in Madison Square Garden.) Frank Braden handled the publicity for the local date and obtained many readers and much art in the dailies. The show lost a tapir here, it being affected by the heat.

The Big One, which had a very good season in 1935, is running ahead of last year, there being approximately a 11 per cent increase in business so far, according to General Manager S. W. Gumpertz.

Following its local engagement, the show made Lexington and Louisville, Ky., and Indianapolis, Ind., and the hot weather still prevailed, altho the heat wave was somewhat broken at the Hoosier capital.

## Light Matinee at Dayton For Ringling-Barnum

DAYTON, O., July 18.—The Ringling-Barnum Circus had light attendance here at last Thursday's matinee performance, when about 4,000 were present. That afternoon the local weather bureau reported temperatures reaching to 103.

Evening attendance was better, being around 12,000 in spite of threatening weather, but when a windstorm broke around 10 o'clock the aerial acts were eliminated and the performance brought to a sudden close. Everybody got out before the rain started.

## Ralph Whitehead Named To CSSCA Home Finance Group

NEW YORK, July 18.—Ralph Whitehead, executive secretary American Federation of Actors, has been made a member of the Dexter Fellows Tent, Circus Saints and Sinners Club of America. Coincident with his membership is a berth on the finance committee of the proposed Troupers' Home. Notification of membership and committee appointment was made by Orson Kilborn, club president.

Whitehead received the news in Chicago, where he is in a field trip, relaying the information back to New York.

## Belle Vernon Canceled By Barnett Due to Heat

BELLE VERNON, Pa., July 18.—The relentless heat here last week caused the cancellation on Thursday of the first circus booked to play here in the last several years. Barnett Bros.' Circus was unable to offer its two scheduled performances when workers were unable to drive stakes into the grounds and put up the tents. Lack of rain in this territory and a record-breaking temperature turned the lot into a rocklike surface.



PHOTO snapped at the organization meeting of the Consolto Tent of the Circus Saints and Sinners Club, Norfolk, Va. Left to right: F. E. Rose, national director; Joe Kass, national treasurer; Charles W. Moss, former national president; Dr. C. H. Rudd, former national president; C. S. Goldston, national secretary; A. D. Watson, national director.

## Mileage Down For Al G. Barnes

FORT MORGAN, Colo., July 18.—With the end of the 15th week the Al G. Barnes Circus has covered 8,374 miles. This is considerably less than the miles covered the last two years in the same length of time, but is easily explained when it is remembered that there has been no Canadian trip this year.

The terrific heat abated quite a bit as the show entered Colorado. Greeley, the first town, had just finished with the most successful Fourth of July celebration in its history, but despite this and the fact that it was still extremely hot during the day, the folks here were circus hungry—a fair afternoon house and splendid at night.

Arriving in Denver over the Union Pacific, there was a half-mile haul to the lot, where a two-day engagement was billed. The first afternoon *The Post*, in connection with the circus, was host to a large group of orphan children. In the morning a number of clowns and several acts gave an impromptu show at the hospital for crippled children. These two events gave a great deal of joy to a large group of children. The second afternoon rain started about 11:30 a.m. and continued for about two hours, no doubt hurting the attendance some-

## Barnett Circling Pittsburgh Territory

PITTSBURGH, July 18.—The Barnett Bros.' Circus has been around this territory for over two months, circling the city and playing all available towns. The route for the last two weeks has given the show some of the shortest jumps on record, some only a few miles long.

The extreme heat last week and the early part of this week served as no business stimulant, but some of the dates turned out fairly good considering the weather.

## Card Top Torn by Storm

FITCHBURG, Mass., July 18.—During a severe thunder and electrical storm at Northboro, Mass., the big top of Card Bros.' Circus, 140 by 70, was torn to shreds by the high wind. The management of circus was forced to suspend business until July 20 in order to get a new top.

what, but at night there was a filled tent.

Loading on the Burlington took place right on the lot and the run to Fort Morgan was made in short order, where an afternoon show only was given Sunday to very good trade.

## N.Y. WPA Show Hits High Mark in Attendance; Admish Plan Success

NEW YORK, July 18.—Circus unit of the Works Progress Administration of the Federal Theater Project for New York has built up an enviable record, it is revealed by figures released by the project's department of information. Unit gave its first performance on October 17, 1935, in Brooklyn, and up to May 1 of this year, the period covered in the survey, had played 108 times to audiences totaling more than 500,000. Of a personnel of 300, more than half are performers, remainder being stagehands, ushers, managers, supervisors, agents and "24-hour men." The chief aim of the project is "to rehabilitate unemployed circus people, an aim almost important is to give a real show to children who cannot afford the annual Madison Square Garden circus," the official report states.

Personnel was drawn by Ralph Whitehead, executive secretary American Federation of Actors, and his associates, including Walter Diggs, project supervisor, from the ranks of unemployed circus workers, thus giving them "a chance to follow a profession to which they have devoted their lives."

Before the unit went into an admission plan invitations were extended to underprivileged children from throughout the city. At the 258th Field Artillery Army, one of the largest in the country, 14,000 kids attended a matinee show. It was the largest audience for any WPA show, as well as the largest group of children ever to attend a circus performance. From October to February no admission was charged, but since then an admission scale of 10 cents for kids (except for benefit performances)

and higher brackets for adults has been in force with distinct success. The money is forwarded to Washington to supplement the appropriation so that the circus may be prolonged. "The admission charge has not made the circus any the less popular, for thousands of children continue to attend."

Arenas and stadiums which provide the required space for wire and ground acts and the height for aerial acts are difficult to find. The booking office discovered that many of the outlying sections of the city were not being covered for this reason. To remedy the situation the project acquired a tent seating 4,000, complete with dressing rooms, electric equipment and safety precautions for patrons.

Unit went under canvas on June 10 and was an instant success. Included in the lineup is the largest circus band in the country. "The unit was created for the younger generation and the entertainment has been pointedly planned for their enjoyment. It has on its program everything the youthful entertainment seeker expects of a circus; everything, that is, except wild animals. But the absence of tigers, elephants and giraffes is scarcely noticed by the children. Most of them have never seen a circus, but even for those who have, the 60 acts in the three-ring show are more than enough to keep them from missing the roar of the jungle beasts and the cracking whips of the trainers."

Hallie Flanagan, national director of the Federal Theater Project, explains the absence of animals this way: "There are no elephants on relief."

## Russell Headed For Northern Iowa

ELGIN, Ill., July 18.—Russell Bros.' Circus has been back in Illinois all this week, having made a trek across the northern end of the State, and is now heading back toward Iowa. There will be a Sunday stand tomorrow in Belvidere, and Beloit, Wis., is billed for Monday, tho the show will not actually enter Wisconsin since the lot is in South Beloit, Ill. After Tuesday in Galena the show will cross the Mississippi at Dubuque for a swing around Northern Iowa, starting at Manchester.

Today is the 81st birthday anniversary of Mrs. Elizabeth Corning, known as Mother Corning to many circus troupers and fans, and she planned to celebrate by attending the Russell Circus here.

Thursday's engagement at Evanston was in the nature of a home-coming for Rob Russell, for it was there that he was attending Northwestern University when he received the distinction of a place on the All-American football team of 1930. This was the first circus in Evanston in two years, the lot at Dempster road and Hartrey street being used. The *Evanston News-Index* carried several special stories and played up Rob Russell's appearance.

The show has been in the midst of the record-breaking Middle Western heat wave, but all concerned both animals and humans have withstood the ordeal remarkably well and there have been no serious casualties. The Five Fearless Flyers took a thermometer aloft with them one day and reported that it bursted after hitting 120.

Ken Maynard visited the show at Quincy. Mr. and Mrs. William Hoogewoning were guests of Mr. and Mrs. Webb at Ottumwa.

## Guilfoyles File Suit Against "Snake" King and Others

BROWNSVILLE, Tex., July 18.—Alleging they are due \$1,500 for aiding Manuel King, young lion trainer, in landing a moving picture contract in the serial, *In Darkest Africa*, J. C. Guilfoyle and wife, animal trainers, filed suit in 1933 District Court here July 9 against W. A. (Snake) King, father of Manuel, and others.

It is alleged by the plaintiffs that King offered them one-third if they would aid in obtaining the moving picture contract and in handling the lions during filming of the picture. It is stated by Guilfoyle that he was instrumental in obtaining the contract with Mascot-Republic Pictures Corporation thru his Hollywood connections, and that he and his wife aided in filming the serial here in October and November of 1935. The plaintiffs allege they are entitled to one-third of \$5,000 the firm was to pay for services of Manuel's lion act.

Nominal defendants named with W. A. (Snake) King are W. A. King Jr. and A. W. King.

## Robinson IV Files Another

SOUTH BEND, Ind., July 18.—A suit to collect \$1,000,000 damages for the loss of the John Robinson Circus was filed in United States District Court here July 11 in behalf of John G. Robinson IV, of Cincinnati, O.

Claiming that the name and property of John Robinson's 10 Big Shows Combined were sold in violation of a previous contract, the complaint asks for judgment of \$1,000,000 against the estates of Jeremiah Mugivan and Bert Bowers, both of whom resided in Peru, Ind., until their deaths.

CINCINNATI, July 18.—Similar suits were filed at Ft. Wayne, Ind., October 28, 1935, and at Peru, Ind., May 19, this year, both of which were recorded in *The Billboard*.

## Dorothy Hilbert Injured

SALT LAKE CITY, July 18.—Mrs. Dorothy Hilbert, aerialist with the Joe B. Webb Circus, fell from trapeze during the afternoon performance at Jerome, Ida., resulting in a broken neck, causing paralysis from her waist down. She has undergone two operations in the Latter-Day Saints' Hospital here. She has a fair chance of recovery. Letters from acquaintances will be appreciated.

DURING ITS RECENT engagement at Pittsburgh Ringling-Barnum donated two dromedaries and two Alaskan bears to the Highland Park Zoo.

## Cole Affected By Heat Spell

KANSAS CITY, Mo., July 18.—Indications that Kansas City would give Cole Bros.-Clyde Beatty Circus the largest two-day gross of the season were shattered by the continuous heat spell. The show appeared here on two of the hottest days in history of the local weather department. The afternoons were consequently off, but night attendance was wonderful. The heat spell was first encountered at Dubuque and continued thru Iowa and into Missouri.

The longest parade of the season was staged in Des Moines, and the "Hemisphere Wagon," which belongs to the Circus Fans of Iowa, was given a position of prominence in the march. Jacob Wagner, head of the Iowa Fans, was much in evidence during the Iowa exhibitions and arranged a great send-off for Clyde Beatty at Younker's department store. Beatty made his broadcast from the regular tea room, which was completely filled with circus enthusiasts and Beatty fans. Mr. and Mrs. Wagner entertained the Beattys as their

house guests, driving up to Boone and bringing them to Des Moines.

Gardner Cowles Jr., a circus fan and also an executive of *The Register-Tribune*, co-operated with Ora Parks. The two Des Moines papers gave the Cole show more pictures and stories than any circus in years. *The Register-Tribune* syndicate photographer took about 40 pictures of acts of Clyde and Harriet Beatty, Great Gratonns, Harold Barnes, Flying Harolds, Zavatta Troupe, Emma Wilson, Oyas O'Dell and others. It plans a four-color rotogravure edition within two or three weeks.

Kansas City was a vacation for the circus folks and the President, Muehlebach and Phillips hotels were crowded with performers and executives. The street parade had been eliminated due to the steep grades and distance of the lot from the business district. Visitors here included John and Ione Carlo Welkel, Mr. and Mrs. Edward (Sheriff) Delevan, Harry Lave, Jack Grimes, of the Al G. Barnes press staff, and several score of former circus employees who now make their home in that city.

John (Luckey) Collins, special staff writer for *The Kansas City Star*, and son, Jack, joined show at Trenton and rode the circus train back to Kansas City. James McQueeney, radio and magazine author, was also on the ground each day. Bob Hickey handled the press for this engagement and received a great number of stories and mats from *The Star*, *The Times* and *The Journal-Post*.

Employees of the Baker-Lockwood Company, numbering 275, attended the Tuesday night show in a body. Mr. Mueller and Messrs. Adkins and Terroll have been conferring upon the details for the big top for 1937 but refuse to give out any statements as to size or length.

R. B. Dean turned in some excellent press work in his initial towns, Oelwein, Marshalltown and Boone, Ia., and also handled Springfield, Mo., and Fort Scott, Kan. He will look after the Wednesday and Thursday stands.

Clyde Beatty was a great sensation in Kansas City, as it was his first appearance there since he has become famous. He made a special visit to the Mercy Children's Hospital for *The Star* and then made several broadcasts over Station KCMO. Harold Barnes, Elizabeth Hanneford Clark and Chester Barnett were also interviewed by Announcer Murphy of KCMO.

Several members of advertising car No. 1 saw show on the lot Sunday in E. C., among them being William Backoll, car manager; Togo Chrisman, Tom Murden, Bob Lowe, Ham DeLotel and Earl Slason, contracting press agent.

### Lewis Bros.' Show Adds Semi-Trailers, Light Plant

CINCINNATI, July 18.—In spite of a State-high temperature of 112 degrees, business with Lewis Bros.' Circus has continued good in Wisconsin, according to Russ Howe, who caught the show at Two Rivers and Chilton. Matinee business has been fair, with major crowds attending the cooler evening shows. Paul M. Lewis, owner-manager, says he is well pleased with his Wisconsin tour, which included all new territory for this Michigan show.

Two new semi-trailers were added at Green Bay and a new light plant at Oshkosh. Jerome Smith is breaking two new lions in his cat act, while Dorothy Lewis is adding to the repertoire of elephant routine. Lillian Kuper and Phyllis Stawway are starring in the new "Lady in Blue" as aerial number. Sherry Perkins, producing clown, gets 'em with his educated Ford. Dock Tripp is leader of 18-piece band. At Two Rivers the trouper enjoyed a swim and beach party on the shores of Lake Michigan.

### Heat Hurts Gorman Show

SCRANTON, Pa., July 18.—With the mercury soaring over 100 for new records here, the heat kept the attendance at Gorman Bros.' Circus down at the two-day engagement here. At the opening matinee there was an empty house. Violet MacDonald, pony rider, collapsed from the heat.

McKEESPORT, Pa., July 18.—City Council here passed an ordinance prohibiting the posting and distribution of bills and sign advertising without a license. A fine of \$50 has been provided for those who post signs and fail to obtain the regular \$50 a year license. The ordinance also prohibits sign posting on city or public utility poles or on buildings.

### Casper Unique Town for Circus

CASPER, Wyo., July 18.—To Bernie Head, on press staff of the Al G. Barnes circus, which recently played Wyoming towns, this city is unique.

"Here, of all things, it actually pays a circus to parade!" Head exclaimed to Casper daily reporters. Anti-parade legislation and traffic congestion in cities throuth the country have eliminated the street flash and Barnes no longer carries parade equipment, he explained.

In Casper a license costs \$50 if the circus parades, \$300 if it doesn't. Next heat to a parade, and for the benefit of hundreds of young'uns and parents who turned out for it, Barnes moved the show two miles across town from a railroad spur to the circus grounds.

A suburbanite with a patch of bare ground in the show lot nursed the idea of chiseling a \$400 tariff for use of his land. It was not paid, altho the animals were parked right there. By not putting up the managerie tent the show took advantage of a county law that gave them an out.

### Around Ringling-Barnum Lot

TOLEDO, O., July 18.—The general heat wave over the country has not missed the Ringling-Barnum Circus. This has been bad for the matinee attendances, but the evening crowds have been very good. The heat wave was broken somewhat by a good shower which fell between shows Tuesday in Indianapolis.

Pat Perkins, who is connected with the Cole show, was visiting Jack Walton on the lot in Columbus, O.

Ken Maynard was a visitor on the lot Tuesday morning in Indianapolis.

Herbert Sikes is now working in the white ticket wagon, taking the place that was formerly occupied by Ray Marlowe, now superintendent of the front door.

Chief John Brice returned to the show in Indianapolis after an absence of 10 days. His foot was crushed by a wagon. H. B. Gentry was a visitor in Indianapolis.

Because of the intense heat last Sunday most of the show people spent the day swimming at Fontaine Ferry Amusement Park in Louisville.

Colonel Tim McCoy played the role of Santa Claus to all the property boys on the show in Dayton, O., by buying each of them a bottle of beer.

H. J. Wills and Doc Wolf, former members of the Ringling band, visited Merle Evans and other friends on the lot in Indianapolis.

K. R. (Champ) Carlton returned to his home in Florida last Saturday after spending a couple of months in the usher department.

HUGH HART and SMILEY CARLTON.

### Trio To Film Animals

LOS ANGELES, July 18.—Paul L. Hoefler, Clifford Penney and Walter A. Blunt arrived from Denver, arranging details with Warner Bros. for the making of 13 shorts of wild animals in Africa and India. They will be gone 18 months and will sail August 2. Hoefler will be recalled as having made the picture *Africa Speaks*.

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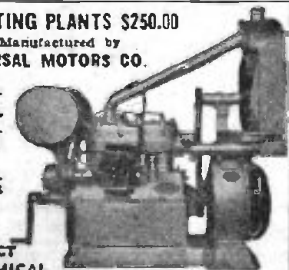
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# Under the Marquee

By CIRCUS SOLLY

**FRED'S KIDDIE CIRCUS** biz is holding up. Show is in South Dakota.

**COLE-BEATTY** show was given a fine mention in *The Telegraph-Herald*, of Dubuque, Ia.

**LEWIS F. BROWN**, of Clearfield, Pa., recently spent a day with Ringling-Barnum Circus at Pittsburgh.

**D. C. HAWN**, of Cooper Bros.' Circus, advises that business is very good and weather comfortable.

**THE KLINES** (Elmer and Elvira) have started their fall and celebration dates. Last week they were at Nevada, Ia.

**LEWIS BROS.' CIRCUS** was given a nice feature story in *The Ripon* (Wis.) Weekly Press, issue of July 9.

**ELDON D'ORIO**, xylophonist and drummer, formerly with circuses, is in Kansas on a two-week-stand medicine show.

**CHARLES W. PARKER**, of Meriden, Conn., formerly with circuses, is planning to return to the white tops next season.

**KENNETH WHEELER**, formerly of the Reo show, has joined advance department of Silver Bros.' Circus as lithographer.

**PEDRO AND LUIS**, who now are with *Parisian Folies*, recently played the Arabian Gardens Night Club in Columbus, O. Pedro did his slide over the heads of the people.

**SAM FREED** postcards that he saw Downie Bros.' Circus at Concord, N. H., where show packed 'em in. Says that Charles Katz was vacationing at Old Orchard, Me., for two weeks.

IN A RECENT issue it was stated that Blacky Woods was manager of Norris Bros.' Circus. C. R. LeMont, who is

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**Musicians For Downie Bros. Circus**

Experienced Trombones, to join on wire. Springfield, Mass., July 23; Manchester, Conn., 24; Danbury, Conn., 25; Hudson, N. Y., 27.  
RODNEY HARRIS, Bandmaster.

**HARRY B. CHIPMAN**

Contact DAIL TURNEY, Tom Mix Circus, at once. Per Billboard Route.

**COMPLETE CIRCUS WANTED FOR POLICE CIRCUS WEEK AT OLENTANGY PARK, COLUMBUS, O., FOR ENTIRE WEEK, STARTING SUNDAY, AUG. 16**

Olentangy Park will guarantee the week's stand and want a first-class complete show with band, own Paper, Publicity Billposters, including Side Show, Side Show Acts, Freaks and Oddities, write or wire. LEO AND ELMER O. HAENLEIN, Managers, Olentangy Park, Columbus, O.

owner-manager of the show, states that Woods worked stock and did a trap act.

**DON CASH**, of team of Cash and Carry which left the Barnes Circus in Denver, arrived in Hollywood, Calif., July 13. He started to work the next day at Max Factor studio in the makeup department on Mae West's new picture.

**DONALD ROCKWOOD** postcards that Eddy Bros.' Circus is booked to play Gardiner, Me., August 31, auspices of police department; also that Kay Bros., now in Maine, is playing seacoast towns and will travel inland later in the month.

**TOM MIX** Circus has had 78 high school bands out to greet the show at the noon hour upon its arrival in the towns. This makes a big hit with the business men and pops up the people so that they want to see the circus.

**ARLEY GILLET**, a member of the Five Russell Brothers, with Bonham Bros. Circus, fell from revolving ladder at Tecumseh, Neb., July 9 and broke bones in his left arm. It will be about six weeks before he will be back with the troupe.

**MRS. PEARL LITTLETON**, wife of Emmett Littleton, billposter, has returned to her home from hospital following a goller operation. Is getting along fine and would be pleased to hear from friends. Her address is 210 South Eighth street, Wilmington, N. C.

**HUGH ETTINGER**, of Boone, Ia., writes that Cole-Beatty Circus was well received there. Weather was very hot and it had some effect on business. Show arrived from Marshalltown somewhat late and started to unload at 8 a.m. Parade was only 15 minutes late.

**AL G. BARNES CIRCUS** had some tough business in the dry territory, recently played, but otherwise the season has been okeh. Show was in Denver July 10-11. Cole Bros. have that city well covered for date in August with "wait for the circus with the big parade."

**VICTOR McLAGLEN'S** motorcycle drill and stunt men (27) participated at the Elks' Electrical Circus in the Los Angeles Coliseum July 16. Hap Ruggles, formerly with the Al G. Barnes Circus, is one of the act stunt men. They will go to Texas.

**ADVANCE CREWS** of Ringling-Barnum and Cole Bros.' circuses clashed at Des Moines and Dubuque, Ia.; Springfield, Mo., and Oklahoma City and Tulsa, Okla. In the first two named cities the fight became quite hot when paper covering was resorted to.

**J. EDGAR DILLARD**, Circus Fan, of Seneca, S. C., states that during the last session of the General Assembly of South Carolina a law, effective at once, was enacted which requires all trucks and truck-trailer units operating in that State to be equipped with rear-view mirrors.

**MANAGEMENT** of Delbel & Patterson Circus states that "Hi-Brown" Bobby Burns, contracting agent, was visiting back on show and learning that cornet player was missing, went to his car, brought out his clarinet and directed program for several days until the leader was replaced.

**WALTER SCOTT** and Bill Macy were in Hammon, N. J., for the St. Anthony Day celebration with their grab stand. En route they stopped at New Brunswick for a few days as guests of Gary and Lea Kenney, circus fans and old friends. Kenney will soon leave to spend a few weeks with Eddy Bros.' Circus.

**ARTHUR SIMSON**, while on vacation, traveling thru Pennsylvania, Ohio and West Virginia, visited Ringling-Barnum at Lima, O., and gave a buffet lunch

to some of his friends following the night show at the home of his friend, Ed Brennen. Guests were Paul Jerome, Nelson Bros., Bluch Landolf, Polidor, Dick O'Connor, Willie Moser, Howard Marco and Everett Hart.

**LILLIAN CASTLE**, 70, who years ago was with the Howes Great London Circus, doing trapeze and wire act, later with Gollmar Bros.' Circus, member of Clarence Crawford flying act, is living in Los Angeles. She has been working in pictures.

**MARIE GALLEW** entertained friends on the Famous Robbins Circus between shows July 8, it being her sixth wedding anniversary. Refreshments were served. Among those present were Mary Leonard, Mabel Johnson, Edna Jacks, Ann Barnett, Joe Barth, Margie and Marguerite Faust, Eva Anthony, Ivy May Anthony, Betty Jean Jacks, Mabel Kelley, Jackie Fitz, Mrs. Beckley, Mrs. Jack Sampson, Mrs. Parsons, Mario Van.

**FLYING VALENTINOS**, who have been the free attraction on the Landes Shows since playing the Police Circus, St. Louis, will start 10 consecutive weeks of fairs July 27 for Barnes & Carruthers. Members of troupe are Oscar Jordan, principal flyer; Jerry Peltz, girl flyer; George and Lorraine Valentine. George has two younger brothers, Freddie and Roy, who have a flying act known as the Flying Valentines on the Big State Shows.

**George Ritzler**, manager of Lyric Theater, Lima, O., certainly co-operates with a circus. He "played ball" with Cole Bros.' Circus during its recent engagement there. Both the day before the circus and on circus day he had his powerful 50wt. sound truck on the streets with the announcer plugging Cole Bros. for circus entertainment and the Lyric for motion picture entertainment. The theater and circus played to capacity crowds. Ritzler says he welcomes a circus, as it does not seriously "opposit" a showman who believes in "live and let live." George Marquez, the magician, handled the mike on the sound truck and Jimmie Adams was at the controls. Both are "dyed-in-the-wool" circus fans.

## Seils-Sterling Biz Good in Wisconsin

**ONTONAGON, Mich., July 18.**—In spite of the hottest weather Wisconsin has seen in years, Seils-Sterling business is very good. At Tomahawk the city water department brought out 1,000 feet of hose; grounds were well watered.

The pygmy elephant arrived from Dallas. It is to be named Queen Mary after the Wisconsin White Bass Queen. This will take place at Marquette, Mich., where an elaborate program is planned.

Web Miller, wife and Russell arrived from the Dallas Centennial with the 451-pound Mausketus, the big ape, named Hongkong. It is proving quite an attraction. Mrs. Fred Lenard's burned leg is healing very nicely. Coach Eck Erdlitz and wife are again with the show handling first aid. Buddy Wadein, midget clown, continues to hold the silver loving cup for being the sheik of the show.

**R. A. Lenicux** and wife, Mae, spent a week with the show in their new trailer. He is a former Ringling man and now has an undertaking establishment at Menominee, Mich. Dad Wilson's hand, which was clawed by a lion, is doing nicely. Shirley Linderman, 5-year-old daughter of Orval, is making a hit in the menage act, and Betty Heller, 9, is scoring with her ladder and elephant acts.

**Gary Owens** and troupe of Wild West performers are doing fine biz. Chief Thunder Cloud, a Menominee Indian, puts on the famous war dances of that tribe. Fred Lenard, with his Liberty horses, is adding several new numbers. Will Lindeman arrived on the lot from the advance and left for upper Michigan. The baseball team has taken a vacation because of the hot weather, but many games are booked in upper Michigan.

Last Sunday a fishing party was formed—Pete, Al and Orval Lindeman; Al Beck, LeRoy Herman, Mac Heller and Eck Erdlitz. The only fish caught were by the writer. Eck Erdlitz—three nice pike. Heller won honors in swimming, pulling a Girl Scout out of the lake. While at the lake someone ran into Al Lindeman's car and he spent three hours looking for the local adjuster. The girls had a picnic at Towns Lake, Rhinelander.

## Dressing Room Gossip

**AL G. BARNES**—Quite a few old-time friends and former troupers were noticed in the backyard at Denver. Billy and Stella Cronin, for years on Sella-Photo and Hagenbeck-Wallace, have a home in Denver and came around to say hello to the many friends. Roger Moore, of clown alley, has an aunt here. Dolly Ford, formerly of Sella-Photo, was around. Mr. Tucker, father of the well-known Loretta Twins, lives in the mill-high city. Mr. Hill, of the Denver Zoo, took in the performance the first night. Earl Pierce and wife were in evidence. Mrs. Pierce is the sister of Walter Guice, bar performer and bareback rider. Snapper Harrison, former trouper and now in the hotel business, was around to "cut it up." Fred Ledgett has many friends in Denver. Mrs. Jack Bigger was around to say hello.

The Canestrells have become camera-conscious and are going to "take a few" as they go along. Milt Taylor has added another camera to the several that he already has. By the way, Milt had a birthday anniversary the other day and was he surprised by the way the folks in the dressing room remembered him—had a birthday cake and everything.

Bert Nelson has some sad news when he was notified that his niece in Stockton, Calif., was killed in an auto accident.

Don Cash and Frank Carry, of the comedy team "Cash and Carry," decided to call it a season and left at Denver.

**COLE BROS.-CLYDE BEATTY**—All eyes have been on Harold Volse's thermometer these days. Keeps it hung up in the dressing room. With dipping in it in ice water and holding matches near it, it has varied somewhat at times. The baseball schedule has been interrupted—too hot. Last game was to have been between Props and Rebels. Rebels failed to show up. Manager Ray Dean was uptown drinking beer. Bobbie Glavoch was on at Kansas City, Mo. Also visiting there were Loyd (SKIP) Senter, Ethyl Lewis and Kitchie Koban.

Low Hersey and Ed Arinson entertained Kinko, Bill Harddig, Harold Nicholson and the writer at their comfortable home in Fort Scott, Kan. Chester Barnett has been kept busy keeping his monkey cool. Otto Griebling's putty nose melted off. Harold Nicholson opens up the pop about as fast as he can. Very few want coffee. Joe Lewis is assisting Kinko with the baseball pool. Joe Short is a real water boy. Fills up the buckets between shows at so much a throw.

Sun glasses are very much in evidence. Clyde Beatty and Kinko have been doing a lot of fishing lately. Horace Laird's goosie is standing the hot weather okeh so far. Walter Goodenough has a new pig. The last one got too big. Nick Carter is featuring curb service at the pte car these warm evenings. Jack Joyce has gone in for shorts (showing skinny legs). Tiger Tigerson had his family on at Des Moines, Ia., for a visit. Harry McFarland has ditched his coat and vest for matinees.

Bert Mayo and wife were visiting at Springfield, Mo. The heat hasn't stopped the knitting by the women. Ernie Sylvester is back every day talking baseball. The most quiet person in the dressing room is Percy Clarke. Horace does the most washing. Real dog days are here. There's been some growling back and forth but nothing serious. Water wagon has been busy. Everyone takes a bath now. Think I'll take mine.

EMMETT KELLY.

## Stamford Out for R-B

**STAMFORD, Conn., July 18.**—The Ringling-Barnum Circus will not play Stamford any more. At least Mayor Alfred N. Phillips Jr. has been so informed by S. W. Gumpertz, general manager of the show, he said Monday. Phillips as the circus date neared, informed circus officials that nets must be used for all aerial acts. Gumpertz now says that is impossible and that Stamford is the only city requiring this precautionary measure on the itinerary of the show.

**OCONTO, Wis., July 18.**—An ordinance has been passed here providing for a license fee of \$50 per day for circuses, \$25 per day for carnivals and \$25 for traveling tent shows other than circuses and carnivals. Violators are subject to a fine of from \$25 to \$100 or three months in jail.



# The Corral

By ROWDY WADDY

LOU AND CAMILLA RUDOLPH and Bob King are making a few rodeos thru West Virginia.

VINCENNES (Ind.) Chamber of Commerce has announced its first annual rodeo contest to be held in that city on the nights of August 5, 6, 7 and 9. According to reports, prize money amounts to several hundred dollars.

REAUMONT, Tex.—Over 15,000 visited the two-day rodeo on the Port Arthur road, July 4-5. Wet weather hurt a bit on the first day but the Sunday crowd was a SRO. Winners were Bob Herman, Mason Romans, Charlie Hargraves, Buck Echols and Elmo Walls.

IKE HAMILTON, nationally known rodeo enthusiast of West Monroe, La., was brought to Monroe from Florence, Ala., last week, suffering from a broken right leg received while taking part in a Fourth of July event. He was injured when thrown by a steer, his leg buckling under him. Come on, you rodeo boys, send a few lines of encouragement to Ike.

THE 12TH ANNUAL RODEO AT Craterville Park, Okla., July 3-5, broke all former records for attendance, even surpassing the peak year of attendance and gate receipts of 1929. The show was crazy and snappily handled, reflecting credit upon the ability of the youthful manager and arena director, Frank Rush Jr., who is but 20 years of age. Contracted performers were Buck Owens, Rita Tybell, Johnnie Parthing, Johnny Grimes, Margaret Bolton; Charlie, Norma and Clark Schultz, and Fagin Miller. Trophies for first place in the finals were awarded as follows: Steer wrestling, Pat Henry, of Rush Springs, Okla.; steer riding, Vic Swartz, Byers, Tex.; calf roping, Amy Gamblin, Byers, Tex., and bronk riding, Vic Swartz. Fog Horn Clancy was the official announcer and superintendent of concessions.

ACCORDING TO Oshkosh, Wis., officials of the Great Badger Fair Association, the recent Plattville rodeo, staged by the fair association and the American Legion, played to the largest crowd ever assembled for a two-day event on the Plattville Fairgrounds. The show was produced by the Joe Greer Rodeo Company. Personnel of the Greer organization includes, besides Joe Greer, Harry Greer, arena director; Lonnie Rooney, assistant arena director and superintendent of live stock; Earl West and Buster Brown, in charge of chutes, and Ray Pete Adams, announcer. Participants included May Greer, Thelma Rooney, Bee Bristol, Claire Thompson, Joe and Harry Greer, Lonnie Rooney, Earl West, Buster Brown, Bill Sawyer, Weldon Bascom, Ross Lund, Paul Lufkin, Jim Whiteman, Ernie Abold, Bobbie Murray, Buck Wyatt, Len Jacobs, Joe McMackin, Bill and Ted Buschbaum, Sammy Stewart, John Beasley, Bob Estes, Curley Bell, Ken Meyerhoff, Bud McDaniels, Jack Kirk, Jim Briscoe and Carl Strong.

COWBOY STANDINGS for the 1936 Grand Champion Cowboy title, under the rules and regulations of the Rodeo Association of America, were as follows on July 13, including the Reno and Tucson events: Eddie Woods, 2,243; John Bowman, 2,178; Pete Knight, 2,003; Harry Knight, 1,899; Clay Carr, 1,888; Smoky Snyder, 1,733; Breezy Cox, 1,638; Everett Bowman, 1,256; Jake McClure, 1,159; Asbury Schell, 1,153; Hugh Strickland, 1,034; John Rhodes, 1,055; Lawrence Conley, 1,055; Richard Merchand, 1,007; Doff Aber, 1,000; Fritz Truan, 920; Pat Woods, 895; Buck Sorrells, 877; Skeet Bowman, 855; Tom Bride, 849; Leonard Ward, 813; John Schneider, 804; Al Hayes, 733; Earl Todd, 580; Roy Adams, 681; Dick Griffith, 613; Carl Shepard, 593; Fox O'Callahan, 590; Hugh Bennett, 584; Frank Schneider, 583; Tommy Rhodes, 529. Bronk Riding, Harry Knight; Bareback Riding, Smoky Snyder; Bull Riding, Smoky Snyder; Calf Roping, Richard Merchand; Team Roping, John Rhodes; Steer Wrestling, Everett Bowman; Single Roping, John Bowman; Steer Decorating, Clay Carr.

FINAL WINNERS OF the Calgary Stampede, July 6-11, follow: North American Bucking With Saddle; 1, Earl Thode, Casa Grande, Ariz.; 2, Harry Knight, Bang, Alta.; 3, Herman Linder, Cardston, Alta.; 4, Sykes Robinson, Cochrane, Alta. Bucking Horse With Saddle; 1, Harley Walsh, Madden, Alta.; 2, Herman Linder, Cardston, Alta.; 3, Jackie

Cooper, Jasper Park, Alta.; 4, Lawrence Watrin, High River, Alta. Bareback Bucking With Surling; 1, Herman Linder, Cardston, Alta.; 2, Doug Bruce, Black Diamond, Alta.; 3, Waldo Ross, Warner, Alta.; 4, Ken Thomson, Black Diamond, Alta. Wild Steer Decorating; 1, Warner Linder, Cardston, Alta.; 2, A. K. Lund, Milk River, Alta.; 3, Waldo Ross, Warner, Alta. Men's Wild Steer Riding; 1, Herman Linder, Cardston, Alta.; 2, Don Thomson, Black Diamond, Alta.; 3, Frank Sharp, Black Diamond, Alta.; 4, J. H. Sewell, Medicine Hat, Alta. Boys' Wild Steer Riding; 1, Joe Kootenay Jr., Morley, Alta.; 2, George McClary, Springbank, Alta.; 3, J. R. Kipling, Calgary, Alta.; 4, Ted Ross, Delburne, Alta. North American Championship Calf Roping; 1, Floyd Peters, Cardston, Alta.; 2, Gordon Dubray, Browning, Mont.; 3, Pat Burton, Claresholm, Alta.; 4, Toots Burton, Claresholm, Alta. Canadian Championship Calf Roping; 1, Warner Linder, Cardston, Alta.; 2, John Streeter, Stavely, Alta.; 3, Toots Burton, Claresholm, Alta.; 4, Eddie Ivins, Cardston, Alta. Special Chuck Wagon Race; 1, A. O. Raby, Stettler, Alta.; 2, Dick Cochrane, Rose Bud, Alta.; 3, S. P. Swain, Innisfail, Alta. Chuck Wagon Race (Regular); 1, Dick Cochrane; 2, S. P. Swain; 3, Eben Bremner, De Winton.

RESULTS OF PRESCOTT (Ariz.) Frontier Days, held this year on July 3 thru July 5, follow: Bronk Riding—July 2, Tom Bride, 75; Leonard Ward, 45; Bill Chick, 30. July 3, Tom Bride, 75; Frank Schneider, 45; Perry Henderson, 30. July 4, Bill Chick, 75; Tom Bride, 45; Frank Schneider, 30. Finals, Tom Bride, 450; Perry Henderson, 300; Frank Schneider, 150. Bull Riding—July 2, Smoky Snyder, 75; Joe Burrell, 45; Jimmie McGhee, 30. July 3, Smoky Snyder, 75; Frank Schneider, 45; Ken Hargis, 30. July 4, Frank Schneider, 75; Joe Burrell, 45; Smoky Snyder, 30. July 5, Al Hayes, 75; Smoky Snyder, 45; Bob Burrell, 30. Bareback Riding—July 2, Shorty Alard, 38; Al Hayes, 23; Hirschel Downs, 15. July 3, Smoky Snyder, 38; Joe Burrell, 23; Ken Hargis, 15. July 5, Frank Pinley, 75; Jimmie McGhee, 38; Bull Johnson, 38. Calf Roping—July 2, Richard Merchant, 50; Roy Adams, 30; Fritz Taylor, 10; Homer Ward, 10. July 3, Charlie Jones, 50; Asbury Schell, 17; Champs Stockdale, 17; Carl Shepard, 17. July 4, Jake McClure, 50; Tommy Rhodes, 30; Charlie Jones, 20. July 5, Carl Shepard, 50; Breezy Cox, 25; Skeet Bowman, 25. Finals, Jake McClure, 375; Roy Adams, 245; Richard Merchant, 130. Steer Wrestling—July 2, Everett Bowman, 50; Breezy Cox, 30; Hugh Clingman, 20. July 3, Leonard Ward, 40; Breezy Cox, 40; Homer Roark, 20. July 4, Everett Bowman, 50; Pinkey Gist, 30; Homer Roark, 20. July 5, Pinkey Gist, 20; Everett Bowman, 30; Breezy Cox, 20. Finals, Everett Bowman, 125; Breezy Cox, 100; Pinkey Gist, 75. Team Roping—Finals, Breezy Cox, 318; John Rhodes, 318; Tommy Rhodes, 251; Lawrence Conley, 251; Roy Adams, 184; Jake McClure, 184; Bud Parker, 117; Buckshot Sorrells, 117.

THE PIONEERS and Cowboys' Reunion and Rodeo at Mangum, Okla., was held July 9-10. The committee enlarged the seating capacity to seat about 10,000. Committee is composed of Louis Tittel, chairman; Lee Caffey, secretary and treasurer; Carl B. Armstrong, director general and arena director; Joe Van Vactor, Fred Hunt and Claude Wallace, judges; Nathan Jones, associate judge and handling amateur events; Mont Churchill, chute judge, and Lon Deaton, superintendent of stock. Fog Horn Clancy was the official announcer and programmer. Final results were steer roping, two steer total, Allen Holder (51), Everett Shaw (55 1-5), H. D. Binns (87 2-5), King Merritt (98 2-5); calf roping, two-calf total, John McIntyre (43 1-5), Amy Gamblin (44 3-5), Hayden Rucker (46 2-5), Slim Whaley (49); bronk riding, Vick Swartz, Milt Moe and Eddie Curtis; steer wrestling (2 steers), Dick Truitt (32 4-5), Andy Curtis (33 1-5), Dick Anderson (34); steer riding, Eddie Curtis, Jimmy Olsen and Hoyt Hefner. Contracted performers included clown, Charlie Schultz; fancy roping, Clark and Norma Schultz, George Newton, the Ramsey Troupe and Bob and Bill Kelly; cowgirls' bronk riding, Grace and Vivian White; Roman riding, Ray Ramsey and Bob Kelly; Roman hurdle jump, Ray Ramsey; high-school horses, Ray and Marvin Ramsey; trick riding, Florence Randolph. Ray Ramsey, Fagin Miller and Marvin Ramsey; trained horse act, Ray Ramsey. Music was furnished by the girl Kliffies Band of Oklahoma City and the Simmons University Cowboy Band, of Abilene, Tex.

## Dexter Fellows Tent Tattles

(CSCCA)

By F. DARIUS BENHAM

Dear Charlie, Al and Gang: As I chronicled last week, pinch-hitting for Fred Pitzer is not easy. And I think that we should devote most of this column (if that's what you call it) to a man who has done so much for the Saints and Sinners. When the home is completed for the Old Trouper they should carve Fred Pitzer's name in it for the old circus performer to gaze upon and give thanks for the most tireless worker, the man who attends every luncheon, first to the ticket wagon; the man who, with Tony Sarg and Orson Kilborn, puts on the show. I've watched Fred Pitzer for three years at the monthly Fall Guy meetings, held at the Hotel Gotham, and as yet have never seen him sit down and enjoy a meal at the gatherings. Never does he eat.

"Don't worry about me," he'll say when urged to be seated. The writer has much to thank him for. When things looked terribly blue, when we were almost down to our last stake it was Fred Pitzer, man and scholar, who would give a pep talk and stir things up. I recall him one day making an impromptu speech at the Hotel Gotham and when he was thru 10 cigars, guests of members, asked for application blanks. And, I might add, many more were inspired by his sincere talks. So Charlie and Al and Gang in Cincinnati I want you to know about this man Pitzer. No big top was ever built that could shadow his sincerity, his love and affection for the old circus performer.

The Dexter Fellows Tent has been most fortunate in getting many fine workers in it during the past year. Leonard Traube had an excellent story about Orson Kilborn, new president. Mr. Kilborn's father was vice-president of the National City Bank and one of the best known financiers in the country up until the time of his death. His name still adorns many of our \$5 bills.

Of course, Tony Sarg, one of the foremost artists of America and certainly one of the most popular, has done much to bring the club to its present position. And when I say position, no organization ever achieved more notoriety and prominence than did the Dexter Fellows Tent during the past season. A club that was destined to succeed because of its ulterior motives, but would have taken a long pull. With the membership the tent now has the pull has been made a short haul with sunny skies ahead.

## Tom Mix Show In Its 19th Week

DUNKIRK, N. Y., July 18.—The Tom Mix Circus, now in its 19th week, entered Pennsylvania for two stands and then went into New York. The show has covered 8,000 miles, with no serious accidents and its usual quota of good business.

Dad Turney has the show running smoothly and the new managerie top from the United States Tent and Awning Company is a colorful addition to the general appearance. Mr. Mix is kept busy greeting his many friends and spent a delightful afternoon in Meadville with his mother, 77.

At Warren, Pa., Ed Lowery, editor of *The Times-Mirror*, called on Mr. Mix and escorted him to a Kiwanis luncheon, where the town band, under direction of Harry Summer, greeted him and were guests of the show. Arrangements were made by Cliff McDougall and Dan Pyne.

who are landing plenty of publicity for show. Mrs. Tom Mix and sister, Inez Hubbell, spent two weeks with show during the Chicago engagement and left to spend a few days at the Cleveland exposition. The program has been enlarged since the Chicago engagement and Mrs. Dad Turney spent several days while in the city selecting new show wardrobe. Mrs. Denny Helms returned after spending several days at home in Dallas and attending the wedding of her only son.

Mrs. Nettie Dill is back after 10 days' absence. Babe McCabe has returned to Cleveland. Denny Helms, superintendent, with assistance of Joe Ford, master mechanic, have show up on time every day despite long jumps and some mechanical trouble—most of heavy loads leaving at night. All equipment was freshly painted during Chicago engagement. The show met with intense heat in Ohio—matinees light but large evening houses. Chief Nicks, in cookhouse, is specializing in delicious hot-weather meals. Jeff Barnhardt, purchasing agent, is rendering ace-high commissary service, carrying a trailer along for delivery service. A fried chicken dinner was served Sunday.

The big top is a scene of activity between shows when weather permits. Rita Roper has joined the Bell Troupe, and Mildred Ashor, with several other members of troupe, is practicing new tricks. Rhoda Royal, equestrian director, and assistant, Alfreda Codona, are making a most natty appearance these days—going in for white linen. Rhoda has just broken 15 new horses, which have been added to the high-school act, in which the polo girls work on the track. Mr. Mix is getting a big hand in center ring with his Spanish Liberty horse act. Editor Ed Lowery of *The Times-Mirror* and wife and Mr. and Mrs. George Sarvis were guests at dining tent while show played Warren. Mrs. Harry Baker acting as hostess. Jack Burslem is turning in excellent receipts. Bill Flowers, superintendent of ushers and ticket sellers, has his department running with precision. All ticket sellers have new and colorful uniforms. GRACE BAKER.

## Severe Heat Cuts Atterbury Attendance

WABENO, Wis., July 18.—The Atterbury Bros' Circus layed off the first Sunday this year at Hartford, Wis., and showed in that city July 6 to capacity matinee and straw night house. At West Bend no matinee and about a third house at night. Sweltering weather, Port Washington another day that matinee was called off and big top not erected until late in afternoon. Here it was 110 at 2 p.m. and 95 at 6 p.m. Even farmers in the fields quit work for the day. At Kewaunee it was 105. Matinee a third house and night show a half house. At Algoma, much cooler here and business was big, straw to ring bank at matinee and sellout at night. Side Show did wonderful here. Oconto Falls, half house at matinee and about capacity at night. Small uptown lot used here. Only three poles put up in big top. Side and Pit shows and concessions got a good play here.

Sunday, July 12, at Pulaski on fairgrounds. Very hot day, about third house at matinee and about filled at night. Roy Roberts closed with show as car manager and was replaced by John A. Atterbury, a brother of E. L. Atterbury, the owner. Roberts has joined Sells-Strling Circus.

LOS ANGELES, July 18.—The Escalante Circus, after a successful several months' engagement in this sector, has taken to the high spots after playing towns in Southern California. Show is moving north. Pete Despard is manager and Charles E. (Cookie) Cooke general agent.

## VINCENNES CHAMBER OF COMMERCE

Announces

FIRST ANNUAL CHAMPIONSHIP RODEO CONTEST  
AUGUST 5-6-7-8-9—NIGHTS ONLY  
WASHINGTON FIELD—VINCENNES, IND.

Hundreds of dollars in cash prizes. Contestants write for prize list. Want to contract Trick Ropers, Riders and any thrilling Rodeo or Horse Act. Will buy or rent Rodeo Stock. All write or wire. No collect wires accepted. MANAGER RODEO DEPT. CHAMBER OF COMMERCE, Vincennes, Ind. Novelties and Prize Package Candy Concessions open.

## Clair as Host At N. E. Frolic

Norumbega picked for summer meet on July 28—  
Markey tells of program

EXETER, N. H., July 18.—New England Section, National Association of Amusement Parks, Pools and Beaches, will hold its 10th annual summer convention in Norumbega Park, Auburndale, Mass., on Tuesday, July 28, it was announced by Secretary Fred L. Markey from his offices here. This is the second time the section has held its summer meeting in Norumbega Park, first meeting having been there eight or nine years ago, and a large attendance is expected.

Manager Arch E. Clair is arranging an active program. Members will be permitted to bring guests. A buffet luncheon will be served at 12:30, following by a short meeting at which will be discussed the latest problems affecting park business. During the afternoon a baseball game between Captain Daniel E. Bauer's Clam Bakers and Captain Harry C. Baker's Plaid Socks will probably develop into one of the highlights of the program.

A banquet will be served at 6:30, followed by dancing in beautiful Totem Pole Ballroom. All members of the National Association of Parks, Pools and Beaches are cordially invited.

The following notice has been mailed to members: "Under our constitution our annual winter meeting must be held during January or February each year. Feeling that a later date would be more beneficial, a vote was passed at the executive session of our convention held at the Hotel Manger, Boston, February 26, 1936, authorizing the president to appoint a committee to study the by-laws and constitution with reference to amending same so our annual meeting may be held later each year, and to report at our summer meeting. The committee will propose the following amendment at the summer meeting to be held in Norumbega Park on July 28: Section 8, Paragraph A, to be changed to read 'Regular annual meetings of the Section shall be held at such time and place as may be determined by the executive committee between November 1 and May 1.' This notice is being mailed to all active members of this organization 15 days prior to the date of the meeting at which this amendment will be proposed. W. St. C. Jones, Fred L. Markey."

## Greatest Crowds Since '29 Swoop Down on Cincy Coney

CINCINNATI, July 18.—Coney Island, 10 miles up the Ohio River, had its biggest day since 1929 on the Fourth of July, attendance being judged at about 50,000. Coney Island Company's five-deck steamer, Island Queen, conveyed 12,000 to the park on five trips, and highways had continuous lines of automobiles and busses en route to the park. Management arranged special features and elaborate fireworks. Pool did a marvelous business, also Moonlite Gardens and rides and other attractions.

It was necessary for the Island Queen to make an extra trip after midnight, and about 3 a.m. Sunday on the sidewalks for several blocks on Broadway were seen families wending their ways from the boat landing to "owl cars" and bus stations, bound homeward. General Manager Edward L. Schott and his staff had expected an unusually large crowd, but both attendance and business surpassed expectations.

## Pools and Bands

PITTSBURGH, July 18.—The all-time high for a single day was broken at Kennywood Park pool on Sunday, when 5,060 admissions were registered. With weather ideal for swimming, large crowds also invaded all other pools in this territory. Name bands are growing in favor with park fans here. Kennywood and West View parks are finding them a tonic to night business, some of the crowds doing spending outside the ballroom. Ina Ray Hutton's Orchestra played to near capacity at West View, while Rudy Vallee had a throng on hand at Kennywood this week. Among other bands booked is Ted Fiorito's for Kennywood on Monday.



A SECTION OF THE BATHING BEACH at Tom Kelly's Pleasure Isle, drawing heavily from Greater Cincinnati, situated on Madison Pike, five miles south of Covington, Ky., and carrying on an extensive exploitation campaign this season. Among varied attractions Jack Sprigg and his orchestra are in for nightly outdoor dancing. Annual outing of the Variety Club of Cincinnati was held here on July 20.

## Chicago Navy Pier Draws Big Crowds

CHICAGO, July 18.—Attendance records for the past three years were broken at Navy Pier last Sunday when an estimated 130,000 persons passed thru entrances of the recreation section at the far east end of the pier. Temperature on the pier was 78, some 15 degrees lower than in the city proper.

Crowds evading the heat almost swamped the personnel at concession stands, and reserve help was constantly being summoned.

Previous record at the pier was made on General Balbo's visit to Chicago in 1933, when 120,000 welcomed him and his squadron during A Century of Progress.

## Big Business Turning Out For Knoebel's Spot in Pa.

ELYSBURG, Pa., July 18.—Despite belated warm weather, Knoebel's Park here is breaking all records. Never before were June crowds as large as this year, said Assistant Manager Hartman Knoebel. However, pool biz for June was below that of 1935, but July crowds are larger than the management has ever had. July 4 proved largest in years, with parking at a premium. Three sessions of skating were held for more than 300, after which was a very successful dance.

On July 12, when Chevrolet dealers and employes from Eastern Pennsylvania held their first annual picnic, this, besides the regular crowd, drew 2,000 autos and nearly 10,000 people. Pool had a record crowd of nearly 2,000.

Management is planning new attractions for 1937.

## Edgewater Is Given an Okeh By Detroit Fire Department

DETROIT, July 18.—Detroit Fire Department recently conducted an inspection of amusement parks in the city, pursuant to order of the common council, and submitted a report regarding its findings, stating that Edgewater Park is the only amusement park operating at present in the city of Detroit, Eastwood Park and others being outside the city limits.

In addition to auto parking lots, picnic grounds and outside concessions, such as booths, coasters and other riding devices, there are only two buildings patrolled which may be classed as enclosed buildings, House That Jack Built and Streets of Paris, the report states. The department reports these devoid of inflammable decorations and that their system of entertainment is not based upon confusion or conflicting passageways.

The report, signed by Fire Marshal O. S. Goldwater, states that every precaution has been taken in this park to eliminate hazards outside and inside grounds. He makes particular mention of co-operation shown by park officials and their compliance to the fullest extent with wishes and recommendations of the fire department.

He also commends the park officials for cleanly conditions prevailing.

## 100 Per Cent Billyboy

LAKE ORION, Mich., July 18.—When there was talk of naming an agent to sell The Billboard at Park Island here it was found that there were so many regular subscribers in the park that an agent was unnecessary. General Manager Douglas Glazier commented that practically every park attraction and attaché had come thru advertisements in Billyboy and remarked: "We wouldn't think of being in this kind of business without reading The Billboard."

## Park Island Given Biggest Fourth Play

DETROIT, July 18.—Ballroom at Park Island, Lake Orion, Mich., has been proving a major attraction for a large resort area. Friday nights, with special waltz contests, have been drawing a high class of dancers. Final prize for the season will be a large cup of attractive design, to be kept on display in the ballroom.

The park has been open until 2 o'clock or later Sunday mornings, drawing a fine late night crowd from the summer population. Last week crowds were coming when Douglas and Dorothy Glazier, managers, were leaving for the night. Beginning next week contests for election of a Miss Lake Orion will be held, to be followed by selection of the Peach Queen for a special harvest festival in the fall. Don Phillips and his orchestra, continuing in the ballroom, have established a wide following.

The ballroom doorman places a stamp on a hand of every patron as he or she is admitted. This entitles them to a free passout and return for remainder of the evening, so they can divide time between the ballroom and other park attractions.

Fourth of July set a record day's attendance for the park, according to John Winters, owner and builder of the park, which, erected over 40 years ago, is said to be oldest in Michigan. All rides, boats and attractions are now being repainted. Mr. Glazier is considering several locations for a new park to be erected next season and may withdraw the present attractions from Park Island entirely next year. Jean Bliss has been appointed manager of the shoot-till-you-win stand.

## Wheat Festival in Enid

ENID, Okla., July 18.—Merchants of the wheat belt will hold their fourth annual Wheat Queen Contest at Lake Hellum, five miles north of Enid, on July 26. There were about 80 young ladies entered into the contest last year, and they presented a colorful array of costumes portraying rural life, said Park Manager Ray Steck. Contestants must be between 14 and 21 years. Costumes must represent farm life in the wheat belt. Personality, winsomeness and costume will be sole factors of judging suits. No evening gowns or bathing suits will be permitted. And the homeliest girl has as good a chance to win as the most beautiful. A group of 15 Wichita Eagle Entertainers will furnish the program for the pageant, and R. B. Kinard, of The Wichita Eagle, will be emcee. Leslie Creighton is Wheat Festival manager.

## Marshall Hall Sets New Record for Biz

MARSHALL HALL, Md., July 18.—Week of June 21 for Marshall Hall Amusement Park and its concessioners was the biggest that the spot ever has had since L. C. Addison became manager. On June 25 Northeast Business Men's Association started the fireworks by putting on a mammoth rodeo and outing that made a record day's business, and with the number of day excursions sent to the park by Harry H. Baker, district manager in charge of Wilson Line Boats, Washington, D. C., this turned out to be the biggest week in history of Marshall Hall. Bookings at the boat office are biggest since the service started in Washington in 1931. C. N. Knollonkon, former office manager in Marshall Hall, visited friends at the resort. He is now connected with an Eastern concern.

At the 14th annual excursion and First Derby Day of Northeast Business Men's Association it was their fortune to have the U. S. S. Destroyer Brooks, with 16 officers and 100 men, anchored abreast Marshall Hall pier, on the Potomac River, on June 24 and 25. Hundreds of visitors were taken to and from the battleship on navy launches. Leave was granted all men and an enjoyable time was had in the park, adding quite a bit of color to the day.

A crack troop of cavalry from Fort Myers garrison put on a rodeo show. More than 800 fried chicken dinners were served in the large ballroom. The "Marshall Mansion," built in 1690, came in for a lot of attention and a park visitor for the day was a woman who was the first "tournament queen" 52 years ago and who remembers having visited the park 70 years ago.

First two Middle Days, June 22 and June 26, went over with a bang. Frank Portillo, Washington clown, put on a Punch and Judy show in the ballroom. Special prices and events are put on each Kiddies' Day and they have been very popular and profitable since they started in 1933.

## Riverview in Sioux City Is Under New Management

SIoux CITY, Ia., July 18.—Tommy O'Loughlin and O. C. Gray have taken management of Riverview Amusement Park, formerly operated by the late Harry A. Jones, connected with amusement parks a number of years before his death a year ago.

Park was remodeled early last spring and new rides and concessions installed, including a midjet automobile race track. Races every Sunday night are attracting several thousand. On July 4 one of the largest celebrations in Iowa was offered, all attendance records being broken when nearly 16,000 people passed thru the gates.

Bill Hawkins, well-known publicity writer and press agent, has been placed at head of the publicity department with a staff of assistants.

## Operators' Reports Better On Biz at Pleasure Beach

BRIDGEPORT, Conn., July 18.—In Pleasure Beach Park the week-end of July 3-5 looked more like the days of 1929-'25, declared Harry C. Baker and Resident Manager John C. Molloy, an estimated 60,000 being in attendance.

Bear garden and restaurant did exceptionally well, and Jack Fox, veteran refreshment concessioner, reports best business in several years. Fred Pearce's Coaster also made a splendid showing. New rides installed by H. D. Gilmore have shown substantial business to date. The extensive midway has more skill games, wheels and novelty attractions than ever before. Sol Jules, operator of skill games, reports a good take. Ben Morey, manager of the skating rink, is pleased with attendance to date. C. P. Keller also has some new rides at the beach that are meriting satisfactory patronage. San Badamo, dance hall manager, is using name and radio bands on Sundays with local bands occupying the spot during the week.

John J. Conroy, in charge of promotion, reports numerous outings scheduled, among them several of previous years. The local trolley company is co-operating in operating two bus lines to Pleasure Beach on a three-minute schedule, meeting the New York excursion boat and handling the majority of special outings. Everything seems to point to a banner season.

# American Recreational Equipment Association

By R. S. UZZELL

The best thing for our country, as a whole, is rain. Our business demands fair weather for best results, yet we must have rain to make the nation prosperous. The parching drought has left much disaster, but a wide area of the dry country has been assured a living without public relief and much of it will now make some money.

The latter half of the season has been assured a profit where only one week ago it looked like a blank for many parks. Now there will be a new buying power in sections where we heard talk of abandoning the country. There is still a wide range of need but sparse to what it would have been but for heavy rains.

Add to this better outlook these facts: Steel production 68 per cent ahead of a year ago, electric power output up 14 per cent, automobile production 25 per cent ahead, building contracts 70.5 per cent above 1935; retail sales at a new high for the recovery are up 12 per cent, while mail order sales are up 31 per cent. And this is a campaign year with one of the worst droughts in years. Most amusement parks are reflecting these conditions in an increased income.

C. D. Bond, of the Dodgem Corporation, keeps on the go despite the heat. He is gratified with the results and what he finds pointing to unmistakable better days for our industry.

## Too Much Enthusiasm

We are counseling optimism but do hope there will be seen no more unbridled enthusiasm that produced so much folly and grief. An example is a gigantic Conster that cost about \$150,000. It was advertised as defying the laws of gravity, which it surely did. It also ignored all laws of economics. No notice was taken of the cost side of the ledger and no balancing with income side. Result: A headache for park company because it took up a lot of space and did not operate at all for three years. The lumber and steel, electrical, hardware paints and other supply people lost money. Stockholders have an engraved certificate as a souvenir of a device with the above cost that sold to the junk man last spring for \$2,000.

Each man striving to outdo the other thru vanity never has paid and never will. Many who have been in the harness for a time should lay themselves a prudent course for the recovery and plan to lay aside each year a sum that will assure comfort thru the next crash, for some of you are not going to have the vigor to build from the bottom again.

## New York Dirt Flies

Norman Bartlett tells us it is too hot for business at Dallas Exposition. He expects a pickup in the fall when the weather gets cooler. At the Cleveland Exposition the public has not found the rides. It just doesn't seem to see them. This is a keen disappointment to ride concessioners. We hope for better results yet, as these men have gone to considerable expense to get set on the Ohio Exposition site.

New York Exposition is making the dirt fly. They will work three shifts of eight hours each until filling and grading is complete. A big job is now well started. New York is now well committed to the undertaking and anyone who thinks the show will not open in 1939 is betting on the wrong horse.

## Too Hot for Business

Coney Island Beach has never had larger crowds than flocked to this wide stretch of sands. The unprecedented heat drove them to the ocean-side in such numbers as to make it difficult to convey to our readers accurately an adequate concept of such a collection of humanity. Old expressions are trite and have not lost many true concepts. A multitude, vast throngs by the hundred thousands, beach black with people, away over a half-million people, you have heard them repeatedly each season. Unless one has seen the beach on a busy day no real notion of the crowds can be had. A stretch of sand approximately 300 feet wide and three miles long, covered with humanity packed densely is not easily visualized by the novice.

How would this do? For three miles people were packed so closely the tide could scarcely get in. Can you get it? On extremely hot days they remain in the water so long they become emervated and are, therefore, listless on the come-

out, pep all gone. They are then poor spenders and soon go home. There is no remedy. We have just come to expect a drop in receipts when weather gets too hot.

# Wildwood, N. J.

By ORO

To get away from heat at home seemed the one urge which motivated milling mobs, giving this South Jersey resort the aspects of a holiday week-end. And capacity crowds reflected in the welcome metallic tone of the cash registers. Dart and bottle games are getting biggest share of business, many stands installing bagatelle machines on the counter to keep customers occupied until an alley is available.

Boys are going heavy on merchandise and the stands look more like department-store windows. Most outstanding displays are those at Morris Lerner's dart game and Alex Shenkman's bottle alleys, while the furnished rooms at S. B. Ramagosa's new game make his exhibit a must see.

After an absence of four years the pig slide is back at the Casino Arcade and getting a nice play. Too many expert throwers are keeping cigaret dart games worried and the boys are putting on a limit. Skee-Ball is more popular than ever since new chimes have been added as an innovation. Plenty competition in evidence among those intent upon chalking up the season's high score for grand prize.

In addition to the Monday night country store and Friday night amateur show, Zeke Youngblood's Derby Show added a kiddies' matinee for Saturdays and vaude features Sunday nights. Ramagosa's Mysteries of India show slowed down considerably due to lack of feature attractions, with many newcomers promised for next week. Jack Delmar's Band holding forth at Hunt's Plaza, with Jan Savitt bringing in his Top-Hatters on July 25. Chamber of Commerce getting ready for the 27th annual Baby Carnival in August. A special committee was appointed to work out details with Rotary and Kiwanis clubs.

# Asbury Park, N. J.

By RICHARD T. HOPPER

Biz booming here as concessioners, operators and others who cater to summer crowds celebrate record attendance at amusement spots.

Official figures released last week show 450,000 here Independence Day for largest July 4 crowd in the city's history. Aftermath was over \$400,000 bank deposits by walk merchants Monday and a rent-collecting drive by City Manager Milford G. Farley which netted nice results.

Edward T. Mitchell, operator of the city's bathing beaches for the last 25 years, has all groups opened now and regular life-guard staff, headed by Chief Newbury, made up of Roy Reynolds, Bob Howard, Bob Erwin, Carl Nordquist and Lew Schenly. Others called in as extras when crowds warrant.

Marian Bishop on 'Walk again, at Third avenue esplanade, with her marionette shows, given four times daily with extra shows on week-ends. Puppets proved to be a big attraction last year.

Professor Emil Birk back again at Natatorium on the Boardwalk teaching swimming to "the timid" and others.

Captain Bartlett also coaching the would-be mermaids at the outdoor pool at Seventh avenue.

G. Howard (Scotty) Scott, municipal organist, packing 'em in with *The Land of the Pilgrims*, organ fantasy featuring *The Storm* which goes over with a bang. Sound effects rigged in Convention Hall and operated by Scotty from the console of the organ the tops in realism. Climax is lightning bolt shot from rear of hall high in the air to the ship on stage. Terrific results so far.

Tom Burley, beach director, announced record throng of 5,000 in Casino on July 4 dancing to the music of Julian Woodworth's Ork. Julian has left, to be followed by Dick Mansfield's Ork at that popular spot.

Spiros Michals' Boardwalk tea shop boasts a host of beautiful gals working about the place.

Long chat with A. M. Williams, for 30 years a leader in the local amusement field, finds him tired and expressing a desire to quit and take it easy. Besides operating large Amusement Palace on Wesley Lake here, Williams controls several companies operating on the 'Walk,

Ocean avenue and in (or on, if you will) Wesley Lake.

Reminiscing, Williams told of the old Steeplechase on Ocean avenue, which was one of the city's amusement highlights for years before modernization in the guise of Rodney Ross and Bob Fountain—Asbury Park Amusement Company—tore down the building and erected two new modern structures, one housing Sam Scheniborn's modern eatery, the other Arthur Seger's newest addition to his ever-growing chain of playlands and amusement centers.

Water scooters operating on Wesley Lake under control of Williams and Ross and Fountain best attraction in the city, Williams said. Is growing more popular every day. Addition of a swan boat, powered with a small automobile engine, which makes trips up and down the lake at moderate speeds, great attraction to older people who dislike piloting their own boats around the inclosure.

New type of water ride, bicycle or paddle boats, being installed on Ocean Grove side of the lake and expecting to draw well from both resorts. Williams responsible for the new outfit.

Hyman Hubon about completed his Seventh and Boardwalk playground for grownups. Features shuffle board, bowling and similar outdoor sports.

Bicycling fast becoming the rage here with stands springing up at vantage points all along Ocean avenue and several in the center of town. Sidewalk on east side of Ocean avenue has been designated as a cycle path and in constant use. What with the Berkley-Carteret Jirikishas and the bicycles, traffic is almost as bad as it is in the streets this time of year.

A. A. Storm, known as "A. A." to his friends, back in the frozen custard game after an absence. This time is operating a neat new plant on Cookman avenue near the beach in the theater district and "doin' fine," he says.

# Palisades, N. J.

By MARION CAHN

Big-time picnics starting, with Peenam here for four days. Actual radio broadcast from free-act platform over WOR of Peenam's National Amateur Hour biggest picnic stunt pulled by Doc Morris. Benny Rubin and Arnold Johnson, on the program, started entertaining a tremendous crowd of sitters around 2 o'clock. Program goes on air at 8 p.m. People came and sat at free-act platform from 2, when the rehearsing began, until 6:30, when the program is off the air.

Clem White tells me he's in the market for a good romance. Sugar Cooper is now the nurse at park and complaining not enough to do. That's not the attitude to take, Sugar.

Bert Nevins still complaining about that toothache when I know very well he had it pulled. Ina Ray Hutton played a one-night stand at Mardi Gras, doing big biz. Joe Russell now helping out Mills on publicity for the room.

Billy Ritchey's Water Circus in as free act and it makes me feel good to see high divers again. Act builds up beautifully. Capt. George Craig climaxing with a dive of about 90 feet following dives by the gals, Helen Osborne and Rae Richards.

Anna Halpin works too hard all the time and is feeling the effects now.

At last reports she's much better.

Ed Sullivan and Harry Hirschfield guests over week-end. Pool jammed to capacity three days in succession last week-end for the first really hot spell of the summer. Five o'clock Boys doing swell at Park Casino Bar.

They do a fine double act and are grand boys besides. Water Scooter packing them in, with long line waiting all the time. Everyone seems to love the thrill of a speed boat.

Everybody along midway happy at big summer but very little news. Good-by again.

BABCOCK'S LOOP act has been the featured attraction at Idlewild Park, near Greensburg, Pa.

# Philadelphia Park Notes

PHILADELPHIA, July 18.—All parks in the city and vicinity had banner business over the "Fourth." Both Saturday and Sunday gave them perfect holiday weather.

Willow Grove Park had the biggest crowd in many years and Manager Foehl said that receipts were far ahead of last year. Special features and shows were given in the open-air theater on both days. The Sousa Electric Fountain put on a special patriotic display on July 4 and a display of fireworks followed.

Woodside Park had capacity crowds on both days, all rides and attractions doing outstanding business until the closing minute on each day.

Sylvan Hill gave special shows to take care of the crowds.

Crystal Pool was sold out all day with swimmers who enjoyed the water of this fine pool.

Grand View Park, at Yerkes, Pa., has placed a new policy in operation this year. A general admission of 10 cents is charged and all attractions inside free—lockers, bathing, covered lunch tables, etc.

The big soft drink pavilion at Willow Grove Park has been taken over by Dick Luse. He has entirely rebuilt the interior and it is now one of the most beautiful soft-drink pavilions in the country. Upstairs, which has never been used, has been built as the interior of a barn, with stalls for the patrons and a dance floor in the center, with a hill-billy orchestra to furnish the music.

# Buckeye Pool Biz Record

NEWARK, O., July 18.—An all-time record for patronage at Crystal pool in Buckeye Lake Park was registered last Sunday, when at 3 p.m. there were no suits or baskets left, according to Manager A. M. Brown, first time in five years the pool has been operating that its facilities were taxed to capacity.

**THE GREAT**

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**4 Passenger With Cables, \$1,800.00.**

**4 Passenger Without Cables, \$2,000.00.**

**8 Passenger (12 Children), \$3,200.00.**



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*Sales of dual units this year are double those of 1935 season.*

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### AMUSEMENT PARK FOR SALE

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# The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

## Scooping the Scoopers

Tokyo, Japan, will be the scene of the 1940 Olympics, with plans having already been started for a mammoth stadium in which to stage the games. Official announcement of this news will not be revealed in the press for a few weeks, but all of the boys on the Olympic Games committee, just before they sailed last week with the team, confided that it was "in the bag" for the Oriental city.

It will be a timely gesture, too, for the Japs to play host in 1940, for they are almost certain to win the majority of events in the swimming competition in this year's Olympics in Berlin this month. There is a definite reason why Japan has taken the leadership in aquatics during the past six years. Some coaches in America claim that the way the Japanese boys and girls are built physically makes them perfect for swimming, and it may be recalled that two years ago I quoted L. deb Handley, coach of the women's Olympic swim squad, as saying that the shape of the Orientals' feet, because of shoes they wear, adapts them for fast swimming.

However, all these reasons now have been discarded and those in the know insist that the swell organization the Easterners have in teaching swimming produces the champions they have. For example, every coach thruout Japan reports regularly to a national aquatic clinic, which is compulsory. And these swim teachers are themselves instructed how literally to manufacture record breakers. In other words, Japan most certainly takes its aquatic sport seriously and has made it a business to turn out international titleholders. Records of swim trials, even in the smallest pool in Japan, are kept and studied as carefully as state treaties. Small wonder then that American swimmers are going to have a tough time competing against these man marvels in this summer's Olympics.

## An Open Letter

Dear Sol Solomon, Kenneth Blake, Jack Latkowski, Bernie Keesacker, Frank Cushing, Lucille Anderson, Pauline Black and Viola Moss:

This is the first opportunity I have had to thank all of you for the fine sportsmanship displayed at the world's high-diving championships held in May. And lest there is a misunderstanding, I should like to explain why the Billy Ritchie Water Circus played Palisades Amusement Park, on the Jersey side of the Hudson, opposite mid-Manhattan, last week, which was the scene of the championships, despite the promise of the writer that the park would hire no other water act except the titleholder.

Ritchie's water show includes Captain George Craig, who was entered in the title meet but who failed to enter at the last minute; Helen Osborne, Ray Richards and a clown. And while Jack and Irving Rosenthal, who operate Palisades, wanted to hire Sol Solomon, the world's champion, his act was booked

solid, and no arrangements could be made to engage the act for the park this summer. The famed Jersey resort usually hires a water act each year for two weeks and while it tried its darndest to move about Solomon's bookings, the engagement just couldn't be arranged.

Solly is to be congratulated for the fine way in which he, himself, took this booking of Ritchie's. He told the writer personally that he felt no hard feelings towards the park or the sponsors of the competition and that he understood perfectly that it just couldn't be helped. As a matter of fact, Solly, the world's champion, has already issued his entry—first received—for the 1937 competition even before the date and site have been set.

There is to be another world's championship next year, you know, and plans are also under way right now to get a meet in Miami this winter. But more of this later. Suffice to add that the sponsors of the recent tourney are doing everything in their power to stop all other high divers except Solomon, who is the rightful claimant to the title, of billing themselves as world's champions. Two such incidents have already been reported and stopped.

If any of you ever hear of anyone calling him or herself world's champion other than Sol Solomon and Lucille Anderson, the writer would consider it a personal favor if you would bring that information to his attention. Thanks again. Yours as ever,

NAT A. TOR.

## Modell Model Beach Shop

Visited Joe Day's mammoth Manhattan Beach, Coney Island, N. Y., last week to witness a bathing-suit fashion show as guest of Henry Modell, New York sporting goods king and chairman of the sporting goods committee of the Dry Goods Association. It was in his capacity as chairman that Modell opened the three sports shops he is operating this summer at Manhattan, Oriental and Brighton beaches. In previous years Day ran a few sports equipment booths of his own where bathers could pick up knick-knacks that they forgot to buy before going swimming and which they needed then and there.

But this summer the ace sporting-goods merchant who controls a chain of stores in New York City rented space in lobbies of the three beaches and established elaborate beach shops. Instead of one or two booths, Modell has everything one would need at the beach, including every type of equipment and apparel imaginable, even more than the average city store. And the proof that his policy of selling these items at city prices is right, rather than at higher rates, as usually practiced by pool concessioners, is borne out by the fact that the shops are doing terrific. Last year Day did not do enough biz to warrant his paying much attention to it as a sideline, but this summer one day's receipts in the three shops actually brought in a take of six grand. Imagine \$6,000 as one day's side-line revenue for a pool!

Of course, no pool man, unless he knew the merchandising game thoroly, could hope to equal that mark. But there is no reason why other pool and beach men cannot contact chain-store operators of sports goods stores in their own towns or even local department stores to take over space for similar propositions. Even on straight percentage a cut of \$6,000 in one day is nothing to sneeze at for any pool.

## Dots and Dashes

Bill Lombard not managing quadrome in Luna Park, Coney Island, N. Y., this summer, but concentrating on picnics for famed resort instead. . . . Harry Schorr is entitled to some of the congratulations for putting over the Modell sports shop idea at Manhattan Beach, N. Y., for he is the man on the grounds at all times.—If that mug who followed Capt. Ken Blake, of Chicago, into the Streets of Paris exhibit at the Dallas Exposition doesn't stop calling himself "the world's high-diving champion" he's liable to find himself without a job for a long time to come, for park and fair men are co-operating to the fullest extent to see to it that Sol Solomon, who won the title legitimately, holds exclusive right to it until next year's tourney. . . . And it's even too hot to write about pools these days, so I think I'll stop and take a swim.

DES MOINES, Ia.—Omer Kenyon, who recently completed a tour as advance man for MGM on *The Great Ziegfeld*, has been named promotion manager for Riverview Park.

# Revere Beach, Mass.

By BEACHCOMBER

Financial returns along beach front exceed the fondest expectations of concessioners, the small and mighty alike sharing in the flood of gold. . . . All major riding devices went to 25 cents on the night of July 3 and stayed with the price till daybreak. . . . Bluebeard's Castle, a walkthru, ditto. . . . Others fearing that they might hurt themselves lifted prices to 15 and 20 cents the night thru. . . . Juice and grab concessions in the moppup, with a rise to a dime for most edibles. . . . The Fourth saw prices back to normal, but good biz for everybody.

Listen to Al King (and it's the gospel truth), who has had the cash box on Tom Harding's Virginia Reel for the last eight years, "never had such a Fourth night before that I can remember. With the rise in the price from 15 to 25 cents it never fazed the people. I was sick and tired of handling Tom's dough by daybreak. I did \$1,000 on my box. . . . Fred LaReine has changed his pit show to platform setup, as much as space will permit. Phoebe Hyde is doing the front job. Says he's going to book in rides, concessions, perhaps a carnival.

The Beanos, six costly setups, were shut down shortly after the Fourth, reasons proffered not so clear, but it seems the mayor, James F. O'Brien, has taken a hand in the price-cutting matter. Four are now doing a penny a card and doing each other to death, the others being badly hurt but managing to stick, offering several cards for a nickel. Apparently the mayor feels that the concessioners will be unable to pay the exorbitant rentals and the city will be unable to collect the outlandish taxes from the property owners. Anyhow, Beanos are dark at this writing and the mayor is not available to talk things over.

Tom Harding has the new streamlined Scooter Cars, front-wheel drive, latest thing, very popular as a ride "take." . . . Fred Hurley says that nothing can beat the Dodgem for ride money, so take your choice. . . . The Pretzel tunnel ride, did a wow of a biz over the holiday period. Pretzel belongs to the Harding empire, too. . . . Michael Zaccaria's Dodgem is located close by the Harding setup, but Mike's nickel, which made Fred Hurley take a dive to a nick (and he's two blocks away), doesn't have any effect on Harding's mind to keep prices up.

Ilanus Hurley is planning to take out a portable flat ride for the faira and is to get his license as an electrician this winter after the exams by the State.

Doc Oylor left the side show and the show disintegrated, part of the outfit reorganizing and leaving for balance of the season with the Pine Tree Shows. . . . A Ferris Wheel followed in on same location and stayed for one day. . . . Alex McLean's Skating Rink, same spot 30 years, remodeled and having best biz since 1923, now that the Boston Elevated is coming in, one fare. . . . Master Rus Syl, mind act at European Museum, scoring terrific, and W. J. O'Brien is tying up over WMEX and WHDH with the take to come into his show.

Flash Murray's Chinatown After Dark, second year as blowoff attraction in European Museum, running 50 per cent ahead of last year's receipts and more lavish. Matty Lepore doing Chink, Dodo Leonard doing Mollie, feminine lead, very cleverly. Sketch is a five-minute hair-raiser, pulled at the climax of Murray's lecture from an ex-G-man viewpoint that is in itself something to write home about. . . . Tumbleplane, located south end of beach, owned by Dick Smith and wife, touring New England States; indie this summer, set up over Fourth holidays and did well at 40 cents a head. Has his own gas plant along with him. . . . Earl Kern, brown as a nut, smiling and picture of perfect health. Augments his bank roll with lucky pickings of Suffolk Downs nags. He's doing bang-up biz with a Guess-Your-Weight scale.

Recent visitors here from Art Lewis Shows: George Moore, girl-show talker, and Jack Palmer, whose brother has the drome with the Lewis outfit, brought in a kiddie ride for O'Brien's ride lot. Hippodrome Merry-Go-Round, owned by the Crescent Amusement Company (Roy Gill - Chisholm - Cassasa triumvirate), managed by William Wollenhaupt; Ida White, cashier; Margie Garbutt, assistant; George Farrell, first man; Nelson Wollenhaupt, janitor; Frank Woloy, Norman Garbutt, Louis Wollenhaupt, ticket collectors. Harry Wollenhaupt, clutch. The best Fourth since 1928 is reported. . . . Smiling Ruthie MacMahon is the main attraction at Mollie Wheeler's

famous clam and sea-food stand, with May Lassen tying for honors. . . . Spanish Galbes dance hall summer biz going ahead. . . . W. J. O'Brien's pretty young niece, Corlune, hit Revere's shores about a week ago with a bang. She's screaming, "in water," at a little stand in front of Rideland and playing part time cashier in Chinatown.

# Playland, Rye, N. Y.

By THE VOICE

Biz keeping up, weather mucho caliente. . . . Current free attraction, Capt. Sol Solomon's water revue, clicking nicely. . . . New free feature, Talent Night, started July 15 with 880 in prizes. . . . Free Chevrolet award Saturday nights drawing huge crowds. . . . Playland Baseball League going along nicely, Parking Space team defeated Kiddieland 8-6, latter also winning from Refreshment Stands 5-0. Executive Staff team received a severe shellacking at the hands of a revamped Parking Space nine, score 17-0. Nuff said.

Joe Jones and Bill McEachern are the veteran crew at Aeroplanes Coaster. . . . Irene Engstrom winsome cashier at bathhouse. . . . Jack Cliffe III visited his granddad at park recently. Junior said he would not care to be a radio commentator, his ambition being to emulate Walt Disney. Dot Dwin, the lightning sketch artist, gave him some very good advice. . . . Another summer romance is under way. This time it has to do with pop corn and race horses. . . . Gus Bergman, the cowboy photographer, is going strong, reporting biz a stampede.

Jack Fraser is exhibiting with pride a shirt he bought in New York. It is of the latest type, sea he, being buttonless. Well, ye scribe could show Jack 20 married men in Playland who have been wearing that type of shirt for years.

Dot Dwin, mentioned a few sentences ago, is doing very nicely, thank you, drawing features in three minutes. Her hooth always surrounded by crowds. . . . Namy Sali's European Circus another of the nice-doers. . . . Park has placed a dozen paddle boats on the lake which are taking very well. . . . Ed Bogart, Ray Seckler and Ernie Berndt are at Jack and Jill.

Magic Carpet crew consists of Henry Carotta, Shadow Fenaro, Hurley Bloom and Ray Sandback. . . . Lawrence Balck is the new manager of the Swooper. . . . Beach getting wonderful play these sultry afternoons, with Manager Tom Woodward and crew kept on the jump.

Jess Orr, urbane, robust manager of the shooting gallery, took ye scribe to task for omitting to mention his attraction, so this will square that. . . . Much too hot to write, so am signing off with the usual theme song—hasta manana.

# Park Free Acts

FOUR QUEENS OF THE AIR opened in West View Park, Pittsburgh, last week. Red Brady and Joab, diving act, with Oscar, clown, are in Kennywood Park, that city.

WILLIAM HARRY MARTIN, doing a high ladder novelty and a clowning repertoire, worked Fourth of July week at Craig Beach Park, near Diamond, O.

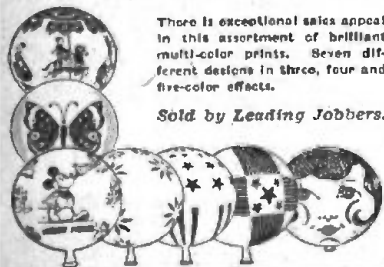
FLYING EARLS were featured on the midway at Buckeye Lake Park, near Newark, O., for a week recently. Act will play parks until early fall.

RITA AND DUNN, high wire, have been playing two weeks' engagement at Fairyland Park, Kansas City, Mo. From there they go to Lake Country Park, St. Joseph, Mo., after which engagement they will begin filling their special event contracts.

PRINCE YOSE, mentalist, was a free attraction at Lake Ariel Park, Lake Ariel, Pa., during June, has had his engagement extended thru July, working on a special-built stage.

THE VALENCIAS, high-pole performers, are loud in their praises of T. W. Gibbs, manager of Clementon Lake (N. J.) Park, for his fine treatment of artists appearing at his playground. They state that he furnished them with excellent accommodations and showed them every possible courtesy even before they appeared at the spot, as Gibbs is accustomed to play host to performers in advance of playing dates. George Hamid booked the act.

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# Coney Island, N. Y.

By LEONARD TRAUBE

With the July 4th prosperity grosses tucked neatly away, the fraternity set back to await the natural drop at the turnstiles which generally comes after the holiday. The drop came, but the resort is getting a much better play than it did at this period last year. Scorching weather has, of course, driven most of the trade to the beach, but there's still plenty of activity around the show, ride and concession gang-plans.

Licence Commissioner Paul Moss, still adhering to the policy of trying to dignify the Isle, is calling together game agents for a lecture to be delivered in his Manhattan office next Monday (July 20). Just what the subject is was not divulged, but advance information pointed to a polite scolding.

On Coney's Funway . . . Joe Jacobs, of Jean Hallen's Surf avenue cat game, wants all and sundry to know that he is bringing home the bacon in his slices. . . . Freddie Meers, skipper of the Eden Musee, changed shirts thrice daily during the hot spell, yielding a record laundry tab. . . . That was Freddie Sindell engaging in a hot discussion at 15th and the Walk. . . . Sam Wagner motored to Rockaway to see his grandchildren, with Syd Kahn, who accompanied him, attending to the interests of his Pasetation game, which he operates in conjunction with Faber Bros. . . . Al Dworman's Whip, adjoining his Irving Baths, is having its best season since 1929, according to Lou Kay, the manager, who is a newlywed, the other half being Ida, who is already learning the art of grabbing the "Kay" envelope first. George Bernert, physical director of Irving Bathatorium, will leave for Springfield, Mass., soon to resume his post of concession manager at Eastern States Exposition. . . . Rain halted the second fireworks display off the Walk on Tuesday before last.

On Peltman's Funway . . . Professor Palamandra, astrologer, has been added to the gameland, piloted by Julius Tolces. Other additions are a handwriting booth, another astrologer and Devlin's golf-playing game. Skee-Ball alleys will be taken out of the moth balls and installed along the amusement line. . . . Ted Eddy is scoring nicely with his ork in the Maple Garden. . . . Little Gertie Lear is selling more popcorn than ever from her booth on the Surf avenue side.

On Luna's Funway . . . Tony Sarg arrived in from the Dallas Exposition, where he has his marionettes, to look over his Streets of Paris, which, after changing its cabaret show, switched back to its original layout and doing better business, with Lola, versatile dancer, and Bill Tuck, contortionistic pantomimist, aided by a clever dog, scoring at every performance. . . . Harry Kaufman's three scales are playing to excellent receipts. . . . Mildred Arnold is handling Deutsch Bros.' handwriting booth inside the park and also alternating at the Deutsch stand on the Boardwalk, with Bill Fletcher as relief. Booth on the front of Luna is supervised by Mildred Warnock. Deutsch firm also operating Romance of Niagara (Honeymoon Lane) in the park. . . . After working for Abe Seakin and Jack Greenbaum, who have the pop-in and cat games, Harry Kaplan branched out with his own ball-throwing target-practice game, installing it next to Fox's photo studio. . . . Jack's balloon game has been added to the midway, plus a golf game, cig shooting gallery, a horoscope booth and a Remy Corporation exhibit dispensing an application for the improvement of hair. . . . Jimmie Victor's Circus is doing right well, with a couple of new acts doing their turns. . . . Paul Franklyn, park alumnus, a visitor, and so was Joe McKee, of Rosenthal Bros.' Cyclone.

Chris Conti is proving the rage as leader of the ballroom ork. . . . Charlie Greenbaum is working at the cat game with Al Garber, who spent a small fortune on a ducky pair of white trousers. . . . BULLETIN: Bob Kirshman, one of the nation's stand-out marksmen, who has operated the shooting gallery here since Luna was a pup, will marry Mildred Wuorn before the park closes. Ten thousand of Bob's friends will wish him luck when they see this. The charming smile of the bride-to-be makes Bob look 10 years younger.

World Side Show . . . Al Plosso is back on the magic platform in his supreme post of Coin King. . . . Eddie Ackerson, mentalist, and his Pythias, Tommy McNeill, are already working on fall-winter dates. . . . Doc Foster, veteran lecturer,

is mourning the loss of his good friend Frank McIntyre, late boss of the Ringling Circus front door. . . . Serpentina being billed heavily. . . . Raymond Wagner getting tanner and tanner. . . . Ditto Ajax, the sword swallower. . . . That was Joseph F. Traban, old-time circus performer, chewing the calico with personnel. Trahan, a cousin of Al Trahan, the irrepressible comic, was on Adam Forepaugh, Walter L. Math and a dozen other shows. He is now retired and in the metal business in Brooklyn.

Palace Side Show . . . Princess Adah, mentalist, was forced out of the show due to illness, which in turn forced her partner, Ray Burns, to join Dave Rosen's other show on the avenue, Wonderland Side Show, managed by the go-getting Buster Castle. Miss Burns is making openings there.

# Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Heat wave came in the nature of a grand cheer-up for the beach spots, which during all of June and the very early part of July were going at a snail's pace. Rush of heat sent folks scurrying to the beaches and some of the resort records came close to topping. Rockaway had 400,000 visitors on two different week days, which is something of a figure for even a holiday.

Spending was off to a fast pace at Long Beach and Jones Beach, two Island beach resorts that are out of the 5-cent spending category. With the weather man dealing out a few more gushes of real hot weather, there is a possibility that concessioners' ledgers will look pretty healthy.

Sun and Surf Club clicking at Atlantic Beach.—Vincent Lopez proves that his popularity has not waned by getting some real names as regular guests at the Pavillon Royal, where he holds forth.—Gil Jones has sold his cabaret at Broad Channel and he hints a fling at New Orleans.—Harbor Inn, Belle Harbor, going along nicely.

Among the more successful roadside spots this summer, from the info that this department has gathered, are Roadside Rest (Oceanside), Gus' (Broad Channel), Roadside Rest (Broad Channel), Seldt's (Oceanside) and Arthur's (Broad Channel). All cater to the motoring trade and make hot dog the king. All use entertainment and dancing for the stopovers.

ROCKAWAY BEACH: Fireworks show finally staged in the ocean off Seaside. Initial display of the pyrotechnics was delayed a week because of difficulty in obtaining sanction from the proper officials.—Matty Kline, son of Johnny Kline, operating a concession at Beach 78th street and the Walk.—Abe Simon, erstwhile local concessioner, who Danon Runyon, sports writer, says is the next heavyweight champion of the world, hangs around the gang at Beach 77th street, telling about how he'll spend his money when he gets into the 888 class.—Jack Casey, local life guard, slated for a testimonial dinner.—Mardi Gras talk has faded into oblivion, it appears, the Rockaway Point (near by) seems certain to have one.—Moe Baillie's leg is on the mend and he'll be rumba champion of the beach when it heals completely. He vows.

Playland Park's biz going along nicely, reports Manager Lou Meisel, and Hans Klein, pool director, has equally as encouraging news.—Thirty local life guards heading for Atlantic City to compete in Atlantic seaboard swimming meet.—Hugh Wedlock slated to write rags for Jack Benny in the fall.

LONG BEACH: District Attorney Littleton's raid on gambling houses here on two different occasions threw place into a turmoil.—Police Chief Kohut playing an important part in the arrangement of details for the Welfare Circus, slated for the latter part of August.—Bill Mannix's place a popular hang-around.—Plenty of folks visiting and, tho' not spending like Rockefeller or Mellons, they're loosening up on the wallets anyway.—Former Police Chief Mickey Rosner is out to run up a string of restaurants around Manhattan.—Plenty of publicity regarding Long Beach is creeping into the press, and much of it is worth-while stuff, too.

GREENVILLE, S. C.—Woods Lake, Inc., has been chartered by the secretary of state to operate a swimming pool and amusement center, with officers given as Mrs. J. P. Cosgrove, president and treasurer; Joseph M. Cosgrove, vice-president; Mary Cosgrove, secretary.

# Vacationists Swell Gates For Conneaut Lake Features

CONNEAUT LAKE, Pa., July 18.—Conneaut Lake Park, operated by Peoples-Pittsburgh Trust Company, has been doing excellent business, Managing Director Kenneth Black reports, being greatly aided by increased number of vacationists. Conventions at Conneaut Lake Hotel have been getting highest registrations in years, according to Manager Maurice D. Bigelow. Thousands of dollars have been spent this season in remodeling. Improved pool has caused opening of several new concessions.

Rides, as well as shows and most of the concessions, are owned and operated independently. Charles Beaves, Pittsburgh, has Scenic Railway and Merry-Go-Round. Other rides include Dodgem, operated by H. C. Davenny, John Jeffries and C. C. Burford; Loop-o-Plane, owned by H. Kline; Sea Plane, owned by Thomas Crowl, and W. R. Peat's Tumble Bug.

Shows include Myers Family, glass-blowing exhibitions; Jim Baker's Fun House and Delaney's Dog and Doves show. Pony track is operated by Jim Beatty.

Concessioners include R. C. Jackson, Ed Bonahell, Willard W. Whit, Bill Miller, Mrs. H. C. Davenny, Charles Beaves, Bob Shoef, John Holtzworth, G. O. Holland and Carl Bowers.

# Bigger Season for Outings Scheduled for Craig Beach

YOUNGSTOWN, O., July 18.—Craig Beach Park, on Lake Milton near here, reports one of the best seasons in years, with George Williams, old favorite here since inception of the park some years ago, back again wielding his baton over his 12-piece swing band.

Intermittent rain on the Fourth of July did not prevent the crowd, one of the biggest in the history of the park, from enjoying themselves, the rides, including the new Loop-o-Plane, continuing to operate thru the showers with plenty of customers who did not mind the wetting.

Prince Nelson, high-wire walker, did not let inclement weather deter him from going ahead with his act and held the crowd for 18 minutes of thrills.

Pic Plant Pete, personality boy of WTAM, Cleveland, is an added attraction in the ballroom every Saturday night. Carl Dennis, picnic manager, reports many big picnics booked for July and August, with nearly every day of August booked.

Art Mallory, manager of the park for the past decade, is looking forward to a banner season.

# May Build at Venice Beach

DETROIT, July 18.—Venice Beach Park, in St. Clair Shores on Lake St. Clair, taken over by Mrs. E. Condon, with Tom Berry, Detroit, as manager, opened with Jimmie Evans' orchestra on the open-air dance floor. Charles Berdoa is lessee of the beer garden, all other attractions being operated directly by the park. Plans are under consideration for construction of a large open-air dance hall 1,600 feet out on the present pier, with extension of the pier another 700 feet to deep water to allow yachts to dock. The ballroom-on-the-lake would have a revolving floor and would cost about \$50,000. A well-known park man is said to be interested.

# Penny Body Studies Taxes

PITTSBURGH, July 18.—Annual meeting of Pennsylvania Amusement Parks Association will be held in offices of Kenneywood Park Corporation here on August 27, date having been set during a special meeting in Hershey (Pa.) Park, represented by about 12 parks. Various park business matters have been discussed and a committee appointed to study tax measures affecting parks in this State.

LIGONIER, Pa.—Despite indifferent weather, over 25,000 people visited Idlewild Park here on the Fourth, Manager C. O. Macdonald reports. He states that the crowd was one of the largest he has ever had in his 39 years of park experience. Oscar Babcock offered his free bicycle loop act in the afternoon and a fireworks display was staged at night. Among new features beginning next week are the Bog Ruggens Troupe and the first of weekly Benny Rubin Amateur contests.

# With the Zoos

PITTSBURGH.—The six remaining buffalo of the herd in South Park here have been turned over to the Highland Park Zoo by the county commissioners, who acted favorably following a proposal made by County Works Director John F. Laboon.

ERIE, Pa.—Gate Ross, director of the city zoo in Glenwood Park here, has been negotiating with a large circus for the purchase of an elephant to replace "Tomboy," who died. The city received \$1,000 insurance on "Tomboy."

NASHUA, N. H.—The Benson Wild Animal Farm is getting large crowds. John T. Benson, owner, has added several new amusement attractions this year. The weather has been good, not too hot or too cold. Thousands of cars are seen at the parking space on holidays, Saturdays and Sundays. Mr. Benson has an excellent display of animals.

NEW ORLEANS.—The moving of animals from old cages to the new modern buildings of the \$250,000 WPA zoo project at Audubon Park here was begun recently, it was announced by Frank Neelis, zoo superintendent, at a meeting of the New Orleans Zoological Society. In spite of the drought, the park cut hundreds of bales of hay from the grounds for the animals' consumption. Neelis said that the entire monkey and smaller bird colonies had been settled in the temperature-controlled new buildings. The baby chimpanzee, first born in a zoo south of Chicago, seems to have convinced park officials that it can be done.

TOLEDO, O.—A cash reward has been offered by the Toledo Zoological Society for conclusive information leading to the arrest and conviction of the person or persons who drove a one-inch hole into the shell of the zoo's 125-pound Galapagos tortoise on Fourth of July. Now under the care of Dr. Reuben Hilty, zoo veterinarian, there is hope it can be saved. It was the gift to the zoo of Dr. Reid Blair, director of New York Zoological Park in the Bronx. The hole was punched presumably with an iron reinforcing rod despite the fact that a three-foot sign warning against molestation of exhibits had been placed in the outdoor cage.

# Doling Park in 50th Year

SPRINGFIELD, Mo., July 18.—Doling Park here is in its 50th year and still going strong, report Jim Price and R. K. Good, of P. & G. Amusements. In the park are a natural cave 1,000 feet long, Springfield Lake, five rides, large roller rink, dance hall, sportland, Penny Arcade, 10 concessions, ball diamond and picnic grove.

# Fourth Night Spec in Paris

PARIS, July 13.—Altho' not intended as a "Fourth" Celebration, the elaborate Longchamp Night gala staged on the night of July 4 at Longchamp race track provided Americans in Paris with a real celebration. Ten rings were arranged for circus and vaude acts. Among circus acts appearing were the Two Rios, trapeze; Bel Air Trio, acrobats; The Goutiers, comedy acrobats; Three Marcellos, acrobats; Newton Trio, comedy acrobats, and Alto and Partner, novelty balancing act. Cabaret shows and dancing were provided in six tents arranged as restaurants. Leon Volterra, owner of Luna Park and manager of several theaters, promoted the spec, which drew a huge crowd.

# Tornado Hits Mass. Spot

FITCHBURG, Mass., July 18.—Lake Denison Park, 20 miles west of Fitchburg, in Winchendon, Mass., was visited by a tornado during a severe thunder and electrical storm recently, and 60 pine trees 70 feet tall were leveled to the ground. The big dance hall was damaged and screens were ripped from cottages. The big trees were in the picnic grove.

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# TAKES GO UP FOR CALGARY

## But Attendance Shows Decrease

Heat changes recent fine crop prospects—mutuels, midway, concessions rise

CALGARY, Alta., July 18.—With practically perfect weather for the week with exception of a bad duststorm in the middle of the last afternoon, attendance at Calgary Exhibition and Stampede on July 6-11 was 213,450, a decrease of 9,458 from last year. While weather was ideal for the exhibition, the 10 days previous to its dates were hot and dry, changing completely the exceptionally fine crop prospects which had prevailed up to that time.

Altho attendance was down somewhat several revenue-producing departments made a better showing than last year, especially Royal American Shows on the midway, pari-mutuels and concessions.

### Stock Day Is Best

Largest day was Friday. Live-Stock Review Day, which was again a remarkable success, with between 12,000 and 14,000 young people and their parents in the grand stand at 10 a.m. to witness the live-stock review and participate in the draw for ponies, dogs, etc. This was the fourth year this feature has been held, since which time Friday, one of the weakest days of exhibition week, has been changed to the biggest day. Attendance was 46,513, an increase of 1,417 over last year. Next largest day was the last day, Saturday, with attendance of 39,856.

The reason that Calgary annually draws from 35,000 to 45,000 people on the last day is that for a number of years the week's fireworks program has been combined into one big closing feature Saturday night. Indians in gorgeous costumes are also paraded across the attractions platform and the championship trophies are presented to the Stampede winners. These events combine to make Saturday night a tremendously popular feature and result is a sellout each year. Grand stand holds 9,000 and bleachers about 5,000 and there were practically 16,000 patrons for Saturday night's program.

Exhibits, especially in cattle and horses, showed an increase over the previous year and were of exceptionally good quality, one noticeable feature

(See TAKES GO UP on page 49)

## Plant Improved in De Ridder

DE RIDDER, La., July 18.—At Beaurgard Parish Fair Association plant here a large WPA project being completed includes a new exhibit building for Negroes, concrete floors in all buildings, repainting all buildings, rebuilding interiors of agricultural, poultry and commercial exhibit buildings, leveling grounds and laying concrete walks. It has a well-equipped rodeo arena with two large grand stands, well lighted. Other improvements to be completed before the 1936 fair are a building for race horses, exhibits of horses and mules; refencing the 40-acre grounds, laying more walks and installing drinking fountains. Best fair in its 13 years' existence is predicted by Lee Nichols, president-manager, and Miss Ruth Calvert, secretary-treasurer.

## Comeback on in Savannah

SAVANNAH, Ga., July 18.—Post No. 135, American Legion, is planning a comeback for a fair here this fall under its auspices, said Commander Morris Horowitz. Marks Shows have been signed. Plans are for exhibits of agriculture, industry, auto show and sporting events, with \$500 in cash awards to winners. Officials of Georgia State Fair Association, including Charles Wilkins, A. W. Morehouse, R. L. Cooper and S. N. Harris, are co-operating with the Legion.

LEESVILLE, La.—Vernon Parish Fair Association elected J. M. Oakes president, O. E. Morris, secretary-manager the past four years, was re-elected.



WILLIAM S. (BILLY) COLLINS, general manager of Stanley Graham Enterprises, operators of Midget Cities at Texas Centennial Exposition, Dallas; California Pacific International Exposition, San Diego, and Great Lakes Exposition, Cleveland, and also the Showboat in Dallas and Nudist Village in San Diego.

## Pomona Fair Mailing 30,000 Premium Books

POMONA, Calif., July 18.—Marking one of the important initial steps in the intensive campaign in preparation for the 15th annual combined Los Angeles, Orange and Riverside County Fair in Pomona, the task of mailing out over 30,000 premium books is now well under way. An idea of the magnitude to which the exposition has grown is contained in the fact that the premium list this year contains over 10,000 different competitive classifications in a score of major divisions.

This year, in order to facilitate the handling of the books, the premium list is published in six volumes as follows: Agriculture and horticulture; live stock; poultry, pigeons and rabbits; household arts; junior fair and night horse show. In addition to these is the racing catalog.

From inquiries and reservations already received and from demands for entry blanks and premium books it is estimated by fair officials that there will be in the neighborhood of 15,000 individual exhibitors this fall and that they will enter between 35,000 and 40,000 exhibits. In 1935 there were 12,000 exhibitors and 30,000 exhibits.

## Heller in New Party Post

INDIANAPOLIS, July 18.—Dick Heller, Decatur, pre-convention manager of the successful campaign of M. Clifford Townsend for governor and former manager of Indiana State Fair, has been appointed secretary of the Democratic State Committee, succeeding Keith L. Johns, former Marion newspaper man, resigned.

## Three New Buildings, as a WPA Project, Set for '37 Tampa Fair

TAMPA, Fla., July 18.—Three new buildings for Florida Fair will be constructed as a WPA project, plans calling for completion in time for the next fair, January 24, 1937. Work will be started immediately on the first building, a 50 by 100-foot concrete and steel structure for school exhibits. Wall Hall, last of the old frame buildings on the grounds, will be torn down and material used in new construction. The two others will be a poultry building, 100 by 200 feet, and an administration and headquarters building, 80 by 100 feet.

Announcement of these plans was made by W. G. Brorein, president of Florida Fair, at a luncheon given for fair directors and county agents, who met to confer on plans for next year's big agricultural displays.

President Brorein said, "The success of the fair is up to you. We are looking

## Brandon Goes Across Biggest In Years; Advance Sales Aid

Board has revenue of some \$9,000 before gates are opened—receipts are big from Ernie Young show and Royal American on midway—grand-stand sellouts on two nights

BRANDON, Man., July 18.—Manitoba's Provincial Exhibition here on June 29-July 3 went into the record as one of the most successful in history. The week was packed with surprises for showmen and directors of the exhibition. Competent estimates place the annual profit to the local board on the week's operation at \$10,000, altho no figures have as yet been released. Highlight of the success was an advance admission ticket campaign in connection with which five cars were given away during the week. A last-minute flood of remittances resulted in the

board sitting pretty with a revenue of some \$9,000 before opening date. The tickets, sold at 25 cents, entitled holders to admission at main gates, as well as participation in award of cars. More than 123,000 tickets were sold. Estimating revenue from gates at \$9,000 weekly in the past, directors looked for a slump in gate receipts to reach about \$5,000, but despite widespread distribution of tickets less than \$3,000 was the reduction on main gate receipts.

The exhibition went out to break records from the second day. Midway attractions of the Royal American Shows and The Passing Parade, grand-stand program produced by Ernie Young, reported highly satisfactory takes. Wednesday was the big day for shows. E. C. Veiare, of the Royal American Shows, estimating that on this day alone the midway more than equaled receipts of the entire week last year.

Staying over a day in Grand Forks, N. D., before crossing the international boundary, the shows caused some confusion among fair directors when they failed to arrive as expected. After a seven-hour delay in Winnipeg the midway was not in operation until late Monday night.

### Young Revue a Hit

The Passing Parade, Ernie Young's grand-stand revue, was acclaimed by thousands of visitors as the most successful presented in the West. It marked Young's first appearance on the Class A circuit, and his reception proved impressive to the quiet methodical producer. Press notices were more complimentary to the grand-stand show than in many years. Singled out for favor was the number "Winter Time in Banff" in which the chorus, by means of modulated bells attached to ankles, render a melody while lying on their backs before the grand stand. The melody was clear and excellently done and

(See BRANDON GOES on page 49)

## Trenton Plant Is Livened By Many Summer Activities

TRENTON, N. J., July 18.—At plant of Trenton Fair here, under management of George A. Hamid and resident management of Harry La Brique, 50 men are working on buildings and grounds. Summer activities have included numerous picnics, many more being booked and one of the most successful Cattle Shows in the East in the Coliseum. Sales of exhibit space are reported 1,000 per cent ahead of last year at this time. For the 1936 fair the management reports excellent co-operation from the city of Trenton and from the State, from the governor down.

## Indianapolis Expo Proposed

INDIANAPOLIS, July 18.—Plans to stage a Cross Roads of America World's Fair and Exposition in Indianapolis in 1939-'40 were announced, as articles of incorporation were filed with the secretary of state. Incorporators are Herman J. Kennelly; William H. Shoaffer, former Municipal Court judge, and Warner A. McCurry. Mr. McCurry said he would go to Chicago to discuss plans for financing with Charles G. Dawes, former vice-president, and will visit Cleveland and Texas expositions for data. Site has not been selected.

## Minot Defies Drought Days

State Fair attendance is up to par, says Finke—great crowds on Fourth

MINOT, N. D., July 18.—North Dakota State Fair in Minot on June 29-July 4 drew one of the largest crowds ever on the grounds for a gala Fourth of July celebration. Secretary H. L. Finke said that despite excessive drought attendance was well up to that of former years. Grand-stand night show featured the Barnes-Carruthers revue, Everything's Tops, with a brilliant company and outstanding featured acts. Minot audiences acclaimed the revue finest in many years.

Other featured attractions were C. W. Hinek's Thrill Day program, auto racing under management of J. Alex Sloan and

(See MINOT DEFIES on page 49)

## More Visibility for Midway By Detroit Ground Changes

DETROIT, July 18.—New floors have been installed in practically all exhibit buildings on Michigan State Fairgrounds and buildings have just been repainted. Art Building and Michigan Building are being practically rebuilt to allow several changes in layout. Former Agricultural Building has been renamed Maintenance Building and will be used for wholesale concessioners, giving concession operators better space.

Carnival midway, to be erected upon a new location in the northwest corner formerly used for parking, will be laid out in horseshoe form, making the midway visible from two main highways. Premiums are open to all competitors, instead of Michigan entrants only, as was the rule last year.

forward to a much bigger and more interesting show than we have ever had before, and this applies to all departments. This fair is in the eyes of the whole country; it is one of the finest in North America. It has been developed without subsidy or cost of the public treasury thru the unselfish efforts and enthusiasm of those who made it possible."

Fair officials attending included Manager P. T. Strieder, Vice-President J. Edgar Wall, C. A. McKay, Frank D. Jackson, Carl D. Brorein and Albert S. Thornton. County agents included J. W. Geary, Sebring; Louis A. Almsmeier, Highlands County; Carl Heuck, Lee County; Bill Gonne, Pinellas County; John H. Logan, Manatee County; Paul Hayman, Polk County; J. Lawrence Edwards, Marion County; Mr. and Mrs. M. N. Gist, McIntosh; M. B. Jordan, Levy County, and Alex White, Hillsboro County.



# Texas Centennial Exposition

DALLAS

By GREGG WELLINGHOFF, 401 Southland Life Bldg., Dallas.

## Spurt After Fourth Week

No slump follows holiday period — free attractions seem no damper to midway

DALLAS, July 18.—Week following the Fourth of July was financially better for majority of midway attractions than the previous or average week. This spurt following a holiday was a surprise to the showmen. Saturday following the Fourth ended one of the best business weeks (average week) the shows had since the fair opened. Fourth of July week was, in many cases, the first profitable one. Showmen said the week was first of eight anticipated "big business" weeks they count upon for profits, figuring average weeks to bring operating expenses.

Tuesday, Kids' Nickel Day, has been running about the same each week, and on Kids' Day following the Fourth no decrease in attendance or patronage at concessions and attractions was noted. Big event of the week was second presentation of Queen's Night in the Cotton Bowl. Fifty West Texas beauties contested for title of queen for that district. Queen of the Centennial will be selected on August 1 from four winners of district contests. Next and final Queen's Nights will be on July 31 and August 1.

### Popular Prices Prevail

Altho the expo is covered with free amusements, the midway is center of attraction. Free amusements include special programs in the Exhibits Buildings, Don Francisco's Orchestra daily at the Radio Studio, Ace Brigade and his Virginians at General Motors, Jose Manzanera and his South Americans at Ford's; army, navy and marine drills; two shows at the free-act stand, which features Pat and Mildred Chrisman; Rube Curtis and his Troupe of Clowns, including Joe Ambrose's canine act and Alva Evans, diminutive clown; Merle Clark and organ concerts in Chrysler Hall and others brought in by the special events department.

One of the outstanding features of the amusement zone is the low scale of prices for many attractions, as well as eating establishments. Majority of shows have a 25-cent top, including Streets of Paris, Streets of All Nations, Little America, Black Forest, Midget City and many others. Shows with a 40-cent charge are chiefly confined to legitimate theatrical presentations where production costs are higher. In this group are *Cavalcade of Texas*, Shakespearean plays at Old Globe Theater, *The Drunkard*, Ripley's Believe It or Not Odditorium and Warden Lawes' Crime Prevention Exhibit.

Soft drinks and double-dip cones are a nickel, hot dogs and hamburgers a dime and hearty plate dinners start at 35 cents. Restrooms are free. Exposition's survey revealed that two adults can spend 12 hours, eat two meals and visit 18 leading attractions for \$12, including the 50-cent general admission.

### Dufour-Rogers Add Two

*Cavalcade of Texas* continues the hit of the exposition. An additional night show will be presented, starting next week, because turnaways nightly grew to many hundreds. Last show will be completed by midnight. The two-matinee week-end schedule is definite for remainder of the season.

Seating capacity at *Cavalcade* is 3,600. Last Sunday, its 23d day, it had played to more than 100,000.

Dufour & Rogers added two more projects to their operations, the Pangborn-Mason Paris flight and the Hilton Sisters' wedding ceremony, the addi-

Attendances	
Previously reported.....	1,511,515
Wednesday, July 8.....	31,230
Thursday, July 9.....	31,804
Friday, July 10.....	32,607
Saturday, July 11.....	44,496
Sunday, July 12.....	42,251
Monday, July 13.....	28,165
Tuesday, July 14.....	37,252
Total.....	247,805
	1,759,320

tions increasing the Dufour-Rogers interests to 18, which include Warden Lawes' Crime Prevention Show, Life, Snake Farm, Glass House, Garden Cafe, King's Cafe, Rides in Kiddieland, three arcades and five drinking stands. Dufour & Rogers are also shareholders in other attractions at the expo. Associated with Dufour & Rogers in the Pangborn-Mason flight is Terry Turner, New York publicist, who is on the advance of the plane tour of this country prior to its departure for Paris and other European countries. Return flight will be nonstop from Paris to Dallas. The Dufour-Rogers-Turner combine hold a two-year contract on all promotions connected with the flight and are stockholders in the factory manufacturing the plane.

The marriage ceremony of Violet Hilton to Jimmy Moore, also a promotion by Dufour-Rogers-Turner, will be held tonight in the Cotton Bowl, followed by a dance on the mammoth floor erected for Queen's Nights. Dale Stevens and his orchestra will play. Admission is 25 cents for all seats and entitles patrons to dance. The event is heavily exploited.

### Young's Revue Edition

Murray Goldberg, nationally known scale operator, has eight scales at the show. He also has five at Cleveland Great Lakes Expo and two at Fort Worth Centennial celebration. Scale operators at Dallas are Herman Remer, Dan Burke, Dan Krassner, Dave and Ray Gordon, Charles Engle, Benny Hemmeltstein and Jeff Wolfe. The scales have been very successful and one of the largest producers of revenue.

Streets of All Nations, under Nat D. Rodgers management, next week presents the second edition of Ernie Young's Revue, in which Mile. Corrine, petite apple dancer, will again be starred. A recent addition to the "Nation" village is Yukon Nights, a dance-amusement feature of the Gay '90s. Another new gay spot in Streets of All Nations is California Nudist Camp, operated by Jack O'Shea and Tol Teeters. Inside arrangement is a far cry from daily run of that type of attraction.

The Chuck Wagon, unique eating place on the midway operated by N. H. Stratton, Carl H. Graff and Hart Miller, all at San Diego Exposition last year, is a roughly framed dinery with wooden tables and chairs, where customers are free to carve their initials and do a bit of whittling. Front has a large chuck wagon for "grab" trade.

### Big Coaster on Lease

In the ride area two giant Ferris wheels, owned by Harry Illions and under management of his brother, Rudy, who had Enchanted Island at A Century of Progress, are set up diagonally on the edge of the Midway Walk at 90 degree angle. The wheels, usually first to open and last to close, are in top-money class. Mrs. Rudy Illions is cashier.

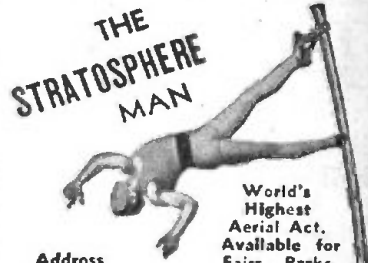
Dallas Racing Coaster Corporation's ride on the corner location at far end of the midway is on a nine-year lease and was built by Miller & Rose Company, Milwaukee, who with G. S. Howard, assistant adjutant general of Texas, make up the corporation, of which Howard is secretary-treasurer. J. W. Gough is managing operator. Coaster operates on three tracks, with cars changing position on turns and alternating for midway front positions. Ride was built at

a cost of \$60,000. Track is continuous and built on 40 per cent incline in a 51-degree radius. Opposite on the midway in Kiddieland are Merry-Go-Round, Ferris Wheel, ponies and airplane rides, the latter three kiddie rides, owned and operated by Ray J. Stinnett, Houston. L. T. Buckner is Stinnett's local manager.

### Brown Is on Events

J. Ed Brown has been appointed director of special events under supervision of Paul W. Masaman, succeeding A. L. Vollmann, who will devote all his time to *Cavalcade of Texas*. Art Kassel and ark follow Ace Brigade in General Motors Auditorium. Ford, Chrysler and General Motors days are in the making. Reductions have been made in number of employees, eliminating those not required for operation of the exposition. Hall of State, \$1,200,000 memorial to heroes of Texas, is nearing completion. It is the only unfinished building. Because of delays in letting contract the building was not scheduled under penalty to be ready when the expo opened, altho the exterior presented an unmarred view of the expanse since the opening on June 6. Colorado will celebrate its day on August 1, when a \$1,000,000 gold and radium display will be exhibited. Roy Rupard's office has more distinguished showmen visitors than any other department. His years as secretary of State Fair of Texas made many friends and acquaintances. Blue Steele and orchestra opened the Ropy Room in the City of China. Bill Lewis, former theater manager and theatrical publicist, heads Steele's publicity staff.

PELLSTON, Mich.—Seventy-five per cent of the concession space for the Tri-County Fair has been sold, according to Harold Sellers, secretary.



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# Great Lakes Exposition

CLEVELAND

By BOB REED, 1679 East 82d Street, Cleveland

## Half-Million Stage Passed

Heat cuts into daylight attendance and biz on mid-way—kids' days are set

CLEVELAND, July 18.—Great Lakes Exposition is now headed in the direction of the three-quarter million attendance mark. Sam Brin, in charge of ticket sales, Sunday afternoon greeted Miss Marian Harris, Youngstown, O., the half-millionth person to pass the turnstiles. She was presented with a book of admissions by the management and a set of auto tires, gift of Firestone Tire and Rubber Company. Lincoln G. Dickey, general manager, and Peg William

Attendances	
Previously reported	886,501
Wednesday, July 8	29,095
Thursday, July 9	20,596
Friday, July 10	17,323
Saturday, July 11	33,465
Sunday, July 12	33,067
Monday, July 13	20,189
Tuesday, July 14	21,086
<b>Total</b>	<b>174,841</b>
<b>Total</b>	<b>561,312</b>

Humphrey, associate director, conducted Miss Harris on a tour of the grounds and to dinner at the swanky Admiralty Club aboard the S. S. Moses Cleveland, expo showboat.

Bike Day proved a winner, as 5,000 kids wheeled thru the business area and to the grounds as guests of the management. Expo Regatta last night presented the largest gathering of yacht craft ever assembled for any water events in the Lake Erie town. Mayor Harold H. Burton, Cleveland, and numerous State, county and city officials gathered with General Manager Dickey and more than 200 guests on the decks of the S. S. Moses Cleveland to review the marine parade.

Hot weather the past week greatly cut morning and afternoon attendances, but evening crowds have measured up sufficiently to permit maintenance of a fair daily average.

### Ice Rink Going In

Edward Hungerford's Parade of the Years suffered during hot weather and matinee crowds have been light, even to the extent of cutting matinees on several occasions. Evening performances have been well patronized. Mr. Hungerford's press agent, John Weber, has copped considerable space in local dailies. One of the snappiest show displays in the underground exhibition hall is that of the Hunter-Trapper exhibit presented by Walter Stoffel and C. W. Salame. Associated with Stoffel are Roy Atherton, Sam Bedrick, "Cookie" O'Neil and "Race Horse" Kelly.

Messmore & Damon's World a Million Years Ago is coming along nicely, with steady daily buildup of biz. A fine front attracts attention and front men arc on their toes every minute. Personnel in-

cludes Francis Messmore, manager; Willard J. La Pointe, chief technician; Jack Howard, Snap Wyatt, talkers; Daniel O'Leary, Dan Miener, Marvin Kriehen, Sheridan Horvitz, lecturers; Ralph Bing, Ted Miener, ticket takers; Harry Messer, S. Morrison, operators; Jewel Rogers, Oliver; Marie Barth, tickets; Joseph Porter, assistant operator; Ruth Holliday, Walada, bally girls.

Johnny Branson's Motordrome, with Jimmie, the lion, and the Speeding Crawfords, now rates among top-money getters. Johnny has a snappy, clean front and will set a fast pace on the midway. Flying Trapeze ride is expected to improve with better attendance on Kids' Days.

Sportsmen's Paradise, originally a fish-pond, is being transformed into a huge ice-skating rink and will be ready for opening on July 24. Bobby McLean will be featured in addition to numerous other skating races and skating events.

### Girl Shows Total Eight

Mammy's Cabin, fried chicken eatery with septa entertainers, has played to turnaway biz almost since opening day, but, like all other spots, has suffered somewhat during the heat wave. 13

(See HALF-MILLION on page 77)

## Heat Halves Fargo Gates

Attendance at State Fair down 50% in record high temperature—midway hit

FARGO, N. D., July 18.—Attendance at North Dakota State Fair in Fargo on July 8-11 was battered to 50 per cent of its 1935 average by temperatures that ran to 103 to 113, the latter a record all-time high here. The fair association was set with the best exposition in 10 years and expected record crowds, who would have materialized had there been any kind of a break in weather.

Barnes-Carruthers' Everything Tops was the best revue ever to play the Fargo Fair, a fast-moving, spectacular event, with individual talent that is outstanding. Acts were from revue talent, with exception of Florescu, who drove from Green Bay, Wis., for the opening day and then couldn't perform because of a high wind. His high-pole act provided afternoon and evening audiences with thrills. Ernest (Rube) Liebman, Barnes-Carruthers, who was business manager for the revue, had recovered from an illness that kept him in a Fargo hospital for observation and treatment a couple of weeks.

### Acts Work in Heat

Acts included the Four Night Hawks; Frank Owens, first tenor and violinist; William Karlow, second tenor, accordionist; Rennie Collins, baritone, bass viol, and Tex Birch, bass and guitarist, and were one of the most popular of the acts. Emerald Sisters, comedy tumbling trio, managed by Earl Falls, who travels with them, were a big hit. One burned a blister into her hand on opening day when she performed on a steel table with the thermometer registered 113. An excellent act was that of the Briants, comedy pair, whose "rag doll" tumbling antics are sensational. Five Madcaps, dancers from the revue, also performed afternoons, their feature being a routine standing on their heads, which at night changed to a jingle bell accompaniment of a chorus number. The Indian number, which climaxed the revue night show, featured Rene Darville, petite dancer, who was tossed about in the air by Paul Holmes, George White and Vernon Dee, with amazing speed and control. Gladys Kerns had a group of blues numbers, and Camille Rapier, singer and eccentric dancer, ill the opening night, performed the rest of the week. Dorothy Martin and her company were featured in a waltz ensemble, and the Three B's, Betty Berry, Sam Bruce and Barbara Bhebe, were a popular dancing and singing

(See HEAT HALVES on page 73)

## Profit for Expo, Belcher Reports

S. D. show seen as stimulus to recovery—5,800 are employed on grounds

By FELIX BLEY

SAN DIEGO, July 18.—At annual meeting of California Pacific International Exposition, Corporation President Frank G. Belcher reported that the exposition has made money for San Diego, increased travel to the county, has brought much publicity to the city and stimulated recovery thruout Southern California.

Statistics reported for 1936 included: Pre-opening expenditures, between November 11, 1935, and February 12, 1936, \$338,830; exhibitors and concessioners, \$250,000; February 12 to July 4, \$562,481; exhibitors and concessioners, \$843,700; total investment, \$1,106,011, since November 11 to July 4, in preparation for operation of the 1936 exposition.

This is exclusive of moneys disbursed for WPA projects in Balboa Park. Total number employed on the grounds is about 5,800.

### Variety of Programs

All officers were re-elected and no changes were made in directors or executive committee. New honorary vice-presidents named were Admiral Arthur J. Hephburn, commander-in-chief of the U. S. Fleet, and Col. Jose Manuel Nunez, chief aid to the president of Mexico. Newly appointed honorary committeemen are Rear Admiral Sinclair Gannon, commandant of the 11th naval district; Roger K. Huston, manager of KGB, and Mrs. W. S. Fay, president of San Diego council, Parents and Teachers.

Exposition last week offered a wide variety of programs, making the second largest week of the season, attended by

(See PROFIT FOR EXPO on page 73)

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## STATE FAIR OF RHODE ISLAND

Tercentenary (300) Agricultural and Industrial Celebration Settlement of Rhode Island by Roger Williams.

Dates—September 2-7, Inclusive, Kingston, Rhode Island. More than 3,000,000 drawing population within 100 miles radius.

WANTED—Concessions, Rides, High Type Shows, etc.

A. N. PECKHAM, Manager, Tercentenary State Fair, Kingston, Rhode Island.

## WANTED BIG CARNIVAL

Shows — Rides — Concessions

### BIG ARMSTRONG COUNTY FAIR

at Ford City, Pa., August 12, 13, 14 and 15—Day and Night. Average Attendance 60,000. Wire at once.

## Want for 1936 Fairs

Aerial Act doing 3 Acts. Also other Acts of all descriptions. Write WILLIAMS & LEE, 117 MacKubin St., St. Paul, Minn.

## Free Acts-WANTED-Free Acts RUSSELL COUNTY FAIR

AUGUST 6, 7 AND 8, RUSSELL SPRINGS, KY. Would like to hear from Flying Trapeze and High Acts. Your money is sure. Write or call at once.

## WANTED

Rides, Shows and Concessions, for ELMORE TOWNSHIP FAIR September 24-25-26, 1936, Elmore, Ind. ELMORE TOWNSHIP FAIR ASSOCIATION, W. H. BRUNSON, Concessions.

## CARNIVAL WANTED KIMBALL COUNTY FAIR

AUGUST 27, 28, 29. Population of trade territory 10,000. V. B. GARGILL, Kimball, Neb.

## WANTED BETTER CLASS CARNIVAL

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## LAKE COUNTY FAIR

PAINESVILLE, OHIO, AUGUST 25-26-27-28, DAY AND NIGHT

### SPECIAL NOTICE

Booking Shows, Amusements, Games and other Concessions. To secure choice locations, write or wire at once to 50,000 attendance 1935. F. M. SMITH, SUPT. CONCESSIONS, 1680 MENTOR AVE., MENTOR, O. Tel.: Mentor, O., 347-M.



# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

A SERIES of amateur and pro roller-skating races, arranged by Alex MacLean in new Hollaway Rink, Revere Beach, Mass., got under way last Wednesday night to a good crowd. Half-mile, mile, two-mile, three-mile and five-mile races are on the card, with winner of each receiving five points, runner-up gets three and third place receives one point. Individual receiving top place in points at termination will be awarded New England roller-skating championship. Point system will be used each week. Gold, silver and bronze medals will be awarded to winner, runner-up and show positions, with cash prizes to professionals.

HAROLD H. KEETLE announces Ohio State championship roller-skating races will be held at Cedar Point, O., in Coliseum Rink, which is seven laps to a mile. There will also be boys' and girls' relay races and men's races, with winners of finals being presented with loving cups. The Ohio 100-Piece Band at Cedar Point, under direction of Conductor McCormack, Cleveland, will furnish music, and a couple of the country's best exhibition skaters will be there.

HOWARD AND READ, skating duo, arrived in Detroit to play a series of dates.

CHICK FINKS and Cecil Ayres, American roller skaters, have formed a quartet with the Avallon Sisters, English skaters, and are filling dates in England. Three Jewels, roller skaters, are with the Cirque Houcke in Amiens.

AN OUTDOOR skating rink is being planned for northwestern Detroit at Livernois and Lyndon avenues by George Bagdasarian. It is understood this is the same rink that was operated under canvas last summer in this location.

A NOVEL decorative scheme has been devised by Mr. and Mrs. Kelly in Chez Vous Rink, Philadelphia. Prints of local and national celebrities wearing skates will look down from the walls. This idea could be improved upon by some other rink undergoing redecoration by painting portraits of old-time exhibition skaters in costumes worn in their day. Also it would be showing honor to add portraits of skaters who have spent a lifetime in keeping the game going. If

any rink owner is interested in the latter idea, E. M. Moorar, Philadelphia, says he will gladly furnish photos for reproduction.

J. O. RIGGLE has opened the rink at Park Island, Lake Orion, Mich., for the seventh season. The past winter he operated a rink in Pontiac, Mich., coming back to Orion for the park season. Business has been good, although hampered recently by extremely warm weather. Mrs. Mary L. Riggle is assisting him.

BURKE GLEN PARK, Western Pennsylvania play spot, is operating its roller-skating rink thruout summer. Management reports good business, customers usually following skating sessions with a dive into the park swimming pool.

LIGHTNING THREE, roller-skating act, closed with a Major Bowes Amateur Unit at the Stanley Theater in Pittsburgh last week and left for Chicago, where they have a number of dates.

E. W. MOUNT, former manager of Burke Glen Rink, moved to Jeannette, Pa., where he is managing Oakford Park Skating Rink, operating on Sundays only during the summer in afternoon and evening sessions.

## On Rollers in England

By CYRIL BEASTALL

Closing events of season of 1935-36 over here were the finals of two important roller-hockey cup competitions. On June 13 the final of the Northern and Midland counties championship was decided at Batley Skating Club, Yorkshire, between Cheetham Hill (Manchester) and New Derbians. The latter team won 3-1, with Bob Hulme, their international captain, the outstanding performer. Mrs. William Ogden presented the cup on behalf of the National Rink Hockey Association. Referee, C. Beastall (NRHA).

The Manchester Gazette cup final was staged at Majestic Rink, Cheetham Hill, Manchester, between Belle Vue (Manchester) and New Derbians, now rated finest side north of London. Once again the Derby boys were victorious, final score being 3-2 in their favor. Referee, Robert C. Beech (NRHA).

Councillor Herbert Lomax (editor of The Manchester Gazette and donor of the cup) presented the valuable trophy (for the sixth successive time) and paid a remarkably high compliment to Bob Hulme's sportmanship and ability as a player.

## Showmanship

By E. M. MOOAR

The controversy which has been going on thru The Billboard between C. J. Melody and Fred Martin, of Detroit, has more to it than most rink men realize. For instance, in his last article Mr. Melody wrote: "It's the wise manager who knows what his patrons want and demand. He must display showmanship, never losing sight of the fact that 'variety is the spice of life,' using originality, especially when there are so many new features that can be brought into play." How many rink men have taken time to digest the above? One word is the meat of the statement, and that is "showmanship."

I had barely finished reading the article when I received a letter from a prominent skater and I quote therefrom as follows: "We just don't land the showmen in the roller-rink game. Roller skating is a sport to be indulged in by the better class of people and all ages, which is a thing that never will be done by staging hockey or basket ball on skates, for, after all, skating is what you are buying; to interest people in and the right kind of skating at that. If one wants to be a sports promoter of hockey, etc., then the place for that is an arena provided for that purpose. Both gentlemen have struck a keynote and the popularity of ice skating thruout the country proves the assertion. What has made ice skating more prominent than roller skating? Read this, clipped from a Philadelphia paper the past week: 'Announcement artificial ice will be provided at Lake Placid during July will send a number of Philadelphia figure skaters north and should mean improved performances next winter at various carnivals. The appearance of Sonja Henie on American rinks, with attendant publicity regarding her profits as a figure-skating performance in various large cities, has been a decided boost for the sport in this country. Figure skating is becoming more and more popular in the United States. The time should arrive when European monopoly of Olympic titles is erased. Mayhap a Philadelphian

will become king or queen of the blades."

How about this kind of publicity for roller skating? And, bear in mind, we have plenty of good roller skaters. Thousands have crowded Madison Square Garden and other large ice arenas. Why? Because they really staged something that people clamored to witness, and it is these wonderful artists that have put over ice skating and created such interest for it the past three years. This is showmanship. While the roller-skating field is not overly crowded at present with skating artists, those that are available could if given the opportunity develop more. I have in mind a particular artist who specializes in figure and artistic skating exhibitions. This person really does execute all of the ice figures and numerous others that it is claimed ice skaters cannot accomplish.

Managers have told me (and I know from personal observations) that their rinks have reaped unusual increase in business and renewed interest as well as showing a high-class clientele to witness the performances. This is the type of feature to create more interest in roller skating and pave the way to draw better class patronage. The particular artist I have in mind is Billy Carpenter, who is no doubt the greatest solo skater of the day, a gentleman as well as an artist. He is showmanship personified, and it is better showmanship that will have to be shown by roller-rink operators if we expect to keep from passing out of the picture. More and better publicity must be created. Then and only then will roller skating be on a par with ice skating. It is time for the exhibition skaters to return to the rink and revive figure skating.

## BRANDON GOES

(Continued from page 46)

brought down the house at each performance.

Sellout grand stands on Wednesday and Thursday nights were a sure criterion of the favor of the show. A capacity audience Thursday night broke all grand-stand records in Brandon. Grand stand, seating almost 6,000, was packed and 2,000 other visitors took standing room and filled the area to each side of the platform.

Afternoon grand-stand acts were filled in with harness races and selected acts from the evening program. Races proved disappointing, drawing poor crowds thruout the week. More than 8,600 had been added to purses, and American and Western Canadian stables were heavily represented, but the events showed little drawing power.

## Farmers Out in Force

Concessions and games reported a favorable week. A surprise came in the manner in which rural communities put in appearances. Despite unfavorable crops for the last two years and talk of farm relief, farmers appeared by thousands and most spent freely during the week.

"It's my 13th year—and that's the reason," said Secretary-Manager J. E. Rette at the end of his most successful week as organizer of the 1936 show.

Dominion and provincial government were well represented with individual displays, the provincial body for the first time since 1932. Live-stock showing was especially heavy, with herd and group exhibitors for almost all classes competing from Ontario, Manitoba, Saskatchewan and Alberta. Machinery exhibits were also substantial, and indicated good feeling in regard to agricultural prospects.

## TAKES GO UP

(Continued from page 46)

being an increase in entries from exhibitors within the province.

## Crop Prospects Dubious

"Consensus of exhibition directors and patrons was that there never has been such an attractive midway on our lot. General appearance of fronts and marvelous lighting effects surpassed anything ever seen on our grounds. Floodlights from the series of 70-foot towers

lighted the midway almost as bright as day. Shows and rides were of exceptional merit and were given the highest praise during the entire engagement. Although attendance figures were down slightly, the midway returns exceeded last year's," said General Manager E. L. Richardson.

"Ernie Young's attraction for the grand stand, The Passing Parade, was without any question the best that has ever been seen on Calgary Exhibition grounds. Every one of the acts was good and ensemble numbers were excellent. These acts were interspersed among revue numbers. Lowe, Hite and Stanley; Four Robeys, International Five, Libonati Trio, Large and Morgner and Duncan's Colliers.

"We really had a very wonderful week," added General Manager Richardson. "But the depressing crop conditions of the past two or three weeks, following the most favorable crop conditions that I had ever seen since I have been in the West, made us wonder whether we would have anyone here."

## MINOT DEFIES

(Continued from page 46)

several days' harness and running horse races.

Max Goodman's concessions were on the grounds for the seventh consecutive year and United Shows of America was on the Gladway for the third consecutive year.

The shows were much larger than in former years with more pretentious tented attractions and a new lighting system, considered a revelation in midway illumination. Comment was heard on all sides about the emergency hospital and restrooms maintained for midway patrons. Officials of the shows reported business on a par with last year. Cold weather prevailed for the first three days and it was extremely hot the last three days.

## Grand-Stand Shows

ACTS for the July 4 celebration at Wellington, Kan., were furnished by Thomas F. Whiteside. Was sponsored by Chamber of Commerce. Attractions were Max Miller and son, high wire; Thelma Patzkowski, high trapeze and ladder; Pop Harris, Indian revue. Paul Lehman and wife, who trouped with Whiteside 13 years ago on Atterbury's Wagon Show, have joined him and are organizing a circus unit of 10 acts to play fairs in Kansas, Nebraska and Oklahoma.

THE TWO ORIGINAL Michigan Rubes, Si and his daughter, Rebecca (Si Smukler and Rebecca Nash), who have been at the Detroit Police Field Day at the fairgrounds for the last nine years, will again be there this year.

HINNIE MARCUM, clown cop, played the celebration at Rochester, Minn., July 3-5. States that he is booked for a long string of fairs.

## R. I. State Fair Books Five Acts From Hamid

NEW YORK, July 18.—A. N. Peckham, manager of Rhode Island Tercentenary State Fair, Kingston, has signed for a layout of five acts from George A. Hamid, Inc. Grand-stand show will include Torelli's Circus, Mike Cahill, Madeline Berio, Kanazawa Japs and Poodles and Noodles.

Event is dated September 2-7, with ambitious program planned by Peckham, who is serving his first year at fair.

## Arkansas Plant Is Opened

BLITHEVILLE, Ark., July 18.—Big crowds attended a rodeo and formal opening of the new \$150,000 fairgrounds and city park here under auspices of Mississippi Valley Fair Association. Secretary J. Mall Brooks said the plant will be ready for the fair this fall. Already complete are grand stand, main exhibit building, race track, stables and swimming pool. Work is being done on live-stock, poultry and Negro exhibit buildings and shelter house.



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1936 FAIR DATES

ALABAMA
Alexander City—East Alabama Fair Assn. Oct. 13-17. Lewis B. Dean.
Andalusia—Covington Co. Fair. Oct. 27-31. Thomas F. Littlejohn, mgr.

ARIZONA
Douglas—Cochise Co. Fair Assn. Oct. 1-3. James H. Barrett.
ARKANSAS
Bentonville—Benton Co. Free Fair Assn. Oct. 7-9. H. J. Beck.

CALIFORNIA
Anderson—Shasta Co. Fair. Sept. 24-27. E. A. Roycroft.
Antioch—Antioch Fall Fair. Sept. 18-20. Caruthers—Caruthers District Fair Assn. Oct. 8-10. C. L. Wallon.

COLORADO
Akron—Washington Co. Fair. Aug. 19-21. R. E. Fisher.
Catic Rock—Douglas Co. Fair. Sept. 19-20. C. R. Reynolds.

CONNECTICUT
Brooklyn—Windham Co. Agrl. Soc. Sept. 23-25. Marshall J. Frink.
Cannondale—Cannon Grant Fair. Sept. 12. Rodger Orem, Wilton, Conn.

DELAWARE
Harrington—Kent & Sussex Fair. July 26-Aug. 1. Ernest Raushley.
GEORGIA
Americus—Sumter Co. Fair Assn. Oct. 19-25. C. P. Johnson.

IDAHO
Blackfoot—Eastern Idaho District Fair. Sept. 21-24. J. O. Sorenson.
Boise—Western Idaho State Fair. Aug. 25-29. E. C. Sproot, mgr.

ILLINOIS
Alhambra—Edwards Co. Agrl. Fair Assn. Aug. 11-15. Lyman Bunting, Elery, Ill.
Aledo—Merced Co. Agrl. Soc. Sept. 15-18. W. Warnock.

INDIANA
Akron—Akron Agrl. Fair Assn. Sept. 23-25. F. M. Falls.
Auburn—De Kalb Co. Fair Assn. Sept. 20-22. J. H. Huff, gen. mgr.

IOWA
Ackley—Pottawamott County Fair. Nov. 23-27. Merilyn J. Ryken.
Adel—Dallas Co. Fair. Aug. 24-26. Joe T. Beving.

LA FAYETTE—La Fayette Horse & Fair Assn. Sept. 1-4. H. A. Kasser.
Lebanon—Pulmon Co. Fair Assn. Aug. 11-14. E. C. Gillen.

MISSOURI
Moberly—Moberly Community Fair. Aug. 19-22. Chas. L. Rundell Jr.
Mazon—Grundy Co. Agrl. Fair. Sept. 4-7. W. E. Mellen.

MISSOURI (cont.)
Mendota—Mendota Agrl. Fair. Aug. 12-13. Joseph Zolper.
Milford—Ironwood Co. Agrl. & 4-H Club Fair. Aug. 26-27. A. L. Hixson.

MISSOURI (cont.)
Monticello—Platt Co. Fair Assn. Aug. 31-Sept. 4. R. C. Smith.
Morrison—Warren Co. Fair Assn. Sept. 1-3. W. M. Deatinger.

MISSOURI (cont.)
Newman—Newman Community Fair. Sept. 1-4. W. C. Borton, pres.
Newton—Jasper Co. Fair. July 27-31. C. G. Bateman.

NEW YORK
Albany—Albany County Fair. Aug. 24-27. W. B. Griffin.
Albion—Albion County Agrl. Soc. Sept. 7-11. E. L. Vincent.

NEW YORK (cont.)
Albion—Albion County Agrl. Soc. Sept. 7-11. E. L. Vincent.
Allison—Butler Co. Fair. Sept. 3-11. A. H. Werner.

NEW YORK (cont.)
Alta—Alta Vista Co. Agrl. Soc. Aug. 18-21. J. B. Bains.
Auburn—Auburn Co. Fair. Sept. 14-18. W. F. Hoyt.

NEW YORK (cont.)
Aurora—Aurora Agrl. Soc. Sept. 1-3. E. D. Matteson, Lanohi, Ia.
Avoca—Pottawamott Co. Fair Assn. Aug. 24-27. Edwin K. Harris.

NEW YORK (cont.)
Boone—Boone Co. Achievement Show. Aug. 24-26. Harley Walker.
Burlington—Burlington Tri-State Fair. Aug. 10-15. A. L. Bickel.

Menville-Woodbury Co. Fair Assn. Sept. 8-11. F. L. McDermott.
Nashua-Big Year Fair Assn. Aug. 17-22.
Norton Bloom.
National-Clyde Co. Agrl. Soc. Sept. 4-7.

Manhato-Jewell Co. Farm, School & Home Festival. Approx. Oct. 1. Geo. H. Puth.
Meade-Meade Co. Fair Assn. Aug. 26-29.
Miltonvale-Miltonvale Fair Assn. Oct. —.

LOUISIANA
Alexandria-Rapides Parish Fair. Oct. 8-9. B. W. Baker.
Bunkie-Aiyouelles Parish Fair. Oct. 16-17. H. O. St. Roman.

Harperstown-Washington Co. Agrl. Assn. Oct. 8-10. Chas. W. Wolf.
La Plata-Charles Co. Fair. Probably Sept. 25-26. Bergen Brown.

KANSAS
Abilene-Central Kan. Free Fair Assn. Sept. 28-Oct. 2. Ivan Robertson.
Auburn-Auburn Grange Fair. Oct. 2-3. Helen Gillespie.

Sylvan Grove-Sylvan Grove Fair & Agrl. Assn. Sept. 22-25. W. F. Behrhorst.
Thayer-Thayer Home-Coming Picnic & Assn. Sept. 2-4. H. M. Minnich.

MAINE
Acton-Rhapleigh & Acton Fair. Sept. 15-19. E. Young, Steery Mills, Me.
Addison-Oxford North Agrl. Soc. Sept. 23-24. R. L. Thurston.

MASSACHUSETTS
Acton-Acton Agrl. Assn. Sept. 18-19. Albert P. Dutke, W. Concord, Mass.
Blanford-Union Agrl. Soc. Sept. 7-8. C. R. Ripley.

MICHIGAN
Ardara-Lenawee Co. Fair. Sept. 21-26. F. A. Radish.
Allegan-Allegan Co. Agrl. Soc. Sept. 22-28. W. Deans.
Alpena-Alpena Co. Agrl. Soc. Sept. 7-11. Ray J. Bushey.

KENTUCKY
Alexandria-Alexandria Fair. Sept. 5-7. J. W. Shaw, 335 York St., Newport, Ky.
Bedford-Trimble Co. Fair Assn. Sept. 11-12. C. R. Barnes.

MAINE (cont.)
Bangor-Eastern Maine State Fair. Aug. 24-26.
Blanchard-Blanchard Fair. Sept. 7-9. E. G. Williams.

MICHIGAN (cont.)
Big Rapids-American Legion Agrl. Fair Assn. Sept. 6-12. Oscar W. France.
Burt Lake-Burt Lake Agrl. Soc. Oct. 23-24. Chas. W. Waldron.

Northwestern Kansas Dist. Free Fair Assn. Aug. 25-28. H. R. Shumail.
Greensburg-Kiowa Co. Free Fair Assn. Week of Oct. 7. M. Hemphill.
Hartford-Hartford Fair Assn. Aug. 31-Sept. 4. J. M. Mehl.

KENTUCKY (cont.)
Bowling Green-Warron Co. Fair Assn. Sept. 2-5. W. H. Richeson.
Bremen-Bremen Fair. Aug. 19-22. J. Monte Roberts.

MAINE (cont.)
Bangor (cont.)
Bangor-Eastern Maine State Fair. Aug. 24-26.
Blanchard-Blanchard Fair. Sept. 7-9. E. G. Williams.

MICHIGAN (cont.)
Carroll-Carroll Agrl. Soc. Sept. 22-28. S. O. Hagenbuch, Three Rivers, Mich.
Charlotte-Eaton Co. 4-H Agrl. Soc. Sept. 24. Hans E. Kerdel.

Potosky-Northern Tri-Co. Free Fair, Aug. 20-22. Harold O. Sellers, Alanson, Mich.
Plymouth-Placid District Fair, Sept. 2-4. John H. W. Wine.
Saginaw-Saginaw Fair, Sept. 13-19. Wm. F. Jahnke.
Sault Ste. Marie-Chippewa Co. Fair, Sept. 6-8. R. H. Gibson.

MINNESOTA

Aitkin-Aitkin Co. Agrl. Soc. Aug. 24-26. W. F. Murphy.
Albert Lea-Prebourn Co. Fair, Aug. 24-27. Andrew C. Hanson.
Alexandria-Douglas Co. Agrl. Assn. Aug. 26-29. R. S. Thornton.
Anoka-Anoka Co. Agrl. Soc. Approx. Aug. 10-13. George W. Green.
Appleton-Switz Co. Fair Assn. Aug. 19-23. J. G. Anderson.

Rochester-Olmsted Co. Agrl. Assn. Aug. 14-18. G. Dewlin, mgr.
Roshara-Rosau Co. Agrl. Soc. July 22-24. Chas. Christianson.
Rush City-Chicago Co. Agrl. Soc. Aug. 27-29. George W. Larson, North Branch, Minn.
St. Charles-Whitson Co. Agrl. Fair Assn. Aug. 21-23. W. J. Dixon.
St. Cloud-Brnton Co. Agrl. Soc. Aug. 21-23. Frank L. Smith.

MISSISSIPPI

Charleston-Tallahatchie Co. Free Fair Assn. Oct. 5-10. J. L. Burnett.
Clarksdale-Delta Staple Cotton Festival. Sept. 9-11. Mrs. T. A. Baum.
Columbus-Columbus Radium Fair, Oct. 12-17. R. E. Johnston.
Corinth-North Miss.-West Tenn. Fair & Dairy Show, Sept. 28-Oct. 3. J. A. Darnaby.

MISSOURI

Albany-Gentry Co. Agrl. Soc. Sept. 2-4. T. C. Hazelrigg.
Appleton City-Appleton City Fair Assn. Sept. 2-4. M. E. Ritchie.
Crittendon-Carroll Co. Live-Stock Show, Aug. 8-8. Walter McGuire.
California-Monteau Co. Fair Assn. Sept. 1-4. John E. Dahler.

Billings-Midland Empire Fair, Aug. 10-15. Harry L. Pitton, mgr.
Chinook-Blaine Co. Fair, Sept. 5-7. James Griffin.
Culbertson-Roosevelt Co. Fair Assn. Sept. 3-6. A. W. Ward.
Dodson-Phillips Co. Fair, Aug. 28-30. E. E. Kodalen.
Forsyth-Rosebud Co. Fair, Sept. 14-16. Ralph D. McLeod.
Fort Benton-Chouteau Co. Fair, Sept. 11-12. J. H. Eohling.

NEBRASKA

Albion-Boone Co. Agrl. Assn. Sept. 15-18. E. J. Millie, Loretto, Neb.
Arlington-Washington Co. Agrl. Soc. Sept. 22-25. J. G. Bozarth.
Beaver City-Furnas Co. Agrl. Soc. Sept. 1-4. R. L. Garey.
Bladen-Webster Co. Fair Assn. Aug. 26-28. Carl G. Waechter.
Bloomfield-Knox Co. Live Stock & Fair Assn. Sept. 13-15. Henry F. Kuhl, Plainview, Neb.

Pawnee City-Pawnee Co. Fair Assn. Sept. 20-Oct. 2. D. W. Osborn.
Pierce-Pierce Co. Agrl. Soc. Aug. 25-28. W. A. Boehl.
St. Paul-Howard Co. Agrl. Soc. Sept. 8-11. Charles Dohy.
Scraper-Scraper Stock Show, Sept. 16-18. W. E. Hasebrook.
Seward-Seward Co. Agrl. Soc. Sept. 1-4. Stanley A. Matzke.

NEVADA

Elko-Elko Co. Fair, Sept. 5-7. J. S. Badt, pres.

NEW HAMPSHIRE

Center Sandwich-Sandwich Town & Orange Fair Assn. Oct. 12. Chas. B. Hoyt, mgr.
Concord-Hopkinton Fair, Sept. 23-24. L. Nelson.
Deerfield-Deerfield Fair Assn. Probably Oct. 7-8. E. B. Hersey, R. F. D., Gossville, N. H.

NEW JERSEY

Bridgeton-Garden State Fair, Sept. 15-19. P. D. Emerson.
Egg Harbor City-Atlantic Co. Agrl. Fair, Sept. 2-5. A. G. Vautrinot.
Far Hills-Far Hills Fair, Sept. 10-12. Miss S. A. Beck, care of Mrs. F. O. Lloyd, Bernardsville.

NEW MEXICO

Belem-Valencia Co. Fair Assn. Sept. - 5. F. Elmeyer.
Fortale-Rooselet Co. Fair. Approx. Sept. 5-9. Arthur Jones.
Roswell-Eastern N. M. State Fair, Oct. 7-10. Byron B. Prager.

NEW YORK

Afton-Afton Fair, Aug. 13-23. Harry O. Horton.
Albion-Albion Fair, Aug. 5-8. Wilbur W. Mull.
Altamont-Capitol District Fair, Aug. 10-15. Ralph A. Hankinson, dir. mgr.; Roy F. Hedges, secy; R. D. L. Balfour, Sps. N. Y.

Lockport-Niagara Co. Agrl. Assn. Aug. 24-28. F. E. Pease, mgr.

Wilmington-Coastal Fair. Oct. 12-17. Wm. A. Paschou.

St. Clairville-Belmont Co. Agrl. Soc. Sept. 10-12. John D. Hays.

Clinton-Clinton Co. Fair Assn. Aug. 26-28. John P. Baird.

Wilmington-Coastal Fair. Oct. 12-17. Wm. A. Paschou.

St. Clairville-Belmont Co. Agrl. Soc. Sept. 10-12. John D. Hays.

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Clinton-Clinton Co. Fair Assn. Aug. 26-28. John P. Baird.

Youngsville—Youngville Community Fair Assn. Sept. 16-19. R. L. Albright.
RHODE ISLAND
Kingston—Terecentony State Fair. Sept. 2-7. A. N. Beckham, mgr.

Manchester—Coffee Co. Free Fair. Sept. 21-26. Hugh Dock.
Maryville—Blount Co. Fair Assn. Sept. 14-19. Harry E. De Orler.
Maynardville—Union Co. Fair. Sept. 25. S. L. Loy.

Paletine—Anderson Co. Fair. Oct. 5-10. C. Miller Jr.
Fairfax—Lamar District Fair. Sept. 8-12. H. L. Baker.
Perrassal—Winter Garden Fair. Oct. 15-17. J. K. Mattox.

Wallis Walla—Southeastern Wash. Fair. Sept. 4-7. Herbert Clark.
Wellpoint—Wellpoint Fair. Sept. 8-11. Wenatchee—Chelan Co. Fair. Aug. 29. R. H. Sargent.



# Jones Expo Is Hit by Storm; Ky. Opening Delayed by Heat

**Prostration of employees causes calling off of setting up till cool of evening—canvas of several attractions is damaged by cyclonic winds in Owensboro**

OWENSBORO, KY., July 18.—Rain, high winds and snow have in the past prevented scheduled openings of various road shows, but for the first time in the history of the Johnny J. Jones Exposition an opening was delayed because of excessive heat and dust. Last Monday, after eight of the shows' employees had been prostrated, with the thermometer reading well over the 100 mark, Director E. Lawrence Phillips called off setting up this week of phenomenal weather more struck the lot at 3 o'clock Wednesday afternoon, accompanied by a downpour of rain that caused the blowdown of several shows.

Max Kimerer's Snake Show front suffered most severe damage when, in the blowdown, his neon lighting was completely demolished.

Night in Harlem revue stage was blown out the back end and carried the top with it.

Dr. Robert Wilson's Life Show, Harry Wilson's Funhouse, Giggles, the horse top and Mrs. D. C. (Gyp) McDaniel's Rocky Road to Dublin also suffered severe damage.

Director Phillips announced plans for immediate replacement of all damage and said that the show would be ready to present its former appearance within the next few days.

## W. of M. Folks Hold Party

MT. CARMEL, Pa., July 18.—When the World of Mirth Shows played here it was the first wedding anniversary of the son and daughter-in-law of Mrs. Mabel Kidder, Kidder's Temple of Mystery, and the affair was suitably celebrated. After a rousing time in the Kidder dressing room the party adjourned to a restaurant for repast and chatter exchange. Included in the party were Mr. and Mrs. Gilmán Brown, Mr. and Mrs. Bucietal, Mr. and Mrs. Art Gordon, Dr. Zinbad, Buckley Yeager, Vern Williamson, Ray Burke, Andy Weaver, Jean D'Murea, Dr. Zano, Mr. and Mrs. Kidder, Mae Lattimore, Charlie Haldy, Jimmie Hawkins and Curley McLaughlin.

## Happyland in Detroit Area

DETROIT, July 18.—After a successful engagement for the Pittenger Post of the American Legion at Oakman and Grand River avenue the past week, the Happyland Shows moved into Dearborn, Henry Ford's home town, opening Wednesday at Ford Field, where they played two days for the Dearborn Civic Celebration. The town was practically closed, as far as business was concerned, in one of the most throbbing town reunions known in the metropolitan area.

Following this engagement shows move to Michigan and Wyoming roads, also in Dearborn, for a five-day stand, under auspices of Veterans of Foreign Wars. They will play opposite the Ringling-Barnum Circus July 20-21, when the Big Show comes in on the same lot.

Johnny Ray, operator of the Circus Side Show, is adding a new 40-foot top. He is also adding the Hawaiian Show, which has not been with Happyland before. Another show joining is William Bronson's animal show.

Week before last the shows did A-1 business at Ypsilanti, Mich., where they were the first show to be allowed to work on Sundays.

A new feature of the midway is the Sanitary Department. A colored boy, in neat red, white and gold uniform, goes around the lot constantly, picking up papers and refuse, with the sign "Sanitary Department" on his back. To help attract attention he blows a whistle every time he spears a piece of paper and the result is as good as a professional ballyhoo.

## Harry Hall Named To Pilot Bistany's Show

NEW YORK, July 18.—Harry Hall, veteran manager, announced that he has been appointed to pilot Leo Bistany's Mohawk Valley Shows, now playing dates in the Virginia tobacco belt. Arrangements are being made to play fair dates in Midsouth, Hall said.

It was intimated that Bistany may take his outfit to South America for the winter.

## Going Into Casper

CASPER, Wyo., July 18.—Despite merchants' committee and chamber of commerce opposition, county commissioners granted a license to the Western States Shows for the week of August 3 here under sponsorship of Moose lodge. Credit for the break is largely due to fineness of Al Wright, Jack Ruback's advance man.

## Grass Fire Damages Days

ASHLAND, Ill., July 18.—White Mr. and Mrs. Elmore (Kentucky Bill) Day were in Clinton, Ill., purchasing a new model C-40 International truck on July 10, a 10-acre grass fire swept toward their equipment and two auto trailers and contents of the Day's were destroyed, reported Carrie Day, with heavy loss as there was no insurance. Dogs and monkeys with the show were saved, but a firefighter was bitten by one of the show dogs and given medical treatment. Dog will be destroyed after 10 days if rabies indications are found.

## Gerard To Play in South

CINCINNATI, July 18.—Word is that the Gerard Shows, now in New York State, will go south for the winter, playing in Florida. Richard Davis reports Manager Charles Gerard has contracted 10 fairs. Equipment is being prepared for the Southern tour. Whitey Davis is operating the Big Eli Wheel. Tom Anderson has charge of the new Spillman three-abreast Merry-Go-Round purchased by Manager Gerard. Tom DeWitt has the Whip overhauled. Lyman's frozen custard store has been newly enameled. Fred Phillips has bought a new car. Show in the South, it is said, will comprise 6 rides, 10 shows and 30 concessions.

# Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

ALFALFA, O. (Suburb).  
Week ended July 18, 1936.

Dear Charlie:

This the show's first early mid-summer fair. Just giving the Cleveland exposition a bit of opposition. Our location so close we can hear each other bally. (By radio hookups.)

Auspices the 3-H's. The unionized Hay, Hog and Horse Raisers' Annual Get-Together. Featuring a large grove of shade trees for the patrons to sit beneath. Shade gave the show a lot of opposition. Our freak barnyard animal show top money. All shows registered a nice food and feed gross by working for alfalfa hay, grain, buttermilk and produce. This was cut 50-50 with office. Office issued orders to cut out the buttermilk for the last three days, as every can, barrel and bucket on the show was overflowing, as well as the sprinkling wagon. Our unionized auspices so strong they insisted on us using local stagehands to operate the rides.

Many new faces on concession row. Some very new. Never saw so many grab and cookhouses in one spot. Meals started off on Monday at 50 cents and wound up on Saturday for a dime. Our midway had it all, from soup to nuts. Our horoscope pitchman used horse sense by picking a location under the shade trees by the horse barns.

From all indications the showmen did all right. All busy sawing off front



WILLIAM C. MURRAY, in his second season as general agent of the Keystone Shows, has had experience in the carnival field since 1914, when he joined Washburn's Mighty Midway, and has been in official capacities with various outdoor organizations since.

# Sims Party In Bus Crash

**Canadian showmen injured at St. Louis, N. B.—two are in serious condition**

ST. JOHN, N. B., July 18.—A bus carrying 14 members of the Sims Greater Shows left the road and turned over at St. Louis, N. B., last Sunday. William Brock, Toronto; George Russell, Ottawa; Thomas Moore, Toronto, and Alex Messieur, Montreal, were rushed to the Rexton (N. B.) Hospital.

The Sims Shows, which have their base in Toronto, were en route from Dalhousie, N. B., to Prince Edward Island, opening in Charlottetown on July 13 for a week. Show is motorized and this is its first tour in the Atlantic provinces, altho it has been in the Central provinces some years. Ten passengers on the bus not taken to the hospital were all affected by shock and practically all had minor injuries.

## List of Injuries

Examination revealed the following: William Brock, compound fracture of skull and concussion, condition very serious; George Russell, internal injuries and compound fracture of one lower leg, condition very serious; Alex Messieur, bad cuts and bruises; Thomas Moore, cuts and bruises; Thomas Mackin, Kitchener, Ont., cuts and bruises on hands and knees; Harry Fray, Lindsay, Ont., bruises and cuts on hip and hand; Lawrence Saunders, Toronto, hand, cheek and hip contusions; Hilyard Coughlan, Toronto, cut and bruises on face and right knee; Joseph Harris, Toronto, in charge of the bus party, severely shaken up; Albert Cliford, Kingston, Ont., lacerations on hips and forearms; Clarence Dunbar, Toronto, cuts on face and knee; James Murray, Uffington, Ont., injured on the head and one hand; Joseph Caplan, Toronto, lacerations on hands; John Williams, Winnipeg, bruised and cut on head, back and knee.

## Curve on Dirt Road

Brock and Russell will be in Rexton Hospital some time if they recover. Messieur and Moore were allowed out after 24 hours. Remainder of the party were treated at the hospital but did not stay.

Bus was on a steep hill when it overturned in making a sharp curve at bottom of the hill on a dirt road. At Rexton Hospital, about 10 miles from the scene, Dr. W. F. Kenney is attending Brock and Russell. He also treated the less seriously injured. Brock is believed to be in more serious condition than Russell. The carnival opened on schedule in Charlottetown day following the crash.

## Sam Spencer Recuperating After Undergoing Operation

BROOKVILLE, Pa., July 18.—Sam E. Spencer, owner the show bearing his name, returned to his home here from a hospital, he having undergone an operation recently. States that he is "feeling fine" and expects to be able to join his shows soon.

## Aloa Show Is Reorganized

CINCINNATI, July 18.—Word from Bradley Smith (Aloa the Alligator Boy) and Duke Wilson is that they have reorganized and reframed the attraction with the Imperial Shows, with a new 20 by 30 top, 30-foot banner line and bally stand with two ducat boxes. Interior has been redecorated. Aloa probably will be presented in a large tank of water during hot weather.

ALBANY, N. Y., July 18.—Sue Hastings Marionettes, Inc., has been chartered by the State to promote and finance indoor and outdoor amusements. The directors and shareholders are: Sue Hastings, Frank Sullivan and Alma Elbaum, New York City. . . . The Ben Williams Shows, Inc., Queens County, has been authorized by the secretary of state to operate theaters and engage in a general amusement business. The company has a capital of 100 shares of stock of no stated par value. The promoters and shareholders are Charles L. Anna L. and Geth L. Friedman.

## Carnival Jamboree in Paris

PARIS, July 13.—Close to 400 rides, shows and concessions are to operate in Paris as part of Bastille Day, July 14, celebrations. Biggest street fair is that in the Montmartre cabaret belt, at which there are 150 rides and concessions, including two Auto Skooter rides, Caterpillar, Mont Blanc, Charmonix, Jouviano's Big Cage Menagerie, Mazetti's animals, girl and freak shows, museum of anatomy, wrestling show and many other attractions. Sixty-five rides and attractions are at the Place de la Republique, 20 at the Bastille and smaller groups scattered throught the city.

## Street Fairs in France

PARIS, July 13.—Big street fair in Strasbourg on June 20-July 19 has more than 80 rides and attractions, including Figure 8 Coaster, Ferris Wheel, Auto Skooters, Loop-the-Loop Swings, five freak shows, crime show, menagerie and many concessions. Big carnival at La Rochelle on June 27-July 16 has 60 attractions, headed by the big Cirque Bureau tent circus. Belfort street fair on June 27-July 19 also has 60 attractions, including Water Skooters, Caterpillar, Ferris Wheel, Whip, Funhouse, Musee of Anatomy and others.

seats of their cars to give them Pullman effects. Lem Trucklow, the show's aggressive general agent, just announced the booking of Polar Score. Only educational exhibits will be placed for this date. Just the chosen few will be taken. Now the question is, "Will you be in on the score?" Watch for this one. Will play it in the near future.

City's leading industry the Farmers' Co-Operative Plow Manufacturing Company, Plant working day and night. Company crying for help at 85 cents an hour. Saturday night found 60 per cent of shows, rides and concession help missing. We are more than convinced that they have gone back to the plow.

Friday and Saturday it rained, afternoon and night. Rain came down in torrents. This and poor business gave concessioners and showmen a good soaking.

Everyone looking eagerly forward to the big red one, Polar Score. Touted to be the banner spot of the season.

## MAJOR PRIVILEGE

P.S.—Run this ad at once: Ballyhoo Bros. want for Polar Score, shows and money-getting concessions. Boys, come on; get your winter's bank roll here. First show in and first show to play in the heart of town in 30 years. A proven red one. Conditions best in years. Depression never hit this town. Everybody working. Money plentiful. Everything must be educational. M. P.



# Pacific Coast Showmen's Assn

816 New Orpheum Bldg., Los Angeles

LOS ANGELES, July 18.—Monday night meeting attracted the greatest number in some months, there being 68 present when Dr. Ralph E. Smith opened it. Other officers present were Ross R. Davis, treasurer, and John T. Backman, secretary. Night was planned as one of the "affairs" of the summer season, and Dr. Smith invited as guests members of Los Angeles Magicians' Society, a gesture of appreciation for several times that members of that organization have appeared and entertained. Also there had been arranged another of the Dinty Moore luncheons. At opening of the meeting allent tribute was paid Frank McIntyre, recently deceased member of Ringling-Barnum staff.

Communications: Ross Ogilvie, in South Dakota with C. F. Zeiger Shows, said business was good and temperature high. Frank Ward, Intermountain Shows, in Idaho, advised of Ted Levitt being taken to Sisters' Hospital, Ontario, Ore., for appendicitis operation. Whitey Gore, en route, wrote from New Orleans that he enjoyed visiting shows and meeting old-time trouper friends on a successful business trip. Verne Newcombe, from Pocatello, Ida., inclosed check for three new members and said he would send in next week the application of one of America's best known men. He had met the whale unit with which John A. Pollitt is associated and said the whale did a fine business and also that the show Verne promoted was a big winner. Walton do Pellaton, Hilderbrand's United Shows, sent check for application, telling that the Hilderbrand Shows had set August 26 at Idaho State Fair as second PCSA day and that they would even surpass the record made on July 3 in Raymond, Wash. Will Wright, Golden State Shows, sent in one application and generously put himself down in donating liquid refreshments as one of those privileged to have a night tabbed for him. Roy Ludington, manager of Crafts 20 Big Shows, inclosed check covering five new applications and added there will be more to follow.

Theo Forstall, president of the PCSA, in sending check for two new members advised Kirkendall was getting ready to send in a lot of others and that they would beat any record on new members ever made on the Barnes show. Theo also told of his conference with Jack Grimes in Denver and plans they discussed for the next Charity Banquet and Ball. Then Jack press agented another of his promised (one release at a time) surprise numbers. This one surely went over big except that part about the big top in the big ballroom, with hollow glass center poles, gold fish in action and a huge eagle that is to swoop down and lift the top to clear the ballroom. Harry Fink said he believed Bill Curtis a wonderful mechanic and that he would stand hitched for the glass poles, etc., just to be polite, but that the mechanical eagle was something he could not figure that any sober mind could conceive.

New members: G. Fred Wood, owner Intermountain Shows, credited to Verne Newcombe; Frank Ward, same; Frank R. Desnos, W. H. Clancy, William Anderson, Eugene Blakosle, Edward E. Barry, all of Crafts 20 Big Shows, credit divided between Roy, O. N. Crafts, Max Bernard and Emer Hanscom; C. F. Hanna, Golden State Shows, credited to Will Wright and William D. Corbett; Melvin C. Reese, Hilderbrand's United Shows, credit to Walt de Pellaton and O. N. Hilderbrand; C. R. (Buck) Reger and John F. Fenelon, C. R. credited to Kirkendall. There were five names posted for action next week. Account of program arranged for the floor show diversion period was flagged.

Floor show was sponsored by Dr. Smith, Claude Barie and John T. Backman. Steve Dempsey was accompanist and did a pianolog. Mathea, talented piano accordionist, offered thru courtesy of Ed Gruber. Magicians' Society members each did a number. Farranda did the rope trick to a big hand. Prof. Van Burkle, vice-president, worked with cards. Frank Fewins, president, did card and hand tricks. Zadzlok worked with Felix, the antipodean cat. Neleh did laundry tleket, handkerchiefs and wine glass tricks. Steve Shepard did card tricks. The program was greatly enjoyed and each got heavy applause.

Then there was introduced for her second appearance at the club the noted Korean dancer, Suzanne Kim, a finished artist. She recently completed a part in an MGM film and is contracted for

seven more pictures. There is superb artistry in her offerings. Weekly award went to Steve Dempsey. Dinty Moore luncheon was served by Carrie and Chet Bryan and other refreshments by Will J. Casey and Charles E. Cooke. Next affair is scheduled for July 23 at ex-Champion Jim Jeffries' boxing arena in Burbank, night being tabbed Dr. Ralph E. Smith and Claude Barie Night. Initiation and membership up to September 30, 1937, is only \$10. One gets many times that much in entertainment, aside from other benefits.

## Bantly Greater Shows

Lock Haven, Pa. Week ended July 11. Auspices, Hope Hose Company. Location, circus lot center of city. Weather, hot. Business, good.

Broke another record here this week, the best Monday night of the season. Excessive heat slowed up business a little during middle of the week; good matinee and night Saturday. Tuesday night practically all members of company gathered in Bud Brewer's Scandals to witness a special performance given by members of his company, including Patsy Selby, June Rose Martin, Karen Meyers, Madge Lamar, at the close of which the matter of organizing the Good Fellows' Club was effected and officers elected: Bud Foreman, president; Harry (Buddy) Bantly, secretary; Benny Smith, Mettler, Brewer and Slim Henrick, rules committee. Members of the troupe presented the two youngest members with their "first carriage." Raymond Audette Jr. is 3 weeks old; the junior Stevens, son of Ray Stevens, is 3 months. Mrs. Audette remains at home in Lock Haven. Mrs. Stevens is "with it," selling tickets on Mary Bell's Motordrome. First week for the Duplex Wheels, Sam Spencer's, with Walter Ulrich in charge, makes quite a flash on front of lot. Buddy Bantly's U-Drive-It kiddie ride arrived from Indianapolis too late to set up here. Will be "sprung" in Williamsport next week. Johnny Ciaburri and Gene Shriver, who played the Laurel Festival last week with concessions, remained and will be with it for an indefinite period. Mr. and Mrs. Jo Vito joined with a ball game. W. L. VanDyke, fireman and banker, and Chief Zimmerman gave the Bantly force the best co-operation witnessed in many weeks. Bert Rosenberger, general agent, back with show most of the week. The 25th anniversary party given in honor of Mr. and Mrs. Al J. Williams, concessioners, recently was a lively event. In the opinion of many of the participants Timothy (Tim) D. Green "stole the show." Johnny Ciaburri and Eugene Shriver are "old Harry Copping" members of the Bantly Shows. They played "up in them hills" with Harry many years ago.

CHRIS M. SMITH.

## Gibson's Blue Ribbon

Martinsville, Ind. Week ended July 11. Weather, hot. Business, good. Location, Esslinger Park. Auspices, VFW.

The show opened to a good start after having an excellent July Fourth and continued thru the week to do good business. The show has been enlarged and now carries 9 shows, 11 rides and 35 concessions. The show has had a very successful season. Among new arrivals are Harry Berger, Kokomo Jimmie, Joe Owen, George Klitchon, Mike Garvis and others that the writer failed to get. Richard Bland joined with his Adam and Eve Show and tied with Doc Willis for top money July Fourth, altho all shows were satisfied with their day's receipts. The show in general had a very nice Fourth. Tommie Davenport has returned to show after a serious illness and has again taken over the Athletic Show. Fair season starts next week at Columbus, Ind. A. M. ROTH.

## Rubin & Cherry Expo

Winona, Minn. Week ended July 11. Auspices, Elks' Club. Location, West Fifth street circus grounds. Weather, extremely hot. Business, poor.

With the temperature hovering at between 104 and 110 every day and a hot blazing sun discouraging outdoor amusement seekers, the Winona week was the first poor week since Jackson, Tenn., earlier in the season. Monday was lost because of late arrival and a 520-mile run from Calumet, Mich., via Milwaukee. Tuesday opening very light and same conditions prevailed during the week. Most of the showfolks utilized the splendid bathing facilities at near-by lakes. Ben Williams, formerly of Selma, Ala., manager of Station WKBH, nightly visitor to lot and extended all courtesies to the showfolks, including free time over the station. Usual weekly broadcast Wednesday and half hours daily during the week. Among the talent were Godino

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## "Going To Town"

Brothers, Cleo Hoffman, Jack Ward's Collegians, Ann Sherwood, Jean Sandlin, James (Scotty) West, Eddie Tayler, Eddie Hagen and Mr. and Mrs. Bob Edwards. Eddie Marconi, chief artist, and four assistants have started the work of repainting the show for the falls. New tent theater designed for Godino Siamese Twins used here for first time. Has seating capacity for 1,000 people, reserved chair seats, magnificent plush scenery and drapes, and utilizes a 40-by-24 stage, with floodlights, baby spotlights and unique embellishments. Nate T. Eagle, assisted by Mrs. Muriel Eagle, designed and supervised the construction of the outfit. Joe Redding, manager, back on the job after being confined to his room for several weeks by illness. L. Peazy Hoffman scored heavily with banner sales in this town.

WALTER D. NEALAND.

This New ALTA-WHIRL  
With a Blaze of Flash—Streamlined Cars—Chromium Plating—Durochrome Decorations—Animated Signs—All Trackers Requiring—Masterful Engineering. 100% Portable.  
**SELLNER MFG. CO.,** Faribault, Minn.

## West Coast Amusement Co.

Grants Pass, Ore. Week ended July 12. Weather, one day rain. Business, good.

Considering the week after a grand July 4 celebration, this spot was very good. Charles Walpert and wife staged a big birthday party. Manager Kekros had a good July 4 date in Weed with his No. 2 show. General Agent Jessup away on a booking trip. Ed Kemp left the show here. Goodie Goodman and China Red joined Charles Walpert's concessions. Show has been out now some 25 weeks and to date has had only one loser.

W. T. JESSUP.

## CONCESSION TENTS

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Showmen Who Are Interested in MOTORIZING  
Write for Our Special Finance Plan.  
**CHARLES T. GOSS**  
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EAST ST. LOUIS, ILL.



ing this spot with grab joints and cookhouses converted into grabs," writes Macy.

**MEL VAUGHT**, whose State Fair Shows were reported to have had a big week in North Platte, Neb., was taken to a hospital there with a poisoned hand, but reports were that amputation probably could be avoided.

**C. L. DUTCHER**, former prison show manager with carnivals, who was called from Texas Centennial Exposition, Dallas, to his home in Hot Springs, Ark., on account of illness of the misus, reports her condition so improved that he could return to Dallas.

**ADOLF PEARCE**, old-time troupier, last year with Bantley Greater Shows on front of minstrels, writes that he was crippled in a mine accident and would like to hear from old friends, Box 163, Glen Alum, W. Va. Needs no aid, as he is on compensation.

**NANCY MILLER**, fan dancer with Dodson's World's Fair Shows, ran up against the law at Johnstown, Pa., when she dropped both of her fans during her dance. "Unable to raise \$1,000 bond," reads a newspaper clipping, "she went to a chilly jail cell wrapped in a heavy coat."

**FRANK BURNS**, who is operating auction store on the L. J. Heth Shows, sported a new Pierce-Arrow automobile around St. Louis last week while the show was playing Belleville, Ill., as proof of good business. Mrs. Burns is operating several ball games on the show.

**SHIPMENTS** of a new Ride-O ride to Blue Ribbon Shows, L. E. Roth, manager, to Crawfordsville, Ind., and Rideos to John H. Marks, Marks Shows, Inc., to Hammon, N. J., and to O. C. Buck are reported by President George H. Cramer, Spillman Engineering Corporation.

**MAYOR COOPER**, Recorder Lewis and Chief Graves made the week at Nitro, W. Va., a pleasant one for the Latip Shows. Many courtesies were shown. Showgrounds are in heart of city. Louie Harran, who is interested in all outdoor amusements, operates a billiard and bowling parlor there. L. D. Smith, New York Central agent, is the showmen's friend and is willing to assist in any way.

**BUSINESS** with Dixie Expo Shows at Lawrenceville, Ill., was not so good. Visitors included Mrs. Shorty Ferrell, of Wallace Bros.' Shows, and Curly Spears, of Great Olympic Shows. Manager C. D. Scott has a new Lincoln car. Mrs. Babo Scott has ordered a new corn game top to be delivered at New Harmony, Ind. New arrivals are Perry Madison and wife. Kiddie and pony rides also have joined.

**PICKUPS** from Universal Mystery Show—Staying second week in Columbia, Mo., under auspices of Veterans of Foreign Wars Post. Show carrying 12 acts on ten elevated stages, well hashed. . . . George Bartow is manager. H. L. Laughlin, manager; Prof. Shapiro, lecturer and emcee. . . . Later is building illusions and Ernest Knott has completed a packing-box escape. Clayton Ratliff praised for his care of inner man.

**SIMPLICIO** and Lucio Godino, male and married Siamese twins, and their wives, Niky and Nady, celebrated the seventh anniversary of their wedding in City Hall in Manila, P. I., at a reception to members of the Rubin & Cherry Exposition held in the "Jade" Room of the Hotel Rusself Lamson, Waterloo, Ia., on night of July 13, which was attended by nearly 300 members of the organization. Reception was staged at midnight, lasting until dawn. Nate T. Eagle was emcee and an orchestra played for dancing after a buffet luncheon and refreshments. Many presents and good wishes were extended. Mr. and Mrs. Jake Rosenthal, of the Iowa Theater, were prominent guests.

**HAPPYLAND SHOWS**, playing the Dearborn Day Celebration at Dearborn, Mich., July 14, was scene of a most enjoyable birthday party tendered William Bahnsen, owner of the Wild Animal Show. This was the occasion of his 49th birthday and has been a yearly event. After presentation of a gift Mr. Bahnsen responded with an address. Present were Mr. and Mrs. William Bahnsen, Mr. and Mrs. W. E. Brown, calliope and tickets; Mr. and Mrs. Nell Groce, mechanic and tickets; Jules Jacot, trainer; Paul Brown, bear wrestler. Jack Brown, inside opening and

carpenter; Harold Samby, canvas, and William Pace, second mechanic.

A NUMBER of Los Angeles troupers are on the Bing Crosby film being shot at Columbia Pictures Corporation ranch. Script calls for complete carnival setup. Doing bits in the film from the outdoor group are Doc Cunningham, Steve Henry, Bob Winslow, Rhu McKittrick, Lucky Ball, Jack Mills, E. C. Harvey, Capt. Mundy, George Yeoman, Ed McKiernan, Mabel Bull, Earl Montgomery, E. L. Rosen, Billie Link, Jack Keller, Frank Nolan, Theol Delno, Ada Mae Moore, Mrs. Charles Cook, Gladys Forrest, Ardeth Kyle and W. L. Manley. Paul Gregg, of the Fearless Greggs, has a double automobile somersault as a midway feature, with the Devils riding the two autos down a steel runway. Placement of showfolk was arranged by Eddie Gamble.

**JAKE ROSENTHAL**, veteran manager of the Iowa Theater, Waterloo, Ia., and well known as former manager of Cora Bockwith and her Water Circus with the Con T. Kennedy Shows and other big carnivals, never misses an opportunity to do a good deed or break into the front pages of newspapers. When the thermometer was at 112 degrees on July 14 Jake announced that during the hot spell he would keep his air-conditioned theater open for the general public free of charge all night. Many took advantage of his offer. Hotel patrons deserted hot rooms and brought pillows with them to the theater, utilizing the house as sleeping quarters. No shows were given and admission was free. *The Waterloo Evening Courier* gave Jake a big front-page splash. Members of the Rubin & Cherry Exposition were invited guests of Rosenthal every afternoon during the week's engagement there and most of the evenings Jake could be seen on the lot renewing old friendships with Mr. and Mrs. Rubin Gruber, Walter D. Nealand and others.

**Strates Shows**

*Massena, N. Y. Week ended July 11. Auspices, IOOF. Weather, very good.*  
Located three blocks from heart of town. Shows, rides and concessions making a beautiful display upon the bright green background, level grassy lot. The IOOF proved a wonderful auspice and the untiring efforts and cooperation made the week a winner. Friday night the auspices entertained with a farewell party for the show personnel. Nat Worman opened his new show, the Nudist Colony, with thriving business here. Doc Collins with his new Gorilla Show did likewise. The fronts of both shows are new, with predominating colors of silver and black. Mrs. Ben Wolf and son, Edward, again joined the show with their ball game, this making their fourth season with show. Dorothy Kottke and George Davis, of Tonawanda, joined show for remainder of season. The former is the niece and the latter the son of Mr. and Mrs. C. O. Davis. Carl V. Noid, show's press agent, made a trip Thursday to Potsdam, N. Y., to address the Rotary Club about the "Ins and Outs" of show business. The new private car purchased by Mr. Strates few weeks ago has been newly painted and renovated. Mrs. Strates has been busy the past 10 days purchasing new and elaborate furnishings. Fred Thomas, of slide-show fame, is wearing a smile of satisfaction, due to the generous business he has received during the last three weeks. Squire Matthew J. Riley made a short visit to the show Friday. Two more weeks and the fairs start. FLORENCE DICKENS.

**Cetlin & Wilson Shows**

*Allentown, Pa. Week ended July 11. Auspices POSA Camp 689. Location, Edgemont Ball Park. Attendance, poor. Business, terrible. Weather, mostly rain.*  
Opened on Monday to a very poor crowd, with a slight increase on Tuesday and Wednesday. Thursday it started to rain and finished the week in the rain. This was the worst week the show has had in several years; in fact, everything on the midway played a blank, as not an attraction grossed any money. Wind, who showed the Kenmore Centennial this week, was replaced for the week by Red Brady and Joan with their water circus. Several visitors during the week from the Endy Shows. I. Cetlin away for the week visiting relatives in Newburyport, Mass. Two more weeks of still dates, then the fairs. Pete Arnella on his way from the West Shows to join this show at Chester had a wreck with his truck and wrecked the contents of the truck, containing his Digger machines. His wife, Marie, on the way

**Along the Expo Midway at Dallas**

By GREGG WELLINGHOFF

DALLAS, July 18.—Ray J. Stinnett, owner of four kiddie rides in Kiddleland, made a trip to Houston to prepare several kiddie rides for shipment to Fort Worth Frontier Centennial.

Frank P. Duffield back in town after a week's absence, during which he visited Los Angeles, Chicago and Cleveland, entire trip by plane.

Major Keating returned after several weeks in Cleveland, where he started the Old Globe Theater on a summer run at Great Lakes Exposition.

Harry Harrison, who handled advance ticket sales at A Century of Progress, Texas Centennial, San Diego Exposition and Great Lakes Exposition, stopped off in Dallas for several days en route from Cleveland to San Diego.

Paul Massman and W. P. McHenry, exhibits and concessions executives, and Johnny McMahon, manager of Streets of Paris, visited the Billy Rose Frontier Centennial in Fort Worth on Monday.

Murray Goldberg, scale operator, left last week for the Cleveland show to check the five scales operating at that exposition; is expected here early part of next week.

C. C. (Chick) Ayres, a recent arrival from Chicago, here to work in the concession department of Streets of Paris.

Terry Turner left by plane on Saturday for New York, stopping en route in Shreveport, New Orleans, Memphis, Washington and other cities. Trip is in interests of the Centennial Pangborn-Mason Paris non-stop flight.

Frank Cushing, bridge and parachute jumper, high diver and dare-devil, is doing a dive on Queen's Nights.

Willie Buck, brother of Eddie Brown of the special events department, and wife arrived Tuesday from Chicago to remain a week.

Wild Bill Hickok is working on a better driving contest for women to be held in the Cotton Bowl on August 25.

Stanley Graham, president of Graham Enterprises, returned to his Dallas interests after a week in Cleveland, where he has a midget circus at Great Lakes Exposition. Mrs. Graham is a recent arrival from San Diego.

By proclamation of Joe Rogers, "mayor of the midway," last Saturday was proclaimed Midget Day on the amusement area. Charley Lockhart, State treasurer of Texas, four feet tall, was guest of honor and dined with the midgets in Midget City.

Thomas D. Hart is a recent arrival on the midway after closing with the Al G. Barnes Circus.

Louie Eisenman spent several days on the grounds in the interest of a prominent San Antonio artist who has exhibits at the exposition.

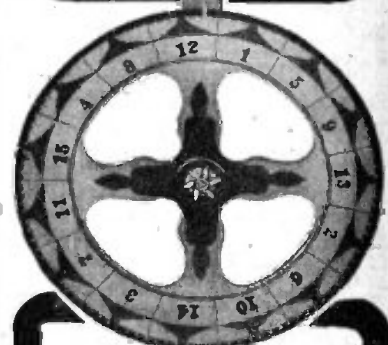
Jack Stanley arrived on Thursday from Houston to discuss with Centennial officials a promotion for the Cotton Bowl in late August.

Mr. and Mrs. Freddie Ferguson, after a season in the Northwest, returned to Dallas last week. Mr. Ferguson took over the ham-and-bacon flasher owned by Mr. and Mrs. T. Riley Hickman.

Mr. and Mrs. George Pughe, former operators of rep and dramatic shows and more recently walkathon operators, were visitors on the midway several times during the week. They left for the Northwest.

from Allentown to Chester had a car run into the side of her truck and tore the body from the cab. GEORGE HIRSHBERG.

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**Big State Shows**

**Cameron, Tex. Week ended July 11.** Location, Wilson-Ledbetter Park. Auspices American Legion. Pay gate. Business, best "second" or "repeat" week in show's history. Weather, perfect.

Rained out on the Fourth. Lot in Hearne, next town, flooded. Highways water-covered. High and dry on hill part of park. Director-General Gray ordered to stay over another week. Wise decision. Nice profits. Fireworks display nightly. Merchants tickets used. Stirred Cameron homes. Started citizens carnivalward. Women's 4-H clubs holding children's convention in park, boosted business. Friday night registered near 4,000 thru main entrance. Saturday night more than 5,000. New big top for circus side show from Waco tent builders. W. O. Ellis, lecturer in Jack Robinson's crime show. J. D. Orunk to Rosenburg home. To return to Red Rogers' fish-pond concession when fairs start. Mrs. Blanche Rogers given surprise on birthday anniversary July 4. Harold Oakes new Tilt-a-Whirl helper. Stewart Vernon and Mother Johnson neck and neck for tops fishing honors. Score even to Saturday, when Mother Johnson took lead, catching channel cat weighing 15 pounds. Young Vernon's catch Saturday a cat 14 1/2 pounds. Ira Burdick at Belton. Interchange of visits. Charles Hess, brother-in-law of Ira Burdick, chaperoned party showfolk on midway. Mrs. Edward Schneider and Mrs. Ed Schultz, old friends Big State caravan, from Thorndale, given twilight fish fry. Oussie Owar, booker big presentations, making Waco; Harrison Walte, Waco banker and circus fan; and William Jones, of Waco American Legion; John N. Wisner, Dallas, former circus general agent; George Hadley, sage of Bryan; and W. T. McElwee, Corsicana, given degree of long horn, new order along lines Pan American Buffalo. Writer father both. He contacted Masons, Eastern Stars, Lions Club and Methodist, Baptist and Christian churches with messages. Foundation laid for formation traveling American Legion post. Sir Edward Rife, in from Dallas headquarters, with another section big tent eating emporium he will have at fairs. Director-General Gray and writer on extended tour to Hearne, Bryan.

Madisonville, Huntsville, Crockett, Conroe, Nacogdoches, Temple, Palestine, Taylor, Waco, Corsicana and Rockdale. Joined Saturday Mystery Gun Mol. Secretary-Treasurer Louis Bright visited Bill Hames' Shows at Round Rock. Flying Valentines framing maltese cross rigging. Captain Dan Chery, high diver, adding another 10 feet to ladder. Writer and friends enjoyed fish dinner in home of Mr. and Mrs. William Watson. John Allison engaged from Royal American ride men. William King, from Burdick Shows, on Ferris Wheels. Captain Farnsworth, official announcer, won wager and could be heard at Santa Fe depot, quarter mile away. Lee Smith, from John Francis' opera, on front circus Side Show. Sam Saylor resigned as director Ruth Gray Young's F. D. Q. photo studio. Mrs. Audrey Anderson now in charge. Her husband assisting William Dearmin on concessions. Tom Lynn held up, away from lot, by two Mexicans. Loot, \$1.95. Bandits in jail. DOC WADDELL.

**Al C. Hansen Shows**

**Algona, Ia. Week ended July 11.** Location, railroad lot. Weather, very hot. Business, poor. No auspices.

A fill-in week between two celebrations and a quiet week was had. Unusually hot weather kept attendance down to practically nothing all week. Manager and Mrs. Hansen took advantage of the lull in activities and made a flying business trip to Chicago. Harry Berger and wife closed here and left for Ohio to join an Eastern show. Jack Barry and Madeline Williams were married here. A wedding supper was served in the cookhouse and the couple received many handsome and serviceable gifts. The bride is daughter of superintendent of rides, E. O. Williams. Mary Klein suffering from severe case of polio infection here. Billie Owens a victim of same malady. Frank Kingman overcome by the heat. Claude J. Oderkirk is now at Milner Hotel in Columbus, O., and is as yet unable to return to work. He wishes to hear from friends. Special mention is made this week of J. J. McMillan, manager of the "Cauliflower Brigade." He and his assistants are hard workers and have been doing satisfactory business since show entered Iowa. WALTER B. FOX.

**Silver State Shows**

**Red Lodge, Mont. Week ended July 5.** Auspices, Red Lodge Rodco Association. Weather, cool and pleasant. Business, good.

For week ended July 5 Red Lodge proved a fair spot, with a record crowd on the Fourth, all rides doing a top business, concessions and shows not doing as was expected. Nick DeLo spreading his new banner line for first time, which is 110 feet, with 10 new banners. Dick King, lecturer and magician under big top. Roberts and McClarey added two more concessions. Paul Towe, owner and manager, purchased a new Tilt-a-Whirl to be shipped to Lovell, Wyo., making a total of eight rides. Those enjoying Yellowstone Park were Mr. and Mrs. Paul Towe. Mr. and Mrs. Brown Miller, Mr. and Mrs. Mitch Freeman and Mr. and Mrs. Earl Nelson, the last named joining the show latter part of June, returning from Kansas with Paul Towe. Tony Spring and wife made a pleasure trip to the park after arriving in Red Lodge, catching a fine mess of fish. Senator Jones and wife, Mrs. Silver State, may be seen as the usual attraction, the "Senator" working the Rocket and Mrs. Silver State working the "Senator." Mrs. Clarence Sheridan arrived from Roundup, Mont., for a short visit and returned to her home July 6. ROBERT MATHEWS.

**Wallace Bros., Canada**

**Kapuskasing, Ont. Week ended July 4.** Weather, good. Business, good. Firemen's Tournament.

Two 40-mile hops from Iroquois Falls in splendid time. Mollie Lovic is to be congratulated on the excellent way in which the midway was laid out, in spite of the small lot and rocky condition of the grounds. Phil Cronin, manager of concessions, did his share in an equally competent manner. Cris Pavlo's cookhouse made a record setup. Boys had a hot meal before work. Jack Phillips at the main entrance greeted all comers. Committee did not allow opening Monday. Gray Shows played here three days before the celebration. A public wedding was held on the midway. John Smith and Greta Burnside, of the Folies of 1936, were united. Reverend Millar performing the ceremony. Alfred Manuk is manager of the Side Show. Jimmy Vack, former manager, was called away. Manuk is a calliope player. J. P. Sullivan, owner, returned from Buffalo after a two weeks' business engagement there. James (Pollock) Ross is sporting a new checkered suit. Betty McClusky had a nice week with her ball game. WALTER McCLUSKY.

**Wallace Bros.' Shows**

**Robinson, Ill. Week ended July 11.** No auspices. Pay gate. Location, City Park. Weather, hot, with hail and showers Monday afternoon. Business, fair.

A violent wind, rain and heavy hail storm about 6 o'clock Monday evening damaged the Merry-Go-Round tent and ruined the tops of several of the personnel's cars, also bursting so many electric light globes that Monday night was lost on account of lack of sufficient illumination. Peculiarity—just as hot after ballstorm as prior to it. Jolly Johnnie Webb still packing them in with his Circus Side Show. The hot weather is having its effect on quite a few of the show people, especially the women. Among the hardest hit is Mrs. William Wallace and Mrs. George Harris, who are continually on the fainting list. J. F. Kelsey joined with ballgame concession and C. E. Armstrong, Harry Cohen and M. R. Brien left the show. Rats at a premium! Dale Hall offering \$1 apiece for common house mice to operate his mouse-game concession and out for Rip-toy. All the kids in this town of over 4,000 population trying to catch some and not a mouse to be had the entire week. Clyde Johnson joined to take over the burlesque show management. MARTIN A. WIRTH.

**ToThill's Attractions**

**Wayland, N. Y. Week ended July 4.** Auspices, Firemen. Location, on the streets. Weather, good. Business, tops.

With a live-wire committee the engagement was climaxed by an excellent Friday and Saturday business to bring the week's gross up like a Fourth of July skyrocket. Special Agent Johnny Moran is back on the show after his recent bereavement, owing to the death of his wife, formerly Virginia Baker, of Philadelphia, who was killed by an auto while walking to her hotel after the show. WM. T. COLEMAN.

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CAN PLACE one more Flat Ride, also Kiddie Auto Ride; one high-class Pit Show, and one Bally Show. What have you? WANT LEGITIMATE CONCESSIONS. CAN PLACE Photo Gallery. Opportunity for Bottle Ball Game Agents. WANT REAL PROMOTERS—Frank (Dutch) Hildebrand, W. M. (Duke) Brownell, Harry E. Wilson please get in touch. Wonderful opportunity for you here. Clara Centennial this week; Grand Rapids Legion Celebration, Downtown on Monroe Avenue, July 25-August 1; then Hudson for Bridge Dedication and Legion Free Street Fair, week August 3; Kalamazoo Free Fair, week August 10, and all Fairs and Celebrations balance of season; all Michigan. James Harper write. Address HENRY J. POLLIE, per Route.

Wanted Concession People

CAN PLACE for the following Fairs in Iowa and Iowa... CAN PLACE for the following Fairs in Iowa and Iowa...

Georgia Attractions

Piedmont, S. C. Week ended July 11. Auspices, Ball Club. Weather, clear. Business, fair.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

Dixie Model Shows, Inc.

Bluefield, W. Va. Week ended July 4. Location, Cain Field. Auspices, American Legion. Weather, variable. Business, fair.

WANTED RELIABLE, SOBER ELECTRICIAN Pay good salary. Deadwood, S. D. July 20 to 25; Rapid City, S. D. week July 27.

T. J. Tidwell Shows

Blackwell, Okla. Week ended July 11. Auspices, American Legion. Weather, fine. Business, good.

Extra POP CORN Quality Bag Lot Specialist, South American Yellow, Jap Hulls...

ZIMDARS GREATER SHOWS

Can place At Show at once. We have outfit. Can place Rides and Shows that don't conflict.

W. E. WEST MOTORIZED SHOWS

Can place capable Show People and Concession Agents. Have complete outfit for Cook Show.

Johnny J. Jones Exposition

Anderson, Ind. Anderson Free Fair. Week ended July 11. Weather, hot. Business, big.

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FOR RENT. Complete Unit—12 Concession Booths, including size 8x14, including Reddy and Ball Games...

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Can place a sober Ride-o Foreman.

Have opening for two worth-while Shows of merit.

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165 W. Madison St., Chicago

Birds of a feather flock together. So should outdoor showmen flock together as members of the Showmen's League of America.

Western States Shows

Lander, Wyo. Pioneer Days Celebration. Week ended July 4. Location, heart of town. Weather, fine. Business, good—100 per cent co-operation from committee.

Fire in Ice Box on Crafts

SACRAMENTO, Calif., July 18.—Here's a hot one. Thermometer reading above 100 daily and Gene Blakesley, cookhouse owner on Crafts 20 Big Shows...

Philadelphia

PHILADELPHIA, July 18.—Annual fair and carnival of Spring Mill Fire Company, Conshohocken, opened on July 10 for 10 days...

Volunteer State Expo New Lexington, O. Week ended July 11. Auspices, Police Department. Weather, perfect. Business, good.

# The Great Lakes Exposition Midway

By BOB REED

CLEVELAND, July 18.—Sam J. Levy, of Barnes-Carruthers, and Mrs. Levy are looking over the expo. Frank (Doc) Shean conducted them on a tour in Al Shaffer's official car before taking them aboard the S. S. Moses Cleveland for dinner at Admiralty Club headquarters. Morski-Okio, most spot in Streets of the World area, is favorite meeting spot for expo stagehands. Bob Miller, Loop-o-Plane boy, has booked passage aboard the S. S. Queen Mary for that honeymoon trip to Europe next month. Pearl Altan, Ginger Rogers' double at the Hollywood Doubles Show, has retained her San Diego title, "Sweetheart of the Midway." Jack Howard, talker, and Snap Wyatt, banner artist, are working front of the World a Million Years Ago. Both boys are from Coney Island and are doing a neat job. Barry Calvert, in from Chicago, looking things over with view to possible connection. Everett Johnson, rodeo band director, was among recent visitors on the midway. Many state that it is the most quiet midway of the century. A little more noise, with a pleasing sprinkling of music of some sort, would prove an ideal buildup for the area. Ed Wynn toured the midway with Graham McNamee during Plymouth Day festivities. Bill Harris, formerly with Madill and Davis in San Diego, is on the midway with penny-engraving machine. Clarice and Hazel, palmists in the Syrian Palmistry Temple, rate top biz and popular girl honors. Hollywood Studio Cafe is favorite rendezvous of midway show operators and employees. Harry A. Mangin, Van Gooding and Sam Grass-green are barkeeps and there are classy waitresses. L. R. Sloan, of Chi's Wonderland Museum, in for a few days, was spotted chatting with Cliff Wilson and Harry Calvert at the snake-show round table. Willie McGinnis left for California during the week. Robert Stoneman in from New York to join the Hollywood Secrets Show and will be featured with Princess Nadja. We erred slightly last week in quoting Princess Nadja as being with the Strange as It Seems Show. This was due to info given at the office, which is located in this show's building. Nadja arrived here to be featured with the Hollywood Secrets Show. John and Ernest Hix, recent visitors, departed for Chicago and New York, respectively. Positively refusing to admit defeat when her Front Page Show failed to click, Mrs. John R. Castle immediately reorganized the show and the new rumba is the answer, stepping along nicely. Marie Barth is now in the ticket office of the Messmore & Damon show. Berte C. Randall, vet minister and now a news mag ed, was spotted roaming the midway and swapping yarns with old show friends. Alex Gosler has a large staff of artists working front of the Old Boat Club on the midway.

## Los Angeles

LOS ANGELES, July 18.—Every spot in outdoor amusements is doing fine business, the public turning loose more money than in several years. All beach resorts are having largest spending crowds in years, and this also goes for parks and sponsored events. In Griffith Park Ross Davis' concessions, he said, were topping the Lincoln-city park spot. Since addition of Cawston Ostrich Farm to California Zoo there has been a pickup in business. W. J. Richardson, zoo manager, said this was the best of many seasons and that plans are for spending a considerable sum in purchase of rare animals, reptiles and birds. A new reptile house is being erected. Moffat & Harvey United Shows are having a fine season. Aside from the show equipment, they have equipment on Columbia, MGM and Paramount lots, indicating that films with circus or carnival sequences are good box-office draws; at present there are four flickers with outdoor show sequences. J. R. Stephan's rides and concessions are doing nicely on city locations. C. E. Stevens Shows also report satisfactory business. Doc Hall is handling United Shows equipment on several movie lots.

Billie Link, retired, but taking "atmosphere" jobs in films, "to put in the time," as he says. Will Wright, Golden State Shows, writes of much success the shows are having, every spot a winner. Roy Ludington, manager of Crafts 20 Big Shows, writes that the season thus far is above last year. Joe Glacey, writing from Great Lakes Exposition, Cleveland, opines that show will click. Says his show is tops, mentions heat and difficulty Cal Lipas is having with his "actor stock" drying out because of temperature. From Clark's Greater Shows comes report that Archie is having a very profitable season. "Lucky" Ball, back in Los Angeles with the missus, will work sports with his act and sword box. A. G. Kilgallon, San Francisco, in town for short visit, will be with one of the theaters there. G. H. Greenville, San Francisco, scenic artist, renewing acquaintances and looking over the Elks' doings. Ed Mozart thinks he may take the old ketcher out and try it out again, being in much better health. W. E. Harvey, in a remarkable recovery from a major operation, was taken home from a hospital this week. Texas Bob Godwin, in Good Samaritan Hospital for a major operation, getting on o.k. Frank P. Duffield was in from Chicago. His brother, Charles H., is recovering and it is thought will return to Chicago next week. Rhu McKittrick, in town to get bonus, may stick around for the winter. Jack Mills is working events and getting occasional bit in films. Felix Burk writes he is getting all set for the annual campaign. Claude Barie and Leona resting until fall, when they will start their classes, having practically all time arranged. Ed Gruber, back from Eastern trip, made the home town, Columbus, O., and will locate again in San Pedro, Calif. Da Workman, up from Balboa for Elks' week, says business with his new venture is satisfactory. Dick Dobbert around town, with brother, Bennie, as escort. Ernest Downie, Downie Bros., is touring the North on business and a bit of vacation. Ed De Mirjan, Edwards Novelty Company, is on a business trip to the North.

## Dallas

DALLAS, July 18.—Mr. and Mrs. Theo Ledell, Bob Neeley and Mr. and Mrs. E. A. Marshall, Bill Hames Shows, were shoppers in Dallas on Monday, coming from Round Rock, where the show was last week. Helen and Wanda Kincaid returned to their home in El Dorado, Ark., after a week's visit at home of Mr. and Mrs. T. Riley Hickman, their uncle and aunt. W. G. (Buddy) Ryan is back at his office after a trip thru West Texas territory, the second within the past three weeks. Tex Chamber, operator of a half-dozen concessions in Lake Worth Park, near Fort Worth, is a frequent visitor in Dallas. Phil Little back in town after several days in Little Rock, Ark. Has a birthday anniversary on July 22; on that day a few years ago Phillip George Little first saw the light of day. Martin Lamson, recent arrival from Memphis, is working the downtown sector with Centennial novelties and souvenirs and doing nicely.

## Pittsburgh

PITTSBURGH, July 18.—Harry Dunkle, following a two-week stay here, left for Wilmington, Del., where Cetlin & Wilson Shows open Monday. Canonsburg had two shows in succession, Elane Exposition playing there last week and West Shows on the same lot this week. Gooding Greater Shows played to a free gate at American Legion celebration in Franklin this week. Modern Exposition Shows, new name in this territory, were in Homer City this week with five rides and eight shows. Capt. Townsend, high diver, is free attraction. Dodson's World's Fair Shows entertained a crowd of Pittsburgh Sun-Telegraph newshoys while playing Washington, Pa., last week. Paper used a two-column picture showing Midgot Bullie David on the lot. Jones Carnival Company, under direction of Thomas B. Osborne, held forth at the Baldwin Township firemen's celebration this week.

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All Flavors, \$2.00 per quart, makes 48 gallons of drink. Use GOLD MEDAL CONCENTRATES this year and you will do more business and make more money.  
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**\$10.00**  
This Camera (without Lens) has a paper feed that will not jam or buckle the paper. Also has a cutter. Both paper feed and cutter operate from outside of the cabinet. Plans for building the cabinet FREE with every Camera.  
ENLARGER fitted with Lens ready to use, makes 3x4 and 5x7 enlargements from the small 1 1/2 x 2 1/4" strip photos. Now only \$10.00.  
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## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 18.—In accordance with the schedule announced in last issue, we visited World of Mirth Shows at the Centennial in Kenmore, N. Y., as guest of Manager Max Linderman. We were quite pleased to find that the show has assumed due proportions in honor of this celebration, highly publicized thruout Western New York. The rides, shows and numerous concessions were actually "on the streets" with entrance to the midway at Sheridan drive and Delaware avenue, two main thoroughfares.

Great appreciation was expressed for the courtesy and generosity of Cetlin & Wilson Shows, also an ACA member, for releasing the Wilno cannon act for this engagement. The spirit of co-operation exemplified by this is the same kind of spirit which will eventually raise the carnival industry to the level it deserves.

In addition to spending a pleasant evening in the company of Mr. Linderman, we had opportunity to exchange greetings with George Hamid, General Agent L. Harvey Cann, L. C. Miller and others. This week we visit Kaus United Shows in Corning, N. Y.

We received word on July 11 that Supreme Court Justice Paul Bonnyge, New York City, has ruled that dog racing is legal in New York State. Inasmuch as implications of this decision are of interest to the carnival industry, we are obtaining a copy and will set forth a summary in an early edition.

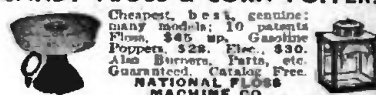
Visitors at the ACA offices during the past week included L. C. Miller and Elain Owens, World of Mirth Shows, and Mr. and Mrs. Walter Schafer, Mighty Sheelsy Midway.

### Happy Days Shows, Inc.

Crawfordsville, Ind. Week ended July 4. Auspices, Lions' Club. Weather, good. Business, good.

One of the trucks caught fire en route here and completely destroyed two show tops. Mr. Lyons, chairman of local committee, generously loaned the show two of his large tops until new ones arrive in Montezuma. Local 40-piece band paraded each night to showgrounds, bringing large crowds, climaxing with a record-breaking crowd on the Fourth. Tit-a-Whirl, top money; double Ferris Wheels, close second. Loop-o-Plane topped its last year's gross at this spot. Ben Beno's aerial free act thrilled the crowds. Jack Codden has joined with two new shows,

**ORANGEADE**  
**Imitation**  
**=Powders=**  
**Double Strength**  
**Costs 1/4 A Glass!**  
  
Talcio Laclede Imitation Fruit Drink powders are best tasting, strongest and biggest profit paying powders made. Fine flavor and cloudy color. Only best ingredients used. Guaranteed to comply with all pure food laws.  
Most economical made. Imitation Orangeade, Lemonade, Grape, Strawberry, Loganberry. All kinds Juice glassware and equipment, best quality, lowest prices. Immediate shipment.  
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Cheapest, best, genuine! Many models: 10 patents. Floss, \$45 up. Gasoline Poppers, \$28. Elec., \$30. Also Barbers, etc. Guaranteed. Catalog Free. NATIONAL FLOSS MACHINE CO. New York City  
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NEW LOW PRICES  
Four Models, \$27.50 Up.  
Also Electric, Caramel Corn Equipment, Parts and Supplies. Lowest Prices.  
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**FREAK STUFFED CALF 2 HEADS, 2 TAILS**  
**FOR SALE**  
Never shown publicly. Well formed—will make a good exhibition. Write for photo, details and price.  
**ALBERT P. RUPPRECHT, O. C.**  
321 Union Street, Rockland, Mass.

Bring Them Back Alive and Society Review. Ben Holmes has done some beautiful work on getting the show's banners and fronts touched up for fair dates. Mrs. T. L. Dedrick is still confined at St. Vincent's Hospital, Indianapolis. Her mother, Mrs. Albert Heth, is staying with her until she returns to the show within the next week or two. Impressive memorial services were held at the grave of Albert H. Heth, who died here August 5, 1931, during L. J. Heth's engagement at the fair. Many beautiful wreaths were placed on the grave. Both the local band and Vincent's band played several selections. Rev. W. T. Wilson conducted the services. "Buzzy," the writer's toy Pom, died.  
**FLOYD R. HETH.**

**Punxsutawney, Pa.**  
 Still Some Concession Space Left For  
**FIREMEN'S CONVENTION**  
 JULY 27 TO AUGUST 1, INC.  
 Six-Day Celebration, Heart of the City,  
 With Every Day a Special Day.  
**LAST CALL**  
 Phone or Wire  
**FIREMEN'S CONVENTION,**  
 Punxsutawney, Pa.

**48th ANNUAL SHADE GAP PICNIC**  
 McDONALDS GROVE  
**July 28-29-30-31 - Aug. 1**  
 WANT Shows, legitimate Concessions, Organizers, Pitchmen and Flat Riders. Using \$1,000 Free Acts, with no admission of any kind to grounds. Write or wire  
 M. A. BEAM, Shade Gap, Pa.

**CARNIVAL WANTED**  
**SEPT. 1, 2, 3, 4, 5**  
 American Legion and Lions Club.  
 M. NIATT, Chairman, Arcadia, Ind.

**WANTED**  
 Carnival or Entertainment,  
**September Festival**  
 L. G. MERRIOTT, Basin, Wyo.

**WANTED**  
 CONCESSIONS, RIDES AND SHOWS.  
 August 16-22.  
**AUDRAIN COUNTY CENTENNIAL CELEBRATION**  
 MEXICO, MO.  
 W. RODER, 722 1/2, Secretary.

**WANT**  
 INDEPENDENT SHOWS AND CONCESSIONS.  
 Rides Included.  
**LINTON, IND., COMMUNITY FAIR**  
 August 12-13-14-15.  
 LEXIE SMITH, Linton, Ind.  
 P. O. Box 68.  
 P. S. — Blue Ribbon Shows Furnish Rides.

**CARNIVAL WANTED**  
 Desire Show consisting of approximately 5 Rides, 4 Shows and 20 Concessions or larger, for August 29 to September 9.  
**PORT CLINTON SKEET AND GUN CLUB**  
 R. S. HAYES, Port Clinton, O.

**WANTED**  
 SNOWS, RIDES AND CONCESSIONS, FOR  
**35th ANNUAL HOYTVILLE HOME COMING**  
 AUGUST 24 TO 29.  
 Address  
 D. D. LEATHERMAN, Sec'y, Hoytville, O.

**CARNIVAL WANTED**  
 FOR UNITED MINE WORKERS OF AMERICA  
**BIG LABOR DAY CELEBRATION.**  
 September 7 to 12.  
 For Details Write  
**ROBERT OICK, Chm., Goodpct, Clearfield Co., Pa.**

**WANTED**  
**Better Class Carnival**  
 Week August 17-23.  
**ANNUAL JUNIOR COUNTY FAIR.**  
 Best Shows, Conditions good. Wire  
 L. R. REED, Johnsonburg, Ohio.

**46th Annual Reunion**  
**Mammoth Spring, Ark.**  
 AUGUST 17-22 INCLUSIVE.  
 WANT Shows, Rides and Concessions. Two other spots close by want Attractions for first and second week of August.  
 E. E. STERLING, Secretary.

**DEADWOOD, SO. DAK.**  
 Main St. — DAYS OF '76' — Main St.  
 5 Days — AUGUST 4-5-6-7-8 — 5 Days  
 WANTED—Shows and Concessions. Write  
 WILLIAM FIX ——— Parkston, S. D.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
 (Communications to 25-27 Opera Place, Cincinnati, O.)

## Great Crowds Lend Success To Fine Kenmore Centennial

*Stellar acts, monster parades and varied attractions draw thousands during event — show is money-maker for causes espoused by sponsoring workers on committees*

**KENMORE, N. Y., July 18.**—Two hours before Governor Lehman opened Kenmore Centennial Celebration on night of July 1, 30,000 men and women, marching between setting sun and rising moon, paraded out Delaware avenue from Kenmore to the centennial grounds at Delaware avenue and Sheridan drive in two processions, watched by 50,000 spectators. Grand stand was filled to overflowing and many were standing at the sides. After the address by Governor Lehman, George A. Hamid personally presented the circus booked thru his office for two performances daily for 11 days of the celebration. There were the Three Ricardos, flying trapeze with sensational break-away; Rexola Troupe, pole balancing, roller skating and acrobatics; Palmer's Dog and Pony Circus; Balabanow Troupe, accordionists, Will Morris and Bobby, bicycle act; Connie and his tumblers, and Demenati Arabs.

### Parkway Is Utilized

Between acts Mr. Hamid presented the *Winter Garden Revue*, with Jimmy O'Brien as emcee, decidedly one of the (See GREAT CROWDS on opposite page)

### Penny Firemen in Annual

**SAXONBURG, Pa., July 18.**—Volunteer Fire Department's Annual Carnival will be held in the town, with the fire hall, Saxonburg boulevard, as headquarters during the week. There will be five Gooding rides and 20 concessions under the Arena Shows. Each night at 11 o'clock there will be presented "The Circus of the Air," free acts furnished by George Hamid. There will be nightly dancing in the fire hall, and Thursday evening will be set aside for the visiting firemen's parade, companies coming usually to the number of about 55. Sponsors are officers and members of the Saxonburg Fire Department.

### Fairbury, Ill., Celebration Is Compelled To Book Indie

**FAIRBURY, ILL., July 18.**—Despite a last-minute cancellation by an organized show, which made it necessary to book independent acts, rides and concessions, American Legion Fourth of July celebration here was a success, reported H. W. Melsenhelder, chairman. Estimated attendance was 8,000. Wilson Amusement Company came thru with a ride which was very much appreciated. Acts included Windlach Family, Val-



**TONY R. BERRETTINI, Streater, Ill.,** who has had several successful promotions this season, including a Fourth of July spot, and more are in the offing. Several years superintendent of concessions at Illinois State Fair, he was appointed general manager of La Salle County Fair and Exposition, Ottawa, Ill., and also is managing several other Illinois county fairs and celebrations this year.

ders Trio, Windlach Trio, Dainty Ida Mae, Buffalo Trailers, Tambouritzza Orchestra, Dorothy June Ristic and Doris Utah.

Other features were running and trotting races, baseball, free dance and fireworks. A 25-cent gate prevailed, with children under 12 free. Windshield stickers, large bills, small programs, newspapers, radio and sound car were used.

## Chamber Members Emulate Beavers In Prepping for Tuscola's Annual

**TUSCOLA, ILL., July 18.**—The association sponsoring the Homecoming Celebration to be held here in Ervin Park, said Chairman Cal E. Raser, entertainment committee, is composed of business and professional men who underwrote the event to the extent of \$2,200. It has contracted 12 acts for the free-act platform thru Sidney Belmont, St. Louis, and Performers Consolidated Attractions, Chicago.

"We contracted Ted Weems and his orchestra to play for our dances the three

nights of the homecoming, are having American Legion Day, Democratic Day with Governor Henry Horner as speaker, and Republican Day and C. W. Brooks, Republican candidate for governor, as main speaker," said Chairman Raser. "Miller Bros." Shows are contracted for the midway. Ted Weems was booked thru the Music Corporation of America. We placed a small ad in *The Billboard* for carnival, free acts and concessions and received more than 20 answers.

"The association was formed at a Chamber of Commerce meeting, officers being elected from the members of the chamber, who appointed committees such as advertising, grounds, concessions, entertainment, homecoming, etc., and they have all been working together to make this one of the largest homecoming celebrations in this part of the country. If hard work and money mean anything to further a cause of this kind, this bunch of fellows sure have success in capital letters due them."

**Tiny Town; Big Host**  
**SHADE GAP, Pa., July 18.**—This town of less than 500 people expects to be host to more than 20,000 people with opening of the 48th Annual Picnic Celebration when the biggest array of free acts ever presented in this section will be featured. Acts are Al G. Marriott and his Aerial Age Sensation, Chief Lone Fox and American Indians Billy Elton, rubber clown contortionists; Tittle's Little German Band, Tussey Mountain Tar Heels and Tom Sharkey, strong man. McDonald's Grove has been enlarged by clearing several more acres, making much more concession space. Special bus service will be put on and excursion trains will be run as usual on the last Saturday.

## Doings Profitable For Peshtigo Post

**PESHTIGO, Wis., July 18.**—Carlson-Aigulre Post, American Legion, sponsored a celebration on July 3-5 and the books show a nice profit. Entertainment comprised water fights, log rolling, night baseball and other games, carnival, free acts, and a parade on the Fourth and fireworks. Weather was ideal.

Henke's Attractions provided the midway. Two free acts gave the crowds many a thrill, Two De Vrietal Bros., triple horizontal bars, and Leo Demers, European balancing novelty.

Plans will start early next year for another big event, said Chairman W. A. Eklund, who added: "Our post wishes the Sponsored Events Department of *The Billboard* much success and hopes it will continue many a year. It was thru this department that we made a success of our celebration."

## Bonne Terre "Fourth" Celebration Big Success

**DONNE TERRE, Mo., July 18.**—This thriving little town in the center of the lead belt attracted over 30,000 people during the four-day Fourth of July celebration. A fair was sponsored by Missouri-Illinois Boomer Club, G. M. Spain in charge.

A county-wide queen contest, promoted by Adolma Woiz, special representative of Majestic Mighty Midway Shows, filled the midway July 1 and 2, while fireworks and bank night put a crowd estimated at 5,000 in the 10-acre park. Early hours of the Fourth were lean for the show due to extreme heat, but toward evening all available parking space was filled and an estimated crowd of 20,000 milled around the midway. At 10 o'clock the drawing for a Chevrolet car took place.

The Majestic Mighty Midway Shows had 6 rides, 7 shows and 25 concessions. Rides and shows did very good business each night but the games did not go so well.

## Lake County Plans Are On

**CROWN POINT, Ind., July 18.**—Much interest is shown by all restaurant and beverage dealers in Lake County, wholesalers and retailers, in the festival they are to hold on the fairgrounds here. There will be motor and horse races, band concerts and midway attractions, including the Mouse Circus, one of a Century of Progress attractions. Fifty young women are entered in the Miss Lake County contest, winner to receive a sport Plymouth coupe, and valuable prizes to go to each contestant. Photos are displayed in various sections of the county. Over \$5,000 is being expended by the executive committee, it is said. A grand ball, with a 30-piece orchestra, will close the affair. Clay M. Gregno is in charge for the committee.

**DELAVAN, Wis., July 18.**—A pageant, *The Epic of Delavan*, to be directed by John B. Rogers Company, with a cast of 500, will feature the four-day celebration observing Delavan's Centennial. T. J. Jensen is general chairman of the celebration, which will include a parade and fireworks.

HELP This Department by Telling Committees About It.

**WANTED**  
 Rides and all kinds of Concessions for 82nd annual  
**OLD SETTLERS' PICNIC**  
 AS NEELON, MO. AUGUST 27, 28, 29.  
 Write RAY WIGEMANT, Shiden, Mo.



### Rhododendron Festival Pulls Estimated 368,500

**ASHEVILLE, N. C., July 18.**—An estimated total of 368,500 spectators attended the various events of the ninth annual Rhododendron Festival held in mid-June here, according to estimates made by Asheville Chamber of Commerce. These included crowds at five parades, Rhododendron Ball, Military Ball, Sponsors' Ball, House of Mirth, Rhododendron Pageant, Pioneer and Indian Sports, tennis matches and other events of the festival program.

This year's festival was the most successful in attendance and in the color and pageantry of the various events in its history.

Professional work was done by Harrington-Russell Festivals, Inc., which had charge of the Rhododendron Pageant and costume and coronation events; Van Horn & Son, of Philadelphia, co-operating with the Harrington-Russell organization in costumes; Ernest Briggs, Inc., supplied balloons for the principal parade, and the Gasthoff Display Service, in charge of floats for the main floral parade. The Festival Decorating Company, newly organized firm, constructed a number of floats for the principal parade.

The festival is sponsored by a permanent committee of nine, with Dan W. Hill as chairman. Committee operates under general direction of the Asheville Chamber of Commerce, which has the general sponsorship of the celebration.

### National Notables Carded For Salem, Ill., Reunion

**SALEM, Ill., July 18.**—Earl W. Merritt, general chairman of the Marion County Soldiers and Sailors' Reunion to be held here, declares the greatest program this organization has ever presented in its 53 years of existence is ready for the more than 200,000 people who will attend. A stage show with more than 50 people, six bands for the week, four drum and bugle corps, many novelties and new features are to be part of free entertainment.

James E. Van Zandt, national commander of the Veterans of Foreign Wars, will formally open the week of hilarity. Colonel Frank Knox, Otis Glenn and C. Wayland Brooks will be on the program. On Wednesday Senator James Hamilton Lewis and Governor Henry Horner will speak. American Legion national and state officers will attend and take part in the parade. Veterans of the Spanish War will have national and State officers and will also have a parade. Closing day will be Old Settlers' Day. Last year closing day drew more than 55,000 people.

Johnny J. Jones Exposition will furnish midway attractions for the second consecutive year. One of the largest open-air dance pavilions will be a feature, as well as the annual "Green Corn Dance." Reunion is sponsored by United Spanish War Veterans and American Legion. There is no admission charged, everything being free for the week.

### Madison, Me., To Celebrate

**MADISON, Me., July 18.**—American Legion and Great Northern Paper Company celebration here promises to be the biggest event within a radius of 100 miles, with five or more acts, trotting and running races, a feature wrestling match and fireworks. F. Stanley Reed, who has been with many big shows, will give the event personal direction. During the celebration a late model automobile will be given away. This spot is so situated that drawing capacity is large from neighboring towns.

### Fete for I. O. O. F. Home

**GREENVILLE, Miss., July 18.**—Greenville Lodge, Odd Fellows, to stage the first Greenville Community Fair and Fall Festival, signed with Greater Exposition Shows thru Agent Dick O'Brien for a full week. A large exhibit tent, to be surrounded by a midway, will be placed on a highway just beyond town limits. J. O. Wiseman, chairman, hopes the event will be the beginning of a permanent Delta-wide annual. Proceeds go to building fund for an Odd Fellows' Home.

**VILLE PLATTE, La.**—Evangeline Parish will hold a three days' public school fair, with J. D. Lafleur, principal of the high school, chairman and general manager. Money derived will be used to equip elementary and high school buildings. A carnival is to be included on the fairgrounds in center of the city.

## Shorts

**MONONGAHELA (Pa.)** Police Pension Fund was enriched by \$70 as a result of a circus performance the department sponsored. A similar show will be offered next year.

**E. D. BLISSINGER**, well-known outdoor showman, has been put in charge of the Indiana Beauty Contest in conjunction with the State American Legion Convention in Muncie, winner to enter the national finals in Atlantic City in the fall.

**CITY COUNCIL** in Jefferson, Wis., has underwritten \$1,000 for Jefferson Centennial Celebration and bridge dedication in connection with which a queen contest is being held.

**FEATURING** the Two Rivers (Wis.) Centennial Celebration will be a historical pageant, *Forward Two Rivers*, which will be staged on Thomas Walsh memorial field. John B. Rodgers Producing Company prepared the script. There will be a Music Day and a Farmers-Merchants' Day, as well as a parade and a museum of relics.

**THE AGRICULTURAL FAIR** and Centennial Celebration staged at Shiner, Tex., recently drew thousands of visitors from all sections of that district. Big State Shows were on the midway.

**A 35-PEOPLE** dance revue (featuring Max Hoover's Orchestra), fireworks, exhibition diving, bathing beauty contest, Indian beauty contest and horse racing are among the amusement features included in plans for the ninth annual Water Carnival and Race Meet to be held at Larive Lake, Hot Springs, S. D.

**DESPITE** inclement weather the Fourth of July Celebration sponsored by the leading merchants and city council at Altoona, Pa., was a success and the committee realized several hundred dollars profit.

**LOY AND HARRY ROSE**, of Rose Bros. Show, furnished free acts for Claysburg (Pa.) American Legion Fourth Celebration, offering double traps, wire and Roman rings.

**DIVING GORDONS**, reports Bubbles Gordon, had a successful week in Arlington Heights, Mass., under St. James Church auspices, their third successive year there.

**WYOMING (Ill.)** Centennial Association, to stage a celebration of the 100th anniversary of the city, will have concessions, rides and free acts.

**AT AN** annual fall jubilee in Bremen, O., under auspices of American Legion post and merchants, there will be rides, shows, concessions and several free acts.

**DARE-DEVIL DANIELS**, pole act, was featured nightly at annual celebration of Hose Company No. 7 in Greensburg, Pa., last week.

### Eagles in Ohio Have 30,000

**HAMILTON, O., July 18.**—Thirty-third Annual Outing on July 4 of Butler Aerie, Fraternal Order of Eagles, was successful, attended by about 30,000, said Secretary Harry W. Hetterich. Attractions were William Lofstrom's Monkey Circus, kiddie ride from Ray Gooding and there were 21 concessions. Parachute Jumpers Shirley Rauner, Harry Ebbingger and Gretchen Reighard were unable to work because of high winds. The 2,100 members hustled tickets for giveaway of an automobile. American Fireworks Display Manufacturing Company was contracted.

### Directing Pageant in Miss.

**GRENADA, Miss., July 18.**—Wayne Sewell Production Company, Atlanta, has been engaged by the city of Grenada for its Centennial celebration. The Atlanta firm has sent in Mary McCallin to work up a pageant and mock wedding ceremony depicting marriage of two smaller communities that merged in 1836 to make Grenada. Political speeches, barbecue, competitive events and a midway are carded.

**DETROIT.**—A three-day Reunion in Cheboygan, Mich., last week was booked for entertainment by Michigan Vaudeville Office, Romig and Company Circus Troupe was featured attraction.

### Redondo, Calif., Covered Wagon Days Big Success

**LOS ANGELES, July 18.**—Third annual Covered Wagon Days at Redondo, Calif., three days ending June 28, and again sponsored by the Chamber of Commerce, was a most gala and successful event. Average daily attendance was estimated 60,000.

There were two cowboys' sports rodeo, with many top-notch contestants participating; riding devices, belonging to United Attractions, with George Moffat, Doc Hall and Billie Williams in charge; free attractions, parades, bathing-beauty contest and other features.

### GREAT CROWDS—

(Continued from opposite page)

highlights of the show, Valencia, high swinging pole and slide for life, closed the show. Grant Spradly had charge of seats in the grand stand and boxes, capacity 5,560.

On the Centennial midway were George Bass, three bingo games; Art Klippe, beer garden; Albert (Mac) McNamura, cookhouse; Ed Rienhart, grab; Square and Compass Club, bingo; Margaret Oough, president of the Ladies' Auxiliary of Kenmore Volunteer Fire Department, clam chowder and fish; Rotarians, portable dance hall; Harry Nelson and Syd Greenwald, novelties and scales; Lou Hoershell, grand-stand concession and cookhouse.

Max Linderman's World of Mirth show had 22 rides, 60 concessions and 16 shows, there being two midways, those of the Centennial and World of Mirth. Entire midway measured five-eighths of a mile long, lined up on both sides of Sheridan drive—a parkway—as well as rides and games in center of the parkway.

William (Bill) Frank directed the entire promotion, assisted by Edgar C. Wallace, of the Hamid office. There was a large banner line and Harold Young handled the program, 48 pages and cover. There were tie-ups with theaters, radio stations in Buffalo, Rochester and Baltimore, and *The Billboard* was used for concessions. School kid tickets' response was wonderful. George McPartlin handled publicity, Edgar Wallace assisting. On July 4 there was a parade of 17,000 firemen from 225 volunteer fire companies within a radius of 75 miles. Fireworks were by Ohio Fireworks Company, New Castle, Pa.

### For New Museum

Money raised will be used to build a new Historical Museum of the Niagara Frontier and for the hospital in Kenmore, Wheel Chair Home. Frank C. Moore, attorney for 50 towns in Western New York, general chairman, assisted by a large committee, reported there was over a \$35,000 advance sale of concessions, exhibits, banners, reserved seats and program.

Lot was laid out by Jimmy Sullivan, Wallace Bros. Shows, and had a dozen tops supplied by Baker-Lockwood, with Arthur Campfield in charge of putting up. All the new canvas was in the air three days before opening. Detective Chief Frank McCarthy, Buffalo police, had a corps of plain-clothes men on the grounds. Henry Ebling, president of Kenmore Merchants' Association, had streets beautifully decorated, every lamp post on Delaware, Elmwood and Kenmore avenues having standards and flags for a distance of three miles. Among visitors were Dr. H. W. Waters, former director of Toronto Exposition; William C. (Bill) Fleming, H. William Pollock, Postor Print; Fred Weaver, former showman, and Secretary Peace, Hamburg (N. Y.) Fair.

Weather was perfect and attendance was between 125,000 and 140,000. Show was a money-maker and will go down as a successful promotion. William (Bill) Frank and Frank Moore, chairman, were congratulated for the way the event was handled.

### JOHNNY J. JONES

(Continued from page 62)

general manager of the Jones Exposition, and Charlie Williams, manager of the fair. Children's Day, that is annually supported by large crowds, fell way below last year due to the extreme heat. According to Carl Lautner, manager of

the World's Fair Oddities, the condition of William K. Knoll, who swallowed a neon tube while going thru his act and made an emergency operation necessary by Dr. W. T. Needham, of the show's medical unit, is resting easily in St. John's Hospital at Anderson and expects to be able to rejoin latter part of the month. Oille Hager Lewis, of the Motordrome riding staff, had her third fall of the season Saturday night while giving her last performance at the fair. Several stitches were taken in the back of her head, forcing her off the wall for several days. Trainmaster R. H. Sheppard was confined to bed with an attack of acute indigestion but is well on way to recovery. Lillian Murray has added new dancing talent to her Rainbow Frolics and Artist Model Revue. Walter Singer enlisted services of Jack Cass, seven-foot giant, for the singer's Midget Revue along with two new midgets. Max Kimmerer's collection of snakes was increased when one of his mother reptiles celebrated a blessed event with 40 youngsters. Friday afternoon members of show personnel and fair officials gathered at graves of D. C. McDaniels and several members of the family of Charles Williams, fair manager. Assistant Manager Tom Allen celebrated his 47th birthday anniversary Wednesday night with a party at Anderson Hotel for members of staff and a few personal friends. Dent and Aranson have added several new figures to their International Crime Exhibit.

WALTER DAVIS.

### Dodson World's Fair Shows

Washington, Pa. Week ended July 11. Business satisfactory. Weather hot.

Plenty of activity in the working and decorative departments and paint being liberally used in preparation for the fair season. Business on the Scooter has been so good that additional cars have been ordered. The big five-column picture taken by International News of Zucchini in flight over the Ferris Wheels has been reproduced in a handsome window card, varnished and placed on an easel. It, with some new cards, one and two sheets in four and five colors are making the billing prominent and effective. Newspapers refused the shows' paid ads in Washington, first time in the writer's experience, but the billing made up for it in a way. As Clark's Zouaves, together with the public-address system were out daily and the surrounding towns carried ads and write-ups in their columns, show just saved that much money. Business manager of the twin papers used the old without argument—taking too much money out of town. The management tried to show him the error of his ways, but he could not get the foolish notion out of his head, so the folks left less than usual in the town, but it was a good date at that. Mel Dodson was pretty sick for a few days but happily recovered somewhat at this writing.

DICK COLLINS.

### WANTED

Rides, Shows and Concessions. Everything Open. For

**Seymour 2 Big Days Homecoming**

Under Auspices of Seymour Fair & Driving Park Association.

SEPTEMBER 6 AND 7, 1936.

F. W. HUTH, Sec'y Concessions, Seymour, Wis.

### Melvem Sunflower Days Association

MELVEM, KAN.

Wants Rides, Concessions, Acts for Free Attractions.

AUGUST 27-28.

### WANTED SHOWS

of all kinds, also Concessions for 19th Annual Home-Coming, Cullom, Ill., Friday and Saturday, August 14 and 15. Big crowds. Good spots at reasonable rates. Write **GUY LEONARD**, Concession Manager, Cullom, Ill.

### Shows, Rides and Concessions Wanted

for Labor Day Week Celebration at City Club Park, Perry, Ia. Write **CLAY BURNS**, City Club Beverage Company, Perry, Ia.

### RIDES WANTED

8-DAY CELEBRATION—AUGUST 2 TO 9

Greatest Event in Northwood's History. Billed and Advertised in 29 Counties. Wire

**JOSEPH MERCEDES**, Director, Heart of the Lakes Assn., Rhineland, Wis.

# Classified Advertisements

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Set in uniform style. No cuts. No bunkers. 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

5c WORD (Print Line Leave Blank Type)  
1c WORD (Single Line and Name Blank Type)  
Figure Total of Words at One Rate Only  
No Ad Less Than 25c.  
CASH WITH COPY.

## AGENTS AND DISTRIBUTORS WANTED

**AGENTS — DE LUXE DIXIE DANCE WAX!**  
Cleans and waxes while they dance. Unlimited market. Cafes, taverns, anywhere there is dancing. Profits guaranteed! Some territory still open. **DIXIE WAX CO.**, Dept. B, Evansville, Ind. ly25x

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## 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.

**ATTENTION! THREE SIX SLOT PANCO-** Palooka Machines, used two weeks, \$100.00 each; one Six Slot Panco-Palooka, used one month, \$75.00. Must sell. Write or wire **ROBERT EHRHARDT**, 608 N. Market St., Sheversonport, La. ly25x

**BARGAIN PAYOUTS—COMBINATION,** \$35.00; Deluxe 46, \$30.00; Daily Double, small, \$30.00; Eclipse, \$20.00; Fortune, \$35.00; Kings of Turf, \$25.00; Mammoth, \$40.00; New Yorkers, \$16.00; Q. T. Table, \$25.00; Repeater, \$45.00; Sportsmen, \$15.00. Write for our complete list. **AUTOMATIC COIN MACHINE CORPORATION**, 369 Chestnut St., Springfield, Mass.

**BARGAINS RECONDITIONED MACHINES, ALL** types. Prices you will be willing to pay. Write **BADGER NOVELTY**, 2546 N. 30th, Milwaukee, Wis. sel2

**BARGAINS IN RECONDITIONED MACHINES,** all types and makes. Write for list. **AMERICAN SALES CO.**, 3003 Harrison Street, Davenport, Ia. aul5

**BIG RICHARD, \$50.00; REPEATERS: Payday,** Mammoth, \$35.00; Shells, \$35.00; \$45.00; \$30.00; Prospector, \$30.00; Gold Award, \$30.00; Ace, \$20.00; Cold Rush, \$15.00; Rockets, \$5.00; Pinchettes, \$12.00; Wagon Wheels, \$9.00. **KOENIG**, 812 Superior, Fort Wayne, Ind.

**COIN MACHINES—WEIGH, DENOTE HEART** beats and height. Large income, carnivals, reunions, fairs, stores, theaters, drugs, etc. Attractively made; something new; guaranteed; installments; quantity prices. **ACME BROKERS**, Jefferson City, Mo. x

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**FOR SALE—DAILY RACES, \$25.00; DAILY** Limit (late model), \$25.00; Baffle Ball, \$20.00; Cheer Leader, \$7.50; De Luxe "46", \$20.00; Sportsman (flight cabinet), \$10.00, or 7 for \$60.00; Champion, \$7.50; Rocket, \$7.50; Electro, \$3.00. If you are in the market for Mills light model Slot; write us your needs. We have the most complete line of new and used Mills Slot Machines in the Southwest. **ENID MINT COMPANY**, 711 N. Independence, Enid, Okla. ly25x

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**OPERATORS—NEW STYLE LOW PRICED BULK** Vending Machines. Write for complete details. **AUTOMAT GAMES**, 3212 N. California Ave., Chicago, Ill.

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FAKE HOT SHOW PIANO—Change specialties two weeks. Hot Banjo, Ditties, Danco, GILBERT BOYD, Salem, Ill. aul

LISTS (Continued from page 55) Council Bluffs—Centennial Celebration. Aug. 8-12. RAY F. MYERS, secy. Dayton—Int'l Harvester Plant Picnic. July 25. Gladbrook—Oorn Carnival. Aug. 13-15. Peto Wolszen, secy. Mason City—52d An. Vol. Inf. Picnic & Re- union. Aug. 9. Starr Parker, chrm. State Center—Fall Festival. Aug. 17-19. KANSAS Erie—Soldiers & Sailors' Reunion, American Legion. Week of Aug. 17. Dr. R. C. Hen- derson. Hanover—Days of '49. Aug. 18-20. Business Men's Club. Nickerson—Old Settlers' Picnic. July 30-31. Waverly—Ohio Days. Aug. 20-21. E. A. Par- row, secy. Waterville—Celebration. July 30-Aug. 1. Ly- man O. Adams, secy. MAINE Danforth—Centennial Celebration. Aug. 2-9. Address Box 97. MARYLAND Madela Springs—Volunteer Fire Co. Carnival. July 17-Aug. 3. Mt. Savage—Fire Co. No. 1 Celebration. Aug. 10-13. John Nader, chrm. VA Volunteer Firemen's Carnival. Aug. 27-Sept. 14. MICHIGAN Coldwater—Centennial & Homecoming. Aug. 27-30. Robt. E. Sharer, secy. Coloma—Centennial Celebration. Aug. 20-22. C. A. Cook, secy. Davidsburg—Centennial Celebration. Aug. 8. Leslie—Centennial Celebration. July 23-25. Claude Young, chrm. Mt. Pleasant—Michigan Oil & Gas Expo. Aug. 11-16. R. L. Taylor, pres. MINNESOTA Red Wing—Fall Festival, Jr. Chamber of Commerce. Aug. 10-22. Sarnborn—Watermelon Day. Aug. 13. Herb Weber. MISSOURI Barnard—Barnard Picnic. Aug. 6-8. L. D. Colofth, secy. Carleton—Watermelon Festival. Aug. 25. Jr. Chamber of Commerce. Orange—American Legion Reunion. July 30-Aug. 2. Elgin—Picnic & Homecoming. July 27-Aug. 1. N. P. Jacobs, mgr. Glenwood—Glenwood Reunion. Aug. 23-29. Chas. V. Chaffin, secy. Hamilton—Legion Races. Aug. 24-28. R. C. Hendren, chrm. Hunswell—Homecoming. July 23-24. G. J. Glynn, secy. Kansas City—Gift Show. Aug. 23-29. Lyons—Picnic & Homecoming. Aug. 5-8. R. I. Spargur, secy. Mansfield—Ozark Summit Expo. Aug. 5-8. J. H. Davis, secy. Potosi—Homecoming. Aug. 10-15. G. R. Derby, secy. Ravenwood—American Legion Picnic. Aug. 13-15. Robt. Gurten, chrm. Urish—Old Settlers' Reunion. Aug. 18-21. Wheaton—Annual Reunion. July 22-25. J. W. Fox, secy. NEBRASKA Hebron—Picnic, Volunteer Fire Dept. Aug. 12. J. H. Stewart. NEW HAMPSHIRE Hamilton Beach—Strine Circus. July 24-Aug. 2. Morton & Hamid, mgis. NEW JERSEY Atlantic City—Amer. Legion Carnival. Aug. 20-22. I. M. Solitare, secy. Belle Mead—Belle Mead Farmers' Picnic. Aug. 6-7. S. K. Sturte, gen. chrm. Belvidere—Warren Co. Farmers & Grangers' Picnic. Aug. 19. M. A. Pierson, Washing- ton, N. J. Phillipsburg—Old Home Week. Week of Aug. 3. R. H. Miner, chrm. Seaside—Fire Dept. Fair & Carnival. July 18-23. Lawrence Fowler, secy. NEW YORK New York—Lamp Show. July 20-24. George P. Little, 220 Fifth Ave. New York—Gift Show. Aug. 24-Sept. 2. G. F. Little, 220 6th ave. OHIO Archbold—Homecoming. Aug. 13. Dr. E. R. K. Murback, secy. Camden—Carnival & Street Fair. July 20-23. J. V. Braun, secy. Cincinnati—Food Show at Zoo. Aug. 25-Sept. 6. E. Scheffer, dir. East Palestine—Street Fair. Aug. 27-29. Henry N. Ashbridge, secy. Junction City—Homecoming. Aug. 8-15. E. G. Clark, secy. New Knoxville—Centennial Celebration. Aug. 3-7. O. F. Beckman, chrm.

New Waterford—Fire Dept. Street Fair. Aug. 5-8. C. A. Klein, chrm. Ohio City—Legion Firemen Carnival. July 27-Aug. 1. P. A. Beach, chrm. Rockford—Firemen's Carnival. Aug. 10-15. John W. Lloyd. Toledo—American Legion Ox Roast. Aug. 1-2. Kirby White. Twinsburg—Home-Comeing Celebration. July 31-Aug. 1. L. E. Holt, chrm. W. A. Alexander—Centennial Celebration. Aug. 2-8. Thurman Vogue, secy. Whitehouse—Homecoming. Aug. 1. C. M. Townsend. OKLAHOMA Ford Creek—American Legion Reunion. July 25-28. Yale—33d Anniversary & Home-Comeing Cele- bration. Aug. 5-8. E. F. Tolson, secy. PENNSYLVANIA Amersburg—Amersburg Valley Picnic. July 24-25. M. A. Beam, Windber, Pa. Altoona—Central Pa. Boosters' Picnic. Aug. 15. R. E. Orberg. Franklin—Rocky Grove Volunteer Firemen's Fair. Aug. 4-8. John B. Peterson, chrm. Greenwood Furnace—Old-Timers Homecom- ing. Aug. 8. M. A. Beam, Windber, Pa. Hazleton—Eagles' Festival. Week of Aug. 24. Henrietta—Farmers' Reunion. July 22-23. M. A. Beam, Windber, Pa. Highlands—Jubilee & Homecoming. Aug. 8-9. Martinsburg—Farmers' Reunion. July 22-23. M. A. Beam, Windber, Pa. Mendville—Homecoming. July 20-25. Ed Sorenburg—Celebration. Fire Dept. July 20-25. Scotland—Fire Dept. Carnival. Week of Aug. 17. H. L. Beege, secy. Selinsgrove—Carnival & Night Fair. Week of July 29. Roland E. Fisher, chrm. Shade Gap—Shade Gap Picnic. July 20-Aug. 1. M. A. Beam, Windber, Pa. Six Mile Run—Legion Celebration. Aug. 7-8. G. G. McIntyre, chrm. W. Hazleton—Old Home Week Celebration. Aug. 17-22. G. W. Krawick. RHODE ISLAND Providence—Providence Tercentenary Celebra- tion. July 3-Aug. 6. Chas. Kronson, 438 Grosvenor Bldg. SOUTH DAKOTA Burke—Homecoming. Aug. 13-15. Canton—Corn Carnival. Aug. 13-14. Custer—Gold Discovery Days. July 27-28. J. F. Broyles, secy. Dell Rapids—Coolie Days' Celebration, Ameri- can Legion. Aug. 7-8. TENNESSEE Union City—Celebration. June 23-July 4. R. E. Mack, mgr. TEXAS Alpine—Centennial Celebration. July 31-Aug. 1. Atlanta—Centennial Celebration. July 29. Aug. 1. Colorado—Homecoming. Aug. 20. Galveston—Water Carnival. July 19-26. Houston—Anniversary Founding of Houston. Aug. 20. Fortson—Birthday Party. Aug. 22. Port Lavaca—Regatta & Air Show. July 25-28. G. S. Innis. Roaring Springs—Old Settlers' Reunion. Aug. 27-28. Wainwright—Parker Co. Fruit & Melon Ex- hibit. July 30-31. UTAH Salt Lake City—Covered Wagon Days. July 22-24. E. B. Erwin, chrm. WASHINGTON Centralla—Pioneer Days Celebration. Aug. 7-9. Huber E. Grimm, secy. Walla Walla—West's Centennial Pageant. Aug. 13-18. Jack Geller. WEST VIRGINIA Wheeling—Centennial Celebration. Aug. 17-21. Rawley Holcombe, secy. Wheeling—Natl. Motocarb Races. Aug. 20-22. Jas. W. Mulroy, dir. WISCONSIN Delavan—Centennial Celebration. Aug. 13-16. Milwaukee—Mid-Summer Festival I. July 13-23. Oregon—Fall Festival. Aug. 22-23. W. E. Dunn, secy. Oshkosh—Centennial Celebration. July 19-25. E. A. Clemans, chrm. Rhineclere—Heart of the Lakes Expo. Aug. 2-8. Joseph Mercau, dir. Spencer—Home-Comeing Celebration. Aug. 7-9. Two Rivers—Centennial Celebration. July 25-Aug. 2. Arthur P. Eckley, mgr. Waupaca—American Legion Carnival. July 24-26. R. G. Kirby, secy. CANADA Yarmouth, N. S.—Celebration. July 27-Aug. 3. Local Firemen in charge.

Albama Athens—Odd Fellows' Encampment. Aug. 3. H. G. Nixon, 8017 S. First ave., East Lake. Birmingham Athens—Order of Odd Fellows. Aug. 4-6. H. C. Pollard, Box 626. Huntsville, Ala. ARIZONA Phoenix—American Legion. Sept. 3-5. ARKANSAS Ft. Smith—American Legion. Aug. 24-28. R. W. Sisco, Little Rock. Harrison—Order of Odd Fellows. Oct. 26-27. R. S. Whitlock, Bentonville, Ark. CALIFORNIA Eureka—P. of H. State Grange. Nov. 17-20. Eunice L. Peterson, Sonoma, Calif. Fresno—State Fraternal Congress. Oct. 30-31. E. T. Lisle, O. of C. Bldg., Los Angeles. Hollywood—Soc. of Odd Fellows & 8 Chevaux. Aug. 9-12. R. W. Lingle, 630 Harvard ave., Fresno. Hollywood—American Legion. Aug. 10-12. J. K. Pisk, 117 Veterans Bldg., San Francisco. Los Angeles—State Firemen's Assn. Aug. 17-20. H. E. Strasser, 3404 23d st., San Diego. Oakland—F. & A. Masons. Oct. 13-16. John Whitcher, Masonic Temple, San Francisco.

CONVENTIONS

Albama Athens—Odd Fellows' Encampment. Aug. 3. H. G. Nixon, 8017 S. First ave., East Lake. Birmingham Athens—Order of Odd Fellows. Aug. 4-6. H. C. Pollard, Box 626. Huntsville, Ala. ARIZONA Phoenix—American Legion. Sept. 3-5. ARKANSAS Ft. Smith—American Legion. Aug. 24-28. R. W. Sisco, Little Rock. Harrison—Order of Odd Fellows. Oct. 26-27. R. S. Whitlock, Bentonville, Ark. CALIFORNIA Eureka—P. of H. State Grange. Nov. 17-20. Eunice L. Peterson, Sonoma, Calif. Fresno—State Fraternal Congress. Oct. 30-31. E. T. Lisle, O. of C. Bldg., Los Angeles. Hollywood—Soc. of Odd Fellows & 8 Chevaux. Aug. 9-12. R. W. Lingle, 630 Harvard ave., Fresno. Hollywood—American Legion. Aug. 10-12. J. K. Pisk, 117 Veterans Bldg., San Francisco. Los Angeles—State Firemen's Assn. Aug. 17-20. H. E. Strasser, 3404 23d st., San Diego. Oakland—F. & A. Masons. Oct. 13-16. John Whitcher, Masonic Temple, San Francisco. Oakland—State Elks' Assn. Sept. 24-26. R. C. Benough, 3620 Front st. San Diego. Red Bluff—Order of Red Men. Aug. 17-29. P. L. Dilts, 240 Golden Gate ave., San Francisco. San Diego—State Moose Assn. Aug. 6-8. J. Wager, Oakland, Calif. San Jose—Odd Fellows' Encampment. Oct. 13. M. H. Ludlow, Box 489. San Francisco. San Jose—State Assn. of Nurses. Aug. 27-29. H. W. Keel, 234 S. San Pedro. San Francisco—Western Soc. of Dancing Mas- ters. Sept. —. Miss R. Allen, 2787 Calif. st. San Francisco—81st Div. Amn. Sept. 25-27. A. G. Boss, 624 Market st. COLORADO Colorado Springs—Knights of Pythias. Aug. 25-26. W. S. O'Brien, 411 Bank Bldg., Denver. Colorado Springs—Order of Elks. Sept. 4-5. P. Hurley, Ft. Collins, Colo. Colorado Springs—Order of Odd Fellows. Oct. 19-22. L. A. Van Tilburg, 1731 Champa st., Denver. Denver—Knights Templar. Sept. 18. C. A. Patton.

Denver—Veterans of Foreign Wars of U. S. Sept. 13-18. R. B. Handy Jr., Broadway at 34th st., Kansas City, Mo.

Iowa—Burings—Order of Red Men. Aug. 11. S. D. Sides, 1715 California at Denver.

Pueblo—American Legion. Aug. 21-22. M. L. Lyckholm, State Museum Bldg., Denver.

**CONNECTICUT**  
Greenwich—State Firemen's Assn. Aug. 21-22 (tentative). D. W. Hartford, 10 Chestnut st., S. Norwalk, Conn.

Hartford—State Gladiolus Soc. Aug. 20-21. J. S. Shelmerdine.

New Britain—State Grotto Assn. Aug. 21-22. Joseph Moorhead, Box 777.

Norwich—Junior Order. Sept. 20. J. W. Wellington, N. Franklin, Conn.

Stamford—Odd Fellows' Encampment. Oct. 20. W. Hutchison, New Haven, Conn.

Stamford—Veterans of Foreign Wars. July 24-26. G. T. Hatter, R. P. D. 2, Stamford, Conn.

**DELAWARE**  
Wilmington—American Legion. Sept. —. H. Root, Dover.

Wilmington—Knights of Pythias. Oct. 15. G. A. Souder, 906 West st.

**DISTRICT OF COLUMBIA**  
Washington—Order of Red Men. Sept. 14-18. H. S. Bunker, 1521 W. Girard ave., Philadelphia, Pa.

Washington—G. A. R. Natl. Encampment. Sept. 21-25. J. Risley, State House, Des Moines, Ia.

Washington—Natl. Tent & Awning Mfrs. Sept. 23-28. F. E. McGregor, 224 Knight Blk., St. Paul, Minn.

Washington—American Legion. Aug. 6-8 or Aug. 13-15.

**GEORGIA**  
Atlanta—Junior Order. Aug. 11-12. V. Echols, Palm Bldg.

Macon—F. & A. Masons. Oct. 27. P. F. Baker.

**IDARO**  
 Boise—P. of H. State Grange. Oct. 27-29. P. C. Harland, Box 211, Caldwell, Ida.

Burley—Order of Odd Fellows. Oct. 19-22. P. F. Horns, Box 371, Caldwell, Ida.

Idaho Falls—American Legion. Aug. 9-12. L. P. Albert, 318 Capitol Bldg., Boise.

Idaho Falls—State Moose Assn. Aug. 20-22. Dora Whiteaker, Box 380, Caldwell, Ida.

Poestenille—F. & A. Masons. Sept. 8. C. F. Pike, Box 1677, Boise.

**ILLINOIS**  
Chicago—Order of Eagles. Natl. Aug. 13-17. J. S. Parry, Kirkwood Bldg., Kansas City, Mo.

Chicago—Natl. Assn. Music Merchants. July 27-29. W. A. Munnie, 45 W. 43rd st., New York City.

Chicago—Amer. Cosmeticians' Assn. Oct. 5-7. Miss Frances Martell, 112 W. Randolph st.

Chicago—Chicago Assn. Dancng Masters. Aug. 16-29. Wm. J. Ashton, 6543 Collage Grove ave.

Dayville—American Legion. Aug. 22-25. Wm. C. Mundt, Box 910, Bloomington, Ill.

East St. Louis—State Assn. Sept. 25-27. B. C. Conner, 1014 4th st., Peoria.

Florida—Order of Red Men. Oct. 5-6. L. Hancy, Merritt, Ill.

Rock Island—Knights Templar. Sept. 26-28. A. Chad, 3037 Fullerton ave., Chicago.

Springfield—Knights of Pythias. Sept. 22-23. Al Douglas, 418 S. 6th st.

Springfield—20th U. S. Infantry Veterans Assn. Sept. 4-8. R. N. Matthews, R. R. 1, Albion, Ind.

**INDIANA**  
Corydon—P. of H. State Grange. Oct. 20-22. W. R. Grant, R. 3, Columbus, Ind.

Indianapolis—Order of Odd Fellows. Oct. 14-16. G. P. Bornwasser, 1208 100th Bldg.

Indianapolis—Order of Red Men. Oct. 20. H. Harding.

Indianapolis—Junior Order. Aug. 27. I. McPartland, Portland, Ind.

Muncie—American Legion. Aug. 22-25.

Terre Haute—State Firemen's Assn. Aug. 11-13. B. Marshall, Box 725.

**IOWA**  
Burlington—Order of Odd Fellows. Oct. 21-23. W. A. Merriam, Des Moines.

Cedar Rapids—P. of H. State Grange. Oct. 1. L. Rafferty, Grinnell, Ia.

Cedar Rapids—Knights of Pythias. Aug. 26-28. Robt. R. Hibbs, 517 Fleming Bldg., Des Moines.

Clason—American Legion. Aug. 24-26. G. A. Anderson, 214 S. Fourth st.

Davenport—Order of Red Men. Oct. 13-14. A. J. Danielson, Box 194, Des Moines.

Elkhart—State Firemen's Assn. Sept. 15-16.

Elkhart—Order of Red Men. Independence.

Iowa City—Loyal Order of Moose. July 31-Aug. 2. E. U. Meyer, 405 Brady st., Davenport, Ia.

**KANSAS**  
Emporia—Order of Odd Fellows. Oct. 12-16. W. J. Russell, 117 W. 6th ave., Toledo.

McPherson—Farmers' Educ. & Co-Op. Union. Oct. 27-30. John Vesecy, Box 48, Salina, Kan.

Wichita—Order of Red Men. Oct. —. W. W. Hicks, Kansas City, Mo.

Wichita—American Legion. Sept. 6-8. E. A. Ryan, Topeka, Kan.

**KENTUCKY**  
Bowling Green—Order of Odd Fellows. Oct. 12-16. Wm. Davies, 511 W. 6th st., Lexington.

Frankfort—Junior Order. Aug. 25-26. O. G. Stubbs, First Natl. Bank Bldg., Covington, Ky.

Louisville—F. & A. Masons. Oct. 20-22. A. E. Oxton, 200 Shubert Bldg.

Richmond—Order of Red Men. Aug. 11-12. E. H. Musterman, 2232 Roxan st., Louisville.

**LOUISIANA**  
New Orleans—American Legion. Aug. 27-29.

New Orleans—Junior Order. Oct. 29. H. P. Alcantara, 4308 Canal st.

**MAINE**  
Leiston—Order of Odd Fellows. Oct. 21. L. E. Leonard, 25a Forest ave., Portland.

Portland—Order of Red Men. Oct. 1. H. B. Seal, 22 Waverly st.

Sandy—Junior Order. Oct. 3. G. R. Bowley, 56 Washington st.

**MARYLAND**  
Annapolis—Order of Elks. Aug. 3-5. R. E. Dora, 12 Brewer ave.

Baltimore—American Legion. Aug. 26-29.

**MASACHUSETTS**  
Boston—N. E. State Assn. Aug. 15-16. G. E. Folk, Oakdale, Mass.

Boston—Veteran Odd Fellows' Assn. Oct. 31. P. C. Mackintosh, 92 Worcester st.

Boston—Order of Red Men. Oct. 20-22. C. A. Boyce, 15 Southgate st.

Hytien—Junior Order. Sept. 15. E. C. Dorner, 28 Union st., Groveland, Mass.

Springfield—American Legion. Aug. 30-22. H. P. Redden, Room 159, State House, Boston.

Spraguefield—State Firemen's Assn. Sept. 8-9. D. Looney, Old South Bldg., Boston.

**MICHIGAN**  
Alpena—State Firemen's Assn. Last part of July. C. V. Lane, 506 State Office, Lansing, Mich.

Baile Creek—Order of Red Men. Oct. —. W. J. Canady, Holt, Mich.

Bay City—Order of Odd Fellows. Oct. 20-21. F. A. Rogers, Lansing.

Detroit—Knights of Pythias, Supreme Lodge. Aug. 10-15. H. M. Love, Sec. Bldg., Minneapolis, Minn.

Grand Rapids—Order of Moose. Aug. 21-23. P. Krakock, Division & Cherry sts.

Jackson—Knights of Pythias. Sept. 23-24. W. Hampton, 155 Main st., Ann Arbor.

Lansing—American Legion. Aug. 18-19. H. Negauer, Upper Peninsula Firemen's Assn. July 27-Aug. 1.

Sturgis—P. of H. State Grange. Oct. 27-30. Mrs. M. E. Lovejoy, Perry, Mich.

Traverse City—Reunion 320th U. S. Vets. Assn. AFP. Sept. 10-12. L. J. Lynch, Grand Rapids.

**MINNESOTA**  
Braham—P. of H. State Grange. Oct. 20-22. Mrs. M. E. Thompson, Box 123, Lansing, Minn.

Bramred—American Legion. Aug. 17-19. C. A. Zwiener, St. Paul.

Red Wing—Order of Red Men. Aug. 11. A. H. Weehning, 1911 N. Queen st., Minneapolis.

St. Paul—Knights of Pythias. Oct. 13-14. J. J. Baloc, Box 383, Monticello, Minn.

**MISSOURI**  
Columbia—Reunion 35th Div. Assn. Sept. 26. E. Sullivan, 304 E. 11th st., Kansas City, Mo.

Kansas City—Irishnat. Bk. Assn. July 20-24. E. V. Hicks, 215 Pershing rd., Kirksville—Odd Fellows' Encampment. Oct. 13. W. L. Long, Box 785, Joplin, Mo.

St. Louis—Knights of Pythias. Oct. 12-14. Edwin Fittinger, 3507 Pine st., St. Louis.

Springfield—American Legion. Sept. 6-8.

**MONTANA**  
Billings—Knights of Pythias. Sept. 21-22. D. B. Hopkins, Pythian Castle, Butte, Mont.

Bozeman—Order of Odd Fellows. Oct. 19-22. R. W. Kemp, Box 1364, Missoula, Mont.

Butte—Order of Red Men. Aug. 7-8. Butte—F. & A. Masons. Aug. 19-20. L. T. Helene—State Elks' Assn. July 30-Aug. 1. Brennan, Billings.

Missoula—American Legion. Aug. 9-12. Joe D. Brown.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups:

American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Moose, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poetry Readers, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

**NEBRASKA**  
Columbus—State Volunteer Firemen's Assn. Oct. 20-21. L. Novak, Norfolk, Neb.

Norfolk—Order of Odd Fellows. Oct. 20-22. E. S. Davis, Box 367, North Platte, Neb.

Omaha—American Legion. Aug. 23-26. H. H. Dudley, Capitol Bldg., Lincoln, Neb.

**NEVADA**  
Reno—Knights of Pythias. Sept. 17-18. S. H. Rosenthal, Box 3484.

Reno—American Legion. July 30-Aug. 1. H. S. Baldwin, Box 12, Las Vegas, Nev.

**NEW HAMPSHIRE**  
 Concord—Knights Templar. Oct. 6. H. Cheney.

Exeter—Order of Red Men. Oct. 1. H. Young, Manchester, N. H.

Manchester—Outdoor Adv. Assn. of N. H. Sept. 2. Albert Schlink, 30 Bridge st. Newport—Legion & Firemen Convention. Sept. 5-12.

**NEW JERSEY**  
Asbury Park—American Legion. Sept. 10-12. Asbury Park—Memorial, Trenton.

Asbury Park—Knights of Pythias. Sept. 23-24. E. E. Marquerum, Box 47, Trenton.

Asbury Park—Internat. Assn. of Fire Fighters. Sept. 14-18. G. J. Richardson, 205 A. P. of L. Bldg., Washington, D. C.

Atlantic City—State Firemen's Assn. Sept. 18-19. E. F. Benner, Chamber of Commerce Bldg., Newark.

Atlantic City—Supreme Council 33d Deg. A. S. R. Masons. Sept. 19-24. C. H. Spelman, 1117 Staller Bldg., Boston.

Atlantic City—Junior Order. Oct. 14-15. R. C. Walker, 137 E. State st., Trenton.

Sea Girt—28th Div. Assn. of N. J. Aug. 23. H. J. Lepper, 343 High st., Newark.

**NEW MEXICO**  
Albuquerque—Knights of Pythias. Sept. 21-22. E. Elder.

Clovis—American Legion. Aug. 6-8.

Reton—Order of Odd Fellows. Oct. 12-13. L. A. Wright, 604 Hinkle st., Clovis, N. M.

**NEW YORK**  
Albany—Junior Order. Sept. 28. F. S. Faye, Madison ave., Albany, N. Y.

East Aurora—S. Western Assn. Volunteer Firemen of N. Y. Aug. 4-6. Sanford Peek.

New York—Natl. Fraternal Congress. Aug. 24-29. Foster F. Farrell, 30 N. LaSalle st., Chicago.

New York—Order of Odd Fellows. Aug. 18-20. C. W. Boyce, 31 Union Sq., W., New York City.

New York—Dancing Masters of America. Aug. 2-7. W. U. Soby, 553 Farmington ave., Hartford, Conn.

New York—Premium Adv. Assn. of America. Sept. 18-20. H. W. Dunk, 103 Hudson st., Jersey City, N. J.

New York—Amer. Dahlia Soc. Sept. 23-24. C. L. Alling, 251 Court st., West Haven, Conn.

New York—Order of Odd Fellows, Bouvergn Grand Lodge. Sept. 21-28. J. E. Kroh, 16 W. Chase st., Baltimore, Md.

New York—27th Div. Reunion. Oct. —. C. Lenart, Capitol, Box 11, Albany, N. Y.

New York—Daughters of Amer. Natl. Council. Oct. 6-7. M. C. Roth, 1007 Home Savings & Loan Bldg., Youngstown, O.

Poughkeepsie—Eastern Assn. Fire Chiefs. Aug. 7-8. C. E. Clark, Wayne, Pa.

Rochester—Western U. S. Firemen's Assn. July 28-29. G. Clark, Batavia.

Saratoga Springs—Un. Spanish War Vets. Natl. Encampment. Aug. 30-Sept. 3. C. M. Andrews, Box 473.

Syracuse—Knights of Pythias. Latice part of July. E. J. Harnett, 271 Madison ave., New York City.

Syracuse—American Legion. Sept. 3-5. Maurice Stember, Room 305, Hall of Records, New York City.

Tonawanda—Firemen's Assn. of N. Y. Aug. 18-21. F. A. Davis, Drawer E, Port Edward, N. Y.

**NORTH CAROLINA**  
Asheville—American Legion. July 20-28. J. Caldwell, Lexington, N. C.

Asheville—Junior Order. Aug. 18-20. S. P. Vance, Box 245, Kernersville, N. C.

Saltbury—Knights Templar. Oct. 28. W. R. Smith, Raleigh, N. C.

**NORTH DAKOTA**  
Fargo—State Hort. Soc. Aug. 20-21. A. F. Yeager, State College Sta., Fargo.

Grand Forks—Tri-State Florist's Assn. Oct. —. J. Briggs, Moorhead, Minn.

**OHIO**  
Akron—Knights Templar. Oct. 11-15. W. E. Palmer, 398 Ohio Bldg.

Akron—Amer. Gladiolus Soc. Aug. 21-23. R. Huff, Spohn Bldg., Goshen, Ind.

Cedar Point—State Elks' Assn. Aug. 23-28. H. D. Hale, Newark, O.

Cincinnati—Army and Navy Legion of Valor. Aug. 30-Sept. 2. Lt. B. Prager, Court House, Pittsburgh, Pa.

Cincinnati—35th Div. AEP Vets Assn. Sept. 5-7. G. Goble, 1101 Wyandotte Bldg., Columbus, O.

Cincinnati—Amer. Insy. Park Executives. Amer. Park Soc. & Zoo Parks & Aquariums. Sept. 21-23. W. H. Walker, 1829 Portage ave., South Bend, Ind.

Cleveland—American Legion, National. Sept. 21-24. F. E. Samuel, 777 N. Meridion st., Indianapolis, Ind.

Cleveland—State Assn. of Moose. Aug. 28-30. Lawrence Grove.

Columbus—Knights of Pythias. Sept. 22. E. K. Coriell, Bowling Green, O.

Columbus—Junior Order. Aug. 31. W. A. Clark, Box 110, Urbana, O.

Dayton—P. & A. Masons. Oct. 21-22. H. S. Johnson, Masonic Temple, Cincinnati.

Lakeside—Internat. Lyceum Assn. Aug. 31-

Sept. 1. R. L. Myers, Auditorium Hotel, Chicago.

Portsmouth—American Legion. Aug. 23-25. J. J. Sealaslay, 17 N. High st., Columbus.

**OKLAHOMA**  
Oklahoma City—S. W. Magicians' Assn. Oct. 12. E. Barbee.

Tulsa—American Legion. Sept. 6-8. Mitt Phillips, Box 37, State Capitol Sta., Oklahoma City.

**OREGON**  
 Eugene—State Fire Fighters' Assn. Sept. —. F. McClain, Portland.

Klamath Falls—Order of Moose. July 24-25. C. Thompson.

Portland—Knights of Pythias. Oct. 12-13. G. Gleason, 418 S. W. Yamhill st.

Roseburg—American Legion. Aug. 13-15.

**PENNSYLVANIA**  
Johnstown—American Legion. Aug. 20-22. Mux Bloomberg, P. O. Drawer M.

Peckville—Firemen's Convention. Week of Sept. 7. Tom Gihl, Wilson Fire Co. No. 1.

Philadelphia—31st Infantry Assn. Sept. 26. R. A. Coulter, 6839 Dorst st.

Philadelphia—Bryn Mawr Horse Show Assn. Sept. 30-Oct. 3. St. George Bond, 270 & 18th st.

Philadelphia—Ind. Order of Odd Fellows. Sept. 7-9. T. C. Reutter, 225 Zeranda st., Philadelphia, Pa.

Pittsburgh—Jewish War Veterans of U. S. Sept. 4-7. E. M. Friedman, 276 5th ave., New York, N. Y.

Punxsutawney—Central District Firemen's Assn. July 27-Aug. 1. L. R. Eberhart, Box 366.

State College—Junior Order. Sept. 8. O. H. Hall, Box 4475, Philadelphia.

Wilkes-Barre—State Fed. of Magicians. Oct. 1. Philadelphia. Wm. M. Endlich, 1234 E. Berk st., Philadelphia.

Williamsport—State Firemen's Assn. Oct. 8-9. Chas. E. Clark, Box 217, Wayne, Pa.

Williamsport—Odd Fellows' Encampment. Oct. 18-22. G. H. Banes, 1516 N. 16th st., Philadelphia.

Williamsport—State Elks' Assn. Aug. 24-28. W. S. Gould, 408 N. Washington ave., Scranton.

**RHODE ISLAND**  
E. Providence—Order of Red Men. Oct. 21. James Monroe, 175 Althea st., Providence.

Providence—American Legion. Aug. 13-15. W. Buehler.

**SOUTH CAROLINA**  
Charleston—American Legion. Aug. 9-11. F. W. Gouddock, Box 355, Columbia, S. C.

**TENNESSEE**  
Chattanooga—Americ. Legion. Aug. 23-28. Sam Bokley, Cameo Theater.

Nashville—30th Div. Assn. Sept. 29-30.

Nashville—Odd Fellows' Encampment. Oct. 12.

Nashville—T. Ferguson, 608 N. 2d st.

Nashville—State Sons of Amer. Revolution. Oct. 7. A. Crowder Jr.

**TEXAS**  
Beaumont—American Legion. Aug. 20-Sept. 1. Fred E. Young, Drawer Q, Austin, Tex.

De Soto Natl. Duty Assn. Oct. 10-18. Lloyd Burlington, 308 Washington st., Chicago, Ill.

San Antonio—Order of Red Men. Sept. 1-3. C. R. Lemke, 415 Austin ave., Waco, Tex.

Trango—Odd Fellows' Encampment. Oct. 12. A. M. Hartley, Box 484.

**UTAH**  
Ogden—State Firemen's Assn. Aug. 6. J. J. Creeden, Box 23, Bingham Canyon, Utah.

Park City—State Moose Assn. Aug. 18-16. H. C. Hadley, 1745 S. 2d st., East, Salt Lake City.

Salt Lake City—American Legion. Aug. 20-22. C. S. Schramm, Box 1323.

**VERMONT**  
Barre—Order of Red Men. Aug. 29. Wm. Keir, B. Cherry.

Burlington—P. of H. State Grange. Oct. 20. 22. Mary E. Priest, Randolph, Vt.

Burlington—American Legion. Aug. 13-16 (tentative). L. E. Wilson, Box 396, Montpelier.

**VIRGINIA**  
Lanville—Junior Order. Oct. 20-21. E. A. Chalkley, Box 131, West Point, Va.

Norfolk—State Firemen's Assn. Aug. 11-14. O. W. Dabney, 338 N. Madison st., Staunton, Va.

Richmond—80th Div. Reunion. First week 12. Aug. C. O. Kramer, 413 Plaza Bldg., Pittsburgh, Pa.

Richmond—Odd Fellows, National (Colored). Aug. 19. C. E. Reedham, 12th & Spruce sts., Philadelphia, Pa.

Richmond—H. A. Masons. Oct. 27-28. J. Cliff, Masonic Temple.

Roanoke—American Legion. Aug. 23-26.

**WASHINGTON**  
Bellingham—Knights of Pythias. Oct. 5-6. J. L. Hogberg, 1410 Cortwall ave., Longview—American Legion. Aug. 20-22. Corinne Miles, Box 155.

Seattle—Order of Red Men. Aug. 10-11. M. J. Davis, Rm. 315, 814 Second ave., Bldg.

Spokane—Junior Order. July 24-25. C. E. Riggs, 2814 Rainier ave., Seattle.

**WEST VIRGINIA**  
Charleston—A. F. & A. Masons. Oct. 12-16. C. W. Laidley.

Charleston—Knights of Pythias. Aug. 4. C. W. Bory.

Huntington—American Legion. Sept. 6-9.

Martinsburg—State Firemen's Assn. Aug. 13-14. H. G. Priddner, 306 Liberty st.

Martinsburg—Cumberland Valley Vol. Firemen's Assn. Aug. 11-12. C. L. Jacobs, 208 Tristle ave., Waynesboro, Pa.

Morgantown—Order of Odd Fellows. Oct. 13-14. A. J. Wilkinson, Box 1247, Huntington.

Parkersburg—Junior Order. Aug. 23-25. R. F. Lambert, Box 81, Huntington, W. Va.

St. Marys—P. of H. State Grange. Oct. 22-23. Mrs. N. Johnson, Williamstown, W. Va.

Wheeling—Knights of Pythias. Aug. 23-27. W. W. Keyser, Box 207.

**WISCONSIN**  
Appleton—State Elks' Assn. Aug. —. F. Fairchild, Kenosha, Wis.

Chippewa Falls—Knights of Pythias. Aug. 18-20. V. Moser, Caswell Bk., Milwaukee.

Eau Claire—State Elks' Assn. Aug. 20-22. Lou Deer, Two Rivers, Wis.

Milwaukee—Disabled Amer. Veterans of World War. July 18-25. V. D. Corby, 2840 Melrose ave., Cincinnati, O.

Milwaukee—32d Div. Veterans Assn. Sept. 19-20. Byron Beveridge, 1148 Florence Ct., Waukesha, Wis.

Neshan-Menasha—American Legion. Aug. 18-18. G. H. Stordock, 225 E. Michigan ave., Milwaukee.

Sparta—Odd Fellows' Encampment. Oct. 20-21. J. A. Mathers, 25 W. Milwaukee st., Janesville, Wis.

**WYOMING**  
Laramie—American Legion. Aug. 20-22. E. W. Knight.

Eberidan—A. F. & A. Masons. Aug. 24-28. J. M. Lowndes, Masonic Temple, Casper, Wyo.

**CANADA**  
Calgary, Alta.—B. P. O. Elks of Canada. July 29-30. E. H. Winnipeg, Man.

St. John, N. B.—Knights of Pythias. Aug. 17-20. W. C. Peters, 94 Spring st.

Toronto, Ont.—Intl. Assn. Fire Chiefs. July 28-31. J. J. McTeachey, 16 Franklin ave., Toronto, N. Y.

Toronto—Knights of Columbus, Supreme Council. Aug. 18-20. W. J. McGinley, Box 1870, New Haven, Conn.

Vancouver, B. C.—Knights Templar. Aug. 4-8. J. Macerour, Montreal, Que.

Windsor, Ont.—Loyal Order of Moose. July 31-Aug. 3. V. Foot, Box 13.

Windsor, Ont.—Order of Odd Fellows. Aug. 11-12. E. Munro.

**VOLUNTEER STATE**  
(Continued from page 52)  
Lloyd Shoup with his Kiddie Ride and C. R. Armstrong with Auto Ride, fishpond and country store. Three stock concessions, owned by C. A. Jaeger, arrived Saturday and will set up at Mount Vernon. New 20 by 30 marquee for entrance gate, Merry-Go-Round top and sidewalk from Baker & Lockwood improved the appearance of the show 100 per cent. The additional rides, concessions and shows give a lineup now of 6 rides, 10 shows, 18 stock concessions, Roy Blinke has given up the advance of the show, turning this end of the management over to Hal Bailey, who will book all future spots for the summer season under auspices, with an advance sale of gate tickets, contests and promotional features. Blake will remain back on the show, assisting O. J. Beatty with the management. C. C. KYLE.

# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

## Gift and Novelty Mdse. Best for Repeat Play

Due to the fact that many operators are again turning to the use of packs of cigars or similar merchandise as they did some time ago, it is the belief that they will eventually lose much of their repeat play and will bring about general suffering for the entire industry.

Over many years it has been proved that concession operators are best assured constant play and repeat play by the use of prize and novelty merchandise for awards.

There is not only that tangible lure for the merchandise itself but also the fact that players, wanting a special item, will continue to return to the games until they have garnered enough skill to obtain the item of their desire.

This creates a generally happy condition for the entire industry.

In the first place, by bringing the players back time and again to the games they become expert at the play and therefore entranced with the game.

More important, the players are satisfied, for they have received something of definite value for their skill. Something usually which they cherish and remember and which they consider more or less in the light of a gift.

In those cases where concessions are resorting to packs of cigars the player is left with little real enthusiasm for the game. He has played the game in a hurry and if lucky enough to get a high score has been awarded something which he does not consider of extreme value nor cherish for any time as an example of his skill and prowess in playing the game.

Even in those cases where quick awards are necessary it has been found that small merchandise items are much better appreciated by the player than cigars.

It is well known that players will check over a merchandise display before they actually begin playing a game. In other words, they set their mind on the possibility of receiving a fine and handsome prize for a fraction of what it looks as tho it is worth. Such procedure maintains a high degree of interest and suspense which more or less forces players to stay with the game or return to it later.

On the other hand, if cigars or similar merchandise is used the players are fully aware of the actual retail value and therefore can immediately gauge the "payoff" percentage of the game. If they lose the first two or three times they give up and leave the concession in a bitter frame of mind, which eventually

leads the undesirable publicity for the game operator.

What is also most surprising is the fact that this poor merchandising of cigars is being used at expensive concessions in leading resorts. These spots usually lease for anywhere from two to five years. They must develop a following and keep it, for only in this fashion can they hope to show a real profit at the end of each season.

These are the very men who should carefully study the facts herein presented. It was proved by the sportlands that merchandise is the greatest appealing factor. The sportlands purchased merchandise in terrific volume every day and found that the public appreciated this as their greatest feature.

It is therefore somewhat aggravating to those established concessions who have been in their spots for years to note this fast-action play, which leaves (See GIFT AND NOVELTY on page 72)

## Many Firms To Exhibit at Atlantic Premium Show

Altho the third Atlantic Premium Show is still eight weeks away, practically every available exhibit space is already reserved, show officials state. The records of success of the first show held last fall and by the Chicago exposition in May have so thoroughly established these two expositions as integral parts of premium buying that preparations are being made to handle a record number of buyers from all over the country. This year's show will be held at the Hotel Astor, New York, September 28 to October 2.

The encouraged state of mind of business men, confident that things are definitely on the up and up, is centering attention on the value of premiums and premium advertising, and attendance at the fall event is expected to be the largest ever at such an event.

Among the nearly 100 firms which have already reserved space at the exposition are many high on the nation's list of manufacturers of merchandise and premiums for mass distribution. A. B. Coffman, of Chicago, is exposition manager.

## Want Novelties for Fall And Winter Promotions

Only another 10 per cent more sales is wanted to bring retail turnovers back to the 1923-'25 normal of the pre-depression period. A series of rapid-fire promotions during late summer and fall with a plentiful supply of novelties will enable business to make the grade. Thus the coming fall probably will see the largest novelty demand the country has witnessed for many years.

Judging from store reports, fair sales and the order records of salesmen, the consumer is willing to spend his money freely on novelty purchases and also pay higher prices. Only price reductions will keep him in the market for standard merchandise.

Novelties, properly promoted, offer an opportunity therefore at the present time to make profitable sales, which is the reason why most merchants today are increasing the percentage of novelties upon their shelves. Novelties are wanted in all retail fields. They have their best chance in store merchandising among the accessory trades. Kitchen utensils, labor-saving devices, when new, find best response in house-to-house selling. For the fair trade, auctions, etc., articles of personal use are favored. Gift

## Industry, Retail Trade Maintain High Levels

The Associated Press index of industrial activity the past week stood at the highest level in the last six years, showing a remarkable ability to stand off seasonal lethargy. Retail trade, too, despite the withering effects of drought in some sections, held wide gains over a year ago with the aid of demand for summer goods.

The Department of Commerce weekly business survey of 36 cities said that, notwithstanding high temperatures, "in most instances substantial gains were reflected over a year ago."

Summer apparel and vacation accessories were focal points of consumer interest in retail trade, with the level of volume well sustained to that of recent weeks.

Wholesale activity reached a midseason lull, altho showing a less than seasonal drop, with interest in fall and winter merchandise increasingly evident.

## Heat Wave Ups Fan And Sun Glass Biz

While the prolonged heat wave that is practically nation wide has seriously threatened the sales volume of many lines, wholesalers in the merchandise industry are continuing to receive a flood of orders for electric fans and sun glasses. In a few instances where only a seasonal supply of fans was available the supply was exhausted in a few days.

The greater demand at present is for the smaller sized fan, stationary model, because the public wants a secondary or temporary fan at a low cost. However, the convenience of the pedestal-type fan, with oscillating motion has resulted in some nice orders for those fortunate wholesalers who are handling them.

The many repeat orders for sun glasses in all popular colors has served to maintain the summer business in this line on a higher level than in a long time. Most orders are for assorted dozens of mixed colors, with none and then a call for a boxed or carded group of one color. It is reported that the glasses finding greatest favor now are those protected with heavy shell or metal frames, as the mortality rate on this item during the summer months is very high.

## Over the Counter

(A Column Devoted Exclusively to Merchandise Concession Operators and Helpers)

FOR THE BENEFIT of those who failed to read the introduction to this column in last week's issue, let us repeat that the column is to be devoted exclusively to the interests of merchandise concessioners and their helpers.

True, The Billboard has covered this branch of the amusement field in past years, but not with the personal interest which it intends to instill into this column.

Everyone who qualifies as a merchandise concessioner is invited to be occasionally represented. All you have to do is to write us in care of The Billboard, 25-27 Opera place, Cincinnati, O., and tell what type of game you are operating, what kind of merchandise you are handling out, names of helpers, changes made in staffs of helpers, brief accounts of numerous or other interesting experiences, etc.

If all of you concerned will give your full co-operation this column should be not only interesting but valuable in your future operations. The column is yours—we want you to make the most of it.

RED FLEMING tells us that he has been doing very good business on the Johnny J. Jones Exposition, where he has 29 games. His merchandise items consist of clocks, watches and radios. Business has been only fair for JACK AND BOBEK ADAMS on the Harris Amusement Company. They are operating bumper and milk bottles with plaster for prizes. They also do a free act on the show. Business has been very good for O. E. BRADLEY, with his Fourth of July take more than double that of last year. O. E. has concessions with the Cosmopolitan Shows and at Chilhowee Park, Knoxville, Tenn. These consist of fishponds and pop-corn and peanut stands. He handles a variety of premium goods, plaster and porcelain ware and miscellaneous items. On the Cosmopolitan Shows his agents are Earl Martin, pop corn, and George Ogle, fishpond. They have been with this show since it opened. At Chilhowee Park Mrs. O. E. Bradley handles her husband's pop-corn and peanut stands, with Gus Ogle, J. L. (Whittle) Underwood and Rome Lawson as agents.

LEGITIMATE merchandise game operators received with delight the news that no game offering of paying cash awards or cash in lieu of awards will be allowed at Wisconsin fairs this year. Also, no game will be permitted where it has control devices and there will be no buying back of merchandise prizes. Price per game is limited to 10 cents, which is another good thing.

CHARLES F. HARRIS operates bingo and pitch-till-you-win on the Harris Amusement Company, handling plaster, glass novelties, tea sets, clocks, etc. He personally cooks after the pitch-till-you-win, while Mrs. Harris has the bingo. Writing from Marysville, Tenn., Harris says: "This is a hot spot as to weather, but not so hot as to cash." MURRAY GOLDBERG, who made quite a cleaning at A Century of Progress in Chicago, is getting a good play with his gross-weight scales at the Great Lakes Exposition in Cleveland. Let's hear from Max Goodman, Max Klepper, Joseph Payne, Dolly Martin, Tiger Mack, A. G. Barton, Mr. and Mrs. Tommy Butler, Sam Gordon, Johnny Peoples and wife (June), Roy Valentine, "Hoppy," Ruf Kern, Mrs. Flak and all others engaged in the merchandise concession business. Kick in occasionally.

that salesboard operators were the best buyers. And it is reported that most of these were being shipped to popular resorts throughout the country.

Other good stand-bys in the merchandise field are also being reported purchased in large quantities by the amusement industry.

## Newness, Variety To Feature Chi Show

Few types of business depend so much upon originality and newness of merchandise as does the selection of gifts, art wares and decorative home accessories for use as premiums and prizes. To assist in the choosing of merchandise that appeals to the public is the purpose of the Chicago Gift Show to be held August 3 to 14 at the Palmer House, Chicago.

The exhibit, which is sponsored by the Eastern Manufacturers & Importers' Exhibit, Inc., will feature lines of more than 300 leading manufacturers and craftsmen. Each year more and more buyers are attracted to the Chicago Gift Show because of the many new items which are sure to be introduced there, and this year, it is said, buyers will do even better repaid for their visits. Arrangements are being made to take care of a record number of visiting buyers, according to George F. Little, managing director.

## Mdse. Stand-Bys Get Best Action in July

(See WANT NOVELTIES on page 72)

NEW YORK, July 18.—The good old merchandise stand-bys were believed to have received the fastest sales action in this section this past month.

Moving with terrific speed were the lapel watches, which the operators were buying in tremendous quantity and in all price categories.

Fur cats and dogs were being shipped to concessioners everywhere in the country in gross lots, with the demand continuing unslackened and shipments being made in even greater quantity every day, with some of the repeat orders growing in volume.

Pipes of the best brands and types moved at great speed also. The better lines in this merchandise kept going at a tremendous pace all month. It seems

# NEW ITEMS

## WOOD CIGARETTE BOXES



B281—Roll Top Cigarette Boxes, Made of Natural Wood, 8 1/2 x 4 1/4 x 3 1/4, 2 1/2 Doz., \$7.50; Per Gro... \$15.00

## PENDANT and RING SETS

G282—Sparkling Assat. Color Stones, White Metal Mountings, Complete, in Box. Cost Twice Our Price. To M & B. \$1.50 Per Doz. See.



**CHECK OVER THESE SPECIALS.**  
 B230—Cord Lepel Watches, Each... \$ 1.10  
 B231—Amer. Made Wrist Watches, Ea. 1.75  
 B232—Amer. Made Pk'ed Watches, Ea. .99  
 B233—Ladies' 2-Pc. Litor Bets. Ea. .30  
 B234—Ladies' Pouch Compact, Doz. 2.50  
 B235—Pen & Pencil Sets, Doz. 2.00  
 B237—Opera Glasses, Doz. 2.00  
 B238—8" Chrono Boats, Doz. 2.00  
 B239—Sun Goggles, Gro. 7.20  
 B2310—Motorcycle Camera, V. 4 1/2 x 3 1/2, Doz. 3.95  
 B2311—Amer. Navy Pearl Jack Knives, Doz. 1.95

B2312—Celtic Oil Holder, Doz. 2.50  
 B2313—Hat Cup Bets. Doz. .50  
 B2314—Blankets, 64x70, Case Ltr., Ea. .98  
 B2315—Plush Stuffed Dogs, Doz. .85  
 B2316—Sawbills, Gro. 8.50  
 B2317—Rubber Air Cushions, Gro. 10.00  
 B2318—China Head Games, Gro. 8.50  
 B2319—Fairy Dolls, Doz. 2.00  
 B2320—Needle Books, Doz. 1.38  
 B2321—Feather Daisies, Gro. 3.25  
 B2322—Mercedes D. E. Biscuits, 54, 100 3.85  
 B2323—Tennis Rackets, Reg. Size, Doz. 5.50  
 B2324—8-Pc. Chrome Cocktail Set, Bct. 9.25

Big 164 page wholesale catalog of merchandise for Commissionaries, Pitchmen, Sportslads, Claw Operators, true on request.

Ask for your copy today! State your business. 25¢ deposit required on O. O. D. orders.

**JOSEPH HAGN CO.**  
 "The World's Bargain House," Dept. BB, 217-226 W. Madison St., CHICAGO, ILL.

## French Flapper Dolls

No. 96  
**\$24.00 Doz.**

Beautiful Boutoir Dolls attract business. Doll 32 inches high and elaborately dressed in fine satin and lace. It outclasses anything ever offered at this price. Order at once. 25¢ with O.O.D. Jobbers & Distributors wanted.

**STANDARD DOLL CO. Inc.**  
 N.E. 11 St., N. Y. C.

**ELGIN-WALTHAM**  
 RAILROAD MODEL 16—SIZE  
 7 JEWEL \$2.50  
 15 JEWEL \$3.25  
 17 JEWEL \$3.95

DEPOSIT REQUIRED—BALANCE C.O.D.  
 SAME & HIGHER PRICES FOR QUANTITY BUSINESS WRITE

**W. B. ESPEY & CO. Inc.**  
 Dept. 16-17-18  
 6-11-12-13-14-15-16-17-18

**FAST SELLING NOVELTIES FOR STREETMEN AT SPECIAL LOW PRICES**

24-1/2" HAT CELLULOID DOLLS, With Beads & Earrings, Gross... \$18.00  
 METAL SWORDS, Gross... 9.00  
 Gold-Plated "Q" MAN BADGES, Gross... 5.00  
 Blank Gaze CELLULOID GLASSES, With Nose and Mounting, Gross... 5.00  
 Large METAL WHISTLE ASBORT, 1/2" Ht., on Cards, Gross... 4.50  
 Large Size PICTURED SILK PARASOLS, Dozen... 1.90  
 Polished and Braided LASH WHISPS, Gross... 7.50  
 New HOSSLER INFLATED TOYS, Dozen... .75

Complete Line of BALLBOONS at Lowest Prices. Write for Our Special Streetmen's Circular. It's Free.

**M. K. BRODY**  
 1148 So. Halsted St., Chicago, Ill.  
 In Business 25 Years.

**AGENTS EARN 300% PROFIT**

Introduce new Whale Needle. Sells on sight. Minimum demonstration sells two out of three women, and 25¢ for 3 samples. Free particulars. Write today.

**HOME ART & NOVELTY CO.**  
 Dept. B, 1180 Farwell Ave., Chicago.

**BIG PROFITS - Cartoon Booklets - Novelties, Etc.**

Send 25¢ for 10 Samples of our numbers. They bring home the Bacon. Or assemble a buck for a SAMPLE ASSORTMENT and our Catalogue.

**R. PAYNE, 26 Cardinal Place, New York.**

**SELL HANDKERCHIEFS**

Profitable, Specialty Men, Jobbers, Agents, Wholesale HANDKERCHIEFS, Dept. B, 3 West 20th, New York City.

## Campaign Auto Emblems

With the political campaign in full way the Wisdom Products Company is marketing a most timely automobile emblem plate that should prove a big seller to Roosevelt enthusiasts. The emblem is made up of a picture of President Roosevelt embossed in metal and lithographed in four colors with the words "F. D. R. is good enough for me." The space below carries the message "Follow thru with Roosevelt" or can be replaced with the initials of the auto owner.

This campaign plate should find rapid sales at resorts, fairgrounds, parking spaces and Democratic political clubs.

## Tricky Scotty Bank

This little novelty ought to go over great at the fairs, especially since it is especially priced and comes in various colors which will enable ops to make a very nice display. Each Scotty comes with a leather collar, upon which can be stamped the name of a fair, celebration, etc. This service is offered free of charge. Bank is made of cast iron and has an unusually strong lock for its size. All patents and manufacturing rights are held by the Arrow Novelty Company.



**New Airmeter**

To guard health, complexion, rugs and drapes against the harmful effects of moistureless air, the Airmeter has been placed on the market by the Middlebury Electric Clock Corporation. It is a combination thermometer and hygrometer, which tells at a glance the relative humidity and temperature, and was produced to meet the demand for an accurate instrument at low price. It is attractively designed in the modern, with black dial having silver markings and a chromium case. Dial is of natural aluminum showing thru a black background. Reports state it is being grabbed up by many premium users.

**Lifetime Refill Fuse**

A new type plug combines the multiple fuse feature with a refill feature, with the result that this fuse can be used for a lifetime in homes, stores, buildings, factories and shops. The refill is a metal and asbestos disc which can be removed from the plug and replaced with a new one of any amperage at any time. Each refill has three fuse points which are used as needed by a special fuse top adjustment. The Arkay Laboratories, the makers, have just introduced the item to agents, and the lifetime is sold equipped with one refill and two extras, making it equal to nine ordinary fuses.

Write to The Billboard, Buyers' Service Department, 25 Opera place, Cincinnati, O., for addresses of companies supplying the items in this department which interests you.

**REAL VALUES**

on  
 Carnival Merchandise  
 New Corn Game Items  
 Pitchmen's Specialties  
 Premium Goods  
 Latest in Novelties

WRITE FOR CATALOG.  
 STATE YOUR LINE.

**WESTERN NOVELTY CO.**  
 1729-31 LAWRENCE ST.  
 DENVER, COLO.

## Set of Four Ash Trays

The Franklin Die Casting Company has just introduced an ash tray line which it is merchandising in sets of four. Each piece is different, but the entire set depicts action in auto sports, etc. Graceful lines make them a smart answer for the demand for gifts and prizes. Durable all-metal construction. Triple chromium-plated, yet made to retail for \$1 per set.

## Tricky Line Tightener

No-Sag, a new clothes line tightener, is being introduced by the Home Necessities Company. No-Sag keeps the clothes line as tight as you want it and works on single or double lines or reels. Any woman can attach it in a jiffy. A turn or two and the line is tightened to the

(See NEW ITEMS on page 77)

## BIG PROFITS!

### Players Flock to Win This 6-Piece Set



This beautiful Satin-Ray Aluminum Beverage Set will fascinate midway patrons. Smart, distinctive—it is ideal for serving water, iced tea, lemonade and other hot weather drinks.

Set consists of a tall, graceful, 2-quart pitcher, four 10-ounce tumblers and tray measuring 11 3/4" in diameter. The sparkling Satin-Ray finish with black enamel striping provides matchless eye appeal—a perfect prize for display!

Write your jobber for details on our complete line of gift ware and aluminum utensil prizes. If he cannot supply you, write us direct!

**WEST BEND ALUMINUM COMPANY**  
 Dept. 638 West Bend, Wisconsin

**Here's The Greatest 25 Cent SUN GLASS VALUE Ever Offered**

Per Gross 10.50  
 Per Dozen .90

B201J98—Heavy Shell Colored Celluloid Frames and Temples and Large Glass Lenses, in Assorted Colors. Each in Glassing Envelope, 1 Dozen in Box.



**COMBINATION GLASS CUTTER KNIFE**

2 Blades, Clip and Pen, Glass Cutter and Gearscrew, Nickel Finish Metal Handle, Celluloid Inlay Center. Size Closed, 3 1/2 Inches.

B10C178 Per Gross 12.00  
 Per Dozen 1.05

**THE HAT of the SEASON**

PER GROSS 8.00  
 PER DOZEN 70c

B45N013—Miniature Straw Hat, 6" Overall. Has Two-Color Band. Here is the Hat That Will Go to Town This Year.

**It's New!**

6 1/2 in. Celluloid Carnival Doll

Per Gross 9.25  
 Per Dozen .80

B34N141—Has Gaily Colored Rosette Fan. Complete with Feather Dress. The Upward and Downward Movement of Doll on Spring Opens and Closes Fan, Making it an Outstanding Number.

**FULL LINE OF BEACON BLANKETS and SHAWLS on Hand for Immediate Delivery**

**N. SHURE CO.**  
 200 W. Adams St. CHICAGO

**ANOTHER PLAYLAND SCOOP**

THE BEST BUY IN RADIO TODAY.

Advanced 1937 Streamline Airplane Dial Radio amazes all who hear and see it. Volume production makes this buy possible. Take advantage now before prices advance. There's nothing in the market today costing 3 times as much that can touch it.

**5 TUBE RADIO** | **5 R C A**  
 Including 1 Metal Tube | With Dynamic Speaker | LIC. TUBES

Beautiful Striped Veneer Cabinet, 10" wide, 7" high, works on A. C. or D. C. Current. Super-Tone Quality. Powerful Dynamic Speaker. No ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons. Catalogue on request.

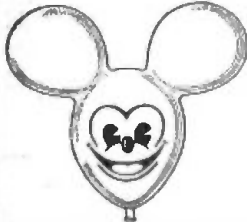
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 118 E. 28th St., NEW YORK CITY



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**NOVELTY MEN and CARNIVAL WORKERS  
GET TOP MONEY WITH OUR NEW LOW PRICE NOVELTIES**



- Mickey Mouse and Pop Eye Blim \$ 9.25
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- No. 5 Oak's Mickey Mouse Balloons, In- flated Ears, Gross. .30.00
- Straw Hats with Feathers, Gross. . . . . 4.20
- 24" Silk Parasol, Gross. . . . . 7.20
- Ride "Em Cowboy Hats, Gross. . . . . 6.00
- May West Doll, with Beaded Necktie and Fishes, Gross. . . . . 3.25
- 30" Straight Circus Whips, Gross. . . . . 6.00
- Cowboy Lash Whips, the Guaranteed Crackers, Gross. . . . . 2.00
- Large Whistling Flying Saucer and De- creased Sticks, Gross. . . . . 19.50
- Maple Parade Cane, Heavy, Gross. . . . . 5.00
- Sweeper Cane with Silk Tassels, Gross. . . . . 4.25
- Oak's 723 Mickey Mouse with Heavy Feet, Gross. . . . .

GET OUR NEW PRICE LIST WITH THE LOWEST PRICES AND SAVE YOURSELF MONEY  
25% Deposit With Order, Balance C. O. D.  
**MILTON D. MYER CO., 433-4th Ave., Pittsburgh, Pa.**

**NOTES  
from  
SUPPLY HOUSES**

The Elite Publishing Company is doing an exceptionally fine job with the distribution of its 128-page book called *The Elite Collection of Successful Business Plans*. This book describes in complete detail 100 approved plans for securing additional income. With people everywhere seeking a means for securing additional income, Stevens Grim, of the Elite Publishing Company, reports that agents are merchandising the book profitably throughout the country.

Of interest to users of low-cost premiums is the announcement of the new catalog by Lee-Tex Rubber Products Corporation. This release of this book has been delayed several months that there might be included the very latest creations of the Lee-Tex designing department which has maintained its reputation for new and striking designs to meet the popular fancy. All standard balloon and sponge-bull numbers are to be found in the book as well as "Buck Rogers" and "Toy Loon" lines. Users of quantity premiums in the low-priced field are invited to send for their copy of this new catalog.

Novelty, prize and gift buyers in the East will be interested to learn that Edward J. Cadigan, Inc., is taking on a complete line of mirrored novelties. One of the outstanding numbers is the Mirror Dog Match pack. Other numbers are place-card mirror novelties, perfume bottles on mirror plaques, tablecloths, cocktail napkins, ship pictures and tumblers, as well as a complete line of peasant dolls, tea cozies, serving trays and toys. The firm reports the line greatly in demand for summer trade and offers to send an illustrated catalog of these items upon request.

J. E. Brewer, the rabbit-foot king, has plenty to say about the sport of fishing. Not one week-end passes that does not find Brewer about 20 miles off the Coast hauling them in. Last week he said he caught a 32-pound tuna fish but didn't seem very excited over the thing. It was just another fish to him.

The Super Engineering Company reports that its Any-Wave Filter is meeting with exceptionally fine response. "Pitchmen and demonstrators throughout the country are making real money with this product," says Bill Ray, of that company. He also informs us that he is the originator of the small bakelite plug and of the first radio plug demonstrator on wheels using a battery for a plug-in. Super Engineering Company announces a new low price on both. Bill Ray has many pitchmen friends from Coast to Coast. The Super Engineering Company has a well-equipped machine shop and is now working on a portable platform scale, which Bill Ray expects to announce soon. This scale weighs less than 200 pounds, and Bill tells us that it took in more than \$300 in one day when tried out at a fair in Lowell, Mass., recently. He advises to watch for his announcement in *The Billboard* in the very near future. Bill has invented many mechanical products and has been ably assisted by "Guess-Your-Weight King" George Gallo, who is famous for his ability to guess people's weight to one pound.

**WANT NOVELTIES**

(Continued from page 70)  
such as lamps, smokers' utensils, etc. Faced by a practically universal demand for novelties, the supply falls behind the needs of the market. This offers an exceptional opportunity to manufacturers and designers of gifts and novelties with a flair for the new. The buyer of an organization of novelty shops makes the following suggestions: "Improve and change designs, simplify usual features of known articles, change materials, introduce new color effects, modernize appearance. Prices for new articles, or old ones dressed up newly, can be higher, ranging from 10 to 25 per cent. Pay attention to merchandising aids, folders, booklets, display boxes and counter display material. Improve gift value of packages of perfumes and toilet goods; one of the best gift sellers is a

face cream packed in a jar with a new-type dispenser top."  
The buyer quoted above states that he has plenty of money available for novelties and that his novelty purchases will comprise at least 33 1/3 per cent of his fall orders.

**GIFT AND NOVELTY**  
(Continued from page 70)

a poor taste in the customer's mouth and which in many cases never returns him to the games unless he has been very successful.  
These oldtimers realize that skill is gradually developed; it is not a minute's accomplishment, but the expenditure of some dollars before the player is in a position to really be entertained by the game.  
Therefore the better merchandiser is always attempting to bring the players back to the games until they have sufficiently developed their skill to be proud of its display to their friends and others.  
Only by the use of merchandise can this be obtained, and it is a certainty that the proved and logical methods since developed are certain to be the best in this case.

**We Meet All Prices**

We Will Not Be Undersold. Look at the Low Prices Below on Fast Selling Items. Order Direct From This Ad. Send Deposit of 1/3. Balance C. O. D.  
**RAYON PARASOLS \$1.80**  
Per Dozen  
**No. 5-STREETMEN'S SPECIAL \$2.65**  
BALLOONS, Gross  
**No. 5-MICKEY MOUSE HEAD \$3.00**  
Gross  
**1,000-PIECES ASSORTED \$4.50**  
SLIM  
**RIDE 'EM COWBOY HATS \$7.50**  
Gross  
**OICE HEAD SWAGGER CANE \$7.20**  
Gross  
**MAE WEST DOLL AND CANE \$6.50**  
Per 100  
**4 1/2" FEATHER DOLL AND CANE \$4.00**  
Per 100  
**OPTICAN BROTHERS, Importers**  
300 West 9th Street, Kansas City, Mo.

**"WE HAVE IT"**  
A Full Line of Soaps for Your Sales Plans  
**HAPPY HOME MAKER SHAMPOO**  
Assorted Medicated and Perfumed Toilet Soaps; Shaving Creams—Lathering and Brushes; Tooth Paste and Tooth Soap; Shaving Soaps and Liquid Shampoos.  
Everything You Need for Store or Demonstration Sales  
Private formula and special compounding also.  
Write for full details on these profitable items.  
**GEO. A. SCHMIDT CO., 236 W. North Ave., Chicago, Illinois.**

**COOLIE HATS "HOLLYWOOD BUBBLE"**  
The REAL NOVELTY SELLER—CASH IN WHILE THIS ITEM IS HOT  
Packed in cartons 250—Shipping weight 30 lbs  
Fairs • Carnivals • Raffles • Picnics  
Samples 10¢ each. \$35 per M., C.O.D. 25% Deposit.  
RED GILT BLUE GILT ORANGE BROWN  
**A.C. ABBOTT PRODUCTS CO., 747 Warehouse St., LOS ANGELES, CAL.**

**FAMOUS BEN HOFF -- Still Serving the Trade!**  
**MARABOU DOLLS**  
In Great Demand Will Produce Larger Quantities for YOU!  
GET IN THE DOUGH!  
Follow the experience of the successful concessionaire and business-man.  
**ATTRACTIVE Marabou Doll**  
Originated by Ben Hoff, Two Giant Dolls and 148 AND MENAGERIE Horse—Cat—Dog—Elephant—Sooty, Etc.  
Price Range 10c EACH and up.  
25¢ deposit With Order, Balance C. O. D. Send \$2.00 for Complete Sample Line of All 1830 New Models.  
Bamboo—Swagger Sticks—Black and Cherry (Mahogany)—We have a Complete Line of CANES  
These Canes at Very Low Prices. All kinds of Feathers Suitable for Plaster and Other Items. We Have No Catalog.  
**NEW ART TOY & FEATHER CO.**  
85 East 10th St. (Bluy. 9-9552), New York City

**\$10.00 IMPERIAL FLASH ASSORTMENT**  
CONSISTING OF  
 1 Men's Umbrella. . . . . Ret. Val. \$1.00  
 1 Men's Traveling Set. . . . . " 1.00  
 1 4-Piece Pipe Set. . . . . " 2.00  
 1 24" Silk Field Glasses. . . . . " 1.95  
 1 16-Piece Cocktail Set. . . . . " 2.95  
 1 23-Piece China Tea Set. . . . . " 3.95  
 1 Lamp & Clock. . . . . " 2.95  
 1 Silk Embroidered Kimono. . . . . " 2.95  
 1 10-Piece Dresser Set. . . . . " 1.95  
 1 Chrome Enamel Table Lamp. . . . . Ret. Val. \$22.70  
 10 Flash Items. . . . . Your Cost. . . 10.00  
 Your Profit. \$12.70  
**ORDER NOW—SEND FULL AMOUNT OF MONEY WITH ORDER AND RECEIVE IMMEDIATE SHIPMENT . . .**  
"Write for Free Catalog of 5,000 New Numbers."  
**IMPERIAL MERCHANDISE CO., INC.**  
893 BROADWAY, Dept. M, NEW YORK

**FREE OFFER! WEAR GLASSY SUITS to AGENTS and MAKE BIG MONEY!**  
**BIG WEEKLY CASH INCOME**  
FREE! Your own finely tailored suits, plus big earnings selling Jay Rose all-wool tailored to measure clothes in the latest styles at prices that defy competition. No extra charge for sport and novelty styles. Marvellous assortment of new 1937 patterns. Genuine Silk Gleanings Linings. Seven-Day Delivery. Write for Largest Watch Offer and Free Sample Outfit.  
**JAY ROSE & CO.,**  
Dept. 87, 330 S. Wells St., Chicago, Ill.  
Our 26th Year Making Fine Clothes

**REX HONES Now Less Than 3c Each**  
**\$4.25 a Gross**  
Send \$1.00, Bal. C. O. D., Plus Postage.  
Each Hon in safety silver box, priced 50¢. A real fast cutting abrasive stone of good quality. Wonderful merchandise. Watch for ALL Types at Very Lowest Prices. Send for Latest List.  
**ACT QUICK, REX-HONE MFRS., 1500 West Madison, BR-7, Chicago, Ill.**

**JEWELLED LADIES BAQUETTE WATCH**  
With 50 Sparkling Fac-Simile Diamonds  
No. 111—Modelled From a \$300.00 Article. 1 1/2 doz. C. O. D. \$5.50. Lots, Etc.  
Samples, 50c Extra. 25% Deposit, Balance C. O. D. Also Full Line of Waltham and Elgin Reconditioned Watches for All Types at Very Lowest Prices. Send for Latest List.  
**FRANK POLLAK**  
80 Bowery, NEW YORK CITY  
Send your correspondence to advertisers by mentioning *The Billboard*.

**JOBBER! A REAL SUMMER SPECIAL LUCKY FUR-TAIL**  
With Flag Streamer, ready to attach to motorcycle, bicycle, automobile radiator cap. You'll sell hundreds of grosses of this item in the next few months. A few large territories still open for jobbers selling agents, premium users, etc. Write us today for special discount prices—lower than you expect.  
**CHARLES BRANO FURS**  
208 West 26th Street, NEW YORK.

**THE NEW BROADWAY WATCH**  
Guaranteed for one year. It is good looking and will keep accurate time.  
**7 Jewels \$3.75**  
Have you tried the New Lapet Watch, the 1 1/2 to 2 selling watch for the counter, a wonderful balance-band or premium item.  
**7 Jewels \$3.95**  
25% deposit, balance C. O. D. Sample Watch, \$26 Extra. Write for New 1936 Catalog.  
**CONSOLIDATED WATCH CO.**  
65 Nassau St., N. Y. CITY

**5000 WALTHAM and ELGIN Hunting Movements in New Open Face Chromium Cases.**  
 16 Size, Case in Case or Engraved. . . . . \$2.75  
 17 Jewel. . . . . \$2.75  
 18 Jewel. . . . . \$3.00  
 Round, Octagon or Engraved. . . . . \$3.25  
 17 Jewel. . . . . \$2.75  
 18 Jewel. . . . . \$2.75  
 Men's O Size Waltham or Elgin with Watch with Chromium Bezel. . . . . \$4.00  
 7 Jewel. . . . . \$3.00  
 Deposit required. Send for Free Catalog.  
**THE NEW YORK JOBBERS,**  
74 BOWERY, New York, N. Y.

**SCOTTY LAMP**  
New, Flashy, 15" High. Art Composition Base. Antique Ivory Finish with Gold Trim. Parchment Shade. Trimmed with Gold, Silk Tassels Cord. Wrapped in Cellulose. Price \$8.50 PER DOZ. 1/3 Deposit, Balance C. O. D. Samples, \$3.10, Plus Postage.  
Send for Complete Program. New Merchandise—Low Prices.  
**RAND CO.,**  
5336 North Clark St., Chicago, Ill.

**MINUTE PICTURE MEN**  
We are ready to serve you with a Complete Stock of  
**BUTTON CAMERAS**  
**SQUARE CAMERAS**  
**BUTTON PLATES & FRAMES**  
**BLACK BAG CARDS**  
**NEW STYLE FANCY MOUNTS**  
 Best Developer Ever Put Up  
 Send for Catalog. It is Free.  
**CHICAGO FERROTYPY COMPANY,**  
M. K. BROOY, Prop.,  
1116 So. Halsted St., Chicago, Ill.

**ELGIN WATCHES, \$1.65 EACH**  
 7-Jewel, 16 Size, White or Yellow Case.  
**7-JEWEL, 16 SIZE ELGINS & W. M. H., \$2.50**  
**FLASH ORNIVAL WATCHES, 50c Each.**  
 Send for Price List.  
 Your Money Back If Not Satisfied.  
**PRESENT CITY SMELTING CO.,**  
 Old Gold and Silver Buyers and Refiners,  
 113 N. Broadway, St. Louis, Mo.



Pleading Defends Right To Use Word "Quintuplets"

ALLENTOWN, Pa., July 18.—The Dionne girls, the French-speaking quinte, are accused of trying to "monopolize" part of the English language and make other people pay for the right to use it.

Federal Court July 13 defended the right to use the word "quintuplets" in the sale of the company's products. Croll asserted that the company used "names, pictures and descriptive titles" which are the Dionne girls' exclusive property to promote the sale of baby apparel, toys and dolls.

SENSATIONAL SALE! DEAL No. 1000— Giant 70c Shaving C P a m. 15 Small Razors Double-Edge Blue Steel Blades and Styptic Pencil, Glycerinated Together, Doz. 1.20

BENGOR PRODUCTS CO. 11 E. 17th St., Dept. K, New York City

CELEBRATION NOVELTIES NEW LOW PRICES—FAST SERVICE No. 114 — Small HAT, Doz. 80c No. 110 — REGULATION SPAN-ISH HAT, Dozen 1.75 No. 122—TROPICAL HELM, Doz. 1.50 No. 400—DOMESTIC OOLIE, Doz. 1.75

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES Assorted Models. Regular Size, Polished Steel, 2 Blades, Brass Bolsters and Lined. A New Deal — Big Buy Per Dozen, \$2.25 Five Dozen for \$10.00

Great Sale-While They Last MEN'S STRAP WATCHES— 10 1/2 Ligne Swiss Chromium Cases, Gilt Dial. \$22.00 Price 7.50 in Box. In Lots of 6, 6-Jewel, \$3.00. In Lots of 12-Jewel, \$4.00. Men's O Size Elgin & Waltham Strap Watches 7-Jewel, with Ass. Dials, \$22 price tag in box. Lots of 6 each \$3.00

SHAME ON YOU, Our Newest, Fastest Seller, The Funniest of Them All. 25c Retailer, Dozen 85c. TAIL BEHIND, Doz. 85c. Leaping Lona (A Coin That Jumps 3 ft. in Air), Doz. 50c. DIRTY DOO Folders, Doz. 25c. BOY MEETS GIRL, Doz. 35c. COMIO GLASSES (Big Street Seller), \$4.25 Gross. SNAKE CHAHOON, LAYERS (New and Funny), 90c Doz. Boxes. RUBBER CENTER CHOCOLATES, 90c Doz. Box. NEW COMIO METAL (Woodsticker Joke), 45c Doz. THE HORSE'S LAUGH (Benny's Donkey), 60c Doz. COMIO SPINNERS (Election Joke Novelty), 25c Doz. SPECIAL Combination Bulletin is ready. Send for it. Or 10c for Catalogue of 2,000 Items. MAGNATRIX NOV. CORP., 135 Park Row, N.Y.C. SAMPLES? Yes 50 for \$2.00.

HEAT HALVES (Continued from page 48) trio. Al Bayos, emcee, put on a comedy act with his partner, Harvey Spock. J. Alex Sloan again provided the auto racing program, refereed by Barney Oldfield, veteran speedster. Jack Story, sports commentator, announced the auto races. A feature was a demonstration in auto wrecking by Jerry Edwards, who roller a stock car, owned by O. R. Mitchell, Fargo, over and over several times Thursday afternoon.

Grounds Dressed Up Business on the midway, where the United Shows of America held forth for the third consecutive year, was only about 50 per cent of last year, according to the owners. Grounds were dressed up, with new chairs in the grand stand, a new fat stock barn, new fences, improved roads and repaired buildings. A new athletic field occupied a corner of the fairgrounds. Thearle-Duffield fireworks were more spectacular than ever in that the program had more continuity than any previous exhibition, with Walter Dupont in charge. Max Goodman operated all game concessions, as he has for many years here. The fair association printed its racing program without advertisements, urging merchants to co-operate in a special fair edition of The Fargo Forum, printed the day previous to opening. Retail merchants bought out the grand stand on opening night for employees. With a free gate, the association charges 25 cents parking for cars, making it an all-free proposition the final night. Frank S. Talcott is secretary of the fair and John P. McGuire president.

PROFIT FOR EXPO (Continued from page 48) 69,190 visitors, making a total of 1,314,911 up to July 12. Highlight of the week-end program was Sigma Chi Day, celebrated with dinner dance at Cafe of the World. Free attractions were provided by Variety Revue, appearing at the Plaza del Pacifico and in the Cafe of the World, featuring Marvin and Lola Jansen, in Dances of the Hours; Claude De Carr and his dog, Spotty; Roving Rollers, skaters; Esther Pressman, "Personality Girl," and Jay Ward Hutton and his Exposition Orchestra. Meglin Kiddies gave a dance revue under direction of Doreen Taylor. Hemphill Dancers performed in the Palace of Entertainment and Jose Arias and his Spanish troubadours serenaded all over the grounds.

Day Events Scheduled Events announced are: August 1, Colorado Day, National Horseshoe Pitching Tournament Day, All States Day; August 2, Maryland Day, Fraternal Day; August 3, Kids' Day, Christian Churches Day; August 4, Women's Civic Center Day; August 7, Collegiate Day, Loyal Order of Moose Day; August 8, Illinois Day, California School Employees' Association Day; August 9, National Security Traders' Association Day, Indiana Day; August 13, Bungalow Literary Hostess Society Day, Motion Picture Day; August 14, National Negro Day; August 15, Nebraska Day, National College Smoker Day, United Spanish War Veterans Day, Delta Chi Sigma International Day, Czechoslovak Day; August 16, Minnesota Day.

YOUR COPY OF OUR NEW CATALOG IS NOW READY. SEND FOR IT TODAY AND SAVE MONEY Showing a large variety of Novelties, Concessions Goods, etc.

RODIN NOVELTY CO. RODIN BUILDING, SIOUX CITY, IOWA

You Bet We Have Them—And The Best Buys In The Country Too LEVIN'S HELP YOU MAKE MONEY HERE ARE A FEW TYPICAL VALUES—THOUSANDS MORE IN OUR NEW JUBILEE HUSTLER CATALOG N9432B—Whistling Flying Birds Gr. \$1.95 N9099B—54 In. Lash Whips Dz. .60 Gr. 6.50 N9315B—8 In. Air Balloons Gr. 1.90 W 536B—Pocket Watches Ea. .69 F2967B—"Univox" Cameras Ea. .69 N 636B—Imported Jap. Cameras Dz. \$0.75 X4569B—"Thriller" Give-Away Candy Pkg. Selected Grade Wrapped Kisses, 250 Pkgs. in Case. Per Case 2.75 Per 1000 Pkgs. 11.00

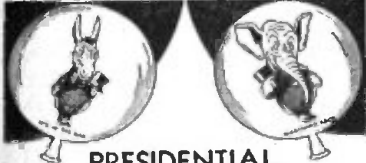
Your New MONEY SAVING GUIDE IS NOW READY! Send for it Today! Everything that's new in fast-selling Novelties, Concession Goods, Premium Merchandise and Specialties will be found in Our New 1936 Catalog. This book presents the finest and most extensive lines of Imported and Domestic Merchandise we have ever offered. OUR PRICES DEFY COMPETITION! If you're a live-wire Concessionaire, Pitchman, Demonstrator, Novelty Worker or Hustler, you simply can't afford to be without our New General Catalog. Don't fail to send for your free copy. GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

SALESBOARD OPERATORS— PREMIUM USERS — CONCESSIONAIRES Here's the NEW FALCON CAMERA Uses all Standard and Eastman Kodak Film. Nothing finer in a Camera ever produced. Has Automatic Focal Focus, Open View Finder, is Lightweight and Compact. Beautiful Finish—Black and Chrome Etched Finish. In Dozen Lots, Each. \$1.35 Send 25% Deposit—Include Parcel Post. Samples furnished at \$1.75 Each, Postage Extra. Can furnish attractive Salescards at 10c Each. JACOB HOLTZ, 891 BROADWAY, NEW YORK, N. Y.

BBBZ—NOVELTY OIGARETTE EXTINGUISHER ASH TRAY. Blauze dog standing on ash tray made of bright colored bisque. Dog has push up tail. When squeezed, the dog performs a very clever new item. Per Dozen, \$12.00. Sample, Prepaid, 25c in Stamp. "MOOSE LAFF" RUBBER NOVELTY. Plenty of color, plenty of noise. We guarantee this to be the biggest selling campaign and street selling novelty of the year. Made of good grade yellow rubber, about 12 in. long, stamped "Mooselaff"—"Mooselaff for Landon" has the same action as the WHOOPER. BAG inflates and deflates through the tail. Get started today with this new funny toy. Sample sent for \$5 in stamps. Doz. \$8.50. Mail cash with order. Balance O. O. D. MIDWEST MERCHANDISE CO. 1016-28 BROADWAY, KANSAS CITY, MISSOURI.

UNITED BLADES WARNING!!!! UNITED BLADES Only Genuine United Blades have "Reg. U. S. Pat. Off. Trade Mark No. 271,238" appearing on side of outside carton. If your jobbers cannot supply you with Genuine United Blades bearing No. 271,238 on outside carton, write direct to UNITED RAZOR BLADE CORPORATION 222 W. Adams Street Chicago, Illinois Do not accept United Blades without this number on outside carton; any blades without this number are counterfeit blades. Return them where you bought them and get your money back!

# OAK BRAND: HY-TEX BALLOONS



## PRESIDENTIAL CAMPAIGN BALLOONS

A couple of popular numbers which will get you big money during the campaign. Portraits of the candidates on one side, and cartoons, as shown above, on the other side.

For Sale by the Leading Jobbers.

**The OAK RUBBER Co.**  
KAYMA, OHIO.  
Selling Through Jobbers Only

## YOU GET GOOD MONEY MAKERS HERE ALWAYS.

- "LEMONAIDER," Popular Juice Extractor, \$6.00
- STONE RAZOR BLADES, Boxed, 5.00
- "CORN GOBE," Each on Card, 5.00
- NEEDLE BOOKS, \$1.75, \$2.75, \$4.75, 7.00
- APEX KNIFE SHARPENER & GLASS, 7.00
- CUTTER, The Perfect Tool, 7.00
- SELF-THREADING NEEDLES, 100 Papers, 1.00
- MIRACLE CAN OPENERS, 9.00

Prices F. O. B. New York.  
Samples wholesale, postage extra. Deposit to be sent on all C. O. D. orders.  
CHAS. OFFER, Estab. 1913, 19 East 17th Street, NEW YORK. Prompt Shipments Guaranteed.



**HEADQUARTERS FOR SPECTACLES and GOGGLES**  
We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Instruments. Our prices are the lowest anywhere.  
**NEW ERA OPTICAL CO.** Write for Catalog B.F.45.  
Optical Specialists  
17 N. Wabash Ave., Chicago, Ill.

**ELGIN-WALTHAM WRIST WATCHES**  
Brand-New Cases, Metal Bands.  
Send for Catalog, Largest Variety in Wrist Watches and Diamonds in the Country.  
**H. SPANER & CO.,**  
108 North 7th Street, St. Louis, Mo.


**2.95**

**E. Z. WAY AUTOMATIC STROPPER**



**W. M. MFG. COMPANY, Sandwich, Ill.**

**FOUNTAIN PENS-THAT'S ALL**



**JAS. KELLEY, The Fountain Pen King,**  
407 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.  
754 Mission St., San Francisco, Calif.

**MEDICINE HEADQUARTERS**  
A Complete Medicine Show and Office Special Line. SUPERIOR SERVICE. Wholesale Catalogue and Office Special Prices List upon request.  
**GENERAL PRODUCTS LABORATORIES, Mfg. Pharmacists, Columbus, O.**  
137 E. Spring Street.

**AGENTS, SALESMEN, DISTRIBUTORS.**  
**A Pleased Customer is Our Best Advertisement.**  
**NEW TRANSPARENT Day and Night NEON-LIKE SIGNS**  
\$9.14. Cost 4c. Retail 25c.  
Over 1,000 Designs. Largest Selection of Stock Signs in the U. S. Sample and Catalog free. L. LOWY, Dept. 685, 6 West Broadway, New York.

**VETERANS**  
Your bonus got a kick in business. It has increased 50% sales. Get your share.  
**WILL ROGERS 1,000 LATEST JOKES.**  
20,000 Laughing, Humorous, Entertaining, Funny Post. 5c. sells 10c. Samples, 10c. **Veterans'** Monthly Magazine. Veterans' Job Books. Five Respects Magazine. Veterans' Catalogs. **VETERANS' SERVICE MAG.**, 157 Leonard Street, New York.

# PITCHMEN

by **BILL BAKER**  
(Cincinnati Office)

## Pitchdom Five Years Ago

The Iowa fairs were doing swell, and all you boys and girls were looking forward to a real fair season, and were you disappointed or not? . . . There were five med shows within 30 miles of one another up in Northern Pennsylvania; one of them couldn't figure out why biz was so poor. . . . Tommy Butler and Jim Sobel dropped in the Cincy office, had just come in from Dayton, O., where they had seen Kentucky Lee, George Stewart and Doc Grey. . . . Indianapolis hotel work was all right with Eric Atherton, but he couldn't resist the opportunity of being in the old lineup during the State fair. . . . Doc Goodier, known by pitchmen everywhere as "one of them," was just starting an extended fishing trip down in the Gulf. . . . The natives of Montreal were going for Harry Masters' stuff. . . . Pawtucket's (R. I.) pop was doing the same for Edgar Davignon. . . . It was sad, sad news when Old Doc Hibler reported that Coney Island concessioners were cutting prices to the bone and received in return not one penny's worth more people. . . . Bob Franklin dared anybody to try to find Ludlow, Calif.; he had just opened a restaurant there and said all pitchmen were welcome if they could find the place. . . . Tedve Rhea was in his third season with the Madame Mayfield Show. . . . Grace and Lew Palmer were just recovering from injuries received in an auto accident in Bellingham, Wash., July 9. . . . The friend of all pitchmen and a successful theater owner John C. Carter wrote that the Sorenson Show was in his town, Winter, Wis., and put on a real show which really pulled the crowds. . . . It took four weeks for the people of Mitchell, S. D., to get enough of Dr. Barry's Nutro Medicine Show. . . . And here are a few more notes from Coney Island, which as stated above was in pretty poor shape—Prairie May and Clark were there for a week-end; English Nurse Huxley was working with Mary Ragan; Madeline was also there, but for some reason (?) her heart just wasn't in it. . . . The depression was very much in evidence for Billy Blackhawk's Old-Fashioned Indian Herb Remedios Show at Mt. Carmel, Pa. . . . Gene Golin had been flat busted and was still mighty low, but claimed he was taking the depression in a new light and was bound for prosperity. . . . Those two queens of Pitchdom, the Ragan girls, made the front pages of plenty of New York and Brooklyn newspapers when they lost their tempers out at Ridgewood and practically knocked a policeman cold with four neatly coordinated blows to the face; they were arrested for disorderly conduct, but as usual the one who arrested them was the only one who ended up in trouble. . . . That's all.

**BLACKY ROGERS** shoots from Indianapolis that he's still teaching Leonard Rosen the pitch game there. "He's the youngest pitchman on the road and is getting plenty of money," Blacky advises. "When I finish with him the pitchmen will take off their hats to him."

**TO THE POLKS** who recently inquired about John McCloskey—if you are asking about the McCloskey referred to several weeks ago in the trailer write-up—he is now located at 727 West Wisconsin avenue, Milwaukee, Wis.

**JEFF FARMER** is back in harness after being on the inactive list since February and has returned to his old spot at the market in Richmond, Va. Jeff reports that Virginia has just enacted a law designed to oust the med man and shows of the med variety. The sale of all medicine, patent or otherwise, must be made by a registered pharmacist, Farmer says. If the med show does not carry a registered pharmacist to make the passouts, then it's no go. "I have always worked thru a drug store," Jeff pms, "and the only

way the law affects me is that I can no longer make sales from the stand; I must send them all inside. The drought has not been so severe here. Altho the people as a rule don't have as much goit as usual, they do have some and I get a little."

**L. PETERSON MADE** Faribault, Minn., July 11 and says he found it a good spot. Peterson, however, complains against an "ex-cop from Omaha turned pitchman," who, Peterson claims, also worked Faribault, but ducked out without paying the rent on the door, thus making it tough for others to follow. "Boys, leave the few good spots open," Peterson, pleads.

**DOC McDONALD PIPES** from Wilkes-Barre, Pa., that the territory is good for at least another three weeks, "It's hotter than blazes." Doc writes, "but the crowd still stops to listen. Can't get a complete list of pay days with the Count. Let's hear from you, Golden. The college boy from Buffalo is on his honeymoon."

**CHARLES LORENZEN** reports that word has been passed around the Windy City that pitching will be permitted in some spots in the Loop, provided you see the right man.

**BILL WESTFALL** old sidekick of Art Cox, made the anderson (Ind.) Free Fair the other week. Drop a line, Bill, and let us know how it was. Cox is still in the hospital at Northville, Mich.


**TEDDY GOLDSTEIN** is getting plenty of kale working humantones at the Dallas Exposition. Word comes that Teddy has also gone into the restaurant business on the grounds and is clicking okeh on that end, too.

**MOST OF THE MONEY** is made after sundown in the pitch game these torrid days. The mid-day tips are hot and restless to work on successfully.

**LET'S HEAR** from you fellows who have bought new flashes with the bonus dough. And what are you working?

**MORRIS KAHNTROFF** that ace of pitchlads and one of the few remaining professors of the old school of jam-pitching, spent a few days in Cincinnati early last week and during his visit to the village dropped off at the desk for a lengthy gas session with Gasoline Bill. Morris, looking fit as a fiddle after the recent illness which kept him in a St. Petersburg, Fla., hospital for three months, left Cincy Tuesday of last week for Indianapolis. After a few days in the Hoosier Capital, Kahntroff will follow with other spots in the Middle West. Assisting Morris is S. B. Bills, of Urbana, O., a newcomer in the game who is taking lessons from the veteran Kahntroff. And could a guy ask for a better teacher? Kahntroff has invested part of his bonus dough in a new V-8 and a flock of new stock. During his visit to the desk we got talking about some of the oldtimers and Johnny (Advertising) Hicks' name was mentioned. "Ask Johnny," Morris said. "If he remembers Lowell, Mass., and the two deuces and a lovely five!"

**"THE WIFE AND I** have been touring for a while," pencils Doc Clyde McMahan from Constantine, Mich., under date of July 15. "Have been down in Missouri and Oklahoma for a few weeks and also worked some good spots in Peoria and Springfield, Ill. Have a new car and house trailer and going along fine. Sorry to hear about Doc Red Rogers being on sick list and hope he and wife are okeh and biz good. Would like to read pipes from

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With Inflated Ears and Giant Size Feet. Gross... **\$3.60**  
50% Deposit With Orders, Balance C. O. D.  
Manufactured by **UNITED BALLOON CO., 125 FIFTH AVE., NEW YORK, N. Y.**

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new low prices  
**17 IMPROVED LINES**  
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**NEW BIG MONEY MAKER**  
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B. C. Davenport and wife and hope the circus is doing good biz. Wonder what has become of Nell Brady? Hope he is still among us; also J. Burth Johnson, Bill Scott and Charles D. Zanetta. Regards to Jack Bowen and Happy Phillipson. Enjoyed a good time July 4, when we had the pleasure of visiting with Jay Hobson and Doc Podrey, of General Products, of Columbus, O. Had the pleasure of having dinner with my old black-face comedian, Al Audry, and his mother at Jackson, Miss., a few weeks ago. What has become of Harry DeCleo? Is he still doing the mail-bag escape?

**ATLANTIC CITY'S BOARDWALK** is the haven for a number of the old-timers this summer. pencils Fred Haven, Joe Hess has three spots working pens and there are also three peeler locations working and getting the gelt. Fred says, Greenie is still kicking the "leaf" around, while Al Morris has opened a night club, which he has dubbed Pitchmen's Paradise. Lionel Hirsch is working gummy on Cookman avenue and is doing well, Haven reports. Joe Hess' ex-partner, Bob Vohling, is vacationing at Asbury Park, N. J., with his wife.

**HARRY MAGEE** postcards from Salina, Kan., to say that things in the wheat belt look good for the boys, what with wheat (and there's plenty of it) going for \$1 a bushel and threatening to go higher. "Fixed things all okeh for the papermen while in Topeka," Harry says.

**C. E. POOLE** veteran pitch lad, was a visitor at the Pipes desk during a recent trip to Cincinnati. C. E. is now busy letting out (See PIPES on page 77)

**Pitchmen I Have Met**  
By SID SIDENBERG  
About 17 years ago in Memphis the town was loaded with the knights of the tripods and the highways. In those days 90 per cent of the work was done on lots, doorways and street corners. Very little if any pitching was done in stores and, I daresay, there are very few of the boys of those days who even today are versatile enough to jump from a corner in one town and to a store in the next. If one can do that he is getting tough and is among the top-notchers in the game.  
One of the boys that I knew who was a top-notch then and who is still a top-notch is none other than that well-known and well-liked serpentine garter worker, James E. Miller.

Jimmy can do more than work garters on the street corners and lots. He can jump into the stores and work anything that any merchant can offer. He can make a demonstrative talk on any item and get money.

I saw him work the serpentine twisters, denouncing the hobs, knobs and buckles, many times, and whenever and wherever I saw him he always went over with a bang.  
During the time when pen demonstrations were at their zenith Jimmy had one of the best ink-stick flashes that ever framed in a store window. If I am not mistaken those were the days Jimmy garnered in his biggest takes.

During the last five years, when almost everybody in the business was either short or complaining of bad breaks, Jim was making the breaks. In the hot summer months when tips are hard to get Jimmy lets the pitching alone for a while and lies out for some circus, contracting for the soft drink or novelty concession, and when that boy is thru working the sawdust speculators you can safely gamble that he has added a few good-sized shaves to his bank roll.

Jim was born and reared in Milwaukee and took leave from the old home town about a score of years ago, when he was added to the personnel of the Barnes show as it left that spot. The sawdust rings still are a magnet to Jim and he cannot let a summer go by, regardless of now conditions are in PITCHDOM, without taking a fling, if it be only for a short time.

The last time I saw Jim he told me he was 38. Believe that if you want to.

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**PITCHMEN DEMONSTRATORS CANVASSERS AGENTS—SALESMEN PREMIUM BUYERS**  
A salt server that really works in all kinds of weather.  
SAMPLE 25c \$14.40 Gr. \$ 1.25 Dz.  
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# Is It True What They Say About Pitchmen?

By CHARLES UFERT

During the week of July 6 to 11 *The New York World-Telegram* published a daily writoup of the activities of pitchmen and specially featured it with illustrations. The writer of the special articles no doubt procured some of his information from a character frequently referred to in the course of these articles as the "old pitchman," but very likely drew upon his imagination for much of his information and inspiration. If such a thing as inspiration may be said to be a part of any such writing.

## Is It Fair To Knock an Entire Group Because of Black Sheep in the Group?

No one, least of all a matter-of-fact pitchman, wants to be regarded as being entirely free of faults. No pitchman would deny that there are fakirs following the pitchman's calling. However, is that a sound reason for throwing all pitchmen into one pot and giving them an all-round stewing?

There are unethical men engaged in retailing, there are merchants in the jobbing business that haven't exactly an enviable reputation and there are manufacturers who work with various price scales in conducting their business. In short, we will find black sheep in every line of enterprise.

The writers who essay to "disclose" or reveal or write about pitchmen, medicine men and wise men, in my judgment, go off half cocked in nearly every instance and too much of their stuff is of the smart-aleck order. If these writers really would take the trouble to investigate the activities of pitchmen they would learn much that is said about pitchmen is NOT TRUE. In fact, if it were actually a fact that most pitchmen are fakirs that in itself would put a summary end to their calling.

## Is It a True Picture of the Public?

In the series of articles in *The World-Telegram* the old pitchman and his mouthpiece, the old (?) newspaper man, picture the public as being easily taken in, particularly the New York public. From a reading of these articles it would appear as if the nowhere in the length and breadth of this vast nation is there a more gullible lot than the average New Yorker.

It is extremely doubtful whether the average pitchman regards the intelligence of the average New Yorker of such a low level as intimated by the writer and his informant.

The present writer is acquainted with hundreds of pitchmen and knows for a fact that by far the majority are hard, steady workers. Their average earnings do not, by a long shot, approach the fabulous figures conjured up in the imagination of *The World-Telegram* writer. Most of them would much rather sell legitimate merchandise than something phony or fishy. Many of them have pitched for years and their earnings haven't enabled them to accumulate a fortune, altho most pitchmen earn more money than the average salesman or canvasser. Those that are so fortunate to get top earnings are generally the most clever or the steadiest, hardest workers amongst the pitching fraternity. Most of them are just as quick to condemn the man who gets out to put something over on the public as anyone outside of their ranks. They know that a dozen fakirs can do a lot of harm in the way of creating suspicion and animosity on the part of the public that is gyped by purchasing an unreliable product or by a tool that is of no value.

## The Pitchman's Livelihood

Most pitchmen take their calling seriously because it provides them with their living. Most of them, in my judgment, intend to remain pitchmen because this calling appeals to them as a means of providing for life's necessities. Most of them know that they must treat the public squarely in order to enjoy its good will and patronage.

When an attack—as it actually comes to that—is made by a prominent newspaper on the pitchman's business the honest element, comprising the vast majority of the pitchmen, ought to get together immediately and launch a protest against any writoup that is unfair. By remaining silent they give tacit admission that what is said about them is

true. They should get together, draw up a resolution or declaration and get all straight-dealing, legitimate workers to sign it. Such protest should be sent to the editorial offices of any publication that attacks them because of the misdeeds of the small minority. A powerful influence could thereby be exerted to counteract the harm that can be done to each one of them by writoups that are calculated to injure their interests and earning capacity.

## Pitchmen Are Wide-Awake Merchandisers

One point touched upon in the articles aforementioned relates that a pitchman was seen pitching a new can opener for 15 cents on which his profit was 9 cents a piece. *The World-Telegram* writer rated this "pitch" as being 80 per cent legitimate, probably because the price asked is slightly at variance with that asked for it in stores.

The facts in this case are that the cost of the merchandise is not the only item entering into the actual cost of the article being sold. The pitchman has to spend time looking for cans or he has to purchase cans with which to demonstrate and because of the weight of his stock has to have a boy or man help him, all of which adds to his costs.

If the stores handling the same article and selling the specialty at a very slow rate were to spend money for a demonstrator's pay and for cans in order to move merchandise as quickly as it is moved by pitchmen they would have to ask a higher price, too. That's just as plain as two and two makes four.

The prices charged by stores in New York or in any city vary a great deal, as is well known to any experienced shopper, yet no newspaper essays to pass out knocks on that account. So why pick on the pitchman? Naturally, the stores are large users of newspaper space and pitchmen are not.

Anyone that has watched pitchmen and streetmen working on the streets of New York City knows they sell merchandise at store prices in most cases and at times even below store prices, because they turn the merchandise much quicker than does the average store.

## Pitchmen Stand on Their Own Feet

Most pitchmen pay scant attention to raps at their calling from newspaper writers or others.

Most pitchmen have confidence in themselves and their ability to sell merchandise. They go about their business and the knockers amongst them are few in number.

Any pitchman selling legitimate merchandise needn't worry about stuff of this type. There are bad aspects to it, of course, as policemen will be more willing to make life a little harder and part of the public is likely to be more timid in their patronage, which condition is not going to add to the joys of the pitchman's existence.

It would not be a bad idea for all pitchmen to take action when their calling is attacked, as they are, after all, legitimate merchandisers. They accomplish wonders in the way of introducing untried gadgets or specialties, they move mountains of products from the jobbers' or factories' shelves and most of them keep their promises and make good their obligations.

Newspapers or magazines that essay to write about the men that follow this method of distributing goods should at least be sure of their ground before making attacks, and if they must hand out disclosures about dishonest followers of this calling it would not be asking too much to give credit where credit is due by stating something about the ability and aggressiveness of the pitching hustler who stands head and shoulders above the average independent sales hustler in the accomplishing of tangible dollar volume results.

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- 7-10-WOMEN'S POCKET WATCHES. Each. .67
- 7-17-METAL OR STRAP WRIST WATCHES. In Display Box. Ea. 1.75
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Complete line of Beacon Blankets, Aluminumware, Plaster and Fibro Assorted Animals. Full line of merchandise for the Ball Game.

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- 7-27-Bushy. Punishing Bags. Gro. 3.50
- 7-28-Swagger Sticks. with Tassel. Of. Lucky Fur Tails. Gro. 4.50
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- 7-31-Elephants of Donkey O Ch arms. on String. Gross.. 80

Large Assortment of Canses, Whips, Billions, Mats, Parasols, Cuff-End Colls, Fountain Pens, Wallists, Pocket Knives, Etc.

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 Natural Malaga Straw, American made, with bright contrasting binding and silk chin cord.  
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- DEMONSTRATORS. Each. .20

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**MINI-STRAW HATS**—Mini-Size. Doz. \$4.50  
**TROPICAL HELMETS**, White or Colored Straw. Dozen. 1.60

**LUCKY CHARMS**  
**SPECIAL FAVORITE ASST.** (12 Styles) Mooses, Camels, Elephants, Scotty Dogs, Donkeys, Penguins, etc. Silk Cord Attached. Gross. **85c**  
**LARGE ASSORTMENT** of other Lucky Charm Numbers. Prices Ranged from 75c to \$1.00 per Gross. Send 25¢ for Sample Assortment. 25% Deposit With All Orders. Free Price List of OTHER Set Sellers.  
**EPSTEIN NOVELTY CO., Inc.**  
 130 PARK ROW. NEW YORK CITY

**O. K.'S FISH POND SPECIALS**

- RADIO SNARE BOX.** Gro. \$4.00
- GATELIN BRACELETS**—Assorted Colors and Shapes. Gross. 2.50
- BEAD NECKLACES** With Fringe. Glass. Doz. 4.80
- CHARM WRIST WATCH.** Gross. 4.00
- SHELL WATER FLOWERS.** 2". Gross. 1.00
- GATELIN GAME.** Gross. 1.00
- APPLE PENCIL SHARPENER.** Gr. 4.00
- STANDING MIRROR 8, 3x4 1/2".** Each in Box. Gross. 4.00
- JUMBO COMIC SUNGLASS AND Moustache.** Gross. 1.00
- FOLDING FANS, 24 Ribs.** Gross. 2.25
- BAG OF MARBLES, 20 in Bag.** Per Gross. 4.50
- PILL PUZZLE, 5" Dia.** Gross. 4.00
- WOOD SWORDS** in Sheath, 12". Gross. 4.60
- COIN BOX.** Gross. 2.75
- RUBBER DAGGERS,** in Sheath, 12". Gross. 4.50

We Carry Complete Line of Premium Merchandise for Circulation, Sportlands and Bingo Operators.  
 25% Deposit, Balance O. O. D.  
**OSCAR KAUFMAN & BRO., Inc.**  
 300 9th Ave., 4th St., New York City

**radio plug demonstrators**  
 Get the Money With the Super Line.  
**OUR LATEST PRODUCT. ANY WAVE FILTER**  
 For Pitchmen and Demonstrators Only.

Your Demonstration Proves It and Brings in the Money. Contains a New type 600-Volt Super Air Gap Tube.

New Low Price in Not Less than 300 Lots!  
 Sample, \$1.00 (To Be Applied to Quantity Order).  
 \$4.95 per 100 Lots Immediate Shipments.

Complete Radio Plug Working Outfit on Wheels, with Ballon Tire. Portable, Best and Lowest Priced on the Market. We Have Everything To Start You in Business. Come in or Write for Complete Details.

**SUPER ENGINEERING CO.**  
 600 W. 125th St. (cor. Bay.) New York, N.Y.

**SCOTTY BANK**  
 UNBREAKABLE CAST METAL. Made on Unusual and Fast Moving Premium and Concession Item. Also Knockout Fair and Carnival Number.

The Scotty sits 5" high and comes in lilac, Green, Red and Ivory. The back of the collar around his neck can be imprinted with any name you desire at no charge. There is a slot behind his head for the insertion of coins and each Scotty has a special key for the bank door at the bottom. Each packed in individual box.

**\$3.00 in 6 dz. lots**  
**\$3.25 in dz. lots**  
 Sample 35c

25% with Order, Balance O. D.  
 WE SPECIALIZE IN BUYERS FOR ALL LOCALITIES.  
**ARROW NOVELTY CO., INC.**  
 Manufacturers—Importers.  
 62 West 14th Street, New York City.

**WILL YOU WEAR THIS SUIT**  
 and Make up to \$12 in a Day!

Let the suit you like best and tailored suit FREE OF cost. Just follow my easy plan and suit in your trunk. Make up to \$12 in a day easily. No expense—no canvassing necessary. Send for Samples FREE of cost. Write today for FREE details. No money. M. J. Collin, PROGRESS TAILORING CO. Dept. G-117, 500 B. Throop St., Chicago, Ill.

**WALTHAM**  
 16 Size. R. B. movements, 7-Jewels. In new stream, engraved cases. Complete with Chain to match. \$235  
 in lots of 6.  
 25% Deposit, Balance O. D.  
 \$10.00 Extra for Samples.  
 SEND FOR NEW 1936 CATALOG.  
**PILGRIM WATSON COMPANY**  
 101 Canal St., New York City.

## Get Set for Life! IN COUNTER CARD BUSINESS

**MAKE up to \$65 Weekly**

In new kind of wholesale business. Place famous line 50-100 goods with stores. Merchants grab our **PURE GOODS** Deal. World's Best largest, best selling line. Almost 200 daily necessities. All mounted on new style, 5-leaf machine, self-opening Counter Displays. Up to 140% profit for you and merchant. No investment to start. Sets and big Catalog sent free.

**World's Products Co.**  
Dept. 788-A, Spencer, Ind.

---

## Have a BIG-PAY STORE ROUTE

## Roosevelt Auto Emblems With Car-Owner Initials

FIT LIGNEE PLATES OF ALL STATES

With individual initials as shown or plain, with design:

### Follow Through With Roosevelt

Lithographed 4 colors, embossed metal. Plain Sample, 10c Postpaid.

FOR IS GOOD ENOUGH FOR ME  
**BMS**

50 Plain Emblems, 10c each, total, .50  
100 Plain Emblems, 20c each, total, 2.00  
500 Plain Emblems, 5c each, total, 40.00  
Initials Extra—Assignment 225 Initials, \$2.00  
1 Price P. O. N. New York, weight 3 1/2 lbs. per 50 Emblems. Initials 25c.  
50% deposit, Balance C. O. D.

**WISDOM PRODUCTS CO.**  
418 W. 27th St., NEW YORK, N. Y.

## YOU CAN DOUBLE YOUR WATCH PROFITS WITH OUR GUARANTEED "REBUILTS"

Our new Catalogue now ready—New Models, Lower Prices—Send for it.

**CENTRAL WATCH MATERIALS & SUPPLY CO., INC.**  
130 South Eighth Street, PHILADELPHIA, PA.

## Whips... Loud Crackers—Plenty Flash

MADE IN U.S.A.

Alox Mfg. Co. 6160-80 Maple Ave., St. Louis, Mo.  
**JOBBERS - WRITE FOR PRICES**

## BIG MONEY IN SORE FEET

Everywhere in homes, offices, stores, factories, are folks who get feet... Make big money daily selling this handsome boot. Quick home sales. Large type, 40 pictures, sells on sight. Ask for free sample page and low price. Sample book 40c. Mail immediate.

**THE GLASON PUB. CO.**  
804 14th St., Denver, Colo.  
51.00

## SLIP-KNOT TIES

RESISTANT TIE FORM

Ties, mixed patterns, ideal for sales. With AL-JO form attached, sell 50 ties for one. AL-JO Tie Form on attractive selling card. Packaged 3 cuts, to carton. Retail 10c. 75¢ Dozen. 25% with order. bal. C. O. D. Complete Line Boxes and Regular Ties. Lowest prices.

**AL-JO Co.**  
110-01 AVE., NEW YORK, N.Y.

## SPECIAL 39c A GROSS

No. 386—Bird Warbler, known as a ventrilo whistler. Imitates the calls, cries and songs of birds. Regular price, 75c a gross.

2509—Ragon Silk Tie, .88 Gross \$7.46  
C394—Men's Cotton Hose, .58  
#243—Octagon Shaped Lighters, 3.95  
Perfume in Fancy Bottles, 1.75  
Reproduction Pearl Necktie, 2.95  
#297—Olip Combs, .45  
#232—Toothpick Knives, .45  
Bacon Plaid Blankets, any quantity, 4.98  
Face Powder, De Luxe, 1.39  
Broadway Needle Hooks, 1.09  
Double-Edge Razor Blades, Per 1,000, 2.48  
517—22-Year Calendar, 2.67  
FREE: Wholesale Catalog of 3,000 Foot Sellers. Send for a copy today.

**SPORS CO., 7-36 Erie St. LeCenter, Minn.**

### PIPES

(Continued from page 75)

territory for a new medical bandage, which, he says, has been going over in fine style. During his visit to the office Poole delighted in bringing to mind many of the oldtimers, a number of whom have already gone to their last reward.

### NEW ITEMS

(Continued from page 71)

desired tension. And the problem of soiled laundry due to a sagging line is gone away with. H. J. Newman, of Home Necessities, informs us that No-5ag is made of cold rolled steel, finished in black enamel, and does not rust. Also there are no moving parts to get out of order and it is absolutely fool-proof. It should prove to be an excellent item for demonstrators, streetmen, pitchmen and fair workers.

The Home Necessities Company has a half dozen other items and issues a catalog free for the asking.

### HALF-MILLION

(Continued from page 48)

Spook Street, walk-thru show, operated by George Young and Warren B. Irons, is plugging along nicely, with Charlie Mizc, Coney Island, doing the talking and giving away balloons to kiddies.

New Rumba, show operated by Mrs. John R. Castle, Warren B. Irons and George Young, got away to a good start during the week and looks to be a real winner. George Dickinson came in from the Coast to do the talking for this spot.

## HERE'S A PERFECT IMITATION DIAMOND

In a New, Exclusive Design. Has just the right size stone (4 Ct.), three small stones on each side, shines work around top and sides and engraved band. KING NO. 93, in 14-Kt. Gold Plate, and No. 92 in Rhodium.

**OLD CUSTOMERS — NEW CUSTOMERS**

We not only have the most complete stock of rings in the country but we also carry every kind of jewelry store and diamond and merchandise. Our new line is more complete than ever. You can get what you want from us. Write for our sample line No. 93, consisting of 16 new White Stone Rings for \$2.00.

★ **HARRY PAKULA & CO.**  
6 North Wabash Ave., CHICAGO

## B & N'S Centennial Specialties

ALL ITEMS EITHER DESIGNED OR IMPRINTED "TEXAS CENTENNIAL"

Pen and Pencil Sets, beautifully boxed.  
Doz. \$2.25

Bamboo Cans, heavy, Doz. 40  
Genuine Leather Zipper Billfolds, cello wrapped, ind. boxed, Doz. 4.50  
"Never Fall" Bottle Lighters, Doz. 1.75

**ORDER ONLY FROM OUR DALLAS BRANCH**

For more information about Centennial novelties and specialties write B. & N. Sales, 1914 Main St., Dallas, Tex.

**SEND FOR FREE CATALOGUE**

**B & N SALES — Same Day Service**

CLEVELAND, O.—1444 West 3d St.  
CHICAGO, ILL.—115 South White St.  
CINCINNATI, O.—1006 Vine St.  
DETROIT, MICH.—527 Woodward Ave.  
MILWAUKEE, WIS.—1008 8th St.  
PITTSBURGH, PA.—167 Liberty Ave.  
ST. LOUIS, MO.—112 North Broadway.  
DALLAS, TEX.—1914 Main St.  
Order From Your Nearest Branch.

### SLIP-NOT TIES

Silk Lined, Latest Patterns, Women Materials, Satin Stripes, Plaids, Novel Colors, Best 50¢ Seller.

\$2.50 per Doz., Postpaid.  
Send for Sample Dozen, to be convinced. Money refunded if not satisfied.

**LEADER**

The Ties with the Ready-Made Knots. Hold their shape forever. Silk lined. Latest summer patterns. Best 50c seller—newsstands. Young and old go for it in a big way.

**\$2.50 PER DOZ., POSTPAID.**  
Send for Sample Dozen and be convinced. Money refunded if not satisfied.

**M. LEVINE, INC.**  
(Manufacturer of Neckwear)  
63 N. 13th St., Philadelphia, Pa.

## NEW SELF-STARTING CIGAR LIGHTER LIGHTS ITSELF— SELLS ITSELF—NO FLINT REQUIRED

Each new owner of one of these Lighters takes every possible opportunity to show his friends how it works—They can't rest until they have one in their own vest pocket.

**COMPLETE WITH BOTTLE OF FLUID**

1 Dozen Packed in Display Case... \$2.00  
1 Gross Packed in Display Cases... 20.00  
Sample Prepaid to you, 25c.

Peddlers should clean up with this at 35c, as it is always been a 50c item, with no fluid.

**NEW METHOD MFG. CO.**  
Box B-45 Bradford, Pa.

## FREE 5 DAY TRIAL

### 5 TUBE GENERAL RADIO

Satisfaction Guaranteed  
Try this GENUINE GENERAL RADIO for 5 days AT **YOUR RISK**. You'll find it the best buy on the market—or your money refunded. No questions asked! (Less freight charges.)

**PARTY SALE! BIG PROFITS!** Modern Walnut Cabinet. Powerful dramatic speaker. Superb tone. Large illuminated airplane dial. H. C. Licensed Tubes—one Metal. No serial or ground needed. A. C. D. C. Packed in air conditioned cartons.

Send New 1937 Catalog. Showing 4 new models. Sensational values.

**\$6.95** LOTS OF SIX  
**\$7.45** SAMPLE SET

25% with order, balance C. O. D. Remittance—Satisfaction or Money Refunded.

**GENERAL WIRELESS LABORATORIES, Inc.**  
240 W. 23rd St. (Dist. 1-D) New York, N. Y.

## THIS WEEK'S SPECIALS

### KEYSTONE PEN & PENCIL SET

**\$4.00 Dozen**     **\$45.00 Gross**

Gold Filled. Can Also Be Had in a Chromium Finish.  
A Durable Non-Corrosive Point. Precise and Rapid Pencil.

**EACH SET ATTRACTIVELY BOXED. FULLY GUARANTEED.**

New DE LUXE TOASTER. Modernistic Design. Chrome and Black Finish. \$9.99  
Ea. \$9c; Dz. \$7.99  
A Durable Automatic ELECTRIC IRON. Rod Tipped Handle. Each. \$1.99; \$22.00 Dozen.  
New DE LUXE ELECTRIC MIXER. Handy Double Grooved Bowl. Ea. \$3.99; \$31.99 Dozen.

We carry a complete line of Electrical Appliances at Low Prices. 25% Dep. Bal. C. O. D.

**I. F. TRADING CO.,**  
18 East 17th Street, NEW YORK, N. Y.

## FAIR WORKERS DEMONSTRATORS MAKE MONEY SELLING DRUMBALL \$3.42

The new Sensational Novelty for Old and Young. Like Punching the Bag. Affords Fun and Exercise.

Fairworker's Doing It.  
**\$3.42 Per Dozen**  
Special Price to Demonstrating Agents.  
Send 25c for Sample.

**GOERTZ BROS., INC., 101 ARLINGTON ST., NEWARK, N. J.**

## PITCHMEN - DEMONSTRATORS FAIR WORKERS - CONCESSIONAIRES NO - S - A - G.

Absolutely necessary on every clothes-line. Simple, quick installation. Homeowners buy on sight. Up to 150% profit for you. Sturdy, compact, efficient, light weight. Send 25c for Sample—fully refundable on credit on first dozen orders. Get particulars and full price list.

**HOME NECESSITIES CO., 124 W. 58th St. (Dist. B.), NEW YORK, N. Y.**

## ROOSEVELT or LONDON CAMPAIGN HATS

Cash in on the Fastest Selling Political Novelties of the Day.

A real hat worn by men, women and children \$5.50 per 100 or \$45.00 per 1000. Order from this ad. 25% with order, balance C.O.D. 100 hats wt. 8 lbs.

**CAPITAL SALES COMPANY**  
727 East Adams St. Springfield, Illinois

## CRYSTALS For Demonstrators—Fair Workers. BIG FLASK. LARGE PROFITS

Complete Line of Crystal Necklaces, Ear Rings, Goggles, Etc. Big Variety. New Colors. Rainbow—two-Tone—Solids. Latest Designs. Always Something New. Different. Original.

**LOWEST PRICES.**  
Send \$1.50 for Sample Line.  
**LA MODE READ A NOVELTY COMPANY.**  
98 Orchard St., New York City.

---

## MAKES ITS OWN INK!

Fill With Water and Write.  
**NEW TYPE — ONE-STROKE PLUNGER WITH INK GAUGE.**

Comes with 2 Months' Supply of Concentrated Ink.

**50c**  
**JACKVIM PEN COMPANY.**  
50 West 29th Street, New York City.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Parcel Post
Cincinnati Office
P.O. Box 100
Cincinnati, Ohio

Ladies' List

Abbott, Mrs. Faye
Abbott, Mrs. Myrtle
Ackers Show
Alfredo, Mrs. Alire

Lambert, Mrs. Ober
Lambert, Mrs. Geo.
Lambert, Mrs. Geo.
Lambert, Mrs. Geo.

Letter List

NOTE-The mail held at the various offices of The Billboard is classified under their respective heads. I. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

Ward, Thill
Ward, Mrs. Bob
Ward, Mrs. Bob

Gentlemen's List

Abbott, C. A.
Abbott, Wm. F.
Abraham, Noah

Adams, Robert
Adams, Robert
Adams, Robert
Adams, Robert

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



**TRAILER BUILDER'S BUYERS OWNERS**

Send 25c Today for this big 60-page book full of valuable information, ideas and suggestions for trailer buyers, builders and users. Tells How To Build Tops, Beds, Cabinets, etc. All About Electric Lights and Water Systems, Floor Plans, etc. Catalog of parts and equipment includes everything you want—Axles, Hitches, Pumps, Stoves, Lights, Windows, Shields, Mattresses—Over 200 items exclusively for building and equipping a Trailer. Rush 25c (coin) today—Satisfaction positively guaranteed.

**TRAILER SUPPLY CO., Box 434-N, Walnut, Wis.**

# Hartmann's Broadcast

**MOTORIZED WITH FRUEHAUF TRAILERS**

18, 20, 22 or 24-ft. Van or Livestock Bodies, Closed or Open Top. Pay as you earn.

**RALPH LOWELL**

**FRUEHAUF TRAILER CO., KANSAS CITY, MISSOURI**

**START RIGHT WITH OUR PENNY MACHINES**

Easy to operate, lightest, most compact machines in the world. Electric-powered machines with automatic wavy feed, self oilers, four removable dies, chromium-carburized case, price \$188.00. Hand-power machines easy to start, automatic wavy feed, self oilers, four removable dies, chromium-covered case, price \$138.00. Hand-power machines, easy to turn, open top, chromium-covered case, hand feed, simple die, price \$100.00. Brass-lets and lavallins made from your machines. 6c each. Beachchain Keyrings, 3c each. Write for illustrated literature.

**MIDWEST NOVELTY MFG. CO., 8511 Eubank Ave., Cleveland, O.**

**PIKE COUNTY FAIR**

Griggsville, Ill., August 11, 12, 13, 14, 1936.

**WANTS CARNIVAL—RIDES**

Write O. W. TAYLOR, Supl. P. privileges. (Everybody made money at Griggsville in '35)

**WANTED: Property Man**

For Aerial Riggings. Must be good driver, no boxes, single. References required. Cleveland Lake Park, Cleonerton, N. J., until July 27th.

**VALENCIA WANTED FOR COLUMBIA FAIR**

AUGUST 13, 14, 15

Good Clean Carnival and high-class Free. Acts. S. M. BUEHLER, Secretary, Columbia, Ky.

**WANTED FOR PATRONS' UNION FREE FAIR**

LAKE, MISS., AUGUST 1 TO 7.

Seven Days and Nights.

Free Act, Cook House, Legitimate Concessions, Shows, Kiddie Rides. Good Celebrations and Fun to follow. July 20 to 30. Highland Park, Meridian, Miss.

**MAIN STREET ATTRACTIONS, Meridian, Miss.**

**For SPEED and ACCURACY**

Lower Intrastate Rate in All But a Few States

**TELEGRAMS ★ CABLEGRAMS ★ RADIOGRAMS, ERRAND SERVICE ★ MONEY ORDERS**

**USE**

**Postal Telegraph**

Phone your telegrams. They will be charged on your bill.

1936 **CLEVELAND CENTENNIAL GREAT LAKES EXPOSITION** 1936

WANTED FOR IROQUOIS INDIAN VILLAGE—PISTOL AND RIFLE TEAM, ROPE SPINNING TEAM, KNIFE AND HATCHET THROWERS, INDIAN BEAD WORKERS, BASKET MAKERS, BLANKET WEAVERS.

Can place Baby Bears Milk Bottle Feeders. Want to hear from 8-Piece Native Hawaiian Band and Dancers. Must be good entertainers. Hawaiians only need apply.

New Attractions or Rides of Exposition Merit can communicate. Must be new and novel ideas.

ALL COMMUNICATIONS AMUSEMENTS & CONCESSIONS ADMINISTRATION BUILDING, Great Lakes Exposition, Cleveland, Ohio.

**TRAVEL WITH A TROTWOOD TRAILER**

WRITE FOR THE FREE, 24-PAGE, 1936 CATALOG—TROTWOOD TRAILERS INC., TROTWOOD, OHIO, DEC. 72.

THE saying about the cooks and the broth is applicable to the carnival situation at East Stroudsburg, Pa. Too many of these shows have caused the bars to be lowered against them. This action was taken by city council after three such organizations had appeared in East Stroudsburg within a period of five weeks following protests that the shows were "taking too much money out of town." What is meant by "too much money" we do not know, and we will venture to say the opponents do not either. Even itinerant circuses come under the ban.

It's too bad carnivals follow each other into some towns so closely and thereby bring about shutouts against them, yet when the claim is made, as in East Stroudsburg, that "shows take too much money out of town" it is an indirect admission that carnivals are liked by the people, for without the proper support from the public shows would automatically stay out of a town. Yes-sir-ee, the old money-out-of-town cry really speaks well for the popularity of the carnival form of amusement.

Listen to this frank ad that appears in the daily newspapers in territory made by the Big State Shows:

"LOST: Nipple to Milk Bottle, from which 'Whiskers Savage,' Wrestling Alligator, and 'Joe Louis,' Boxing Kangaroo, are fed. Do not mistake for 'Nozzle' and return to Fire Department." Name of show and location are given at the end of the ad.

Doc Waddell, Big State p. a., is responsible and says it's a winner.

TWO letters defining the circus trailer have appeared in this column in as many weeks—the first from Charles Schatt and the second from Howard Kashmann. This week you hear the circus man's side, the letter coming from Jack Riddle, of the Riddle Circus unit. Says Jack:

"Just read what Charles Schatt wrote in The Billboard of July 11 about the tactics being used to stop circus trailers. When a man spends a lifetime framing a circus, be it small or large; when he spends every dollar he has and what he can borrow to put out a show; when

he pays State, county and city licenses; when he spends hundreds of dollars on the advance and in the newspapers to bring a crowd to town so that he can get the money to pay his bills, why should he sit back and let trailers get the grapes? This man Schatt should know that the circus is one big family and that when you step on the toes of one you step on the toes of all. Who helps put the show up and load it at night? The butchers. They are a part of the big family, and when it comes to a showdown every person that travels with the circus will battle just as quickly for the butchers as anyone else.

"Putting the finger on the trailer is nothing new. I have been in show business for 30 years and have never yet seen a circus that permitted trailers to follow it for any length of time without doing something about it. I have been on shows where the manager would let them get in a day or two and then tell them not to show up in the next town. If they did show up they got a smack in the nose. So chasing trailers is nothing new, and if Schatt wants to find out more about it he ought to trail west, where folks believe in every tub sitting on its own bottom. My advice to Schatt is not to cry to The Billboard, but if he wants to sell his wares around a circus go to the man in charge, pay the price and be on the right side."

Admissions taxes paid to the federal government during the month of May of this year were \$1,318,765.57 as compared with \$1,343,876.79 for the corresponding month of 1935, a decrease of \$25,111.22. The federal tax is collected only on admissions where the price is more than 40 cents.

ALTHO his show had but a very short life when it opened in Cleveland last spring, James S. Cole still has the circus bug in his bonnet. But he says he is not going to aim too high the next time he tries to enter the ranks of "governors."

Illustrated with a three-column cut of an old poster of the defunct James M. Cole Circus showing Cole and two kiddies eying it, a long article appeared recently in The Rochester (N. Y.) Democrat and Chronicle, in which Cole admitted his mistakes in the first circus venture and outlined what he has in mind for the next one.

"Disappointed by his initial failure but undismayed," the article reads, in part, "Jimmy is making plans which he believes will put his new circus on a paying basis.

"Jimmy hitched his wagon to a star this spring when he attempted to go 'on his own' after more than 10 years in various official capacities with circuses and one winter as assistant manager of the Eastman Theater in Rochester. Yesterday he admitted he aimed too high the first year. His financial backing was insufficient.

"The Billboard called Jimmy Cole's case 'the most pitiful in all circus history.' It said he was sincere and a square shooter, as shown when he gave his few remaining dollars to hungry circus hands, but declared his greatest mistake was in trying to get by on 'shoe-stringing.'

"The Billboard pointed out that big circuses need a reserve to draw upon when bad weather is encountered in the spring. The lack of such a reserve beat Jimmy when he ran into reverses.

"Unlike Hallie, Jimmy Cole didn't flee

**THE LARGEST CARNIVAL & NOVELTY SUPPLY HOUSE IN LOUISVILLE**

In the Heart of the Downtown Section

**SPECIALS —**

PLASTER STATUARY 3c and Up. GLUM, 48c to 91.00. GRASS, MILLER TOYS, Assorted POP EYES, MICKEYS, BINGTALS, BONGS, KEYS and DOGS, 8 Dazea Each, \$7.25 per Case. RADIO LAMPS — SMOKERS — BRIDGE LAMPS, Full Line Claw Supplies. Send for the new Catalog of Toys, Your Order Shipped Within an Hour After Receipt. 4 Deposit, balance C. O. D.

**K. S. CAUFIELD, Inc.**  
308 S. Third, Between Liberty and Jefferson, LOUISVILLE, KY.

**CENTRAL STATE SHOWS**

Will look for my Lion-A-Plane. Want Girl Show, Ter-in-Os and Hutton Show. Will furnish top and transportation for same. Our new Lead Gallery, Big Gallery, String Game, Ball Game, Kowling Alley and other legitimate Concessions. Also want Reliable Kette Help. Have Chemistry, Seb., Fair, July 23 to 25, with 19 fairs and celebrations to follow. Write or wire U. M. MOSES.

**ROGERS & POWELL**

Wants for the following exhibitions: Lion-A-Plane or Flat Ride, Billed Show, Athletic Show, Circus Game, Girl Show, Guck or any good Show, Concessions of all kinds, Kette Help. Every date a consideration. See us at: July 23-25, Denton, Mo.; July 27-August 2, Doorbrooke, Mo.; August 3-8; Pueblo, Mo.; August 10-15. Wire, no time to write.

**ROGERS & POWELL**

**RIDE HELP WANTED**

Especially for HET-HEY Also for other Rides.

Apply to **BEN WILLIAMS SHOWS, INC.**  
80-26 71st Street, Winfield, L. I., New York.

**WOLF GREATER SHOWS**

Want Ferris Wheel Foreman, single preferred. Salary sure. Book Harlan Show, have own, hamper for same. Shows that have their own outfit, concession all over, no exclusive. Have Deep Sea Diving Ditch and Star Ditch to sell. Mail to Marshall, Mine., week of July 20.

**W. A. GIBBS SHOWS WANT**

Free Act, Santa Lucia Festival, Omaha, Neb. 5 days. High Act preferred. State lowest first letter or wire. Can use Legitimate Concessions. Shows not conflicting. This is Omaha's Big Week. Celebrations, Fairs and exhibitions, use and two a week from now on. One blunder this year. Get with a lucky show. No grill or drams can stay. **W. A. GIBBS, Auburn, Neb.**

**FOR SALE**

The entire equipment of Wolf Greater Shows: No. 13 Flat Wheel Three-Arm Spidman Carousel, Kiddie Ride, Chessboard, Fairs and exhibitions, Chevrolet Tractor, Farm Office Trailer, Monkey Drome with Monks, 5 Taps with Front and Hangers, White Marshall, Mine., week July 20. All paraphernalia in good condition. Can be seen operation.

**WANTED CONCESSIONS**

Few balance of season and Williamson, N. J. Pircmen's (Old Home Week) and 25th Anniversary. Real bonafide, legitimate celebration, July 27 to August 1. Small Grid, Popcorn, High Striker, Pin Board, Candy Press, Cookhouse, Cigarette Gridles, Duck Pond, Diapers. Want Ferris Wheel and Chair-plane foreman. **JERE SHAW, Paulsboro, N. J.**

**AMERICAN LEGION HOME COMING**

AT PIPER CITY, ILL., AUGUST 28th and 29th

Two Big Days and Two Big Nights

Rides, Concessions & Free Attractions Wanted

Gibbs Post No. 648, American Legion

**R. R. ROBERTS, Chairman.**

his country. He came right back to Penn Yan to 'face the music' and to plan for a start anew under the big top."

## LETTER LIST

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- Dobson, "Darby"
- Duffy, Tony
- Eastley, Melvin
- Ellis, Cotton
- Faida, Vernon
- Finell, Tom
- Gardner, Jack
- Goad, Dude
- Greater American
- Gross, Johnny
- Griffith, D. J.
- Hall, Ed L.
- Hamilton, Harry
- Hancock, Robert
- Heiler, George
- Hicks, Hampton
- Hoffman,
- Holmes, Billy
- Ingleton, Robt. H.
- Kelley, Robert E.
- Leroy, Geek
- Leach, Ralph D.
- Little, Jack
- Linn, G. F.
- McKinley, Joe
- McLaughlin, Wm.
- McMillan, G. J.
- Miller, Bertram E.
- Miller, Fred T.
- Miller, M. A.
- Morgan, Harry
- Moran, Frank
- Morgan, Eddie
- Moherrell, Thos.
- Nelson, H. L.
- Nelson, Harold E.
- Noite, J. B.
- Nurrell, Paul
- Notman, J. W.
- O'Brien, Lon
- O'Connor, Thos. J.
- O'Laughlin, Tommy
- O'Quinn,
- Rohn, T. W.
- Russell, Lenay
- Scott, Jack R.
- Shannon, J. O.
- Small, George
- Stapp, Wm. H.
- Stanley, Paul
- Taylor, Raymond
- (Humpty)

- Theter, Lucky
  - Thompson, R. B.
  - Vernon, G. A.
  - Webb's Concessions
  - Wells, Tex
  - White, Jimmy
- MAIL ON HANO AT DALLAS OFFICE**
- 401 Southland Life Bldg. 1418 Commerce St.
- Parcel Post Carnoleita**
- Gordon, Mrs. Ray
- Ladies' List**
- Alamo, Inna Saint
  - Bartheleme, Rosa
  - Bester, Mrs. Betty
  - Bias, Mrs. Harry
  - Calhoun Jr., Mrs.
  - Ellington, Beina
  - Farell, Ruth
  - Gilbert, Reba A.
  - Gond, Vera
  - Hampton, Mrs.
  - Hartman, Mrs. Marino
  - Hilton, Daisy & Violet
  - J. R. McClanahan,
  - Rogers, Joyce
  - Smith, Arnelita
  - Good, Franklin P.
  - Emulizer, A. J.
  - Faithfield, Lew
  - Friend, Joe
  - Gilbert Jr., Wm.
  - Goff, R. M.
  - Grant, H. D.
  - Grooman, Harry
  - Grover, Janie
  - Gustin, Jennie
  - Hartman, Bill
  - Hazen, Walter
  - Heiler, Tony
  - Kelly, James B.
  - Ketter, Tom
  - McCallister, Jack
  - Kalkowski, Joseph
  - McNoy, Prof. W. H.
  - Leoman, Player
  - Lopes, Isaac Joe
  - Malby, Jack
  - McCallister, P. H.
  - McFullois, Joe
  - Monroe, Gladie E.
  - Monet, Frankie
  - Paninan, Bob
  - Ferry, Joe
  - Poppen, Major Ted
  - Proctor, Bill
  - Rigabee, Mr. W. H.
  - Roberts, R. C.
  - Roby, Jim
  - Rogers, Jack
  - Sharp, Bert
  - Spoor, Perry
  - Taylor, Tarry
  - Stittwell, Line L.
  - Tatum, Lloyd
  - Taylor, Tex
  - Thames, Mrs. Gert
  - Vann, Mr. and Mrs.
  - Walker, Dede
  - Wallace, H. S.
  - Zogi, Prince
- Gentlemen's List**
- Arlet, George
  - Allen, John C.
  - Barnett, C. B.
  - Berkshire, H. L.
  - Hiz, Bob
  - Heartz, Emmett
  - Royer, Bill
  - Coddie, Joe
  - Cole, B. A.
  - Dale, D. A.
  - Davis, Franklin P.
  - Emulizer, A. J.
  - Faithfield, Lew
  - Friend, Joe
  - Gilbert Jr., Wm.
  - Goff, R. M.
  - Grant, H. D.
  - Grooman, Harry
  - Grover, Janie
  - Gustin, Jennie



**Out in the Open**

by **Leonard Traube**

**Vacation Reflections**

ONE of the nice things about the annual two weeks' spree on the house (the house being *Billyboy*) is that the vacationer picks his spots at his leisure without having to cater to the demands of deadlines and other relentless requirements which are maintained during the other 50 weeks. One caters to his own whims.

Your correspondent's whims brought him to Saratoga Springs, N. Y., and the

surrounding country in the foothills of the Adirondacks. Saratoga is famous on at least three counts. It was there that Burgoyne surrendered. It is there that the Saratoga Spa, a State institution for the treatment of chronic diseases by the use of the only naturally carbonated medicinal waters found in the United States east of the Rocky Mountains (ndvt.), is conducted in noble fashion. It is there that, for the month of August, the town puts on its annual horse pageant, one of the finest race meetings in the world, bringing equine fanciers, playboys, scribes, touts and the sporting fraternity from throughout the country.

It is in this kind of setting that a man prominent in the amusement park business for a generation or more, a man who has run thru a couple of small fortunes and is now intent on building another, has chosen to start his career anew. The man in question is Frederick H. Ponty, a grand-mannered gentleman with the kind of enthusiasm, imagination and vigor which invariably inspire the people around him to follow suit; the kind of makeup generally associated with youth and its ardor but miraculously found in the possession of a person who is in the middle years.

MR. PONTY spent the winter as manager of the Million-Dollar Pier in Miami Beach and in the spring became associated in Saratoga with E. A. Walker, owner of Kaydeross Park and Beach. Kaydeross is on a promontory fronting Lake Saratoga, a nine-mile stretch which offers one of the most compelling sights in the State. Mr. Walker has been operating the spot for 21 years, having the advantage of an ideal white sand beach and sound business acumen which, any way you look at it, make a perfect combination.

Mr. Ponty's contribution to this traditional resort is an amusement division inaugurated this season. He has brought in riding devices, a pony track, a shooting gallery, a sportland and a number of concessions, most of them on the lake front, the rest in other parts of the park. A sports arena and other attractions are in the making. The whole layout, while modest in its beginning, looks more than promising. Mr. Walker's knowledge of the locality and its people and his keen judgment should groove very well into Mr. Ponty's experienced showmanship and his flair for the unique. Between them Kaydeross should blossom out as a leading amusement park before very long.

One of the most interesting personalities in Saratoga is Mrs. George Busch, whose husband is connected with one of the local film theaters and whose daughter, Lillian, inherits her charm. Mrs. Busch is mentioned here because, being practically the unofficial information bureau of the town, she was able to give this corner the inside track on every worth-while happening in and around the resort, thus making it so much easier to get around to the right places.

Mrs. Busch is one of the town's leading beauticians, in addition to which she runs a tourist lodge where you'll find plenty of theatrical celebs during the racing season. Her batting average took a drop in prestige when your humble servant decided to stop there with the miscus, but Mrs. Busch, being democratic, gave us regal service just the same. Maybe I'll mention her in this space for that.

NOW let's see what a week back in New York has developed.

Lorraine Wallace and Fred Marks, of the Wallace lion act, were left holding the bag in Woodbridge, N. J., at an event staged by the Woodbridge Stadium Commission, Inc. Several acts ditto.

Ernest Anderson, the show designer, informs that his brother, Sam, his clown brother, is playing with Stott's Circus on the Isle of Wight, England, the isle's tour being conducted by the British CFA for the benefit of performers. Ernest received a full report on it from his father, the noted Bob Anderson, England's famous Joey, now retired.

George Hamid took his staff out for the day, and where did they wind up but in Playland, Rye. Ora Ernst, aerialist, dropped in. So did Tex Sherman, Bert Goodman, Chalmers Lowell Hancock, E. J. Rutan, Leo Carrell and Walter Diggs. Joe Casper, midway revue producer, sends an announcement telling the world about the birth of Camelia Casper. Doc Beebe, weight guesser, has resumed operations at Fourth avenue and the Boardwalk in Asbury Park, N. J. Have just finished Dexter Follows' *This Way to the Big Show* and it's the literary treat of the season. Review on it will be forthcoming soon.

**Travel in COMFORT . . . GO COVERED WAGON and SAVE!**



3395-5785-51985 F. O. B. Detroit, New Low Rate Payment Plan. COVERED WAGON CO. 417 Cass Ave. Mt. Clemens, Mich.

Long legs or short—Covered Wagon Home on Wheels supplies you with economical, flexible transportation—complete with kitchen, dining room, bedroom and bath—ready to go at a moment's notice. No more waiting for trains, examining clothes, into suitcases, expensive hotel accommodations, indifferent restaurant meals. And you can advertise as you travel! Send the postage for our 4 color, 28 page Travel Book today.

**STRATES SHOWS, INC.**

**WANT FOR FOURTEEN FAIRS IN NEW YORK, VIRGINIA AND NORTH CAROLINA.**

CAN PLACE Shows that are capable to handle business. WILL BOOK Hideo, legitimate Concessions and will furnish wagons for all. Earl Thomas wants Attractions for Side Show. Ticket Sellers, Wagonmen, Talkers, Grinders, Big Show Performers, Radio Hops, Rita Louise Blake wants Musicians and Girls who can do Spectacles. Robert Mansfield wants Girls for Ida Hattisiam Show. CAN PLACE 5th Grade. Write WILL BOOK Big Shows, Ficket Seller, Grinders, Lady Lecturer for Ossible Leo. Harry Dural wants Candy Butchers. Route as follows: Rome, week July 20; Oswego, week July 27; Albion Fair, August 3; Caledonia Fair, August 10; Belavia Fair, August 17; Cortland Fair, August 24; Hamburg Fair, August 31; Dunkirk Fair, September 7; Labor Day Week; Bath Fair, September 14 (all above in New York State); Sunbury, Pa. Fair, September 19; Mt. Airy, N. C. Fair, September 28; October 5 week pending; Washington, N. C. October 12; Sta. Maria, Va. Fair, October 19; Tarboro, N. C. October 26. Wire as per route.

P. S.—WANT for New York State Firemen's Convention, week August 17, on Streets of Tonawanda, N. Y., Independent Hideo, Shows and Concessions of all kinds. No exclusives. Parades and events of this Convention will be held near the gate of the Show Grounds. Million people to draw from. Just outside of Buffalo and short distance from Niagara Falls.

**WANT SHOWS WITH OR WITHOUT OUTFITS**

Have Platform for Single Attraction. Can place Illusion and Hill Billy Show, Mechanical Show, Fun and Glass House, Unborn and Crime Shows, Freaks for Side Show. Good opening for Ball Games, American Palmist, Iron Claws or Diggers and Hoopla, Grocery, Ham and Bird Wheels. Also Fishpond, Cookhouse and Grab. Have fifteen fairs contracted running up to December 1, with early opening at Laredo, Texas, Annual Celebration in February. Penny Pitch Agents wanted. Wire

**J. GEORGE LOOS, GREATER UNITED SHOWS**  
WEEK JULY 20, AUGUSTA, KANSAS.

**JOYLAND SHOWS**

NOW PLAYING ALPENA, MICH., RIGHT DOWN TOWN.

**20 BIG CELEBRATIONS AND FAIRS TO FOLLOW 20**

WANT—Concessions and Shows of all kinds that want quick and snappy spots. Two and three moves a week. CAN USE three or four good Free Attractions for August 3, 14 and 17. Wire what you have and price. WANT Big Wheel Foreman and Second Man to join on wire. WILL PAY CASH for good seven-car Tilt-a-Whirl. Must have immediately. Wire. Pop Leasier come on.

**JOYLAND SHOWS, Roscoe T. Wade, Harry Mills, Mgrs.**

**WANTED TO JOIN QUICK**

For Long Season of Celebrations and Fairs in Missouri, Arkansas, Mississippi and Louisiana. Capable Showmen. We have four complete shows open, including Large Minnetent and New Banquet, Footing Show, etc. WILL BOOK—Loop-o-Plane. WANT—Capable Hideo Help and Useful People in all departments. Cookhouse open.

**DAILEY BROS. SHOW**

This week, Reunion, Greenfield, Mo.; then Mansfield, Ash Grove, Everton.

**COREY GREATER SHOWS**

BERLIN, PA., OLD HOME WEEK, THIS WEEK; MEYERSDALE, PA., JUBILEE, NEXT WEEK; GRESSON, PA., CAMBRIA COUNTY FIREMEN'S CONVENTION, WEEK AUGUST 3-8. WANTED—Loop-o-Plane, Plant, Show People, Hawaiian, Oriental, Ten-in-One, Monkey Drome, Goat, or any Shows not conflicting, with or without outfit. Frozen Custard, American Palmist, Ham and Bacon, Groceries, Fruit, Dolls, Blankets, Birds, Christmas, Radio, Silverware, Loop Wheels, Novelties, Ball Games, and legitimate Grind Shows of all kinds. Address G. S. COREY, Mr., Berlin, Pa. P. S.—Wanted Free Acts, Shows, Concessions for Pochontas County Fair, Marlinton, W. Va., week August 24.

**WANTED GREAT OLYMPIC SHOWS**

Seven Fairs in Illinois, starting Noble, Ill. 45th Annual Free Fair and Home Coming; Mt. Sterling, Lawlton, Knoxville, Farmer City, Aurora Live Stock Show; Fairbury; then seven Southern Fairs in Tennessee and Mississippi. WILL BOOK any legitimate Concessions. WANT String Games, Scales, Photo Gallery, Penny Arcade, Nail Stores, Cigarettes and Lead Galleries, Fishpond, Bowling Alley, or any other Concessions that will operate within the laws of this State. WANT Grind Shows with own outfit. WANT Monkey Circus, Motorcrome (Slightly slower). WANT Wrestlers and Boxers for Athletic Show. Prefer one that can make openings. Have complete outfit. WILL BOOK one more Flat Ride. WANT Riddle Hideo, Ride Help in all departments. WANT Foreman for Merry Go-Round and Whip. Ferris Wheel Foreman wanted. (Hideo Help come on). WANT Talkers and Grinders for Side Show. Clinton, Ind., Free Fair, this week.

**MILLER BROS. SHOWS**

WANT FOR TUSCOLA, ILL., HOME COMING, WEEK JULY 27. PLENTY FREE ATTRACTIONS. FORTY THOUSAND ATTENDANCE EXPECTED. WITH GOVERNOR'S DAY AND POLITICAL DAY. WANTED—Shows, all kinds. Good inducements to Side Show. Will furnish complete outfit. CONCESSIONS, all kinds, come on. Good opening for Frozen Custard, Long Range Galleries, Cigarette Gallery, Pitch and other Concessions. FREE ACTS—Can use one more equalized Free Act for balance of season. Fair Secretaries in Georgia, North Carolina and South Carolina are in touch with us for open dates. Wire or wire MORRIS MILLER, Miller Bros. Shows, Mt. Union, Ill. This week; Tuscola, Ill., following dates.

**KAUS SHOWS, INC.**

WANT FOR WASHINGTON POST AND MOORE LEGION CELEBRATION, LANCASTER, N. Y., AND THE SOUTHWESTERN FIREMEN'S CONVENTION, EAST AUBURN, N. Y., AND FOURTEEN FAIRS TO FOLLOW!

Tilt-a-Whirl, Hideo, Loop-the-Loop, U-Drive-It Cars and Pony Ride. Shows that don't conflict with what we have. Dancio Girls. Russell Smith is no longer connected with this show. Colored Musicians, Trombone, Piano, Arcade, Eating and Drinking Stalls, legitimate Concessions of all kind. No exclusives at our Celebrations and Fairs. Ride Help in all departments. Harry D-Vore wants experienced Waiters. Address this week, Hornell, N. Y.; next week, Lancaster, N. Y.

**Wanted**  
RIDES, SHOWS and CONCESSIONS  
for  
NASSAU FAIR, NASSAU, N. Y.,  
for Week of September 15, 16, 17, 18, 1936  
Night Fair  
Address  
CHARLES C. POYNEER, Secy., Nassau, N. Y.

**GREY HOUND DOG**  
DERBY RACES  
CITY CLUB PARK, PERRY, IA.  
Want to hear from other Derbys owners. We expect to open Labor Day. Write to CLAY BURNS, City Club Beverage Co., 306 S. W. Ninth St., Des Moines, Ia.

**WANT**  
Two Good Wheel Agents  
To share percentage. Must stay under JACK MELROSE KEYSTONE SHOWS Carlisle, Pa., this week; Mt. Pleasant to follow.

**WANTED**  
A-I Show Talker, steady work year round. Write, don't wire.  
**LEO J. ZOLG**  
Manager Fantasia, Coney Island, Cincinnati, O.

**OPENER FOR**  
10-1 SIDESHOW  
Involve Lecturer, Magician with Homocenes, Tumbling Artist, Glass Blower, two girls for Illusions. W. H. SMITH, Malarkey Shows, Busanahanna, Pa.

**FRISK GREATER SHOWS**  
Wants Tilt-a-Whirl Foreman and help on other sides, all must be experienced. No boozers. Also want Ten-in-One, Diggers, Penny Arcade, Frozen Custard or any other concessions not conflicting. No Girls. Litchfield, Minn., July 20-25. Good music of fairs and celebrations to follow.

**CONCESSIONS WANTED**  
MORRISONVILLE Annual  
PICNIC AND HOMECOMING  
AUG. 13th-14th  
Write MINOR GOUSIN, Morrisonville, Ill.

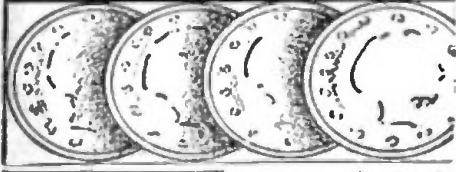
**WANTED**  
LEGITIMATE CONCESSIONS  
ESPECIALLY PHOTO GALLERY.  
Very good territory for legitimate Concessions, particularly 200-100-Dime Photos. Address BEN WILLIAMS SHOWS, INC. 20-25 79th Street, Winfield, L. I., New York.

**LATLIP SHOWS WANT**  
Wish to take charge of Pitt Animal Show on peninsula. Concessions Wanted—Photo String Galleries, Pitch-Tilt-Yon-A-Whirl, Scales and other Legitimate Concessions. Wire or write Middlebourne, W. Va.; Shaversville, W. Va., to follow.

**GIRLS--GIRLS--GIRLS**  
WANTED Oriental, Fan and Tasseo Strip Dancers, Girls for Circus and Posing. Can place either Photo or Accordion Piano Player, also Talker, First Seller, Workmen, White Hideo, come on. All address RALPH DECKER, Glick Show, Glensville, N. Y. P. S.—Want Frank to feature in Side Show.

**ELANE'S EXPO. SHOWS**  
WANTS  
Ferris Wheel, Flat Ride, Shows and Concessions of all kinds. No Grift. Jefferson, Pa. this week; Fairport, Pa. next week. First Show in 15 years.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Communications to SILVER SAM, Woods Bldg., Randolph and Dearborn Streets, Chicago.

## The World's Your Oyster

Not even the most optimistic manufacturers, distributors, jobbers, operators and location owners of pinball games seem to expect a virtually universal acceptance of the pastime for what it is—a clean, beneficial form of amusement and sport.

The tendency is to consider only a certain portion of the populace as pinball customers and forget about the thousands of potential game fans who do not fall into the generally accepted classification. With most industries searching desperately for possible additional outlets for their product, the pinball folks sit passively in many instances and yawn that certain groups of people don't "go for" the machines.

Public opinion, numerous otherwise astute leaders in the industry will tell you in all solemnity, is too thoroly opposed to the pastime in some specific classes of people for any attempt to win their approval and patronage to be worth while.

Public opinion! It's one of the most plastic substances extant. In the hands of men who know public reactions and the mob psychology it can be changed from one extreme to another almost overnight.

Consider the case of cigarets. If ever any industry had what seemed to be a hopeless fight on its hands the cigaret industry was the one. Turn the pages of your memory book back to the days when their consumption was considered a sign of savoir-faire by pasty-faced young pool-hall hangers-on. School teachers warned their students of the evils which would unquestionably befall any young man who sank so low as to inhale the smoke of the horrid nicotine, and physiology textbooks offered vivid pictures of the horrible destruction which tobacco could and assuredly would accomplish. No man, so the books said, could smoke cigarets and maintain any fair degree of mentality.

Anti-cigarett societies were prevalent in city and hamlet. Fund fathers stipulated in their wills that their sons were to be deprived of any inheritance rights should they fall prey to the insidious lure of the wicked "coffin nail." Hairy-chested pipe and cigar smokers referred contemptuously and inelegantly to cigarets as "pimp sticks." Any woman who smoked, it was seriously believed in some quarters, belonged in the crimson-lighted house on the other side of the tracks.

Purposely, methodically, persistently and intelligently, cigaret manufacturers went about changing public opinion. Only in comparatively recent years did they make any real effort to gain a market with women. You undoubtedly remember the delicate suggestion, "Blow some my way," which was one of the opening guns in the subtle and brilliant campaign to bring the joys of smoking to American womanhood.

The success of the cigaret industry's campaign to win public opinion is history. Today the much-maligned cigaret of 1910 is out of the picture. Backed by public opinion, it is hailed as a nerve soother, a hot-weather aid to cool comfort, a digestive stimulant, a foe to obesity, an asset to the throat and a safeguard against going stale.

It may be all of these things, which is neither here nor there. If it has all these attributes today it must have possessed them in some measure back in the days when every word you heard about cigarets was defamatory.

There were two sides to the story and the public listened longest, most receptively and most attentively to the side of the story that was told the better and with the greater appeal. When the battle was over public opinion had done a complete flip-flop.

Opponents of pinball games, backed by selfish motives and with little ammunition, have nevertheless found willing listeners. They have never told the complete story and what little they have told has been so highly colored and distorted as to be of questionable veracity. Because they have shouted their objections constantly and loudly they have created a doubt in minds which might have been enthusiastically favorable to the marble games.

The coin machine industry has one solid fact strongly in its favor. Nobody wants to believe that anything amusing is harmful or bad. Because pinball offers so much entertainment to its followers it is assured of a fair trial in the court of public opinion.

And, opposed to the absurd mouthings of pinball opponents, the pinball industry has a real story to tell—a romantic, gripping story of an industry that offered inexpensive amusement at a time when low-priced entertainment was a crying need; a tale of a new industry that created employment for thousands and thousands of men at a time when our national government was doing out money to keep people from starving; a thrilling history of literally hundreds of thousands of small independent retailers saved from bankruptcy thru the earnings of coin machines; a record of benefits spread to many allied industries and their employees.

There's the story of the games themselves—a chronicle of the ingenuity which has brought them to their present state of development. Of great importance is the story of the skill element which enters into their play. And the public will listen approvingly when the merits of the games in bringing relaxation and mental stimulus to players are explained. It should not be hard to sell pinball for just what it is, an amusing, changing, constantly improving and inexpensive sport.

Neither should it be hard to combat the "gambling" charge which is sometimes made. Auction bridge is played in the so-called "best places," altho there are rumors that people of questionable character have been known upon rare occasions to play for money. Golf seems to thrive despite the fact that prizes are awarded in tournaments to contestants who have paid registration fees and despite the charge that competing players have sometimes wagered upon their respective abilities.

If pinball games deserve to be called gambling devices, then certainly golf equipment, playing cards, bowling balls—and the New York Stock Exchange—deserve rating higher up on the gambling list. For that matter, if anti-pinballers want to get technical, let them consider the terrific gamble taken by the man who invests in fishing tackle, rents a boat and then risks his time on the chance that a fish may strike his line.

Frankly, the only reason I can see why any public opinion is opposed to pinball is that no serious effort has been made to alter that opinion. Public opinion can be built where none existed, and after it has been built it can be completely altered.

The vast family of pinball manufacturers, distributors, jobbers, operators and location owners is sufficiently large to do a marvelous job of public education. If every pinball friend could direct 10 minutes of his time every day to spreading the game's merits, background and right to existence the world would soon be considering play of the machines a public duty. Every man and woman with strength enough to pull the ball plunger would be a potential customer.

SILVER SAM.

## Excessive License Dropped

NEW YORK, July 18.—Board of trustees of the village of Lynbrook, L. I., has repealed the ordinance enacted by it in June, 1935, calling for the licensing of pin games at \$50 each per year.

Before the ordinance could be put in effect last July an injunction was obtained against the village by Emanuel M. Cohen, attorney for the Skill Game Operators of Long Island, restraining the village authorities from enforcing the provisions of the act.

Mr. Cohen, when he reached his office after the action of the village board, said: "I am pleased that the conference we have been holding during the last few months have borne fruit in proving that the skill game has a definite recreation value and should be encouraged rather than destroyed."

The village board will hold a public hearing July 20 on a proposed new ordinance to license the games at a regulatory charge of \$10 each.

## Philly Judge Favors Games

PHILADELPHIA, July 18.—In a final ruling that has been eagerly awaited by both police officials and the owners and distributors of pinball and bagatelle machines Judge Thomas D. Finletter, in Common Pleas Court No. 4, yesterday ruled that the machines are not to be seized by the police unless there is definite evidence that they are being used for gambling.

The decision is the culmination of a long and legal argument between Mayor S. Davis Wilson and the local Amusement Machines Association involving the legality of the games.

Frank P. Engel, operator, on behalf of the AMA, was granted a court order last month restraining the police from seizing any more of the devices pending a final decision on the injunction proceedings.

Judge Finletter ruled that the machines are not gambling machines per se. He added that from what he saw of the games they furnish only amusement, didn't appear to be gambling devices in themselves and did not constitute a gambling device any more than a pack of playing cards which are used by many people for innocent amusement without any gambling.

And, now that the police cannot interfere with the legitimate operation of the machines, games are reappearing in the various sections of the city.

## Washington Operator Granted Injunction

WASHINGTON, July 18.—A temporary injunction has been granted by Justice Oscar G. Lühring, of the District of Columbia, against seizure of pinball machines pending judicial determination of the status of machines of this character. There are said to be 10,000 such machines in the District of Columbia. Action looking to the temporary injunction was instituted by Attorney W. R. Lichtenberg in behalf of the Pioneer Novelty Company. He asserted the company which he represented had a force of some 50 employees, that it stood in danger of losing an investment of \$50,000 should the order to seize machines paying off in merchandise, slugs and coins be permitted to be carried out and that the company had machines of this character to the number of 2,000.

## A. Berman to Ciney Area

CINCINNATI, July 18.—A. Berman, of the Yankee Sales Company, Syracuse, N. Y., is transferring his operating activities to Cincinnati and vicinity. Berman is preparing to set up an extensive operating business here.

## Sears Out at Pioneer Firm

WASHINGTON, July 18.—John B. Sears is no longer connected with the Pioneer Novelty Distributing Corporation here. At a special meeting of stockholders July 7 J. J. Guy Arrington was elected to the office of president and general manager of the Pioneer corporation.

## Shawano Licenses Ops

SHAWANO, Wis., July 18.—Under provisions of an ordinance adopted by the city council here operators of pin ball machines are subject to an annual license of \$20.

## It's a Boy at Abraham Home

CHICAGO, July 18.—"It's a boy! It's a boy!" The word ran thru the Jennings factory, where Joe Abraham, on a business trip, was anxiously awaiting news of the new arrival at his home in Youngstown, O.

On Monday, July 13, a wire was received in the Jennings executive offices apprising him of the fact that he is now a daddy for the fourth time and this time a son.

Reports reaching Chicago indicate

that Mrs. Abraham is doing fine and Joe's three lovely little daughters, Jean, Joan and Barbara, are delighted with the new arrival.

Rumor has it that Joe is going to call his first man child William Hugh after two well-known personalities of the coin-machine field.

# Genco's Latest Brain Child, Scotty, Fascinates Players

CHICAGO, July 18.—Two genuine champions of dogdom's blue-blood aristocracy lent a novel touch to the inaugural ceremonies of Genco's newest pin game. Andy, proud and puissant possessor of seven (count 'em) blue ribbons, and his offspring and heir, Jock, were present to assure the world that Dave and Myer Gensburg's newest pin-game creation, Scotty, was going over with a bang.

Nothing had been spared in the construction of this thrilling game and Genco saw no reason to start sparing now. For a long period of time the master minds of construction had burned the proverbial midnight oil planning, devising, creating, testing and finally producing what is claimed to be one of the finest thrill-producing games ever known to the pin-game world.

The story of the origin of the novel game is as interesting as its extraordinary ingenuity. Innumerable pin games were being conceived every week—games that were just of the ordinary run. As per custom, Genco received its quota of fervent appeals to bring something new and outstanding into an already overcrowded field.

Many ideas of the sports world had already become obsolete, but the close tie-up between real animal life and the game of skill—between the "cuteness" appeal of pups and the thrill of the game of skill had not as yet been presented to the public.

Not only does this brilliantly designed mechanism produce thrills galore, but by the very nature of its shrewd construction it presents a positive and powerful attraction to the patron, according to its makers. The fine workmanship put into the machine is a standout in itself. Add to this the comparative economy to the patron and his added chances to win a prize by repeating his play, and you can understand why Scotty has been received with such enthusiasm that it has become the talk of the pin-game world.

Scotty gives the customer the right to change his mind, should he wish to do so. That is, should he start to play Scotty and be dissatisfied with the number on the double-award panel, he can start the game again for an additional nickel. By doing so he actually buys one pup for his future score and he has the chance to lower the number on the automatic lighting indicator. Should

the player still find the indicated number not to his liking, he has the final chance to lower that number by inserting the third nickel, buying the second pup and also getting the chance to lower the number the final time. On the face of Scotty there are holes marked with P's and U's, and the player is given six balls to play the game. The word pup can be spelled horizontally, vertically or diagonally. For each pup that can be spelled a picture of a Scotty appears on the light rack. If the player makes either top or bottom skill hole all P's register automatically, therefore he can play for U's only, as each U made will light a pup. If the player lights as many or more than the indicated number on the light rack he puts himself in line for the payoff.

By combining beauty, thrill and novelty, Genco has given to the coin-machine world something to talk about. Patience and ingenuity have resulted in what the makers say will be the creation of the hit of the season . . . Scotty. Judging by past performances and its unusually enthusiastic reception, Scotty has what it takes. It has more nickel-pulling power than a subway turnstile. The very smart design quality of the machine serves as an opening wedge to attract the curious. From then on it's just a romp to the nickel bags for Scotty.

## "Jack Pot" Moving Fast

PAYETTEVILLE, N. C., July 18.—The first issue of *The Jack Pot*, new 48-page house organ of the Vending Machine Company, internationally known distributer of coin machines, is moving at an unusually rapid pace. Joe Calcutt, of the firm, reports.

*The Jack Pot* is the newest coin-machine house organ to be published in the industry. Its 48 pages are chock-full of information for the operators.

## Western's Innovation In Coin Receptacles

CHICAGO, July 18.—In keeping with the big receipts that the new Western game Thorobred has proved itself capable of taking in on test locations, the Western Equipment and Supply Company presents an innovation in coin receptacles with the introduction of the duck canvas bag in place of the conventional metal receptacle.

This beautifully designed bag, which holds \$1,000 in 5-cent coins, is said to be the ultimate in facilitating collections. As two duck canvas bags are shipped with each Thorobred machine, the operator simply removes the filled bag and replaces it by hooking up the empty bag. Thus collections are taken care of quickly, efficiently and conveniently.

The attractive and handy bag embodies the high standard of all Western products—quality, simplicity, reliability and durability.

## Electropak Enjoys A National Hookup

DETROIT, July 18.—A. B. Chereton, president of Electrical Products Company, Inc., manufacturer of Electropaks and Electroloks and other Ecco products, announces that the firm is now "enjoying a Coast-to-Coast manufacturer hookup."

Chereton explains that the firm has been selling all the leading manufacturers in the Midwest, as well as the International Mutoscope Reel Company, Inc., in New York, but until this past week was not in a position to claim every leading manufacturer outside of the Chicago area and the Mutoscope firm. Now the firm has added Stirling Novelty Company, Inc., of Newark, as well as Rollomatic, L. A. Games Company and the Neutron Engineering and Manufacturing Company, which gives it a Coast-to-Coast hookup for manufacturers using Electropaks.

Chereton believes that they can easily claim the distinction of being international as far as operators, jobbers and distributors are concerned. They are represented in European countries by leading coinmen, as well as in almost every single city in this country and Canada. He believes that they have the most complete operator setup in the history of the industry.

Their offices in Chicago and New York are also daily contacting with leading men in the industry, and the general belief is that the Electropak has created a new era for the coin-machine business.

## Gingold, Poff Visit Chicago

CHICAGO, July 18.—Max Gingold and Harry Poff, owners of the Independent Novelty Company, Springfield, Ill., were in Chicago early this week on a buying expedition and report that some of the new machines they have inspected were really eye-openers.

The Independent Novelty Company is distributor of Bally products in Central Illinois. Four or five months ago it opened a new display room and warehouse and reports that the volume of business has grown to such an extent that it is planning further expansions within the very near future.

These two boys are very well versed in the distribution of coin-operated amusement machines; they are very popular with the operators in the territory and should go a long way in this industry.

## Sicking's Races Ready Soon

CINCINNATI, July 18.—Bill Marmer, of the Sicking Manufacturing Company, announces that the factory is getting into production on its new popular-priced counter game, Races.

A general announcement to the trade will be made shortly and the games will be ready for quantity distribution at that time.

The game has been location tested and has proved a real money maker, Marmer says.

*It pays 3 ways to use these two batteries in pin games*



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Eveready" present no fire hazard

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If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

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**OUR NEW PRICE LIST No. 208 IS NOW READY**  
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Beiser Only Recommends Winners. All new machines are tried out so conscientious before they get the O. K. stamp from Beiser. They must be proven money makers before we recommend them.

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Half Cash, Balance C. O. D.  
**YENDES' SERVICE COMPANY**  
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- All of the following units in good condition and ready for delivery:
- MILLS 10-BALL PYTABLES \$10.00 Each
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  - PEARL HARBOR 20.00 Each
  - any other 4-Ball Tables at Bargain Prices. Let us know your needs.

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640 18th Street, Oakland, Calif.



WHAT A NOSE FOR VALUE! Leave it to canny Andy and Jock to sniff out a good thing and be Johnny-on-the-spot to greet it. Here they are wagging (with what did you say?) approval of the brothers Gensburg of their new pin game, Scotty. "Boys, this time you've got something," say those who have seen the game.

# CAILLE CADETS

## For bigger profits!

1c, 5c, 10c and 25c Play. Choice of six sparkling colors. Mystery or standard payouts—all at no extra cost. Venders also available. Caille CADETS are making more money for operators everywhere. Their exclusive modern appearance, sparkling color, stainless steel trim and large round jackpots attract players and assure full cash boxes. Why not get full information about these reliable money makers today?



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USE THIS COUPON FOR FULL DETAILS!

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## Guaranteed Used Games

BONUS .....	500.00	PINCH HITTER .....	500.00	BROKER'S TIP .....	587.50
EQUITY .....	40.00	RACES (Western) .....	70.00	RED SAILS .....	55.00
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The above are fully reconditioned games and are sold with a positive money-back guarantee. TERMS: One-fourth deposit with order, balance C. O. D.

### NEW GAMES

We have all the new ones by Rock-Ola, Keeney, Gemco, Gottlieb, Pacific, Western and Exhibit. Write for prices and tell us what you have to trade.

VEECH SCALE CO. DECATUR, ILL.

EXCELLENT  
HARD SHELL CANDIES  
FOR  
ONE-TWO-THREE-FOUR-  
COMPARTMENT  
VENDING MACHINES

Write for Prices

## Pan Confection Factory

(National Candy Co., Inc.)

345 WEST ERIE ST.

CHICAGO

## FORTUNES LOST

Every year by operators not giving real thought where to buy! Dealing with us you never lose, as we endorse "only the best" coin-operated machines of every description. Immediate Delivery!  
BANNER SPECIALTY COMPANY, 1530-32 PARRISH ST., PHILADELPHIA, PA.  
"Nationally known for HONEST DEALINGS IN EVERY RESPECT"

## Great Welcome For Bally - Roll

Bally Manufacturing Co. is revising plans to provide larger output

CHICAGO, July 18.—Swamped with franchise bids as a result of its first announcement of Bally-Roll, Bally Manufacturing Company is hastily revising production plans to provide for at least twice the output originally figured. Jim Buckley, general sales manager, states that: "Our announcement that we are manufacturing a 'bowl-a-ball' type machine has started a trek to Chicago on the part of leading distributors eager to obtain the franchise for their respective territories."

"Besides the full-automatic electric operation," Jim went on to say, "the Bally-Roll feature that is waking operators up to their golden opportunity is its portability. Altho rugged and rigid, the game is, I think, the lightest machine of its class. Moreover, it is built in easily assembled sections and is actually as easy to install as the present-day payout pin tables. Another big feature is the absolutely noiseless operation, which opens the doors to countless locations closed to noisy machines."

"Players will strongly approve of the wide target field, which is the full width of the alley and, therefore, gives more action and more skill appeal. Another feature which attracts players is the fact that all balls are fully visible and within easy reach. Operators, in turn, are impressed with the smart, modern design of the machine. The revolutionary new "magic lantern" register which occupies a tiny space but projects point-by-point score in four-inch numerals—like a movie "still" flashed on the screen. Another valuable feature is the new anti-slug chute which shows last five coins played."

"Built by the same organization responsible for the Bally payout pin games, Bally-Roll is guaranteed 100 per cent troubleproof and has already gained the indorsement of leading roll operators."

### Buckley Designs New Tamper-Proof Check

CHICAGO, July 18.—A check designed for use in Buckley automatic payout machines has proved to be one of the finest offered by any manufacturer in the coin machine business.

The common practice of counterfeiting checks was one that harassed and hindered both operator and manufacturer. In fact, at one time it threatened the future of automatic payout machines. Realizing the importance of a check that could not be duplicated by choicers, the Buckley firm spared neither time nor money in designing the perfect check.

The standard Buckley check, which is designed with the "Better Built by Buckley" slogan embossed, has proved to be exceptionally popular with the operators. The entire design of the check is so in-

tricate that it proves to be economically impossible to counterfeit it, according to the makers. Cheaters would have to spend a young fortune on dies.

"Bill" Woolten, general sales manager of Buckley, has received many letters from operators highly praising the new Buckley check.

### First Air-Conditioned Motor Bus Previewed

CHICAGO, July 18.—The first air-conditioned motor bus was previewed June 30 at Mills Novelty Company factory here. The bus is the property of the Duro Metal Products Company and is the firm's "Show Shop for Home Mechanics."

The interior is equipped as a complete home mechanic's workshop and is the company's novel way of merchandising its line of drills, saws, lathes and machinery—all for use in a home workshop. The "shop" is sent all over the country to show the products to department stores and hardware dealers.

The salesroom on wheels is completely streamlined, painted in brilliant red and white, and outfitted with modern steam-heating and electric power plant. A six-foot-six ceiling provides adequate standing space for even the tallest buyer who steps inside to inspect the display.

The entire air-conditioning system was designed, manufactured and installed by Mills Novelty Company, under supervision of Allen Trask, chief air-conditioning engineer. The shop was designed by T. L. Hedgpeth, chief engineer and sales manager of Duro Metal Products Company.

### Gets \$100 for Vender Name

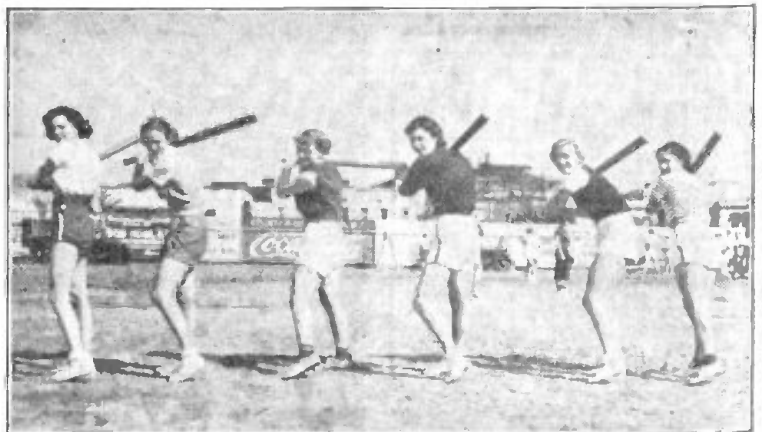
MORRIS, Ill., July 18.—One hundred dollars and congratulations to Harry McDonald, of Topeka, Kan., who, in the opinion of the judges, submitted the most suitable name for the Northwestern Corporation's new three-compartment vender, Tri-Selector is the winning name.

W. E. Bolen, Northwestern president, in announcing the winner, said: "Don't think that it wasn't a trying job to pick a winner from the thousands of names we received! While there is only one lucky winner, we want to express our hearty thanks to the many operators who participated in the contest, making it possible for us to have such a tremendous number of names from which to choose."

### Keeney Uses Campaign Publicity on Velvet

CHICAGO, July 18.—Jack Keeney's man Becker (Ray) is using a bit of psychology in boosting J. H. Keeney & Company's one-ball payout game, Velvet. With almost everyone political-minded Becker has framed his publicity along campaign lines. His letterhead reads, "Keeney Party Headquarters," and the campaign angle is carried right thru the sales letter Becker is sending out. His opening line is: "Here's the badge of a brand New Deal in payout table earnings—Velvet, the game that put the pay in replay."

Demand for Velvet is strong, Becker states, and the factory is several days behind on orders.



GETTING THE JUMP ON THE BIG LEAGUE BASEBALL SEASON! Girls of Los Angeles have organized their own soft-bull league and recently opened competition. Their popularity is credited with inspiring Stoner's new Soft Bull game.



**Northwestern Offers New Line of Vendors**

MORRIS, Ill., July 18.—Introduction of the Northwestern Corporation's new line of bulk merchandise vendors should be cause for celebration by operators far and wide, Northwestern officials believe. During the depression, just recently past, merchandise vending machines proved conclusively to thousands of operators that here was a good business, sound in principle, capable of flourishing under widely different economic conditions, with the only limitations being fixed by the energy and ambition of the operator himself.

Northwestern officials therefore felt that the business was deserving of a line of machines vastly superior in construction, design and performance to anything which the market previously offered. With this thought foremost in mind, Northwestern engineers set about to build a product in which all sources for trouble experienced by operators in ordinary machines were eliminated. All worth-while features, some of them radically new, have been included.

The outward appearance of the products was designed by an artist of nationwide repute. The clean-cut modern lines are packed with sales appeal, tempting the public to buy. The finish of porcelain enamel and chromium will withstand all the abuses to which vendors are ordinarily subjected.

As companion machines in the Northwestern super line, the firm offers the De Luxe Merchandiser, single-compartment bulk goods vendor, and the Tri-selector, a selective three-compartment vendor of equal quality. Both machines are all-product vendors in penny and nickel play. By closing the nickel slot the machine becomes straight penny play and vice versa.

A unique feature of the Tri-selector is that on a nickel purchase the customer may select merchandise from one, two or all three of the compartments if he so desires.

Outstanding features of the Tri-selector are accuracy in vending portions, flexibility in size of portions, insect-proof merchandise compartment, sturdy and sensitive coin mechanism, scientifically designed glass container, Oilite bronze bearings on all shafts, slip-joint handle, accessible mechanism, removable merchandise compartment and vending mechanism, large coin box and complete cylinder lock protection.

**Cobb Whips Hot Weather By Offering New Games**

LOUISVILLE, July 18.—John E. Cobb, president of the Kontucky Springless Scale Company, Inc., this city, oldest coin-machine distributor in the State, is beating the heat here with new games for the operators.

Cobb has ordered large quantities of all the new games because he has learned that locations in this territory are getting better play than ever before, due to the boys congregating at spots where they can drink those long, tall and cool mint juleps these hot summer days.

The other day A. S. Douglas, president of Daval Manufacturing Company, Chicago, was a visitor at Cobb offices. He claims they are the neatest and the most beautiful distributing offices he has seen in many miles of travel, Douglas claims that Cobb is one of the liveliest men in the State and that he believes the large order for Reel 21 games which John placed will be doubled and tripled.

Another visitor at the offices of the Kentucky Springless Scale Company, Inc., was Sammy May, "the traveling salesman" of Western Equipment and Supply Company, Chicago. Sammy enjoyed his visit with Cobb to such an extent that he refused to leave town for some time.

And still another visitor far from his home grounds was Bill Gersh, who seems to have become the traveling ad man of the coin-machine business. Bill claims that not only are the horses beautiful and the women even more so in Kentucky, but that the mint juleps are the best in the world.

**Another 2-in-1 Vendor Dtrib**

BROOKLYN, July 18.—D. Robbins & Company, manufacturers of the popular 2-in-1 Vendor, announce the opening of a New York City office at 110 West 40th street. The office will be conducted by the Maurer Manufacturing Company, which will act as exclusive New York City and Westchester County distributor for the 2-in-1 Vendor. The men heading the Maurer Company are Jack Zacharias and Myron Maurer. Both have had many years of sales experience with automatic merchandisers. Their office will be devoted exclusively to the sale of 2-in-1 Vendors. Particular attention will be given to new operators entering the legitimate vending-machine field.

**Walter Watling Has New Drink Mixer**

CHICAGO, July 18.—Walter Watling, Inc., maker of coin machines, has introduced the "Shak-Rite" automatic drink mixer. Ingredients are placed in a special graduated glass, a chromium-finished shaker cup is fitted over the glass and both are placed on a rocking arm of the machine. A self-adjusting pressure holds the shaker cup firmly over the glass during the mixing, preventing leakage.

The Shak-Rite has a rocker arm movement and a horizontal slide or whirl which throws the liquid and ice from one end of the cup to the other, and around in a circular motion at the same time. The device has a black enamel base with chromium-plated trim. It occupies a space of only 7 by 14 inches and weighs only 24 pounds, while the legs are fitted with shock-absorbing suction cups.

An automatic time control assures the exact amount of shaking required for perfect blending. A time adjustment can be set to stop the machine at any point between 30 seconds and three minutes. A rheostat control makes it possible also to set the machine at any speed desired, according to the type of drink being mixed.

The special shaker cup has a sanitary rounded bottom. The graduated mixing glass has a straight edge which assures a tight fit with the shaker cup. There are no inside gadgets to clean.

**Panama Sales Continue**

NEW YORK, July 18.—Willie Blatt, president of the Supreme Vending Company, Inc., reports that he is enjoying a unique experience with straight pin games with Daval's Panamas.

Willie says: "Here is a game that we believed was all thru with sales, especially after we had sold so many of them in this area. Instead we find that the demand continues to grow and that it is necessary for us to order these games constantly. Operators continue to walk into our offices and demand more Panamas. We only hope that Daval will continue to build them for some time to come, even though they are exceptionally busy with their new counter-game hits, Reel 21 and Auto-Punch, so that we can supply the demand."

Willie claims that this is a sure sign that the operators will buy straight-play novelty pin games if the games are as good as Panamas and that manufacturers are not taking any chances introducing such games for the simple reason that there are hundreds of locations in every large city that require replacement of games at regular intervals to continue the profit take.

In Panama Supreme is believed to have enjoyed one of the best sales for straight-play games in 1936. It feels that this game will continue for many months to come and that the demand for the game will grow stronger in a few weeks as the resorts get going in a big way and the operators need more games for replacements there. The firm is also planning to enlarge its quarters to care for the present game demand.

**Douglas Has Wrinkle To Makes Ops Happier**

CINCINNATI, July 18.—The little things that make operators happier was demonstrated by A. S. Douglas, president of Daval Manufacturing Company, Chicago, in a visit to *The Billboard* offices here this morning.

Douglas is the inventor of a new flexible key ring made of spun wire and on which an operator can carry a complete route assortment of machine keys. He is giving away samples of the key ring to operators on his present extended tour of the country. Operators, jobbers and distributors everywhere have shown their enthusiasm for this ingenious low-priced key ring by placing orders for it.

Douglas' tour will carry him thru Indiana, Ohio, Kentucky, then south and into the Southwest for the centennial celebration at Dallas, and then over to the Pacific Coast. He will visit with all leading columnen en route.

Bill Marmer, of Sickling Manufacturing Company here, was so enthused over the new key ring that he has placed an order for 1,000 of them to be shipped to him immediately. Bill, known as the "Cincinnati Czar" of the coin machine business, claims that the key ring is one of the greatest little wrinkles ever put out for the operator.

**Dave Gottlieb Visits Dallas**

DALLAS, July 18.—Dave Gottlieb and family arrived here early last week to attend the marriage of Mr. Gottlieb's sister. The Gottliebs held a reunion with other members of the family, including Maury Gottlieb, manager of the National Sales and Distributing Company.

During Mr. Gottlieb's stay in Dallas he met W. S. Polk and Leo Mills, who recalled the days of 15 years ago when they were the only coin-machine operators in this territory. Dave and Maury Gottlieb started their coin-machine activities in Dallas a little over 15 years ago. Their operations included Texas, Louisiana and Oklahoma, chiefly in the oil fields, which at that time were in the midst of booms.

On Monday night the Dallas local of the Texas Coin Vending Machine Operators' Association paid tribute to the Gottliebs at a luncheon held in conjunction with the regular weekly meeting of the local. Harry Turner, Fisher Brown and Earl Reynold spoke in behalf of the Texans, and Gottlieb followed with an interesting talk on coin machines and organization.

A nice reception and tribute was paid the Dallas Races and Single Mystery coin slot. The operators praised it highly.

**Willie Blatt Clears Carload in Three Hours**

BROOKLYN, July 18.—Willie Blatt is believed to have created a new record for this year as far as pin games are concerned by clearing away a carload of Tie-Up games within three hours after their arrival.

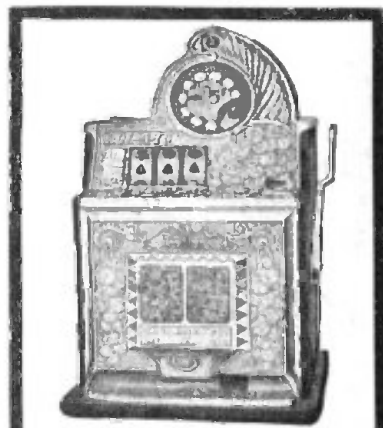
Tie-Up is a special game built for Willie Blatt by Daval Manufacturing Company. He ordered the game built on his last visit to the Daval factory and predicted that it would be accepted in the New York market as one of the most outstanding pin games of the season.

He did not believe that he would be able to move the first carload as fast as he did, however. But after he announced the game he was swamped with orders for it from all leading jobbers, as well as from the leading operators here. Three hours after the arrival of the first carload every single game was sold, he says.

"It sure did look like the old days all over again," Willie claims.

**Robbins Going Places With Stoner's New Games**

BROOKLYN, July 18.—There is no lull at D. Robbins & Company during the hot spell. Dave Robbins reports that the Stoner Corporation cannot fill his orders fast enough for Short Sox and Turf Champs. The two games are making big money for operators, Dave says, and he declares that they are the best games Stoner has thus far produced. The first carload of Short Sox received by Robbins was sold in his territory almost within 24 hours. Robbins says that he has placed an order with Stoner for five carloads of Short Sox.



**ROL-A-TOP BELL**

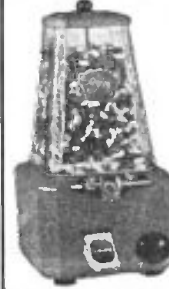
The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

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With the NEW **TID-BIT SHOPS**



Its Attractive Appearance Dependable Performance Durable Construction and Easier Servicing create Larger and Steadier Profits for the Operator.  
Write For Circular, **VENDOR Corporation** Title & Trust Bldg. DETROIT, MICH.

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**ROBBINS' 2-IN-1 VENDOR**

America's Most Radical Bulk Merchandiser  
SEE NEAREST DISTRIBUTOR

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**SELLING OUT ALL USED PIN GAMES**

Beans . . . . . \$9.95	Tri-Links . . . . . \$5.95
Gingers . . . . . 8.95	Star-Lites . . . . . 5.95
Chippers . . . . . 9.00	T. N. T.'s . . . . . 8.95
Balances . . . . . 7.95	Dealers . . . . . 3.95
A. B. C.'s . . . . . 7.95	
Trans-Atlantic . 7.95	<b>COUNTER GAMES</b>
Batter-Up . . . . . 6.95	Punchette . . . . . \$7.95
Cheer Leaders . 6.95	Turf Flash . . . . . 6.95
Tie-Up-Tats . . . 4.95	Mills Ticketette . 3.95
1-2-3's . . . . . 8.95	Boosters . . . . . 3.95

Terms: 1/3 deposit with order, balance C. O. D.  
**OHIO SPECIALTY COMPANY**  
129 W. Central Parkway, CINCINNATI, O.

**PROSPECTORS \$19.00**  
Jumbo, \$30.00; Mammoth, \$26.00; Harmony Balls, \$27.00; Daily Limits, \$35.00; Red Balls, \$42.50; Pacific, \$42.50; Western Roller, \$50.00; Double Score, \$50.00; Daily Reliance, 5c Die, \$65.00; Catch A Match, 53.00; Tickete, \$3.00; Bell Boys, \$3.00; Reel, \$3.00; Jig Saw, \$2.00; A B T Mill, \$14.00; Punchette, \$6.00; Best H. \$4.00; A B T 3-Jar, \$3.00; Repeaters, \$35.00; Speedway, \$38.00. Rush 1/3 deposit. **DIXIE VENDING CO.,** Altonville, N. C.

Send your correspondence to advertisers by mentioning *The Billboard*.

# Weekly MUSIC Notes

## Up Production on Seeburg Symphonola

CHICAGO, July 18.—The J. P. Seeburg Corporation announces that it has had to increase its production on the Super De Luxe Model "F" High Fidelity Symphonola in order to keep up with the present sales demand. This model is the largest of the Seeburg line and fulfills the requirements for a phonograph in a large amphitheater, large hall or locations where innumerable loud-speakers are used from the phonograph.

The Electro Ball Company claims that the Super De Luxe Model "F" High Fidelity Symphonola is absolutely the finest mechanical instrument ever produced.

### Barron Production Manager

The "unsung hero" of the J. P. Seeburg Corporation is James Barron, production manager and factory superintendent.

Upon Mr. Barron's shoulders fall the duties of seeing that the number and volume of phonographs sold by the sales department goes smoothly and quickly thru the plant and that every phonograph ordered will be ready when promised, and that every phonograph produced in the factory meets with the high standard of quality which distinguishes the Seeburg products. Mr. Barron has long since devised an "endless chain" system of production which has resulted in greater efficiency and better quality.

## Four Carloads of Wurlitzers Sets Record

NEW YORK, July 18.—Modern Vending Company this week broke all records by receiving four carloads of the new 1936 Wurlitzer phonographs.

Nat Cohn and Irving C. Sommer of the firm report that they would have easily exceeded even this tremendous record if the Wurlitzer factory had been able to squeeze in a two-carload shipment last Friday. This would have made it five carloads for the one week.

The company believes that this record will stand for a long time to come in the music field, due to the fact that the Modern Vending Company is using the Wurlitzer phonographs in such large quantity in an effort to reach the 5,000 mark by the end of this year. They received two carloads of Wurlitzers Monday morning, another on Wednesday and still another on Friday. Each carload was unloaded and on the way in less than two hours' time. It is believed that this in itself is a record.

There isn't a single Wurlitzer left in the Modern showrooms. At the present rate it is believed that within another six weeks they will have completed their order for 2,080 of the Wurlitzers. This is the all-time high for phonograph orders.

Regarding the four carloads received in one week by the firm, Nat Cohn stated: "Of the many records in the coin-machine industry for delivery and shipment of machines, we believe that we have set the greatest record in receiving four carloads of Wurlitzers in a week's time. A record that will stand for many

years to come. It proves the tremendous popularity of the Wurlitzers in New York."

Irving C. Sommer said: "The we were somewhat disappointed in not receiving five carloads of the new Wurlitzers this week, we feel that within the next week or so the factory will be in a position to deliver these five carloads and that we will break even this sensational record. My personal ambition is to receive the complete week's production of the Wurlitzer factory."

## F. A. B. Amusement Co. Expands Music Operations

PENSACOLA, Fla., July 18.—As an outstanding example of what one man, with the unlimited co-operation of his wife, can do in building up a large operating organization, one need only refer to the activities of E. A. Bialock, of Pensacola. His F. A. B. Amusement Company is ranked as one of the largest operators of amusement devices in the South. The organization has expanded to the point where it is now operating more than 1,000 units, half of which are automatic phonographs. A staff of 21 people receive regular employment with the F. A. B. company and a fleet of 11 new cars and trucks is in regular service. The firm's operations have become so extensive that a branch office has been opened in Mobile, Ala., which, in conjunction with the main office here, covers a large area in Florida, Alabama, Louisiana and Mississippi.

Bialock recently flew to the Wurlitzer factory in North Tonawanda, N. Y., where he met A. M. Mendez, Wurlitzer factory representative with headquarters in New Orleans, and negotiated the purchase of several additional carloads of Wurlitzer-Simplex phonographs.

## Wurlitzer Salesmen Convene

BUFFALO, July 18.—An army of executives and salesmen of the Rudolph Wurlitzer Manufacturing Company attended a three-day conclave at the Hotel Statler last week. The convention was called primarily to pay tribute to the salesmen who contributed thru their work in building up the Wurlitzer line of coin-operated phonograph machines which is expected to run close to \$12,000,000 this year.

The salesmen were the guests of Homer E. Caspahrt, executive of the North Tonawanda factory, who planned one of the most elaborate entertainment programs for a sales convention held here in some time.

Included on the convention program was a tour of inspection thru the Tonawanda factory, with the official welcome by Mr. Wurlitzer.

## Cohen's 23d Carload of Rock-Ola Multi-Selectors

ATLANTA, July 18.—S. G. (Sam) Cohen, owner of the Atlanta Coin Machine Exchange, reports that he has now received and distributed his 23d carload of Rock-Ola Multi-Selectors.

Mr. Cohen says: "We're just getting started! In all my years in the coin-machine business I have never seen anything like the terrific and increasing demand for Rock-Ola Multi-Selectors. It is a fact that the swing is to Rock-Ola. And with the marvelous profits operators are making from their Rock-Ola Multi-Selectors it is only natural that these fine phonographs should be such a great success!"

## Distributors Meet in A. C.

ATLANTIC CITY, July 18.—More than 100 distributors of automatic musical instruments convened at the Ritz-Carlton Hotel Monday for the annual convention of the A. M. L. Management Corporation and associated distributing companies. Convention sessions lasted until Friday, and the week was full of entertainment and social activities for the visiting distributors and their wives.

## Colorado

BOULDER, Colo., July 18.—Coin machines of all descriptions were operating in Manitou, Colo., during the Fourth of July holidays. The usual summer tourist crowd, augmented by throngs from near-by towns, drawn by the celebration attending the opening of the Pikes Peak

motor highway as a free road to the top of the peak, kept pin games and similar types of machines busy. Operators expect to keep their machines in the tourist season.

More than 300 Mills Automatic Counter Ice-Cream Freezers have been put in operation throughout Colorado since June 1 and the demand for them is only beginning, according to Gano Senter, State distributor for Mills. The Mills De-Ray-Me automatic player, with the electric eye attachment, is also going stronger than ever, Senter reports.

Operators of the new Chief vending machines, Jennings' Daily Limit pin tables and Star vending machines are taking advantage of all new locations possible in mountain summer-resort towns from Grand Lake to Steamboat Springs, Colo., according to the manager of the National Operating Company, Denver.

## Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, July 10, to Thursday, July 16, both dates inclusive.

Take My Heart (40)	41
You Can't Pull the Wool Over My Eyes (37)	35
These Foolish Things (31)	34
Glory of Love (27)	31
On the Beach at Ball Ball (37)	30
Crosspatch (25)	27
Is It True What They Say About Dixie? (26)	26
Let's Sing Again (22)	25
There's a Small Hotel (26)	25
When I'm With You	25
Would You? (19)	25
Stompin' at the Savoy	24
No Regrets (19)	21
Robins and Roses	20
Did I Remember?	19
It's a Sin To Tell a Lie (19)	19
Sho Shall Have Music (17)	17
I'm Grateful to You	16
Rendezvous With a Dream	16
Mary Had a Little Lamb	15
Without a Shadow of a Doubt	15
Am I Asking Too Much?	12
Christopher Columbus	12
Empty Saddles	12
Until Today	12
Hidden Valley	11

## Sheet-Music Leaders

(Week Ending July 17)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. It's a Sin To Tell a Lie (1)
2. Glory of Love (2)
3. Would You? (3)
4. Is It True What They Say About Dixie? (4)
5. These Foolish Things Remind Me of You (7)
6. On the Beach at Ball Ball (9)
7. Take My Heart (6)
8. Rendezvous With a Dream (13)
9. Robins and Roses (5)
10. There's a Small Hotel (16)
11. You Can't Pull the Wool Over My Eyes (10)
12. Crosspatch (11)
13. No Regrets
14. When I'm With You
15. Sho-Shino Boy (15)

The Seeburg Franchise is more Valuable!



*The Instrument without "Service Headaches"*

**High Fidelity SYMPHONOLA Model "C&D" Modernistic**

**J. P. SEEBURG CORPORATION**  
1502 DAYTON STREET · CHICAGO ILLINOIS

### New Orleans

NEW ORLEANS, July 18.—With the closing of the present session of the Louisiana Legislature, several proposed bills to further weigh down coin-machine operations fell into discard this week. Only one bill was actually voted upon of interest to the ops of the State, and that was the proposal to legalize machine operations, and this bill was decisively defeated. The consensus is that things happened for the best that none of the proposals to impose a legalized tax had passed.

Harry Batt, who operates two of the city's playlands, has opened a branch playland at Pontchartrain Beach, where demands for machines have been so heavy that a separate building has been provided in the center of the wide boardwalk for housing of two Photomatics.

The Louisiana House of Representatives recently voted down a proposal to levy a tax of \$2.50 on mechanical musical instruments.

Guess what! An air-conditioned machine distributors' office has been made available in New Orleans with the installation of giant fans in the Louisiana Amusement Company's place on Carondelet street. This firm is local branch

house of Stelle & Horton, Houston, and Mel Mallory, local manager, is especially going around inviting friends and acquaintances to come around and see the beautiful new office.

While none have been seen as yet on location in New Orleans, several operators of North Louisiana and East Texas have recently placed their first shipments of United Amusement Company's Put and Take Racks. One big Monroe operator said that he believes the new game will be a sensation before long and says he is ready to take on more when cooler weather comes.

R. H. McCorinick, New Orleans and Dallas office manager for Decca Distributing Company, left recently for an extensive business tour of the mid-South. Before leaving town Mac had a good word for the latest Decca releases and says that his best bet at present is a recording by Victor Young of *The Shell Hare Music*.

A. C. Bindner, "ambassador of good will" of the Superior Products Company, Chicago, spent several days in New Orleans recently winding up branch conferences and work with the Electro Ball Company. While here he was the guest of J. Fred Barber and with Fred culled on many of the bigger ops. The ambassador left for Memphis, where he will spend a few days before going back to Chicago.

"Our entire line of salesboards is moving like a whirlwind," Bindner says. Bindner is one of the oldtimers of the salesboard and pin machine business, having been in the game for more than 30 years. He says that his present association with George Sax, of Superior, is the best he has ever had in his business experience. He is driving his car on the trip that has carried him more than 5,000 miles.

Daval's Autopunch has made its initial appearance here with a sample machine on display at Electro Ball's local branch. The machine is very attractive looking and is being constantly examined by visiting operators.

Henry Friedburg, owner of the Crescent Novelty Company here, enjoyed a visit of his father from Houston, where the elder Friedburg is one of the biggest operators in the Lone Star State.

Mr. Friedburg has gone to New York, whence he will sail for a visit in Russia.

Harry Batt, operator of New Orleans' two sportlands and manager of the South's largest lakeside resort, Pontchartrain Beach, is putting on some of the greatest free open-air acts ever seen in the Crescent City. Recently he had the great Blondin-Reillins troupe of high-wire cyclists, plus the Avations, booked, and every performance was closely watched by Harry. One of the newspaper boys here noticed how closely Harry observed his regular watch of his acts and asked him point blank why he was so determined to see every move. "I've paid plenty of good money to put on these shows," Harry retorted, "and I am determined to get my money's worth. Now go away and let me see the show."

J. Tibbetts, of Monroe, La., recently bought 500 Blue Birds from Mills Novelty Company and has placed them on location in North Louisiana spots.

Whitney LeJune, music operator of New Roads, La., spent a few days in New Orleans recently, taking on a big stack of new Decca records and talking long enough on one occasion to say that his business is humming. The warm weather seems to have done more good than harm, "Whit" says.

Charlie Miller, who recently joined the Louisiana Amusement Company as assistant office manager, journeyed over to Houston on a recent week-end, purely for pleasure. He arrived back in New Orleans last week with a bride, the former Gertrude Schock, daughter of Edwin Schock, of the Texas city. The couple have taken an uptown apartment. Congrats, Charlie!

Martin Nunez and Henry Morales, owners of the M. & N. Novelty Company, of Arabi, La., have bought a line of Rock-Ola Multi-Selectors, which they already placed on location and report highly pleasing results.

Five well-known operators here went on another of their famous fishing trips. Found together last week in the Sport Center here you should have heard all the fish chatter that was going around at one time. It's a darned pity that each story couldn't have been told separately (See NEW ORLEANS next page)



are collecting coins on the double-quick with these new

## Blue Bird Records

- B6353 "Let's Get Drunk and Truck" "Maybe It's Someone Else You Love"
- B6443 "When You Were a Gal of Seven" "River Blues"

Blue Bird Records in your machines are your guarantee of the biggest possible profits! Reasons: they have a corner on many of the biggest money-making names in music. They warp less, and wear longer, saving service costs on jammed machines and lowering record costs.

GET ON OUR FREE MAILING LIST

RCA Manufacturing Co., Inc., Dept. B  
Camden, New Jersey

Please put my name on your free mailing list.

Name.....

Street.....

City..... State.....

No. Machines Operated.....

MAIL THIS AT ONCE

Demand

PERMO-POINT  
PHONO NEEDLES

FOR  
YOUR AUTOMATICS!

2000 PERFECT PLAYS

FOR SALE CHEAP

Fifteen Capriat coin-operated phonographs, in best condition, walnut finish, bought in 1935, \$70.00 each.

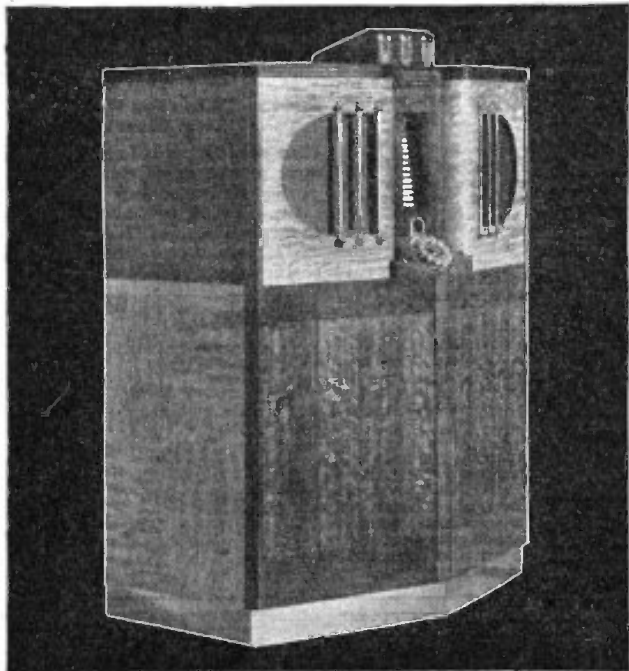
V. A. WALLACE  
Boatmen's Bank Bldg., St. Louis, Mo.

## Ten Best Records for Week Ended July 20

BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1 B6353—"Let's Get Drunk and Truck" and "Maybe It's Someone Else You Love." Tampa Red and Chicago Five.	7696—"On the Beach at Bali Bali" and "Afterglow." Leo Reisman and orchestra.	835—"Lyn' to Myself" and "Eventido." Louis Armstrong and orchestra.	25348—"Let's Sing Again" and "The More I Know You." Fats Waller and orchestra.	3256—"Sweet Violets No. 2" and "Down by the Old Mill Stream." The Sweet Violet Boys.
2 B6359—"You Started Me Dreaming" and "Tormented." Wingy Mannone and orchestra.	7698—"No Regrets" and "I Used To Be Above Love." Art Shaw and orchestra.	830—"Sing Me a Swing Song" and "Facts and Figures." Chick Webb and orchestra.	25342—"It's a Sin To Tell a Lie" and "Big Chief De Sota." Fats Waller and orchestra.	8252—"All My Life" and "It's a Sin To Tell a Lie." Putney Dandridge and orchestra.
3 B6374—"The Glory of Love" and "Ride, Red, Ride." Willie Bryant and orchestra.	7634—"There's a Small Hotel" and "It's Gotta Be Love." Hal Kemp and orchestra.	833—"Blue Sugar" and "Rose-land Stomp." Clyde McCoy and orchestra.	25316—"The Glory of Love" and "You Can't Pull the Wool Over My Eyes." Benny Goodman and orchestra.	3253—"When I'm With You" and "But Definitely." Bunny Berigan and Boys.
4 B6431—"It's Hard To Laugh or Smile." Bennie Moten's Orchestra, and "Hot Town," Fess Williams' Orchestra.	7640—"Christopher Columbus" and "All My Life." Teddy Wilson and orchestra.	768—"Welcome, Stranger" and "Is It True What They Say About Dixie?" Jimmy Dorsey and orchestra.	25349—"On the Beach at Bali Bali" and "No Regrets." Tammy Dorsey and orchestra.	3110—"Sweet Violets" and "Put on Your Old Gray Bonnet." The Sweet Violet Boys.
5 B6435—"Cross Patch" and "Mary Had a Little Lamb." Willie Bryant and orchestra.	7660—"The Glory of Love" and "Lazy Weather." Nat Brandwynne and Stork Club Orchestra.	829—"On the Beach at Bali Bali" and "I Met My Water-lou." Connie Boswell with Bob Crosby Orchestra.	25343—"Guess Who" and "Take My Heart." Eddy Duchin and orchestra.	3245—"Tormented" and "Nothing's Blue But the Sky." Henry Allon and orchestra.
6 B6382—"Cabin in the Sky" and "You Can't Pull the Wool Over My Eyes." Dolly Dawn with orchestra.	7651—"Is It True What They Say About Dixie?" and "Stream-line Strut." Ozzie Nelson and orchestra.	751—"It's a Sin to Tell a Lie" and "The Call of the Prairie." Victor Young and orchestra.	25247—"Stampin' at the Savoy" and "Breakin' in a Pair of Shoes." Benny Goodman and orchestra.	3246—"Stompin' at the Savoy" and "On the Sunny Side of the Street." Chick Webb and orchestra.
7 B6417—"Do You or Don't You Love Me?" and "On the Beach at Bali Bali." Shep Fields and orchestra.	7638—"The Japanese Sandman" and "A Pretty Girl is Like a Melody." Art Shaw and orchestra.	729—"Christopher Columbus" and "Froggy Bottom." Andy Kirk and 12 Clouds of Joy.	25340—"These Foolish Things Remind Me of You." Roy Fox and orchestra, and "Sing Me a Swing Song." Benny Goodman and orchestra.	3244—"You" and "Would You?" Henry Allon and orchestra.
8 B6421—"Sweet Violets." Bob Dickinson and orchestra, and "Born Too Soon." Tunc Wranglers' Orchestra.	7658—"She Shall Have Music" and "My First Thrill." Lud Gluskin and Continental Orchestra.	809—"Until the Real Thing Comes Along" and "Walkin' and Swingin'." Andy Kirk and 12 Clouds of Joy.	25350—"House Hop" and "I Would Do Anything for You." Benny Goodman and orchestra.	3254—"If I Had My Way" and "I Nearly Let Love Go Slipping Thru My Fingers." Benny Berigan and Boys.
9 B6378—"Would You?" and "It's a Sin To Tell a Lie." George Hall and Hotel Taft Orchestra.	7667—"Oh, Babe! Maybe Some Day." Duke Ellington and orchestra, and "Monopoly Swing." Hudson-DeLange Orchestra.	822—"Lazy Weather" and "Celebratin'." Ted Weems and orchestra.	25331—"The State of My Heart" and "Monopoly." Guy Lombardo and orchestra.	3234—"Robins and Roses" and "I've Got a Heavy Date." Stuff Smith and Onyx Club Boys.
10 B6433—"When I'm With You" and "But Definitely." Charlie Barnet and Glen Island Casino Orchestra.	7673—"Mary Had a Little Lamb" and "Too Good To Be True." Teddy Wilson and orchestra.	820—"Let's Sing Again" and "You Can't Pull the Wool Over My Eyes." Ted Weems and orchestra.	25327—"It's a Sin To Tell a Lie" and "Small-Town City." Ruby Newman and orchestra.	3235—"Let's Sing Again" and "The Glory of Love." Hal Hallett and orchestra.

# MILLS do re mi

RICHEST PHONOGRAPH BUILT



Walk in with this superb instrument and take away any location in the land! Do Re Mi music is of a special quality hardly matched by the finest orchestras. Nothing else like it in coin machine circles. Equipped with twin speakers and slug proof chute.

MILLS NOVELTY CO.

4100 Fullerton Ave., Chicago, Ill.

WORLD'S LARGEST MANUFACTURERS OF COIN OPERATED MACHINES

## Detroit

DETROIT, July 18.—First machines on location reported for the Hackett Vending Machine Company were at the Blackstone Grill on Michigan avenue this week. The Hackett Company, organized by D. A. Hackett, is developing a new type of cigaret vending machine.

Joseph Franovitz, well-known Detroit operator, who is owner and general manager of the Michigan Amusement Company, is convalescing in the hospital after an operation. He was recently attacked by illness while on the job, rushed to the hospital and operated upon for hernia. Franovitz expects to return to work shortly. The business is being carried on for him by two of his associates in his absence.

George E. Clark, operator of coin machines, with headquarters at Royal Oak, north of Detroit, is no longer actively connected with the business. He has a large route of peanut vending machines, which are now being operated by Mrs. Alice Clark, his mother, from the same location. Walter Slivey, experienced

route man, is manager of the route for the Clarks.

The Greater Detroit Vending Machine Operators' Association and the Skill Games Operators' Association have both dropped the monthly meeting schedule for the summer months. Plans may include one or two social meetings, and directors' and other sessions will be called if the need arises, but aside from this the association bodies will function principally thru the presidents and secretaries for the next two months.

Walter Hodges, who has been in the operating business about a year, now operates Mills phonographs, baffle boards and various types of nut vendors. Headquarters are in Dearborn, a west side suburb of Detroit. Commenting on his business, Hodges said: "With warm weather people are leaving town and going out to the lakes. The immediate result is a slight drop in patronage of machines. However, the net loss to date has been very slight." His brother, Homer Hodges, who is on the steamer Put-In-Bay for the summer months, is also in partnership with him, with Walter Hodges managing the business at present.

## Pittsburgh

PITTSBURGH, July 18.—Coin-operated stamp machines are enjoying a good business at the department stores here as well as filling a real service.

The Penny Arcades with the Frank West Shows and Bantly's Greater Shows, playing around this territory, have been modernized with new fronts and a number of new and attractive penny machines added.

Locations of coin-operated scales have increased over 20 per cent this summer.

City council in Braddock ordered a survey of the local parking system with a view to installing 5-cent parking meters. A similar survey is now under way in McKeesport.

Isaly's dairy chain stores in this territory, increased its cigaret business nearly 50 per cent since it has installed the modern coin-operated cigaret machines. Not only have they saved a job for the busy employees but also have attracted customers who formerly thought that the chain did not handle cigarets. The machines have been serving as splendid reminders.

## London

LONDON, July 9.—A new act to restrict trading on Sundays is being passed thru Parliament. At last moment in House of Lords an amendment was put forward to compel fun fairs and shops used for such purpose to be included. This meant closing of such places on Sundays and might even have been interpreted in such manner as to include piers. Loss to machine men at seaside would have been great and public would have been deprived of considerable amusement. Those interested got busy with result amendment was withdrawn, a great example of what can be achieved by unity.

The stork is still busy in British machine family circles and for some reason or another baby girls are favorites and quite fashionable. Latest arrival is a daughter to Mr. and Mrs. A. M. Booth. Mr. Booth has introduced many novelties here, including Vulcan Robot, which draws crowds by talking, and when penny is inserted delivers personal forecast card. Is no relation to George Booth, chairman of British Automatic Machine Operators' Society, who visited America last year and who is likely to be repeating trip next fall.

Accompanied by his wife, D. Buckman, of Auto Machines, London, jobbers, will leave England for New York July 16. Return journey will be made on Queen Mary.

In September Alf Makin, of Strand Automatics, Ltd., British agent for A. B. T., will visit Chicago. He was there last fall with Walter Streets. Makin is shortly opening in Chasing Cross Road, London, home of the music-hall pros, a machine arcade or sportland which should be a model of its kind.

Position is good and place will be equipped with latest British and American machines.

Burrows Automatic Supply Company has just introduced Aerial Ride, new machine of table size. Players shoot 10 balls, one by one, up sloping field over sweep on to silver wires which slope downward to bridge with scores marked thereon. Insertion of coin causes bar over bridge to be lifted and so release balls for further play.

Run a Round, made specially for Weston Novelty Company, of London, by G. M. Laboratories, has created quite a sensation here. Operators and jobbers consider it to be an even greater proposition than Soccer.

Bowling tables with coin release for balls are topping the bill at seaside resorts. Strongest numerically is Skee Roll, which originates in America and handled here by Delaney. Competing with it are Ski, all made in London and Skee Shot made in Belgium. Billy Russell, who operates last named in Great Yarmouth, has made departure from coin action usual to this class of table. Pin table chutes are set at right angle to table. Insertion of coin and downward pressure of chute brings about instant release of balls, so doing away with lever action. An electric contact and air pump do the trick.

L. V. (Hopscotch) Hodgson, of Buck-

ley Manufacturing Company, visited Great Yarmouth for opening of resident circus season at Hippodrome. When there met and swapped reminiscences with Stanley Wathon, circus agent, who was born in Boston, U. S. A.

Annual outing of British Automatic Machine Operators' Society will take place September 2. Trip will be to Boulogne, France, as was case last year.

A number of British-made pin tables are appearing on the market. Altho late in the day they are enjoying good sales. One features non-electrical kickers.

Scott, Adickes & Company, Ltd., of London, which maintains a branch establishment in Paris, was awarded a Grand Prix D'Honneur for the Exhibit Rotary Merchandiser, formerly known as the Pathfinder, at French coin-machine exposition.

## NEW ORLEANS

(Continued from preceding page)

so that one good one could be salvaged. Those who took part in the conversation (ops, I mean) in the fishing party near the mouth of the mighty Mississippi were Frank Allosci, Vincent Cassentini, Jakey Atz Jr., Jack Sheehan and Ray Bosworth.

Police of New Orleans continue to expand their drive on machine players who are using plugged nickels, dimes and quarters. An even half dozen were jailed last week and are to face trial in the near future charged with circulating fictitious coins. Two others were arrested at a lakeside resort near the city because the owner of a location caught them using fake quarters just after they had successfully hit the jackpot in a slot machine. "We thought it was an easy way to make some money," was their not uncommon remark as they were asked to say something by the town marshal.

## Bally's Cowgirl Rounds Up Admirers

CHICAGO, July 18.—The pretty cowgirl whose larlat spells out Roundup in Bally Manufacturing Company's announcement of that game is getting plenty of fan-mail from ops who would like to meet the model. Herb Jones, Bally advertising manager, states that one Texas group even offered the gal a job in a Centennial show.

"Sorry," Herb adds, "but she's only an artist's dream—a composite picture of all the various descriptions I have heard when Texas coin-machine men get together to broadcast the beauty of Texas women."

Jim Buckley, Bally's general sales manager, puts in his ear to say that the game Roundup is making an even bigger hit than the cowgirl. Roundup is Bally's latest one-shot payout game and features a double payout with \$25 gold award.



THE NEW VIKING BUILDING in San Francisco. Contains more than 10,000 square feet of floor space and said to be the largest coin machine building on the West Coast.



# A PAY-OUT MACHINE FOR ONLY \$9.75

The Penny Goes in Here

A 100% Skill Game That's So Much Fun You'll Keep One at Home to Play Yourself

A REAL PAY-OUT OF VALUE CHECKS GOOD FOR MERCHANDISE OR MONEY

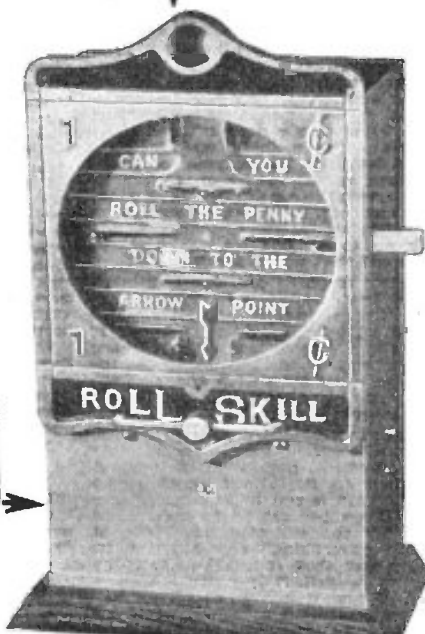
Operators are now cashing in on this machine.

A "NATURAL" at last. Skill consists of rolling the penny down to the arrow. If successful, then turn the handle and check COMES OUT HERE.

When people stay up hours at night time to play this game, it must have the same playing instinct as the bagatelle game that gave 10 balls for a nickel.

This game uses the roll of the penny. That's why the money goes in so fast. The roll of the penny is capitalized for the first time. And how they roll in.

Every location needs two machines because of such tremendous play. Locations on every counter—and HOW the pennies roll into the cash box!



Real money used to play the game. The pennies go "ROUND AND ROUND" and the play goes on and on.

TERMS: ONE-THIRD CASH WITH ORDER, BALANCE C. O. D.

REMEMBER—ONLY \$9.75

for a 100% SKILL GAME and an AUTOMATIC PAYOUT feature. Brass checks furnished with each machine.

J. D. DRUSHELL CO., 4753 BROADWAY, CHICAGO, ILL.

# Modern Prepares a Big Party For New Wurlitzer Skee-Ball

NEW YORK, July 18.—Modern Vending Company, which has been breaking records in the music-machine field, is now getting set to break more records in the amusement bowling-game market.

The firm is all excited about the new Wurlitzer Skee-Ball bowling game and is preparing for an elaborate party at one of the leading hotels here, probably the Waldorf-Astoria, for the formal presentation of the first amusement device built by the Wurlitzer factory.

Nat Cohn and Irving Sommer report that Homer E. Capehart, Joe A. Darwin and Paul S. Bennett, of the Wurlitzer organization, will be present at the party, and that every operator, jobber and distributor in this territory is invited to attend. Entertainment will be furnished and there will be dancing and plenty of free refreshments for everyone.

The Modern firm received its first sample of the new game Wednesday and immediately set it up on the floor of its showroom. Operators crowded the display quarters all day to get a peek at the new bowling game, and Nat Cohn succeeded in writing quite a string of orders on Skee-Ball.

Nat and Irving claim that the game is going to attract the attention thru the entire country. They believe that operators will agree it is as fine a machine as the Wurlitzer phonograph in mechanical perfection and beauty of appearance. They also state that the machine has been made of the same

proven mechanism of the first and oldest game of its kind on the market and that this insures the operator that the game will work 100 per cent at all times.

With these preparations under way the firm is also intending to again expand its present offices. A few months ago it was necessary for them to buy



IRVING SOMMER

the lease of the offices next to the present setup and break thru the wall to arrange for one of the most beautiful and modern office layouts in this city. Now with the even larger Wurlitzer Skee-Ball arriving they will need more display room and are therefore intending to again break thru the walls and occupy larger quarters.

"The big party will therefore be in celebration of the first amusement game of the Wurlitzer organization, as well as the enlarging of our present offices and organization," Nat Cohn states.

"We feel that the Wurlitzer Skee-Ball, especially with Paul Bennett managing it at the factory, will open a new era for the coin-machine industry. We are passing thru an era of tremendous profits for the operators and entering one that will bring even greater profits," Irving Sommer says.

Nat and Irving invite everyone for miles and miles around to be present at the formal unveiling of the first Wurlitzer amusement game. They will make an announcement within a few days of the date chosen for the event.



NAT COHN

## Reynolds Made Distrib Of Skill-Ball in Texas

NEWARK, July 18.—L. G. Anderson, general sales manager for Stirling Novelty Company, Inc., announced today that Earl E. Reynolds has been appointed distributor for Texas for their Skill-Ball bowling game.

Anderson said: "We believe that Earl Reynolds is the leading distributor in Texas and that he has proved himself capable of doing a fine job of distributing such products as our own. In Skill Ball we have learned that such men as Mr. Reynolds are required who can help the operators get started in all sections of his State and keep feeding them the machines as fast as he receives them."

"We have already made arrangements for constant delivery of Skill Ball to Mr. Reynolds' headquarters in Dallas and the Texas ops will find the game on display in his showrooms. Mr. Reynolds is also in the position to accept all orders for the game at this time in his State. He will also work with any of the men in the State who require instant delivery."

Stirling has entered into volume production on its bowling game and will be making complete deliveries to every one of its distributors. The factory is expected to reach production of 100 Skill-Ball games per week beginning with this week and if necessary step up this production to any necessary peak. The firm discloses that many other distributors have also been appointed and that announcements of these will be made in its future advertisements.

## Fitzgibbons Has Plan To Aid Ops Boost Earnings

NEW YORK, July 18.—John A. Fitzgibbons, Eastern factory distrib for Bally Manufacturing Company products, reports that he is prepared with a new plan for the benefit of the operators here which he feels will be accepted as the solution to many present problems.

Mr. Fitzgibbons believes that fast-changing conditions at this time require the entrance of new organization and new plans into the industry to help the operators earn more money with their

games. He believes that the Bally organization is well fitted for this task and that the new plan which his organization will present will be the first step to help the operators in the new direction into which the industry is moving at this time. He will soon leave for a conference to gain approval of his new idea, and if this approval is granted he believes that he will be able to point the way to greater profits for the operators thruout the East.

At the new Bally Building the men are hard at work preparing for the new plan of the firm. All advance preparations are being made and operators are being advised to be prepared for the plan when it is presented.

Mr. Fitzgibbons is looked forward to as one who is going to have something of unusually great value for the coin-machine industry in general. His enthusiasm is very great over this new plan and he feels that the general idea in itself is certain to be the necessary radical change which the industry requires at this time.

## First Skill-Balls to Woman Op

NEWARK, N. J., July 18.—L. G. (Andy) Anderson, general sales manager for Stirling Novelty Company, Inc., manufacturer of the Skill-Ball bowling game, reports that the first three games off their production line were taken by a woman operator here.

She is Mrs. Sue Silverman, who is regarded as one of the most progressive and outstanding operators in this State. Andy stated that due to the fact these were among the very first games the firm had produced and that Mrs. Silverman had her order in for the games from the first announcement the firm made, she was given them so that the firm could also note their operation.

"They have since learned, Anderson says, that the Skill-Ball not only "stands up" on location but that once on location the storekeeper will not let the machines be removed. He also says that the games are earning plenty of money."

Anderson says Mrs. Silverman has since reordered more of the Skill-Balls and is placing them on prominent locations as fast as she can get them.

## Ray's Track Sales Climb With Mercury

CHICAGO, July 18.—Surrounded by electric fans and ice-cold drinks, Ray Moloney, president of Bally Manufacturing Company, found comfort in the fact that, altho the current weather in Chicago makes him feel like a fried ice-cream cone, the unusually torrid summer is boosting the sales volume of Ray's Track, Bally's nine-horse payout race game.

"I attribute this to the fact that people are swarming in greater numbers than ever to summer resorts, beaches, parks and other outdoor amusement centers," says Ray. "And these are ideal spots for Ray's Track. In resort territory profits of \$500 to \$600 are not unusual for Ray's Track. We have increased our output several times in repeated efforts to catch up on orders, but six days behind on orders is the very best we have ever done. Now with summer-territory operators putting two and three Ray's Track machines in spots ordinarily served by one, the problem of making delivery is tougher than ever."

## Ted Stoner in Cincinnati

CINCINNATI, July 18.—On a recent visit to Cincinnati Ted Stoner, of Stoner Manufacturing Company, Aurora, Ill., was the guest of Bill Marmer, of Sicking Manufacturing Company, at Arrowhead Inn, popular local night spot. Stoner enjoyed the entertainment and was keenly interested in the activities of the patrons of the place. Ted made the trip in his own plane, arriving last Saturday afternoon and leaving Sunday.

## Bannister 'Indiana Kingfish'

INDIANAPOLIS, July 18.—Frank Bannister, president of AAA Novelty Company, within three years has become known as the "Indiana Kingfish" to all the coin-machine industry here.

Frank is known as one of the wonder men of the coin-machine biz. A little less than three years ago he drove into Chicago with his attractive daughter, Ruth, in his Ford coupe and after seeing the activity of the manufacturing center tore out the back part of the coupe and built a platform in its place, on which he loaded 15 pin games.

Since that time he has acquired seven Dodge trucks, which, as the "Indiana Kingfish" says, are "all paid for," and now has more than 1,500 coin machines working in a tremendous territory ranging from this city to the very outskirts of Chicago.

He has one of the largest coin-machine offices in the State and there is a friendly and jovial atmosphere there at all times. Members of his firm have educated the public to a love for coin machines and the "Indiana Kingfish" himself says: "This is one city and one State wherein the coin-machine industry is appreciated. The players like the games and they like the way they are treated. It is our ambition to build the triple 'A' to one of the most outstanding of the coin-machine firms in the world."

But, regardless of all this, the new Kingfish claims there is a friendliness among the operators thruout the State and a feeling that they are going to receive 100 per cent perfect treatment at all times.



# MODERN

*Presents*

## THE MOST IMPORTANT COIN MACHINE ANNOUNCEMENT OF THE YEAR ON THE BACK COVER OF THIS ISSUE!

### REAL BARGAINS — SAVE MONEY

TIX SCORE ..... \$27.50  
 NEIGHBORS ..... 24.50  
 HOME RUN ..... 25.50  
 NEW LOW PRICE — STAR BALL GUM, \$11.00 PER CASE, P. O. B. BROOKLYN, 10,000 Balls.  
 GLOBES for All Merchandise Machines, MODEL No. 14, Per Doz ..... \$8.00  
 1/3 Deposit With Orders, Balance C. O. D. Or Cash With Orders—2% Discount. MODEL D, Per Doz ..... 6.00  
 Write for Prices on Any Game You Desire—New or Old. Large Stock Always on Hand.  
 174 S. Portland Ave.  
**BUDIN'S SPECIALTIES, Inc.** BROOKLYN, N. Y.  
 Tel. Nevins 5-7528.

### ATTENTION PIN TABLE OPERATORS

#### Automatic Pay-Out Tables

- 2 GARIOCAS @ ..... \$13.75 each
  - 2 PUT & TAKES @ ..... 13.75 each
  - 2 TYCOONS (Power-Pack) @ ..... 80.00 each
  - 2 PAY-DAY (Like New) @ ..... 40.00 each
  - 1 ELECTRO RAFFLE BALL ..... 40.00
  - 2 EXHIBIT TICKET GAMES (Football) @ ..... \$2.50
  - 2 MODEL F IRON CLAWS (Chrome Head) ..... 25.00 each
  - 4 ELECTRO HOISTS, Model 1834 @ ..... 65.00 each
- All are in Excellent Condition. 1/3 Cash Deposit with Order, Balance C. O. D.

**PARAMOUNT AMUSEMENT CO., Inc.**  
 1426 Wells St., FT. WAYNE, IND.

### Struhl Sees Big Season

NEW YORK, July 18.—Morris Struhl, affectionately known to the coin machine men here as Pop, reports that there is sure to be a big season for the resort men in this area.

His firm is unusually busy at this time, shipping new merchandise to operators. They have arranged for an unusually fine delivery system for out-of-town digger machine operators and have prepared a special catalog to meet the needs of these operators.

Pop claims that the boys are going great guns and that there is no doubt that they will keep this up thruout the entire season, with a certainty that some of them are going to make more money than they have ever enjoyed before during these hot months.

### Mike Munves on the Job

NEW YORK, July 18.—Mike Munves, one of the oldest of the coin machine distrib in this city, is back on the job regularly and is meeting all-comers again, he reports.

Since the severe accident he met with last year Mike has made irregular appearances at his offices on Park Row and was misled by many of the operators here. Now that he is again back on the job as a regular, the men are coming in to talk over old times and to seek his advice regarding the new games which are being introduced.

Mike also has some features for the operators and believes that the men will be interested in the new literature which he has prepared. He also feels that this is a new era the industry is entering into and claims that he is prepared for it.

# Sticker Advertising for Coin Machine Operators

By JOHN B. WINTHROP

There is a principle of modern merchandising which coin machine operators, consistently following, can employ to their substantial profit. That principle is: "Give the package a maximum chance to sell the contents!"

If the coin machine operator will spend a few minutes studying the packaged merchandise in any drug store he will observe numerous examples of package advertising. Slogans, pictures, the most effective sales arguments—such things as these, put on the package, help to sell that which is within.

The coin machine operator is himself in the business of selling packaged goods. The package or container is his machine. The merchandise is inside. It is true the consumer may be able to see the merchandise thru glass—but the incentive to boost sales with effective advertising matter on the container—that is, the machine—is great.

When a merchandise machine is placed in a good location hundreds, in some cases thousands, pass it in a day. A great many see it. The percentage who deposit a coin is small. It doesn't have to be a large percentage to make good money for the operator. However, if "package advertising" can be used in such manner that it increases sales by 50 per cent—well, it is a major discovery in business management.

Stickers are a device already used by coin machine operators—but many more operators should use them—and most operators can use with greater skill than is now demonstrated. The use of stickers does not reflect at all upon really magnificent vending machines manufacturers now offer. It is simply that an additional selling idea can prove immensely profitable, since the cost of stickers is very small.

### Stickers Entice and Sell

Suppose a coin machine operator is introducing a new brand of chocolate in his machine. He has stickers printed which urge, "Try this delicious new kind of chocolate!" There's nothing else—but the message and the appeal which the machine, seen many times before by most in the same location, should not have.

There is a tip in the quoted copy. "New," "novel," "just out!", and other words or phrases suggesting that the merchandise is "real news," are effective advertising.

The same coin machine operator might

put on the second sticker, "Tired? This chocolate will give you a boost!"

Now we have a distinct appeal to tired people. At certain periods of the day a high proportion of people who pass the machine will be tired. The suggestion on the sticker will make some sales.

For a sticker to use on a gum machine suppose an operator uses: "To steady those nerves, use gum! The mainstay of great athletes." Now, in addition to other appeals which sight of the machine makes active, the sticker adds a specific one—to nervous persons. An occasional sale will be secured that, without the sticker, would not have been.

Suppose the operator is introducing in new locations pistachio nuts. The colorful nuts, thru the glass container, have considerable appeal. However, the appeal will be greatly increased if the operator uses a sticker: "All the rage in the big cities! High-quality pistachio nuts. Delicious. Nutritious."

Now the operator will have a real selling message. Many people who, unfamiliar with these nuts, would pass the machine by, will be enticed and sold by the sticker.

"Get the peanut habit! Enjoy our delicious peanuts, highest in nutriment." Will this help a peanut vending machine to elevate the take? It certainly will.

There's another thing about stickers which must be understood. Anything which catches the attention of passers-by, arouses their interest, will tend to increase machine sales.

"What's this?" is the question which pops into the mind of a consumer noting a sticker on a coin machine. So he examines, reads it. When this result occurs with hundreds of people there is bound to be a very noticeable effect on sales.

Stickers can be obtained in a wide variety of colors. There can be individual lettering and trade mark designs. Illustrations can be used.

An old trick of department stores, when an item no longer sells well in one part of the store, is to move stock to a new place. Often the increase in sales is spectacular. The coin machine operator who sees to it that from time to time he alters the appearance of his machines with stickers is following virtually the same principle.

## Oldtimers Behind Automatic-Markepp

CHICAGO, July 18.—Handling the Bally line is nothing new to those behind Automatic-Markepp of Chicago, exclusive distributor for Bally machines in the Greater Chicago area. The distinction of being the first distributor in the United States appointed by the Bally Manufacturing Company goes to S. L. Stanley, head of the Automatic Amusement Company, Memphis, and one of the founders of the new concern. Following closely on the heels of this original appointment, the Markepp Company, Inc., Cleveland, headed by Meyer Marcus, became the exclusive Bally distributor for the State of Ohio.

The long-standing friendship of these two well-known leaders in the industry came to a head when both decided to enter the Chicago market. As a result of their meeting in Chicago both decided to pool their interests and establish a new firm, to be known as Automatic-Markepp, Inc. The successful efforts put forth in the promotion of Bally products in their own territory brought about a similar appointment for the new company.

The beautifully appointed salesrooms and offices of Automatic-Markepp are conveniently located at 2340 Belmont avenue. Here one will find all the latest Bally hits on display, including many makes of used equipment. Fortunately, the close relationship between the new company and its parent organizations permits them to secure used equipment easily in keeping with market requests. "Altho Automatic-Markepp has been in business only several months, the

volume of business done to date is more than gratifying," said R. L. Wilds, manager of the company, who was previously managing director of the National Automatic Distributors' Association. Mr. Wilds went on further to say that excellent business was undoubtedly due to the policies adopted by the parent companies. They do not operate machines in competition with operators and they do not sell locations. Operators appreciate such policies and strict adherence to them means much.



M. M. MARCUS, who with S. L. Stanley operates Automatic-Markepp, of Chicago, exclusive distributor for Bally machines in the Greater Chicago area.

**OPERATORS...  
EARN \$900 PER MONTH**  
 with our RED CROSS SANITARY VENDING MACHINE. Handle Machines, \$6.00; Lots of 5, \$4.00 each; Lots 10, \$3.75 each. Cash with order. P. O. B. New York.  
**JACQUES PRODUCTS** 27 Bleeker St., Oct. 887, N. Y. O.

## LOOK

IN THE WHOLESALE  
MERCHANDISE SECTION

for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

### Gottlieb Games Continue Success

CHICAGO, July 18.—"We have never had such a galaxy of outstanding features to incorporate in our games as we have now." So said Nate Gottlieb, major-domo of the Gottlieb plant while Dave Oottlieb is on his vacation.

"We were first to introduce the multiple coin slot on a low-priced game when we gave the industry our Daily Races. Then we added Fence Buster and Broker's Tip to the list of multiple coin-slot games. But there were a great number of operators who wanted these games but could not use them because of restrictions on multiple slots in some territories. After months of designing and research in order to find something equally as intriguing as the multiple slot, we introduced the Gottlieb Mystery Single Coin Slot. This innovation has all the thrills and excitement of the multiple slot and yet is permissible where multiples are not. Taking Daily Races as an example, here's how the Mystery Single Coin Slot works. As the coin is inserted into the slot the light-up rack, which shows the eight horses and odds for win, place and show, bursts into a flash of color. For a few seconds you can't tell whether you're going to get two horses with win odds of 4-1 or all eight horses up to 40-1. After flashing from one horse to another and from one set of odds to another the lights finally come to rest at a combination which may leave the player any number of horses, from one to eight, with odds up to 40-1. Many operators have commented on the many instances where the action and intrigue of the flashing lights have been an added incentive for play.

"With automatic payouts the most popular at this time, we then introduced the Gottlieb motor-driven payout unit. This unit does away with inaccurate, jammed payouts. As a payout is scored on a game the unit immediately goes to work and disburses the exact amount and without jam. Accurate and sure, this unit is quickly taking its place as one of the outstanding coin-machine innovations of today. The Gottlieb motor-driven ticket unit works on the same principle as the payout unit but has a stronger motor and exceptionally high-tempered cutting edges for sending the ticket sliding down the chute cut cleanly and quickly.

"Then," continued Nate, "we came out with the announcement that Gottlieb games would be equipped with check separators at no extra cost. Our plant is being run at maximum production in order to meet the demands of the jobbers and operators for Gottlieb games. They are quick to recognize the fact that we are doing everything possible to make our games more profitable to them. And we are being rewarded with the biggest business we have had in years."

### STORM DAMAGES

(Continued from page 3)  
the Prison Show were so badly damaged as to be almost a total loss. It was said. The Ten-in-One Show will have to be rebuilt from the ground up. Tops of the Merry-Go-Round and corn game were badly torn and corn-game stock was ruined.

Much damage also was suffered by the Devil's Inn Fun House, five concessions, the Girl Show, Snake Show and Athletic Show and wagons. Damage to the Whip and some other rides was curbed by protective measures hastily taken after the storm broke. No one was injured and repairs were made so that the show as a whole was able to open on Friday pending further repairs and replacements.

### R. A. S. HIGH

(Continued from page 3)  
ported by Walter Devoyno, shows' secretary, to be 23½ per cent.

Excellent weather prevailed. Saturday afternoon's business was slightly retarded by a touch of rain. Tonight the midway had what officials believe to be the largest crowd of the engagement. Mr. Sedlmayr said the Kemp Lion Motor-drome, playing its second engagement, surprised officials by exceeding its gross of the previous engagement. Raynell's Girl Show, Dick Best's Freak Show and Claxton's Colored Musical Review carried most of the excess gains. Riding devices and concessions all benefited by crowds that probably will represent a new exhibition attendance record with Managing Director Percy Abbott's office tabulates reports.

## "Positively, the world's best

**Auto-Punch**  
Automatic Payout,  
Changing Odds,  
Light-Up, Life-time  
Salesboard Machine.  
A tremendous money-maker.  
**\$69.50**  
Tax Paid

**Money-Making Counter Games!**

**REEL "21"**  
"Black Jack," player draws against dealer or house. A long life, big profit game.  
Double door and register **\$23.75**  
\$2 extra Tax Paid

—ED. FURLOW

Prompt Delivery From Our Office Nearest You. Rush Your Order for Quick Profits.

**ELECTRO-BALL CO., Inc.** 1200 Camp, Dallas  
Fort Worth Waco San Antonio Houston Wichita Falls  
Oklahoma City Memphis New Orleans

### TROUPERS ATTENTION

Read Games, 100, \$0.75  
Base Balls, No. 9, .85  
Straw Hats & Feath., 4.00  
Coyts, Inside Wigs, .40  
Doz., .40  
Monkeys, High Hat, 4.50  
Gro.  
Indiana Razor, 50c.  
Hundred, .75  
Indiana Razor, 50c.  
Hundred, .85  
Whips, Long Lash, .50  
Doz.  
Sun Glasses, \$1.25 Doz. \$ 8.00  
Games, China Mews, Gro. \$ 7.20  
Games, Mistle, Black Handle, Gro. 9.00  
Parasols, Silk, 8-Size, Gro. 10.50  
Parasols, Paper, Laror Size, Gro. 10.50  
Pills, Large Outside Whistle, Gro. 2.50  
Gels, Dolls, Fishes and Reeds, Gro. 9.00  
Rubber Toys, Assortment, Gro. 4.50  
Full line of Novelties, Balloons, China, Blum, etc.  
**NOVELTY SALES COMPANY**  
131 So. Illinois St., Indianapolis, Ind.  
Prices subject to change. Dep. on O. O. D. orders.

### ONE-HALF DEPOSIT ON ALL ORDERS

American Map, Goodie Mats, Doz. \$ 9.75  
Hi Hat Fur Monkeys, Gro. 4.00  
Cat Tost-Ups, First Quality, Gro. 4.00  
Tropical Helmets, Doz. 1.50  
Original Mice Dolls, Minicats, Ear-Plugs, Bright Feather Oras, Gro. 8.00  
**MIGKEY MOUSE SLIM JIM**  
BALLOONS, Gro. 3.25  
Large Workers, 250 Each.  
Felt Spanish Mats, All Colors, Doz. 1.75  
Run Glasses, Heavy Frame, Gro. 9.00  
Lucky Charms, Good Ast., Gro. 3.00  
Sackie Punching Cat Balloons, Gro. 3.00  
New Stock Jap Infant, Animals, Doz. 2.00  
Mc. 70—China Balloons, Good Fish, Gro. 2.50  
24" Silk Parasols, Special, Gro. 12.00  
All orders shipped same day.  
**HARRY KELNER & SON, Inc.**  
50 Bowery, New York City

### ECHOL'S HIGH SPEED ELECTRIC SNOW SHAVER

**\$39.50**  
P. O. B. St. Louis.  
**S. T. ECHOLS**  
1337 Walton Avenue, St. Louis, Mo.

### HARRY MILLER SHOWS

Want Girl Show and Athletic Show People. New outfits for both. Want Kiddie Auto Race. Good proposition to Ferris Wheel and Tilt-a-Whirl. Can place Cookhouse for season. Also other concessions. Looking for one Special. Want Billiard with Decoration. Art Gardner come on. Want Beanie Game. Ride Help and experienced help in all departments. Grand Shows with own outfit. Eight acts contracted for next winter. Interested parties, now showing in heart of Oklahoma's biggest oil town, the Nowata Field. All address **HARRY MILLER**, Nowata, Okla. Bring camping equipment, no rooms.

### Famous Robbins Circus Wants

For Big Show, Novelty and Comedy Acts. Teams that do two or more turns. Acrobatic, Wire and Animal Acts. One-Act Shows. Bands, Trombone and Clarinet that doubles Sax. For Side Show: Colored Band and Minstrel People. Cornet, Trombone, Tuba, Concession and Dance. Ticket Seller and Oriental Singer. Amateur Rugby, 23' Minst. 24' Street. 25' all North Dakota, Chibberton, 26; Pientywood, 27; both Montana.

### WANTED NOW FOR PLATFORM MED. SHOW.

Women and Singers that change for two weeks and work in Act. If you play any Musical Instruments say so. State age and salary. It's sure here. Pick-up rate of this ad. **ALVIN KIRBY**, care Kirby Players, Coal City, Ind.

### WANT QUICK FAST-STEPPING FEATURE TOBY COMEDIAN AND GENERAL BUSINESS MAN.

Performance if doubling instrument. Drumming preferred. Also want real hard-working Boss Concessionaire. Must be capable and be good. Truck Driver preference. Salary low but sure. Name it. Address **H. WILLIAMS**, Clinwood, Va., week July 20.

### WILL BUY FOR CASH No. 5 FERRIS WHEEL

Write **BEN WILLIAMS**, 50-25 71st Street, Winfield, L. I., New York

### PHILLY (Peanuts) HOWARD

Came home at once—Mother dying. **YOUR FAMILY.**

### WANTED

Concessions and Shows for the Biggest Three-day Bazaar in South-west Missouri. Come on, boys, it's your chance to get that old bank roll stretched. **WANTED!**—Railroad for three days. State net salary. Goodman, Mo., July 30, 31 and August 1. Address **BILLY TERRELL**, Goodman, Mo. Concessions rates will be dirt cheap. Other big ones to follow.

### AMERICAN SALES CORPORATION

CHICAGO, ILL.  
936 WRIGHTWOOD AVE.  
We're not "crazy with the heat" when we tell you that you can't go wrong with our location-tested games... hundreds of the biggest operators in the business are using 'em and piling up profits... buy on our especially arranged extended payment plan.  
**WRITE TODAY!**  
*Lee D. Jones*  
P. S.—Can also use flute player; must be congenial.

### CONCESSIONAIRES, RIDES, RESTAURANTS, SHOWS

Come to the Biggest Affair Ever Held in Lowell  
**CITY OF LOWELL CENTENNIAL, OLD HOME WEEK CELEBRATION**  
August 10 to 15—Afternoons and Evenings  
On South Common, where the famous Fourth of July Celebration always takes place. Attractions, Fireworks, Free Acts, Competition Drills, Parade, Free admission. Under auspices of the Pawtucketville Historical and Memorial Association. **CORNELIUS F. CRONIN**, General Chairman, Lowell, Mass. Write at once.

### WANTED SHOWS, CONCESSIONS, FREE ATTRACTIONS

CAN USE Cook House and other legitimate Concessions for **POTNAM PUMPKIN SHOW**, Zanesville, O., July 27-August 1. This is old established event, draws large crowds.  
**WANTED for STUBENVILLE, O., American Legion Mid-Summer Festival, July 27-August 1; shows and outstanding FREE ATTRACTION.** Nothing but High Acts will be considered. This date outstanding. Location downtown.  
We have available for Fairs and Celebrations **MAY COLLIER**, Water High Dive. This is high-class act. Address inquiries to **F. E. GOODING**, Box 386, Columbus, Ohio

### OLD HOME WEEK and DIAMOND JUBILEE CELEBRATION

**PHILLIPSBURG, N. J., August 3d to 8th**  
New Jersey's Biggest Celebration  
**WANT!**—Shows of all kinds. Ten-in-One or any Circus Side Show will make good here. Ball Games, Grind Stores, Wheels and you will work here. Frozen Custard, Corn Game, Eats and Drinks, plenty of room, as you will be placed on the streets or grounds. **CAN PLACE!**—Merry-Go-Round, One Flat Ride, Loop-o-Plane or Loop-the-Loop, Tilt-a-Whirl will get well here. Address all mail to **R. H. MINER**, Parkside, Pa., this week; Frenchtown, N. J., week of the 20th.

### YELLOWSTONE SHOWS WANT

Iron Claws, Photo Gallery, Bowling Alley, Lead Gallery, Monkey and Micky Mouse Show. Any show that doesn't conflict. Eight fairs ahead. Ride Help, come on.  
**W. S. NEAL**, Deer Lodge, Montana.

### CAMPBELL UNITED SHOWS WANT

Cook House and Grab Joint, privilege in meal tickets; organized Minstrel Show with Band, salary or percentage; organized Girl Show, Girls for Revue, legitimate Concessions. Will furnish outfit for any good Show. **PLACE** good Promoter, one more sensational Free Act. **PLACE** Whip or Loop-o-Plane. Ellenville, N. Y., this week; Margaretville, Hudson, N. Y., to follow. Have nine good Fairs, starting August 20.

# NEW PRICES ANNOUNCEMENT

Because of Savings Thru Mass Production  
**JOBBER, \$259.00—OPERATOR, \$295.00**

DISTRIBUTORS PROTECTED—A few Franchises still open.  
 DELIVERY AUGUST 5th ON ALL ORDERS FILLED IN ROTATION AS RECEIVED  
 Thank You—Operators, Jobbers and Distributors for your wonderful response and enthusiasm. SKILL-BALL designed, created, engineered and produced because of our confidence in the Amusement Machine Business and now because of your confidence in us SKILL-BALL is the greatest and fastest long-life Nickel Getter ever made.

## ATTENTION . . . DISTRIBUTORS, JOBBERS, OPERATORS

1. Franchises for Exclusive Territories going fast. Write for open territories if able to buy in quantities and give satisfactory representation.
2. Quantity shipments start August 15.
3. If you haven't yet tried Skill-Ball order a sample today and be convinced. A deposit of \$100 required with all orders.

## HERE . . . ARE A FEW OF THE REASONS WHY SKILL-BALL IS ACCEPTED AS THE ANSWER TO THE OP- ERATORS' PROBLEM.

1. ABSOLUTELY LEGAL EVERYWHERE!
2. Earns greater profits over a longer period of time than any other amusement game ever built.
3. ENTIRELY DIFFERENT! Completely Electrical—Triple Feature Entertainment—Beautiful, Gleaming Appearance—Portable Construction—Replacement Game Feature—Sound Effects—Magnetic Playing Appeal—Location Tested.
4. And many other reasons why you should WRITE TODAY for our 8-page descriptive Booklet and natural color Circular.

To insure prompt shipment of sample and bulk orders phone Long Distance, Newark, N. J., Bigelow 3-1112, or wire, reserving your requirements.

Mail deposits for sample SKILL-BALL, guaranteed by us 100% perfect or money cheerfully refunded.



**STIRLING NOVELTY COMPANY**  
 INCORPORATED  
 General Offices:—54 ELIZABETH AVE., NEWARK, N. J.



## SMART BETS FOR SMART OPERATORS

DID YOU GET OUR LATEST CATALOGUE?  
 Be the first in your territory with "DE LUXE"—Season's Top Money Getters—Hot Leaders—for every type of Concession. The Sweetest New Line of Plaster Novelties.

**WISCONSIN DELUXE CORP.**  
 1902 North Third St., Milwaukee, Wis.  
 "IF IT'S NEW, WE HAVE IT"—One Day Service



## NOBBY ALL BALLY PRIZE PACKAGES

SOMETHING NEW THIS SEASON!  
 A LARGE 25c BOX FOR A 10c SELLER  
 This Package Contains Chocolate Crushed Cherries. A Sensation in Prize Packages.  
 (100 Ballys to 100 Pkgs.) 10 Pkgs. FREE with every carton PACKED 110 to CARTON.  
 Carton, \$4.50—5 Cartons, \$22.50—10 Cartons, \$45.00  
 Send for Prize Package Catalog of All Numbers.  
 20% Deposit with Order. Balance C. O. D.

**DELIGHT SWEETS, Inc.,** 60 EAST 11th St., NEW YORK CITY

**ATTENTION CARNIVAL MEN ATTENTION**  
 BEFORE PURCHASING SEE  
**THE JOHN ROBINS COMPANY**  
 340-42 THIRD AVE. PITTSBURGH, PA.  
 LOWEST PRICES  
 Largest Line of Fair — Carnival — Bazaar — and Bingo Merchandise

**KRAUSE GREATER SHOWS WANT**  
 TO JOIN NEXT WEEK, MARTINSBURG, W. VA. TWO MORE STILL DATES TO FOLLOW AND FAIRS, STARTING IN MARION, VA. WEEK AUGUST 17, AND FAIRS UNTIL THANKS GIVING WEEK, AND 41 FAIRS IN FLORIDA, STARTING MIDDLE OF JANUARY.  
 Opening for small time Revenue Show, account disappointment. Will furnish outfit. CAN PLACE small Wild West with their own outfit. Opening for large or small Snake Show, Midget, Fun, Life, Outlaw, Mechanical, Brown, Blodson, Single Pit or any large or small Show not conflicting. Also Monkey Circus. Will sell exclusive on Merchandise Wheels. Have no wheels at present. Will sell exclusive on Three or Four-in-a-Row Picture Gallery, Long-Rance Shooting Gallery, Ayres, Cotton Candy and other Concessions. Address: GEORGE DORMAN, Manager, Krause Greater Shows, Altoona, Pa.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

# Babe Kaufman, Inc., Makes Keeney Deal

CHICAGO, July 18.—Babe Kaufman and her partner, Sam Rabinowitz, owners of Babe Kaufman, Inc., closed a deal while in Chicago with J. H. Keeney Company for the distribution of some new games which they predict will be a sensation in the States of New York, New Jersey and Connecticut.

It was originally planned to remain over in Chicago over the week-end. However, due to a strenuous series of tours to the various factories and a mad whirl of entertainment, including a party given in their honor at the Chez Paree by Ed Pace and his son-in-law and daughter, Mr. and Mrs. Hornisher, Babe felt that she could best recuperate amongst the comforts of her home in New York. Sam was anxious to get home to look after the delivery of his new power boat, a 24-foot Cris-Craft cabin cruiser, and if possible start it out on its maiden voyage.

Another very important purpose of their trip by plane to Chicago was to extend a personal invitation to the trade to attend the grand opening of their new distributing offices July 29. Everyone who possibly can spare the time has promised to be there. These new offices, as Babe describes them, will rank high among the best in the country.

## ROUTES

(Continued from page 37)  
 Wintz, Julie: (Top Hat) Union City, N. J., ne. Woods, Howard: (Robert Treat) Newark, N. J.

**Y**  
 Yates, Billy: (Grotto) Pittsburg, hr. Young, Freddie: (Silver Cloud) Chi., ne.

**Z**  
 Zarin, Michael: (Waldorf-Astoria) New York. Zatur, Joseph: (Biltmore) New York, N. Y. Zelman, Rubin: (Caravan) NYC, ne. Zwilling, Sid: (Bellevue) Bellevue, Pa., co. Zwolin, Ted: (Moulin Rouge) Detroit, e.

## MISCELLANEOUS

- Acc-Hi Show: Cartersville, Ga., 20-25.  
 Becker, Magician: La Crosse, Wis., 20-25; Kenoza 21-Aug. 1.  
 De-Cleo, Magician: Marysville, O., 20-Aug. 1.  
 Dixie Revue: Raleigh, W. Va., 20-25.  
 Runstinger, Harry, Magician: Monroe, Mich., 20-25.  
 Mel-Roy, Magician: Crawford, Neb., 22; Torrington, Wyo., 23; Cheyenne 24-25; Ft. Collins, Colo., 27; Loveland 28; Greeley 29; Longmont 30; Boulder 31-Aug. 1.  
 Newmann, Great: Grafton, N. D., 20-25; Devils Lake 27-Aug. 1.  
 Original Floating Theater: Reedville, Va., 20-25; Leesport, Md., 27-Aug. 1.  
 Ricton's Show: Westmoreland, Tenn., 20-22; Orinda 23-25.  
 Silvers Fun Show: Stratford, Ia.  
 Wright's, O. A. Dogs: Fitchburg, Mass., 20-28.

## DRAMATIC AND MUSICAL

Emperor's New Clothes: (Manhattan) NYC. White's, George, Scandals: (Grand) Chi.

## REPERTOIRE

- Billy Comedyans, Billy Weble's: Fitchburg, Mass., 21; Nashua, N. H., 22; Portsmouth 23; Dover 24; Rochester 25; Manchester 27.  
 Bush-Byrns Players: Truxton, N. Y., 20-26.  
 DeForest Show: Pruden, Tenn., 20-25.  
 Glinvan, Norma, Dramatic Co.: Edgerton, O., 20-25.  
 Hale Comedy Show: Peach Bottom, Pa., 20-25.  
 North, Ted, Players: Emporia, Kan., 20-25.  
 Princess Stock Co.: Armsstrong, Mo., 20-25.  
 Toby's Players: Cuba, Mo., 20-25.  
 Tolbert, Mill: Fincroy, Tenn., 29; Lawrenceburg 30; Pulaski 31; Lewisburg Aug. 1.  
 Hale Comedy Show: Peach Bottom, Pa., 20-25.  
 North, Ted, Players: Emporia, Kan., 20-25.  
 Princess Stock Co.: Armsstrong, Mo., 20-25.  
 Toby's Players: Cuba, Mo., 20-25.  
 Tolbert, Mill: Fincroy, Tenn., 29; Lawrenceburg 30; Pulaski 31; Lewisburg Aug. 1.

## CARNIVAL COMPANIES

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

- All-American: Wilson, Okla.  
 All-American Expo.: Park River, N. D., 23-25.  
 American United: Bozeman, Mont.  
 Anderson-Strader: Downs, Kan.; Trenton, Neb., 27-Aug. 1.  
 Arena: Baxtonburg, Pa.; Freeport 27-Aug. 1.  
 Bach, O. J.: Massena, N. Y.; Rouses Point 27-Aug. 1.  
 Bantly Greater: Portage, Pa.  
 Barfield's Cosmopolitan: Whitesburg, Ky.  
 Barker: Chandlerville, Ill.; Colchester 27-Aug. 1.  
 D'Amico Bros.: Mt. Pleasant, Mich.  
 Beckman & Gorty: Milwaukee, Wis.; Sheboygan 27-Aug. 1.  
 Bog, P. H.: (Fair) Grayson, Ky.; (Fair) Harrodsburg 27-Aug. 1.  
 Big State: Meigs, Tex.  
 Blue Ribbon: (Fair) Columbus, Ind.  
 Bremer Midway Attrs.: Crookston, Minn.; Montevideo 27-Aug. 1.  
 Brown Novelty: Loveland, O.  
 Bruce Greater: Elizabethtown, Ky.  
 Burdick's All-Things: McGregor, Tex., 23-25.  
 Byers Bros.: Clear Lake, Ia.  
 Campbell United: Elenville, N. Y.  
 Capital City: Jellico, Ky.-Tenn.  
 Central State: (Fair) Chester, Neb.  
 Cettin & Wilson: Wilmington, Del.; (Fair) Harrington 27-Aug. 1.  
 Christ United: Chillicothe, O.

# POPCORN

SPANISH, SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO GLASSINE BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.

A Penny Postal Card to us will bring our Booklet Price List of Popcorn Supplies.  
**PRUNTY SEED & GRAIN CO.**  
 14 & 16 S. FIRST STREET, ST. LOUIS, MO.  
 "Over Sixty Years Distributing Popcorn."

**Concessionaires . . .**  
**NOVELTY SUPPLY FOR**  
 FAIR, CARNIVALS, CIRCUSES, GRIND STONES, WHEELS, MARKS, COIN GAMES, ETC.  
 Catalog with New Low Prices!  
**THE TIPP NOVELTY COMPANY**  
 TIPPECANOE CITY, IND.

# BOB ROBINSON

Get in touch with BOOBY OBADAD at once at the Dingo Palace, San Antonio, Tex.

## LECTURER AT LIBERTY FOR MED. OR SEX

All essential. Strong talker. References a plenty. Long experience. Graduate Pharmacist. Have been with the best. Oldsters who know me, answer.  
**DIEFENBAUM, 8316 Grand Ave., Grand City, Ill.**

## WANTED CONCESSIONS and SHOWS

**PULASKI, WIS., AUGUST 1-2**  
 Homecoming American Legion and Lion's Club  
**RUTTE DES MORTS, WIS., AUGUST 3-4.**  
 Indian Post-War and Paveement Dedication.  
 Parade, Free Acta, Fireworks on the streets. Two best spots in Wisconsin. Ref. the check with.  
**OLIVER STILLMAN,**  
 877 Main St., Oshkosh, Wis.

## SUNSET AMUSEMENT COMPANY

WANT Penny Pitch, Candy Floss, Pitch-Till-You-Win, Snow Balls and Diggers, WANT Ricker Mouse, Wax or Mechanical Shows, 25%. No pay advs. Address Albia, Ia., this week.

## WANTED AT ONCE

Man capable of rebuilding Hey-Daw Ride. Must be thoroughly competent. Don't misrepresent. Write  
**DODSON'S WORLD'S FAIR SHOWS**  
 Du Bois, Pa., This Week.

## SCHELL BROS. CIRCUS WANTS

Small Band, Chevrolet, Mechanic, Canvas Boss and Men. WANT Hal-1 Game, Kokoma Movies, Heavy Hart, Clark, Austin, Hawkins and Sid Show. Arts wire JAKE FRIEDMAN, Oxford, N.C. Tuesday, Cambridge, Wednesday; Benkelman, Thursday; Bird City, Kan., Friday; Burlington, Colo., Saturday.

## DANCING GIRLS

With or without wardrobe. Sixteen weeks of Fair, all winter in Florida. Top salary paid.  
**EDDIE LEWIS, Roseto, Pa.**

- Coleman Bros.: Wallingford, Conn.  
 Colley, J. J.: Wynne Wood, Okla.  
 Conklin's: All-Canadian: Red Deer, Alta. Can.; Lloydminster, Sask., 27-29; North Battleford 30-Aug. 1.  
 Corey Greater: Eerlin, Pa.; Meyersdale 21-Aug. 1.  
 Crafts 20 Big: Hayward, Calif.; San Leandro 27-Aug. 2.  
 Crowley United: Iowa City, Ia.  
 Crystal Expo.: Lexington, Va.  
 Cumberland Valley: Carthage, Tenn.  
 Cunningham Expo.: Cadiz, O.  
 Curl Greater: Camden, O.; Piqua 27-Aug. 1.  
 Dalley Bros.: Greenfield, Mo.  
 DeLuxe Show of Attrs.: Puchkeepsie, N. Y.  
 DeBart & Knepp: Smithers, W. Va.  
 Dixie Belle Attrs.: Rockport, Ind.  
 Dixie Model: Blekhill, Ind.  
 Dixie Expo.: Hinton, W. Va.  
 Dodson's World's Fair: Du Bois, Pa.; Parkersburg 27-Aug. 1.  
 Edwards, J. R.: Fostoria, O.  
 Elane's Expo.: Jefferson, Pa.; Fairbank 27-Aug. 1.  
 Erby Bros.: Roseto, Pa.  
 Enterprise: Green City, Mo.  
 F. M. & Am. Co.: Hazletdale, Pa.  
 Finner: Tomahawk, Wis.  
 Frederick Am. Co.: Lexington, Neb.  
 Frisk Greater: Litchfield, Minn.  
 Georgia Attrs.: Ninety Six, S. O.  
 Gibbs, W. A.: Auburn, Neb.  
 Glick, Wm.: Greenfield, W. Y.  
 Gold Medal: Kingsford (Iron Mt.), Mich.  
 New London, Wis., 27-Aug. 1.  
 Gold Seal: Richwood, W. Va.  
 (See ROUTES on page 94)

Los Angeles

LOS ANGELES, July 18.—The monthly meeting of the California Amusement Machine Operators' Association drew a fine crowd of 155 July 6. The affair was held at the Cafe de Parve and measured up to the enjoyable occasions of the past.

Dropped in on Irving Bromberg and found him, Eddie Blumenthal and the force busy with what Irvin said was a most satisfactory volume. It was stated that the new Rock-Ola Totallite was going fine. Stoner's Turf Champs going good and Mcdape was also getting a very good sale.

Air-Conditioned and Fascination games ready for the market. Fascination is being built in seven and 14-foot models. At the local office O. R. Pettyjohn stated that there were five games in their experimental department; two that are novelty games and give every promise of being big winners.

BIRTHS

(Continued from page 34) sloners, a 7½-pound girl, Mary Helen, at Central City, Neb., July 10.

Divorces

Robert Mantell, son of noted Shakespearean actor, from Mrs. Gaye Hoefler Mantell at Pontiac, Mich., June 24.

Priscilla M. Pryor from Roger Pryor, motion picture actor and son of the famous bandmaster, in Trenton, N. J., July 1.

John Ringling, from his second wife, Emily Haag Buck Ringling, at Sarasota, Fla., July 7.

Eather Mae Kvale from Alfred J. Kvale, orchestra leader, in Chicago July 9.

Julia K. Delmar from Dezzo Delmar, musician, in Los Angeles June 29.

Lee Ashton Deerholt Jr., film actor, from Florence Eugenie Deerholt in Los Angeles July 1.

Mrs. Wreford Price from Wreford Price, professionally known as Greystoke the Magician, recently in Chillicothe, O.

Mrs. Myrtle Armstrong in Detroit July 15 from Armstrong, fire eater.

Late Deaths

(The following items were received at press time. More details in the next issue.)

MERCY—Antonia, dancer, known internationally as La Argentina, at Bayonne, France, July 18 following a heart attack.

World of Mirth Shows

Kenmore, N. Y. Ten days ended July 11. Auspices, Town of Tonawanda Centennial. Location, Sheridan drive and Delaware avenue. Weather, perfect. Business, excellent.

From staff and showmen alike not one single complaint to register as this 10-day centennial stand, the biggest in two seasons of carnival dates, drew to a close. Nightly paid attendance hit consistently at the 10,000 mark.

From staff and showmen alike not one single complaint to register as this 10-day centennial stand, the biggest in two seasons of carnival dates, drew to a close. Nightly paid attendance hit consistently at the 10,000 mark. Fourth of July crowds set the season's high at 19,000 visitors. Outside gate receipts stimulated after the holiday when the World of Mirth marquee (a gay new red, white and blue canvas fresh from the Baker-Lockwood plant) was transferred from the midway proper to the centennial main entrance on Delaware avenue.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

Watch Our Ad Every Week FOR THE DIAMOND SPECIAL!



JUMBO . . . \$42.50
DAILY DOUBLE 39.50
BIG RICHARD . 49.50
BALLY DERBY. 59.50
BALLY ACE . . 23.50
REPEATER . . . 37.50
DOUBLE SCORE 42.50
PALOOKA SR. . 99.50

TYCOON . . . \$69.50
COCKTAIL HOUR . . 44.50
AUTODART . . 7.50
BIG 5 JR. . . . 27.50
BROKERS TIP . 64.50
DAILY LIMIT . 44.50
HOLLYWOOD . 39.50

1/3 Down, Balance C. O. D.

GERBER & GLASS 914 DIVERSEY BLVD., CHICAGO, ILL.

FREE 7-DAY TRIAL!



REEL "21" YOUR FULL AMOUNT Refunded if you are not fully satisfied. IT'S NOT A SALE UNLESS YOU ARE SATISFIED!

\$23.75 Tax Paid. 1/3 Deposit With Order.

GERBER & GLASS 914 DIVERSEY BLVD., CHICAGO

JOHN R. WARD SHOWS WANT

For 14 Fairs, starting August 3, Kahoka, Mo. Tennessee and Mississippi Fairs to follow. Book or buy Loop-O-Plane, Shows, Ten-in-One and good Grind Shows with or without outfit. Man to take charge Monkey Drome, Hawaiian Dancers. Ted Reed wants Performers and Musicians for Minstrel, Talkers, Grinders, capable Show People, write. Capable Foreman and Ride Help for Merry-Go-Round, Tilt-a-Whirl and Chairplane. Place all Stock Concessions, American Palmist and Diggers. Want Man and Wife to Manage Real Cook House. Long Season South. Vandalia, Mo., this week; Mannibal, Mo., week July 27; then all Fairs.

HARRODSBURG, KY., FAIR WEEK JULY 27

Kentucky's Greatest County Fair, followed by 13 other straight county fairs: Russell Springs, Vanceburg, Ewing, Germantown, Greensburg, Hodgenville, Centerville, Jackson, Dickson, Marks, Louisville, McGhee and Canton. The choice fairs of the South. WANT Stock Concessions. WANT Shows with own outfits. Prof. Rossi wants White Musicians. WANT Plant Performers. If you want day and night play for your concessions or show get with a show that has the fairs. No drought at our Kentucky fairs. Address

F. H. BEE SHOWS, Inc. Grayson, Ky., Fair, this week, or come on to Harrodsburg, Ky., next week.

WANTED FOR MICHIGAN'S THREE LEADING CENTENNIALS

Logitmatto Concessions, Eric Diggers, Cigarette Shooting Gallery, Penny Pitch, Lead Gallery, Frozon Custard, Novelites, Clinton, Mich., July 21 to 25; Fowlerville, Mich., July 29 to August 1; Williamston, Mich., August 5 to August 8. C. D. MURRAY.

WEST BROS. AMUSEMENT CO. WANTS

All kinds of Concessions, Shows that don't conflict with what we have, Ride Help for Tilt-a-Whirl, Chairplane, Kiddie Autos, Happy Cunningham, Slim Walton, come on. Wahpeton, N. D., July 23 to 25; Sauk Center, Minn., week July 27.

Barney Tassel Shows

West Fairview, Pa. Week ended July 11. Auspices, Good Will Fire Company. Weather, hot. Business, poor. Leastest week of year, according to Barney Tassel, manager. Simply no

business despite favorable weather, a well-lighted midway and neatly attired attendants. New Chairplane added this week. Next week a Merry-Go-Round will make the fifth ride. Mrs. Tassel is efficient assistant to her husband on the lot.

BRANCHVILLE FAIR

6—BIG DAYS AND NIGHTS—6 WEEK AUGUST 3 TO 5. Featuring America's Greatest Free Attraction, THE GREAT WILNO. Being Shot Out of a Cannon. CAN PLACE Pitchmen, Demonstrators, Wire Workers, Legitimate Concessions, Shows, Candy Floss, Cigarette Shooting Gallery, Long Range, Pistol-Win, Glass Store. Address BOYD S. ELY, Secretary, Branchville, N. J.

WANTED AT ONCE

Workmen all departments, Pit Show with own transportation, Pony Act and other Acts for Big show, useful People all departments, Routes Madison, July 22; Monticello, July 24; Liberty, July 24; Port Jervis, July 25; all New York.

GORMAN BROS. CIRCUS

WANTED TO BOOK A RODEO

What does not disappoint, for August 11 to 15. RICHWOOD FAIR, G. E. Bidul, Secretary, RICHWOOD, O.

SPERONI SHOWS WANT

People to strengthen Side Show, Concession Agents for Salt Store, Bringing Ball, Scale Man, Grand Street. WANT TO BOOK Carmel Korn, Prosen. Contacted or any legitimate Concession, Ferris Wheel, Ice Cream, Wire Circus, Ill., this week; then Belmont, Ill.

WANTED

Side Show Acts at once. Salary very, as this is an extra show. Experienced Ride Help that can drive tracks. Kingsford, Mich., this week; New London, Wis., next. OSCAR BLOOM'S GOLD MEDAL SHOWS.

HARRY SIX ATTRACTIONS

WANT money-making Shows of all kinds, Concessions, Pitch-Till-P-Win, Fishpond, String Game, Bowling, Alley, Blower, Turle Race, Ball Games, Frank Beam wire, WANT Red Hat Diner, Long Season, Shows, Ind., this week; Seymour, Ind., next then all Fairs.

# Time-Tested

•• ON LOCATIONS FOR A FULL YEAR  
**Location-Proven**  
•• A SENSATIONAL MONEY-MAKER

## ROLL-A-BALL

AMERICA'S NEW BOWLING GAME SENSATION



NOT  
A PIN  
GAME  
★  
LEGAL  
EVERY-  
WHERE  
★

Not a gamble, but a SURE SHOT! Not something new or experimental, but a game that has already demonstrated its profit-making possibilities. IMMEDIATE DELIVERIES — not future promises. (We've been delivering Roll-A-Ball for the past 6 months.)

ROLL-A-BALL is the ORIGINAL 100% electrically-controlled bowling game that HAS EVERYTHING. Gives a complete check-up on every winning score, number of coins played and earnings. Fully automatic and mechanically perfect. Needs no attendant.

Plays 9 wood balls for 5c. Made in two sizes—12 ft. or 14 ft. long by 29 inches wide. Portable—for indoors or outdoors.

ACT AT ONCE! RUSH REQUESTS for Photo and Details!  
**ROLL-A-BALL SALES CO., Inc.**

GEORGE PONSER, Pres.

11-15 EAST RUNYON ST.,

NEWARK, N. J.

### Many "Prominents" Visit Rock-Ola Plant

CHICAGO, July 18.—The Rock-Ola Manufacturing Corporation plant again this week was a meeting point for prominent coin-machine people from all parts of the country.

Among the many visitors to the plant this week was B. D. Lazar, of the B. D. Lazar Company, Pittsburgh. Also seen at the plant was H. F. Moseley, of the Moseley Vending Machine Exchange, of Richmond, Va., accompanied by his charming wife.

Babe Kaufman, looking chic and cool in fashionable summer attire, was also in the Rock-Ola plant, accompanied by Sam Roberts, of New York City.

Meyer Marcus—Markepp of Cleveland—was also among those present. All of those visitors were, however, there on business. All placed large orders for Rock-Ola Multi-Selectors and were there to personally check on getting immediate deliveries.

Mr. Marcus, still very enthusiastic about his trailer, states that from now on "she shall have music wherever she goes." The trailer will always carry a Rock-Ola Multi-Selector completely equipped with the latest popular melodies.

Mr. Moseley, too, is joining the trailer clan. His big new trailer will carry a huge Rock-Ola Multi-Selector paint job, and it, too, shall have music wherever it goes!

### ROUTES

(Continued from page 92)

- Golden State: Chico, Calif.; Grass Valley 28-Aug. 1.
- Golden West: Moose Lake, Minn.; Poley 27-Aug. 1.
- Gooding Greater: Indianapolis, Ind.
- Great Olympic: (Fair) Clinton, Ind.; (Fair) Noble, Ill.; 27-Aug. 1.
- Great Sutton: Carbondale, Ill.
- Greater Expo: Calumet City, Ill.
- Greater United: Augusta, Kan.
- Guberg's World's Expo: Saranac Lake, N. Y.
- Hames, Bill: McKinney, Tex.
- Hansen, Al C.: Newton, Ia.; Oelwein 27-Aug. 1.
- Happy Attrs.: McConnellsville, O.
- Happy Days: Columbus, Ind.
- Happyland: Dearborn, Mich.
- Harris Amusements: Strawberry Plains, Tenn.; Danbridge 27-Aug. 1.
- Hicks' Attrs. (S. 27th st. & Greenfield ave.) Milwaukee, Wis.
- Hennies Bros.: Chisholm, Minn.
- Heth, L. J.: (Fair) Golconda, Ill.; (Fair) Harrisburg 27-Aug. 1.
- Hillebrand's United: Bellingham, Wash.; Yakin 27-Aug. 1.
- Hodge, Al O.: Danville, Ill.; Newton 27-Aug. 1.
- Hoffner Am. Co.: Roseville, Ill.
- Honest Bert's: La Harpe, Ill.
- Howard Bros.: Elkins, W. Va.
- Hughes Bros.: Macon, Ill.
- Hurst, Bob: Granbury, Tex.; Gorman 27-Aug. 1.
- Imperial: Mason City, Ia.
- Intermountain: Oakley, Ida.
- Jones, Johnny J.: Expo: Evansville, Ind.
- Joyland: Alpena, Mich.
- Kaiser: Hornell, N. Y.; Lancaster 27-Aug. 1.
- Krystone: Confluence, Pa.; Mt. Pleasant 27-Aug. 1.
- Krause Oreater: Altoona, Pa.
- Landes, J. L.: Sioux City, Ia.; Norfolk, Neb. 27-Aug. 1.
- Lagasse Am. Co.: Cheshire, Mass.; S. Manchester, Conn. 27-Aug. 1.
- Lane & Bowen: Selmer, Tenn.
- Long's, Dee, Famous: Canton, Ill.; (Fair) Taylorville 27-Aug. 1.
- Lullip: Middlebourne, W. Va.; Sistersville 27-Aug. 1.
- Legrette, C. R.: Forest City, Ark.; De Witt 27-Aug. 1.
- Lewis, Art: Woonsocket, R. I.; New Britain, Conn. 27-Aug. 1.
- Liberty National: Hodgenville, Ky.
- M. B. Am. Co.: Ironton, Mo.
- McMahon: Sheldon, Ia.
- Majestic Midway: Mt. Vernon, Ill.
- Malarkey, W. S.: Attrs.: Susquehanna, Pa.; Roscoe, N. Y.; 27-Aug. 1.
- Marke: Trenton, N. J.; Chambersburg, Pa. 27-Aug. 1.
- Metropolitan: Cordele, Ga.
- Middleton, Karl: Alleghany, N. Y.; Bolivar, 27-Aug. 1.
- Midwest: Churubusco, Ind.
- Midwest: Springfield, Ill.
- Killer Bros.: Matoon, Ill.; Turcola 27-Aug. 1.
- Miner Model: Parksville, Pa.; Trenchtown, N. J.; 27-Aug. 1.
- Northwestern: Leslie, Mich.
- Page, J. J.: Johnson City, Tenn.
- Pan-American: Rockingham, Ill.
- Pearson: Lovington, Ill.
- Follie & Latto: Clare, Mich.; 20-22; Grand Rapids 25-Aug. 1.
- Poole & Brewer: Houston, Tex.; 20-Aug. 1.
- Ray's Am. Co.: Eskine, Minn.; 23-25.
- Reid: Auburn, Ky.
- Reid, Ginter: Jacksonville Beach, Fla.
- Royal American: (Fair) Sankatoon, Sask., Can.; (Fair) Regina 27-Aug. 1.
- Royal Palm: Bessemer, Ala.
- Robin & Cherry Expo: Dubuque, Ia.; Rockford, Ill.; 27-Aug. 1.
- Sheely Midway: Muskegon, Mich.
- Shehrand Bros.: Glendive, Mont.
- Silver State: Lovell, Wyo.; 23-25; Greybull 27-Aug. 1.
- Six, J. Harry, Attrs.: Shoals, Ind.; Beymour 27-Aug. 1.
- Small & Bullock: Belle, W. Va.
- Sol's Liberty: Ocean Ray, Wis.
- Spencer, C. L.: Lookout, Ind.
- Speroni, P. J.: Oswego, Ill.

### DOLLY DIMPLES

GIVE-AWAY PACKAGE



Very Classy, Contains Nut Chocolate Caramels.  
Packed 100 Packages to Carton, Per Carton \$2.00  
500 Packages \$10.00  
25% Deposit with All Orders, Balance C. O. D. Send for FREE ILLUSTRATED 1936 CATALOG.

MARVEL CANDY CO., Inc.  
101-103 Wooster St., New York City

### B. & V. SHOWS WANT

Show, Musical, Motorhome, any good Show with or without outfit for fair, starting Hackettstown, N. J., August 1. Wire or come on. 5 Westminster Place, Garfield, N. J.

### W. S. MALARKEY

Can place Shows and Concessions for Roscoe, N. Y., Celebration, July 27-August 1; Deposit, N. Y. Fair, August 4-8; show seven other fairs following. Address W. S. MALARKEY, Ackerman Bldg., Binghamton, N. Y.

- State Fair: Columbus, Neb.
- Strates Shows Corp.: Rome, N. Y.; Oswego 27-Aug. 1.
- Sunrise Am. Co.: Albion, Ia.
- Thiwell, F. J.: Winfield, Kan.
- United Shows of America: Butte, Mont.; 20-Aug. 1.
- Valley: Burnet, Tex.
- Volunteer State: Bucyrus, O.; Mansfield 27-Aug. 1.
- Wade, W. G.: Pontiac, Mich.
- Ward Bros. Paris, Ill.
- Ward, John R.: Vandalia, Mo.
- Weir, Mabel R.: Battle Creek, Mich.
- West Bros. Am. Co.: Walpole, N. D.
- West Coast: Seattle, Wash.
- West Coast Am. Co.: Salem, Ore.; Portland 27-Aug. 1.
- West, W. E., Motorized: Green, Kan.; Brandon, Neb.; 27-Aug. 1.
- Western State: Deadwood, S. D.; Rapid City 27-Aug. 1.
- West's World's Wonder: Jeannette, Pa.
- Wilson Am. Co.: Hopkinton, Ill.
- Winters, Exp.: Bridgeville, Pa.
- Wolf Greater: Marshall, Minn.
- Work, R. H.: Petrolia, Pa.; (Fair) Evans City 27-Aug. 1.
- World of Mirch: Lackawanna, N. Y.
- Yellowstone: Deer Lodge, Mont.; Helena 27-Aug. 1.
- Zeller, C. F., United: Hot Springs, S. D.; Alliance, Neb.; 27-Aug. 1.
- Zimdar's Greater: Owatonna, Minn.; Austin 27-Aug. 1.

### CIRCUS AND WILD WEST

- Barnes, Al G.: Council Bluffs, Ia.; 21; Fremont, Neb.; 22; Grand Island 23; Norfolk 24; Cherokee, Ia.; 25; Sioux Falls, S. D.; 27; Spencer, Ia.; 28; Austin, Minn.; 29; Parkville 30; Rochester 31; Sparta, Wis.; Aug. 1.
- Cole Bros.: Ender, Okla.; 21; Wichita, Kan.; 22; Hutchinson 23; Sulfina 24; Manhattan 25; Atchison 26; Topeka 27; Eldorado 28; Great Bend 29; Dodge City 30; Garden City 31; 1; Juntura, Ore.; 1.
- Cooper Bros.: Lashburn, Sask., Can.; 21; Klatscoty, Alta.; 22; Innisfree 23; Mundare 24; Lamont 25; Westlock 26-27.
- Hawkins, Bud: Casey, Ill.; 23; Robinson 23; Bridgeport 24.
- Mis. Tern: Barvia, N. Y.; 21; Geneva 22; Ithaca 23; Cortland 24; Oswego 25; Watertown 27.
- Pelack Bros.: International Falls, Minn.; 20-Aug. 1.
- Ringling Bros. and Barnum & Bailey: Detroit, Mich.; 21; Flint 22; Battle Creek 23; South Bend, Ind.; 24; (Soldier Field) Chicago, Ill.; 25-Aug. 1.
- Seal Bros.: McMinnville, Ore.; 24; Tillamook 25; Dallas 27.
- Vebl, Joe B.: York, Neb.; 21; Geneva 22; Fairbury 23; Concordia, Kan.; 24; Beloit 25; Osborn 27; Smith Center 28.
- Wizards: Mountain City, Kan.; 22; Pleasanton 23-24; Oswatonna 26-28.

### Additional Routes

(Received too late for classification)

- Almond, Jethro, Show: Landis, N. C.; 20-25; China Grove 27-Aug. 1.
- Bragg Bros. Show: Isle La Motte, Vt.; 20-25.
- Far-American: Expo: Danville, N. Y.; 20-25.
- Daniel, 2-10. Magician: Saybrook, Ill.; 20-24.
- Felton, King, Magician: La Porte City, Ia.; 20-25.
- Harlan Med. Show: Bella Vernon, Pa.; 20-25.
- Harris Road Show: New York Mills, Minn.; 20-25.
- Large & Morgner: (Fair) Saskatoon, Can.; 20-25; (Fair) Regina 27-Aug. 1.
- LeVant Show: Central Lake, Mich.; 20-25.
- McNally Variety Show: Pittsford, Vt.; 20-25.
- Martin & Martin: (Ocean View Park) Norfolk, Va.; 20-25.
- Miler, Al H. Show: Marshallville, Ga.; 20-25.
- O'Neill Circus Unit: Mason City, Ia.; 20-25; Davenport 27-Aug. 1.
- Princess Edna Show: Moody, Tex.; 20-25.
- Reno, Great, & Co.: Sabetha, Kan.; 20-25.
- Robertson, John, Side Shows: Alpena, Mich.; 20-25.
- Scottie's Comedians: Templeton, Ia.; 20-25.
- Silver's Fun Show: Stratford, Ia.; 20-25.
- Ts-Co Med. Show: Temple, Tex.; 20-25.

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LINE UP WITH THE LEADERS FOR THOUSANDS OF NEW ITEMS—AT AMAZINGLY LOW PRICES

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Fairs now starting. Line up with our new plaster novelties at low prices. Merchandise for Corn Game, Country Store, Pitch-Till-You-Win Ball Game, Scale Men—Canes, Blankets, Tea Sets, Water Sets, Imported Slugs, Vases, Penny Items. Only Carnival Supply House in Louisville. Address all correspondence to

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FOR STRING OF TEN STRAIGHT FAIRS, STARTING NEWTON, ILL., WEEK OF JULY 27.

Concessions all open except Cook House and Corn Game. Harry W. Lamson now Legal Adjuster. Also Shows that don't conflict, with or without outfit. WILL BOOK OR BUY 7-car Tilt-a-Whirl or Whip. Must be in first-class condition. Everybody answer, Danville, Ill., this week; Newton, Ill., week of July 27. Will furnish interested parties complete route. This show will positively play six Southern Fairs and more pending.

W. M. TUCKER, Owner; HARRY W. LAMSON, Manager.

## Flying High in Full Production

CHICAGO, July 18.—Western is Flying High with its new one-ball automatic payout game of that name. Operators, jobbers and distributors thruout the country are said to be enthusiastic about the outstanding features of this new Western payout game.

Flying High is available with Western's new mystery coin chute. As a player inserts his coin from one to seven pigeons automatically light up. When the player inserts the coin and the big bronze ball passes over the award on the board, it automatically lights up odds of 2 to 40 on the beautiful electric hackboard. Flying High is also available with the multiple coin chute and takes from one to seven coins and about 25 cents per play.

Flying High is rigidly constructed with many Western refinements in a de luxe 65-1/2-inch cabinet. Western's new motor-driven payout unit is used exclusively in this as well as all other Western games. There is no extra charge for check separator either in the standard model or ticket model.

Flying High comes equipped with Standard Univerter, which furnish the electrical power only when the game is being used, thus effecting a great saving to the locations where the games are placed.

Inasmuch as Flying High is in full production, the Western firm promises prompt shipments on all orders received.

## Girl Team Inspires Stoner's Short Sox

CHICAGO, July 18.—It was the popularity of recently organized feminine baseball teams that inspired the Stoner Corporation, Aurora amusement game manufacturer, to introduce its new pin game, Short Sox.

All the true-life features of genuine baseball are at their best in Short Sox. This game incorporates a remarkably simple scoring principle and at the same time provides the kind of action that baseball fans most appreciate. Skill shots register on the illuminated scoreboard as doubles, triples, home runs, etc., and, like the great American sport, fans never tire of it, according to the makers.

Short Sox has just started coming off the production line. First shipments were made only a few days ago, and the makers say distributors can now supply them for early delivery. Each game is insured against fire and theft at Stoner's expense, under their new policy of protecting operators against these risks. Lift-out playing board for easy serving, and beautiful custom-made cabinets are standard Stoner features included in the new game.

## Unusual Demand For Electric Fans

CHICAGO, July 18.—One of the busiest men during the present heat wave has been Jerome J. Kahn, president of the Standard Transformer Corporation. One of the products manufactured by the firm is electric fans. Altho expecting a normal increase over last year on electric fans, Mr. Kahn says the business was so tremendous that last year's records were

more than quadrupled, and that the fan division has been working three shifts a day, trying to fulfill the enormous demand.

Mr. Kahn expressed his opinion that his Univerter division will soon be as busy as the fan division when the orders start pouring in for power units for the new type bowling games and new models of pin tables for the early fall season.

## Stirling Announces Price Reduction on Skill-Ball

NEWARK, N. J., July 18.—New lower prices on Skill-Ball have been announced by L. G. Anderson, general sales manager of the Stirling Novelty Company. During the last few weeks experts added to the firm's engineering staff have been planning and devising ways and means of securing mass production without sacrificing any of the advantages and quality of Skill-Ball. The problem has been licked, and this announcement, according to Anderson, is the forerunner of other sensational announcements that are to follow.

## Says Heat Keeps Them Playing

INDIANAPOLIS, July 18.—Max Weil, president of the Triangle Novelty Company, claims that the terrific heat which this city has been getting the last eight days has been responsible for greater play on pin games. Max says that the boys are all keeping in the cool and shady taverns and that the games located there are taking in more money than they ever did before.

Max is one of the leading distributors in the State and he predicts that this State will be one of the leaders in the purchase of the new coin games.

"For some years," he says, "the games have not received the action which they should due to the fact that the operators haven't had the opportunity of meeting with the general public as closely as they do at the present time."

He points to the new license situation existent here which he says has brought all of the men closer together than ever before. He also claims that the new games which are being produced are bringing more money for the men in general and that the industry is seeing a revival of business thruout the State.

Triangle Novelty Company is looking forward to the greatest season in its history.

## J. H. Keeney Introduces Knee-Action in Payout Unit

CHICAGO, July 18.—The test of an automobile's smooth-riding quality is not determined by driving it over boulevards but in putting it over the bumps. Likewise, the true test of a payout unit is not measured by putting coins of uniform thickness thru the tube, but how it handles those extra-thick checks or overly-thin coins. Therefore, Keeney introduces a sensationally new feature in their payout unit, "knee-action."

Now with the knee-action principle of springs incorporated in Keeney's "world's best" payout unit, thick checks or thin coins may come or go and the knee-action springs provide sufficient tolerance to meet the condition without any of the jamming chargeable, as a rule, to such sources. The knee-action principle for Keeney's unit works very similar to the knee-action unit in automobiles. It only goes into action when a condition arises that it must remedy.

In a test that consisted of running over 20,000 coins and checks of every degree of thickness and thinness, all failed to jam this new Keeney knee-action mechanism in a single case. This test was made under conditions far more severe than ever met on the average location.

Jack Keeney's man, Becker, announces that all Keeney payout games are now equipped with this new "knee-action" unit at no additional cost.

## Univerter Models for New Bowling Games

CHICAGO, July 18.—Jerome J. Kahn, president of the Standard Transformer Corporation, manufacturers of the univerter that replaces batteries for power units, reports that his firm has Univerter models now ready to meet the needs for the new portable bowling games which have met with instant success thruout the country. Mr. Kahn says that there is a Univerter to supply the power for every bowling and pin game made. Manufacturers and distributors of these new bowling games are invited to send in their specifications to the Standard Transformer Corporation.

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is "HOUSE-BROKEN" TESTS PROVE IT to be a PROFIT SENSATION

Careful research tests have proven that "Scotty" is reliable and profitable. Reliable because of its very attractive construction which induces the curious thrill-seeker to try his luck on "Scotty"; and profitable because daily tests have assured the makers of "Scotty" of a large turn-over of money.

The customer feels that the more he plays with "Scotty" the better are his chances to win. It is logical that this outstanding feat contributes to a definite amount of fast action. Without a shadow of doubt, "Scotty" will satisfy every thrill-seeking pin-game enthusiast, and become the standard attraction of all your games. Place your order immediately.



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**INDEPENDENT NOVELTY CO.,** 220 NORTH 5th STREET, SPRINGFIELD, ILLINOIS

## Keeney Showing New Skill Game, Bowlette

CHICAGO, July 18.—Sensing the growing popularity of the bowling type of skill games, J. H. Keeney & Company began the development and perfection of such a game, which has just been placed on the market as Bowlette.

Bowlette is a nine-ball game equipped with a 12-coin escalator, light-up score board with an electrically operated register. It is of two section portable construction 14 feet in length. Because of its portability it requires no special equipment for the servicing and handling other than what the average operator has at the present time.

Bowlette has an appeal of which the player will not tire. One game calls for another. There is a certain fascination about Bowlette that instantly grasps the players' interest and holds them. Purely a game of skill, it is legal everywhere and its makers say it opens an entirely new avenue of operation for the operators. Many operators have already reported to Jack Keeney's man, Becker, that they are opening new type sports-lands consisting solely of a series of bowling games.

The game Bowlette is already in production and Ray Becker states for Jack

Keeney that franchise rights for various territories are being rapidly closed.

**Reminds Ops of Reliability**  
PHILADELPHIA, July 18.—L. H. Rothstein, of Panzer Specialty Company, well-known coin machine distrib, reminds the operators of "reliability" in his new campaign.

Rothstein tells the operators that fortunes have been lost by many who made poor investments by buying where they were not guaranteed the best games. He feels that much of this can be overcome by the operators if they will deal with reliable distributors. He explains that the men who have gained a reputation in the industry for their distributing are protecting that reputation by reliability.

Banner Specialty Company has long been known as one of the leading firms in the coin machine industry and therefore Rothstein is stressing its manner of doing business.

**LOOK**  
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



JOE CALCUTT, of the Vending Machine Company, Payetteville, N. C., who has placed an initial order for 400 of the new Ball-Roll machines.

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Thoro-bred

Acclaimed everywhere as the greatest automatic machine the industry has ever seen—a machine for the better type of locations where big money is spent . . . absolute ultimate of design and mechanical perfection . . . all electrical . . . no tapes or refills . . . no sequences or charting . . . send for complete information on Thoro-bred . . . write or wire.

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Pamco Adds New Games

CHICAGO, July 18.—Two new games, furnished in both payout and ticket models, are reported in production at Pacific Amusement Manufacturing Company. They are called Pamco Leather-necks and Pamco Ballot.

Leathernecks playfield includes illustrations of glamorous girls, each guarding an individual payout pocket. The girls are identified with such names as Myrtle, Charlotte, Lee, Alice, Marie and others and the players try to make their favorite name pay off. The game offers a different Pamco changing-odds wrinkle, with players shooting for one of five skill lanes at top of the field. These positions are numbered 6, 10, 30, 16 and 4. A ball passing over one of the switches sets the values of all payout holes on the board the same as the switch it contacts. Should the player miss all skill lanes values on all payout pockets remain at two points each. The game operates with a single coin chute, taking one nickel per game. Fred McClellan, Pacific president, advises heavy shipments are being made on Leather-necks.

Pamco Ballot, with changing odds on the big commutator, is another striking example of Pamco's ability to originate new principles and clever designs in games. There's an elephant and donkey, depicting the two major political parties. The National Capitol adorns the lower board. Players shoot for payout pockets numbered from one to eight. Should they miss these they can still get a payout at the bottom. For there's a row of eight lights straight across the board backing up the same number of payout pockets. The lights flash on alternately, jumping from one side to the other until they reach the center. Each light pauses for a brief interval at each pocket to give the ball a chance to contact the payout pocket at the same time. Then odds are paid as indicated on the commutator.

In addition to these two numbers, Pacific claims to be making rapid strides with its bowl-a-ball game, Pamco Tango Fascination. It incorporates a special register for showing the amount of payouts issued, also other new operating features. With such developments taking place, the Pamco plant depicts a busy spectacle these days taking care of jobber and operator requirements.

Thoro-bred Draws Avalanche of Orders

CHICAGO, July 18.—As a result of the announcement of Jimmy Johnson's Thoro-bred race-horse machine, the Western firm has been avalanched with a flood of inquiries and orders, they state.

Thoro-bred is a natural result of the gradual changing of equipment that the automatic business demands. There are many better type locations where big money is spent that require a better type of coin-operated machine. In Thoro-bred the Western firm, thru its owner, Jimmy Johnson, claims to have the greatest automatic payout machine ever presented to the trade. It is available in two beautiful finishes, a most modern pearl gray model and a matched walnut model, which represents the ultimate in cabinet design. The beauty of both cabinets is enhanced by brilliant chrome and black stripings. The background scenery is typical of a race-track grandstand and clubhouse. Indirect lighting, diffused from the start and finish lines, produce a striking effect on the chromi-um stripings and colored metal horses. Seven players may play Thoro-bred at the same time. All seven horses run, however, regardless of the number of coins inserted. The mutual odds, from 2 to 30, change with every race. The odds may be adjusted by the operator. The multiple, visible slug-proof coin chute absolutely prevents cheating and will not jam or clog. Western's new motor-driven double-action payout unit disperses coins twice as fast as any other motor-driven payout unit manufactured, according to the maker. This makes the operation of Thoro-bred faster.

It is suggested that operators who cannot secure complete information from their local distributor or jobber write direct to the Western firm for full information.

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DEAL TYPING 25¢ PER HOUR—10¢ PER COPY

A NEW 2,052 COMBINATION. TICKETS NUMBERED 101-110. REGULAR JAR STYLE. 10¢ PLAY.

Tickets in	\$205.20
132-31.00	132.00
13-Winners in Jack Pot Average	26.00

Average Profit . . . . . \$ 47.20  
For 5¢ play the same awards are used on the Jack Pot card. Takes in \$102.01—Takes out 5¢ in the winners—Takes out on Jack Pot card average \$26.00—Average profit \$28.00—NO Seal Jack Pot Card, only 18 are opened.  
Sample deal complete, \$ 3.75 tax paid, \$ Deal complete, \$ 20.00 tax paid.

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**A TWO BALL GAME**

with ten ball fascination  
and better than  
one ball receipts

**LEGAL EVERYWHERE -- YET IT PACKS REAL ACTION  
PLAYED JUST LIKE REGULAR BOWLING**

Skillful play of the first ball enables the player to make a STRIKE just like on a regular bowling alley. Hitting all ten pins with two balls will score a SPARE. Scoring is based on the number of pins hit.

**FAST ACTION BALL**

There are no holes on the board, and the ball bounces from pin to pin, making a score on the back board every time it hits. The flashing of the lights on the back board and the fast action of the ball all add to the thrill that holds the players in suspense and means more profits to you.

**SCORE PADS FURNISHED**

Regular bowling score pads are furnished with each game and additional pads may be had at cost. These pads induce competitive

play and swell the receipts. At two balls for a nickel this game takes in 50c per frame, while a full-sized bowling alley that costs \$1,200 only takes in 20c. Just think—four players each playing a full game will play Two Dollars, and the game is played faster than a One Ball. The gutters on the side represent the biggest outs ever placed on any game, yet the players like them because they add to the thrill of the game.

**MAY BE PLAYED WITH  
FIVE BALLS**

For territories where five balls are required, this game has been arranged so that the change of score cards and the insertion of three balls will make it ready for action. No alteration of the game required.

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✓ **TICKETTES** Used Only 1 Week, \$6.00 Ea. Lots of 5, \$5.00 Ea. Tickets, \$1.25 per 1,000 in 5,000 Lots. Per 1,000, \$1.50.

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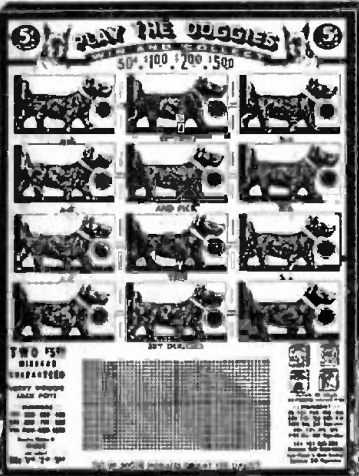
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 A perfect Step-Up Deal for a perfect step-up of profits for both you and your locations. Play up to big earnings with "PLAY THE DOGGIES."  
 1200 Be Bats Take In.....\$60.00  
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**American Coin Machine Moves**  
 BUFFALO, July 18.—American Coin Machine Company has moved from 909 Main street to new and larger quarters at 29 East Ferry street here. Firm is now featuring a full line of new machines.

## Credit Keeps Rock-Ola Busy

*Plant working overtime to keep up with demand for one-shot pay table*

CHICAGO, July 18.—The news from the Rock-Ola manufacturing plant this week is all about orders—repeat orders—and more orders for their new 1-shot pay table. Credit.

Considering the game from every angle there are plenty of reasons for the sensational success it is enjoying all over the country, they say. Among them they point out that Credit is a big game (50-inch cabinet) with many exceptional playing features—and at an unusually low price.

"Everybody who has seen Credit—and, judging from reports, that includes just about every pay table operator in the business—all exclaim over the game's brilliant eye appeal," says a Rock-Ola official. "The colors used are vivid and exceptionally attractive."

"Hot weather conditions in all parts of the country have proved no obstacle whatever in the country-wide popularity of the game. This is undoubtedly due to the fact that it is unusually simple and easy to play. Besides, the play is intensely interesting. Credit's ingenious method of registering a credit of 5 cents for every time the player loses—and automatically paying him 50 cents and \$1 upon losing 10 straight—keeps the player interested and on his toes all the time. Besides, there is always the appeal of Credit's big, wide double-score pocket, which returns the ball for free play and doubles the value of every pocket on the field."

During the entire hot spell—with temperatures rising about the 100-in-the-shade mark—it was necessary to run the entire Rock-Ola plant overtime every day in order to keep up with the nationwide demand for Credit.

## THE MARKEPP COMPANY

is now located at  
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**TURF CHAMPS**  
-- a Hot Game in any Spot!

**\$137.50**  
TICKET MODEL  
ELECTROPAK  
EQUIPPED

**STONER CORPORATION**  
*Aurora, Illinois*

READY FOR DELIVERY!  
**SHORT SOX** \$49.50 | **TURF CHAMPS** TICKET MODEL \$137.50

Operate 1c & 15c Cigarette Machines, Gum and Peanut Machines, and Scales, in addition to Pin Games. Write for our Complete Catalog of New and Used Vending and Amusement Machines.

**D. ROBBINS & CO.** 1141-S DEKALB AVE. BROOKLYN, N.Y.

Steady Money Maker

**REEL "21"** ALL TYPES OF Mills Bells & Venders AT FACTORY PRICES Write for Complete Catalog

Is **BLACK JACK** or the Old Popular Army Game "Strictly According to Hoyle!"  
In Reel "21" you DON'T play against a FIXED AWARD CARD. You ACTUALLY DRAW CARDS against the DEALER or house. The House hand and Awards CHANGES with EACH PLAY the same as in real Black Jack! 4-way Play—1c-5c-10c-25c offers the player odds ranging from 5 to 1 to 100 to 1. Reel "21" is the LONG LIFE counterpart game YOU NEED for Digger, Better and STEADY PROFITS.

**PUT 'N TAKE**  
400 Hole Form 3875  
Takes in \$15.00  
Average Payout 7.54  
Price with Easel 1.10  
Plus 10% Federal Tax.

**CHAS. A. BREWER & SONS**  
LARGEST BOARD and CARD HOUSE in the WORLD  
6320 Harvard Ave., Chicago, U. S. A.

**PUT 'N TAKE**  
JACK & POT

Back Put Price	10¢	10¢
80¢	\$2.15	\$2.15
\$5.00	\$5.00	\$5.00

PUT TARE

ONE PUNCH IN RED JACKPOT TOP

**REEL "21"** \$23.75 DOUBLE DOOR AND REGISTER \$2.00 EXTRA Rush Your Order Now

**BALL GUM** 15c a Box (100 Pieces) Case Lots 100 Boxes \$12.00 1/3 Deposit With Order.

**SICKING MFG. CO., Inc.** 1922 Freeman Ave., Cincinnati, Ohio

MILLS BLUE FRONT MYSTERY Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in U.S. 10c and 25c Play.

**JUMBO PROFITS**  
Fastest Selling Novelty Item of Today  
400-Hole 5c Six Cutout Board, complete with 6 JUMBO FOUNTAIN PENS, four times as large as ordinary pen. Takes in \$20.00. Pays out \$4.50 worth of cigarettes (30 Packages). Net \$15.50.  
Operator's Special Price \$4.75 for Sample, \$4.50 in Lots of 10 or More. ORDER NOW.  
**H. G. PAYNE COMPANY**  
312-314 BROADWAY NASHVILLE, TENN.

**BARGAIN SPOT BONUS \$58.00**

**BARGAINS IN RECONDITIONED MACHINES**

Hi-tech	\$83.00	Stock Market	\$34.00	Banker	\$14.00
Tycoon	75.00	Do Lutz "46"	33.00	Cyclone	12.00
Daily Races	65.00	Prospector	33.00	Big Game	8.00
Red Balls	62.50	Big Five	30.00	Scraper	9.00
Peerless	60.00	(Free Play)	28.00	Kings	8.00
Speedway	59.00	Acas	22.50	Kings of the	8.00
Ten Grand	59.00	Varsity, 5 Ball	15.00	Turf	8.00
Primo Parlay	58.00	Carload	14.00	Cris Cross-Lite	8.50
Senior	58.00	Put 'N Take	14.00	Beacon	3.50
Sunshine Derby	57.00	Seven-Eleven	13.00	Signal	3.00
Jumbo	48.00	(2 Ball)	13.00	Contact Jr. 44"	3.00
Electric Bottle	48.00	Plus a Winus	13.00	Radio Station	3.00
Ball	37.50	Secretman	10.00	TICKET GAMES	
Rambler (10 Ball)	37.50	(Rics Cbl.)	10.00	Rodeo	\$29.00
				Whirlpool	28.00
				Homage	28.00
				1407 Diverse Blvd.	
				CHICAGO, ILL.	

**NATIONAL COIN MACHINE EXCHANGE**  
First With the Latest Now Games—Get Your Name on Our Waiting List.

Is Your Subscription to The Billboard About To Expire?

# Announcing PAMCO "LEATHERNECKS"



SIZE  
50"  
x  
24"

●  
SINGLE  
COIN  
VISIBLE  
CHUTE

Again it's "PAMCO" with "LEATHERNECKS"! A 1-ball payout with DOUBLE the APPEAL of ordinary single shot machines—First, Odds are determined by SKILL—for player must pass ball over one of 5 Skill Switches at top of board. Then all payout pockets take on a value of 4-6-10-16 or 30 to one. But no payout occurs till ball sinks into one of those payout holes in the lower field guarded by a crowd of glamorous girls. What a kick! No girl—no payout! Or, into the "Brig" Out-Hole—Go 'out' at the bottom. Here's your chance! Go 'over the top' with Pamco "LEATHERNECKS"!

WITH ALL JOBBERS and OPERATORS VOTING—

YES

ON PAMCO BALLOT

ANOTHER  
PROVED  
PAMCO  
WINNER

\$99 Straight Pay-out, Battery Equipped.

\$104 Straight Pay-out, Electropak Equipped.

\$112 With Electropak and Standard Ticket Unit.



## PAMCO "BALLOT"

Nominated after Rigid Primary Location Tests—Proved by UNANIMOUS election—Pamco "BALLOT" takes locations for a long run over other 1-shot games. See it! Watch how ball just barely misses a payout in Upper Field—how it catches a light in Lower Line of Payout Pockets for "Odds" posted on Commutator. Back and forth Payout Lites flash at the bottom—first on one side, then on the other. Pamco "BALLOT" has that "can't miss" appearance!

PAYOUT MODEL \$129 — TICKET MODEL \$139

## PAMCO "CHASE"

CATCHING MORE "DOUGH" EVERY DAY Operators say its EARNING POWER gets BIGGER every day. Stacks of letters tell the story of Pamco "CHASE" and the HEAVY PROFITS operators take in on frequent collection days. Pamco "CHASE" is in Steady Production. You'll call it one of your BEST INVESTMENTS

PAYOUT MODEL \$139 TICKET MODEL \$149

PLACE YOUR ORDER FOR IMMEDIATE DELIVERIES

NOW



50"  
x  
24"

●  
VISIBLE  
CHUTE  
TAKES  
SINGLE  
COIN.

●  
SUPER  
DE-LUXE  
IN  
EVERY  
DETAIL.

U. S. Patent 2029177  
Electropak and Check Separator Equipped.

## PAMCO TANGO "FASCINATION"

Only "bowl-a-ball" game with "TANGO" principle of scoring! So DIFFERENT and Clever has 80% MORE APPEAL than all other types! Pamco Tango "FASCINATION" is NOW in production — the SMARTEST PURCHASE you can possibly make! Priced LOW to Operators at..... \$275

A SWEET BUY!

PACIFIC

AMUSEMENT MFG., CO.  
4223 West Lake St. Chicago, Ill. 1320 South Hope St. Los Angeles, Calif.

**WORLD'S GREATEST GAME NOVELTY**

Exhibit's

# "GUSHER"

**SENSATIONAL  
7.50 TOP PAY OFF  
FIVE-BALL PLAY  
With One-Ball Speed  
5 COINS per GAME  
All Coins Played,  
Visible  
LARGE SIZE CABINET  
44"x22"**

**LOW PRICE 59.50**

Order From Your Jobber or Write

**EXHIBIT SUPPLY CO.**  
4222 W. Lake St., Chicago.

## Calcutt Orders 400 Bally-Rolls

20 carloads of new bowling ball game start North Carolina bowling boom

CHICAGO, July 18.—Announcing his initial order for 400 Bally-Roll machines, bowling-ball game built by Bally Manufacturing Company, Joe Calcutt, of the Vending Machine Company, Fayetteville, N. C., expressed his belief that this type of equipment is destined to greater success than most operators believe.

"This order," said Joe, "while one of the largest ever placed in the industry from a money viewpoint, is only a starter. I've sent my representative into many sections of the country to size up the public reaction to this type of game, and, as a result of my survey, I am confident this is the game that's going to bring about an unprecedented era of high earnings for operators. Many operators do not yet realize what a boom this is starting, but they will when they see batteries of 5, 10, 20 Bally-Rolls collecting crowds in every city and hamlet of the country. Bally Manufacturing Company's Bally-Roll is the machine of my choice. For mechanical simplicity, beauty of design, portable construction and noiseless operation, Bally-Roll answers all requirements for this type of equipment."

### A. J. LaBeau Reports Unusually Heavy Activity

ST. PAUL, July 18.—A. J. LaBeau reports the heaviest activity his firm has known for a long time. This tremendous rush of business, Mr. LaBeau states, is due mainly to the tremendous demand for Rock-Ola's new one-shot payable, Credit, and for Rock-Ola Multi-Selectors.

Mr. LaBeau says that he has a continuous standing order for a large quantity of Rock-Ola's new Credit and Rock-Ola Multi-Selectors to be shipped every single day.

The LaBeau Novelty Sales Company is about to blossom out with a brand-new luxury trailer which they will use to demonstrate Rock-Ola products to every operator in their territory.

### MAKE BIGGER PROFITS

**WITH OUR DEALS**  
6 Jewel Lever Wrist Watch 5c and 500- Hole 5c Salesboard, Average Profit, \$15.00, No. B110, Complete, \$3.65

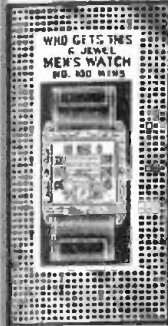
Send for Our New Catalogue, Full of Many New 1c-2c and 5c

### Salesboard Asst's

Send 25¢ Deposit with Order, Bol. C. O. D.

**LEE-MOORE & CO.**

CHICAGO



180-182 West Adams St.

## AUTO-PUNCH IS THE FIRST AUTOMATIC PAYOUT, CHANGING ODDS, LIGHT-UP, LIFE-TIME SALES BOARD MACHINE



**EARNS MORE MONEY Than a BELL and SALESBOARD COMBINED**

Odds as high as \$7.00 for 5c! 31's sensational! Numbers ending in 8 in 0 and in 50 are Winners! Number 250 or 3 Red Lights entitles player to punch in Jackpot compartments. Jackpots are 50c and \$1.00, \$2.00 Jackpot plus GOLD AWARD of \$5.00! The greatest payout come-on in history WITH "REGULATED PERCENTAGE" FEATURE! A Better and Faster Money-Maker than a Bell and Salesboard COMBINED!

**69.50**  
TAX PAID

GET BUSY—RUSH YOUR ORDER NOW!

QUAL MFG. CO. 200 SO PEORIA ST. CHICAGO

## SENSATIONAL — Five On —

For Every Counter  
Can Be Installed in All  
Cafes—Lunch Rooms—Bars  
Grills—Taverns—Cigar Stores  
Drug Stores—Luncheonettes

**IT'S NEW - IT'S DIFFERENT!**  
100% Skill - Earnings Big  
**LEGAL EVERYWHERE**

Fascinating Counter Game

Operators—Single Lot—\$3.50 Each.  
Lots of 6—\$3.25 Each.

Lots of 12 or more—\$2.75 Each.  
Terms—1/3 Cash—Balance C. O. D.

WRITE OR WIRE

**ATLAS MFG. CO.**  
3682 Broadway New York City



## GET YOUR REEL "21" AND THE NEW AUTO-PUNCH FROM KENTUCKY'S OLDEST DISTRIBUTOR TODAY

KENTUCKY SPRINGLESS SCALE CO., 514-16-18 So. Second St., LOUISVILLE, KY.

Floor Samples. Combination Pay-Out and Ticket Models.  
Exhibit's **ELECTRIC EYE \$95.00**  
A FEW OF OUR LEADERS!

CHOICE \$25.00 STOCK MARKET. Shell Game \$20.00 CHOICE \$11.75 BANKER SCREAMO

Write Us About Your Requirements and Save Money.  
GLOBE DISTRIBUTING CO., 1215 Diversy Parkway, Chicago, Ill.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

## REEL "21" IS REALLY "BLACK JACK" OR THE POPULAR OLD ARMY GAME "STRICTLY ACCORDING TO HOYLE"



In Reel "21" you DON'T play against a FIXED AWARD CARD! You ACTUALLY DRAW CARDS against the DEALER or house. The House hand and Awards CHANGE with EACH PLAY, the same as in reel Black Jack! 4-way Play—1c-5c-10c-25c offers the player odds ranging from 2 to 1 to 100 to 1. Reel "21" is the LONG LIFE counter game YOU NEED for Bigger, Better and STEADIER PROFITS!

**BIGGEST HIT SINCE PENNY PACK**

**\$23.75**  
TAX PAID

RUSH YOUR ORDER NOW!

REEL 21

REEL 21

# JOE CALCUTT orders 400 BALLY-ROLLS

**I**N PLACING the largest single order in the history of coin-operated amusement games, Joe Calcutt gives BALLY-ROLL an endorsement which will be heeded by thousands of operators thruout the country. Joe Calcutt is recognized as the industry's keenest judge of coin machines—and when Joe Calcutt picks up the 'phone and says, "SHIP ME 20 CARLOADS OF BALLY-ROLLS," you can bet your bottom dollar that BALLY-ROLL is going to go—and go big.

We take this opportunity to thank Joe Calcutt for his confidence in Bally—and urge all operators in his territory to get in touch at once with . . .

**THE VENDING MACHINE CO.**  
205-15 FRANKLIN ST., FAYETTEVILLE, N. C.

*Exclusive North Carolina Distributors for*

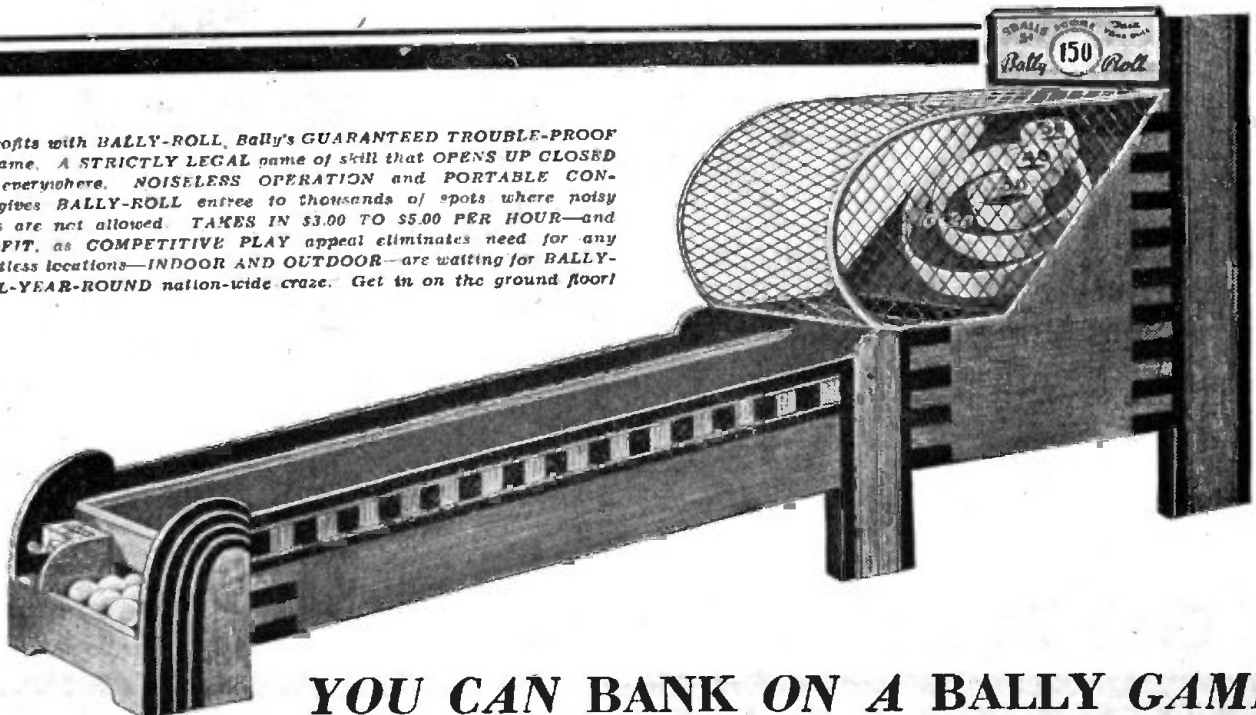
**BALLY MANUFACTURING CO.**  
2640 BELMONT AVE. CHICAGO, ILL.



"I am convinced that for the next few years at least coin-operated 'bowling-ball' games will be the bread and butter—and sweet cake of big profits—to operators everywhere. And I am equally convinced that Bally has produced the finest machine of this type on the market. I cannot be too emphatic in my endorsement of BALLY-ROLL."

**JOE CALCUTT**

Roll up real profits with BALLY-ROLL, Bally's GUARANTEED TROUBLE-PROOF Bowl-a-Ball Game. A STRICTLY LEGAL game of skill that OPENS UP CLOSED TERRITORY everywhere. NOISELESS OPERATION and PORTABLE CONSTRUCTION gives BALLY-ROLL entree to thousands of spots where noisy bowling games are not allowed. TAKES IN \$3.00 TO \$5.00 PER HOUR—and it's ALL PROFIT, as COMPETITIVE PLAY appeal eliminates need for any awards. Countless locations—INDOOR AND OUTDOOR—are waiting for BALLY-ROLL, the ALL-YEAR-ROUND nation-wide craze. Get in on the ground floor!



**YOU CAN BANK ON A BALLY GAME! . . .**

# DAILY RACES FENCE BUSTER

WITH MOTOR DRIVEN PAYOUT UNIT!

Either Game \$125

Check Separator, no extra cost; 2-ball play, \$2.50 extra; Ticket Game, \$10 extra; Electro-pak equipped (Ent-series optional), D. C. Adaptopak, \$5 extra.

## MYSTERY SINGLE COIN SLOT

Taking The Country By Storm

Available no extra cost. Single coin gives 2 to 8 horses at odds high as 40 to 1.



### DAILY RACES

Play 'em across the board with Daily Races, the game with real race track Mutuals! Odds up to 40-1 pay off on Win, Place and Show. Multiple Coin Slot accepts as much as \$1.00 or more on each play. Mystery Coin Slot optional. Get in on this "sure-thing" — place Daily Races today — the game that accomplishes more than products selling for as high as \$500.00.



### FENCE BUSTER

Something new in baseball! Player acts as manager of one or more baseball teams out to win the championship. Pays for Championship, Runner-Up and Third Place. Odds up to 40-1. Multiple or Mystery Coin Slot optional. Just see what this remarkable baseball game does for you when you put it to bat in your toughest spots!

AWARDS MECHANICALLY ADJUSTABLE

when you put it to bat in your toughest spots!

# PLAYER CONTROLLED CHANGING ODDS SUNSHINE BASEBALL

WITH MOTOR DRIVEN PAYOUT UNIT!

SUNSHINE BASEBALL is a one ball automatic payout at a price far below its true value! Player can leave odds stand or has one opportunity to change them by successfully hitting "Change Odds" pocket. Leading Major and Minor League teams are represented. Pays 2-1 for Cellar position and up to 40-1 for League Championship, Pennant Winner and Series Winner. Mystery Payout Holes provide additional thrills. Order now!



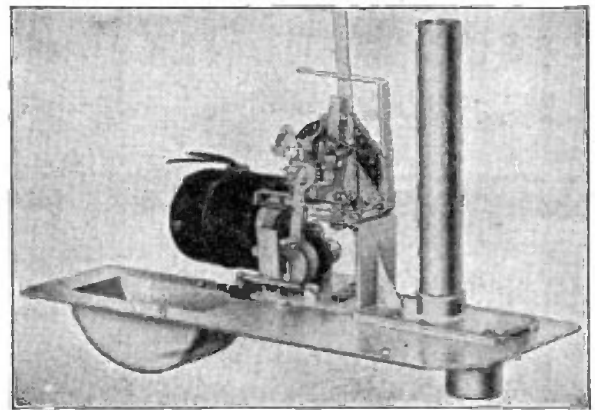
LOW PRICED! \$99.50

Check Separator, no extra cost; 2 ball play, \$2.50 extra; 3 ball play, \$10 extra; Ticket Game, \$10 extra; battery equipped; Electro-pak, \$5 extra; D. C. Adaptopak, \$10 extra.

The game with more action than Dixie Dean's 7-11 ball... the most generous value in the baseball payout field.

Get behind a real game pitch your location right into big money with Sunshine Baseball!

# Lifetime Service With Gottlieb MOTOR DRIVEN PAYOUT UNIT



A true engineering achievement! Proven and tested on locations, this unit has been acclaimed a remarkable success. It is precision built, all steel and die cast construction, with case hardened stampings. Absolutely clog proof and jam proof, the Gottlieb unit has a smooth, positive action. Equipped with a sure-action, accurate step-up switch.

## TICKET UNIT

is identical in construction to that of the payout unit, but has a more powerful motor. The simplest, most positive ticket unit on the market today. Gottlieb Motor Driven Payout and Ticket Unit now standard equipment on Daily Races, Fence Buster, Sunshine Baseball and Brokers Tip.

**D. GOTTLIB & CO.,** 2736-42 N. PAULINA ST. CHICAGO, ILL.

**\$500<sup>00</sup>**

**WEEKLY PROFIT**



**NO MECHANISM  
BELOW DOTTED LINE**

Amazing simplicity of ALL-ELECTRIC mechanism eliminates race-game grief and frequent parts replacements.

45 in. long, 20 in. wide, 36 in. high.  
Weight approximately 250 lbs.

**NICKEL or QUARTER PLAY  
PAYOUT or TICKET  
CHECK SEPARATOR IF DESIRED**

*Guaranteed* **100%**



*with*

# RAY'S TRACK

**CERTIFIED COPIES  
OF COLLECTION REPORTS  
ARE IN OUR FILES**

**F**ROM \$75 to \$250.00 NET OPERATOR'S PROFIT per week—that's the record revealed in certified collection reports now in our files. Think of it! \$500.00 split between operator and location in one week—\$250.00 NET-IN-OPERATOR'S POCKET! Another machine NETTED OPERATOR \$65.35 the first week—\$96.70 the second week—\$206.70 the third week—PROFITS INCREASING constantly as more and more players discover the thrill and fascination of RAY'S TRACK'S many EXCLUSIVE features! In one operation of 25 machines earnings for 6 weeks' play averaged \$79.10 per machine—NET PROFIT TO OPERATOR! And these RAY'S TRACK machines are consistently maintaining this average today!

## MONEY-BACK GUARANTEE

RAY'S TRACK is your golden opportunity. Each machine you place will easily earn \$75.00 to \$250.00 NET PROFIT PER WEEK—and keep it up all year 'round! Perhaps you have hesitated because past experience leads you to believe race-games are complicated. Well, glance at the Dotted Line on the illustration at left. That's the MECHANISM LINE—no mechanism, except payout unit, below that line! Mechanism MUST BE SIMPLE to fit in such a small compact space—and SIMPLICITY MEANS TROUBLE-PROOF OPERATION!

## NO BOOK-KEEPING

RAY'S TRACK is positively CHEAT-PROOF and SYSTEM-PROOF—no sequences, no charting

or book-keeping possible, no "run-away" or favorite horses, no chance of a tie. Every race is fair and square—and UNPREDICTABLE!

## ONLY RACE GAME with DAILY DOUBLE JACK-POT FEATURE

No wonder RAY'S TRACK monopolizes the play wherever it's installed! No wonder race-game operators report 20 to 30 per cent INCREASED EARNINGS after modernizing their race routes with RAY'S TRACK! If you had your choice between a big juicy 50-TO-1 Jack Pot and normal odds, which game would you play? You know the answer—and so does the public! And that's why RAY'S TRACK is the most popular race-game on the market today—because only RAY'S TRACK has this great REPEAT-PLAY, PROFIT-BOOSTING DAILY DOUBLE!

## MOST BEAUTIFUL COIN MACHINE EVER BUILT

Beauty counts! It's beauty that gets you into the big-time locations with RAY'S TRACK—and it's beauty that GETS ATTENTION and results in steady, profitable play. RAY'S TRACK is, beyond question, the most beautiful coin machine ever created. The new buffet-style cabinet eliminates awkward legs and lends massive dignity to the machine. Cabinet is constructed of matched walnut panels. Horses are perfect miniature thoroughbreds in full gallop. Entire track is brightly illuminated and the effect so true to life in every detail you can imagine yourself in an airplane looking down on a real race-track!

Many other EXCLUSIVE FEATURES, such as the Electric Coin Chute, Light-Up Odds Indicator, Positive Result Indicator and Rockettype Payout Unit, combine to make RAY'S TRACK the foremost race-game on the market today!

*Increase your profits with RAY'S TRACK. The field has hardly been touched and countless locations are waiting for RAY'S TRACK today. They'll be your locations if you act at once to tie them up. Don't delay. Wire for Prices now!*

**Write or Wire for EXCLUSIVE TERRITORY Proposition!**

**BALLY MANUFACTURING COMPANY**  
2640 BELMONT AVE. CHICAGO, ILL.

JOHN A. FITZGIBBONS, Inc. Eastern Distributor, 453 W. 47th St. New York, N. Y.

# MECHANICALLY PERFECT

# Hurry! BALLY-ROLL Territory Going Fast!



## THOUSANDS OF LOCATIONS

INDOOR AND OUTDOOR

WINTER AND SUMMER

BALLY-ROLL'S portability and noiseless operation opens doors to DRUG STORES—TAVERNS—HOTELS—CLUBS—LODGE HALLS—CIGAR STORES—SPORTLANDS—PLAYLANDS—BILLIARD PARLORS—BOWLING ALLEYS and similar spots. Practically any large or medium-sized pin-game location is now a BALLY-ROLL spot.

ALSO Amusement Parks, Carnivals, Fairs, Excursion Boats, Picnic Grounds, Dance Halls. ALSO any VACANT LOT or VACANT STORE can be turned into a gold mine with BALLY-ROLL. A moderate investment will make you independent. Get details quick!

9 BALLS for a NICKEL

14 ft. long, 27 in. wide, 6 ft. high  
weight 300 lbs.

**O**PERATORS! DISTRIBUTORS! The greatest boom in game history is now sweeping the country—and a BALLY-ROLL Franchise is your life-long lease on a mansion in Easy Street!

Imagine! A STRICTLY LEGAL game that OPENS ANY AND ALL CLOSED TERRITORY! Earns \$3.00 TO \$5.00 PER HOUR—and it's ALL PROFIT, as COMPETITIVE PLAY APPEAL makes AWARDS UNNECESSARY!

BALLY-ROLL'S acoustic-scientific NOISELESS OPERATION opens doors to countless locations now closed to noisy bowling machines. And EXCLUSIVE 3-PIECE PORTABILITY makes BALLY-ROLL as easy to handle, install and operate as any pay-table. Write or wire for circular covering MANY NEW EXCLUSIVE IMPROVEMENTS, prices and EXCLUSIVE FRANCHISE proposition. Territories now being lined up—and going fast, so act at once!

**GET EXCLUSIVE FRANCHISE! WRITE! WIRE!**



## 1-Shot PAYOUT GAME Roundup



Two fiery red LIGHTS FLASH for every coin—and when EITHER light REMAINS LIT, the Mystery Pocket pays out Special Tokens good for 100 to 500 Free Games. Can be adjusted for \$5.00, \$10.00 OR \$25.00 TOP—and any way you operate ROUNDUP the big juicy Jack Pot gets REPEAT PLAY BY THE HOUR! And your profits are protected by the 12-Coin Escalator and NEW A.B.T. 400 COIN-CHUTE, which defeats "Test" Slugs, Collophane, Shims and all other slugs in common use. FOR BIGGER, STEADIER PROFITS, order ROUNDUP today!

PAYOUT  
\$99<sup>50</sup>

TICKET, \$109.50  
F. O. B. CHICAGO  
NO EXTRA CHARGE  
FOR CHECK  
SEPARATOR

44 in. by 22 in.

**YOUR JOBBER has these BALLY HITS!**  
CHALLENGER • NATURAL • AIR LANE  
BALLY BABY • RELIANCE



# BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.

Take

CREDIT

for your pay table spots

and

TOTALITE

for all locations everywhere...!

★ **CREDIT** The greatest pay table buy in the country! At only \$99.50, you can't afford not to have CREDITS in all your pay table spots. Pay \$25—\$35—\$50 more for a pay table and you're still better off with CREDIT at only \$99.50. CREDIT'S real profit appeal is a proven fact. Proved by experienced operators from one end of the country to the other! CREDIT is making money everywhere. Big money. It will make big money for you. And it will do it right now! Get started with CREDIT today!

**\$99<sup>50</sup>**

Mini Vendor, \$10  
Ticket Unit, \$10

★ **TOTALITE** Positively the best straight pin table on the market today! Look! ★ Fast 5-ball action ★ Magic score-increasing switches ★ Brilliant light-up panel that automatically totals the score ★ Special ball that shoots down the elevated runway and steps up the score 3 times ★ Special cheat proof Score-Keeping Register that shows you at all times the exact number of winners and amounts ★ Color ★ Fascination ★ Plenty of appeal! Put out \$49<sup>50</sup> some more TOTALITES now. See your Distributor about it today!

**\$49<sup>50</sup>**

Special Score-Keeping Register, \$5.00.

ROCK-OLA



MANUFACTURING CORPORATION

**CAUTION**  
BEFORE YOU BUY . . .

WAIT AND SEE —  
THE NEW SENSATIONAL

*Streamlined*

**WURLITZER  
SKEE-BALL**

*America's New Game*

MODERN  
VENDING  
COMPANY  
NEW YORK

A MODERN PRODUCT  
IS ALWAYS A  
WINNER

The ORIGINAL and only SKEE-BALL  
with mechanism that has been tried and  
proven over a long period of time—!

EASTERN FACTORY DISTRIBUTORS

**Modern Vending Company**

656 BROADWAY, NEW YORK CITY

WURLITZER SKEE-BALL

