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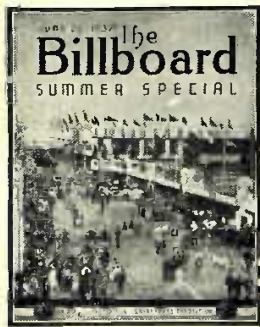
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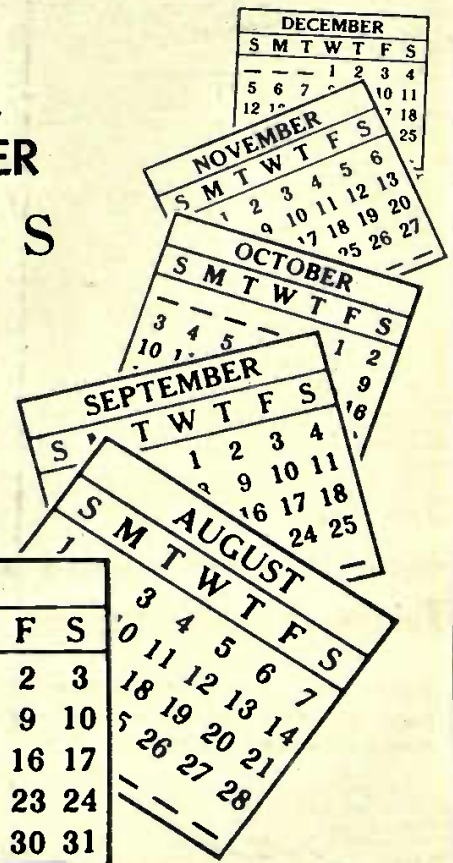
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# The Billboard

Vol. XLIX  
No. 28

The World's Foremost Amusement Weekly

July 10,  
1937

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## FED TENT CHECKUP PLANNED

### Midway Gross at Brandon Tops All Previous Records; Calgary Now On

CALGARY, Alta., Can., July 5.—The initial stand of the Class A Western Canada exhibitions at Brandon, Man., closed its five-day event Friday night in a veritable blaze of glory as to attendance, exhibits, weather and midway receipts.

Every midway record in Brandon's exhibition history of 45 years was eclipsed last week by the Royal American Shows, General Manager Carl J. Sedlmayr stated on his arrival here Saturday. Altho Sedlmayr left Brandon before the closing hours of the Brandon Exhibition he predicted the engagement would show a gain of more than 40 per cent over 1936 midway gross and that the increase over the 1929 top would be in excess of 15 per cent.

Wednesday a half holiday and Thursday Dominion Day sent the five-day engagement at Brandon skyrocketing in aggregate midway gross. Weather was ideal thruout the week and the early arrival of the midway's equipment from the United States helped to establish an unprecedented volume of business Children's Day, Sedlmayr said.

The Royal American Shows' two special trains left Brandon a few minutes before 9 a.m. Saturday and arrived here at noon yesterday in plenty of time for the opening of the Calgary Exhibition and Stampede here this morning, which started the week with several special events.

E. L. Richardson, general manager of the exhibition, predicted a record-breaking week here in view of the best

hard grain prospects in a decade and promises of fair weather.

#### Unkindest Cut

CHICAGO, July 3.—A local emcee, ending two weeks of an indefinite stay at a prominent nitery here, walked into the manager's office the other a.m. to find out what the boss thought of his work.

And the operator, in all sincerity, queried back: "When do you open for me?"

### Exhibs To Ask for Fed Measure Unless "Unfair Practices" Stop

BIRMINGHAM, Ala., July 3.—Threatening to seek a federal regulatory measure for the entire motion picture industry unless "certain unfair trade practices by motion picture producers and distributors are stopped," the Southeastern Theater Owners' Association closed its annual three-day convention here Wednesday. To back up their threats the association membership agreed that no supply of pictures would be bought for next season until October, 1938, unless some practices are eliminated.

After hearing several speakers during the business sessions term the score charge a "racket," the theater owners

### Contemplated Bill Would License All Shows in Interstate Commerce

Independent attractions and concessions included—would be required to pay fee for license and file routes with ICC—purpose is to check on amusement tax returns

WASHINGTON, July 5.—Registration of all circuses, carnivals and other tent shows, as well as independent attractions and concessions, traveling in interstate commerce, is planned by the federal government. Such is the information imparted to a representative of *The Billboard* in an exclusive interview with a government official. The source of this proposed measure to keep track of traveling outdoor enterprises is the Interstate Commerce Commission, which already has a certain jurisdiction over shows crossing State lines. It has come to the attention

of the ICC that recently an Eastern railroad was said to have given a discount to a circus to induce it to travel over its lines in preference to another line with a shorter movement. Granting of discounts by a railroad to a shipper is a violation of the rules laid down by the ICC.

The contemplated law would be merely a measure of registration for all shows with the ICC, with a fee for a license issue for one year. *The Billboard's* informant states that the fee for show units would not be over \$50 per year and for independent attractions and concessions \$5. Under this law all affected shows and concessions would be required to keep their routes on file at the ICC office and routes would have to be sent in before moving to a new spot, giving

(See *FED. TENT* on page 85)

demanding in resolutions that "such charges by producers and distributors be eliminated." A cancellation privilege of 20 per cent of films booked from producers and distributors is the demand of another resolution passed at the convention.

All officers were re-elected except that Tom Brandon, of Titusville, Fla., replaced H. C. Wales as vice-president for that State. Officers re-elected were: Milton C. Moore, Jacksonville, president; (See *EXHIBS TO ASK* on page 85)

### Rockaway Beach Amusement Area Is Threatened in \$300,000 Blaze

NEW YORK, July 5.—Fire originating in a frozen custard stand on Saturday in the center of the amusement sector of Rockaway Beach, L. I., destroyed nearly two blocks of concessions, a dance hall, part of the Boardwalk and several bungalows, with estimated loss of between \$200,000 and \$300,000.

Eye witnesses said that only prompt and efficient action on the part of several fire companies prevented the destruction from reaching far greater proportions. Flames swept dangerously close to the Steeplechase Baths and threatened near-by Playland Park.

Police reported that the fire was first discovered at 9:55 a.m., almost at the very beginning of one of the largest week-ends of the season, in a custard

concession on the Boardwalk near the intersection of Beach 98th street. Thirty fire companies were summoned to the scene to halt the flames that were rapidly spreading thru buildings, almost all of which were of frame construction.

Before flames were checked nearly two blocks of the Boardwalk had been burned, Allen's dance pavilion, Jack's bar and grill and about 35 concessions operated by Coasts Estates, Inc., New York City.

### No Halt in WPA Slashes

Hysteria cools a bit—vets and citizens get preference—Wash. firm on quota

NEW YORK, July 3.—Federal Government thus far has refused to backtrack on its dictum that the WPA Federal Theater be trimmed of 1,709 by July 15. Only new development in the local situation concerns war veterans and aliens, indications now being that the WTP will operate under a veteran-preference law. A memo from William F. Farnsworth, deputy director, indicates as much and will probably precipitate a change in the listing of persons to be dropped.

Also, citizens will get preference over aliens, a move expected to affect English thespians who have neglected to take out citizen papers.

Rioting occurred during the week along with other general protest measures. (See *NO HALT* on page 8)

### New Pennsylvania License Law Traps First Agent; \$100 Fine

Philly cafe agent took commissions without license—law bans booking by unlicensed agents—all contracts in triplicate—end of abuses seen

PHILADELPHIA, July 3.—Recently passed McGee-Walsh State act, licensing all theatrical booking agents and designed to prevent gouging of entertainers, was invoked for the first time Tuesday. Edward A. Beiner, local booker, was fined \$100 and costs for collecting commissions from performers without a license. Betty Weeks, dancer, charged that Beiner placed her at a Chester, Pa., cafe several weeks ago, but had deducted \$7.50 commission from her week's salary of \$40. Matinelli and Juanita, ballroom team, testified that Beiner had deducted commissions of \$10 and \$15 on a number of occasions. Investigation was instigated by Tom Kelly, head of the Philadelphia United Entertainers' Association, who sponsored the McGee-Walsh Bill.

Bill provides that no theatrical act may be booked in Pennsylvania by anyone unless a license is obtained from the State Department of Labor and Industry. Violation is punishable by fine and/or imprisonment and withdrawal of license. For every actor, employer and agent must witness a contract in triplicate.

Enforcement of the bill will mean a cleanup of gouging commissions, chiseling on expenses, repudiating contracts, demanding free performances and the long list of booking abuses. Since a new liquor law places control of night clubs with the State Liquor Control Board, enforcement will be in the hands of the liquor agents, and nitery owners will be required to produce a contract for every act employed upon demand.

Licensing not only affects night club, theater and club bookers but radio stations too. While very few stations open-

(New PENNSYLVANIA on page 85)

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# HALF OF SHOW BIZ JOBLESS

## Unions Estimate 250,000 Needy In Plea for Stop of WPA Cuts

Survey shows 7,600 N. Y. union musicians jobless with only 1,500 getting relief—legit's steady slump—sensational decline of rep, tent, stock—vaude's brodie

By PAUL ACKERMAN

NEW YORK, July 3.—Of the 500,000 people in show business today about 50 per cent, or 250,000, are unemployed. Less than 10 per cent of the unemployed are on the WPA. These figures are the result of compilations prepared by the theatrical unions for presentation to Harry Hopkins, WPA administrator, in order to induce Washington officials to rescind the cuts scheduled to become effective July 15. A delegation to present the case for the theater people went to Washington Friday, the contingent including Frank Gillmore, president of Actors' Equity; Dave Freed, of the executive board of Musicians' Local 802; Mrs. Dorothy Bryant, executive secretary of Chorus Equity; Paul Turner, Equity counsel, and Matt Shelvey, of the executive board of the American Federation of Actors.

Union representatives will point out that the basis for the cuts 'is grounded upon a fallacy; namely, the ability of private industry to absorb the FTP workers. According to the theater men, private industry is in no better position to absorb them than it was at the inception of the WPA.

### Half of Musicians Jobless

Taking as specific examples the reports on unemployment compiled by the musicians' union and Equity, the condition of show business since the Wall Street crash is clearly indicated.

In July, 1935, survey of membership of Local 802, American Federation of Musicians, showed that (1) approximately 50 per cent of the total membership of 15,200 were unemployed; (2) 36 per cent of the unemployed were so due to having been forced out of theaters when sound films were introduced; (3) 21 per cent of the unemployed were formerly members of military and concert bands which subsequently became outmoded; (4) 13 per cent of the jobless were members of symphony groups disbanded thru lack of financial support; (5) 9 per cent of unemployed, formerly concert men in hotels, were eliminated by radio or dance bands.

In May, 1934, 500 musicians of the union were on the pay roll of the Works Division of the Department of Public Welfare and 981 were on home relief.

In the past 12 months over 300 restaurants and hotels have installed wired

(See HALF OF SHOW on page 9)

## Philly Wardrobers Seek United Front

PHILADELPHIA, July 3.—Wardrobe Mistresses' Union, AFL affiliate, is the newest local theatrical labor group seeking a united front. Membership includes only a handful of women, and support is being sought from the Central Labor Union to ward off a freezing-out process allegedly engaged in by the local theatrical costumers. Instead of calling in a union wardrobe mistress, costume houses in rentals furnish a mistress of their own at a wage scale far below that of the union group.

Situation came to a head last week when the wardrobe mistresses lost out on an employment opportunity at the Robin Hood Dell for the operatic performances presented by the men of the Philadelphia Orchestra. Costume contract was given to Van Zorn's, who sent their own employees for the dressings and mendings in spite of the fact that the opera had been on the union books for several summers. Both the local musicians' and stagehands' unions pledged their support in effecting a union and closed-shop backstage.

## Meeting of AMU To Consider CFM Offer

CHICAGO, July 5.—Members of the American Musicians' Union will meet today to consider the proposition outlined for them by James C. Petrillo, head of the Chicago Federation of Musicians.

As reported last week, Petrillo mailed letters to some 400 AMU-ers, offering them a 50 per cent reduction for the initiation fee, making it \$50 until July 21, when the books will close for a five-year period. This action was taken by Petrillo to further strengthen the CFM and to avoid any chance of AMU going CIO. AMU has had an application for a CIO charter pending for several weeks. A final decision will be made for a future course at today's AMU meeting, it is expected. It has also been reported that the CIO will have a speaker at the meeting to attempt to forestall AMU's merging with the CFM.

## Wisconsin Bills Die

MADISON, Wis., July 3.—With the State legislature adjourning sine die July 21, hundreds of pending bills failed of enactment. Among the measures, Allied's divorce bill died in the Senate after being passed by the Assembly, and the chain theater tax bill failed to come up in the Assembly for a vote following a joint committee hearing.

Present indications are that Governor La Follette will call a special session within the next several months to enact tax legislation.

## Puppeteers Form National Society

CINCINNATI, July 3.—Nearly 200 marionette workers who gathered at the Gibson Hotel here this week in a four-day convention succeeded in completing the organization of the Puppeteers of America. Paul McPharlin, Detroit, was elected honorary president, and Rufus Rose, Waterford, Conn., was named chair—(See PUPPETEERS FORM on page 18)

## Pittsburgh Turns Legit Manager With Free Summer Stock Troupe

PITTSBURGH, July 3.—And now the politicians are turning play producers. Sold the idea by one-time New York actor Arthur Marlow, Allegheny County's commissioners will tomorrow night raise the curtain on a free-to-the-public outdoor legit season in South Park, employing partly pro casts and partly leading local little theater Thespians. All will

## Uncompetitive Undertaker

DETROIT, July 3.—Acme of co-operation instead of competition between opposition houses has been discovered on the west side here between the Delray and the Grande. The two houses are next door to each other, the only theaters in the city to be so closely located, but the Delray, operated by Joseph Olschefskey and Charles Stepanaukas, has no telephone—so all phone calls for it are received at the Grande Theater, next door, run by the Lancaster Circuit. Looks like the word "opposition" has lost its meaning.

Incidentally, Stepanaukas, who is reading the Oakland Theater in Highland Park for reopening after being dark three years, is an undertaker as well as a showman and has a mortuary parlor in the daytime, evidently running the theaters as a night job.

## Belle Baker Hisser Released

PROVIDENCE, July 3.—Abraham Horowitz, manager of the Stork Club, Warwick, R. I., and his brother, Peter Horowitz, were adjudged not guilty of assault on John DiTragli, of Cranston, by Judge James W. Leighton in 4th District Court here Thursday.

The case dates back to June 1, when Belle Baker was guest-starring in the floor show of the Stork Club. Miss Baker sang a number in which Premier Mussolini was referred to. According to the Horowitz brothers, Gladys Wetzel-azan, alias Dorothy J. Tillinghast, a patron, and her companion, DiTragli, broke into boos and hisses at Miss Baker's song. The resulting disturbance led to the court case.

Judge Leighton's findings were that DiTragli had failed to present sufficient testimony to prove the defendants had assaulted him.

## CMPO Elects Smith To Succeed Clifford

CHICAGO, July 3.—John P. Smith, assistant business agent of the Chicago Moving Picture Operators' Union, was unanimously elected to succeed as business agent the late Frank H. Clifford. Election was presided over by George E. Browne, IATSE international president. Smith was elected to finish out Clifford's unexpired term, which has nearly five years to run. He has been associated with the MPMO for 25 years as a steward, including the past two years as Clifford's assistant.

## Commerce Dept. Sets Up Pix Division

WASHINGTON, July 3.—Declaring that the foreign sales of American motion pictures materially aided the exports of all American-made goods, the

(See COMMERCE DEPT. on page 18)

## Asks WPA To Take Up Slack

Gillmore thinks legit can care for its own later—relies on convention plans

NEW YORK, July 3.—With the professional theater in no position to absorb WPA Federal Theater workers into its ranks, Frank Gillmore, president of Actors' Equity, this week said the FTP should be kept going a couple of years longer in order to give commercial legit a chance to pick up and provide greater employment opportunity. Idea here is to set in motion some of the suggestions advanced during the American Theater Council Convention with reference to producing more shows, both locally and on the road.

Committee set up by the ATC will probably meet in August to set the revival in motion, but nobody expects a sudden change for the better. Gradual improvement will be eased somewhat with the FTP remaining for some time as a sop to take care of the great overflow until such time as more shows provide added work, Gillmore says.

## Floating "Road" Gets Going Again

MICHIGAN CITY, Ind., July 3.—After obtaining a foreign corporation license from the State Thursday, Dixiana Showboat officials reopened the much-hampered Tobacco Road without local police interference. They have also filed mandamus proceedings in Superior Court, asking that the city issue a local theater license.

City authorities, however, are standing pat on their five-day evacuation notice which expires today and will demand that the Dixiana's gangplank be removed from city property.

It is said that Joseph Greenwald, well-known dialectician, has replaced Calvin Thomas in the role of Jeeter with the showboat company.

## Cincy Zoo Opera Has Record Start

CINCINNATI, July 3.—Opening of the Cincinnati Zoo summer opera season Sunday with *Aida* was a record-shattering event in the 16-year history of summer opera in the Queen City. Eager crowds began to assemble two hours

(See CINCY ZOO OPERA on page 18)

## JAN SAVITT

(This Week's Cover Subject)

WITH his Top Matters Jan Savitt represents the No. 1 Philadelphia orchestra attraction. Broadcasts locally over KYW, as well as nation-wide shows over NBC, however, have given the band a national repute, one that is a synonym for ace music.

Savitt's father was a drummer in the Imperial Regimental Band of the Czar and Jan was born in Russia 26 years ago. When he was all of six he started his music studies under Carl Fisch, noted violin teacher of the time. By the time he was 15 Savitt was enrolled in Philadelphia's Curtis Institute of Music. There he not only won three scholarships, but was given the honor of joining the Philadelphia Orchestra under Leopold Stokowski, who selected Savitt for the noted symphonic group. Savitt was the youngest member of the organization.

The Philharmonic Society awarded the Savitt String Quartet its Gold Medal, the quarter being organized in 1926. CBS gave the group a Coast-to-Coast broadcast time. In 1932 Savitt became house conductor at WCAU, Philadelphia outlet for CBS.

Busy or no on his present KYW assignment, playing pops or classics, Savitt still gets in his daily round of practice on the violin.

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# City Clubs Take Dive

Road-houses lure customers — from N. Y., Pittsburgh and Philly

NEW YORK, July 3.—Holiday week-end holds no rosy outlook for local gay spot operators. Those that have remained open for the summer trade have thus far been sadly neglected and are already contemplating giving up the ghost. Tho there has been a sizable influx of summer tourist trade, owners claim that spending is entirely disproportionate.

What little play there is in the field has been practically cornered by near-by roadhouses. Ben Marden's new Riviera on the Jersey Fallsides, Surfside on Atlantic Beach, Glen Island Casino in New Rochelle; Ross Fenton Farms in Seal, N. J., are some of the spots that have received encouraging patronage.

Winter night spots that succumbed to waning grosses include the Yacht Club, Cotton Club, Harlem Uproar House, Ubangi Club, Plantation Club and numerous hotel rooms. The French Casino closes for the summer July 20. Several country clubs and roadhouses, owned by operators who also run in-town places, have not been unshuttered this season.

PHILADELPHIA, July 3.—In spite of air-conditioning systems and floor-show bally, nitery biz continues to take steep drops. Originally an acute condition brought on by a purity wave of criticism, the cash register groans have become chronic.

Local spots are going in for wholesale summer closings. Palumbo's Cabaret shuttered for the first time in its history; Hotel Philadelphia called it a season six weeks ago; Kit Kat Club did a silent fade; 7-11 Club, heralded as the "world's largest night club," gave up the ghost in record breaking time. Among the intimate haunts, 21 Club and the 1214 Club are dark.

WILDWOOD, N. J., July 3.—Maurice Taylor unshutters his Orange Grove at the Biltmore Hotel, with Harry Hatts emceeing. Talent includes Barbara McDonald, Dave Layton, Sonya and Romero and Mickey Familant's music.

CAPE MAY, N. J., July 3.—Mayflower Casino opens for the season with Ralph Clemson's music, emcee Steve Smith, Al Mood, Dot Wilson and May Fay.

PITTSBURGH, July 3.—Industrial unrest and lack of cooling systems influenced three nite spots to fold for summer during past two weeks.

Shuttered for at least a couple of months were basement Plaza Cafe, East End's Club Petite and Harlem Casino, all floor-show spots.

Drawing packed houses are Bill Green's, with Charlie Agnew's music; the Willows, with Woody Herman; the Pines, featuring Grady Moon Mullins; the New Penn, with Johnny Hamp; Longview Farms, with Steve Mathews, and Blandi's, with Bob Clayman.

## Passé!

DETROIT, July 3.—Detroit booking agencies have been solicited in vain by the Speakers' Bureau of the Community Fund to furnish them with an organ grinder and monkey. A two-week search has thus far been unsuccessful. The bureau is now seeking the aid of the newspapers.

## J. C. LINCOLN MINSTREL

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## International Crisis!

DETROIT, July 3.—One of the few cases of genuine international competition in show business occurred this week when the Vanity Theater, Windsor, Ont., advertised in the Detroit newspapers. Occasion was the premiere of films of the Louis-Braddock fight, a big drawing card in Louis' home town. The Vanity got the films in Canada two days before they were booked for United Detroit Theaters' State Theater here. Location of the Vanity, at the head of the International Tunnel, was stressed in the advertising.

## Tent 11, Fight Promoter

WASHINGTON, July 5.—Tent No. 11, local unit of the Variety Club, is hoping for a \$20,000 gate at the fight which it is promoting between Freddy Steele, world middleweight champ, and Hobo Williams, fistic advocate from Alexandria, Va., to be held July 22 at Griffith Stadium. The marquee of the summer-closed National Theater carries advertising placards, while the box office is putting out fight tickets. The profits from the fight will allow the club to establish a summer camp for underprivileged women and children.

The card for the preliminary bouts has not yet been completed, but 150 of Washington's better looking damsels have been enlisted to enchant the city into ticket buying.

## South No Like Fight Pix

MEMPHIS, July 3.—Louis-Braddock fight films were pulled at the Malco Palace here after four days of below-average business.

Southern audiences have a distaste for a Negro champion. Where last year they turned out in droves for the Schmeling-Louis reels at Loew's State, this year they are staying away in the same fashion from the Louis-Braddock pictures.

Films were shown here with Universal's *Love in a Bungalow*. Business on Beale street, the city's noted Negro thoroughfare with three theaters of its own, is expected to be terrific.

## Memphis Orpheum Deal?

MEMPHIS, July 3.—Orpheum Theater, Memphis' largest and most kicked about showhouse, is to be leased by Jones, Linick & Schaefer, of Chicago, and reopened on Labor Day, it was reported along Main street this week.

No announcement was forthcoming concerning the deal, either from the Chicago circuit or from representatives of the local bondholders, to whom the Orpheum has been a Jonah since it was turned back by RKO in 1931.

## New Patio at Akron Park

AKRON, O., July 3.—An outdoor patio has been opened in connection with the spacious dance pavilion at Summit Beach Park here. Dancing under the stars will be available for patrons of the ballroom on all nights the weather permits, according to Lew Platt, pavilion manager. Orlando Roberson and orchestra are current at the park pavilion, with Dick Fiddler and Blue Barron penciled in for early engagements.

## Mgr. Italian Singing Sam

DETROIT, July 3.—"Italian Singing Sam" is new manager of the San Diego Cafe, Northwest Detroit spot. Was formerly manager of the Palmetto. Opening bill here includes Mert Shields, Huntho Chan, Marge Mansell and Joe Vas and band.

## Continental Detroit's Newest

DETROIT, July 3.—Newest night spot, opening Tuesday, is Sammy Kurt's Club Continental. Spot is decorated in new ultra-modern style.

Opening show includes Barnes and Steger, Vera Dunn, Chico Reys and orchestra and the Six Continental Beauties.

## Belle Baker Sued by Club

PROVIDENCE, July 3.—Three thousand dollar suit filed in Superior Court, East Greenwich, yesterday, by Club Bagdad, Inc., of Warwick, names of defendant Belle Baker. Plaintiff claims breach of contract entered into by both parties September 9, 1936. Counsel for plaintiff is Vincent D'Atti.

## Philly Amusement Tax; Mayor Gets More Power

PHILADELPHIA, July 3.—Sadly anticipated amusement tax ordinance now becomes an actuality. Mayor S. Davis Wilson signing the measure June 29. Effective July 23, upon expiration of the State amusement tax, it levies a 1-cent tax on every 25 cents paid for admission to theaters, night clubs, carnivals and all other outdoor and indoor amusements. Measure further gives the mayor added control over the local amusement industry, requiring that all entertainment places obtain the license from his office. Collection of the tax is also placed with Hizzoner, who is also empowered to appoint extra employees to supervise operation of the tax.

Measure was designed to raise several millions of dollars—which it will—as a means of plugging large deficits in the city coffers.

## Duncan Student Revue

NEW YORK, July 3.—Mentor Bobby Duncan made way for tomorrow as the presented a student revue of nimble dances and vocal didos last Tuesday. Ranging from tots to full-sized chorines, studes put on a four-hour show at the Palm Gardens before an audience largely consisting of hopeful mamas and talent scouts.

Most finished numbers were provided by John Passalacqua, 9-year-old tenor; Liso Sisters, vocal duo; Dolly Cozine, acrobat with an amazingly fluid body but a colorless routine; Ann Catrufo, well-built boogie-woogie singer; Doris Rubinfeld, dancer, and Mildred Lynch, tap dancer. Outstanding performer was Evelyn Salkind. Her comic songs and eccentric dancing brought down the house. M. Z.

## Snider Summer School Opens

CLEVELAND, July 3.—Harriette Snider Summer School of Drama opened June 30 in the Lakewood Community Center Building. For the last four years Miss Snider has been associated with Phidolia Rice as principal of the School of the Spoken Word. She has also directed radio plays over WHK.

## "Polio" Breaks Out Anew

JACKSON, Miss., July 3.—Dreaded poliomyelitis (polio) is again pestering the Delta area and State officials of Mississippi and Alabama threaten to close all public places if the disease continues to spread at its present rate. The first death of the year was followed by an increase of 80 cases in the two Southern States in the last 10 days. No shows have been closed as yet, however.

## Giveaway Ruling Affirmed

MONTGOMERY, Ala., July 3.—Alabama Court of Appeal Wednesday affirmed a Tuscaloosa Circuit Court ruling holding theater "jackpots" a lottery. Case was brought up by a Tuscaloosa theater operator who was fined \$200 on a charge of operating a lottery in sponsoring a "jackpot" or "Bank Night" in his house.

## Steiffer Presents Recital

MINNEAPOLIS, July 3.—A cast of 250 children and adults took part in a song and dance review staged by John Steiffer, director of the New York-Chicago-Louisiana Academies of the Twin Cities, at the Lyceum Theater last week. Benny Barnett's Orpheum Theater orchestra supplied the musical accompaniments.

## MCA Adds Chi Spot

CHICAGO, July 3.—Eddie Elkort, of MCA, reports the addition of the Continental Room, Stevens Hotel, to his books. Acts there have previously been placed both thru various offices and independently.

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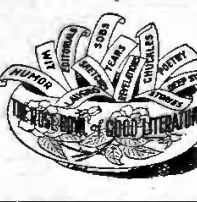
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# MONEY-MAKING UNKNOWNNS

## Handful of Actors, Musicians Making More Dough Than Names

Rarely mentioned on programs, but average \$300 to \$600 weekly 52 weeks a year—script actors and freelance musicians average more than well knowns

NEW YORK, July 3.—No mentions, no credits, but \$300 to \$600 weekly is the fate of radio's handful of unknown actors and musicians. In the trade they rank, but Minnie Gertz up in the Bronx who hears several of them daily has never heard the right name of one of the money boys and gals. It's nix on the publicity calloper for them, but the curse is removed with heavy applications of mazzama salve. A clique of about two dozen actors and around 150 musicians rate the real money, and it's an exclusive franchise. Few gate crashers or open sésames to the uninitiated. Fortunate players and musickers average their \$300 to \$600 figure 52 weeks yearly. Summer let-down is slight, as script shows continue thru the hot spell and e. t. jobs are in the works for fall airings. And if the gals fade a bit or the boys turn old and gray the pink slip business isn't always pulled. Television, of course, will change this. Most of the players and musicians are good for many years in the business.

It's no matter of sitting back, however, and collecting the coin. There's plenty of hustling to be done, as most players and musicians average several shows daily. Several shows a day, including rebroadcasts, disc jobs and film commentaries are in the week's work. Average show means about \$50 on webs, with sustainers and some daytime chores at about half price.

"Freelance" musicians in the real dough may gross more than leaders. A good "freelance" may find that he can earn more by joining no particular band than by tying up with a single ork. It's a business, with musicians paying subs to double for them at rehearsals, which net half the regular \$12-per-hour charge. Group of unemployed musicians recently charged that a clique monopolized web jobs and sought to have the American Federation of Musicians prevent doubling of men playing different instruments in the same band. International gathering of music makers, however, nixed this.

Line readers in the dough include: Ray Collins, Paul Stewart, Martin Gabel, Orson Welles, Charlie Cantor, Betty Garde, Bill Johnstone, Ted de Corsia, James Meighan, Walter Tetley, Alice Douglas, Alice Frost, Agnes Morehead, Peggy Allenby, Bill Adams, Mark Smith, Ned Weaver and others. Understood that Welles is to net \$600 for a one-shot appearance in Columbia's version of Shakespeare.

Musicians in the coin include: Jack Zayde, Murray Kellner, Manny Kline, Ruby Weinstein, Jack Jenny, Jerry Colonna, Paul Ricci, Toots Mondello, Lou Raderman, Johnny Williams, Harry Bruer, Arthur Bernstein, Karl Kress, Walter Gross, Ernie Watson and others.

### Buys 2d Atlanta Station

ATLANTA, July 3.—Atlanta Journal, owner and operator of WSB, will begin operation of an additional station in Atlanta, WAGA, August 1. WAGA will be one of the 10 new outlets for the National Broadcasting Company's Blue network. WSB continues as NBC Red outlet.

WAGA will operate in conjunction with the Liberty Broadcasting Company, which heretofore maintained the station as WTLF, Athens, Ga. It will operate on 1,000 watts day and 500 watts night on 1,450 kilocycles. Both WSB and WAGA will be maintained under the direction of Lambdin Kay. Local manager of WAGA will be Jesse M. Swicegood, formerly of WSB's engineering staff and more recently manager of several Georgia stations.

### Job a Minute

DENVER, July 3.—For every minute of broadcasting time used on a program sponsored by the Colorado State Employment Service, KFEL has placed one person in a job and at no cost to the job seekers. Many applicants are hired sight unseen by listening employers.

## Strikes Cancel Shows and Spots

NEW YORK, July 3.—CIO organizational activities and strikes are being reflected in several radio cancellations. Hoffman beverages and Willys-Overland have canceled locally, and stations and agencies handling accounts facing labor difficulties are frankly worried over the situation. Added fact that normal summer slack will aggravate such a condition is no salve.

Not only are immediate advertising plans being adjusted but sponsors are hesitant about signing for fall shows. This affects stations, reps, talent and others in allied fields. Should strike situation clear within next few weeks, it is probable that at least one cancellation order will be reversed and sponsors will be ready to use ink for fall plans.

### Alex Robb Is Injured

CHICAGO, July 3.—Alex Robb, assistant manager of NBC's program department here, suffered fractured ribs and possible internal injuries today when a holiday excursion train was rammed in the rear by a second section, injuring 114 persons. The trains were northbound for the Fourth of July holidays, and as the first section stopped in Evanston, Ill., to take on passengers the second section collided with the rear of the stopped train.

### Mack Davis Upped at CBS

NEW YORK, July 3.—Columbia Artists, Inc., has upped Mack Davis to head man of its radio division. Davis has been with CBS since last August. Prior to that he had his own radio agency and before that was an ork leader.

## Church Survey Nears End; WHN Leads New York Outlets

NEW YORK, July 3.—More acute sying of radio by educational, civic, liberal, religious and other critical groups has caused many indie station managers to look over schedules to see what's being done in the way of service programs. One large religious group is making a religious survey on a national scale and will probably suggest more time for religious and patriotic productions.

Station policies differ on payment for religious broadcasts. National Broadcasting Company and Columbia Broadcasting System accept no paid religious programs, but air several hours of religious broadcasts weekly. A survey by The Billboard of church programs on local stations shows WHN the leader with six hours weekly. WMCA has five and three-quarters hours; NBC, four hours and 10 minutes; CBS, three hours; WNEW, one and a half hours of religious broadcasts. WOR currently has no church services or news programs. All local stations included in the survey, WOR, WMCA, WHN and WNEW, air sustaining and commercial religious periods.

### Not Superstitious, But . . .

DETROIT, July 3.—The old stage tradition against using crutches backstage proved a true nemesis this week for James Jewell, dramatic director of WKYZ. Jewell helped Billy Roy, of the cast of the Children's Theater of the Air, in using crutches for a stage dramatization while backstage at the Regent Theater Sunday. Remembering the superstition, Jewell predicted somebody would soon be needing crutches. That night he fell downstairs and suffered a fracture of the left foot.

## Record-Busting New Orleans Biz

NEW ORLEANS, July 3.—Three major radio stations here, WDSU, WWL and WSMB, report the heaviest commercial schedule in the history of the local radio industry. P. K. Ewing, production manager of WDSU, reports an average commercial for that station's 17-hour daily schedule of five to six minutes with several spot contracts turned down this week. "There are too many spots now on our schedule, but we hate to lose the business," P. K. says, "that is why we are asking the FCC for a second station."

When WDSU joins the National Broadcasting System on August 1, WSMB, now optional network affiliate, will continue to pipe Red programs.

WWL, pressed with a full schedule of Columbia pipings and local commercials, recently increased its operating hours to begin at 5 a.m. and end at midnight, and at present has but a few scattered 15-minute periods open. Management of WSMB has repeatedly reported all time sold out.

### More NAB Service

WASHINGTON, July 5.—Plans for enlarged services of National Association of Broadcasters are in their formulative stages. An ad man and research worker will be added to the Washington office, and at a later date some program of institutional advertising will be advanced. Ad appropriation will not be set till board of directors meets this fall in Chicago.

NAB's transcription library has been set up as a separate organization to be known as the NAB Copyright Bureau, Inc. At present all stock is held by NAB and it is not known whether new shares will be issued, but if this step is taken the purchasers will be restricted to the NAB membership, with the association keeping at least 51 per cent for controlling purposes.

## WCAU-Music Union Peace

Dr. Levy and Tomei confab—expected to yield on band—recording clause

PHILADELPHIA, July 3.—Missionary work for the fall contracts between radio row and the musicians' union, Local 77, got under way last week when A. Anthony Tomei, tooters' prexy, held an informal confab with Dr. Leon Levy, WCAU head. What has always been dog-eat-dog negotiating now promises to be ironed out on a more friendly and harmonious basis. Since WCAU has always been the militant holdrouter, going without a studio band for the past season, Tomei has agreed to deal with all the Class A stations, WCAU, KYW and WFIL, in a single body. In working out their problems at the same round robin, each station will be fully aware of the contractual relations of the other, and if any arbitrary measure should arise, studio heads can iron it out between themselves. Current musical contracts expire August 31.

That Levy will hold out again this year in hiring a studio band is hardly probable, in spite of the existing deadlock on the use of the musikers for sustaining and commercial shows. Deadlock not only caused the CBS outlet to lose out on sustaining features, more recently finding the current Philadelphia orchestra series going to NBC, but has had to pass up commercial shows.

Altho the peace pipe is far from being lit, WCAU is already shopping for a studio band. Auditions have been held and it is reported that Meyer Davis may get the call.

AT KYW, Jan Savitt will probably remain as musical director. WFIL is believed to be in the shopping stage. Station, which was a hold-out until last season, anticipates no trouble in the signing. WFIL is splurging with a new studio plant this fall and plans many network feedings, being linked with NBC Blue, Mutual and the WLW line.

Smooth sailing is also anticipated with the other stations. WIP, which has been able to grab off practically all of the dance remote biz by being a consistent user of studio tooters, will again have Clarence Fuhrman as musical director. WDAS, WFEN and WRAX, having need for musikers to carry on their foreign-language schedules, may be the first to sign.

Tomei advised that the serious threat in radio-music relationships is the impending action to be taken by the American Federation of Musicians on the record and transcription situation. No contract to be signed with the union will assure the stations unhampered use of mechanized music. Rather, a clause will be inserted to provide that all mechanization regulations shall be subject to the position taken by the AFM.

### Bill Williams Resumes

BOSTON, July 3.—Bill Williams, sports announcer, has returned to WBEZ and WBZA, causing the cancellation of sports programs by both Dick McDonough and Bill Daly, alternating on the daily schedule for the past year. Williams has two daily spots and one Sundays. Programs on all types of sport activity are now sustaining. McDonough is now sports editor of Yankee Colonial news services.

### UP Will Appeal

NEW YORK, July 3.—United Press, whose motion to dismiss the libel action brought against it by Transradio Press was denied by New York Supreme Court, will appeal this decision at the Appellate division. Case will probably come up this fall.

# Co-Op Shows Set for MBS

Three more for fall — broadens scope for sponsored co-ops

NEW YORK, July 3.—Three new co-operative shows slated for the Mutual Broadcasting System this fall will be sponsored by a wide variety of non-competitive sponsors in various cities. Mixture of sponsors will, it is believed, broaden the scope of co-op shows. Last big-time stanza was paid for by businesses of the same type—department stores.

Letting down the bars to all types of sponsors who might ordinarily buy cheaper productions if any is expected to bring this co-operative type show into wider popularity.

Department store series started in 1936, ran thru till the summer and then came back on in the fall. Morning name dance bands were considered a novelty and pulled a good audience. The 9-9:45 a.m. spot with big-time talent was offered to local merchants who ordinarily would stick to discs or home-town talent. Name talent, on a pro rata basis, costs comparatively little more than native talent.

Accounts are being handled by Redfield-Johnstone, and Ben Rocke is building the shows.

# NBC Facilities For South August 1

NEW ORLEANS, July 3. — Full-time NBC facilities to the greater portion of the Deep South becomes a reality August 1, when 10 of Dixie's indies will become members of the Blue network. Up to the present, NBC links in the Middle and Deep South have been optional stations, which allowed listeners in area only one opportunity to hear pipings at a time.

The 10 new links are WAGA, Atlanta; WSGN, Birmingham; WNBR, Memphis; WROL, Knoxville; WJBO, Baton Rouge, La.; WDSU, New Orleans; KFDM, Beaumont, Tex.; KXYZ, Houston; KRIS, Corpus Christi, Tex., and KRVG, Weslaco, Tex.

# Tasteyesters to Detroit

NEW YORK, July 3. — Tasteyesters, vocal combo, play Michigan Theater, Detroit, week of July 16. Henry Frankel, of WOR's Artists Bureau, booked.

# ACCOUNT PLANS

C. E. RICKERD, INC., Detroit advertising agency, has been appointed advertising representative for the Bundt Laboratories, manufacturing chemists. Extensive radio advertising campaign will be started shortly for Iodogrin, hay fever remedy.

NORMAN B. FURMAN, INC., foreign language rep, now handles Hanford's Sweet Butter Company, formerly placed by Young & Rubicam.

CARTER MEDICINE CO. takes daily spots on WIP, Philadelphia, on a year's contract placed by Spot Broadcasting, Inc., thru Street & Finney.

LONGINE-WITTNAUER CO., watches, placing direct, buys 30 spot announcement time signals weekly on WIP, Philadelphia. Starts July 15 for six months.

MARGOLIES & CO., distributing YPM liquor, are planning to double their foreign language time on WDAS, Philadelphia, when the current contract comes up for renewal this fall.

ITALIAN SWISS Colong Wine Co. placed an Italian program on WPEN, Philadelphia. Quarter-hour daily for one year. Placed by Norman B. Furman, Inc.

UTILITIES Engineering Institute, Baldwin Laboratories, Borden's Pioneer division, and Gambarelli & Davitto have placed new accounts on WOR, New York.

# Pep Talk

PHILADELPHIA, July 3. — That there is more than one way of setting a trap was demonstrated by the WFIL program department. Ironized, Yeast takes a daily five-minute spot at 6:55 p.m. for a dramatized e. t., and the proper program listing for the spot has been a continual aspirin-taker for the programmers. Newspapers carried it as a "talk" or "sketch," but most of the time left it out. Now the programmers call it a "Pep Talk." Local radio editors now take to it and unwittingly give the sponsor a subtle plug.

# Baldwin Denies NAB Desertions

WASHINGTON, July 3.—James W. Baldwin this week laughingly scoffed at reports of "wholesale resignations" from National Association of Broadcasters and charged that such reports are dusted off and brought out each year after the annual convention. As contrasting evidence he pointed out that after the "resignation" rumor of last year the NAB membership was increased from 407 to the present 423.

In accordance with the resolutions passed at Chicago, the NAB Washington office will marshal strong broadcaster opposition (gentle lobbying) to the Celler Bill now before the House Naval Affairs Committee, which would establish a government-owned and operated short-wave station for broadcast purposes. Also on the "must-do" list are the encouragement of the government's suit against ASCAP, encouragement of passage of the Duffy Copyright Bill now before the Senate Committee on Patents, and seeing what can be done to lengthen license period for broadcasting with a hope of getting at least three-year permits.

Newly elected president John Elmer (WGBM) has announced that once a week he will shuttle the 40 miles from Baltimore to be in the Washington office for one day, Thursday, from 10 till 4. Elmer extended an invitation to all members to visit their headquarters office.

# "Show Boat" Wants To Be Seen; Wants NBC Tele

NEW YORK, July 3.—General Foods has requested National Broadcasting Company for an option to take first crack at a sponsored television show. GF wants to televise *Show Boat* over NBC Red web as the first paid-for tele show, if and when.

Federal Communications Commission does not permit commercial television shows at present. Not ripe yet, says commish.

# Patent Drug Men Go Holy and Ban Super-Ballyhoo Programs

NEW YORK, July 3.—"Doctors recommend," "positive relief" and similar ballyhoo on the air and in other ad media have been nixed by the Proprietary Association. Drug manufacturing organization includes some 300 firms making about 80 per cent of the volume of packaged patent medicines. Sample expressions are among the 300 listed as "objectionable" by the Federal Trade Commission, and the Proprietary Association is attempting to have the boys ease down on the ultra-extravagant claims of the drug store items.

Chief offenders in radio, according to Earle Meyer, executive secretary of the association's advisory committee on advertising, are the local indie stations. Networks are clean, and many local stations are associated with the self-governing group. Yankee, Mutual and Don Lee webs are associate members, while National Broadcasting Company and Columbia Broadcasting System, the not members, co-operate with the association. About 65 stations are associated with the Proprietary group, either thru network affiliation or associate memberships. Dues are \$50 annually.

Radio stations, according to Meyer, use association to check therapeutic claims of commercials. In the last two years 10,000 radio commercials were read and

# Musicians' Union Hints Strike If Recording Plan Is Balked

AFM orders locals to be prepared for possible emergency —may ask broadcasters for co-operation in fight for union regulation of recordings

NEW YORK, July 3.—That the American Federation of Musicians may threaten to pull its men out of radio studios is considered possible, in view of the growing tension between the broadcasters and the AFM over recordings and electrical transcriptions. Joe Weber, AFM president, hinted as much during the Louisville convention and is now in Atlantic City mulling over a plan of action to present to his executive board July 20. More and more the AFM has come to feel that reduction of inroads on employment caused by e. t.'s and recordings can best be

# South African Inspects

WASHINGTON, July 3.—Rene F. Caprara, managing director of the South African Broadcasting Corporation, will arrive in New York from Johannesburg for a 10-day visit beginning either July 10 or 12. While in New York he will observe at Columbia Broadcasting System and National Broadcasting Company's studios.

Caprara represents the only broadcasting company in South Africa. The corporation is an outgrowth of the South African Broadcasting Company and is patterned somewhat along the system developed in Australia, which empowers the postmaster general to issue Class-B licenses permitting commercial broadcasting. Listeners' licenses were recently hiked, and a survey is being made on listener preference. All broadcasting is bilingual (English and African) and inquiry is being made as to whether to use both languages on each station or to divide the languages so that each would be broadcast on separate frequencies.

# Australian "Wireless" Explained in New Tome

NEW YORK, July 3.—Australia's dual radio system and the entire setup of Australian radio is discussed in a book by W. A. McNair, published by Angus & Robertson, Ltd., Sydney. Australian Government stations ban commercials, while privately owned stations accept sponsored programs.

McNair is a director of J. Walter Thompson's Australian headquarters.

MELBOURNE, June 21.—*Adventures of Sir Kinnore Kink* series has been bought by 3-DB for airing. Filtra Productions, Inc., Hollywood, distributes the show.

handed thru standard contracts guaranteeing property rights for musicians in the discs they make. Attempt to gain this end therefore now assumes the aspect of a battle on three fronts, with the National Association of Performing Artists working to establish such rights thru litigation, the AFM seeking to accomplish the same thing thru regulation of contracts between bands and recording companies, and both the NAPA and the AFM in favor of establishing such rights thru an amendment to the copyright act of 1910.

Tack suggested by the AFM, that of working thru contracts, has as its chief merit the fact that such a method will circumvent the delay inherent in court actions. Walter A. Soclow of the NAPA counsel, says the separate methods taken by the Performing Artists and the AFM involve no cross-ruff, but are merely an attempt to gain the desired result in the quickest possible time.

Statement given to Harry Hopkins by Local 802, AFM, apropos employment conditions and the WPA cut on the Federal Theater and Music projects is further indication that musicians regard property rights as the proper method of attack.

"If only Congress were to amend the copyright law so as to recognize property rights of musicians in records they interpret and make, it would be possible to fix such royalties and conditions of use as to eliminate recordings from a great many commercial fields where they are being used in competition with musicians. Various suits in the federal courts in which the American Federation of Musicians has interested itself have resulted in an affirmation of the property rights of musicians in their own records. But these decisions have only served to give moral support to the principles involved. Only Congressional action will effect a decisive improvement in the economic status of musicians."

Spokesman of American Record Company, a leading disc firm, said that his company was recording as usual, taking no premature protective measures against any plan of action to be decided by the AFM executive board. Officials of local unions point out, however, that disc manufacturers, to circumvent AFM action, are signing up a large number of bands for recordings. AFM points out, however, that such methods on the part of the disc men will be meaningless, in that the bands depend for their steady money on dates other than recordings, and therefore would not be willing to risk a tiff with the Federation in any ruling it might make.

# 20,000 Bingo Fans

WHITE PLAINS, N. Y., July 3.—Nearly 20,000 participation cards were distributed during the second week of WFAS's bingo games. "Radio Parties" are sponsored by Loft Markets and are nearest games to New York City.

Keyed sales test to check pull of program sold 253 specials in one store and 336 in another in a two-day period. No purchase required for participation cards.

**That Ain't No Lady**

KNOXVILLE, July 3. — Lowell Blanchard, of KNOX, was forced to quiet some members of a juvenile audience at a *Stars of Tomorrow* program. Seeking to calm the unruly youngsters, Blanchard asked: "Do you know what becomes of wise guys?"

"Yeah, they grow up and become radio announcers," a small, insistent voice piped up.

approved or censored by the association. While the group's decisions are not mandatory, its suggestions are usually followed. Board was asked its opinion by 470 drug manufacturers since last year. Material prepared by larger ad agencies is generally kosher, according to Meyer, with the offenders apt to be the smaller concerns.

Tabooed are extravagant claims which have no basis in fact. Four underlying precautions recently issued include: (1) Most medicines should be offered for the relief of symptoms and not to effect the cure of a condition. (2) Claims should not be too broad. Should be limited to actual conditions which the product will relieve. (3) In no case should diseases be named which are too serious to be treated by self-medication. (4) Burden of proof in substantiating claims is on the advertiser. He should be prepared to prove claims by competent authority or by scientifically controlled tests."

Included in the association are Vicks, Norwich, Health Products, Bristol-Myers, Sterling Products and Lehn & Fink.

Federal Trade Commission recently used its big stick on Bristol-Myers for its Ipana, Vitalls and Sal Hepatica ads. Drug firm will alter its copy to conform to FTC report. Young & Rubicam handle account.

## Guild Expects More Contracts

N. Y. station lined up—  
Equity says it's "ready"—  
WHN-CIO hearing set back

NEW YORK, July 3.—American Guild of Radio Announcers and Producers, now an industrial union, expects an agreement to be signed within the next week with a local station. Equity, whose jurisdiction has now been encroached by the AGRAP, is still eying radio but has started no definite organization drive.

According to Frank Gillmore, Equity prez, however, the "machine is ready and results are expected in about a week." Roy Langham, AGRAP president, newly formed non-CIO-non-AFL organization, said that there will be co-operation with other unions and there will be no disputes over potential members.

It is understood that there is a working agreement between AGRAP and the American Radio Telegraphists' Association providing that there will be no discrimination against members of either union working in the same studios.

ARTA hearings before Regional Labor Board to decide the pending WHN case were postponed until next week, while no ruling has been made on the ARTA charges that the Columbia Broadcasting System discriminated against union members.

## No Full-Time for KSD; Commission Okehs KFUD

WASHINGTON, July 3.—St. Louis Post-Dispatch's KSD looks headed for clipped radio time if the Federal Communications Commission heeds recommendations of Examiner P. S. Seward. KSD had requested full-time operation on 550 k. c., which would fold KFUD, St. Louis Lutheran station, now operating 2 1/2 hours per week. Instead the examiner recommended the granting of KFUD request for half time. Lutheran station operates on a non-profit basis.

Reporting that KSD violated rules on time-sharing agreements by broadcasting beyond its time limits, the examiner stated that "it is not in the public interest to grant a commercial station additional time when it appears that the only beneficial result from the granting of such additional time would be to afford the commercial station an opportunity to increase its profits. This is especially true when the additional time of the commercial station is to be devoted to a class of program already available from other stations in the area."

## KYW Talent for Earle

PHILADELPHIA, July 3.—KYW Artists' Bureau is rounding up staff talent for stage presentation. Unit premieres at the Earle Theater during week of July 3, marking the first time this season that the town's ace de luxer has booked in local ether lights. Radio revue includes the Tell Sisters, with Burt Balus; LeRoy Miller, the Three Naturals, Ralph Elsmore, Bonnie Stuart, the Three Swanks, the Two Jacks and a staff announcer for the emcee chores.

## Detroit Coppers Try Air

DETROIT, July 3.—Detroit Police Department has contracted for a series of 48 radio programs, to be carried in series by all Detroit radio stations, as well as by the eight stations of the Michigan Radio Network. Programs will plug the Department's Annual Field Day July 24.

Detroit police will appear on all programs, with Harry Stahl as featured band vocalist and other entertainers. Stahl has also been signed up by Paramount to make a series of films in the fall.

## American Bands at Expo

PARIS, June 28.—Eddie South and orchestra are at the Club d'Oiseau on the roof of the Pavillon d'Elegance. Leo Reisman's Orchestra has been engaged to succeed the London band of Ambrose at the Monte Carlo Folies Restaurant.

# Air Briefs

New York

By BENN HALL

ON SEVERAL occasions in the past few weeks radio has responded to S O S sent out by newspapers facing labor trouble. Some dailies, to put it kindly, have been none too friendly to radio in their news columns. But when what the papers termed emergencies arose all hatchets were buried and stations grabbed some nice chunks of short-lived business. Stations and salesmen gloated over the extra business and the more friendly relationships established between the press and the outlets. But there is one side of the picture that stations appear to be forgetting; trade unions are becoming more articulate than they have been in the past. They resent the aid shown to the "struck" dailies. This resentment can be expressed in several ways. The unionization movement is approaching radio and it is possible that unionized employees may be appealed to by striking newspaper workers. Or protests may be sent in to station managers, sponsors, the FCC and other organizations. Economics boycotts have been used in other industries. Radio would do well to think twice before putting itself in a position that might be termed opposed to labor. Labor raised plenty of Cain about Boake Carter's programs and it is understood that he will tone down.

Arthur Brashears, of Marshalk & Pratt, goes to Virginia Saturday on vacation. . . . Press Radio Bureau may add to its staff. . . . This is serious: John Sumner, the vice-man who put an end to stripping, has never received one squawk against radio entertainment—this in spite of some of the fears expressed recently that several bits of ether comedy were too strong. . . . Bert Parks to announce the Gulf show. Jimmy Appell, of the Columbia Artists, set the deal. . . . Gordon Graham, baritone, will use a dally guest singer on his new Columbia sustainer show. . . . WOR's Vincent Connolly, announcer, just about in Europe now.

Sights Well Worth Seeing: Ruthrauff & Ryan test their shows, thru auditions and discs, on their office staff. Boys and girls gather on various afternoons to be entertained (probably) by the radio department. Agency figures it's a cheap and quick way to get reactions from representative cross sections of the future audience. . . . Freddie Fulton now handling Bernice Israel, Topsy, Deanna Dowson, Rose Campbell and Pearl Geffer. . . . Joe Louis being offered for radio.

## Chicago

By SAM HONIGBERG

A WLW talent-scout staff labored at the Sherman Hotel last week auditioning new hopefuls and landing a few good prospects. . . . Morey Amsterdam busy writing material for Rudy Vallee and Crumit and Sanderson's new show starting in the fall. Sylvia Clark and Irma Lyon are shaping an idea for a new act which they plan to do both on the air and in vaudeville. . . . Dan Cupid finally caught up with Jim Blade, Wayne King's arranger and pianist with Roger Pryor's Band. To marry Jeanette Kennelly, Chez Paree adorable. . . . NBC's Night Club Show may go commercial soon. . . . Jack and Jill Players, kid performers' group, swamped with orders for juves on programs. . . . Willard Waterman, NBC actor, and Mary Anna Theelen, of Kenosha, Wis., said "I, do" last week.

Fibber McGee and Molly will return from Hollywood Monday and will be partied by friends. . . . Stella White, free-lancer, added to continuity department of WIND. . . . Jack Denny's contract at Drake Hotel extended until August 26. Will be followed by Fred Waring's outfit. . . . Tom, Dick and Harry's commercial hookup will be expanded July 19. . . . NBC here bought Margaret Thomson Raymond's new serial, *Feather for Luck*, for a five-a-week show. . . . Jack Holden and family leaving for California on an extended vacation. . . . Sheila Barrett, while filling an engagement at the Palace last week, tried out some bits which will be part of her new *Time of Your Life* pro-

gram over NBC-Blue, starting October 3. . . . Everett Mitchell, NBC announcer, back from his vacation in Estes Park, Colo. . . . WBBB's recent "High School Day" auditions landed a contract for Frances Wallertz, soprano. . . . Whythe Walker moved to the WIND sales department.

Agencies and stations' time salesmen are encouraging staff artists to conceive ideas for new programs and ready them for auditions as soon as developed. Seems the boys have other headaches to nurse and are tickled pink to sell new shows concocted by staff artists. . . . Joe Sanders, the ork leader piping over WGN from the Blackhawk, is plenty proud of his vocalist, Jack Swift, who was signed to a Columbia Pictures contract. Tossed an informal shindig for him the other day before Jack's departure for flickerland. . . . Vocalists, particularly femmes, incidentally are in heavy demand by local ork leaders. Those on the air have difficulty landing charmers who can also boast of good voices.

Mrs. Jackie Heller is in town, visiting her newly married daughter, Shirley, who incidentally is planning to return to the airwaves shortly. . . . Durward Kirby, formerly with WLW, Cincinnati, has been added to the local NBC announcing staff. . . . Speaking of the heat, Eddie and Fannie Kavanaugh reveal that the temperature in their basement is 70 degrees, while in their attic it reaches a high of 103 degrees.

## From All Around

CLIFF JONES now doing the sports stint for Elephant Butts Chewing Tobacco on WGR, Buffalo. . . . Lowell MacMillan doing sports for Sooney over WACM, Rochester, N. Y. . . . George Snell, KDYL, Salt Lake City, back at the grind after two weeks' scouting on the Coast. . . . Fitra Productions, Inc., bought Josie Sedgwick-Ray West & Associates, Hollywood talent agency. . . . John Outler, WSB, Atlanta, still wowing 'em with those nifty new yarns. . . . Edwin Camp holidaying and Roy MacMillan pinch-hitting on the Georgia outlet. . . . Paul Allison, formerly with KXYZ, Houston, now hangs his hat at WNOX, Knoxville. 'He's a speller. . . . Jack Morrison, formerly of WOPI, Bristol, and WHAS, Louisville, is another new announcer.

KDAL, Duluth, now has a fleet of three planes at the disposal of special events

to the talent staff of WMT, Cedar Rapids, and is heard on the new "Smooth Sailing" program. . . . Dorothy Devlin, WCAE, Pittsburgh, has been named best actress of Pittsburgh little theaters for 1936-'37 season by drama columnist Don Hall of *Press*. . . . WWSW, Pittsburgh, has added Robert Gemis and Henry J. Davis to sales staff.

Marjory Richmond, WXYZ staff actress, leaving for Europe, to return early in the fall. . . . Ted Robertson, chief sound man of WXYZ, Detroit, visiting Bob Longstreet, ex-chief announcer, and now station operator at Frederick, Md.; Fred Flowerday, assistant sound technician, returned from a vacation on the Great Lakes; Harold True, news commentator and announcer, leaving on several short trips; Fran Striker, author of *Lone Ranger* and *Adventures of the Green Hornet* series, away on a farm near Buffalo. Puzzle: Who's running the station now? . . . KDKA Choralists returned from Indianapolis with plenty press notices and commendations. Pittsburgh group includes Esther Edmundson, Lucille Bauch, Dorothy Morris, Melissa Knowles, Carolyn Mahaffey, Alta Schultz, Viola Byrgerson, Mabel King, Arthur Davis, Homer Ochsenhirt, Vincent Kroen, Dick Fulton, Cass Ward Whitney, Russell Mitchell, Adam McNaughton and Max Kroen, and May Barth Kinder, pianist.

## NO HALT

(Continued from page 3)

ures, but the demonstrations were not as spectacular as those of last week. Outcome of the confab between representatives of the theatrical unions and Washington officials is being watched carefully.

Meanwhile, FTP workers have been repeatedly informed that if reinstatements are made, a like number of cuts will follow, according to the dictates of the new quota and budget requirements.

CHICAGO, July 3.—Expected turmoil and riots as a result of the layoffs of some 20 per cent of the local Federal Theater workers failed to materialize late this week. Local director George Kondolf and his cohorts have been on their toes all week expecting trouble, but, with the exception of some squawks on the part of the affected actors on the Jewish project, things were quiet.

PHILADELPHIA, July 3.—Some 300 WPA music teachers and their pupils marched around City Hall and thru downtown streets to picket district headquarters of WPA. However, according to the local WPA director, the music tutors were picketing the wrong building. He explained that he had nothing to do with the reported dismissals they were protesting.

## Material

### Protection Bureau

A Free Service for Readers

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

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

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departments. For news-breaks such as forest fires. . . . Wilburn Chandler, KRNT, Des Moines, doesn't miss that appendix a bit. . . . Mary Little, *Des Moines Register* and *Tribune* radio ed, and Gwen McCleary, KSO continuity writer, back from California sunshining. Mary's conducting a program popularity poll in her column. That's dangerous, anywhere. . . . Bob Cunningham, KOIL program director, replenishing the cigar box. It's a gal.

W. Gordon Swan is acting WBEZ program director as John F. McNamara Europes. . . . Lewis S. Whitcomb, WEEI press agent, Boston, recuperating following a two-month illness. . . . E. F. Goodrich Rubber has joined General Mills for extension of baseball games of St. Louis Cardinals thru KWKH, Shreveport, to 26 more games for the season. . . . Jean Fahrney, 13, has been added



## Promotion Shorts

Radio has gone back to a Colonial custom in Boston to ballyhoo the Yankee-Colonial web. A "Towne Crier" now walks the streets announcing five feature shows to be aired over WAAB. He wears an authentic costume from his tri-cornered hat to his large bronze bell. His cry is: "Hear ye! Hear ye! Hear ye! Citizens of Boston Towne! Note ye well! (Followed by five evening feature titles.) Note ye well! Few hear my voice, but millions hear the voice of the Colonial network."

WTMJ, Milwaukee, which celebrates its 10th anniversary July 25, is promoting a three-week birthday contest for listeners. Contest is built about 75 WTMJ advertisers, with contestants required to unscramble three lists containing names of sponsors, programs and products.

WFTF's publicity director, J. B. Clark, will emcee a new Wednesday a.m. show on the Raleigh outlet. Object of the show will be to acquaint fans with station personnel. Talents, eccentricities, ambitions and other personal characteristics of staff members will be revealed in interviews.

Benton & Bowles have issued handbills "in the old manner" to announce the new Show Boat crew. Throw-aways are done on white, pink and green stock and feature old-fashioned cuts, type faces and superlatives. Measure eight and a half inches by two and a half feet.

To announce a torrid colored show WHN sent out on its regular release form news of the program. "WHN Starts Blazing With New Program" was the head. Copy was surrounded by red flame-like design which gave the appearance of plenty of fire.

Arrangements are being made by WBIG to install radios in all libraries and clubs in Greensboro, N. C., on the nights of the CBS version of Shakespearean plays.

KDYL's *March of Progress* series salutes retail merchants of Utah each Saturday. Salt Lake City station will dedicate various programs to refrigeration, air conditioning, home building and other industries. No product or dealer names will be aired, but window posters will be distributed to dealers receiving the radio pat-on-the-back.

Floyd Gibbon's *Your True Adventure* has been purchased by Warner Bros. Thirteen shorts will be made and a tie-in with the radio version will be arranged. Same title and audience participation method will be used in the screen version.

Special features division and merchandising department at WFIL, Philadelphia, combined forces to launch a mammoth exploitation campaign to herald the opening of the new studio plant September 1. Series of punch-line slogans has been injected into station breaks and a weekly mike tour of the semi-completed plant is made. Other plans include a series of teaser newspaper ads in three local dailies, using lineage accrued thru time-swap deals, card ads, special letterheads and stamps, window streamers, street flags and airplane ads and package inserts to be distributed thru the aid of advertisers.

In joining other Philadelphia stations in time-space swaps with *The Evening Ledger*, WDAS makes novel use of its white acreage. With most of the station's programs recorded, WDAS adds a new wrinkle in institutionalized ads. In-

## We Like To Write

LONDON, June 23.—U. S. citizens penned one half the correspondence concerning the Empire broadcasts in 1936. Americans wrote 2,300 letters on technical matters to the British Broadcasting Corporation during the first four months of 1937. And mail from the States, according to BBC execs, is increasing.

stead of a direct message, station plants the pages with a series of cartoons, punch-line centered on a major figure who leaves the others in a lurch. Asked where he's going, it's always "Home—to listen to WDAS!" Idea and drawing is brainstorm of Jim Guenther.

## HALF OF SHOW

(Continued from page 4)

music, making further inroads on employment. Wiring systems are also used to relay music from one hotel room to another, recordings are being used even more widely on the radio, and small dance halls are using improved phonographs rather than live musicians.

Currently 600 union musicians are still on home hellet, the majority of these having passed auditions for WPA employment, according to Local 802. Number currently on the WPA Federal Theater is 900, including those on the WPA music projects.

## Slump in Legit Work

Figures dealing with the legitimate stage, including Broadway productions, stock, tent and repertory shows, are equally revealing. Actors' Equity now has a membership of 4,400, of whom 3,300 are in good standing. In the boom years stretching between 1920 and 1930 Equity had a membership of 10,000, of whom 75 per cent were employed. In the season of 1928-'29 specifically, 262 Broadway productions were given for a total playing time of 21,095 performances (2,635 weeks) with an average run per play of 12½ weeks. Actors employed numbered 6,417, including the choruses.

In the season of 1931-'32 the downhill slide is apparent, with 225 Broadway productions being given for a total playing time of 12,825 performances (1,603 weeks), with an average run per play of 7½ weeks. Actors, including chorus, numbered 4,226.

In 1934-'35 189 productions gave 11,340 performances (1,417 weeks) for an average of 7½ weeks per play. Actors, excluding chorus, numbered 2,703.

Conditions in 1936, as pointed out in a previous survey, were such that the great majority of legit players in the

# Triple N. J. Station Combo With Philly Outlet Being Set

### Camden's WCAM, Asbury Park's WCAP, Trenton's WTNJ may form new combine, with Philly studio next—upsets Philly status quo—money backers—NBC link maybe

NEW YORK, July 3.—That Mayor George E. Brunner is placing the Camden (N. J.) municipally owned and operated radio station, WCAM, on the selling block, is of no immediate concern to broadcasters in near-by territories, principally the neighboring city of Philadelphia. Plans of an interested investment group, however, which is optioning for the Camden station and others on the same wavelength, to plant a Philadelphia studio for the outlets, will undoubtedly upset the status quo of Quakertown's radio row. Headed by one of Philadelphia's leading real estate investors, a corporation from that city not only has designs on WCAM, but is also seeking an option on the municipally owned and operated WCAP in Asbury Park, N. J., and Station WTNJ in Trenton, N. J. Stations are all low watters, 500 and under, splitting the time on the 1,280 band, and the triple buy would give the new combine a clear channel on that wavelength.

professional theater earned, from theater work, substantially less than players on the WPA.

## Stock, Tent, Rep Decline

Statistics on conditions before and after the depression for stock, tent and repertory shows show that these fields have faded completely as a source of employment. In the season of 1928-'29 232 stock companies played 2,784 weeks, employing 2,320 actors who received salaries totaling \$1,948,800. Ninety-eight tent shows played 1,668 weeks, employing 828 actors at salaries totaling \$750,600. Nineteen repertory companies played 624 weeks, employing 171 actors at salaries totaling \$308,700.

In the season of 1931-'32 133 stock companies had dropped to 1,503 weeks, employing 1,330 actors at salaries totaling \$826,595. Tent shows numbering 107 played 1,070 weeks, employing 856 actors at \$258,800. Repertory shows numbering 18 played 256 weeks, employing 128 actors at salaries coming to \$81,920.

In 1935 the number of people in rep, tent and stock totaled only 1,100. For the season of 1936-'37 rep, tent and stock comprised only four companies and 40 people, the three once fertile employment fields being almost extinct.

The case for vaudeville is summed up by Ralph Whitehead, executive secretary of the American Federation of Actors. He estimates there are at least 40,000 and possibly 60,000 variety performers in the United States and Canada. Owing to the transient employment angle in vaude and night clubs, accurate figures are impossible, but rough estimates place the continuous unemployment figure at 50 per cent, these performers needing outside sources of income in order to keep from starving.

# New Orleans Stations Yen for Big Time, as FCC Mulls Pleas

NEW ORLEANS, July 3.—Hoping for full approval of applications pending before the Federal Communications Commission, the five radio stations of the Crescent City nurse ambitious plans for this fall that should revolutionize the broadcasting industry of the Middle Gulf area. Section has long been hampered by isolation from the ultra-power radio centers of the country, long months of static conditions and is close enough to the "Sister Republic" and Cuba to be caged from reception on more than 70 per cent of the "cleared" bands of the country.

At hearings held at Washington this week consideration was given to three requests for new stations in this area, two sought on one band (1500 k. c.) by stations WSMB and WDSU. In addition, both of these stations are asking for the allowed limit of 5 k. w. for stations on regional channels, and while the going will probably be tough for WSMB, officials of WDSU have announced that all stations associated with them on 1250 band have agreed to ask for a united raise.

In a hearing before Examiner Melvin Dalberg, of the FCC, Tuesday WSMB officials testified that the station seeks a second wave "because of its crowded schedule, now almost 100 per cent piped thru NBC."

"We have added to the number of network programs and reduced the number of locals until now we find it impossible to broadcast local programs as much as we would like," Harold Wheelahan, station manager, declared. He said that many religious, civic, educational and

other such programs needed for local airing have been cut off because of network programs and protests have been made.

While no opposition was expressed at WSMB's new station hearing this week, Station WDSU, thru permission granted for intervention, will probably do so at a later date. While still an indie, since losing Columbia programs two falls ago, WDSU is due to join the NBC Blue net on August 1 along with several other newcomers to NBC from the Gulf area.

To make the local picture a bit more complicated, WBNO, a small local, is also asking for a second station at Bogalusa, 60 miles north, on the same channel as WSMB and WDSU. Now sharing half time with WJBW on 1200 band, WBNO is likewise seeking full-time operations on that band, while WJBW has already asked for full time on either the same band or 1420 wave.

The last-named band is now occupied by WJBO, Baton Rouge, about 70 miles north of here, which this week was granted permission to increase from 100 to 500 watts and move to 1120 band.

The fifth local station and the only one enjoying a cleared channel, WWL is seeking a permit for 50,000 watts on its 850 wave, and officials of the station are busy formulating plans for the increased power, if and when.

There is another application on file at Washington in which a prominent local athletic club is asking for a new station of 100 watts. Rumors are that a strong political faction is after this permit to make it a nest-bed for the campaign due to wax hot in the fall.

At Camden, it was learned that William J. (Bill) Bailey, former station manager of WPEN in Philadelphia and now associated with the National Broadcasting System, has been employed by the Camden County joint taxation committee and the city commission's advisory commission to appraise the municipal station.

Mayor Brunner revealed, altho he declined to disclose the identity of the bidder, that the city had been offered \$25,000 for the station, sale to be accompanied by a 21-year lease on the present quarters, the 19th floor of the Camden City Hall, at a yearly rental of \$2,400. WCAM is now operated on a lease that expires in 1938, and brings the city a rental of only \$1,500 per year. Brunner also disclosed that the bidders would be willing to pay now for the station and take charge when the present lease expires. They would also install new transmitter equipment, costing approximately \$15,000, as demanded by the Federal Communications Commission.

With padded bank rolls giving the Philadelphia investors an in for the WCAM buy, same setup will prevail at Asbury Park, where WCAP has long been conceded to be a "white elephant" to the municipality. WTNJ, in Trenton, is privately owned and operated, and with FCC permission already granted for a new station there, present owners will be easily tempted. Paul Herron, of the William Penn Broadcasting System, operating a chain of foreign language stations in New York and Philadelphia, has a 40 per cent interest in the Trenton station.

A Philadelphia studio for the proposed triple buy would affect the network alignments in that city. It has been reported here that the new combine, if present plans are consummated, will attempt to grab off an NBC Blue link. At present WFIL is the Philly out let for NBC Blue, but splits its network affiliations with Mutual and the WLW line.

**GRACE and SCOTTY**  
WEAF Red WJZ Blue  
RADIO CITY  
Coast to Coast

**GUS ARNHEIM**  
AND HIS ORCHESTRA,  
Playing Indefinitely at the  
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On RADIO'S  
Longest Show for  
General Mills  
WJZ Daily,  
2:30-5:30 p.m.  
Lee Grant turns in a  
true surprise, band  
doing a tip-top variety job.  
BILLBOARD  
May 1, 1937

# Program Reviews

EDST Unless Otherwise Indicated

## "Behind the Microphone"

Reviewed Sunday, 8-8:15 p.m. Style—Radio gossip. Sponsor—Pacquin's Hand Lotion. Station—KPO (NBC network).

Announcer Clinton (Buddy) Twiss, who has been in Hollywood, where he read plugs for Winchell's hand-lotion program, among others, is back in San Francisco with a hand-lotion program of his own.

Quarter hour presents gossip of radio people. Essentially good, this idea has often been tried but never quite successfully. Reason is, no station is willing to give an air columnist of this type sufficient freedom. Scant attention is paid programs and stars of other networks. In fact, existence of other stations and networks is not even recognized.

*Behind the Microphone* is an innocuous little stint, giving little or no information that can't be gleaned from local radio columns, but pleasantly presented by Twiss. Talking of local radio people who have gone to New York or Hollywood for big-time air work, he mentioned seven—all NBC alumni. He could have talked of at least as many more who started on other local stations and are now just as prominent.

Mike mannerisms of stars were discussed—again all NBC stars. A couple of boners were cited and listeners were asked to send any they might hear. Show is not too bad, tho' it's no eighth wonder. Commercials acceptable enough. Benny Walker, NBC personality, in for a few "welcome home" remarks. P. K.

## "Mystery Chef"

Reviewed Tuesday, 11:30-11:45 a.m. Style—Talk. Sponsor—Regional Advertisers, Inc. Agency—McCann-Erickson. Station—WEAF (NBC network).

Sponsored by 150 gas companies which are interested in convincing listeners that gas is the best of all possible cooking mediums, and the script consists entirely of gas and is emitted by the Mystery Chef, who reads letters telling how housewives, thru his help, now approach the gas range with confidence. Kings and deaths, says the Chef, have honored him with letters; homes have been made happier by virtue of the Chef's philosophy toward cooking and life, and one lady wants the Chef's help in training her 5-year-old daughter. All of which is an unintentional comedy, especially when the mystery man does his stint in an arresting nasal voice.

*Be an Artist of the Gas Range*, Chef's book, is given free to those who call for it personally at their gas company. Idea, of course, is that the femmes will eye the new gas ranges, refrigerators and other gadgets.

Show is rather naive and is presented Tuesday and Saturday. P. A.

## "Symphony in Rhythm"

Reviewed Tuesday, 8:30-9 p.m. Style—Dance music and vocals. Sustaining on WOR (MBS network).

Unusual and quite successful attempt to color and set a distinctive style to an otherwise ordinary dance band with featured vocalists. The music of Harold Stokes' WGN Ork is effectively stylized by the incorporation of a "singing strings" violin section, plus symphonic arrangements and interplay of that section and the flute, oboe, piano and accordion. With this setup he is able to produce seemingly light and airy concertlike music, but with it all retaining a definite dance tempo. The band, however, does not restrict itself to that type of offering, but occasionally breaks loose into unadulterated swing rhythms as in the case of *Transcontinental* and *I Ought to Break Your Neck*. Latter featured novelty vocals of catchy rhythm and phrasing by Stokes.

Lynn Cole, baritone, has a soft velvety croon of mellow tone and nice phrasing and with more than the average dose of feeling and sex appeal. He participated in *They Can't Take That Away From Me* and *There's a Lull in My Life*.

Sally Joy made not quite as deep an impression with her singing. She did display, however, a clear, throbbing so-

prano full of feeling in *Night Over Shanghai* and in direct contrast a lively sense of rhythm and a zippy delivery in *They All Laughed*.

Four Shades of Rhythm, harmony quartet of three girls and a boy, besides offering blended background to several tunes, show to good advantage in *Cause My Baby Says It's So*.

Novel and distinctive identification is provided by the quaint music-box tinkling effect of the signature number. Irksome item is the profuse hearts and flowers stuff indulged in by the announcer in his intros to numbers. Seemed superfluous, as the music spoke for itself. Thoroughly pleasing program with definite commercial possibilities. G. C.

## "Budda's Winners"

Reviewed Friday, 7-7:15 p.m. Style—Songs. Sponsor—C. H. Baker Shoe Co. Station—KFRC (San Francisco).

On Saturday a milk company presents on KFRC a program known as "Budda's Amateurs." It is very popular and during the past couple of years has unearthed some fine talent. To put some of this talent to profitable use Budda (Dean Maddux) presents one or two of his winners the following Friday in a quarter-hour professional engagement sponsored by a local shoe company.

Budda is emcee and also does the commercials. Much of his wordage is ad lib. and packs a note of sincerity not found in the talk of most emcees.

Winner caught was baritone Ben Murphy, who since he appeared on the amateur show last year flew to New York, won a Fred Allen contest, sang on other Coast-to-Coasters and returned to a post on the singing staff of KFRC.

Perhaps the most successful of the hundreds of performers that have paraded past Budda's microphone, Murphy has a fine voice which he uses with equal facility in several languages. Numbers included *Vienna Dreams*, in German; *Was It Rain?* and *Where Are You?* Clifford Souzay, able pianist, accompanied. Account is handled direct. Commercials brief and acceptably presented. P. K.

## "Backstage Wife"

Reviewed Tuesday 11:15-11:30. Style—Dramatic serial. Sponsor—Sterling Products, Inc. Agency—Blackett-Sample-Hummert, Inc. Station—WEAF (NBC network).

Taking a page from current theatrical conditions, *Backstage Wife* presents a script detailing the struggle of an actor to remain in the legitimate theater rather than join the Hollywood gold rush.

It is a piece of particular interest to the trade and probably of good general appeal, particularly in view of the publicity engendered by the Coast invasion of Broadway. Idea of preceding the dialog with a synopsis is good in that stray listeners might be tempted to lend an ear. Work of the cast, however, is perfunctory.

Sales talk, occurring before and after the dialog, is deftly handled. Dr. Lyons' tooth powder plug is brought in very unobtrusively. P. A.

## "Amusements Weekly"

Reviewed Tuesday, 8-8:15 p.m. Style—Amusement tips and news. Sustaining on WNEW (New York).

Quarter-hour program conducted by Norman Winter, editor of *Amusements Weekly*, throwaway. In his short allotment of time Winter enumerates highlight news and gossip of the stage, screen, music and literature of the week, with added comment and critical analysis. In addition he gives out news and sidelights on film notables and mentions

the Hayden Planetarium and boat sailings to Playland, Rye Beach, N. Y. Closely with an interview of Albert Carroul, bringing out information of coming play and other assignments, colored by humorous incidents.

Chock-full of information and newsy gossip as the program is, it nevertheless presents no unusual features. Winter handles his assignment adequately, tho' not entirely faultlessly. Tieup with Criteron for 25 weekly passes. G. C.

## "Packard Hour"

Reviewed Tuesday, 9:30-10:30 p.m. Style—Dance music and featured vocalists. Sponsor—Packard Motor Car. Agency—Young & Rubican. Station—WEAF (NBC network).

Three-quarters of this full-hour program is taken up by music by Johnny Green, his piano and orchestra and the warbling of the several vocalists. Rest of the time is taken up by week's feature of introducing songs by film stars and a swing session of three numbers.

Green's music is equally divided between fast, staccato dance rhythms and soft melodic tunes; their "riding" being no great shakes, as evidenced by their swing session in last part of program. In all numbers Green's piano playing is a distinct and embellishing feature. Practically the entire set is marred, however, by the grating shrillness registered by the high-pitched violins. Vocalists as a whole stack up as average, with a nod of preference to tenor Jimmy Blair. He possesses a strong, vibrant male voice. Trudy Wood handles the ballads and Jane Rhodes gives out with the Rhythm tunes.

Introductory patter is handled okeh by Green, but juggling of plugs between he and announcer Carpenter at times reached corny proportions. Novel is the treatment given to trailer announcements of the coming week's program highlights. Also commendable is the very short and effective dramatization of plugs, but the short sales talk by Packard official Lee meant little. G. C.

# Current Program Comment

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

A veteran pianist on Windy City's major independent station, Ben Kanter holds down a daily spot on WJJD. He's a better ivory tickler than warbler. While his vocal work is more in recitation than song style, Kanter tends to distort the popular conception of the tunes with his too informal delivery. His voice came thru okeh, at times sounding like a Harry Richman take-off. His vocal-piano combinations when caught included *I Wish I Were in Love Again*, *I'm the Fellow Who Loves You* and *The Girl Who Couldn't Be Kissed*.

Grace and Scotty offer a refreshingly novel dish of song and patter. And the Scotch burr is something a bit different to the radio congregations. The chatter and musical chores of the duo should find an audience willing to lend an ear to team which is somewhat different from the run of similar acts.

As a sort of sending start for Jan Savitt, who takes his KYW-NBC Top Hatters ork on a personal-appearance tour during July, station's staff talent staged a radio "Farewell Party" June 30, hitting the Philadelphia airlines at 11 p.m. Apart from being a friendly tribute to the popular maestro, KYW listeners were privileged to hear the leading KYW lights. Rather than a hodgepodge first-come first-in formula, program production weaved in all the acts nicely. Altho running time went beyond the midnight hour, a well-modulated pace was kept thruout. And with most of the talent in the top drawer, local dialers were treated to a variety pattern that made crack entertainment with a definite minimum of advertising interpolations, plugs coming in for dates on Savitt's tour and a p. a. for a station's radio revue. James Begley produced, and talent roster included the harmonizing threesomes of the Tell Sisters, Three Naturals and Three Swanks; Carlile and London, fem piano twosome; piping of Roger Williams, Bob Mack, Ralph Elsmore, Bonnie Stuart, Frances Carroll, Rosalind (Stewart),

Arthur Hinnett's organology, Dick Thomas' warbling to his own accordion pushings, song stylizing of Ted White to his own rhythmic pianology, Norman Sichel and his dramatic group giving a sample of their *Everyday* with the Fine Family script show, Bon Bon's scat singing, and from the honor guests, shuffle swing from the Top Hatters; the *Singing Strings*, pash fiddle scratchers of the studio band; the entire ork for a modern musical motif, and a violin solo by maestro Savitt.

More complete and more varied than most news broadcasts, Beckley Smith's coverage of current events on WJAS, Pittsburgh, also hits the mark in convincing listeners that his stories are accurate. He omits editorializing, sticks to factual report and thus, aided by a staccato delivery, wins favor as a headline hunter. Includes dozen or so local and national news items, summary of stock-market conditions, baseball scores and weather. Spotting of two store items briefly described and priced by Smith during quarter hour are okeh. Flashes are separated by telegraph signals, begun with newspaper-style date line. Transradio service is used.

One of the better morning serials, *Dan Harding's Wife*, revolves around "the story of a woman who faced every mother's problem alone." Nothing out of the ordinary historically, but the leads manage to deliver the simple and effective dialog in proper fashion. At this hearing Merrill Fuget seemed to have the upper hand with copious speeches trying to explain to mother that he is old enough to work this summer and relieve her of some of her financial burdens and then reluctantly admit that he is job-conscious because he needs a sum of money. Episodes are well written but end with the usual abruptness. Opening and closing plugs for the sponsor's Premium Flakes are handled in good taste. Titular role is handled by Isabel Randolph, and her daughter is portrayed by Loretta Poynton.

## "Guiding Light"

Reviewed Monday, 4:45-5 p.m. Style—Dramatic serial. Sponsor—Procter & Gamble Co. Agency—Compton Advertising, Inc. Station—WEAF (NBC network).

Show is pointed at those interested in the solution of mental conflicts, their own or those of others. Script, accordingly, revolves around a kindly fellow, one Dr. John, known as a "good Samaritan." In this serial script was all dialog, different persons chatting with Dr. John, telling their troubles and hopes.

Naturally presentation is subdued and is permeated with a religious atmosphere. Even plug for P. & G. soap is quiet.

Cast, a fair lot, includes Arthur Peterson, Mercedes McCambridge, Raymond Johnson, Ed Prentiss, Ethel Swift, Ethel Owen, Henrietta Tedrow, Dale Burch and others. P. A.

## "Follow the Moon"

Reviewed Monday, 4:30-4:45 p.m. Style—Dramatic serial. Sponsor—John H. Woodbury, Inc. Agency—Lennen & Mitchell. Station—WEAF (NBC network).

"This delightful romance," listeners are assured, comes on daily at the same time. Script, authored by John Tucker Battle, appeared in this episode to have enough simple melodrama to appeal to lovers of horse operas, whodunits, etc. Brief synopsis gives a hint of what has gone on before, enough to indicate there is a ranch, a villain who murdered someone over land titles, a hero who must force the arrest of the man he's working for and sundry sheriffs and deputies.

In return for listening to this yarn of elemental emotions the audience gets some advice on how to "defeat the heat" with Woodbury's, a soap further described as a beauty pickup.

Simplicity of the presentation and plot is commendable in that it shows the sponsors know what they are aiming for. Cast, led by Elsie Hitz and Nick Dawson and including Georgette Harvey and Alan Devitt, delivers lines with assurance. P. A.

# The Hot Stuff Smith Mystery

**Kidnaped or hiding?—CRA wants to know—union suspends him—CRA sued**

NEW YORK, July 3.—Stuff Smith was suspended by the American Federation of Musicians yesterday for violating the federation rule against dealing with non-licensed agents, climaxing a week of hectic hide and seek by Stuff. The AFM says it believes that Smith is on his way here from Hollywood, while Consolidated Radio Artists, which booked the Smith band into the Famous Door Club, Hollywood, claims it doesn't know where Smith is and that it heard Smith had been kidnaped. The Smith Band, without Smith, is still at the Famous Door on the six-month contract set by CRA.

A key figure in the whole mess seems to be Herbert Rosenberg, Smith attorney, whose connection with Smith led the AFM to suspend Smith's membership. Rosenberg, who is also attorney for the Onyx Club here, filed an injunction suit last week in Superior Court, Hollywood, to terminate the engagement of Smith at the Famous Door. He names as defendant CRA, whose booking of Smith into the Famous Door allegedly caused cancellation of Smith's contract to work in the Walter Wanger picture, *52d Street*, Rosenberg claims the picture deal was practically closed here thru Herman Bernie, with Stuff and band set to receive \$1,750 a week. Rosenberg adds that the contract prohibited outside engagements while working in the picture and that the CRA deal automatically violated the contract.

Joe Helbock, owner of the Onyx Club, meanwhile is waiting for Smith to return to the club, where the Spirits of Rhythm are playing now. The AFM, however, has notified the Spirits of Rhythm that Smith has been suspended and has warned them not to play with him.

To get his suspension lifted, Smith will have to apply to the AFM's executive board for reinstatement.

## Musician-Lawyers Form AFM League

NEW YORK, July 3.—Musicians who are also lawyers, or lawyers who are also musicians, got to talking at the recent Louisville convention and, under the leadership of Maurice Lutwack, Buffalo, decided to form a musician-lawyer league. League will study legal angles of music making and advise the American Federation of Musicians on occasion.

Members include Chauncey A. Weaver, Des Moines; George Becker, Dayton, O.; E. E. Pettigall, Portland, Ore.; A. W. Carroll, Providence; Herman Kenin, Portland, Ore.; W. B. Hocott, Little Rock, Ark.; Milton W. Krasny, Cleveland; C. L. Bagley, Los Angeles; Frank F. Fosgate, Madison, Wis.; Mr. Farmer, St. Louis; H. James Plack, Fort Wayne, Ind.; Raymond J. Meurer, Detroit; Leo Cluesmann, Newark, N. J., and Isidore Aspler, Montreal.

## Wants Home Bands

DES MOINES, July 3.—Abe Frankle, manager of Riverview Park here, has gone into Chicago to book name bands for one-nighters in the park ballroom for July and August. Plans a "name band night" each week, starting July 10, when Al Katz and his Kittens are booked.

## Disc News in This Issue

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

## No Place for Long Hair

CHICAGO, July 3.—Barber shops in the orchestra audition room buildings boom every time a "vacationing" band comes in to play for a prospective buyer. It seems the boys never fail to trim their hair and get a fresh shave before taking the test.

Average "wholesale" bill to barber a musical outfit runs from \$7 to \$25.

## Salt Lake Band Bookings Heavy

SALT LAKE CITY, July 3.—Vincent Lopez and orchestra played Saltair Monday with one of the largest crowds attending in history. This is one of the MCA attractions at the lake. Carol Lofner and orchestra have been playing on other nights, with Milt Taggart and his local orchestra playing on the "off night." Manager Thomas M. Wheeler says Phil Harris is also scheduled. Harold Pickering is publicity manager.

Lagoon is featuring Verdi Breinholt and orchestra with free dancing, which is putting over the resort as never before. By Woodbury and band are featured both at the Orpheum Theater and at Melody Lane Cabaret after the show.

The Old Mill at the mouth of Big Cottonwood Canyon, near here, is featuring Norman Sandoval's Orchestra, replacing Johnny Peterson and orchestra.

Manager Covey, of Coconut Grove Ballroom, featured a contest Thursday, with George Busch's Band alternating with Adolph Brox.

Starlite Gardens, atop Hotel Utah, is getting a big play with Carvel Craig's Orchestra. Manager Guy Tombs is featuring visiting acts from local theaters, especially dance teams.

# AFM Wary of Long-Term Binders for Recording Bands

**Anticipates move by recording companies—union claims it's not worried—points to experience of Boston Symphony Orchestra to tie up key musicians**

NEW YORK, July 3.—American Federation of Musicians is prepared for possible moves by the recording companies to sign up musicians on long-term contracts. Such action by the disc firms is considered possible, the ill-advised, according to Bert Henderson, AFM exec, who points out that musicians pulling out of the Federation for such a purpose would be committing economic suicide. Logic of this lies in the fact that bands, even those good enough to make recordings, have always regarded such activity as a means

## Girl Band Booked Into Wildwood; Rand Rumpus

WILDWOOD, N. J., July 3.—Lee Elliott and 12-girl band opened Thursday at the convention hall arcade, booked for the summer thru Bert Salter and Al Pickus, the latter owner of the band.

Sally Rand's unit opened at the convention theater Thursday for a four-day engagement. Brought in her three key men and intended to spot them with the Elliott band, but the local musicians' union compelled Miss Rand to take nine local men for the engagement.

## Rubinoff as Sympy Guest

CHICAGO, July 5.—Rubinoff has been set as guest conductor and soloist with the Chicago Philharmonic Symphony Orchestra August 6 in Grant Park here. Did a guest appearance at the park last summer before 150,000 people.

## Reviews of Records

By M. H. ORODENKER

### Brunswick

His swan song for this label, HAL KEMP shows that the boys haven't forgotten their hotdog lessons, getting in the groove for Tom Delaney's *The Jazz-Me Blues*. Back-upped with a humored treatment of a novelty ditty, *The Bride Comes Home* (7912), Skippy Ennis selling the smart lyrics, Plenty smart and smooth is the RUSS MORGAN synopation for the *Artists and Models* screen songs, *Whispers in the Dark* and *Stop! You're Breaking My Heart* (7910).

With song cycles bringing the waltz back in popular favor, label meets the demand with a reissue of the WAYNE KING dreamy double in *Blue Danube Waltz* and Fritz Kreisler's *Caprice Viennois* (6475). TEDDY WILSON, with Billie Holiday's violent voiced vocalizing, lets the cats down for *Easy Living* and *Footin' Myself* (7911), an uninspired session in spite of the Count Basie acts sitting in.

### Victor

Just when everybody is getting a penchant for peckin', TOMMY DORSEY would have everybody talkin' 'bout Posin', a stop-and-start-again terp trick from the *New Grand Terrace Revue*. The Clambake Seven of Dorsey dandies, with Edythe Wright taking the lead for swingy chanting, gives it a likable Marie twist. Octet back it with a bit of jammin' with *If You Ever Should Leave* (25605), from the same nitery show. Davy Tough's drumnastics is a standout throut. The entire ork joins the maestro for a smoothy in *You're Precious to Me* and a swingy sendoff for Fred Fisher's *That Stolen Melody* (25608).

FATS WALLER is back again, but has a bad choice in selections for his first double. The sob ballading of *Lost Love* fails to lend itself to Wallerisms, *Don't You Know or Don't You Care?* (25604) falling in a better groove for the beat-up treatment.

Cutting his premiere, GEORGE HAMILTON, currently featured at Los Angeles' Beverly-Wilshire Hotel, introduces his "music box" music to waxhounds, getting off to a nice start with *Sun Showers* and *I'm Feeling Like a Million* (25602). An adroit admixture of harp, accordion and electric guitar produces the stylized effect.

### Decca

Current package is predominately for the swing cats, exemplifying every lair of the lifta fans. ANDY KIRK and his

Clouds of Joy make smooth blueing for the *Worried Over You* ballad and then ride high for his clefted *Wednesday Night Hot* (1303). Only complaint with that coupling is that you don't get enough piano whippings from Mary Lou Williams (Mrs. Kirk).

WOODY HERMAN does dandy dipping to Dixieland with *Doctor Jazz* and *Trouble in Mind* (1307), Woody's warbling matching the mood. And from the British front AMBROSE has a Kosty overture in the tuneful *Swinganola* showpiece, going cannibal in a Piccadilly manner for *Jingle of the Jungle* (1305). While the double is not a sender it further demonstrates the musician-ship of the Mayfair maestro.

Casing it for the cats in a barrel house, WILLIE SMITH (The Lion), knuckling the keyboard in grand style for the babes, whips his Cubs for *I'm All Out of Breath* and the torrid tootings for *More Than That* (1308), later ditty clefted by Clarence Williams and *The Billboard's* Ben Barnett. BOB HOWARD beats up the vocals of *Formal Night in Harlem* and *He's a Gypsy From Poughkeepsie* (1306), solid jam cutting thru, especially a piano prince who rates a label of his own.

Wax friends will grab up these two re-pressings for their collection. Harking back to the blood buckets of New Orleans' red-light district, FREDDIE FISHER demonstrates the ancient jazz of *Tiger Rag* and *Red Hot Mama* (1309). And as a corn special it's still good as a sender for the cracker barrel corps. In the modern swing style DORSEY BROTHERS' ORCHESTRA revives fond delights with the doubling of *Eccentric* and *You're Okay* (1304), a sample of the freres hitting a high mark hardly equaled.

### Bluebird

Two bands new to the wax field cut their premiere on this label with four sides to each. But neither of them shows much promise in its initial efforts. WILLIE FARMER, Leon and Eddie's music makers, make only an ordinary incentive for tripping the light fantastic with *Sun Showers*, Ann Seaton's vocalizing woefully weak, and *Your Broadway and My Broadway* (7024); a novelty *Riding Hobbyhorses in the Park* and overburdened with a heavily orchestrated *Scattin' at the Kit Kat* (7026).

KEN DRAKE goes rippling rhythm three better by using three accordions,

desirable, could not be regarded as a major source of income. Most shekels coming to the bands are made thru traveling dates, and should recording bands who jumped the Federation ever try to get into this main groove again, they will run into union trouble in any city large enough to mean anything. For bands to remain under contract with recording companies indefinitely is considered impossible in view of the changing public taste in music style. Once the disc men lose a variety of talent, sales will go way down, according to observers.

An unsuccessful move to bend the will of the Federation was that of the Boston Symphony Orchestra several years ago. The symphony sponsors imported musicians from Europe, signed them to five-year terms, with 52 weeks' work guaranteed in place of the usual 26-week season, and paid out heavy salaries. Men, after the contracts expired, begged the Federation to give them cards.

Recording companies are understood to be signing up an unusual number of bands for recordings to start next month. Victor Company is planning a big campaign to cut in on the Inroads made by the new Master and Variety records.

Companies, meanwhile, are watching the Federation's action closely.

but at its best makes only the familiar tea-room synopating, sounding little better than the average tea-room combo. Four initial sides include Billy Hill's yankee-doodle version of the English nursery rhyme, *The Miller's Daughter*, *Marinanne*, and the waltzer *You'll Never Go to Heaven* (7025); *If You Ever Should Leave* and *Posin'* (7023), following the squeeze-boxes to best advantage on the latter side.

SHEP FIELDS still remains top drawer for his brand of rhytmopations, cutting a foursome with *The Merry-Go-Round Broke Down*, *That's When Your Heart-aches Begin*, *Gone With the Wind* and *A Star Is Born* (7015, 7016). TEDDY HILL has a nicety in the spirited synopating of *Yours and Mine* and *I'm Feeling Like a Million* (7013).

After getting WINGY MANNONE off to a bad start with pop tunes, the delta demon gets back in his Isle-of-Capri caprice, blowing his Gabriel-horn to set the cats free with *The Prisoner's Song* and *Forman Brown's preachings in It Must Be Religion* (7014). Jackie Le Maire assists Wingy in jiving the vocals. A sender of special delight that will even keep the rocking-chair brigade rockin' in rhythm.

### Vocalion

From the Chi cradle of swing the Three Deuces, ROY ELDRIDGE toots a torrid trumpet in making a solid sender for his *Heckler's Hop*. And it'll keep you hopping around keeping up with these swing-outs as they steam it in traffic-stopping tempo. Backer-upper, *That Thing* (3577), is only dull in comparison.

HENRY (RED) ALLEN, another of the top septa trumpeters, has a hand-picked crew to beat out the Harlem Jazzique for the pop ditties *Don't You Care*, *What Anyone Says* and *Meet Me in the Moonlight* (3574).

EDDIE STONE has the Isham Jones tooters turning in their best ridin' double to date for Juan Tizol's *Caravan* and the engineer's classic, *Caste Jones* (3576). RED JESSUP gives a lifting lift to the musical comedy faves of yesterday, *The Blue Room* and *Lady, Be Good* (3575). RAY BEAGLE and his Hounds of Music make the fox-trotology go to your feet with the spirited sock to *It Goes to Your Feet* and *Peckin'* (3573).

# Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WEAF (NBC) and WABC (CBS), between 8 a.m. and 1 a.m. daily, from Friday, June 25, thru Thursday, July 1, and also, for comparative purposes, from Friday, June 18, thru Thursday, June 24. Ratings are based on the number of combined network plugs for each song.

Also listed under Independent Plugs are the combined plugs for each song on WOR, WNEW, WMCA and WHN for the same period.

The symbol "F" after the title of a song denotes it originated in a film; symbol "M" indicates derivation from a musical production.

This census is collated and compiled by The Billboard staff from data supplied to The Billboard by the Accurate Reporting Service.

Position	Title	Publisher	Plugs			
			June 25-July 1		June 18-24	
			Net.	Ind.	Net.	Ind.
1.	Where or When? (M)	Chappell	27	22	17	31
1.	It Looks Like Rain	Morris	27	16	31	17
2.	Sailboat in the Moonlight	Crawford	26	35	21	23
3.	Carelessly	Berlin	22	17	18	19
4.	They Can't Take That Away From Me (F)	Chappell	21	23	19	30
4.	The You and Me That Used To Be	Berlin	21	20	27	22
5.	Toodle-oo	Words & Music	20	15	17	15
6.	Merry-Go-Round Broke Down	Harms	18	24	23	20
6.	September in the Rain (F)	Remick	18	23	23	17
6.	Strangers in the Dark (M)	Crawford	18	18	13	14
7.	All God's Chillun Got Rhythm (F)	Robbins	17	16	15	20
7.	Never in a Million Years (F)	Robbins	17	11	20	18
8.	I Know Now (F)	Remick	16	16	10	11
8.	You're My Desire	Mills	16	13	9	6
8.	Havin' a Wonderful Time	Paull-Pioneer	16	12	12	10
8.	Image of You (F)	Feist	16	10	7	6
8.	Tomorrow Is Another Day (F)	Robbins	16	9	14	6
9.	Sweet Lellani (F)	Select	15	16	30	12
9.	Gone With the Wind (F)	Berlin	15	5	17	8
10.	There's a Lull in My Life (F)	Robbins	14	13	23	21
10.	Me, Myself and I	Words & Music	14	8	11	9
10.	Whispers in the Dark (F)	Famous	14	2	4	0
11.	Was It Rain? (F)	Santly-Joy	13	18	17	14
11.	When Two Love Each Other	Davis	13	12	19	16
11.	First Time I Saw You	Santly-Joy	13	12	6	7
11.	Miller's Daughter, Marianne	Shapiro, Bernstein	13	8	11	7
12.	Cause My Baby Says It's So	Remick	12	11	14	13
12.	Till the Clock Strikes Three	Shapiro, Bernstein	12	1	4	0
12.	Where Are You? (F)	Feist	11	27	15	23
13.	Love Bug Will Bite You	Santly-Joy	11	14	12	22
13.	Blue Hawaii (F)	Famous	11	12	16	14
13.	You're Precious to Me	Marks	11	8	6	10
13.	Cuban Pete	Hollywood	11	4	9	4
14.	Caravan	Exclusive	10	20	9	20
14.	Stardust on the Moon	Marks	10	17	6	10
14.	Johnny One Note (M)	Chappell	10	15	13	14
14.	Good Mornin' (F)	Famous	10	10	13	13
14.	Harbor Lights	Marlo	10	10	8	7
14.	Night Over Shanghai (F)	Remick	10	10	4	7
14.	Wake Up and Live (F)	Robbins	10	9	8	4
14.	Love Is Never Out of Season (F)	Feist	10	8	12	4
14.	So Rare	Sherman Clay	10	8	12	4
14.	Satan Takes a Holiday	Lincoln	10	7	8	8
14.	Kitchy Mi Koko Isle	Miller	10	5	11	8
15.	You're Looking for Romance	Ager, Yellen	9	19	10	21
15.	They All Laughed (F)	Chappell	9	15	20	24
15.	You'll Never Go to Heaven	Donaldson	9	14	12	23
15.	Sing and Be Happy (F)	Movietone	9	10	6	2
15.	Our Penthouse on Third Avenue (F)	Feist	9	9	14	5
15.	A Message From the Man in the Moon (F)	Robbins	9	4	11	6
16.	Turn Off the Moon (F)	Popular	8	11	16	10
16.	You Can't Run Away From Love	Remick	8	8	10	11
16.	Lady Who Couldn't Be Kissed (F)	Remick	8	6	4	7
16.	My Little Buckaroo	Witmark	8	5	9	8
16.	Love Song of Long Ago (F)	Feist	8	8	4	2
16.	Who'll Be the One This Summer?	Sherman Clay	8	2	7	3
16.	I'm Happy, Darling, Dancing With You (M)	Feist	8	2	3	5
17.	Honeysuckle Rose	Santly-Joy	7	9	2	14
17.	I Hum a Waltz	Miller	7	6	12	6
17.	The Shag	Ager, Yellen	7	5	3	0
17.	Is This Going To Be My Lucky Summer?	Mills	7	3	4	6
17.	Melancholy Baby	Morris	7	3	2	5
17.	Blue Venetian Waters (F)	Robbins	7	2	3	1
17.	Love Is a Merry-Go-Round	Shapiro, Bernstein	7	1	6	4
17.	Dinah	Mills	7	1	3	3
18.	I'm Hatin' This Waitin' Around	Harms	6	19	7	21
18.	Too Marvelous for Words (F)	Harms	6	13	6	10
18.	Let's Call the Whole Thing Off (M)	Chappell	6	13	11	16
18.	Scattin' at the Kit Kat	Exclusive	6	9	1	8
18.	Heaven Help This Heart of Mine	Chappell	6	7	4	4
18.	Boo Hoo	Shapiro, Bernstein	6	5	3	11
18.	Would You Like To Buy a Dream?	Lincoln	6	4	6	3
18.	Old Clothes	Superior	6	4	5	2
18.	Study in Brown	Lincoln	6	2	6	4
18.	It Goes to Your Feet (F)	Feist	6	2	3	1
18.	Vienna Dreams (F)	Harms	6	1	5	7
18.	Manhattan Serenade	Robbins	6	0	3	2
18.	Last Night I Missed You in My Dreams	Gilbert	6	0	1	0

Turn to our Amusement Machines, Music Section, for listing of five best record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ended July 5.

## Wired Music Co., Union Sign Pact

PHILADELPHIA, July 3.—Aldo Muse-Art Corporation was able to secure a city ordinance to feed wired music, news and entertainment. A. Anthony Tomel, musicians' president, revealed

that a friendly agreement has been consummated between the union and the music company.

Muse-Art agreed not to service theaters, ballrooms, individual social functions under ordinary circumstances hiring live musicians, nor solicit trade in night spots where musicians, union or otherwise, are at present employed. Company further agreed not to service any spot where musicians call a strike.

## B. M. Kern's Forecast

Note: This new weekly feature is designed as a service for bandleaders, enabling them to anticipate songs that should reach front ranks of popularity in the near future.

EASY LIVING from the Paramount Picture of the same name. Published by Famous Music Corporation.

## Philly Colored Spots Watched

PHILADELPHIA, July 3.—Aldo American Federation of Musicians turned down the request of Musicians' Local 77 that the charter of Local 274, Philadelphia colored musicians, be revoked. A. Anthony Tomel, 77 president, said that a careful check would be kept on colored musicians working night clubs and theaters ordinarily coming under jurisdiction of his union.

In spots catering to a mixed trade, colored musicians will have to abide by Local 77 regulations. Tomel also demands that Local 274 insist upon a house band at the Nixon-Grand Theater, colored combo house, using mixed acts and catering to both races. Problem with the colored musicians will undoubtedly become more acute this fall if the local burly houses switch to septa shows in supplanting the strips.

## Chi Music Notes

CHICAGO, July 3.—Ted Browne, local pub, left Sunday for a six-week pleasure and business trip to Hollywood. Ted will return via the Canadian Rockies.

Gone With the Dawn, by Billy Rose and Stanley Josefow, is the new theme for Billy's Casa Manana Revue at the Fort Worth Texas Frontier Fiesta. Published by Words and Music.

Bob Smith, contact man for the Braun Publishing Company, is tripping these days, making records of air programs for the local orks and warbling over WCFE.

Abe Martini, St. Louis music rep for the Ted Browne Music Company, in town to pick up some pointers on song promotion.

Charlie Tobias' new number, Love Me, just released by Red Star Songs. Sunshine Sally, by Terry Shand, and Wait, by Billy Kaye and Sid Stewart, just off the press of the local Braun Publishing Company.

## Sacramento Spots Open Season

SACRAMENTO, Calif., July 3.—Lake Tahoe's season is under way. Joaquin Grill's Ork from Oakland is at Tahoe Tavern for the season. Jerry Edwards turns out the tunes at Meek's Bay; Stan Clarke leads his swing crew at Calvada and Bud Beckley holds down the music job at Camp Richardson.

In Sacramento Dave's Roof Garden is getting a nice play, with Bernie Faunce's Ork and Doris Monroe, songstress, the attractions. Joe Mello is tickling the ivories at The Breakers, with Kirk Williamson on the drums.

## \$1,000 From Berlin

BOSTON, July 3.—Nat Madison and Al Frazzini, local tunesmiths of My Cabin of Dreams (Words and Music, Inc., Boston), had Jimmy McHale's Ork wax the tune on a Kasper-Gordon Studios, Inc., platter. Irving Berlin bought the song for \$1,000, with a percentage on royalty and gross going to Madison-Frazzini. Berlin will feature it as his number one song, as a sequel to My Blue Heaven.

## Opens A. C. Ballroom

PHILADELPHIA, July 3.—Reese Du Free, operator of the Strand Ballroom, adds the Waitz Dream, Atlantic City, to his string of colored ballrooms. Opens the seashore ballroom tomorrow with Count Basie. Don Albert set to follow. Polley calls for a house band and a sprinkling of names for single nights.

## 802 Price Changes Up

NEW YORK, July 3.—Suggestions for changes in the price list of Local 802, American Federation of Musicians, are now in the hands of the law committee headed by Robert Sterne. Whether any changes will be adopted will depend upon the next meeting of the executive board, about July 15.

## Sheet-Music Leaders

(Week Ending July 3)

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 Looks Like Rain in Cherry Blossom Lane (Morris) (1)
2. Merry-Go-Round Broke Down (Harms) (2)
3. Sweet Lellani (Select) (3)
4. Sailboat in the Moonlight (Crawford) (5)
5. Blue Hawaii (Santly-Joy) (5)
6. September in the Rain (Remick) (4)
7. Was It Rain? (Santly-Joy) (8)
8. Where or When? (Chappell) (14)
9. You and Me That Used To Be (Berlin) (7)
10. Never in a Million Years (7)
11. Dream in My Heart (Harms)
12. Carelessly (Berlin) (9)
13. Toodle-oo (Shapiro)
14. They Can't Take That Away From Me (Chappell) (12)
15. Little Old Lady (Chappell) (11)

PHONOGRAPH RECORD best sellers will be found on page 79.

## St. John Area Keeps Bands Busy

ST. JOHN, N. B., July 3.—Contracted for July and August at the Grand Hotel, Yarmouth, N. S., are the Commodore Ork, of St. John, with Johnny Murchison as director and manager. Group claims to be the youngest in age of any musical aggregation in Canada.

Harry Cochrane and orchestra, of Halifax, N. S., have been engaged at the Pines Hotel, Digby, N. S., for July, August and the first week of September. There are eight in the ork. Les Alexander, singing saxophonist, of St. John, has joined the Cochrane group for the Pines engagement.

Jim McNulty, operating dances in St. John for many years, has been promoting out-of-town dances since early June. He has been active with his own orchestras and is arranging a circuit of dance halls.

Ken Jones, head of the Ken Jones Ork, with base here, is not concentrating all his attention on music. Recently established himself as a poultry farmer at South Bay, about six miles up the St. John River here, and on the property of the Castle Hotel he plays.

## Shan Austin Band Bookings

DETROIT, July 3.—Lester Clark and band closed a three-and-a-half-year run at the Chene-Trombley Recreation this week to open at the Palm Beach Gardens. Charles Truckee and band opened at the Club Hollywood, Kalamazoo.

Both bookings by Shan Austin, of the Amusement Booking Service.

## Garber Tops Kyser Record

LINCOLN, Neb., July 5.—Hitting a heavy profit for the entire season, Turnpike Casino shut for the summer in a record-breaking blaze when Jan Garber pulled \$1,570, about \$70 over the record set in May by Kay Kyser.

## Pianist Joins Pomeroy-Earl

BOSTON, July 5.—Frank Ryan, pianist-arranger on the Massachusetts Federal Theater Project, has joined the Pomeroy-Earle office, New York, as ork leader and arranger for P-E floor shows.

SANDY SCHILL and band, 10 men, are set at the Steeplechase, Coney Island, N. Y., ballroom up to September 23. Band's eighth consecutive season.

# Music Code Enforcement Flops; Prof. Men Given Responsibility

NEW YORK, July 3.—With no action forthcoming from the Federal Trade Commission on the long-projected music code, the industry has taken a different slant in attempting to solve its trade practice problems. Idea now is to place the responsibility for misbehaving right in the laps of the professional men rather

than upon their employers, the publishers. Accordingly, a meeting attended by 80 per cent of the professional men was held Monday and Tuesday in the office of Harry Fox, chairman of the board of Music Publishers' Protective Association. Reported that the boys were told to stick to ethical practices, or else.

Current situation has unusual aspects, the only code of fair trade practices the professional men may observe being the "gentlemen's agreement." Unwillingness of the publishing firms to be caught napping while competitors offer bribes thru special arrangements and other means has resulted in even the more ethical companies being forced to adopt methods which they would ordinarily taboo.

## Music Items

IRVING BERLIN, INC., has taken over Al Frazzini's *My Cabin of Dreams* from the Back Bay Music Company, Boston. Harry Paul, Berlin rep in Boston, first saw the possibilities of the tune. Harry Link, checking up, found it was one of the best sellers around New England despite a small number of plugs in that territory. Nick Kenny has polished the verses a bit.

BILL AND JACK JAFFEE, Philadelphia music arrangers, have deflected *There's Romance in the Moonlight*.

JOHNNY FORTIS, member of the KYW-NBC Three Naturals, premieres a new ditty on their network show, his *Summer Skies*.

SAM BREITIGAN, of Wilmington, Del., collabs with Philadelphia's Frank Capano for *Living in the Past*.

NAT RAGONE, studio pianist at the television studios of Farnsworth Laboratories, Philadelphia, collabs with Lieutenant Andy, studio manager, for *Television Blues*.

FRANK HENNIGS, popular general manager of Exclusive Publications, announces following new releases by John Redmond and Lee David: *Dance of the Quins*, *Gardenias and Kisses*, *Speaking of Dreams* and *Call of the Cavaliero*.

PAUL DENNIKER has completed his first musical comedy, *All the World Is Fair*. Denniker contributed book, lyrics and music. Offering is slated for production this month by Charles O. Carey at Litchfield, Conn.

PAUL KLEPPER, in charge of the foreign department of E. B. Marks, accompanied by his wife sails for Europe on the Normandie July 14. His first stop will be France. Trip is partly vacation.

WHILE the vogue of the average song today is as fleeting as the mist certain numbers find almost perennial popularity. "Sugar Blues," originally published 14 years ago, has been reworked with three profitable revivals in the best seller column. "Take Me Out to the Ball Game," which was popular in its day, is another hearty that has shown a new lease of life. This creation first saw the light over two decades ago. "Shine on, Harvest Moon," is another. Bob Miller has several compositions in his catalog penned long before radio and which have eclipsed many moderns in the way of sales. Harry Von Tilzer does not have to write any new works. His old ones are still in demand.

ANDY IONA, whose *South Sea Island Magic* placed him in the front ranks as a composer, has placed the following songs with local publishers: *Tropic Love*, *The Palm Trees*, *Tropical Madness* and *I'm Willing*. All are authored by Lysle Tomerlin.

O. B. LA FRENIERE, E. P. la Freniere and C. F. La Freniere, constituting Roy Music Company, returned last week from a short trip thru Maryland, New Jersey and Virginia. Journey was for the purpose of establishing new outlets and contacts for the firm's new numbers. *Rusty Hinge*, which has grown into popularity thru, real merit, is growing as a best seller.

CLARENCE WILLIAMS has released his newest *Peace, Brother, Peace*. It is a swing tune with lyrics by himself. Williams reports that "Fats" Waller has made a recording of *More Than That* for Victor. An up-to-date sax folio has been published by Williams.

# Band Reviews

## Barney Rapp and His New Englanders

Reviewed at the Beverly Hills Country Club, Southgate, Ky. Style—Show and dance music.

Instrumentation: George Finlay, piano; Eddie Gregory, guitar; Ed Sockwell, drums; Meyer Rubin, bass; Happy Leeds, sax; Johnny Jackson, Bob Horlick and Stanley Hill, saxes; Teddy Cain, trumpet; Tony Bellio, trumpet; Jimmy Hughes and Eddie Bennett, trombones, and Ruby Wright and Eddie Holly, vocalists.

Slightly augmented and keyed to greater perfection, Barney Rapp and his New Englanders return to the Cincinnati area, scene of past triumphs, for a 26 weeks' stay at this new class spot. Long popular in this ballwick the Rapp aggregation bids fair to add a host of new friends with its music, not only locally, but nationally as well, thru this spot's topnotch radio line, the kind the average band leader would give his baton arm for the privilege of playing over. Rapp and his boys are heard nightly over WLW's (500,000) New York line, with a NBC Coast-to-Coast hookup, via WLW, on Wednesdays and Sundays.

Band cuts a figure with its own distinctive style of melody making, relying not one whit on what others have done. Combo blows warm and sweet with equal facility, offering a delightful change of pace in its assortment of dance ditties. Ork sports a corking set of arrangements, well handled, and a rhythm that has a hyping effect on the dancers.

Heading the vocal contingent is Ruby Wright, a sweet-voiced looper, who handles her assignments in grand style. Eddie Holly displays a quality set of pipes in warbling the sweeter ditties, with Happy Leeds and Johnny Jackson, band lads, doing an acceptable job with the scat tunes. The band's glee club work, too, comes in for a good measure of applause.

Barney Rapp and his tooters make a wholesome appearance from the floor and the baton waver has a gracious way with the dancers, a virtue that has done much to build his popularity. The raves tossed about by the floor-show acts on the Rapp music is enough to attest for the combo's ability to handle the show stint.

Ork's air programs are given an indelible Rapp stamp with its style of modulating from number to number, lending not only speed, but a pleasing swing to the program.

## Joe Marsala and His Chicagoans

Reviewed at the Hickory House, New York City. Style—Hot.

Instrumentation: Joe Marsala, clarinet; Eddie Condon, guitar; Marty Marsala, trumpet; Roy Biondi, trumpet and guitar; Artie Shapiro, bass; Joe Bushkin, piano; Danny Alvin, drums, and Adele Girard, harp and vocals.

I know of no other place in New York today where you can hear swing as pure as the swing Marsala and his boys make at the Hickory House.

Using very little arrangement they improvise in true hot fashion for hours without exhausting their ideas and without repeating themselves. The Marsala brothers carry the melody, with Condon taking an occasional chorus on his guitar and showing no falling off in his superb ability. Joe's clarinet approach is mean, low down, thrilling. When he and Marty get off on a passage and play against each other they produce amazing counterpoint. The calling themselves Chicagoans, this group keeps less closely to the melodic line than the more famous exponents of this school of jazz. In fact, it is precisely their continual veering away from the bare bones of the tune that makes their music such an exciting experience. You have to keep on your toes to follow them in their devious harmonic channels.

Occasionally Bushkin and Biondi desert their instruments for trumpets and the band goes to town with four trumpets sizzling away in a coda that has the customers calling for "another chorus."

This band is strictly an ear-outfit and will not do for dancing, but is perfect in a small night spot where the patrons like to sit around and have their brains belabored with violent sounds while

# No Ruling on Band S. S. Tax

Musicians' union waits for official word—gov't denies recent decision sets rule

WASHINGTON, July 3.—Recent ruling of the Internal Revenue Department here to the effect that the leader of a specific band, orchestration writers and musicians are all employees of the sponsor is not to be regarded as applicable to all cases involving interpretation of the social security laws with special reference to the independent contractor.

This is the opinion of officials here, in view of the fact that the Social Security Board has not yet made a complete study of the problem affecting employment of bands and show business in general.

American Federation of Musicians, however, feels that the Board will eventually decide that band leaders are not real employers, as was decided in the above case, and as such will not be held responsible for the payment of the levy on musicians in the band. Indications are that the sponsor will have to assume this responsibility in the case of radio engagements, and hotel or cabaret proprietors in other cases.

## Dancer Arrested, Fined

MILWAUKEE, July 3.—Judge George E. Page fined Donna Lu Pae, 22, dancer, \$150 on two charges after a District Court jury had found her guilty of staging an indecent public performance. Eric Schwartz, operator of the Spanish Gardens, where Miss Lu Pae performed, was fined \$50 each on two charges of permitting an indecent public performance. Cases will be appealed.

they get slowly drunk. The Chicagoans are also suitable for recording and have been waxing many platters lately.

Miss Girard's sensitive harping is out of place in this strictly swing band.

## Roger Pryor Orchestra

Reviewed at the Rink, Wauegan, Ill. Style—Dance and show band.

Roger Pryor, billed as "the Movie Maestro," is exploited as both a screen notable and a talented offspring from an old musical family.

His swing band, organized on the Coast, is now enjoying a reputation in the Midwest, having filled a long engagement in Chicago's College Inn. Leader makes a neat appearance on the band stand, personable and as active as his screen shadow. Sings smoothly and solos on the trombone at frequent intervals.

The aggregation, on the whole, is without fault. They play pop tunes in the accepted swing manner and stand out in several individual arrangements. Some of the brass boys are given featured spots, building selections around their rehearsed tooting. At this one-nighter they specialized in the more feverish tunes and the small-town youths seemed to have a grand time swinging to that music.

Instrumentation: Jim Blade, piano and chier arranger; Howard Green, guitar and vocalist; Herman Kapp, drummer; Eddie MacKimmey, bass; Bob Morton, Robert Taylor, Ray Johnson and Ron Conrad, reed section; Don Woodville, Red Hodgson, Sam Campbell, John Corrella and Sonny Sievert, trumpets and cornets. Sievert also arranges.

Honigberg.

## Gets Bat on Head

DETROIT, July 3.—Sam Miller, Shriner drum major of the band of Ararat Temple, Kansas City, was twirling his staff of office in the lobby of the Book-Cadillac Hotel here last week when he missed a throw and the baton went whirling 30 feet away to strike Mrs. Mildred Swindlehurst, of Erie, Pa., causing a possible concussion of the brain or fractured skull. Major Miller was exonerated.

# Chi Bookers Plan Reforms

Huddle with cafe men for stop to cancellations — most ops not showmen

CHICAGO, July 3.—Bookers and night club operators are holding informal round-table discussions in an effort to iron out some of the grievances which acts are holding against the ops. Considered a major evil by both performers and bookers is the operators' practice of canceling an act following the opening performance regardless of contract. This action is widespread in this area, the owner's opinion acting as the sole judge.

Many standard acts have had engagements canceled abruptly because the owner disliked their personality, and many inferior acts succeed in staying on in one spot for unusually long periods because the boss liked them.

Bookers have tried to keep peace in the family. When a canceled act holding a legitimate contract threatened to appeal to the Private Employment Agency the booker would either pay up or huddle with the club owner in an attempt to reach some satisfactory agreement. In any event the booker wants the friendship of the operator and will go beyond the limit to keep it.

So many club operators here are not showmen. One assignment the bookers have taken upon themselves during their current man-to-man conferences is to turn owners into showmen.

Bookers also have to contend with the billing headache. Spot ops will often give top billing to a \$50 soubret because she has "it" and underplay their top-salary acts.

## Band Once-Overs

In a short 15-minute program caught on the air, Howard Woods and his band, playing from the Hollywood Hotel, Singac, N. J., gave every indication of having successfully styled themselves after that perennial favorite, Guy Lombardo. Woods does, however, achieve a distinctive note of individuality by incorporating in nearly all numbers the tinkling and chiming of his celeste.

In the repertoire offered, including *The Foolish Feeling*, *Whatever Happened to You?*, *How Could You?* and a medley composed of *Where Are You?*, *You'll Never Go to Heaven* and *Blue Hawaii*, they emphasized soft, airy saxes and muted brass. Setup sounds as if they do their best work on the sweet stuff and accordingly major in that style. There's very little, if any, of the swing element in their playing. Vocalist Elliot tones down his crooning to a softness that is pleasing and apropos in view of the musical aims of the outfit.

G. G.

## Office Space for Riley

CHICAGO, July 3.—Charles Riley has acquired desk space in Joe Sherman's office to handle exploitation of acts here.

# RUSH FOR NEGRO TALENT

## Plans for Colored Musicals, Films, Dance and Vaude Units

Radio, records, theaters show signs of trend—Mills has signed 100 specialty acts in plans for units, pix and musical—Rockwell-O'Keefe is set for colored film

NEW YORK, July 5.—Leading agencies expect the new season to be the biggest yet for colored bands and talent. With radio opening up for colored performers and with colored musicals and pictures already planned, agents are signing up as much colored talent as possible in anticipation of a keen demand. Irving Mills has been carrying on negotiations for two all-colored pictures, and Rockwell-O'Keefe has one all-colored film deal set, with a major company, possibly Paramount, producing and R-O'K supplying the talent. In the case of Mills, however, it is very likely that, should he get set for an all-colored pix, he will do his own producing, leaving only distribution to some outside company. Mills also plans a colored legit musical in the fall and his office has been signing a great deal of unattached Negro talent. It has scoured Harlem for new and potential talent, and among those it has recently brought under its wing have been Pigmeat and his two associates, Mason and Baskette; Dewey Brown, Four Nuts of Rhythm, Hilda Rogers, Carole Gardner, Detroit Red, Bessie Dudley, Edwards Sisters, Billie and Millie, Anise and Alan, Dinamite Hooker, Reed Brothers, Mofe and Denez, Tondelayo, Barrington Guy, Phil Scott, Brown Twins, Dusty Fletcher, George Wiltshire, Andy Burns, Kaloh, Henri Wessels, May Digges, Ann Lewis, Ruby Hill, Palmer Brothers, Three Brown Jacks, Danny and Edyth and about 75 other lesser knowns.

The Mills office is going in for unit presentations next season and has brought in George Immerman, producer of many colored musicals, and Harry Anger, who will stage the white units. Mills reveals that the majority of the 100 specialty acts he has recently acquired will be used in these units. The units, primarily intended for theater dates and built with or without bands, will also be flexible enough to play dance dates as well, something which Consolidated Radio Artists is already working out. CRA's first flexible dance and theater band unit is the *Hollywood Parade of 1937*, featuring Jackie Coogan. Advance reports on the unit have been gratifying and CRA has already formulated skeletons of succeeding units. According to the office, such units can secure about 10 weeks of work, mainly in New York, Chicago, Cleveland and the Southwest.

Enthusiasts for the colored unit idea point to the fact that Fats Waller, Jimmy Lunceford, Billy Hicks and other colored bands, and specialists like Billie Holiday, are enormous sellers in the phonograph record field. Louis Armstrong's commercial radio series and the popularity on the air of Chick Webb, Benny Goodman's two indispensable colored boys, Juan Hernandez (John Henry), plus the record-breaking theater dates of Cab Calloway are also considered proof of the increased popularity of Negro bands and talent.

The Mills office says it can book colored band units 10 to 14 weeks, including three colored houses.

Also indicative of the trend to popularize colored shows is the switch to septa by many houses in New York, Philly and other towns which housed burlesque prior to the various cleanup campaigns.

### Game Called—Too Sleepy

NEW YORK, July 3.—Jerry Blaine, ork leader at the Park Central Hotel here, had the right idea and the welfare of the music boys at heart when he organized the Musicians' Athletic League to promote baseball games. He thought that night club tan ought to be replaced by the real thing.

But he forgot about the boys' propensities. First game scheduled between Blaine's men and those of Anthony Trini, of the Roseland Ballroom, proved a fizzle as it was unanimously voted off on account of droopy lids.

## MCA Lines Up Saratoga Shows

NEW YORK, July 3.—Veloz and Yolanda were booked by Music Corporation of America for the Arrowhead Inn, Saratoga, opening July 26, and not by Paul Small, of the Morris Agency, which the latter announced among club bookings last week. Other bookings by MCA for the Arrowhead show are Gracie Barrie and Xavier Cugat and ork. MCA has also set Vincent Lopez and ork and Rufe Davis for Piping Rock, Saratoga, opening July 26.

Other MCA club bookings include Simpson's Marionettes and Aurella Colona, Mount Royal Hotel, Montreal, this week; Lee Morse, Don Amato and Robins Sisters, Hollenden Hotel, Cleveland, opening Monday, and Roberts and White, Chez Maurice, Montreal, July 12.

### Twin Fame

CHICAGO, July 3.—Loyanne and Renard, dance team at the Stevens Hotel, boast of the distinction of being the only parents (in their field) of twins. The twins, a mixed team, are now 20 months old and accompany the dancers on each date, having a special-made compartment in the family car.

## Int'l Casino Producers Here

NEW YORK, July 3.—Pierre Sandrini, director of the Bal Tabarin in Paris, and Jacques Charles, French stage director, arrived yesterday on the S. S. Champlain. They are here to complete details of the initial show at the International Casino here, latest opening date of which has been set as August 10.

The opening is only a month off, construction operations are far from completed and no announcements of selection of a cast or of chorus and showgirl lineups have been divulged. It is only known that the complete cast of specialties will be imported from the Continent and only the lines will be composed of home products.

### Circus Idea in Cafe

SPOKANE, Wash., July 3.—In keeping with the circus season, the Roundup Room in the Dessert Hotel has been transformed into a "big top." Girl employees appear as spangled bareback riders and the men as clowns.

Harry Lewis and orchestra are winding up a six weeks' engagement and proving popular.

# Club Chatter

### New York:

MARGIE KNAPP has been signed for films by Rockwell-O'Keefe. . . . PAUL DUKE opened at the Riviera, Ft. Lee, N. J., July 7, for a week. . . . FELICIA AND DELREY have chalked up a seventh week at Murray's on the Parkway. . . . MARTHA SCHWANEBECK, owner of the Little Scala Restaurant, Berlin, is making her first visit to America, and will be guest of acts that have played in the German capital. . . . SIDNEY K. BERMAN is now handling Helen Morgan and Charles Caryle. . . . HARRY BESTRY has set Alice Dawn into the Riviera, Fort Lee, N. J. . . . GEORGE LIBBY is producing a line of girls for a new French Casino show for Havana next month.

### Chicago:

THE THREE STOOGES (Garner, Wolf and Harkin) open for Billy Rose at his Pan-American, Dallas, August 14. . . . MOREY AMSTERDAM, emcee, signed for a Broadway musical which will be backed by one of the better indie film companies this fall. . . . JACK KALCHEIM, agent, is moving his office to the Dearborn Bank Building. . . . JACKIE GREEN will be the opening feature at Dolly Weisberg's new spot, the Colony, and then moves into the Coconut Grove for four weeks. . . . MAXINE SMITH, amusement editor of *The American*, leaves on a three-week vacation July 8. . . . THE DUANOS are back in town after a successful engagement in St. Louis. . . . PAUL ROSSINI is filling an indefinite engagement at the Coconut Grove. . . . ROYALE FROLICS is closing for the summer after July 4. . . . ROBIN SISTERS leaving town to open at the Hollenden Hotel, Cleveland. . . . JERRY AND TURK held over at the Coconut Grove indefinitely. . . . JUNE WEST finishing second year as emcee at Green Villa. . . . THE DE MARCOS open at the Palmer House August 6. . . . BEN LENHOFF is considering closing the Ball-Ball for the summer while he devotes time to the Coconut Grove, Wheeling, Ill.

### Here and There:

HELEN HONAN, comedienne, emcees the new show at the Lookout House, Covington, Ky. . . . Others on the bill there are Jerry McGinty, ventriloquist; Irene St. Claire, the D'Espeys and Rickard the Great. . . . GENE SHECK, of the original Sheck Bros., single head and hand-balancing novelty, are playing the Cat and the Fiddle, Cincinnati. . . . JUANITO AND ROCELA, dancers, are at the same club. . . . JIMMY BRINK'S Town Tavern, on Cincinnati's Vine street, has closed for the summer. . . . THE WONDER BAR, Cincinnati West End spot, has undergone a complete renovation, including a new glass front.

LOU BARRISON, Horam and Wander, George Campo and the Abbott Girls are at the Ambassadeurs, Paris. . . . LORNA RODE, American fan dancer, is at the Roy Rene, Paris. . . . JOY LA VONNE is at Club Mayfair, Lake Lansing, Mich., where she has been acting as emcee. She went there from Snyder's, Detroit.

GOLDEN GATE CLUB, Salida, Colo., featured Ryck and Kay, Jim Penman and Johnny Blackburn's music as a July 4 special. . . . VALLEY AND LEE, Fifi D'Orsay, Estelle Taylor and Dan Healy were listed on the program for the American Legion convention, Atlantic City, July 2-4. . . . DEAN MURPHY has been emceeing at the Mounds Country Club, St. Louis, for five weeks. . . . DIANE AND DUVAL opened at the Lido Club, Montreal, July 5. . . . JACK LEVSTANS *Top Hat Revue* at Coral Gables, Saginaw, Mich., is now aired twice nightly over a local station. . . . RALPH HALCOURT is playing the Conneaut Hotel, Conneaut Lake Park, Pa., thru booking by Jayne Janell. . . . BLANCHE AND ELLIOTT have wound up their tour thru the Midwest with an engagement at Mounds Country Club, St. Louis. . . . GOMEZ AND WINONA go into Piping Rocks, Saratoga, N. Y., July 26. . . . HENRI THERRIEN, French-Canadian tenor, received a record-breaking ovation at his debut in the Chez Maurice, Montreal, according to press clippings.

## CIO Waiters Aid Musicians

Philly waiters and cabbies help musicians in clubs and hotels

PHILADELPHIA, July 3.—After two months of intensive picketing, Dick McLain's 20th Century Tavern yielded to the musicians' union. Spot had been on the unfair list since Barney Zeeman, spot's ork conductor, was fined and failed to pay a \$500 fine for allegedly working under scale. Bill Honey's Band holds forth until Tuesday when Lou Longo takes over.

Co-operation from waiters and taxicab drivers put the real pressure on the nitery. Cabbies directed their fares away from the spot and the union waiters became notorious for their bad service.

Appreciative of the unsolicited support from the CIO unions, A. Anthony Tomei, Local 77 prexy, says he would extend fullest co-operation to the CIO unions. Waiters' local, former AFL affiliate now turned CIO, gained closed shops at practically all class hotels in town. AFL waiters' local has only 39 left of its original 1,800 membership. CIO group now has over 3,000 waiters signed.

Convinced that the CIO, at least, locally, spells action, Tomei feels that the musicians have all to gain in swinging along with the strong CIO groups.

NEW YORK, July 3.—A new administration came into power this week in the Restaurant and Hotel Workers' Union, Local 16, giving promise of a militant organizing campaign on local night clubs and hotels.

New administration is the first elected since two officers of the local were caught in the Dewey racket net and represents a victory for the "progressive" ticket. New officers are David Siegal, president; Denis Gitz, vice-president; William Albertson, secretary; William Diamond, labor chief; Michael Obermyer, organizer. Union now has 3,600 members.

## Dallas Casino Shows Do Capacity

DALLAS, July 3.—Shows in the Pan-American Casino over the July 4 week-end were reported complete sellouts four days ahead, extra matinees having been added for Sunday and Monday.

It is the second successive week-end for capacity crowds in the Casino. Casino had full houses at all shows last Friday and Saturday, and at the second show last Saturday the Casino box office had to refund ticket money.

Jack Arthur will extend his engagement a week in order to appear in the Rudy Vallee broadcast from the exposition July 15. Vallee comes in July 10, succeeding Ted Fio-Ritto. There will be no other changes in the Casino lineup until July 24.

### Milt Pollock Leaves CRA

CHICAGO, July 3.—Milt Pollock left the publicity department of the local Consolidated Radio Artists' office to join Tom Kettering in the formation of an independent p.-a. office. No successor to Pollock at CRA as yet.

### Why, Philly! Tsk, Tsk

PHILADELPHIA, July 3.—The morality wave that hit local burly and night nooks has left a telling effect on the nabe haunts. Formerly flashing a screamer that heralded the "hottest show in town," one spot now decorates its window with a candid confession: "Good, Clean Fun Every Nite But Sunday." And now everybody wants to know what goes on during the Sabbath.

# NEW YORK OPENINGS JULY 9

## Trilling Heads W-B Casting

**Swells ranks of ex-vaude men in pix field—situation is break for acts**

NEW YORK, July 3.—Steve Trilling, former vaude booker for Warner and up until this week Eastern talent scout for the company, left for the Coast Tuesday to become casting director of the Warner studio. He succeeds Maxwell Arnow, who heads the company's newly formed talent scouting department on the Coast. The Trilling promotion further strengthens the ranks of ex-vaude men now holding down executive positions with major film companies, their positions entailing talent buying powers. This situation on the Coast is considered by the vaude field as a boon to the prospects of acts for getting into the picture field.

Other former vaude men now in casting jobs on the Coast include Billy Grady, MGM; Joe Rivkin, Columbia; Lou Shreiber, 20th Century-Fox; Ben Piazza, Major Productions; Fred Kohlmar, Goldwyn, and Max Hayes and Mort Millman, Grand National. Except for Piazza, who was a booking exec for RKO vaude, they were agents and producers in the vaude field.

The East is represented by a number of ex-vaude men in talent scouting jobs for the studios. They include Arthur Willi and Dan Friendly, RKO-Radio; Joe Pin-cus and Ben Piermont, 20th Century-Fox, and Sam Arnow, Republic. In addition, Marvin Schenck, of Loew's theater operating department, recommends pix possibilities to MGM, while Harry Kalcheim, of the Paramount vaude booking department, co-operates with Boris Kaplan on talent scouting for pix.

The Coast studios are also represented by a number of former vaude men who hold down important exec jobs that entail buying of screen talent. Among the execs who got their previous experience in vaude are Bill Perlberg, Rufus Le Maire, Benny Thau, Harry Rapp, Ben Kahane, Jesse Lasky, Joe Schenck, Milton Feld, Sidney Kent, Harry Gray, Miss Fanchon, Mike Marco, A. J. Balaban, Sam Katz and Max Winslow.

In addition, a large number of Coast agents received their early training in the vaude field, the Morris Agency leading off with such men as Abe Lastfogel, Johnny Hyde and Murray Fell. In the East, even in the buying of talent for shorts, are such ex-vaude men as Lee Stewart, with Warner, and Carl Timmins, with Paramount.

## Paramount's Buys Of Ork and Acts

NEW YORK, July 3.—Mal Hallett and ork will go into the local Paramount Theater July 21 for a two-week run, while the Shep Fields Ork is slated to come in the middle of August, with Jane Pickens as added feature. Hal LeRoy has been booked for the house to open July 21.

Other bookings by the Paramount office include the Eddy Duchin Ork, Minneapolis, August 6, and Chicago Theater, Chicago, August 13; Hallett Ork, Michigan, Detroit, August 20, and Metropolitan, Boston, September 9; Ted Weems' Ork, Chicago, Chicago, July 23; the Rimacs, Boston, August 5, and Oriental, Chicago, August 13, and Rto Brothers, Chicago, Chicago, July 16, Detroit, July 23, and Boston, August 12.

## Taking a Cut

DETROIT, July 3.—Joanna and Dela De Tuscan, socially prominent localites, are making their vaude debut here at the Fox Theater, doing a fencing act. Joanna's first injury, despite her many fencing years, was at the theater when she stabbed herself while wielding a pair of scissors in mending a costume.

## Mountain Vaude

NEW YORK, July 3.—An indication of the vaude trek to the mountains is seen in the show at Grossinger's, Ferndale, for this holiday week-end. Produced by Harry Delmar, with sketches by Billy K. Wells. Special acts for the week-end are Condos Brothers, Toni Lane, Sinclair Twins, Bob Easton and Odette, Rose Blane and Three Bredwins. These are in addition to the regular staff performers, including Leo Fuld, Hank Henry, Al Golden Jr., Sylvia Sims and Al Parker.

## Detroit's One-Day Stand

DETROIT, July 3.—Demand for flesh was seen last week by Saul Korman and David Mintz, new owners of the Grant Theater (formerly the Holbrook), colored house. An experimental one-night of vaude was inaugurated Saturday, resulting in a stand-up crowd. The policy will be indefinitely continued. Acts are standard cabaret type, doubling from the Tuxedo Grill. Paul Foster, veteran producer, has been appointed house manager and handles the show.

## New Haven's Sunday Shows

NEW HAVEN, Conn., July 3.—Indications point to Sunday vaude being permitted here. The committee on ordinances of the Board of Aldermen is considering a proposed city ordinance which would permit Sunday flesh from 2 to 11 p. m. A public hearing was held Monday, and there was no opposition.

## Capitol, Albany, to Combo

ALBANY, N. Y., July 3.—Capitol Theater here, closed for several months, will reopen August 1 with a vaudefilm policy. It was announced this week by William W. Farley, owner, who has leased the theater to Mitchell Fietner, of Syracuse, for five years. Fietner is operator of the Empire Theater, Syracuse.

## Mayor Okehs Ex-Burly Spots; AFA Signs 7 to Closed Shop

**Delay caused by plea for approval of posing and also licensing detail—AFA gets \$40 minimum and pay for extra shows—BAA squawks—break for vaude field**

NEW YORK, July 3.—Extra fireworks for the Fourth did not come off when the ex-burlesque houses were not able to open this week-end, the delay being occasioned by an attempt of the operators to get modification of Mayor La Guardia's code under which they will operate, as well as by lack of time needed by the city for the mechanics of reissuing licenses. However, it is practically a certainty that the houses will open this Friday (9), all the preliminaries having been disposed of by the houses and the city. An indication that the licenses have all been okehed is seen in the fact that this week the American Federation of Actors signed up seven of the houses to closed-shop agreements, that organization rising to outstanding strength by this move and its recent organizing success in the circus field.

## Detroit Agencies Merge

DETROIT, July 3.—Merger of two local booking offices took place this week. Ray Conlin-Michigan Vaudeville Office moved from the Michigan Theater Building to the Fox Theater Building to share office space with the Betty Bryden Entertainment Bureau. Both offices will continue to have a separate identity as far as booking is concerned, operating, however, under a single license.

## Philly Earle's Local Show

PHILADELPHIA, July 3.—In one of its rarer moments, being the first instance in several years, Warner Brothers is handling a unit of local radio talent for the downtown Earle Theater. For the week of July 9 KYW Artists' Bureau is whipping together a unit of stellar staff talent. Apart from their local ether rep, none of "name" caliber, date marks initial stage experience for most of the air actors. Staff studio announcer comes in to smeece. Henry Armetta, flicker "name," is added to bolster the marquee.

# Vaudeville Notes

NICK LONG JR., after his engagement at Ben Marden's Riviera, Fort Lee, N. J., will go into the Metropolitan, Boston, set by Harry Bestry. Latter is also negotiating for Rose King, of York and King, to replace Beatrice Little for the road tour of *The Show Is On*. . . Harrison and Fisher are making a wildcat auto tour as their vacation. . . Judy Canova returned to the Paramount lot on the Coast after a quick visit to New York to buy a car and visit friends. . . Frank Fey will go into the State, New York, July 22. State gets Gus Arnhem Ork and Slim Timblin July 29, which acts will follow with the Capitol, Washington, August 6. . . Clifford Fischer arrived in New York Tuesday from a long European stay. . . Dolly Dawn, vocalist with George Hall's Ork, has lined up some dates, opening Friday at the Capitol, Washington. . . Herman Schoenbrun, formerly with the RKO Photo and Press Department in New York, is now with the RKO-Radio pix studios on the Coast, working in the construction department.

DIAMOND BOYS, following their stint on the Coast for Universal, have been booked by Larry Puck, of the Irwin office, to open at the Pan-American Exposition in Dallas August 21. . . Lela Moore, creator of the routine *The Dance of the Lovers*, was awarded a \$502 judgment against Ruth Quinn recently in the Pennsylvania courts in a controversy arising over Miss Quinn's use of the act. . . Randolph Avery Trio closed at Colosimo's, Chicago, Saturday and will open July 16 at the State-Lake Theater in that city. Act will follow with a road tour as a part of the *Avery Diamond Revue*. . . Harry Howard intends producing two units for next season; one of them will be the second edition of his *Hollywood Hotel* show. . . Theresa Clifford Hall will vacation at the Cedars Country Club, Lakeville, Conn., where her husband, Roy C. Hall, is production manager. . . Herman Flalkoff, formerly with Sol

Turek, is now associated with the National Theatrical Agency in New York. . . Linda Lee will join the Clyde Lucas Ork Thursday of this week at the Metropolitan, Boston. . . When Red Skelton, playing his second engagement at the Riverside, Milwaukee, in six weeks, heard 16-year-old Hyman Madnek play the violin with the amateur group appearing at the house, he was so impressed that he wired a friend in New York to arrange an audition for the lad.

CHICAGO ITEMS: Nat Kalcheim and wife in from New York to visit brothers Jack and Henry and to continue on their way to the Coast. Jack, incidentally, is planning an extended trip to filmland. . . Captain Spillers' Seals will play the State-Lake week of July 30. . . Emily Von Losen will fill her first Oriental engagement starting Friday. . . Melba Brien, the dancer, opens at the Chicago the same day. Martha Raye's p. a. in that house set back to week of August 6. . . Wilfred Engelman, held over for a second week at the Chicago Theater, Chicago, was booked again for this week, but had to give in to a case of laryngitis. . . Dolly Davis, of the roller-skating act of Lowry and Davis, of Noel Lester's *Gala Revue*, suffered a broken wrist at Meadville, Pa., recently, while performing a back-flip. The injury, however, failed to keep her out of the show.

JOHNNY BURKE, comedian, joined Anton Scibilla's *Broadway Passing Show* at the Riverside, Milwaukee, Friday. Scibilla states the show will continue in the Midwest area indefinitely, several advance bookings having been set by Al Borde, of Chicago. In the lineup are Tom, Dick and Harry; Three Lorraine Sisters, Betty Saxon, Johnny Elliott, Fritzie DeVoe, Don Von Pauls, Broadway Cavaliers and 14 girls. . . Daly and Jean have left the *Hollywood Ingenues* to open for Joe Daniels on the Coast Northwestern time.

The mayor's office issued one copy of the code drawn up by the city to the operators late Tuesday and except for one clause it was found satisfactory. Operators are pleading with the mayor to permit them to use tableau numbers, allowing for some nudity submerged by dimmed lights and heavy production. They are awaiting his answer to this request. License Commissioner Paul Moss on Wednesday started the formalities for reissuing licenses, calling the operators of the theaters to his office. Representatives of the Ettinge, Gayety and Fulton appeared before him Wednesday, of the Republic and Minsky's Brooklyn on Thursday and the Apollo and Oriental yesterday. Hearings were strictly routine, the commissioner digging into the pasts of the houses and discussing them with the operators. It is likely that when the licenses are ready to be reissued Moss will present the mayor's code to the ops for signing.

The houses already signed up by the AFA are the Apollo, Oriental, Galety, Fulton, Ettinge, Republic and Minsky's Brooklyn. Agreement calls for a \$40 minimum for principals, extra pay of 1/14 for all shows over four-a-day and employment of only AFA members. All the other houses are expected to come into the AFA fold, a situation that holds threat of a battle from the Burlesque Artists' Association as soon as the houses are opened. The BAA, which had a closed shop with these houses during their burlesque policies, has appealed to the Associated Actors and Artists of America, as well as to numerous political and other sources, for aid in getting the houses to remain within its jurisdiction. AFA's expansion has occasioned the addition of Harry Calkins, formerly public relations counsel for the American Federation of Musicians, and Dan Hurley, former Connecticut organizer for the American Federation of Labor, to the executive staff. Both will assist Ralph Whitehead on the local vaude houses. The organization also has leased additional space in the Bond Building adjacent to its present quarters.

Policies planned by the houses are variety revues, employing chorus lines, scenes and vaude acts. The chorus girls will get \$25 in stock, and it is expected that they will come under the jurisdiction of Chorus Equity. The houses on the Rialto will open Friday, if all arrangements by the city are completed, except for the Oriental, which intends opening July 14. Houses in Brooklyn expect to open in the fall.

The expected openings of the houses with variety revues has occasioned a wild flurry among vaude acts, agents and bookers. The situation will provide considerable work, with Al Dow, Arthur Fisher and Eddie Sherman set to book acts into the ex-burly houses. Vaude agents are competing with burlesque agents in rounding up acts, which for the most part will include singers, dancers and novelties.

COOGAN UNIT ROUTED

NEW YORK, July 3.—CRA has routed the Jackie Coogan unit, *Hollywood Parade of 1937*, for 18 one-nighters, beginning July 15 at Kearney, Neb., and closing at Luzerne, Pa., August 17.

## Loew's State, New York

(Reviewed Thursday Evening, July 1)

With Duke Ellington and his aggregation on for more than half of the allotted time of the stage show, the bill assumes a semblance of big time, for it is the colored maestro's band and its embellishments that provide sparkle, depth and speed. The remaining acts are all standard, sufficiently entertaining, but run of the mill.

Carlton Emmy and his Mad Wags, fastly paced and entertaining dog act, is the appropriate opener. A rare collection of small-sized educated pups in a strong sight act, appealing to young and old, whose tricks and cuteness are cemented and built up by a constant stream of patter by Emmy.

In the deuce spot are Sylvia and Clemence, girl duo of hoke knockabout and eccentric dancing. In bellhop outfits, they combine tapwork, eccentric dancing and acro falls and stunts into a lively and amusing hodgepodge. Highlight is a tap routine by one member while skipping rope.

Harry Rose hasn't altered material or style in almost 15 years of ups and downs on the stage, but he is a showman of the old school and that's something. He got good hands for his Dionne medley and *Broadway Merry-Go-Round*, but scored best in the *Pagliacci*

bit, it being down his alley both in type of material and suitability to voice.

The "Aristocrat of Jazz" put his charges, actually five different and distinct combinations in one, thru every type of number and rhythm, from the disturbing *Mood Indigo* opening down on thru a couple of swingy and blasty ones, *It Don't Mean a Thing* and *Merry-Go-Round*, followed by a combo of sweet and swing in the up-to-date version of *In the Shade of the Old Apple Tree*, then into the pashy, haunting *Caravan*. To attempt to pick out outstanding instruments or sections would be unfair, if not altogether impossible.

Ivie Anderson's unusual voice lent itself very advantageously to a trio of numbers, each of entirely different style. In *There's a Lull in My Life* it demonstrated a soft quality, with plenty of feeling, while in the peppy *All God's Chilluns Got Rhythm*, which she featured in *A Day at the Races*, extent of range and excellence of delivery were pronounced features. A touch of low-down Harlemes rounded out her offering with *He Does Me So Much Good*, and was all that was needed to show-stop.

Sensations of the bill and complete show-stoppers were that trio of hooping wonders, Tip, Tap and Toe. Working on an oval bass drum platform, they engage in ensemble military and rhythm tapwork and wind up with a challenge dance that had the audience straining. Their work is neat, fast and difficult, with a shade of favor for the eccentric, sliding steps of the big fellow.

Ruby Zwering and the boys did a swell job in the pit.

Pix is *Woman Chases Man*. Biz good. George Colson.

## Palace, Chicago

(Reviewed Friday Afternoon, July 2)

The customers, bless them, turned out en masse for the opening of a double-header vaude bill, which looks good for a two-week stanza. The screen portion, it is suspected, had something to do in attracting the largest house in months, Milton Berle, Joe Penner and other vaudevillians heading *New Faces of 1937* (RKO-Radio).

The flesh end holds its own, nevertheless, five evenly balanced acts delivering an hour of fast, clean entertainment. Donatella Brothers and Carmen open with their musical turn, which is still fresh with continental aroma. Pop and Mom come on, too, the former to blow a shepherd's pipe, and mother going rhythmical with a tambourine. Sister has a couple of sock acro-control tricks in the opener, while the boys furnish proper support on the accordions.

Henny Youngman looks like a stiff Berle competitor. Lanky, personable, funny and clean, he rocked the house in laughter with his inimitable delivery. Has some new material that gets solid laughs. Emsees the rest of the show and in his own spot next to closing had an easy time stopping it.

Judy Starr, tiny Harlemish songstress, made a winning start with *Shake Your Feet and Sing* and continued favorably with *They All Laughed* and *Devil and the Deep Blue Sea*. She makes a nice appearance, altho a few extra pounds around her waist wouldn't hurt.

The Nonchalants preceded Judy with a sock knockabout and hand-balancing turn. The boys (Clarence Loe, Don Milheim and W. A. "Babe" Westerlund) have an amusing line of patter thruout that helps get laughs, in addition to lusty applause, for their difficult tricks.

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# Vaudeville Reviews

Close with a flashy three-men-high routine.

Paul Haakon, dancer, closed. His talent in his expressive feet and graceful body movements are obvious, but is a bit too technical, showmanly. Is supported by Alyce Chapelle and Earle Fox, pianist, who singles with a medley of pop tunes. Sam Honigberg.

## Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, July 1)

A better play at the b. o. was evidenced at this last show catching, but it's unlikely to continue for the balance of the week in view of the n. s. g. reviews of the pix, *New Faces of 1937*. Current stage show is a Florence Rogge production, running 34 minutes following the 12-minute overture. The stage production leans towards dullness, with the first and third numbers its saving graces. In both it's the specialty artists who make them entertaining.

Overture is most enjoyable, for it features the singing of Viola Philo, Jan Pearce, Edwina Eustis, Earl Lippy and Hudson Carmody, who work solo and as a quartet and quintet. The overture is given over to selections from *Martha*, and it is all beautifully done.

*Variations in Blue* is the title of the stage show, leading off with *Blue China*, a tea set interpretation that harkens back to the days of the old Roxy. Stand-out of this inning is the amazing toe endurance of Georgia Hayes, who can hop up and down stairs, two and three at a time, on her toes. And the novelty of the work is colored by graceful execution. Ballet corps pitches in on this number and does nice work.

*Blue Hour* is too quiet and drawn out, starting with Rubinstein's *Romance*, sung by Edwina Eustis and the glee club. Nothing much to it, but the follow-up is a little better, with Marie Grimaldi doing clever ballet of *Valse Bluette*.

*The Morning-After Blues* is good entertainment, for it's the solo spot of Ben Dova, the gent who not so long ago was one of the lucky survivors of the zep disaster. In pantomime, he cavorts most amusingly about the stages, doing knee runs, falls and other clever gym tricks. Also climbs aboard his lamp-post for some funny work.

Finish is *Blue Danube*, and it's not so hot, altho the set is beautiful. Singing by a quartet comprising John Dunbar, Earl Lippy, Marian Baber and Rosa Akstein is good, and then the glee club chips in with some vocals also. Ballet corps rounds out the number. Sidney Harris.

## Roxy, New York

(Reviewed Friday Evening, July 2)

A few good variety turns coupled with the neat stepping and production numbers of the Gae Foster girls is responsible for a fast, worthwhile stage presentation at the Roxy. Show opens with a scrim revealing a Venetian canal setting. Dorothy Crooker, control dancer, does her first stint here, and a good one. Holding one leg in the air, Miss Crooker glides along on the other, as smooth and graceful as tho she were on a revolving stage. It's a type of acro work that is entirely feminine and restful, and much more appealing than the misguided athleticism of so many dancers. Does a second turn later, difficult and polished.

Rosamund, girl with piano accordion, sets herself amid a gypsy set and plays two brilliant numbers, one of them Liszt's *Second Hungarian Rhapsody*. Received an appreciative hand, the short turn lending class to the bill.

Marian Belett and English Brothers, knockabout, acro and hoofing trio, clicked with a fast act. Team has plenty of comedy ability, can do acro and eccentric hoofing, Miss Belett postures amusingly, and all is shot thru with plenty of hoke and falls. Business never slows down and all go off to a good hand.

Howard Nichols, juggler, does an amazing turn with hoops. Starts with a bit of soft-shoe tapping while twirling and balancing the props, and then gets down to some amazing co-ordination. Works the hoops simultaneously on arms, legs, neck, meanwhile balancing a couple on his head. Winds up the turn by throwing them along the stage floor, where they teter crazily and curve into a small tent. A swell act.

Jackie Green, sleek-haired mimic, im-

personated George Jessel, Al Jolson, Harry Richman, Eddie Cantor and Ted Lewis, singing appropriate songs associated with each, such as *My Mother's Eyes*, *Mammy*, *Birth of the Blues*, *If You Knew Susie*, etc. Turn grows in appeal as it goes along, Green coming out for an encore and ending very well.

Henry La Marr, baritone, adds to the production numbers with two short, well-sung solos. Poster gals appear twice, once in a hoop novelty number and again in a jazz tap, Anolyn Arden being featured in the last. Both turns up to snuff, with the last very tricky in grouping.

Pix, *King Solomon's Mines* (GB), and house well filled. Paul Ackerman.

## State-Lake, Chicago

(Reviewed Friday Evening, July 2)

A good five-act bill, judging it in general, flashily trimmed by the house line with a couple of neat numbers. Orchestra is housed both in the pit and on the stage.

Bud Garlett and Rosa, speedy rope and whip act, open. Better than average turn of this nature, due to man's natural line of patter and sock tricks, particularly the last one, in which he whips a handkerchief out of his partner's shirt pocket. Selected a good musical score for the turn.

Bobby (Uke) Henshaw comes on for the familiar routine and seems to deliver his best first. Calls upon June Arliss, lovely blonde, for decorative support and a tap dance that is not too good. Closes with *Stars and Stripes* on his uke. His opening parrot-imitation song, however, stacks up as a far stronger number.

Milton Douglas and Company stayed on for 30 minutes with straight talk. Used plenty of old material, but there was laughter in the house, nevertheless. Much of the response is due to Milton's facile delivery and his funny assistants, including Milton Charlestone, Priscilla Ferce and Perry Mayo. Charlestone's Russian steps handy for a good closing.

Ruth Petty, swing songstress, is a diminutive dynamo, selling a song pleasantly and without much ado. Warbled *Rhythm Man*, *Serenade in the Night*, *Swing for Sale* and encoored with *Some of These Days*.

Les Gellis, knockabout trio, precedes the line's closing soldier number. Novel angle here is an undergrown man who produces many laughs because of his odd size. Do usual tricks and an impressive chain-on-wheel-like exit.

On screen, *Her Husband's Secretary* (WB). House good downstairs first evening show. Sam Honigberg.

## Stanley, Pittsburgh

(Reviewed Friday Afternoon, July 2)

Henry Armetta, screen comedian, headlines best balanced bill the theater has presented in couple months. It drew capacity downstairs and a hefty balcony for first show. Sharing marquee lights were Soprano Marjorie Gainsworth; the Lathrops, in precision dances, and the zany California Collegians. House draw helped a bit by pic, *Slim*, since stars, Henry Fonda and Pat O'Brien, are b.-o. assets in Pittsburgh. Also on fare, Dave Broudy's Stanley Symphony.

Forty-minute show opened and closed with Collegians, whose smiling m.c., Lou Woods, and group antics, especially in their idea of a circus, brought down house. Outfit began with *Swing High*, followed with college parody, and ended first-half contribution with three tunes they played in fickers.

Second came Lathrops, whose slow tapping opened in trio precision to B-plus applause. Hit the bull's-eye in last of three numbers when boys duetted in top-hat swing steps; then were joined by Virginia Lee for more sophisticated stepping. Girl split group presentations with speed solo.

Receiving enthusiastic claque for brace of beginning songs, Marjorie Gainsworth quickened pace for *Opera Versus Jazz* verse, after announcing she'd been member of Chicago Civic Opera, and rated show's only encore. Striking formal gown and class appearance seemed slightly out of keeping with too-frequent raising of left hand, typical of so many night club singers, but audience didn't seem to mind.

Henry Armetta waddled on in top spot to huge hand. Launched into center-stage dialog with Rosa DiLoretta on marriage, kids and Hollywood, without once boasting of his film triumphs. Altho script could stand more gags, Italian's dialect and characteristic gestures of hitching up pants, lifting shoulders, wiping brow and waving arms kept crowd in

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giggles and drew huge hand at run-off close.

Colleagues' big tent novelty and costumed satires of Hitler, Santa Claus, Groucho Marx, Rudy Vallee, Clark Gable and other celebs provoked loudest palm pounding of session at curtain. Wows on comedy, group might dress up music contributions. *Morton Frank.*

**Metropolitan, Boston**

*(Reviewed Thursday Evening, July 1)*  
*Sky Rocket Revue* is playing opposite *Sing and Be Happy*, 20th Century's pleasant musical flicker, and everything is jake, except the attendance this third show. *Flesh* portion carries one name, that of Gus Van, and with the others billed, the light crowd went big for it all. Gus Van dished out his barrage of character song studies that struck the fancy of patrons until he had to come out for more. His "glad to be back in Boston" spiel was dressed up into a talking idea, vocally recounting his stage life from 1912. Takeoff on two dusky lads discussing the tune *Lazy Bones* was very good. It takes an oldtimer to shoot it out and make the customers like it, and that's what Van did.

Henrietta Schumann, leading a quintet of pianistic rhythmic rhapsody artists, comprising Mario Mantini, Harry Smith, Paul Luke and Samuel Goldberg, tickled out some mighty fine arrangements, particularly *Swanee River*. A smart production move was the spotting of an interlude with a Viennese ballet by Emily Van Loesen. It represented the graceful Schumann music.

Will and Gladys Ahearn shoot their versatile offerings out quick, altho the beginning lagged. Both are rope artists, the femme toe-dancing while maneuvering the lariat in the Calamity Jane bit. Will gives an impersonation of a toe dancer sitting down and received good applause with his tsarskies. He also gives ear to an okeh baritone with *The Old Santa Fe Trail*. The greater portion of their biz is a treat, and went off to a good hand.

Red, white and blue *Independence Street* scene features the second of two line numbers by the Swing-o-Pators (16), as an intro to the smart, novel tap caperles of the Six Top Hatters, who registered completely. Sit-down tap strike and military tap-talk numbers are put over cleverly and entertainingly. Lads have the stuff-and can hold their novelties into worth-while presentations.

Emily Von Loesen opens with the line, doing a neat strut on toe routine twirling a cane in drum major fashion and featuring high-kick and control work. She's a blond looker and has s. a. Sets are decorative. Line in its two numbers was okeh and added much to this bill, which has to be seen to be appreciated. *Sidney J. Patne.*

**Earle, Philadelphia**

*(Reviewed Friday Afternoon, July 2)*  
 That ole buster-upper of ceremonies, hardly a master at this showing, Nils T. Granlund, holds forth this week. A bit of femininity is always a desired element on every variety bill, but the female of the species per se does not make a vaude show. After strutting his stuff here for 60 precious, yet wasted, minutes, N. T. G. makes that spelling read: No Talent—Girls. And to import an honest evaluation of critical and popular reaction, that middle initial can properly be dropped. Small timey in ever respect, it's N. G.; a stopy revue, both as to material and production.

A nitery environ is created on stage. Granlund makes a general nuisance of himself both in front and behind the foots, which is fine to distract the ducat-holders from the eggs being laid in clear lights. But his flopping from pew to pew, while the little that is worth while goes on, is hardly fair to the performer. The customers already got stuck at the box office.

Only two turns can collect their pay slips with a clear conscience. The ballroomatics of Vanesi and De Lima elick heavily for artistry and class, and the Three Speeds, two males and a fem roller-skaters who have been showing at the local niteries all season, cavort themselves neatly and darily on the wheels. Granlund should be encouraged to go out for a smoke for their act. During a routine that required special lighting, N. T. G. has all the house lights turned on and runs up and down the aisles distributing knockers.

Mells, Kirk and Howard, comedy threesome, play general stooze for Granlund thruout. Or maybe it's vice versa. Instead of the knock-about stuff, boys out-

do themselves to see who can make the most noise, resorting to blue stuff for the laughs. Granted the boys have a flair for comedy, they'll never prove it with the material on hand.

As for the highly touted N. T. G. gals, audience can consider themselves lucky that the noise overshadows most of their efforts. And what does seep thru sounds like an amateur show in a double feature movie house on bank night. That covers the feeble efforts of Gladys Crane, Donara and Sonya Yarr, whose singing ability is strictly in the alleged category. Faring a bit better is the dance contortioning of Jean Landis, whose indulgins are only the customary evolutions.

As a connoisseur of female architecture, Granlund clutters up the satge with 10 showgals who spend most of the time out in the audience distributing knockers. At mid-mark gals parade in front of the foots in bathing suit regale while Granlund gives each a moronic bulldup.

In all, the sorriest spectacle gleamed in any local emporium boasting live entertainment. Most sincere hand, others were all forced, expressed audience's response. In rounding 'em all up for the final curtain that honest-to-gosh hand-salve went to Louis Schrader, who doesn't even get billing. For the record, Schrader conducts the house band here. Picture, which came as a welcome relief, is *Martied Before Breakfast* (MGM). Biz fairish. *Orc.*

**Holborn Empire, London**

*(Week of June 21)*

Altho the most representative vaude program in town, current bill at Holborn Empire is none too strong. This despite the outstanding hit achieved by the headline attraction, Bebe Daniels and Ben Lyon. Desardo Duo, English skating act, man and woman working straight tricks, are a fair opener. Ayr and Leslie, mixed comedy team, assisted by John Jackson, have a poor vehicle with a few scattered laughs. Only worth-while item in entire routine is the hoofing of Jackson. Sereno and June, English acrobats working in Spanish costume, lift the bill out of a rut. A corking entry with the slightly built man and girl going thru a routine of sensational head-to-head and other balancing tricks. Pair feature a "human bridge" stunt that's a humdinger. Naughton Wayne, monologist and emcee, has an easy and appealing style of delivery that gets him across to good returns. Raymond Smith is an okeh ventriloquist whose voice-throwing technique and humor reach a high standard.

Bebe Daniels and Ben Lyon, flicker stars, have done well in England, where they are playing their 15th consecutive month. Couple have a splendid act full of good comedy and enhanced by likable personalities and the singing by Miss Daniels of *Rio Rita* and other song hits. Use two pianists and two audience plants. Take a succession of tah calls here and have to respond to encores. Jones and Thomas, two men, with the first mentioned doing a burlesque femme Impression in Mae West makeup, are none too strong. Patsy and Bobby, clever American kids who have hit heavily in two Cochran musicals, make their vaude debut. Youngsters are dynamite and turf in a great and speedy act made up of acrobatics, tap and rhythm dancing and ball singing. Turn is a honey from all angles. Bennett and Williams, local comedians, are a good choice for this spot. Boys have the sense to use topical and funny gags that register. Billy Rey, swell-looking young fellow and plenty versatile, sings, dances, juggles and clowns in the closing spot and makes one of the biggest hits in the entire program. *Bert Ross.*

**Pa. Houses Play Air Ams**

PITTSBURGH, July 5.—Encouraged by the revue's success in its recent appearance at this city's Stanley, theaters in Burgettstown and Kittanning have scheduled the *Wilkins Radio Amateur Hour*, first local air show to get stage booking, for appearances beginning July 21. Other pix houses will take the unit for one-day bookings, according to agent Joe Hiller, of the National Theatrical Exchange.

**Gayety, Boston, Flesh**

BOSTON, July 3.—Gayety Theater, old-time vaude house, has dropped its double-feature flicker policy for a Monday thru Saturday four-a-day musical revue and single flicker setup. According to Manager Grover C. Burkhardt, biz has been boosted since flesh returned. Ross Frisco is booking on a percentage basis.

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**On the Riviera**  
 NICE, June 28.—Short and Long, eccentric hoofers, are at the Casino Municipal, Nice. Bryant, Rains and Young, afro dancers; Gregory and Raymond, musical novelty, and Bob Robinson and Virginia Martin, dance duo, are at the Casino Municipal, Juan-les-Pins.

10 SURE-FIRE PARODIES \$1. With Sensational Surprise Punch Lines on "September in the Rain," "Carelessly," "Never in a Million Years," "Lull in My Life," "It Looks Like Rain," "The Merry-Go-Round Broke Down," etc. You can stop a show with any one of them. Put a dollar bill in an envelope and get these sensational laugh producers NOW. Money-back guarantee. Also 8 sensational Monologues for \$1. And 10 Sure-Fire Comic Recitations for \$1. **HARRY PYLE, 804 W. 180th St., N. Y. City.**

**From WPA To Pro Dates**  
 BOSTON, July 3.—Thomas D. Senna Jr., son of Thomas D. Senna Sr., State director of the Massachusetts Federal Theater Project, together with George Ministeri and Al Gellis, have left the project for private enterprise. Act is comedy-knockabout and tap, with first in a series of dates current at the State-Lake, Chicago. Act is tagged Les Gellis.

**R-O-K's Chicago Show**  
 NEW YORK, July 3.—New show booked by Rockwell-O'Keefe for the Congress Casino, Chicago, opening July 8, will comprise White and Manning, Fanny the Horse, Nyra Nash and Freda Sullivan. Mr. and Mrs. Jesse Crawford and their band have been held over.

### Club Minuet, Chicago

Here's another unusual spot in the Greenwich Village neighborhood, the room accommodating only 50 persons and general atmosphere being that of a private home during a dinner party. Bar and kitchen hidden in the back, with the patrons invited for an inspection of both. Frank Sherman and Louis Ross have been operating it for over a decade and doing good biz, catering to small parties in the market for extremely intimate surroundings.

Dell Este, mistress of ceremonies, is more of a party host than emcee. She makes no attempts at theatricals. Because of the tiny floor, only singles are used and in most cases girls.

Sally Osman, blond rhythm songstress, is first with *Rhumba Man* and *Better Do It Now*. Cute and fitting in this particular spot. Rita Morgan follows with an interpretative tap number to Argentine music, and Alvira Morton, prima donna, is on for a series of love songs. Has a fairly good voice.

Yvette, muff dancer, is the featured attraction. Does her familiar routine in a blue spot and handles herself well, considering the size of the floor. She is shapely and quite attractive. Miss Este next, to the tune of *Sometimes I'm Happy*, brings the performers back for another bow.

Jerry Glidden's four-piece band dishes out the dance and show music. Eddie Meikel is the intermission pianist, and table singers include Billie Roberts, Jean Bell and Hortense Sims.

Venetian architectural trimmings and paintings adorn the walls and lend Continental flavor. Never a cover or minimum, with food prices surprisingly popular. *Sam Honigberg.*

### Wivel Restaurant, New York

This Swedish institution of food and drink continues practically unaffected by the standstill of biz at most Broadway spots. Midweek evening selected to visit the place had the ropes up far past the dinner rush, and midnight found a near-capacity crowd carrying on.

Doubtlessly the excellence of the native food is a drawing power, but the maintenance of a show policy that not only is concerned with gathering a good and appropriately merry aggregation but has also its eye on the unique and crowd-compelling novelty is to a great measure responsible for the gratifying patronage.

Current attraction is the storied Evelyn Nesbit, making her return debut to Broadway. She follows on the heels of

# Night Club Reviews

another former great, The Great Lester, ventriloquist, who also began the road back at this spot. Accorded a rousing reception, Miss Nesbit entertained, cajoled and wisecracked the receptive throng for over 25 minutes. Tho her singing voice is horrible and some of her songs and patter almost in bad taste, even for Broadway, she is able to clothe her offerings in such a mantle of past glamour and a full life that one accepts them and only marvels at the courage that can take in stride reversals that made her a fete of the street that once feted her. Songs that she attempted included *In Them There Eyes*, *You Let Me Down*, *Gee, But You're Swell*, *Mrs. Worthington* and a new one by Ray Zelda about famous femme lovers of history.

Opening the show is red-headed Carney Bee in a vivacious toe-tap number, fair in the way of steps, but sold in great style. Followed by Patricia Reilly, a rhythm singer of average quality, her voice being clear tho almost shrill but possessed of a contagious personality and delivery. She did *They All Laughed*, *Merry-Go-Round Broke Down* and *Maybe*.

Loma Ruth is a surprise package of exotic loveliness that knows her theatrics. Opening legitimately as a Spanish singer and, after a chorus of *La Paloma* and a few heel clicks, reveals a pretty figure and proceeds thru a whiz-bang routine of acro and control work that netted a spontaneous hand.

Tall, brunet Wynne Rolph, here a couple of years, radiates pleasant personality and warmth and in a liquid lyric soprano warbled *Poor Butterfly*, *Little Old Lady* and a brace of Irish tunes that had the customers chiming in.

Ebbe Gyldenkrone, capably acting as emcee in the absence of Bob Lee, fosters community sings and also performs on a baby concertina. In a vibrant baritone, he leads the singing with *Join the Navy* and *The Road to Mandalay*.

Bee and Ruth team up for a short vocal duo and a wild, shaky hoofing bit. Closer is Barney Grant, hillbilly, assisted by Lew Stevens on guitar and Orville Franks on the violin. Trio, headed by Grant, offers a slow, spiritless melange of Bob Burns' spiel, hillbilly singing and playing, gags and an exaggerated bit of hayseed hoofing. Impression may have been more favorable had they not followed the dynamic Nesbit.

Bob Asen and his crew supply show accompaniment and dance rhythms. *George Colson.*

### Westwood Symphony Gardens, Detroit

Westwood is unquestionably Detroit's premier outdoor night spot and ranks with America's largest with its 5,000 seats. Using name attractions, both acts and bands. Gardens appear to be doing a good business this season. The Huck family operate the enterprise.

Attractions are well diversified, with the Westwood Inn, seating several hundred, available for roadhouse style dinners, and Jimmy Montgomery's Orchestra playing indoors. The Cocktail Deck, around the inn, is for those who prefer the bar. Indirect lighting, a concrete dance floor that holds 1,000 couples, and a stage capable of holding a 75-piece band are among the garden features.

Ethel Shutta furnishes the entertainment this week. Starting with *I Wish I Were in Love Again*, she moves into *Sweet Mystery of Life and Love and Stuff*. Style and mannerisms proved a

favorite, especially with the younger crowd.

Miss Shutta's charm was exhibited to genuine advantage in front of Red Nichols' Orchestra. The band has a smooth style, equally appropriate for dance numbers or floor show.

*H. F. Reeves.*

### 606 Club, Chicago

One of the ace slumming spots, but little to recommend it with the exception of a long floor show employing more acts than some of the higher rated clubs. Most of the performers are former burlesque people, with the customers now in a position to peep at them from closer range.

Billy Carr is the emcee and he comes thru with a good job in tying the various specialties into a well-knit show. He has a pleasing, matured voice and generally

### PUPPETEERS

(Continued from page 4)

man of the governing council. Other members of the council are Helen Reisdorf, Detroit, secretary; William Duncan, Cleveland, treasurer; Romaine Proctor, Springfield, Ill.; Blanche Hutto, Fort Wayne, Ind., and George New, Decatur, Ind.

Don Vestal, Chicago, was named chairman of the 1938 convention, which will be held in Chicago. Martin and Olga Stevens, of New York and formerly of Cincinnati, were chairmen of this year's gathering. Convention was brought to a close Thursday night with a dance in the Gibson Hotel ballroom.

Delegates to the convention tentatively named 45 persons as master puppeteers in recognition of their outstanding work. Among those so designated were Edith Flack Ackley, Pauline Benton, Forman Brown, Remo Refano, Sue Hastings, Otto and Caroline Kunze, Jerome Magon, David Pritchard, Tony Sarg and Martin and Olga Stevens, all of New York; Marjorie Betchelder, Columbus, O.; Paul Braun and Bernard Paul, Baltimore; Harry Burnett and Charles Searle, Los Angeles; Perry Dilley, San Francisco; William Duncan, Helen Halman Joseph, Edward Mabley and Roy and Harry Patton, all of Cleveland; W. A. Dwiggin, Hingham Center, Mass.; Bessie A. Fickley, New Orleans; Bruce Iverarity, Seattle; David Lano, Flint, Mich.; Florence Lowe, Trenton, N. J.; Sibly Malm, Lawrence, Kan.; Paul McPharlin, Birmingham, Mich.; Helen Reisdorf, Sylvia Meredith and Elena Mitcoff, Detroit; Basli Milovsoroff, Oberlin, O.; Rosalynde F. Osborne, Toronto; Mr. and Mrs. Romaine Proctor, Springfield, Ill.; Rufus and Margo Rose, Waterford, Conn.; Mildred A. Rust, Washington; Helen Smiley, Philadelphia, and Donald Vestal, Chicago; Martin and Olga Stevens, New York, and Walter Wilkinson, Aborfield Cross, England.

Sessions were marked with talks relating to the art of puppetry, with Walter Wilkinson, English author and puppeteer, as the principal speaker. Highlight of the night shows was the world premiere performance by Martin and Olga Stevens of their new marionette production, *Joan of Arc*. Local dailies gave the conclave a raft of publicity.

### PITTSBURGH TURNS

(Continued from page 4)

come from thruout Western Pennsylvania, home area of more than 2,000,000 people.

Temporary obstacle cropped up last week when Phil Doyle, IATSE rep for Local No. 3, informed County Parks Supervisor Major Henry Hornbostel that union carpenter, electrician and prop man must be hired or show would not open. Told that the total \$1,500 budget prevented IATSE hands, Doyle expressed regret but offered no compromise. Result, commissioners, spurred on by Chairman John Kane, president of city pressman's union, appropriated \$1,200 more to hire carpenter, electrician and prop man at \$50 weekly for season.

Two actors thus far have been imported from New York, Amella Tome playing in current attraction and Thomas Fisher slated for lead in *Hell Bent*. Others in opener, cast after open readings guided by Director Marlow, are James McFarland, Thomas Lewis, Martin

makes himself a likable chap.

Grethen Kimmel, soubret, follows the opening number of the four-girl line with a neat *Rain* specialty. Jessie Rosella, hefty torch singer, was well liked for her impressive deliveries of *Body and Soul*, *After You're Gone* and *She's Nobody's Sweetheart Now*.

Highlights are the impressive violin playing and singing of Ione O'Donnell and the peppery dancing of Ford and Barnes. The team open their act with a Latin strut, swing into a feverish routine and do a Susi-Q exit. Both turns received well.

Lorella White, operatic soprano, is another fairly good singer who makes a trim appearance. Among risque and semi-nude dancers at show caught were Boots Burns, Eleanor Johnson; Zorita, snake charmer; Sallie O'Day and Marilyn Miller. While suggestive stripping that used to prevail in the burly houses is avoided here, the tendency, nevertheless, is to exploit the attraction of nudity.

Sol Lake's four-piece band continues to furnish the show and dance music, with the Tripoli Trio on hand for intermission entertainment.

*Sam Honigberg.*

Fallon, Charles Kerns, Virginia Irwin, James Reed, Chester Adams and Albert Kobbatt.

Handling publicity is George Kelly, secretary to Major Hornbostel.

Heading whole works, including design of stage, Marlow returned recently from New York, where he last appeared in *The Holmes of Baker Street*.

### COMMERCE DEPT.

(Continued from page 4)

Department of Commerce has re-established the Motion Picture Division in the Bureau of Foreign and Domestic Commerce to wage an enlarged campaign for the world markets of American pictures and picture equipment. During the economy wave in 1933 the Motion Picture Division was reduced to a section of the Electrical Division, and during these years has seldom had more than two or three people working on this industry.

When announcing the creation of the new unit Secretary of Commerce Daniel C. Roper stated that the increasing popularity of American films in foreign countries has prompted the enlargement of activities in this field of trade promotion. Citing trade estimates, the department announcement said that approximately 40 per cent of the total annual income to American producers results from the rental of films for exhibition in foreign countries. However, the biggest factor was the stimulus of foreign orders following exhibition of American automobiles, industrial machinery, clothing, furniture and household articles as the background and scene furnishings of motion picture productions.

Nathan D. Golden, who will head the new division, has been directing this type of work while motion picture section chief in the Electrical Division. He is a member of the Society of Motion Picture Engineers, American Projection Society and the Projection Advisory Council. Altho plans have not been far enough advanced, it is believed that a considerable increase of personnel will be effected.

### CINCY ZOO OPERA

(Continued from page 4)

before the rise of the curtain and several hundred were turned away.

Second week's operas will be Leoncavallo's *Pagliacci* and Wolf-Ferrari's *The Secret of Suzanne*, Sunday (4) and Thursday (8); Tuesday (6) Puccini's *La Boheme* is scheduled, to be repeated Friday. Rossini's *The Barber of Seville* will be given Wednesday and Saturday.

First of the season's scheduled broadcasts over the NBC network took place last night, *Tannhauser* being aired, with Beifa Vreta, Harold Lindl and Norman Cordon in leading roles.

Two new artists will be heard next week, Virginia Johnson, soprano, and Nino Carbone, basso. Others in the casts are Rosa Tentoni, Angelo Pilotto, Harold Lindl, Rosa Di Giulio, Daniel Harris, Armand Tokatyan, Joseph Royer, Rosemarie Brancato, Charlotte Bruno, Rolf Gerard, Carlo Morelli, Pompilio Malatesta, Lodovico Oliviero, Norman Cordon, and Fausto Clevia will conduct.

Admission prices range from 25 cents to \$1.50.

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RAINBOW GRILL, Rockefeller Center,  
New York,  
and held over indefinitely

**Colosimo's, Chicago**

Mike Potson continues to use elaborate shows right thru the summer. Emcee is the energetic Willie Shore, funster and nimble-footed dancer. In his 18th week now, he is an asset because of his ability to make friends and stimulate repeat business. On the floor he stands out with fast dance whirls and an accepted takeoff of Pat Rooney.

Evelyn Poe, cute rhythm singer recently of films, pleased with her delivery of *Rock My Blues Away* and *He Ain't Got Rhythm*. She is a shapely little package and capable of holding down an individual spot.

The La Fons, dance duo, preceded Evelyn with a fair adagio number, dotted with good tricks, altho somewhat draggy. The Randolph Avery Trio, knockabout act, do the usual hat-on-head slapping and falls routine. The boys look fresh in the business and have yet to learn the value of timing and new material.

Maxine DeShon, lanky stripper, comes on to warble *They Can't Take That Away From Me* in good form and follows with a brief disrobing session to *Only Make Believe*. Done in good taste.

Janis Andre, interpretative dancer, does artistic work cleverly and entirely lacking in off color. She displays training. Her two routines caught, *The Whim of*

*the Chinese Lady* and *The Pheasant in the Dawn*, are beautifully done.

The line of eight girls and four show girls are used in two colorful opening and closing production turns, featuring the blond acro dancer, Dorothy Wahl. Somewhat lengthy, the routines are far above average. In the finale the girls interpret *St. Louis Blues* and *Blue Danube* with impressive ballet work and in striking blue costumes.

Popular prices prevail, with dinner at \$1.50.

Bob Tinsley and his orchestra work show and dance sessions.  
Sam Honigberg.

**Jimmy Kelly's, New York**

Kelly's is one of the most famous of the Village night clubs. Way down on Sullivan street, on the fringe of the tenement district, it has been publicized widely enough to attract a heavy uptown trade. The string of cars at its door is proof of its pulling power.

Kelly's is run by an Italian and specializes in Italian food and nudes. Well, if not nudes, then near nudes—for the effect of the anti-burlesque drive is apparent here, too. The nudes now wear G strings and brassieres or, when they offer dances with fancy names, revealing costumes that symbolize something or other. There's Lee Val doing a Black Widow Spider dance, with the costume turning out to be more interesting than the dance. Then there's the "exotic Tania," a vivid brunet who looks as tho she stepped out of a harem and is celebrating. She at least has a personality and can move with grace.

Another near nude is Renee, a delicate brunet, who flutters a veil ever so gently, achieving a definite pictorial effect. Of course, there's a bubble dance and shapely Mary Lane is the one who does it after customers have been duly warned not to throw cigarets or forks at the bubble. She returns for a double bouquet number—a new one on us—representing the spirit of summer or something.

The star fancy dancer is Inga Borg, who has been here weeks and weeks. She offered a good old fan dance, maneuvering her vivid red fans with amazing adroitness and getting a lot of movement into the cramped runway called a dance floor. She is a well-figured tho a bit angular brunet who can really dance. For the supper show she goes intellectual and "brings you the realism of Oscar Wilde's *The Sphinx*"—according to the program note describing her sphinx dance.

Aside from the novelty dancers there are Isabelle Brown doing a smooth acrobatic waltz; Peggy De Laplante doing a snappy tap; York and Lewis, mixed tap team that makes a solid impression, and Santos and Alvarez, two girls doing a colorful tambourine dance.

Of the singers Grace Briscoombe is outstanding. A sad-eyed whisperer of tender ballads about unrequited love and other such heart-rendering matters, she sings with such strong feeling that you're compelled to stop and listen dutifully. Blond Helena Halsey, plumpish and rather striking, sings lustily, but mars her interesting voice by poor phrasing and too much mouthing. Dick and Dot, youthful mixed team, offer sprightly tap to swing rhythm, making a pleasing impression.

Red-headed and well-groomed Gladys Faye is mistress of ceremonies in acceptable fashion and then sings a pop ditty nicely enough. Has a pleasing personality.

There're also the Montmartre Boys (Vaughn Comfort, tenor; Harry Arnel and John Rockwell, baritones) who sing spicy, pop and special ditties in thoroughly engaging manner. Good-looking trio, too.

Joe Cappello and orchestra, small but sweet outfit, play the show and dancing more than capably, with the Lionel Rand four-piece relief band making a solid impression, too. Rand plays a sweet violin and sings sweetly, too.

Dinner is \$1.25 and up, with a \$2 minimum after 10:30. Food is good, service is okeh, space is cramped, the show is long and varied, and the liquor prices are steep.  
Paul Denis.

**Roof Garden, Westminster Hotel, Boston**

Probably the country's oldest roof garden, in its third week of its 34th year and 18th band season, at present featuring Jimmy McHale's Ork (12) direct from the Brown Derby. Biz has been good in spite of inclement weather. Emile F. Coulon Jr. is in personal charge. Five hundred seating capacity,

with floor shows twice nightly at 7:30 and 11:30. Jerry Mann and Harry Drake are co-bookers.

Dinner show runs 20 minutes. Russell Byrd, emcee-vocalist, is a bit throaty and in his warbling and emseing has a slight attack of hesitancy. Is good-looking and neat and should overcome his apparent faults.

Edna Mae Wilson is out for two turns, first a control routine and then an interpretative waltz control bit. Okeh but should include more than just standard stuff. Janet Carroll, soprano, was a bit weak on her first ditty, *Tomorrow Is Another Day*, but did quite well on *Blue Danube*. Trio of acts were well received.

Topping the bill in an altogether too short appearance is Claude and Corinne, a semi-burlesque ballroom team. First of two sessions has some light fantastic stuff interpolated with reverse duo tactics. Second bit is a laughable Cuban rumba, with the lady, around 320 pounds avoirdupois, mushing out bumps and snake hips. She wraps her partner around her neck, pirouettes and takes him out piggy-back for a snappy ending. Act could be worked up into a rousing belly stint. Hoke isn't amateurish.

Shows lack of showmanship tends to detract from the talent. McHale's Ork plays for the show and dancing from a none-too-large band shell. Music is very good. Spot has a WMEX wire nightly except Thursday, with five WMEX-Intercity Broadcasting System airings weekly. Only ork out of Boston being fed to a network.

Minimum \$1; \$1.50 Saturdays. Dinners from \$1.50 to \$2.50. Sidney J. Paine.

**Mayfair Hotel, London**

Three acts here are all American. Newcomers and plenty welcome are Don Loper and Beth Hayes, corking ballroom and rhythm dancers, who follow in the wake of many similar acts and yet appear as outstanding. Couple is exceedingly graceful and well dressed. Their engagement here has been extended.

Mary Jane Welsh is a peppy and attractive blues singer with a smart style and a happy choice of numbers. It's her fourth and final week here and she's plenty popular.

Howard Brooks combines neat problems in magic with a keen sense of humor and scores solidly. Billy Bissett and his Canadians are a success both in show accompaniment and as a dance combo. Business remains good.

Bert Ross.

**Savoy Hotel, London**

Usual trio of first-rate acts on view here.

Los Hermanos Williams, two Argentinian boys, combine difficult acrobatics and equilibrium with dancing and register heavily. Act is colorfully costumed and smartly routined.

George and Jack Dormonde are a laughing success with their comical cavortings on unicycles. Boys are sure fire for floor shows and vaude.

Dario and Diane impress with their graceful dancing. Girl dresses well and couple interpolate some unusual and clever movements into their three numbers.  
Bert Ross.

**London Night Spots**

LONDON, June 22.—Duncan Sisters are in their fourth and last week at the Cafe Anglais.

Frank Libuse, assisted by Margot Brander, is doing his act at the Cafe de Paris. Lew Stone and band continue to supply the music there.

Chic Endor and Charlie Farrell pay their annual visit to the Berkeley Hotel, where their topical and sizzling lyrics are voted okeh by the patrons.

Antonio and Renee De Marco, rated tops among dance teams that have appeared in London. Paul Gerrits, with his versatile mélange of comedy and skating, and Gall-Gall, the conjurer who works from table to table, are still hitting heavily at the Grosvenor House.

Fatsy and Bobby, versatile and peppy young Americans, are in Charles E. Cochran's *Eye in the Park* at the Trocadero Grillroom, Gaudsmith Brothers, acro-comedians with two funny pooches, and Joe Ortnes and Company, unique balancers, are hits in the same show.

Dorchester Hotel and London Casino shows remain unchanged.

Marion Crawford and Joe Caskey, American dance combo, with plenty of rhythm and grace, are back at the Piccadilly Hotel.  
Bert Ross.

**RANDOLPH AVERY TRIO**  
★ Pers. Dir. Gertrude Avery. To July 13, COLOSIMO'S, Chicago. Week July 16, STATE-LAKE, Chicago. ★

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**JACK POWELL**  
Savoy Hotel, London—Jack Powell remains a comedy hit with his novel and funny black-face drummer act.—BERT ROSS, Billboard. Dir.: LEDDY & SMITH, N. Y.

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**Sondra Marlowe**  
  
WHAT THEY THOUGHT OF ME WHILE AT THE CHEZ MAURICE, MONTREAL.  
Montreal Star: "Miss Marlowe enjoys a high reputation as a singer of sophisticated songs, and is possessed of a vivid personality and an ingratiating style."  
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★ Comedy Dancers Music and Rhythm  
Now appearing CONVENTION HALL Atlantic City, N. J. Week of July 2

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★ HOLLYWOOD TAP MARVEL.  
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CHICAGO: CLEVELAND: DALLAS: HOLLAND

**Orchestra Notes**

ACE BRIGODE and his Virginians have received an extension of contract at Jefferson Beach, Detroit, to July 22, making a total of four weeks.

BILTMORE BOYS now operate under the CRA banner.

RADIO ORCHESTRA CORPORATION now books exclusively the Crystal Club, Virginia Beach, Va., for bands and shows.

TOMMY STEVENSON, up to recently handled by Harold Oxley, is now booked by ROC. Slated for an early opening at the Southland, Boston.

CHARLES STRONG will do a series of one-nighters thru Tennessee, Maryland and West Virginia early in July. Booked by ROC.

LES BROWN'S Duke Blue Devils have succeeded Charlie Dornberger's Orchestra at the Peabody Hotel, Memphis. The Claridge brought Leon Belasco's Orchestra in to follow Freddy Martin, with Belasco succeeded July 9 by Little Jack Little.

FOLLOWING ART SHAW'S current run at Plaza Ballroom, Wildwood, N. J., name parade continues with a fortnight stay for Frank Dalley and Mal Hallett.

ABE NEFF, Philadelphia maestro, takes his band to Maine for a summer engagement, his 17th consecutive season at the New England spot.

EDDIE BONNELLY, trumpeting maestro, locates at the Black Cat Cafe, outside of Wilmington, Del.

AMONG THE New Jersey seashore resort spots, Bob and Duke Left hold down the music assignment at Ocean City's Golden Galleon Ballroom; Jimmy Flenniken and his Mason-Dixon Orchestra locate at Wildwood's Crest Pier; Lee Palmer moves to the Trocadero Cafe in West End, and Ralph Clemson inaugurates the season at Cape May's Mayfair Casino.

LEE ELLIOTT and her 12 Queens of Rhythm have been booked for a Western tour by Harry Moss, of ARA.

LEE SCOTT'S Orchestra, seven-piece band under management of MCA, features Nino Varello, linguistic vocalist, and is now at the Chez Maurice, Dallas.

JERRY GILBERT is in the 17th week of his 28-week run at the Edgewater Gulf Hotel, Biloxi, Miss.

RED MCKENZIE'S assignment at the Lakeville Country Club, Long Island, N. Y., was arranged by ARA.

RAYMOND SCOTT'S Quintet has made two more records, *Reckless Night Aboard an Ocean Liner* and *Dinner Music for a Pack of Hungry Cannibals*, for Master Records.

CLYDE LUCAS' Orchestra performed its first recording for Variety Records, including *Chinese Rumba* and *Swingin' the Jug* among its selections.

"FATS" WALLER'S 15-piece orchestra has been set with the following spots by ARA, in arrangement with Phil Ponce: Coliseum, Parkersburg, W. Va.; Meyers Lake, Canton, O.; Crystal Beach, Vermillion, O.; Luna Pier, Erie, Mich., and the Barn, Grand Haven, Mich.

JOHNNY BLACKBURN has been at the Golden Gate Club, Salida, Colo., three months.

CHICK WEBB'S Savoy Swing Orchestra canceled a theater tour to appear on the NBC Good Time Society Program, which is being considered by a sponsor.

GENE GAUDETTE is personal manager to Don Bestor once again. Bestor's Band, at the Peabody Hotel, Memphis, will return to an NBC airing July 30 from the New Penn Cafe, Pittsburgh.

JULIAN WOODWORTH follows Jimmie Lunceford into the Club Lido, Larchmont, N. Y., via an ARA booking.

AL BECKWITH Orchestra opened a summer engagement at the Charlevoix Beach Hotel, Charlevoix, Mich., July 3. Booked by Chicago office of Ace Attractions.

HENRI LISHON and orchestra have delayed their July 9 opening at the Gunter Hotel, San Antonio, due to their extended engagement at the Royale Frolics, Chicago.

DURING SERIOUS illness of Al Steimer Connie Sykes is filling in at piano for the musical trio at the Keg and Kettle, Elkhart, Ind., operated by Louis Kasamis. Steimer is reported in critical condition.

PAUL SABIN'S Ork, closing a long run at the Blossom Heath, Detroit, moved into the LaSalle Hotel, Chicago, June 30, replacing the King's Jesters, who return September 4. CRA booking. LOU BREESE'S outfit, now at the

Nicollet, Minneapolis, had its contract extended for three more weeks.

CHARLES VAGABOND and band had their run extended indefinitely at the St. Nicholas Hotel, Decatur, Ill. Jack Henry handles the vocals; Bonnie Shrieves, the electric organ, and Harry Halper, piano and arrangements.

DIK GASPARRÉ and orchestra succeeded Eddy Duchin's Band at the Palmer House, Chicago, August 6.

JACK WARDLAW and orchestra, featuring Kittle Nowland, songstress, and Buddy Good and Dave Smith, comedians, are holding forth at the new \$100,000 pavilion at Henderson, N. C., sponsored by the Chamber of Commerce.

SYD SAYRE will be at the Pavilion Hotel, Sharon Springs, N. Y., for the summer.

ED MCGRAW'S contract at the Long Point Park, Conesus Lake, Geneseo, N. Y., has been renewed, giving him an indefinite stay at the spot.

RUDY BUNDY has been held over a second week at the Walter Reade Casino, Asbury Park, N. J., and the band's airings over Mutual have been increased from three to five a week.

MAL HALLETT has turned to theater bookings for a spell, listing among his near-future assignments two weeks at the New York Paramount, starting July 21, followed by a week at the Earl, Washington, and stays at theaters in Louisville, Detroit, Atlantic City and Boston.

CARL (DEACON) MOORE and orchestra open for CRA at Buckeye Lake, O., July 20. Booked for remainder of season.

CALLY HOLDEN and orchestra were booked by CRA at the Cal-Neva Club, Reno, opening July 2.

FOUR GENTLEMEN OF RHYTHM have been set for an extended engagement at the Radison Hotel, Minneapolis. CRA booking.

JIMMY DORSEY booked by Rockwell-O'Keefe into the Congress Hotel, Chicago, beginning July 22.

BLANCHE CALLOWAY is repeating one-nighter dates in New England during July.

SAMMY ROBBINS and Bob Sylvester will do one-nighters for ROC.

ARCHIE BLEYER is being pushed by Frank Fishman, indie agent now on the Coast, for a conducting and arranging berth with two major film companies.

BEN POLLACK goes into Sebastian's New Cafe Internationale, formerly the Cotton Club, Culver City, Calif. Completely renovated at a cost of \$60,000, the spot now boasts of a 20-girl chorus and 16 principals.

ROCKWELL-O'KEEFE is booking the National Security Traders' 1937 Convention, Atlantic City, September 8, 9, 10 and 11.

CLINTON NOBLE opened at the Van Cleve Hotel, Dayton, O., July 5, replacing Lee Shelley.

RON PERRY opened at the Book-Cadillac, Detroit, July 4.

SONNY DUNHAM has been added to the Rockwell-O'Keefe roster.

OZZIE NELSON will play a week of one-nighters after his current Atlantic City Steel Pier date, to be followed by a week each at the Palace theaters, Chicago and Cleveland, then on August 2 opening on the Astor Roof. Harriet Hilliard (Mrs. Nelson) will be with the band for theater dates.

MIKE RILEY will bring his band to Pittsburgh's New Penn July 17 for two weeks, to be followed by Don Bestor.

NELSON MAPLES will open at the Tavern, Steubenville, O., next week after seven months at the Hotel Henry, Pittsburgh.

WILL ROLAND'S Band is now being led by Howard Baum, Roland having departed for a job with a Chicago booking concern.

JACK LILSON and combo of six musicians and girl entertainers are in their seventh summer at Spink-Wawasee Hotel and Country Club, Lake Wawasee, Ind.

FELIX FERDINANDO replaces Mike Riley at Port Kent, N. Y., July 17. Riley returns to the New Penn, Pittsburgh.

PAUL SABIN and orchestra have gone into the La Salle, Chicago, replacing King's Jesters. The Jesters return to the La Salle September 1 for a six-month run.

MAURIE SHERMAN and his College Inn Orchestra have been selected to play for the Cherry Queen's Ball during the National Cherry Festival at Traverse City, Mich.

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his  
ORCHESTRA  
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**Old-Style Floor Shows Back**  
DETROIT, July 3.—New unit was opened last week at Martin's Tavern, Lima, O., produced by Herschel Johnson, of the Amusement Booking Service, Detroit. Show, *Parisian Frivolities*, is a return to the old-style floor show, with practically every number a parade specialty, with a large modernist wardrobe.

**Silk Opens Detroit Club**  
DETROIT, July 3.—The Club Ten Forty has reopened for the summer under management of Max Silk. Opening floor show includes Bobby Cook, the Honey Sisters and Jean Mona. Music by Coyle McKay Band.

# Reviews of Acts

## Barbarina and Company

Reviewed at Oriental Theater, Chicago. Style—Dog act. Setting—Full stage. Time—Six minutes.

Featured in this act are three Pekinese dogs getting cute workouts by Barbarina, young acrobatic trainer. She comes on with one wrapped around her neck and has him stand on two legs briefly. Brings on another Pekinese for a zigzag walk and has the third do a barrel roll on her body. Gets laughs. All three march off to a military tune. Hon.

## Jackson and Nedra

Reviewed at Oriental Theater, Chicago. Style—Dancing. Setting—In one. Time—Six minutes.

A mixed hard-working tap and musical comedy dance team. Are nicely costumed, with the girl, a redhead, lending both decorative and talented support. Open with a light tap routine, the girl following in a single spot with a good tap hodgepodge to *Ida*. Both on next for a *Honeysuckle Rose* staircase dance, each working on his own miniature stairs. Close with fast competitive steps. Hon.

## The Manhattanites

Reviewed at State-Lake Theater, Chicago. Style—Harmony. Setting—In one. Time—Eight minutes.

A novelty song and piano trio, formerly with the *Benny Davis Revue*. The girl is the main asset in this one, highly personable and featured in fitting selections. One drawback at this stand was act's tendency to oversell. By going overboard with comedy, particularly in their satire of a Western meller, they become annoying. Less of this was evident in their opener, *I'd Rather Lead a Band*, and their closing stand-by, *Wake Up and Live*. Hon.

## Terry Howard and Company

Reviewed at State-Lake Theater, Chicago. Style—Comedy. Setting—In one. Time—Twelve minutes.

It used to be Jack Pepper with Terry Howard. Now Miss Howard added Jack Tully as straight and is doing an act of her own. Routine is about the same. Tully opens, singing *Good Night, My Love*, and is interrupted by Terry's babyish eccentricities. There is a somewhat lengthy talk session in this spot before she heads for the piano to tickle the ivories to *Sweet Sue*. A *Goody Goody* song and tap precede their exit. Tully fills his spot well and his speaking voice, in particular, is effective. Hon.

## Ginger Dulo

Reviewed at State-Lake Theater, Chicago. Style—Singing. Setting—In one. Time—Nine minutes.

A throaty-voiced songstress of the Martha Raye variety, not strong enough to hold down a spot of her own in vaude. Stacks up as a good specialty in a late-hour club. Warbles *I'm Stick of Loving*, satire of a torch singer, and a take-off of Martha Raye doing *In My Solitude*. Latter is her best number, as she does a very good imitation of the "Oh, Boy" warbler. Hon.

## Selden and Eudler

Reviewed at State-Lake Theater, Chicago. Style—Knockabout. Setting—In two. Time—Six minutes.

One of the better drunk knockabout acts, doing a speedy turn and some swell acro tricks. Entrance and exit are novel, one man dragging in the other slumped on a chair. Work in funny bits of biz between falls that get solid laughs. Acting in their favor is their omission of the familiar preliminaries, starting off with clever feats once they come on. Hon.

## Sammy White

Reviewed at State-Lake Theater, Chicago. Style—Comedy and dancing. Setting—In one. Time—Thirteen minutes.

In first combo house date in over two years Sammy had a hard time rousing as warm a reception as he has been used to getting. However, once he established contact with his audience he proved him-

self a favorite. This despite some worn-out material he is using, particularly the *passee fan* dance satire. Opens doing *In Coney Island*, Cantor style; some operatic nonsense, the fan dance and his sock swan routine. Sandwiched in between is talk, some of it funny, all of it clean. Hon.

## Bill Baird

Reviewed at Oriental Theater, Chicago. Style—Magic. Setting—In two. Time—Seven minutes.

While not displaying any unusually mystifying tricks, Baird's work is clean cut and entertaining. His forte is the clever manipulation of balls between fingers and some neat card tricks. Because of the small objects he handles his turn is a more fitting one in a night club or hotel room where most of the patrons can see him close up. Dressed in tails and makes a nice appearance. Hon.

## Tommy Lynne

Reviewed at State-Lake Theater, Chicago. Style—Tap dancing. Setting—In front of line. Time—Four minutes.

A lanky and youthful tapper who should do a better act once he develops in showmanship and style. He does plenty of fast taps, but lack of variety adds monotony to his work. When caught he was featured with the house line of girls in opening and closing numbers. Hon.

## Dr. Charles Hoffman

Reviewed at the Beverly Hills Country Club, Southgate, Ky. Setting—Floor show. Style—Liquid magic. Time—Fifteen minutes.

An effective novelty with vast audience appeal, especially for a night club clientele. After two standard magic items, as a means of introduction, Hoffman swings into his *Magic Bar* routine, wherein he pours from apparently empty cocktail shakers and what appear to be glasses filled with water a long string of assorted mixed drinks as called for by the patrons. Drinks are the McCoy and are passed out to the crowd for consumption. Does a neat lighted cigaret routine for an encore. Turn has class and polish and was well received.

## Sunny O'Dea

Reviewed at the Beverly Hills Country Club, Southgate, Ky. Setting—Floor show. Style—Rhythm and soft-shoe dancing. Time—Four minutes.

This gorgeous package, after a fling in both pictures and vaude, makes her initial night club appearance at this spot. When caught she filled two spots, presenting rhythm tap and soft-shoe routines. Backed by a tasty array of wardrobe and her own overwhelming personality, she experienced little difficulty in selling her wares. Graciously received.

## Mickey Braatz

Reviewed at Earle Theater, Philadelphia. Style—Tap dancing. Setting—In one. Time—Nine minutes.

A Benny Davis luminary, Miss Braatz shows a genuine pair of tap tootsies. Acquires herself nobly in a rhythm tap, making a veritable spinning wheel. Proceeds to prove that two things can be done at the same time, receiving Ripley recognition for the feat. Does some fancy juggling with three balls while going thru a tap routine at the same time. And for a finish rolls off cartwheels. Oro.

## Ted Claire

### and Rhythm Redheads

Reviewed at Oriental Theater, Chicago. Style—Comedy and singing. Setting—In one. Time—Eighteen minutes.

Veteran emcee is now doing an act with a couple of femme singers who also double in straight work. Weakness is the poor comedy material, some of it old and some of it just dull. Ted opens, distributing lollypops to customers and introducing the redheads, a shapely duo, swinging in song to *Old*

## Latest P. A. Stunt

NEW YORK, July 3.—Village Brewery Restaurant is receiving applications up to July 8 from contestants vying for the title, *New York's Most Henpecked Husband*. Rules of the game require the presence of both applicant and his ball and chain on the night of July 13, when the couples will be given the third degree by Jack Douglas, inquiring microphone reporter, and the winner will be awarded a prize—for stooping to a skirt.

*Man River*. One of the gals returns for some gags with Ted, the other following with some kissing nonsense and a Martha Raye walkoff.

Falling to go over is Claire's take-off of a down-and-outer, gestures and talk, while not offensive, being plain bore-some. For the closing the gals return to sing *Robins and Roses*, while Ted does a neat soft-shoe routine. Hon.

## Little Billy Blake

Reviewed at Earle Theater, Philadelphia. Style—Trumpet novelty. Setting—In one. Time—Twelve minutes.

A mere lad of hardly more than 16 summers, but a mean trumpeter. He is under Benny Davis' wing. Stage presence a bit amateurish, but packs a load of musical dynamite once in his routine. With uncanny accuracy, toots the theme songs of the "name" bands, Henry Busse's *Hot Lips*; Casa Loma anthem, blowing in a metal hat to simulate the trombone effect; Louie Armstrong's hot and high notes, and Clyde McCoy's *Sugar Blues*. Oro.

## Loyanne and Renard

Reviewed at Continental Room, Stevens Hotel, Chicago. Style—Dancing. Setting—Floor show. Time—Seven minutes.

A Continental-looking ballroom team doing straight work with charm and grace. Pair stem from the West Coast and Orient, where they worked for a couple of years. Do the *Waltz Hugette*, a rumba to *Negra Consentida*, a musical comedy strut to *Alexander's Ragtime Band* and a fox-trot rumba to *The Lady in Red*.

Girl performs fast spins with ease and is attractively costumed. Man performs well, handling his partner capably in several difficult arm-whirling tricks. Hon.

## Janis Williams

Reviewed at the Continental Room, Stevens Hotel, Chicago. Style—Dancing. Setting—Floor show. Time—Four minutes.

A shapely tap and acrobatic dancer, doing fast work and selling it well. Her tapping to *Stompin' at the Savoy* serves as a lively opening and, while boasting of nothing exceptional, is pleasing enough to net a good hand. Follows with a well-trained acro tab turn to music of *Wake Up and Live*. Hon.

## Southern Amusement Co. Set

BIRMINGHAM, Ala., July 3.—Southern Amusement Company has just been formed, with headquarters here and Stan Sellers as general manager. Organization to handle name bands mostly and will confine its activities within a restricted area. It will advocate short jumps between dates. At present offers 13 consecutive nights' work.

## Amend Wis. Cabaret Ban

RACINE, Wis., July 3.—An ordinance to ban cabarets here was defeated by the common council, which voted, instead, to amend the measure, fixing the closing hours at 1 a.m. Mondays and Tuesdays and 4 a.m. on other mornings. Following the common council's decision, William Schlozen extended an invitation to the aldermen to visit his Blue Ribbon Casino and see what night life in local cabarets is like.

## Oklahoma Cafes Okeh Despite Rain

TULSA, July 3.—Despite Oklahoma's wettest spring in years, the outdoor night spots are off to a good start.

Newest dine-and-dance is English Village, 10 miles from town, which opened two weeks ago with Jay Whidden and his London Orchestra.

Casa Loma, a suburban spot operated winters only, added 1,400 feet of outside floor this year. It's getting a good play with Red Kemp's Orchestra.

Buddy Waples is holding forth at the Blue Moon, nitery which Orchestra Leader Ralph Britt opened and popularized last year.

Hotels discontinued dance programs for the summer.

## 48 License Rates For Penn Cafes

HARRISBURG, Pa., July 3.—Forty-eight different rates for amusement licenses are now haunting perplexed Pennsylvania night spot operators.

A set of legislative measures signed by Governor George H. Earle which amend the former permit law by authorizing the issuance of licenses for amusement rights and which are firstly amendments to the liquor laws are responsible for the changes.

## Gulf Coast Season On

NEW ORLEANS, July 3.—With the two biggest spots opening this past week-end, the summer night club season has started on the Mississippi Gulf Coast area.

Hotel Markham Roof, at Gulfport, with week-end shows, has Moose Fisher's Ork and a floor show consisting of the Three Co-Eds and the two LaMarrs.

Club Bradley has been taken over by Angy Gemelli and renamed the Chez Paree at Beach Christian. Ned Bradley's Ork is co-starred with floor show.

Several smaller spots are new, including Uncle Charlie's Club, Bay St. Louis, and the Venetian Room at Gulfport.

## Louis Song Waxed in Day

NEW YORK, July 3.—The speed with which music companies must operate is best exemplified by the new song, *Joe the Bomber*, dedicated to the heavy-weight champion. Within 24 hours after the fight, the song was composed and recorded. Billy Hlx and his Sizzling Six waxed the ditty for Variety records.

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## Hirst Empowered To Act for Indie Spots

NEW YORK, July 3.—At a recent meeting, it is understood that the theaters affiliated with the Hirst Circuit designated Issy Hirst, or any of his appointees, to act for them in all matters. Designation of power to Hirst is reported to be in the form of an agreement signed by all the houses.

Among the houses for which Hirst is empowered to act are the Gayety, Baltimore; Howard, Boston; Gayety, Washington; Casino, Pittsburgh; Empire, Newark; Garrick, St. Louis; Rialto, Chicago; Gayety, Detroit; Gayety, Cincinnati, and Casino, Toronto. In addition, there are Hirst's own houses, the Bijou and Troc, Philadelphia; one-nighters in Pennsylvania; Capitol, Toledo and Hudson, Union City.

## Rudnick and Herk Take Over Eltinge

NEW YORK, July 3.—After being reclaimed by the landlord for non-payment of rent, the Eltinge Theater here was leased this week by Harry Zuckerman and I. H. Herk under the corporate name of Rosehill Amusement Corporation. Zuckerman is the father-in-law of Max Rudnick, while Herk is co-partnered in the operation of the Galety and Fulton theaters here. Rudnick and Herk will operate the Eltinge.

Rudnick previously had the house under a partnership with Joe Quitner and Eddie Madden. New lease on the Eltinge is a long one, totaling about \$330,000 in rent.

## Old Howard, Boston, Closes Its Best Season

BOSTON, July 3.—Old Howard, lone burly house here, shut one of its most successful seasons last Saturday night. It ran for 41 weeks of Independent Circuit burlesque and three weeks of stock. The season was the 91st for the Old Howard.

Al Somerby, owner of the Bowdoin Square and Old Howard, and Lou Talbot, Old Howard manager, have scheduled the opening of the new season for August 9. Arthur Gelsler's house (6) will be in the pit again. Eddie Ryan is producer of the shows, Joe Saxe handles publicity and advertising, and Dot Jackman has charge of the dancing.

## Hirst's Mountain Hotel

PHILADELPHIA, July 3.—Issy Hirst, Indie Circuit head, trying a new field of endeavor during the summer lull. Has formed a partnership with Milton Rosenbaum, local financier, for the operation of the Edgewater Hotel at Delaware Water Gap, up-State mountain resort.

## Burly Back at Gem, Chi

CHICAGO, July 3.—Gem Theater went back to burlesque last week after six weeks of freak pictures and poor biz. House dropped flesh during the recent anti-burly heat wave here, but things have sufficiently cooled now to revert to the former policy. Billy Gordon is back as producer and comic of the show, with Nellie Bryant the feature stripper.

## Jewish Guild Elections

NEW YORK, July 3.—At the annual meeting of the Jewish Theatrical Guild recently the following officers were elected: Eddie Cantor, president; George Jessel, Fred Block, Sam H. Harris, William Morris Jr., Dr. Hugo Reisenfeld and A. A. Jaller, vice-presidents; Abe Lastfogel, treasurer; Nat Lefkowitz, assistant treasurer; Sam Forrest, financial secretary, and Dave Ferguson, executive secretary. William Degen Weinberger was made chairman of the board of trustees and Dr. Leo Michel was elected chairman of the relief committee.

## Poli Estate \$4,000,000

NEW HAVEN, Conn., July 3.—Sylvester Z. Poli, in his will offered for probate here recently, left an estate valued at \$4,000,000, left in trust funds to his wife and four daughters. A third of the trust fund is for Mrs. Poli, and the rest divided equally four ways among his daughters. According to provisions of the will, only the income is procurable during the lifetime of the five survivors.

## Bowes' Prof. Unit Booked

NEW YORK, July 3.—Major Edward Bowes' first professional unit, headed by Ted Mack, opened yesterday at the Rivoli, Toledo, and follows with a week at the Michigan, Detroit. Cast of the unit includes the Three Winter Sisters, Ted Lester, Edna Harris, Al Wilson and Dick and Leota Nash.

## Undefeated Champ

CHICAGO, July 3.—There will be no prizes during the annual agents and bookers' golf tournament to be held at the Bon Air Country Club July 22.

Agent Al Borde, it seems, is too good for the local bunch. At the Milwaukee shindig recently he shot a 77 on one of Wisconsin's toughest courses. Jack Kalcheim will be in charge of this month's get-together.

## Organs in Night Spots

ROCHESTER, N. Y., July 3.—Organs have found a place in the night spots and are meeting with welcome response both from patrons and operators alike. Vera Velasco and Roy Radcliffe were booked into the Times Square Supper Club here as an experiment, but have found such favor they are being retained indefinitely. They carry their own portable Hammond Electric Organ.

## Lenetska-Rosenthal Team

NEW YORK, July 3.—Harry Lenetska and Mervin Rosenthal have formed an agency partnership, opening an office on Fifth avenue. They are doing general agenting.

DOROTHY MORGAN (not the sister of June) and the Ross Sisters, with Mammy Janny, Bernard and Rich, Marion Mayon and 12 chorines, captained by Margie Rider and produced by Noel Sherman, comprised a unit billed *Temptations of Broadway* that left New York on the Pan-American Clipper to open June 26 for four weeks at the Martin Theater, Havana. Placed by Bill Robbins, of the Columbia Entertainment Bureau, New York.

# Burly Briefs

Lantern Club, Atlanta, and is now with *Barney Lamb's Variety Revue* on the Art Lewis Shows.

ANNETTE writes from Florida that while fishing she hooked a big hunk of timber that she first thought was a fish. . . . Jacqueline Joyce is no longer at the Mirador, New York. She was selected by E. K. Nadel for his *How To Undress* act but awaits her Canadian birth certificate first. . . . Shorty McAllister and Nat Mortan are regular commuters between New York and Red Bank, N. J. . . . Charles Schwartz, operator of the Oxford, Brooklyn, is mourning the passing of his wife.

N. S. BARGER, operator of the Rialto, Chicago, is back on the job after a vacation in Atlantic City. . . . Yvette, miff dancer, is filling an indefinite engagement at the Club Minuet in that city.

CHICAGO BRIEFS: Dorothy Wahl has given up stripping in favor of acrobatic and interpretative dancing. . . . Deon Page is back at the Rialto after a brief illness. . . . Nora Ford on vacation. Ditto Frances Abrams, Milt Schuster's secretary. . . . Mimi Reed will join hubby Ray Parsons at the local Rialto Friday for two weeks and both will leave for their home in Los Angeles. . . . Foster and Jacobs are combining their vacation with a night spot engagement near the latter's home in Wilkes-Barre, Pa. . . . Molly Manor opens as an added attraction at the Roky, Cleveland, Friday. Other newcomers into that house, booked by Schuster, include Hal Nazirra, Ingrid and Jim Malling. . . . Curley Kelley, soubret, left with her parents for Yellowstone Park and a fortnight's rest. . . . Jeanne Williams opens at the Casino, Toronto, July 18. . . . Marty Wayne, dancer, placed by Schuster for the Independent Circuit, starting August 15. . . . Arthur Clamage remodeling his Gayety, Cincinnati.

Burlesque Communications should be addressed to Sidney Harris, *The Billboard*, 1564 Broadway, New York City.

# U-Notes

By UNO

LOUISE SHELLON, who gave up her job as a chorine with an Indie attraction the middle of the past season to go out on her own as a specialty dancer, is now resting at her home in Dallas. She is slated to sail July 9 for a three-month engagement at the Moulin Rouge, Colon, Panama, but intimates that she may change her mind at the last minute.

AT A PARTY at the Ford Hotel, Buffalo, June 27 Peggy Crosby, burlesquer, revealed that she was married recently in Detroit to Phillip A. McDonald, engineer at the Gayety Theater, Buffalo. Among those who took in the party, which was staged in honor of Marty Remsen's birthday, were Miss Remsen, Mr. and Mrs. Phil McDonald, Helen Cummings, Dorcie Strand, Mr. and Mrs. Bert Soicins, Mr. and Mrs. Fred Smith, Mr. and Mrs. Hy Bass and Billy (Boob) Reed.

DIANE RAY opens July 8 at Colosimo's, Chicago, with a new ballet and dramatic dance routine taught her in New York by Queenie King.

RAY LeROY and Arille Rappee booked by Milt Schuster into the Avenue, Detroit. LeRoy doing straights and partner scenes and number leads.

GEORGE PRONATH, producer, postals from Grand Forks, N. D.: "Up here opening the show at the Pavilion, Riverside Park. Have three more fair shows to do, then back to Colosimo's, Chicago."

JERRI SERGEANT just closed a lengthy stay at the House of Morgan, Atlantic City, and left New York for a vacation in Panama.

ALLEN GILBERT, vacationing at the Shelbourne Apartments, Brighton Beach, has signed to produce numbers for Warner shorts, beginning July 15. Left the Wilners and the 42d Street Apollo, New York. Chuck Gregory, first time east, will replace Gilbert.

GLADYS CLARK, Margo Meredith and Diane Burton opened at the Clover, Baltimore, June 28. Tommy Levene booker.

EDNA (SUGAR) FARRELL, with last season's Bozo Snyder show on the Indie, recovering from an appendicitis operation performed June 19 at the Poly-clinic Hospital, New York.

LEONARD RAYMOND, of the Star and Century, Brooklyn, is daddy of a boy, who arrived June 27.

PAM LAWRENCE, ex-burlesquer and once of Lawrence and Hughes in vaude, just finished a Warner short and is now vacationing in Long Beach, N. Y.

KITTY AND TOY SYRACUSE vacationing at Zadine farm, Higganum, Conn.

JOE WILTON is a daily commuter between the Galety, New York, and his home in Valley Stream, L. I., where his son runs a frozen custard biz.

MIMI LYNNE held over by request of Manager King at the National, Detroit, where the rest of the cast for week of June 21 included Herman Ferber and Inez Marvin, Murray Gordon, Claire Stone, Betty Rowland, Jane Dobbins, John Head, Walter Brown and Scurvy Miller. Fred O'Brien is number pro.

IRENE AUSTIN, rehearsing at the Republic, New York, considering an offer for E. K. Nadel's *How To Undress* vehicle.

HARRY BRANZE, en route to Saratoga Springs, met Charles Burns, former manager of Peck & Kolb's Columbia wheel shows, who is now advance man for the Cole Circus. Also Elsie Spooner, a former Watson Beef Trustee, who now presides over Elsie's Bar and Grill on Wallaston boulevard, Wallaston, Mass.

JIMMIE RICHARDS, who advanced from the Apollo, New York, to the Paradise nitery further uptown, where he was held over for 26 weeks, just closed as emcee at the Caliente Club in the 50s.

SONDRA MARLOWE, blues singer, and Connie Brooks, dancer, are headed for the Hirst Circuit next season.

# Burlesque Reviews

## Rialto, Chicago

(Reviewed Friday Afternoon, July 2)

No mistaking that the theatergoing public wants talent, whether it be on the vaude or burlesque stage. Applause greeted only those performers who had something noteworthy to offer, it was noted at a viewing of the Rialto's latest hodgepodge. Show on the whole, however, is not bad. The production numbers are unusually decorative and quite timely, with the costumes and scenery influenced by the summer season.

One applause-getting specialty was Mickey King, youthful harmonica player, who came thru with clever arrangements of *When Day Is Done*, a medley of three marches, and *In My Solitude*. Development of more salesmanship on his part

will find him doing an excellent single.

Mary Sunde (featured) deserves leading honors. A dainty blond personality, with a rhythmic singing voice and a graceful dance routine, she warbled *Just a Summer Romance*, and then did a waltzlike disrobing turn to *You're Lovely To Look At*.

Among other dancers continuing here are Valerie Parks, a shapely and attractive platinum blonde, and Charmaine, a hard-working strutter with a conspicuous mop of red hair. Both disrobe, but do it tastefully.

A welcome asset are Mary Murray and Ethel Deveaux, excellent straight women who pump life into otherwise dull skits. They are on the alert every moment.

Jack Diamond and Bob Ferguson, comedians, and Ray Parsons, straight, do a passable job, making repeated appearances with their dry humor. The boys don't get unduly flthy, but dig into their trunks for the funnier scenes.

A word for Deon Page, lively little soubret who leads a fast number early in the show, and for Jack Richards, a dependable tenor. The line of girls continue to work hard and to furnish striking backgrounds for the headlining dancers. Sam Honigberg.

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**"Slave Ship"**

(20TH CENTURY-FOX)

Time, 95 minutes. Release date, July 2. Based on a novel by George S. King. Directed by Tay Garnett. Cast: Warner Baxter, Wallace Beery, Elizabeth Allen, Mickey Rooney, George Sanders, Jane Darwell, Joseph Schildkraut, Arthur Hohl, Minna Gombell, Billy Bevan, Francis Ford, J. Farrell McDonald, Paul Hurst, Holmes Herbert, Edwin Maxwell and others. Reviewed at the Rivolt Theater, New York.

Don't walk out on 20th Century's *Slave Ship* until you've seen more than half of it; if you can walk out after that you don't belong in a picture theater anyhow. Slow in starting, it works up its melodramatic dramatic interest slowly but steadily and ends in a whirlwind finish that includes some of the finest mass scenes in a long while. Director Tay Garnett managed to outdo himself in a couple of sequences showing great masses of slaves in the hold of the ship and later showing them chained together and weighted down, being dumped wholesale into the sea by slavers who are intent on doing away with the evidence. They're gripping and horrifying and tremendously effective scenes, reminiscent of the best work of Rouben Mamoulian.

The story is of Jim Lovett, captain of a slaver still running contraband human cargo. On an inland voyage he meets and falls in love with Nancy Marlowe and marries her without telling her what he does for a living. It's his intention to sail the ship to Jamaica, sell it, buy a plantation and settle down, and to that end he discharges his old slaving crew. But the crew refuses to be discharged, and on Jim's honeymoon voyage they take him prisoner and give him his choice of continuing in the slave trade or being marooned in Africa. How he is marooned, regains his ship, outwits the crew, and then with the aid of his wife and a faithful cabin boy holds them at bay until the sanctuary of a British port is reached constitutes elementary stuff maybe, but exciting none the less.

Warner Baxter does his usual good job in the title role, though he seems a bit lost in the out-of-place comedy sequences at the start. Elizabeth Allen is the routine film pretty-pretty for most of the picture, but at the end, in a plea for Jim's life before a British council, she delivers one of the most touching and effective screen-acting bits that I have ever seen. Sheering away from stock technique, she makes it fresh, sincere and beautifully appealing; it's an outstanding piece of work.

Mickey Rooney is Mickey Rooney as the cabin boy, and Wallace Beery is

Wallace Beery as the first mate. If you can swallow one of them you can probably swallow the other.

The self-conscious highbrows will pan the picture—but anyone who's still young enough and clear-minded enough and wise enough to take his meller straight will relish in the last 45 minutes of it. Eugene Burr.

**The Hoosier Schoolboy**

(MONOGRAM)

Time, 62 minutes. Release date, not given. Screen play by Robert Lee Johnson, from the novel by Edward Eggleston. Directed by William Nigh. Cast: Mickey Rooney, Anne Nagel, Frank Shields, Edward Pawley and William Gould. Previewed at the projection rooms.

Mickey Rooney does some heroic work in this tear-jerking melodrama, but the insurmountable odds of a practically negligible supporting cast and of stereotyped directing are too much for the kid and his efforts will undoubtedly be relegated to the dumping grounds of third-rate films. Anne Nagel serves adequately as a sweet and sympathetic young teacher, but she still recites her lines. Frank Shields is a pretty good tennis player and he should stick to his racket. Pawley adds only earnestness to his role of the war-torn derelict, and Gould is just good enough as the thundering boss.

Young Rooney plays the role of a youngster on the wrong side of the tracks who hero-worships his shell-shocked father, who is erroneously regarded by the rest of the town as a worthless drunkard. In defense of his father's name he thrashes the son of a prominent citizen of the community and is nearly expelled from school. The new teacher, Anne Nagel, comes to his rescue because she sees beneath his surly defiant exterior and he is retained in her charge. She also meets, rather inauspiciously, hero Shields, son of the dairy owner, who is defiantly disregarding both pleas and threats of the striking farmers towards a settlement. But their association is cemented first by his friendship for the boy and employing the father in the dairy and, secondly, by his considerate siding with the farmers against his dad. Warnings by the farmers to the dairy boss not to attempt to ship milk, because they have barricaded all the roads, go unheeded and the fearless war hero is commissioned to drive a truck thru the farmers' lines. The truck turns over and kills him. The tragedy makes the boss see his mistake and the strike is thus ended. The wealthy son and the teacher decide to marry, and Mickey Rooney is taken up by the boss to live with him. George Colson.

**Riding on Air**

(RKO RADIO)

Time, 70 minutes. Release date, June 18. Screen play by Richard Flournoy and Richard Macaulay, from the Elmer Lane stories by Richard Macaulay. Directed by Edward Sedgwick. Cast: Joe E. Brown, Guy Kibbee, Florence Rice, Vinton Hayworth, Anthony Nace, Harlan Briggs, Andrew Tombes and Clem Bevans. Reviewed at the Roxy Theater, New York.

Mutual favorable reactions will be forthcoming from and to those who are rabid Brown fans and those who are familiar with the Elmer Lane serials as set forth in *The Saturday Evening Post*, but for the rest it will be a boring succession of sirenlike eyewows, unbelievable stupidity and baby-talk romantics. Joe E. Brown's looney antics are familiar routines if you have seen him once, and this film is not the exception to the rule. It is true that in one sequence, the airplane scene, a goodly number of rib-tickling episodes are to be found, but that can hardly suffice as indicative of the entire picture. However, the not exactly mirth provoking, it is a clean and naive story and should find rewarding support in the sticks and appropriate nabe houses. Guy Kibbee is the only other name in the cast and offers the only commendable support.

Brown is cast as a blundering small-town newspaper man who has ambitions to own the paper and the hand of Florence Rice. To both aims he finds opposition in Vinton Hayworth. Tho his natural aptitude to do the wrong thing at the right time gets him into numerous scrapes and his gullibility makes him a near-victim of swindler Guy Kibbee, his never-say-die will turns the tables on all reverses and single-handed

he solves a murder, captures a smuggling gang and is instrumental in rewarding holders of stocks in his friend's invention (slated for a fleecing by Kibbee) with fabulous returns. He winds up with girl and paper. George Colson.

**"The Singing Marine"**

(WARNER BROS.)

Running time, 105 minutes. Release date, not given. Directed by Ray Enright. Musical numbers created and directed by Busby Berkeley. Music and lyrics by Harry Warren and Al Dubin. Screen play by Delmer Daves. Cast: Dick Powell, Doris Weston, Lee Dixon, Hugh Herbert, Jane Darwell, Allen Jenkins and others. Reviewed at the Strand, New York.

A filmusical with a story as thin as this one and dialog as inconsequential as this dialog cannot hold an audience for any length of time, even with such pleasant songs as *Cause My Baby Says It's So* and *The Lady Who Couldn't Be Kissed*, even with the Powell baby-face drawing squadrons of mushy-minded adolescent females, even with the platoon of marines in spick uniforms. The marines are there, because Dick, having graduated from West Point and Annapolis, is now a marine. His buddies send him to New York, where he makes good on an amateur hour and becomes an international celebrity. Once in the money, Powell forgets about the old esprit de corps and the marines get sore at him. Everybody goes to Shanghai and four Chinese boys sing *She'll Be Coming Round the Mountain When She Comes*. No amount of song and well-paced dance novelties can redeem such a silly tale. Good comedy relief might have made it more tolerable, but Hugh Herbert only repeats his usual foolishness and shrill giggling, which gets more boring with repetition.

Distinctly a Class B picture, with touches of Z. Maurice Zolotow.

**"New Faces of 1937"**

(RKO-RADIO)

Time, 99 minutes. Release date, July 2. Producer, Edward Small. Director, Leigh Jason. Based on *George Bradshaw's* story "Shoestring"; screen play by Nat Fearn, Philip G. Epstein and Ivo Brecher; adaptation by Harold Kusell, Harry Clark and Howard J. Green; sketch, "A Day at the Brokers," by the late David Freedman. Dances by Sammy Lee. Music and lyrics by Lew Brown, Sammy Fain, Walter Bullock, Harold Spina, Duke Ellington, Ben Pollack and Harry James. Additional lyrics by Edward Cherhoke, Charles Henderson, Joe Penner and Hal Raynor. Cast: Joe Penner, Milton Berle, Parkyakarkus, Harriet Hilliard, William Brady, Jerome Cowan, Thelma Leeds, Tommy Mack, Bert Gordon, Richard Loo, Loue, Hite and Stanley; Eddie Rio; Lora Brothers, Lorraine Krueger, Brian Staters, Derry Deane, Ann Miller, Three Chocolaters and others. Reviewed at Radio City Music Hall, New York.

A very imposing lineup of talent from a glance at the very long list of credits, but it is all unimposing in too long a glance at this 99-minute picture. A finishing bit of the film has everyone in the cast doing a head-wagging bit, but the audience was about a half hour ahead of them in doing its own bit of head wagging of disapproval of the pix. The vehicle is more or less a battle for comedy honors, and somehow this reviewer can just picture each funster saying, "Well, I'm good anyway, even if the picture isn't." One attempt for a

laugh after another, the performers, gags, blackouts and general dialog.

Result from this overdose of comedy was that there weren't as many laughs as you'd expect. Most hilarious was the foolproof Freedman sketch, but in general the laughs were scattered and not so often. Also the love interest was mild, for there wasn't any time between the antics of Berle-Penner-Parkyakarkus. Furthermore the assembling of the film was too much in short-subject fashion, which makes it tiresome going for the long stretch that the film runs. Some of the gags were good, but the percentage out of the many used was small. Songs were very nice.

It cannot be said that the majority of performers did not acquit themselves outstandingly, for they did. Berle brings to the screen grand comedy ability, his breeziness not even being lost to the camera. Penner is also a hit and Parkyakarkus is too, altho he was less fast and furious than the other two. Bert Gordon made an excellent showing in his little part, as did Tommy Mack, while Eddie Rio did best of the avalanche of vaude specialties. Hilliard and Cowan make a nice romantic couple, handling the songs okeh, but they didn't have very much to do.

Picture is hardly what you'd call entertainment, and you would consider it Grade B, but there's the possibility of its being box office considering the air "names" and the vaude acts in it. A lot of talent the public has seen in the flesh and heard on the air but never saw on the screen. Sidney Harris.

**"The League of Frightened Men"**

(COLUMBIA)

Time, 60 minutes. Release date, May 25. Directed by Alfred E. Green. Screen play by Eugene Solow and Guy Endore from a Nero Wolfe mystery by Rex Stout. Cast: Walter Connolly, Lionel Stander, Eduardo Ciannelli, Irene Harvey, Victor Kilian, Nana Bryant, Allen Brook, Walter Kingsford, Leonard Mude, Kenneth Hunter, Charles Irwin, Rajuela Ottiano, Edward McNamara and others. Reviewed at the Rialto Theater, New York.

It's a shame to have to exploit the popularity of Nero Wolfe, as established by a *Saturday Evening Post* circulation, and the reputation of good behavior accumulated by Walter Connolly and Eduardo Ciannelli as actors on this flop, which will disappoint any audience, interested in either its alleged comedy or mystery. All told, and liberally speaking, there are three mild laughs and an ounce of mystery to the one-hour installment.

As the story fumbles along at a snail's pace Nero Wolfe, a private detective, undertakes to identify the murderer who had taken the lives of two Harvard graduates, frightened a third into disappearance and was threatening nine others of a group of 12 classmates. Paul Chapin is the complication. A victim of a hazing perpetrated by the group at college, he is now an embittered invalid. Knowing this, the 10 men who have grown self-conscious about their youthful prank attribute to him the authorship of threatening letters sent to them following the death of the first two. In the course of Wolfe's solution a third member is murdered, and thereby hangs the clew which traps Ferdinand Bowen, one of the clubmen. Everybody talks, talks and talks, but "nothin' never happens" in this reel. Connolly is misplaced in the role of Nero. Ciannelli is nearest a first-class performer, with Lionel Stander coming up for a round of applause too. Sylvia Weiss.

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## "Road" Cast Vacationing

Sitting in houseboat while Michigan City fathers plan to eat cake and have it, too

MICHIGAN CITY, Ind., July 9.—Another snag and what seems now a complete deadlock was encountered by the Dixiana Showboat here last Tuesday when it was padlocked by local police and a notice served to vacate the city within five days.

Sam Grisman and Jack Kirkland have had everything but smooth sailing with their opus, *Tobacco Road*, which opened here June 11. Despite their willingness to purchase every license demanded by State and city, they still find themselves out in the cold. City fathers evidently want to have their cake and eat it, too, because they are now arguing that the property where the boat is moored is needed for proposed improvements to the dock and that regardless of legal technicalities the city must have the property.

Grisman's attorneys have appealed the case to the United States Circuit Court, and in the meantime are seeking permits for all necessary licenses, which they claim will allow the boat to reopen when obtained. Meanwhile the cast with living quarters on the Dixiana is finding out how it feels to vacation in a houseboat.

## From Out Front

By EUGENE BURR

When I wrote my review of *The Show Is On* I probably forgot to remark that the only other comedian on the stage today who could do a job on Bert Lahr's hilarious *Woodman* number is Willie Howard; but whether or not I forgot to say it in print I did say it verbally. Sooooooo, Mr. Howard is now doing a job on the *Woodman*. It's a terrific number anyhow (the Shubert office could earn my undying gratitude by sending me a copy of the lyric) and Mr. Howard's rendition is, if anything, even funnier than Mr. Lahr's. The Lahr absence is caused by a Hollywood contract—but the Lahr absence isn't the only one.



EUGENE BURR

Also helping a lot is Miss Lillie. She's 100 per cent better than she was when I first caught the show, which means that she's again Beatrice Lillie. Miss Mayfair remains one of the finest dancers and most adorable youngsters on the musical stage, and Mr. Walters, a personable, able and thoroly engaging young song-and-dance man, grows on you with each viewing, emerging now as a sure-fire bet for stellar honors either here or on the Coast. He and Miss Mayfair make a perfect team.

The replacements for the most part dip under the originals, but not enough to do any real damage—except, that is, in the case of Miss Jean Sargent, who is substituting in the singing assignment for Miss Barrie. Miss Barrie, a cute song-salselady, doesn't pretend to be a singer, contenting herself with selling those numbers at which she is particularly adept. Miss Sargent does pretend to be a singer—and that's extremely unfortunate.

In a slightly different field, word comes that Miss Eva Le Gallienne, erstwhile generalissimo of the Civic Repertory Theater, is to essay the role of Hamlet this summer at Raymond Moore's Cape Playhouse, Dennis, Mass. Of course there is precedent. The great Bernhardt (who must have been almost as great as Miss Le Gallienne) played the melancholy princeling, and so did Charlotte Cushman, and so, probably, did various other actresses with more ego than taste. Miss Lucille LaVerne one acted Shylock, Michael Strange once played Lord Byron, and there was a European silent picture in which Asta Nielsen played Hamlet, the whole picture being founded on the supposition that Hamlet was really a girl.

For the above historical details I'm indebted to Miss Wilhella Waldorf, of *The Post*, who interviewed Miss Le Gallienne and elicited the information that the actress considers the somber prince a strippling who has been writ beyond recognition by his numerous mature interpreters. "If it's possible for a woman to play *L'Aiglon*," she asked, according to Miss Waldorf, "why not Hamlet?"

There is, of course, no answer to that—except my firm conviction that it's altogether impossible for any woman to play *L'Aiglon*. I'm aware that Rostand wrote the play for Bernhardt—but authors aren't always the final criteria regarding their own works. Shakespeare wrote *The Merchant of Venice* as a farce.

I'm also aware that Maude Adams played *L'Aiglon*, that Miss Le Gallienne herself has played (or at least, to make a fine distinction, appeared in the title role of) *L'Aiglon*. But I'm still firmly convinced that no actress can play the part, that no actress can play any boy's part. Such playing is a trick—a trick that may be acceptable in a show (to draw another fine distinction) but never in a play. As was the case with the bear that walked on its forepaws, the amazing thing is not that it's done well, but that it's done at all. I've never seen it done well, and I don't think I ever shall. It seems to me simply the trick machinery set up to show the versatility of an egotistic actress—and the desire of so many actresses to pour themselves into pants appears to me no more explicable than would be the desire of a leading actor to envelope himself in furbelows. And no more tasteful, either.

I'm afraid I don't take kindly to the idea of Miss Le Gallienne's Dane. As a matter of fact, I take to it no more kindly than I would to the idea of Mr. Leslie Howard playing Ophelia, or Mr. Arthur Byron playing Juliet's nurse. I don't think those actors, who have a proper respect for Shakespeare, the theater and themselves, would take kindly to such projects either. Yet, for my money, they amount to the same thing as Miss Le Gallienne's projected fling at the melancholy prince.

Of course in that connection it may be urged that Shakespeare originally wrote his women's parts for young boys, and that young boys originally acted them. At the time, however, no women were permitted on the stage. If there were a law barring men from the stage I wouldn't feel so strongly about Miss Le Gallienne's Hamlet.

Also, there is the angle of changing customs and tastes. Despite the fact that in Elizabethan days Shakespearean heroines were played by lads, I doubt that there are many theatergoers who would welcome such a project today. By the same token there should be just as few to welcome Miss Le Gallienne's excursion into Shakespearean heroes. Despite Elizabethan custom, the appearance of Mr. Alfred Lunt as Katherine or Mr. Burgess Meredith as Lady Macbeth would probably be considered highly disrespectful to both the Bard and the drama in general. Frankly, I consider Miss Le Gallienne's Hamlet in precisely the same light. A woman can't play a boy or a man convincingly upon a stage any more than a man can play a woman or a girl. If they can get away with it at all, it's a trick—nothing more—and a not too tasteful trick either.

I like *Hamlet* far too much to consider it a fit vehicle for an actress who wants to display the diversity of her talent by appearing in pants before an audience.

## Philly WPA Fights Cut

WILMINGTON, Del., June 3.—A barrage of letters, appeals and petitions is being sent out by the Federal Theater Players, who are striving to forestall closing of the project July 15. Tho the players have received no word that in-

dicates the WPA economy move will be blunted when it comes to their project, they are keeping up their daily activities and, outside of working hours, contacting State and city officials and communicating with Washington. The plea upon which the federal players are pushing their campaign is the civic importance of the theater.

## Summer Theater Reviews

### "Our American Cousin"

ROADSIDE THEATER  
(Washington)

With better cast and better spirit, the Roadside Theater snapped back to its winning melodramatic way when a revival of *Our American Cousin* opened a two-week run on June 28. Altho the group's reputation for adept handling of time-mellowed mellers was dulled by the season's initial production, the luster now has been restored. The old ebullience appears to have returned, with the company romping thru Thomas Taylor's venerable piece, inciting lusty boos and cheers, all in their proper places, from the house.

Start was slow, but principally because of the 1858 authoring. In fact, the turgid language offered scant challenge to the performers, all of them pleasingly glib. Particular panegyrics are the due of director Anton Hardt, whose tutelage was superbly evident. The effort was dressed authentically, set in the same fashion, with scene changes refreshingly prompt. Current production is one of the best cast ever to tenant the Rockville Pike barn; no appreciable weakness appeared in any characterization.

The Lord Dundreary of Frederic J. Haskin was no less than the perfect "noble fop." Haskin has displayed marked familiarity with this type of role, and his Dundreary bore an impression of complete plausibility. Asa Trenchard, cousin and hero of the beleaguered English family, was intrusted to Carl Christianson, who contrived to carry off the virtue triumphant business in accomplished style, while Hugh M. Smythe was a priceless provocation of hisses as the dastardly lawyer Coyle. Especially ingratiating was the contribution of Lansing Hall in the dairy maid role. Acceptable, too, were the performances of Ann Ives, Ann Garrett and Maurice Jarvis, all mainstays of the troupe.

Chris Mathisen.

### "Mariette"

BERKSHIRE PLAYHOUSE  
(Stockbridge, Mass.)

Probably the lone week's rehearsal of this American premiere of Sacha Guitry and Yvonne Printemps *Mariette* accounted for the rough spots in the Second Empire Napoleonic piece. It is the first production in the current Berkshire Playhouse season, starting June 28. Guitry-Printemps boarded the play in Paris some 10 years ago, and London playgoers have seen it.

Helen Ford has the lead role in this caprice, a living coherence of high opinions, and expects to bring it to Broadway in the fall, but it'll have to be highly polished and out of the current dress rehearsal stage. Miss Ford creates a pleasant personality and mild manner, altho her work with the Oscar Straus corking good music wasn't up to snuff. She needs more full-bodied tones to complement the musical painting of the Straus music. Lyrics of Arthur Guiterman okeh and effective.

Richard Hale plays opposite Miss Ford in an interesting portrayal of the Second Empire monarch. Amusing bit, well done, is his news beagle spiel at the play's close.

Play hinges on the lamentable romance with raiillery outstanding, of Prince Louis Napoleon and an opera singer. Story is laid in 1848, and in 1851, just prior to the time when French public affairs were a mere pot of putty.

Acting is a bit confusing in all departments.

This Continental type of role requires just the proper amount of subtleness to click. Of course, before Broadway orbs the play, there is no doubt but what there will be much uplifting therein.

Sidney Patne.

## Kober Wins Guild Award

NEW YORK, July 3.—Arthur Kober's saga of love and lokshen in the Catskills, *Having Wonderful Time*, received the annual Roi Cooper Megrue prize of \$500 as the season's best comedy. Award made by the Dramatists' Guild. Last year *Boy Meets Girl* won the five hundred.

Local Molleres should hurry up if they want to share in the Megrue cash, because only two more awards will be made.

## Rep. Sirovich Art Hearings Set Back

WASHINGTON, July 3.—Representative William I. Sirovich, chairman of the House Committee on Patents, has postponed hearings on his bill to create a Department of Science, Art and Literature until the new session of Congress, some time next January.

After circularizing New York theater people he found that the majority would be unable to attend summer hearings.

## Hub WPA's Second Year

BOSTON, July 3.—Federal Theater Project inaugurates its second season at the Mountain Park Casino, Holyoke, Mass., Wednesday evening, July 7, with Ayn Rand's mystery melodrama, *Night of January 16th*. Play is for four nights and one special matinee. Cast is Robert Burns, Willard Dashiell, Frank Charlton, Frank O. Mayo, Robert Daggett, Mary Ware, Fred Morris, Wendell Corey, Eleanor Klemmer, Laura Churchill, Sidney Mansfield, Peter Curto, Charles Tagliavini, Frank Sullivan, Grace O'Leary and Cella Hart.

## Wildwood Hall Opens

WILDWOOD, N. J., July 3.—Wildwood Convention Hall, for the last 10 years operated by the city, has been taken over by Jack Goldberg. Recently altered and renovated, it opened as a 5,000-seat capacity auditorium June 26 with a wrestling show. Flexible policy of week-end dances, carnivals, booking of "name" bands and floor shows will be the order thereafter. Besides Goldberg, in charge of operation, Fred La Reine will be in charge of concessions.

## BROADWAY RUNS

Performances to July 3, inclusive.

Dramatic	Opened	Perf.
Brother Rat (Biltmore)	Dec. 18	234
Excursion (Vanderbilt)	Apr. 9	99
Having Wonderful Time (Lyceum)	Feb. 19	158
Room Service (Corti)	May 10	54
Tobacco Road (Forrest)	Dec. 14	1532
Toratch (Plymouth)	Oct. 16	205
You Can't Take It With You (Booth)	Dec. 14	235
Women, The (Barrimore)	Dec. 26	230
Yes, My Darling Daughter (Playhouse)	Feb. 9	165

## Musical Comedy

Babes In Arms (Shubert)	Apr. 14	93
Show Is On, The (Winter Garden)	Dec. 25	220



## Summer Theater News

**Personal Appearance.** Gladys George's starring vehicle of a season ago, was offered by the Lippitt Players at the Barn Theater on the Lippitt Estate, Cumberland Hill, R. I., June 22 to 27.

Seventh summer season of the Barnstormers, Inc. opens at Tamworth, N. H., July 5 with *Boy Meets Girl*, and will be followed throughout the summer with *Reflected Glory, Tonight at 8:30, Candida* and several other plays as yet unannounced. Barnstormers are as usual under the management of Francis Grover Cleveland, son of the late President Grover Cleveland. The first performance of each week will be given in the new theater. Subsequent performances will be presented in the towns of Conway, Wolfeboro and Poland Springs, Me. No guest stars are announced for the season so far, and it is understood, as in years past, emphasis will be placed on group performance.

A distinguished audience composed for the most part of well-known musicians and writers from local summer colonies greeted the opening performance of the Peterborough (N. H.) Players June 29. The play was Molnar's *The Guardsman* and was produced under the direction of Richard H. Gaines. The cast for the opening performance included Ardis Anderson, Mary Harris, Robert Haig, Ann Leslie, James Harker and Larney Goodkind. A season of revivals every other week has been planned, in which *Candida, Hotel Universe, She Stoops To Conquer* and *The Kingdom of God* have been included. In addition to the regular performances, members of the company appear on a morning program for Radio Station WFEA in Manchester, N. H.

Ann Arbor, Mich., continued to be the center of dramatic interest in this territory, with the Michigan Repertory Players opening their ninth season at the Lydia Mendelssohn Theater this week, following the Henderson Dramatic Festival which closed three weeks ago. Henderson season proved a record-breaker on attendance, playing to practically capacity audiences during the five-week season that brought leading stars to the local theater. Practically all productions were reviewed by first-string critics from all Detroit papers.

Sally Rand, presumably casting aside for the moment her fans and her bubbles, will appear with the Manhattan Repertory Theater Company at the Ogunquit (Me.) Playhouse in Sidney Howard's *They Knew What They Wanted*. Others in the cast will be Wilfred Seagram, Morton Stevens, Ivan Triesault and Carl Benton Reid.

Other guest stars to appear in Ogunquit this summer are Laurette Taylor, Florence Reed, Frances Starr, Estelle Winwood, Morgan Farley and Henry Hull Jr. In the acting company will be listed Rosemary Ames, John Williams, Lillian Foster, John Griggs, Violet Besson, Clarence Derwent and Mary Newnham Davis. Sidney Fox and Stiano Braggiotti are also slated to appear some time during the summer. J. Augustus Keogh and Grace O'Malley will open the season with *The White-Headed Boy*. Other plays for the summer are *Hay Fever, Libel, Boy Meets Girl, Criminal at Large* and *At Mrs. Beams*. A new play, *Dearly Beloved*, by Charles Beahan and Robert L. Buckner, will be tried out prior to Broadway opening.

The theaters in the New Haven area include the Plymouth Playhouse, Milford, which opened June 28 with Lois Wilson in three of Noel Coward's plays. At Guilford the New York Guilford Players presented at their Chapel Playhouse *June Moon*, with Douglas Gilmore and Percy Helton in the leads. Francis Johannes opened his Stony Creek Playhouse this past Monday with *Penny Wise*, with Fraye Gilbert, Maurice Wells and Virginia Campbell in the leading roles. Ruth Weston, in *First Lady*, is the first show of the season for the veteran Post Road Players in Madison. Further on down the shoreline, at Ivoryton, Milton Stiefel opened his playhouse with *The Queen's Husband* on Monday, with Betty Jenckes, Forrest Orr and Coburn Goodwin. Goldoni's *Mirandolina*, with Eva Le Gallienne, was scheduled for the opener on the 28th at the Westport

Country Playhouse. In Litchfield Charles Carey began the season June 23.

Other playhouses in the State which look forward to a busy summer include Pine Brook Club Theater at Nichols, with Michael Markham director of the 14-week schedule; Berlin Summer Playhouse in Berlin opened with *The Rivals* on June 30, Summer Art Colony in Sufield opens July 1 with Elmer Rice's *See Naples and Die*. Student group there will also produce plays this summer. Roadshow Players, with Ruth Amos, opened season of week-end stands at Washington Club Hall in Washington Green on June 26 with *Another Weekend*. The Cedar Hills Country Club Players opened their season with a new musical comedy on June 27.

Raymond Moore announces the production of five new plays during his 1937 season at the Cape Playhouse in Dennis, Cape Cod. Other highlights of the summer program include the appearances of Eva Le Gallienne in *Hamlet*, Doris Nolan in *Tonight at 8:30* and Phillips Holmes in *The Petrified Forest*. Arthur Siroom will be the director for the season. The new plays on the program are *Calling All Men*, musical comedy featuring Imogene Coca and Catharine Doucet; the above mentioned *Marriage Royal*, starring Margaret Anglin; *Accidental Family: Western Union, Please*, and *New Faces of 1937*.

The Post Road Players, of Madison, Conn., arranged well-balanced schedule of plays for their summer season. Following Ruth Weston in *First Lady* will be Mollie Pierson in *Outward Bound*, Dorothy Burgess in *Kiki*, Donald Cook in *Highroad*, Margaret Perry in *Spring Dance*; *Horse's Tale*, a new play with Evelyn Varden; Elizabeth Love in *At Nine*, Marjorie Clarke in *End of Summer, Excursion* (tentative) and James Rennie in *Uncle Waldo* (new, tentative). Bruce Conning, last year at Stony Creek Playhouse, is director this year at Madison.

The staff for Ranney Compton, producing manager, includes James Furness, stage manager; Helen Currie, assistant stage manager; Jack A. Hansell, technician; Elizabeth Kimball, secretary; J. Freeman Coffey, press representative; Frederick D. Thurston, house manager; Charles H. Scholey, program manager; Dean Currie, designer. Permanent company of players: Elizabeth Love, Reed Herring, Edgar Barrier, Jeanette Chinley, Frank Harvey, Laura Adair, John Maroney, Helen Workman, James Furness, Brooks Montgomery, Alice Nevin, Jack A. Hansell, Jane Hyde, Jeanne Ballinger, Thomas Eddington, Quentin Brown and Elizabeth Kimball.

Lillian Foster will appear in the leading role of *Hay Fever* at the Ogunquit Playhouse during the second week of Walter Hartwig's season in Maine, beginning July 5. Henry Hull Jr. and Rosemary Ames will be in the cast, with William Swetland, John Williams, Violet Eesson, Wilfrid Seagram, Mary Newnham Davis and Cecile Wulff.

Maryverne Jones will revive *Altas the Deacon* at her Starlight Theater, Pawling, N. Y., the week of July 5, making her fifth bill for this season. John Barclay will play the title role, and among those in the cast will be Lenore Sorsby, Lester Lonergan III, Starr West, Isabel Rose, Clara Thropp, Miriam Battista, Teddy Jones, Clement O'Loghlen and Ralph Sumpter.

John Gordon, director of the Junior Theater Guild, Philadelphia, enlists for Fitchburg, Mass., where he will direct the Manhattan Players during the summer. He will be back for the fall season of the Junior Guild early in September.

University Theater, Madison, Wis., opened its six-week summer season July 1 with *Martine*, by Jean-Jacques Bernard. Theater will show on successive week-ends during the summer Sidney Howard's adaptation of Marcel Howard's

social satire, *Ode to Liberty*, which will run July 15-16; *Strangers at Home*, by Charles Divine, scheduled for July 22-23, and Ivor Novello's *Fresh Fields*, July 29-30.

Among those who have joined the Mohawk Drama Festival Company, Schenectady, N. Y., are Mary Hutchinson, Roland Bottomley, William Thornton, John Burke, Henry Buckler, Fairfax Burgher, William Packer and Percival Vian.

Robin Hood Theater, Arden, Del., announces the play schedule for its season under the management of Edwin Ross and Robert C. Schnitzer: July 6-10, *Private Lives*; July 13-17, *Petticoat Fever*; July 20-24, *Double Door*; July 27-29, *See SUMMER THEATER on page 29*

## Chorus Equity Notes

All Chorus Equity members working on Federal Theater projects who receive pink slips (dismissal slips) should report at headquarters immediately.

On Monday, June 28, the Actors' Equity and Chorus Equity held a joint meeting at the Hotel Astor for all members working on the Federal Theater projects. At this meeting the membership went on record as being willing to strike in protest against the dismissal of professionals from the project if in the opinion of the council of the Actors' Equity and the Chorus Equity such action proves to be necessary. This is the first strike vote taken in Equity since 1919.

One new member joined the Chorus Equity in the past week.

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

On July 6 all mail held in this office prior to January 1, 1937, will be returned to the post office. The mail held at Chorus Equity has been listed in the last two issues of *The Billboard*. If you did not see the list write or call at the office immediately and ask about your mail.

All members who paid their dues while working and who are unable to pay at this time are entitled to apply for an extension of time which will save them the delinquency fine. This extension of time also gives member the full use of the employment bureau. Some of our members have stated that they have hesitated to come to the office to look for work because they are so far behind in their dues. There is no reason for any member feeling embarrassment providing he took care of his dues when he could. The association is here to help you, and helping you to find work is an important service of which you should avail yourselves.

Members who are out of work should call at the office daily. Unfortunately, in the theatrical business it is impossible to get any definite schedule in advance by which we can advise you just when there will be a call. Most of the managers who send to us for people do so only a few hours before the call is to be held. Therefore members who are looking for work should call at the office daily. We may tell you on Tuesday that we have nothing and so far as we know there is nothing in view, and a few hours after you have left we may get a call. It is the member who comes in regularly who is most apt to get work.

If you are leaving the profession for an indefinite period you should apply for an honorable withdrawal card. Holding this card, should your absence be of a year or more you can return to the profession and pay current dues only. Returning within a year you pay dues from the date you obtained the withdrawal card but are charged no delinquency fine.

DOROTHY BRYANT,  
Executive Secretary.

## Stage Whispers

Breaking with his original plans, which were to tour *Richard II* next season and then add a couple of other plays in New York, Maurice Evans will launch the repertory plan on the West Coast immediately after his cross-country *Richard* tour.

*Richard* starts its return engagement at the St. James September 15, opens in Boston October 18, reaches the Curran in San Francisco April 18 and closes at the Biltmore, Los Angeles, May 14, meanwhile touching Providence, New Haven, Hartford, Springfield, Montreal, Toronto, Buffalo, Rochester, Ithaca, Baltimore, Washington, Philadelphia, Pittsburgh, Cincinnati, Cleveland, Detroit, Indianapolis, Columbus, Louisville, Nashville, Memphis, Birmingham, Atlanta, Montgomery, New Orleans, various Texas cities, Oklahoma City, Tulsa, Wichita, Omaha, Des Moines, Kansas City, St. Louis, Chicago, Milwaukee, Madison, St. Paul, Minneapolis, Duluth, Winnipeg, Edmonton, Calgary, Seattle, Vancouver, Tacoma, Portland and Sacramento. . . . After May 14 there will be a period of rest, then a period of rehearsal, and then the new plays will be carried up and down the West Coast, prior to a New York opening the following October.

On July 22 Willie and Eugene Howard, now playing in *The Show Is On* at the Winter Garden, will celebrate the 25th anniversary of their entry into show business; there'll be a party after the show, at which they'll do bits and sketches from the various *Passing Shows* and other pieces they've been in. . . . William Kozlenko's one-act play, *This World Is Ours*, published in the current issue of *One-Act Play Magazine*, will be filmed, and will be shown by Andre Malraux in France and Russia. . . . Edward Marr, well known on the stage and in the Lambs and at present toiling in Hollywood sweatshops, had his *Behind the Eight Ball*, a satire on astrology, tried out by the Greta Players of Mt. Gretna, Pa., as the only new play ever to have been presented by the 11-year-old company; Ashmead Scott, director of the troupe, plans to bring it in in the fall. . . . Jack Mehler has opened offices in the Empire Theater Building and is reading scripts for fall production. . . . The American Show Shop, which aims to present new plays for a showing spot for both authors and talent, starts down at the Chery Lane Theater July 5 with *Pity the Strong*, all under the direction of Ruth Putnam Mason, who has tried the idea in London; bills will be changed monthly, play and talent scouts are expected and an agency fee will be charged on anything sold directly thru the productions. . . . Alan Brock left this week for a summer at the Wharf Theater, Provincetown, where he'll act as business manager; he'll be back to the Bentham office September 1.

The Understudy Club is going to be plenty busy, if its sheaf of announcements—one each to the dramatic editor, the picture editor and the amusements editor—means anything; it intends doing a second edition of *Bits From Broadway Hits*, its members are appearing in *Rising Stars*, which is its own radio program, a condensed version of the last *Bits From Broadway Hits* is being offered for clubs and vaudeville and plans are under way for the production of a series of film shorts to be cast entirely from the understudy ranks. . . . What about a couple of regular Broadway productions? . . . Sidney Harmon, who is getting himself quite a schedule for next season, has added B. K. Simkovich's *Garment Center*, due early in the fall.

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# Thru Sugar's Domino

## Side Glances

**L**ITTLE wonder that the night club industry has been pitifully slow in wiping out evils, abuses and generally destructive practices inherited from the speakeasy era. A recent survey (that will remain unpublished) by one of Broadway's most conscientious chroniclers of after-dark doings shows that a good nine-tenths of the joy spots are still in the hands of the racketeering element; more or less absentee landlords who never get within 10 feet of the places they own. . . .

Among the after-dinner speaking fraternity of the show business it is a sure sign that an aspirant for forensic honors is really coming up in the world when he pronounces humble with a silent "h." We blame the spell-binding Eddie Dowling for starting the vogue, but when Eddie used to say "umble" he gave it the Dooling charm, which most of his imitators do not possess. . . .



E. E. SUGARMAN

When the mood strikes us we are ready to turn about face and lend a hand to those who would with one stroke wipe out the whole structure known as the Federal Theater Project. This mood is superinduced usually by the loud cackling and threats made by the scum of the business, who would have been forced out of the professional ranks a long time ago if they hadn't been saved by the life preservers thrown to them by the WPA. What makes us even more enraged is the calumny heaped on the various theatrical unions because they refuse to help persons who lost their standing because they failed to pay dues while they were collecting project checks regularly from Uncle Sam. . . .

We can think of few industries that are as inconsistent in their approach to the solution of public relations problems as the theater circuits. Much time, effort and money are spent to corral the good will of churches, schools and social service organizations. Circuits encourage their house managers to become joiners; to take an active part in the civic life of their communities. All well and good until one considers how all of this good will is destroyed and made to look farcical by the spousal of chance games; a practice that establishes gambling as an important element in the appeal of theaters to the public. Either there is a definite lack of brains in theater operating today or those who are operating don't give a hoot about tomorrow so long as they can show the men higher up that they are operating in the black today. . . .

Regardless of record levels reached by artists in salaries and length of contracts, we still feel that sponsors and broadcasters are digging their own graves by permitting comedy programs to be broadcast so often. There isn't any comedian appealing enough nor are there writers prolific enough to keep up a decent standard on the weekly shot basis. It is a pity indeed when the ace of them all—Jack Benny—has to resort to feeble puns and other inanities far below his usual standard and on the subject of being overworked to close his series for the season. Comedy is as important on the air as it is to a revue and if the men who pay the tariff were really wise they would work towards the goal of serving less but far better fare. We realize that the old alibi still exists of radio being designed for the moron, but it so happens that intelligent listeners buy merchandise, too. And to the fairly intelligent dial twister the average comedy program today is as distasteful as plain castor oil to the average youngster. And they say vaudeville will never come back because its comedy is hopelessly old-fashioned! . . .

All that one need do to be convinced that these United States are as heterogeneous as far as moral standards are concerned, as would be the results of any poll taken in an asylum for the insane is to take inventory of the troubles encountered by the various companies of *Tobacco Road*. They talk blithely about reviving the road and everything seems to be nice and rosy until one starts to take the pulse of the various sections of the country. What is a subject for raves in one section or community is obscene and indecent in another—and the provoking feature of the phenomenon is that it works both ways. It appears that the surest way to avoid difficulties, aside from box-office angles, is to launch shows on the road that are meant (God help us!) for Sunday-school audiences. . . .

Not often enough to be labeled as sensational but with a frequency that assures us that the mass mind of show business remembers things better than the general public, we hear questions asked about the results of the First National Convention of the Legitimate Theater held under the auspices of the National Theater Council. The show put on at the Hotel Astor made a very favorable impression on all but the most helpless skeptics. We, who are to be included among those who love the theater and would be benefited by a renaissance of activity on Broadway and in the provinces, hope that those who can really help the theater are devoting many hours during the summer lull to making plans, contacting each other and in other ways keeping alive the flame that they lit at the highly touted convention. If nothing emerges from an effort of this kind all hope will indeed be lost for a revival of real activity in the theater in our time. . . .

Press of other matters makes it necessary to feed this to the printers early in the week. Which is the reason for our inability to comment on the final settlement of the jurisdictional dispute between the American Federation of Actors and the Burlesque Artists' Association over the darkened burlesque theaters of New York, about to be reopened with the blessing of Mayor La Guardia. If it is the case that the matter is still hanging fire when this issue is being distributed we hope that co-operation and common sense will play an important part in the process of arbitration. Tom Phillips has the moral and legal right to fight for the existence of his organization. But the AFA has undeniable rights in the matter, too. Ralph Whitehead has shown himself to be an ideal leader by taking advantage of every opportunity to extend the boundaries of his actual jurisdiction, by fighting tooth and nail for better working conditions for his members and by looking further than his nose in the setting up of plans, agreements with employers and in his relations with the various governmental agencies that have played such an important part in labor matters these last few years. Phillips has been a forceful, honest and courageous leader of the burlesque actors' organization. That he has been identified with a field that met its Waterloo at the hands of public officials in the most liberal city of the world is plain hard luck. It is no longer an issue that the BAA has a chance to clean up burlesque but failed to take advantage of it. The important thing now is for Phillips to act in accordance with the requirements of the men and women who made his organization the most successful of its kind before License Commissioner Moss put an end to its reason for existence. The greatest responsibility of a labor leader is to provide employment and good working conditions for his members. If Phillips adopts this as his principle there need be no further trouble between the AFA and BAA—and Phillips will not be out of a job either.

# The Broadway Beat

By PAUL ACKERMAN

(George Spelvin has gone off on a nine-week vacation, insinuating the staff can't write this column without him. And, so, staff members will pinch hit until his return.)

**NOTICE** in the papers that Grand National Pictures, for its forthcoming *Renfrew of the Mounted* series, is purchasing a trained nag yclept Ranger. Ranger, we hear, will be given added tutelage. But who will train Renfrew? Behind this idle jest lies a matter close to the heart of all lovers of the sage-brush saga. The support the ponies get from the usual run of stumble-bum jockeys allotted to them is sad. Animal Welfare League and Kenneth Thompson ought to get together on this.

From the tragic confines of the WPA Federal Theater, where currently there is much beating of breasts and reported double-crossing, comes this scarcely new note: When the first batch of pink slip recipients arrived to protest the cut one misguided gent gained the platform and uttered these devastating truths, "I'm a butcher by trade but I'm liking acting." Jittery City Projects Council members frantically waived him away but he got it out in appropriate dialect. . . . Things are coming to a pretty pass, however, on Henry Chanin's desmesne. The boys, already down to smoking Twenty Grand, are ready for Bull Durham. Please, Mr. Roosevelt, if you can't save the WPA save Henry.

A lackey in uniform and gold braid opened the doors of NBC this week to a troop of boy scouts. "Welcome, gentlemen!" were the words. The thwarted vandals seemed touched. . . . There's a new band called Sharkey Bananas and his Sharks of Rhythm at Nick's Terrace in the Village. . . . Barney Grant protests the review referring to him as "an old vaude performer." Claims he's seen only 25 annuums. . . . Lee Grant's Band, which does "radio's longest show" on WMCA daily, plays as many as 33 numbers on a single program. Claims it is a record, which it probably is. . . . Sol Turek has temporarily left vaude-producing for the headaches of landlordism. Has an interest in several local apartment houses. . . . A wholesale cleanup of bookies, touts and players last week on 47th street included an innocent bystander who doesn't know the first thing about the nags. He is a member of the Lambs and a few years back played character parts in musicals.

Noel Meadow and Del Pozo are still floundering in the aftermath of their late "Siamese" Twin trouble. They jointly inherited, in return for publicity and managerial services, a 150-pound great Dane which eats \$2 worth of food each day. With the pooch only 10 months old, Meadow and Del Pozo are beginning to hear bells. . . . The Riviera's dance platform is now revolving and lifting—as it should have done—for the opening. . . . Local niteries are folding and blaming everything from the weather to the pull of outlying spots such as the Riviera, Surfside and the showboats. . . . Nat Renard, formerly of Renard and West, landed a job at Klamesha, N. Y. Considers signing up with the hillbillies something of a comedown, and is harmlessly prevaricating that he is with a summer stock company. . . . Harry, the bartender at the nabe Somerset Restaurant, is one of the outstanding conversationalists of his calling. Used to command a fancy price as a single in vaude, but still has his mellow wit, dialects and stories.

# Chicago Chat

By NAT GREEN

**JIMMY PETRILLO**, musicians' union czar, is the subject of an interesting and candid article in the *July Esquire*. . . . Written by Milton S. Mayer, it tells of Jimmy's rise from a tough little bozo from the vicinity of Taylor and Halsted streets who at eight years of age was playing in *The Daily News* Band to a still tougher bozo as head of what Mayer calls the "one-man" union, which he rules with an iron hand. . . . Petrillo's philosophy, says Mayer, is getting the boys not a reasonable amount of money, but all the money he can get. . . . Curiously, while much of what Mayer says cannot be construed as complimentary to Petrillo, Jimmy liked the article and said that in the main what it says is true. . . . One thing Mayer concedes—that Jimmy has never sold out to anyone. . . . He has, says Mayer, licked the racketeers, the radio stations, movie houses, theatrical producers, the opera crowd and the Chicago Symphony Association, and members of his union have had their wages increased 400 per cent since 1917. . . . And as Jimmy is only 44 perhaps this is only a start.

Ravinia Park opera came to life once more last Thursday night with Gennaro Papi conducting and Lucrezia Bori, Mario Chamlee and Leon Rother as featured singers. . . . Ravinia is an al fresco proposition, and freakish July weather made wraps necessary on opening night. . . . Nevertheless, the elite were out in force. . . . Early July birthdays—Irna Phillips of radio, July 1; George M. Cohan, the Fourth of July boy, and Graham McNamee, July 10. . . . Congrats all! . . . With the Four Bachelors back at the College Inn, that popular niterly will be blessed with plenty of peppy comedy. . . . The boys—Bob Rice, Bobby Borger, Henry Russell and Jack Gifford—will be pleasantly remembered as the nutty funmakers at the Inn during the regime of George Olsen and Ethel Shutta, with such opuses as *The Raid*, *Bide and Rescue* and *When Minsky Took Over the Metropolitan*. . . . Paul H. Fassnacht has gotten out an interesting and cleverly illustrated booklet *Step Out and Live*, detailing the "things to do, places to go and sights to see" in the "wonder city of the world," with special emphasis, of course, on the largest hotel in the world, the Stevens, where Carlos Molina and his ork are doing a swell job. . . . Floyd Stoner, whose little lunch room on Clark street used to be a rendezvous for showfolk, has just opened up a rather pretentious place on Dearborn near Madison street and already the boys from the rialto have found it and are spreading the word around that "Stoner is back."

The boys along newspaper row are smiling over the Hearst "scoop" on the arrest of Robert Irwin. . . . It seems Irwin, after his flight here from Cleveland, decided to give himself up. . . . So he phoned *The Tribune* and told 'em who he was, but they "haw-hawed" him, thinking it was some practical joker. . . . Angry, Irwin beat it over to *The Herald and Examiner*, established his identity and waited for the cops. . . . Whereupon *The Heres* splashed a yarn telling of the great work their news hounds had done in running down the murderer and bringing him to justice. . . . And doubtless somebody at *The Trib* got hall-columbia for allowing the scoop to get away from them. . . . Blanche Yurka, on her way west to give performances of Sophocles' *Electra* in the Greek theater at Berkeley, Calif., stopped off in Chl long enough to appear in the play and *The Merchant of Venice* at Northwestern University last week.

# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

**KARMAH**, fakir-illusionist, is touring France with his tent circus, the Cirque Karmah, presenting magic and illusion acts and a circus program.

**STEENS**, illusionist, is with the Cirque Fourtrel at Nancy, France.

**OTIS MANNING**, after 10 weeks at the Mayfair Restaurant, Washington, has moved to the swanky Club Summit, Baltimore, for an indefinite run.

**RAJAH RABOLD** closed July 2 in the Rendezvous Room of the Hotel Roosevelt, Jacksonville, Fla., where he has been featured to good results the last month. Rabold, who plans to continue with hotel work, made some swell tieups during his Jacksonville engagement. On the bill with him there was Jean Fole, Pittsburgh pantomimist, who presented his turn, *Piff, Puff, Poo*. Rabold and Fole did two a night, with the latter working the tables in between upon request.

**GROVER G. GEORGE** (the Great George) and wife are resting in Chicago after closing their 16-people *International Revue*. Company played about 40 consecutive theater dates and the tour panned out okeh, George reports, considering the late start. He plans to reopen the unit in the fall.

**PAUL NOFFKE**, of Springfield, Mass., visited at the home of Walter H. (Dom) Domzalski in Detroit last week. A party was held for him at Dom's home and another at the home of William A. Helsel, who had about 30 guests.

**JOHNNY BOOTH** was held over last week at Northwood Inn, Detroit night club.

**PAUL ROSINI**, appearing at the Blossom Heath night club, Detroit, has had a series of dates recently in the homes of prominent Detroiters at Grosse Pointe.

**PAUL RIGHT**, card manipulator, is making his first nitery appearance in Philadelphia at Benny the Bum's, booked by the Harry Biben office.

**KARL ALZORA**, mentalist, is working window displays out of Memphis and reports business good. Police in that territory, however, won't permit him to use his p.-a. system. Alzora is heading for St. Louis.

ONE OF THE LARGEST magicians' parties staged in New England in years was the fourth annual ladies' night banquet and entertainment of the Rhode Island Assembly 26, SAM, held July 24 at Maple Grove Inn, Pawtuxet, R. I., and attended by nearly 200 persons. Herman Hanson and wife were guest stars of the evening's program, assisted by Harrison Hoyt. Of the Rhode Island Assembly membership, the following appeared on the two-hour magic program presented during the evening: Harry A. Scheer, president; Edward C. French, North Dighton, Mass., vice-president; C. Foster Fenner, secretary; Merle Payne, Harry Belleville, Fred Poole Jr., Harold Phillips, John H. R. Ellis and Waldo Rouviere. Charles A. RossKam acted as master of ceremonies. Dancing followed the banquet and entertainment. Samuel Klibanoff was chairman of the committee in charge of arrangements for the evening.

**RUDY ROX**, youthful magician now appearing in and around Detroit, plans to launch a mystery attraction in the fall to be known as the *Magic Carpet Revue*. He is now working night spots, changing nightly and featuring his new *Princess Elysta* illusion. He recently played for 3,000 members of the United Auto Workers of America at the union's auditorium in Detroit.

ANNUAL PICNIC of Pittsburgh Ring No. 3, IBM, will be held July 10 at Linden Grove, that city, under chairmanship of Sandy McGregor, president.

THE GREAT ZELMO, who has been working the South and Florida since December, is now en route north for his old territory in Wisconsin and Minnesota, where he will again play halls, picnics, parks and dance halls until the middle of October. He left Florida two

weeks ago and reports that he had a fairly successful season down yonder with his magic, music and ventriloquism. While coaxing his Model T Ford northward, the thing tried twice to burn up. The fires did more than \$50 damage to the Ford and equipment, he says. Zelmo has been working south in the winter and north in the summer since 1902.

**FRANK C. ROBINSON** is in Denver, booking Virgil's spook show in theaters in that territory. Dates so far include 11 Fox, 14 Gibraltar and 5 Yaeger theaters.

**PALMER AND DOREEN**, featuring *The Magic Kettle*, now in their third week at Joy Gardens, New Castle, Pa., open July 12 at Gorley's Lake Hotel, Uniontown, Pa., for an indefinite stay.

**TOM OSBORNE** easily copped first honors for the best performance at the night shows at the recent IBM convention in High Point, N. C., according to reports reaching the magic desk. He was rewarded with the Jack Gwynne trophy. Second and third honors went to Billy Russell, of Batavia, N. Y., and Frank Bunker, of Charlotte, N. C., respectively.

TWELFTH ANNUAL Central States Magicians' Carnival will be held in Massillon, O., Saturday and Sunday, August 21 and 22. All magicians are welcome. A magic show will be staged on Saturday night, followed by free eats and beer. There will be amateur contests Sunday morning and indoor picnic contests in the afternoon. Prizes will be awarded the contest winners and to those working the Saturday night show. Baffles, 1518 10th street, N. W., Canton, O., has charge of all arrangements.

**RAFAEL CHERALDO**, Italian magician, now working Havana theaters with his 10-people company, is slated to jump into Mexico from there. His chief assistants are his wife, Palermo, a Russian "giant" named Wolff, and two dwarfs, Jack and Alex. First half of his program includes *The Talking Head, The Floating* (See MAGIC on page 28)



BILL SACHS

More than a score of letters and wires have reached our desk since last issue, when we suggested here that the Society of American Magicians and the International Brotherhood of Magicians combine their convention dates for the grand "World's Congress of Magic" in Cincinnati in 1938. Without exception, all of the communications were in full accord with the proposal as outlined. On the other hand, however, not all agreed that such a merger of the two major magic bodies for convention purposes only would ever become a reality. They pointed out that the hidden animosity between the two organizations and the hard-headed stubbornness of some of the leaders of both groups would serve to forestall any such action. A communication received from one well-known magician and manufacturer gives the general trend of the letters received. We quote it herewith: "Just finished reading your fine editorial and am in full accord with your proposal. A joint convention would be ideal in many respects, and it will require something of this kind or other to revive the waning interest in the two organizations. Having attended all the IBM conventions, I have watched these conventions increase in popularity and success, and also wane. It is well that some of the elements for personal gain and prestige be sacrificed for the love and welfare of magic. But alas, will it ever so be?"

According to a report received, the idea of meeting with the SAM in joint convention in Cincinnati in 1938 was suggested at the recent IBM conclave in High Point, N. C., but the suggestion was quickly squashed without deliberation. From other sources comes word that certain SAM officials have expressed themselves as absolutely opposed to the idea of a joint convention. Are these decisions nurtured by downright stubbornness, lack of foresight and personal grievances, or is there some good reason why the two organizations should never meet in joint convention?

Our reason for suggesting the joint convention of the IBM and SAM is because we believe it would be a grand thing for magic; because we believe that magic and magicians would have everything to gain and nothing to lose by such an arrangement. Because both the IBM and SAM are supposed to be working hand-in-hand for the general uplift and betterment of magic as a business and an art, we believed our simple suggestion would find a home with the members of both organizations. But, apparently, such is not the case.

On the other hand, maybe there are some good reasons why a joint convention of the two bodies wouldn't be a good thing for magic. If such is the case, will some kind official of either the SAM and IBM who is opposed to the joint-convention idea step forward and just give us one good reason why such an idea isn't feasible or even worthy of a try? Maybe this writer is just plain dumb.

EDITORIAL DEPT.



CLEANED 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.

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

## For RADIO

**GRACE BRISCOMBE**—ballad singer at Jimmy Kelly's Club, New York. A sad-eyed blonde whose tender, delicate mike delivery gives amazing life to ordinary pop ballads. Sings with unusual feeling and compels close attention. Ought to be a cinch for the air.

## For LEGIT MUSICAL

**RAYE AND NALDI**—one of the smoothest of smooth dance teams, seen at the Rainbow Room, New

York. Their performance is tops in class and finish, with routines that are definitely smart creations. Among their numbers are a waltz, tango, pasadoble and rumba, the feature of their work being unusual lifts and spins.

## For FILMS

**EVELYN SALKIND**—youngster seen at the Bobby Duncan student recital in New York. A songster and hooper who puts real verve into her handling of comedy songs. Manages to contort her face and body in a fashion that is laugh-compelling. Smoothness, stage presence and plentiful energy are other assets.

Astor Quartet in Carmen's Minstrels the seasons of 1914 and '15.

"HI-BROWN" **BOBBY BURNS**, who has the press back with the Walter L. Main Circus this season, says that he has little time to sleep these days and that the outfit is doing splendid business in the East. He is one of the many minstrel lads connected with the white tops this season.

**JOHN W. VOGEL**, self-styled minstrel king and advance man and manager, born Chillicothe, O., May 16, 1863. First minstrel engagement with Thatcher, Primrose & West at Cleveland March, 1882, as assistant agent. Subsequent engagements: McNish, Johnson & Slavin; McNish, Ramza & Arno; Primrose and West and McIntyre and Heath. Owned and managed Vogel's Afro-American Mastodon Minstrels, Vogel's "Darkest Africa," John W. Vogel's Big City Minstrels, Vogel & Demming's Minstrels and for seven years managed the Al C. Field show. Present residence, Columbus, O.; present activities, partial retirement.

**JOHN T. ROY**, of Holyoke, Mass., cracked *The Holyoke Daily Transcript* and *Telegram* June 25 with a story which compared his long career with that of George Guy, 82-year-old former pilot of the Guy Bros.' Minstrels, who (See MINSTRELSY on page 28)

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413 Miami St., Leavenworth, Kansas.

## Chick Boyes Featuring Thursday Night Concerts

LINCOLN, Neb., July 5.—Promise of a hefty season after a good opening-week business, Chick Boyes has started his troupe on an after-show gag each Thursday night from now on for luring an additional dime from the late stayers. Players give 45 minutes of bits.

Also asking 5 cents more to get in this year and with 5 cents higher reserve seats, the troupe is taking better gate dough than on any opening weeks previously.

Visiting on the show last week and making the rounds of several shows before returning to Kansas City was Kenneth Wayne, players' agent.

## Wayne Office Placements

KANSAS CITY, Mo., July 3.—Recent placements by the Wayne Theatrical Exchange include Arthur Kelly, Pearl Romer Kelly, Wayne Huff, Loretta Huff, Gene and Audrey Bradley, Al Clark, Dick Wolever, Mickey Arthur, Maxine Martens and Lawrence Deming, with the Biehl Sisters' Company; Robert Bayley, Octavia Powell, Dick Shankland, Jeannette Reese, Joe Haggerty and Don Luis, with Tilton-Guthrie Players; Glenn Morris, Hester Holderby, Sid Snyder and Maxine Warden, with Wallace Bruce Players; Art and Mae Newman, with Shankland Company; Carlton Ruby, with Cliff Carl's Comedians; Skeet and Pat Cross, Blanche Forbes, Dick Caldwell, Evelyn Easter, Gus Reid, George Jacobson and Greta Gibson, with Chick Boyes Players; Nila Curry, with Kennedy Sisters' Company; Keith and Edna Gingles, with Frank Smith Players; Davis Sullivan, with Darr-Gray Company; Jimmie Parsons, with Bisbee's Comedians; Wally and Betty Wallace, with Neal Stock Company; Orion Marr and Dorothea Holt, with Skippy LaMore's Comedians; Eddie and Eleanor Wilson, with Caylor Players; Palma Dunn, Clarence Kline, Conway Cruze and Bob Ripley, with Henry Brunk's Comedians; Ross Robertson, Earl and Joyce Gregg, George Corwin, Cleo Masden, Gladys Adams, Austin Rush, Larry and Madeline Nolan, with Jack Kelly Company; Charles Cook, Terry O'Sullivan, Casselle and Lee, with Hazel McOwen Players; Carl and Helen Grandt, with Showboat Players; Bob Williams, Millicent DeVere, Frances Malloy and Earl LaRue, with Warren's Comedians; Bush Burrichter and Trixie Maskew, with the M. & M. Show; Mr. and Mrs. Andy Randalls, with Kelly Masters; Bob and Gladys Paegin, with Harry O. Brown Players; Farrell and Caprice, Creston Wright, Greg Rouleau and Lysa Ayer, with Norma Ginnivan Company; Jimmie Murphy and Beverly Sutherland, with George Roberson Players; Louis Ostrander and Marcella Clifford, with Hilla Morgan Players; Robert Dupree, with Kinsey Comedy Company; Joseph Toniutti, Bill DeShon, Blanche Cook, Jack Wolever, Roy Carlson, with the original McOwen Stock Company; Blanche Bradley, with Harry Dunbar's Comedians, and Sunny and Dolly DuVell and Charles Bruer, with Jack and Nona Hart's Comedians.

## Low-Lois Players on Circle

CEDAR RAPIDS, Ia., July 3.—Low-Lois Players, operated by Mr. and Mrs. Lowell Kriel, opened Thursday on a circle out of this city, playing theaters and halls. Roster includes Ersil Kirkpatrick, leads and director; Jimmy McFadden, heavies; Laverne Drapela, leads; Dorothy Hodgens, ingenues; Lowell Kriel, comedy and manager; Lois Kriel, musical director; Lois Jean Kriel, Dickie Kriel and Patsy Kriel.

MARJORIE KENNEDY PLAYERS have moved their headquarters to Holliston, Mass., and will play one-day stands along the Maine and Massachusetts coast with *The Mysterious Mrs. C.*, by E. F. Hannan.

# Rep Ripples

MR. AND MRS. MONROE HOPKINS have equipped their new tent theater in Houston with electric fans thruout. They have also purchased a new Packard sound car for exploitation purposes. According to reports, the Hopkins' business continues big despite the heat wave which hit the Southwest recently.

F. D. WHETTEN, veteran rep agent, pencils from Indianapolis that he is now with Freeman's Exposition as superintendent of equipment. He reports that the show has been enjoying good business in the Indiana and Michigan sectors. Show suffered a blowdown Sunday evening, June 27, but with some quick repair work was able to have the canvas up and opened by 2:30 p.m. Tuesday, the usual time. Outfit plays four days—Tuesday to Friday—then tears down and jumps. Show carries 20 tons of equipment on two semi-trailers, Whetten says. Whetten has placed his own equipment in storage, but will be ready to go on his own again around August 1.

E. F. HANNAN has recently written two short-cast plays for the Leroy family, now playing in the mountain section of Vermont and New Hampshire.

McNALLY VARIETY SHOW reports conditions okeh in its established New York State territory. Nine-people company is presenting dramatic bills interspersed with vaude specialties, featuring a hillbilly string band. Toby Johnson is again presenting his magic turn this season. Tom Finn, magician, was a recent visitor on the show.

THERE ARE MORE than the usual number of tent shows in New York State this season, according to word from Toby Johnson, of the McNally Variety Show.

## Original Floating Theater

GLOUCESTER POINT, Va., July 3.—We followed Dick Lewis' Show and the Showboat Players into Smithfield, Va. Business fair. Hopewell, Va., gave us a big week. *Richmond News Leader* ran a half-page story with a flock of pictures of the boat. Dot Duman and the Showboat Streamline Stylettes taking a sun bath on top deck was a real drawing card. Even the photographers came back to see the show.

The *News Leader* reporter raved about the show. Wanted to know if Toby Tolliver was related to Jud. I told her "no" but probably would be in June. She brought up a point that is always embarrassing. "Why did the girl walk home?" As usual, I referred her to Neil Schaffner. He wrote it. We only follow his script. It's a good title anyway.

Jim and Edna O'Brien stopped over for a visit. They were sporting new house trailer. Edna is taking a rest. Doctors forbid her to work, but she swears she is tops.

Rachel Seymour returned this week from visiting her mother in St. Michaels, Md.

Peggy Miller recovered from an attack of appendicitis sufficiently to work Saturday night. The number of girls is therefore normal again, six in all.

Pup Shannon convalescing from his accident, which occurred when he was setting up his combination day hed and couch on the top deck.

Glad to see H. D. Hale's ad for people for a No. 2 show featuring Lew Childre and Wiley Walker. There's a show that will get the dough and we are pulling for it strong.

If you want a tonic for your show go to Alabama and Georgia and get a corned boy that knows the answers. Excuse me, Wayne, those Texas boys are good, too. BOOB BRASFIELD.

## "Tex" Rose Show Shots

WYALUSING, Pa., July 3.—E. J. McKnight on for visit from Gardner, Mass. He's a circus fan and has a favorable opinion in regards to business of all shows he has visited this season. E. Snoden Holland dropped in en route from Robert's Circus, which closed recently. Dick Knight visited in Tloga, Pa. He is a graduate of the circus, rep and med field and is now working drug stores and looking prosperous.

Glad tidings: Sally Rose, our genial treasurer, is home from the hospital and getting along nicely. Expects to be back on front door by July 4. And speaking of July 4, we're playing a return engagement in Washingtonville, Pa., where we spent both a pleasant and profitable Memorial Day.

Business off this week—rain. Week of mishaps with the motor equipment, but still in and up each day for matinee.

Yours truly made a flying trip to Fitchburg, Mass., over last week-end. Don't think will have to again very soon, as she is coming down here soon.

Things never to be forgotten: Seeing Bert Leslie and Nellie Mason riding the Shoots-the-Shoots and Loop-the-Loops at Harvey's Lake last Sunday night. Looks like something is in the air—and it is still raining.

Could use some good pointers from Johnnie Finch, of Gorman & Ford stock fame, whom your correspondent tried to sleep with while Johnnie burned midnight oil to draw funny pictures of yours truly. WAYNE HOWARD.

## Kansas City Jottings

KANSAS CITY, Mo., July 3.—Charles Rehl left here recently to join Chick Boyes' No. 2 unit, which is augmenting its cast.

Don and Carrie Hopkins have closed with the Hatcher Players and are said to be planning the reopening of their own show.

Denny's Comedians are said to be closing on their Colorado circle to play three-night stands for the balance of summer. Billy (Toby) Young's Comedians, after several weeks in Kansas, have invaded Missouri.

Fred and Lilyan Poole, well-known rep team, are now playing dates in Northern Wisconsin resort towns.

Mr. and Mrs. Kenneth Wayne, of the Wayne Theatrical Exchange, left here recently on their vacation, at which time they will visit a number of Midwest shows.

Dave Davidson, formerly with the Billroy Show, has joined the orchestra with the Smith Players.

Mr. and Mrs. Earl Whittaker have closed with the Majestic Showboat. They were replaced by Mr. and Mrs. Harry Rollins.

George Pughe, former rep manager, now interested in walkathon promotions, was a recent visitor here.

Reports reaching here are that Joe Hoffman, with the Big Ole circle for the past year, is in the Veterans' Hospital, Fargo, N. D., for treatment. Friends are asked to write him.

Rice-Percy Players, management Jack Percy, are reported to be doing good business in Illinois. Roster includes, besides Manager Percy, Charlotte Leighy, Mr. and Mrs. Emil Arp, Philena Chappelle, Gordon Ray, May Engle, Rodney Meyers, Max Engle, Gordon Combs and Argus, magician. Carl Wheeler is boss canvasman with three assistants.

## Benn Agency Placements

CHICAGO, July 3.—Mrs. Florence Benn, of the Benn Theatrical Agency here, reports a greater demand than last season for dramatic players. She recently placed the following people for the summer:

Arthur Hynes and Lee Hayden, with Skippy LaMore Comedians; Floyd Arnold, Silvers Fun Show; Todd Watson, Gifford Players; Dorothy Howard and Ora Ackley, Ramona Theater stock, Grand Rapids, Mich., and Charlotte Jean, Wilcox-Band Players. Mrs. Benn has also placed the following with Gold Seal motion picture productions: Jean Washburne, Marilyn Fink, Margaret Conlon, Karl Way, Charner Batson, Howard Groth, Louis Ramsdell, Edward McCarthy, Patrick Butler, Tom Post, Elaine Williams, Elizabeth Boehm, Horace Walker, Irene Blauvelt, Boyd Crane, Grant Foreman, Chet Genter, Harry Ferris, Ethel Kuhn, Larry Gordon, John O'Dell and Alice Lund.

## Billroy Briefs

BURLINGTON, Vt., July 3.—What a beautiful country, these New England States, with their Green Mountains, White Mountains; in fact, any color you could wish for, especially "red."

You get up in the morning not feeling any too well and the hotel clerk tells you your bill for one day amounts to \$4. This includes one hard mattress and two sheets. Just think of it, two of them, and for 55 or 60 cents you can have a wonderful breakfast, consisting of one egg and two English muffins. Of course, your coffee will be served to you for 10 cents extra. Oh, for the good old days when Mr. James held you up with a gun! Mr. Wehle, who only pays off on here, would like to know why he has to thumb his way to a theater. He only owns 14 trucks, one bus and two private automobiles.

Wonder why Gus Schulze carries that package under his arm every Saturday night. Can it be because the beer stores close on Sunday?

Little Betty Hutchinson, who saw the first stake driven on this show, is selling more concert tickets in 10 minutes than the boys can sell in a week.

Red and Midge Colvin, formerly with this show and now with the Stanley Attractions, paid us a visit here.

The Mayo Hollands are blessed-evening.

See you next week.

WAYNE BARTLETT.

## Philadelphia Ballet Scores

LONDON, June 28.—Making its first appearance in England, the Philadelphia Ballet Company scored heavily at its initial performance at the Hippodrome, where the company opened a two-week run. Company is headed by Catherine Littlefield, who was received enthusiastically. Alexis Dolinoff is matre de ballet and premier dancer.

Company offers a change of program at each performance, with 18 ballets in the repertoire. Claiming to be the first all-American ballet to be presented in London, performance is polished, versatile and colorful. Draw excellent business.

## MAGIC

(Continued from page 27)

Woman, The Magnetic Table, closing with the two dwarfs escaping from a packing case. Second part includes: *The Vanishing Phonograph*, *The Garden of Allah*, *The Water Pitchers Which Never Empty* and *The Vanishing Spider and Web*. Show runs two hours.

## MINSTRELSY

(Continued from page 27)

now makes his home in Springfield, Mass. The article says that Guy began his career 80 years ago at the age of 2, while Roy organized his first minstrel troupe, Snooks Minstrels, on a shoestring 72 years ago at the age of 17. Later, the story continues, Roy organized the Roy & Daniel's Minstrels and Brass Band, on which he sang such songs as *You Never Miss the Water Till the Well Runs Dry*. Still later Roy became manager of the Roy Bros' International Circuit, which managed various minstrel, opera, Tom and variety shows. He concluded his minstrel career around 1884.

SAM GRIFFIN, minstrel vet now residing in Frisco, is contemplating making a trip east this summer.

"READ DANIEL KEER'S article in the column last week regarding putting out a minstrel under canvas," writes Prof. Walter Brown Leonard from Glens Falls, N. Y. "It is all very interesting," continues Leonard, "but I fear that it's not so probable. Our old friend John R. Van Arnam tells me he lost more than \$15,000 trying to make a minstrel show pay. This to us oldtimers is not the sweetest music to contemplate, but we must grin and bear it, I reckon."

MR. AND MRS. GEORGE recently celebrated their 55th wedding anniversary at their home in Springfield, Mass.

ARTHUR CRAWFORD, formerly with the Gus Hill, Neil O'Brien and John W. Vogel minstrels, was a recent arrival in Chicago. He recently met "High-Brown" Bobby Burns "on the bridge at midnight" in the Windy City. Al Tint says it was the Clark street bridge.

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## Summer Theater News

**Personal Appearance.** Gladys George's starring vehicle of a season ago, was offered by the Lippitt Players at the Barn Theater on the Lippitt Estate, Cumberland Hill, R. I., June 22 to 27.

Seventh summer season of the Barnstormers, Inc., opens at Tamworth, N. H., July 6 with *Boy Meets Girl*, and will be followed thruout the summer with *Reflected Glory, Tonight at 8:30, Candida* and several other plays as yet unannounced. Barnstormers are as usual under the management of Francis Grover Cleveland, son of the late President Grover Cleveland. The first performance of each week will be given in the new theater. Subsequent performances will be presented in the towns of Conway, Wolfboro and Poland Springs, Me. No guest stars are announced for the season so far, and it is understood, as in years past, emphasis will be placed on group performance.

A distinguished audience composed for the most part of well-known musicians and writers from local summer colonies greeted the opening performance of the Peterborough (N. H.) Players June 20. The play was Molnar's *The Guardsman* and was produced under the direction of Richard H. Gaines. The cast for the opening performance included Ardis Anderson, Mary Harris, Robert Haig, Ann Leslie, James Harker and Larney Goodkind. A season of revivals every other week has been planned, in which *Candida, Hotel Universe, She Stoops To Conquer* and *The Kingdom of God* have been included. In addition to the regular performances, members of the company appear on a morning program for Radio Station WFEA in Manchester, N. H.

Ann Arbor, Mich., continued to be the center of dramatic interest in this territory, with the Michigan Repertory Players opening their ninth season at the Lydia Mendelsohn Theater this week, following the Henderson Dramatic Festival which closed three weeks ago. Henderson season proved a record-breaker on attendance, playing to practically capacity audiences during the five-week season that brought leading stars to the local theater. Practically all productions were reviewed by first-string critics from all Detroit papers.

Sally Rand, presumably casting aside for the moment her fans and her bubbles, will appear with the Manhattan Repertory Theater Company at the Ogunquit (Me.) Playhouse in Sidney Howard's *They Knew What They Wanted*. Others in the cast will be Wilfred Seagram, Morton Stevens, Ivan Triesault and Carl Benton Reid.

Other guest stars to appear in Ogunquit this summer are Laurette Taylor, Florence Reed, Frances Starr, Estelle Winwood, Morgan Farley and Henry Hull Jr. In the acting company will be listed Rosemary Ames, John Williams, Lillian Foster, John Griggs, Violet Besson, Clarence Derwent and Mary Newnham Davis. Sidney Fox and Stiano Braggiotti are also slated to appear some time during the summer. J. Augustus Keogh and Grace O'Malley will open the season with *The White-Headed Boy*. Other plays for the summer are *Hay Fever, Libel, Boy Meets Girl, Criminal at Large* and *At Mrs. Beams*. A new play, *Dearly Beloved*, by Charles Beahan and Robert L. Buckner, will be tried out prior to Broadway opening.

The theaters in the New Haven area include the Plymouth Playhouse, Milford, which opened June 28 with Lois Wilson in three of Noel Coward's plays. At Guilford the New York Guilford Players presented at their Chapel Playhouse *June Moon*, with Douglas Gilmore and Percy Helton in the leads. Francis Johannes opened his Stony Creek Playhouse this past Monday with *Penny Wise*, with Fraye Gilbert, Maurice Wells and Virginia Campbell in the leading roles. Ruth Weston, in *First Lady*, is the first show of the season for the veteran Post Road Players in Madison. Further on down the shoreline, at Ivoryton, Milton Stiefel opened his playhouse with *The Queen's Husband* on Monday, with Betty Jenckes, Forrest Orr and Coburn Goodwin. Goldoni's *Mirandolina*, with Eva Le Gallienne, was scheduled for the opener on the 28th at the Westport

Country Playhouse. In Litchfield Charles Carey began the season June 23.

Other playhouses in the State which look forward to a busy summer include Pine Brook Club Theater at Nichols, with Michael Markham director of the 14-week schedule; Berlin Summer Playhouse in Berlin opened with *The Rivals* on June 30, Summer Art Colony in Surfside opens July 1 with Elmer Rice's *See Naples and Die*. Student group there will also produce plays this summer. Roadshow Players, with Ruth Amos, opened season of week-end stands at Washington Club Hall in Washington Green on June 26 with *Another Weekend*. The Cedar Hills Country Club Players opened their season with a new musical comedy on June 27.

Raymond Moore announces the production of five new plays during his 1937 season at the Cape Playhouse in Dennis, Cape Cod. Other highlights of the summer program include the appearances of Eva Le Gallienne in *Hamlet*, Doris Nolan in *Tonight at 8:30* and Phillips Holmes in *The Petrified Forest*. Arthur Sircom will be the director for the season. The new plays on the program are *Calling All Men*, musical comedy featuring Imogene Coca and Catharine Doucet; the above mentioned *Marriage Royal*, starring Margaret Anglin; *Accidental Family*; *Western Union, Please*, and *New Faces of 1937*.

The Post Road Players, of Madison, Conn., arranged well-balanced schedule of plays for their summer season. Following Ruth Weston in *First Lady* will be Mollie Pierson in *Outward Bound*, Dorothy Burgess in *Kiki*, Donald Cook in *Highroad*, Margaret Perry in *Spring Dance*; *Horse's Tale*, a new play with Evelyn Varden; Elizabeth Love in *At Nine*, Marjorie Clarke in *End of Summer, Excursion* (tentative) and James Rennie in *Uncle Waldo* (new, tentative). Brace Conning, last year at Stony Creek Playhouse, is director this year at Madison.

The staff for Ranney Compton, producing manager, includes James Furness, stage manager; Helen Currie, assistant stage manager; Jack A. Hansell, technician; Elizabeth Kimball, secretary; J. Freeman Coffey, press representative; Frederick D. Thurston, house manager; Charles H. Scholey, program manager; Dean Currie, designer. Permanent company of players: Elizabeth Love, Reed Herring, Edgar Barrier, Jeanette Chinley, Frank Harvey, Laura Adair, John Maroney, Helen Workman, James Furness, Brooks Montgomery, Alice Nevin, Jack A. Hansell, Jane Hyde, Jeanne Ballinger, Thomas Eddington, Quentin Brown and Elizabeth Kimball.

Lillian Foster will appear in the leading role of *Hay Fever* at the Ogunquit Playhouse during the second week of Walter Hartwig's season in Maine, beginning July 6. Henry Hull Jr. and Rosemary Ames will be in the cast, with William Sweetland, John Williams, Violet Eesson, Wilfrid Seagram, Mary Newnham Davis and Cecile Wulff.

Maryverne Jones will revive *Alias the Deacon* at her Starlight Theater, Pawling, N. Y., the week of July 5, making her fifth bill for this season. John Barclay will play the title role, and among those in the cast will be Lenore Sorsby, Lester Lonergan III, Starr West, Isobel Rose, Clara Thropp, Miriam Battista, Teddy Jones, Clement O'Loghlin and Ralph Sumpter.

John Gordon, director of the Junior Theater Guild, Philadelphia, entrains for Fitchburg, Mass., where he will direct the Manhattan Players during the summer. He will be back for the fall season of the Junior Guild early in September.

University Theater, Madison, Wis., opened its six-week summer season July 1 with *Martine*, by Jean-Jacques Bernard. Theater will show on successive week-ends during the summer Sidney Howard's adaptation of Marcel Howard's

social satire, *Ode to Liberty*, which will run July 15-16; *Strangers at Home*, by Charles Divine, scheduled for July 22-23, and Ivor Novello's *Fresh Fields*, July 29-30.

Among those who have joined the Mohawk Drama Festival Company, Schenectady, N. Y., are Mary Hutchinson, Roland Bottomley, William Thornton, John Burke, Henry Buckler, Fairfax Burgher, William Packer and Percival Vivian.

Robin Hood Theater, Arden, Del., announces the play schedule for its season under the management of Edwin Ross and Robert C. Schnitzer: July 8-10, *Private Lives*; July 13-17, *Petticoat Fever*; July 20-24, *Double Door*; July 27-29, *(See SUMMER THEATER on page 29)*

## Chorus Equity Notes

All Chorus Equity members working on Federal Theater projects who receive pink slips (dismissal slips) should report at headquarters immediately.

On Monday, June 28, the Actors' Equity and Chorus Equity held a joint meeting at the Hotel Astor for all members working on the Federal Theater projects. At this meeting the membership went on record as being willing to strike in protest against the dismissal of professionals from the project if in the opinion of the council of the Actors' Equity and the Chorus Equity such action proves to be necessary. This is the first strike vote taken in Equity since 1919.

One new member joined the Chorus Equity in the past week.

Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adela Butler, Ronnie Campbell, Charlotte Davis, Liela Cans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Lorraine Janee, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

On July 6 all mail held in this office prior to January 1, 1937, will be returned to the post office. The mail held at Chorus Equity has been listed in the last two issues of *The Billboard*. If you did not see the list write or call at the office immediately and ask about your mail.

All members who paid their dues while working and who are unable to pay at this time are entitled to apply for an extension of time which will save them the delinquency fine. This extension of time also gives member the full use of the employment bureau. Some of our members have stated that they have hesitated to come to the office to look for work because they are so far behind in their dues. There is no reason for any member feeling embarrassment providing he took care of his dues when he could. The association is here to help you, and helping you to find work is an important service of which you should avail yourselves.

Members who are out of work should call at the office daily. Unfortunately, in the theatrical business it is impossible to get any definite schedule in advance by which we can advise you just when there will be a call. Most of the managers who send to us for people do so only a few hours before the call is to be held. Therefore members who are looking for work should call at the office daily. We may tell you on Tuesday that we have nothing and so far as we know there is nothing in view, and a few hours after you have left we may get a call. It is the member who comes in regularly who is most apt to get work.

If you are leaving the profession for an indefinite period you should apply for an honorable withdrawal card. Holding this card, should your absence be of a year or more you can return to the profession and pay current dues only. Returning within a year you pay dues from the date you obtained the withdrawal card but are charged no delinquency fine.

DOROTHY BRYANT,  
Executive Secretary.

## Stage Whispers

Breaking with his original plans, which were to tour *Richard II* next season and then add a couple of other plays in New York, Maurice Evans will launch the repertory plan on the West Coast immediately after his cross-country *Richard* tour.

*Richard* starts its return engagement at the St. James September 16, opens in Boston October 18, reaches the Curran in San Francisco April 18 and closes at the Biltmore, Los Angeles, May 14, meanwhile touching Providence, New Haven, Hartford, Springfield, Montreal, Toronto, Buffalo, Rochester, Ithaca, Baltimore, Washington, Philadelphia, Pittsburgh, Cincinnati, Cleveland, Detroit, Indianapolis, Columbus, Louisville, Nashville, Memphis, Birmingham, Atlanta, Montgomery, New Orleans, various Texas cities, Oklahoma City, Tulsa, Wichita, Omaha, Des Moines, Kansas City, St. Louis, Chicago, Milwaukee, Madison, St. Paul, Minneapolis, Duluth, Winnipeg, Edmonton, Calgary, Seattle, Vancouver, Tacoma, Portland and Sacramento. . . . After May 14 there will be a period of rest, then a period of rehearsal, and then the new plays will be carried up and down the West Coast, prior to a New York opening the following October.

On July 22 Willie and Eugene Howard, now playing in *The Show Is On* at the Winter Garden, will celebrate the 25th anniversary of their entry into show business; there'll be a party after the show, at which they'll do bits and sketches from the various *Passing Shows* and other pieces they've been in. . . . William Kozlenko's one-act play, *This World Is Ours*, published in the current issue of *One-Act Play Magazine*, will be filmed, and will be shown by Andre Malraux in France and in Russia. . . . Edward Marr, well known on the stage and in the Lambs and at present tolling in Hollywood sweatshops, had his *Behind the Eight Ball*, a satire on astrology, tried out by the Greta Players of Mt. Gretna, Pa., as the only new play ever to have been presented by the 11-year-old company; Ashmead Scott, director of the troupe, plans to bring it in in the fall. . . . Jack Mehler has opened offices in the Empire Theater Building and is reading scripts for fall production. . . . The American Show Shop, which aims to present new plays as a showing spot for both authors and talent, starts down at the Cherry Lane Theater July 5 with *Pity the Strong*, all under the direction of Ruth Futnam Mason, who has tried the idea in London; bills will be changed monthly, play and talent scouts are expected and an agency fee will be charged on anything sold directly thru the productions. . . . Alan Brock left this week for a summer at the Wharf Theater, Provincetown, where he'll act as business manager; he'll be back to the Bentham office September 1.

The Understudy Club is going to be plenty busy, if its sheaf of announcements—one each to the dramatic editor, the picture editor and the amusements editor—means anything; it intends doing a second edition of *Bits From Broadway Hits*, its members are appearing in *Rising Stars*, which is its own radio program, a condensed version of the last *Bits From Broadway Hits* is being offered for clubs and vaudeville and plans are under way for the production of a series of film shorts to be cast entirely from the understudy ranks. . . . What about a couple of regular Broadway productions? . . . Sidney Harmon, who is getting himself quite a schedule for next season, has added E. K. Simkhovich's *Garment Center*, due early in the fall.

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# The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 572, Cincinnati, O.

New York. We hear a lot of talk from political big-wigs to the effect that business is on the upgrade, that times are better. Sometimes (more often than not) plenty of reasons can be advanced for disbelieving our politicians. But today we can find facts ourselves to substantiate a general rise in the nation's pocketbook. Leading an orchestra at a metropolitan hotel one has plenty of opportunity to analyze the type of spirit which dominates the patrons. During the height of the depression night clubs and hotels suffered from certain degrees of bad business, but there always were patrons. It is the type of attitude which these people had that gives away their economic status. The general consensus during those days was a feeling of disenchantment, leading to excessive drinking, listless dancing and general run-ins among night clubbers in even the most exclusive spots. But in recent months the attitude has changed considerably. Today we not only find more patrons spending freer, but patrons who can restrain themselves, dance with enthusiasm and control their drinking to a "happy" medium. I think the politicians have the right dope this time and I'm willing to vouchsafe that this is true of all entertainment in general.

PETER KENT.

Cleveland. In reply to Gene Padgett's letter in The Forum of June 19, my experience hasn't been so great—just 29 years' climb to the salary brackets of \$1,375 weekly for two people and twice a day played in most foreign countries. At present I am connected with several organizations; Ohio Entertainers' Club, as State manager, and Better Entertainment League of America, as State manager. I am not now playing night spots and trust I never will. Speaking of art, I am a devotee of it, but only in its proper place and form. Real art never has and never will exist in a place of which the background and environment are filthy. Thus an act intended to be art, presented in an unnatural place, is the prostitution of art. He writes of what "the public wants." Please allow me to mention that a half-drunken and degenerate patron never did and never will know what he wants. There are thousands of people afflicted with sugar diabetes and therefore the medical profession denies them food with sugar. The same goes for the show-going public. There are hundreds of thousands of people with warped minds demanding sexy entertainment, and so indecent and immoral pictures and jokes must be denied them because public safety demands it. In 52 night clubs a total of 4,636 votes were taken as to choice and type of entertainment desired. Only 291 voted for smut and strip-tease acts—and they were from the hoodlum-aged patrons. One hundred and thirty-eight groups of civic organizations, such as lodges and unions, voted 97.8 in favor of clean, dignified entertainment. In my fight for decency I have the solid support of almost every known group, even police departments and liquor control boards. Those backing the demand for filth constitute a small group, and because of their mentality and home rearing, in fairness to all intelligent people, let's put art back where it properly belongs. When we of the show profession clean up our ranks then the public will demand the old shows of long ago and theatrical managements will open their stages to flesh. As it now is no decent theater can compete with a neighborhood night club where filth is presented. I am a member of the theatrical art and the theater is my home. There is a big demand for vaudeville and also the old type of musical comedies. Night clubs should be clean enough places to take one's wife, mother, sweetheart, sister or daughter. The eyes

of the public are on all who entertain, so why jeopardize the honor of decent show people by a few non-professional acts that lack talent? Anybody probably can sell filth and smut, but it takes a real showman to put over other material.

THOMAS SEIGERT.

Worcester, Mass. I fear very much that the victories of the League for Decency and the other religious organizations of similar purpose in the New York burlesque inquisition may lend impetus to extension of their activities to the carnival world. These crusaders have affiliations and branches in about every fair-sized community in America. That they are powerful and influential there is no doubt. To me it seems not improbable they will focus their attention upon us next. Let us profit by the lesson taught the burlesque producers in New York. Most of our carnivals have nude exhibitions of some sort that the public demands, yet because of our compliance an ax hangs over our head. It seems that the fault found by His Eminence Patrick Cardinal Hayes, representing the Catholic group; Rev. John Purcell, the Protestant, and Rabbi Schollzman, the Jewish, was not so much the nudity itself, but the cheap, tawdry and tinselled manner in which it was presented. It is generally admitted by any broad-minded person that nudity in itself is not an evil thing, but it is definitely a delicate and dangerous subject. If we carnival folk will be solicitous about the nudity presented on our shows, using always good taste, appropriate settings, selective music and soft lights, such thoughtfulness would ease the anxiety of the performer, lessen the tension of the audience, pacify the reformer and withal the shekels would continue rolling in—I hope.

DORAL DINA DESHON.

Ithaca, N. Y. The letter of Herbert A. Douglas in The Forum of May 1 regarding the R. T. Richards Circus, season of 1917, interested me very much, as I was with the show that season. I agree with him that the R. T. Richards Circus was the largest wagon show that toured the country, speaking from my personal experience with wagon shows and others that I have seen in days gone by. The show carried cages, tableaus and baggage wagons like railroad shows carried, but as the season went on trucks took the place of baggage wagons and at the end of the season the show was more than half motorized. So far as I know, it was the first circus to use that method of transportation. Some of the acts on the show that I recall were Dunbar, Banvard and Dunbar, aerialists; Paul Johanning's performing lions, Corriea troupe of bareback riders, Arthur Eldridge's troupe of performing Arabian stallions, Zentella's performing Shetland

## More on R. T. Richards Motor Transportation

and East Indian ponies, Princess Florine's group of comedy bears and trained giant dogs, Captain Dooley's five trained elephants, Larch-Florez acrobatic stars; Crayo Felix, French clown; Guice troupe of bareback riders; Hart Sisters, aerialists; Rose E. Sullivan and Mrs. Eldridge, equestriennes, and Two Walters, horizontal bars. Bill Walsh was side-show manager; Felix, Aztec Indian and clay molder; George Cole, tattooed artist; Congo, Congo warrior; Miss Emory and Mrs. Lloyd, snake enchantresses. I did lecturing, magic, Punch and Judy and vent act in the side show. There were other acts whose names I cannot recall. The show pleased the customers in the cities and villages which it visited during the season of 1917. Richard T. Ringling was the owner.

F. M. FARRELL.

Caledonia, Minn. I was profoundly interested in the letter of Charles S. Weller, Mitchell, S. D., in The Forum of June 26 about the old circus show entitled *A Day at the Circus*. I have been trying for a long time to get hold of the part where "Si and I" were in the side show and Mr. Weller says his memory goes on "line after line" until he gets to the balloon. Well, maybe Mr. Weller and myself might get together, and then if *The Billboard* does not think it is too long could publish it so that it could be seen in print once more, a real oldtimer. Mr. Weller says he "implores Formites to dig into their scrapbooks or memories and supply the rhymed conclusion of this historic piece." So I am imploring him to give us that "line after line" that he speaks of, for I know the conclusion! And to prove it I will go on a little further than he did in the June 26 Forum:

Sez Si to I,  
"I'll spoil his racket."  
So he grabbed the rope  
That was hitched to the basket.  
When I see Si going  
I ran to his aid  
And a grab for the rope  
And the basket I made,  
But my feet got tangled  
In the coil  
And I, like Si,  
Left native soil.  
And up in the air  
Like a rocket we shot, etc.  
I should keep this letter under 300 words, so let's hear some more of the first part from Mr. Weller.

A. LEE ZIMMERHACKL.

Washington, D. C. As a follower of The Forum, I have been interested in letters that have appeared dealing with the subject of the expose of magic. The various writers have missed one particular type of expose. They have written concerning the expose of magic tricks thru leaders in magic and others on the radio, thru books by many who stand high in the magic profession, thru pamphlets to the general public for advertising purposes by dealers and others and thru actual performance in small carnivals where members of audiences can go backstage and get a look-see at 5 cents a throw. It is my contention that poor performance, inaptitude, lack of practice and presenting a trick before it is ready are as serious to the man seeking a livelihood thru magic

as any of the four types of expose outlined above. The chief offender in this respect is the half-baked amateur magical enthusiast. When a magician performs poorly and gives away his methods he certainly deserves just as much criticism as one who confines his exposures to magic books.

HENRY HAVILAND.

## Saranac Lake

By JOHN C. LOUDEN

Marle Bianchi is up for two meals in dining room and it looks as tho some sort of a record has been broken. Pneumothorax has clicked.

Chris Hagadorn, former Will Rogers Memorial Hospital patient, is on a visit to Scarsdale, N. Y., to see our friend Frisco Devere and to give his plastic surgeon a lookover. Expect to see him back in Saranac and Griffo's soon.

Tom Abbott, one of our thoracoplasty cases, on a belated visit of two weeks to New York. Ben Schaeffer, his roommate, believes his vicissitude will help him immensely.

Cora O'Connell has undergone her first rib operation, performed by Dr. Woodruff, of Saranac Lake. Cora is back at the Lodge and doing nicely.

Garry (Iron Man) Sitgreaves, after numerous setbacks and three rib operations, has been added to the exercise crew, also to three meals in the dining room.

New equipment is being installed in our motion picture booth, and the spacious grounds around the WRMH are being beautified.

Martha (Pep) Gill is up for one meal in the dining room after being bedded with a cold for a few weeks.

The third Silicosis Symposium was held last week at the Saranac Laboratory, Saranac Lake, N. Y., in connection with the Trudeau School of Tuberculosis. Dr. Gardner, of the Saranac Laboratory, opened the meeting with introductory remarks on silicosis. Attending doctors included Prof. Philip Drinker, Harvard School of Public Health; Prof. W. S. McCann, University of Rochester School of Medicine; Dr. E. F. Pendergrass, University Hospital, University of Pennsylvania, and many more specializing in the disease.

Camille Carpentier, our star patient, has gained quite a bit of adroicropois.

Dorothy (Vogue) Kruss is up for two meals in the dining room.

Please check your health to avoid the cure and write to those you know in Saranac Lake.

## Real Basis of WPA

A THEATEE magazine naively inquires "Whither Opera?" while letting its hair down over the calling off of the WPA's "Tales of Hoffmann." "We hope it is clear by now to all intelligent and progressive Americans" (to whom this mag addresses itself) "that the primary issue here, even more than that of relief, is cultural, aesthetic, educational."

This kind of twisted reasoning is much affected by virtuous females who should have married but who, for some reason, have become sidetracked into sociological theories. The primary issue here and now is neither cultural, aesthetic nor educational. It is something cruder and more satisfying and under certain circumstances falls more pleasantly on the ear. It is called salami, which will be hard for the WPAers to get if the government goes thru with its announced cut.

In the minds of the public so-called culture thrives well in times of stress. The muse is supposed to haunt garrets. As a general rule, however, he does better when properly bathed and fed.

The only logical conclusion is that culture and aesthetic appeal are only secondary and must follow that all-important operation known as bloating the gut. It behooves all those agitating for a continuation of the WPA Federal Theater Project to keep that in mind.

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The Billboard reserves the right to edit all advertising copy.



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# The Final Curtain

**ARTHUR**—W. D., circus contract clerk for the Pennsylvania Railroad, Pittsburgh, and friend of many circuses and carnival people, in Pittsburgh June 30. Funeral at MacDonald Funeral Home, Avalon, Pa., with interment at Home-wood Cemetery, Pittsburgh.

**BERLINGHOFF**—William A., 60, for years a guide at the RCA-Victor Manufacturing Company, June 21 in Cooper Hospital, Camden, N. J., after a week's illness from lobar pneumonia. His widow, Harriet, survives.

**BLOCK**—Mrs. Annette, 24, dancer in a Detroit ballroom, suddenly June 23. Survived by her husband, Otto Block.

**BOWNE**—Mrs. George, 40, sister of Lawrence Hager, tenor with the Golden Gate Trio, at her home in Silver Beach, Milford, Conn., June 17. Burial in Wooster Cemetery, Danbury, Conn.

**BRANDIS**—Mrs. Madeline, picture producer, in Gallup, N. M., June 28 of injuries sustained in an auto accident. She made a series of pictures in Europe, using children of various lands as actors in stories of foreign countries.

**CARDINA**—James, motion picture exhibitor, after a short illness in Buffalo. For over 25 years Cardina had operated motion picture theaters. In Buffalo he was associated with the Grider-Kensington, the Varsity and the Central Park.

**CUNNINGHAM**—Marta, American-born girl, who became a prominent European singer, in London June 25 following a stroke.

**DAVENPORT**—Mrs. Grace, 35, vocalist and music instructor, June 28 in General Hospital, Elizabeth, N. J., after an illness of several weeks. Her husband and two sons survive.

**DOLLINGER**—Aaron, theater operator in Maplewood, N. J., following a heart attack June 26. Dollinger had operated the Plaza Theater, Linden, N. J., for many years. Funeral, June 27, was attended by members of Allied Theaters of New Jersey.

**DONALDSON**—Mrs. Arthur, wife of Arthur Donaldson, stage and screen actor, in New York June 29. Services July 2.

**DORAN**—Adda Mae, 60, pianist for Enrico Caruso at the height of his operatic career, in Los Angeles July 1.

**DOWLING**—Sadie Hasson, 81, for 35 years an actress, at St. Joseph's Hospital, Mt. Clemens, Mich., June 26. With her husband, Joseph Dowling, who died eight years ago, Mrs. Dowling toured America, their principal productions being *Nobody's Claim* and *The Kentucky Girl*. She was born in Ottawa, Ont. Two children, Joseph J. Dowling, and Mrs. Walter Dalby, both of Mt. Clemens, survive. Funeral services at St. Peter's Catholic Church, that city.

**EDWARDS**—Nelson, 40, known as Mack, manager of the Mack-Murray Players, in Caldwell, O., June 19 after a long illness. He had been in show business all his life and was well known in repertoire and vaudeville circles. Survived by his widow; five children, Nelson Jr., June, Guy, Donnell and Jackie; his mother, Mrs. Elia McDonald, and two sisters, Mrs. Edna Taylor and Mrs. Lena Hall. Funeral at Belle Valley, O., with interment at Mt. Ephraim, O.

**EINSTEIN**—Mrs. Caroline, 84, mother of Abe Einstein, Philadelphia theatrical representative and agent, June 23 at her home in Philadelphia after a long illness. Other survivors are a son and a daughter, Mrs. Leon Leopold, a sister-in-law of Ed Wynn. Interment in Adath Jeshurun Cemetery, Philadelphia.

**ELLINGTON**—Ray, charter member of the International Alliance of Theatrical Stage Employees, Los Angeles Local No. 312, in that city recently. Survived by parents; his widow, Mary; four brothers and two sisters, all of Alhambra, Calif.

**ELLIOTT**—Edward E., 64, member of the Long Beach (Calif.) Municipal Band since 1924, June 27 in Long Beach. He was also a member of various circus bands, including Forepaugh-Sells, Ringling Bros. and Barnum & Bailey. He was also with Conway and Sousa. Masonic funeral June 30.

**EMERY**—Mary, wife of William Emery, superintendent of animals at Mesker Zoo, Evansville, Ind., in that city June 30. Emery is veteran elephant man and had been with various circuses. Deceased was formerly a ballet dancer. Her husband and four sisters survive. Burial in Evansville.

**ENSOR**—J. M., 67, pioneer theater operator, at his home in Little Rock, Ark., recently after several years' illness. He operated the Crescent Theater in that city for 22 years. At one time he operated a circuit in Colorado and later operated theaters in Chicago. He was one of the organizers of the Tri-State Association of the Motion Picture Thea-

ter Owners of America and assisted in the organization of the Independent Theater Owners' Association of Arkansas. Survived by his widow; a daughter, Mary Louise, and a sister, Mrs. Birdie Hartman, of Chattanooga, Tenn.

**FELLON**—Charles, 66, stage and film actor, in Hollywood June 28 of heart trouble.

**FURBER**—Henry John, 92, musician, in Bath, Eng., June 28. Furber, once a trumpeter for Queen Victoria, was the last surviving member of the original Gilbert and Sullivan Orchestra.

**GROESKOPF**—Herman W., 62, president of Wuerli's Official City Band, suddenly June 23 after marching with the band in the GAR Encampment parade at Sheboygan, Wis. Groeskopf was also a musician with the Maas Military Band and the Sheboygan Civic Orchestra. Survived by his widow and 11 children.

**HILL**—Thomas A., 48, prominent for many years in operation of motion picture houses in Little Rock and Pine Bluff, Ark., in a Hot Springs hospital June 23 after a 10-day illness. He left the theater field to enter the Arkansas Legislature and was former speaker of the House there. Surviving are his widow, three sons and a daughter. Burial in Pine Bluff.

**HINSON**—Charlie H., 52, formerly with the James Shelby Shows, June 23 in Lincolnton, N. C., from a stroke of paralysis. He was prominent in American Legion circles. Survived by widow.

**HULL**—Gladden William, 72, president and general manager of White City Park, Boise, Ida., since 1910, at his home in Boise following a heart illness June 2. He had been in amusement business since 1903, having concessions at Lewis and Clark Exposition, Portland, Ore., in 1905. He built Shoot-the-Chutes and operated it and a Fun House at Lagoon Resort, Salt Lake City, for 17 years. Survived by his widow, Annie V. Luce Hull, and a brother, Elmer E., Oshkosh, Neb. Funeral services in Deseret Chapel, Salt Lake City, Dr. E. I. Goshen, First Congregational Church, officiating. Interment in Mt. Olivet Cemetery, Salt Lake City.

**JUILLIARD**—Frederic A., 70, patron of classical music, of a cerebral hemorrhage June 29 in Tuxedo Park, N. Y. Prominent for the scholarships that bear his name, Juilliard was associated also with the Metropolitan Opera Company and the Philharmonic-Symphony Society. He leaves one sister.

**LATCHER**—Harry, 59, president of the Joseph A. Ferko String Band, June 23 at Hahnemann Hospital, Philadelphia, following injuries sustained in a motor accident. There are no survivors.

**LOWELL**—Helen, 71, film and stage actress, found dead in her hotel room in Hollywood June 29. Born in New York, she had played important comedy roles on the American stage for more than 50 years. Her first appearance at 18 was in the title role of *Iolanthe* at the Academy of Music, Hollywood. Her best known role was as Miss Hazy in *Mrs. Wiggs of the Cabbage Patch*. Her Broadway appearances began with William Faversham's *Impudence* and included *The Torch Bearers*, *Cappy Ricks* and *The Showoff*. In the films she appeared in *Side Street*, *Case of the Howling Dog*, *Madam DuBarry*, *Big-Hearted Herbert*, *Midnight Alibi*, *Goose and the Gander*, *Page Miss Glory* and *Snowed Under*.

**LYNCH**—John C., 62, radio engineer and executive, of coronary thrombosis at Fairview Hospital, Great Barrington, Mass., June 29. After being graduated from Cornell University in 1896 Lynch entered the New York Telephone Company and rose to assistant vice-president of the American Telephone and Telegraph Company. In 1931, on account of deafness, he retired. Lynch pioneered in radio research and was instrumental in establishing many early broadcasting stations, including WEAF, New York. Besides his radio activities, Lynch served as a director of the Three Arts Association, which owns the Berkshire Playhouse. He leaves his wife; one son, John C. Lynch Jr., of New York, and a brother, Charles Edwin Lynch, Pittsfield, Mass.

**MCCARTHY**—Mrs. Mary, mother of Jac Mac and Viola May, show people, in Allentown, Pa., June 24 after an accident. Burial in Bridgeport, Conn., June 28.

**MORAN**—John J., father of Mae

Moran, assistant cashier of Gaumont-British pictures, suddenly June 27 in New York. Surviving are his widow and three children, John Jr., Mae and Thomas.

**NASO**—Jean Baptiste, 93, grandfather of Lily Pons, opera singer, in Cannes, France, recently.

**NICHOLSON**—Mrs. Mabel, 66, veteran repertory actress, June 22 in Sturgis Memorial Hospital, Sturgis, Mich. She was the daughter of the late Colonel Jay Bernard, one of the pioneers of the showboat era. She claimed to have been the first actress to play Little Eva in *Uncle Tom's Cabin* below the Mason and Dixon line following the Civil War. Mrs. Nicholson lived in Sturgis for the last 30 years. Burial in that city.

**PROSCH**—Carl Francis, 73, retired musician and artist, June 25 at his home in Honesdale, Pa., from a heart ailment. His widow and a daughter survive.

**PROVAN**—David B., 69, widely known hotel man and father of the hotel roof-garden idea, June 27 at the home of his sister in Providence. He was managing director of the Hotel Adelphia, Philadelphia, at the time of his death. In 1904 he installed at the New Bingham Hotel, that city, the first roof garden that had a full kitchen on the same level, attracting national attention among hotel men. Two sisters survive. Funeral and burial in Providence.

**RAFT**—Mrs. Eva, 66, mother of George Raft, motion picture actor, of asthma June 30 in New York. Funeral July 2.

**SCHWEITZER**—George J., 55, retired theater manager, June 26 from a heart attack at his home in Titusville, Pa. He operated the Orpheum Theater there from 1919 to 1929. His widow and three daughters survive. Funeral services and burial in Titusville.

**STEVENS**—Mike, brother of Mrs. White Eagle, whose husband is in the med show business, at Durant, Okla., June 9 of tuberculosis. Survived by widow, two children, parents and several brothers and sisters.

**SUTHERLIN**—Mrs. Mildred P., in Dubuque, Ia., June 10. She was dancer in the Manhattan Gayeties with the Fairly-Martone Shows. Survived by her husband, a grandmother and brother. Burial in Calvary Cemetery, Waterloo, Ia.

**TILLOTSON**—Mrs. Meta M., wife of Howard Tillotson, Denver Theater orchestra leader, in Denver of pneumonia.

**VAVERKA**—Anton, 72, cinema actor, in Prague, Czechoslovakia, recently. A character actor, Vaverka, who had played in silent pictures for 10 years, is best remembered for his portrayal of Emperor Franz Joseph.

**WEST**—Joseph W. (Bowers), 61, advance agent, January 31 at his home in Aurora, Ill. He had been in show business for many years. Burial at Ft. Wayne, Ind. Survived by three sisters, all of Ft. Wayne.

**WEINSTEIN**—Herbert, 78, actor, in Warsaw, Poland, June 29. Weinstein was a pioneer in the development of the Yiddish stage and acted many times with Abraham Goldfaden, known as "the father of the Yiddish theater."

## Marriages

**BENTLEY-DOWNEY**—Howard Charles Bentley and Edean Downey, daughter of Frank J. Downey, manager of the MGM Detroit exchange, July 10 in Detroit.

**BRUNTON-MURPHY**—James Brunton, Boston, sax and fiddle player in Frankie Work's Orchestra, and Alice Murphy, Framingham, Mass., school-teacher, at Framingham June 27.

**CLEMENTE-ALDEN**—Paul Clemente, guitarist in Jimmy McHale's Orchestra, and Elsie Alden, nonpro, both of Boston, in Boston June 26.

**DEKKER-HUSKIE**—Richard Dekker, manager of the Jewel Theater, Denver, and Madra Huskie, former Jewel cashier, in California recently.

**DOUGHERTY-PORTER**—John Hugh Dougherty, nonprofessional, and Anna Marie Porter, daughter of Harry J. (Dock) Porter, widely known Atlantic City cafe proprietor, in Atlantic City June 23.

**GRAHAM-JACKSON**—Vance Graham, of the Alexander Film Company, Colorado Springs, Colo., and Mildred Jackson,

of the KLZ Players, Denver, at Trinity Church, that city, June 30.

**HARLOW-RHEA**—Ray Harlow, WWSW (Pittsburgh) operator, and Martha Rhea June 27.

**IMIG-TOWLE**—Richard E. Imig, non-professional, to Marie Towle, continuity writer for WHBL, Sheboygan, Wis., June 25 in Sheboygan.

**JAMES-SIMMONS**—Donnelly James, orchestra leader at the Denver Theater, Denver, and Cleo Simmons, nonpro, at the University of Colorado Chapel, Boulder, Colo., June 26.

**JUDD-DAVIDSON**—Forrest E. Judd, Monogram film exchange manager, and Catherine Louise Davidson, Des Moines, June 26.

**LEVIN-DE YOUNG**—Sylvan Levin, concert pianist and conductor of the Curtis Institute Orchestra, and Elizabeth de Young, member of the Society of Contemporary Music, in Belair, Md., June 23.

**O'TOOLE-PRESKAR**—Ollie O'Toole, WWSW (Pittsburgh) announcer, and Millie Preskar June 25.

**PETERS-DENESHA**—Theodore Peters and Madeline Denesha, dance team known as Theodore and Denesha, in Chicago recently. Currently working the Coccoanut Grove, that city.

**PROCTOR-GOULDING**—Frederick William Proctor, American songwriter, and Ivis Goulding, English actress, at Cannes, France, June 19.

**ROGERS-PICKFORD**—Charles (Bud) Rogers, actor and orchestra leader, and Mary Pickford, screen star, in Hollywood June 26.

**ROGERS-JAFFE**—Henry C. Rogers, Hollywood publicist, and Rosalind Jaffe, former stage and screen actress and niece of B. P. Schulberg, motion picture executive, in Hollywood June 16.

**SCHOENBURN-KATZ**—Herman Schoenburn, of RKO's construction department, and Rae Katz recently on the Coast.

**SCHOENY-ZIEVERINK**—J. Robert Schoeny, nonpro, and Alberta Zieverink, of United Features, at St. Catherine's Church, Cincinnati, recently.

**SEARS-BATCHELDER**—Maynard Sears, Brookline (Mass.) nonpro, and Katherine Batchelder, general secretary at WCOB, Boston, at Tufts College Chapel, Medford Hillside, Mass., June 17.

**SHAFETZ-FREEMAN**—Dr. Mac Shafetz and Alice Freeman, associated with Warners in Boston recently.

**STEINREICH-WAGNER**—Kenneth P. Steinreich, radio executive, and Evelyn Wagner, niece of U. S. Senator Robert F. Wagner, in New York June 25.

**STUART-ALLEN**—Wallace James Stuart, resident manager of M. & P.'s Community Theater, North Attleboro, Mass., to Celeste Mary Allen, teacher, of New London, Conn., at St. Mary's Star of the Sea Church, New London, June 28.

**SUTMAIER-WOLFORD**—Nicholas Sutmaier, publicity director for several years at Meyers Lake Park, Canton, O., and booker of bands for Moonlight Ballroom there, to Wauneta Wolford, nonpro, in Coshocton, O., June 26.

**WATERMAN-THULEEN**—Willard Waterman, NBC actor in *Girl Alone*, *Don Winslow* and other radio shows, to Mary Anna Thuleen, nonpro, of Kenosha, Wis., in that city June 30.

## Coming Marriages

Jeannette Kennelly, of the chorus at the Chez Paree, Chicago, and Jim Blade, nonpro, soon.

Georgia Jarvis and Mitchell Ayres, band leader, in New York August 5. Genevieve Whitfield, of Los Angeles, and Henry Sember, theatrical reporter, New York, next month.

Dick Stable, band leader, and Gracie Barrie, one of the stars of the production *The Show Is On*, soon.

Steve Burke, with Jack Hoxie Circus for the last 10 years, and Corinne Burke, nonpro, but at present with the circus, August 27.

Robert Clayman, orchestra leader, and Ruby Rubinoff, daughter of Dave Rubinoff, violinist, soon.

Charles Lynch, of RKO's shipping department, and Helen L. Welch, nonprofessional, at Cambridge, Mass., this month.

John Davis, WWSW (Pittsburgh) announcer, to Elaine Poulton soon.

## Births

An eight-pound boy to Mr. and Mrs. H. E. Thomason in Charity Hospital, New Orleans, recently. Father has been in show business for 12 years and at (See BIRTHS on page 85)



ACTS, UNITS AND ATTRACTIONS

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

A
Aarons, Ruth Hughes (Radio City Rainbow Room) NYC, nc.
Abbott Dancers (Palmer House) Chi, h.
Abbott Girls (Ambassadeurs) Paris, nc.
Abbott, Joan (Cocoanut Grove) Waukegan, Ill., ro.
Abbott, George (Geary) San Francisco, t.
Ackerman, Bernice (Favillon Royal) Valley Stream, L. I., nc.
Ackermann's, Al, Six Tip Tops: Fessenden, N. D., 12-16.
Adelot (French Casino) NYC, nc.
Adams, Happy Jack (Silver Dollar) Harrisburg, Pa., h.
Adler, William (Ambassador) NYC, h.
Adreon, Emilee (Villa Venice) Chi, c.
Adrian, Iris (Kit Kat) Phila, nc.
Ahearn, Will & Gladys (Met.) Boston, t.
Allee, Edna, & Co. (Frontier Fiesta) Ft. Worth, Tex., Aug. 1.
Allis, Francis (Casino Da Urca) Rio de Janeiro.
Allman, Dave (Sawdust Trail) NYC, nc.
Almonte, Marie (Le Mirage) NYC, nc.
Amsterdam, Mory (Oriental) Chi, t.
Anderson, Randell (Roosevelt) New Orleans, h.
Andre, Janis (Cosmopolitan) Chi, nc.
Andre, Pierre (Drake) Chi, h.
Andrews, Jo (Blackhawk) NYC, nc.
Andrew Sisters (Paradise) NYC, re.
Anthony & Rogers (Tower) Kansas City, Mo., t.
Antonio & Renee De Marco (Grosvenor House) London, h.
Arden, Dolly (Villa Venice) Chi, ro.
Arden, Donn (Bon-Air) Chi, cc.
Aristocrats, Four (Palmer House) Chi, h.
Arloys, The (Paragon Park) Nantasket Beach, Mass.
Armado & Maria (Brown Derby) Boston, c.
Armetta, Henry (Stanley) Pittsburgh, t.
Armstrong, Joe (White Way) Atco, N. J., h.
Arnold Sisters (La Jolla) Tucson, Ariz., nc.
Arthur, Jack (Casino) Dallas, nc.
Aurilia, Princess (Leon & Eddie's) NYC, nc.
Avalons, Six: Fertile, Minn.; Fergus Falls, Minn., 12-16.
B
Babcock, Jimmy (Hofbrau) Hoboken, N. J., re.
Bachelors, Four (College Inn) Chi, nc.
Baer, Betty (Bertolotti's) NYC, re.
Baker, Jerry (Aroline Inn) Arcata, N. J., ro.
Baldwin & Bristol (Riverview Beach) Pennsville, N. J., p.
Banks, Sadie (Old Roumanian) NYC, re.
Baptie & Lamb (New Yorker) NYC, h.
Barclay, Les (Queens Terrace) NYC, nc.
Barlow & Bentler (Club Esquire) Seattle, Wash., nc.
Barna, Viktor (Radio City Rainbow Room) NYC, nc.
Baron & Blair (Astor) NYC, h.
Barra, Capry (Stork) Brooklyn, h.
Barrison, Lou (Ambassadeurs) Paris, nc.
Bass, Paul (Gabriel's) NYC, re.
Bell & Grey (Wonder Bar) Zanesville, O.
Bellie & English Bros. (Roxy) NYC, t.
Bell's Hawaiian Follies (Palamar) Seattle, Wash., 6-12.
Bennett, Ethel (Old Roumanian) NYC, re.
Beno, Ben: Taylorville, Ill.
Bentley, Gladys (Piccadilly) Phila, nc.
Benton, Larry (Mitchell's Playhouse) Chi, nc.
Bernard & Henrie (Club Alabam) Chi, nc.
Bernhardt & Graham (Congress) Chi.
Bernvid, Count, Unit (Pal.) Cleveland, h.
Bernier, Nelda (Edgewater) Lafayette, La., nc.
Berl, Ben (Michigan) Detroit, t.
Bert & Jay (Colonial Village) Florida, Ill., nc.
Bexy & Martinez (The Spanish Villa) Hotel Southern, Baltimore.
Biltmore Boys (Bennett) Binghamton, N. Y., h.
Bishop, Fred (Gay '90s) NYC, nc.
Blaine, Dorothy (Hi-Hat) Chi, nc.
Blair, Ellen (Palmer House) Chi, h.
Blackley, Elda (Mory Bizarre) NYC, nc.
Blanche & Elliott (Mounds) St. Louis 15, cc.
Blanchard, Jerry (18) NYC, nc.
Blenders, Four (Embassy Club) San Francisco, nc.
Blue, Johnny (Essex House) NYC, h.
Boles & Ladd (Tower) Kansas City, Mo., t.
Bonner, Carl & Leone (Radio City Rainbow Grill) NYC, nc.
Booth, John (Northwood Inn) Detroit.
Boyan, Arthur (Medical Convention, New Yorker Hotel) NYC.
Bordine & Carole (University) Albany, N. Y., nc.
Borg, Inga (Jimmy Kelly's) NYC, nc.
Borzy, Allen (Roosevelt) New Orleans, h.
Bouché, Nevia (Edgewater) Lafayette, La., nc.
Bowes, Joan (Hickory Lodge) Larchmont, N. Y., ro.
Bowes, Major, International Revue (Capitol) Washington, D. C., t.
Bows, La Verne (Ballyhoo Club) Columbus, O., nc.
Boyer, Lucienne (Cafe de Paris) London, nc.
Boyettes, The (The Club) Hagerstown, Md., nc.
Bradford, Barbara (Paradise) NYC, re.
Bradshaw, Tiny (Piccadilly) Phila, nc.
Brander, Margot (Cafe de Paris) London, nc.
Brito, Phil (Monte Royal) Montreal, h.
Briscombe, Grace (Jimmy Kelly's) NYC, nc.
Britton, Patsy (Gold Nugget Club) Canon City, Colo., 2-8.
Broadway Passing Show (Riverside) Milwaukee, h.
Brown, Danny (Club Lido), Youngstown, O., nc.
Brown, Sondra (Peabody) Memphis, h.
Brown, Ada (Grand Terrace) Chi, nc.
Brown Bros. (Greystone) Mansfield, O., c.
Brown, Evans (Chula Vista) Wisconsin Dells, Wis., h.
Brown, Isabelle (Jimmy Kelly's) NYC, nc.
Brown, Shirley (Promenade Cafe, Rockefeller Center) NYC, re.
Bruce, Betty (French Casino) NYC, nc.
Bryant, Rains & Young (Casino Municipal) Nice, France, nc.
Bryson, Clay (Montclair) NYC, h.
Buckley, Dick (Planet Mars) Chi, nc.
Buckley, Nell (Congress) Chi, h.
Buddy & Selma (Maytower Casino) Chi, nc.
Burns, Boots (806 Club) Chi, cc.
Burns & White (Hi Hat) Chi, nc.
Butler, Albert (Pierre) NYC, h.

Route Department
Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
EXPLANATION OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road/house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Byrd, Muriel (Shelton) NYC, h.
Byrd, Russell (Westminster) Boston, h.
C
Caldos & Balina (Roosevelt) New Orleans, h.
Calgary Brass (Chez Fiesta) Ft. Worth, nc.
California Collegians (Stanley) Pittsburgh, t.
Callman, R. J. (Essex House) NYC, h.
Calloway, Cab (Lyric) Indianapolis, t.
Cameron, Yukona (St. Regis) NYC, h.
Campo, George (Ambassadeur) Paris, nc.
Cangloli, Toto (Place Elegante) NYC, nc.
Caperton & Columbus (Ross Penton Farms) Asbury Park, N. J., cc.
Carewe, Lucille & Her Melody Men (El Reno Club) Ottawa, Ill., nc.
Carlie & Rose (State-Lake) Chi, t.
Carlie, Charles (Congress) Chi, h.
Carlitia, (Sawdust Trail) NYC, nc.
Carman, Lillian (Chez Paree) Chi, nc.
Carmen, Peppy (Banker's Tavern) Atlantic City, nc.
Carpenter, Imogene (New Yorker) NYC, h.
Car, Billy (806 Club) Chi, nc.
Carroll & Gorman (Bon-Air) Chi, cc.
Carroll, Helene (Cocoanut Grove) Waukegan, Ill., ro.
Carroll, Marie (Caynor's Club) Milwaukee, nc.
Cass, Emmet (Gay '90s) NYC, nc.
Cassidy, Jimmy (Hi-Hat) Chi, nc.
Cassinelli, Dolores (Moris') NYC, re.
Challis, Beth (Silver Lake Inn) Phila, ro.
Chase, Chaz (Sands Point Casino) Long Island, cc.
Chuck & Chuckles (Oriental) Chi, t.
Clare & Sanna Sisters (Earle) Washington.
Claude & Corinne (Westminster) Boston, h.
Cliff & Carmody (Luna Park) Coney Island, N. Y., p.
Clemens, Margie (Edison) NYC, h.
Cobey, Lew (White) NYC, h.
Cody, Miriam (Silver Rail) Utica, N. Y., cc.
Coe, Jerry (Tower) Kansas City, Mo., t.
Collette & Barry (Brown) Louisville, h.
Collette & Galle (Riverside Club) Casper, Wyo.
Comique Continentals (Capitol) Lancaster, Pa.
Dimas & Anita (Bal Tabarin) NYC, nc.
Dimitri & Virgil (El Gaucho) NYC, nc.
DIPalma, Angelo (Nixon Cafe) Pittsburgh, nc.
Donatella Bros. & Carmen (Pal.) Chi, t.
Doris, Miss (Versailles) NYC, re.
Dougherty, Bill (Chickasaw Gardens) Columbus, Ga., nc.
Douglas, Milton (State-Lake) Chi, t.
Dover, Jane (Edison) NYC, h.
Draper, Paul (Flara) NYC, h.
Drayton Sisters & Jack (Casino Club) Clayton, N. Y.
Drew, Charlie (Merry-Go-Round Bar) NYC, re.
Drew, Allen (Harlem Hollywood) NYC, nc.
Edwards (Mound) St. Louis, nc.
Duffy & Walt (New Yorker) NYC, h.
Duke, Darling (Sawdust Trail) NYC, nc.
Dukes, Three (Chez Ray Ventura) Paris, nc.
Dumm & Wise (Palm Beach Cafe) Detroit.
Dunn, Vera (Famous Door) Boston, nc.
Dunne & Clayton (Fort of Fun) NYC, nc.
Duskin, Joyce (Paradise) NYC, re.
Duval, Dorothy (Brevoort) Chi, h.
E
Early, Jack (Lantern) Utica, N. Y., nc.
Earns & Gordon (Stork) Providence, nc.
Edmonds, Joe (Hofbrau) Hoboken, N. J., re.
Edwards Sisters (Kit Kat) NYC, re.
Edwards, Patricia (S. S. Bear Mountain) NYC, s.
El Rey Sisters (Celebration) Red Creek, N. Y.
Ellington, Duke, & Orch. (State) NYC, t.
Elliott, Johnny (Riverside) Milwaukee, Wis., t.
Elton, (Hollywood) NYC, re.
Emmy's, Carl, Pets (State) NYC, t.
Ericco, Edna (Famous Door) Boston, nc.
Esther, Paul (Esquire) Toronto, nc.
Enrico, Don (Cosmopolitan) Chi, re.
Evans, Louise (Parkview) Gouverneur, N. Y., h.
F
Farmer, Chic (Stork) NYC, nc.
Farrar, Jane (1523) Phila, nc.
Farrel, Ed (Flara) Utica, NYC, nc.
Faye, Frances (1214) Phila, nc.
Faye, Gladys (Jimmy Kelly's) NYC, nc.
Faye, Joyce (Bertolotti's) NYC, re.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Conchita (Ship Ahoy) Houston, Tex., re.
Connor, Nadine (Sands Point Casino) Long Island, cc.
Continental Three (Brass Rail) NYC, re.
Conrad & Haydock (Flamingo) Orlando, Fla., cc.
Cook, Gloria (Leon & Eddie's) NYC, nc.
Corla Islanders (Montclair) NYC, h.
Corella, Claudia (El Gaucho) NYC, nc.
Corliss & Palmer (Chez Paree) Omaha, nc.
Cossack & Marquis (Chez Ami) Buffalo, nc.
Cossacks, Three (Paradise) NYC, re.
Cotton, Larry (Biltmore) NYC, h.
Courtney, Ann (Montclair) NYC, h.
Crane, Ford (Nixon Cafe) Pittsburgh, nc.
Crawford, Jesse & Helen (Congress) Chi, h.
Crawford & Crawford (Electricity) London, h.
Crooker, Dorothy (Roxy) NYC, t.
Cummings, Walter (Claridge) Memphis, h.
Cunningham, Fairy (Club Riviera) Kansas City, Mo., nc.
Curtis, Rube (Greater Texas & Pan Amer. Expo.) Dallas.
D
D'Avalos, Rodolfo & Albertina (El Chico) NYC, nc.
Dale, Virginia (Silver Bowl) Sacramento, nc.
Daley, Joe (Parkview) Gouverneur, N. Y., h.
Darcy, Jean (McAlpin) NYC, h.
Dario & Diane (Savoy) London, h.
Darrel, Dorothy (Park Central) NYC, h.
Davies, Mary (Chula Vista) Wisconsin Dells, Wis., h.
Davis, Eddie (Leon & Eddie's) NYC, nc.
Davis, Lois (Eldorado) Detroit, nc.
Davis, Rufe (Waldorf-Astoria) NYC, h.
Day, Tiny (Fritz's Fiesta) Crystal Lake, Ill., ro.
Days, Ruth (Astor) NYC, h.
De Cardos, Six (Enna Jettick Park) Auburn, N. Y.
De Lage, Al (Madrid) Buffalo, c.
De Laplante, Peggy (Jimmy Kelly's) NYC, nc.
DeRonda & Barry (Cavalier) Virginia Beach, Va., h.
De Ring, Trudy (Avalon) Cleveland, O., nc.
DeShon, Maxine (Cosmopolitan) Chi, nc.
De Witt & Vehr Lens (Chesterfield Gardens) Kansas City, Mo., nc.
Dean, Shannon (Caly Cabaret) Brussels, c.
Dean, Shannon (Paradise) NYC, re.
Delgado, Fausto (El Torador) NYC, nc.
Dell, P. (Earle) Washington, D. C., t.
Denise, Mlle. (Leon & Eddie's) NYC, nc.
Devorne, Pamela (French Casino) NYC, nc.
DeWitt, Herbert (Villa Moderna) Chi, ro.
Diane & Duval (Lido) Montreal, nc.
Diaz, Don, Dolores & Demis (Congress) Chi, h.
Diaz, Hazel (Small's) NYC, nc.
Diaz, Jose (El Gaucho) NYC, nc.
Dick & Dot (Jimmy Kelly's) NYC, nc.
Dieters, The (883 Club) Chi, nc.
Dillon & Parlow (Cocoanut Grove) Phila, c.
Dillon, Jean (Paradise) NYC, re.

Gilbert & Dolores (St. Moritz) NYC, h.
Gilbert, Paul (Lantz Merry-Go-Round) Dayton, O.
Gleason, Art (Granby) Norfolk, Va., t.
Glory, June (Blackhawk) Chi, nc.
Glover & Lamae (Rainbow Grill, Radio City) NYC, re.
Gobs, Three (Plantation) NYC, nc.
Goff, Jerry (Adelphia) Phila, h.
Golden, Les (Brown) Boston, nc.
Goodell, Danzi (Adelphia) Phila, h.
Goodman, Charles (Biltmore) NYC, h.
Gordon, Paul (Mt. Royal) Montreal, h.
Goslar, Lotte (Rainbow Room, Radio City) NYC, re.
Gower, Jean (Mt. Royal) Montreal, h.
Grasl, Rudl (Berkeley) London, h.
Green, Al (Pioneer) NYC, nc.
Green, Jackie (Roxy) NYC, t.
Griffin, George (Sands Point Casino) Long Island, cc.
Griffin, Joe (Chicago) Chi, t.
Grisha & Brona (Villa Venice) Chi, ro.
Grucci, Las (El Chico) NYC, nc.
Guido & Eva (Walton) Philadelphia, h.
Gurnols, Chester & Duley (Royal) Columbus, Ga., t.
Guy, Barrington (Plantation) NYC, nc.
Guy, Vernon (Farrish) Phila, nc.
Gwynne, Jack & Co. (Great Lakes Expo.) Cleveland, p.
H
Haakon, Paul (Pal.) Chi, t.
Haft, George (Hungarian) NYC, re.
Haines (Leon & Eddie's) NYC, nc.
Halacourt, Ralph (Conneaut) Conneaut Lake Park, Pa., h.
Hale, Chester, Girls (Casino) Dallas, nc.
Hall, Kiki, & Peppy Carmen (Banker's Tavern) Atlantic City, nc.
Halladay, Ruby (Chez Brummel) Cannes, France.
Haley, Helene (Jimmy Kelly's) NYC, nc.
Hamilton, Betty (Edgewater) Lafayette, La., nc.
Hardie & Mills (Gloria) Columbus, nc.
Harper, Ruth (Mount Royal) Montreal, h.
Harris, Mary (Luna Park) Coney Island, N. Y., p.
Harrison, Spike (Gay '90s) NYC, nc.
Harston, Marion (Small's) NYC, nc.
Hart, June (15 Club) Chi, nc.
Hastings, Sue (Rainbow Room, Radio City) NYC, nc.
Haxton, Harvey & Haxton (Paramount) Chi, nc.
Heath, Ann (Pierre) NYC, h.
Heaton, Irene (Silver Rail) Utica, N. Y., nc.
Heaton, Shirley (Madrid) Buffalo, c.
Henry, Noel (Granada) NYC, h.
Henshaw & Arliss (State-Lake) Chi, t.
Herrera, Sarita (Zumuri) NYC, nc.
Hi-Hatters (Astor) NYC, h.
Hixon, Hal (1214) Phila, nc.
Hochtor, Harriet (Frontier Fiesta) Ft. Worth, nc.
Hoffman, Max (Chez Maurice) Montreal, nc.
Holden, Bruce (Palmer House) Chi, h.
Holand & Hart (Palmer House) Chi, h.
Holmes, George (Black Oak) NYC, nc.
Holt, Maymo (Lexington) NYC, h.
Holtz, Lou (Chez Paree) Chi, nc.
Hooton, Don (Syracuse) Syracuse, N. Y., h.
Hope, Faith, & Zingo (Ambassador) Dallas, h.
Hoyt, Jack & Wander (Ambassadeur) Paris, nc.
Horn, John & Jessie (Three Rivers) Phoenix, N. Y., nc.
Howard, Joe E. (Gay '90s) NYC, nc.
Howards, Dancing (Chez Ami) Buffalo, nc.
Hudson, Maxine (Clare) Dallas, nc.
Hudson & Harden (Esquire) Toronto, nc.
Huff, Tiny (Barrel of Fun) NYC, nc.
Hughes, Lysbeth (Biltmore) NYC, h.
Hutton, Ina Ray (Rink) Waukegan, Ill., h.
I
Ice Ballet (Boston) Boston.
Ide's, Trio (Roosevelt) Pittsburgh, Pa., h.
Internationals, Three (Roosevelt) NYC, h.
Irving, Jack (Harry's New York Cabaret) Chi, nc.
Irwin, Rene (Sherwood) Burlington, Vt., h.
Jack, Billy (La Jolla) Tucson, Ariz., nc.
Jackson & Blockwell (Lotus) Washington, D. C., re.
James, Jackie (Silver Rail) Utica, N. Y., nc.
James, Hal (Club Elite) Dayton, O., nc.
Jane, Leonard (Dante's Inferno) St. Louis, Mo., re.
Jarrett, Art (Casino) Dallas, nc.
Javenello, Marie (Barritt) Phila, nc.
Jeanette & Kalan (Lord Baltimore) Baltimore, h.
Jenler, Walter & Buddy (Chase) St. Louis, h.
Jerome, Frank (S. S. Mandatay) NYC, cc.
Jerry & Turk (Cocoanut Grove) Waukegan, Ill., ro.
Joffe, Ruth (Famous Door) Chi, nc.
John, Jr., Wally (Coronado) St. Louis, h.
Johnson, George (Yacht) NYC, nc.
Johnson, Elinor (806 Club) Chi, nc.
Johnson, Jay (St. George) Brooklyn, h.
Johnson, Lucille (Paradise) NYC, re.
Johnson, Mae (Plantation) NYC, nc.
Jones, Roberta (Waldorf-Astoria) NYC, h.
Jones, Ray (Queen Mary) NYC, re.
Jose & Patricia (El Chico) NYC, nc.
Joyce, Jacqueline (Mirador) NYC, nc.
Juan & Marita (Via Lago) Chi, nc.
K
Kane, Allen & Boys (Monte Carlo Bar Hotel) Chi, h.
Karson Musicales (Anderson) Anderson, Ind., h.
Kavanaugh, Stan (Casino) Dallas, nc.
Kay, Dolly (Oriental) Chi, t.
Kay, Muriel (Silver Rail) Utica, N. Y., nc.
Kay, Jane (Blackhawk) Chi, nc.
Kaye, Johnny (Kenny Mara Club) Bridgeport, G., nc.
Keller, Loretta (Cocoanut Grove) Boston, nc.
Kennedy, Betty (Cortez) El Paso, Tex., h.
Kenney, Phyllis (Parkview) NYC, h.
Ken, Peter (New Yorker) NYC, h.
Khadaric, Nicolas (Russian Art) NYC, re.
King, Mary Lou (Village Barn) NYC, nc.
King Sisters, Four (Biltmore) NYC, h.
Kinney, Ray (Lexington) NYC, h.
King, Nixon, Jr. (New Yorker) Detroit, nc.
Kramer, Ida (Swanee) NYC, nc.
Kressels, Four: Detroit Lakes, Minn., 9-12.
L
La Fons, The (Cosmopolitan) Chi, nc.
La Marr, Renee, Trio (Cosmopolitan) Chi, nc.
La Monte, Bobby (New Earl) Baltimore, nc.
La Monte, Jean (Montenazo) Detroit, nc.
LaRue, Bobbie (Ballyhoo) Columbus, G., nc.
LaRue, Eddie (Club Biase) Cleveland, nc.

LaViere, Jack (Chicago) Chi. t.
La Voia, Don (Shrine Circus) Aberdeen, S. D.
Lacelles, Aerial (Pats) Dauphin, Man., Can.,
5-10; (Pats) Melfort, Sask., Can., 12-17.
LeBaron, Karre, Dancers (Michigan) De-
troit, t.
LeVess & Margo (Red Gables) Indianapolis,
nc.
Leird, Ruth, & Her Texas Ricketts (Adolphia)
Phila. h.
Lamar, Henry (Gay '90s) NYC, re.
Lamont, Don (Hollywood) NYC, re.
Lane, Muriel (Arrowhead Inn) NYC, re.
Lane, Mary (Jimmy Kelly's) NYC, re.
Lang & Lang (Andy's) Syracuse, nc.
Lang, Edie (Mirador) NYC, nc.
Lanham's Torrid Tempos (Sun Set Tavern)
Okmulgee, Okla., nc.
Lawton, Reed (Mon Paris) NYC, re.
Lawton, Judith (McVan's Club) Buffalo, nc.
Layne, Joyce (Thompson's) Waverly, N. Y.,
nc.
Leamy, Jimmy & Dad (Great Lakes Expo)
Cleveland.
Lee, Benny (Trocadero) Dallas, Tex., nc.
Lee, Sally (Tavern) Savannah, Ga., c.
Lee, Val, Leona (Jimmy Kelly's) NYC, nc.
Lee, Virginia, & Lathrop Bros. (Stanley)
Pittsburgh, t.
Leonard, Eddie (Gay Nineties) NYC, nc.
Leslie (Paradise) NYC, re.
Lester, Ann (Yacht Club) Chi., nc.
Lewis, Greta (Berlotti's) NYC, re.
Lewis Sisters (Hi-Hat) Chi., nc.
Lewis, Dot (Thompson's) Waverly, N. Y., nc.
Lewis, Tex, & Hillbilles (Village Barn) NYC,
nc.
Lewise, Jeanne (Mayfair) Cleveland, nc.
Libuse, Frank (Cafe de Paris) London, nc.
Lombard Sisters (Biltmore) Providence, h.
Lomas John (Cafe's Cafe) Baltimore, nc.
Long, Nick (Riviera) Fort Lee, N. J., nc.
Long, Avon (Plantation) NYC, nc.
Loper & Hayes (Mayfair) London, h.
Lorna & Carr (Capri) Lawrence, Mass., re.
Lorraine, Winifred (Mirador) NYC, re.
Love, Beth (La Jolla) Tucson, Ariz., nc.
Lowry, Phil (Italian Gardens) Pittsburgh, nc.
Loyanne & Renard (Stevens) Chi., h.
Lucas, Clyde, & Band (Paramount) NYC, t.
Lucy Sisters (Small's) NYC, nc.
Lunard & Ferkova (Silver Bowl) Sacramento,
nc.
Lynn, Dale (606 Club) Chi., nc.
Lynn, Mari (Palmer House) Chi., h.

M

McBride, Jack (Romance Inn) Angola, N. C.,
nc.
McConnell & Moore (Howery) Pan. Amer.
Expo, Dallas 12-13.
McCoy, Bob (Biltmore) NYC, h.
McCulley, Jean (Village Barn) NYC, nc.
McKenny, Julia (Piccadilly) Phila., nc.
McLellan, Rodney (Mt. Royal) Montreal, h.
McMahon, Larry (Village Barn) NYC, nc.
McKally Sisters, Four (Mayflower Casino)
Chi., nc.
Mack, Lyle (Club Lido) Youngstown, O., nc.
Mack, Bill & Della (Favillon Royal) Valley
Stream, L. I., nc.
Madison, Rudy (Gay '90s) NYC, nc.
Mae, Edna (Paradise) NYC, re.
Malina, Luba (Adelphia) Phila., h.
Manners, Gene, & Bernice Lee (Paradise)
NYC, re.
Manning, Lee & Mitzl (Hollywood) NYC, re.
Manning, Ois (Summit Club) Baltimore, nc.
Manno & Strafford (Claridge) Memphis, h.
Manolita (Russian Art) NYC, re.
Mantors, Ray (Thompson's) Waverly, N. Y.,
nc.
Maree & Pais (Luna Park) Coney Island,
N. Y., 23.
Marcelli, Dolores (L'Aliglon) Chi., c.
Marchand, Bob (Cafe Madrid) Buffalo, nc.
Marco & Marsha (New Tivoli Casino) Juarez,
Mex.
Marino, Joe (Famous Door) Chi., nc.
Marlowe, Selma (Paramount) NYC, t.
Marsh, Howard (Mayfair Club) West Orange,
N. J., nc.
Marshall, Everett (Frontier Fiesta) Ft. Worth,
nc.
Martin, Marion (Mirador) NYC, nc.
Martin, Virginia (Casino Municipal) Juan les
Pins, France, nc.
Martinez & Antonita (St. George) Brook-
lyn, h.
Mason, Johnny & Andree (Casino da Urca)
Rio de Janeiro.
Mason, Jack (American) Long Beach, L. I.,
N. Y., h.
Mason, Hazel (Hungarian) NYC, re.
Maurice, The Great (Mayfair) Boston, nc.
Maurine & Norva (Bal Tabarin) San Fran-
cisco, nc.
Maus, Jack Barrett (S. S. Mandalay) NYC, s.
Mayback, Jan (S. S. Bear Mountain) NYC, s.
Merrill, Joan (Mayfair) Boston, nc.
Merman, Ethel (Paramount) NYC, t.
Mignons (Drake) Chi., h.
Miller, Helene (Benny the Bum's) Phila., nc.
Miller, Marty (Turk Club) Pittsburgh, nc.
Minevitch, Borrah, Harmonica Rascals (Cas-
ino) Dallas, nc.
Modle & Lemaux (Manila) Manila, P. I., h.
Mora, Jean (To-Jo Farms) Detroit, nc.
Montes, Mona (El Chico) NYC, nc.
Montgomery, Howard (Luna Park) Coney Is-
land, N. Y., p.
Montmartre Boys (Jimmy Kelly's) NYC, nc.
Moore & Deane (Plantation) NYC, nc.
Moore & Revel (Frontier Fiesta) Ft. Worth,
Tex., nc.
Moorehead, Jim (Hickory House) NYC, re.
Morales, Antonita (El Chico) NYC, nc.
Morales Bros. & Little Daisies (Streets of the
World) Great Lakes Expo., Cleveland.
Morgan, Helen (Chez Paree) Chi., nc.
Morgan, Stuart, Dancers (Frontier Fiesta) Ft.
Worth, Tex., nc.
Morris & Mayes (Grand Terrace) Chi., nc.
Morris, Will & Bobby (Roseland Park) Cans-
asagua, N. Y., 12.
Morrison, Jack (S. S. Mandalay) NYC, s.
Morton, Alvira (Club Minuet) Chi., nc.
Morton, Eddy (Lauth) Port Huron, Mich., h.
Moya, Lita (El Gaucho) NYC, nc.
Mozelle (Old Roumanian) NYC, re.
Mueser, Ernest (Elmer) Ft. Lee, N. J., nc.
Murphy, Dean (Mounds) St. Louis, c.
Murray & Alan (Bagdad) Miami, nc.
Murray, Lynn, Singers (Casino) Dallas, nc.
Myers, Timmie (España Club) Chi., nc.
Myrus (College Inn) Chi., nc.

N

N. G. Revue (Earle) Phila., t.
Nails (Parkview) Gouverneur, N. Y., h.
Nary, Charles (St. Regis) NYC, h.
Negrete, George (Yumuti) NYC, nc.
Nelson, Nelle (Harry's New York Cabaret)
Chi., nc.
Nelson's Boxing Cats (Leon & Eddie's) NYC,
nc.
Nesbit, Evelyn (Wivel) NYC, re.
New Yorkers, The (Open Door) Chi., nc.
Newman, Doug (Great Island Casino) New
Rochelle, N. Y., nc.
Nichols, Howard (Roxly) NYC, t.
Nichols & Haley (Avon) Cleveland, nc.
Nico (Zebra Bar) NYC, nc.
Nils & Dadyne (Cavalier) Virginia Beach,
Va., h.
Nina, Gypsy (Luna Park) Coney Island,
N. Y., p.
Nip, Agnes & Tommy (Hollywood) NYC, re.
Noble & Donnelly (Mayflower Casino) Chi., nc.

THE NONCHALANTS

Now Starting
An Eight Week Vacation,
Thanks to
MUSIO CORPORATION OF AMERICA

Nolan, Terry (Governor Clinton) NYC, h.
Noll, Eddie, & Marion Nolan (Urca Casino)
Rio de Janeiro, Brazil.
Nonchalants (Pal.) Chi., t.
Norman & McKay (Casino da Urca) Rio de
Janeiro, Brazil.
Novak, Wilma (Famous Door) Boston, nc.
O
O'Connell, Tommy (España Club) Chi., nc.
O'Dell, Dell (Arrowhead Inn) NYC, ro.
O'Donnell, Ione (606 Club) Chi., nc.
O'Neil, Catherine (Royal Palm) Miami, nc.
O'Rourke, Nan (Ballyhoop) Phila., nc.
Oehmean Twins (Bismarck) Chi., h.
Oliver & George (Riviera) Ft. Lee, N. J., ro.
Olympics, Three (Drake) Chi., h.
Olympic Ice Follies (Earle) Washington,
D. C., t.
Orlins, Toddy (Nut Club) NYC, nc.
Ortnes, Joe (Trocadero) London, nc.
Oshins & Lessy (500) Atlantic City, N. J., nc.
Omar (St. George) Brooklyn, h.
Oscar, Charles (Carmichael Club) Augusta, Ga.,
nc.
Osterman, Jack (Mirador) NYC, nc.

P

Pace, Bob (Drake) Chi., h.
Page, Ken & Roy (Mayfair) Chi., nc.
Palmer, Gladys (Three Deuces) Chi., nc.
Palmer, Paddy & Peggy (Harry's New York
Cabaret) Chi., nc.
Palme & Deane (Joy Garden) New Castle,
Pa., nc.; (Gorley's Lake) Unlontown, Pa., h.
Panchito (Yumuri) NYC, nc.
Parish, Deane (Chez Maurice) Montreal, re.
Parker, LaRue (Brown Palace) Denver, h.
Parker, Muriel (Washington Yourec) Shreve-
port, La., h.
Parks, Barbara (Bon-Air) Chi., cc.
Parks, Valarie (Harry's New York Cabaret)
Chi., nc.
Passajo, Ernie (Biltmore) Boston, nc.
Patsy & Bob (Trocadero) London, nc.
Paul, Wauna (Monsieur) NYC, re.
Paxton, Glen (Lincoln Highway Inn) Mish-
awaka, Ind., ro.
Payne, Billy (Fenthouse) Boston, nc.
Peggie, Paul (Gloria Falast) NYC, nc.
Pennington, Ann (Paradise) NYC, re.
Pepplino & Camille (Pierre) NYC, h.
Perry, Frank (Tuxedo Club) Phila., nc.
Petty, Ruth (Stat-Lake) Chi., t.
Phillips, Wendell (Chicagoan) Chi., h.
Picture, Ray (Riviera) Ft. Lee, N. J., nc.
Pierce & Harris (St. Regis) NYC, h.
Pierce, Marion (Riviera) Ft. Lee, N. J., ro.
Pierce & Roland (St. Moritz) NYC, h.
Pils & Tabet (Mayfair) London, nc.
Picre & Temple (Biltmore Bowl) Los An-
geles, h.
Pliner & Earle (College Inn) Chi., nc.
Plaut, Jerry (Dizzy Club) NYC, nc.
Plaza, Trini (El Gaucho) NYC, nc.
Poe, Evelyn (Colosimo's) Chi., nc.
Pope, John (Hollywood) NYC, re.
Powell, Eddie (Avon) Cleveland, nc.
Powell, Jack (Savoy) London, h.
Powers, Rex & Betty (Golden Gate Club)
Salida, Colo., nc.
Prentice, George (French Casino) NYC, nc.
Fryor, Ruth (Bismarck) Chi., h.

Q

Queens of Rhythm, Four (Schlitz Winter Gar-
den) Chi., nc.
R
Rahold, Rajah (Roosevelt) Jacksonville,
Fla., h.
Raddliff, Bee & Ray (El Dorado) Detroit, nc.
Radio Aces (Astor) NYC, h.
Rafferty, Tom (Esquire) Toronto, nc.
Randolph, Amanda (Black Cat) NYC, nc.
Raphael (Waldorf-Astoria) NYC, h.
Rasch, Albertina, Dancers (St. Regis) NYC, h.
Ray, Al & Frances (Alymer Aquatic Club)
Alymer, Que., Can., nc.
Raye & Naldi (Radio City Rainbow Room)
NYC, nc.
Redington Twins (Chez Paree) Chi., nc.
Reed, Etta (606 Club) Chi., nc.
Reeves, Billy (French Casino) Detroit, nc.
Regar, Charlotte (Skylight Club) Cleveland,
nc.
Relly, Patricia (Wivel) NYC, re.
Reid, Duke (885 Club) Chi., nc.
Renard, Jeri (Chicagoan) Chi., h.
Renée (Jimmy Kelly's) NYC, nc.
Rey, Alvino (Biltmore) NYC, h.
Reyes, Paul & Eva (College Inn) Chi., nc.
Rees, The (Greenbrier) White Sulphur
Springs, W. Va., h.
Reynolds, Helen (Glen Island Casino) New
Rochelle, N. Y., nc.
Reynolds, Frank (Avon) Cleveland, nc.
Rhodes, Dale (Sax) Detroit, nc.
Rhodes, Dorothy (Elmer) NYC, nc.
Rich, Sunny (Chicago) Chi., t.
Richards & Carson (Paradise) NYC, nc.
Richards & Monnet (Cavaliers) Virginia
Beach, Va., h.
Rider Sisters (Harry's New York Cabaret)
NYC, nc.
Ritchie, Carl & Margie (Sherwood) Burling-
ton, Vt., h.
Roark, Edith (Yacht Club) Chi., nc.
Roberts Bros., Three (Bennett) Binghamton,
N. Y., h.
Roberts, Dave & June (New Modern) Omaha,
nc.
Robinson Twins (Yacht Club) Chi., nc.

Robinson, Bob (Casino Municipal) Juan les
Pins, France.
Robles, Chas. (Penway Garden) Brooklyn, nc.
Rock, Mildred (Harry's New York Cabaret)
Chi., nc.
Rodrigo & Francine (Nicollet) Minneapolis, h.
Rogers, Sally (Skylight Club) Cleveland, nc.
Rogues, Three Musical (Barney Gallant's)
NYC, nc.
Rohmer, Billie (Frontenac) Detroit, nc.
Roland, Dawn (St. Moritz) NYC, h.
Roland, Mary (Paradise) NYC, re.
Roland & Annette (Ball-Ball) Chi., nc.
Rolph, Wynne (Wivel) NYC, re.
Romero, Arturo (Buckingham) NYC, h.
Ronald & Roberta (Blackhawk) Chi., nc.
Rook, Isabel (Walton) Phila., h.
Rosaling & Annette (Tokay) NYC, re.
Rose, Skating Troupe (Celebration) Detroit
Lakes, Minn., 9-12.
Rose, Harry (State) NYC, t.
Rosini, Paul (Cocanut Grove) Waukegan,
Ill., ro.
Ross & Stone (Oriental) Chi., t.
Ross, Dr. Sydney (Rainbow Grill) Radio City,
NYC, nc.
Royal Moscovians (Aurota) Aurora, Ill., h.
Russell, Johnny (Paradise) NYC, re.
Rust, Shirley (Yacht Club) Chi., nc.
Ryck & Kay (Golden Gate) Salida, Colo., nc.

S

Sage, Sally (885 Club) Chi., nc.
St. Clair, June (Tower) Kansas City, Mo., t.
St. Germaine, Edy (Drake) Chi., h.
St. Onge, Joe (Police Circus Coliseum) St.
Louis.
Sailors, Three (Casino) Dallas, nc.
Sanami & Michi (Frontier Fiesta) Ft. Worth,
Sax, nc.
Saunders, Larry & Jean (Firemen's Carnival)
White City Park, Worcester, Mass., 5-12.
Saxes, Three (Berlotti's) NYC, re.
Saylor, Nella (Madrid) Buffalo, cc.
Schaps, Sid (Paddock) Chi., nc.
Schumacher, Ed (New York) Astoria, N. J., ro.
Schumann, Henrietta (Met.) Boston, t.
Scott, Claire (Park Central) NYC, h.
Seidel & Spotty (Frontier Fiesta) Ft. Worth,
Tex., nc.
Selby, Ariene & Norman (Leon & Eddie's)
NYC, nc.
Shalley & Neff (Andy's) Syracuse, c.
Shaver, Buster (Riviera) Ft. Lee, N. J., ro.
Shaw, Helen (Mirador) NYC, nc.
Shayne, Gloria (Mayflower Casino) Chi., nc.
Shayne, Al (Favillon Royal) Valley Stream,
N. Y., nc.
Shea & Raymond (Paradise) NYC, re.
Sheppard, Sammy (Mitchell's Playhouse) Chi.,
nc.
Sheridan, Eleanor (Radio City Rainbow Room)
NYC, nc.
Sherman, Muriel (Boardwalk Cafe) Jones
Beach, L. I., N. Y., c.
Shore, Willie (Colosimo's) Chi., nc.
Short & Long (Casino Municipal) Nice,
France, nc.
Shute, Nancy (Royal Palm) Miami, nc.
Simmons, Ethel (Fowers) Rochester, N. Y., h.
Simmons, Lee (Plantation) NYC, nc.
Simpson, Faith & Carl (Mount Royal) Mont-
real, Can., h.
Sigs & Bailey (Cocanut Grove) Waukegan,
Ill., ro.
Small, Mary (Michigan) Detroit, t.
Smith, Bill (Tumbic Inn) Croton-on-Hudson,
N. Y., re.
Smith, Cyril (Astor) NYC, h.
Smith, Arthur (Beverly) Chi., h.
Smith, Virginia Anne (S. S. Bear Mountain)
NYC, s.
Son & Sonny (Grand Terrace) Chi., nc.
Sophistocrats, The (The Club) Hagerstown,
Md., 5-18, nc.
Spruce, Ed (Plantation) NYC, nc.
Stanley, Allen (Chez Anglals) London, nc.
Starr, Judy (Pal.) Chi., t.
Sterner, Kean & Lois (Bal Tabarin) Paris, nc.
Stevens, Frances (Ten Eyck) Albany, N. Y., h.
Stewart, Cal (Essex House) Buffalo, c.
Stone, Dick (Essex House) NYC, h.
Strickland, Charles F. (Buckingham) NYC, h.
Strunk, John N. (Greenwich, N. Y.
Stuart & Lee (Benny the Bum's) Phila., nc.
Sue, Lyda (Oriental) Chi., t.
Sullivan, Jerry (Madrid) Buffalo, c.
Swann, Russell (Savoy-Plaza) NYC, h.
Swing Kids (Astor) NYC, h.
Sylvia & Clemence (State) NYC, t.
Symington, Eve (Waldorf-Astoria) NYC, h.

T

Taft, Ted & Mary (Tower) Kansas City,
Mo., t.
Tahbot, Judy (Stevens) Chi., h.
Tanita (Nomad) Atlantic City, nc.
Tapper, Arline (Essex House) NYC, h.
Tapps, George (Chez Paree) Chi., nc.
Tate & Simpson (Leon & Eddie's) NYC, nc.
Tatiana & Zorro (Walton) Phila., h.
Taubman & Faal (Ambassador) NYC, h.
Taylor, Eck (Hollywood) NYC, re.
Taylor, Estelle (Greenbrook) Nichols, Conn., cc.
Teala, Dick (Riverview) Des Moines, p.
Teicholz, Sud (Brass Lark) NYC, re.
Temptations, Four (Edgewater) Lafayette, La.,
nc.
Terry, Ruth (Chicago) Chi., t.
Thodore & Denesia (Cocanut Grove) Chi.,
nc.
Thomas, Eddie (College Inn) Phila., nc.
Thompson, Helen Waterbury (Ambassador)
NYC, h.
Thorsen, Art (Hilmsfor) NYC, h.
Thrill & Ray (Mirador) NYC, nc.
Thurn, Otto (Alpine Village) Great Lakes
Expo, Cleveland.
Thury, Iona de (Tokay) NYC, re.
Tic Tuc Girls (Casanova) Hollywood, Calif.,
nc.
Timberg, Herman, & Co. (Michigan) De-
troit, t.
Timney, Dot (Black Cat) NYC, nc.
Tondelayo (Plantation) NYC, nc.
Top Hatters (Met.) Boston, nc.
Toussaint, Arthur (French Casino) NYC, nc.
Trent, Tommy (Congress) Chi., h.
Turnier, Frank (España Club) Chi., nc.

V

Valdez, Vern (Club Piccadilly) Baltimore, nc.
Vale & Stewart (Galty Cabaret) Brussels, c.
Van, Gus (Met.) Boston, t.
Van Loessen, Emily (Met.) Boston, t.
Varello, Nino (Chez Maurice) Dallas, nc.
Varzos & McDowell (Congress) Chi., h.
Vasquez, Times Square Supper Club)
Rochester, N. Y.
Vestoff, Floria (Mirador) NYC, nc.

Vic & Lamar (Ambassadeurs) Cannes, France,
h.
Vickers, Joan (Mirador) NYC, nc.
Villani, Mario (Arcadia) Phila., re.
Vilano & Lorna (The Club) Hagerstown, Md.,
nc.
Vine & Anita (Mayfair) Boston, nc.
Vox & Walters (Drake) Chi., h.

W

Wages, Johnnie (Blackstone Club) Cleveland,
nc.
Wagner, Rae (Rex) Syracuse, N. Y., re.
Wali, Dorothy (Colosimo's) Chi., nc.
Waldron, Jack (Yacht Club) Chi., nc.
Walker, Jeann (Bon-Air) Chi., cc.
Walker, Ted & Ethel (Hof Brau) Camden, o.
Walker Trio (Bismarck) NYC, h.
Wallace Bros. (Rustic Cabln) Englewood,
N. J., ro.
Walsh & Barker (Berkeley) London, h.
Walters, Walter (St. Moritz) NYC, re.
Walton, Vera (Palm Garden Club) Colum-
bus, Ga., nc.
Ward, Mae (Lido) Tulsa, Okla., b.
Ward, Diana (Ross Fenton Farms) Asbury
Park, N. J., cc.
Wardell & Dade (Ball-Ball) Chi., nc.
Waring, Seab (Astor) NYC, h.
Washington, George Dewey (Cotton Club)
NYC, cc.
Wassels, Henry (Plantation) NYC, nc.
Webster, Jim (Onyx) NYC, nc.
Weil, Herb (Montclair) NYC, h.
Weir, Eros, (Riviera) Ft. Lee, N. J., nc.
Wells, Wally (Italien's) NYC, nc.
Wenzel, Dorothy (Italian Gardens) Pittsburgh,
nc.
Whalen, Jackie, & Streamline Steppers (Club
Cadeo) Syracuse, N. Y.
White, Jack (18) NYC, nc.
White, Lawrence (Ross Fenton Farms) Asbury
Park, N. J., cc.
White, Eddie (Earle) Washington, D. O., t.
Whitney, Marjorie (LaSalle) Chi., h.
Whitney, Charles (Astor) NYC, h.
Wickie, Gus (Gay '90s) NYC, nc.
Wilkins, Dorothy (New Yorker) NYC, h.
Williams, Art (Club Alabama) Chi., nc.
Williams, Janis (Stevens) Chi., h.
Williams, Barrie (Three Rivers) Phoenix,
N. Y., nc.
Williams, Charlotte (Three Rivers) Phoenix,
N. Y., nc.
Williams, Los Hermanos (Savoy) London, h.
Williams, Rosetta (Plantation) NYC, nc.
Williams, Val (El Dorado) Detroit, nc.
Willford, Harry (Glen Island Casino) New
Rochelle, N. Y., nc.
Willis, Claire (Arrowhead Inn) NYC, ro.
Willis & Gilmore (Mayfair) Detroit, nc.
Wilson, Derby (Plantation) NYC, nc.
Wilson, Edna Mae (Westminster) Boston, h.
Wilson, Jackie & Honey (Caliente) NYC, nc.
Winter Sisters, Three (Michigan) Detroit, t.
Wolandi Duo (Carnival) Clearfield, Pa.
Woods, Johnny (Esquire) Toronto, nc.
Worcester, Charles (Dorchester) London, h.
Wray, Raymond (Spinning Wheel Cabaret)
Seattle, Wash.
Wyatt, Bob (Golden Spot) Chi., nc.
Wynn, Nan (Playland) Rye, N. Y., p.
Wyse Jr., Ross (Chicago) Chi., t.

Y

Yarnell, Ira (Jimmy Kelly's) NYC, nc.
Yorke & Lewis (Jimmy Kelly's) NYC, nc.
Yost, Ben, & Varsity Eight (Riviera) Ft. Lee,
N. J., ro.
Young, Margie (Park Central) NYC, h.
Youngman, Henry (Pal.) Chi., t.
Yvette (Club Minuet) Chi., nc.

Z

Zeiger, Billy (New Earl) Baltimore, nc.
Zeller & Wilburn (Granby) Norfolk, Va., t.
Zita & Marseille (Chez Paree) New Orleans,
nc.
Zudella & Co. (Bay) Green Bay, Wis., t.

BANDS AND ORCHESTRAS

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

A

Abbs, Vic (Drake) Chi., h.
Aces, Four: (Yacht) Chi., nc.
Adams, Johnnie (Dutch Gardens) Dayton,
O., nc.
Adcock, Jack: (College Inn) Phila., nc.
Agnew, Charlie (Luna Cabln) Omaha, nc.
Aldin, Jimmy: (Gino's Cedar Gardens) NYC, c.
Alberto, Don: (El Chico) NYC, nc.
Apollon, Al: (Hillcrest Club) Newark, N. J.,
nc.
Armistead, Charlie: (Showboat) St. Louis, b.
Arthur, Zinn: (Pinebrook) Nichols, Conn., cc.
Asen, Bob: (Wivel) NYC, re.
Ash, Art: (Sivler Glen) Paramus, N. J., ro.
Atkinson, Connie: (Berkeley-Carteret) As-
bury Park, N. J., h.
Awater, Fred: (Flamingo Club) Orlando,
Fla., nc.
Ayres, Mitchell: (Hollywood) NYC, re.
B
Backer, Les: (St. Clair) St. Clair, Mich., nc.
Baer, Billy: (Bear Mountain Inn) Iona Island,
N. Y., ro.
Baer, Charlie: (Hickory Lodge) Larchmont,
N. Y., ro.
Barrett, Hughie: (Tavern on the Green) Cen-
tral Park, NYC.
Barris, Harry: (Uptown) Portland, Org., b.
Bergere, Maxmillan: (Ross Fenton Farms)
Asbury Park, N. J., cc.
Berkeley, Duke: (Honkey-Dory) Stamford,
Conn., nc.
Betzner, Jack: (Essex House) Newark, N. J.,
ro.
Bisset, Billy: (Mayfair) London, h.
Bittick, Jimmy: (Cafe de Farse) Los An-
geles, c.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Blackburn, John: (Golden Gate) Salida, Colo.,
nc.
Blaine, Jerry: (Park Central) NYC, h.
Bleyer, Archie: (Aquaade) Great Lakes Expo.,
Cleveland.
Brocif, Mischa: (Morocco) Mountaineide,
N. J., nc.
Boni, Mischa: (Sherry-Netherland) NYC, re.
Boulanger, Charles: (Half Moon) Steuben-
ville, O., nc.
Bradford, Forrest: (Coney Island) Cincinnati.
Brandwynne, Nat: (Essex House) NYC, h.
Braun, Bobby: (Top Hat) Madison, Wis., nc.
Brazzo, Mike: (Colonia) Chicago, N. Y., ro.
Brigode, Ace: (Jefferson Beach) Detroit, p.
Brown, Les: (Castle Farm) Cincinnati, nc.

Bruno, Al: (Butler's) NYC, re.  
 Burk, Pete: (Clearport) Memphis, b.  
 Burnside, Dave: (Foinsett) Greenville, S. C., h.  
 Burr, Lee: (Chews Landing) Chews Landing, N. J., h.  
 Busse, Henry: (Chez Paree) Chi, re.  
**C**  
 Campbell, Jan: (Hewitts) Lake George, N. Y., h.  
 Campus Jesters: (Cypress Arms) West Hartford, Conn., c.  
 Capello, Joe: (Jimmy Kelly's) NYC, re.  
 Cappl, Joe: (Eldorado) Sheepshead Bay, Brooklyn, re.  
 Carpenter, Earl: (Lincoln) NYC, h.  
 Carper, Don: (White Caps) Santa Catalina Islands, c.  
 Carroll, Frank: (Pontiac Restaurant and Cabaret) Bronx, NYC, re.  
 Castle, Frank: (Deauville) San Francisco, re.  
 Cavichio, Eddy: (Stabler) Boston, c.  
 Chalkin, Louis: (Wobers Hofbrau) Camden, re.  
 Candullo, Joe: (Seven Gables) Millford, Conn., re.  
 Chas. Reggie: (New Penn) Pittsburgh, re.  
 Chiquito: (El Morocco) NYC, re.  
 Chiff, Pat: (Pt. Pleasant) Rochester, N. Y., h.  
 Clegg, Alan: (Florence Inn) Cairo, N. Y., re.  
 Collins, Harry: (Colorado) Glenwood Springs, Colo., re.  
 Collin, Paul: (Indiana Roof) Indianapolis, b.  
 Condon, Eddie: (Hickory Lodge) Larchmont, N. Y., re.  
 Conn, Irving: (Arrowhead) NYC, re.  
 Cornelius, Paul: (Fony Park) Omaha, re.  
 Corvine, Ed: (Tavern) Savannah, c.  
 Contreras, Manuel: (Ship Ahoy) Houston, Tex., re.  
 Craig, Mel: (Bordewick) NYC, re.  
 Crawford, Gene: (Cafe Madrid) Buffalo, re.  
 Crockett, Ernie: (Unique Grill) Delaware, N. J., re.  
 Cromwell, Chauncey: (Pinehurst Inn) Buffalo, re.  
 Crosby, Bob: (Ritz-Carlton) Boston, h.  
**D**  
 Daley, Frank: (Meadowbrook) Cedar Grove, N. J., re.  
 Dalm, Larry: (French Villa) Paramus, N. J., re.  
 Dantzig, Eli: (St. George) NYC, h.  
 Darrail, Pat: (Wonder Bar) Zanesville, O., re.  
 Davidson, Bob: (Gold Nugget Club) Canon City, Colo.  
 Davidson, Trump: (Esquire) Toronto, re.  
 Davis, Eddie: (LaRue) NYC, re.  
 Davis, Meyer: (Briarcliff Lodge) Briarcliff Manor, N. Y., h.  
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., re.  
 Davis, Johnny: (Avalon Ballroom) Niles, Mich.  
 Denny, Jack: (Silver Forest) Chi, b.  
 Deutsch, Emery: (Radio City Rainbow Grill) NYC, re.  
 Dibert, Sammy: (Webster Hall) Detroit, h.  
 Dickler, Sid: (Forest Park) Dayton, O., b.  
 Diggon, Richard: (Casino) Memphis, re.  
 Dixieland Jazz Band: (Expo.) Ft. Worth, Tex.  
 Dixon, Dick: (Gloria Palast) NYC, re.  
 Doggett, Bill: (Club Harlem) Atlantic City, re.  
 Donahue, Al: (Radio City Rainbow Grill) NYC, re.  
 Donaldson Boys: (Lawrence) Erie, Pa., h.  
 Dorsey, Jimmy: (Congress) Chi, h.  
 Dorsey, Tommy: (Favillon Royal) Valley Stream, L. I., N. Y., b.  
 Duchin, Eddy: (Palmer House) Chi, h.  
 Duerr, Dolph: (Green Derby) Cleveland, re.  
 Duffy, George: (Mayfair) Niagara Falls, re.  
 Dutton, Denny: (Chez Paree) Indianapolis, re.  
**E**  
 Earl, Glenn: & Ork: Sand Lake, Mich.  
 Eddy, Ted: (Maple Garden) Coney Island, NYC, b.  
 Edmund, George: (Loyale) NYC, c.  
 Edwards, Vince: (Mt. Marion Inn) Mt. Marion, N. Y., c.  
 Ellington, Duke: (State) NYC, t.  
 Ellis, Carl: (Moran's) Gull Lake, Minn., re.  
 Engle, Freddy: (University Club) Albany, N. Y., re.  
 Engels, Charlie: (Harry's New York Cabaret) Chi, c.  
 Ernie, Val: (Riviera) Ft. Lee, N. J., re.  
 Evans, Milt: (Markham) Gulpport, Miss., h.  
**F**  
 Farrant, Mickey: (Biltmore) Wildwood, N. J., h.  
 Farber, Ellis: (Lookout Mt.) Chattanooga, h.  
 Farley, Harry: (Wagon Wheel) Indianapolis, re.  
 Farmer, William: (Promenade Cafe, Rockefeller Center) NYC, re.  
 Fee, Dick: (Roseland) Bridgeport, Conn., b.  
 Felix, Don: (Pines) Newtown, Conn., h.  
 Felton, Happy: (Windsor) Pittsburgh, h.  
 Ferdi, Don: (Stratford) Bridgeport, Conn., h.  
 Fernando, Don: (Oriental Gardens) Chi, re.  
 Ferris, Lou: (Moris) NYC, re.  
 Fisher, Jack: (Steuben) Boston, h.  
 Fisher, Mark: (Cocoanut Grove) Waukegan, Ill., re.  
 Florida Clubmen: (Seaside Park) Virginia Beach, Va., b.  
 Fosdick, Gene: (Mon Paris) NYC, re.  
 Foderic, Marvin: (Commodore Ferry) Toledo, h.  
 Freeman, Jerry: (Paradise) NYC, re.  
**G**  
 Garnett, Bill: (Glenn Rendezvous) Newport, Ky., re.  
 Gates, Jerry: (Riverview) Des Moines, p.  
 Gilbert, Jerry: (Edgewater) Biloxi, Miss., h.  
 Glason, Jackie: (Colonial Inn) Singac, N. J., re.  
 Goho, Billy: (Checkerbox) Buffalo, c.  
 Goldman, Neil: (Brass Rail) NYC, re.  
 Gonzales, Leo: (La Fonda) Santa Fe, N. M., h.  
 Goudetsky, Teva: (Russian Kretchma) Phila., re.  
 Graff, Johnny: (Anchorage Inn) Phila., re.  
 Graham, Roger: (Gull Lake) Kalamazoo, Mich., h.  
 Gray, Len: (New Cedars) New Bedford, Mass., re.  
**H**  
 Hafely, George: (Luna Park) Coney Island, N. Y., p.  
 Hall, George: (Taft) New York, h.  
 Hamilton, Johnny: (Piccadilly) Phila., re.  
 Hampton, Jack: (Green Mill Cafe) Saginaw, Mich.  
 Hardie, Dick: (Club Frolies) Albany, N. Y., re.

Harmon, Frank (Knickerbocker Club) Flint, Mich.  
 Harrison, Clem: (Indian Cafe) South Bend, Ind., re.  
 Harris, Claude: (Joey's Stables) Detroit, re.  
 Harris, Ken: (Rendezvous) Battle Creek, Mich., re.  
 Harris, Tommy: (Bertolotti's) NYC, re.  
 Hauck, Carlton: (Sak's) Detroit, re.  
 Haven, Bee: (Chickasaw Gardens) Columbus, Ga., re.  
 Hayton, Lennie: (Roosevelt) New Orleans, h.  
 Heald, Pearl: (White Swan) Uniontown, Pa., re.  
 Held, Horace: (Biltmore) NYC, h.  
 Heiser, Bert: (Capellaro's Grove) Danbury, Conn., re.  
 Henderson, Fletcher: (Grand Terrace) Chi, re.  
 Henderson, Stutz: (Wonder Bar) Fort Huron, Mich., re.  
 Herbeck, Ray: (Greyhound) Louisville, re.  
 Herbert, Marty: (Village Brewery) NYC, re.  
 Herman, Woody: (Willows) Pittsburgh, h.  
 Herron, Bob: (Southern Club) Tampa, Tex.  
 Hessberger, George: (Old Heidelberg) Chi, c.  
 Hill, Worthy: (Favillon Royale) Savin Rock, Conn., re.  
 Hill, Ted: (Cafe des Ambassadeurs) Paris, re.  
 Hladky: (La Rue) NYC, re.  
 Hollinger, Al: (Clementine Inn) Phila., re.  
 Hollander, Will: (Congress) Chi, h.  
 Holmes, Herbie: (Club Lido) Tulsa, Okla.  
 Holst, Ernie: (El Morocco) NYC, re.  
 Hope, Hal: (Montclair) NYC, h.  
 Howard, Mal: (Old Country Club) Phoenix, Ariz., re.  
 Howard, Al: (Sugar Grove Park) Tiffin, O., p.  
 Hudson-DeLange: (Playland) Rye, N. Y., p.  
 Hudson, Dean: (King & Prince) St. Simon's, Ga., re.  
 Hullinger, Vic: (Manhattan Grill) Sarasota, Fla.  
 Huntley, Lloyd: (Mount Royal) Montreal, h.  
**I**  
 Imperial Trio: (Imperial) NYC, h.  
 Iona, Andy: (Lexington) NYC, h.  
 Iowa Ramblers: (Longville) Longville, Minn., re.  
 Irma, Gypsy: (Chamy's Shore House) Bridgeport, Conn., re.  
**J**  
 Jackson, Paul: (Old Mill Tavern) Jackson, Mich., re.  
 Juan, Don: (El Toreador) NYC, re.  
 Julius, Bill: (Pied Piper) Westport, Conn., re.  
**K**  
 Kahn, Al: (Overbrook Villa) Phila., re.  
 Kalnay, Julius: (Hungarian Club) NYC, re.  
 Kay, Bob: (Martinique) Wildwood, N. J., c.  
 Kaye, Sammy: (Jenkinson's Pavilion) Point Pleasant, N. J., b.  
 Keener, Lee: (Madison) Jefferson City, Mo., h.  
 Keevin, Eddie: (Shawnee) Springfield, O., h.  
 Keller, Milton: (Arcadia) Phila., re.  
 Keller, Jack: (New Kenmore) Albany, N. Y., h.  
 Kendis, Sonny: (Stork) NYC, re.  
 Kennys, Ray: (Penway Gardens) Brooklyn, re.  
 Kent, Peter: (New Yorker) NYC, h.  
 Kimball, Bill: (Topsy's Toast, Playland-at-the-Beach) San Francisco, p.  
 King, Henry: (Westchester C. C.) Rye, N. Y., re.  
 King, Ted: (Searoon Manor) Schroon Lake, N. Y., re.  
 Kirkham, Don: (Blackland Inn) Denver, re.  
 Klein, Jules: (Stadler) Detroit, h.  
 Knight, Harold: (Adelphi) Phila., h.  
 Knowles, Jesse: (DeRlo) Nashville, Tenn., re.  
 Korman: (Dick's Danceland) Green Bay, Wis., b.  
 Kress, Andya: (Avon Inn) Asbury Park, N. J.  
 Krumlin, Oostya: (Russian Bear) New York, re.  
 Kuznetz, Robert: (Martin's Rathskeller) NYC, re.  
 Kyser, Kay: (Ritz-Carlton) Boston, h.  
**L**  
 Lagman, Bill: (Club Trianon) Mobile, Ala., re.  
 Lamb, Drexel: (College Inn Club) Muskegon Heights, Mich., re.  
 L. Lester: (Park Lane) NYC, h.  
 Landy, Joe: (Bala Inn) Bala, Pa., re.  
 Lane, Eddie: (Shelton) NYC, h.  
 Lang, Lou: (Bossert) Brooklyn, N. Y., h.  
 Lang, Sid: (El-Radi) Chi, re.  
 Lang, Eddie: (Radio City Rainbow Room) NYC, re.  
 LeRoy, Howard: (Westwood Supper Club) Richmond, Va., re.  
 Lee, Bobby: (Farrish) Phila., c.  
 Lee, Larry: (Frontier Fiesta) Ft. Worth, Tex., re.  
 Lee, Ted: (Carmichael Club) Pittsburgh, re.  
 Lentl, Steve: (Greystone Mansion) Westchester, N. Y., re.  
 Lewis, Vic: (Brightview) Rochester, N. Y., re.  
 Liebling, Tod: (Jack-o-Lantern Lodge) Eagle River, Wis., re.  
 Light, Enoch: (Jones Beach Casino) Long Island, N. Y., b.  
 Livingston, Jimmy: (Gloria Palast) New York, re.  
 Little, Little Jack: (Calridge) Memphis, h.  
 Livingston, Jimmy: (Atlantic Beach) Morehead, N. C., b.  
 Lombardo, Guy: (Waldorf-Astoria) NYC, h.  
 London, Jack: (Royal Pines) Albany, N. Y., re.  
 Long, Johnny: (Cavalier Beach Club) Virginia Beach, Va., b.  
 Lopez, Vincent: (Lakeside Park) Denver, p.  
 Lucas, Clyde: (Paramount) NYC, re.  
 Lyon, Russ: (Lookout House) Covington, Ky., re.  
**M**  
 McCarn, Grace: (Miesse T Gardens) Detroit, re.  
 McCune, Bill: (Bossert) Brooklyn, h.  
 McDowell, Adrian: (Wagon Wheel) Nashville, re.  
 McGraw, Ed: (One Point Park) Conesus Lake, N. Y., p.  
 McKendle, Red: (Lakeville) Long Island, N. Y., re.  
 McLean, Connie: (Kit Kat) NYC, re.  
 McRae, Jerry: (Eagle Inn) Spread Eagle, Wis., re.  
 Maddi, Larry: (Place Elegante) NYC, re.  
 Madriquera, Enric: (Surfside) Atlantic Beach, Fla., re.  
 Magnus, Don: (Spotlight) Brainerd, Minn., re.  
 Malanga, Albert: (Arcola Inn) Arcola, N. J., re.  
 Manning, Sam: (Melody Gardens) Elmira, N. Y., c.  
 Marek, Frank: (Sweetie) Baltimore, c.  
 Martel, Gus: (Stork Club) NYC, re.

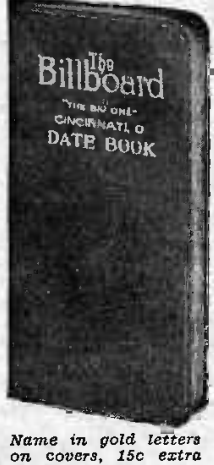
Martin, Bob: (Chez Florence) Paris, re.  
 Martin, Lou: (Leon & Eddie's) NYC, re.  
 Maus, Stewart: (Capitola) Capitola, Calif., b.  
 May, Henry: (Evergreen Casino) Phila., re.  
 Mayhew, Nye: (Glen Island Casino) New Rochelle, N. Y., re.  
 Mazie & Her Melody Boys: (Five Points) Union, N. J., re.  
 Mehl, Larry: (Lanab's) Phila., c.  
 Melton, Earl: (Edgewood) Albany, N. Y., c.  
 Meroff, Benny: (Nautical Plaza) Revere Beach, Mass., b.  
 Messner, Johnny: (McAlpin) NYC, h.  
 Metzger, Johnny: (La Fonda) Santa Fe, N. M., h.  
 Middleman, Herman: (Nixon) Pittsburgh, c.  
 Milkler, Joe: (Silver Lake Inn) Clementon, N. J., re.  
 Miller, Glen: (Roosevelt) New Orleans, h.  
 Mills, Floyd: (Du Font) Wilmington, Del., h.  
 Mills, Dick: (O'Neal's) Vicksburg, Miss., re.  
 Molina, Carlos: (Stevens) Chi, h.  
 Mooney, Joe: (Meadowbrook) Cedar Grove, N. J., re.  
 Moore, Eddie: (Eagles) Ithaca, N. Y., b.  
 Morell, Larry: (Merry Gardens) Lynchburg, Va.  
 Motely, Berk: (Casa Grande) Berwyn, Md., re.  
 Moyer, Ken: (Tybriha Pier) Savannah Beach, Ga., re.  
 Munro, Hal: (Ivanhoe) Chi, re.  
**N**  
 Nagel, Harold: (Piere) NYC, h.  
 Navarro, Al: (Belvedere) Baltimore, re.  
 Nehr, Harold: (Crystal) Natchez, Miss., re.  
 Neibaur, Eddie: (Wiltshire) Chi, b.  
 Newton, Bill: (Club Verdona) Cleveland, re.  
 Nickles, Ed: (Club Ricy) Los Angeles, re.  
 Niles, Don: (Earle Club) Baltimore, re.  
 Novak, Frank: (Warwick) NYC, h.  
**O**  
 Olson, Walter: (New Julius) Gardenville, N. Y., re.  
 Osborne, Will: (Fairmont) San Francisco, h.  
 Ostot, Amos: (Severin) Indianapolis, h.  
**P**  
 Palmer, Freddy: (Colonial Inn) Singac, N. J., re.  
 Palmer, Skeeter: (Park Plaza) St. Louis, h.  
 Pancho: (Mize) NYC, h.  
 Pantone, Mike: (Canton) Albany, N. Y., re.  
 Park, Ed: (Cocoanut Grove) Bridgeport, Conn., re.  
 Pecoraro, Dick: (Monte Rosa) NYC, re.  
 Peters, Johnny: (Shuapack's) Clifton, N. J., re.  
 Peterson, Eric: (Merwin's Shore House) Millford, Conn., re.  
 Pettit, Emil: (Savoy Plaza) NYC, h.  
 Phelan, Frankie: (Ponce De Leon) Dayton, O., re.  
 Pizarro, Jimmie: (Empire) Brussels, re.  
 Pliman, Jack: (Fort Arthur) Providence, R. I., re.  
 Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.  
 Polo, Mickey: (Birch Grove) Bridgeport, Conn., re.  
**R**  
 Rainey, Dud: (Brass Rail) Parkersburg, W. Va., re.  
 Ramos, Ramon: (Ambassador) NYC, h.  
 Rand, Orval: (Bertolotti's) NYC, re.  
 Rand, Lionel: (Jimmy Kelly's) NYC, re.  
 Raush, George: (Melody Mill) Chi, b.  
 Reader, Charles: (Fort Montague) Nassau, B. W. I., h.  
 Rebec, Don: (Paradise) Phila., c.  
 Rebuffi, Paul: (Sands Point Bath) Long Island, N. Y., re.  
 Regal, Tommy: (Syracuse) Syracuse, N. Y., h.  
 Reisman, Leo: (Monte Carlo) International Expo. Paris, re.  
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.  
 Ricci, Al: (Club Keiko) South Bend, Ind.  
 Ricardel, Joe: (Monselgner) NYC, re.  
 Richards, Hal: (St. Moritz) NYC, h.  
 Richardson, Frank: (Avalon) Wildwood, N. J., re.  
 Riley, Mike: (New Penn) Pittsburgh, h.  
 Rinaldo, Nino: (Yacht) Chi, re.  
 Rio, Rudy: (Girard Cafe) Phila., c.  
 Roberts, Eddie: (Red Mill) Bronx, re.  
 Rodrigo, Nanno: (Riveria) Ft. Lee, N. J., re.  
 Rodriguez, Joe: (Versailles) NYC, re.  
 Rogers, Eddie: (French Casino) NYC, re.  
 Romer, Bill: (Granby) Norfolk, Va., t.  
 Rosen, Tommy: (Wisteria Gardens) Atlanta, re.  
 Rosenthal, Harry: (Versailles) NYC, re.  
 Rothchild, Irving: (Mounds) St. Louis, re.  
 Rowe, Earl: (White Way) Atco, N. J., h.

Russell, Jack: (Golfmore) Grand Beach, Mich., h.  
 Rust, Ray: (The Dells) Lansing, Mich., re.  
**S**  
 Sabin, Paul: (LaSalle) Chi, h.  
 Sayer, Syd: (Favillon) Sharon Springs, N. Y., h.  
 Schell, Sandy: (Steepchase) Coney Island, N. Y., p.  
 Scholl, Joe: (Windmill Inn) Garden Lake, N. J., re.  
 Scott, Lee: (Chez Maurice) Dallas, re.  
 Sears, Walt: (Cedar Point, O.  
 Septio, Canto: (San Souci) Havana, re.  
 Shaw, Art: (Plaza) Wildwood, N. J., re.  
 Sherr, Jack: (St. Moritz) NYC, h.  
 Shultz, Harry: (Schultzbank) Bridgeport, Conn., re.  
 Skiles Boys: (Town House) Reno, re.  
 Smith, Stuff: (Famous Door) Hollywood, re.  
 Smith, Charles: (500) Virginia Beach, Va., re.  
 Smith, Eddie: (Barrel of Fun) NYC, re.  
 Smith, Lloyd: (La Casina) Jamaica, L. I., N. Y.  
 Snider, Billy: (Gibson) Cincinnati, h.  
 Solwell, Dutch: (Dawn) Benton Harbor, Mich., re.  
 Sommer, George: (Chateau Monterey) Wildwood, N. J., re.  
 South, Eddie: (D'Olseaux) International Expo. Paris, re.  
 Southern Gentlemen Ork.: (Pines) Pittsburgh, re.  
 Sparr, Milton: (Merry-Go-Round) NYC, re.  
 Spectale, Sam: (Renault) Atlantic City, c.  
 Sprigg, Jack: (Netherland Plaza) Cincinnati, re.  
**T**  
 Stable, Dick: (Coney Island) Cincinnati, p.  
 Stanfield, Jack: (Schlitz Gardens) Hammond, Ind., re.  
 Starr, Freddie: (Roosevelt) NYC, h.  
 Steel, Elmer: (Blue Moon) Tulsa, Okla., re.  
 Stein, Leonard: (Pt. Shelby) Detroit, h.  
 Stein, Maurice: (Chez Paree) Chi, re.  
 Steh, Elinore: (El Rancho) Chester, Pa., re.  
 Stone, Lew: (Cafe de Paris) London, re.  
 Stroughton, Jeff: (Moonglow) Syracuse, N. Y., re.  
 Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.  
 Swanson, Billy: (Edison) NYC, h.  
**T**  
 Tatro, Bill: (Bridgway) Springfield, Mass., h.  
 Taylor, Dick: (Sun Ray Gardens) Phila., b.  
 Texas Co-Eds: (La Fontaine) Huntington, Ind., re.  
 Thomas, Wit: (Excelsior Park) Minneapolis, p.  
 Thomas, Eddie: (Nut Club) NYC, re.  
 Thomas, Noel: (Mayfair) Oakland, Calif., re.  
 Thompson, Ellis: (Zellis) NYC, re.  
 Tinsley, Bob: (Colombus) Chi, re.  
 Tompkins, Tommy: (Raymond) Boston, b.  
 Thornton, Bill: (Parakeet) Phila., re.  
 Thrun, Otto: (Alpine Village, Great Lakes Expo.) Cleveland, re.  
 Tracy, Al: (College Inn) Chi, re.  
 Tracy, Jack: (Blue Moon) Tulsa, Okla., re.  
 Travers, Vincent: (French Casino) NYC, re.  
 Trent, Jack: (Sweet's) Oakland, Calif., b.  
 Tucker, Orren: (Troquois Gardens) Louisville, re.  
 Tudesley, Bobbie: (Irvin Cobb) Paducah, Ky., h.  
**V**  
 Vagabond, Charles: (St. Nicholas) Decatur, Ill., h.  
 VanWinkle, Joe: (Melody Grill) Kokomo, Ind.  
 Vanderbilt, Arlie: (Villa de Romeo) Albuquerque, N. M., re.  
 Van Tubby: (Bruno) Chi, re.  
 Ventura, Ray: (Palais des Beaux-Arts) Brussels, re.  
 Venuti, Joe: (Billy Rose Aquacade) Great Lakes Expo., Cleveland.  
 Viker, Jack: (Four Towers) Cedar Grove, N. J., re.  
**W**  
 Wade, Johnny: (Romance Inn) Angola, N. Y., re.  
 Wagner, Bill: (Jimmy Kelly's) Brooklyn, re.  
 Wardlaw, Jack: (Favillon) Hendersonville, N. C.  
 Warren, Frank: (Cocoanut Grove) Phila., re.  
 Watson, Bill: (Alabama) Paterson, N. J., re.  
 Webster, Ralph: (Puritan Springs) Cleveland, re.  
 Welk, Lawrence: (St. Paul) St. Paul, Minn., h.  
 Weiser, Leo: (Michigan Tavern) Niles, Mich., re.  
 Welk, Lawrence: (St. Paul) St. Paul, h.  
 Wells, Lawrence: (Club Casino, St. Paul Hotel) St. Paul, re.  
 (See ROUTES on page 84)

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# HOXIE STRAWS 'EM YET FOLDS

## Closing at Moundsville, W. Va., Mystery to All But Management

Big-show band strikes closing night, and Side-Show band plays performance—Jack Hoxie and R. M. Harvey plan reorganizing and operating show—same title

WHEELING, W. Va., July 3.—The Jack Hoxie Circus has closed, temporarily it is hoped, giving its last performance Saturday night, June 26, at Moundsville, W. Va., to a straw house, a circus record for that little city. It was billed for the next stand in this city and even after it was announced in local papers that the show closed thousands of people went to the grounds to attend the performance. The manager of the street-car lines had arranged to put on 14 extra cars and as many crews to handle the thousands who he said wanted to attend the circus. No doubt Wheeling would have given the Hoxie show three if not four capacity houses.

Why the show was closed is a mystery to all with it except the management. Very few accidents have occurred and there was only one severe storm, which hit the show at Martinsburg and tore the Side-Show top to ribbons. Business has been uniformly good, including many straw houses. The show has been well billed and daily hundreds of women and children hunted Jack Hoxie to obtain his autograph signature.

There has been an air of secrecy and mystery around the show for some time. Jack Hoxie and Dixie Starr were not financially interested in the circus but were supposed to receive a handsome salary weekly as well as half of the concert receipts. Cly Newton was owner and organizer and had a large number of relatives as assistants.

### Pay Day Skipped

Notwithstanding business had been good and the honest opinion of every employee of the show that it had already cleared several thousand dollars, apparently no effort was made to prevent the closing. Newton had mysteriously (See HOXIE STRAWS on page 71)

## H-W Employees Form Ind. Union

ELKHART, Ind., July 3.—Employees of the Hagenbeck-Wallace Circus have organized an independent union, with George Davis, superintendent of the cookhouse, as president. The union is a co-operative organization designed to safeguard the interests of employees and is in no sense a "company union." Dues are 50 cents a month and all members are on an equal basis. Provisions have been made for sick benefits, etc. At the organization meeting there were but three dissenting votes among the entire personnel.

The movie unit with the show is at—(See H-W EMPLOYEES on page 66)

## Cole Has Big Biz in Canada

Delmore Side Show draws 28,500 first day at Montreal—Hamilton parade off

CHATHAM, Ont., July 3.—The first week in Canada was a memorable one in many ways for Cole Bros. Circus. First, business was big at every stand; second, the Canadian National Railroad had given excellent service with early arrivals daily, and, third, the lots have been beautiful, with plenty of grass. Altho it has rained a little, it has done so at such times that it has not interfered with any of the schedules.

The parade in Montreal is a long one of some 11 miles. It left the lot at 10 a.m. and was back in plenty of time to open the doors at 1 p.m. Lou Delmore, manager of the Side Show, claims he set an all-time record for his department in attendance for one day June 21 in Montreal, when 28,500 people paid the (See COLE HAS BIG on page 71)

## Elmira Biggest Day for Rice Show

ELMIRA, N. Y., July 3.—Dan Rice Circus played to straw houses at both performances here, marking the biggest day's business of the season. Newspapers gave excellent afternoons on the performance, the band and the general neat appearance of the show.

Wellsville, Perry and Penn Yan, too, were red-letter days. Oldtimers in great numbers gathered on the lot in all towns in this territory and told of the greatness of the old Dan Rice Circus with amusing incidents about the famous clown whose name is being carried on so successfully by Ray Marsh Brydon, owner of the circus.

John Van Arnam, after a visit with Charles Sparks and all shows in New England, arrived in Cortland, accompanied by Col. Bill Bates and family. Visitors in large numbers have been entertained, since the Rice show has been in New York State. Mrs. Ben Holmes and Mrs. Ralph Staver visited at Waverly.

## Sussman, Wallace Join Y-P; Matthews Back From Japan

LOS ANGELES, July 3.—Harry Sussman and Harry Wallace have joined the Yankee-Patterson Circus. Show is routed north thru Oregon and Washington.

Harry Bob Matthews is back from a tour of Japan with the Lion King Tuffy. Biz there was good. He has a contract with Bertram Mills, London, for eight weeks.

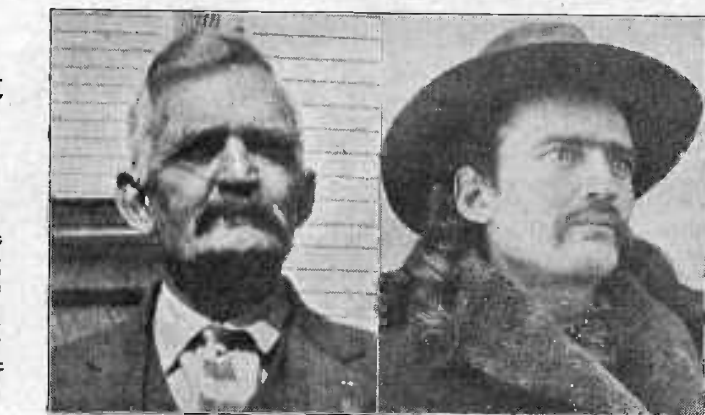
## Kelly Signs With Mills

CINCINNATI, July 3.—Emmett Kelly, clown with Cole Bros. Circus, has signed contracts with Bernard Mills for the Bertram Mills Circus at the Olympia, London. He plans to sail early in December, possibly making a trip to Paris and Berlin before opening with Mills.

## Tom Mix Will Break In New Government-Owned Lot at Wash.

WASHINGTON, D. C., July 3.—Tom Mix Circus will play here three days, commencing July 26, and will break in a new government-owned circus lot at 25th street and Bennings road.

"The James E. Cooper Top of the Circus Fans' Association is delighted that this show is going to initiate the new grounds," said Melvin D. Hildreth, CFA member. "For years the circus-lot problem in the nation's capital has given us much concern. The National Park Service has been most co-operative concerning the use of the present lot at Fifth and Florida avenue. However, the circus is tremendously handicapped at this point because of certain intolerant surroundings which have become more and more exasperating in their demands. The grounds at 25th and Bennings road are more than adequate and will save to any show using them excessive charges. There will be no fee whatsoever except the modest charge of \$15 as a guarantee that the lot will be cleaned. Circuses in the past have hesitated to use the grounds at 25th street



WILLIAM NEWTON SR. (Lucky Bill), well-known showman, who died at Willimantic, Conn., June 19. He owned and operated the Lucky Bill Shows from 1880 to 1920, when management was turned over to his son, William Newton (Honest Bill), who is now a partner with Walter L. Main in the Main Circus. Picture on left is a very recent one. The other was taken 47 years ago.

## Gibson Cannot Work With H-W; Wallace or None, Decree Says

ANN ARBOR, Mich., July 3.—Hoot Gibson, Western screen star, cannot work for any circus except Wallace Bros. Circus this season under a decree handed down in an injunction suit in Circuit Court here July 1 by Judge Earl C. Putsley.

The judge declined to dissolve a temporary injunction granted the previous day against Gibson when the screen star

came here with Hagenbeck-Wallace Circus.

Gibson, it was shown, signed a contract for 20 weeks with option of 13 additional weeks last February 10 with Macon Circus Equipment Company, Georgia corporation, with which Wallace Bros. is related.

A charge of contract jumping was made against the film cowboy by Ray W. Rogers, manager of Wallace Bros. Circus. After only 12 weeks of the contract had expired Gibson "unconsciously" left the Wallace Bros. Circus in Gary, Ind., it was alleged.

Gibson went directly to the Hagenbeck-Wallace Circus. (See GIBSON CANNOT on page 71)

## Paul Ringling Joins Big One

ALBANY, N. Y., July 3.—Paul Ringling joined the Ringling-Barnum Circus here to carry on the traditions of the famous Ringling Bros. Circus family.

Under the guidance and tutelage of Sam Gumpertz, vice-president and general manager of show, Paul, 17, began his circus career as timekeeper only a few weeks after his graduation from the New York Military Academy at Cornwall-on-Hudson.

His mother is Mrs. Aubry Ringling, widow of Richard Ringling, one of the owners of the show.

Mr. Gumpertz while here said that Paul will remain as timekeeper for a year, becoming acquainted with the personnel of the company. Then he will be advanced to ticket seller. In time the (See PAUL RINGLING on page 71)

## Baker-Lockwood Did Not Close Graham Midget Show

CINCINNATI, July 3.—In a recent issue The Billboard carried a story regarding the folding of the Graham Midget Circus that tent fixtures were attached, etc.

While the name of the Baker-Lockwood Company was not mentioned, it is generally known that it made the equipment and that show people have the impression that this company closed the show. W. L. Mellor, president of Baker-Lockwood, states that the company had nothing to do with its closing.

## Seal Adds Several Acts

Include Romig-Rooneys,  
Wilhollands—the Guyers  
join Howe Show

WEST UNION, Ia., July 3.—Seal Bros. Circus recently added several acts to strengthen the performance. They were the Romig-Rooney riding act of six people and 10 head of stock; the Wilhollands, aerial and ground turns, and four clowns. Janie Guyer, husband and baby Maxine left to join the Howe show.

Business with the show has been steady and the parade has been bringing the folks to town. Bert Rickman, equestrian director, was on sick list a few days and Joe E. Webb handled program.

Among visitors have been Tol Teeter and wife; Mr. and Mrs. Hoogwonning, folks from Sells-Sterling Circus; Howard Brant, of Gordon Howard Candy Company. Bud E. Anderson and wife, Joe B. Webb, Fred Brad and wife, J. C. McBride, Norman Anderson and others of the Seal show recently visited Sells-Sterling Circus.

and Bennings road because they felt this location was not known to the public. However, with improved conditions in that neighborhood, the erection of hundreds of homes and widening of streets this section, we believe, is ideal. We are most happy that Mr. Branson has decided that his show will be the first to break in this lot and we hope that hereafter it will always be used by whatever circus visits Washington."

The Mix show will appear under auspices of the District of Columbia National Guard. The show's new canvas will be erected for the first time here and elaborate preparations are being made for co-operation of various civic agencies. It is anticipated that the engagement will be a great success. Altho the show is new to Washington, never having played here, Tom Mix, of course, is well known to officialdom and has a host of friends in the capital. P. N. Branson, general agent of show, has employed Harry A. Allen as special representative to handle details for the engagement.

# RINGLING BROS AND BARNUM & BAILEY COMBINED CIRCUS

JULY 6—JAMESTOWN, N. Y.  
JULY 7—NEW CASTLE, PA.  
JULY 8—AKRON, O.  
JULY 9—MARION, O.  
JULY 10—MANSFIELD, O.

THE GREATEST SHOW ON EARTH



## With the Circus Fans

By THE RINGMASTER

OFA.  
President, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill.  
Secretary, THOMAS PARK, Norwich, Conn.  
(Conducted by WALTER HOHNADTEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., July 3.—Norman M. Wilchinski, CPA, president of Younker Bros. Department Store, Des Moines, Ia., died of a heart attack in his office on June 26. He joined our association after the national convention was held in Des Moines. He was a generous contributor to the purchase of the two hemispheres band wagon that is now the property of the Iowa fans.

Bugs Raymond, of Norwich, Conn., spent all day with the Big One in Springfield, Mass., on June 26. Mr. and Mrs. Walter M. Buckingham drove there in the afternoon, but owing to a very heavy rain encountered on the trip, arrived too late for the afternoon show, so spent the time between performances visiting friends in the backyard.

F. E. Loxley, of Cranston, R. I., has had a busy season this spring. He caught Kay Bros. at West Warwick; Walter L. Main at East Providence; Downie Bros. at Fall River, Mass.; Cole Bros. at New Bedford and Ringling-Barnum at Providence, R. I.

Fred W. Schlotzhauer, of Oquawka, and A. T. Sawyer, of Monmouth, caught Hagenbeck-Wallace Circus at Peoria. Storms H. Shults Jr., of Galesburg, also made the evening performance. Shults and Schlotzhauer also caught Seal Bros. at Mount Pleasant, Ia., and both had a good word for this show. Their opinion is that this show has the best menagerie that they have seen on a motor show, with three bulls, two camels and eight uniformly built cages of good animals. While the big-show performance is made up of small acts, it is well balanced and clicks nicely, backed up by a good 10-piece band.

As this is being written Cole Bros.' truck is in town billing for Rockford, Ill., on July 17.

### Another Effort To Help Truck Shows in N. H.

CONCORD, N. H., July 3.—Here's another effort to help the truck circuses in this State.

Senator Heald, of District No. 12, has introduced the following Senate Bill No. 130:

"Amend Section 31-a of Chapter 100 of the Public Laws as inserted by Chapter 170 of the Laws of 1933 by striking out the word 'seven' in the fourth line and inserting in place thereof the word 'twenty' so that said section as amended shall read as follows: 31-a. Permits. The commissioner may, in his discretion, permit motor vehicles or trucks owned by nonresidents, used solely for the operation of a circus, to be operated upon the ways of this State for a specified period of not more than 20 days upon the payment of the fees provided for in Paragraph X, Section 1, Chapter 102 of the Public Laws. Not more than one such permit shall be granted to any one person during a calendar year. Said commissioner may make such rules and regulations relative to such permits as he may deem necessary."

J. P. Forsyth, of this city, states that Senator Heald introduced bill in 1933 that made it possible for a truck show to come into the State. Had fine assistance from John Benson, Charles Sparks and Walter L. Main and Forsyth hopes to see the above become a law.

### Great Marion Injured

LYNN, Mass., July 3.—Wilfred G. Marion, 65-year-old tight-rope walker and slack-wire performer, known as the Great Marion, fell 14 feet from the webbing as he was descending from his high-pedestal act here and sustained two serious fractures of the spine. He is now at the Lynn Hospital and will be removed to the government's Chelsea (Mass.) Naval Hospital in three weeks.

He was performing in the Federal Theater's circus, *The Big Top*, at Lynn Memorial Park.

## PUBLIC NOTICE

Under and by virtue of a decree signed by Judge Earl Putsley in Circuit Court, Ann Arbor, Mich., July 1, 1937,

in the matter of  
Macon Circus Equipment Company, Inc.,  
Versus

Hoot Gibson, Hagenbeck-Wallace Circus, Howard Y. Bary, individually and as General Manager Hagenbeck-Wallace Circus, the said Hoot Gibson was restrained and enjoined from working for any circus except the Macon Circus Equipment Company, Inc., and Wallace Bros. Circus during the circus season of 1937.

Any circus, person, firm or corporation violating this decree shall be subjected to the fullest extent of the law.

Macon Circus Equipment Company, Inc.,  
and its related corporation,  
Wallace Bros. Circus.

## FLASH! FLASH! FLASH!

Trefflich's African Wild Animal Expedition Arrives New York  
July 12 on S. S. "West Lashaway"

25 Chimpanzees, various sizes. Baboons, Drills, Mona Monkeys, Sooty Mangabeys, Green Monkeys, Guereza Monkeys, Crowned Cranes, Civet Cats.

### BIG AFRICAN BLACK PYTHONS

SEVERAL REGAL SINGAPORE PYTHONS, 20 to 26 Feet.

WRITE! WIRE! PHONE!

HENRY TREFFLICH, 215 Fulton St., New York City

Direct importer of animals.

Look for a coming shipment of Rhesus Monkeys (Mother and Baby Rhesus Monkeys).

## MUSICIANS WANTED FOR THE DAN RICE CIRCUS

Owing to the death of one of my very best friends, Meino (E-Flat) Heinrich, can place Clarinet doubling Sax. Simpson, Ed Fowler, let me hear from you. One more strong Circus Cornet and Melophones. Can always place real sober, reliable Circus Musicians. Remember, this show has an unusually long season, best of cook house and sleeper accommodations, and pays top salaries POSITIVELY EVERY SUNDAY. All wire and be ready to join on wire. Fort Plain, Wednesday, July 7; Mechanicville, Thursday, July 8; Hoosick Falls, Friday, July 9; Greenwich, Saturday, July 10; all New York. Reply A. LEE HINCKLEY, Leader, "America's Outstanding Circus Band."

## UNITED STATES TENT

AND AWNING CO., S. T. JESSOP, Pres.

CIRCUS, CARNIVAL AND CONCESSION TENTS. SIDE SHOW BANNERS THAT WILL LAST.  
Send for Used Tent List.

LEADERS FOR OVER 40 YEARS.

701 North Sangamon Street,

CHICAGO, ILL.

## Chi Suburbs Good For Wallace Bros.

CHICAGO, July 3.—Wallace Bros. Circus, which has been playing Chicago suburbs all week, has found these spots very good. Blue Island, Chicago Heights, Berwyn, Cicero and Aurora have comprised the week's stands so far, and today the show plays Evanston. Cicero, regarded as a particularly "tough" town, gave the show no trouble and the night house was near capacity.

Show has excellent equipment, including some very fine rolling stock, and puts on a pleasing performance. Among visitors at Cicero were Hap Hazard, vaude artist; Gertrude Carpenter, aerialist and contortionist, and N. Harry Cance, candy man and circus fan. From Evanston the show will head into Wisconsin.

## Will Rogers Tent, CSSCA

PETERSBURG, Va., July 3.—The Will Rogers Tent recently held a very enthusiastic meeting about 15 miles from Petersburg at the Indian Swamp Fishing Club as the guest of Rennie L. Arnold, president of the club. All kinds of sports were indulged in, and a barbecue and Brunswick stew were served on the lawn, along with refreshments, drinks, etc.

Arnold had just returned from New York and reported on the meeting that he attended of the Pexter Fellows Tent May 21. Dallas McGee, member of the Will Rogers Tent, has invited the entire membership to be his guests the second Monday in July at his fishing club at Yale, Va. The Tent has the honor of having as an honorary life member Stiner Tom Mix.

## TENTS REAL VALUES SPECIAL

Sale of Carnival Tents, 20x30 and 20x40. Also Concession Tents and 60x90 Dramatic Tent. See Classified Bargains. Write

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100	1.95	ONE SUBJECT PER LOT	12	2.25
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500	6.75	to Order	50	6.75
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Al G. Barnes-Sells Floto Circus

## Chris Cornalla

Producing Clown

Hagenbeck-Wallace Circus

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and Following Engagements.

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Mgr., HAMID-MORTON CIRCUS,  
1327 Spruce St., PHILADELPHIA, PA.

# Under the Marquee

By CIRCUS SOLLY

**RINGLING-BARNUM** is contracted for South Bend, Ind., July 22.

**JOE MARTINI**, of Mighty Haag Circus, is making his home in Atlanta, Ga.

**RINGLING-BARNUM** has been booked to play Duluth, Minn., July 26.

**W. W. DUNKLE** visited Hagenbeck-Wallace at Elkhart, Ind., reporting a highly entertaining program.

**PRINCE ELMER** recently met Mr. and Mrs. Walter Zane at Pittsburg, Calif. They are not trouping this year.

**MOST OF ADVANCE CREW** of Jack Hoxie Circus, which closed, joined No. 1 car of Ringling-Barnum.

**LEN HUMPHRIES** saw Cole Bros. at Toronto. Show had a big house in afternoon and turnaway at night.

**THESE ARE THE DAYS** when the sun is shining on both sides of the street.

**TUDOR SISTERS** and Avery and Eddie Keck have been with Downie Bros.' Circus since it opened.

**FRANK GEISER** is on the No. 1 car of Ringling-Barnum. Last year he was at the Ft. Worth Frontier Fiesta.

**MAJOR SCOTT** is general agent of the Wizard Circus and his wife is on tickets, seven days ahead.

**OTTO JOHNSON** has left Atterbury Bros.' Circus. He has been in show business 50 years.

**JOHN STRONG JR.**, concessioner, saw Dan Rice show at Salamanca, N. Y., and Lewis Bros.' Circus at Grove City, Pa.

**RINGLING - BARNUM** had capacity houses at New Haven, Conn. Weather was ideal.

**JAMES LIVINGSTON** saw Dan Rice Circus at Wellville, N. Y., and liked the performance. Night show capacity and matinee 90 per cent.

**STERLING ROSE Troupe** is presenting its two novelty free acts at fairs and celebrations. Season will run to November 2.

**JAMES MCKENNA**, of Pawtucket, R. I., saw Cole Bros. at Fall River, Mass., and Ringling-Barnum at Providence, R. I., and enjoyed both performances.

**ACCORDING** to Boston newspapers, Otto Griebing, with Cole Bros.' Circus, did not pass the immigration officers when show went into Canada.

**ART DOC MILLER** advises that Coming, N. Y., is probably killed for future banners, due to a railroad show recently leaving all banners up along the main drag.

**FIDDLING PETE** is with Musical Carters on Eakin Bros.' Circus. James E. Carter has the band and James Jr. is playing cello and working in concert.

**JIMMIE MARTIN** spent some time with Steve Red Finn and assistant, Charles Haley, with Ringling-Barnum in New England.

**F. BALL** and wife recently visited McFee Bros.' Circus and say that it is a good little show. C. McFee, who is ill in San Francisco, will soon be back with it.

**WILLARD OAKLEY**, of Lawrence, Mass., attended Mix show at Providence, R. I.; Downie Bros., Lynn, Mass.; Cole Bros., Lowell, Mass., and Ringling-Barnum, Manchester, N. H.

**S. WHEELER**, baritone player, is in the restaurant business at Glasgow, Ky., in partnership with W. E. Tyeer, former circus band leader, and Dolly West, performer, reports William Stone.

**JOHN A. SCHMIDT**, of Terre Haute, Ind., states that Hagenbeck-Wallace had light attendance there. It was a hot and sultry day until 2 p.m., and it rained from 4 to 9 p.m. Matinee performance was late in starting.

**ROY BARRETT**, after a rest of two weeks, opened at Navy Pier, Chicago, for Roy LaPearl Circus, working with Harry

LaPearl and his troupe. Is booked for a month, after which he will play fairs with a unit, furnishing four clowns.

**CAL OWENS**, who was with Fernandez Circus in Hawaii doing loop-walking act, recently underwent an operation in Hilo, Hawaii, and will be confined at his quarters in Pacific Hotel, Hilo, for about six weeks.

**LAVERNE (CHIP) ALLEN** attended Tom Mix Circus at Onelda, N. Y., reporting good business afternoon and evening. Was first circus there in two years. Mix attended noon-day luncheon of the Oneldas Club and spoke.

**RUSSELL G. KNISELY** is contracting and doing press with Walter L. Main Circus. He is seeing to it that the show is well advertised. J. E. Hill is in exploitation department, under Knisely's direction.

**A TRUCK SHOW** in the Middle West uses illustrations of railroad equipment in its advertising, especially featuring the unloading. "Perhaps" this helps show business.

**ROMOND DUKE**, with Mighty Haag Circus, advises that Edison Kingsbury, who was boss prop man and in charge of sound system on show, left and went back to the New York Hippodrome Vaudeville Show. He was boss prop man with that show last season.

**EARL LANCTOT**, who is now at Military Academy Detachment of Field Artillery, West Point, N. Y., visited Downie Bros. at Bennington, Vt. Almost a full house at night. He was on front door of Downie show seasons 1932-'33-'34, and in usher department of Hagenbeck-Wallace in 1935.

**THE SONS** of the American Legion drill team from Post No. 498, Ashland, Ill., had an enjoyable evening June 22 when the boys were guests of Hagenbeck-Wallace Circus at Springfield, Ill. The team gave an exhibition in big top just before the entry. Katherine Clark, featured drum major of the circus, assisted.

**WALTER LEVINA** and wife, Princess Lola, are with Egyptian Temple of Knowledge at Great Lakes Exposition, Cleveland, under management of R. J. Zourg. The Levinas wish to thank Ray Marsh Brydon for help in hour of need. State they will be with his Rice show next season.

**HOWARD INGRAM**, trainmaster of the Mighty Sheesley Midway, has 18 wagon poles working on the train. All are former circus train hands. He has been moving show trains for last 28 years and claims that he has never been short-handed more than two days at any time. He may return to the circus field next season.

**PURCELL'S STAGE Circus** closed its Southern tour at Pine Bluff, Ark., rodeo and opened summer season in Iowa. Harry Villeponteaux, with show, says: "I am doing a trap routine, while ascending on an 80-foot balloon, from parachute."

**FROM CLIFF McDOUGALL**, with Tom Mix Circus: "Making tours different from most circus press agents—by air. Have Waco four-passenger de luxe. My pilots are Bill Angel and Jim Porter. They take passengers up while I make tours for the show."

**A. E. JOHNSON** submits following correction of an item regarding Cole Bros.' Circus in Toronto: "Cole Bros. is one the first in Toronto in more than 10 years. It is first parade in 10 years, Sparks on July 2, 1927, being the last. Since then this city has had Sells-Floto, July 18, 1927; Ringling-Barnum, July 2, 1928, and again on July 12, 1929; St. Leon Bros. week of June 22, 1931."

**HAROLD J. CONN** is with the Hi-Speed Gas Company, doing pantomime clowning, working a different station every day. Visited with Ed Raymond, clown, with Wallace Bros.' Circus at Lansing, Mich. Conn and wife were guests of Manager R. W. Rogers at night performance. Matinee light, but night show packed.

**OSCAR DECKER**, who was superintendent of concessions on Roberts Cir-

cus, joined Tex Rose Tent Show in Pennsylvania with his eating and novelty stands and is handling the show's cork gallery, ball games and penny pitch business. Business is okeh.

**WHEN HAGENBECK-WALLACE** was at Elkhart, Ind., Henry Kyes was entertained by the various musical instrument companies. George Way sat in and played drums at night show. Other visitors were Jack Eiles, Dr. Crawford, Sig Blessing. Walter Bowne took three encores on trombone solo at concert.

**WINFORD S. TURNER**, physical culture instructor at Nashua, N. H., visited friends with Ringling-Barnum at Manchester June 21. He candy-butchered with Sid Rubin on the old Ringling Bros.' Circus. Turner also saw Cole Bros. at Lowell, Mass., and Tom Mix at Nashua.

**THE ROSARDS** are in their 13th week as a free attraction with American United Shows, doing aerial iron jaw and comedy trapeze acts. The Gardenas, three women and one man, joined the shows at Missoula, Mont., and also are doing a free act.

**D. B. KERR** recently attended four circuses, two in one day. Visited Downie Bros. in afternoon at Lawrence, Mass., June 16, and night performance of Cole Bros. at Lowell the same day. Saw Walter L. Main show in afternoon at Haverhill June 18 and night performance of Kay Bros. at Wakefield, R. I., June 19.

**JEROME CORRIGAN** and Donald Rockwood attended the Mix show at Waterville, Me., and met many troupers. Lot was very wet, many trucks mired, but weather was perfect and good crowds at both performances. Kay Bros. was in Gardiner, Me., June 21, and Main show in same town the 24th.

**C. E. DUBLE** says that the last railroad show to appear in Jeffersonville, Ind., was Christy Bros.' Circus, June 4, 1925. Several truck shows have played there since, all to profitable business. Sells-Sterling and Barnett Bros. were there in 1935. No show of any kind last season and none so far this year. Plenty of circus lithos in the windows and on the billboards would be a welcome sight to the natives in Jeffersonville.

**HOUSTON (TEX.) CHRONICLE**, in issue of June 20, had a very interesting story, illustrated, pertaining to George W. Christy, written by Rev. J. W. E. Alrey, CFA, and lifetime chaplain of the National Frontiersmen's Association.

**ALFRED J. MEYER**, of Long Branch, N. J., on a visit to Providence, R. I., caught the Big One for third time this season. In afternoon Bert Sharpe, Irene Dekos Sharpe and Meyer made candid camera shots in clown alley while renewing acquaintances. Kalchi Koban and Meyer were supper guests at the Sharpes' home in that city.

**TOM MIX** shows two performances at Glens Falls, N. Y., June 22 were capacity, notwithstanding a cloud-burst just previous to afternoon performance, which left lot in a terrible condition, reports Walter B. Leonard. That city is the family home of the George Hannefords and they were entertained by the Fowlers during the day and met with an ovation at both performances. Downie Bros. will be there in July.

**JACK O'BRIEN**, who had side shows with circuses and operated O'Brien's Georgia Minstrels, tent show, is in Savannah, Ga. He has been in poor health for several years. About a month ago he fell down the stairs at home and has been hanging between life and death ever since. Doctors state that it is remarkable how he can live from day to day. Charles Bernard went to see him, but he is unable to recognize anyone or talk.

**STANLEY F. DAWSON** submits following items from Cole Bros.: "Clyde Beatty has been fishing almost daily and has made some wonderful catches. At New London were visited by Doc and Ma Kelley. Johnny Wall, Ginsberg, Al Powell and Tom Dalley were on hand at Fall River. Allan Oakman visited his mother and two sisters at Newport, R. I. Party was given at the home site, with Harold Barnes as guest of honor. Irene De Koe Sharp visited at New Bedford. Other recent visitors, Frank Braden, Curly Stewart, George Smith, Charles Sparks, Percy Houser, Jack and Emily Hedder, Bob Parker. At Lowell, the Cain family, (See Under the Marquee on page 70)

## Dressing Room Gossip

**DAN RICE**—Announcement of Little Lord Leo's coming marriage in *The Billboard* caused him a lot of explaining. Can't handle Jellyroll Rogers and Princess Marquette now. They were on the air at Elmira for 15 minutes and now are considering offering their services to the various networks. May Stevens took a header from her prancing steed in the spec recently that is causing lots of explaining. When Sam Marietta devoured that three-pound steak at the High-Hat Cabaret he was just practicing for the championship steak-eating contest that is scheduled to take place soon, with entry books still open. Dan Pyne, Mix exploitation chief, visited with us and did he make merry. Capt. Conrade back on the job and Ray Craemer looking for a continuity writer to rewrite his opening. Capt. Dan Fox, of the State police, and his men visited all day at Sidney, N. Y., and wouldn't have taken much persuasion to have the great riders do their act for us. Mary Miller broke on page one of *Dansville Breeze* with her scientific rock-hurling speciality. What is in those mysterious boxes that Helen Duffy receives every week or so—can't be shoes. Cliff Shell caught cutting pieces out of the papers and sending them home to the folks in Tennessee.

**TOM MIX**—Looking around the backyard I see several boys putting up their awnings. See Jimmie Arbaugh dozing in the sun with his feet propped up higher than his head. Danny Gordon has purchased a please-don't-rain trunk. George Hanneford and family spent the morning at their home in Glens Falls. With them were Doris Wren, Ray Goody, Isabel Gilligan. They also fed three hungry fishermen, Bumpy Anthony and wife and the writer. The victims of the Louis-Braddock fight were Jack Burslem, Denny Helms, Jack Knapp, Jimmie Arbaugh, George Carl, Roy Brown, Tom Mix, Augie Augustad, Mrs. Flo Burslem and Manager Dall Turney. Winners were Ray Goody, Johnnie Jessick, Jimmie Davison, Allen Stabler, Robert Brown and the writer.

Jimmie Davison has adopted new name of Wimple. He likes his hamburgers for breakfast. Dolly Castle spent the day visiting at Herkimer. Mary Kinko is all smiles as young George will join show at Wellsville, N. Y. A backyard dog show was held and Nira, a German "shnauzer," owned by Erma Ward, won first prize. Was a can of Red Heart dog food. Second prize to Teddy, a pit bull owned by Jack Knapp, prize soup bone. Third prize won by Bum, owned by the show, prize a can of flea powder. Jessie Arbaugh will soon return to the act, having been nursing a wrenched shoulder. Everybody gets a kick out of reading the educational signs along the New York highways. Helps to bring back school-day memories. Max Gruber reached the heights of elation when he made a jump from one town to the other without blowing an arrow. The jump was 12 miles with no turns.

Augie Augustad has added a new number to the show, whooping up the loop-the-loops. New York State trooper Ed Harney visited old friends in the backyard and did trick riding in the Wild West. Herman Nolan, superintendent of ring stock, has the stock in tip-top shape. Rhoda Royal is kept busy between shows breaking horses. Rex, the boy cowboy, has a sore arm from spinning rope all day long. He expects to learn soon. Hank Linton and John Agee are very proud of the Wild West as it is packing them in on both sides. Horse-shoe pitching has become a great sport in the backyard. Manager Dall Turney and Tommy Ross beat John Agee and Augie 21 to 2. The boys are getting good. Denny Helms has been doing a great job of laying out congested lots and always has the show ready on time. So long for this time, as I see Gladstone Shaw has the flag up on the cookhouse. —KINKO.

**COLE BROS.**—Best grassy lot of the season at Brantford, Ont. See some of the boys walking around in their stocking feet. Gang set for a ball game—don't know who's to play who. Jack Joyce went for some Scotch ties in Toronto. Eddie Allen takes orders for shirts at \$7 a throw. Nice-looking shirts, tho. Horace Laird received a parcel post package that almost flooded him. However, he finally made it to Ken Maynard's top. Ed Davis was in receipt of a nice package. However, he refused it—must have had a tip-off. Bobby Bumps takes the cake for digging up antiques. Has a (See DRESSING ROOM on page 70)

# The Corral

By ROWDY WADDY

**BUNNY OTIS**, formerly of Rose Wahl Rodeo Company, blew into Cincinnati last week from Washington. He reports that he plans to visit with friends in the Queen City.

"**FORKED**" riders don't seem to be so "forked" with their news contributions regarding contests this year. What's the matter, fellows? Kick in if you have anything worth telling.

**MARY CARTER** inks from Camp Point, Ill., that six cowboys with the Fort Peck Rodeo Company were injured in an automobile accident near Camp Point June 27. She failed to give their names, however.

**AFTER** finishing up at two stands to fair business, the Adams Rodeo Company rolled into Peconica, Ill., for its three-day engagement at the Independence Celebration, which got under way there July 3. Billy Crosby is promoting the event.

**SALINAS**, Calif., blossomed forth last week in a riot of colored shirts, gay kerchiefs, 10-gallon hats, picturesque cowboy chaps and boots as the city donned Western attire to herald the approach of the California Rodeo to be held there soon.

**W. D. MCCAULEY**, president of the Moorefield, W. Va., Volunteer Fire Company, which sponsored the appearance in that city recently of the C Bar F Rodeo, of which Harry Huff is manager, writes that the organization was a high class one in every respect and it played to good crowds at every performance.

**AFTER** TOURING in North Carolina for four weeks Dakota Bill Baker's Wild West Circus jumped from Valvese, N. C., to Ridgeway, Va., where it has been exhibiting to fair business. According to Baker, the show will work up the State to Missouri. Show is in its first season and is featuring Oklahoma Kid Camp, trick rider, and Dakota Bill, trick shot and roper.

**INCLUDED** among the contracted performers and contestants who appeared at the Pawnee Bill and New Frontier Days' Rodeo, which was held in El Dorado, Ark., June 24 to 27, inclusive, were: Kenneth Good Eagle, Sam Hill, Virgil Howell, Jack Massey, Pete Morgan, Pat Clary, Fred Ryser, Clark Ryser, Bill Ryser, Don Stewart and Bobby Clark. John A. Guthrie, director of the famous Mounted Troops of America and rodeo director, presented his Australian whip-cracking act. Ronald Rosenbraugh was program director.

**CHARLES MILLER**, last of the Pony Express Riders, left Glens Falls, N. Y., June 27 for Cody, Wyo., to participate in a buffalo hunt to be conducted there soon on the Buffalo Bill Cody ranch. The 87-year-old rider will be one of the honored guests at the hunt, which will be one of the last to take place on the ranch due to the rapid disappearance of the buffalo. From Wyoming Miller will continue on to the San Diego, Calif., Fair, where he will renew his acquaintance with the horse he rode across the continent in 1832 in connection with a Pony Express celebration.

**GOLDEN JUBILEE** Celebration of Frontier Days, which got under way in Prescott, Ariz., July 2, with nearly \$10,000 in prizes being hung up for contestants to shoot at, was heralded by some attractive advertising novelties, including window hangers, special art cards, explanatory booklets, souvenir buttons and ash trays. Event this year is being presented in a new style, with two programs being presented daily, the last one under especially installed lights at the fairgrounds. Huge advance ticket sale has led officials to believe the event will be one of the greatest in its 50-year history. Mike Stuart is arena director.

**ABOUT** 5,000 citizens of Sonoma, Calif., witnessed the exploits of cowboys and cowgirls who won some \$1,500 in prizes at the ninth annual rodeo at the Jack Millerick ranch near there June 27 for the benefit of the State highway patrolmen of Sonoma County. Proceeds were turned over to the officer's widows and orphans' pension fund. The veteran Harry Knight won first in the bucking contest. Other winners were John Bowman, steer roping; Cleve Kelly, calf roping; Patrick Woods, steer riding;

Edward Roger and Jim Gallagher, bare-back riding; Shorty Cisco, bulldogging, and Norman Cowan, exhibition riding.

**LUNSFORD'S WILD WEST** show, which opened at Sharonville, O., Spring Festival and which has been playing one-day stands around Cincinnati, concluded a successful two-day engagement at Hamilton, O., recently under Eagles' auspices. Show is moving on two trucks and one housecar. Organization carries four head of stock and comprises six persons. Lineup includes Ray, Rene, Madaline and Fee Wee Lunsford. Fee Wee infos that Joe Moreno visited the show when it played Georgetown, O., recently and announced that he will not troupe this season as he has a position with a sand and gravel company in Middletown, O.

**AFTER** SIX solid weeks of rain, Milt Hinkle's Texas Rangers Rodeo jumped from Flint, Mich., to Batavia, N. Y., where the show will start a full season's work under the George Hamid banner. Despite inclement weather at Flint and competition from another rodeo, which played at a near-by park during the nine-day engagement, organization drew good crowds when it was able to show, according to Jack Knight. Hinkle infos that he has lost more performances this year due to rain than during the last 10 years. Organization has made few changes since opening the season at La Fayette, Ind., May 11. Weaver Gray left the show after the Flint engagement, but Lloyd Schermerhorn succeeded him to round out the roping contingent. Eddie and Rose Davis will join in time for the Greenwich, Conn., date.

**DICK GRIFFITH**, champion trick and fancy rider, who is making the rodeos throught the country in a trailer which he himself designed in co-operation with officials of a Denver trailer company, was the subject of a story in a recent issue of *Trailer Travel*. A two-column cut, depicting Dick, his comely wife and carefully trained horse, together with the trailer also appeared. The trailer, which is a 22-footer, includes living quarters up front for Dick, his wife and their three months' old daughter and a stall in the rear for his horse. Dick believes that in another year trailers will be in universal use by rodeo performers and contestants. He expects a lot of the boys to copy his design, incorporating the stable. He says that to the best of his knowledge he is the first cowboy to travel on wheels and adds that he really intends to enjoy it.

**LOS ANGELES**—Third annual rodeo presented by the Long Beach (Calif.) Mounted Police at the Lomita Riding Club here June 26 and 27 drew 17,000 paid admissions, according to Lloyd Mitchell, manager. Officials for the event included Andy Juareg, arena director, with Chick Hannon assisting him. Clay Carr and Ervin Collins, judges; Will Whitehead and Ed Lloyd, timers; Abe Lefton, announcer, and Eva Godfrey, secretary. John Northcutt handled the publicity and Bertha Blanchard and Oral Zumwalt were the pick-up riders. Contracted performers included Lomita Ladies Riding Club, Buff Brady Jr., Verne Goodrich, Alice Gollnough, Myrtle Goodrich, Dick Griffith, Homer Holcomb and Bob Rogers. Contests were spirited with only a few minor injuries. Andy Juareg furnished the stock. Results: Bare-back Bronk Riding—Smoky Snyder, Frank Schneider; Blondy Brunzell and Dick Griffith split third and fourth. Saddle Bronk Riding—Burel Mulkey and Leonard Ward split first and second; Nick Knight, Ken Hargis. Calf Roping—Andy Juareg, Charlie Jones, Joe Edwards, Everett Bowman. Wild Brahma Steer Riding—Al Hayes, Canada Kid, Frank Schneider, Bud Cook. Steer Wrestling—Everett Bowman, Oral Zumwalt, Mickey McCorry, James Irwin. Wild Cow Milking—Clay Carr, Oren Fore, Carl Sheppard, Jesse Hill. Contestants were Fritz Truen, Pete Grubb, Burel Mulkey, Ken Hargis, Nick Knight, Turk Greenough, Blondy Brunzell, Leonard Ward, Jackie Cooper, Bill McMackin, Rusty Cecil, Charley Daveson, Fox O'Callahan, Jimmie McGee, Frankie Schneider, Carl Dossey, Bob Cunningham, Bob Folkerson, Dick Griffith, Canada Kid, Shorty Hill, B. McFarland, Francis Adama, Howard Brown, Henry Snively, Clay Carr, Joe Edwards, C. Shepard, Everett Bowman, Oral Zumwalt, A. L. Mackay, Hugh Strickland, Jack McCuningham, T. Paxton, A. E. Perry, M. Palone, Noah Henry, Willie Clay, Jack Taylor, Mickey McCorry, Chick Hannon, E. Collins, Worth Crouch, Bill McMalter, Chet Torrie, Charley Duncan, C. Dessey, Bud Cook and Wesley Walls.

## Dexter Fellows (CSCCA) Tent Tattles By FRED PITZER

**NEW YORK**, July 3.—High spots in the last luncheon of the Dexter Fellows Tent: When Sharon Stephens played the *Entry of Gladiators* I saw Charley Tremaine come thru the entrance. Gladiator? Why, he wouldn't touch a hair on a pat of butter. . . . Why not present Prexy Orson Kilborn with a new golden whistle for the season 1937-'38? . . . It was a hot day and indigo dye was dripping from Jolly Bill Steinke's mustache. . . . One couldn't walk anywhere without tripping over an RCA official. . . . The writer, having forgotten the tiny golden nails for the new-member ceremony, asked the carpenter to bring him five nails and said carp returned with five spikes which would have taken the new members two hours to drive in, using standard sledge hammers and keeping lock-step with the Anvil Chorus. . . . Al Sielke's gadgets worked, the first time during the season just passed.

Graham McNamee fidgeted a bit when he had to take a vote on whether his boss, Dave Sarnoff, was dressed right for the occasion. . . . The blank cartridge shot accompanying the "official" photo peeps it up. . . . Tex O'Rourke initiation Helavision, was an ace-high sure-fire gag. . . . We thought we detected a note of happy remembrance as Dave S. was seated at a giant radio operator's outfit. . . . Dave's talk, by the way, was excellent, "A laugh is what we need in these days of terrible stress, and I am happy to become a member of this organization, for now I know a laugh belongs to me once a month at least." . . . Nice to see the RCA exec's two sons present, one of them attending Harvard. . . . Helavision portrayed Doc Coughlin, Al Smith and Frank Roosevelt and Old Satan himself, all manipulated in a booth to make them look alive, and the dialog came from a record especially prepared by Welch, the Popeye-the-Sailor man. William A. Hyman was taken in as new member.

### Front-Page Names

The luncheon was crowded with front-page names. Among those spotted by the writer were: John Martin, editor of *Time*; Curtis Mitchell, of Chicago, New York and Africa; James Nathan, manager of Western Union; Clay Morgan, publicity manager of Radio City; Dick Patterson, former commissioner of correction; Nick Kenny, editor radio column of *The Mirror*; John Mills, of Bell Laboratories; William G. Morrissy, head of concessions and exhibits, World's Fair; Rev. Capps, of Real Estate Board of New York; Harold McCracken, explorer and adventurer; Cleon Crawford, Frank White, Bill Mills; Albert Daub, publisher; Thomas Beirne, Courtland Smith, James A. Lynch; Charles J. Pannell, president Radiomarine Corporation of America; Clay Morgan, director of promotion; John Royal, vice-president in charge of programs; George Engels, artists' service; Col. Manton Davis, vice-president and general counsel; O. S. Schairer, vice-president in charge of patents; Frank E. Mullen, department of information, RCA; Horton Heath, assistant manager; Robert and Edward Sarnoff, sons of the Fall Guy; S. Henry Murphy, ship captain who holds number one license for piloting. He is the brother of Emmet Murphy, an ardent member; Bert Lee, King of the Amazon; John Lilly, M. A. Dolby, Bob Condon; Stanley Walker, editor and author; Jules Charbonne; Commander Jack I. Seman, of New York Naval Air Station; "Work" Workman; Chris Sapanoff, a portrait and landscape painter in oils; Sisters of the Skillet, Jones and Hare; Harold McCraske, Major Schler, Al Cobb, Gene Saugh, C. M. Huber, William Bleier, Henry Koch, Albert Mannheim, C. J. Collins, G. E. Nelson, Jim Barnes, Max Hertzfeld, Lew Young, H. DeCosta, H. D. Walsh, Sam Letberman, Jack Curley, General Schwingel, who then joined the Tent; Peer Smed, one of the greatest silversmiths ever known; George Buchanan Fife and others.

It is getting to be a pleasure to receive *Bill Pond's* breezy little monthly, *Program*. It seems to grow better and bigger with each issue and is just the kind of work *Bill* excels in. . . . Capt. Bob Bartlett stopped in to say good-by to the writer preparatory to starting for the North next Sunday. Bob goes to the polar regions with the same calmness with which we stay-at-homers commute to our patches of garden truck.



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A profit getter without a peer. Ties right in with Walt Disney's famous character. Has name "Mickey Mouse" on front. Face and body design printed in two contrasting colors.  
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Feature Acts to replace some leaving for fairs, also good Clowns and Musicians, bit-top Workmen, Ticket Sellers, Side-Show People, also people to work dogs, ponies, and domestic stock. July 8, South Haven, N. Grand Haven, 10, Muskegon, 11 and 12, Greenville, all Michigan.

**ALL PRIVILEGES FOR RENT**  
With  
**ATTERBURY'S CIRCUS**  
Wire Western Union, Dakota City, Neb.

### George B. Beal Booked For Lecture Engagements

**BOSTON**, July 3.—George Brinton Beal, *Boston Post* feature writer, former correspondent for *The Billboard*, whose circus articles have been published in recent issues, is being booked for circus lecture engagements exclusively by Bernice Bruce and James L. MacCarthy, of the Artists Amusement Agency, this city. Beal, in a story titled *Where Do Circus People Come From? That's Easy!*, published in *The Boston Sunday Post* a fortnight ago, relates the answer to the heading in his inimitable style and manner, citing the whole family of Cowboy Clyde Widener, little Miss Doris and Frances Widener, wife and mother. The yarn is illustrated with photos by A. F. Donnell, of *The Boston Sunday Post* staff.

### Christy Unit to Winnipeg

**HOUSTON**, Tex., July 3. — Christy Bros.' Circus unit loaded out of South Houston June 25 and made jump to Winnipeg, Can., for opening of exposition. Unit is booked solid until November, when it is planned to close in Philadelphia. New feature with Christy's Mighty Cavalcade of the Circus is "Sky Rocket," large black and white stallion which stands on hind legs and clashes cymbals with its fore legs. Trained by Merritt Bellow and ridden by Harold Christy during this feat. Gladys Forrest has the performing elephants and Mary Norton and Gloria Ross the ponies and menage horses. Unit carried ring stock of 3 head of elephants, 6 ponies, 10 horses and mule.  
Bert Rutherford is in charge of quarters during Christy's absence.

### Store Using Circus Motif

**BOSTON**, July 3.—Leopold Morse Company, probably the town's biggest men's outfitters, current and for the past several weeks is using the circus motif via the press, over the radio and, of course, in their large area of street display windows and thruout the several-storied store.  
Spot announcements over the air deals with the talker and his spiel, and the newspaper advertisements and store set-up includes clown alley, big top, etc. Event is for Founders' Sale.

# SCALE TILT FOR A. C.

## Prices Boosted To Set Figures

**Amusement Men's Association points to increased costs as reason for move**

ATLANTIC CITY, July 3.—Entire resort amusement industry here this week raised its scale of prices on a permanent basis. The move followed a meeting of the Amusement Men's Association and was made, according to President Frank P. Gravatt, because of increased cost of production both in legit and film fields. Production cost has jumped 25 per cent during the current season, on top of a previous increase which has been absorbed by theaters and amusements without any tilts at box offices, it was said.

Steel Pier will go up to 75 cents admission for all attractions from its old price of 50 cents. Biggest jump will be made by Million-Dollar Pier, which will go to 65 cents, according to present plans, over 40 and 50 of last year and two bits two years ago.

All Boardwalk theaters have been charging 55 cents. They, as a unit, will go to 65 cents. All avenue theaters running at 35 cents will go to 40 cents. Quittner's burlesque goes to 55 cents matinee and 90 cents top evenings.

"Admission prices in Atlantic City are below average of those elsewhere in the country where the same entertainment is presented. It is desire of amusement men to continue present prices but, owing to increases in costs thruout the industry this move is necessary. The past year saw 25 per cent increase in production costs, plus a 10 per cent federal tax now renewed, and this season saw another production cost jump. The readjustment is therefore necessary," reads a statement from the AMA.

## Pyro Show Seen by 200,000

ROCKAWAY BEACH, L. I., N. Y., July 3.—First of weekly fireworks shows, held off the beach here, drew more than 200,000 watchers, who lined the Boardwalk. Show was on Wednesday night and will continue on that night thru summer. Chamber of Commerce is sponsoring the displays, soliciting money from local amusement people, who this year seem more than glad to come across.

## Jeff Beach Host to 75,000

DETROIT, July 3.—Warm weather on Sunday drew an estimated 75,000 to Jefferson Beach Amusement Park at a picnic of St. John's Day League, Masonic affiliate, which drew a large patronage of youngsters. Picnic grove was over-taxed and rides had lines between 100 and 200 long waiting for seats most of the day.

## New Act Bows in Palisades

NEW YORK, July 3.—Willie Walldorf and his Boxing Bear, believed to be one of the first acts of its kind to work in this country, arrived in New York from Germany early this week to prepare for a series of park and fair dates for George A. Hamid. Act will make its American premiere on July 5 in Palisades (N. J.) Park. According to reports from the Hamid office, the animal strikes his master with right and left jabs like a human.

CINCINNATI.—A. Owens, former superintendent of Chester Park here, who was in the now defunct spot 15 years, is operating a Bubble Ball game in Coney Island here. Later in the season he will go to the Canadian National Exposition, Toronto, as is his annual custom.

SHIREMANSTOWN, Pa.—Rana Villa dance hall, operated by L. O. Sadler, on Gettysburg pike, near here, was destroyed by fire, with damage estimated at \$2,000. Cause of the blaze which destroyed the remodeled barn was not determined.

## Park Makes Fem Page

DETROIT, July 3.—Jefferson Beach's new Crazy Room, a tilted nightmare in the Funhouse, got a rave column from Joan Dean, fashion feature writer of *The Detroit Times*, this week, plus a photo on the women's page—a page that a park has hardly ever "made" before in local press history. Miss Dean tied in the room's angles and fashion trends cleverly in her article.

## Tusek Geauga Lake Pilot

GEAUGA LAKE, O., July 3.—Frank Tusek, recently of Wooster, O., who has been named manager of Geauga Lake Park here, played an active part in athletics at Wooster College. He has assumed his duties in the park, which, according to reports, is experiencing one of the best early-season businesses in recent years.

## Fire Hits Maryland Spot

BETTERTON, Md., July 3.—A \$25,000 fire swept thru four amusement and concession buildings and bowling alleys Wednesday morning as a volunteer bucket brigade fought to save Chesapeake House at this bay resort. Buildings were owned by H. J. Plant.



PERMANENT EXHIBITION BUILDING, erected on the Mall in Coney Island, Cincinnati, as part of the reconstruction program following the disastrous January Ohio River flood, is for housing industrial and mercantile exhibits and a start has been made this season. Continuous displays are planned thruout summer and admission is free to park patrons. The modernistic front, with ornate pilasters and novel lighting effects, has curved wings at either end. Interior has more than 40 spacious colorfully decorated booths with striking light combinations. Photo by Myron Benson, Cincinnati.

## Seaside Heights Development To Embrace Rides and Concessions

NEW YORK, July 3.—Latest addition to the Eastern amusement park setup is L. R. Gilbert's Seaside Heights, Pool and Casino situated near Seaside Heights, N. J., directly east of Lakerhurst. Project at present consists of little more than a big modern swimming pool and adjacent casino, with concessions, but, according to Orest J. Devany, publicity director, Gilbert is planning to develop the plant into an average-sized playground, with stationary amusement park features and an amusement pier extending out into the ocean.

Pool is 165 feet by 70 feet, has all modern conveniences and is connected with the near-by beach by an underpass. Gilbert, a Bound Brook, N. J., contractor, has placed the spot under management of Charles Heppelfinger, who has in turn surrounded himself with a group of recognized amusement park veterans.

Several rides are on the grounds this year, as well as a sizable group of concessions. Among concessions are several operated by Richard Brenner, well-known Eastern park man. Entire layout

## Walled Lake Biz Is Better

**Picnics big feature for Pearce spot in Michigan—beach will add rides**

WALLED LAKE, Mich., July 3.—Walled Lake Park, 25 miles northwest of Detroit, is doing good business, with patronage considerably improved over last year, said Manager J. E. (Gene) Pearce. This will be his fourth season as manager and he reports business best since his coming here.

General renovation was made so important an item of park policy that it has the appearance of a brand-new park. Some new concessions were installed. Beer tavern has been glassed in and new beer fountain, barbecue and pretzel oven equipment have been installed, allowing customers practically to see their food being prepared.

Picnics, always important in this park, which draws from Pontiac and other cities as well as the Detroit area, are

(See WALLED LAKE on page 43)

## Sit-Downs Hit Park Zone at Expo in Paris

PARIS, June 28.—Wave of sit-down strikes is giving management of the amusement park at Paris International Exposition acute headaches. In the first place the public, due to chaotic state of the park, is sitting down at home until it ascertains that the amusement zones really exist.

To mollify disillusioned cash customers who risk five francs to enter the work-grounds, the CRCC, operator of the park, has been staging free shows in the Old France section of the park, one of the few spots about ready for business. Afternoon shows were circus-vaude bills and evening spec folk dancing and music. The circus-vaude artists recently staged a sit-down strike on the stage when the management balked at paying salaries. Artists won and were paid, but the circus-vaude shows have been discontinued.

Ride operators, showmen and concessioners in the park object to the free folk-dance shows which draw the public away from their spots and particularly resent parades of dancers before shows. To defend their interests the showmen have organized a defense syndicate with M. Menager, of the Equatorial Forest show, elected president, and Marcel Thirion, of the Wall of Death, vice-president. As parades and shows continued in spite of protests, members of the defense syndicate last Sunday night occupied the stage in the Old France section and forced the management to call off the show.

## Frisco Spot Has 300,000

**Playland-at-the-Beach is given big week—Whitneys reopen Cliff House soon**

SAN FRANCISCO, July 3.—Playland-at-the-Beach had one of the biggest weeks in its history, drawing more than 300,000 people last week. Boosting a product, thousands of tickets had been distributed thru retail stores in the bay area. With these tickets a holder could get four rides free, others at a 50 per cent reduction. Exceptionally hot weather over the week-end added to the throng that swarmed over Whitney Bros.' ocean-front playground.

Famous Cliff House will open between middle and end of the month. Whitney Bros. have been remodeling it for many months and it will again become one of the city's landmarks as it was in days gone by.

Henry Giese, manager of Topsy's Roost for several years, will be in charge of the new spot. Al Hinze, of old Tate's-at-the-Beach, will be in charge of commissary. His former boss was once operator of the Cliff House.

## Roton Point Tarzans Win

NORWALK, Conn., July 3.—Topless bathing suits for men, for the first time in 24 years, will be permitted in Roton Point Amusement Park here, said Neville Bayley, owner. "I kept the full suit in the park as long as I could, but I finally had to succumb to the times," he added.

## McCarty at Boiling Springs

BOILING SPRINGS, Pa., July 3.—France C. McCarty, owner of Casino Beach and pool, Freeport, L. I., N. Y., has acquired Boiling Springs Park and is revamping the resort by improving the pool, building additional diving towers and extending amusement space in the park.

DES MOINES, Ia.—Fern Myers, 20-year-old girl who dropped 150 feet from a hot-air balloon here on May 30, has left Mercy Hospital, but physicians say it may be several months before she will recover from internal injuries. She was injured after making an ascension from Riverview Park.

## Ohio Steamer Has Crowds

EAST LIVERPOOL, O., July 3.—Excursion steamer St. Paul is proving a big factor in a successful season in Rqck Springs Park, Chester, W. Va., the craft bringing large crowds from the Pittsburgh district and points south. Over July 4 there is a \$1 round trip from Pittsburgh. Five decks high, the boat offers nightly moonlight excursions on the Ohio River with Creath's 12-piece Cotton Pickers Band and Fate Marable, pianist.



# The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

## Bogey Man

Paul Huedeppohl, of the Jantzen Swimming Association, Portland, Ore., dispatched some data last week which I think is interesting enough to warrant reprinting. It concerns elimination of algae in swimming pool waters, and all those in the biz know what a bogey man algae is. So with a hope I won't be too technical and with thanks to Wallace and Tiernan, Newark, N. J., I wish to discuss this all-important subject.

Excessive growths of algae are distinctly deleterious to the quality of water in a swimming pool. When their concentration rises above certain limits, depending upon the species present, they impart a cloudiness to water, and when they die ill-smelling odors are released which detract from the esthetic quality of water. Furthermore, dying organisms tend to build up the organic content which stimulates bacterial growth, thereby impairing the sanitary quality of the water.

Such rapid changes in a swimming pool are neither desirable nor necessary. Where they do occur proper treatment of the pool becomes exceedingly difficult and the public may lose confidence in ability of the management to properly safeguard interests of the patron. Naturally, this results in a drop in revenue which in time may become ruinous. There are several ways by which algae may be removed from a pool after their numbers have grown to catastrophic proportions, but the best way to correct such conditions is to prevent the condition in the beginning. A popular way to do this is by use of the chloramine process or by continuous application of ammonia and chlorine. When these chemicals are added to a stream of water, either natural or recirculated, entering a pool, a new compound called chloramine is formed. This acts as a very effective inhibitor on the growth of algae and at the same time kills all bacteria which may be present.

When chlorine alone is added to clear water, free from organic matter, in quantities sufficient to produce residual thruout the pool, both algal and bacterial growths are effectively held in check. But when applied to water containing any appreciable amount of organic matter or to water exposed to bright sunlight or both, a combination which often prevails in a large open-air natatorium, the chlorine may be used up so rapidly that considerable difficulty will be experienced in maintaining a residual of sufficient strength to secure results desired. Chloramines, on the other hand, being weaker oxidizing agents than chlorine, will not waste their energy in useless work such as oxidation of organic matter, but will persist thruout the body of water where they are free to exert their full strength in killing algae and bacteria. Clear, sparkling water, free from bacteria, is highly desirable for proper maintenance of the successful pool. Chloramines are very successful in maintaining such standards due to their excellent algacidal and bactericidal qualities combined with their ease of application and low cost.

## Ad Men Swim

Monty Mac Levey, who recently took over management of Parc Vendome indoor tank, New York City, was host last week to members of the Associated Motion Picture Advertisers, or the AMPA, as it's more popularly known. Novelty races, comedy diving and water polo events were staged in honor of the guests. Marvin Nelson, three-time winner of Toronto marathon swims and

Catalina Island swim titleholder, gave a special swimming exhibition. The long-distance swimmer, who hails from Fort Dodge, Ia., is training these days at Mac Levey's Parc Vendome plungerle in anticipation of a round-trip English Channel swim.

## At the Riviera

Tony Fiduccia insisted that I visit his Riviera outdoor tank in Manhattan so many times that I finally decided to peek in on activities there last week. And he has done wonders to the old Van Cortlandt Olympia bathing establishment. The pool, as in previous years, is run in conjunction with the roller-skating rink adjacent. One of the features is that skating in bathing suits is permitted, providing a unique picture when 100 or more boys and girls in bathing attire roll around the floor. The rings over the pool are still present and popular as ever and I wonder why more tanks do not provide such facilities for swimmers. The rings have proved so popular that Tony has a large ladder which he has adroitly hung over the deep end of the pool. Here swimmers may "shimmy" themselves or crawl by their hands to the end—until their jump or fall into the water. It offers something a little different in sideline activities. Riviera has tough sledding this year because, as was reported here last winter, two new municipals have opened near by. Then, to top that, the city installed a string of outdoor handball courts right opposite Tony's pool. But it doesn't keep him down. Instead of sitting back, Fiduccia is doing whatever promotion work he can and also advertising to entice patronage in the face of terrific odds.

## Dots and Dashes

Capt. Sol Solomon, champion high diver, came in last week to play a two-week engagement in Palisades (N. J.) Amusement Park. . . . Philip Urkowitz, new swim instructor at Park Central indoor tank, New York City, is teaching Durrelle Alexander, radio songbird, how to swim.—Park Central, Midtown and Parc Vendome, inclosed tanks in New York City, are battling for stage and radio trade, with all of them getting a little instead of the many open-air natatoriums away from the Broadway sector. . . . Ken and Viola Blake are playing in Kalamazoo, Mich., this week.

## Chi Riverview

CHICAGO, July 3.—Boys and girls working here last Tuesday were wishing they hadn't salted away the fur bennies. Plenty cold but clear, and crowds were jamming up the main walk by 9 o'clock. Last Saturday, when the park was turned over to Western Electric employees' outing, park officials had 1,000 chickens for the picnickers but no takers in sight at 8 p.m. and they were getting a little uneasy as to what could be done with them. Any alarm was soon over, however, because the mob seemed to develop an appetite all at the same time and by 9 p.m. the chicks were all walking, but minus their bones. Turned out to be the biggest Saturday night so far this season.

Gus Gilard, circus clown, arrived to dish out laughs for kids. Rudy Coombs, drome motorcycle rider, bought a new trailer and has set up light housekeeping with his wife and baby back of the drome. Art Cleary, park superintendent, still touring the grounds in his wheel chair recuperating from a broken foot. Mrs. Lillian C. Robinson, vet show-woman, says things are on the okeh side with her three guess-weight stands and twin Ferris Wheels. Charlie Engel, one of the first scale men in the country; Ralph Glick and Al Gordon are weighing 'em for Mrs. Robinson. Alex Mieczko is stock boy and Walter Schillner and Jack Cooper are on the Ferris Wheels. Mrs. Robinson plans to take in Mason City (Ia.) Fair, Minnesota State Fair; Dairy Cattle Congress, Waterloo, Ia., and Marshalltown (Ia.) Fair.

Pete Stroth keeping customers sewed up with pennant-stitching machine and has added Phil Griffin to draw them in. Phil worked with the snake show in Dallas last year. Steve Chadderdon says he is operating 100 per cent over last season with the three penny arcades and has added punching-bag machines. This is his 18th year in Riverview.

John Kruto will soon have to get a shovel before he can find his way into his plate-rack stand. Ball tossers break up about 1,800 plates for John every

week and he just lets the pieces fall where they will. S. W. Thomson making preparations to bring in a monster and reptile show end of the week. Concessioners were walking around last week with crossed fingers and stiff necks from gazing at the heavens, hoping weather would give them a 50-50 break.

## Savin Rock, Conn.

People patronizing Savin Rock this summer will find a more pleasing sight than in depression days, new rides and games and a completely redecorated atmosphere. Results have shown that it has paid thus far. Starting in early May the park management and ride owners started their rejuvenation plan. Beach street midway has taken on new life. New Thunderbolt and Scooter are doing good biz. Roller skating is fine. Bad spots, where fire ruined old Liberty Pier, are now bettered with some new stands.

Showboat, new Beach street eatery, is helping to dress the street. Pavilion Royale, where Worthy Hills' Ork continues to play after five years at this stand, is getting the better customers. White City is coming to life with a ride. Merry Mixup is now opposite White City Stadium, where weekly amateur boxing cards are bringing crowds. Thursday auto races at Donovan Field, and some night soft-ball games are also helping to bring spenders to the Rock.

Fred Levere, head of Savin Rock Park, said this year's business has been encouraging and should it keep up will outdo last season's fine record. Gullano, owner of two Scooter rides and Merry-G-Round, is kept busy seeing to three spots. Jake's Beach street night club, featuring Broadway entertainment, is doing good biz. Earl Strong's Yacht Club Band replacing Don Marra's Band at Hill's Homestead, popular dine and dance spot. Several tent shows are taking vacant property.

## Schloss Plans New Water Ride at Glen Echo in '38

WASHINGTON, July 3.—Glen Echo Park has arranged with Edward Schoeppe, Philadelphia, to draw plans for a new water ride to be opened for the 1938 season, said Leonard B. Schloss, park manager.

It will replace the Old Mill and has been tentatively named the World Water Cruise. Exterior will represent the liner Queen Mary or some other ocean greyhound and entrance probably will be made over a gangplank.

Crystal Pool in the park is attracting greater business by giving free swimming lessons during some morning and evening hours. Expert instructors are being used. This feature has been successful as a yearly event.

## Cops' Picnic Is Big Draw

DETROIT, July 3.—Eastwood and Edgewater Amusement parks operated under a joint policy on Monday for the first picnic so big that two parks had to be reserved for it. First Children's Day Picnic, sponsored by Detroit Police Department, had attendance estimated at 50,000 in both parks. Special prices on all attractions and entertainment designed for the day made it a man-sized job for the police, who had to divide their attention successfully between the parks, some 20 miles apart.

# Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Sunshine comes around these portions lately in piece-work fashion, never seeming to stay more than a couple of hours at a clip. Consensus is that there is a definite trend toward the local territory from all portions of the country by visitors. During the past three months they've been pouring in via autos, trailers and otherwise. Visitors are here both for vacation purposes and to establish themselves permanently. The reason ascribed for the influx is World's Fair publicity and spirit that has been trekking its way across the country. And, tho there may be others, this one seems to possess the most strength, since no small percentage of visitors are in one or another way associated with amusement biz, apparently here to line up info on the fair.

Jamaica Swimming Pool has brought a new wrinkle to natatoriums, introducing Surrealistic Swims, which we gather might imply anything. There's plenty of ado on Mineola fairgrounds regarding dog racing, which the solons say isn't legal any more, but to which edict the Mineola sponsors refuse to yield without combat. Pavilion Royal open with Tommy Dorsey Ork, bidding for roadside trade. Opening of Rika Park Bridge was without any fanfare, simply a civic ceremony. Roadside stand near Hempstead advertises "hot dog, drink and advice, 15 cents."

ROCKAWAY BEACH: Chamber of Commerce dinner was at Park Inn Hotel following a last-minute switch from Harbor Inn. Salih's one-ring circus isn't doing wow trade, but consistent. Wainwright & Smith's, oldest Long Island shore restaurant, luring many eaters who patronized the spot as far back as 40 years ago. Concessioners Mannie and Dave Klein cutting up, connecting fancy milk drinks which the trade seems to appreciate. Al Ryan back from Florida.

Odd thing about Playland Park is that damp or cool weather on the Boardwalk increases trade for the spot by fully 50 per cent, because Walk promenaders feel Playland affords shelter from the elements and go to it. Beach 103d street has more cabarets and drinking places than any other five streets in town combined.

Four theaters slated to open for summer trade only—Park Roof, Edgemere, Arverne Boardwalk and Arverne Boulevard. All of them close for the season by September 15.

Dean of local life guards is Moe Baillie, who has registered two decades to his credit. Ted Mittle, concessioner, busy helping between his two spots, one at Seaside, other at Arverne.

LONG BEACH: Admissions taken from patrons to beaches expected to hit past the \$10,000 mark on hot Sundays and on exceptional days double that amount. All at a quarter a throw. Now that cops have stamped out walking on streets in bathing attire, they're set to eliminate, of all things, shouting on the streets! Charley Heiber says the new Boardwalk will look better when it gets a little sunburned. A pageant of some kind at the close of the season is a sure thing and most likely it will be under supervision of the city.

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## American Recreational Equipment Association

By R. S. UZZELL

Leonard Thompson has been here again from Blackpool, England. He and his good wife keep perfectly familiar with all developments here in new rides and attractions. If it is good he wants it, but he is some distance from our shores and hardly wants to take the risk of the cost of a major attraction unless he can see it in operation. Just good plain business judgment. He follows the tradition set by his astute father-in-law, the late W. G. Bean.

John J. Carlin, Baltimore, has recon-verted his ice arena into a dance hall with all of the modern swing and artistic touches. He publishes a four-page folder which shows the offerings of his park, which has taken on new life. He has a card that should please the most critical.

George Baker is now a fixture in Playland, Rye, N. Y. He is a fine illustration that itching feet can come to rest with contentment. After traveling far and wide in this country and Europe, George says he is content to remain fixed at the big place on the sound.

### Guenther Brewer Again

The genial director, Herbert F. O'Malley, has never had a more beautiful resort than Playland this year. Its shows new life, and dead spots are revived with the latest innovations or some of the old stand-bys that have proved their worth. He is showing a fine increase over recent years. Some new touches have attracted attention again to the pirate ship, once an old sailing vessel. The place has had a remarkable escape from rains on good days or only a partial loss of a day from a drenching. To get it after the park day has closed is just about a park man's heaven.

Henry Guenther has become a brewer again or, rather, reverted to type. He came into our industry from the brewing business. There are a lot of us who would like to see him stay in our ranks. His son will carry on in Olympic Park, Irvington, N. J., with his father's faithfulness to duty. The coming prosperity will give him a chance to show Henry that he appreciates home, parents and the chance they have given him.

### Minister and Publicity

Lake Placid Bobsled ride in Palisades (N. J.) Park has been more talked about than any ride on the Atlantic Seaboard this year. It has had its trials and perplexities, but soon, we are informed, will give you the answer for which you have been waiting.

A Methodist minister in New York City is a good showman. He has arranged to have at his church the minister who married the Duke and Duchess of Windsor. No summer slump in attendance at this church. If the English clergyman could be induced to address briefly a Sunday school picnic at an amusement park the manager could call it a day.

Will the splendid paper of Julian M. Bamberger on *Promoting a Safe Fourth of July* bear fruit this year? All who do not read the paper should get a copy from Al Hodge, secretary of our national association. It is timely and full of wholesome warnings. How many fires and injuries can be prevented with timely publicity on the subject of taking explosives away from the children and substituting therefor some harmless substitute?

### Tough Break in Paris

Yes, we get some every spring. Here it is again. Telegram, dated June 25, some distance from New York. It reads: "Have you got (here names rides) to put in park? Would like to get up by first of July. Answer by Western Union." Had we the rides already loaded in a car they would not reach destination by July 1. How it hurts to refuse business but there is no other course when conditions are impossible of fulfillment.

Concessioners at the Paris Exposition have been getting their handcaps in bunches. One of the latest is a charge to the public to get down to the amusements after having paid an admission to the grounds. Two admissions before reaching the rides at all is more than concessioners could or would stand. They have closed up until that second admission is removed. And now comes more inflation in France. Our sympathy is with the concessioner.



GLADDEN WILLIAM HULL, president and general manager of White City Park, Boise, Ida., 27 years, details of whose death are in the *Final Curtain* of this issue of *The Billboard*. He had also operated in Salt Lake City, where he formerly resided. Accompanied by Mrs. Hull, who survives him, he attended the 1933 Chicago convention of the National Association of Amusement Parks during *A Century of Progress*. Mrs. Hull reports that present management of the park has been taken over by a nephew, Russell L. Hull, who has spent several seasons there.

## Palisades, N. J.

By MARION CAHN

New policy of bands on free act stage along with regular thrill act working out to everyone's advantage. Band in this week is Willie Creager's, who, during engagement, changed to community-sing type of act. Community singing led by Scott Buckley, new park announcer, who is turning out to be a swell emcee. Familiar tunes are picked and Buckley takes hand mike down thru the audience, allowing anybody to sing thru it. Laugh sensation is when someone from the audience volunteers to come on stage and sing with band—usually off key—a new twist to the amateur craze. Other act on stage is Tip Top Girls, doing a novel routine. Winnie Colleano, out because of an inflamed appendix, may undergo knife.

Hymie Nierenstein threw party in mid-way restaurant for his daughter, who was graduated from school. Good portion of park invited and lots of fun. Forgot to mention that Doris Vinton, stage celeb, as a favor to the manage-

## Coney Island, New York

By ROGER LITTLEFORD JR.

Weather over the week-end of June 26 was anything but an aid to Coney Island business, what with one violent storm, intermittent rain and threatening skies the rest of the time. If the weather man does not alter his product on Saturdays and Sundays before long, serious effects will result at most spots. After all, the Coney of today is essentially a week-end and holiday amusement spot and when inclement weather sets in on those days, as it more or less has with regularity this season, weekly grosses are dented one heck of a lot.

"The Coney Island of today is a miserable and discouraging example of 'The World's Playground' . . ." so says Lew Dufour, prominent and well traveled outdoor showman. Lew, who with Joe Rogers, operates shows, rides and what-have-you at most of the larger exhibitions and world's fairs, visited Coney on one of his periodical scouting trips. Dufour and Rogers are exhibiting this year in Dallas and Cleveland, and of late Lew has been contacting parks, carnivals and the outdoor biz in general in quest for additional knowledge and possible new ideas. He admits, without hesitation, that visiting Coney is useless and foolhardy these days. Possibly if he wished to see how amusements should NOT be run in 1937, it would fill the bill, but as Coney stands today, it is so far behind American standards for playgrounds that

it casts a discouraging and gruesome effect on all outdoor show business.

Coney Island Chamber of Commerce, headed by I. H. Klein, is waging a steady but seemingly hopeless task of cleaning up the place, of introducing and enforcing certain regulatory measures and of brushing up the spirit in general. Klein and cohorts naturally have the backing of the city of Brooklyn and its civic organizations and hardly a week passes that some of the boys are not reprimanded for one reason or another. Sometimes it's for cluttering up streets, sometimes for operation of supposedly illegal games or devices and sometimes for downright negligence in operation of shows, rides or concessions of any sort. Last week, for example, seven storekeepers were fined for cluttering up streets in front of their places. The magistrate, in imposing sentence, said, "People stay away from Coney Island because of its filth. If you people would keep your neighborhoods clean it would be a good business policy, and you would do more business."

## Playland, Rye, N. Y.

By J. WILSON CLIFFE

At the risk of being accused of becoming tiresome and stilted, must again start off this little piece with the notice that biz continues to be excellent at the big Westchester County playground. Officials are terming it the best start since 1930 and every day brings more and more excursions and picnics, many from Connecticut and New Jersey. Ain't that sumptin'!

George Hamid has two free attractions holding the spotlight at present, Honey Family, teeterboard, and Walter Nilsson, comedy unicyclist. Both going over big. Fireworks and weekly car giveaway are continuing to bring the crowds to their feet and the Chink Game award is also proving popular. Last week Mildred Koehler, of frozen custard stand, won.

Dot Dwyer, our sketch artist, seems to be invariably surrounded by an eager crowd enjoying her clever work. Dot is the girl with the "million-dollar smile."

Funny things at Playland—Yogi Jordan listening to the organ recital with a rapt look on his face. Same for Jack (Dart) Frazer. Grand photo booth has William Duke, H. T. Duke, Betty Amello, Helen Seavy, Viola Civetella, Dot Force and Killer Kleas. F. Kantowsky is managing the Custer Cars; Bill Pugatch and Red Greely are his aids. Whip has Pat Russo; Ferris Wheel, Dan Bloom; Octopus, Joe Seckler, and Tumble Bug, Ray Seckler.

Your correspondent has fit on good authority that Will Hudson named his new number, *The Popcorn Man*, after Jess Hutchinson, maker of corn at Playland. Hudson-DeLange and ork are still going over in a big way at the Casino Restaurant. Bud O'Malley is back from school at Colgate University, Hamilton, N. Y. Peggy Brown, daughter of Assistant Director Lee Brown, must be taking up walking for exercise. Officer Wimpy Egan made an arrest this week. More names and secrets next week.—Hasta Luego.

## Reference Library Put Out by NAAPPB

CHICAGO, July 3.—For many years it has been the aim of the National Association of Amusement Parks, Pools and Beaches to supply members with a practical reference library covering numerous phases of amusement park operation. Secretary A. R. Hodge has long had the matter under consideration and the tremendous task would have been undertaken sooner had not depression intervened. Printed proceedings of annual conventions have been carefully cross-indexed and are being bound up in handy-sized volumes.

Library will contain 2,500 pages and covers about 400 subjects which have been treated by outstanding leaders in the industry. The four volumes are beautifully bound in blue leatherette fabricoid, embossed in 23-carat gold leaf, making them an ornament to any office desk. The NAAPPB has always been noted for its progressiveness and its accomplishments. This latest service to the industry is typical of the association, members declare.

The secretary's office has notified the industry, however, that there are only 200 sets of these reference books available, because in the early date of publishing the printed proceedings the publication of this library was not anticipated. These books will, of course, be supplied to members of the organization only and it is not expected that the supply will last long.

## With the Zoos

CINCINNATI—Completion of a new reptile house and three of five projected barless grottoes for bears in Cincinnati Zoo puts this organization in a favorable position when compared to the most modern zoos about the country, declared James A. Reilly, president of the Zoological Society. Previously completed modernization displays include barless grottoes for lions and tigers and an impressive African veldt covering four acres. New reptile house is presented as the most modern exhibition structure, combining systems of daylight and artificial illumination, air-conditioning and climatic control for the health of tropical reptiles. Building is well stocked with reptiles from all parts of the world, featuring a 23-foot regal python and an unusually complete exhibit of African and Indian cobras. A new parking lot capable of accommodating 2,000 cars is another 1937 feature. The new entrance on Forest avenue leads patrons into the zoo at the north end of the gardens. A proposed six weeks' run of grand opera started on June 27 with three sellouts during the first week. Zoo officials, predicting a record season of 1,000,000 paid admissions, are concentrating in newspaper and radio publicity. Previous high was in 1936, when 680,000 paid to get in.

CLEVELAND—Capt. Curley Wilson, superintendent of Brookside Zoo, almost lost the middle finger of his right hand on June 30 in a battle with an enraged chimpanzee. The chimp, Alice Sirat, sank her teeth in the captain's finger, tearing thru the nail and piercing the bone. So serious was the wound that Captain Wilson was treated by an injection of 1,500 units of tetanus anti-toxin. The chimpanzee, suffering from a cold, had been fretful several days. Ordinarily she is gentle and displays sincere affection for the captain, who has cared for her since she came to the zoo more than a year ago. Captain Wilson was rubbing liniment on the animal's chest when she turned on him without warning. Her long sharp teeth clamped down on the finger. Only by squeezing her jaw with his other hand was the captain able to free himself. Alice is three years old. Chimpanzees ordinarily don't reach the hostile stage until they are around six years of age. Captain Wilson said he thought her attack was "just a burst of temperament that she really can't be blamed for." He said he would continue to go in the cage with her and train her.

CANTON, O.—Carl A. Weis, superintendent of Municipal Zoo, asked city council to appropriate funds for a modern heating plant for the zoo in Nimisilla Park, unit to cost about \$7,500. Mayor James Secombe urged council to act favorably, saying that zoo population has increased so that winter quarters have almost doubled in size.

# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

GEORGE SINCLAIR, head of Meyers Lake Park Company, Canton, O., said the company is considering erection of a modern roller rink, to be one of the finest in Eastern Ohio, on the midway in Meyers Lake Park. Mr. Sinclair, who, with his associates, visited rinks in several near-by cities in quest of ideas, said the rink will be on ground level and will occupy a site which formerly was the zoo. It will have a heating plant, will operate the year round and will replace the rink that was in the Recreation Building destroyed about a month ago in a \$50,000 fire.

KATHELEEN NOVA, featuring acrobatics on roller skates, is appearing at Roof Pierre's in Philadelphia.

A WHOLE wedding party was on roller skates in Etna Springs (Pa.) Rink when Virgil Bailey, floor manager, was married to Miss Irene Fair, both from Butler, Pa. Stunt attracted a turnaway crowd.

MADISON GARDENS Rink, Detroit, has a new Hammond electric organ, said to be the first in this part of the country. Manager Orville Godfrey decided to keep the rink open for summer because of increased patronage. The rink will close about Labor Day, reversing precedent, and be remodeled for the fall season. Mr. Godfrey, also manager of the rink at Walled Lake, Mich., was to return to Henry Ford Hospital last week for a sinus operation, having recovered from a month's illness from pneumonia and bronchitis.

HAVING been connected with the Amphitheater for the past 10 years, Ralph J. Fiskett reports that he has leased the Duluth (Minn.) Amphitheater and is operating roller skating four times a week. He also reports purchase of 400 pairs of new Chicago roller skates and that business is excellent. He is to be closed for four weeks of skating while Leo A. Seltzer's Transcontinental Roller Derby, opening on July 6, is on.

"THE REASON for my long silence," writes Walter Laidlaw, 83-year-old "Boy Wonder" trick and fancy roller skater, of Washington, D. C., "is that I had a fall about a month ago while doing 'brackets.' I dislocated my shoulder but have recovered enough to start my 'daily dozen' again."

HERSHEY (Pa.) Park Sports Arena Roller Rink, managed by John Davidson, will be scene of its first sports carnival on July 17, when the rink will be open from 8 to 11 p.m. There will be graceful skating contests for ladies and couples, fancy skating exhibitions by well knowns, half-mile novice race for boys and one-mile open to all on fiber wheels only, Manager Davidson declaring that, as he wishes to encourage a new generation of skaters, he will hold events in which all can participate. Floor is 200 by 85 feet, portable and of best grade maple, with music by amplifying system. There is 17,000 square feet of skating surface. Building is 232 by 362 feet, with roof 100 feet from the floor. Seating capacity is 7,000, but 10,000 have been accommodated for basket ball. Manager Davidson's staff includes Charles Wollerton, assistant manager; John Lynch, cashier; Wilbur Proctor, Walton Russell, floor managers; Tolbert Blosier, Thomas Nye, skateroom; John Marberger, Paul Vogel, door; W. B. Rice, refreshments; Richard Miller, Boyd von

Nelda Jr., Harvey Elliott, Paul Keener, Jack Pendleton, Roy Rhine, skate boys.

"SO FAR this year more than 20 couples have met and married and all are 'rolling along' happily, all members of our club," writes Secretary Ann Fivak, Arena Gardens Roller Skating Club, Detroit. "Rose Rodgers, our retiring vice-president, and Andrew Calkins, Chicago, were married on June 10, the club presenting them with a check as a wedding gift. Ruth Dalstra, 1937 vice-president, and Ralph Kramer, our staff photographer, were married on June 18. On June 19 the 100 Club spent the evening with Mr. and Mrs. Lawrence Meyers, Willow Beach, Cleveland, and on June 20 the club spent the day at Walled Lake, Mich., more than 300 joining in swimming, boating and skating. Manager Godfrey got out of a sick bed to greet us. Great plans were made for the trip to Crystal Beach on July 4."

NATIONAL offices of the new Roller Skating Rink Operators' Association of the United States are now in operation in Arena Gardens, 5795 Woodward avenue, Detroit, all details having been completed, said National Secretary Fred A. Martin, general manager of Arena Gardens Rink. "Certificates are in the mail for the operators and managers who have already joined. Nothing has been left undone to make this organization the most important step in the history of roller skating, and I truly believe that rink men thruout the country realize its importance and magnitude and the benefits to be derived therefrom. I am happy to announce that the general reaction is very gratifying and new applications for membership are being received daily," said Secretary Martin.

A SERIES of races are being presented by Manager F. O. Elliott, Garden Roller Rink, Hamilton, O., Tuesday nights, and Manager Henry Crow, Rollerodrome, Lebanon, O., Wednesday nights. In the first two clashes Jimmy Dunn, Garden Rink, defeated Bernie Christian in Hamilton and then was defeated in a close race in Lebanon by Tommy Clark. Races will continue thru summer. Garden Rink has sanction covering juvenile city championship. Prelims will be held Sunday afternoons, with finals to be on July 25.

"ONE WOULD hardly know that we are not operating roller skating from the appearance of things in general," writes General Manager Fred A. Martin, Arena Gardens, Detroit, who also is secretary of the new Roller Skating Rink Operators' Association of the United States. "For instance, our skate department is open full time repairing privately owned skates and renewing parts for skaters who are signed up for the summer itinerary. Skate sales and sale of emblems, gold skate pins and enrolling of new club members; in fact, everything is moving along just as lively as during the course of the regular season. While our skaters are visiting rinks within a radius of 500 miles, Arena Gardens is a beehive of mechanics, carpenters, electricians, painters, decorators and a crew of general laborers in full swing remodeling the entire Arena. The grand pipe organ is receiving an additional 600 pipes. When all this is completed for our opening on September 4 I expect to present our skaters with one of the finest roller-skating palaces in America, where they can enjoy skating to the magic melodies of our popular organist at the console."

## Some Notes of the Rinks

By E. M. MOOAR

Ben Newman, Pax-a-Fun Rink, Buckingham, Pa., and E. M. Mooar, Philadelphia, toured to Silvis, Ill., to inspect a portable outfit. On the trip they visited Hy Ruhlman's Lexington Rink, Pittsburgh; Bell's Rink, Ft. Wayne, Ind., and Milan's Rink, Hanover, Pa., in addition to George Fox's portable in Peoria, Ill., and Guthrie's portable in Peru, Ind. Mr. Ruhlman advised that he would soon open another rink in Erie, Pa.

Jesse Carey has given up his Carsonia Park Rink in Reading, Pa., rink now being under management of the park, with Mark Eberly, Philadelphia, in charge. Carey will spend the summer touring in his new Ford, getting fit for the winter season in his Philadelphia rinks.

Malcolm Carey recently purchased a new home in Philadelphia and has resigned himself to becoming a real Philadelphia resident. Rumor has it that a

well-known large Eastern rink will be under new management next season, which if true will create much surprise among only-timers.

While on a recent trip west the writer dropped in on J. V. Morasca, who operates a cafe on High street, Columbus, O. Jake forsook the rink game about a year ago and was well known and liked in the Eastern territory.

A rink being built in Hackensack, N. J., it is reported, will be one of the largest in the country.

Jack Dalton, Great Leopard Rink, Chester, Pa., advises that his wife, who recently sailed for England to visit her parents, arrived safely. During summer Jack intends to make many changes in his Chester and Lancaster (Pa.) rinks.

E. M. Mooar is now with Ben Morey at Riverview Beach, Pennsville, N. J. Both Morey's Bridgeport (Conn.) and Pennsville (N. J.) rinks are doing nicely.

Bell's Rink, Ft. Wayne, Ind., will close for summer and Mr. and Mrs. Bell contemplate a trip to visit some Eastern rinks. Circus Gardens Rink, Philadelphia, closed on July 4 and during summer many improvements will be made. Many Eastern winter rinks remained open later this season because of cool weather and continued good crowds; most of them, however, will close to prepare for fall.

Fred (Bright Star) Murree has some bookings in the Far Western country which were obtained for him thru efforts of Manager Keller, who operates in Eugene, Ore. He expects to start early in July. Hy Ruhlman, Lexington Rink, Pittsburgh, reports his skating revue proved a great success and that he will continue it next fall.

## WALLED LAKE

(Continued from page 40)  
showing up better than ever, park being booked solid up to Labor Day. Special attractions include fireworks for three days this week-end and at all special picnics.

## Roster of the Park

Park is operated by Walled Lake Park Company, of which Fred W. Pearce, brother of the manager, is president. General roster: George Michela, park superintendent; Fritz Peltier, Ray St. Pierre, assistants; John McNaulty, Coaster manager; Curry Heliker, assistant; Louis Kahl, Scooter manager; Dick Barron, assistant; Herman Schroeder, bathhouse manager; Jack Rouman, assistant; Orville Godfrey, skating rink manager; Erving Reznick, skateroom; Victor Berner, floor manager; Albert Brimmer, Walter Ashbar, skateboys.

George Schuler, Whip manager; Harold Meyers, Airplane manager; Leon Sohurin, Ferris Wheel operator; Jim Cooper, Clarence Brindley, shooting gallery; Henry Brimmer, Jim Smith, Charles Hess, beer garden; Commodore Orrin (Bud) Van Loon, in charge of speed-boats, with Captain Harry Stern and Frank Schweimer, assistants; James Gallion, miniature railway; Thomas McArthur, Sea Cycles; Jim Bennett, Thousand-and-One Troubles; Alfred Carson, penny arcade.

A. C. Exnicilos, office manager; Mary Groomer, social security clerk and pay rolls; Ethel Seeley, bookkeeper; F. L. Danahey, publicity manager; Joe Jeanotte, chief of police; Walter Salin, Frank Gooding, assistants.

All independent concessions are operated by Franz H. Laubach, while all refreshment concessions, except beer garden, are again under management of the Shepard family.

Ballroom at the park, across a road from the property, is being operated by Mrs. Louis Tolletene. Business has been sufficient to make this again one

of the most popular summer ballrooms near Detroit.

## Beach Plans Expansion

Business in the skating rink has been considerably better than for several years. Madison Gardens Skating Club and the Arena Gardens Skating Club have attended two parties so far this season, bringing several hundred members each from Detroit and creating a new field of patronage for this suburban rink. Skating parties for school clubs were booked practically daily from opening of the park until closing of school.

East Shore Beach, Walled Lake, played to its season record crowd on Sunday, with patronage of 1,200 on the bathing beach. Beach is being operated on a more elaborate scale than heretofore with plans for further development by the Bachelor brothers. William D. Bachelor is manager of outdoor attractions, while Manly Bachelor operates the tavern. Plans to install rides and other attractions and concessions, in addition to two stands now in operation, will be put into effect next season.

## Wildwood, N. J.

By ORO

Attended by an enticing variety of attractions, Wildwood Crest Pier opened to summer crowds last week-end managed by Edwin Newbitt Jr., Jimmy Flenniken and his Mason-Dixon Orchestra are in for nightly dancing in the ballroom. Saturday marked opening on summer schedule of the greatest single amusement unit in Wildwood, Hunt's Ocean Pier, which has been extended 200 feet further into the ocean.

On the extension has been erected a gigantic sky ride at a cost of \$20,000. New ride joins the other 20 major attractions, which include a feature picture theater, Mickey Mouse theater, large monkey zoo, giant Ferris Wheel, Roller Coaster, Whip, Roulette Wheel, Witches' Forest and numerous funhouses. An added feature for week-ends is dancing in Starlight Ballroom with music by Rex Donnelly.

Two new thrill rides have appeared on the Boardwalk. Loop-o-Plane of Cedar-Schellinger Amusement Enterprises and the Strath-o-Sphere in S. B. Ramagosi's Casino Arcade. Turc Duncan is again promoting wrestling bouts in Convention Hall. Frankie Palumbo, cabaret owner from Philadelphia, is shore visiting with an eye on opening his own niter here next season. Eli (Bimbo) Cassis, midget, formerly with Carl J. Lauther's side show, is a free attraction for Ramagosi's Casino Arcade.

North Wildwood council in special meeting amended the ordinance prohibiting parking of trailers in the city limits to allow their being parked in Tent City. Guy Hunt is lining up name bands for Piazza Ballroom, Frank Dailey and Mal Hallatt already set to follow the run of Art Shaw.

## Acts and Contests Draw For Pittsburgh West View

PITTSBURGH, July 3.—New wrinkle in West View Park amateur contest eliminations is expected to surpass previous business-getting success when semi-annual finals are held in band stand. Cash prizes will be presented to winners by Manager Charles L. Beares Jr.

Beginning on July 11 new series of eliminations will start, with season's last competition scheduled for Labor Day, when top money will be distributed. West View is drawing some of largest crowds in history, when weather is of summer warmth, with big hunk of credit going to Hamid acts, amateur contests and name bands in the ballroom.



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# W. F. FRONT ACTIVE

## New York Event Given Backing From U. S., G. E. and California

Empire State may reciprocate with \$500,000 appropriation for Golden Gate Expo—concession department considering ideas—Austria comes in with tangible project

NEW YORK, July 3.—New York World's Fair front resumed activity this week when the United States Senate voted in favor of the new bill appropriating \$3,000,000 for federal participation in the 1939 event; General Electric Company contracted for 69,939 feet of exhibition space at an initial cost of about \$35,000, and Gov. Frank Merriam of California signed a bill appropriating \$500,000 to finance that State's exhibit in New York in 1939. Latter came to New York circles as an agreeable surprise, inasmuch as California will be playing host to its own fair in 1939 in San Francisco. State was expected to come into New York but hardly to the tune of \$500,000. New York State Legislature is expected to reciprocate by providing a similar sum for the Golden Gate expo.

Concession department continues to line up prospects for all sorts of ideas and promotions and will undoubtedly begin signing contracts within the next few weeks.

Austria became one of the first foreign nations to announce tangible ideas for its own New York exhibit with the announcement that it would present a miniature reproduction of "Vienna, the City of Song." Exhibit will consist of concentrated theaters, cabarets, shops, rivers and natural resources and will be used to depict, in an entertaining way, the art, science and culture of Austria.

Among the features will be a miniature Alpine scene with a ski slide and toboggan run on which experts will give daily demonstrations. Other parts of the layout will have music halls where Austrian orchestras will play native music and restaurants that will serve Viennese cuisine.

Architects and technicians are now at work upon details for General Electric's presentation. Exhibit building will house a "House of Magic" idea, similar to the one presented by G. E. at A Century of Progress, Chicago, but much larger and more finely developed. Particular emphasis will be placed on electricity on farms, in the home, in industry and transportation and in social life.

### Dufour Questing in N. Y.

NEW YORK, July 3.—Lew Dufour, who with Joe Rogers is operating at Dallas and Cleveland expositions, spent several days in New York this week in quest of new ideas. Spent most of his time at local parks and Coney Island. He reported business in Dallas better than last year for his attractions, despite a sizable decrease in attendance, but that because of few breaks in weather Cleveland has not been too good. Expects things to shape up better at latter spot when weather man about-faces.

### Presque Isle Plant Changed

PRESQUE ISLE, Me., July 3.—Considerable new construction will be seen at 1937 Northern Maine Fair here. A new and much larger poultry building in a new location will supplant the three old ones erected in 1847 at the State street entrance. The big grand stand will be reroofed as well as cattle, sheep and swine buildings. Grounds will be newly wire-fenced. Vaude stage floor has been relaid with new lumber and machinery hall will be given a new location in order to enlarge the midway.

### Hennies, Young in Meridian

MERIDIAN, Miss., July 3.—Officials of 1937 Mississippi Fair and Dairy Show say many neighboring counties are joining in exhibits for the first time in several years. Hundreds of dollars will be given away by merchants during fair week. Hennies Bros.' Shows will be on the midway. Ernie Young's revue will feature grand-stand shows.

HUMBOLDT, Tenn.—Prof. Charles Swartz, known as the oldest balloonist in the country now active, reports numerous bookings, including ascensions at Huntington, Tenn., and Piggott, Ark., over Fourth of July week-end.

## Paris Exposition Nears Completion

PARIS, June 28.—Buildings and landscaping of grounds of the International Exposition are gradually approaching completion. Inaugurations last week brought number of important pavilions and buildings to more than 50 and at least 14 entrances are now open to admit the public.

Twelve big restaurants and nearly as many big bars are also operating on the grounds and, with illuminated fountains and fireworks, help to keep night crowds active. Altho the amusement parks are not yet completed, many rides, shows and concessions are operating.

Date for inauguration of the pavilion of the United States was set for afternoon of July 4, with Ambassador William C. Bullitt; Thomas J. Watson, commissioner-general; Frederick A. Sterling, commissioner, and a number of high French officials assisting.

Miss Ann Madison Washington, great-grandniece of George Washington, hostess at the United States Building at the late Colonial Exposition, has arrived here at invitation of the French Government to assist at the opening in July of a George Washington exposition arranged by the National Library of France.

## Moose Jaw Is Held Down By Bad Break in Weather

MOOSE JAW, Sask., July 3.—Faced with a two-day loss thru thunderstorms, Moose Jaw Exhibition closed a four-day run on June 26 with an even break in attendance against three days in 1936.

Thursday was a total loss, grand-stand attractions and races being canceled. Conklin Shows on the midway had fair business, but drought thruout Southern Saskatchewan has caused a shortage of money.

## More States Joining Frisco Trek; Alumni Movement Scouring Globe

SAN FRANCISCO, July 3.—Two more States have named commissions to plan participation in the 1939 Golden Gate International Exposition, Texas and Michigan, bringing the total that have taken legislative action for representation to 20. Naming prominent alumni in each of the 48 States to boost the fair and promote a mammoth reunion during 1939, University of California Alumni Association today launched a drive to bring thousands of former collegians to the expo from the States and foreign countries, Robert Sibley, executive secretary of the association, said.

Among well known heading committees for their States are Horace M. Albright, former superintendent of national parks and now head of President Roosevelt's commission on national planning, New York; Frederick Q. Dorety, chief counsel, Great Northern Railway, St. Paul, Minn.; Mrs. Adele H. Maze, librarian and secretary of 500 active California alumni in Chicago; Prof. Simson L. Brown, University of Texas, Austin, Tex.; Adolph Knopf, Yale professor, New Haven, Conn. Other appointments are being made.



CHARLES T. TAYLOR, Wautoma, Wis., who has been secretary of Wau-shara County Fair there for nearly 23 years continuously, thereby establishing some sort of record. An attorney, Mr. Taylor is also a rhymester of no mean talent and at the January annual Milwaukee convention of Wisconsin Association of Fairs he read an original poem dedicated to the Badger State fairs of 1937.

## Auto Racing Men Invade Atlanta at Holiday Meet

ATLANTA, July 3.—This city became temporary headquarters of the American Booking Agency, of which John A. Sloan is president and general manager, for 10 days while he handled management of July 4-5 Lakewood auto races and prelim work for races he has scheduled in Birmingham on July 18.

July 4 and 5 meet was handled by Al Sweeney, who was here as starter last fall at Southeastern Fair when the late J. Alex Sloan had three days of races at the fair. President Mike Benton, Southeastern Fair, had charge of a week's daily 15-minute broadcast over WSB. Southeastern Fair, which will run 10 days this year, has booked four days of Sloan's auto races and has a Labor Day auto race date.

Following Atlanta races Sloan left for an Eastern trip, and Bill Breitenstein went to Birmingham to handle the fourth date in the International Gold Cup auto race series, of which Des Moines and Milwaukee were part.

SOMERSET, O.—J. R. Love was elected president and field manager of the Pumpkin Show Association; W. J. Flaunt, vice-president; A. W. King, secretary-treasurer.

### Fantasy

SAN FRANCISCO, July 3.—Creation of a "Never-Never Land," a world of fantasy where everyday worries and problems fade away, was disclosed this week as the aim of the architectural commission planning the buildings for the 1939 Golden Gate Exposition on Treasure Island in San Francisco Bay. Expo architecture is planned to appeal primarily to the senses so that the more than 20,000,000 visitors expected will be literally transported into another, more joyous world, according to the architects.

## Half Million, Rose Figures

That number expected to see Casa Manana Revue at Fiesta in Fort Worth

FORT WORTH, Tex., July 3.—Billy Rose, general producer of Frontier Fiesta, which opened here on June 26, is gratified over the opening, especially of Casa Manana Revue, which, he says, exceeded his fondest expectations. He is confident at least 500,000 will see the revue during its 112-day run. Revue is much larger this year in cast and in gigantic sets, one of which weighs as much as all four of the sets weighed last year. The nut is much larger this year, too. Business after the week-end was not better than it was at the same time last year, and a sudden rain Sunday night cut into receipts.

Showgoers will get a break on bargain ticket books, as these probably will be available thruout the season. Department stores and drug and grocery chains here, which bought blocks of books to sell, are now trying to get rid of the left-overs to keep from going in the red on them. Book sales officially (See HALF MILLION on page 46)

## Lewis Active in Monterey

MONTEREY, Calif., July 3.—Jack E. Lewis, general manager of World-Wide Theatrical Circuit, San Francisco, who has been appointed program and entertainment director of the 1937 Monterey District Fair, is conducting a harvest queen contest and an amateur radio talent contest. Acts already booked for the fair include Three Milos, aerial ladder; Tiny Kiene, slide for life; Morris and Morris, acrobats; Pina Family, foot jugglers and barrel act; Desert Roamers and McCray Family. A public wedding will be another feature. Trefle La Senay, former manager of Fresno District Fair, is general manager of fourth annual Monterey District Fair, and new grounds have been purchased.

## FFA Members and Electric House of Magic in Memphis

MEMPHIS, July 3.—A shift in plans for the 1937 MidSouth Fair here will bring a parade of Future Farmers of America from Arkansas, Mississippi and Tennessee on opening day, with thousands of youngsters expected to attend. Secretary-Manager Frank D. Fuller said the Electric House of Magic, first shown at the Chicago A Century of Progress, will be brought to the fair this year by Memphis Electric League.

A new feature will be observance of Retail Day on Wednesday, with all retail merchants invited to co-operate. Editors of newspapers in the territory will be honor guests on opening day.

Three directors added to the board are Frank R. Ahlgren, executive editor of *The Commercial Appeal*; C. G. Henry and H. Vandiver, both of MidSouth-Cotton Growers' Association.

CHICAGO, July 3.—Will H. Hill and his pony-dog-elephant show played a four-day engagement in Goldblatt Bros.' downtown department store here last week. Show, which was booked by Elsie Cole, was put on four times a day, with Elsie Wilson catching cues on the piano.

(See MORE STATES on page 47)

# Pan-American Exposition Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

## Average Gate Over 20,000

Per capita spending is reported way up—oil company brings in 15,000

DALLAS, July 3.—Doves of peace fluttered back and forth between Dallas and her vaunted rival, Fort Worth, this week as Billy Rose's opposition show opened 35 miles west of the Pan-American Exposition. Both shows have put up a public front of welcoming the challenge of the other, and theories have been advanced that Casa Manana Revue will stimulate new interest in Pan-American's Casino and vice versa. Beneath the surface, tho, there is an air of watchful waiting and sideline showmen wonder whether embers of old feuds will blaze again.

Pan-American closed its third week Friday night with average daily attendance topping 20,000. Average per capita expenditure within the grounds is unofficially reported at more than twice the average per capita for the corresponding period of last year's Centennial.

Gulf Oil Corporation brought some 15,000 employees into the grounds last Saturday for the best daytime crowd since the exposition opened; good spenders, too. Casino had a big week-end box office and a better buildup rest of the week. Cavalcade is still the best drawing card and Road to Rio is getting more than its share of midway traffic. Black Forest is more than satisfied with its percentage from the front gate and Dufour & Rogers' World a Million Years Ago is proving unusually popular. Ripley's is getting consistently good crowds.

### Benny-Livingston in Bowl

Fort Worth's opening last week-end left Pan-American showmen almost undisturbed despite general interest in Dallas concerning Rose's new venture. Amon Carter, Rose's chief backer, praised George Marshall's Casino and urged Casa Manana's preview critics to journey to Pan-American to see "one of the finest shows ever staged." Director-General Frank L. McNeny, of Pan-American, thanked Carter and the pipe of peace was smoked all around.

Holiday hopes were built around the three personal appearances of Jack Benny and Mary Livingston, scheduled in the Cotton Bowl—no gate—for Saturday, Sunday and Monday nights. Barring rain, exposition officials hope for a big front gate over the Fourth holiday. Benny and Livingston went off the air for the summer last Sunday night with good plugs for Pan-American and their own bits for the holiday.

Benny-Livingston 18-minute skit will fall in the second half of an hour's show on Saturday, Sunday and Monday, 9:30-10:30 p.m. Jimmy Jeffries, local radio figure, will emcee the first half and Benny the second half. A cast of 75 is billed for the shows, including 32-piece orchestra under baton of Alex Keese, WFAA program director. Sra. Milla Dominguez, wife of the Mexican consul in Dallas, and Ludi Malsen will sing; Ruth Sater will be spotted in a whistling number, and Art Jarrett and Lynn Murray's Gauchos will do the Bluebonnet and El Gaucho numbers from the Casino show. Benny will close by leading the ensemble in *Eyes of Texas*, Benny and Livingston will also take bows at the first Casino shows for the three nights.

### Rio Show Is Changed

Aside from big promotions like Dallas Day and the Fourth, greatest encouragement this week has come from local tycoons who began throwing mass parties for their employees. First and biggest of these was a Casino party for 460

Attendances	
Wednesday, June 23.....	11,077
Thursday, June 24.....	56,153
Friday, June 25.....	12,740
Saturday, June 26.....	31,026
Sunday, June 27.....	16,552
Monday, June 28.....	10,074
Tuesday, June 29.....	14,385
Total for 18 days.....	391,139

First National Bank employees and families, given by Nathan Adams, president of the bank and chairman of the board of Pan-American Exposition.

Road to Rio, first of the Pan-American shows to make any major changes, opened its second three weeks' revue with several new billings today. Director Alexander Oumansky continues for the second Rio Revue and Frank Dufour's music is again featured. Peggy Oumansky's genius has again put the revue in lavish costumes and the Rio musical spectacle bids fair to continue as one of the most successful of the midway spots.

Important new billings are the Beau Brummels Trio, a la Ritz Brothers, and Curry and Cooley, comedians. Joaquin Garay, "South American troubadour," who was the smash hit of the first Rio Revue, gets a bigger spot in the second. Jimmy Ray, another addition, fills a comedy spot. Retained for the second revue are Jack Crawford, rotund maestro, and his orchestra; Renee Villon, of the peacock and bubble dances; Gabriel and Carmela Cansino, Spanish dancers; June Brooks, ballerina, and Oumansky's eminently successful chorus. Brought into the show today are Marjorie Green, acrobatic dancer, and Melba, nude dancer from New York's Paradise restaurant cabaret.

### Style Shows Are Booked

Manager Walter Herzog has also instituted a new policy of setting aside 100 tables for four near the stage, on the ground level, for reservations at 25 cents per head. These reserved tables are in addition to the Club Internacionale of Rio, and the club's terraces, which are restricted to club members and guests.

Manager Herzog closed a deal this week for the Dallas Wholesale Merchants' Association to hold its fall series of Southwestern Style Shows in Rio on the nights of July 27, August 3 and August 10, Dallas wholesale market taking over all facilities for those evenings. Rio Revue will be dovetailed with the fashion parade. Eight thousand retail merchants from a dozen States are expected in Dallas for the three weeks' fall buying season and the three style shows.

## Fair Grounds

SALT LAKE CITY.—Premiums for the 1937 Utah State Fair here will total \$23,000, an increase over last year of about 10 per cent, said Manager E. S. Holmes. Horse Show will be staged in the coliseum and Dog Show for two days. During a "campore!" 600 Boy Scouts from the State will camp on the grounds.

MADISON, Wis.—According to State-aid allotments for fairs thruout the State, announced by Ralph E. Ammon, chief of the division of fairs and State development, department of agriculture and markets, most fairs' State aid will be reduced by \$200 because most counties used the full amount allotted to them in 1936.

YORK, Pa.—Work on York Interstate Fair grounds is nearing completion. New horse barns giving capacity of 300 stalls, new entrance at White street, an Oriental wall at Carlisle avenue end of barns, large electric sign atop Carlisle avenue horse barn, remodeled doors at exposition hall, replacement of new gates instead of old turnstiles at main entrance to grand stand, remodeled box offices and new drives and walks are



CHARLES W. GREEN, who has been reappointed secretary of Missouri State Fair, Sedalia, is completing plans for the fifth annual under his management, having assumed the post on May 15, 1933. A noted livestock judge, he has taken great interest in development of the Sedalia fair, which he put on a 25-cent "everybody pays" policy several years ago with the result that attendance and revenues have greatly increased.

among improvements on the 110-acre grounds.

TAYLORVILLE, Ill.—Addition to Christian County Fair grand stand has been completed, reported Secretary C. C. Hunter. Record 1937 attendance is expected because of better industrial conditions. A revue will be used for the first time as a grand-stand attraction. There will be four afternoons of harness and running races, harness races having been revived after five years of runners only.

WINONA, Miss.—Plans for the biggest fair in its history are on by Montgomery County Fair Association, said Manager J. O. Cook Jr. Greater Exposition Shows will be on the midway. Prize awards will be considerably larger.

LIBERTY, Tex.—Plans are to have a free gate at the 1937 Liberty County Fair for the first time in many years, said H. L. McGuire, president, who declares the suggestion is meeting approval in all communities. It is estimated that fair enthusiasts will have to donate \$1,200 for success of event, with \$800 pledged. Mrs. D. E. Young is in charge of premium list.

MONTPELIER, O.—Officials of Williams County Fair here announced that gate prices will be raised and those for grand stand lowered. Main gate admission will be 35 cents for adults, day or night. Grand-stand adult admission will be 30 cents, 45 cents for reserves and 60 cents for boxes.

DOVER, O.—Tuscarawas County commissioners will finance construction of a permanent building on the county fairgrounds here to house 4-H Club livestock exhibits, as the fair board has been paying annual rental of \$150 for a large tent. County engineer has been instructed to prepare plans.

MANDAN, N. D.—Revival of the annual sponsored by Mandan Agricultural (See FAIR GROUNDS on page 47)

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Tents of every kind: Circus, Exhibit, Dramatic, Canopy, etc.  
Tents for any purpose: Shows, Exhibitions, Stock Judging, Camping, Living, Headquarters, Also Chairs, Cots, Canvas Furniture, Special Covers, etc. Write for Information Concerning Prices & Service.

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LADOGA, IND., AUGUST 11-14 WANTS  
Rides—Shows—Concessions  
On Main Streets—Draw \$0,000  
GENE HIMES, Secy.  
No Flat Joints—Girl or Geek Shows.

### LOOK--WANTED AT ONCE

10—Shows—Variety and Concessions. (Can Use Small Circus.)  
**OWEN COUNTY FREE FAIR**  
Last Week of July  
On Square, Spencer, Indiana.  
I. C. HUFFMAN, Chairman Concessions.

### WANTED CONCESSIONS AND RIDES

FOR SEPTEMBER 11, 12, MODOC COUNTY FAIR

Write or Wire  
SECRETARY, SURPRISE VALLEY FAIR ASSOCIATION,  
Cedarville, Modoc County, California.

### WANTED SHOWS, CONCESSIONS, FREE ACTS

HARTFORD CITY, IND., FREE FAIR, SEPT. 14 TO 18

JIM WILLMAN, Pres.,  
State Fair Ground Hotel, Indianapolis, Ind.  
ROSS DAUGHERTY, Secy.,  
Hartford City, Ind.

# Fairs Are Made in February

By Ralph E. Ammon

JOHN G. EXHIBITOR wipes the sweat from his brow on a warm day in late August or early September and sympathetically remarks to Mr. Fair Secretary, "This must be a tough week for you."

Mr. Fair Secretary smiles. He smiles in appreciation of the sympathy and in-



RALPH E. AMMON, chief of Wisconsin division of fairs, has been manager of Wisconsin State Fair, Milwaukee, since 1930, and is not only one of the youngest pilots of major fairs but is widely known for his capabilities in this field. He is vice-president of the International Association of Fairs and Expositions and, according to custom of that body, is in line for election to the presidency at the annual meeting in Chicago in December.

renewed amusement at the prevailing thought that fairs are made in August or September. He knows that his was made in February.

He knows that the fair which Mr. Exhibitor is seeing in the full growth of its maturity was born in the cold of winter, struggled with growing pains thru the spring months, blossomed into full growth in early summer and reached maturity in early fall. Each step in its development has been work. No step, however, has provided more painstaking work than the thought on the part of the secretary and his assistants that gave birth to the plan for the fair.

## Large Waste-Paper Basket

Fairs must be born again every year. They are not perennials, but annuals which reseed themselves each year. While each fair drops the seed for the fair to follow, that seed requires a lot of cultivating and pruning before it grows into the perfect plant that is wanted the following year.

So thru the winter months Mr. Fair Secretary occupies his time with charts or plots of his grounds or garden, seed catalogs from booking agents and a goodly supply of rough paper and a large waste-paper basket. He plots, he draws, he figures, he rumples his hair, he crumples the paper, he sends for a larger waste basket, he completes a small bit he likes, another bit, finally a plan more or less complete. December is gone; January is gone; February is waning. His plan is nearly completed.

It is March now and this Mr. Secretary has just completed the garden plan that should grow into Wisconsin State Fair of 1937. All new seeds and new implements have been purchased (contracts have been let for grand-stand shows, for fireworks, for auto races, for rodeo, for thrill show and all the other truck that goes into his truck garden).

Note: The secretary uses the above reference to truck in jest, and now before he gets into too much trouble with his garden story he will abandon the garden parable and turn to plain "fair" talk.

## Acts Contracted Early

All of the contracts for amusements at Wisconsin State Fair of 1937 (to be held on August 21-29—pardon the advertis-

ing) have been let, and so have those of most State fairs. Not only have contracts for amusements been let but daily programs have been planned hour by hour, and most any State fair secretary could tell you in March just what will be taking place in front of his grand stand at 3 o'clock on Wednesday afternoon of a week next August or September.

Grand stands are only a small part of the fair, though they are very important parts in determining income. Mr. Secretary, however, must plan programs for the Coliseum, the Little Theater, the dance hall, the judging ring and various other parts of the grounds. He must plan a certain correlation between these programs. This he does while the snow is yet on the grounds. If he waits until August to adjust them, he will find that the individual plans have gone too far to permit of co-ordination.

## Premium Boost Requests

Premium lists are another winter chore. This secretary's list has gone to press (so we have time to write these rambling notes for Claude Ellis).

Only a fair secretary and his secretary can comprehend how much work there is in a premium list. This secretary meets with the officials of practically every association representing a breed of live stock in this State. It is just as common for every breed association to ask for an increase in premiums as it is to ask for a reduction in taxes. The secretary must know enough about the various breeds and their preponderance in the State to know when to grant increases and when to stubbornly but politely shake his head.

After several weeks of meetings and accumulating material the secretary is ready to write the premium list, select judges and arrange a judging schedule. To arrange a judging schedule so that 10 breeds of cattle and three breeds of draft horses may be judged in one ring within four days, so as to leave two days for judging the 4-H Club animals, is no before-breakfast task.

## Tough, Pleasant Weeks

Likewise working out a premium list for thousands of 4-H Club boys and girls so that you may offer \$15,000 in premiums for these boys and girls and distribute this money fairly among calves, pigs, lambs, canning, sewing, baking, style shows and judging contests is not something you do in July while waiting for the booking agent to find you a cut of that new act.

Horse Show premium lists must be prepared and the nightly schedule for appearance of classes in the Horse Show must be arranged long before the horses have their first nip of spring grass.

These things all have been done at Wisconsin and this secretary knows that they have been done at the offices of many State fair secretaries. Much more has been done, but we won't say how much more, lest the reader wonder what Mr. Secretary does from April to August. If Mr. Secretary wishes, however, he could truthfully reply to Mr. John G. Exhibitor next August or September that every week is a tough but pleasant week for a fair secretary.

## Grand-Stand Shows

PRINCE NELSON, high wire, will top a circus-vauve program at the 1937 Stark County Fair, Canton, O. C. A. Klein arranged the booking.

LIESER Musical Family, after concert tour in the South, are in Eastern Ohio and will play fairs and celebrations.

AFTER a successful early season Wilfred Mae Trio reports from Clayton, N. Y., where they are on vacation at the Thousand Islands, that they will play fairs under the Hamid banner. Last week floor show in Clayton Casino, run by Pop Cameron, of the Four Camerons, included Three Blue Streaks, roller skaters; Kraft Sisters, dancers; Pop Cameron's Florida Jug Band; Levine and Mae and Dee Peterson's Band.

MONEE, III.—No Monee District Fair will be held this year, it was announced by Harry J. Conrad, secretary of the association.

## Minds Changed on Holding Fair for Springfield, Mo.

SPRINGFIELD, Mo., July 3.—Springfield will have a fair this year, probably about October 15, Chamber of Commerce directors agreed today. In an informal vote taken after Louis Repe gave a report of a meeting of "fair committees" from civic organizations, most directors agreed that they had been opposed to a fair previously but had "changed their minds."

Minimum requirements, Repe said, would be lights for grand stand, toilet facilities, some improvement to the track and \$7,500 "to guarantee the venture against loss." Lester E. Cox, Chamber president, said he was opposed to establishing the precedent of the chamber "raising the money this year if we have to every year after this. We'll raise the money this year," Cox said, "but let's put it up to the people to see if they want it continued."

Repe said they already had assurance of the county court of \$250 in financial assistance. "By law," he said, "the \$250 is all the court can give." "Frankly I was opposed to a fair," Repe said, "but I have changed my mind. Folks want one, and my guess is that they will have it."

## HALF MILLION,

(Continued from page 44)

closed on June 25 with less than 500,000 of the million tickets sold. Department stores are offering to charge books on customers' accounts.

Fiesta is now on a regular week-day schedule, gates opening at 5 p.m. as they did last year. Whether Sunday opening is to be at 6:30 p.m., as it was the first Sunday, has not been disclosed. Salici puppet shows in Firefly Garden are given at 8 p.m., 9:30 p.m. and 10:45 p.m.; Melody Lane shows, 9 p.m. and 11:30 p.m.; Pioneer Palace Revue, 8:15 p.m., 10:30 p.m. and 12:15 a.m.; free thrill shows, 8 p.m. and 10:30 p.m.; Casa Manana, 8:30 p.m. and 10:30 p.m. Extra shows will be given only on Saturday nights.

## Studio Being Installed

First of the Paul Whiteman broadcasts over NBC was postponed from June 30 to July 7. Interviews with show personalities continue over WBAP Tuesday and Thursday mornings, with Elbert Haling writing scripts and doing the interviewing. Latest to be interviewed were Calgary Brothers and Harriet Hector, of Casa Manana Revue; Lauretta Jefferson, ballet mistress; Paul Whiteman and present and former Texas Sweethearts No. 1.

A broadcasting studio is being installed in the former Tango Palace building by Gulf Oil Corporation, which will turn the studio over to the show when it is completed. It will be operated on an impartial basis under direction of Merle Tucker, radio director for the Fiesta, by all local radio stations and networks. Studio is 42 by 32 feet, with ample room for large orchestras such as Paul Whiteman's, which is to broadcast the NBC programs from this studio. Seats for 250 visitors will be installed. Studio will have contact with pick-up points all over the grounds. Last year the Fiesta had no broadcasting facilities and no programs came from the grounds except on special occasions.

## Seven Composers Playing

Melody Lane show in the Jumbo building, featuring well-known composers and their most popular tunes, is getting its share of customers. Show seems short, but it offers mass piano playing by seven composers, organ music by Dot Echols Orum and solos by the composers Bess Coughlin and Charles King, who doubles emcee and singer at Pioneer Palace and this show. Lineup includes J. Russel Robinson, who plays piano for Original Dixieland Jazz Band in Pioneer Palace show and who plays Margie in this show. Charles King sings this number, and Bess Coughlin sings Ernie Burnett's *Melancholy Baby*. Phil Baxter plays and sings his own *Piccola Pete*. David Gulon plays his arrangement of *Home on the Range*, and Bess

Coughlin sings this piece, which she also sang in the Last Frontier last year. Charles King sings *Avalon*, which the composer Vincent Rose plays in the show. Joe Howard contributes *I Wonder Who's Kissing Her Now*. Euday Bowman gets a big hand always for his *Twelfth Street Rag*. Bowman, who has been a resident of Fort Worth a number of years, played piano in Silver Dollar Saloon at the Centennial last year. Show is concluded with Harry Armstrong playing and singing *Sweet Adeline*, with Phil Baxter, J. Russel Robinson and Joe Howard forming a quartet on the number.

At almost every performance the audience has tried to join in on the old songs, and it might add to audience enjoyment if they were allowed to sing after the composers finished their parts. All composers join in playing the end of each piece, which makes for a grand climax. The seven composers are seated at seven pianos arranged in a circle in the arena. A white piano in the center is used by each composer for his specialty and spotlight. Carl F. Raucher is manager of the show and Orvin Katz is stage manager. Jack Donovan, who was on the pass gate at Nude Ranch last year, has this same position at this show.

## Thrill Show in Background

Galen Gough, who allows a six-ton truck to run over him in the thrill show, had tough luck during the first weekend. Because of the quick turn the heavy truck must make to get around in the small arena the truck had gotten out of control and missed the board Gough uses as protection, hitting him and severely bruising him. Gough continued with the act, however. Prince Nelson, high-wire performer in the same show, missed several performances after the truck used in Gough's act upset the rigging on Nelson's equipment. The free thrill show has not had the crowds that were anticipated. It is in the most out-of-the-way corner of the grounds and the fact that this a free show apparently has not been put across to patrons. Walker Moore is announcer and Hyman Maurice directs the orchestra. Much of music used was taken from Casa Manana Revue of last year. Other acts include Oscar Babcock, who loops the loops on a bicycle; Manuel King, boy lion trainer; Edna and Harry Ale, sharpshooting; Paroff Trio, high ladder; Cedora, motorcycle in gold globe, and Nelson and Gough. Ushers wear red suits, with skull and cross bones on their shirts to carry out the defying-death theme. Outside canvas is black and red.

Paul Whiteman went to Stamford, Tex., on July 2, where he rode with the governors of Texas, New Mexico and Arkansas at head of a parade at the Texas Cowboys' Reunion there.

Willard W. Thomas submitted a proposed new contract to drill an oil well on the grounds to city council. He proposes to set up equipment and drill to 7,000 feet. Completion to that depth would be contingent upon sale of admission tickets and souvenirs in sufficient number to defray the cost. The derrick would become property of the city if the well turned out to be a dry hole. Council previously turned down two proposals for the well submitted by E. G. Wallace.

## Free Parking Abolished

Murray Goldberg, who has the scales again, left after the opening for Cleveland, where he also has scales. Ben Himelstein, Chicago, is scale man this year. Ben Keith again has the main beer concession. Jimmie Gavett, official photographer for San Diego and Dallas expositions, opened two photo shops at the Fiesta. Stanley Griffin operates an old-fashioned photograph gallery on Sunset Trail for Gavett, while the other shop, on the midway across from Casa Manana, has Gavett in charge, with his sister, Florence Gavett, and Noel A. C. Rosen, who was at the Nude Ranch here last year. Jimmie Ambrose and Jimmie Lieberman are working the novelty stands for Al Humke, formerly with the Bowers at the Dallas Exposition.

Alexander Oumansky, who directed dances in Last Frontier last year, visited the show Sunday night, and Frank P. Duffield, fireworks impresario, visited on Saturday. Again the Fiesta management brought down a group of New York critics to cover Casa Manana Revue. This year there is no free parking space in vicinity of the grounds. All parking space now is 25 cents. Most of the show people are parking their cars inside the grounds this year.



# Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

## Gem Exhibit For S. of W.

High hopes held for jeweled crown as crowd puller —gate hits '36 average

CLEVELAND, July 3.—Another attraction was added to Streets of the World on Thursday when Crown of the Andes was put on exhibition. Some time since Lincoln G. Dickey, general manager of the expo, made the deal with Warren Piper, Chicago jeweler, whereby this \$4,500,000 exhibit would be brought to the spot occupied last year by The Miracle. Wednesday night the jewels were exhibited at private showing in the Recess Club. Only a few heads of the expo were invited and the crown was put on exhibition for them. On Thursday night the formal opening came.

Crown of the Andes contains the famous Atahualpa emerald embedded with 452 other emeralds in a golden crown which the syndicate, headed by Piper, purchased in South America. Combined weight of the emeralds is 1,523 carats. Negotiations for its purchase took 21 years. Gold and gems once belonged to Emperor Atahualpa, Inca potentate. Spanish conquistadores acquired it in 1532 when the emperor and his followers were massacred. When the city of Popayan in Colombia escaped the plague citizens offered a tribute to the Virgin Mary. Gold and jewels were contributed and after six years the crown was completed. On December 8, 1599, it was placed on the head of the Virgin Mary in Popayan Cathedral.

### Strike Situation Felt

By 1910 church authorities found it necessary to dispose of the crown. Czar of Russia was a prospective purchaser. In 1914 Pope Plus X gave permission to alienate the crown and put it on the market. Then came the World War. From 1915 to 1916 Piper worked to acquire the jewels. On June 6, 1936, the deal was consummated. Crown came to Cleveland by express and was delivered to a bank. Members of the regular army unit stationed here were given the task of delivering it to the building. Police guard it constantly. Electric beams are used to prevent any attempt at stealing it. Armed guards are on watch 24 hours a day, and gas protection is also used for further safety. Eventually the crown will be broken up and sold.

With opening of this feature hopes are expressed to build up Streets of the World attendance. Since opening the expo has been cursed with rainy weather. There have been cloud-bursts which flooded the city. Many of these came in the late afternoon, serving to kill night trade and drive afternoon attenders back home. In addition to this city is in the center of the district where strikes are rampant. Result has been that business has been far from good. Concessioners are hoping for a break, and with fair weather the last few days attendance began to hit the average attained a year ago.

### Special Days Scheduled

Friday Bank Night has been restored with \$500 for a starter, building up \$250 each week it is uncalled for. Tuesday's attendance of 20,403 brought the record for that day this season. June 1 saw 18,242; June 8, 15,994; June 15, 18,904, and June 22, 19,558. Time for the fireworks blowoff has been changed from 10 to 11 p.m. Associate Director Almon R. Shaffer planned a particularly brilliant showing on July 4 with Statue of Liberty, eagle and shield, Liberty Bell,

Attendances	
Previously reported	645,182
Thursday, June 24	18,018
Friday, June 25	17,768
Saturday, June 26	37,514
Sunday, June 27	40,387
Monday, June 28	29,431
Tuesday, June 29	20,403
Wednesday, June 30	18,057
Total for 33 days	826,758
Days to go	68

Spirit of '76 and George Washington among other effects.

Another buildup is found in Children's Day on Mondays. Special programs are being staged for youngsters. Kids are allowed in for 5 cents. Also there is Ladies' Day on Mondays. One woman is admitted free with every adult ticket. Adult ticket to Horticultural Gardens and Streets of the World also admits a woman. Apparently this is helping to build attendance.

Tuesday night saw opening of Club Eldorado on Herman Firchner's Show Boat. Room is neatly done with enlargements of heads of Dickey, Shaffer, Frank D. Shean, Peg Willem Humphrey and newspaper writers and column conductors. Hawaiian orchestra furnishes music. Bids fair to become a popular rendezvous, since members appear on the scene at midnight and continue until they decide to go home.

## Paramount Issue

By CHARLES T. TAYLOR  
Secretary Wauhara County Fair, Wautoma, Wis.

Perhaps I am too enthusiastic about fairs, but I challenge the world to name any other institution which gives to our people the good that fairs do, considering their cost.

What institution appeals to all classes and creeds, giving them such benefits in return for the money they invest?

What institution boosts so many enterprises and brings such manifold returns to these enterprises?

What institution cements our people into one band of social aristocrats, determined to make the future better than the past?

What institution has been organized, and kept going by unselfish, benevolent, philanthropic men and women whose only motive was and is the betterment of their communities?

The fair. Long shall its banner wave. We cherish its ancestry. Its good work must and shall go forward. Let's continue to give the public more than the public gives us, thereby forcing the public to cherish our existence.

### MORE STATES

(Continued from page 44)  
Timothy L. Pfeuger, Lewis P. Hobart and William G. Merchant. W. P. Day, architect and engineer, is vice-president of the exposition and director of works, and Edward L. Frick is chief of expo division of architecture.

### Huge Elephant Heads

In general scheme the fair will be that of an ancient walled city, connecting with interior courts. Employment of Oriental motifs will be particularly evident in the western facades, facing the San Francisco skyline and the Golden Gate. General effect of the western facades will be one of long horizontal lines, carried parallel to the shore of Treasure Island, and cut boldly by two deep chasms, which will be main gates and ferry-entrance. Towers of main gates will be built on a set-back pyramid scheme, rising to climactic elephant heads and howdahs, emphasizing the Oriental idea.

Spectacular illumination will assist in developing the idea of fantasy that the

architects are striving to achieve. Moderated floodlighting will be used on the towers, with possibly a brilliant vermilion at doorways. It is also planned to have vapor rising from the main gate howdahs, which also will be lighted in various colors.

### FAIR GROUNDS

(Continued from page 45)  
Fair Association this fall was announced by F. E. Wetzstein, treasurer. Fair has lapsed for two years because of conditions in the Missouri Slope area. Premiums will be paid for grains, live stock and home economics products exhibited by 4-H Club members of Southwestern North Dakota.

### CONEY ISLAND

(Continued from page 42)  
to three full days. Jimmy Victor's free circus in Luna is progressing nicely and only recently was augmented by a couple of new turns. La Georgette, aerialist; Mme. Maree and her dog, pony and monkey show, and Fritz Siegfried's family of jugglers are additions that give more strength to a program of acts that was already a sure-fire hit.

### Jacksons Making Good

Al Flath, veteran roller skating and rink authority and operator of the big Brooklyn Roller Rink in winter as well as Luna's summer spot during the warmish months, reports excellent interest in the sport this year, and predicts that skating in general is on the way for a spectacular comeback in the East at least and possibly thruout the entire nation.

Harry and Mary Jackson, ax-throwing, whip-cracking duo, billed as Jackson Twins, are carrying on admirably since death of their dad last December. The two young artists, 21, are appearing at Steeplechase Park as part of the Hamd-booked circus there. The late Harry Jackson, an Australian by birth, taught his youngsters everything they know and worked with them in recent years as a trio, playing under European circus tents, in vaude houses and London halls. His sudden death last winter came as a severe blow to the kids, but they've come thru with flying colors.

Fred Pelot and Mabel Wilson, "Dexterity Plus All Comedy," are again playing parks this year, and will go into Steeplechase for the sixth consecutive season on July 31. Contract calls for a run until September 12.

Fireworks began on Tuesday and will continue each Tuesday until the end of Mardi Gras. Fred Sindell's Park Circus Side Show was first major attraction to close its doors this season. Personnel of the unit has scattered, some going across the street to Sindell's other show and some to parts unknown for the present. Beginning with the personnel out on WPA forces July 15, operators around here are being contacted for jobs by pink-slip recipients. Very few, if any, will be able to land anything at Coney. Mildred Arnold is operating her hand-writing analysis in front of the Irving Baths after that shop closes in the early evening. She was formerly in

Luna. George Bernert, manager of the Irving, is still around, but will be leaving shortly for Springfield, Mass., where he will begin lining up concessions for Eastern States Exposition. W. J. (Bill) O'Brien, now in Revere Beach, Mass., is expected down this way shortly.



### DONALD DUCK

Everybody is enthusiastic about this clever new novelty. Offered with cardboard head affixed to balloon ready to inflate. With feet, in striking cellophane-window package, or in bulk with or without feet.

For Sale By the Leading Jobbers.

The OAK RUBBER CO. RAVENNA, OHIO.

**ACTS WANTED**  
WESTFIELD FAIR and RACES  
August 18 to 21, Day & Night  
State price.  
Also limited number Legitimate Concessions: \$2.00 foot in advance.  
G. B. CLARK, Secy., Westfield, Pa.

**AERIAL HORIZONTAL BARS**  
Comedy and laugh producing tricks on the aerial bars. Available for FAIRS, PARKS, CIRCUSES, BRATIONS. Booking independent.

**Johnnie Schmidt Troupe**  
318 North 26th St., WACO, TEXAS.

**We Want a Few Rides**  
For Fair, August 12, 13, 14  
Also variety non-game Concessions. That's all.  
HENRY MACKEY, Chairman  
Bloomfield, Indiana.

**WANTED**  
Rides, Carnival and Concessions for 17th Annual Exhibition, Fulton County Fair, September 14-17.  
McConnellsburg, Pa.  
Write LLOYD W. MELLOTT, McConnellsburg, Pa.

**Rockbridge County Fair Association**  
Wants to hear from Cannon Act, Aerial and Ground Acts.  
Address MR. C. C. HUMPHRIES, Rockbridge County Fair Association, East Lexington, Va.

**STATE FAIR OF RHODE ISLAND**  
KINGSTON, RHODE ISLAND.  
SEPTEMBER 1ST THROUGH 6TH, 1937  
SIX DAYS — ★ — SIX NIGHTS  
A. N. PECKHAM, Manager.  
We are located in the heart of the thickest populated portion of our nation.  
**BOOKING RIDES, CONCESSIONS, HIGH TYPE SHOWS**  
Want Merry-Go-Round, Ferris Wheel, Kiddie Rides and any new Rides. Legitimate Concessions of all kinds. Merchandise Wheels, Corn Games, Grind Stores, Ball Games, Grab Joints, Juice, Etc.  
Will book clean, meritorious shows. Give full particulars in first letter.  
A. N. PECKHAM, Mgr., KINGSTON, R. I.

**WANTED CARNIVAL FOR HENRY COUNTY FAIR**  
MARTINSVILLE, VA., FOR WEEK AUG. 30th  
This is a bona-fide Fair. Want a nice clean Show, one that can gross real money. If you have Acts let us know about them. Have had charter since 1934.  
Get in Touch With  
J. L. CLAYTON, Pres. Leaksville, N. C.

# PCSA "GIGANTIC" ---GIGANTIC!

## Fund Show New; Scores Per Plan

Much-heralded event revealed excellent program and added to finances

LOS ANGELES, July 3.—The Pacific Coast Showmen's Association's much-heralded *Gigantic* measured fully up to advance promises. The affair was given for the purpose of raising funds to add to the organization's emergency sick and relief fund. The event was held June 28 at Mr. and Mrs. Jack Schaller's "In Town Ranch."

The grounds were decorated with an all-circus motif, in front of the riggings used in the aerial acts and center stage used for the presentation of vaudeville acts. There were but two shows as separate attractions and were managed by Doc Cunningham and Doc Harris, with Frank J. Downie, Ben Dobbert, Hugh Wier and Roy Draper as assistants. They were something entirely new in this field and were presented in a decidedly showmanlike manner. The first, *Medieval Art*, the other, *Days of Nero*. The Big Show attracted an overflow crowd, as there had been 1,000 tickets sold, but it was not possible to seat all that came. Ladies' Auxillary conducted the *Cafe* (See *PCSA "GIGANTIC"* on page 52)

## Buck Has Good Week For Hempstead Elks

HEMPSTEAD, L. I., N. Y., July 3.—The cleverly presented methods of the Oscar C. Buck Expositions, set up on the Elks Fair grounds here under auspices of local Elks, which engagement ended June 28, made the whole town carnival conscious, and had its favorable echoes in the show's coffers.

Buck, a native Long Islander, was accepted as a local son here, after playing the town 14 consecutive years. He greeted many of the patrons at the gate, hailing them by name.

The outfit has rides, concessions, shows, amplifying system, calliope and two free acts. Swift Diving Family and Jamsie Graves.

On the local lot show looked well, with a close to perfect layout, running more than a block in depth. Citizenry went strong for everything, with a lot of the townsfolk coming back for a second and third night, content with a dime gate fee.

Tho the weather wasn't exactly according to perscription thru the local run, it was not the type that would draw complaints. Buck and the show seem to be content with the season as its going all around.

Jack Lyle is general representative; Ross Manning, special agent, and Tom Hefferlin is superintendent of rides.

## Spencer & Clark Try New Lot in Salem, O.

SALEM, O., July 3.—Unable to make satisfactory arrangements for the show to play in the city proper, which has been closed to carnivals for several years, C. D. (Jack) Clark, manager of Spencer & Clark Exposition Shows, contracted for a lot just outside the corporate limits on Route 14, one of the heaviest traveled highways in Eastern Ohio.

Because of recent heavy rains, lot soft, but the show managed to get on and up only after much difficulty. Using the new marquee, the show presented a nice appearance here.

Free act has been dropped temporarily in favor of a nightly fireworks display, which feature, according to Clark, is holding the crowds on the midway until midnight. A representative of *The Billboard* visited the midway Tuesday night and renewed acquaintance with Manager Clark, who informed that Western Pennsylvania, into which the show is returning after this week, has been highly profitable, and the show's season to date is substantially ahead of last year.



MAX GOODMAN'S CONTRIBUTION TO MAIN ENTRANCES of carnivals. With the advent of inclosed midways there has developed a keen rivalry among owners in the item of suitable, flashy and practical adornments for the front of the lots where the ticket boxes are located. This one is a portion of that which is displayed on the Goodman Wonder Show on its 1937 initial tour.

## Tinsley Shows Win Fire Destroys a Tent Theater on Dodson Show

THOMASVILLE, N. C., July 3.—The Tinsley Shows won here in an effort to have licenses granted by Davidson County. Just a day before the show was to start the engagement the county commissioners instructed the sheriff not to issue the show a license.

Show came in Sunday and set up. Thru legal representatives show opened Monday to appear before commissioners at meeting Tuesday. Again flat refusal was made and the show stood idle Tuesday night; however, Wednesday commissioners reversed decision and sheriff granted license. Business Wednesday was excellent, as local sympathy apparently was with show company. What local influence caused trouble was not made known.

ASHTABULA, O., July 3.—Fire of undetermined origin broke out at 4:30 a.m. Thursday in the 30x60 canvas theater top of *Artists and Models*, a posing show on Dodson's World's Fair midway, playing on Station avenue show-grounds.

The entire canvas, stage props, costumes, trunks and lighting effects were completely destroyed. A bass drum highly prized by band leader Charles Clark and valued at \$60 was burned to a crisp. Quick action on the part of workmen who were sleeping in an adjoining wagon prevented the flames from spreading.

Lucille Osbourn, manager of the *Artists* show, estimated her loss at \$500. The show will go on, she stated, and immediately wired an order for a new top to be delivered at Erie, Pa.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Torrent Gulch, Wyo. Week ended June 26, 1937. Dear Carnival Department:

Thru hell and high water the Ballyhoo Bros. played this deep sea date. The lot was located down in a gully on the banks of a mountain river. It started raining on Monday and was still pouring down on Thursday, cloud-burst after cloud-burst. The river gradually rising until the lot was five feet under water.

Our auspices here the Anti-Drought Association, a power as far as the weather conditions were concerned and co-operated in every way to give the natives rain in abundance. After looking the midway over and measuring the water's depth the bosses decided to call our show the Modern Venetian Midway.

Monday night promptly at 8 p.m. the front gate opened with a big rush of patrons on skiffs and in boats. Naturally they were not expecting the show to open due to the high water. All day long our workmen worked diligently in bathing suits, diving suits and diving bells to get the show up and ready to go. All flat rides were blocked up above the water level, the seats and stages in the shows likewise.

Each ballyhoo platform was mounted on a raft that was anchored down and up with skyhooks. As the patrons floated around the midway, sometimes jammed up, the shows and rides operated full blast. At 9 p.m. the side show built up the biggest tip of the night. Thousands of amusement lovers were interested in the talker and a small boy out of the audience that was repeating after the orator word for word, with a girl holding a sword over his head, when suddenly the raft tore loose from its

mooring and swirled down the midway. Madly the bally tip paddled their rafts, boats and canoes after it to hear the grand finish of the outside number, which was an original creation in every way.

Undaunted the talker worked thru all of the mad whirling ride, finishing his opening in front of the girl revue. Made his regular "dime jam" just as he hung up on the girl bally platform. The grand rush to the ticket boxes was on, giving the revue the best night of the week. The side-show talker demanding 10 per cent of the turn. This was soon adjusted by threatening to fire his girl friend who worked on the show.

Thursday night the rain ceased. By Friday morning the water had almost completely disappeared with the exception of a few hundred water holes scattered around the midway. The latter being well filled with river fish for our Friday dinner.

Pete Ballyhoo then ordered everything dried out. The midway immediately took on a gala appearance. Concession blankets of the brightest hue were dug out of every living trailer, top and bed roll and hung on the rides, fronts and guy lines. Over 500 mattresses lay on top of the tents. This and the sheets that were dyed by the wet blankets fluttering thru the air more than took the place of flags and pennants.

Saturday night the entire midway blanked out. The tearing down started at 9 p.m., while the men tore down. The show girls picked chickens for the natives' Sunday dinners in a poultry house near by to help get the move.

MAJOR PRIVILEGE.

## Motorized Shows Heavy Buyers

General motor equipment market records heavy sales for first half 1937

CINCINNATI, July 3.—Some 20-odd years ago the complete or even partial motorization of outdoor shows was generally considered wholly impractical. However, at that time there were a number of carnivals that made use of trucks for local purposes, such as hauling things in the towns the show happened to need locally.

During this early period in the use of service, pleasure, cars and trucks the highways were not very inviting to the use of trucks from one stand to another. It was tried out in a few instances but soon abandoned. Then there came a lull in the use of trucks for outdoor show purposes. Following this period a great road-building program was started in various parts of the United States. With better highways has come a greater demand for trucks in the outdoor field and today there are (See *MOTORIZED SHOWS* on page 52)

## Gooding No. 1 To Play Canton Later

CANTON, O., July 3.—The Gooding Greater Shows (No. 1) passed up Canton this week because of steel strike. Now in its fifth week, show moved to Columbus, where it plans to remain until July 10.

The show, billed heavily here, was to have been the first in this season. Executives of the show and city officials conferred late last week and decided to postpone showing here until later in the season when the labor disputes likely will have been settled. The show was to have appeared here under auspices of the D. A. V.

The lot at Schroyer and Ninth street, SW., is adjacent to the national guard armory, where several hundred troops are quartered awaiting call into the strike areas here. The troops are using the lot for drill grounds and recreation, and for that reason city officials deemed it advisable to call off the week's showing here until later in the summer.

A complete new Ten-in-One show, with canvas and all equipment, was delivered here. Several attractions that awaited the show here also went to Columbus. Punch Allen, veteran pit showman, was one who was here several days waiting to join. Newspapers had given the show considerable advance publicity.

## Chance Games at Church Carnivals Attacked

DETROIT, July 3.—Games of chance at church-sponsored carnivals were attacked this week by the Michigan District Convention of the Lutheran Synod. The attack was made generally on lotteries of any kind. Move is directly counter to the prevailing trend for more and more use of carnivals by churches locally, with the introduction of open money games attributed directly to church sponsorship about three years ago when general carnival permits were superseded by requirements for sponsorship instead.

## The Wind, "She Blow" In Moosejaw, Sask.

MOOSEJAW, Sask., Can., July 3.—The Conklin Shows, which are furnishing the midway attractions for the Class B exhibitions in Western Canada, had a tough time here at the exhibition, June 23 to 26.

The staff and employees were kept busy the greater part of two days holding down tents and show fronts due to the incessant winds.

The show as a whole is greatly improved over past seasons, having added many new features in rides and shows.



# American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 3.—The past week has seen a substantial influx in the personnel membership of the association. We have been quite overwhelmed by the favorable reception which is being given the activities of the association by the personnel of the various shows we have contacted since inaugurating our visitation program for this year.

On June 23 we visited Strates Shows Corporation playing at Cohoes, N. Y., and had the pleasure of renewing acquaintance with Owner-Manager James E. Strates and the members of his organization. In the evening we addressed a meeting of the personnel and had an open forum discussion of the various matters incident to the operation of this association, and the numerous activities in which it has engaged in behalf of its membership.

## Shows Have New Features

We were pleased to note that in lieu of carrying a physician with the shows that the Strates organization has adopted the policy of giving its employees periodic health examinations. We were pleased to learn that the idea is meeting very favorably with the employees themselves and with the communities in which the shows exhibit. We noted on the midway several new light towers as an addition to the equipment of shows not heretofore noted.

On Friday, June 25, we paid our annual call to World of Mirth Shows exhibiting at Ilion, N. Y., and spent a very pleasant afternoon and evening with Manager Max Linderman, Frank Bergen and Gaylord D. White. Here again there was considerable interest manifested in the activities of the association, and also it was not practical to hold a meeting of the personnel, there resulted a substantial influx of members into the association.

The World of Mirth Shows, at this writing, appear to us to be somewhat larger than in 1936, and several new fronts which we observed in the process of construction appealed to us as having artistic value and originality.

## Association Growing

Present indications are that our report at the next annual meeting will indicate a tremendous growth in the membership of the association, as several of our member shows have already surpassed their record for last year and, at this writing, the surface has barely been scratched.

On Saturday, June 26, we were pleased to have as visitors to the ACA office William C. (Bill) Fleming, of Pollock Poster Print, and L. Harvey Cann, general agent for World of Mirth Shows.

Indications are that Associate Counsel Richard C. Kaplan, of Gary, Ind., is doing extremely well in behalf of the association in the Midwest sector.

## Detroit

DETROIT, July 3.—Detroit witnessed a return of two carnivals to this territory temporarily after playing up-State dates. Cote's Wolverine Shows returned to Royal Oak, 12 miles north of city, this week, and Charles J. Ziegler Shows were in Ferndale, adjoining Royal Oak, last week. Roscoe Wade's Joyland shows also returned to Detroit to play for two weeks under auspices. . . . F. L. Flack's Northwestern Shows, after a good week at Rochester, Mich., under auspices of American Legion Post, moved to Adrian, Mich., to play under the post there. . . . Surprise of the carnival week was announcement by Murray & Barber Shows that they planned to go to Chicago at once to fill a four weeks' engagement under unannounced sponsorship. This is the first time that any of the 10 or more carnivals making Detroit their headquarters have invaded the Chicago area in at least as many years. It was considered significant as a move by one big-city carnival to another similar territory.

Complaints of shows making too quick jumps were made this week by concessioners in this section. One show, playing a long series of dates in the territory, was cited, making one and two night stands largely. The show has lost some entire stands just because of one night's rain. A longer engagement, it

was pointed out, would largely eliminate losses solely due to weather, and the concessioners, as well as others, would not have the frequent expense of moving as a result.

"Shows are doing fair in Michigan when the strike situation is taken into consideration," H. O. Walter, head of United Novelty and Candy Company, carnival supply house, said this week in reporting upon the 13 shows which have played the territory lately. "As soon as a warm day comes along the midways show a genuine spurt. If the labor situation is settled and everybody—or most of them—goes back to work it will be a good year for the business."

A new independent carnival is being organized here to play Michigan territory exclusively. The organizer is Hugh Mosier, of Port Huron, Mich., who has long been a concession operator with various shows. Mosier decided to enlarge and is now starting out with rides and concessions. The shows will play principally the well known "Thumb" of Michigan. This is the territory 50 to 100 miles north of Detroit, which derives its name from its resemblance to the human thumb.

Carnival business around Michigan is apparently beginning to feel the strike situation more heavily than before as the summer dates which were expected to be big pay come on. The early-season dates, while relatively small, were near enough normal, in some cases over, to justify the guess that the season would be a good one. Sponsored shows of many types in particular did well in the metropolitan area proper.

Happyland Shows, operated by Dumas & Reid, returned from a Monroe, Mich., date this week with reports of generally poor business. The steel strike and mob violence in that city almost killed carnival doings in the territory.

The same shows opened here for Bearl V. Pittenger Post of the American Legion to fair business.

## Great Lakes Exposition Midway

CLEVELAND, July 3.—Dudley S. Blossom, general chairman of the exposition and one of Cleveland's financiers, has turned his hand to composing music. "Expo Rose" is the title of the song for which Blossom composed both words and music. Lee (Stubby) Gordon made the orchestration. The song is in the hands of Fox and will be put on the market. Blossom for many years has been a member of the Hermits, society organization of Cleveland, which has its own orchestra of society leaders.

Xavier Cugat and his orchestra furnish music for dancing at Billy Rose's Aquacade. They are another of the name bands who stop in for a fortnight's stay.

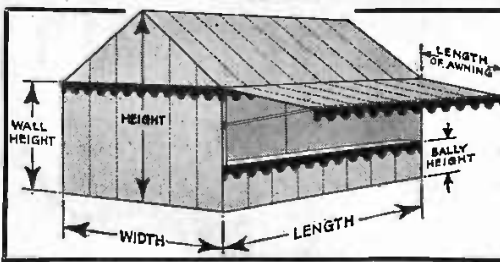
Hungaria Restaurant, on Streets of the World, is in charge of Mrs. Anna Kende, widow of Geze Kende. One time managing editor of the Hungarian daily *Seabadsag*. John Brenkac and his gypsy orchestra are featured with Elyzabeth Brenkac, said to be the only female cymbal player in this country. Rudolph Bundas furnished the settings and decorations, which carry out the Hungarian atmosphere.

Lily Chambers, who leads the Beef Trust chorus at Pioneer Palace, is making a hit with patrons of the place. . . . Frank Price, by the way, has done an excellent job in carrying out Billy Rose's idea of the saloon of '49. Price represents Al Luethe, who has charge of the art work of the grounds.

Charles Napolitano and his assistants are doing well with ten spots for novelties and souvenirs. . . . Bert Roda is one of the oldtimers who have been in the business since the '80s. . . . Ralph Humphrey has added Irene Beasley; Ramona, former Paul Whiteman singing pianist; Jones and Hare and Benny Venuta to the list of air stars to appear in Sherwin-Williams Radioland. . . . He is dickerer for Tess Gardell (Aunt Jimima); Connie Gates, Lee Wiley and the Eton Boys Quartet.

Hargrave & Reicher have built up the olio to *The Drunkard* by adding the Four Hickory Nuts. Bass player of quartet goes to town with deadpan comedy.

BOSTON, July 3.—Mac Rutherford, talker for WPA Federal Theater circus. "The Big Top," has left the project for Life show at the Pan-American Exposition at Dallas. Rutherford is with Du-four & Rogers enterprises.



**Concession TENTS**  
Give Measurements as Indicated BUY from Factory SAVE Money  
**POWERS & CO., INC.**  
26th and Reed Sts., Phila., Pa.

PRICED FROM \$1,150.00 Up

**ALLAN HERSCHELL CO.**  
1937 DE LUXE KIDDIE AUTO RIDES  
MORE THAN 130 SATISFIED OWNERS.  
Trade in three different sizes, for 1937. Model 'A' De Luxe 10-Car, seating 14 children, sells for \$1,360.00 P. O. B. North Tonawanda. Model 'B' De Luxe 8-Car, seating 12 children, sells for \$1,150.00 P. O. B. North Tonawanda. Special 20-Car Model for \$2,250.00 furnished on special order.  
Also Manufacturers of Blue Goose Kiddie Ride.  
**ALLAN HERSCHELL CO., Inc.**  
NORTH TONAWANDA, N. Y.

**Philadelphia**

PHILADELPHIA, July 3.—The weather still interferes with business of shows in this vicinity, rain coming just as night begins. Days are hot and generally turn cool for evening. Endy Bros.' Shows closed tonight a five weeks' lay in the city and generally have had successful business at all stands; gate has been very good, but not so much can be said for concessions. Rides and shows at first three spots good, last two fair.

The closing of the Marks Shows in Camden, N. J., Wednesday of week of June 21 was another instance of the greed of opposition amusements.

Word comes from Simon Krause that he is in Dakotas, playing fairs. Reports fair business but could no more if the weather was hotter. Has frozen custard. Mal Bailey and wife are operating concessions on Endy Shows. Pitch-till-win doing nicely.

Emil Moskoltz is now with Endy Bros., looking after the conduct of the children on the lot.

Mrs. Tom Hasson is spending the summer at Atlantic City, N. J., after her season at the South Street Museum. Tom has the side show with Rubin & Cherry, and son, Bill, is assistant manager with the De Luxe Shows. Bobby was a visitor in the city last week.

**COOK HOUSE OPERATORS!**  
Serve MELETIO'S DeLuxe SKINNED WHITING (Jack Salmon)  
Cleaned—Ready for the Pan.  
No Mess—No Waste—No Dressing.  
3-4-5 or 6 to the Pound.  
**ONLY 14c POUND**  
1/3 Deposit, Balance C. O. D.  
Immediate Shipments Everywhere.

**Meletio Sea Food Co.**

**REPOSSESSED TRUCKS**  
Several 1937 One-Half Ton Chevrolet Panel Trucks. Painted Bright Red, Trimmed in Dark Green. Same as New. Very Low Mileage. New Truck Guarantee. Ideal for Advance or Sound Trucks. Write for our Showmen's Plan of FINANCING. Have Plenty of NEW TRUCKS FOR IMMEDIATE DELIVERY ANYWHERE IN UNITED STATES.  
**CHAS. T. GOSS, East St. Louis, Ill.**

**VOLTAGE BOOSTERS**  
Don't let low voltage worry you. We have the cure for Diggers, Candy Floss Machines, Photo Galleries, etc. Let us hear from you before you enter your fairs. **CRAWOR & ZORSKY, P. O. Box 32, E. Michigan St. Station, Indianapolis, Ind.**

**CANDY FLOSS & CORN POPPERS**  
Cheaply Made, Best, Genuine. Many models. 10 patents. Latest Pat. 4/20/37. Floss \$100. Electric Poppers \$50. Double Heads and 1-Piece Bands. Run 100% true. Guaranteed. Catalog Free. **NAT'L FLOSS MACH. CO. 310 East 58th St., New York City.**

**SAM BEATTY WANTS IDEAL EXPOSITION SHOWS**  
Amsterdam, N. Y.  
Capable Grind Store Agents. Wire

**SECOND-HAND SHOW PROPERTY FOR SALE**  
\$1.75 Men's New White Buckskin Skate Shoes, all sizes. \$40.00 Portable Fishpond with motor and fish. \$3.50 Ticket Box Umbrella, 6 foot, beautiful colors. \$32.00 Ice Shaving Machine with motor, fine condition. \$20.00 Knife Illusion. Cost \$250.00 new.  
We buy Kiddie Rides; Rink Skates, all sizes; Evans Wheels. Pay Cash. **WEIL'S CURIOSITY SHOP, 20 S. Second St., Philadelphia, Pa.**

rides, Caterpillar, six freak shows, motorcycle wall, dance hall, illusion, girl and coach shows.

DANVILLE, Ill., July 3.—Winds of cyclonic intensity leveled Wallace Bros.' Shows at Goshen, Ind., Friday, June 25. Side show, minstrel and athletic shows tents were torn to ribbons. Much damage was done to merchandise and concessions owned by Manager Farrow. Frank Sparks lost a new Hoop-la. Damage about \$700.

## "Fete de Neuilly" Now On Avenue de la Defense

PARIS, June 28. — The once-famous "Fete de Neuilly" annual street fair has been forced to emigrate from Neuilly to the outskirts of Paris and is this year installed along the Avenue de la Defense, the midway beginning across the river from the point where it formerly terminated. Among the attractions are four Auto Scooter rides, two Caterpillars, Water Scooter tank, Auto Speedway, Mont Blanc, Chamonix, Loop-the-Loop swings, menagerie, Durwal's dog show, open-air circus, Funhouse, motorcycle wall, three freak shows, girl shows, museums of anatomy and wrestling show. Important street fair at Strasbourg, June 19 to July 18, has 80 rides and attractions, including two Auto Speedways, Aero Cars, Whip, three Auto Scooter

## Plain Dave Morris Now On Prospecting Tour

CINCINNATI, July 3.—Plain Dave Morris, of the Morris show family, Washington, D. C., erstwhile carnival promoter and general exploitationist, was a visitor in this city Friday and a welcome caller at *The Billboard* offices.

He was en route via Knoxville, Tenn., to Cleveland to make his second appearance there this season, this time for a conference with Joe Glacy relating to a show proposition. However, he explained that his trip might be termed a prospecting tour, as he would in all probability return to his home in Los Angeles, where Mrs. Morris awaits his early appearance.

It might be added that he looked the picture of health, having fully recovered from his illness of last year, ready and willing to again combat the vicissitudes of show business.

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**WHEELS**  
Park Special  
30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price.  
**\$12.75**

**BINGO GAME**  
75-Player, complete, \$5.25, including Tax.

Send for our new 1937 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Fans, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 137. Heavy Convention Walking Cards. Price Per Gross, \$21.00.

**SLACK MFG. CO.**  
124-126 W. Lake St., Chicago, Ill.

**ASTRO FORECASTS AND ANALYSES**

All Readings Complete for 1937.  
Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$6.00  
Analysis, 8-p., with Blue Cover, Each. . . . .03  
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Samples of 4 Readings, Four for 25c.  
No. 1, 34-Page, Gold and Silver Covers, Each .30  
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Gazing Crystals, Oulla Boards, Planchettes, Etc.

**NEW DREAM BOOK**  
120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample \$0.15  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-Page Booklet, Beautifully Bound. Samples, 25c.  
**FORTUNE TELLING WITH CARDS.** Same Binding, 24 Pages. Samples, 25c.  
**ZODIAC FORTUNE CARDS.** Fine Set of 30 Cards, 35c.  
Shipments Made to Your Customers Under Your Label. No checks accepted. O. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

**SIMMONS & CO.**  
19 West Jackson Blvd., CHICAGO.  
Instant delivery. Send for Wholesale Prices.

**Double Barrel Vacuum Dart Rifle**  
30 inches long—special made—will not get out of order. Vacuum Gun joints are the latest and fastest light grind conception. Price \$1.00 each—Vacuum Darts 50c doz.

**POP BAKER,** 5161 Trumbull, Detroit, Mich.

It takes 30 TON PRESSURE

to emboss the Lord's Prayer on a Penny. Fancy toys or meatgrinders can't stand up. Buy a proven, guaranteed product. (Facts 5 times faster.) Send 10c for sample Penny and facts to **BLUE DOT STAMP CO.** Established 1928. 124 E. Larned St., DETROIT, MICH.

**BUDDHA PAPERS—SUPPLIES**  
1937-'38 Astro Forecasts and Guides.  
Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.  
New 140-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

**NELSON ENTERPRISES**  
198 B. Third Street, Columbus, O.

**POPCORN**  
5c AND 10c PACKAGE  
DELICIOUS—Good Profits. Also Popping Corn of All Kinds. Write for Samples and Prices.  
**STAR BRAND POPCORN CO.**  
394 Hudson St., New York.

**J. R. Edwards Shows WANT**

For the following Celebrations: Fishpond, Hoopla, Pitch-Til-U-Win, Candy Apples, Candy Floss, Pop Corn, Photo Gallery and Concessions that work for stock. No "G" Wheels, Ashland, O. Firemen's Carnival, July 12 to 17; Zanesville, O. Putnam Pumpkin Show, July 26 to 31; Napoleon, O. and Cuyahoga Home-Coming to follow. All right uptown. Phil Phillips wants Glass Blows and Marican for 10-in-1. Will buy Two-Headed Baby with Banner. Address all mail Mansfield, O. this week.

**M. B. AMUSEMENT CO. WANTS**  
Rides that don't conflict with what they have. Motorcrome, Amusement Show with own outfits. Any kind of Show with own outfit, Grind Shows, for seven fairs and celebrations. Waynesville, Mansfield, Houston, Eldon, Lynn, all Missouri; many more. Write **LEO GORTZ**, Leadwood, Mo., from July 5 to July 10, then per route. P.S.—Want experienced Ride Help of all kinds.

**Midway Confab**

By THE MIXER

WONDER WHATEVER became of Archie Clark and Clark's Greater Shows.

FAIRS AND EXHIBITIONS are now on.

THIS IS MIDSEASON. Make the most of it.

FINE POINTS: A big flash many times covers a multitude of stings.—Soapy Gue.

YOU ARE not going to do it at some future time.

RIDE BOYS—start saving now. Why wait for Labor Day to commence?

FOLDING MONEY: Now that is really something worth having.

SAM J. LEVY—Send in the route of the Five Flying Ginsbergs.

SHOWMEN'S LEAGUE ACTIVITIES: Get behind them.

GIRL SHOW OPERATORS: Read Doral Dina Deshon's letter on Forum Page.

"PITCH-TIL-U-WIN." This might just as well be a carnival title.



MARGARET MADDOX, sister of Mrs. Crawford Francis, of the Greater Exposition Shows. This young lady is rated as leader of the "Smart Set" on the shows and calls Clearwater, Fla., her home town between seasons.

A FOURFLUSHER is not content with one stall, he wants the entire stable.—Soapy Gue.

ANDERSON, S. C.—Pat Brady cards: "Jumped from New England Shows, Chicopee, Mass., to Campbell Shows here. Business seems to be very good in South Carolina at present."

HARRY BENTUM letters from Philadelphia: "Matthew J. Riley, general agent Endy Bros.' Shows, did a fine job holding down this city for a five weeks' showing."

A CHIP OFF the old block: Shirl Sakobie is now operating a ham and bacon wheel for his father, James Sakobie, on Cetlin & Wilson Shows. Like father like son, says George Hirschberg, secretary for the shows.

THE SHOW must go on! Where is your press agent?

COL. GEORGE D. N. HENNESSEY, erstwhile talker of Wild West and other shows, is now with Adams Rodeo in Illinois. It seems that he has been doing exceptionally well all spring and up to now.

CLAUDE R. ELLIS to Red Onion: "How old are you, Bill?" Hewitt: "Will be 62 in September." "Well, Bill," continued Claude, "do you drink?" Hewitt: "Yes." Ellis: "Too bad, Bill, look how old you would be now if you had not drank."

WHY BE CONFUSED? There is a West Coast Amusement Company and a West

Coast Shows and they are both on the West Coast, meaning all that section near the Pacific Ocean that is not included as within the city limits of Los Angeles.

SHOW BUSINESS is better and there is a decidedly better kind of show business.—E. Lawrence Phillips.

MIKE DOLAN, general agent Modern Noah's Ark, letters from Kankakee, Ill.: "Booked for Muskegon (Mich.) Centennial. After that ark plays Canadian National Exhibition, Toronto, and Western Fair, London, Ont. Business is like *The Billboard*—very good."

DON TRUEBLOOD letters from Fairfield, Ia.: "Byers & Beach Shows got splendid results from advertisement in Summer Special of *The Billboard*. Show appreciates fine consideration given show letters and positions given its advertisements."

BRUCE BARHAM letters from Aberdeen, S. D.: "Left the West Bros.' Amusement Company recently and joined the Freely-Martone Shows to handle the press. On West organization I handled both advance and publicity. Dan McGuggin is fine."

FUN FOR THE MASSES: That is what a carnival should be. If not it is not functioning properly.



MRS. SADIE WHITE, you all know the popular Sadie, wife of the well-known Walter A. White, general manager of the Johnny J. Jones Exposition. Photo taken in Springfield, O., last week during the show's engagement in that city.

JESS NORTHROP letters from Dallas: "Been in show business since 1921. Had snake show with John T. Wortham. Was hurt in an auto accident which left me paralyzed in my right side. Brought here for treatment. Getting some better. Not in very good circumstances."

MRS. IDA GUTHRIE visited *The Billboard* offices last week accompanied by grandchildren, Jean and Fred Guthrie Jr. She reported that Fred and Marie Guthrie are now presenting their dancing wire and trapeze acts with C. E. Barfield's Cosmopolitan Shows.

TOM RICHARDS, press agent Murray Modern Midway Shows, letters from Dayton, O.: "Someone insisting that J. L. Murray anchor his trailer under a tree located at the far end of the lot, it was necessary for Mr. and Mrs. Murray to take a cab to it. Flash: The trailer was moved nearer the show."

JIMMIE HELMAN, operator of his own side show and penny arcade, lettered the New York office of *The Billboard* from New Bedford, Mass., that he is having fair business in New England territory. All his new canvas came from the Norfolk Tent & Awning Company, he stated, and that he travels on three trucks.

LONG WAY FOR THE EGGS: Dr. H. Olayton, secretary Great Superior Shows, lettered from Belvidere, Ill.: "Superior show people drive 30 to 50 miles to get

*The Billboard.*" It is assumed from this that showfolk on the Superior Shows find *The Billboard* a very valuable publication.

IT IS NOT what you are going to have or do that counts. It is what are you doing now and what you really have.—Wadley Tif.

TOM AITON lettered Bill Sachs from Paintsville, Ky.: "Closed with Eric B. Hyde Shows at Madison, Ind. Hyde is a wonderful fellow and has a fine show. Joined C. E. Barfield's Cosmopolitan Shows here as general agent. Was with Barfield for four years. Business with his show has been good since the weather changed for the better."

IT HAS always seemed to me that a pin has just about the right size head it needs.—Tillie Few Clothes.

WILLIAM LOFSTROM letters from Chillicothe, O.: "Everything is fine with Lofstrom & St. Eloi's monkey circus. Dandy season. Show will be enlarged and banner line lengthened for the Muskegon, Mich., centennial. Recently played for Frigidale and General Motors in Dayton, O."

AS TO ROUTES: Please give the exact dates as from to such and such a date for each stand. "This and next week" and "week to follow" are rather indefinite in view of the fact that many fail to even date their letters as to where they are when writing. Your kind attention please. Be sure to send forwarding address each week to *The Billboard* mail department. Mail is again getting very heavy. Thank you.

FLOYD NEWELL letters from Ironwood, Mich.: "Been ill for part of two weeks. Had a swell department store promotion in Grand Rapids, Mich. For two days I acted as unofficial bartender for VFW convention. Got a new Graflex camera. Going to put on a Safety Week in Superior, Wis."

REAL AMERICANS have a word for that kind of a man who will let his wife do all the work unless he is mentally or physically ill.

CHRIS M. SMITH letters from Kitaning, Pa.: "Jessie and myself went on the Bantly Shows after closing with Rubin & Cherry for a short stay. I took care of the lot and other miscellaneous items on the shows for a while. Then joined George Hartsberg, of Keystone Shows, to take the office and handle the press."

CARLETON COLLINS displays quite an amount of ingenuity in grinding out ideas and copy for carnival publicity. He recently pulled a nation-wide search for a chair large enough for fat girl on the show he is with. Local furniture dealers in Burlington, N. J., fell in line with Collins' predicament for a fat-girl chair and much publicity resulted.

LET'S MAKE COFFEE CAKE week the week before the showmen and fair men's convention at Chicago. The movement seems to be lagging. How about Beverly White for executive secretary?

RALPH W. CONLEY letters from Wheeling, W. Va.: "Am former carnival executive. Now promoting street fairs and celebrations. Business has been good in face of the immense amount of rain. Will also produce midways for several county fairs. Was in the office of various carnivals for many years, in-

**WAYNE HALE Says:**

"The EMI POWER UNIT I bought in 1925 is still going strong." Use EMI POWER for Reliability & Economy.

**ELI BRIDGE COMPANY**  
Builders of Dependable Products.  
N. West St., Jacksonville, Illinois.

cluding Harry Copping, Great White Way, K. F. Ketchum and American Exposition Shows."

**RODNEY N. KRALL** cards from Minneapolis: "Left Strates Shows three weeks ago to take a rest on doctor's orders, had heart. Gave two weeks' notice and left show with my help to run it. Patty Conklin offered me an easy job and for that reason got this far, but have to lay off for quite a spell. Will be in Washington, Ia., later."

**MR. AND MRS. WILLIAM R. HICKS** visited *The Billboard* offices last week while in Cincinnati en route from points in Kentucky to Columbus, O. Hicks is now general agent for J. J. Page Shows and the first week on the show booked two fairs. William R., says J. J., bears watching as a coming carnival show owner.

**STANLEY J. GROSS**, press agent Crowley United Shows, says his boss is ever ready to accept ideas that will improve his shows. It seems that Brother Crowley recognizes that ideas have a commercial value if they are practical. Bet the ride boys around him know the difference between a screwdriver and a monkey wrench.

**WONDER WHAT** has happened. Many of the old line so-called grifters have sold their gimmicks and quit the game. This indicates that they must have found out that the racket is all out and over.

**PICKUPS** on Midway of Smith's Greater Atlantic Shows by Irma I. Roberts: Orange, Va., fair business. Two nights rain. Move from Front Royal made in trucks and trailers. First show in Orange. E. B. Roberts is doing the booking. Shenandoah, Va., location up town and first carnival in city limits for years. Auspices Chamber of Commerce booster week.

**EXTRA HELP** is a little hard to get in spots this season to assist in setting up and tearing down. One carnival manager says he needed help very badly one night in an industrial center and asked a greasy healthy-looking man if he wanted work and the man said he did not as he had some work but could not get the time to do it. Moral: Relief must be a great thing for the irresponsible individual.

**GAMBLING IS HONEST** if it is honest gambling, in which both parties thereto get a 50-50 break and the cards are not marked and the play is open and above board for all concerned.—Wadey Tif.

**AL FORD**, concessioner with Ralph Miller Amusement Company, accompanied by Mrs. Ford, visited *The Billboard* last Friday. They were in from North Vernon, Ind., on a shopping tour. Al announced that he got married June 14 at Fulton, Ky. The parties to the marriage bond being A. Ford, Millersville, La., and Naomi Baker, Jackson, Tenn. He said business has gotten better lately by reason of change in weather.

**Not First Carnival In Kannapolis, N. C.**

**JACK V. LYLES** letters from Syracuse, N. Y.: "Just to set a matter right. In last week's issue of *The Billboard* noticed a writeup of the Tinsley Shows. They claimed to have been the only carnival to ever have been issued a permit for the town of Kannapolis, N. C. This is all wrong. In 1920 I booked Mann & West's Bright Light Shows in there under the auspices of the YMCA. Was given the permit by the late J. F. Cannon Sr., who owned the town, mills and all. At that time it had a population of 4,000. I never before heard of a carnival under YMCA auspices. If it is investigated it will be found out that my statement is authentic. That was first year Frank West had a show and with Frank Mann, but they split before the season ended."

**FAY RIDENOUR** (Fay. "That Mystery Man") letters from Everett, Wash.: "Now handling the press on West Coast Shows. Am still doing magic and Ray Hamilton and myself are running the illusion show on here. Did press for other shows on the Coast and for Mike Golden at the World's Fair Museum in 1934 in San Francisco. Knew late William J. Hilliar quite well. Eddie Stuart has been sending in writeups about the side show.

Red Onion does not convey anything to me except a nom de plume."

**MOST CARNIVAL** routes are a long, long trail that is a-winding. It is rather late now to make them the shortest distance between two points, which is a straight line.—Soapy Glue.

**PAT ARMSTRONG**, out Pacific Coast way, is a wonderful fellow, according to Steve Henry, who says Pat has given hundreds of dollars to showfolk in need and has also been very liberal in donations to various Pacific Coast Showmen's Association's funds. One of his recent donations was a sizable sum to the sick and relief pot. However, Pat refuses to have the "bee" put on him. Evidently Pat Armstrong is able to sit up and notice things going on around him, much to his credit.

**DOC WADDELL** letters from Kalamazoo, Mich.: "Lola Thomas is really scoring with her Cotton Club Revue on Greater Exposition Shows. Has five-piece band and orchestra. Roster: Robert Thomas, leader; Van Davis, trombone; George Evans, drums; Tommy Jackson, piano; E. C. Farnum, clarinet. Comedians, Slim Adkins, Blue Evans and William Turner. Chorus, Mae Turner, Little Bit Davis, Baby Lancaster and Theodora O'Dell; Lola Thomas, blues singer, and Van Davis, torch songs."

**EVERY COMMERCIAL** line seems to have gone in show business of some kind. Instead of soap being peddled from the back of a buggy or car of a high pitchman it is now peddled over the radio. So on goes the world with the same old method with a different environment.

**FLOYD SHEAKS** letters from Fairmount, W. Va.: "Made a big jump from St. Charles, Va., to Slatington, Pa., to join Miner Model Shows. Then to Salem, W. Va., to join Peerless Exposition Shows. Found it to be a nice show with some real showfolk on it. Have Bingo and popcorn. Staff: Floyd Sheaks, owner and manager; Matt Faul, Johnny Ellenburg and Fay O. Peters, assistants; George Humphreys, stock man, and Donald Sheaks, master transportation. Business is good."

**A. E. BITTERS** letters from Sheboygan, Wis.: "Following conversation was heard in the Briggs Hotel, Appleton, Wis.: The manager came from the second floor and said to one of the 'Big Shots' who were sitting in the lobby: 'What is the big idea of you sitting down here and these lights are burning in your room?' 'I forgot to turn them out,' the 'Big Shot' replied. To which the manager replied, 'You did not forget to ask for a special rate when you checked in this hotel.' This is evident that the hotel man had the right answer."

**WHAT A SUCKER** a carnival manager is who thinks he has a town set just because his general agent happens to know a certain politician in a town. Get permits from city hall direct and be certain that everything is okeh before you send in a sheet of paper or spend a dime for advertising in a newspaper. This is the way real carnival men book spots.

**P. W. SPARKS**, reptile and animal man, visited *The Billboard* offices last week, following a visit to the zoos in Washington and Pittsburgh and a call on Cliff Wilson at the Great Lakes Exposition, Cleveland. While he was in Cincinnati he called on Sol Stephan, of the local zoo. Sparks left for visits to Lincoln Park and Brookfield zoos in Chicago, after which he will join Max Kimerer's big snake show on the Rubin & Cherry Exposition. Sparks was recently associated with Meems Bros., and Ward, Long Island City, N. Y.

**ROSTER** Carioca girl show with Mr. and Mrs. L. E. Roth's Blue Ribbon Shows: Bert Melville, manager; Gene Padgett, talker; Mrs. Bert Melville, secretary; Cozzie Jones, pianist; Walter Smart, saxophone; Willie Bradshaw and George Wiley, trumpets; James Randolph, drums; Edith Thomas, tap dancer; Ethel Pate, acrobatic dancer; Peggy Gessler, hula dancer; Lenora Boggs, specialty dancer; Margaret Neils, strip-tease dancer; Thomas Wallace, tickets; Bennie Scoggin, canvasman, and James Jordan, electrician.

**"A NICELY** flashed skill-o." What for, when the bank roll is short and the sticks continue to hold out? What skill-o operator was it you said that owned a home, yacht, private car and government bonds? Where is the profit after the sticks and law have

been paid off? Ever figure this out? By all means take a day off some time and do so.

**Could Anything Be Gayier Than a Carnival at Night?**

From *The Gulf Glean* column in *The Tampa Morning Tribune*, Tampa, Fla., Monday, June 28.

**The Carnival**

The carnival moves in at dawn. A line of yellow trucks Soon find a place and settle down Like great big golden ducks. While all the children are at school Some giant "bones" appear. When school is out, they gather 'round In flocks to see and hear. A jolly man calls out to them: "You kids had better scam. It's dangerous now. Come back tonight And ride the whirlwham." By afternoon the "bones" are built. The Ferris Wheel stands guard; But everything is lifeless yet. It's like an old graveyard. As dusk draws on the "bones" are dressed In flags and lights galore; A painted lady with cheap jewels Could scarcely sparkle more. At 8 o'clock things come to life; The "painted lady" smiles: The music starts; the Barker tells Of all her arts and wiles. The children swarm around like bees; Oh, what a happy sight! Could anything be gayier than A carnival at night? —HELEN CLAY HALL.

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When Writing to Advertisers Mention The Billboard.

cluding Harry Copping, Great White Way, K. F. Ketchum and American Exposition Shows."

**RODNEY N. KRAIL** cards from Minneapolis: "Left Strates Shows three weeks ago to take a rest on doctor's orders, bad heart. Gave two weeks' notice and left show with my help to run it. Patty Conklin offered me an easy job and for that reason got this far, but have to lay off for quite a spell. Will be in Washington, Ia., later."

**MR. AND MRS. WILLIAM R. HICKS** visited *The Billboard* offices last week while in Cincinnati en route from points in Kentucky to Columbus, O. Hicks is now general agent for J. J. Page Shows and the first week on the show booked two fairs. William R., says J. J., bears watching as a coming carnival show owner.

**STANLEY J. GROSS**, press agent Crowley United Shows, says his boss is ever ready to accept ideas that will help improve his shows. It seems that Brother Crowley recognizes that ideas have a commercial value if they are practical. Bet the ride boys around him know the difference between a screwdriver and a monkey wrench.

**WONDER WHAT** has happened. Many of the old line so-called grifters have sold their gimmicks and quit the game. This indicates that they must have found out that the racket is all out and over.

**PICKUPS** on Midway of Smith's Greater Atlantic Shows by Irma I. Roberts: Orange, Va., fair business. Two nights rain. Move from Front Royal made in trucks and trailers. First show in Orange. E. B. Roberts is doing the booking. Shenandoah, Va., location uptown and first carnival in city limits for years. Auspices Chamber of Commerce booster week.

**EXTRA HELP** is a little hard to get in spots this season to assist in setting up and tearing down. One carnival manager says he needed help very badly one night in an industrial center and asked a greasy healthy-looking man if he wanted work and the man said he did not as he had some work but could not get the time to do it. Moral: Relief must be a great thing for the irresponsible individual.

**GAMBLING IS HONEST** if it is honest gambling, in which both parties thereto get a 50-50 break and the cards are not marked and the play is open and above board for all concerned.—Wadley Tif.

**AL FORD**, concessioner with Ralph Miller Amusement Company, accompanied by Mrs. Ford, visited *The Billboard* last Friday. They were in from North Vernon, Ind., on a shopping tour. Al announced that he got married June 14 at Fulton, Ky. The parties to the marriage bond being A. Ford, Millersville, La., and Naomi Baker, Jackson, Tenn. He said business has gotten better lately by reason of change in weather.

**Not First Carnival In Kannapolis, N. C.**

**JACK V. LYLES** letters from Syracuse, N. Y.: "Just to set a matter right. In last week's issue of *The Billboard* noticed a writeup of the Tinsley Shows. They claimed to have been the only carnival to ever have been issued a permit for the town of Kannapolis, N. C. This is all wrong. In 1920 I booked Mann & West's Bright Light Shows in there under the auspices of the YMCA. Was given the permit by the late J. F. Cannon Sr., who owned the town, mills and all. At that time it had a population of 4,000. I never before heard of a carnival under YMCA auspices. If it is investigated it will be found out that my statement is authentic. That was first year Frank West had a show and with Frank Mann, but they split before the season ended."

**FAY RIDENOUR** (Fay, "That Mystery Man") letters from Everett, Wash.: "Now handling the press on West Coast Shows. Am still doing magic and Ray Hamilton and myself are running the illusion show on here. Did press for other shows on the Coast and for Mike Golden at the World's Fair Museum in 1934 in San Francisco. Knew late William J. Hilliar quite well. Eddie Stuart has been sending in writeups about the side show.

Red Onion does not convey anything to me except a nom de plume."

**MOST CARNIVAL** routes are a long, long trail that is a-winding. It is rather late now to make them the shortest distance between two points, which is a straight line.—Soapy Glue.

**PAT ARMSTRONG**, out Pacific Coast way, is a wonderful fellow, according to Steve Henry, who says Pat has given hundreds of dollars to showfolk in need and has also been very liberal in donations to various Pacific Coast Showmen's Association's funds. One of his recent donations was a sizable sum to the sick and relief pot. However, Pat refuses to have the "bee" put on him. Evidently Pat Armstrong is able to sit up and notice things going on around him, much to his credit.

**DOC WADDELL** letters from Kalamazoo, Mich.: "Lola Thomas is really scoring, with her Cotton Club Revue on Greater Exposition Shows. Has five-piece band and orchestra. Roster: Robert Thomas, leader; Van Davis, trombone; George Evans, drums; Tommy Jackson, piano; E. C. Farnum, clarinet. Comedians, Slim Adkins, Blue Evans and William Turner. Chorus, Mae Turner, Little Bit Davis, Baby Lancaster and Theodora O'Dell; Lola Thomas, blues singer, and Van Davis, torch songs."

**EVERY COMMERCIAL** line seems to have gone in show business of some kind. Instead of soap being peddled from the back of a buggy or car of a high pitchman it is now peddled over the radio. So on goes the world with the same old method with a different environment.

**FLOYD SHEAKS** letters from Fairmount, W. Va.: "Made a big jump from St. Charles, Va., to Slatington, Pa., to join Miner Model Shows. Then to Salem, W. Va., to join Peerless Exposition Shows. Found it to be a nice show with some real showfolk on it. Have Bingo and popcorn. Staff: Floyd Sheaks, owner and manager; Matt Faul, Johnny Ellenburg and Fay O. Peters, assistants; George Humphreys, stock man, and Donald Sheaks, master transportation. Business is good."

**A. E. BITTERS** letters from Sheboygan, Wis.: "Following conversation was heard in the Briggs Hotel, Appleton, Wis.: The manager came from the second floor and said to one of the 'Big Shots' who were sitting in the lobby: 'What is the big idea of you sitting down here and three lights are burning in your room?' 'I forgot to turn them out,' the 'Big Shot' replied. To which the manager replied, 'You did not forget to ask for a special rate when you checked in this hotel.' This is evident that the hotel man had the right answer."

**WHAT A SUCKER** a carnival manager is who thinks he has a town set just because his general agent happens to know a certain politician in a town. Get permits from city hall direct and be certain that everything is okay before you send in a sheet of paper or spend a dime for advertising in a newspaper. This is the way real carnival men book spots.

**P. W. SPARKS**, reptile and animal man, visited *The Billboard* offices last week, following a visit to the zoos in Washington and Pittsburgh and a call on Cliff Wilson at the Great Lakes Exposition, Cleveland. While he was in Cincinnati he called on Sol Stephan, of the local zoo. Sparks left for visits to Lincoln Park and Brookfield zoos in Chicago, after which he will join Max Kimerer's big snake show on the Rubin & Cherry Exposition. Sparks was recently associated with Meems Bros., and Ward, Long Island City, N. Y.

**ROSTER** Carioqa girl show with Mr. and Mrs. L. E. Roth's Blue Ribbon Shows: Bert Melville, manager; Gene Padgett, talker; Mrs. Bert Melville, secretary; Cozzie Jones, pianist; Walter Smart, saxophone; Willie Bradshaw and George Wiley, trumpets; James Randolph, drums; Edith Thomas, tap dancer; Ethel Pate, acrobatic dancer; Peggy Gessler, hula dancer; Lenora Boggs, specialty dancer; Margaret Nels, strip-tease dancer; Thomas Wallace, tickets; Bennie Scoggin, canvassman, and James Jordan, electrician.

"A NICELY flashed skill-o." What for, when the bank roll is short and the sticks continue to hold out? What skill-o operator was it you said that owned a home, yacht, private car and government bonds? Where is the profit after the sticks and law have

been paid off? Ever figure this out? By all means take a day off some time and do so.

**Could Anything Be Gaye Than a Carnival at Night?**

From *The Gulf Glean* column in *The Tampa Morning Tribune*, Tampa, Fla., Monday, June 28.

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# The Show That's Never Finished

By Gene Whitmore

(EDITOR'S NOTE—This article was not written by a showman. It is a layman's description of his visit to the Royal American Shows. It is not published as a complete review or notice but merely to indicate how a "townner" feels when he sees an amusement job well done. It was written by Eugene Whitmore, editor American Business Magazine.)

IT HAD been raining at every stand just prior to my visit to the Royal American Shows. The show had been taken down and put up in rain and mud. But I looked everywhere for evidence of mud at Peoria, Ill., where I visited. The entire show, from the wheels of the big wagons to the tops of the eight light towers, was as spotless as a Dutchman's front steps in Lancaster, Pa. One thing I noticed particularly. There was plenty of shavings. You walked on a thick carpet of soft, dry, clean shavings, and there were only a few damp spots despite days of rain prior to the show's arrival. There were a few puddles of mud, but attaches of the show had piled in shavings so generously that the mud made no difference. Where water seeped thru there were planks for the customers to walk on, or thick layers of corrugated fiber board from the packing boxes received by concessioners.

This detail is mentioned because all of us have walked in mud and water on many a show lot where a few loads of shavings would have saved the customers much inconvenience. We have heard showmen cuss the townners for not patronizing a show when to do so would have meant ruined shoes, trousers and dresses. But you walk off a Royal American Shows lot as clean as you came on.

Here is but one of the secrets of the success of the Royal American Shows. It is cleanliness—cleanliness of the kind achieved after the use of much paint, plenty of soap and water and elbow grease. And cleanliness of another kind, too—the kind of cleanliness that comes from giving smut and suggestiveness a kick in the pants. On these shows they can exhibit a group of girls posing in the altogether with never a phrase, a whisper or a suggestion of smut or vulgarity. I will say more about this later.

I asked Carl Sedlmayr how he kept the show so clean even in the rain and mud. "Well, we paint three times a year and we kept after things. We even have men to wash our railroad cars. Wagons, fronts, rides—everything is washed and repainted and touched up constantly," he explained. "A paint shop travels with the show, also an electrical shop, a woodworking shop and a blacksmith shop." The Royal American Shows might well be called the show that is never finished. There is rebuilding, repainting, rearranging, touching up and repairing going on at every stand. Like a woman's work, the work on the Royal American Shows is never done. There is always some new improvement being made.

I visited one of the new shows with Elmer Velare. It happened to be the new posing show, which is a touch of Ziegfeld plus John Murray Anderson right on a carnival lot. During the entire performance Velare was telling me of improvements in this show, of girls to be replaced and emphasizing the care taken to find exactly the right type of girls. Altho he expressed dissatisfaction with a couple of members of this show, I give you my word that any of those girls could have landed right in the front line of a big musical comedy. They were shapely, clean-cut, wholesome-looking American types. This attraction is housed in a circular tent behind a spectacular front. Inside the tent is a revolving stage, dressed in black velvet. Overhead, instead of the usual canvas, there is plated velvet of a

soft gray hue, easy on the eyes. Life-size photographs in color and brilliantly lighted help create the right atmosphere for the performance.

Superb showmanship is in evidence during every moment of the presentation. A silken curtain first is drawn upward until it forms a circular valance all around the top of the circular stage. Then another silken curtain is drawn up, out of sight. As the music starts we see a bevy of beautiful girls in adaptations of poses from famous art subjects. The stage makes one revolution and the curtain comes down again. This is repeated for each number until the final number is announced—Lady Godiva. Here another curtain, at the top, which has never been raised during the previous numbers, comes up, revealing a beautiful nude on a spotless white carved wooden horse. A wow of a finish. Here is an act that ought to get in the big money—and we say this knowing full well that prophets in show business are going at a dime a dozen.

The lighting of the Royal American Shows is second only to their shining cleanliness. While visiting the shows I took out a newspaper clipping, printed



SHOWING the eight light towers used by Royal American Shows.

in 6-point type, and found by testing that it could be read easily at any place I stopped on the entire lot. Of course every showman has heard of the eight light towers on these shows. I had heard of them myself but had no idea of their effectiveness until I actually saw them, looming up, turning the sky into a blaze of light and color. Under each tower is a wagon and a Caterpillar Diesel light plant—in all there are eight of these plants for the lights, shows and rides. Each plant furnishes juice for one light tower and a section of the shows and rides. Light, and plenty of it, is one of the powerful magnets which draw people to the Royal American Shows lot wherever it may be.

At one end of the lot, near the four Big Ell Wheels, is a bank of naval searchlights which sweep the sky and set the natives to wondering and bring them coming to visit the shows—in droves. These searchlights require an additional Caterpillar Diesel light plant. Throwing brilliant pencils of bluish light into the sky, each of these searchlights does its share in giving that gala atmosphere to a show lot which Hollywood showmen have found so vital to their business. But Royal American goes Hollywood one better. They have more light in less space than you ever saw in front of Graumann's.

There is a brilliant white and gold "front" for the four Big Ell Wheels—white background and carved gold let-

ters and ornamentation. Here again is evidence that no detail is overlooked. The "front" is low to make the wheels look even bigger than they are.

To describe all the fronts on the lot would require almost an entire issue of *The Billboard*, but one needs special mention above all others. It is the copper-paneled, chromium-plated front on Raynell's Chez Patee show. Here again we find the touch of the master showman—the show might have been dressed by Eaves Costume Company, designed by Lee Simonson and routined by George White of the *Scandals*. The entire show could be lifted intact and inserted into a Broadway musical and the musical would be better for it. The wide front, trimmed with neon lights, as are many Royal American fronts, is a dazzling spectacle which draws in the money. The copper panels, fluted and corrugated into hypnotic patterns, and the chromium plating draw customers as a flame draws moths.

There is more neon tubing on the Royal American Shows than on six blocks of Broadway. Now don't ask me how I know. I didn't measure it. But that is my story and I'm sticking to it.

And what is more, every inch of the tubing is working, while on Broadway about every third neon sign has stopped with half of the tubing dark or sputtering as if it might explode any minute.

We must not neglect to mention the colored musical show with its good dancers, clever entertainers, snappy orchestra and, above all, those well-pressed, spotless costumes, with a change every two minutes for the emcee and orchestra leader. We were invited to inspect the back-stage arrangements for this show. Three wagons serve as dressing rooms for the cast, and the stage is built on a platform, not of old-time carpenter jacks which leave the southeast end of the stage going down and the northeast end going up, but of patented steel underpinning which enables the stage crew to level up a stage so accurately that a marble wouldn't roll across it. With all the stages the various shows carry, this means a lot of dead weight to truck around, but the speed with which this type of underpinning can be set up, its safety and its guarantee against sinking into a soft lot make the dead weight worth while.

In every show I noticed the particular care given to lighting. Instead of old-time footlights, Royal American Shows use an overhead bank of mazdas mounted on one of the center poles. As the latest Broadway theatrical producers

have abandoned footlights in the trough at the feet of the players, it is obvious that Royal American is abreast of every modern development in the presentation of amusements. There are spotlights aplenty in every show, and in the posing show I forgot to mention the spotlights equipped with a set of revolving gelatins, operated by a heat motor, which keeps the entire spectacle bathed in a glow of warm light hues, constantly changing in color.

Several persons in our party voted the Hawaiian Show the best on the lot, being particularly impressed by the scenic effects and the music, as well as the fact that the performers pronounced Hawaii correctly and did not call it High-wa-ya, as so many do on other shows. Others argued that the illusion show was best, reminding us of the brilliantly lighted illusion and the utter mystification of it all. Both were tops as far as we were concerned.

But there are other things to be mentioned, not the least of which was Susie-Q, the baby elephant that won the hearts of everyone. Worthy of special mention too was the snappy presentation of the Lion Motordrome, where again we found spotless costumes. Even the workmen of this show wore spotlessly white coveralls. This was true of all the workmen we saw on the lot.

There are many other attractions on this lot. We saw so much we cannot remember everything and were too busy to take notes. One feature we can never forget was the highly impressive openings made by Joyce Maxwell Reynolds on the Marriage Clinic Show, which is another title for the life show. Miss Reynolds makes an intelligent opening and is not afraid to speak plainly, nor is she afraid to use \$2 words. She proves that you do not have to "talk down" to an audience on a carnival lot. She talks up to them, and when she opens her arms and points to both ticket stands the rolls of tickets just melt away. Let more talkers follow her style if they can.

What Ziegfeld was to musical shows, what Wrigley is to chewing gum, what *The New York Times* is to newspapers, what the Queen Mary is to ocean liners, what the City of San Francisco is to trains, what Stetson is to hats, what Marshall Field's is to department stores—Royal American Shows are all these things to carnivals. And here is one circus lover who will never again speak ill of the carnivals—because they will all, sooner or later, have to reach upward toward the level of Royal American, and when they do the carnival business will be proud to hold up its head and walk with all that is best in the amusement world.

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**Western States Shows**

**Casper, Wyo. Week ended June 19.** Location, Evansville show lot, two miles from town. Weather, good except for rain early Monday night. Business, good.

Another date that vindicated judgment of General Agent J. A. Schneck. Show about doubled business of last year on same location. Lou Eisman's "Gold Rush." Thursday, and Business Manager Albert Wright's public wedding on Friday pulled very big crowds. Casper usually not good Saturday town was the top day of week. Special Agent Frank Downes' free children's tickets helped Saturday matinee. Babe and Clyde Davis, of Hawaiian Show, entertained with a bridge luncheon at their apartment Thursday afternoon. Those attending: Mr. and Mrs. Jack Ruback, Tony Kitterman, Joe Murphy, Hypo Doneke, Ben Hyman, Mike Davis, Albert Wright and Joe Riley. Ruback and Wright chose "Coon Can" for their bridge. Wright bought a new suit next day. A welcome visitor, John C. Pickett, deputy U. S. district attorney, member of Night Show Committee of Cheyenne Frontier Days, accompanied by his wife and Earl Scholl, deputy U. S. marshal, President Markham and Secretary Jones, of Wyoming on Parade, Casper's fall celebration, were visitors. Other Casperites, who visited nightly, were Sam Prezant, Harry Yesness, Kistler brothers, assistant chief police Babe Miller, county commissioner Eddie Reid, Tom Nabers and families. General Agent J. A. Schneck arrived for a visit, second time he has seen show this year. Marie Kolb, four-year-old daughter of Snippy and Mary Kolb, came from Texas, accompanied by her aunt, Virginia Welch, to spend summer with parents.  
**MURREL WOOD.**

**L. J. Heth Shows**

**Richmond, Ind. Week ended June 19.** Auspices, none. Location, Athletic Park. Weather, rain first half. Business, excellent three days.

This town shows' best still date last season, and from all indications engagement would have exceeded last season's gross had better weather prevailed. Many from Christ United Shows, playing at Easton, O., 17 miles distant. Manager Fred C. Christ was a nightly visitor, as were Mrs. Christ and daughter, Martha; also Charles Rose, their general representative. Mrs. Billy Crowson, of Birmingham, Ala., visited her husband, popular eating and drinking concessioner. Joe Sparks joined with five concessions. Leo-Leola joined with side-show annex. Jack Drake, electrician, made a business trip for show to Indianapolis, looking to

**3000 BINGO**

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6.75; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

**3000 KENO**

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

**THIN BINGO CARDS**

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, reel class, \$12.50. Bingo Blackboard, cloth, size 24x36 (Rolls up), \$2.00. Bingo Record Sheets, 24x36, 20 for \$1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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**Full Week Carnival Show Letters**

(As Reported by News Representatives for the Shows)

purchase all new electrical equipment. J. Bill Carner closed here as general representative. First fair, Harrisburg, Ill.  
**JOE J. FONTANNA.**

**Crystal Exposition Shows**

**Winston-Salem, N. C. Week ended June 19.** Auspices, VFW Post 1134. Location, 28th street showgrounds. Weather, very bad entire week. Business, none.

For this proved biggest blank show ever played, despite fact Radio Station WAIR broadcast 15 minutes daily from showgrounds and dailies played show up big. Still people refused to come. It rained terrifically every afternoon and night. Saturday afternoon a hurricane hit about 5 o'clock and practically demolished Minstrel Show top. Much damage was done to show in general. Five people mysteriously disappeared during the storm. Among missing were Hi Johnson, Funch Allen and Madame Nina, also two boys from Ten-in-One show whose names are unknown to writers. Hi Johnson had been with this show for three years and was well liked by everyone. Storm was first of its kind that this show ever witnessed. Prof. Milo added two more attractions to Ten-in-One. Born Friday to Gypsy, our movie dog, a five-legged pup. Writers still pinch hitting.

**DOC FELMET, ALTA MAY BUNTS.**

**Endy Bros.' Shows**

**Philadelphia. Week ended June 19.** Location, Front street and Nedro avenue. Weather, rain and cloudy. Fair two days. Auspices, American Legion. Business, good when weather permitted.

This in certain locations is a tough spot, it took many police to protect show property and to keep crowds orderly. After all, business was good. Welcome guest was Harry LaBrique and wife. He is resident manager of Trenton, N. J., State Fair. Writer has known him for over 25 years when both banged around with old Nat Reiss Shows. Harry was star sales demonstrator of Round-Up-Cigar in Texas. This stand concluded third week in Philadelphia. Show was ready Sunday afternoon. Show line was augmented by Mansfield's Hawaiian Show, with 10 people and real folk from the Hawaiian Islands.

Endy Bros. installed a new fence idea around all riding devices and front and back gates. No more rope or chain fences and each ride has a vivid color of its own, with a special pipe decorated solid fence, which adds much to general appearance of midway. Lee Erdman's new 160-foot banner line arrived from Baker-Lockwood for Side Show. Speedy Hayes' Motordrome has a 60-foot new front and he is topping midway every night, with Mat Crown and Curley's Hot Harlem show running neck and neck for top money.

This week a busy one for management, with David B. Endy and Eddie Lippman presenting all attractions at firemen's convention at Pottsville, Pa., with a No. 2 unit. Matthew J. Riley, general agent of show, has it booked well ahead. Bench Bentum's diving sensations still a favorite.  
**HARRY BENTUM.**

**Crowley's United Shows**

**Omaha, Neb. June 14-20.** Auspices, St. Alfo Society. Location, 17th street from Nichols to Clark, on streets. Weather, rain. Business, good.

Opened Saturday to large crowd, but rained out at 9 o'clock and show closed, for rain continued all night. Sunday was good, both weather and crowds. This day Italians paraded their saint in effigy up and down streets and people pin money on it. This event was only highlight of entire celebration. Everyone connected with society said that Sunday's crowd was the largest ever to attend a carnival in Omaha. Monday's crowd was large and business continued good. Tuesday it rained and show did not open. Days very hot, temperature one day reached 109 degrees. Evenings were cool and crowds turned out en masse. Every co-operation extended by St. Alfio committee as well as the city officials. Joseph Balanza, president of society, was well pleased with show. Society bought a new arch for end of midway and claims it paid

\$825 for it to Omaha Neon Sign Company. Willard Brothers' free act went over big. Mrs. V. McLemore purchased a new public-address system for her corn game. Mrs. George C. Crowley purchased a new top for her Kiddie Autos. Mrs. W. B. Myler and daughter, Dorothy, joined Bill Myler's girl show. Myron Clevenger added three concessions. Photographers from Omaha World-Herald took pictures of all shows. Mrs. M. J. Clevenger and son, Jimmie, left to visit her mother at Republican City, Neb. Members of Ewalt Amusement Company and Wright Amusement Company, showing lots in city, nightly visitors. Ralph Parrish joined with new cookhouse and replaced Earl Richardson, who left. Parrish also has a new hamburger stand and Mother Parrish manages it. Doc Crowley bought a new car and had it delivered from Excelsior Springs, Mo. Blackie McLemore purchased new truck and semi-trailer for his concessions stock. Bill Myler received a Cuban boa, added to Snake Show. Visitors: Mr. and Mrs. Irving Kemp and Bruce Kemp, owners Kemp's Swiss Village; Mr. and Mrs. Doc Randall; Mr. and Mrs. Harry Carmichael, Red Oak, Ia.; Elwin Strong, Elwin Strong Famous Players, and George Bush, concessioner, Jockey Day and Tommy Cook joined with concessions. Doc Howell's Variety Show has been augmented by 13 new pictorial banners, especially painted by Baker-Lockwood. Gloom struck midway Thursday when Al Benart, magician, in Variety Show, was struck by a street car, necessitating his hasty removal to Nichols Senn Hospital, Omaha, with fractured skull. **STANLEY J. GROSS.**

**Greater Exposition Shows**

**Hammond, Ind. Week ended June 19.** Location, 150th and Cahumet. Auspices, American Legion. Pay gate, 10 cents. Weather, rain, cool. Business, very good.

En route Freeport to Hammond cloud-burst. Highway constables busy. Law seemingly never sleeps in Rockford, Ill. territory. Dr. J. C. Walz, wife, help and Seaboa, python, held up. Compelled to lessen length of python's trailer home five feet. Trailer made higher, requiring Seaboa to suspend perpendicularly. Opened Monday night. Tuesday slight increase. Wednesday total receipts tumbled. Paying business done in rain Thursday; Friday night, receipts larger. Children's matinee record breaker, Kenneth Blake's dive at matinees brings kiddies. Saturday they surprised him, presenting him with bright-colored sweater. Saturday night thronged midway. Nip and tuck between John Dillinger Sr., father of late public enemy, and "Miss Sparta," beauty model in Nathaniel Stone's Paris Before Dawn offering. Latter on streets and in stores masked. Reward offered to person disclosing her true identity. Senior Dillinger en route to "Little Bohemia" in Wisconsin for summer stopped to visit writer and confer with Col. Walter Japp about joining his "crime show." Wherever Dillinger and "Miss Sparta" appeared people surged around them. Andrew (Sweater) McFarland special protector to patrons. Arthur Dougherty and Clarence Keyton, circus clowns, rubbing Hammond's throats for big department stores. Tom Saunders now chief of billposters. Doc Broadwell put on banner campaign. Result, 22 banners. "Maxine" arranged birthday "surprise" for husband, Rajah Rodah. Was 35. Dinner, gifts. In latter, magician's wand, made of ebony and ivory, silver-tipped, remembrance from Hammond's Kiwanians, whom Maxine and Rajah entertained. Before departing Dick O'Brien surprised. His birthday. Showfolk gave Dick dinner, business suit; gladstone, made to order, and newest model fountain pen for signing contracts. Warmly complimented on obtaining showgrounds, right in town, heretofore prohibitive. Joseph Desbureau, manager illusion show; his brothers, Francis and Robert, and their brother, Roy, on Royal American Shows, called to Meriden, Conn., because sudden death of their mother. Showfolk sent floral piece. Bennie Barrer on front illusion unit during Desbureau's absence. Party for Mrs. Dorwyn Bennington and Mrs. W. B. Tenney, Chicagoans, visiting their relative, Mrs. John Francis, and also for Ed Wooten, uncle to Mrs. Doc LaMont (Madame Elizabeth) and his family.

Their home, Chicago. Daily Hammond Times lavish with space. Stories illustrated. Times manager, Gallagher, family and close friends special midway guests. Harold Lengs, general press representative Wallace Bros.' Circus and billposters carnivaly entertained. Four groups "newsies" guests. Underprivileged and poor people admitted free. Near 60 war veterans on show organized traveling American Legion post. Nathaniel (Barney) Stone, commander; writer, honorary chaplain. Known as "Greater Exposition Post" until permanent name be given at institution. After performances Thursday night two posts in Hammond, district officers roundabout and transient Legion members in town banqueted on showgrounds by new baby post. Performers on show staged vaudeville program for guests.  
**DOC WADDELL.**

**West Bros.' Amusement Co.**

**Devils Lake, N. D. Week ended June 19.** Weather and business satisfactory. Auspices, American Legion. Location, Main street.

Move from Bottineau by truck, ready to open Monday noon. Big crowd first night. All shows, rides and concessions doing fair business. Alice Swanson, of Colonial Hotel, Devils Lake, entertained Virginia Laughlin at a luncheon. Glen Osborn confined in Rugby Hospital, Devils Lake, and missed very much by the people on the show. Sam Benjamin paid show a visit. H. D. Smith is now general agent and doing fine work ahead. New calliope arrived for ballyhoo of Rainbow Follies. Bert Boyston is sporting a new Lincoln car. White Ellis a new V-8 truck and Ted Wilson a new Lincoln car. **BOB LAUGHLIN JR.**

**Hilderbrand's United Shows**

**Kelso, Wash. Seven days ended June 20.** Location, Calkin School grounds. Auspices, Police and Fire Departments. Business, good. Weather, rain entire week.

Between showers inhabitants, like weather-proof ducks they advertise on billboards, appeared by thousands and waded in mud with a nonchalance that was interesting. During performances of free attractions it rained so hard even klieg lights were unable to stand it and went out. It took three or four attempts to ignite giant bombs before they would explode, making task a dangerous undertaking. Showfolk resembled drench mannikins while they stood upon their platforms and before their stands, silently cursing this most unusual weather. Following each performance hot baths and dry clothes were sought by entire show personnel. Police and fire department



**CAPTAIN DAVID LATLIP**, executive head of Latlip's Home State Shows and the Latlip Family of aerialists and acrobats. This season he is associated with Morris Voltago, who is the active general manager of the shows, which is a fully motorized carnival. This, the "Captain" says, is a recent likeness of himself as of the year 1937. Photo taken in Charleston, W. Va.

did their utmost to make affair a success and even assisted many showfolk back and forth to their hotels in patrol wagon. Charles T. Marshall made his first public appearance as a professional high diver and was given an ovation by crowds as youngest high diver in America. This feat alone is remarkable as young Marshall succeeded following six dives. Lucille King's tieup with Kelso and Longview newspapers assisted greatly to advertise event. Mr. and Mrs. Roland Richards departed for Los Angeles. During absence Monkeyland show is operated by Tommie Lee. Earl O. Douglas, Douglas Greater Shows, was visitor. Lucille King gave a dinner party in honor of her house guest, Mrs. John R. Castle. O. H. Hilderbrand and General Manager E. W. Coe made trip to Aberdeen, Wash. A new farm was purchased by Hilderbrand of 201 acres within a few miles of Portland, Ore. Swede J. Elmberg added a new show entitled Absalom. Vivien Taylor been confined to Portland hospital suffering from poisoning. Charles Marshall, as usual, is substituting for Taylor. Henry Cohn's novelty concession doing nicely. Keith Sutton added shooting gallery. Following a visit on show General Agent E. Pickard departed for Washington and Montana. Jerry Mackey and party of friends departed on visit to Venice, Calif. Little boss of show, Betty-Joan, continues to win all of showfolk hearts as Poppa Hilderbrand takes her for airing daily on midway. Al Keenan, Reggie Marrion and Fredrych Neeman, of Four Thrillers, made several trips to Portland visiting Taylor. Harry Rhinehart recovered from his recent illness.

WALTON DE PELLATON.

**Gold Medal Shows**

Chicago Heights, Ill. June 14 to 20. Weather, bad. Business, fair. Auspices, VFW and South Chicago Heights fire department. Location, 27th and Miller streets.

Jump from Niles, Mich., to a lot a quagmire by rain. Was necessary to get a caterpillar tractor to pull trucks on and off. Some were in mud to bottoms of beds. Ten carloads of cinders were hauled to lot and several truckloads of sawdust used to cover mudholes. Monday and Thursday lost on account of rain. Two new No. 5 Ell Wheels were added and set up for first time. Octopus was top ride and Cora Garners' Cotton Club Revue top show. Sunny Bernett and wife, of Globe Poster, were visitors. Jack Long and crew painting shows. Neon lights and paneled show fronts causing considerable comment.

CARL LEWIS.

**Golden State Shows**

Gilroy, Calif. Week ended June 20. Location, Main and 10th. Auspices, Stampede and Gymkana. Weather, ideal. Business, very good.

This spot way ahead of last year in every way. Town beautifully decorated. Event received world of publicity and everyone seemed to have spirit, with result whole affair was an outstanding success. Big crowds turned out every night, with Saturday and Sunday crowds jamming midway to capacity during evening and staying until 1:30 a.m. All rides did a big business, as did shows. Athletic, Motordrome and side show running neck and neck for top money. Special children's matinee Saturday afternoon brought children from a radius of 50 miles. Best kiddies' matinee of season. Wednesday evening boys and girls of Job's Daughters' Orphans' Home were guests of Manager Wright. Joe DeMouchelle escorted them thru all shows and took them on all rides with exception of Loop-o-Plane, finally winding up at cookhouse, where they were regaled with hot dogs and coffee by Dutch Schilling, followed by ice cream and candy apples donated by Mrs. Will Wright. Co-operation of Chamber of Commerce, together with local newspapers, big factor in success of engagement.

JOHN H. HOBDAY.

**Fairly-Martone Shows**

Waterloo, Ia. Week ended June 12. Business, very good. Lost Saturday night.

Trip into Waterloo made in good time and everything ready Monday night after showing Sunday night in Dubuque, Ia. Entire personnel of show was saddened by death of Mildred Sutherland, who passed away Thursday, June 17, at Mercy Hospital, Dubuque, where she was sick just eight days. Body was brought to Waterloo and funeral held from St. Joseph Catholic Church Friday

afternoon, a procedure unusual in Catholic Church. Lot was bought in Calvary Cemetery, where remains were laid to rest. Funeral was so large that Waterloo paper stated townspeople thought it was for some prominent Waterloo citizen. Terrific wind and rain storm hit show at 10 p.m., Saturday. Four inches of rain fell, making midway look like a huge lake. After storm word was passed out for everyone to retire and tear down Sunday morning. Fort Dodge, Ia. Week ended June 19. Weather, rain Saturday. Business, profitable.

Tony Martone returned from trip to Kansas City. George V. Aylward Jr., son of George Aylward, election commissioner of Kansas City, is spending his summer vacation on show with Mr. and Mrs. Martone. Graham Davis added another concession to his string of four. New top arrived for girl revue. Everybody painting up. Peggy Butler reined her frozen custard with all stainless steel. Cliff Jewel back from a trip to Chicago. Visitors past few weeks: Leo Dailey, secretary Spencer, Ia., Fair; H. Moore, secretary Cedar Rapids, Ia., Fair; Orville and Harry Hennies, R. L. Lohmar, W. J. (Doc) Allman, Bill and Jackie Wilcox. MORIA VAN HORN.

**Eric B. Hyde Shows**

Louisville, Ky. Week ended June 19. Location 16th and Hill streets. Auspices, Merchants' Association. Weather, fair. Business, excellent.

Show moved and up in time for regular opening. This quite a feat, as city fathers gave show permission to exhibit Sunday on 28th and Broadway. This necessitated personnel giving 24 hours of continuous service to open show Monday night. Business Monday night justified extra effort. Business continued very good thruout week. Sunday permit was extended and extra day's business was best of week except Saturday. Staff, rides, shows and concession line remain same as last roster, no changes, no additions, no losses. Midway Circus proving its value each day more and more. JAN HYTER.

**New England Shows**

Holyoke, Mass. Week ended June 19. Auspices, Franco-American Political Association. Location, circus grounds, end of Main street. Weather, two days rain. Business, fair.

First show of this size to play in heart of town in five years and received favorable publicity. Thursday night complete loss owing to rain. Altho it rained Friday night, people turned out and it was one of best nights of week. Bingo enjoyed exceptional business and week was very profitable for concessions. Rides received their share, with Octopus topping. Billy Giroud, general manager, attended a lodge meeting. John D. Kilonis bought a new Plymouth for his wife and added new truck trailers to his equipment, including one extra large trailer to carry Octopus. Mrs. Kilonis' daughter, Gloria-Ann, and sister arrived from Chicago for a vacation. Dick Smith and Steve Swika bought new house trailers. J. D. Stapleton states that show is booked solid. Show has standard equipment and moves by own trucks and trailers. Jack E. Suzo joined Danny Hubbard's Sex Show as inside lecturer. Herbert Giroud painting front panels for Hubbard's new Snake Show. SONIA GIROUD.

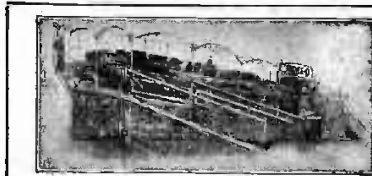
**Christ United Shows**

Germantown, O. Week ended June 26. Weather, variable. Business, fair.

Ned Bevins' Athletic Arena has been getting its share of money. Harry Wiley, who was in Dennison Hospital with a broken ankle which he received in Uhrichsville, O., while tearing down Chairplane, is back on the job. Mrs. Florence Christ and daughter, Martha, wife and daughter of manager, are with show permanently. Show had its first marriage in Eaton, O., Thursday afternoon. George Lutheran, Youngstown, O., and Mary Nunley, Logan, W. Va., were the happy couple. Lutheran is a concessioner and his bride is one of main attractions on Bart Snedicker's girl revue. WAYNE TURNIPSEED.

**Happyland Shows**

Monroe, Mich. June 14 to 19. Auspices, BPOE. Weather, variable. Business, fair. This was a new spot for show, altho some of the people had been here before. Town had an excellent show reputation but did not live up to it. Ten-cent gate



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with two free acts, also six prizes every night. First part of week was very slow for everything but shows. Lots of people on midway but they didn't go for rides and concessions. Last part of week picked up a bit, but it was not a very profitable stand. William Bahnsen joined with his Lion Hippodrome, featuring Paul Carpenter, lion trainer, and Jack Brown, wrestling and performing bears. Ernie Clinton added Mickey Mouse penny pitch to concession lineup. Tex Gray, Loop-o-Plane foreman, formerly with Hagenbeck-Wallace Circus, has been doing some painting around show. Ernie Clinton, scenic artist, finished job on Tilt-a-Whirl and kiddie rides. V. L. DICKEY.

**Wm. Bazinet & Sons Shows**

Nashwauk, Minn. Week ended June 19. Auspices, Veterans Foreign Wars. Weather and business, good.

This spot proved considerably better than last year, in that receipts were practically doubled. Crowds large and orderly. Co-operation by committee splendid. Set of Dinty Moore diggers under supervision of Eugene Wilhelm and Victor Keller with hoopla joined. Visitors: T. Dwight Pepple, general agent Polack Bros. Circus, and Ella Duscher, from Bremer Shows, playing Mt. Iron, Minn. Cap Matthews and his Girlesque Revue topped midway. Little George and Midget Show second and Ralph Lasher's Athletic Show third. Rides all got good share of business. S. S. HENRY.

**O. C. Buck Exposition**

Carbondale, Pa. Week ended June 19. Auspices, American Legion. Location, Russell Park playgrounds.

Opened Monday night with a good crowd, but rain marred evening just as peak crowd start coming. Jammie Graves' free act joined show for three weeks. Shows and rides doing nice, concessions nothing. Monkey Show open and building new front for Life Show. Mrs. Frank McIntyre with set of Bartlett diggers worked with this show in Stroudsburg, Pa. Arthur E. Campfield visited and took orders for canvas. Nelson Thonfas, billboard, formerly with Howard Thurston show for years, joined

Sylva Gould, daughter of Mr. and Mrs. Max Gould of cookhouse, on for summer vacation from college and is very prominent among all showfolks. Four new Hawaiians sent in from New York; show now has a large cast. Ross Manning still ahead putting out merchants' tickets. ROSS MANNING.

**Silver State Shows**

Shelby, Mont. Week ended June 26. Business, very good. Weather, ideal.

Show made a 353-mile jump from Billings, Mont., and was quite a treat for most members, as this is new territory for them. General Agent Billy Gear has routed this outfit in entirely new territory. Manager Paul Towe purchased a new ride. New show added, Monkey Circus, by Milo Anthony. New trucks that Manager Towe purchased are to haul to and from cars to lot. BILL NELSON.

**Patrick Shows**

Pomeroy, Wash. Week ended June 19. Auspices, Pomeroy Fire Department. Location, main street. Weather, wet. Attendance, very good considering weather. Business, good.

First three nights' business exceptionally good. Crowds refused to be cheated by bad break in weather and turned out nightly. Rides fell off very little considering weather. It was necessary for Les Fee to crowd show on lot. There is only one show lot in town and show has enlarged. Several portable concessions were built during week. Jack McPhail supervised building new Alton cat rack for Bill Fielding. W. H. Olson caught up on painting by using big top for a paint shop during daytime. Felix Hirsch put in a full week's work on new show front. W. R. Patrick was on lot from morning till night supervising building of new racks and vans for his various trucks. Mae Perusse kept cookhouse packed under nice wide awnings. Mr. and Mrs. Chandler are doing nice business with the picture machine. Fabian Fitzgerald, night watchman, was unable to work. Mickey McVary, Art Clampet and Mae Perusse were all a little under par due to weather. Mrs. Patrick was confined to bed for two days, with Mrs. Eisenman as her nurse. Monroe

Eisenman and W. R. Patrick away making arrangements for advance engagements. Neil Milner, Harry Lyons, Bull Montana and Monroe Eisenman seem to have formed a heart foursome, each one trying to outdo other. Visitors: Roy Miller, Mike Rosen, Tennis Rhenley and wife, Dorothy, Paton Sherriff, Dayton; Ellis, State patrolman, and George Hoff. **MONROE H. EISENMAN.**

### Cetlin & Wilson Shows

Look Haven, Pa. Week ended June 26. Auspices, Clinton County Fish and Game Association. Location, Bald Eagle Airport. Weather, good. Business, fair.

Rain Monday but clear days rest of week and very cold nights. Business was hurt by local block parties being held on streets two nights. Paradise Revue top money, Monkey Circus second and Wall of Death third. Scooter top

ride, Octopus second and Caterpillar third. Kimris Troupe joined as free attraction. Weekly gathering of Boosters' Club was held Wednesday night and 250 members were present. Ted Miller, assisted by Fred Utter, staged entertainment. Court was again held, with J. W. Wilson, judge; Charles Cohen, prosecuting attorney; Speedy Merrill, clerk of court. I. Cetlin was away on business during week. Harry E. Dunkel, general agent, returned to show Saturday. Mrs. Frank Campbell spent week with her sister, Mrs. J. W. Wilson. No co-operation from local newspaper, which boasts about not having run a story relative to a carnival, circus or moving picture in 15 years and could not be broke down by Ted Miller. Radio Station WARE at Williamsport, Pa., was used all week to good advantage. Ray Mead had visit from his wife and daughter, who reside in Williamsport. June English, of Paradise Revue, confined to her bed during week. Neil Hunter also under weather with his tonsils. Mrs. Charles Cohen is home for a visit. **GEORGE HIRSHBERG.**

### Dee Lang Shows

Brainerd, Minn. June 14 to 19. Auspices, American Legion. Location, East Oak street showgrounds. Weather, variable. Business, fair.

Located one and one-half miles from town. Nice location and plenty of room for locating all shows and rides. Business marred by rain last two nights. Henry Gordien, with his Television Show, modern and novel attraction, joined. Van Wert took over management of 20th Century Follies. Mallo Kalili and Marvel Westweat, Hawaiian guitar players; Kenneth Underwood, electric guitar player, and Chester Williams, piano-accordion player, were added to girl show. Mrs. Van Wert is running Crime Show and is making "crime" pay. Mr. and Mrs. Gus Forster, of Cookhouse, received felicitations of showfolk on their 25th wedding anniversary, celebrated June 12. **RAY VAN WERT.**

### Keystone Exposition Shows

Brookville, Pa. Week ended June 26. Auspices, Pine Creek Volunteer Fire Department. Weather, fair except Monday, rain. Business, light.

Writer arrived to assist in office and to do press. Show broke in a new lot with all usual disadvantages. Folk did not start coming until Wednesday. Two real days' business, parade day, Thursday, and Saturday. Co-operation from committee, A. M. Robbins, chairman. Lots of building going on. Manager Hartzberg building a colored minstrel from the ground up. New canvas for it arrived from Anchor Supply Company. Two new banners by Manuel arrived for Illusion Show. Double Loop-o-Plane and Octopus running neck and neck for top money. Dare-Devil Rowland on high pole and DeValley's aquatic circus and fire dive held crowds till midnight Saturday, which saved week for profit side. James (Jim to everybody here) Fowler and family visited a number of times during week. Frank Graves and wife joined. **CHRIS M. SMITH.**

### Bantly's All-American Shows

Vandergrift, Pa. Week ended June 19. Auspices, George G. McMurry Fire Company. Location, Davis Field, city playgrounds. Ten-cent gate. Weather, three days rain, three days fair and warm. Business, very good, best gate of season.

In spite of rain Monday night a good crowd turned out and everybody did a little business. Manager was told by committee that this was largest show to exhibit here since 1923. Driver of local gasoline truck who was furnishing

gas for show ran amuck and drove into one of show lavatories, also destroyed part of rigging belonging to Flying Behrs, free act. Flying Behrs made a satisfactory settlement with company, but lost two nights, during which time they went to Pittsburgh and obtained new rigging. Gate showed steady daily increase. Frank Sheppard, electrician, beefing about spotlights for juice wagon. The Bantlys, who are ever looking for ways of improving show, have about decided that Sheppard's idea is good. Show now sporting a new 100-kilowatt transformer. Best Goodfellows' meeting and show of season was put on by Ray Milliron and Slim Hetrick, who represent the ride help. "Baby giveaway" and wedding drew largest crowds of week except Saturday. **HARRY E. WILSON.**

### West World's Wonder Shows

Sharpsburg, Pa. June 21 to 26. Auspices, Allegheny County Firemen's Convention. Location, Main street, heart of city. Business, excellent.

Week will be remembered by all personnel of show as the biggest of season. Lot admirably located, being right in business section and adjoining main thoroughfare. Populace packed lot Monday evening and continued to all week. Rain Monday failed to keep people back and a street parade given by firemen nightly stimulated attendance, which was more than gratifying to all shows and rides. Auspices were co-operative in every manner and largely responsible for successful week. Weather after Monday was excellent. Those seen on midway: Herman Bantly, Ben Rosenberg and Ike Faust. Closing night one to be remembered and largest of all, as over 5,000 paid admission. **GEORGE ATKINSON.**

### Hennies Bros.' Shows

Fond du Lac, Wis. Week ended June 19. Auspices, American Legion. Location, South Main street showgrounds. Weather, cool and some rain. Business and attendance, poor.

Week opened like town would show life, but attendance dwindled and business with it. Part due to weather and partly to town running true to form. Miserable teardown in rain. Art Martin after several trips to Chicago signed up talent and performers for his Beef Trust Revue. New show front and top are being built for it. Mrs. Anne Gruber and Pezey Hoffman, of Rubin & Cherry Exposition, visitors; also Archie Putnam, of Chippewa Falls; James Malone, of Beaver Dam; Taylor Brown, of Oshkosh, Wis.; Jack Duffield, of Chicago, and Slim Johnson, of Kansas City. Entrance arch and midway front being completed and electric effects will be installed, another masterpiece of Jack B. Rhodes. Neon light tubing is being hung on crests of Merry-Go-Round. This show still going in big for neon lighting effects. Mrs. Tom Adams underwent a major operation past week and is reported to be getting along nicely. Showfolk and concessioners sent flowers and gifts to her hospital room. **JOE S. SCHOLIBO.**

### Curl Greater Shows

Greenfield, O. Week ended June 26. Location, Chautauqua Park. Auspices, American Legion. Weather, rain. Business, fair.

Monday night was rained out, and attendance first part of week low, but crowds increased to good size last of week. Lot almost a mile from town. Mrs. Jack Denton putting on root beer concession. Mr. and Mrs. Ike Chapman's son, Downie, returned to show for summer after being in a boys' academy. Howard, magician, and wife were guests of writer two days. Great Keystone replaced Aila Sadune on Side Show. Casa Loma Follies topped shows with Side Show second. Doc Edwards on front of Follies. **L. E. (ROBA) COLLINS.**

### Dodson World's Fair Shows

New Castle, Pa. Week ended June 19. Location, Rosena showgrounds. Auspices, fire department. Weather, rain Monday and Tuesday, rest of week fair. Business, excellent. Ten-cent gate.

Original contract made for lot just over city line, this being a closed town. When heavy rains Monday and Tuesday made lot so soft that wagons sank over their hubs and stakes would not hold, C. Guy Dodson secured a permit to show in center of town on Rosena showgrounds. Mayor McGrath said this was first organized carnival to show in town within last 12 years. More than 10,000 people were on the lot Wednesday night.

Thursday everything was in full swing except concession wheels. Lot was ideal, only two blocks from center of business district. Olive Hager's Motordrome played four nights to capacity business. Elmer Day had a big play on bingo. Saturday kiddies' matinee good, and attendance and business Saturday nearly reached high mark established at Huntington, W. Va. Mrs. C. Guy Dodson and daughter, Ruby, rejoined show after a week's vacation in Chicago. Lee Folkner has a new set of transformers. Jack Champlin busy designing, painting and redecorating show equipment. Harry Thomas, Pittsburgh promoter, entertained city drags on midway. Jess Willard, ex-heavyweight boxing champion, visited Guy Dodson. John W. McDonald, general agent of Deacon Davis Jumbo Circus, with headquarters at Youngstown, O., also visited. Other visitors: Clarence Webb, Marlon Sewell, Tony Malone, Leslie Jacobs, Thomas Newell, Fred Collins, Matthew Howard, Tom Nolan, Freda McCormick, Harry Breen, Edgar Simpson, Henry Lombard, Josephine Whalon, Helen Newton and Terry Whalen. **DAVE CARROLL.**

### Yellowstone Shows

Montrose, Colo. Week ended June 26. Auspices, American Legion. Weather, ideal. Business, none.

Mrs. W. S. Neal gave a birthday party night of 26th for Georgia McKittrick, Kirby Yates, Mabel Simmons and May Starr at a near-by lake, when many gifts were presented. Party started at midnight and lasted until 4 a.m. Fried chicken, reinforced with liquid refreshments, was served, and games of childhood played. Following attended: Mr. and Mrs. W. S. Neal, May Starr, Mr. and Mrs. Lloyd Brassel, Mr. and Mrs. Lloyd Messenger, Mr. and Mrs. C. W. Martin and sister, Virginia; Mr. and Mrs. Eddie Moore; Mr. and Mrs. Al Voight and daughter, Boo; Mr. and Mrs. William Salisbury, Mr. and Mrs. Kirby Yates, Mr. and Mrs. Red McKittrick, Mr. and Mrs. W. O. Parent, Mr. and Mrs. Ernest Simmons, Mr. and Mrs. Johnny Bridges, Mr. and Mrs. Jay Money and daughter, Marguerite; Mr. and Mrs. Bill Babcock, Zeke Gleason and Loveta and Ivy Rice. Grand Junction, Colo., June 28, best opening night this season, with Barnes-Sells-Floto Circus 10 blocks away. John T. Wortham joined to do promoting. "The Human Bullet," fired from a cannon over the Eli Wheels, is proving a good free attraction. **BILL RICE.**

### McClellan Shows

Flora, Ill. Week ended June 26. Location, block from town. Auspices, American Legion. Weather, hot. Business, good.

Sponsors were active and real workers, and chief of police worked for interest of show. Monday night opened with jammed midway, then city power plant went on bum and all was dark on midway from 9 to 10 p.m. Shows and rides had excellent business all week. Show staff visited Royal Palm Shows. J. T. Hutchins reported excellent week on Happy Sam Hall Show, also on J. T. Hutchins Museum. Mr. and Mrs. J. T. Hutchins are entertaining their daughter, Mrs. J. H. Evans, and her two daughters, Inez and Irls, of Memphis. All rides and equipment have been repainted. New arch front is well lighted with 200 lights. Martha McClellan and son, Jimmie, spent a week in Petersburg, Ind. Jimmie Tamy received a large shipment of reptiles. George Heiman, cookhouse manager, reported a good week. J. C. Bowman joined as ball game operator. Hot Mama remains the talk of midway as chief attraction on Minstrel Show. **L. OPSAL.**

### Rogers & Powell Amusement Co.

Benott, Miss. Week ended June 26. Business, fair.

Big Eli just overhauled and equipped with new lights by foreman, Tony Harlos. Chair-o-Plane also had new paint and new seats by foreman, Spick Roberts. Slim Johnson, foreman of Kiddie ride, is redecorating Baby Jean ride. Fat Mel-house, lot superintendent, will remain with show. Billie Bowen left Sunday morning. Benny Pontius, mechanic, has all rolling stock in good condition ready for long jumps. Lawrence DeMars joined with his Hollywood studio. Jimmie Lamb added two new concessions. Mrs. Marie Harlos has painted her ball game and added a new awning. Benny Pontius also added two concessions. B. Harold finished a new snow-ball stand. Show secretary busy making new canvas



### MICKY MOUSE HEADS and PRINTS

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### Bob Hurst Carnival WANTS

Starting Whitewright, Tex., July 12-17, followed with 15 celebrations and fairs. Shows that don't conflict. 25 per cent gross. Platform, Snake, etc. Have plenty concessions. Will book Loop-o-Plane. Address Commerce, Tex., July 7-10.

### LOFSTROM and ST. ELOI WANT

Young man who can work trained monkey or one willing to learn. Can also use ticket sellers for Muskegon Centennial. Wire at once to Muskegon, Michigan.

### Merry-Go-Round Tops

Ferris Wheel and Whip Seat Covers, Caterpillar Tunnels, Tents all sizes. Save 25 to 40 per cent. **ANDERSON TENT & AWNING CO.,** Fair St., Northampton, Mass.

### W. E. WEST MOTORIZED SHOWS

Can place capable people for Side Shows, Grind Shows and Agents for Concessions that work for stock and coupons. Don't write, come on. Also other useful people in all lines. Fair Secretaries and Celebration Committees open for a few dates. Trenton, Mo., all week.

### DYER'S GREATER SHOWS

WANT Shows with own outfits and transportation. Work colors, including nine Mississippi falls. Octopus Help. Joe J. Smith wants help for Cookhouse, Grab and Pop-Corn Machines. Hoochell, 0-9, City Park; Fennimore Celebration, 10-11; all Wisconsin.

### BULLOCK'S AMUSEMENT ENTERPRISES, Inc.

WANTS Second Man for Eli Wheel that can join at once. Must be capable, sober and reliable. Top salary. Long season. No brass. No meal tickets. One that can handle Eli trailer given preference. WILL BOOK single unit Loop-o-Plane with own transportation for balance of season. This is virgin territory for Loop-o-Plane. We have no pay gate. Clendenen, W. Va., this week; Madison, W. Va., next week. **J. S. BULLOCK.**

### ZIMDARS GREATER SHOWS WANT

Rides, Loop-o-Plane, Pony Track, Shows. Showmen, we have Tops and good Fronts if you have something to put inside. WANTED—Man to take over WILD ANIMAL SHOW. Concessions come on. Our FAIRS start July 18, and end November 15, with a long season South. Address this week—Frankfort, Ind.; next week, Terre Haute, Ind., or per route.



backs for Chair-o-Plane. Main attraction of show, "Bottle Tops," is being operated by juniors of show, Nina Hazel Reeves and Jodie Rogers. Mrs. A. J. Reeves, of Yazoo City, Miss., will arrive to spend her vacation on show with her mother, Mrs. J. L. Powell. H. Miller and family have returned from Memphis, where they were called on account of illness in family. Mrs. Jimmie Lamb is on sick list. Steve Mitchell was a recent visitor. **WHITE HARLOS.**

**Cote's Wolverine Shows**

*Durand, Mich. Week ended June 26. Location, Oak street. Weather, ideal. Business, poor.*

The 24-foot semi-trailer and tractor, hauling Tilt-a-Whirl, upset on jump but little damage done. All rides did fair business, but concessions did very poor. Mr. and Mrs. William Smith called their concessions back into Wisconsin to start their regular fair route. Several new arrivals: Butt Dunlop, from Indianapolis, with a ball game and knife rack; Mr. and Mrs. Brooks, from Toledo, with sound car and trailer photo studio; L. E. Cowles, with a fishpond; Mr. and Mrs. Reed Inman, with scales and novelties. Lee A. Sullivan, of Eli Bridge Company, was a guest of E. Cote. They took a trip to Tashmo Park to inspect original No. 1 Big Eli Wheel, which was built by Sullivan's father in 1900 for Pan-American Exposition, Buffalo. LeRoy Rocheleau on sick list with sore throat and Bill Jochen with an injured foot. Joe Cote joined his father and will remain for summer as ticket seller. Visitors: J. Champion, manager of Cote Attractions No. 2; Mr. and Mrs. Thurston, formerly with W. G. Wade Shows. **MARY SIMPKINS.**

**Orange State Shows**

*Honaker, Va. Week ended June 26. Business, fair.*

Manager Bistany received a new top for Merry-Go-Round. Joe Potoma, scenic artist, has things looking new. Bill Dalton, secretary, has his hands full with social security and shows' business. Theodore Arthur and Harry Lindstrom still neck and neck with Eli Wheel and Merry-Go-Round. Mickey Martin, with his streamlined penny pitch and handling hot wires, is doing fine. Personnel of show: Leo Bistany, owner and manager; Bill Dalton, secretary and treasurer; Bob Stewart, general agent; R. W. Reed, publicity and advertising; Ernie Marhol, Eli Wheel and Chairplane; Mrs. E. Bird, front gate. Concessions: Mrs. Bob Stewart, ball game; Elmer Bird, grocery wheel; Harry Curton, pitch-till-you-win; Sims Brothers, photo gallery; Ellis Whipple, pop corn; Nick Shaw, ham and bacon; Frank Rose, cookhouse; Sam Hewitt, griddle; Mrs. Harry Curton, hoop-la; Red Barretts, milk bottles; Mrs. Billie Shell, ball game; Louis Green, balloon penny pitch; Frank Posey, bingo; Roy Pierce and Mrs. Bill Dalton. Shows: Hollywood Revue, Ace Martin, manager; Joyce Stinson, feature dancer; Jermel Clinton, hula dancer; Elsie Orton, fan dancer; Joe Butler, tickets. Paris Before Dawn, Ace Martin, manager; Johnny Higgins, talker; Ruth Wilson, artist; Lois Noel, artist; Joe Buggo, tickets; Roy Tuller, big snake. Free act, Harry and Mitzie. **R. W. REED.**

**Byers & Beach Shows**

*Cedar Falls, Ia. Week ended June 19. Location, Wilson street lot. Auspices, none. Business, fair. Weather, good.*

First time since opening week show succeeded in getting in entire six days. First three there was noticeable absence of patrons. However, last three entire personnel of John Deere factory were given passes to show and their liberal response was gratifying. Wednesday most show were guests at matinee performance of Seal Bros.' Circus, which was showing at near-by Waverly. Bud Anderson, owner of show, repaid visit during evening. Visitors: Mr. and Mrs. Pete Wallison and daughter, Brook; Doc Allman; J. W. Byers and Dad Byers, of Byers Greater Shows. Johnny Howard is spending much time in Kansas City, Mo. **DON TRUEBLOOD.**

**Strates Shows**

*Cohoes, N. Y. Week ended June 26. Auspices, Veterans Foreign Wars. Showgrounds, Lenthian Field. Weather, rain. Business, fair.*

A real Garrison finish: This spot in fair business column of Secretary Florence Dickens' books. Monday lost account

of rain. Tuesday not much better. Thursday fair, and Friday and Saturday big. Committee, headed by Ernie Slegrist, gave every co-operation and on hand nightly. Cohoes happens to be old home of Walter D. (Pinky) Nealand, and writer had many inquiries regarding him. Our distinguished visitor of week was General Counsel Max Cohen of American Carnivals Association. Mr. Cohen attended the Wednesday evening meeting of Strates Social and Benevolent Club and gave a very stirring address, which was well received by folk. Max left meeting with best wishes of all present and also several applications for membership in his organization.

Other noted visitors: Press Agent Dick Collins, of Max Gruberg's Shows, and Joseph Mannheim, special agent for same shows. Charley and Raymond Fine, former concessioners on Strates Shows, were also visitors. Both have retired from road and operate Terrace Gardens, night spot at Saratoga, N. Y., on Albany road. Lawrence Kime and wife, from Royal American Shows, joined as builder and started work on new fronts for attractions that are to join General Agent and Business Manager Billy Breese departed in interest of show.

Mr. and Mrs. William (Bill) Cowan are all smiles these days; reason, arrival of their little daughter, Francine, who will remain for balance of season. Jimmie Kellher is making mysterious trips lately. **BEN H. VOORHEIS.**

**J. F. Sparks Shows**

*Newark, O. Week ended June 19. Location, 11th and Jefferson streets. Auspices, city firemen. Weather, fair. Business, good.*

With splendid co-operation from city officials; police chief, Curtis Berry; fire chief, Stan Shaw, and the fire department, this engagement was a complete success. Had the best support of any committee that the show has ever exhibited under, even had a show banner placed across the streets in front of the courthouse. Front gate was profitable with 5-cent admission. Bill Blumberg's Berry Bros.' Circus supplied free acts. Eddie Herman's girl revue topped shows, and Tilt-a-Whirl and the Eli Wheel topped rides. Visitors: Rutledge, attorney-general for Ohio; Mayor Grove of Newark, and R. E. Savage, from J. J. Page Shows. Newcomers to show: Ballor Jack Allen, with sound truck, wife with candy floss; Joe Steen and James Warren, with a sound truck and also in charge of banners; Mr. and Mrs. C. H. Perry, frozen custard; S. H. Dowdy, cookhouse and grab stand; Val Ireland, Mr. and Mrs. Bill Hughes, Red Hamble, ham and bacon; Jack Stevens, country store. Estes Warren, Ferris Wheel foreman, entered a hospital for minor operation. Robert McClintock is pinch-hitting for him. General agent, George Gorman, was back on show with contracts for several dates. Mrs. J. F. Sparks, bingo game, doing good business with assistance from her daughter, Mary Elizabeth. **MARTIN BERK.**

**Johnny J. Jones Exposition**

*Toledo, O. Week ended June 26. Weather, rain. Business, bad. Auspices, United Civitas Clubs. Location, Stickney avenue circus grounds.*

It just had to happen again. Ol' Jupe Pluvius couldn't behave. Monday a downpour of rain left lot a sea of mud and water and Manager Walter A. White called night off. Tuesday lot at opening time still in a terrible condition, altho draining and drying of midway had been in progress entire day. A good many of shows stayed closed due to bottomless mudholes that were in front of their attractions. Gate attendance was only fair and spending on midway very light. Wednesday again rain hit show, giving all troupers another draining and drying workout. Hundreds of bales of straw were strewn around lot. Opening at night again light with all shows open and crowd slopping around. Thursday night, as an added attraction, Mena, Jones' elephant, was tendered a birthday party. Celebrating her 100th birthday, which gave the show a world of newspaper publicity. Cake was donated by a local bakery. Friday and Saturday just fair nights in back end put gate over nicely.

Saturday before the show's arrival original lot was canceled and the Stickney avenue location taken. City was well billed for original location, but all paper was rebilled for new location.

Newspapers, Toledo News-Bee more than liberal with space. Giving show many feature stories and art. Morning Times and Toledo Blade also co-operated with writer for a nice showing.

**PHILADELPHIA, PA. WEEK JULY 12th**

**YELLOW JACKET GROUNDS—THE BEST LOCATION IN THE CITY**

Want Loop-o-Plane, new Eight-Car Whip, Lindy Loop or any Ride that don't conflict. Want Wax Show, Grind Shows, Working World, Fun House. No Sex Shows wanted. Want Game Concessions of all descriptions, except Bingo, Diggers and Penny Pitch. Will finance any new and novel idea for big carnival playing the outstanding fairs of the East. Address all this week, Williamsport, Pa.

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New Outstanding Sensation—Draws Crowds—Ready for Instant Operation. 31 ft. of counter space—10 ft. of ice boxes. Equipped for hamburgers, hot dogs, hot sandwiches of all kinds, coffee and hot drinks, ice cream, pop, popcorn, cobbie corn. Seats 10 inside. Windows 12 ft. long, open on both sides. Capacity \$200.00 a day or more.

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Can place two more Shows, also Octopus Ride, Mixup, Eight-Car Whip and Double Loop-o-Plane. No gillying. New Semi-Trailers to load on. Can place Concessions. All Wheels open; no exclusive. Grind Stores, Palmistry, Hoopla, Cane Racks, etc. Can place Talker for Monkey Speedway, also Freaks and Acts for Side Show. Maxwell Kane, Legal Adjuster, in charge of concessions, would like to hear from Concessioners. Week of July 5, Amsterdam, N. Y.; week July 12, Rome, N. Y.; week July 19, Fulton, N. Y. Write or wire **WILLIAM GLICK, Manager.**

**C. L. SPENCER SHOWS**

**WANTED WANTED WANTED**

George Harris wants Musicians to strengthen Band. Will Book or Buy Flat Rides and Single Unit Loop-o-Plane. WANT Shows, Pit, Fun Houses, Five or Ten-in-One. Also Crime. Will furnish Tops and Fronts for any money-getting Shows. WANTS Concessions. Joe Sorenson wants Dancers for Oriental Show, salary guarantee and percentage. Wheels will work. Contact, week July 5; Cayuga, Bona-Fide Annual Celebration, week of July 12, through Sunday. Both Indiana. All wires and mail **C. L. SPENCER.**

**At Liberty General Agent or Legal Adjuster**

Know the business thoroughly, having been associated with some of the best in these capacities. Capable in meeting officials of the highest. Results guaranteed beyond question. Positively A-1. Have 1937 LaSalle car. Can join on wire **R. J. COUSINS, care Western Union or General Delivery, Asbury Park, N. J.**

**MILLER BROS. SHOWS**

**WANT FOR FAIR SEASON STARTING LAST OF JULY.**

**RIDES**—Can place Caterpillar and Octopus, also one Kiddie Ride. **SHOWS**—Will place all kinds of Shows and furnish the best of outfits for same. **WANT** good Girl Review. Have new Front and Top. **CONCESSIONS**—All legitimate Concessions. None others wanted. All of our Concessions must work strictly for stock. **CAN PLACE** Freaks for office run Side Show. Write or wire **MILLER BROS. SHOWS, Beaver Dam, Wis.**

After entertaining Mrs. Grant Smith (Sister Sue) during show's Pittsburgh engagement Mrs. Hody Jones and Johnny J. Jr. spent two weeks as Sister Sue's guests on her farm at Crooked Creek, Pa. After 40 years of lamplight, Director E. Lawrence Phillips surprised Mr. and Mrs. Smith by having electric lights installed in their home. Ben H. Wilkinson, well-known show mechanic, joined to take up his duties as show blacksmith.

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AMERICA'S CLEANEST MIDWAY

Wants now Wax Show, Motorbombs, Animal Show, Penny Arcade, one more Free Act, Mix-up and Octopus. Will book Diggers, Blower, Blastard, Lead Gallery, Bumper, Concessions Store, Flipboard, Pitch-Tilt-U-Win, String Game, Bowling Alley and four or five Wheels exclusive for following Illinois fairs and nine good Southern fairs to follow. McLansboro this week; Ashley, Golconda open, Benton, Pinckneyville, Vienna, Breese, Jerseyville, Farmer City, T. L. DEDRICK.

## CONCESSIONS -- SHOWS

ONE OR TWO MORE RIDES

### WANTED FOR

CLINTON COUNTY FAIR,

St. Johns, Michigan

Four Days and Nights, July 15, 16, 17, 18

Midway by Polite & Kenosian Shows

Harry Hunting wants Chalpians Man, Bill Lloyd and Carl write, Bumper, Concessions and Attractions address HARRY ZIMMER, Steel Hotel, St. Johns, Michigan.

## PAN AMERICAN SHOWS WANT

Shows and Show People. Will furnish outfit to reliable people. Want good Revue. Have Illusion Show outfit, top and front. Will furnish outfit for Snake or Geek. Want Dancers for Eula, also Performers and Musicians for Colored Minstrel. Want Freaks and Side-Show Acts. Tattooer and Glass Blower. Can place useful people all lines. Concessions: Want Legitimate Concessions all kinds. L. W. Lessman wants Agents for Wheels and Grand Stores, also Cookhouse and Grab Men. Address this week Aurora, Ill. J. R. STRAYER.

## WANTED WANTED

—for—

### Earl D. Backer's Famous Minstrels

Colored Performers and Musicians, Stage Manager. Baisey Delcorgs, Chick Delouche answer. Tenor Sax, must read, fake and transpire; two Chorus Girls. Red Tops from Baltimore answer. One good Novelty Act. Wire Clinton, N. C.

## WEST BROS. AMUSEMENT CO.

Want Concessions that work for stock. Girls for Girl Show. Man Steel Guitar Player. Girl Accordion Player. Will book any money-getting show. Ride Help in all departments come on. Dickinson, N. D., week July 4; Valley City, N. D., week July 12.

### WANT

Heyday Help, wire S. W. Brundage, J. J. Marlon wants small good-looking Chorus Girls for Revue. U. V. Carty wants Musicians for white band. Can use Grand Shows and Concessions. Want reliable Second Agent with car for bumpers. Also exclusive Diggers, Blower, Bumper, Scales and Wheels. Will book Chair-o-Plane and Octopus. Sixteen fairs guaranteed. Reply

### HAPPY DAYS SHOWS,

McLeansboro, Ill., Fair, this week; Ashley, Ill., Fair, next week.

End your correspondence to advertisers by mentioning The Billboard.

Visitors: Mrs. Frank D. Shean and niece, Mary Elizabeth Bauer; Mr. and Mrs. Bob Miller; Leon Beard, of Cleveland Exposition; Gooding, manager; Slim Winslow and Shorty Corbett, concessioners of Puritas Springs Park; J. F. Murphy, of Gooding Shows; K. G. Barkoot, of Barkoot Shows, veteran carnival manager and one of originators of collective amusements. STARR DEBELLE.

### Goodman Wonder Show

Grand Forks, N. D. Week ended June 26. North Dakota State Fair. Weather, best of season. Business, good.

Opening of fair season for Goodman Wonder Show started here June 21. Much was expected of both fair and the show. One thing that caused some anxiety, which was unnecessary worry, was 950-mile run of show from Fort Wayne, Ind. However, Sunday morning found show in and going up on midway reservation.

Monday opened with weather not too hot but seasonable. It was Children's Day and held its own in records of fair. Then each day showed a material increase in business to degree that all concerned were happy.

Thruout week there were rains, things that means so much to this section, and likewise as much to show. However, downpours came in off hours and tended to increase business and interest. Saturday at midnight there was a milling crowd on midway, just at time when "Arabs" were ready to fold their tents and be on their way there came a brief shower, which ended the best week of season. Visitors: Arthur R. Corey, secretary of State Fair of Iowa; J. G. Venables, secretary of South Dakota State Fair, and James E. Cashman, president; Fred Johnson, vice-president, and C. A. Tincher, secretary of Steele County Fair, Owatonna, Minn. Middle of week news of death of Kent Hosmer, of Beckmann & Gerety Shows, was wired us. He had a host of friends in Goodman Show family and announcement of his untimely end was a shock to all. BEVERLY WHITE.

### Mighty Sheesley Midway

Green Bay, Wis. Week ended June 26. Auspices, Labor Trades Council. Weather, hot. Business, bad.

After a 433-mile run around Lake Michigan from Grand Rapids, due to co-operation on everyone's part, show could have opened in its entirety for Monday's matinee, but, judging from week's business, it wouldn't have meant much. Many visitors daily from both Sol's Liberty and Rubin & Cherry, both of which were playing near-by cities. Most excitement of week Louis and Braddock fight, which was broadcast on midway over special gigantic loudspeakers furnished by good friends, Radio Station WDAQ. Man on the Street and studio broadcasts failed to entice customers to various midway attractions; they just were not out for amusements. Jo-Ann Sheesley, daughter of Mr. and Mrs. J. D. Sheesley Jr., celebrated her fifth birthday. Jack Belle has his corn game agents nattily attired in white shirts and black ties. They look real nifty. Joe Hatfield, painproof man, recently went to hospital for blood-poisoning. Robert (Kokomo) Sykes on

sick list all week. Frank Sweeney went to Chicago to take in big battle. Wilno, human cannon ball, had misfortune to have his net collapse, luckily worst he got was a wrenched shoulder. Newest midway romance, Jean Ketting, age four, and Jean Hodges, age two. From looks of things it might be serious in later years. Newest midway innovation, children's playground with portable swing and sand box, with a trained nurse to take care of patrons' kiddies at no charge to them. Larry Hogan and Ned Torti arrived for a visit, just a couple more gypsies living in those trailer contraptions. New trailers: J. D. Sheesley Jr., Dinty Moore, Clarence Pounds and Hilton Hodges. Mrs. Charles Pounds had her first Merry-Go-Round ride in 19 years. Reason, her granddaughter, Jean Hodges, at least that was her excuse when caught. Here's a new one: Party with midway pass went into Ripley show, approached tattooer and wanted to know what number he tore off to get tattooed. What next will they want to use passes for? Many took advantage of Lake Michigan by bathing and fishing daily. FLOYD NEWELL.

### Peerless Exposition

Fairmont, W. Va. Week ended June 26. Business, good. Weather, rain.

Business here was so good that another engagement was canceled in order to stay over another week. Virgie Kline added a cigaret shooting gallery to his string of concessions and also purchased a new housecar. Mrs. Kline added new flash. Floyd Sheek reported a banner week both for pop corn and bingo. Ike Wallace with Eli Wheel and several concessions did well. Frank Voltaglio has frozen custard, and Jimmy Chickeralie, blanket wheel. Steve Bardo has Merry-Go-Round retouched. Red Nicola, foreman of Tilt-a-Whirl, has ride in good shape. Chair-o-Plane, piloted by George Harris, topped all rides. Wildcat Barry, who joined with an Athletic Show, is going over big. Shorty Whitehair, conductor of Helen Young's revue, had good business. TEDDY STRIMPLE.

### Happy Days Shows

Guthrie, Ky. Week ended June 26. Todd County Horse and Dog Show. Auspices, American Legion. Weather, warm and fair, except for rain Saturday night. Business, good.

Betty-John's new top, sidewall and pit cloths arrived. Manager T. L. Dedrick has requested me to mention a warning to all show managers about some misrepresented would-be producers and owners of cannon acts. "He" arrives on lot with whole layout in conversation. Manager then wants to do business, but cannon and truck, he is told, (See SHOW LETTERS on page 73)



First two days' business for the Johnny J. Jones Exposition, playing the Calgary Exhibition, was far ahead of the previous year for the same period. . . . C. W. Wortham's World's Greatest Shows were winning much public favor during their tour of the Dakotas. . . . Harry Copping Shows enjoyed the banner opening of their season at Kane, Pa. . . . De Kreko Bros. Shows opened in Granite City, Ill., to fair business after having concluded a swell week's engagement at Dexter, Mo. . . . General Agent Felix Biele had just concluded negotiations to have the Brown & Dyer Shows furnish the midway attractions during the Maryland State Fair.

Youngstown, O., for years a closed town, opened to Rubin & Cherry Shows and the organization enjoyed the best initial night of its season there. . . . A good-sized crowd greeted the Wade & May Shows at their opening in Owosso, Mich. . . . T. A. Wolfe Superior Shows were doing a volume business while touring Wisconsin territory. . . . Steve Smith's Southern Shows with three pay attractions and about 20 concessions were playing the coal fields of West Virginia to fair business. . . . Ed Schott's Amusement Company suffered slight damage in a cloud-burst which hit the organization as it was preparing to open at Hundred, W. Va., June 27.

J. F. Murphy Shows were doing a highly satisfactory business in Detroit. . . . Despite two days of rain Crouse United Shows' engagement at Watertown, N. Y., was a profitable one. . . . In 14 weeks on the road R. H. Miner's Shows experienced only four bad ones. . . . The Nat Reiss Shows had just concluded a successful week's engagement at the ball park, Chicago, under Knights of Columbus auspices. . . . Great White Way Shows were embarking at Minneapolis on their Minnesota tour after playing to big crowds and huge business in Menomonee, Wis. . . . W. A. Creevey, formerly general agent for Burns Greater Shows, joined the executive staff of the Dodson & Cherry World's Fair Shows as special agent.

PITTSBURGH, July 3.—Carnival business in Western Pennsylvania is suffering letdown due to unseasonal coolness and excessive rain. Gus Kant, head of Kant's novelty supply firm and president of Ring 3, I.B.M., reported today upon his return from sales trips to 21 shows playing within 150 miles of city.

# Trailer Legislation

DETROIT, July 3.—One of the most thoroughgoing pieces of local legislation governing trailers passed by any major city was adopted unanimously this week by the Detroit city council. About two months of public discussion, newspaper comment, lobbying by interested parties, including the Mobile Home Owners' Association and others, preceded the passage of the two ordinances. One is for licensing and regulation of camps and the other is for regulation of house trailers. A camp or house trailer is defined as "self-propelled and non-self-propelled vehicle which will permit the occupancy thereof as a temporary dwelling or sleeping place for one or more persons and having no foundations other than wheels, jacks," etc. Any tent or temporary structure may be defined as a trailer camp, as well as permanent buildings. The ordinance for regulation of house trailers provides that no occupied trailer may be parked overnight on any public property. Trailers may not be parked on any private property not registered as a camp except that a private owner may park one trailer on his own property if he reports to police within one week after arrival. Such permit shall be good for six weeks, and only one permit may be granted in a 12-month period. Occupants of such trailers must be registered with police. Wheels or tires may not be removed from a trailer except for repair purposes, nor may it be elevated except by the provided jacks. No vehicle may house more people for sleeping than the number for which it was designed. Fine of \$100 or 90 days' imprisonment or both may be imposed for violation.

STONE HARBOR, N. J., July 3.—This resort and Avalon, comprising what is known as seven-mile beach, have assumed sharply contrasting attitudes toward automobile trailers and auto cars. Whereas the boro commissioners of Avalon will encourage trailer tourists to bring their traveling homes to that resort by the establishment of a municipally operated trailer colony, Stone Harbor's boro council passed an ordinance prohibiting parking or locating of automobile trailers anywhere in the resort if the intent is to use them for dwellings. The Stone Harbor ordinance provides a \$200 fine for each violation, with a jail sentence of not more than 30 days in default of the fine. The Avalon commissioners announced that they will level a site on the outskirts of the resort, supply water and electrical power and charge a nominal rental fee. A frontage of 25 feet will be allotted to each trailer.

MADISON, Wis., July 3.—Bill No. 846-A by the committee on transportation, to require trailers with gross weight over 1,600 pounds or cabin trailers with gross weight over 1,000 pounds to be equipped with brakes, has been reported out by the Assembly highways committee without recommendation.

HOUSTON, July 3.—An ordinance adopted Wednesday by the Houston commission council prohibits the parking of trailers on streets for more than two hours. The measure, however, does not apply to the parking meter area of the downtown section.

# RODEO POSTERS

NEW DESIGNS AND IDEAS.  
Window Cards to 24-Sheets.  
DON'T WAIT—SEE FOR YOURSELF.  
Send for Samples.

**GLOBE POSTER CORP.**  
633 Plymouth Ct., 2300 Locust St.,  
CHICAGO, ILL. ST. LOUIS, MO.

# WANTED RIDES

Which can be operated with Merry-Go-Round, Week of July 20 to 24, Inclusive.  
Write **SLIM BISHOP**, Columbia City, Ind.  
Concessions and Attractions Write  
**VOLUNTEER FIREMEN**, Hoagland, Ind.

# WANTED--CARNIVAL

47th Annual Soldiers, Sailors, Marines Reunion, Mammoth Springs, Ark., Aug. 16-21, Inclusive.  
Can Use a Large Carnival.  
**E. E. STERLING**, Secy.

# Concessions Wanted

for **WATERMELON DAY**  
No rides. Celebration on Tuesday, August 17.  
Write **HERB J. WEBER**, Sanborn, Minnesota.

# WANT

Concessions, Rides of all kinds and Attractions for our **COUNTY EXPOSITION**  
To be held on the 1st and 2d of September, 1937.  
**CARROLL COUNTY EXPOSITION ASSOCIATION**, Carroll, Iowa.

# WANTED

Shows, Free Acts, Ferris Wheel, Merry-Go-Round For Labor Day Celebration  
Write **CLAUDE McELHENY**, 47 West Warren St., Peru, Indiana.

# 21st OLD SETTLERS' REUNION

York, Clark County, Illinois  
August 5, 6, 7, 8  
On the banks of the Wabash. **S. R. FREEMAN**.

# WANTED

Rides and Some Concessions for **FIREMEN'S CARNIVAL**  
July 22, 23, 24, Pavilion, N. Y.  
Communicate with **B. J. QUINLAN**.

# HOME-COMING

August 25, 26, 27, 28, on Streets.  
Free Attractions and Concessions.  
**Gibsonburg Vol. Fire Dept.**  
**FRANK OTTNEY**, Secy., Gibsonburg, Ohio.

# WANTED

Independent Rides and Concessions, Ferris Wheel, Merry-Go-Round, etc., for **Fourth Annual Butter and Cheese Day**, August 12, in the heart of the dairy district, **Scales Mound, Ill.** Inquire **SCALES MOUND CREAMERY**, Scales Mound, Ill.

# WANTED

Merry-Go-Round and Ferris Wheel for Our **51ST PICNIC**, Friday and Saturday, August 6-7.  
**RAYMOND E. DUNN**, Box 605, MT. AUBURN, ILL.

# WANTED FREE ACTS

For August 5, 6, 7  
That are new in this territory. Give information.  
Price. Write **DONALD D. DAY**, Edgerton, Ohio.

# WANTED

Concessions and Shows **FIREMEN'S CARNIVAL**  
Livonia, N. Y., July 30-24.  
Write **MEAGHER & Haggerty**, Livonia, N. Y.

# WANTED

Good clean Carnival with plenty of Rides and Shows to play on Public Square in the center of business district for a full week. The last of July or in August. **HARRY ELDER**, Chairman, Volunteer Fire Department, Fairfield, Iowa.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**  
(Communications to 25-27 Opera Place, Cincinnati, O.)

# Sunbury Festival Has Huge Midway

SUNBURY, Pa., July 3.—Inclement weather during greater part of the second annual Music Festival at Greenough Field here on June 13-19 in celebration of the 42d anniversary of Sunbury City Band failed to dampen enthusiasm for the event, with the result that fair crowds were out each day. Aerial Cowdens and amateur boxing and wrestling were featured thruout the event. Days given over to fraternal organizations, parades and the Eagle's State convention were other features.

Midway lineup included six rides furnished by Reithoffer Bros., while concessioners were: C. R. Watson, cookhouse; (See **SUNBURY FESTIVAL** on page 62)

# Mankato Festival Has Anderson-Srader Shows

MANKATO, Kan., July 3.—Larimer and Hudson and La Temple and Company, free acts, and Anderson-Srader Shows will be at the Wheat Festival this summer under Mankato Commercial Association auspices, said George H. Putt, secretary.

Plans also call for a Junior League baseball tournament, kid contests and pet show. Mel Smith's Orchestra will furnish music. W. R. Waugh is committee president.

# Lowell Mardi Gras Clicks

LOWELL, Mass., July 3.—Mardi Gras at North Commons under Holy Trinity Greek Church auspices was highly successful with record crowds the first three nights. Six-day event presented fireworks and vaudeville nightly, feature being Capt. Jimmy Jamison in his high fire dive. Midway had rides, shows and concessions.

# Lions' Club Active In Roanoke Rapids

ROANOKE RAPIDS, N. C., July 3.—Because Oxford, N. C., Shrine show dates were moved ahead it was necessary to do (See **LIONS' CLUB** on page 62)

# Thanks

FLORALA, Ala., July 3.—A resolution of thanks to *The Billboard* for its co-operation in Florala's successful Masonic Day Celebration here on June 24 has been adopted by the committee and a copy will be forwarded to the publication. W. H. Blue was chairman of the celebration committee.

# Prepare for Buck Date in Syracuse

SYRACUSE, N. Y., July 3.—Booking has been completed by Jack V. Lyes, general agent O. C. Buck Exposition, and Veterans of Foreign Wars Bordeaux Post. Contract calls for passing of a special city ordinance to permit the Buck Shows to play Syracuse under auspices of Bordeaux Post for 10 days. Thru arrangement with city officials and New York Central Railroad Company, the old market site, North Salina street and Oswego boulevard, has been secured. Lot surface has been refinished with cinders.

The post will have co-operation of all VFW posts within a radius of 50 miles and hearty support of American Legion Post No. 41, largest in the country. Pa- (See **PREPARE FOR BUCK** on page 62)

# Beaumont Cherry Fete Attracts Over 20,000

BEAUMONT, Calif., July 3.—Annual Cherry Festival held here recently under Chamber of Commerce auspices was highly successful, according to George Cohen, committee chairman. Altho the town's population numbers only 2,000, more than 20,000 attended the event, with sponsors realizing a nice profit.

Features included Frank Babcock's Shows, with 4 rides, 3 shows and about 20 concessions; Cherry Queen contest, free street dancing and band contests. A \$125 radio was given away. Event was publicized thru Los Angeles and all Southern California papers.

HELP This Department by Telling Committees About It.

# Attention! CARNIVAL MEN AND AMUSEMENT COMPANIES Attention!

The National Antietam Commemoration and Two Centuries of Historical Episodes Celebration will be held on the Hagerstown Fair Grounds, September 4 to September 17, 1937.

# WANTED

Shows, Rides and Concessions of the highest type. Concessions must be limited in number; no C Wheels or Roll-Downs allowed.

FREE Gate During Celebration.  
If interested, communicate with **CHARLES W. WOLF**, Chairman Concessions Committee, Hagerstown, Maryland.

# WANTED, RIDES, SHOWS, CONCESSIONS, FREE ACTS

DEMONSTRATORS FOR EXPOSITION AND AUTO SHOW, FOR **BONA-FIDE OLD HOME WEEK CELEBRATION**  
SEVEN DAYS, INCLUDING SUNDAY, JULY 26, TO AUGUST 1, INCLUSIVE.  
On Main Street, Center of Town, in the Heart of New Jersey's Busiest Industrial Center, Working to Full Capacity. Full details to interested parties. All write  
**W. A. RINGSLEY**, 92 Brook Avenue, Plainfield, N. J.

# WANTED NORTHERN NEW JERSEY'S BIGGEST EVENT, SPONSORED BY KIWANIS CLUB OF BOONTON, N. J.

WEEK JULY 19TH TO 24TH.  
County Fair and Celebration, Billed Like a Circus.  
Everybody with it and for it. **WILL BOOK Rides and Shows**. All Concessions open. Good proposition to Cook House and Bingo. Bozo Harris come on. Public Wedding, Contest and everything to make this a real red one. You know the spot. Address all mail to **FRINZIE**, 818 Main Street, Boonton, N. J.

# OLD SETTLERS REUNION AND HOMECOMING

Waverly, Ia., July 30 and 31.

On the streets first time in thirty years. Want clean Shows of merit. Concessions that feature stock. Rides are booked. Grift and gambling stay home. Address all to **SECRETARY**, Chamber of Commerce.

# STREET CONCESSION FOR SALE "Days of '76"

Deadwood, S. D., August 3 to 7.  
Full information can be obtained from **SECRETARY**, Chamber of Commerce, on this big annual celebration in the Black Hills.

# CARNIVAL WANTED

September 3-6, 1937  
"LABOR'S" WEST FLORIDA CELEBRATION  
Rides, Shows and Concessions.  
**FRED A. BURAN**, Chairman, Pensacola, Fla.

# WANTED SHOWS, RIDES, CONCESSIONS, ENFIELD FIRE CO. FALL FESTIVAL

September 27-October 2.  
**SECRETARY**, Fire Dept., Enfield, N. C.

# MONROEVILLE STREET FAIR

August 24 to 28, Inc.  
Sponsored by the Lion Club  
We want a Merry-Go-Round, Ferris Wheel, a Kiddie Ride and Free Acts. Contact  
**W. A. LEUBENBERGER**, Monroeville, Ind.

# WANTED RIDES AND CONCESSIONS For HOMECOMING

August 17 to 22, Rawson, O.  
**ROSS FELLERS**, Rawson, O.

# WANTED HIGH-CLASS CLEAN CARNIVAL

To Play Ball Park, Keystone, W. Va., Week of September 6  
In the heart of a Billion Dollar Coal Field.  
Contract must be closed by July 6.  
Address **L. L. HUGHES**, Fire Chief, Keystone, West Virginia.

# MARDI GRAS

Eleventh Annual Mardi Gras. Grounds at East 10th St. and Linwood Ave., Indianapolis, Ind. No gate. Admission free.  
Nights of July 20, 21, 22, 23, 24  
Large crowds. A real big live-wire celebration. Gooding's Rides and Shows.  
**ALBERT NEUBURG**, Chairman Arrangements and Concessions, 4401 East 10th St., Indianapolis, Ind.

# WANTED FOR ARMSTRONG COUNTY LABOR DAY CELEBRATION, MONDAY, SEPTEMBER 6, 1937.

At Ford County Fair Grounds.  
Shows, Rides, Concessions, Pitchmen, Papermen, Demonstrators, 20,000 People will attend.  
**LUKE BRETT**, Fin. Secy., Armstrong County Central Labor Union, Kittanning, Pa.

# WANTED CARNIVAL

For 30th Annual Lane Agricultural Fair  
August 27 & 28  
Communicate at once with **HARRY T. JORDAN**, Lane, Kansas.

# Classified Advertisements

**COMMERCIAL**

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

**FORMS CLOSE (in Cincinnati) THURSDAY**  
FOR THE FOLLOWING WEEK'S ISSUE.

**AT LIBERTY**

5c WORD (First Line Large Black Type)  
2c WORD (First Line and Name Black Type)  
1c WORD (Small Type)  
Figure Total of Words at One Rate Only  
No Ad Less Than 25c.  
CASH WITH COPY.

**AGENTS AND DISTRIBUTORS WANTED**

**AGENTS — NATIONALLY KNOWN ADVERTISED LINE NICKEL CIGARS, \$2.75 per 100 postpaid. Remittance with order. NATIONAL CIGAR, 1182 Broadway, New York. jy10x**

**A-1 BUSINESS CARDS PRINTED, 1,000, \$1.98.** Size (2x3 1/2) postpaid, 5,000, \$7.00 (cash offer). Cards increase sales. Send dime for samples. A. DIGREZIO, 100 Chelsea St., Charlestown, Mass. jy10x

**AGENTS — STICK-ON-WINDOW SIGN LETTERS; 500% profit; free samples and liberal offer. METALLIC LETTER CO., 439 N. Clark, Chicago. x**

**AGENTS FOR STAPLE ARTICLE, REPEATS!** Every home uses, 25c; cost 6c. O. GRUBE, Egg Harbor, N. J. jy10x

**AGENT! SALESMAN! ASPIRINS, GROSS, 12s Tins, \$1.79. Star or Treet Blades, \$1.25 card. Catalogue free. RICHARDS, 1112 Columbus, Bay City, Mich. jy10x**

**AGENTS, DEMONSTRATORS, DISTRIBUTORS.** Sell amazing new Refrigerator Cleanser. Cleans, purifies, deodorizes. Kills all refrigerator odors. Needed in every home. Easily sold. Price 50c for six months' supply. Valuable book of Household Helps free. Big profits. Agents' price \$2.50 doz.; distr., \$21.50 gross. Sample 25c. Order today. FULTON CO., Box 595-B, York, Pa. x

**AGENTS-DEMONSTRATORS — RUG GUIDES, Darners, Homstitchers, Embroidery Guides, Threaders, Good sellers. Samples (2), 25c. COLBERT, Box 494, Santa Monica, Calif. jy10x**

**AGENTS ARE MAKING MONEY SELLING** Lord's Prayer on a copper. Costs 2c, sells for 10c. Particulars free; sample 10c. DAVID MARKUS, 8 East Roosevelt Road, Chicago. jy31

**ATTENTION, SUBSCRIPTION SALESPERSON!** If you work east of Rocklea and north of Mason-Dixon line, write for proposition. AMERICAN POULTRY JOURNAL, 538 S. Clark, Chicago. x

**BIG MONEY APPLYING GOLD INITIALS ON** Automobiles. Easiest thing today. No experience needed. Free samples. "RALCO," 1305 Washington, Boston, Mass. x

**COMPLETE FLASHLIGHT, 5c, AND TWO** other Novelties. Samples, 20c. State territory given. PITTLE COMPANY, New Bedford, Mass. jy17x

**GOLD REFLECTING WINDOW SIGN LETTERS,** penny each. Large sizes. Easily applied. New Styles. Absolutely beautiful. Free samples. ATLAS SIGN WORKS, 7941F Halsted, Chicago, Ill. jy31x

**LOCAL AGENTS WANTED TO WEAR AND** demonstrate Free Suits to friends. No canvassing. Up to \$12 a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples free. H. J. GRAVES, President, 1300 Harrison, Dept. U-807, Chicago, Ill. x

**MEXICAN HAND-MADE FEATHER PICTURES** leave enormous profits. Size 4x9", retails \$1.00; costs \$2.64 dozen, including duty. Free particulars. Sample 30c stamps. MARQUEZ, Apartado 1176-B, Mexico City, Mexico. jy10

**NO PEDDLING — FREE BOOKLET DESCRIBES** 107 money-making opportunities for starting own business, home, office. No outfits. ELITE, 214 Grand, New York. jy31x

**PITCHMEN! SOLICITORS! MAKE EXTRA** money with new stamping outfit. Stamp checks, plates, fobs. Catalogue 69-B free. C. H. HANSON, 303 W. Erie, Chicago. x

**SELL FAN BLADES, LEE, TEXIDE, SILVERTEX,** Latex, Bandages, Sundries, Novelties, etc. KEARNY, WHOLESALE DRUG, 456 Kearny St., San Francisco, Calif. jy31x

**SELL SOFT DRINKS. SEVEN FLAVORS.** Bottle Drink 5c; Package Drink 2 1/2c. Samples mailed for 10c. MODERN LABORATORIES, St. Louis, Mo. jy17

**STATE REPRESENTATIVES FOR SEVERAL** Catholic Publications to organize; small turn in. MARA DOLORES SOCIETY, Box 843, Detroit, Mich. jy10x

**WHERE TO BUY AT WHOLESALE 500,000** Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 925 Broadway, New York. jy31x

**ANIMALS, BIRDS AND PETS**

**ACQUIRABLE—MONKEYS, BABOONS, BASE-**ball Donkeys, Tiny Bear Cubs, Snookums, Chinese Dragons, Horned Toads, Parrots, Reptiles. LINDEMAN, 63 West Eleventh, New York. jy10x

**ANIMALS, BIRDS, MIXED FIXED DEN'S** Snakes, Boas, Dragons, Iguanas; Ringtail, Spider and Rhesus Monkeys; also Macaws. SNAKE KING, Brownsville, Tex. jy31

**BIG DEN'S ASSORTED SNAKES, \$10.00 AND UP.** Dragons and Iguanas cheap. Cash with orders. TEXAS SNAKE FARM, Brownsville, Tex. jy17x

**DEN'S TWELVE ASSORTED LARGE SNAKES,** including Rattlers, \$10.00. Also larger dens. Twenty Snakes, \$15.00. ELLISON MITCHELL, Naturalist, St. Stephen, S. C. x

**PLENTY HEALTHY SNAKES, ALL KINDS:** Alligators, Armadillos, Gilas, Iguanas, Chameleons, Dragons, Prairie Dogs, Ringtail Cats, Wild Cats, Lion Cubs, Peccaries, Coatiundi, Rats, Mice, Owls, Macaws, Parakeets, Parrots. Wire OTTO MARTIN LOCKE, New Braunfels, Tex. jy31

**BOOKS, CARTOONS, INSTRUCTIONS, PLANS**

**LEARN VENTRILLOQUISM BY MAIL — SMALL** cost, 3c-stamp brings particulars. GEO. W. SMITH, 125 North Jefferson, Room S-672, Peoria, Ill. x

**BUSINESS OPPORTUNITIES**

**CORN POPPERS AND GASOLINE BURNERS,** Stoves, Tanks, Supplies, etc. Wholesale and retail. IOWA LIGHT CO., 111 Locust, Des Moines, Ia. jy10x

**MAKE MONEY AT HOME DURING YOUR** spare time. No canvassing. Send ten cents (U.C.) for particulars. VIVIAN CALDWELL, Brookston, Tex. jy10x

**PARK PROMOTERS, ATTENTION—I HAVE** splendid location for Amusement Park within city limits of Muncie, Ind. High river frontage on one side, with boating and bathing. About \$20,000.00 park improvements already made. Ten to sixty acres available. Low price, easy terms. CARL NOTTINGHAM, East Ohio Ave., Muncie, Ind. jy10

**SELL BY MAIL! BOOKS, NOVELTIES, BAR-** gains! Pictures, Calendars. Big Profits. Easy sales. Particulars free. F. ELFCO, 438 N. Wells, Chicago. tfnx

**\$10.00 DRY CLEANING POWDER FORMULA** with 24 big unlabeled cans product, \$2.00 cash or C. O. D. Cheap, simple to make. Cleans practically everything. GENERAL CHEMISTS, 1012 Washington, Dayton, O. jy10x

**COIN-OPERATED MACHINES SECOND-HAND**

**Notice**

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

**A. B. T. LATE MODEL SKILL TARGETS, \$19.50;** Single Slot Safes, \$7.50; Rolla Scores, \$35.00. 1/2 deposit. KY. GUM, 3406 Garland, Louisville. jy10x

**AT SACRIFICE PRICES — EXCELLENT ME-**chanically and in appearance: 1 Traffic, \$2.45; 2 Jumbos, \$15.00 each; 1 Bally Derby, \$17.85; 1 Daily Limit, light up backboard, \$24.30; 1 Natural, \$24.30. WINONA DISTRIBUTING SERVICE, 702 W. Fifth St., Winona, Minn. jy10x

**BALL GUM, FACTORY FRESH, 12c BOX; TAB,** Stick, Midget Chicks, every type Machine Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. jy10x

**ERIE OIGGERS, MODEL E CLAWS, K. O. FIGHT-**ers, Advance Venders, 500 Peanut and Gum Venders, \$3.00 up. NATIONAL, 4242 Market, Philadelphia, Pa. jy10x

**EIGHT USED SKEE BALL ALLEYS FOR SALE,** One Miniature Bowling Alley. Sell one or more reasonable. A. E. WAGNER, Little Falls, N. J. jy24x

**FOR SALE CHEAP — I BIG CASINO CASH,** \$10.00. Novelty Games: King of the Turf, \$8.00; Top Hat, \$5.00; Zoom, \$6.00; Screen, \$4.00; Big Game, \$3.00; Rapid Transit, \$4.00; Kings, \$3.00; Match Dial, \$3.00; Totalite, \$8.00; Battle, \$6.00. All in A-1 condition. Send 1/3 cash deposit. AMUSEMENT SERVICE CO., 942A N. Tenth St., Reading, Pa. x

**ERIE DIGGERS, \$15.00; IRON CLAWS, K-O** Fighters, cheap; Victor Penny Nut-Gum Merchandisers, \$7.50; Cent-A-Smoke Cigarette Venders, \$4.50. NATIONAL, 4242 Market, Philadelphia, Pa. x

**FOR SALE—BALLY BUMPERS, \$20; SCORE-**board, \$25; Hideo, \$17; Mills Large Scales, \$7. SILENT SELLING CO., 548 Massachusetts Ave., Indianapolis, Ind. jy10x

**FOR SALE — FOURTEEN JUNGLE DODGERS,** \$50.00 each; three Rock-Ola School Day Rifles, \$125.00 each. Special! Six Miniature Shooting Galleries, including Winchester Rifles, Shots, Cards, complete, \$70.00. All equipment slightly used and top condition. Will trade for late model Wurlitzer Phonographs. Deposit required. SERVICE AMUSEMENT CO., 3300 So. 24, Omaha, Neb. jy10x

**MAKE ME OFFER FOR 13 CENT-A-PACKS, 3** Greeting 21, 1 Reel 21, 1 Bar-Boy. All machines used, less than 30 days. PAUL MAYFIELD, Gladewater, Tex. jy10x

**MILLS 5c ESCALATOR, \$40.00; NEW PENNY** Blue Fronts, \$50.00. All types Automatic Tables cheap. Write for list. E. G. HUNTER, 206 E. 16, North Kansas City, Mo. jy10

**MILLS NICKEL GOOSENECKS, WITH REGIS-**ters, \$27.50. Write for list of other Jackpot Machines. E. K. V. MACHINE CO., Pikeville, Ky. jy10x

**ONE-SHOT AUTOMATIC BOARDS FOR SALE.** One One Better, one Multi Play, one Bally Round Up, one Double Header, one Pamco Palooka Jr., two Tycoons, one Peerless, ticket; one Rainbow. Fifteen dollars each, two for twenty-five dollars. Electric Hoists, Roll Chutes, twenty-five dollars each. APEX NOV-ELTY COMPANY, 303 Robbins Ave., Niles, O. jy10x

**ONLY \$119.00 FOR GUARANTEED RAYS** Tracks, 14 Late Models, ready for instant shipment. Wire third deposit. UNITED AMUSEMENT, 908 McCullough, San Antonio, Tex. jy10x

**REAL BARGAINS—FIFTEEN 5c CHIEFS, FOUR** 10c Chiefs, one 25c Chief, two 1c Chiefs, serials 12200 to 126000, guaranteed like new, \$60.00 each; four 5c War Eagles, 20 stop, \$40.00 each; one 5c Watling Roll-O-Top, No. R1073311, \$35.00, one 10c Watling Twin Jacks, \$17.50; Cabinet Stands, \$5.00 each. One-third deposit required. JOE HARDING, Joplin, Mo. jy10x

**SLOT MACHINE CLOSETOUT SALE—MAKE** bid on what you are interested in. P. F. WHITE, Monroe City, Mo. jy10x

**TEN SEEBURG ELECTRIC SELECTIVE PHONO-**graphs, \$25.00, like new; five Microscope Roll Chute Cranes, used 90 days, \$50.00; Flying Duck Electric Rifle, used one week, \$50.00; Sky High, \$20.00; Short Sox, Ace, Traffic, \$10.00. KENYON COMPANY, Canton, O. x

**TRADE TEN MILLS MCCOYS, GOOD CONDI-**tion, for Automatic Payouts of different varieties. Will trade all or some. JOY AUTOMATICS, Elmira, N. Y. jy10x

**WANTED—USED ROCK-O-BALL SKEE BALLS,** Juniors and Seniors. Quote lowest cash prices. Write STATION O, BOX 118, New York. jy10

**WANTED — 1,000 VANAK COIN CHUTES.** Cash waiting. MOUNT ROYAL NOVELTY CO., 23 W. Mt. Royal Ave., Baltimore, Md. jy10x

**WANTED—MILLS SLOTS, 5c Q.T.'s, 5c GOOSE** Necks and 5c Escalators, Bells or Venders. Will trade for like new or used Cigarette Machines. X. L. COIN MACHINE CO., 1141 Broadway, New York City. jy10x

**WE ARE OVERSTOCKED WITH USED PIN** Tables. Send stamp for our bargain list. GOODBODY, 1824 East Main St., Rochester, N. Y. jy10

**WE WILL BUY—PACIFIC'S SIX SLOT PA-**lookas, Junior Palookas, Skill Type Triple Slot Lite-A-Lines, Bowl Type Triple Slot Lite-A-Lines, Mills Ten Grand and Q.T. Tables; Evans Galloping Dominoes, Bangtails and Rolletto Jr. How many have you and what price? Will sell cenco Wizards at \$20.00 each. Mills Snake Eyes at \$15.00 each; Mills McCoy's at \$30.00 each. AMUSEMENT NOV-ELTY SUPPLY CO., 312 Carroll St., Elmira, N. Y. jy17x

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**Show Family Album**



**QUITE popular in the tent repertoire field some 35 years ago** was Swafford's Pavilion Stock Company. This picture showing members of the company, including several workmen, was taken at White River Junction, Vt., May 20, 1912. The organization was under the management of Jim Swafford and worked out of Syracuse, N. Y. Among those in the picture are Jim Swafford, wife and son; Ed Bellows and wife; Dick Bernard, comedian and juggler; Ella Mae Fourier; C. W. Carlton, wife and daughter; Bob Lester, leading man.

*The Billboard invites its readers to submit old-time photos for reproduction herein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.*

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**DONALD CLARK OFFERS—2 Clever Standard** Free Attractions, Slack Wire and Comedy Juggling. Nice wardrobe and apparatus. **R. F. D. No. 1**, Springfield, O. jy31

**FRED AND MARIE OUTHRIE—Four separate** acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. 1808 Race St., Cincinnati, O. jy31

**HELL DRIVERS—Rolls, Jumps, Wall Crashes,** Stunt Driving. 1937 cars. Some August-September dates open reasonable. **J. LLOYD SHIELDON**, 56 Arthur Ave., S. E., Minneapolis, Minn. jy31

**PANAHASIK'S Dog, Pony, Monkey and Bird** Circus offers the most beautiful domestic and tropical animal and bird performance that pleases all ages. This marvelous performance is presented by Prof. Panahasik himself for this attraction. Address **GE. E. ROBERTS**, Manager Panahasik's Studio, 615 W. Erie, Philadelphia, Telephone SA 6more 5339.

**THREE NOVELTY ACTS — America's best lady** globe act. She comes down stair steps and uses an inside globe. Something that is different. Two people wire act and a juggling act. Write for prices and literature. **THE CHRISTYS**, Keokuk, Ia. au28

**VAUTELLE'S CIRCUS — Dogs, Cats, Monkeys.** Satisfaction guaranteed or no pay. Act No. 1: Acrobatic Clown and Monkey. Now booking Northern and Southern fairs, or any kind of road show. Salary or percentage. Peoria, Ill. jy31

**AT LIBERTY**  
**PIANO PLAYERS**

**AT LIBERTY**  
**SINGERS**

**PIANIST—Sight Reader, Good Rhythm, Expert-**ness hotel dance, concert, tablaid, radio, etc. Jazz or classical. Fine accompanist. All night offers considered. Prefer hotel or radio location in college town. Will troupe. Job must be permanent and reliable. Write all. **GLENN HOUGHTON**, 434 24 St., West, Dickinson, N. D.

**COLORATURA SINGER,** Very High Voice. Sing with Band, Concert, Club. Can sing French, Italian and English Opera. **36 EDGERBY BLVD.**, Boston, Mass.

**AT LIBERTY — VOCALIST, SOME PREVIOUS** experience with bands. Free to travel. **MARION BAILEY**, 2612 E. Main St., Endicott, N. Y.

**AT LIBERTY—GIRL SINGER DESIRES CON-**nection with reliable organized orchestra. Write or wire. **DOROTHY DEMONEY**, 1039 Paseo, Kansas City, Mo.

**AT LIBERTY**  
**VAUDEVILLE ARTISTS**

**AT LIBERTY — SPECIALTY TEAM. MAN,** Singer, Yodler, Comic Characters, Monologues, Sketches. Woman, Piano-Accordion and Piano: Sings some. Plenty singles, doubles. Have car, go anywhere. **BOX C-200**, The Billboard, Cincinnati, O.

**PROFESSIONAL MODEL, ORIENTAL DANCER.** Can manage Vaudeville or Picture Show; also Concession. **VERNA RAMER**, Route 4, Frankfort, Ind.

**JAQUES AND LAVERNE — Young, versatile** colored Team, Brother and Sister, doing fast flash, Rhythm and Acrobatic Tap Dances, Spanish Comedy and other dances. This team has had experience, has personality and looks, also Strollers, Singing, Harmonizing, playing Accordion and Guitar together between shows in night club. Play Piano also. Has beautiful wardrobe. Permanent address, **JESSIE M. BARRETT**, 8926 South Parkway, Chicago, Ill. Phone: Englewood 7481. jy10

**PREPARE FOR BUCK—**  
(Continued from page 59)

rade, including six drum and bugle corps and four brass bands with hundreds of automobiles, will inaugurate the opening. Seven thousand sheets of printing are being used in a billing campaign that includes a territory of 50 miles circling Syracuse. Mayor Roland Marvin and Senator Francis MacElroy will be among notables attending the opening. Free acts will be booked.

Bordeaux Post is known as one of the liveliest in the country and its drum and bugle corps just won first prize at the State convention in Saranac Lake. Edward Sanborn, William Doland and Mike Micheals are on the committee in charge, and Lester Al Smith, supervisor of the WPA Federal Theater Project in Syracuse, is active in the promotion.

**SUNBURY FESTIVAL—**  
(Continued from page 59)

H. C. Taylor, ticket store; William Bowman, game; J. C. Tobias, pop corn; Lillian Bircher, bumper auto game; J. C. King and wife, mitt camp; Mose Buckland, shooting gallery, ball game; William H. Bowman, wheels; Johnny Laurenzi, ball games; Charles Caldwell, penny pitch; P. J. Montana, candy apples; Raymond Wynn, pop corn; Mr. and Mrs. Bill Fleming, root beer; Mr. and Mrs. Leonard Kohr, custard; William H. Bowman, game; Bill Augrell, game; Tony Compello, penny pitch; Reithoffer Bros., photo gallery; Band Commandery, penny pitch; A. J. Hastings, candy floss; Nick Vita, novelties; M. Hynicka, Loop-It; H. M. Pierce, bingo; Boy Scouts, candy.

Event was publicized thruout a radius of 30 miles with one-sheets, three-sheets, window cards, half-sheet uprights, sound bus, radio programs and advance street parades. About 5,000 copies of *The City Band News*, 16-page tabloid, were distributed, together with special advertisements in near-by papers.

Committee included William Duke, president; John Tobias, chairman; L. C. Roth, publicity; Earl Hill, lot superintendent; Claude Bloom, electrician; Charles Wolfe, treasurer; Mel Sober, festival director; H. C. Taylor, contest chairman. Event will again be held next year, according to officials.

**LIONS' CLUB—**  
(Continued from page 59)

likewise with Roanoke Rapids Lions' Club Midsummer Festival and Exposition, which will be handled by A. J. Grey, Grey Producing, who has booked E. H. Work shows, rides and concessions. Mrs. Grey will handle popularity contest for sale of advance tickets in conjunction with giveaways each night on the exposition grounds.

Show will be in the old ball park in heart of the city and is said to be the first of any such amusements in city limits in 12 years. Lions' Club committee comprises 20 of the 60 members and is lending every effort in support of the affair.

Besides an array of free attractions and midway, merchandise booths will be housed in three large tents. Louisburg, N. C., will follow four weeks after this event and will be the second annual celebration there under Grey direction.

MILWAUKEE county board and common council appropriated \$3,000 each toward expenses of a Father Marquette Tercentennial Celebration in Milwaukee Auditorium.

**Arlington Noodle Days**  
**Will Have Talent Array**

ARLINGTON, Minn., July 3.—American Legion Post and Junior Booster Club, joint sponsors, have lined up varied entertainment for Second Annual Noodle Days and Home-Coming Celebration here. Included in talent array are Dexter Duo, Peterson Brothers, June Cameron, Jack Mason, Musical Lundgards and Bounding Petes. Frisk Greater Shows will be on the midway.

Giveaway of an eight-day all-expense tour to New York will be a special feature. Committee in charge, said Chairman Clarence V. Sweeney, collects a deposit from the Legion post and a like amount from the Junior Booster Club for initial expenses of the celebration. Contributions are then collected from spots in town that dispense beer and liquor. Remainder of funds to carry the committee thru is derived from its share of rides and shows and corn game and lunch stand it operates.

Committee also sponsors a dance nightly in addition to serving the public free dishes of egg noodles, prepared with hamburger and tomatoes, each noon.

**Rain Cuts Attendance**  
**At Walla Walla Event**

WALLA WALLA, Wash., July 3.—Rain on the first two days considerably knifed attendance figures at the Sunshine Festival here on June 10-12 under Junior Chamber of Commerce auspices. It cleared off enough, however, to permit holding of the annual pet and doll parade, a model aircraft show, a decorated bicycle parade and bicycle races, the festival being staged primarily for the amusement of the youngsters.

W. Earl Somers Amusement Company, with three rides and 10 concessions, was on the midway. Alfred McVay was committee secretary.

**Contracts for Wirth Circus**

NEW YORK, July 3.—Frank Wirth office signed contracts to produce its show for Junior Board of Wilmington (Del.) General Hospital, offices having been opened there with Al Johnson in charge. Contract also has been signed for the show under auspices of Waterbury (Conn.) Elks. Wirth Circus also will be presented under Freeport (L. I.) Elks on Elks' grounds. Milford Van Ripper was appointed general chairman by Exalted Ruler James Hagen. Al Hamilton, who has joined the Wirth staff, was appointed manager of this first annual circus for which nearly 2,000 members are active.

**Detroit Show Permits Drop**

DETROIT, July 3.—End of the biggest wave of sponsored carnivals in years here occurred this week when city council failed to hear one application for such an event for the first time in about two months. Some carnivals are still scheduled, but shows are tending to move to suburbs and even up-State, with summer weather bringing better business in smaller towns. Detroit lots appear temporarily played out as a result of 10 shows that played the city simultaneously for a time this spring.

**Stamp Sale From Marietta**

MARIETTA, O., July 3.—Marietta Celebration Commission will put out official cachets depicting scenes of the pioneer settlement for the commemoration of the 150th anniversary of the adoption of the Ordinance of 1787, said Secretary H. E. Schramm, of the commission. All profits from sales of the commemorative stamps will be devoted to the celebration program.

**Shorts**

OFFICERS of Milwaukee Midsummer Festival Commission signed a contract with Municipal Opera Association for *Swing Fever*, to be presented in Juneau Park.

FOUR Cycling Kirks; La Blonde Troupe, wire walkers, and Leo Demers' acrobatic act were booked by the American Legion Post in De Pere, Wis., at 4 Fourth celebration on the fairgrounds.

STREET Fair and Home-Coming in South Zanewille, O., will be under auspices of the fire department, proceeds (See SHORTS on page 72)



# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD REUTER—Communications to Sixth Floor, Woods Bldg., Chicago

## Summer Outings Aid Mdse. Sales

CHICAGO, July 3. — Local wholesale merchandise distributors report that orders for delivery to outdoor church picnics, socials and fraternal events so far this summer are the best they have experienced in eight years.

Wider use of merchandise for prize and award purposes to attract patronage at these affairs is revealed by the diversified nature of the merchandise being ordered to date. Whereas in former years only one or two booths at such an event displayed merchandise awards, this season it isn't uncommon to find as many as seven or eight concessions at an average affair, all displaying merchandise prizes of one type or another. Range of merchandise required for one such event may include such items as lamps, toys, electrical conveniences for the home, homeware items and even many flash items such as kewpie dolls, canes, balloons, parasols, squawkers and novelty hats.

Increased attendance at outdoor events this summer, induced no doubt by a healthy per capita income, has resulted in wholesalers being rushed to meet the increased needs of such affairs. Many supply firms who were forced to forget this type of business during the depression years because of lack of orders are again actively cultivating this market. A few of them have even been successful in promoting higher priced single items such as console radio sets, electric refrigerators, auto radios, watches and other sizable awards.

## Retail Sales Show Increase Over 1936

NEW YORK, July 3.—According to the American Retail Federation, retail sales for May totaled \$3,600,000,000, which was an 8 per cent increase over the 1936 total. Sales for the first five months of this year were about 10 per cent ahead of last year's volume.

Department of Commerce reports indicate that the better gains have been made in the rural districts, where dollar sales have averaged about 12½ per cent better than last year for the first five months. Department store sales in the cities have gained about 11 per cent. Compared with May of last year, daily rural sales are up 11 per cent and city sales have gained 7 per cent.

## Here's a Hot Tip For Gadget Mfrs.

Hogwallow, Ky.  
To the Editor: "Old Jed Hudkins has got himself a real rip-snortin' idea for a gadget that he says is really needed in these hyar parts. For many years Jed and his family of two cows, nine kids and a wife have been perched high on the side of a hill. This spring, since his legs ain't as spry as they usta was, he moved down to the valley so as not to be laid up from the long climb home after attending the court days in the county seat.

"This moving caused Jed a peck of trouble, he says, cause his cows couldn't stand up straight on the level ground. From grazin' on the hillside for such a long time their legs had grown shorter on one side than the other, and they just flopped over on their side every time they tried to stand up. But Jed fixed things up all right. He cut himself a stick of hickory and made some stilts which he strapped on to the short legs. Does it work? Well, he says Bossy and Bess are just as content as a couple of wrens in an old shoe now that they are leveled up again.—The Hill-Billy Kid."

## Dress Up That Stand! General Business Conditions Spotty

Do you enjoy eating in a restaurant where the tables are dirty, the silverware greasy and which boasts of only a dunking acquaintance with water? Do you patronize stores where the windows are dirty, the counters dusty and the clerks look like they have yet to be introduced to a comb or brush? Certainly not! If the advent of the chain stores has done nothing else, it has made the open cracker barrel, the fly-catching lard can and other badges of the old-time merchant a thing of the past. Stiff competition which these stores have fostered has educated the public to expect merchandise to be clean and attractively displayed.



M. REUTER

Yet it is amazing to note how little regard many concessioners seem to have for these basic principles of merchandising. Some seem to believe that all that is required is a few prizes, a shelf and a game and the money will roll in. Perhaps little more than that was necessary in the good old days. But it's a different story today. The average patron is well educated to the many devices which wide-awake retailers are using to sell their wares, and a dust-laden lamp or a soiled-looking doll is not enough to cause them to give such a stand more than a passing glance.

Many concessioners have attuned themselves to the times and are using every bit of showmanship they know to make their stands more attractive. One of the things that impressed me most on a recent visit to one of the leading carnivals was the trim appearance of the concession stands. Every one displayed its wares in its own distinctive style. Counters sparkled with newly painted brightness. Back drops and side walls of many stands were covered with rich-looking drapes. Indirect lighting and spotlight effects flooded the prizes with added eye appeal. Shelves were neatly covered and on them were displayed much of the latest in quality prizes. Each prize on those stands which featured a wide variety of merchandise was given sufficient breathing space in an effort to show it off to its best advantage. The first-class condition of game equipment indicated that it was given good care, and the men behind the counter were as neat and clean-cut a group as to be seen in any first-class store.

What a contrast do so many other stands present. On many prizes are jumbled together in such disarray that it is almost impossible to distinguish one item from another. The battered appearance of antiquated prizes which I have seen on some midways literally shouted to the prospective customers that neither heaven, hell nor high water had yet proved capable of getting them off the shelf. The prizes on other stands seemed to have lost half their appeal because of the dirty, grimy appearance which owners permitted them to wear. It is true that merchandise exposed to the elements soon loses its original brightness. But by using a bit of judgment in purchasing prizes that will better withstand the ravages of the elements, by throwing out more merchandise, thus keeping the stock moving, and by exercising a little ordinary care in keeping the merchandise clean while it is on the shelves, the eye-appeal and freshness of the display will be preserved.

Many progressive concessioners have proved by actual use that prize merchandise can be made to look as appealing on a midway stand as on the counter of a Fifth avenue shop. The judicious use of mirrors, drapes, decorated cardboard cutouts, attractive lighting effects, gayly colored shelf paper, etc., are all available to the concessioner who is farsighted enough to see that the expense and trouble he takes to dress up his stand will come back many times over in the form of increased play. New appealing prizes tastefully arranged in an attractive setting are sure to stop the passers-by. It gives them added incentive to try their luck. They are more receptive to a spiel. The chances are much greater that they will spy some prize that they would like to take home with them.

So check up on that stand of yours, Mr. Concessioner! Stand out in front of it and ask yourself whether it is a crowd stopper. Do your prizes sparkle with the luster of newness? Are they tastefully arranged and set off in a manner that increases their "take-me-home" appeal? Remember, your stand is your store, so take a tip from the progressive retailers. Use your showmanship and dress up that stand!

NEW YORK, July 3.—Since the majority of retailers seem to have enough stock on hand to cover their current needs, wholesalers in some lines suffered a falling off of business last week. Business on the whole was spotty, altho warm weather, the optimistic outlook for bumper crops and continued peak production schedules in areas not affected by labor troubles stimulated trade in many sections.

According to *The New York Times*, the most optimistic reports came from the South, Southwest and sections of the Midwest, where people in rural communities are making heavier purchases of summer goods. On the West Coast, where the labor situation has caused some uneasiness, business failed to maintain its seasonal level, altho industrial production reports continued favorable.

In the New York area the fast pace of retail trade during the first half of June was not maintained. Sales volume in some of the large stores dropped below the figures for the corresponding week of last year, when bonus spending was a factor in stimulating trade. The movement of summer goods was below expectations in the Philadelphia area, but retail sales remained about the same as last year. Dallas reported an increase over last year of from 18 to 25 per cent; St. Louis, 22 to 24 per cent; Atlanta, 15 to 30 per cent, and Chicago, 15 per cent. Almost all industrial plants in New England States continued to make a good showing, altho new orders were at a low level in some divisions.

## Hot-Weather Items Boost Gas Sales

FT. WAYNE, Ind., July 3.—Operator of a local chain of independent gasoline stations reports that he has greatly increased gas and oil sales since adding beach chairs, electric fans and other summer merchandise to his free-gift list. Company's policy is to give a coupon with the purchase of each gallon of gasoline or quart of oil. Upon presentation of 100 coupons customer can select a beach chair, electric fan or one of the other awards.

The operator has been successful in building up repeat business by giving away matched sets of homeware, a piece at a time, with each purchase of five gallons of gasoline. So far his customers seem to favor the 22-piece luncheon sets, 16-piece breakfast and kitchen sets and 12-piece turkish towel sets. The influence of the kiddies in swinging their parents' trade his way is not overlooked, for he also features ball-bearing roller skates and other items to catch their fancy.

## Shooting of Firecrackers Okehed by Houston Council

HOUSTON, July 3. — The right of Houston kids to shoot fireworks on Independence Day was upheld unanimously at a meeting of the city council this week when the mayor and other members admitted that they "also like to shoot fireworks on July 4 and wished to do so without breaking their own laws."

When Dr. J. Herbert Page, county health officer, sent the mayor a copy of a New Orleans ordinance which made it an offense to sell or explode fireworks in that city the mayor called the ordinance to the council's attention.

"We won't pass such an ordinance," Commissioner S. A. Starkly said. "You can't stop the kids from shooting fireworks. You couldn't enforce it if you had a policeman in every yard of the (See FIRECRACKERS on page 66)



# New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

## Potsy

Potsy, clever new gadget manufactured by the DeHymel Manufacturing Company, is claimed to make kitchen work a lot easier. This handy number is a flat piece of special metal that has several different-shaped corners made to fit the inside curves of pots, pans and skillets. It is said to be indestructible, yet will not mar cooking utensils. Several features claimed for the gimmick are that it is easy to hold, simple to use, sanitary and will clean burned and hardened substances from the corners of cooking utensils in a jiffy. Ten-cent retail price, together with attractive wholesale prices, should make it a popular number with demonstrators.

## Inkstand Lamp

A new low-priced flash item is just being put on the market by the Liner Machine and Tool Works under the name of the Pet Inkstand Lamp. Item consists of a nine-inch lamp mounted on a 5 1/4-inch oval-shaped base. Two and one-half ounce ink bottle with screw top fits in middle of base in front of lamp with a pen receptacle on each side. Stippled finish is available in pink, green, blue and black colors. Comes complete with parchment shade, filled ink bottle, five-foot silk-covered cord and standard plug. Claimed to be an item especially adaptable to prize and gift use.

## New Dart Rifle

A new double-barreled dart rifle designed for concession and general amusement use is being marketed by Pop Baker. Gun has a full-sized gunstock, double triggers with barrels about a foot long. Concealed spring propels vacuum-cupped darts at target. Ordinary-sized targets are used. Low price of guns and darts should make it a profitable number for toy workers, as well as an appealing prize for concession use.

## Quality Brush Line

A comprehensive line of sanitary brushes has just been introduced to the direct-selling field by Sanitax Brush and Products Company. Finished with a grooved open metal back, brushes are easily kept clean and sanitary by immersing under hot-water faucet. Boiling will not harm them, nor will they tarnish, rust or corrode. Line includes the de luxe hairbrush, pullman hairbrush, de luxe handbrush and a manicure brush of a texture and construction that cleans under nails without injuring the tissue.

## New Electric Shaver

A new electric razor intended to retail at \$5.95 will soon be put on the market by Cadillac Electric Razor Company. James F. Dolan, head of the company, claims that the new razor has certain advantages not possessed by any other razor now on the market and compares favorably with other products of the type selling for much higher prices.

## THE BUYING GUIDE OF THE SHOW WORLD

OUR NEW "CATALOG No. 128" IS READY FOR MAILING!

When Writing, State Business You Are In, As We Do Not Sell Consumers.



GENUINE PIGSKIN LEATHER BILLFOLD. Size Open 8 1/2 x 12 1/2 inches. Has Large Pocket for Outcrayon, Transparent Identification and two Card Pockets. One Dozen in Box. B44C65.

Per Gross 9.75



COMBINATION GLASS CUTTER KNIFE—Two Blades, Clip and Pen, Glass Cutter and Corkscrew. Nickel Finish. Metal Handle. Center with Fancy Colored Celluloid Inlay. Equipped with Shackle for Chain. Size of Knife Closed, 3 1/2". One Dozen in Package. B10C178.

PER GROSS 12.00 PER DOZEN 1.05



Just Look—only 1.50 each

INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was \$3.33. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with \$5.00 price mark.

We Have a Complete Line of Beacon Blankets for Immediate Delivery.

N. SHURE CO. Adams and Wells Sts., CHICAGO, ILL.

## THE SENSATION OF THE YEAR! THE SILVER CIRCLE RADIO



\$10.99 LOTS OF 6

Sample, \$11.49

Rush \$2 DEPOSIT. Pay Balance 5 O. D. MONEY-BACK IF NOT SATISFIED Order Model No. 159. 24-Hour Service.

Patent Applied For

FREE 1938 CATALOG 30 Beautiful Models, 5 to 15 Tubes, for farms, homes and autos.

## IT'S GOT 'EM GOING AROUND IN CIRCLES

The newest Radio on the market... and already the most successful! Beautiful and graceful — yet striking in appearance. Front panel of finely grained buff-walnut veneers. Full size dynamic speaker at side. Simulated gold dial of the new clock type. 5 Tubes, including one Metal Tube. Both Set and Tubes fully RCA licensed. AC-DC, 60 cycle, 110 volts.

ONE-YEAR GUARANTEE. Long and short wave—gets police calls, amateurs, etc. Size: 10" diameter and 8 1/2" deep. Complete with Aerial. Weight, 9 lbs.

GIVE-AWAY RADIOS FREE! Make \$14.92 on every deal. Send 10c for push card, photo and plan.

SILVER MFG. CO. 612 N. Michigan, Dpt. 65, Chicago

## HERE IT IS

### THE NEW MOTO-SCOOT



\$109 List F. O. B. Chicago

Operators! Make money renting and selling the new MOTO-SCOOT. Can be rented just like a bicycle. Easily operated by any man, woman, girl or boy. Mr. A. of Chicago reports big earnings. Get on the bandwagon NOW with the biggest money maker in years. Write or Wire for Details! MOTO-SCOOT MFG. CO. Dept. BX, Chicago, Illinois. 219 So. Western Ave.



**Carnival Novelties** New Stock—Just Arrived

BB1 Men's Toy Wrist Watches, 1 in box	Gro. \$3.75	BB6 High Hat Fur Monks, 8 in.	Gro. \$7.00
BB2 Gillette Style Blue Blades	Per 1000 3.50	BB7 Piggy Wiggy, Compo, 3 1/2 in. Doz.	1.25
BB3 Flying Birds, Outside	Gro. 1.85	BB8 Cell. Doll, 7 in., with Plume Dress	Gro. 5.50
BB4 Flying Birds, Inside	Gro. 1.85	BB9 Swaggar Sticks, 36 in.	Gro. 6.75
BB5 High Hat Fur Monks, 8 1/2 in.	Gro. 3.75	BB10 China Head Swaggar Sticks	Gro. 4.50
Parade Games, Balloon Toss-Ups, Daisy Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Cane Rings, Hoopla Rings, Cowboy and Mex Hats, all sizes; Min. Straw Hats, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plates Novelties.		BB11 Jap. Cig. Cases, Pearl Inlay	Gro. 4.50
		BB12 Reach Bounder Balls	Doz. 1.15
		BB13 Carnival Fruit Balloons No. 8	Gro. 2.35
		BB14 Serpentine Balloons, 45 in.	Gro. 3.75

25% DEPOSIT REQUIRED ON C. O. D. ORDERS

LEVIN BROS. TERRE HAUTE, IND.

## JEWELED WRIST WATCHES

LADIES' & MEN'S, Brand New! Latest Style Yellow Gold Top and Chrome Back Cases. Complete with Bracelet to match, in Gift Box, with \$19.50 Retail Tag. Assortment of 6—3 Ladies', 3 Men's. Each Samples \$1.00 Extra. Send for Catalog. PLYMOUTH JEWELRY EXCH., 163 Canal St., New York City.

GENUINE FUR TAILS \$5.00 Per 1000 FOX TAILS \$45.00 Per 1000 Sample, 10c. 25% Dep., Bal. C. O. D. Genuine giant size Fox Tails with two strong cords for tying to bicycle, cap, radiator hood, motorcycle, etc., and flashy, first grade red, white and blue silk streamer. Fair workers, concessioners and special events workers, prominent users in all fields are stocking up now for a big profit season. SAME DAY SHIPMENT! H. M. J. FUR CO., 150 W. 28th St., New York, N. Y.

FUR TAILS FUR TAILS AT CLOSE-OUT PRICES. Not to be confused with \$3.00 \* \$25.00 our first quality, giant-size 100 fur for tails, also advertised 25% Depos. Bal. on this page. O. O. D. H.M.J. FUR CO., 150 W. 28th St., New York City

\* IMPORTED ORIENTAL DESIGN \* RUGS Send \$1.00 for Prepaid Sample or Free Sample Swatch of Actual Rug and Price List. M. SEIDEL & SON 243 West 30th Street, New York, N. Y.

CIRCUS HORSE 15c EACH 12 to a Carton. (No Less Sold) New Beautiful Operation, Brightly Colored. Trained Trimmer.

DID YOU GET OUR LATEST CATALOGUE? Listing Thousands of New Items, Novelties, Concession Goods, Salesboards and Premiums at Exceptionally Low Price. Don't Fail to Send for Your Free Copy Today. BADGER NOVELTY COMPANY 2546 No. 30th Street, Milwaukee, Wis.



BB22—NOVELTY CHINA DOG ASH TRAY. Dog standing on ash tray. When dog's rubber tail is squeezed he will ure make you laugh. Made up in bright colors. Sample, Prepaid, 25c; Dozen, \$1.20; Gross, \$12.00. Order Today and Get Started on this Clever Novelty. A NEW BASEBALL POOL BOOKLET, Large Profits. Send 25c in stamps for sample and quantity prices. Two-Tone Parade Cans, Gross \$7.50. Floral Cloth Parasols, Gross \$8.50. Balloons, Circus and Carnival Prints, Gross \$2.00. Elephant Charms, Gross 60c. We have for immediate shipment complete line of Merchandise for Corn Games—Ball Games—Snow Cone and Popcorn Cones—Hoop-La Blocks; Write us your requirements. Order from this ad. 25% with order. Get our Catalog No. 936. New Carnival Catalog soon.

## MIDWEST MERCHANDISE CO.

1026-28 BROADWAY, KANSAS CITY, MISSOURI.



MAKE BIG MONEY Full time or side line, with OIL OF INDIA, but ACT FAST, while bugs and insects are most pesky. People like its pleasing aroma, pests do not. Applied on skin, protection is assured. HARMLESS. MILLIONS NEED AND WANT OIL OF INDIA. Write today for sample and full particulars.

OIL OF INDIA COMPANY, 122 W. Illinois St., Chicago

### IT'S NEW!



The "Pet" Inkstand Lamp  
A beautiful desk lamp for home or office.  
A wonderful concession or premium item.

Heavy steel base and upright—Standard safety switch socket—2 penholder receptacles—5 ft. silk-covered cord and rubber plug—Lamp stippled finish. Four beautiful colors, pink, green, blue, black—2 3/4-oz. filled ink bottles (with screw top)—Beautiful parchment shade—40 amp. bulb recommended. Each one inspected and tested before it leaves our factory.

Weight 9 1/2"—Width 6 3/4"—Packed single in corrugated shipping cartons—Weight 2 lbs. 2 dozen to a shipping carton. Sample lamp P. P. Prepaid \$1.00. Rush your order. Write for wholesale prices.

**LINER MACHINE & TOOL WORKS**  
742 Ada St., Chicago.

## NOTES from SUPPLY HOUSES

Sales volume of 5 and 10 cent to \$1 variety stores reached a new high 1937 level during May, according to figures just released by the Syndicate Store Merchandiser. Total sales of 12 leading chains showed an average gain of 8.3 per cent over the same month of 1936 and increased from the preceding month by substantially more than the customary amount for this time of year.

Advance Distributors advise that their new circular is off the press and available to those interested in salesboard deals. The circular lists a number of new deals and particularly a new radio deal which, we are advised, has proved extremely successful after a test in the metropolitan area.

Ruby China Company, Inc., wholesaler and importer in premiums and novelties, has moved from its former head-

quarters to 48 Portland street, Boston, following a good winter season.

According to reports from the United States Department of Agriculture, farm population has dropped the first time since 1929. Population figures this year show a net loss of 80,000 people residing on farms January 1 compared with the beginning of 1936.

Lafayette Manufacturing Company is marketing a new two-band midget radio especially constructed to meet the needs of the summer tourist for the trailer, motor boat or summer camp. Model operates on both AC and DC current and may be switched from storage battery to line power by merely throwing an off-on switch to the proper position for the type of power to be used. Two-toned hardwood cabinet is said to be designed to harmonize with the interiors of trailers and cruisers.

### FIRECRACKERS

(Continued from page 64)

city; besides, I like to shoot them myself."

"I still get a kick out of shooting firecrackers myself," Commissioner Frank Holton added.

"Me, too," said his honor.

### H-W EMPLOYEES

(Continued from page 36)

tracting a lot of attention. The beautiful white and gold private car lettered "Motion Picture Unit, Metro-Goldwyn-Mayer Studios" is the cynosure of all eyes wherever it is spotted. It is understood a prominent movie star will join the show in a few days and will have a part in the movie shorts made on the lot.

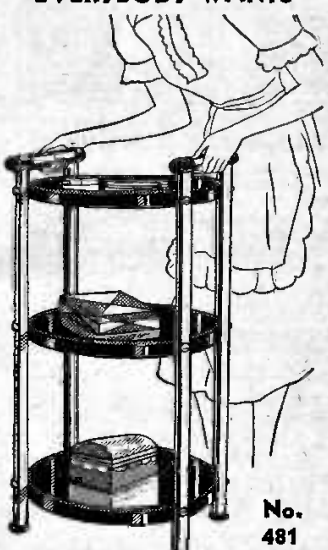
Show is moving along nicely and with more favorable weather and the movie tieup the management expects excellent business in Michigan. Show arrived here late Monday, a spreading rail having caused a derailment. Matinee, which started about 4:30, was fair and the night house big. Don Harter, of Peru, Ind., and Paul Conway, of Macon, Ga., were visitors here.

Appearance of Katherine Clark, daughter of Assistant Fire Chief Ed Clark, as drum major in the spec and as an elephant rider helped the local H-W greatly. She was presented with a bouquet by Commander Edward J. Cullen of the Elkhart American Legion Post, of which Clark is also a member. The story, with a picture, was given good space in local press.

Show rented lot from Mayor Clyde Paxton. Soft sand made it extremely difficult to move even the lighter wagons and elephants were needed to help with much of the heavier equipment. It was first time a circus had ever shown on this lot, all previous performances having been at the driving park.

M. ENOS JR., of Fall River, Mass., saw Downie Bros.' Circus several times in that section. Rainy weather in Newport and Fall River, but attendance was good. He also attended Cole Bros. when in his city. Better than a half house for matinee, and in evening they were on straw in spite of some rain. Enos enjoyed both shows.

## Here's That Fine NEW NUMBER You've Been Looking for THE PRIZE EVERYBODY WANTS



No. 481

Put sparkling, new pulling power into your prize display by featuring this bright, smartly colored Utility Table with gleaming genuine chromium-plated legs and handles. Shelves in choice of red, black, green, ivory, orange or two-toned walnut. Brilliant, talked about, wanted everywhere. Regular retail price \$4.98. Minimum quantity: 6 units.

Ask your jobber for special price on No. 481 and prices on 14 other numbers retailing from 75c to \$5.00.

Sold by All Leading Jobbers.

### DAYSTROM CORPORATION

Olean, New York  
America's Largest Smoker Manufacturers.

### ARE WE BUSY! And Why Not? We are Never Undersold or We Will Sell for Less...

Exceptional Values in:

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- Novelties, Gifts and Premiums.
- Sales Boards and Deals.

Get Our 196-Page Catalog FREE.

## MILLS SALES CO.

Our Only Mailing Address OF NEW YORK INC.  
901 BROADWAY, New York, N. Y.  
WORLD'S LOWEST PRICED WHOLESALERS

## The Real Alkalizer

Packed 30 Alkaline Tablets to a Disposable Card. Retail Value \$1.50. Each Card **22c**

**JOBBERS, WHOLESALERS SEND FOR QUANTITY PRICES.**

SEND FOR 1937 CATALOG.

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### Own a WHOLESALE JOBBING BUSINESS

Make Big, Steady, Repeat Profits With World's Largest Counter Card Line.

More than 300 products, Carded Merchandise—including Aspirin, Razor Blades, Combs, Breathlets, Laxatives, etc.

BOOK FREE everything that sells fast all seasons. No dead items. No concessions, taverns, stands. No house-to-house work. Fast, steady repeats. H. D. V. sold \$142 in 2 days. Lifetime business. Write for FREE BOOKLET—tells how to own a business that pays big. No experience needed.

PRO-CO-PAX,  
Dept. K-7, 1954 S. Troy Street, Chicago, Ill.

### LUCKY CHARMS

Imitation Ivory With Colored Cords.

\$1.00 per gross  
Quantity Prices on Demand.  
OVER 100 DIFFERENT NUMBERS.

KARL GUGGENHEIM, INC.  
871 Broadway, New York.



## 69c EACH

No. B101—Oase Metal, Assorted Colors. Snap or Time Pictures. Size: 1 1/2 x 1 1/2 in.

## TEN FOR \$6.50

Send for New 1937 Catalog.

**ROHDE-SPENCER CO.,** Wholesale House  
223-225 W. Madison St., Chicago.

### UNIVEX 8MM Movie Cameras

B24088—A precision vest pocket optical achievement. Makes brilliant movies at less than snap-shot cost. Everyone wants one. Retail \$9.95. Costs you each... \$6.97 30 ft. film. Each, 450

B24084—UNIVEX MOVIE PROJECTOR, A. G. Only, for Any 8mm Film. Each \$10.45 25% Deposit on C. O. D. Orders.

Ask for Our Big New Catalog 379, containing 128 pages of Novelties, Jewelry and Premiums.

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"The World's Bargain House."  
217-252 W. Madison St., Chicago, Ill.

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OUR PRICES ARE ALWAYS LOWEST NEW CUT PRICE LIST READY

- High Hat Fur Monkey, 9 in. Gro. \$4.25
- High Hat Doll, Feather Dress, 8 in. Gro. \$4.00
- China Head Swagger Capes, Gro. \$6.00
- Swagger Capes, 28 in. Gro. \$5.50
- Wickey Mouse Heads, No. 10, Oak Gro. \$3.25
- Floral Cloth Parasols, Gro. \$3.40
- China Novelties, ass. large size, 100 \$1.05
- Ride 'Em Cowboy Felt Hat, Gro. \$7.40
- Send 25% deposit on C. O. D. Orders

### OPTICAN BROTHERS

All Orders Shipped Same Day Received.  
300 W. 9th St., KANSAS CITY, MO.

### LUCKY FUR AUTO TAIL

with Red, White and Blue Streamer at SENSATIONALLY LOW PRICES

\$3.00 Per 100 And Up \$25.00 Per 1000

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### MEDICINE MEN!

MURAGEN TONIC! A Nationally Advertised, Quality Product. Beautiful Three-Color Carton. \$28.00 GROSS, \$2.40 DOZEN. FREE SAMPLE. You Can't Miss with MURAGEN.

"CLIP THIS AD FOR FUTURE REFERENCE."

**THE DICKSON CORP.,** Nashville, Tenn.

### GET YOUR SHARE OF EXTRA PROFITS!

● SUN GLASSES, on Disp. Cards, Gro. \$9.50  
● SIDELINE GOODS, A-1 Qual, Gro. 1.10  
● MOTH CAKES, Giant, 100 for... 3.50  
● SWATTERS, Gro. 2.50

25% Deposit, Balance C. O. D.

**CHAMPION SPECIALTY CO.,** 814-W Central St., Kansas City, Mo.

Exceptional Values in NOTIONS, BLADES, TOILET ESSENTIALS, NEW TOOLS, ASPIRIN, GIFTS, CARDED GOODS, SALES BOARDS, PREMIUMS, BALLOONS. You Get What You Ask For—No Substitution. No order too small or too large. Free Sample Case. Write for Details and Catalog.

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PRICED FROM \$1.75

Send for our Free Catalogue, showing you the biggest values in rebuilt watches.

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End your correspondence to advertisers by mentioning The Billboard.

IT SELLS **PLUNGER FILLER VAC**  
ZIP! ONE PULL—IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS.  
**JOHN F. SULLIVAN**  
458 Broadway, NEW YORK CITY.  
Fast Service Sully.

**LATEST STYLES IN RINGS**  
Cameo and Whitestone.  
Highest Grade Rhodium and Gold Finish. Send \$2 for 20 Samples of popular styles  
**OLYMPIC BEAD CO.,**  
307 5th Ave., New York.

"BANKER," the Fastest Selling Pen on the Market Today. Get My Price List!



**JAS. KELLEY, The Fountain Pen King,**  
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**ELGIN & WALTHAM WATCHES \$1.85**  
In New Cases, As Low As...

Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.

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**PLUNGERS SPECIAL \$21.00 PER GROSS.**  
25% With Order, Bal. C.O.D. Send 25c for Sample.  
**GRODIN PEN CO.,** 396 Broadway, New York City.

**Save 80%**  
Buy your Sundries, Specialties, Supplies, Blades, etc. direct from manufacturer through our Mail Order Department. All orders mailed postpaid by us. We have everything. Send for FREE-mail-order catalog.  
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Lowest prices on coupons for Pen Workers, Ring Workers, Cosmetic Workers, Medicine Shows, Handbills and Dodgers. Coupons as low as 45c per M.  
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**ENGRAVERS!**  
Send for circular on latest model **DIAMONDPONT** Engraving Machines, battery or light socket.  
**Jewelry for Engravers!**  
Send \$1.00 for samples of best sellers.  
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**BLADES DELIVERED FREE \$3.50**  
Guaranteed First Quality D. E. Blue. Packed 20/25, Cello. Per 1000  
Send 1/8 deposit or Cash With Order.  
**NATIONAL BLADE CO.,**  
37 South Avenue, Dept. 1-H, Rochester, N. Y.

**AGENTS**  
**BIRTHDAY AND CONVALESCENT GREETING CARDS,**  
In Boxed Assortments.  
Very liberal commissions. Write for particulars.  
**DOROTHEA ANTEL**  
226 West 72d Street, New York, N. Y.

**MEDICINE HEADQUARTERS**  
A complete Medicine Show, private label, and Office Special Line. **SUPREME SERVICE.** Wholesale Catalog and Office Special Price List upon request.  
**GENERAL PRODUCTS LABORATORIES**  
Mfg. Pharmacists,  
137 E. Spring Street, Columbus, O.

**PEELER WORKERS**  
"A NEW ALL-PURPOSE VEGETABLE KNIFE."  
Peels, Slices, Cores, Scrapes, Struds and Makes French Fries.  
Write for Amazing Introductory Offer.  
**NOVELTY MFG. CO.,**  
64 W. 7th Street, St. Paul, Minn.

**PAPERMEN ATTENTION!**  
Own use a few Square Shooters for exposition work. Write or wire.  
**STOFFEL & RAPPAPORT**  
CLEVELAND, OHIO.

# PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

**BOYS AND GALE OF PITCHDOM** . . . now working Dayton, O., are Thomas E. and Leona Allen, Oliver Fitzmaurice Jr., John Woods, Slim Schindler, Billy Lankhart and Dr. George, Audrey and Bob Long.

**LEONARD ROSEN** . . . ace static eliminator, blade and block worker, blasts from Charlotte, N. C., that he and the other boys are anxiously waiting for St Hart to put on his storm in that gold-plated trimmed Packard. Leonard says business has been fair and that he plans to leave the Southern metropolis soon for parts unknown.

**PITCHMAN SAYINGS:** "See my good friend Friday."—Jack Dillon.

**MRS. HARRY HOWARD** . . . fogs thru from Waynesboro, Tenn., that things are running along okeh. Mrs. Howard boasts that she has a real six-people show with people who can produce and bring the tips that spell "bacon."

**SID SIDENBERG** . . . of whitestone fame, has switched products and has taken on a foot powder and athlete foot cure. Sid says the results obtained from the advertising material furnished by his new company are far beyond his expectations.

**WILLIE CATON** . . . is working oil in a chain store at Baltimore.

**MARTIN ARCHER** . . . shoots from Des Moines that he opened in a chain store there recently and the first day showed real results. Marty is working the disk peeler and infos that he expects a real take in the spot.

**THINGS WE NEVER HEAR:** "Those horn nuts grew illies. Give me more."

**COMES NOW** . . . another of Tom Sigmourney's weekly epigrams. "Yes, maybe the townier is a chump. But he has a nice little home, a car, a garden and friends who respect him. He sleeps in his own clean bed every night and doesn't have to bum coffee money. Now then, who's the chump?"

**"HAVE BEEN** . . . reading a lot about gold-plated Packards lately," scribes Al Decker from Hibbing, Minn. "Well, if you boys can find spots that are that good more power to you. Here's the way it's been with me. I find a good spot and have a good day or week, but before I find the next place to work most of the take is gone. This town is open on a p. p. Have been finding almost all of towns in this territory okeh on a p. p. and a little money is in circulation. Noticed that Bob Posey is going to town."

**DOC GEORGE BLUE** . . . fogs from Chicago that Kid Carrigan is still holding big crowds at the store on South State street. He is in his seventh week there. Blue also infos that the Maxwell street market is still a madhouse.

**MEMORIES:** Remember when Greta Simmons was selling fountain pens to a huge crowd in a doorway in Akron in 1920 and a fellow came up beeping about his pen. Greta showed him up by asking him how long he had had the pen. When he replied that he had been writing with it for almost a year she asked him if he expected a Packard for the price of a Ford. He got the real ha-ha, however, when she told the tip that the fellow was a manager of a better business bureau who made the boys working his town get a BBB okeh. When Greta produced a BBB document from him saying the pens were okeh he left the place with no little speed. And was he burned?

**AL BURDICK** . . . "The Roving Sign Painter," and Barney Mann have left Schell Bros' Circus in favor of opening a show of their own to be known as Burdick's Comedians. Writing from Canute, Okla., under date of

June 28, Al says the organization will carry 10 people and play Oklahoma and Texas. Al's plans call for playing the show under merchants' auspices and to go under canvas a little later on. He has ordered a 60x120-foot tent and will play three-night stands.

**HUSTLER'S TIPS:** A proven money maker is the run mender for women's hose. Some of the best pitchmen in the game have worked the item with huge success. Among those who garnered plenty with the item are Jimmy Wells and Ray Cartledge. It requires practice to work the item, but when a fellow gets to a point where he makes a satisfactory demonstration he finds himself able to work any hot spot in the country because it is a hot-spot article.

**WILLIAM C. PERRY** . . . tells from Binghamton, N. Y., under date of June 27: "Shops are working a four-day week here. Pitch lineup includes William Phillips, can openers; St. Clare, herbs; Lydell, gummie; Van Camp, of the Wood's Show, inhalers, and Doc Harry Murry, with the last named the big money getter. Murry is making his home here until the fair season gets under way."

**SAM CHOEN** . . . tells from Sandusky, O., under date of June 29: "I'm working a 5-and-10 store here for the week-end with sharpeners. Visited Cedar Point, O., last Sunday. Dick and Honey Jacobs and Red McCool and wife are working there to good business. The Martinellas have two horoscope spots. Brady Peller and daughter are working one of them. This Brady is a student of the Martinellas and an honor to the party who broke him in. Jerry Gottfried is here with the scales and getting a good season's work. Will see you boys at the fairs. My first one is Springfield, Ill."

**FOOD FOR THOUGHT:** In the trenches, or in the money by 1938?

**"THIS IS OUR FOURTH** . . . week in Tennessee territory and we may stay the remainder of the summer," blasts Ricton, "Barnum of the sticks," from Dandridge, Tenn., under date of June 29. "The State has been a great one for the organization, as we have been playing to turnaway crowds. State and county tax has been increased until it is now four times as high as it was in the past. Officials are plenty strict about it, too, and any show contemplating coming this way had better have the price. They also slap a \$100 fine on you if you can't produce. Plan to go into Virginia, too. That, however, is problematical. We're now in our 22nd week of continuous operation under canvas. Rain hasn't interfered with us all spring and business is booming. We had to give an extra performance to handle the crowds at Tellico, Tenn."

**KEEP yourself** from getting into a spot by reading the pipes column and getting a spot.

**RAY SHERWOOD** . . . shoots from Youngstown, O., the following prevalent conditions regarding the territory from Cleveland to Pittsburgh, which is now engulged in a strike: "It seems impossible," he says, "for pitchmen to obtain vacant doorways in Cleveland. Realtors seem to belong to an association forbidding them to let or allow the use of vacant stores. Akron waits until a fellow makes more than a scoff, then beware. Canton and Youngs-



**OAK HY-TEX MICKEY MOUSE BALLOONS**  
**MICKEY MOUSE STRATOPHERE BALLOON**  
Here is a hit it ever there was one. The basket, lithographed in 3 colors on cardboard, attaches to balloon by a clever method. Balloon is attractively printed with rope design.

Complete outfit in handsome individual package.  
For Sale by the Leading Jobbers.

**The OAK RUBBER CO. RAVENNA, OHIO.**

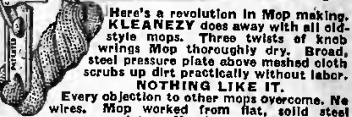
**Every \$1.00 Gets you \$5.00**  
Yes, sir, real profit. Goodrich Home Workers always have done, and when you take Experts Homes are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distributors, write for low gro. prices. Best season ahead. Sample 10c.  
**GOODRICH,**  
1600 West Madison, Chicago, Dept. B-7.

## MEN WANTED TO HANDLE STORE ROUTES

**SUPPLY NATIONALLY ADV. GOODS TO STORES**  
Immediate profits. No investment to start. Earn big Profits Weekly. Chance to establish big pay Wholesale Business of your own. Handle Nationally Advertised Brand Sundries, Toilet Goods, Cosmetics, Notions, Novelties, including Layson's Aspirin — awarded Good Housekeeping Seal of Approval — advertised in Saturday Evening Post. Put up on attractive Self-Help Counter Displays. Merchants make double profits. You make up to 112%. Get Free Facts. World's Products Co., Dept. 788, Spencer, Ind.

## AGENTS—JUST OUT!

**NEW, WONDERFUL, SELF WRINGING MOP**  
**Up To \$10 Profits Daily**



Here's a revolution in mop making. KLEANEZY does away with all old-style mops. Three twists of knob wrings Mop thoroughly dry. Broad, steel pressure plate above meshed cloth scrubs up dirt practically without labor. NOTHING LIKE IT.  
Every objection to other mops overcome. No wires. Mop worked from flat, solid steel plate. Here's your biggest bet for quick selling. You'll find the KLEANEZY the fastest seller, biggest profit-maker out. Act now.  
**KLEANEZY MOP CO.,**  
Dept. 919, Delphos, O.



**EZ WAY STROPPER, Sample 35c**  
**RADIO STROPPER CO.,**  
Sandwich, Ill.

## Big Profits!

Own your own business, stamping K. E. Y. Checks, Social Security Tags, 1/4 and 1/2 Plates. Sample, with name and address, 25c.  
**HART MFG. CO.**  
311 Dogway Street, Brooklyn, New York.

**PLUNGER PEN WITH VISIBLE INK BARREL**  
"ONE PULL—IT'S FULL"  
An Extraordinary Value! 5 times greater ink capacity. Inky Cap makes each pen a "SELF STARTER!" A smooth writing pen that STANDS UP! Adjustable Plunger! LEAK PROOF!  
**\$24.00 PER GROSS**  
Pearl Colors, \$25.00 per Gross. SEND 25c FOR PREPAID SAMPLE Buy DIRECT from the MANUFACTURER.  
**NUPOINT PEN & PENCIL CO. 11 E. 19th Street NEW YORK CITY**

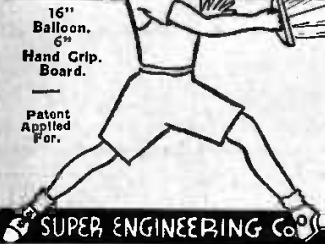
**NEW BEST SELLERS—Write for Catalog No. 21**



Featuring big values in  
 • Whitestone Rings  
 • Cameo Rings  
 • Engraving Merchandise  
 • Photo Jewelry

**HARRY PAKULA & CO.**  
 5 No. Wabash Ave.,  
 CHICAGO, ILL.

**PITCHMEN FAIR WORKERS BALLOON WORKERS**  
 Switch to "BIG SHOT" FOR BIG PROFITS



All the boys who have already switched to Big Shot are making Big Money. It is the biggest novelty sensation today. Taking the country by storm. Combination punching bag and baseball. Holding the hand grip the child can bat the balloon around to his heart's content. Attach to an upright or ceiling and it's a punching bag. Children have always gone for balloons. They are going wild for Big Shot. A FAST, HOT 15c SELLER.

Not sold in stores. Strictly a Pitchmen's Item. No Competition. **SMOOT YOUR ORDERS TODAY.** 1/3 Deposit with Orders, Bal. C. O. D. F. O. B. N. Y. Not Sold in Less Than Gross Lots. **SAMPLE, 25c.**

**SUPER ENGINEERING CO. 600 West 125<sup>th</sup> ST., N.Y.C.**

**Pitchdom Five Years Ago**

Floyd Taber and wife, who were working various articles in Cincinnati territory, left for Anderson, Ind., to work the night fair there. R. Palmer had just been released from a Wautoma (Wis.) hospital. Buffalo Cody was scouting thru the New England States seeking a suitable location for a branch store. George Partington had just concluded a tour of the lake regions in Michigan, supplying the natives with paddles. Harry Knob was again up and at 'em in Philadelphia after having been put out of commission for some time by a bronchial ailment. Johnny McLane was working to some huge passouts at Watertown, N. Y., despite the depression. Nurse Huizley, English pitchwoman, was successfully putting over her "health institute" at Rockaway Beach. Harry Epstein concluded a successful three-week business in Chicago, working emblems and novelties to convention crowds. H. J. Lonsdale, who was doing a medicine pitch on Main street, Los Angeles, reported that biz was slow compared with past years. Doc Les Williams returned to Laura, Ill., after working to the national convention crowds in Chicago. Doc Heber Becker had his med show clicking in Indiana territory. Uncle Pete Ellsworth was critically ill in General Hospital, Enid, Okla., but was making a gallant fight for recovery. Things were plenty tough in Newark, N. J., so Mary Ragan, ace pitchwoman and sister of the magnetic Madeline, took to the road. Bly the Rice Writer had just won second prize, a handsome automobile, in Robert L. Ripley's "Believe It or Not" contest when he proved to Rip that he had written 2,871 letters on a single grain of rice. The soldiers' bonus army, encamped at Washington, had just engaged that stellar pitchman and showman, Tom Sigourney, as the promoter of the official journal for that organization. Due to warm weather, Al Seigel and his troupe closed their store on 14th street, New York. Musical Goldie had just replaced the workers at Silent Bob Brann's place at Coney Island. That's all.

**HOW A REAL MONEY MAKER FOR MEN AND WOMEN**

**CREW MANAGERS, DEMONSTRATORS, CANVASERS, SALESMEN,**

Here's the Most Sensational Discovery of the Year

Women Everywhere Go for This in a Big Way.



**U-WAV-IT**  
 Your Own Permanent Wave

No heat . . . no electricity . . . no machines or dryers . . . no more waiting in beauty parlors. Yes, sir! "U-WAV-IT" is as revolutionary as radio—has necessary cosmetics—as simple as A. B. C. Any woman can now get a lovely alluring "permanent wave" in her own home. Will last as long as a beauty parlor machine permanent wave . . . equivalent to ten dollars' worth of permanent, yet "U-WAV-IT" retails for only 99 cents. Your profits are enormous—you often get 2 to 5 sales per home, because women buy "U-WAV-IT" for children, sisters, friends. Attractively packaged, unlimited sales and repeat orders. FREE—Write today for free complete details, sales aids and quantity prices. (Units in 100's unless otherwise open.) Or if you prefer, send 50c for sample kit postpaid. **DON'T DELAY.** This is a real money maker.

**20th CENTURY COSMETICS CORP.**  
 347 FIFTH AVE.,  
 Dept. B, NEW YORK, N. Y.

**MONEY MONEY!**

Make Money the Same Way We Do. We can put you next to the best money-getter of them all. Here is an opportunity for Men or Women. The real chance of a lifetime: nothing to sell except the plan by which money can be earned easily and rapidly which will be sent on receipt of 50c silver or money order. Grab this today and be glad.

**FRED SANFORD,**  
 Box 27, Virginia, Va.

**VETERANS' BIG SELLERS!**

Our sales are increasing. Get your stars. New! Great Flash Cover. Primer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 3c. Flash Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Wishes, 5c. Veterans' Joke Books, 2c. St. Patriotic Calendar, Hot Season, 5c. 10c Samples. **VETERANS' SERVICE MAGAZINE,** 157 Leonard Street, New York.

**Wear This FREE SUIT**  
 AND MAKE BIG PROFITS DAILY  
 Chance to get Made-to-Measure all wool Suit FREE as BONUS right away! Wear it! Take orders. Show friends how to save up to \$10. Make up to \$7 per order including Suit Free of cost plus Cash Bonus. Money-back guarantee. No Limit to Free Bonus Suits given. Traveling Case, samples FREE. **O. K. TAILORING CO., Inc.**  
 328 S. Market St., Dept. 27, Chicago, Illinois

**ELGIN & WALTHAM WATCHES \$1.85**

7 Jewel, 18 Size in new cases at . . . . .  
 Send for Price List. Money Back If Not Satisfied.  
**CRESCENT CITY SMLTING CO.**  
 113 N. Broadway, St. Louis, Mo.

**MARY RAGAN . . .**  
 energetic pitch exponent, scribes from Long Beach, Calif., under date of June 25: "Chet and I will leave here July 6 and head back east and plan to see the boys and girls in Chicago. This State has been good for us. We have worked it since last November. Just learned that Myrtle Hutt, well-known pitchwoman, has opened a restaurant in Chicago. Would like to read pipes from George Mitchell, Billy and Mabel Beam and the gang around Boston and New York."

**WHAT do you say, fellows? Let's all jolly up, get busy and take our best hold.**

**TOM KENNEDY . . .**  
 letters that he closed in a chain store recently to fair business considering the weather, which he says is a little too warm for store work. Tom says he saw Bert Hull working his miniature drug store on a couple of tables in a town recently. Bert infoed that he will hold down the spot until Labor Day, according to Kennedy.

**LEROY GREENE . . .**  
 scribes from Alton, Ill., that the reader there is 25 cents per day. Oakville, Ill., sale barn, Leroy says, is closed, but Summerville, Ill., has just been opened and is good, with Doc White and Sammy Smith getting their share of the dough.

**TOBY JOHNSON . . .**  
 cracks from Hampton, N. Y., that the season has just opened there. He says he would like to read pipes from Happy O'Curran and Doc Tom McNeely.

**WHAT'LL IT BE, BOYS? A bank roll this winter or will you exist on a diet of snow-balls?**

**DEMONSTRATORS PEELER WORKERS**

The genuine Safety Grater with the triangular wire that really wastes. Approved by Good House-keeping Institute.

We also manufacture Garnishing Sets — Rotary Mincers — Orange Juicers — Spiral Slicers — Rosette Cutters — Kitchen Tongs — Can Openers — Sharpening Stones — Gas Stove Lighters, etc. Attractively packed. — prices right — reliable service.

**ACME METAL GOODS MFG. CO. 2-24 ORANGE ST. NEWARK, N. J.**



**SERPENTINE BALLOONS**

A NEW BALLOON — A Quick Money Getter and a Sensation at Every Event This Year. Special for 10c or 3 for 25c. You'll

Make Plenty of Money This Season. Gross . . . **\$3.25**

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town, as well as Warren, are beginning to suffer from the strikes, so I say this is not the select location for those of you who can find better ones. Doorways in Pittsburgh are scarce, with but a few on Liberty street. Think twice, boys, before making Eastern Ohio at present. I'd like to read pipes from Henry Holliman and Blackie."

**TRIPOD OPININGS:** "A pitch that was a money getter a year ago may be inadequate today. Did you ever check up on yours?"

**BERT CLAYTON** is reported to be clicking with his med sales in Ohio territory.

**New York Bull's-Eyes**

By WALTER ALWYN-SCHMIDT

**NOW** that the summer season is under way it's possible to get a picture of the 1937 outdoor amusement patron. How does he react to premium displays? What games does he prefer? What are his likes and dislikes? The outdoor amusement business has not yet reached sufficient proportions to induce government officials to gather necessary statistics on it. This we do know, however. Outdoor amusement operators, whether at fairs, parks or carnivals, are strictly individualists. They are not economists, but good psychologists who know their patrons. They report that the 1937 customer, as a whole, is a more likable person to deal with than his 1936 prototype. He has more money and is spending it, with larger bills being shoved over counters. Players of games are staying longer and trying for more valuable prizes. Games are getting a bigger play, with the new ones enjoying the greatest popularity.

Altho money is being spent more freely, it is also being spent more wisely. Practical and lasting prizes seem to find preference. This holds good not only for country crowds but for metropolitan customers as well. Park operators at seashore resorts say they are spending more on the flashier items and going easier on those in the lower brackets, even tho the demand in the latter group is said to be larger. This year's customer is evidently style-conscious, for many articles which sold well last year are now outmoded. Pitchmen are finding it advantageous to hold out for higher prices and are reported to be taking in more money than at this time last year. Operators state that there will be no room for complaints if the season continues to maintain its present level, even tho the weather has not been of much aid.

The price situation still remains somewhat of a puzzle. At first prices went up and then leveled off when everybody expected to pay more. Altho some good bargains were available for the ready buyer while prices were stationary, a new upward trend is expected. Strikes which have been affecting the industry have made manufacturers cautious. Wholesalers are finding it difficult to get quotations beyond September and many orders have been written with a protective clause to guard against cost increases. Almost all operators believe that a hand-to-mouth policy of buying will serve them best.

Perhaps it's a bit early to bring up the matter, but it seems as tho winter pitches will again be attempted at the winter sport centers this year, even tho they fizzled out last season because of mild weather. Unfortunately a whole season has been lost and much of the experimental work planned for last year will have to be repeated. Operators feel that the try will be worth their while provided enough snow and ice appear. It is a game, however, in which only the more prosperous individuals can take a hand. The Southern resort or home pitches will be best for others. I have been informed that several privately owned outdoor skating rinks will be opened in smaller communities around New York during the winter. If the idea materializes these spots might make good centers for winter pitches at least on Saturdays and Sundays. It seems to me that winter sports are ready for a big boom which might provide opportunities for pitchmen to gather folding money during the quiet season of the year.

# Hartmann's Broadcast

A GOOD idea of what the carnival means in raising funds for a sponsoring group can be had from the brochure issued by Herbert Hall, president of the Lions' Club



A. C. HARTMANN

for the 12 months that he held this office. The carnival end of the report goes back to 1933, and each year since the Lions have sponsored the Conklin Shows, the president of which is J. W. (Patty) Conklin, who is a member of the Hamilton club.

"As I write this report," Mr.

Hall said, "the Conklin carnival on behalf of the club is over. This year tops any effort that the club has ever had during the five years Lion J. W. (Patty) Conklin has helped us. The results during the last five years are as follows:

1933	\$1,004.00
1934	1,807.00
1935	1,161.00
1936	1,214.98
1937	2,435.39

Total .....\$7,622.37

"Out of these sums have come the necessary expenses of the carnival, but it can be readily seen that Lion Patty has contributed no mean sum to the coffers of the club. We are indeed fortunate in having a member of the club who takes such a deep interest in it that he is prepared to help up to this extent. It is a source of gratification to me personally to see these results, for it was my good fortune to introduce Lion Patty to the Lions' Club as a means of raising money when Lion Carl Jennings was the president, and during his regime, I believe, the first showing of the Conklin Shows was held. This year conditions at the time the show was to be opened were the worst we have ever encountered. Many showmen would not have attempted to open but would have waited till the weather and the ground were fit. Lion Patty, however, spent time and his money and worked night and day to fit the grounds ready to open on the Thursday as advertised. I cannot thank him and his brother Frank too highly for their efforts on our behalf. May I offer a suggestion to the club that they foster this event next year in no mean spirit. I firmly believe that it is possible to put our efforts into this event so that we can reap enough money to keep the club going comfortably every year. It only needs the wholehearted support of every member to achieve this result, and if we can make one big effort along this line we need have no fear of being short of money to carry on our work. Lion Patty may be away from our club for a great deal of the time but his heart and interest never depart from us. I do thank him and his brother Frank for all that they have done for us."

Needless to say Patty and Frank are very proud of the nice things said about them in Mr. Hall's report.

† † †

LEONARD TRAUBE, publicity director for George A. Hamid, Inc., and formerly on our outdoor desk in New York, is crazy about those fellows who complain about alleged inaccuracies in The Billboard. What a mouthful he says! Listen to this: "While not wishing to put myself in the position of having the question

begged, why don't these guys list the inaccuracies in their favorite dailies? They can't because they are not in on the news, yet these same boys, acting on the assumption that they wrote outdoor or any other branch of show business, have the colossal nerve to point the finger of scorn at their own trade paper, again on the assumption that their reports say otherwise.

"I have seen more phony matter in any one edition of my favorite newspaper (and others not so personally favored) than in a month of The Billboards. My own experience has taught me that the man who is ready to write poison-pen letters is generally the one who is himself often guilty of deliberately handing out false stories.

"I wouldn't know about Dick Collins' figures on Max Gruberg's expenditures, altho his itemization is convincing, but the point is how would the complainant know otherwise or to the contrary? If a man is ready to swing an ax on false figures (that is, allegedly false figures), he should be prepared to present testimony on what he thinks are the actual statistics. The United States Treasury and income tax wings of the government are doing it—and effectively. Let the complainant do likewise or forever hold his peace."

† † †

THE eyes of the larger carnival managers are focused on the mixed group animal show with which Elmer Valere is experimenting on the Royal American Shows at their Canadian fairs. The bally is quite novel with a small elephant doing tricks and entertaining otherwise. If the experiment is a success it will no doubt lead to a return of the trained animal show as a feature of the major carnivals.

## Big Biz for R-B In New England

ALBANY, N. Y., July 3.—At Manchester, N. H., the city of rays, many of the folks selected garments for their friends. The factory is on edge of lot. At matinee a capacity crowd; night house, S. R. O. Rained late at night. Jerry Bangs, producing clown, went home over Sunday to Lisbon, N. H. Arriving at Lewiston, Me., still raining, tough lot, long haul, a day that every department used all their endurance to get show in the air. Doors opened to a drenched crowd, waiting on the midway. Bangor, the home of Prince Paul. Newspapers carried stories of his boyhood days. One reporter says he remembered the day that Prince was saved from drowning. At the time he was 10 years old. To the writer it was an interesting column.

Portland, Me., and Worcester, Mass., were two big banner days, and at Springfield a straw house at night. Tom Barron, formerly of the Big Show, was a visitor. He is in business at Framingham, Mass. Along comes friend Bugs Raymond, from Hartford, Conn. He left the wife home, took a bus to Springfield—just a real Circus Fan. Says he has not missed Ringling and Barnum circuses for 42 years in Hartford and surroundings. Those that accompanied him were Jill Conlin, Jim Hoye and Mr. and Mrs. Buckingham, all Circus Fans from Hartford. Hank Cody, of the Yacopi troupe of acrobats, took a week-end trip to the big city, returning at Albany. Mr. and Mrs. Jack Bigger left show at Fitchburg.

Tad Toska has discontinued store in dressing room. The writer is now supplying needles for the customers. Frank Mayer presented the writer with a Philco radio to entertain the boys. The Boston Post carried a front-page color photo in Sunday edition of Eddie Rooney's aerial ballet. On July 10 show plays Mansfield, O., instead of Newark as listed on route cards.

Looking over the dressing rooms for gossip, it has been quiet on the Potomac. Dirty Dozen Club completed their initiations. Johnny Grady called off the Sunday swimming party at Albany. Adler is feeding the pig. Felix has many friends calling on him. Claim Louie Nagy champion seconds in cookhouse. Jack Foley reading The Billboard Summer Special; Jimmy Reiffenach and Paul Jerome, guilty or not guilty; Moser's trunk decorated with flowers? Clarence Bruce late, no room at the table; Newberger can't play rummy, Koban putting up the baseball scores. Stepping over to the Wild West tent—Billy Waite fix-

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### WANTED A CARNIVAL

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August 24, 25, 26, 27, Day and Night  
6 or 7 First-Class Rides.  
H. M. DONAHOE, Superintendent of Concessions, Lowellville, N. Y.

miniature circus supplies in the afternoon. Graf, who is an artist along model circus equipment and a fine wood carver, had not made a visit to the city for some years. Bennett and Shepard visited Wallace Bros.' Circus at Berwyn the day previous.

### Model Builders Meet

CHICAGO, July 3.—G. H. Graf, of Peru, Ind., president of the Circus Model Builders and Owners' Association; Bert Backstein, superintendent of construction, and son, William, of Decatur, Ill., drove to Chicago June 29 and visited Charles Bennett, vice-president and general manager. After a stop at Berwyn the four drove over to John Shepard's, where they inspected the new cages and dens on the Hale Bros.' Miniature Circus and Menagerie and other properties. While at Bennett's they viewed the magnificent wagons of Bennett and his H-W. Miniature Shows.

Backstein brought with him one of his most superb baggage wagons, indeed a masterpiece, built on a scale of one inch to the foot, as well as one of his smaller baggage wagons. The five enjoyed the day with luncheon in Chicago Loop at noon and a purchasing tour for

### Publicity for Nelson Family

DETROIT, July 3.—The Nelson family received an entire front page of publicity last Sunday in The Detroit News. Illustrated first page of the magazine or feature section was devoted to the family, with colored sketches and reproductions of old pictures and posters and contemporary photos as well. Entire history of the family, traced back over a century, was written by George W. Stark staff writer.

Arthur Nelson, present head of the elder branch of the family, lives at Mount Clemens, 20 miles north of Detroit. His history in the circus and as former proprietor of Nelson's Opera House there was given in detail. Several members of the youngest generation are now training and may become circus performers later, the article stated.

### LETTER LIST

(Continued from page 63)

DeLoria, Doris  
Griffith, Betty  
Hansen, Gladys  
Harvey, Fawn  
Johnson, Madge  
Kelly, Mrs. P. B.  
Kingston, Bobby  
Loraine  
Kramer, S.  
Leroy, Mrs. Starr  
Lynch, Kay  
Mau, M.  
McCormick, Trixie

Ride, Will E.  
Rockwell, Roy C.  
Rosen, Mike  
Seemiller, A. C.  
Shieff, Fred  
Skizpice, Mr. and  
Travis, James  
Smalley, Charles  
Watson, Harold  
Wilkins, H. A.  
Synth, Paul  
(Straw Hat)  
Spinks, H. G.  
Stone, James F.

Stoneblock, James F.  
Tangini, Benny  
Taylor, Frank  
Thomas, R. D.  
Travis, James  
Watson, Harold  
Wilkins, H. A.  
Willard, James  
Wyatt, J. W.  
Young, Charles

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Parcel Post

Hester, Mrs. Mae  
Nelson, Harold E.  
Staley, E. B. 5c  
Thurman, Billie, 5c

Ladies' List

Cook, Phyllis  
Crontell, Mrs.  
DePonta, Bernice  
Goal, Vera  
Garza, Mrs. Billy  
Hardy, Mrs. A. V.  
Hester, Mrs. Mae  
Irving, Mrs. S. L.  
Jones, Mrs. Joyce  
LeBrel, Mrs. Geo.  
Little, Mrs. C. T.  
Marks, Miss Tex  
Martin, Helen  
Mills, Mary M.  
Nelson, Greta O.  
Pope, Mrs. Charis  
Pumroy, Mrs. Billie

Johns, Blackie  
Knight, G. O.  
Lafon, Harold  
LaMott, Charles  
LaVern, Frances  
Lee, Roy Earl  
Lee, Tonie  
Linker, Tommy  
Lutz, G. F.  
McAlister, H. P.  
McCormick, A. L.  
McGregor, Harold

Mason, Earle R.  
Michell, Harold  
Miles, Capt. Frank  
Mitchell, Earl S.  
Ritchell, Ray  
Moore, Bernice  
Moore, Claude E.  
Morton, Jack  
Sullivan, Joe  
Stuvas, Cowboy  
Nelson, John M.  
Paul Bob  
Paschall, Mac  
Pashe, T. G.  
Pasnick, Max  
Pederson, Les S.  
Perry, Dorothy  
Pfeifer, Fred H.  
Procter, Dros.  
Pulliam, Ed  
Rhodes, Fred  
Rogers, Gene  
Roma, Henry  
Smythia, Prof. J.  
Skidmore, A. L.  
Skrypec, John T.  
Pfeifer, Fred H.  
Procter, Dros.  
Pulliam, Ed  
Rhodes, Fred  
Rogers, Gene  
Roma, Henry  
Smythia, Prof. J.  
Skidmore, A. L.  
Skrypec, John T.

Gentlemen's List

Bales, Pat  
Beard, A. R.  
Belmont, Frank  
Bernshaw, L. J.  
Breshnan, T. J.  
Brake, Jack  
Cain, George  
Calkins, Fred  
Carr, John & Irene  
Conors, Johnnie  
Covington, Johnie  
Crane, Sid  
Crowell, H. W.  
Cummings, Julius  
Culver, Frank

Daniels, Oss  
Dezal, Albert  
Egan, F. A. (Red)  
Eckhardt, Berreite  
Erdich, Sam  
Frens, Pete  
Fernandez, Joe  
Fredericks, R. S.  
Gaul, Duide  
Gunn, J. C.  
Henderson, Cortus  
Henderson, Thomas  
Hess, Martin  
Hennessey, Emmitt  
Hodgini, Joe

Gond, Joe  
Graham, C.  
Graham, J. B.  
Greenman, Jack

Greenwood, Capt.  
Hall, Clinton  
Hall, Raymond  
Hamilton, Leo  
Harper, R. G.  
Harper, R. W.  
Hawkins, Wilbur  
Healy & Mack  
Herley, John  
Howitt, Joe  
Houston, Madison  
Howard, Jack  
Jackson, Eddie  
Jones, Charles M.  
Jones, G. T.  
Koller, Larry  
Lampino, Prince  
Larkin, Fred  
Lawson, "Scotty"  
Lewis, Nate  
Lowe, Kenneth A.  
Lynn, Wm.  
Maddox, Robert  
Malos, Mike  
Martin, Grover  
McPherson, Jr., R.  
Molinari, Chris  
Moon, Willis  
Murphy, Wm. Red  
Nathanson, Rudy  
O'Brien, Don  
O'Bryan, Barry  
Ogle, Douglas  
Palmer, Dr. W. F.  
Patrick, W.  
Perry, Joe I.  
Pulley, Q. L.  
Rathrock, Ralph  
Reiden, Johnie

# Out in the Open



Roger Littleford Jr.

## Second Year for Paris Expo

**J**W. SHILLAN, British motorboat and amusement ride manufacturer, writes from London that his Rocket Speedway is now up and that he hopes to have it operating shortly at the Paris Exposition. Jack has had a lot of trouble with it, mechanically and otherwise, but feels that right now everything is just about straightened out. The Paris expo, despite its late opening, is still being operated on a mile of red tap basis, according to reports emanating from that side of the Atlantic, and a showman exhibiting his wares must obtain literally hundreds of governmental permits for this and that.



R. S. Littleford Jr.

But to Shillan the late debut at Paris has been in reality a blessing in disguise. If the event had opened on time it would have run only one year, but with the loss of time and everyone heavily invested it seems quite possible, and certainly logical, to assume that the fair will be resumed for an additional stanza in 1938. Working it as a two-year proposition, exhibitors and showmen are less pessimistic of the outcome and are prone to spend a little more money and take a few more "showmanship" chances.

Shillan closes his piece with: "I am certainly glad to hear that the American amusement parks have started so well. Those plucky fellows have had a bad time of it right thru the depression period." We agree with you, Jack, and here's hoping our parks continue to prosper thruout the remainder of the season.

## Dufour, Devany in New York

**L**EW DUFOUR in town on one of his periodical tours of the metropolitan amusement centers. Visited Palisades, Playland, Coney Island and the World's Fair offices. . . . Discussing the Dallas exposition, '37 version, Lew opined that outdoor showmen who wish to see a REAL youngsters' paradise should drop in on his Kiddyland at the Pan-Ameri-

can. Not in a boastful manner, he maintains that he believes it is just about the most beautiful and cleverly assembled children's sector he has ever laid his experienced eyes on. And Dufour should know. He seemed more than satisfied with biz at Dallas so far and believes that with a break in the weather Cleveland will come marching home a winner.

Orest J. Devany, veteran ride builder and park impresario, in for a short chat about his new connection at Seaside Heights, N. J. To hear Devany, L. R. Gilbert, Seaside's benefactor in more ways than one, is thoroly sold on the possibilities of the project and plans to develop it into a full-sized resort and amusement park. The pool, casino, several rides and a host of concessions are already operating, and Devany, handling publicity and general promotion, says it's been a cinch to sell it to the public. More power to you, friend, you deserve it.

Len (Hamid) Traube hurried off to Detroit for a few days after kindly guesting in this space last week for your regular correspondent. Is back on the stem again and bubbling over with enthusiasm about the tremendous development program being conducted in the Motor City. . . . General Pisano, at present the proprietor of a retail spirits store, is angling for a de luxe shooting gallery at the New York Fair. . . . Chalmers Placost infos that Ralph Hitz is changing the name of his newly acquired Hotel Montclair to the Belmont-Plaza. Cee-yell, as he calls himself, is fronting for the Lexington avenue hostelry. . . . Gertrude Avery, after spending a couple of months in New York in the interests of Barnes-Carruthers, as well as the new edition of her *Diamond Revue*, fair unit, is back in Chi and busily preparing for the approaching season. Randolph Avery, junior member of the Avery Productions, designed and supervised erection of the scenery.

## Hagenbeck-Wallace Back East

**H**OWARD Y. BARY, owner, manager, general superintendent and what have you of the Hagenbeck-Wallace show, after playing Wisconsin and Michigan will route the show back east, says a late report.

All of which falls in line with what George H. Krause tells us. Krause, the circus-minded Pennsylvanian, who trouped for several years himself, reveals that Prexy Frank Hartless of the CFA is trying to arrange to hold the annual CFA convention in Atlantic City when the Hagenbeck-Wallace contingent plays there early in August. George and his candid camera have been making the various shows thruout the nation this season and as usual don't miss very many. As a matter of fact, he probably sees more shows in a year than any other American.

A piece in the monthly mag *Esquire* goes to great length in describing the Flying Codonas and their act, history of the two brothers, Letzel's death and naturally much about Vera, the famed tripe somersaulter's second wife. . . . Sam Golden, side-show talker on many a circus, returned from Hagenbeck last week, purchased a trailer and set out for New England. . . . Jim McSorley, another talker of the first water, is conspicuously absent from the front of Clyde Ingalls' freak tent on the Big One this year. Jim is working at Coney Island, Cincinnati. . . . Raymond B. Dean, member of the Cole-Beatty press department, was a brief New York visitor recently. Departed for the Windy City and Middle West. . . . Bernard Mills embarked for London last week after completing one of his periodical scouting trips. Wonder if he found a satisfactory comedy turn he claims he is in so much need of. . . . Gene Graves, son of Mickey (Big Show) Graves and yellow wagonite on the same outfit, postcards from Manchester, N. H., that that small town is just about the most pleasant he has ever Sundayed in. Have you overlooked Philadelphia, Gene? Oh, me!

## DRESSING ROOM

(Continued from page 38)

trunk on that order and an old-type rocking chair.

Harold Voise has an electric razor in his top. Several of the boys have tried it out. Joe Short is always dangling on the end of a cigar. H. J. McFarlan keeps busy filling up his cigar holder. He smokes midgets. Art Lind looks real "life guardy" in his shorts and sun tan. Speaking of tans, the girls flop all over the tableau wagons, face down, after parade, and what tans they are getting. The swimmers are getting together, led by Radio Charlie, a natural water man. Gus and Betty Bell, Gene Gretona, Dor-

ris Girtin, George Voise Jr., Gene Evans and Helen Sharon make up the party.

Roland Hebler always seems to be writing but takes time out to look after the seals. Chester and Viola Barnett are practicing unsupported ladder. Art Lind has got to the point where he wants to take a dog up the ladder. Alabama, ring stock boss, is now carrying a cane. Don't know if it is for dress or protection. Ilene Larey now has a cat for naps, on the lot. Reno McCree serves nicely in the north end of "Jargo," led by Clint Barnes. John Smith is the last out of the dressing room at night. Had his buggy painted red and looks real sporty in parade. Someone must have eaten Horace Laird's goose, as I don't see it around.

Nick Carter's nine-passenger bus continues to do a rushing business. Counted 14 in the other night. While it is always muddy under the water cooler, Whitey Welber keeps it nicely loaded. Some of the girls are eying the Canadian furs. Jack Joyce took on a nice diamond ring—don't know how much. There have been several salesmen around. No watermelon peddlers showed up so far. Oh, oh, there goes the first overture. So long.—EMMETT KELLY.

## UNDER THE MARQUEE

(Continued from page 38)

relatives of Billy Cronin, came from Portsmouth, N. H., and brought a hushel of lobsters. John T. Benson and party, of Nashua, visited at Lowell. Billy Rice, of clown alley, tells of the remarkable success his daughter, Eddy, is making in radio work in New York City. Pop Cahill, old-time trouper, visited at Montpelier, Vt. Mrs. Paul Nelson will visit her husband at Windsor. Want to compliment Charley Young, Mac McGrath, Henry Brown, Eddie Allen, Cookie and others for moving show as it has moved, making towns under adverse circumstances and giving two performances daily as well as a parade. Hear that Eddie and Ruth Delevan are back at Kansas City after spending a few weeks in Dallas in anticipation of going with the Stanley Graham Circus. Mickey King visited at New London. Dr. Partello is organizing several cruising parties on his yacht after show closes. Mark Lynch, who is making radio broadcasts in advance of show, has up to date made a 100 per cent record. Floyd King visited for a few hours at Lowell, Mass.

**THE APPEARANCE** at Barberton, O., of the Dan Rice Circus was the occasion of a gathering of circus folks and fans. On the lot were Kenton C. De Long, Jack Nedrow, Doc Jones, Roy Wild, Maynard (Doc) Mast, Rex McConnell, J. A. Bobbs, Dr. Washburn and "Sheeny" McCune. Manager Ray Marsh Brydon, Howard King and Doc Hefferan entertained the visitors.

**CHARLES BERNARD**, of Savannah, Ga., writes: "Have had some correspondence with H. H. Whittier, of Chicago, who was in the Bob Hunting Circus big show band during the '90s and only last year retired from continuous trouping for 50 years. He has a copy of the sheet music, *The Circus Galop*, described in my Forum letter a few weeks ago. He has offered his copy to Merle Evans for reproduction and Merle has assured Whittier that it will be played by his band with Ringling-Barnum Circus."

**RAYMOND L. BICKFORD**, of Greenfield, Mass., states that Downie Bros. left Massachusetts June 25 for two stands in Vermont before entering New York State. He attended Ringling-Barnum at Fitchburg, Mass., June 19 and arrived in Gardner, Mass., in time to greet cook tent of Downie show upon its arrival from Framingham. Downie Brighton date was canceled after billing was up and Gardner substituted. Rain greeted show all day at Gardner and attendance was slim. Bickford visited show at Gardner, Ware, Holyoke and Greenfield, and says matinees were light. Show followed Eddy Bros. into Gardner by a week and followed Kay Bros. into Ware by a week. Heavy opposition billing of Ringling show for Fitchburg and Springfield did not help at Holyoke and Greenfield. At Greenfield Manager Charles Sparks entertained the Sons of American Legion, arrangements completed by Bickford, organizer of the boys in 1934. Bickford left for Maine and expects to meet up with a few shows in that territory.

**WILLIAM NEWTON** (Lucky Bill), who died June 19 at Willimantic, Conn. (notice appeared in Final Curtain column in last week's issue), owned and operated the Lucky Bill Shows from 1880 to 1920, when management was turned over

# 15 Years Ago

(From The Billboard Dated July 8, 1922)

Hagenbeck-Wallace Circus had just returned to the States and exhibited at Detroit to capacity crowds after having concluded a profitable three-week tour of Canada. . . . After going without a circus for several years Penn Yan, N. Y., contracted the Sparks Circus to show there July 21. Contracting Agent L. B. Greenhaw handled negotiations. . . . Three horses were killed, one Nubian lion died of poisoning and two other horses were critically injured during the Ringling-Barnum Circus stay at Portland, Me. . . . Patterson's Animal Circus was having average business on its tour thru Minnesota.

Also small, Lyndonville, Vt., proved to be one of the best towns on the Walter L. Main Circus' northern trip. . . . Tom Thumb, world's smallest baby elephant, had just been added to the Sells-Floto Circus at Columbus, O. Ed Ballard, who purchased the pachyderm, supervised the expressing, etc., from New York. . . . J. H. Fitzpatrick was contracting agent for the John Robinson Circus. . . . The Rose Kilian Shows had one auto and two wagons in advance and were billing like a railroad show. . . . Billy DeArmo, aerialist and trick and fancy juggler, had just joined Campbell Bros. Show, which was playing to big business in Michigan territory.

J. B. Austin, general agent of Gentry Bros. Circus, was in Chicago on business for his organization. . . . Clown alley on the Campbell, Bailey & Hutchinson Circus comprised Jack LePearl, George Clark, Joe Woods, Happy Bob Woody, Bill Woody, Fred Duncan, Billy Farmer and Albert Gaston. . . . Jake Posey left the Barnes Circus at Baker City, Ore., and returned to Cincinnati to take over his old job with the local traction company. . . . Frank Conley, ticket seller on the Hagenbeck-Wallace Circus, left the organization and went to Arizona in an attempt to regain his health.

## Frank Lamb III

**DETROIT, July 3.**—Frank Lamb, local animal supply dealer, was reported seriously ill this week with digestive trouble. He collapsed on the street a week ago and has been confined to bed.

Chester Lamb, father of Frank, also a supply man operating the Detroit Pet Shop, moved to a new spot on Michigan avenue this week, directly opposite the Corktown Tavern. Mrs. Lamb, who was actively connected with the operation of the business for many years, died suddenly last week.

## The Wallendas Fall

**SCHENECTADY, N. Y., July 3.**—The Wallendas, famed high-wire troupe with the Ringling-Barnum show, fell from their wire here at evening performance June 29. Act was beginning its final three-high bicycle routine when the performers lost their balance and plunged to the safety net below. Prop boys holding net broke the performers' fall sufficiently to keep injuries to severe bruises and shock.

Wire is estimated to be 50 feet in the air under the big top. Act resumed work the following day in Utica.

to his son, William Newton (Honest Bill). "Hi-Brown" Bobby Burns, with Walter L. Main Circus, of which Honest Bill is co-partner, sends some additional data, which is published in part: "When a lad in his teens, he went westward seeking adventure. Became associated with the famous Pony Express over the Santa Fe trail. He became an Indian scout and was commissioned by Capt. B. F. Velle, of U. S. Army, along with Wild Bill Hickok. In 1893 was principal announcer for Buffalo Bill at Chicago World's Fair. In 1879 he operated an animal pet show, exhibiting horned toads, gila monsters, etc. In this he was associated with Capt. Velle. The same year he organized his own show and was first wagon show to cross the Great Rocky Mountains. He was first to sponsor first airplane to fly from State of Kansas. Survived by sons, William Jr., LeRoy, Edward, Henry and Jesse; daughter, O'Della, and stepdaughter, Grace Brown."

## MILLS OF CHICAGO

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- Shoe Laces, 27 inch, Black & Brown, Gross. . . . .32
- Deal, White Shoe Polish, Cello with pair White Laces, Doz. sets. . . . .60
- Adhesive Plaster, 1/2" x 4 yd. in carton, Gross. . . . 1.44
- Adhesive Plaster, First Quality, 1" x 4 yd. in carton, Gross. . . . 1.95
- Adhesive Plaster, Highest Grade 1/2" x 5 yds. or 1" x 2 1/2 yds. in carton, Doz. . . . .39
- Pleasidly Lather Shampoos, 60 Gram. New special. Dozen. . . . .60
- "Mills" Double-Edge Blades, "The Repeater" Blades, Per 100. . . . .45
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# Notes From the Crossroads

By NAT GREEN

**I**F FIGURES of railroads, steamboat lines and hotels mean anything summer resorts are in for a tremendous season. No matter where one wishes to go—and it seems everybody is going somewhere—it is necessary to make reservations far ahead to be assured of accommodations. Even though this has been an unusually rainy season to date, reports from resorts indicate that patronage during June was heavy and for July and August it will be still heavier. This should be quite heartening to every branch of show business. It indicates that people are spending more freely this year and when they are on vacation trips they are in the mood for entertainment. Dance halls are one of the prolific sources of income at every resort. Many new ones have opened this season, creating a heavy demand for dance orchestras. Concessioners, too, are feeling the increased patronage of the resorts in augmented sales, and coin-operated games are getting a heavier-than-usual play.



NAT GREEN

While the early season was more or less unfavorable as regards the weather, the circuses have found business very good. The carnivals, too, have done business whenever they got a fairly decent break with weather. Given a fair amount of sunshine thru July and August, they will undoubtedly wind up the season with sizable bank rolls.

The conductor of this pillar of light has spent most of the past week answering inquiries—by phone and by letter—of Fourth of July committees which had neglected to contract their attractions ahead and at the last minute appealed to us to secure rides, shows and concessions for them. They do not appear to realize that most attractions of any merit are set for July 4 weeks or months ahead and they think it is strange we cannot tell them where to find an available Merry-Go-Round, Ferris Wheel, girl show or parachute jumper right off the reel. Their idea of prices, too, usually is completely out of line.

Jimmy Simpson, having completed his biz in Chi, left on Friday to spend the Fourth "at home" on the Jones show. . . . A. H. Barkley back home in Chi, having closed with the Goodman Wonder Show. . . . Arthur Hopper, of the Big One, hopped out of town after a couple of days in the Windy City. . . . Billing of the Ringling-Barnum show for its engagement on Chicago's lake front will start next week. . . . Show will not be on Soldier Field this year, but will show between Soldier Field and the lake. . . . Billy Blencoe, of Central Printing Company, busy getting out paper for all sorts of summer attractions. . . . Joe Donahue, of the local Ringling offices, did an "off to Buffalo" late last week. . . . C. W. Finney, general agent Hagenbeck-Wallace, in Chi making railroad contracts for the show's Midwestern stands. . . . Verne Reaver, contracting agent of the show, also was in the lakeside burg early in the week. . . . J. Ben Austin passed thru Chi on his way from San Antonio to join the H-W show at Jackson, Mich. . . . William J. Conway, contracting agent of the Ringling-Barnum Circus, in town doing preliminary work for the Chicago engagement.

Exaggeration is by no means peculiar to circuses. In fact, it is part and parcel of every business, profession and art and as long as it is kept within proper bounds there can be little objection to it. But the lengths to which some shows, especially the smaller ones, go is ridiculous and tends to react against all shows. For instance, a small tented outfit that played adjacent to Chicago recently sent out stories which mentioned its "Tournament of Stars," in which (according to the story) more than 400

men, women, elephants, horses and camels took part. Forty would have been much nearer the correct figure. Another truck show advertised "40 lions" when as a matter of fact there were three. Such outlandish claims tend to breed suspicion in the minds of the public. If the press agents were real press agents they could paint an alluring picture of the circus without resorting to such flagrantly untrue and ridiculous claims. We know some who can paint such vivid word pictures that even they believe 'em, and that is the sort of exaggeration that perpetuates the lure of the circus and builds up the illusions necessary to its fullest enjoyment. To them more power!

## COLE HAS BIG

(Continued from page 36)

kid show a visit. Cole also played there the following day.

Two years ago in Ottawa the parade was called off because of late arrival. This year it was held on time, with the streets lined with humanity, the first parade of a major circus in over a score of years in the capital of Canada.

Because of a 153-mile run into Hamilton from Belleville and the fact that it was a 12-mile march it was deemed advisable not to parade there. The public was advised several days in advance thru the columns of *The Hamilton Spectator* of the cancellation of the parade, so there was no last-minute disappointment to the thousands that packed the tent and sat upon the ground for the performances there.

A. Tobin, of Toronto, a friend of the show and a relative of W. W. Cole, was a visitor at Hamilton.

## HOXIE STRAWS

(Continued from page 36)

left the show for almost a week, pay day came and Treasurer Smith received a wire to "hold all money." Previous to that salaries, with the exception of the advance, Jack Hoxie and some of the bosses, had been promptly paid. Members of the troupe could not see any reason why pay day should be skipped at this time. There had been a straw house both the night of the closing and the night before. The big-show band struck at night and the Side-Show band played the performance as best it could. Attachments were obtained by the band that night. Newton announced that they would be cleared away and instructed performers and others with private property to move on to the lot in Wheeling, which was done. He said he would have the circus equipment there early Monday morning. The claim of the band was for less than \$150. Monday morning came and the circus equipment was still on the lot at Moundsville and upon investigation it seemed as if no serious effort had been made to release the attachments of the small amount claimed. Performers had been told they would be paid Sunday, but they were not, nor were the bosses or the advance.

The Wheeling circus lot had been crowded all day Sunday with curious folk waiting for arrival of the show. When pressed for an explanation the management tried to convince the people that the show was broke but failed. The troupers knew what the business had been. It was claimed heavy payments had to be made on installment and conditional purchases, but recent information proved that many of these payments had gone by default. Immediately the three justice courts in Moundsville were crowded with employees demanding attachments for their last week and their holdback, and the unpaid bosses and advance did the same. If shortage of finances was the cause of the small band attachment not being lifted Newton was offered a loan of sufficient money by people with the show but would not accept it.

## Offered to Hoxie, Harvey

Ten days prior to this trouble Newton had approached Jack Hoxie and said he wanted to get rid of the show because it was a bigger job than he could handle and suggested that Hoxie and R. M. Harvey take the show over. Terms were agreed upon verbally and Harvey was sent for. Before he arrived Newton disappeared for several days. Since this legal entanglement he has again disappeared and the courts and officers have been unable to locate him.

Both Hoxie and Harvey had had wires of various propositions but at present they plan to reorganize and operate a Jack Hoxie Circus. Practically all of the bosses and performers have said they

would wait for them to open, for they know the value of the name of Hoxie.

**WHEELING, W. Va., July 3.**—Circus goes vaudeville. Such is the case of the Jack Hoxie Circus, which was scheduled to play here last Monday, Thursday, Friday and Saturday the Capitol Theater presented headline acts of this really great show, featuring the famous cowboy and his horse Scout. Show was given tremendous ovations by large crowds of enthusiastic children as well as old folk.

**WHEELING, W. Va., July 3.**—Fifteen attachment suits at Moundsville, W. Va., against Cly Newton and Jack Hoxie Circus were dismissed yesterday as pertaining to Hoxie, but stand against Newton, who has not yet appeared. Many suits are set for next week. The Hoxie unit breaking attendance records at Capitol Theater.

## PAUL RINGLING

(Continued from page 36)

present plans call for his appointment as assistant superintendent of the show.

The ultimate goal is general manager of the circus, the job Mr. Gumpertz now holds. The home of Paul is a ranch at White Sulphur Springs, Mont., where he grew up with horses and other animals. He likes the idea of entering circus life and is happy to choose it as his career and life's work.

Mr. Gumpertz also said: "On our visit to Albany this year there is a renewed sense of loss and sorrow among us all. Albany is the home town of the late Frank A. Cook, our widely known and beloved legal adjuster. Frank was one of the greatest in his field and we miss him. Then, too, I mourn the passing of my old friend 'Bill' Haskell, of *The Knickerbocker-Press*. Bill was a lovable fellow, a fine gentleman and a real authority on the theater and the circus."

## GIBSON CANNOT

(Continued from page 36)

beck-Wallace Circus at Kokomo, Ind., and appeared with the show on Monday at Elkhart, Ind. Gibson also played with H-W at Jackson, Mich., Tuesday and was preparing to go on for the matinee here Wednesday when served with injunction papers.

The H-W Circus and Howard Y. Bary, general manager, were also enjoined in the preliminary injunction. The three defendants filed motions to dissolve the injunction, which resulted in the July 1 hearing. The H-W Circus and Bary were named as aiding and abetting in the breach of contract by "inducing" Gibson to leave Wallace Bros.' Circus.

Judge Putsley dismissed the injunction against the H-W show and Bary on the grounds they had no contractual relations with Macon Circus Equipment Company.

Because the Macon company is a non-resident of Michigan, it was ordered that it furnish bond of \$15,000 within five days pending final determination of action including suit for \$10,000 damages later in the summer.

Gibson admitted breaching the contract and claimed that agreement was first broken by Wallace Bros.' Circus, which was denied. Bary and H-W Circus denied enticing Gibson to leave the other show.

On leaving the courthouse Gibson said he planned to fly to the Coast and return to pictures.

Paul M. Conaway represented the plaintiff.

## Isleys to New York

**HOUSTON, July 3.**—Phil Isley, Tulsa theater man and former big-top owner, stopped over in Houston recently en route to Galveston, from which port he sailed for New York. Breakfast was served at Rice Hotel, with local circus fans and Chamber of Commerce officials present, after which the party visited Christy winter quarters in South Houston. Mrs. Isley and their daughter accompanied Isley.

## Notes From Denmark

**COPENHAGEN, June 21.**—New bill at the Circus Schumann has the Reinsch Brothers, jockeys; Jean Strassburger, Liberty horses; Alamar, wire walker; Kafka, Stanley and Gray Sisters, aerial flash; Seven Varadys, acrobats, and Theo M.'s dogs. The Percelley, hand-to-hand, and Miss Beatrice, wire walker, are at the Valencia. Peelay Ringens, American high diver, and the Erwings, aerial, are at the Tivoli amusement park.

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This is a very important event and is the first carnival to play Greenwich in five years.

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STONEMAN PLAYLAND SHOWS PENNINGTON GAP, VA.

# Capt. Jacobs Presented Hand-Carved Cage Wagon

**CHICAGO, July 3.**—Captain Terrell M. Jacobs, noted lion trainer with the Hagenbeck-Wallace Circus, was the recipient this week of a beautiful miniature cage wagon and four horses, all hand-carved from wood; the cage being beautifully gold-leafed and the horses having all the traditional trappings.

The donor was George H. Graf, of Peru, Ind., who built the 40-horse hitch on exhibition in the Peru public library as a memorial to Ben E. Wallace and Jerry Murgivan.

# Kelty Visiting Shows

**NEW YORK, July 3.**—Ed J. Kelty, of Century Flashlight Company, departed yesterday for upper New York State, where he will visit the Ringling-Barnum show. Plans to spend several days with the Big One before moving on to the Cole Bros. in Flint, Mich., and other shows playing thru the Midwest.

## Showmen's League of America



165 W. Madison St.,  
Chicago, Ill.

CHICAGO, July 3.—Real interest is being shown in both the Membership and Cemetery Fund drives. A number of carnivals have promised to hold Cemetery Fund benefit shows and various members have called for application blanks, stating that they are contenders for a gold life membership card. Chairman Jimmy Simpson feels that he will have a favorable report to make at the annual meeting in December. Orville and Harry Hennies have pledged their support and a number of new members are expected from their organization. Others requesting applications were Harry Ross, Morris Lipsy, Fitzis Brown, Frank D. Shean, Frank R. Conklin and J. W. Galligan. President J. C. McCaffery is elated with the co-operation being displayed.

Among the brothers in attendance at the burial service of Brother Kent Hosmer at Showmen's Rest were L. S. Hogan, Jimmy Simpson, President J. C. McCaffery, Charles H. Hall, Julius Wagner, Eddie Meisterman, Orville Hennies, Harry Hennies, Denny Howard, Joe Scholibo, Larry O'Keefe and Tex Sherman.

Brother Patty Ernst has returned to the American Hospital. Latest reports on his condition have not been received. Larry Benner infers that he is now tramping in Singapore. He plans to go on to Sumatra and Java, and possibly Borneo and Celebes.

Total in the membership drive has been given as 192. It should be 102.

Secretary Strelbich left to spend the Independence holiday in Michigan with his family.

Callers last week included Harry Coddington, Abe Gorman, Mr. and Mrs. Harry Paul, William Young, Jack Pritchard, H. Neitlich, Harry Hancock, Joe Murphy, Harry Pierce and Irving Mailitz.

Brother Rube Liebman was back in town for a few days looking fine and feeling fit. He says he will be a contender by the time the membership drive in ready to close.

### Ladies' Auxiliary

A special meeting was held July 1. Business matters of importance were dispensed with and the application of Mrs. Carolyn E. Paul was presented for ballot. She was duly elected to membership and a card was mailed at once.

Phoebe Carsky writes from Winnipeg that she is on a business trip there with her husband.

Ida Chase is visiting relatives in St. Paul.

President Frances Keller, Leah Brumleve and Cora Yeldham journeyed to Milwaukee by auto for a visit with the C. F. Eckharts. On their return they stopped at Waukegan, where they visited the Hennies Bros.' Shows, and report a royal reception.

Relief committee reports Mrs. Charles G. Driver is showing wonderful improvement. Latest reports indicate that Alice Hill is fully recovered from her recent operation.

### Phil Carroll Returning

NEW YORK, July 3.—Phil Carroll, who recently conducted an animal-collecting expedition in Africa for Henry Trefflich, New York importer of wild animals, is scheduled to return to New York on the S. S. Lashway July 12. Carroll visited several parts of Africa, including the Belgian Congo and French Equatorial Africa. In addition to shipping a wide variety of beasts and reptiles to the Trefflich firm, he also sent back a number of hunting trophies, including the skull, jawbone and tusks of an elephant.

Both Trefflich and Carroll are experienced jungle explorers and have spent much time in the interior of Africa. Carroll's current trip lasted six months.

HASTINGS, Mich., July 3.—On last Tuesday in cemetery here showfolk from Greater Exposition Shows held memorial services in remembrance of late C. W. Pickett, showman, and Herman Babcock, feature writer and friend of shows and their votaries. Doc Waddell, show chaplain, spoke memory tribute.

### Mills Sails to England

NEW YORK, July 3.—Bernard Mills, member of the British circus family, terminated a several weeks' tour of the United States this week and sailed for home June 30. Mills, son of Bertram, has been contacting American circuses and expositions in the quest of new talent for the Olympia Circus in London next winter.

### SHORTS

(Continued from page 62)

to be used for new equipment. Popularity contest with merchants' tieup is under way. There will be a midway and free attractions. Earl Kassel is chairman of arrangements.

FOREST E. MADSEN is chairman of the sixth annual Firemen-American Legion Festival to be held in Oregon, Wis., two-day program to include radio entertainers, baseball, sports, contests, fireworks, parades and Legion dance.

THREE MUSICAL STYLISTS, Van Zealand Serenaders, Royal Hawaiians, South Sea Islanders, Imperial Serenaders, Van Zealand Aristocrats, Vesper Chamberlin Studio of Dancing Artists and boxing and wrestling by the Beyer Twins, were booked for an Independence Day Celebration in Erb Park, Appleton, Wis., sponsored by Junior Chamber of Commerce and merchants. There were a parade, fireworks and \$1,500 in merchandise gifts.

SIXTY-THIRD Imperial Council meeting of the Shrine presented Detroit with the most elaborate downtown decorations seen in several years. Center of events was along Woodward avenue and Washington boulevard, with a special court set up in the boulevard, with complete displays, sponsored by Chrysler Corporation, erected by Messmore & Damon, who had the general decorating contract, with several other companies also participating. Elaborate displays in Grand Circus Park, opposite the eastern group, were sponsored by General Motors Corporation. G. H. Messmore and Joe Damon personally supervised arrangements.

NATIONAL Antileam Commemoration at Hagerstown and Sharpsburg (Md.) for two weeks will feature a junior world's fair with a large historical pageant and an address is expected to be delivered by President Roosevelt. John B. Rogers Company will produce the pageant and Jack Geller is managing director.

W. D. WADE Shows were contracted to furnish the midway at Greenville (Mich.) Independence Celebration, reported W. E. Franks. It was the third year for the American Legion Post to handle the event, for which were carded daily parades, public wedding, beauty contest, free acts and fireworks, with merchants co-operating.

FOURTH of July Celebration in Des Moines, Ia., in Drake University Stadium was sponsored by Argonne Post, American Legion, with co-operation of two other posts. With \$600 set aside for fireworks, display was largest seen here in many years. Col. Ralph Lancaster, Iowa National Guard, was in charge. Bob Stickney, veteran Des Moines showman, exhibited the "world's smallest dancing ponies," and a number of professional clowns entertained.

PREPARATIONS have already been started for the annual Home-Coming Celebration to be held in Peninsula, O., this summer under Volunteer Firemen's auspices. Free acts, shows, rides and concessions will be features.

FOR Livingston County Centennial Celebration to be held in Chillicothe, Mo., Louis M. Potter is chairman; John G. Sigler, C. C. Cooke, vice-chairmen; Edgerton Welch, treasurer, and Fred W. Gunby, secretary.

E. H. CONKLIN will be managing director of Pacific Oil Show and Black Gold Festival to be held in Taft, Calif., engineers having finished layout work on buildings to be erected in Franklin Park. Exhibit and concession space will total about 150,000 square feet, according to Charles Lohman, director of exhibits.

EXPECTATIONS of a second annual Pittsburgh city jubilee, huge money-maker for police department last year at Forbes Field under since-resigned Mayor McNair, were quashed this week when the office of Mayor Scully informed

James McGrath, booker, that plans had been dropped.

BEE KYLE, Great Calvert and Los Aeros are to be at a 18-day Firemen's Carnival in Sharptown, Md. Five automobiles will be given away in addition to nightly prizes. Committee includes J. P. Cooper, H. W. Fletcher, E. J. Hallowell, H. D. Wright and J. L. Cooper.

### Klein Attractions Featured At Lisbon, O., Celebration

CANTON, O., July 3.—Klein's Attractions had only average business on Lisbon Fair grounds near here on June 28-July 3 under Columbiana County Agricultural Society auspices. C. A. Klein, promoter, used Ray Gooding's rides, Greenwald's athletic show, Larry Larimore's concession and cookhouse and several midway attractions.

Due to illness, Klein was unable to devote much time to the promotion and several planned acts had to be canceled. Aerial Barrows presented free act.

### Buckeye Plans Celebration

BUCKEYE, Ariz., July 3.—Chamber of Commerce and Women's Club decided to again sponsor a big "Helzapoppin'" Celebration next fall after a joint organization meeting. A committee composed of W. A. Latham, chairman; Otho Greenway and J. G. Fishburn were named to represent the Chamber, while Mrs. R. A. Watkins, Mrs. W. E. Herring and Mrs. Myrton Lewis will represent the women's organization. Funds accrued go to charity.

### Galler Plays Masonic Day

FLORALA, Ala., July 3.—Florala's Masonic Day Celebration, said to be the largest annual Masonic Day event in America, established in 1871 and without a single omission, was staged as the 66th annual here on June 24 with attendance of about 30,000 visitors, under sponsorship of the local Masonic organization with co-operation of city government. Included in an extensive program were a water battle by fire departments of two cities, parade of beautiful floats and fireworks on Lake Jackson shore. Buckeye State Shows, under management Joe Galler, was sponsored for the third consecutive year by the committee in recognition of the show's excellent features, said Chairman W. H. Blue.

### Deerfield Festival Has Vaudeville Acts

DEERFIELD, Wis., July 3.—Annual two-day Midsummer Festival under Deerfield Volunteer Fire Company auspices will feature a diversified program of acts furnished by Barnes-Carruthers, reports Lyman A. Mullen. Other attractions include 4-H and other exhibits, band concerts and rides furnished by Willard Emhoff.

Event is a no-gate affair with all income from stands and concessions largely run by the company. A new car will be given away. Event attracted about 25,000 last year.

### ATTENTION! SIDE SHOW ATTENTION! PEOPLE

Want to hear at once from outstanding Frank to be featured. Salary no object. This is a brand new equipped show run from the office. Want to hear from good capable Front Man who can make strong openings, one with side show experience. WANT feature for blow-off—would use good fifty-fifty if wardrobe is first-class and car work clean. Can also use couple more Working Acts and two good Grinders for Ticket Boxes. This is positively the best framed Side Show on the road, pleasant surroundings and good treatment. Jay Wright, "Bambino"; Johnnie Pringle, Daisy and Violet Hilton, Francis Luteni, Gibbs Sisters, Edna-George, Elsie-Johnnie. All address, this week.

GOODING GREATER SHOWS, Lima, O.

### DEL CROUCH WANTS

With Gruberg World's Exposition Shows Drome Riders. Must be able to do criss-cross, be sober and willing to get with it. Good salary—pay every week. Long season—new drome. Zein Bartz, Joe Allen, answer. Write, don't write. GRUBERG WORLD'S EXPOSITION SHOWS, this week North Adams, Mass.; week July 12, Burlington, Vt.

### RIDE HELP WANTED

Experienced only. Foreman on Merry-Go-Round and Whip, Grind, Concessions all open. Address CHARLES GERARD, 2515 Newtown Ave., Astoria, Long Island, N. Y. O.

THERE ARE "SCORES" of REASONS  
Why YOU SHOULD  
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Birds of a feather flock together.  
So should outdoor showmen flock  
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## MURRAY MODERN MIDWAY

Wants to buy or book Rides of all kinds. Also Shows with own outfits. Have complete new Twenty by Eighty Side Show for capable party, with own inside. Want Legitimate Concessions only. Doc Staunton wants to hear from Kid Drifty, Stack Dollars, Slim Eight Rock, or Louie Williams at once. Will send tickets to those I know. Any others get in touch with me. Dayton, O., this week; Bellefontaine, O., to follow.

### KAUS SHOWS No. 2

WANTS FOR STILL DATES AND THE FOLLOWING LIST OF FAIRS:  
MARLINTON, W. VA.; BLACKSTONE, VA.; WOODSTOCK, VA.; FARMVILLE, VA.;  
ROCKYMOUNT, VA.; SHELBY, N. C.; WINSTON-SALEM, N. C.; DILLON, S. C.;  
CHARLESTON, S. C.; ST. GEORGE, S. C.; COLUMBIA, S. C.

Rides and Shows that don't conflict. Shows with own outfits given consideration. WANT legitimate Concessions of all kinds except Bingo. Positive no CIGS, CAN PLACE experienced Ride Help in all departments. All address, this week, Winston-Salem, N. C.

## STRONG MAN WANTED

REQUIREMENTS:

1—Allow Truck to Run Over Chest Daily. 2—Pull Loaded Passenger Car with Teeth or Neck.

3—Must Be Sober, Reliable and Agreeable.

AT LEAST 8 WEEKS' WORK GUARANTEED.

Rush Photos, Press Notices, Lowest Salary per Week. Write or Wire

DAN TAYLOR, Room 256, Hollenden Hotel, Cleveland, O.

### KAUS SHOWS WANT

FOR STILL DATES AND THE FOLLOWING FAIRS, STARTING LAST WEEK IN AUGUST:  
HUNTINGDON, PA.; HAYFIELD, PA.; LEAKSVILLE, N. C.; WOODLAND, N. C.;  
LEXINGTON, VA.; WELDON, N. C.; WILSON, VA.; KINGSTON, N. C.;  
GREENVILLE, N. C.; NEWBERRY, S. C.; and WARSAW, N. C.

Octopus, Gas Driven Autos, Eli Wheel No. 5 (for Twin Wheels) and Rideco. WANT organized Minstrel Show. Have complete outfit for same. Any new and novel Show that don't conflict with what we now have. Legitimate Concessions. No exclusives except Bingo (we have Bingo). Positively no Grid. Harvey Potts wants experienced Girls for Girl Revue. Address this week, Fall River, Mass.; next week, Portland, Me.





## Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, July 3.—Altho it is midsummer, there were 38 members present at last Monday night's meeting. Dr. Ralph E. Smith, first vice-president, presided. Frank J. Downie, secretary, was the only other official present. Preceding the meeting Doc Cunningham, Johnny Klein and Harry B. Levine, who formed the committee for the "Gigantic," stated that it would be impossible to make a complete report on the profits accrued from the affair until the next meeting. They did say, however, that final figures would show that the event was a profitable one.

Harry Fink, who has not been in for a long time, attended and occupied a seat on the rostrum. Doc Cunningham asked for time to read a list of names of those who did good jobs in putting over the "Gigantic." It proved to be quite a long one and included everybody but the elevator man's assistant. A standing vote of thanks went to Virginia and Jack Schaller, at whose home the big show was staged. This meeting marked the first time in a long while that no communications were received.

Three new members were accepted and four are awaiting action at the next meeting. The new members were Hugh Bennett, credited to Frank L. Bennett; Nate Miller, credited to H. H. Cole and Hugh Wier; Harvey Stone, credited to Doc Harris and Chet Bryan. The matter of the drive for funds for Showmen's Rest again came up for discussion. Harry Fink, Doc Harris and Doc Cunningham gave short talks on the meaning of the drive. The bonuses in which holders of the certificates will participate will be awarded at the 16th annual Charity Banquet and Ball. The club is holding an accumulation of mail addressed to members and nonmembers from the United States Treasury Department which needs attention. Please send your forwarding address to the club. Harry Bob Mathews won the weekly award.

### Ladies' Auxiliary

Meeting called by President Peggy Forstall, and all other officers were present. Evening was spent preparing for the lawn fete held June 23. Tillie Palmateer had a palmistry booth. All money went to the charity fund of PCSA, as everything was donated. Addie Butler, of Long Beach, is confined to her home as the result of a stroke. A lovely quilt, donated by Mrs. Bryan, will be raffled off at a later date. Several songs were sung by Blossom Robinson, accompanied by Ruth Fowler on the piano. There will be no meeting July 5 because of the holiday. It was voted to hold no card party this month because many members are away. Aetna Henry and Addie Butler reported on sick list. The next meeting will be July 12. Members present: Ruby Kirkendall, Inez Walsh, Frances Klein, Minnie Fisher, Tillie Palmateer, Pearl Jones, Ada Mae Moore, Edith Miller, Millie Dobber, Esther Corley, Vera Downey, Virginia Schaller, Marie Morris, Stella Linton, Marie Bennett, Martha Levine, Bita Haden, Vera Genac, Gertrude Mathews, Alfreda Avalon.

### SHOW LETTERS

(Continued from page 58)

are involved in Wisconsin or Vermont and it will take some time and money before same can arrive and if no advance of money is made a job on a concession or banner solicitor will do until cannon arrives. "Flusher" and wife have a battle in a hotel or private room in order to help show, and wife comes to lot immediately with a black eye and spills news that there is no cannon and never has been one, and there is no cannon act. If a carnival manager or fair society goes for it there is a big disappointment. Because this show had ample opportunity to replace same with Williams & Bernice's four free acts. Lot Superintendent Ben Tosh left to lay out fairgrounds in Carbondale, Ill., and to co-operate with Mr. and Mrs. S. W. Brundage and ride crews in erecting Merry-Go-Round and 10-car Heyday. Doc (Lucky) Harris was replaced as second agent and on banners by W. C. Morgan. FLOYD R. HETH.

### West Coast Shows

Walla Walla, Wash. Week ended June 19. Location, East Alder and city limits. Weather, rain all week. Business, fair. Auspices, American Legion.

Fair crowd was on midway every evening. Business: Fair play during week with almost a total blank Saturday night. First accident of season happened on jump from La Grande to Walla Walla. Cory Sheridan driving a GMC semi-trailer containing Heyday tubs had the air hose controlling brakes burned in two from contact with exhaust pipe as he was going down grade. Corey escaped with minor scratches, but Iron Chamberlain, of Athletic Show, was seriously cut around legs and arms and was taken to hospital at Pendleton, Ore. All tubs were badly damaged, but thru efforts of Walter O'Neil, foreman of Heyday, who worked tirelessly, they were all repaired and ride was in operation Tuesday night. C. M. Elliott left with Eric diggers. Ed Flynn, who operates cookhouse, made several changes in personnel lately. Carl Jackson joined waiters. Nick Franklin closed with Barnes Circus cookhouse and joined staff of waiters. Tiny Notbohm is new dishwasher and James Finch is working yard. Ray Thompson graduated from water to griddle man working front. Genevieve (Neva) Sanford is cashier and is relieved by her mother, Mrs. Les Sanford. Eddy Flynn, owner. L. Harvey, who has several concessions, made a change in agents on cigaret shooting gallery. Ruby Remmy is agent in charge, assisted by May Rittig. Fitz Hinkle and Agent Al Steele with lead gallery. Clark Willey, who operates Motordrome, and Hal Compton, manager of Side Show, are vying for honor of "topping" midway among shows." Howard Hilde, of Motordrome, who suffered head cuts and a dislocated shoulder in a fall from wall, has completely recovered. Fred Atwood, with baseball cap and uniform, is getting good play on ball game. Swede Marcher, Loop-o-Plane operator. Tod Rittig, mechanic, working on trucks keeping them in condition for long jumps. Glen (Red) Corey always has a crowd in front of high striker. Madame Strwell and flea circus one of main attractions on midway. Owner Spike Huggins made a trip to Seattle, Wash. FAY RIDENOUR.

### Bob Hurst Carnival

Pittsburg, Tex. April 26-May 1. Auspices, American Legion. Location, uptown. Business, poor.  
Mt. Pleasant, Tex., May 3-15. Auspices, none. Location good. Business, blank.  
Troup, Tex. May 17-22. Auspices, city. Location, uptown. Business, bad.  
Arap, Tex. May 24-June 5. Auspices, city. Location, heart of town. Business, fair.  
Frankston, Tex. June 7-12. Location, uptown. Auspices, city. Business, fair.  
Edgewood, Tex. June 15-19. Auspices, Chamber of Commerce. Business, good.  
Mineola, Tex. June 21-30. Auspices, fire department. Weather and business, fair. BOB HURST.

### Zimdars Greater Shows

Fort Wayne, Ind. Week ended June 26. Location, Waynedale showgrounds. Auspices, Sazonaders Fiesta Celebration. Weather, bad. Business, fair.  
Had to put and take off lot with aid of caterpillar Monday. But with all mud and rain quite a few people ventured forth. Sallor Harris celebrated his 49th birthday recently. He received several presents. E. L. Brown, special agent, is doing good work in getting banners. Jack Duwana, of Mabel Wier Show, was a visitor. Lee Moss, formerly of this show, but now on Wade Show, paid Mrs. Moss' parents a visit. Representatives of the De Luxe Supply House and of Oriental Supply Company called on concessioners and left with orders. Show has been hard hit by rain but is still on top. Octopus takes top money at all spots. CHARLES SEIP.

### World of Mirth Shows

Illon, N. Y. Week ended June 28. Auspices, Veterans Foreign Wars. Location, Spruce and Pleasant avenues. Weather, Monday lost due to rains, remainder of week clear. Business, fair.  
From one soggy lot to another that was soggy to begin with and became far worse was week-end story of run south from Massena to Illon. Despite bad conditions of grounds at Massena following two days of rain show was moved off with little loss of time and arrived

at Illon on schedule. Schedules went haywire, however, as rain began to fall again, this time an all-night downpour which, coupled with churning of Diesels and show wagons, changed the lot, a lowland tract situated along banks of an old canal, into a midway of mud. No attempt was made to open Monday, the tons of cinders, straw and shavings were spread. These, together with a full day of sunshine, made it possible for all attractions excepting midget revue, which could not set up until Thursday, to be in full operation for Tuesday's crowds. Attendance was only fair Tuesday, Wednesday and Thursday, but big turnouts both Friday and Saturday helped to balance week's figures. Outstanding highlight of week was formal opening of Bolero, new Cuban rumba presentation, with Frank Padulla's marimba band, 10 all-star Cuban Puerto Rican entertainers and a Havana Lady Godiva, whose spectacular ride on a white Arabian stallion across a treadmill on stage is a feature of production. Staged in a lavish manner and offering native Latin dances and features which are accepted without question as authentic, the revue quickly caught public fancy and is being hailed as one of brightest new features introduced under the World of Mirth banner in some time. Visitors: Cliff McDougall, press agent Tom Mix Circus; Max Cohen, general counsel American Carnivals Association, who came from his offices at Rochester; G. W. Nealand, a brother of Walter D. Nealand; Mr. and Mrs. Russ Leighton from Montreal Agricultural Exhibition. Congratulations and a gift "from boys" were presented to Murray Polans, bingo operator, and his bride of week, former Francis Jones, of Brooklyn. Victor Wetter and his partner Nicky Page, midget entertainers, opened their new photo gallery Saturday night. GAYLORD WHITE.

### Sam Lawrence Shows

Harrisburg, Pa. Week ended June 19. Auspices, Pleasant View Fire Company. Location, 21st and State streets. Weather, three days' rain. Business, fair.  
Showed only two nights, Tuesday and Wednesday, to over 5,000 people. Bob Coleman's bingo proved very popular. He has repainted his sound truck red to match show trucks. Sam Lawrence is right at home around this territory, as he has played Williams Grove Park Grangers Picnic for 16 years, having all concessions. Irwin's pony ride joined. Penny Pitch Dave Mayme added another concession, making four in all. He has been with show since last August. Charles and Vi Lawrence joined last week and will spend summer with brother Sam. This is their first time in several years with a carnival, as they have been with road shows, last one being Katharine Hepburn. Tom (Doc) Mehl is putting on a Plantation show. Sam Burdgorf returned and reported several good promotions. Harry Ramish is away on a booking tour. Jerry Ramish has three concessions. Visitors: Richwine family, owners of Williams Grove Park, Pennsylvania. TOM (DOC) MEHL.

**QUICK CASH**  
IN NEW POTATO CHIPS

START AT HOME.  
Here's your chance—a money-making business of your own. Turn potatoes into cash by making new kind of Potato Chips with my improved outfit. Makes delicious, superior, "NON-GREASY" Chips at low cost. A few hours' practice does it. Begin anywhere—city, village, town. Potatoes cheap and plentiful. Wholesale or retail. Steady year-round business. Groceries, markets, restaurants, taverns do the retelling for you. WE HELP START YOU IN BUSINESS. Great quantities of chips are eaten daily. Profit large—unusually so. You can start this money-making business on a "next to nothing" outlay of Cash. Write for Potato Chip Booklet. LONG-EAKINS CO., 714 S. High Street, Springfield, O.

## OCTOPUS WANTED

For Circuit of Twelve Fairs  
Commencing at Franklin, Ind., Free Fair July 12. Owner must furnish transportation. Address inquiries to  
**The F. E. Gooding Amusement Company**  
Box 386, Columbus, O.

## TEN-IN-ONE SHOW WANTED

Also Any Other Shows of Merit  
Franklin, Ind., Free Fair, July 12-17  
Address inquiries to  
**THE F. E. GOODING AMUSEMENT CO.**  
Box 386, Columbus, O.

## W. E. WEST MOTORIZED SHOW

WANT capable Side Show Man with live Acts, have Top and Banners. WANT capable Agents that work with coupons. Useful Show People in all lines. Trenton, Mo., this week; Albany next week. Come on, don't write.  
**W. S. MALARKEY**  
CAN PLACE Shows and Concessions for FIREMEN'S ARRIVAL, SIDNEY, N. Y., JULY 12-17.  
Ten Weeks of Celebrations and Fairs to Follow.  
Address  
**W. S. MALARKEY,**  
Ackerman Bldg., Binghamton, N. Y.

## AT LIBERTY HIGH POWERED ADVANCE AGENT

With new car. Can handle Cowgirls, Cowboys, Hill Billies' Band or any worth-while Attraction. Salary or percentage. Don't head advance. Would consider partnership. Guarantee steady work with no lay-offs. Wire or letter  
**TOMMY TOMPKINS, Gen. Del., Staubenville, O.**

## Dixie Exposition Shows Want

For Sixteen Fairs and Celebrations in the South. Not going North. This country is in good shape, no strikes, big crops and plenty of public works. Octopus, Tilt-a-Whirl, Ten-in-One, Small Drome, legitimate Concessions, no racket; Musicians and Performers for Minstrel Show; Canvas Man; Ride Help; come on. Alamo, Tenn., Around Court House This Week. No gate. Selma, Tenn., Tomato Festival on the Streets, next week. Address C. D. SCOTT.

## FREE ACTS — WANTED — FREE ACTS

### KEOKUK FREE STREET FAIR AND CELEBRATION

WEEK OF AUGUST 30TH—SIX DAYS.  
Would like to hear from High Aerial Acts, High Wire-Flying or Casting Acts and a good High-Class Novelty Act. Nothing but the best need apply.  
**JOHN C. FRY, Secretary Keokuk Chamber of Commerce, Keokuk, Ia.**

## AL G. HODGE SHOWS, INC., WANT

Legitimate Concessions of all kinds; privilege \$15.00 a week. Can place two more Shows.  
Fair Secretaries, have two Open Weeks. Want General Agent. Bob Hollock, wire at once. Michigan City, Ind.  
**AL G. HODGE SHOWS, INC., Wm. M. Tucker and Andy Carson, Managers.**

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## REPUTATION

A news item appears in the editorial section of The New York Times (June 27, 1937) which should be carefully weighed by all progressive members of the trade. It is a warning to avoid giving any occasion for an attack upon the reputation and business methods of operators' groups.

It is in the form of a news report on present trade conditions in Missouri, signed by a reporter and considered important enough by The Times staff to publish in an important section of its Sunday edition. To get at the damaging nature of the news report the following quotation may be considered:

"As the racket is now employed, all slot machines are owned by individuals or groups who are members of a State-wide organization. . . . In the event that ambitious individuals attempt to operate outside the organization they usually find themselves beset by the law, or in many instances their places of business are entered by corporation agents and their machines wrecked."

This article implies an attack on the Missouri State operators' association, suggesting that the association operates along racket methods, and to all intents and purposes would be classed as a racket organization.

It is one of the most damaging attacks on the amusement games trade I have yet seen, in view of the implications of racketeering suggested in it. If there is any hope of establishing the amusement games trade upon a businesslike footing, with acceptable standards and policies of operation, it will be thru local and State associations of progressive operators all over the country.

Of course, if a State association of operators has been guilty of using racket methods there is nothing to be said in its defense. All that we can do is to repeat the warning we have been publishing for five years—that all organizations within the coin machine trade should take every precaution to conduct their business as any other business association would operate. We have repeatedly warned that if operators' associations come into disrepute, then hope for legal recognition of the principle of coin-operated amusement games dwindles accordingly. So members of all trade associations within the industry should ponder this case carefully and take active steps to prevent the occurrence of such stories in other States.

The progressive elements of the industry should make clear to all concerned that legitimate associations, local and State, are the hope of the industry in eliminating well-known evils from the industry itself. Hence, attacks such as the present case, unless there is some real basis for them, defeat the best elements in the trade in their efforts to establish a reputable amusement business.

The progressive members of the trade must make clear to the outside world that it is perfectly all right for operators

to form themselves into business associations, to defend their legitimate rights and to seek favorable legislation for coin-operated games, just as any other business or industry seeks favorable legislation. It is a case in which operators must defend their right to organize into legitimate trade groups.

Already there are a number of these organizations, with a record extending over a period of years, that have established a clean reputation for co-operation with officials in observing rules agreed upon for the operation of games. The records of these associations are a credit to the industry and show that coin-operated amusement games can be established and operated as a legitimate business. These associations have in each case worked for local and State legislation which would define the limits within which they could conduct their business. There is certainly nothing wrong in seeking such legislation.

Experience has proved that wherever operators of amusement games organize a legitimate association in many cases there may be a small racketeering element which refuses to observe the statutes or rules in existence. In such cases operators' associations have sought to find some method of co-operation with officials by which the industry would not suffer for the infringements of a few. Amusement games were banned from one large city because 21 operators among several hundred had violated the statutes. Officials, public leaders and newspapers should recognize the difficulties involved in dealing with violating minorities and co-operate with legitimate associations of operators wherever they exist.

All operators' associations must recognize the importance of keeping their methods and records clean. They must be aggressive in establishing a clean record. They should welcome publicity for their organization instead of maintaining the secrecy of racketeering. The New York operators employed a reputable accounting firm to investigate their membership, business, etc., and this report is available for inspection.

I attended an operators' meeting once in which a reporter was rudely dismissed. I made it my business to talk to him personally, and his paper appeared that day with a favorable news story of the meeting. No business organization would want reporters in all its meetings, but every operators' association ought to have some meetings at which the press would be welcome. The recent meeting of Wisconsin operators which I attended suggests a type of program to which the press might be welcomed if they cared to send a reporter.

Operators' associations have a lot to do if they want to be accepted as legitimate business organizations. They must plan and seek favorable publicity whenever possible. They must keep their membership and methods open to inspection to the same extent any other business organization would do. In that way it will be possible for the progressive elements in the trade to maintain a good reputation for their organizations and to make an effective fight for legal recognition of amusement games.

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**PROTECTS EARNINGS**  
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 FOR ALL COIN OPERATED EQUIPMENT  
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**Bally Offers 2 One-Shot Games**

CHICAGO, July 3.—Pursuing its well-known policy of offering a diversified line, Bally Manufacturing Company has released two new one-shot payout or ticket games which "cover the field like a tent," according to Jim Buckley, Bally's general sales manager.

"Where the public goes for bumpers," Jim stated, "operators give 'em the newest, peppiest kind of bumpers, as featured on our new Classic one-shot. Where they go for good old-fashioned holes, give 'em Arlington with its 28 winning pockets. In fact, during our extensive location tests, both games were placed side by side in some spots and produced profits that were almost beyond belief.

"Arlington has all the first, second, third and fourth-place payout appeal that made Preakness the stellar sensation of 1936—plus plenty of new features, greater flash, mechanical refinements and third dimensional effect on the back-board. As to its earning power, just tell the boys that if they thought Preakness was a gold-mine, wait till they start digging into Arlington cash-boxes. I know it's a sure-fire profit-producer because I've kept close tabs on the location tests we've been running the last few weeks.

"As for Classic, it's got new features enough for a whole series of games. For example, rubber-tire bumpers that spank the ball into a frenzy of action. And the silver-bright chrome steel super-charged play-field, specially sensitized to provide a new thrill in scoring action! Above all, Classic has a feature so revolutionary that it alone would insure the success of a game. I refer to the new whirling bumper. It's a regular rubber-tire bumper, except that it constantly spins like a top. Thus the slightest contact is enough to send the ball staggering all over the field. You've got to see this new Bally Idea to appreciate the action and extra suspense it gives a game."

**GREAT GUNS**  
**"ACCELERATED BUMPER"**  
**5-BALL, NOVELTY GAME**



**LIVELIEST AND MOST INTERESTING BALL ACTION EVER EMBODIED IN A PIN TABLE**

Unquestionably the hit of the year. Ball striking an "accelerated bumper" not only registers a score, but is driven in any one of a hundred directions. And as bug-proof as a can of Flit.

**OPERATOR'S \$74<sup>50</sup>**

**NEW ONE-PUSH BALL LIFT-ELECTROPAK**

**PATENT PENDING**

23' x 50' Streamlined Cabinet

**4 "B" CLOSEOUTS ON AUTOMATICS**

TURF CHAMPS	\$55.00
PREAKNESS	75.00
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PEERLESS (Ticket)	17.50
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PEARL HARBOR (1c)	8.50
CAROM	80.00
ROYAL RACES	75.00
JUMBO	12.50
BALLY BONUS	12.50
JENNINGS DAILY LIMIT	7.50
DE LUXE "48"	7.50
PUT 'N TAKE	5.00
ELECTRIC SAFFLE BALL (Gottlieb)	5.00

1/3 Deposit, Balance C. O. D.  
**BESSER NOVELTY CO.**  
 3020 OLIVE ST., ST. LOUIS, MO.

**GIVE AWAY PRICE**  
 10 Only, Used **ROCKOLA** Multi-Selector PHONOGRAPHS, Walnut Cabinets. Perfect mechanical condition guaranteed.  
**\$92<sup>50</sup>**  
 F. O. B. Atlanta. 1-3 Deposit with Order.  
**FRIEDMAN AMUSEMENT CO.**  
 186 Georgia Ave., S. E., Atlanta, Ga.

**EXCEPTIONAL BARGAIN**  
 I have 20 Red Front Skill Control Mills Venders, never on location, which I bought for a territory that did not open. Also 20 Mills Looking Stands, never out of crates. I will accept \$1,200 for the 20 Machines and stands, but will not sell at this price in small quantities.  
**EARL E. REYNOLDS**  
 Jefferson Hotel, DALLAS, TEX.

**Calcutt Continues Big Closeout Sales**

FAYETTEVILLE, N. C., July 3.—According to Joe Calcutt, of the Vending Machine Company, the great closeout sales which he has been featuring will continue for some time to come. He reports that the sales have brought thousands of the best machines to operators at bargain prices, and that many of the men have been quick to cash in on the bargains which he has been featuring in his advertisements.

In regard to continuing these closeout features, Calcutt stated: "We feel sure that our many friends thruout the country appreciate the fact that Vemco gives them unusually fine bargains on machines that they can use for many months to come. We will continue these sales in compliance with the demands of our customers who have been requesting that we do so. The many promotional stunts that we have used along with our advertising program are the result of our intention to get every possible operator to take part in these sales in order to get them better acquainted with our firm."



"MISS ANNAPOLIS" breaks a magnum of giggle water over the prow of the new Navy game, a payout using "accelerated bumpers." Next to the young lady are Ray Becker and Jack Keeney, of the Keeney firm.

**PAYOUT MODEL called "NAVY"** Same "accelerated bumper" principle. 1-ball. Odds changing.  
**\$139<sup>50</sup>** TICKET \$10 EXTRA

**KEENEY'S Track Time**

**Biggest money-maker ever introduced in a coin game**

And out-selling all other console type, dial games. 7-play chute, odds changing with each play, 10c to \$7 payouts. Four interchangeable tops. Finest "engineered" game ever made.  
**\$279<sup>50</sup>**

**ALL THE ABOVE GAMES IN PRODUCTION AND PROCURABLE THROUGH KEENEY DISTRIBUTORS**

**J. H. KEENEY & CO.** "The House that Jack Built"  
 2001 CALUMET AVENUE, CHICAGO, ILLINOIS

**AMERICAN SALES CORPORATION**  
CHICAGO, ILL.  
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**OPERATORS!**

HAVE YOU ever stopped to consider how much our Extended Credit Plan means to you by enabling you to increase the number of profit-making games you can operate? There's no better time than the present to find out!

**YOU CAN'T GO WRONG!**

WRITE FOR CREDIT!

*Lee D. Jones*

P. S.—AGITATORS SAVE STAMPS!

## England Builds Ray-Light Game

Writing in *The World's Fair* (London, June 19, 1937), Edward Graves, coin machine editor, says that one of the greatest scientific developments has been the perfection of the photo-electric cell or ray-light.

"It has enabled people on one side of the world to press buttons and launch ships or open buildings on the other side. I am not exactly an expert on this particular branch of science but understand that it also plays a part in television. Its worth has also been proved as a burglar alarm and in many other directions. Not so very long ago certain American manufacturers of amusement machines saw possibilities in it and the ray-light shooting machines made their bow.

"Now we have the ray-light brought into table ball game (pin table hardly fits) construction. Expert at the construction of gramophones and wireless, the London firm, Vernon Lockwood Manufacturing Company, Ltd., has been intimately connected with the development of ray-light and, for that matter, anything to do with valves. During the last year or two they have turned their attention to the manufacture of coin-operated table games; in fact, theirs is the factory I described a few weeks back as the home of Major products. The experience gained in that field has now been combined with their knowledge of ray-light with the result that they have achieved a ray-light table which, under the name of Magic Line, is the first of a new 'Verloc' range of amusement machines.

"Magic Line has one cell or ray light only with four mirrors reflecting to make the beam lines. Every time a ball crosses a beam it breaks it and causes the indicator on the backboard to register an advance in the score. At the same time four colored lights on the field flash in conjunction with others on the face of the backboard. As becomes experts in a particular field, the Vernon Lockwood people have paid particular attention to possible snags. For instance, it is essential that the mirrors remain put at their original angle, otherwise the beams go all wrong. A mirror fixed insecurely could easily be put out of the correct angle by zealous dusting of the field, therefore care has been taken to insure the lasting firmness of the mirrors. Then there is the possibility of a ball sticking thru a spot of dirt right in the line of a beam. This might, without provision being made, cause a burnout, so on Magic Line a timing system automatically cut out should a ball stick as suggested. Should all five balls be shot at once the register continues to function and record every beam break.

"As for wangling by use of an electric torch, the position of the mirrors in relation to the top glass makes such a thing impossible on a table of this type. Heavy steel balls are essential for this table and the manufacturers claim, and not without reason, that they have brought into being a ball lift which can well stand the extra strain imposed. An

## Baby Production

"One of the first pieces of news to greet me upon my return to work was the announcement of the birth of a daughter in Middlesex Hospital, London, June 12 to Arthur and Hilda Burrows. This new Miss Burrows arrived as a plump little soul, for she weighed no less than eight and three-quarter pounds. To the very proud father and mother I express the most hearty of congratulations and to the bairn a wish for every happiness in life. At the time of writing the little lady and her mother are getting on famously. Considering the pats on the back he has received the new daddy isn't doing too badly, while as for the grandpas, Arthur Burrows Sr. and Fred Hardinges, I don't quite know what to say. One thing is proved, that to be a grandpa does not prevent one from getting somewhat elated. Another thing is certain, the new Miss Burrows is not lacking for aunts and uncles."—Edward Graves in *The World's Fair*, London.

Young Arthur Burrows is the son of Sir Arthur Burrows, of the pintables, and visited the United States with his father in 1936.

## Retail Locations Set Sales Record

CHICAGO, July 3.—Preliminary estimates by the Department of Commerce indicate that independent retail locations in Illinois and Chicago for May showed gains over the preceding month and also the same month last year.

Retail sales of 319 independent stores in Chicago last month totaled \$11,291,900, compared with \$10,877,000 for the preceding month, an increase of 5.8 per cent. Compared with the corresponding month of last year, when sales totaled \$11,009,600, last month's total showed a gain of 2.6 per cent.

For the State as a whole retail sales of 929 independent stores totaled \$17,477,700, compared with \$16,388,800 for the preceding month, an increase of 6.6 per cent. Compared with the corresponding month of last year when sales of \$16,699,500 were reported, last month's volume showed a gain of 4.7 per cent.

All but one of the kinds of business represented in the survey showed increases over May of last year in the city of Chicago. Lumber and building material dealers reported a gain of almost 31 per cent, while sales of family clothing stores and florists both increased about 24 per cent over May of last year. Department store sales declined about 1 per cent from May.

ordinary ball type tilter is used, the idea being that there shall be no extra call on the electrical department. The field of play is screened in bright colors, the relief work comprising Mephistopheles at the top and sundry conjurers' effects. Magic Line will be generally released on July 1, W. Wilson, of Major Automatics, being the appointed distributor for the United Kingdom."

## ATTENTION OPERATORS

# SPECIAL Reconditioned Payout Games

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WESTERN'S WINNER.....	\$74.50	PACIFIC'S ROYAL RACES.....	\$64.50
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10 PREAKNESS.....	70.00	5 STOP & GO.....	17.50
20 BALLY DERBY.....	22.50	10 MAMMOTH.....	9.00
10 MULTIPLE.....	22.50	10 REPEATER.....	9.00
3 ROUNDUP.....	22.50	1 LITE-A-PAIR.....	57.50
25 PUT 'N' TAKES.....	5.00	1 MCCOY (Perfect Condition).....	25.00

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Preakness (Tkt.).....	Gustor.....	6.95	Fifty-Fifty.....	3.00
Heavy Weight (Like New).....	Twister (Large).....	6.95	Winglike.....	3.00
Skipper.....	Trap Shot.....	6.95		
	Great Guns (1 Ball Reg.).....	4.95	<b>COUNTER GAMES</b>	
<b>PIN GAMES</b>	Big Shot.....	3.95	Reel "21".....	\$8.00
Fireball.....	Short Box.....	3.95	Reel Dice.....	6.00
Make Or Break.....	Frisky.....	3.95	Daval Races.....	6.00
Home Run.....	High and Low.....	3.95	Til, Tat, Toe.....	4.00
			Buckley Mutuel Horses.....	4.00

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**Bally Boosting Complete Line**

CHICAGO, July 3.—Proudly pointing to busy production lines at the Bally Manufacturing Company, Ray Moloney, president, declared his belief that the current Bally line is the most diversified ever offered to the industry at one time.

"In the payout game class," Ray states, "we are in production on three distinct types of one-shot games. Arlington takes care of the demand for hole-type games, Golden-Wheel is the best seller in the spiral-bumper class, while two new-type bumpers—rubber-tire bumpers and whirling bumpers—are featured on our newest release, the Classic one-shot. Rounding out our payout table line, we are still in full production on Fairgrounds, which takes in up to four nickels per game."

"In the console class we are shipping carloads of Bally Bells, featuring bell-fruit play and a double coin chute, giving player choice of nickel or quarter play; and Favorite with its nine-coins-at-a-time selective coin chute and race-horse appeal. And, speaking of consoles, Ray's Track is still a steady seller after 18 months."

"Mercury, with its revolutionary super-charged play-field, dominates the novelty field, while in the counter-game division we offer the operator four of the fastest money-makers in our history. These are the Nugget, coin-operated salesboard; Sum-Fun, which really rates its name for the fun it provides players; Bally Baby, with three-way interchangeable play, and the Reliance payout dice game."

"Every game I've mentioned—a dozen in all—is in production, enabling operators to diversify their routes and thus maintain high earning averages during the summer months."

**Gensberg Discovers Ball Park in Mexico**

CHICAGO, July 3.—Sam Gensberg, official of the Chicago Coin Machine Manufacturing Company, who is vacationing in the West, writes his partner, Sam Wolberg, of an unusual incident which occurred during his tour thru the Southwest. While in Texas he decided to take a side trip with Mrs. Gensberg and their son into Old Mexico. Seventy-five miles from the border he pulled up into a small Mexican hill town and was surprised to find a Ball Park already on location in one of the local stores. He was fortunate in meeting the operator, who was making a collection at the time.

"The operator was full of enthusiasm about the game," says Sam, "and stated that by watching Chicago Coin advertising he was able to keep his locations in this territory up to snuff. His only regret was that altho Ball Park was a whale of a game and was earning an unusual profit for him, the ball players weren't bull fighters."

Continuing the tour, Gensberg and family returned to the States and passed thru the Grand Canyon National Park on the way to Los Angeles. While in Los Angeles he plans to call on the trade in behalf of a new Chicago Coin novelty game soon to be released.



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**Sample Machine**  
and Put It  
to the Test!



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SKIPPER..... 46.50  
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MAKE OR BREAK..... 29.50

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40 Mills Slot Fronts, Late Serials..... 57.50  
25 Late 1-Ball Table Games \$8.50 to 24.00  
25 Victrolas, Standard Brands, \$65.00 to 165.00  
25 Late Chiefs, Like New..... 59.50  
10 Gigarette Counter Machines, \$6.50 to 8.00  
10 Victrolas, Late Models, \$95.00 to 150.00

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Phone: Long Distance, Raymond 8078.

**New Duties Taken On by Palastrant**

BOSTON, July 3.—Ben D. Palastrant announces that he has purchased the interest of M. J. Lockwood in the Supreme Amusement Company of New England, Inc., and will assume the duties of treasurer in addition to those of president and general manager. Ida Shapiro is secretary of the firm. Lockwood is reported to have set up a music operating business in Cranston, R. I.

Coincident with the reorganization, Palastrant announces that his firm has taken over larger office and storage quarters, giving 25,000 square feet of additional floor space to his former facilities. In commenting on these changes, Palastrant said: "Since conditions in the New England States point to steady employment and gradually increasing pay rolls, we expect to enjoy the greatest business in our history during the next 12 months. The demand for Wurlitzer phonographs continues without a letup."



HEADQUARTERS AND PART OF STAFF and service fleet of the C. S. Pierce Music Company, Brodhead, Wis., operator of Seeburg phonographs.

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**STANDARD SALES CO.**  
Cor. Central Parkway and Elm St., Cincinnati, Ohio.

Is Your Subscription to The Billboard About To Expire?

## Phono-Matic Co. Is Incorporated

LOS ANGELES, July 3.—An example of success in the field of music operation is seen in the Phono-Matic Company here, which recently filed incorporation papers as the first step in an expansion program planned to eventually lead to the operation of 10,000 instruments.

At present the company's operations are confined to the city and county of Los Angeles, but present plans call for enlargement of the field of operations to include the entire West Coast, as well as adjoining States.

Phono-Matic Company's main plant has approximately 6,000 square feet of floor space with complete facilities to handle a tremendous volume of operations. A service staff of 12 factory-trained men visit every one of the 600 Wurlitzer phonographs this company already operates at least once a week. Not only do they see that the instruments are in perfect mechanical order but clean and polish the cabinets as well, according to C. Walters, president of the Phono-Matic Company. This latter practice alone has proved highly profitable thru the added patronage it brings.

Walters echoes a statement often made by Homer E. Capehart, vice-president of the Rudolph Wurlitzer Company, when he says: "The coin-operated machine industry is in its infancy and I predict that even greater profits will be made in the future."

His plans for the development of the Phono-Matic Company bear witness to his faith in the future of the business.

Commenting on the success of the Phono-Matic Company, Capehart said: "Mr. Walters has the best wishes of the entire Wurlitzer organization for the success of his expansion program. I know that the Wurlitzer phonograph has



# Weekly MUSIC Notes

played and will continue to play a prominent part in that success. The phenomenal growth of the Phono-Matic Company under Walters' able leadership is a shining example of what can be accomplished by an organization which operates nothing but the best, renders superlative service to each location and has the vision and the courage that go with leadership."

## Clean Operating Road to Success

CHICAGO, July 3.—An instance in which a strict policy of clean operating has brought one music operator to a position of leadership in the field was recently elaborated upon by H. E. Roberts, sales manager for the J. P. Seeburg Corporation.

"I refer to C. S. Pierce, head of the C. S. Pierce Music Company, Brodhead, Wis.," Roberts says. "Pierce entered the operating business some years ago, determined to make it his chief interest. In all his actions since the beginning of his organization he rigidly adhered to the policy of square shooting and clean operating. He treated the business of operating as one treats any other

business and he created a respect for his company in his community in addition to winning the valuable confidence of location owners.

"Working with Mrs. Pierce, together they developed the territory until now the Pierce Music Company operates hundreds of pieces of equipment of all types. The organization employs a staff of about a dozen special service men, each taking care of a route, and several factory-trained mechanics. The company is housed in a specially constructed building in which are many mechanical devices to aid in the quick repair and overhauling of equipment.

"According to our records, Pierce has been operating Seeburg phonographs for many years and he advises us that at the present time he has a route of over 200 Seeburg instruments, including a large number of the new Melody Kings, Model K. He says that of all the equipment that he has operated in his career Seeburg phonographs have required the least attention and have returned the greatest dividends in cash profits and location good will.

"Pierce was recently honored by his contemporaries among Wisconsin operators by being elected to the presidency of the Wisconsin State Operators' Association, and we learn that the experience gained by him during his many years in the field has been of great value to the association in shaping its policies."

## Lady Music Op Shows Men How

DETROIT, July 3.—Detroit has a number of large women operators of music machines—the size referring to the operations, not the ladies. Mrs. Walter Hodges is one who has acquired the reputation among her friends as "The Babe Kaufman of Detroit." She is handling her own work so capably that her husband has turned the entire music-machine business over to her.

Mr. Hodges' comments on his wife—which she hasn't heard about till she reads this—make interesting reading: "She knows music thoroly," he said. "She is a musician herself, has played piano and saxophone in an orchestra and can play just about any instrument.

"Her ability to handle this work has helped me out a lot. She can go out and handle a service call or any other problem as well as I can. I have turned the entire business over and whatever she makes on the phonographs is her own money.

"Another thing, I think she has everyone in town stopped on picking records. Her training as a musician helps her and she knows how to select the popular records."

Hodges himself is now confining his attention to pin games, vending machines and similar fields, leaving out the music machines entirely. His brother, Homer Hodges, has given up all operations except an extensive route of amusement machines on the boats, sailing the Great Lakes. He is himself on the steamer Put-in-Bay for the summer, running between Detroit and Sandusky, O., and has direct supervision over some of his machines as a result.

## Michigan Ops Buying Phonos

DETROIT, July 3. — Music-machine field is proving increasingly prosperous thruout Michigan, as a brief trip this past week indicated. Machines are to be seen in practically every roadside hot-dog stand and all are well patronized. The only time they have been silenced apparently was during the broadcast of the Louis-Braddock fight—and some enthusiastic players even started one machine going while the final broadcasts after the knockout were still on.

At Flint, Mich., there are several active operators. A survey of the past week's sales showed records that compare well with the number of sales reported in some weeks in the Detroit territory itself.

## Rock-Ola's Phono Production Boosted

CHICAGO, July 3.—Demand for the Imperial 20 phonograph has necessitated stepping up production of this line more than 300 per cent during the first 15 days of June, as against the prevailing rate in May, it is announced by David C. Rockola, president of the Rock-Ola Manufacturing Corporation.

"Success of this particular unit is attributed in large part to the fine appearance of the machine," said Rockola, who added that the name Imperial was carefully chosen to indicate the regal picture the phonograph makes in whatever surroundings it is placed. Especially trained workmen are employed to fit carefully the beautiful matched inlaid walnut veneer of the cabinet, he said.

Rockola pointed out that another factor contributing to the increased sales of the Imperial 20 is the simplified mechanism incorporating the crystal pickup, long recognized in the automotive industry for eliminating undesirable vibration. Its lighter weight prevents the records from wearing out as rapidly as other types, he says.

## Hankin Moves to Larger Quarters

ATLANTA, July 3. — The increased business which the Hankin Music Company is enjoying at this time is reported to have made it necessary for Morris Hankin, known to the trade as the "Georgia Music King," to take larger quarters at 250-260 Pryor street, S. W. In addition to having more room to carry on his business, Hankin has also arranged for spacious parking facilities to make it easy for operators to come in and see the games he has on display.

Hankin states that Wurlitzer phonos are getting tremendous play thruout the State and that he is convinced that operators using this equipment are enjoying real profits. Besides his phonograph dealings Hankin is also distributor for many of the leading manufacturers of pin games.

As Hankin put it: "I believe that all Georgia operators will benefit from the new quarters, and I am sending out a general invitation to all the men in this territory to visit us and see the remarkable improvements which have been made for their benefit."

## Sheet-Music Leaders

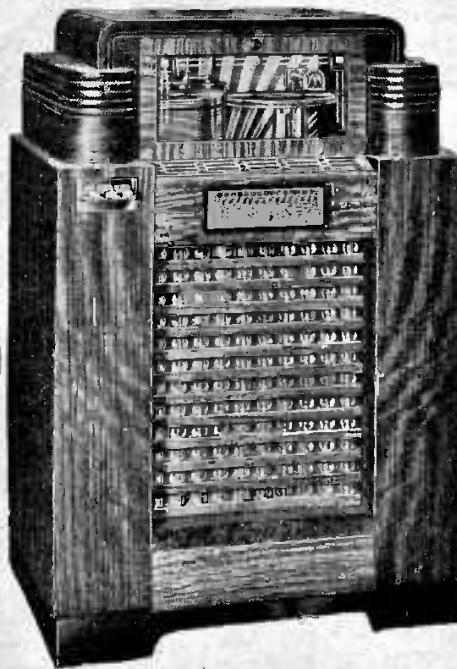
(Week Ending July 3)

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 Looks Like Rain in Cherry Blossom Lane (Morris) (1)
2. Merry-Go-Round Broke Down (Harms) (2)
3. Sweet Lullaby (Select) (3)
4. Sailboat in the Moonlight (Crawford) (6)
5. Blue Hawaii (Santly-Joy) (5)
6. September in the Rain (Remick) (4)
7. Was It Rain? (Santly-Joy) (3)
8. Where or When? (Chappell) (14)
9. You and Me That Used To Be (Berlin) (7)
10. Never in a Million Years (7)
11. Dream in My Heart (Harms)
12. Carelessly (Berlin) (9)
13. Toodle-oo (Shapiro)
14. They Can't Take That Away From Me (Chappell) (12)
15. Little Old Lady (Chappell) (11)

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# Music Machine History

By BILL GERSH

Director of Sales Promotion, Byrde, Richard & Pound, New York

(Editor's note: Due to the meager literature on the history of the coin machine industry or any part of it, all discussion on the subject is likely to provoke thought. Several men in the business for 30 years or more are still living, but none of them have written their personal memoirs. The following article



BILL GERSH, director of sales promotion, Byrd, Richard & Pound, New York.

but 30 or 35 years old. It seems that the exact age is hidden in the labyrinth of time.

Therefore the only attempt which can be made at correctly placing the history of the industry is to run thru the first types of machines which appeared up to the present machines, thereby noting the many improvements, as well as the fact that the coin-operated music machine industry really reached great prominence only in the last few years.

Prior to this time it was a highly specialized and extremely expensive division of the industry in which a few men were engaged who did not attempt to classify themselves in the same category with the coin machine operators of their day.

The first musical instrument which the gradual development of the present modern coin-operated phonograph is attributed was the Regina Sublima. This huge machine used a large sheet of tin with perforations, which brought forth the tinkly music of its period.

Following the Regina Sublima came Thomas A. Edison's machine, using the cylinder record. Many will recall this machine in coin-operated form from the old arcade days, especially on New York's Bowery, where for the price of a penny in the slot earphones could be used to hear this "seventh wonder of the age" give forth its screeching, scratchy notes.

Following Edison's great invention of the phonograph came the Multiphone. This was a huge eight-foot monster, made in the shape of a harp and presenting the magnificent selection of 28 records of the type then in vogue.

### A Record Machine

From the Multiphone there came the first machine which gradually began to approach the modern phonograph. This was the Regina Hexaphone. A six-record machine manufactured in Rahway, N. J., by a firm now said to be engaged in the manufacture of vacuum cleaners.

At about this time Wurlitzer, a pioneer in musical instruments, stepped into the picture with its Tonofone. This was the first automatic piano before the days of music rolls and gave forth its music by means of tin cylinders.

Following the Tonofone came the Automatic Banjo. This elaborate device was manufactured in Hoboken, N. J., and enjoyed some success on the market.

Then Wurlitzer again stepped into the picture with the Automatic Harp. This instrument was a work of ingenuity. It helped lead to the modern devices now in vogue just like all the others preceding it did.

Rapidly following the Automatic Harp came the Automatic Accordion. By this can be easily noted that the trend was toward making music as automatic as

possible. Every instrument which lent itself to this novel form of operation was being used to get onto the market with the first flush of success which the automatic devices were enjoying at the time.

From this point on came the true development of the coin-operated phonograph, which has reached its peak with the highly efficient modern instruments now on the market. And from this point we can begin to judge time in the evolution of the music division of the coin machine industry.

The first of the selective-type phonographs appeared on the market about 35 years ago. This coin-operated machine was the Gabel Entertainer. The firm is still manufacturing coin-operated selective-type phonographs. At that time it did not start out to sell the machines it manufactured. Instead, all that were manufactured were immediately placed into operation by the company itself. Tho some state the date to be only 25 years, officials of the Gabel company credit it with being 35 years ago.

Following this first selective type of coin-operated phonograph on the market came the automatic piano. So many versions of this machine were manufactured that it would require an entire book in itself to list them all. From slot machine-piano combinations to the great monster instruments that some remember from their boyhood days.

These coin-operated pianos created the vogue for coin boxes which were placed at all tables.

Inside the cabinets were more instruments than in the present home organs. Cymbals and drums and everything imaginable for sound effects were contained within them. The din some of them raised in the ice-cream parlors and saloons of that era is still remembered with ringing ears.

### The Virtuoso

Following the great success of the automatic piano, and which, by the way, brought many new firms into the manufacturing picture, came the outstanding instrument of that day, one of the most ingenious contrivances as well as one of the most publicized which has ever appeared on the American coin machine market, the Violano Virtuoso, made by the Mills Novelty Company.

The writer remembers it as one of the very few coin-operated instruments that would actually collect a crowd to admire its playing action. Generally it could be termed an automatic violin, tho it was actually two violins and literally the work of genius. Many an ice-cream parlor and saloon to this day features this ingenious instrument and is still at-

tracting coin with it. From this point on the history of the coin-operated phonograph becomes simpler. Radio had just begun to enter into the picture. People marveled at sound traveling without the use of wire and many a sleepy-eyed individual appeared at work the next morning after tinkering with his little one-tube crystal set all night, attempting in vain to get China or some other distant country. With radio came the achievement which gave the automatic phonograph new life. Amplification. To amplify the sound was the single necessity the coin-

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## Five Best Record Sellers for Week Ended July 5

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	B7015—"Merry-Go-Round Broke Down" and "That's When Your Heart Aches Begin." Shep Fields Rippling Rhythm Orchestra.	7888—"Toodle-oo" and "Merry-Go-Round Broke Down." Music in Russ Morgan Manner.	1175—"Sweet Lelani" and "Blue Hawaii." Bing Crosby.	131—"Caravan" and "Azure." Duke Ellington Orchestra.	556—"Peckin'" and "In a Sentimental Mood." Ben Pollack Orchestra.	25608—"Smarty" and "I'm Gonna Put You in Your Place." Fats Waller and his Rhythm.	3574—"Meet Me in the Moonlight" and "Don't You Care What Anyone Says." Henry (Red) Allen Orchestra.
2	B6953—"It Looks Like Rain in Cherry Blossom Lane" and "South Wind." Shep Fields Rippling Rhythm Orchestra.	7911—"Easy Living" and "Foolin' Myself." Teddy Wilson Orchestra.	1283—"On a Little Dream Ranch" and "It Looks Like Rain in Cherry Blossom Lane." Dick Robertson Orchestra.	108—"Twilight in Turkey" and "Minuet in Jazz." Raymond Scott Quintet.	568—"Can't You Hear That Mountain Music?" and "Good Mornin'." Frank Dailey Orchestra.	25585—"Merry-Go-Round Broke Down" and "South Wind." Eddy Duchin Orchestra.	3567—"Way Down Upon the Swanee River" and "Dear Old Southland." Erskine Hawkins "Bama State Collegians.
3	B7026—"Scattin' at the Kit Kat" and "Riding Hobby Horses in the Park." Willie Farmer Orchestra.	7905—"Sailboat in the Moonlight" and "Moonlight on the Highway." Emery Deutsch Orchestra.	1302—"If You Ever Should Leave" and "Everyone's Wrong But Me." Ella Fitzgerald Savoy Eight.	134—"Rockin' Chair" and "St. Louis Blues." Helene Daniels, with Nat Brusiloff Orchestra.	586—"Sailboat in the Moonlight," Johnny Hodges Orchestra, and "Manhattan Jam." Edgar Hayes Orchestra.	25605—"Posin'" and "If You Ever Should Leave." Tommy Dorsey Clam Bake Seven.	3564—"Love Song of Long Ago" and "Sticks and Stones." Henry (Red) Allen Orchestra.
4	B7034—"Roses in December" and "Let's Have Another Cigaret." Ozzie Nelson Orchestra—vocal Harriet Hilliard.	7906—"Yours and Mine" and "I'm Feelin' Like a Million." Jan Garber Orchestra.	1248—"Carelessly" and "It Looks Like Rain in Cherry Blossom Lane." Lennie Hayton Orchestra.	118—"You Can't Take That Away From Me" and "They All Laughed." Nat Harris Embassy Orchestra.	580—"Exactly Like You" and "On the Sunny Side of the Street." Don Redman Orchestra.	25609—"All God's Chillun Got Rhythm" and "Lady From Fifth Avenue." Bunny Berigan Orchestra.	3575—"The Blue Room" and "Lady, Be Good." Red Jessup Melody Makers.
5	B7025—"You'll Never Go to Heaven" and "The Miller's Daughter, Marianne." Ken Drake Orchestra.	7910—"Stop! You're Breaking My Heart" and "Whispers in the Dark." Music in Russ Morgan Manner.	1301—"Peckin'" and "Just Lately." Bing Crosby, with Jimmy Dorsey Orchestra.	112—"Wake Up and Live" and "Never in a Million Years." Hudson-DeLange Orchestra.	590—"Swing Out, Uncle Wilson," and "The Duck's Yes Yes Yes." The Three Peppers.	25518—"Josephine," Wayne King Orchestra, and "Miracles Sometimes Happen." Roy Fox Orchestra.	3556—"Alibi Baby" and "Why Do You Pass Me By?" Swing and Sway with Sammy Kaye.

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**EXHIBIT SUPPLY CO.**  
4222-30 WEST LAKE STREET • CHICAGO

operated phonograph needed to overcome many of its faults. The system of amplification which came into being with radio paved the way for the present highly ingenious, high-fidelity, coin-operated phonograph with its modernistically designed cabinet.

Without the fast and high development of radio the modern phonograph would never have come into being. It did not have the necessary sound qualities which amplification made possible.

And even the radio had helped to solve one of its greatest problems, the coin-operated phonograph, enjoying better success than it had ever previously enjoyed, still did not reach its heights, for as yet the public was not set for a deluge

of automatic music. Prohibition seemed to have come to stay.

### Repeal Helps

With repeal and pending its arrival came reams and reams of publicity in nearly all periodicals in the country, bringing back to the public the old drinking songs, beer tunes, dance music of the old-time beer gardens where grandma and grandpa spent a few hours of an evening to relax to the music of the old German band.

With the injection of this musical virus into the public mind, it seems also that an injection of ambition entered into the bloodstream of the coin-operated phonograph manufacturers and, working at top speed, they at last got together the best ideas of modern amplification, plus the proved idea of selective record arrangement, and there came into being the first truly modern coin-operated phonograph.

But even then for a few years the music-machine division of the industry couldn't get going, due to the fact that other types of coin-operated devices were at their peak and were taking up all the attention of the members of the industry.

Very few could foresee the advantage of purchasing coin-operated phonographs at almost 10 times the price of a pin game and wait for time to adjust the investment and the earnings.

But let it be said that there were certain far-seeing individuals in the coin machine industry who did make investments and who did begin to attract others by the profits that they were enjoying from the phonographs they had placed.

Added to those enterprising operators who invested in music machines and demonstrated that such a business can be made a success must also be mentioned the names of energetic officials in manufacturing firms who told the advantages of phonographs far and wide, and told it well. There are a number of these men, but music operators will at once recall such names as Homer E. Capehart, Lee S. Jones and others. Within the last two years Capehart has trav-

eled far and wide, always aggressive in his message concerning the automatic phonograph.

The progress made recently in the spread of automatic phonographs has been aided by circumstances. Coin-operated amusement games began to meet increasing legal difficulties and experienced operators in the amusement field began definitely to look for "something stable." The improvements in amplification and the coming of repeal lent great impetus to the phonograph. But full credit must also be given to the aggressive promotional methods in use by the firms making these machines. It can be said also that they have shown a greater degree of united effort in correcting trade evils than other divisions of the trade.

### Manufacturers

A splendid list of manufacturers are in the field today, including the Mills Novelty Company, Rudolph Wurlitzer Company, Rock-Ola Manufacturing Corporation, J. P. Seeburg Corporation, John Gabel Company, Capehart Corporation and the Automatic Musical Instrument Company.

High prices of phonographs no longer discourage operators from entering the field. The coin-operated phonograph has actually become the basis of an industry in itself with tremendous financial background and with great factories producing more instruments in a single day than prior to prohibition were produced in one year. Even the greatest year of production, which some of the oldtimers claim reached 7,000 machines, is easily superseded today in such short time that it is truly amazing. In fact, one factory alone is said to reach this mark in one week's production.

Now for the future. What does the future hold for the coin machine operators who are interested in music?

### Music on Film

Already there are slight rumblings on the music-machine market of a European instrument which produces music on film. This is stated to be due to the fact that the acetate records cannot be used over there, for the raw materials which go into the makeup of these records are now being used by various European countries for the manufacture of munitions.

Therefore, hearsay goes, music on a new kind of film has been proven definitely practical in Europe already. Of this many American engineers are skeptical. They state that to get sound on film photo electric cells must be used. This, they claim, would actually force the coin machine operator to become a licensed projectionist, just like the projectionists in any movie theater.

They further claim that the life of the average photo electric cell is anywhere from 100 to 150 hours. Therefore, they state, this feature alone would make a sound-on-film machine impractical for the coin machine operator.

It would mean, they continue, a complete understanding of electrical engineering to its finest details. And yet sound on film is an actuality, with already one new firm far ahead in the experimentation and with the understanding that sooner than the industry expects such a machine will be presented for the critical eyes of music-machine operators.

Then, operators argue, where are they going to get all the music they need? How about the price? How is the film going to be attached when changes have to be made? Will it stand up? What about artists and the contracts they have with record companies? What about this? And what about that? Still the

## Phono Ops Hit Smutty Records

NEW YORK, July 3.—Leading phono ops of this city have expressed themselves as opposed to the use of smutty records which some members of the operating fraternity have been using on their locations. These men believe that the continued use of records of this type will prove harmful to the industry and in time cause it to come into general disrepute. They are of the opinion that the few extra dollars which these records bring in on some locations will more than be offset by the bad influence they will create in the minds of the public who will come to look upon the coin-operated phonos as equipment featuring only a low type of entertainment.

Men using these kind of disks are reported to be in the minority and are said to obtain their records in wholesale lots at prices higher than the regular records. The bad feature, as many of the men see it, is that in some territories ops are being forced against their will to turn to smut disks in order to hold their locations, as some members of the evil minority have been successful in winning away a few locations by featuring records of this type.

Many of the prominent operators when interviewed about this condition stated that it is but another factor which proves the need of an organization capable of controlling the use of such records. These men pointed out that an organization of phono ops not only could successfully combat such unfair practices within the industry, but also could protect the legitimate operators by bringing to the attention of public officials that ops using smutty records make up only a small proportion of the number of men engaged in this business. In this manner, they state, the many would not be forced to suffer for the misdeeds of the few.

Whatever the ultimate outcome will be is as yet unpredictable. Unless some of the larger operators, however, get together and form an organization to protect themselves against such practices, it is generally believed that the use of records of this type will continue to spread until they attract the attention of law enforcement bodies who are apt to create a very unpleasant situation.

## Listing Stolen Phonos Suggested

To the Editor: "Here is a list of stolen phonographs in and around St. Louis territory and I believe it would be a good service from your publication to make a publication of all the serial numbers of stolen machines. This would be a very good service to render to the operators of the coin-operative business.

A 412	Serial No.	7028
A P-12	"	87507
A 412	"	65102
A 412	"	37831
A 616	"	A20442A

These are all Wurlitzer phonographs.  
W. GUMMERSHEIMER, St. Louis.

rumblings continue and are a lively subject for conversation and conjecture.

Perhaps the future will bring a new type of instrument. But, from the writer's viewpoint, the present high-fidelity type of machine now being manufactured will continue for some time to come because of its exceptionally fine mechanics, its extremely popular musical arrangement and its simple appeal to the public, who, after all, are the ones that put the nickels into the slot.

## READY TO OPERATE

- Bally Bumpers ..... \$24.50
- Bally Skippers ..... 34.50
- Bally Prospector ..... 9.90
- Bally Jumbo ..... 9.90
- Bally Jumbo—Ticket ..... 16.50
- Bally Golden Harvest ..... 15.00
- Bally Roundup ..... 15.00
- Grand Slam ..... 15.00
- Pinch Hitter ..... 15.00
- Flicker ..... 24.50

1/3 dep. with order, bal. C.O.D.

## GERBER & GLASS

914 DIVERSEY BLVD.  
CHICAGO, ILLINOIS



AN EXPERTLY TRAINED STAFF (shown above) is one reason for the success of the Phono-Matic Company, Los Angeles, operating over 600 Wurlitzer machines.



## Tells Locations To Patronize Op

HOLLYWOOD, July 3.—W. E. Simmons, district manager for Rudolph Wurlitzer Company, is using an interesting letter which he sends to locations that may inquire about phonographs. The letter is planned to convince a location owner that he should get his machine from a professional operator.

The letter to locations is as follows: "In reply to your inquiry regarding a phonograph, we sell our product exclusively to operators.

"You will appreciate, we are sure, the fact that the most important factor in our business is achieving a record of performance and reproduction of music that will entertain customers in places like yours; induce them to stay longer and spend more money.

"We have found thru experience with thousands of phonographs that the best results and earning power can be attained when machines are serviced regularly by an expert technician and by an operator who knows the public whims in music.

"Therefore by protecting to the best of our ability the investment operators have made in our product we are enabling our operators to give you the best in service and equipment with by far the greatest possibility of clear profit indirectly and directly to you."

Simmons has also explained his idea to operators by saying that "every month dozens of location owners visit our office with the idea of purchasing a phonograph. Many letters are received every week from location owners wanting our prices.

"Each such visitor is given a reverse sales talk on owning his own phonograph and a good argument as to why he should continue with the operator regardless of what make instrument is now on his location. All correspondence is answered refusing to quote any location, with a form letter as to why it is best an operator continue his music service.

"Please feel free to have any of your location owners call on us or write us, and we assure you none of them will be sold, but every effort will be used on our part to sell them on you as an operator."

## Dave Marion Says Music Is Better

To the Editor: "We thought possibly you might be interested in some news from this territory relative to general conditions and also a few words about our own activities.

"First, we are selling Wurlitzer phonographs in Kansas and have enjoyed a fine business. We think the swing is definitely to newer equipment, especially the No. 616 models. We ourselves operate a small string, but the majority of our time is devoted to giving service to our customers. It has been dif-

ficult to get enough of the new models to supply the demand for phonographs in this territory.

"The market for all counter machines closed last week after happening on various occasions, and we really think the closing will be permanent this time.

"The inauguration of the sales tax in Kansas has brought a great deal of grief to operators, especially that type of machine that will take a coin the approximate size of a dime. Another fly in the ointment is a recent ruling that every operator must furnish the State sales tax department with a statement of the gross amount taken in by his machines each month and that a 2 per cent sales tax is due the State on such earnings.

"Furthermore the tax department will issue stickers and each operator must send in a list of his locations and serial numbers of his machines. In our opinion this calls for heavy bookkeeping, and many operators who are not equipped with facilities to take care of such details or who are careless about it will in time encounter difficulties. It will also lead eventually to a check by the federal and State income tax offices, so that operators should give attention to making reports as the law requires.

"If you would like any further information we will be only too glad to enlighten you. This is just a brief resume of some of the activities in this Kansas area we thought the trade might be interested in for its news value.

"DAVE MARION,  
The Marion Company,  
Wichita, Kan."

## Reports Phono Sales Increase

DETROIT, July 3.—Phonograph sales for the month of June were the best in the history of the firm, See-Con, Inc., reported this week. A total of 58 orders for Seeburg phonographs was reached before the end of the month.

Largest single buyer was reported to be the newly formed Ray Music Company, headed by Ray Reuben, with which are associated some of the prominent colored civic leaders in Detroit. This is said to be the first colored operating organization in Detroit. It plans to cater to the better class night spots for colored people and has shown a decided tendency to buy the most expensive machines. In many cases the operating firm is placing two machines in the same location.

The See-Con organization has added two new men to its staff. Bob Everett has been made service man and Tom Grosshaw is a new location representative. Grosshaw will devote all his time to developing new locations which will be turned over to the firm's customers.

Other purchasers of phonographs reported by See-Con during the last week were Loren Stover, a regular customer, who took nine machines. Herman Doerr, of Cass City, Mich., came in for the fifth time to buy new phonos. Harry Wish is now using about three new ma-

# Bally's NEW GAMES

**READY FOR DELIVERY**

**WRITE FOR PRICES**

**ARLINGTON • CLASSIC • CAROM • GOLDEN WHEELS • FAVORITE • BELLS • FAIR GROUND • SUM FUN & NUGGET**

<b>PACIFIC</b>			
RACES MYSTIC	BASEBALL ROSEMONT	DE LUXE BELLS CORONATION	
DAVAL BUMPER BOWLING	CHICAGO COIN BALL PARK	GOTTLEIBS FOTO FINISH	STONER LATONIA
HIT AND RUN	PADDOCK		

*Thoroughly Reconditioned PAYOUT AND NOVELTY GAMES*

<b>BALLY'S CAROM Like New</b> .....	<b>\$79.50</b>
PAMCO ROYAL RACES.....	<b>\$62.50</b>
PAMCO HEAVYWEIGHTS.....	<b>\$62.50</b>
<b>WESTERN WINNER</b> .....	<b>\$79.50</b>
PAMCO HI-DE-HO.....	<b>\$46.50</b>
KEENEY'S TEN STRIKE (NEW).....	<b>\$46.50</b>
<b>KEENEY'S TEN STRIKE</b> .....	<b>\$22.50</b>
BALLY'S SKIPPER - 5 BALL.....	<b>\$22.50</b>
PAMCO SARATOGA - 1 BALL.....	<b>\$22.50</b>
<b>PAMCO BELLS</b> .....	<b>\$17.50</b>
BALLY'S BOOSTER.....	<b>\$22.50</b>
GOTTLEIBS SCORE BOARD.....	<b>\$22.50</b>
<b>BALLY'S BUMPER</b> .....	<b>\$17.50</b>

**• SLOT MACHINES •**

MILLS BLUE FRONT (LATE SERIAL) \$59.50	MILLS WOLF HEAD.....	\$25.00
MILLS FUTURITY - New.....	CAILLE CADET Like New	\$29.50

**PHONOGRAPHS** MODEL P12 WURLITZER MECHANICALLY PERFECT - VERY CLEAN CABINET **\$119.50**

**BALL GUM** Case of 50 Boxes... **\$4.95**

**Acme NOVELTY COMPANY**  
23 - 25 NORTH 12TH ST.  
MINNEAPOLIS • MINN.

chines a week. Cal Henry, of Adrian, Mich., came in during the week for three new phonos. Don and Mac Novelty Company, amusement-machine operators, entered the music field in Pontiac by buying phonos from See-Con this week. Rudy LaPointe, Toledo operator, is getting the habit of week-end visits to the Motor City. Benjamin Paul and Fred Richardson, independent ops, have grown to be friends thru meeting at See-Con and are now buying phonographs jointly.

### Places 18 New Phonos

LOWELL, Mass., July 3.—Samuel Garnick, city's leading operator, rates this season as the biggest he has had in many a blue moon. Within a fortnight and without any sales talk Garnick has placed 18 music machines of major make, including Wurlitzer, Seeburg and Rock-Ola, in sure-fire spots. Garnick is more or less surprised in the way location owners have absorbed the mania for music machines. This figure of 18 boosts Garnick's total to 42 pieces in this territory.

Cafes, taverns and similar spots have taken on these music machines. Garnick tells us that proprietors have seen biz actually swell when the dignified type of music from the wooden boxes made its appearance. The trade would rather deposit coins and get the best of music from the best of name bands from a "beautiful piece of furniture." Profits are coming in okeh.

### Bob Grenner Plays Santa Claus Role

NEW YORK, July 3.—Bob Grenner, who floods this area with 1,350 Gabel music boxes, has been playing Santa Claus to hundreds of appreciative operators all over the country. Due to organization changes, Grenner is in a position to release quantities of the 24-record Gabel phonographs at practically give-away prices. He claims that it has been quite an effort for his organization to ship these machines fast enough to buyers who have answered the recently placed ads in *The Billboard*. "I shall continue to inform the trade

about the sale of these Gabels thru the columns of *The Billboard* until I have cleared my warehouse," says Grenner. "However, shipments have been going out so fast that it won't be long before I will be all sold out of the 24-record Gabels."

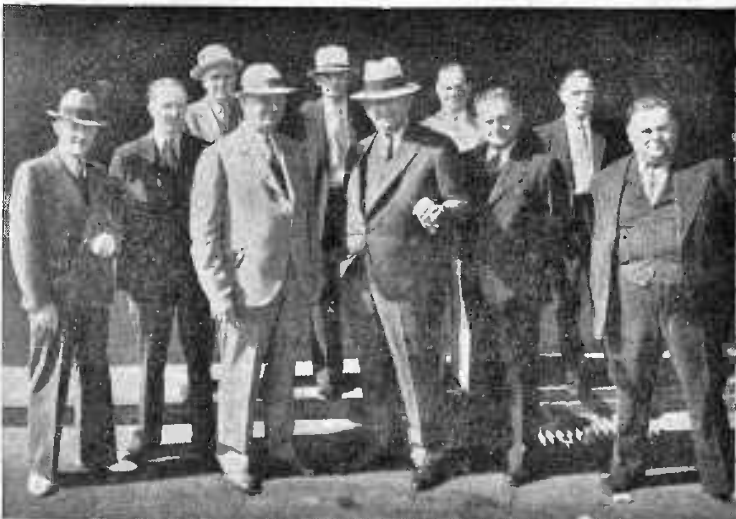
A pleasant surprise connected with the sale of these boxes has been the repeat orders from operators who have purchased a few with which to start.

## Wurlitzer Execs Have Close Call

BUFFALO, July 3.—In accordance with his policy of keeping a finger on every important event in the field, Homer E. Capehart, Wurlitzer vice-president, accompanied by General Credit Manager W. P. Bolles, recently made a tour by plane which proved to be one of the most exciting trips the boys have ever had.

Arriving in Dallas to attend the grand opening of the Wrenn Sales Company's new headquarters, Capehart and Bolles were joined by W. B. Reid, Wurlitzer service manager, who was also flying around the country for a series of talks with territory service instructors. After playing an important part in the Dallas celebration Reid returned to Buffalo, while Capehart and Bolles flew on to San Francisco, Los Angeles, Portland and Seattle to attend other operator meetings.

On the Dallas to Los Angeles flight Capehart's plane became lost over the Sagus Mountains. Out of contact with the radio beam, the pilot made an emergency landing at a small government field at Palmdale, Calif. After a short delay the plane again took off, but for the second time it became lost and was forced to return to the Palmdale field. The party finally were rescued by a bus sent out in search of them. After a 65-mile trip overland the two finally rolled into Los Angeles. Were they scared? "There's no denying that," admitted Capehart, "but we were glad we got there in time to keep our appointment with our Los Angeles operators."



ED RILEY, acting mayor of Portland, Ore., joins reception to greet Homer E. Capehart at Portland airport. Left to right: A. E. Muir, operator; Jess Fee, operator; Fred Fields, Wurlitzer district manager; Ed Riley, acting mayor; Frank Koehler, operator; Homer E. Capehart, Wurlitzer vice-president; Neal Ellis, operator; W. P. Bolles, Wurlitzer representative; John Kage, Wurlitzer instructor, and Max Kristol, operator.

*Who wants MORNING-AFTER?*

It can be avoided the new **BEFORE and AFTER** way

**BEFORE YOU GO TO BED.** AFTER WAKING—another take Bromo-Seltzer. It works while you sleep to help overcome the effects of the party. (Save you better!)

**BEFORE YOU GO TO BED.** AFTER WAKING—another take Bromo-Seltzer. It works while you sleep to help overcome the effects of the party. (Save you better!)

Why suffer next day just because you've had fun the night before? At bedtime take Bromo-Seltzer. While you sleep it settles your STOMACH—soothes overstimulated NERVES. And ALKALIZES—relieves the excess acidity caused by overindulgence.

In the morning—to relieve the effects of fatigue, take another Bromo-Seltzer. You're more alert and keener.

At drugstore each fountain. Keep Bromo-Seltzer handy at home, too!

**BROMO-SELTZER**  
Makes you feel *FASTER!*

**IF YOU'RE SUFFERING FROM A HANGOVER HEADACHE, BROMO SELTZER IS THE THING TO TAKE**

**- BUT! IF YOU'RE SUFFERING FROM A FINANCIAL HEADACHE...**

*Investigate*

**THE BIG MONEY MAKING FEATURES OF PHOTOMATIC**

Trade Mark

PHOTOMATIC... Mutoscope's Sensational Coin Operated Automatic Photographing Machine. If you're tired of legal difficulties, political persecution and short-lived machines that change faster than women's fashions. YOU WILL ENJOY ENTERING A BUSINESS THAT ENABLES YOU TO Build a permanent source of income from a dignified, secure enterprise, in which your past coin machine experience will be extremely useful.

Write Today For Full Details and Proof.

**INTERNATIONAL MUTOSCOPE REEL CO., Inc., Manufacturers**  
516 WEST 34TH STREET (Cable: "MUTOSCOPE"), NEW YORK, N. Y.



**Winning Over Competitors**

**Candy maker gives ideas to jobbers in paid advertising space.**

CHICAGO, July 3.—Williamson Candy Company, makers of Oh Henry candy bars, recently took a bold stand for standard prices on candy bars in paid advertising space placed in the candy trade papers. Operators of vending machines will find the copy interesting and instructive. It reads as follows:

**"BIG PROFITS FOR COMPETITORS.** Profits in candy jobbing are thin and sickly and it takes 50, 60 and even more hours of work every week to squeeze out what little profit there is.

"Recently we said of the State Fair-Trade Acts: They are of no value if business men—

"Don't want to co-operate.

"Will not organize to make the laws effective.

"Want somebody else to do all the work.

"Can't agree on what they do want.

"Will not play 100 per cent fair after rules have been set up.

"Now we say that where jobbers are willing to co-operate, organize work, agree and play fair, they can make the Fair-Trade Acts valuable and not do any more work than they are each doing at present.

"What does it take?

"Salesmanship—just salesmanship! The same kind of good selling effort you are using on your customers every day. Only you would work on your competitors and other jobbers instead of your customers. It wouldn't take you any longer to go over and talk to your competitor than it would take to argue with a customer be-

cause your price is 70 cents instead of 68 cents (when it should be 80 cents). Maybe you think it is a waste of time to talk to the competitor, but you are not wasting as much time as when you argue with a retailer. It is a lot easier to convince a competitor that he ought to pay more.

"One hour's talk a week with a competitor will get you more than 40 hours a week arguing with retailers.

"Tackle the toughest competitor first. Talk seriously but calmly. Don't argue—sell the idea of profit. That's what he's in business for. He may not 'sign on the dotted line' the first time, but he'll start to think. Go back to see him again in a week—and again the next week. The hardest customers fall sooner or later, and so do competitors, but you can't quit with the first turnout.

"When your toughest competitor says he will if the others will take him with you to call on the next competitors, and he'll be your best argument. Persistence pays. When you have sold the toughest one you know you can sell the others, and soon you will have an organization of jobbers who want to co-operate because they are sold."

**Vender Firm Is Now Partnership**

DETROIT, July 3.—Dispenser Soap Service, formerly a Michigan corporation of the same name, has been changed to an individual partnership, with David Silverstein, Ben Fishman, John Sills and Maxwell I. Silverstein as the partners. John Sills is general manager.

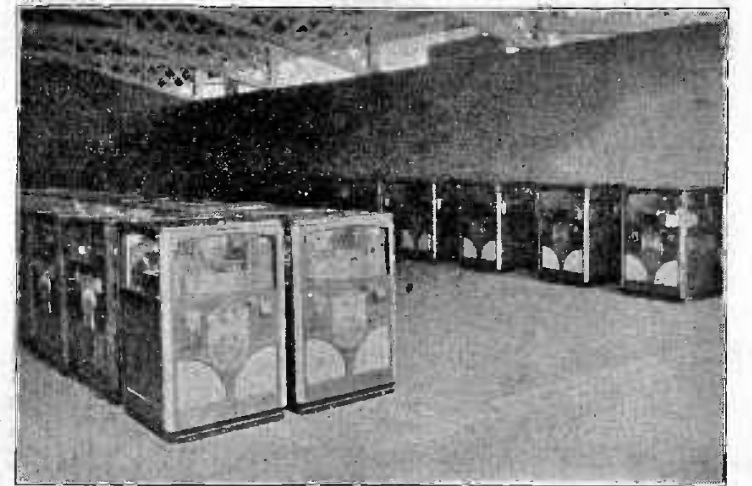
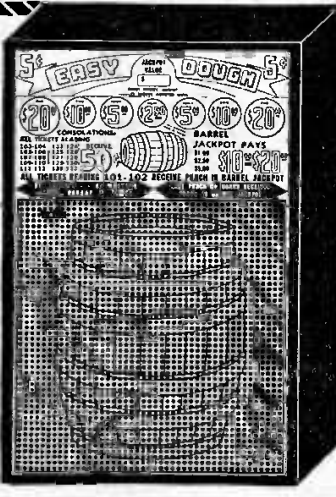
Dispenser Soap Service has manufactured one of the pioneer paste-type hand-soap dispensers for industrial and other washroom locations, starting with its machine in the Detroit field in 1930. They have been producing new models steadily since that time and are operating many of them in locations under their own organization in this city, gaining experience which will be beneficial when the machines are handled for distribution on a national scale, as planned later.

**GET and KEEP LOCATIONS WITH HARLICH'S "BARREL BOARDS"**

**EASY DOUGH**  
No. 2169—5c Play—2160 Holes  
Takes In .....\$108.00  
Average Payout ..... 71.80  
Average Gross Profit.....\$ 36.20  
(Also Made for 10c Play)

Harlich Offers the Most Complete Line of "Barrel Boards" in the Industry. Write Today for Complete Profit-Making Details.

**HARLICH MFG. CO.**  
1401-1417 W. Jackson Blvd.  
Chicago, Ill.



BATTERY OF 25 EXHIBIT NOVELTY CANDY VENDORS in Riverview Park, Chicago. An interesting idea in operating such machines.



**OPERATORS BE THE FIRST TO Get the BIG PROFITS WITH THIS GUARANTEED \$15.00 Marvel Electric Dry Shaver and 3 Genuine Leather Zipper Bill Folds with 81-Hole (very small) Push Card. 10 FREE NUMBERS, 1c to 30c sale. Takes in \$19.80. PROFIT \$12.55.**

No. B-97—Complete Deal 8 Lots, Each, \$7.25.....\$7.45  
Only, Each, .....\$6.25  
No. B-98—Dry Shavers 8 Lots, Each, \$6.00.....\$6.25

SEND FOR OUR NEW CATALOGUE. Many New 1c-2c and 5c SALESBOARD ASSORTMENTS AND COUNTER GAMES. Send 25¢ Deposit with Order. Balance O. C. D.

**LEE-MOORE & CO.**  
180-182 WEST ADAMS STREET. CHICAGO.

**LUCKY PURSE DEAL**

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT. A 1,200-hole board with six genuine leather hand-laced purses containing coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$60.00. Pays out approximately \$30.00.

Sample \$5.00; Lots of 6, \$4.25; Lots of 12, \$3.75. Deposit required on all orders.

**H. G. PAYNE COMPANY**  
312-314 BRADWAY, NASHVILLE, TENN.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

# Cigaret Men Enjoy Yacht

New Jersey org members  
enjoy fellowship on In-  
dustry Day trip

NEWARK, N. J., July 3.—Automatic Cigaret Vendors' Industry Day was celebrated June 23 by the Cigaret Merchandisers' Association of New Jersey by a sail on the yacht Talofa to Hook Mountain, N. Y. In the opinion of the 50 members and friends who attended it was the most entertaining affair they had ever enjoyed.

From 9 a.m. to 1 a.m. the following day the members and their friends enjoyed mountains of food, rivers of liquid refreshments and oceans of other thirst quenchers in addition to a galley full of chow mein prepared by the inimitable chef, Kenneth Huey, and his Oriental assistant, Puyey Yen. Supervising the avalanche of eats was the genial manager of the association, LeRoy Stein, and his

young but efficient offspring, Howard, who exceeded the most experienced maitre d'hotel.

The card games and other forms of masculine entertainment began at the command of "All Aboard" and ended only when the gang plank was regretfully lowered. The piece de resistance of the stag gathering was a baseball game on the summit of Hook Mountain, which was umpired by the manager of the association.

The battery for the members' teams was Sol Kesselman, attorney for the organization, and Nicholas Marino, sergeant at arms. The battery for the visitors was John Sharenow, chairman of the entertainment committee, and Harry Koladney, chairman of the auditing committee. A substitute pitcher and later shortstop was Martin M. Berger, sales director of the Rowe Manufacturing Company. The featured playing was performed by Charles W. Stange, president of the association; Harry Malkin, of the Malkin Sales Company; Leon Eskin, of Eskin & Son, and Leonard Ziegler, of the Leonard Sales Company. Cheering squad was led by Harry P. Cately, vice-president of the association.

While the purpose of Industry Day was to afford relaxation for the members of the association, a better appreciation of the services rendered by the association was accomplished thru the introduction by the manager of members who knew each other slightly and who at the conclusion of the day became quite friendly. The spirit of the crowd was commendable, while the decorum was such as to bring forth heaps of praise. Many misunderstandings thru misinformation were cleared up, and policies of the various members were easily understood as a result of the opportunity to meet on a friendly basis in a fraternal atmosphere.

## Automatic Shift Offered by Rowe

NEW YORK, July 3.—An automatic shifting device is a new development in Rowe cigaret vending machines built by the Rowe Manufacturing Company. The device is said to give a six-column cigaret machine the working capacity of an eight-column machine.

The automatic shift has the practical effect of equalizing the stock capacity of the columns in accordance with the sales rate of the different brands. Experience has shown that this inequality in the sales rates of the various brands cannot be compensated for with the ordinary container equipment which provides only full columns for each brand, the company declares.

Operators have found that it does not pay to stock full columns of the slower selling brands because they are likely to become stale before the stock is consumed and also because of the undesirability of tying up investment unnecessarily in slow turnover stock. As a compromise, therefore, operators have been compelled to adopt the practice of stocking only half columns of these slower selling brands.

This ordinarily wasted half-column space is now utilized by the Rowe Automatic Shift to stock an additional reserve supply of the medium-fast selling brands. By this simple provision for utilizing wasted column space, Rowe has made it possible for the operator to extend the servicing period without the danger of lost sales thru unbalanced stocks.

The shift is entirely automatic. As the 19th sale is made from the column which is to be replenished—the reserve stock situated in the upper half of the adjacent column shifts 17 packs in to restock the faster selling brand.

The automatic shift is "optional equipment" on all new Rowe machines at a nominal additional cost.

## Detroit Firm Has New Bulk Vender

DETROIT, July 3.—New Four-in-One vending machine is being completed for general marketing by the Four-in-One Manufacturing Company, this city. Company has taken over the original Lohmuller vending machine and will handle all manufacturing of parts and general factory servicing on existing machines of models now in operation,

## Don't Use Coins

By DAVE BOND

President Trimount Coin Machine Co., Boston

The use of charms has proved a decided stimulant in the sale of products thru vending machines. The idea is not new, of course, but was used a number of years ago. It has been revived thru the use of better items, such as Japanese charms, consisting of elephants and various animal figures, and other celluloid and glass items, of which there is a large variety.

It is important that only such items be used as will in no way affect the candy or nuts which are vended. The use of lead toys and other items made of materials which will corrode is strongly disapproved. The use of such items is in conflict with the health laws and is a serious detriment. Use only items which are not affected by the candy or nuts, such as glass, imitation pearl, celluloid, etc.

In many parts of the country, and particularly on the West Coast, operators have not been content with the use of these charms alone, but have actually placed money in with the merchandise as a sales stimulant. This is a suicidal practice and if carried out generally will mean the closing of territories, for it makes a vending machine a gambling device. It should be evident to every operator that in setting up a unit of vending machines he is defeating his own desire to create an operation which will provide him a steady, dependable weekly income and which will be free from legal interference. The use of money in machines arouses the antagonism of police officials and places vending machines in the same classification as slots and similar machines. In many territories there has been confiscation of vending machines where money has been used as prizes, and in some territories entire districts have been closed on this account.

As manufacturers of Snacks, we strongly object to the use of coins in any of our machines, and we urge all operators to consider this carefully and co-operate with us in this request. If an operator wants to run coins in his machines then the best thing for him to do is run straight money machines, for there is just as much risk involved. If you are handling vending machines use them as vending machines and don't jeopardize your entire operation by indulging in such risky and unhealthful practices. Use your machines as vending machines and be careful to do nothing which will jeopardize your investment.

as well as the manufacturing of the new model.

This is an improved form of the machine with a higher base or standard. This is designed primarily to overcome the objection of some operators who found that the machine could not be opened for servicing individual compartments when it was in certain positions. The body of the machine is now high enough to provide clearance in any position.

The machine now has a full glass series of four magazines, with all-chromium-plated fixtures, including the base, attractively designed to make a machine suitable for high-class locations. The entire series of four magazines rotates on the center spindle, carrying out the principle of what is believed to be the original selective vender—the Lohmuller machine.

It is designed for candy, nuts or any type of small bulk merchandise. Machine is penny-controlled and is practically slug proof. It is a counter machine, about 20 inches high, and is also provided with improved models of floor stands and wall brackets, both manufactured by the company.

First order of machines was shipped this week to Davenport, Ia., and experimental or sample models have been sent to St. Louis and Denver. Actual production will be in full swing in about a week, with volume sufficient to satisfy immediate demands.

Company is headed by Saul E. Gordon and Ben N. Usher. Latter was formerly a specialty salesman and in the insurance field, while Gordon has operated Lohmuller, Advance and other vending machines, particularly on factory locations, for some years. He is also an inventor, with several important automotive products to his record.



## ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,  
Bell, Front Vender and Cold Award.  
Built for 1c-5c-10c-25c Play  
Made Only By

**WATLING MFG. CO.**  
4640-4660 W. FULTON ST.  
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770.  
Cable address "WATLINGITE," Chicago.

## SOBER BREATH GUM VENDERS

(The Sensational Machine)

## PEANUT and BALL GUM MACHINES

New and Guaranteed

**\$2.40**  
and up

WANTED

Salesmen and Distributors who know how to Promote Sales. Attractive Proposition.

BALL GUM  
DRILLED and NUMBERED  
1 to 1200

At unheard of low prices.  
WIRE or WRITE for  
Details

**ROY TORR**

2047-A So. 68th Street  
Philadelphia, Pa.

Missouri and Southern Illinois Distributors for

## Northwestern Vendors

Penny Merchandiser

Porcelain	\$9.95
Lacquer	8.95

Model "33"

Porcelain	6.90
Lacquer	6.15

1/3 Deposit, Balance C. O. D.  
**IDEAL NOVELTY CO.**  
1518 Market St. St. Louis, Mo.

## SPHINX CHEWING GUM

Relieves Alcoholic Breath.  
A GREAT TAPROOM SPECIALTY.

A Non-Competitive Vending Business Ready to Make You Real Profits With a New Efficient Low Priced Machine. SAMPLE MACHINE and 100 Sticks of Gum. **\$3.85**

Send for Descriptive Folders.

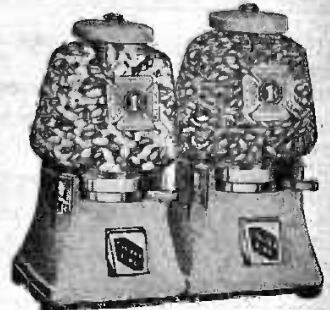
**ROBT. E. NELSON COMPANY**  
PALMYRA, N. J.

## ADVANCE CIGARETTE VENDERS

Like New. Holds 120 Packs. Cost \$49.50.  
SPECIAL PRICE, \$19.50 EACH.

**LEHIGH SPECIALTY COMPANY**  
N. W. Cor. 2nd & Green, Philadelphia, Pa.

THE KING OF VENDORS  
In a Beautiful Double Unit.  
**SILVERTONE TWIN**  
Makes 2 Single Units.  
30 DAYS' FREE TRIAL.



**SILVERTONE TWIN \$13.50**  
F. O. B. Factory.

**AUTOMAT GAMES**  
2425 W. Fullerton Ave., Chicago.

## SPECIAL

BRAND NEW! ONE CENT  
STICK GUM, PEANUT,  
HERSHEY VENDORS.

Only **\$2.75** Each

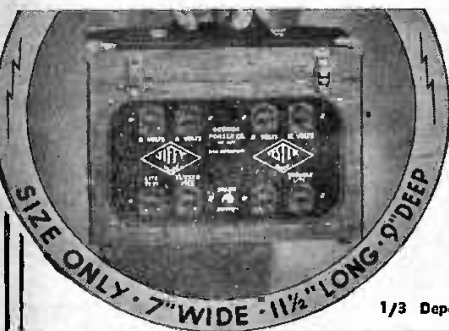
**A. M. WALZER CO.**  
426 Stinson Blvd.  
Minneapolis, Minn.

## PR VEN Money Makers!



Experienced operators know the important thing is to get the Vendor into the location! Tom Thumb's got everything beat. Handsome, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed, room for thousands more. Die cast precision machine; no come-backs. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler locks, adjustable dispenser. Vends candy, gum or peanuts, 1 1/2 and 3-lb. sizes. Thousands of Tom Thumb Vendors now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today. **FIELDING MFG. CO.**, Dept. 27, Jackson, Mich.

On Sale At Atlas! While They Last!  
**\$28.50 JIFFY TESTERS**



ORDER TODAY  
**\$19.50**  
 Complete With Instructions

A trouble shooter that spots broken wires, blown fuses... tests batteries, current, buzzers, lights, bells, kickers, etc. Simple to operate.

1/3 Deposit, Balance C. O. D.

**ATLAS NOVELTY CORP.**

2200 N. Western, Chicago 1901 5th Ave., Pittsburgh



**CANDY (Give-Away) PACKAGES**  
 AND INTERMEDIATES.

<b>SMILES</b>	200 To Carton
100 Pkgs. \$2.00	200 Pkgs. \$2.00
500 Pkgs. \$10.00	1000 Pkgs. \$10.00
1,000 Pkgs. \$20.00	



These packages contain Assorted Caramel Kisses, guaranteed to stand up in all kinds of weather. Send for FREE Illustrated Catalog of Our Complete Line. 20% Deposit with Order, Balance C. O. D.

**DELIGHT SWEETS, Inc.,** 50 East 11th St., New York City

**T. J. TIDWELL SHOWS**  
**WANT**

Shows of all kind; must be something worth while. Good proposition for Organized Side Show. Have complete outfit for same, except banners. Will book Photo Concessions. Want two Wheel Agents, also Grind Store Agents. This shows has long string of fairs, starting Anthony, Kan., week July 12, and ending up in Texas middle November where the crops are good. Wire or write, Anthony, Kan., Fair, July 12 to 17; Winfield, Kan., Fair, July 19 to 24.

T. J. TIDWELL SHOWS.

**CHRIST UNITED SHOWS WANT**

Concessions. Can place immediately Bingo and Diggers, also all other concessions except Cookhouse, Photos and Cane Rack. Want worth-while Shows, Geek Shows, Half and Half, furnish outfit for real Side Show, also organized Minstrels. Billy Arnte write. Fair season opens early. Long route bona fide fairs. Have few open dates. Fair secretaries Kentucky, Tennessee, Georgia, Alabama and North Carolina contact B. H. NYE, General Agent, per route. CHRIST UNITED SHOWS, Athens, O., this week; then Barnesville. FRED CHRIST, Mgr.

**MILLER AMUSEMENTS CAN PLACE**

Ride Men at all times. Forenoon, \$20.00 week. Other Help, \$15.00. Southern Fairs, twenty-five. Ride Men joining now will have all winter's work, as this show has not closed in 12 years, showing our route in Southern Louisiana. Ride Men report Columbus, Ind., this week. Don't wire or write, come on, I will place you. Lynn Small wants experienced Bingo Help. Have for sale Springfield Trailers, 18 to 24 ft. long, Van and Stake Bodies; Allan Herschell Little Beauty Swing, like new. Now operating in Illinois. Have several Concessions open for honest operators. We have 15 Fairs, starting Sparta, Ill., July 26th. RALPH R. MILLER, Manager, Columbus, Ind., this week.

**Wanted for Majestic Shows---Want**

General Agent that can handle New Deal Fairs. WANT Secretary, also Carnival Electrician, one more Free Act, organized Minstrel Show with Band. Sam Green, can place you. Billie Wolf wants Wrestlers and Boxers for Athletic Show. WANT Man for Geek Show. Johnnie, come back to show. Man and Wife for Snake Show. Will furnish complete outfits for any money-getting Shows. Concessions all open, such as Corn, Game, Dancers, Custard. Also all Wheel and Grind Concessions. This Show plays 14 bona-fide Southern Fairs that start in August. Decatur, Ind., this week. R. G. McHENRICH, Mgr.

**BARFIELD'S COSMOPOLITAN SHOWS WANT**

First-class Cookhouse, good office support, also few more Grind Stock Concessions. Opening for one or two more good Shows, especially Grind Shows and Mechanical Show. Want Colored Band and Performers; salary allowance for band. Want sober and capable Ride Foreman and Mechanic who can really keep ride and truck motors in good repair. Top salary if can produce. Also want experienced Whip Man. Write or wire Hazard, Ky., this week. P. S.: Will Book Loop-o-Plane and Buy or Book Chair-o-Plane. C. E. BARFIELD.

**ROUTES**

(Continued from page 35)

White, Billy: (Ball-Ball) Chi, nc.  
 Whiteman, Paul: (Frontier Fiesta) Ft. Worth, Tex., p.  
 Whitman, Bernie: (Focono Grille) Mt. Focono, Pa., cb  
 Winney, Palmer: (Baker) St. Charles, Ill., h.  
 Williams, George: (Craig Beach Park Ball-room) Diamond, O., p.  
 Williams, Griff: (Aragon) Chi, b.  
 Williams, Hod: (Wrightsville Beach) N. C., b.  
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.  
 Winters, Charley: (Tony Murray's) Phila, re.  
 Wintz, Julie: (Village Barn) NYC, nc.  
 Wood, Kitty: (Espanso Club) Chi, nc.  
 Woods, Howard: (Hollywood) West End, N. Y., h.  
 Woods, Kitty: (Mitchell's Playhouse) Chi, nc.  
 Woodward, Eddie: (White City) Chi, b.  
 Woodworth, Julian: (Lido) Larchmont, N. Y., nc.

Zelman, Rubin: (Caravan) NYC, nc.

**DRAMATIC AND MUSICAL**

Brother Rat: (Geary) San Francisco 5-10.  
 Lunt & Fontanne: (Biltmore) Los Angeles 5-10.  
 You Can't Take It With You: (Harris) Chi 5-10.

**REPERTOIRE**

Baxter, Leonard, Players: Union, Va., 5-10.  
 Billroy's Comedians, Billy Wehle's: Potsdam, N. Y., 7.  
 Ogdensburg 8; Gouverneur 9.  
 Carriage 10; Watertown 12; Lowville 13.  
 Bryant Showboat: East Liverpool, O., 5-10.  
 Burdick's, Al, Comedians: Ringwood, Okla., 8-10.  
 Chase's Comedians: Galatia, Ill., 5-10.  
 Ghunivan, Norma, Co.: Centerville, Mich., 5-7.  
 Hugo Players: Broken Bow, Neb., 5-10; Arnold 12-17.  
 Toby's Players: Weaubleau, Mo., 5-10.

**CARNIVAL**

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

American Expo.: Richmond, Ind.  
 American United: Deer Lodge, Mont.  
 Anderson-Strader: Herrington, Kan.; Salina 12-17.  
 Arns: Harmony, Pa.; Cheswick 12-17.  
 Atlas: Patterson Springs (Tuscola F. O.), Ill., 5-11; Newman 12-18.  
 Bach, O. J.: Tionderoga, N. Y.; Keeseville 12-17.  
 Barnard's Cosmopolitan: Hazard, Ky.  
 Barnhart's Golden West: Calumet, Minn.; Deerwood 12-17.  
 Bantly's All-American: Warren, Pa.; Kane 12-17.  
 Bazinet, Wm., & Sons: Hayward, Wis., 12-17.  
 Beckman & Co.: Negaunee, Mich.  
 Bee, F. H.: Greenup, Ky.; (Fair) Vanceburg 12-17.  
 Blue Light: Isle of Palms, S. C.  
 Blue Ribbon: Linton, Ind.  
 Blueridge: Wallins Creek, Harlan County, Ky.  
 Bromer: Keweenaw, Minn.; Rainier 12-17.  
 Brown Family Rides: Ways, Ga.  
 Brown Novelty: Perry, Ga.  
 Buck, O. C.: Brattleboro, Vt.  
 Buckeye State: Biloxi, Miss.  
 Bullock Am.: Clendenin, W. Va.; Madison 12-17.  
 Byers & Beach: Memphis, Mo.  
 Byers Greater: Humboldt, Ia.  
 Cedin & Wilson: Williamsport, Pa.; Philadelphia 12-17.  
 Clark United: Athens, O.  
 Clinton Expo.: Somerset, Pa.  
 Coleman Bros.: Wallingford, Conn.  
 Colley, J. J.: Stillwater, Okla.  
 Conklin's: (Fair) Portage, Man., Can., 5-7; (Fair) Dauphin 8-10; (Fair) Yorkton, Sask., 12-14; (Fair) Yorkton 15-17.  
 Conley, R. W., Am. Co.: Wheeling, W. Va., 5-17.  
 Corey Greater: Coalport, Pa.; Nanty Glo 12-17.  
 Cote's Wolverine: Flushing, Mich., 6-10.  
 Crowley: (Fair) East Oak, Ia.  
 Crystal Expo.: Galax, Va.  
 Cunningham's Expo.: McConnellsville, O.; Pomeroy 12-17.  
 Curl Greater: West Union, O.; Miamsburg 12-17.  
 Dalley Bros.: Wamego, Kan.  
 Dick's Paramount: Barre, Vt.; St. Johnsbury 12-17.  
 Dixie Expo.: Alamo, Tenn.; Selmer 12-17.  
 Dixie Model: Greensburg, Pa.  
 Dodson's World's Fair: Erie, Pa.  
 Dudley, D. S.: Newcastle, Tex., 8-10; Tulsa 12-17.  
 Dyer's; Boscobel, Wis., 6-9; Pennimore 10-11.  
 E. J. C.: (Fair) Camrose, Alta., Can., 5-7; Stettler 9-10; (Fair) Benalto 13-14; (Fair) Olathe 16-17.  
 Edwards, J. R.: Mansfield, O.; Ashland 12-17.  
 Elite Expo.: Sabetha, Kan., 10-17.  
 Endy Bros.: Souderton, Pa.; Hammonton, N. J., 12-17.  
 Evangeline: Claremore, Okla.  
 F. & M. Am. Co.: South Park, Pa.  
 Fairly-Martone: Jamestown, N. D.  
 Famous Dixie: Monticello, Ind.  
 Gibbs, W. A.: Chanute, Kan.  
 Gold Medal: Pekin, Ill., 7-11; Canton 12-17.  
 Golden State: Albany, Calif., 7-12; Dixon 14-17.  
 Gooding: Lima, O.  
 Gooding Greater: Marietta, O.  
 Goodman Wonder: (Fair) Minot, N. D.  
 Graham, Hal: Dows, Ia.  
 Great Sutton: Centraha, Ill.  
 Greater Expo.: Battle Creek, Mich.  
 Greater United: Bartlesville, Okla.  
 Groves: Logansport, Ind.  
 Gruberg's World's Expo.: North Adams, Mass.; Burlington, Vt., 12-17.  
 Hanes, Ed: Benton, Mo.; Round Rock 12-17.  
 Hanks, Al C.: Quincy, Ill.  
 Happy Days: (Fair) McLeansboro, Ill.; (Fair) Ashley 12-17.  
 (See ROUTES on page 86)

**HONEY BEAR**



No. 3295—Brown and amber plush. Height 17 inches. Each \$17.00. Doz. \$19.80

Same as Above. No. 3294—21 inches high. Ea. \$2.00. Doz. \$22.80

No. 3293—24 inches high. Ea. \$2.75. Doz. \$31.80

**WISCONSIN DE LUXE CORP.**  
 1902 No. 3rd, Milwaukee

ATTENTION, CONCESSIONAIRES, PARKMEN, STREETMEN AND PREMIUMS. Line up with our Plaster Novelties and Carnival Supplies. Our new Catalog will be ready soon. Send your permanent address for your copy. All correspondence to:  
**G. C. J. MATTEI CO.,** 927 East Madison Street, Louisville, Ky.



**Concessionaires**  
 NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.  
 Catalog with New Low Prices  
**THE TIPPI NOVELTY COMPANY**  
 TOPECANOE CITY, MISSOURI

**TILLEY SHOWS**  
**WANT**  
 Shows with or without own outfit, also Merchandise Concessions. Address Kewanee, Ill.

**EUREKA SHOWS**  
**WANT**  
 Two strong Free Acts; work until Labor Day. Can Place Small Side Show, Athletic and Girl Revue. Want Legitimate Concessions of all kinds. Will sell Custard and Diggers exclusive. Want Loop-o-Plane and Kiddie Rides. All address STANLEY ROBERTS, Hancock, N. Y., this week; Liberty follows.

**At Liberty July 17th**  
 12-car flashy Lindy Loop, 31-figure Crime Show. New canvas. Everything newly painted. Book with organized carnival with a good string of bona fide fairs.  
**A. W. HOWELL**  
 Care J. J. PAGE SHOWS,  
 New Castle, Ind., this week; Muncie, Ind., next.

**WANTED LARGE CLEAN CARNIVAL CHRISTIAN COUNTY FAIR**  
 JULY 25-30.  
 Illinois' Outstanding County Fair, A Real Spot for a Good Carnival.  
**G. O. HUNTER**, Secretary,  
 Christian Co. Fair Association, Taylorville, Ill.

**McMahon Shows Want**  
 Pit and Snake Shows. Nothing on show that conflicts. Bob Beth is not connected with this show. Anyone knowing his whereabouts notify us or E. S. Seaburg, Sioux Rapids, Ia. **McMAHON SHOWS, INC.**, Rock Rapids, Iowa.

**WANTED**  
 SHOWS AND CONCESSIONS FOR Firemen and Legion Celebration  
**MANNING, IA., JULY 14-15-16-17.**  
 Biggest in Iowa.  
 No Strong Joints, must be Stock.  
**WRIGHT AMUSEMENT COMPANY,**  
 Missouri Valley, Ia.

## Don A. Coney To Boost See-Dice

DETROIT, July 8.—Donald A. Coney, head of See-Con, Inc., spent most of this week in Chicago and adjoining territory in the interests of See-Dice, new game which was recently announced. Machine will be placed in production at once and will be ready for general distribution in about two weeks, Coney states.

The new game is a different adaptation of the magic ray principle. It has a vertical face which can be seen from both sides. While this would allow vision for a crowd of players around both sides of the machine, it is intended primarily for convenience in checking by the attendant or location owner. The machine is counter size.

It has a green playing field, consisting of various dice faces and is actuated by either 5, 10 or 25-cent play as chosen by the player. The coin remains visible for checking and usual slug-proof devices are used.

A point is set by the indicator at the top of the machine for the player to shoot at. If he turns up the same combination of two dice faces as indicated in the point he has, of course, a winner. The odds on the machine are governed by the odds on a set of standard dice so that the machine has a good favorable percentage for the player and should prove popular for this reason, Coney says.

Two models are to be made, one with automatic point setter and one with manual control which may be set by the player to make his own winning combination. This allows a variety of playing chances which the players will want to experiment with.

Coney says the See-Dice is an invention of his own and was made possible largely thru the assistance of Leslie Baldwin, now a director of the company. Baldwin was formerly with a Chicago manufacturer, was ranked as an expert on target games using the electric-eye principle, and brings his experience in this field to the manufacture of See-Dice.

## BIRTHS

(Continued from page 32)  
one time was special agent of John R. Ward Shows.

A son to Mr. and Mrs. Sam Steifel June 22 at St. Luke's Hospital, Philadelphia. Father is a producer of colored revues and operates a chain of colored variety houses in Philadelphia, Baltimore and Washington.

A daughter to Mr. and Mrs. Harry Adair June 21 in Philadelphia. Father is a violinist and director of the Colony Club orchestra there.

An eight-pound daughter to Mr. and Mrs. Cy White at St. Agnes Hospital, Philadelphia, June 23. Father is a dancer and night club emcee.

To Mr. and Mrs. Jules Julian, a 7½-pound girl in Newark, N. J., recently. Father is a member of the Julian Trio, musical act.

An eight-pound boy to Mr. and Mrs. Leonard Raymond June 27 at Methodist Episcopal Hospital, Brooklyn. Father is associated with the operation of the Star and Century theaters in that city.

## Divorces

Daniel Crawford Jr., manager of the Mirror Room of the Hotel Philadelphia, Philadelphia, from Maxine Crawford June 28 in Philadelphia.

Mrs. Josephine Austin, actress, known on the New York musical comedy stage as Irene Delroy, from William I. Austin Jr., Atlantic Beach, L. I., real-estate operator, in Reno July 1.

Sheila Garrett, of the films, from Henry W. Wilcoxon, well known on the British stage, in Los Angeles July 1.

Vera Bruce Codona, aerialist, from Alfredo Codona, trapeze performer, in Long Beach, Calif., July 1.

Lita Grey Chaplin Aguirre, ex-wife of Charles Chaplin, from Henry Aguirre Jr., former vaudeville dancer, in Los Angeles July 1.

Young Ford Munger, lightweight boxer, well known in carnival circles, from Lillian Munger at Clearwater, Fla., June 23.

## NEW PENNSYLVANIA

(Continued from page 3)  
ly boast an artists' bureau, United Entertainers' Association has been collecting damaging evidence for some time against radio stations, showing them as actively engaged in under-cover booking and gouging on commissions.

## FED TENT

(Continued from page 3)  
the transportation methods used for the movement and also the cost for each movement.

The Bureau of Internal Revenue is said to be very much interested in the passage of such a law. In fact, this government agency for some time had in mind the introduction of a similar measure. This intention has been known since last winter, and the reasons given by the revenue department are twofold. It is claimed that it is impossible to keep track of a number of outdoor shows for taxation purposes, as there is no official registration, and secondly, the case of a circus was mentioned which changed its name, according to government officials, not less than three and possibly four times during the last year to avoid tax payments. When revenue officials tried to collect the amusement taxes due they were informed that this was an entirely new show, reorganized under a new title and had nothing to do with the show under the previous title. Regardless of the new law, it is understood that the Bureau of Internal Revenue will take this case into the courts as soon as all the evidence is collected.

It is understood that the contemplated registration bill for all shows under jurisdiction of the ICG will be introduced shortly in both Houses of Congress, and it is believed it will be passed in short order.

## EXHIBITS TO ASK

(Continued from page 3)  
William Griffin, Cullman, Ala.; J. H. Thomas, Hawkinsville, Ga., and Brandon and Hugh Manning, Etowah, Tenn., vice-presidents; Mrs. H. G. Wood, Washington, Ga., secretary; R. B. Wiley, Atlanta, treasurer, and Oscar C. Lam, Rome, Ga., representative to the national MPTOA.

A discussion on the future of the motion picture industry by Ed Kuykendall, national president, featured the opening session of the owners from seven Southeastern States. Colonel Sam Borlisky, Chattanooga; John Temple Graves II, Birmingham, and Colonel T. E. Orr, of Albertville, Ala., were other featured speakers. The meetings closed with a banquet and dance in the Thomas Jefferson Hotel.

## Biz Poorest of Season At Maspeth for WPA Show

NEW YORK, July 3.—The WPA Federal Theater Project circus closed its week's run at Maspeth, L. I., last week after the poorest engagement of season to date, causes being that show had been in vicinity a short time away for five weeks and the out-of-the-way location of the lot.

In the general reduction of personnel now being carried on by the WPA 19 members of the circus were affected. Mr. Buckner, the new boss canvas man, arrived last Tuesday and started to work that day. Visitors at the Maspeth date included Charlie Glazier, an old-time ringman, who trouped years ago with the Ringlings when they had a wagon show. Show moves to Forest Hills, L. I., where it will appear under auspices of the FHV, a secret civic organization. Incidentally the FHV boys tendered a banquet Saturday night to members of the advance department and made them all honorary members of FHV. The newspapers in Forest Hills are literally "going to town" on behalf of the show, reports Wendell J. Goodwin.

European Notes  
BRUSSELS, June 21.—Circus acts at the Palais d'Éte are Iles and Loyals, clowns; the Athens, hand-to-hand; Gaston Palmer, juggler, and Hoover, contortionist. Manning and Class, American wire walkers, are at the Ancienne Belgique. The Two Valors, acrobats, are at the Gaitty Cabaret.

The Alcardi Troupe, jugglers, are at the Casino Municipal in Nice. The Duart Sisters, equilibrists, are at the Moulin Rouge in Strasbourg. The Cristoscos, bar act, are at the Orpheum in Carlsbad. Bobby May, the American juggler, is at the Corso in Zurich.

PIKEVILLE, Ky., July 3.—W. R. Harris, general manager Model Shows, announced here yesterday that he had been awarded contracts for the midways for Montgomery County Fair, Mt. Sterling, and Washington County Fair, Springfield, Ky.



# LOOK

WE CAN MAKE PROMPT DELIVERY OF STONER'S LATONIA, BALLY'S CLASSIC AND ARLINGTON, GOTTLIEB'S FOTO FINISH and all the other latest model machines. Place your order with us for prompt delivery as we have volume orders and can take care of your requirements.

We list below the following slightly used machines we have to offer at the prices as shown:

11 SKIPPERS	.....	\$32.50
3 BUMPERS	.....	22.50
1 MAZUMA, F.S.	.....	60.00

4 HI DE HO, Used 10 Days	.....	Each \$45.00
1 SYSTEM, Like New	.....	7.50
1 BALLY BOOSTER, F.S.	.....	30.00
1 COMBINATION	.....	7.50
4 RACK-EM-UP, Brand New	.....	17.50
2 ROYAL RACES, Like New	.....	65.00
20 PENNY SMOKES	.....	4.50
4 SHITS OUT	.....	7.50
3 EXCEL	.....	3.00
1 BANK NIGHT	.....	8.00
3 TICKETTE, Mills, Perfect	.....	2.50
1 SNACK	.....	10.00
1 BLUE BIRD, C.P., Perfect	.....	30.00
1 FIRE BALL, Like New	.....	20.00
2 FIRE CRACKER F.S.	.....	25.00
1 PAMCO BELLS, Like New	.....	17.50
1 PALOOKA JR.	.....	20.00

THE WIZARD F.S.	.....	Each \$15.00
1 NIP 'N TUCK F.S.	.....	10.00
3 BOLO	.....	7.00
2 HURDLE HOP F.S.	.....	15.00
1 CYCLONE	.....	7.50
4 JUMBO	.....	10.00
1 SKY HIGH	.....	10.00
3 RITHMETICS	.....	4.00
1 BROKERS TIP	.....	17.50
28 PENNY SMOKES	.....	4.50
3 NUGGETS F.S.	.....	14.50
1 So RELIANCE, Perfect	.....	20.00
5 MATCH-EM Numbered Reel, New	.....	6.00
1 DABBY	.....	7.50
1 GROTCHEN 21	.....	9.00
1 RAYS TRACK F.S., Cash-Check	.....	275.00

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## Walter L. Main Briefs

BELFAST, Me., July 3.—J. P. Winters is doing a splendid job in repainting the Walter L. Main Circus. Several new Chevrolet semi-trailers have been added.

Jack Erwin has added two men to his band, now totaling 18.

Business has been excellent in spite of several rainy days.

Sedge Michels enjoyed a visit with his mother, who accompanied him on several New England stands.

The Great DeMarlo recently joined, coming from Ringling show, reports Bobby Burns.

## Parades in Conjunction With Paris Exposition

PARIS, June 21.—In conjunction with the Paris International Exposition a week will be devoted to big circus spectacles, with spectacular daily parades along the magnificent Avenue des Champs Elysees. The circus performances will take place from August 15 to 27 in the huge Grand Palais at the exposition grounds, with the Medrano, Houcke and Rancy circuses presenting their combined shows.

## Pay Tribute to Kent Hosmer

BATTLE CREEK, Mich., July 3.—Members of Greater Exposition Shows held a memorial service for Kent Hosmer while appearing here. Doc Waddell, show chaplain, spoke the memory tribute, saying, in part:

"He was a happy soul, possessor of the God sense of gratitude that enabled him to acknowledge the happiness he thankfully experienced and richly enjoyed. He had his mind in harmony with the unfailing law of truth and supply. No needy one ever went from beloved Kent Hosmer empty-handed. As a press agent his rank was high. He labored in his line poised and calm and quietly. The principle of human interest he mastered and understood."

## Atterbury Bros.' Show Back in South Dakota

WATERTOWN, S. D., July 3.—The Atterbury Bros.' Circus finished a successful tour of North Dakota and is back in this State.

Obert Miller's trained dogs and ponies have been engaged for remainder of season to replace Fred Harper, who closed to play fairs. Lawrence Orton with pony drill joined at Lake Preston. Two high-school horses have been added and band has been enlarged to 10 pieces. Harry

## 28 RAYS TRACKS \$119.00


Latest Serial Numbers—Perfect Condition.

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Also Table Size Vendors.

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## WANT CIRCUS ACTS

Preferably Comedy Acts, Bar Act, Contortion or Juggling Act. Other Acts write. Jake Kokinsht, Band Leader, wants Musicians, Property Man, to drive truck. Southwest Harbor, Thursday; Old Town, Friday; Stonington, Saturday; Bucksport, Monday; all Maine.  
WM. KEIROW, Kay Bros. Circus.

## VERSATILE PEOPLE WANTED

Musical Revue, Sister Team, Straight Man, Musicians, Piano and all instruments. No flirts. No booze. Clean show. Sure pay. Young Girls for choirs, refined. Others write J. H. HULL, Mgr., WORLD'S EXPOSITION SHOWS, Monroe, La.

Hayden troupe is putting on concert and attendance has been very good.

The big elephant has pulled the heavy trucks off several muddy lots last four weeks, which attracted many sight-seers. Harry Johnson has had a banner on her every day since show opened May 1.

## Bill Erickson Hero In Eyes of Church Folk

ELMIRA, N. Y., July 3.—AP carried a story from this city that made Big Bill Erickson, lot superintendent of Dan Rice Circus, a hero in the eyes of the church folk.

Erickson would not allow his men to erect the big top or menagerie here Sunday afternoon, claiming that Sunday was a day of rest and his men were going to observe it. As thousands mulled on the lot "Big Bill" gathered his men around the stake and chain wagon and gave them a lecture on gambling and drinking that had an excellent effect.

As the crowd gathered in larger numbers he stopped the meeting and took up a collection and remarked that meetings would be held every Sunday afternoon because the contribution was most liberal.

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**BANG TAILS**  
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—KEENEY—  
**TRACK TIME**  
with 4 INTERCHANGEABLE TOPS  
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1435 BEDFORD AVE.  
BKLYN, N. Y. (MAIN 2-1297)

**ROUTES**  
(Continued from page 84)  
Happyland: Melvindale, Mich., 6-11; (Grand River & Oakman) Detroit 12-18.  
Harris: La Fayette, Ind., 7-10.  
Henke Bros.: Cudahy, Wis., 7-15; (3d Ward) Milwaukee 16-18.  
Hennies Bros.: Kenosha, Wis., 5-8; Menominee, Mich., 10-17.  
Heth, L. J., No. 1: Connersville, Ind.  
Heth, L. J., No. 2: Sellersburg, Ind.  
Hirsch: Grand: Olympia, Wash., 7-10; Bremerton 12-17.  
Hine Am. Co.: Ashby, Minn.  
Hodge, Al G.: Michigan City, Ind.  
Hoffner, Wm., Am. Co.: Pocompton, Ill.  
Howard Bros.: Scottsdale, Pa.  
Hughes Bros.: El Paso, Ill., 7-10.  
Hunt: Bob: Commerce, Tex., 7-10; White-wright 12-17.  
Hyde, Eric B.: Greensburg, Ind.  
Hyde Park: Chattanooga, Okla., 6-8.  
Imperial: Joliet, Ill.  
Jones, Johnny J., Expo.: (Fair) Anderson, Ind.; Evansville 12-17.  
K. G. Am. Co.: Dyersville, Ia.  
Kaus United: Fall River, Mass.; Portland, Me.; 12-17.  
Kaus United, No. 2: Winston-Salem, N. C.  
Keystone: California, Pa.  
LaVerna United: Huntsville, Ala., 5-17.  
Lang, Dee, Famous: (Fair) Fertile, Minn., 4-7.  
Lawrence, Sam: Shamokin, Pa.  
Lewis, Art: New Bedford, Mass.  
Liberty National: Newport, Ky.  
McClellan: Mt. Carmel, Ill., 7-11.  
McKee Am. Co.: Peabody, Kan.  
McMahon: Rock Rapids, Ia.; Estherville 12-17.  
M. B. Am. Co.: Leadwood, Mo.  
Marshley, W. S., Attrs.: Livingston Manor, N. Y.; Sidney 12-17.  
Marshfield Attrs.: Marengo, Ind.  
Marks: E. Stroudsburg, Pa.; Hazleton 12-17.  
Middleton, Karl: Wellsville, N. Y.; Whitesville 12-17.  
Midwest: Bowman, N. D., 7-10; Hettinger 12-14; Lemmon 15-17.  
Miller Am.: Columbus, Ind.  
Miller Bros.: Beaver Dam, Wis.  
Miner Model: Fottstown, Pa.; Port Providence 12-18.  
Model: Appalachia, Va.; Lynch, Ky., 12-17.  
Modernistic: Olean, N. Y., 5-8.  
Murray Modern: Dayton, O.; Bellefontaine 12-17.  
New England: Pittsfield, Mass., 7-17.  
Orange State: Narrows, Va.  
P. J. J.: Newcastle, Ind.; Muncie 12-17.  
Pan American: Aurora, Ill.  
Patrick: Orofino, Ida.  
Pearson: Whitehall, Ill.  
Peerless Expo.: Paden City, W. Va.  
Follie & Keposian: Frankenuh, Mich., 7-11.  
Friedman: Gotham: New York, N. Y.  
Ray Am. Co.: Gonvick, Minn.  
Reading's United: Milan, Tenn.; Henderson 12-17.  
Rogers & Powell: Hardy, Ark.  
Royal American: (Fair) Calgary, Alta., Can.; (Fair) Edmonton 12-17.  
Royal Palm: Fayetteville, Ill.  
Rubin & Cherry Expo.: Calumet, Mich.  
Santa Fe Expo.: Green River, Utah.  
Sheeley Midway: Superior, Wis.  
Smith's Greater Atlantic: Culpeper, Va.  
Sol's Liberty: Marinette, Wis.  
Sparks, J. F.: Port Clinton, O.  
Spencer & Clark Expo.: Chicago, Pa.  
Spencer, C. L.: Colfax, Ind.; Cayuga 12-17.  
St. Paul, P. J.: General, Ind.  
Stanley Bros.: Swanton, Vt.  
State Fair: Norfolk, Neb., 7-11; Fremont 13-17.  
Stoneman Playland: Pennington Gap, Va.  
Sunset Am. Co.: Oelwein, Ia., 7-17.  
Tilley: Kewanee, Ill.  
Valley, C. W.: Cross Plains, Tex., 7-9; Friddy 12-17.  
Ward, W. G.: (Michigan & Fuller sts.) Grand Rapids, Mich.  
Wallace Bros.: Marshall, Mich.; Angola, Ind., 12-17.  
Ward, John R.: Sullivan, Ill.  
West Bros.: Am. Co., No. 3: Dickinson, N. D.  
West Bros.: Am. Co., No. 2: Glen Ullin, N. D.  
West Coast: Seattle, Wash.  
West, W. E., Motorized: Trenton, Mo.; Albany 12-17.  
Western States: Billings, Mont., 6-11; Sheridan, Wyo., 13-17.  
West's World's Wonder: New Kensington, Pa.  
Winers: Expo.: McDonald, Pa.; Buregetstown 12-17.  
Work: Gibsonville, N. C.  
World of Fun: Beckley, W. Va.  
World of Mirth: Tonawanda, N. Y.  
Yellowstone: Helper, Utah; Magna 12-17.  
Zelger, C. F., United: Kemmerer, Wyo.  
Zimdars Greater: Frankfort, Ind.; Terre Haute 12-17.

**MISCELLANEOUS**  
Barton's Society Circus: (Carlin's Park) Baltimore, Md., 5-12.  
Bragg Bros.' Tent Show: Modena, N. Y., 5-10.  
Chief Light Hawk Remedy Co.: McNabb, Ill., 6-10.  
D'Arcy Girls (Rocky Point Park) Warwick, R. I., 5-10.  
Daniel, Magician: Trout Lake, Mich., 5-10.  
DeCleo, Magician: Woodville, O., 5-12.  
Delmar, Hypnotist: Escape: (State) Marysville, Calif., 8-10; (Redwoods) Vacaville 11-12; (Redwoods) Fort Bragg 14-15; (Redwoods) Ukiah 16-17.  
Flip & Rex, Dogs: Calgary, Can., 7-10.  
Harris Road Show: Wendell, Minn., 5-11.  
Hunsinger, Harry, Magician: Wayland, Mich., 5-10.  
International Trio: (Algeo Hotel) Toledo, O., 5-11.  
Kings, Musical: (Corey Shows) Coalport, Pa., 5-10; Nanty Glo 12-17.  
LeVant Show: Belmore, Ind., 5-10.  
McNally's Variety Show: Forestdale, Vt., 5-10.  
Marie's Marvel Dogs: South Bend, Ind., indef.  
Mechanical Farm Show: Callaway, Neb., 7-8.  
Modern Noah's Ark: Niles, Mich., 7-8; Dowagiac 9; St. Joseph 10-11; South Haven 12; Holland 13-14; Grand Haven 15-16.  
Malloy, J. R., Circus Revue: Harmony, Pa., 5-10.  
Marine & Firestone Co.: Brady, Tex., 5-10; Roundrock 12-17.  
Original Floating Theater: Deltaville, Va., 5-10.  
Pooles, Musical: Friendship, Wis., 5-10.  
Rilton's Show: Dandridge, Tenn., 5-7; White Pine 8-10; Strawberry Plains 12-14; Talbot 15-17.  
Sagwan Indian Med. Show: Barnesville, Ga., 6-10.  
Sharpsteen Show: Wayland, Mich., 5-16.  
Williams Med Show: Addison, N. Y., 5-10.

**Tent Shows in France**  
PARIS, June 21.—The big Cirque Lamy is playing the region of Lyons with bill including the Luganos, trapeze; Helias, comedy wire; Pierre Lamy, Liberty horses; Berg's Bears; Wilke Brothers, Jockeys; Hensens, aerial; Miss Helene, contortionist; the Brockways, comedy bike; Miss Kennedy, horse number; Mollinoff Troupe, acrobats, and the Colorados, Western novelty.  
The Cirque Amar big top is playing the region of Orleans. The Cirque Fanny is at the street fair in the Place Armand Carrel in Paris.

**101 Ranch Subdivided**  
PONCA CITY, Okla., July 3.—The 101 Ranch has been subdivided for tenant farmers. Paul V. Maris, Dallas, acting regional rural resettlement director, stated that titles have been examined, loans are being approved to build houses and barns and 26 families will be ready to move in by autumn. Tracts of the tenant farmers will hem in the famed ranch white house and its one-acre plot, which Colonel Zack Miller, last of the Miller Bros., still hopes to salvage from the big ranch.

**CIRCUS AND WILD WEST**  
Barnes-Sells-Floco: LaJunta, Colo., 6; Colorado Springs 7; Loveland 8; Denver 9-10; Ft. Morgan 11; Sterling 12; Boulder 13; Ft. Collins 14; Greeley 15; Laramie, Wyo., 16; Rock Springs 17; Rawlins 18.  
Cole Bros.: Fort Huron, Mich., 6; Bay City 7; Crowsaw 8; Lansing 9; Jackson 10; Battle Creek 12.  
Dakota Bill Baker's Wild West: Bassett, Va., 6; Henry 7; Snyder'sville 8; Ferriss 9; Boone Mill 10; Cloverdale 11-12.  
Federal: Dorchester, Boston, Mass., 5-10; Haverhill 12-14; Arlington 15-17.  
Fort Peck Rodeo: Beatdown, Ill., 5-11.  
Haag Bros.: Madison, Ind., 6; Rushville 7; Winchester 8; Bluffton 9; Wapakoneta, O., 10; Minster 11; Troy 12.  
Hagenbeck-Wallace: Grand Rapids, Mich., 6; Cadillac 7; Petoskey 8; Traversa City 9; Manistee 10.  
Hinkle, Mills, Rodeo: Batavia, N. Y., 5-8; Mayne City, Pa., 11-19.  
Howe Bros.: Dunselth, N. D., 8; Rolla 9; Cando 10.  
Mix, Tom: Wheeling, W. Va., 6; Parkersburg 7; Athens, O., 8; Chillicothe 9; Portsmouth 10; Huntington, W. Va., 12.  
Peach Bros.: Aberdeen, S. D., 6-10; Duluth, Minn., 12-18.

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GIVE-AWAY PACKAGE  
★ Very Classy, Contains Nut Chocolate Caramels.  
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Circ Show open; we have the equipment; forty per cent to office.  
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If you're a live-wire Concessionaire, Corn Game Operator, Pitchman, Novelty Worker or Musician, you simply can't afford to miss the hundreds of "money-makers" our new 1937 General Catalog presents. Don't fail to send for your Free Copy today!  
**GELLMAN BROS.**  
119 North Fourth Street  
MINNEAPOLIS, MINNESOTA

**J. J. PAGE SHOWS**  
Want for Muncie, Ind., heart of city, and balance of season, Veteran's Celebration, July 12 to 18, seven days, including Sunday. First show this year. Octopus and one more flat ride not conflicting with what we have. Want money-getting shows. Have complete outfit for Ceek Show, including new banner line. Also want Acts for Ten-in-One. Pay out of office. Also Performers for Minstrel Show and Trombone or Colored Band. Ludy Tesser wants Accordion Player and Girls for Circ Show. Want Legitimate Concessions of all kinds. Opening for Custard and Picture Machine. Have twelve Southern Fairs contracted.  
J. J. PAGE SHOWS, Newcastle, Ind., this week; Muncie, Ind., next week.

## May Candy Sales Show Big Gains

WASHINGTON, July 3.—Department of Commerce data on candy sales for the month of May were recently made public. While it contains a mass of figures, the operator of candy vending machines will gain an idea of the immense market for candy and will also be encouraged by the fact that sales for May showed the second largest gain this year, compared with corresponding months last year.

With this boost, sales for the first five months recorded an advance of 11.7 per cent over the same period of last year. For 295 manufacturers the January-May, 1937, volume was \$101,762,253 compared with \$91,135,391 during the same five months in 1936. The greatest individual gain of the period occurred in March, when the increase was 18.7 per cent.

The May volume reported by the same group of manufacturers was \$17,223,996 as against \$14,645,940 in May of last year.

There were two outstanding features in the report.

First, the wholesale manufacturers ran ahead of the rest of the industry as they have been doing fairly consistently. The gain for this group, in which 266 of the total list of manufacturers were grouped, was 19.7 per cent, their sales jumping from \$11,713,429 to \$13,905,952.

The second feature was the return of competitive chocolate products to the "plus" column. Sales of such items had been consistently under those of 1936 for each of the first four months of this year. This condition was reversed in May, when competitive chocolate products sales went to eight per cent above May, 1936.

The detailed report of the operations of the wholesale manufacturers by sections disclosed only one isolated instance where a loss had been sustained. Every other State but Colorado, where the drop was only three per cent, reported greater sales in May of this year than the same month of last year.

Some of the State gains were exceptional. What was particularly surprising was that several of the largest increases were made in the States with the heaviest volume.

For example, Pennsylvania, the second ranking candy producing State of the nation, registered an advance of 28.4 per cent, its volume jumping from \$1,598,126 to \$2,052,049.

Illinois, the premier candy State from point of volume, likewise had a gain of 21 per cent. May, 1937, volume for 36 producers in that State amounted to \$4,737,669 as against \$3,914,875 for the same period last year.

New York, the third leading State, had a 16.2 per cent increase, volume rising for 30 manufacturers from \$1,550,701 to \$1,801,485.

These increases brought the rise in candy sales in these States for the first five months to high points for the year. Illinois, for example, was 19.3 per cent ahead of its January-to-May volume; Pennsylvania, 25.1 per cent, and New York, 11.9 per cent.

The increase for wholesale producers, by geographical sections, during May was:

New England, 15.8 per cent; Eastern, 21.9 per cent; Southeastern, 34.9 per cent; Central, 20.5 per cent; Southern, 12.1 per cent; Midwestern, 12.5 per cent; Northwestern, 33 per cent, and Western, 10.2 per cent.

Gains, by sections, for the January-May period were:

New England, 9.9 per cent; Eastern, 18.6 per cent; Southeastern, 30.9 per cent; Central, 18.5 per cent; Southern, 2.3 per cent; Midwestern, 8.7 per cent; Northwestern, 47 per cent, and Western, 17.1 per cent.

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## LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

## New Orleans

NEW ORLEANS, July 3.—Hot weather and rain were not enough to keep numerous out-of-town operators from making their routine calls on local distributors this week in the hopes of finding more new ideas in machines. Oil booms, fine crop outlooks, heavy construction work over wide areas of Louisiana and Mississippi, as the result of the administration's push for new industry on the 10-year tax exemption clause, are only a few of the things that have been giving coin machine ops plenty of enthusiasm in this area.

F. W. King, head of the C. & N. Sales Company, reports that business conditions are undergoing the usual summer lull in his territory. King has just returned from a long trip thru Mississippi, Louisiana, Arkansas and parts of Tennessee, and reports prospects for all business unusually good, especially for vending machines of all kinds.

Dixie Coin Machine Company again reports a long list of out-of-town callers this week, including George Rossi, popular op of Hammond, La., and S. H. Stafford, Ponchatoula, La., both reporting a fine business in their sections. The firm has received its first shipment of Pamco Races and sold them out a few days after arrival. The firm also announces its distributorship of Mills console model slots.

Regular meeting night of the New Orleans Coin Venders' Association has been changed from Tuesday to Thursday, effective last meeting, when President Julius Pace said a fine summer attendance reported generally good business. President Pace is proud of the organization and persists in giving credit to the fine co-operation of its membership.

Jim Tallon and Ed Rodriguez are leaving Monday on that trip into Old Mexico. The boys are going to be away about 30 days and expect to cover a large portion of the sister republic as well as South Texas.

New Orleans police opened their campaign against slugs Wednesday with the arrest of four men. The telephone company is co-operating with the use of a new slug-detection device, which led to the four arrests. Many others are expected. Tuesday 100 of the new devices were installed around the city, which make it possible to see the last coin dropped in while police stand by to check up on each box.

Business must be good at the Crescent Novelty Company. Notice that Gus Lamana is driving a new Pontiac around in place of the old Chevvy. Hank Friedburg, head of the firm, is leaving this week for the Windy City, where his wife and children have been spending several weeks with relatives.

Larry C. Copeland, coin machine distributor, has returned from an extensive trip thru Louisiana and Mississippi. He reports a summer lull in business.

## Many Ops Visit New Monarch Quarters

CHICAGO, July 3.—Altho decoration of the new headquarters of the Monarch Coin Machine Company has yet to be completed, Roy Bazelon, head of the organization, reports that he has been busy receiving the personal congratulations of hundreds of Middle West operators who have visited the new display rooms.


"True to our promise," said Bazelon, "we made the deadline and were in our new offices on the day advertised. Altho we have been here nearly a week, we have been so busy meeting our old friends, making new ones and filling orders that we are not yet completely settled. However, this in no way affects the efficiency of the organization and we are doing business with more enthusiasm than ever before. A larger space gives us ample room for displaying the hundreds of reconditioned games which we keep on hand at all times along with the various allied lines such as salesboards, premiums, counter games and so on."

Installation of new reconditioning equipment has been completed and the games are being turned out rapidly and efficiently, according to Jack Howanie, chief mechanic.

# CALCUTT'S CLOSEOUTS

Joe Calcutt personally guarantees every machine or game listed to give complete satisfaction, regardless of price.

"SAVE MONEY — DEAL WITH VEMCO!"



## MILLS BARGAINS SLOTS



**MILLS 5c PLAY  
SKYSCRAPER  
BELL  
ONLY**

**\$39.50**



**MILLS 5c BLUE FRONT MYSTERY VENDER**  
\*100 of Bell, with or without Gold Award State which wanted. With Milco Checks \$7.50 Extra.

**\$69.50**



**MILLS 5c SILENT  
ESCALATOR MODEL  
J. P. F. O. K.**

**\$27.50**

### 155,000 USED PHONOGRAPH RECORDS

Our Selection! NO ALI KEI Packed 100 to the Carton. FULL CASH MUST ACCOMPANY ORDER.

**100 FOR \$3.00**

#### RECONDITIONED SLOTS

8 Mills 5c Yellow Each	
Front Myst. Golden Bells or Venders	\$54.50
9 Mills 5c Yellow Front Reg. Golden Bells or Venders	49.50
12 Mills 10c Blue Front Myst. Golden Bells or Venders	69.50
4 Mills 10c Blue Front Myst. Golden Bells or Venders without Gold Award	74.50
1 Mills 10c Escalator Silent J.P.F. Front Vender	34.50
1 Mills 10c Yellow Front Myst. Golden Award Ball or Vnder	67.50
1 Mills 25c Yellow Front Reg. Golden Bell or Vender	49.50
1 Mills 25c Skyscraper Bell, Reg. Payout	42.50
17 Mills Penny Blue Front Myst. Golden Bells or Venders	49.50
11 Mills Penny Yellow Front Reg. Golden Bells or Venders	31.50
5 Same as above, with Mystery Payout	36.50
6 Mills Penny Orange Front Myst. Golden Bells or Venders	37.50

### SLOT SAFES

7 Mills Double Safes	\$18.00
5 Mills Single Safes	12.00
14 Chicago Metal Safe Stands	5.75
9 Mills Safe Stands	6.50

### SPECIAL While They Last

9 Mills Model 801 Highbay Selector Phonographs, 5c, 10c or 25c Play Slot, optional	\$29.50
11 Mills Triple Slot Selector Troubadour Phonographs	39.50

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ONE BALL AUTOMATIC, (1 BALL PLAY)		Chicago Coin Multi-Play (10 balls).....\$12.95	Rock-Ola Totalite with Payout Register.....\$4.95
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Bally Bonus (ticket)..... 12.95		Bally Snappy..... 37.50	Rock-Ola Bomber..... 4.95
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Bally Jumbo (ticket)..... 7.95			System..... 4.95
Bally Peerless (cash)..... 12.95			Scrimmage..... 4.95
Bally Peerless (ticket)..... 12.95			Short Wave..... 4.95
Benny Daily Limit..... 7.95			Buckley Bure Shot..... 4.95
Keeney Grand Slam..... 12.95			Genco Scooty..... 4.95
Keeney Mammoth..... 7.95			Thriller..... 4.95
Mills Equity..... 7.95			Western Hi-Lite..... 4.95
Pamco Buffet..... 12.95			Exhibit Whirlpool Ticket Game..... 4.95
Pamco Ophase..... 12.95			Zip..... 4.95
Pamco Parley Sr..... 12.95			Zorn..... 4.95
Pamco Pinch Hitter..... 12.95			A.B.T. Autobank..... 4.95
Pamco Leatherneck..... 12.95			Beamite..... 4.95
Rock-Ola Credit..... 12.95			Cheer Leader..... 4.95
Model "B" Traffic (5 balls)..... 3.95			Canon Fire Jr..... 4.95
Model "A" Traffic (5 balls)..... 3.95			Cyclone..... 4.95
Bally Sky High (5 balls)..... 7.95			Mad Cap..... 4.95
Bally Air Lane (10 balls)..... 7.95			Role Game..... 4.95
Bally Rocket (10 balls)..... 3.95			Daval Sequence..... 4.95
Bally Railroad..... 57.50			Stoner Tickalito..... 4.95
Bally Peaskeen..... 77.50			Genco Wizard..... 4.95
Stoner Turf Champs..... 67.50			Home Scotch..... 4.95
Bally Multiple..... 12.95			(In ordering any of the above games, to be shipped, include an additional \$1.00 on each item to cover cost of crating.)
Mills Post Time..... 59.50			Keeney Firecracker..... \$24.50
Pamco Speedway..... 2.95			Line Up..... 21.50
Pamco Galloping Plugs..... 12.95			Three Star..... 27.50
			Bouncer..... 27.50

## THE VENDING MACHINE CO.

205-15 FRANKLIN ST. FAYETTEVILLE N.C.

Terms - Full cash with order or one-third Post Office or Express money order deposit We shipping C.O.D. for balance due

**GENCO'S BIG HITS!**

**HOME STRETCH**

**AUTO DERBY**

and NOW

**CARNIVAL**

The THREE BIGGEST MONEY-MAKERS THAT NOVELTY GAME OPS. HAVE SEEN THIS YEAR!

**\$74.50**

EACH

**GENCO Inc.**  
2621 N. ASHLAND AVE. • CHICAGO, ILL.

**Revamping Adds Appeal to Game**

DETROIT, July 3.—Earl Russell, service department manager of the O. D. Griffin Company, Detroit jobber, spent the last week-end in Chicago. He visited J. H. Keeney & Company, as well as other houses in Chicago, and placed an order for parts. Griffin organization is now working on a new adaptation of the Fireball machine, which, with slight changes, makes it have all the novelty appeal of a brand-new machine.

Mrs. Griffin, who is active manager of the company since the illness of her husband several months ago, stayed on the job in Detroit to head the business. She has been devoting considerable time lately to collection work and reports payments slow at the present time in the local field.

With typical feminine thoroughness Mrs. Griffin is making an individual investigation of each account. Another desirable trait of Mrs. Griffin's, by the way, is that she rarely if ever makes an important decision without first consulting some other person in the business who may be able to give her sound advice on the point in question.

**Fitz Salesmen Seek Record Week**

NEW YORK, July 3.—Salesmen of John A. Fitzgibbons Company, Inc., are out for a record sales week while Fitz is away at the Bally plant in Chicago. Throughout the week the offices are reported to have been humming with activity both here and in Newark so that the boss will have a grand surprise awaiting him when he returns.

With so many new games to push, the chief salesman of the firm, Jack Delvin, Tommy and Gene Callahan, Phil Coogan and Bill McDonald, feel that they have a good chance to hang up an all-time record.

Lew Wolf, who is on the road for the firm, is also said to be contributing his share. With his co-operation the boys at their headquarters in the Bally Building feel they cannot miss going to town.

**Resort Tavern Has Game Room**

DETROIT, July 3.—A special game room in the tavern is an idea a lot of operators give too little attention to, but its success is proved by the play received in such a room at the East Shore Tavern at Walled Lake, popular summer and amusement resort near Detroit. The tavern itself, seating about 200, is finished in a natural-finish firwood. To one side of this a room about 10 by 15 feet has been added, finished in the same style. This is devoted solely to game machines

**SLOT BARGAINS FACTORY REBUILT**

GUARANTEED 100%

MILLS BLUE FRONT MYSTERY—5c	\$59.50
MILLS F.O.K. SILENT—5c	29.50
MILLS SKYSCRAPER—5c	39.50
MILLS LION-HEAD—5c	32.50
MILLS Q. T.—5c—LIKE NEW	39.50
MILLS YELLOW HEAD—5c	39.50
JENNINGS—5c DUKE—D. J.	16.50
JENNINGS—1c DUKE—S. J.	8.50
MILLS FUTURITY	44.50
PACES RACES—SERIAL UP TO 2500	165.00
PACES RACES—SERIAL UP TO 4000	225.00

**GERBER & GLASS** 914 Diversey Blvd. CHICAGO

**LADY LUCK**

1200 Hole Form 4190

Takes In . . . . \$40.00  
Pays Out . . . . 19.00  
Price With Easel . . 1.82  
Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

**CHAS. A. BREWER & SONS**  
Largest Board & Card House in the World  
6320-32 Harvard Ave., Chicago, U. S. A.



of several types. Change of machines is, of course, essential on the part of the machine operators having these locations, but a typical popular layout in use at present consists of a large Rola-Score ski ball game, a Ray-Lite rifle and an Iron Claw. The two large games, requiring so much space, precluded the use of more machines with them and, in fact, with patrons crowding into the room, this made just the right space for a sort of intimate recreation room. The rifle game proved the most popular of all, William D. Bachelor, who manages the tavern, said.

In addition to these a large Mills studio model automatic phonograph is housed in a stage-type room right next to the game room proper. Designed for a small orchestra, this space can be readily converted to its original use by taking the phonograph to one side when an orchestra is brought in for an evening. In the meantime the machine fills very capably a rather blank "hole in the wall" and its design, as well, serves to bring all the emphasis of stage layout to the machine, which furnishes almost constant entertainment during open hours.

Protect Your Route Without Delay

**1c Skill Game**

5 PENNIES ON DUCK PACKAGE OF CIGARETTES

**DUCK SOUP**

It's Legal!

100,000 Locations Open for This Money Maker.

Earn \$2.00 to \$10.00 Daily.

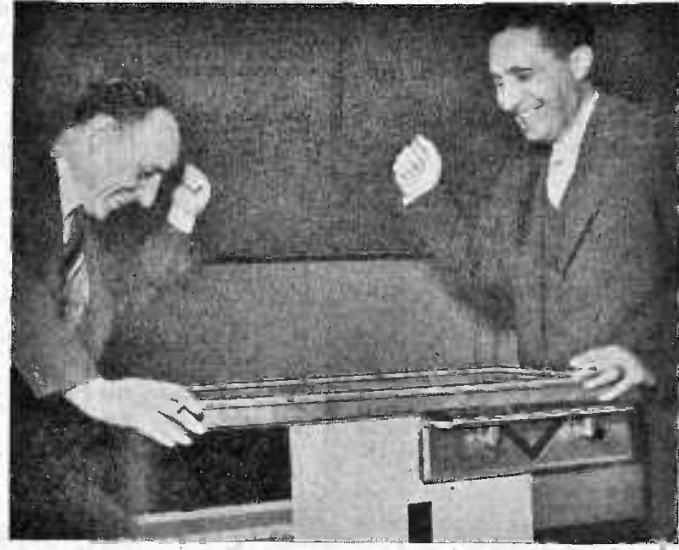
- CLEVER
- NOVEL
- ORIGINAL
- PROFITABLE

PRICES For a Limited Time. Sample (one only) \$1.50  
Lots of 6, 1.30  
Lots of 12, 1.20  
1/2 dep. with order, bal. C.O.D.

Watch the DUCK Dive!

**STAR SALES CO.**  
3921 Wayne Ave., Kansas City, Mo.

No Personal Checks, Please



JIM PASSANANTE (right), J. & J. Novelty Company, Detroit, and George Jenkins, Bally assistant sales manager, watch the ponies go round and round in the Favorite console game.

**New Stoner Games Making Big Hit**

BROOKLYN, July 3.—D. Robbins & Company, Eastern distributors for the Stoner Corporation, report that their summer business is bigger than ever, due to the demand for the two latest Stoner games. According to Dave Robbins, Stoner's five-ball novelty game, Daytona, is the greatest value ever offered. "Only the fact that Stoner builds most of its own electrical units and cabinets enables the company to sell the game at such a low price," Robbins explains. "The demand for the game is so heavy that we are spending a great part of our time on the phone begging the company to increase our shipments.

"Everybody in the industry," he continued, "knows how successful Stoner's Turf Champs was. That's why operators who can operate cash payouts and ticket models are placing so many orders for the firm's new five-ball one-shot Latonia. The game has one of the most fascinating backboards I have ever seen on a payout game. Players just can't resist the temptation to play it. With both of the games going strong," he concluded, "I can see that we are in for a mighty busy summer."





**How about You, Mr.?**

**WE SAY IT WILL MAKE MONEY ---  
THOSE WHO OPERATE IT KNOW  
IT MAKES MONEY!**

**BALL PARK**

**1-BALL-BUMPER PAYOUT GAME**

with  
TWO HOME RUN BUMPERS, "FREE-PLAY HOME-RUN" HOLE, BASE-RUNNERS ON LITE-UP BACKBOARD!

**ARE YOU MISSING SOMETHING?**

**WORTH \$10 MORE!** **\$149.50**

Tax Paid F.O.B. Chicago. Ticket Model \$10 Extra

**AND DON'T MISS THESE PADDOCK**

Horses run around track in lights! 1-ball bumper automatic payout. Order Today! **\$149.50**  
Ticket Model \$10 Extra.

**SENSATION OF 1937**

The "location maker!" Featuring "Double Spring" Skill Row—  
"Twin Electro" Skill Gates. **\$69.50**  
A De Luxe game at only...  
Immediate Deliveries.

**CHICAGO COIN MACHINE MFG. CO.**  
1725 W. DIVERSEY - CHICAGO

**MEN MACHINES**



For two months now the heat is on, even in the Northern States, and all news will be hot news. In other words summer is with us and resorts and vacations will be the order of the day. That coin-operated machines are finding more and more uses in resort territory is evident to all who follow the news of the industry. This expansion has been taking place each summer for the last several years and is not by any means a boom idea. It has been healthy expansion and the extra business for manufacturers and operators is becoming an important factor in the trade. Fortunately the vacation spirit is a growing thing in this country, as people come to seek more leisure.

material for the trade to have. Getting reliable figures authenticated by some disinterested authority would be a job, but it should be done in the interests of the industry.

The news letter from Dave Marion, Wichita, Kan., distributor, is very frank, but it really gives information in which every member of the trade is interested. Distributors know what is actually going on and frank letters from them would be of the highest value for news and information.

Lee-Moore & Company, Chicago, feature a dry-shaver board in their latest lineup of new salesboards for the season. Funny thing is that two pretty models are shown using the razor (on themselves) in the announcement made by the firm. Maybe I am not up on my femininity so that it seemed funny to me. A he-man decorates the other side of the announcement.

During July and August a good rule is not to take life or business too seriously, not even the news or anything an editor may write. Editors suffer from the heat just as everybody else does.

To all readers and friends a happy vacation wish now, so that when you do start on your vacation the good wishes will have been made in time.

A helpful industry will be the theme of Joe Calcutt, Fayetteville, N. C., in a guest editorial to appear in *The Billboard* soon. The theme is an interesting one and should be told over and over to the public at large.

New machines are showing up in the Sherman Hotel lobby even in the good old summer time. An astrological scale by C. R. Kirk & Company is a new addition to the most modern scales placed on the market within the last year. This scale takes a penny and gives the customer his weight and an astrological reading on a small card. The customer turns a small knob on the machine to his astrological birth sign and thus gets a selective reading. The card system is arranged to offer a "come-on" in that each card refers to an additional card which may be had by depositing a penny for a second weighing.

Al Tigerman, Globe Distributing Company, Chicago, pioneer in amusement games field, announces a new policy to operators which includes the idea of buying reconditioned used games at attractive prices. Tigerman will be telling the story regularly to operators, he says.

A unique palm reading machine (5 cents) is also on display, giving a card reading and having mirror reflectors for the palm.

**Ponser Launches Brooklyn Branch**

The Bowl-a-Lite bowling game by Target Roll and a Seeburg target in which hits make a squirrel climb a tree are also to be seen.

BROOKLYN, July 3.—George Ponsler has opened new offices for operators at 1435 Bedford avenue, this city. Bernard Becker will be manager in charge, and Frank Wagenback, mechanic, will look after the servicing of machines for the ops.

In fact, the Gerber games setup in the Sherman Hotel shows a wide variety of high-grade machines which can be set up in territory in which pinball is banned.

Ponsler assures the Brooklyn operators that they will receive the same good service and treatment at this branch as they have always received at the firm's other three offices.

There is some curiosity underneath the surface as to what the new idea will be that breaks in the early fall to start things off on a new amusement tangent. There always seems to be some strange fate that springs a new amusement idea just at the right time, so there's no need to worry during the summer. The present market offers some good buys.

Brooklyn office will act as a jobbing office for the manufacturers which the firm represents in the East. In this fashion it will be able to give the operators immediate delivery of the latest and best games, it reports, and will also be able to work more closely with the operator to help him to greater profits.

For the first time in her life Babe Kaufman, New York, cast all business cares aside and reports enjoying a big fourth of July. That's all the publicity she wants this time, she says.

"As far as repairs are concerned," Ponsler stated, "the services of Frank Wagenback in this regard are well known throughout this area. He is one of the finest and most experienced repair men in the East. He has been able to do some marvelous work for the men and we feel sure that they will appreciate the accurate repair system that he has installed in our new Brooklyn offices."

Groetchen Tool Company, Chicago, says that the hottest news for the summer is about its Ginger counter machine. It uses the token payout idea and occupies small space. Fortune strips, baseball reels or cigaret symbols may be had. Ginger may be seen at distributors all over the country, according to the makers.

**Standard Sales Company Opens in Cincy July 15**

Dave Bond, maker of the Snacks vending machine, contributes a timely warning about the use of novelties in bulk venders, such as lead toys, that may injure the contents. He speaks out strongly against the use of coins in bulk venders also, because such a practice brings the stigma of gambling into the bulk vender field.

CINCINNATI, July 3.—Standard Sales Company, new jobbing and distributing firm, opens at Elm and Central Parkway here July 15. Officers of the new company are Frank Weiss, Sam Welland, Harry H. Cohen and Bob Kattenhorn, who will look after the sales end.

The music notes from New Orleans says that an interesting statement of the costs of operating phonographs. This itemized statement of costs seems to have been included in a petition to the city for a reduction of taxes on music machines. Authentic tabulations of operating costs on various types of machines would be a good kind of defense

New organization will not operate machines. It will stock practically every type of coin-operated machine made. Weiss will be on the road continually, contacting operators and showing new machines.

**LOOK**  
IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

**Introducing New Ice Cream Vender**

NEW YORK, July 3.—After exhaustive practical tests in Europe, Frost-o-Matic, new ice cream vending machine, is being introduced in Canada and the United States by Ice Cream Venders, Inc., according to *The Confectionery and Ice Cream World*.

After four years of scientific research by Professor W. L. de Haas, of the University of Leyden, Holland, and W. W. Hamel, an Austrian engineer, officials of the concern indicated this week that Frost-o-Matic has been perfected for mass output and that production is already under way in a large manufacturing plant in Ohio.

Officials in the firm are D. V. Stratton, president; Charles T. Stork, vice-president in charge of sales, and W. W. Hamel, vice-president in charge of engineering.

Conclusive proof that the Frost-o-Matic will successfully dispense ice cream is seen in the fact that several units were in operation in New York subway stations, factories, office buildings and theaters during January, February and March. It was pointed out by executives of the firm. While outside temperatures ranged from 10 degrees below zero to 40 above, daily sales per machine averaged over 140 packages, or \$7 revenue a day. This is in view of the fact that summer consumption of ice cream is seven times greater than in the winter. The machine dispensed nickel packs of ice cream over this period.

A standard portion of ice cream one-inch high, two inches wide and three inches long is vended by the Frost-o-Matic. Ice cream is delivered to the purchaser in perfect condition regardless of prevailing weather conditions, it is maintained.

As no electrical connections are necessary, the machine can be shifted from location to location at will. Refrigeration cost is estimated at 20 cents a day, as the vender uses solid CO<sub>2</sub>.

Ice Cream Venders' merchandising plans for the Frost-o-Matic are to lease the units to licensees who are granted an exclusive operating territory—usually in a single city. This co-operative plan includes blanket contract prices on ice cream, the refrigerator and cartons, as well as active aid in securing vending machine locations.

**SPORS WHOLESALE CATALOG**

4000 ITEMS FREE WHOLESALE CATALOG

Hot off the press Shows 4,000 world-wide Bargains, 256 Pgs. of Fast Sellers of Every Description and Making Plans. This Catalog is FREE. Send for it today.

SPORS CO., 7-57 Erie St., Le Center, Minn.



*Evans' DE-LUXE PAYOUTS*  
*Unequaled*  
**FOR PERFORMANCE AND PROFITS**

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not copied or changed over from older models. Every machine is built RIGHT. Evans games are absolutely free from "bugs."

For top profits and unflinching performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.



**GALLOPING DOMINOS**

Fascinating Dice Payout . . . . . **\$325**

**BANGTAILS**  
Superb Horse Race Payout . . . . . **\$335**

**ROLLETTO JR.**  
Automatic Roulette Payout . . . . . **\$345**

5c or 25c Play

**PLAYING FIELDS INTERCHANGEABLE AT NOMINAL CHARGE**

Check Separator \$10 Extra. Concealed Payout Drawer or Open Cup Optional.

All Prices F. O. B. Chicago. Federal Tax Paid.

**H. C. EVANS & CO.** 1522-28 W. Adams St., Chicago, Ill.

**7TIMES EARNING POWER**

7-coin visible drop chute accepts one to seven coins at each play!

**SPINNING FLASHER LIGHT**

Whirling, sparkling lights reflect thru the playing field and come to rest on the winner!

**MIRROR-BAK-FIELD**

An illuminated modernistic mirrored top, decorated in dazzling colors. Marvelously rich!

**MODERNE CABINET**

Absolutely class! Ebony black trimmed in silver. 38" high, 36" long, 19" deep.

REGISTERED COPYRIGHTED AND PATENTED DECEMBER 31, 1936.



**Great Guns Going Great, Says Becker**

CHICAGO, July 3.—"Players, locations and operators are going Great Guns," says Ray Becker, sales manager for J. H. Keeney & Company. "Call it a pun if you like, but it's an appropriate way to describe the reaction towards Jack Keeney's new novelty hit, Great Guns, and its new novelty action produced by the accelerated bumper.

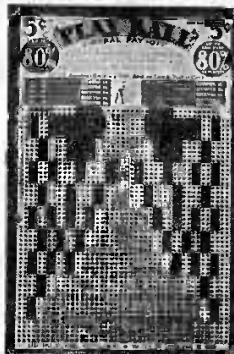
"Great Guns are being snapped up by distributors as fast as we can turn them out, and we're shipping hundreds every day," added Becker. "There has always been something fresh and play-inspiring about a Keeney game, and this game is no exception. Our new accelerated bumper action has put new life into thousands of locations, yet the game has been in production for only a week. This gives you a fair idea as to how operators and players have accepted the game."

The outstanding feature on Great Guns

is the new accelerated bumper which, it is reported, is expected to lead the way in a new trend in pin game designs and play. Keeney officials claim that thru this innovation the action of the ball is increased approximately 1,000 per cent, thus adding an undeniable speed appeal. When a ball contacts one of these accelerated bumpers a score is registered on movie totalizer and the ball itself is projected with bulletlike speed in any one of a hundred different directions. Other features which make this "an unusually different game" are reported to be the improved one-push ball lift and a new hair-trigger plunger.

**St. Louis Novelty Moves**

ST. LOUIS, July 3.—St. Louis Novelty Company, jobber and operator of coin-operated machines, has moved to larger quarters at 3138 Olive street, four doors north of former address. The move, according to Arthur Helmke, owner and manager, was necessary due to the large increase in business.



**---AND STILL GOING STRONG!**

Week after week without a let-up!

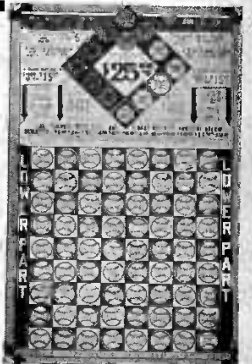
**PLAY BALL**

A salesboard with more appeal than any jar deal yet conceived! Board with accompanying pay-out card, Tip-style tickets. Beautifully finished. 80% average payout. 5c or 10c deal. 5c board takes in:

2280 Holes @ 5c. . . \$114.00  
Pays out (average) . . . 75.94

Profit (average) . . . \$38.06  
10c board takes in:  
2280 holes @ 10c. . . \$228.00  
Pays out (average) . . . 157.97

Profit (average) . . . \$70.03  
Thick board with easels, lacquer finish, cellophane wrapped.



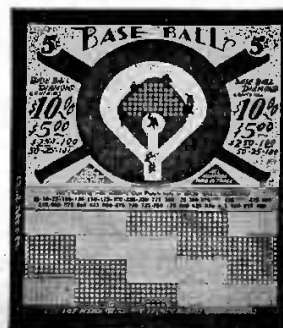
**You'll make a hit in your community with our fundraising series deals. Write for particulars!**

**Write for Scoops, 16 - Page Trade Paper. The only salesboard trade paper in the U. S.**

**SUPERIOR PRODUCTS, Inc.** DEPT. 0 14 N. PEORIA ST. CHICAGO



SAM LONDON, Milwaukee Coin Machine Company, Milwaukee, professes getting a thrill in playing Foto-Finish at the Gottlieb plant, Chicago.



**ANOTHER MONEY MAKER**

You can't afford to be without this

**BASE BALL BOARD**

1,000 Holes—60 Step-Up Winners, Paying Awards of 10c to \$10.00.

Takes in . . . . . \$50.00  
Definite Payout . . . . . 24.65

Attractive—Colorful—Profitable  
Price \$2.52 Plus 10% Tax

**GLOBE PRINTING CO.**  
1023-27 RACE ST., PHILADELPHIA, PA.  
New Catalog Just Out—Send for One.

# Maryland Defines Skill Games; Legalizes Merchandise Awards

For reference purposes the Maryland State law for licensing pinball, etc., is published herewith. It should be filed for reference by operators of such games and particularly by secretaries of operators' associations. The Maryland law is one of the most recent to be passed and has one or two constructive steps in recognition of mechanical games, but information is that it will probably require court interpretation to determine its application to certain types of machines.

It is to be hoped that the Maryland license law will be given a fair trial and hence prove successful. States adopting licenses are usually overrun by outsiders rushing into the State, and Maryland operators sincerely wish to avoid such a condition. A few operators always violate the rules and bring disrepute upon the law and the trade.

The definition of a pinball game in the Maryland law is constructive. It provides for a "machine or device so constructed or devised as to make the result of the operation depend in whole or in part upon the skill of the player." This gets away from the argument about "predominant skill," a question which is about as sensible as that of which comes first the hen or the egg. The Maryland definition should prove practical in time if operators use good judgment. It is adapted to modern mechanical games and should prove a great step forward in the legal recognition of such devices.

The annual license fee of \$35 for nickel machines and \$10 for penny machines is subject to debate as to whether it is too high. Actual test of this fee over a year will decide whether operators can afford to pay it. The licenses are transferable, which makes them practicable to machines that last only for a short while and must be replaced by new games.

The license fees are specified to go into the "State Fund for the Aid of the Needy," which gives the tax a practical purpose and makes the games serve a useful cause, in addition to providing amusement to patrons.

## Legalizes Prizes

The act states that "The maintenance, operation or possession of any of the machines or devices herein described, and the offering or paying of any premium, trophy or prize, in merchandise only, for high score or skill in the operation thereof, are hereby declared to be lawful when such machines are duly licensed." The act goes on to specifically forbid the operation and possession of a machine depending solely upon chance.

The above provision is definite about making the pinball games legal and also sets a precedent in making merchandise prizes legal. We have written much in urging the trade to use merchandise awards and prizes. The operators of Maryland have one of the greatest opportunities ever offered to the trade to demonstrate whether a policy of merchandise awards can be made to succeed. Maryland can be a testing ground for the theory of merchandise prizes, its effects on players and its benefits to operators. That is, if all operators will live up to the law. The great danger is that operators will not adhere strictly to the law and the whole idea of legalizing and licensing games and merchandise awards will receive another black eye. The Maryland law was passed with the provision that it automatically expires April 30, 1939, which indicates

that it is an experiment for two years. It will be an interesting study for the trade to observe the Maryland law in operation, and if by chance it gets a black eye to inquire what groups, individuals, causes, etc., cause the trouble.

## The Statute

The statute is as follows:

**LICENSES FOR PINBALL MACHINES, ETC. (M-177 L):** As provided for in Chapter 11 of the Acts of the Special Session of the General Assembly of Maryland of 1937, approved May 18, 1937.

"23A—No pinball machine or game played with balls and plungers upon the insertion of a coin or token or any other machine or device so constructed or devised as to make the result of the operation depend in whole or in part upon the skill of the player shall be kept, maintained or operated for the purpose of public entertainment or gain within the State of Maryland unless a State-wide license has been previously obtained either from the clerk of the Circuit Court of any county or from the clerk of the Court of Common Pleas of Baltimore City. Any person, partnership or corporation obtaining such license shall pay therefor to the State of Maryland the sum of \$35 for each game or machine; provided, however, that if such machine or game is played for the sum of 1 cent, then the license fee shall be \$10 for each machine or game. Each game or machine licensed shall have affixed to it a metal tag issued by the clerk of the Circuit Court of any county or the clerk of the Court of Common Pleas for Baltimore City, as the case may be, showing that the fee for the current year has been paid. All licenses shall expire on the 13th day of April of each year, shall be transferable and shall be prorated monthly. No license for the operation of any machine or game under this section shall be issued after April 30, 1939, and all provisions of this section shall be inoperative, null and void after April 30, 1939. Any person, partnership or corporation keeping, maintaining or operating any of the aforesaid games or machines without such license shall be guilty of a misdemeanor and upon conviction thereof shall be fined \$100. All license fees collected under the provisions of this section shall be paid to the comptroller for deposit in the 'State Fund for Aid to the Needy' and be disbursed therefrom in the manner and for the purposes prescribed by law. The maintenance, operation or possession of any of the machines or devices herein described, and the offering and paying of a premium, trophy or prize, in merchandise only, for high score or skill in the operation thereof, are hereby declared to be lawful when such machines or devices are duly licensed, any other provision of law to the contrary notwithstanding. Nothing herein shall be deemed to make lawful the maintenance, operation or possession of any machine or device the successful operation of which depends solely upon chance. It shall be unlawful for any person, firm or corporation maintaining, operating or possessing any machine or device licensed under the provisions of this section to permit the use or operation thereof by any person under the age of 18 years. Any violation of this provision shall be deemed a misdemeanor and be subject to a fine of \$25."

**YOU'RE FLYING HIGH**  
when you Operate this  
**WESTERN**  
1-BALL AUTOMATIC  
BUMPER PAYOUT  
featuring  
MOVIEGRAPH  
ACTION  
Immediate Deliveries  
From Authorized  
Distributors.

**\$169.50**  
TICKET MODEL  
\$10 EXTRA

**WESTERN EQUIPMENT and SUPPLY CO.**  
925 WEST NORTH AVE. • CHICAGO, ILL.

**FAST PLAY** **ITS LEGAL**

**JUGGLE JUG**

Patent Serial No. 126234

A TRUE SKILL GAME requiring no mechanical adjustment. A counter game that fascinates, resulting in ever increasing play. The coin travels through a viscous green fluid allowing the player several seconds to attempt to place coins on peg. It is a proven money maker. Ten Jugs operating locally earned gross \$181.00 in a ten-day period. Easy to service, about five minutes required.

Sample \$12.50 Cash, Fed. Tax Paid.  
Lots of Ten \$10.00 Each, Plus Fed. Tax.

**SALESMEN AND DISTRIBUTORS WANTED**

**JUGGLE JUG MFG. CO.**  
4354 So. Hoover St., Los Angeles, Calif.

fascinated by the revolving playing field laden with a wide variety of attractive merchandise and shoot nickel after nickel into the machines trying to get some article which strikes their fancy.

"Edward F. Hill, superintendent of concessions at Riverview," he continued, "has been enthusiastic over the earning power of the machines and recommends them to anyone interested in fast money-getting machines for concession stands. The success of the machines at Riverview has prompted other amusement park executives who are constantly on the look out for profit-making concessions that will please the fun-loving public to install batteries of Novelty Candy Venders in their parks."

According to Kelly, it is the appealing type of merchandise which attracts the players and keeps them at the machines for a long period of time. "It's attractive merchandise," he concluded, "plus the interesting action and inherent beauty which this machine possesses that has been responsible for its winning the patronage of the park customers, and it's the combination of these same appeals which is sure to spell success for this machine on locations of every type."

## Exhibit Machines Score at Riverview

CHICAGO, July 3.—Officials of the Exhibit Supply Company report that their Novelty Candy Venders are becoming increasingly popular with amusement park patrons with each succeeding day. "A battery of 25 of our machines have been installed at Riverview Park here," says Leo J. Kelly, "and are proving to be real money makers. People are



MR. AND MRS. SAM COHEN, owners of Atlanta Coin Machine Exchange, Atlanta, with their new de luce trailer. Cohen, who has been exclusive Rock-Ola music distributor for Georgia since January, 1935, drove to Chicago with the trailer and returned to Atlanta with several different model Rock-Ola phonographs stored in its spacious interior.

## Markepp Starts New Sample Car

CLEVELAND, July 3.—Markepp Company has just purchased a new road car to carry samples of the newest games to the farthest points of Ohio.

When the rear seats are taken out of the new car two games can be put in from the rear and very easily taken out to demonstrate.

"We hope, with the new machine, to give every operator in the State of Ohio the opportunity to see the new games first. We want Markepp customers to be a jump ahead of other operators and we feel this new touring demonstrator will be a real help to them in keeping posted on what's worth while in new equipment," said M. M. Marcus, president of Markepp.



# STONER CORPORATION

Aurora, Illinois

## Seasonal Interest Boon to Ball Games

CHICAGO, July 3.—Production rate of the "World Series of 1937" baseball game made by Rock-Ola Manufacturing Corporation during the first half of June was up almost 100 per cent over the rate of production in May and almost 200 per cent over the rate for April, according to an announcement by David C. Rockola, president of the corporation.

Seasonal interest in baseball, plus the sensational performances of some of the teams and individual stars, is reflected directly in the demand for the games, Rockola pointed out.

"Undoubtedly the fine reception given the machine when it was introduced by 'Dizzy' Dean at the coin machine convention can explain a good part of the popularity of the unit," he said. "Coupled with that promotion campaign, the knowledge of customers that the World Series is almost human in its operation, enabling the skillful player to replay important games, has made this machine one of the leading numbers on the market today. With the coming of the real world series around October 1, interest in the machine should reach a new high."

The game consists of the pitcher, who delivers a great variety of balls, and eight mobile men in the field. The person operating the machine controls the bat. A feature of the game is the robot umpire. When a ball is hurled the umpire signifies whether it is good or bad. A series of gears and weights record the play with absolute accuracy.

## New Epco Products Acclaimed by Ops

DETROIT, July 3.—"America's operators have unanimously nominated and elected our two new products, the Bell Lock and the Electro Timer, to places in that section of the Hall of Fame reserved for outstanding developments in

the field of coin-machine operating," said A. B. Chereton, president of the Electrical Products Company, in commenting on the success which his latest devices have met.

"Only a few developments fundamental and vital in the production or operation of equipment have been so chosen," he added. "With the acceptance of the Bell Lock and the Timer by the daily increasing number of operators, jobbers and distributors thruout the country our company has made an enviable record in point of service to the coin-machine industry. Our first device, the Electropak, sprang into universal use almost over night and for many months now it has been accepted as the basis for profitable operating. With the introduction of the Timer operators have availed themselves of a real opportunity to increase the earnings of each game because it eliminates 80 per cent of the service calls formerly due to faulty timing mechanisms. The Bell Lock, also eagerly seized by the majority of leading operators, is providing them with the utmost in protection for their earnings."

## New Genco Edition Is Named Carnival

CHICAGO, July 3.—Officials of Genco, Inc., are reported to be celebrating the addition of a new member to the "styled by Genco" family and are said to be receiving the congratulations of distributors, jobbers and operators the nation over.

The newcomer has been named Carnival and it is said that it has already achieved a popularity equal to that enjoyed by its fellow games, Homestretch and Auto Derby. According to Dave Gensberg, the game is as colorfully brilliant as its name suggests and it has an appeal that is novel as well as universal.

"Not only have we found the release of Carnival an occasion for celebration, but the entire factory and office staff have become imbued with a spirit of

STONER'S

**IMMEDIATE DELIVERY • DAYTONA ... \$64.50**  
**LATONIA ... \$162.50**

BOWLING GAMES AT BARGAIN PRICES!

- 5 9-FT. ROLL-A-BALL ... \$45.00 Each
- 5 14-FT. WURLITZER SKEE BALL ... 69.50 Each

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES.

**D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.**

2 in 1 Vendor  
Sells Over 20  
Different Items.

Steady Money  
Maker.

**"BIG JOE" THE OPERATOR'S FRIEND**

MAKES HIS LIVING BY SELLING MACHINES ONLY.

EVERY MAKE AND TYPE NEW AND USED  
COIN MACHINES FOR SALE FACTORY PRICES.

I DO NOT OPERATE.

**HUBER COIN MACHINE SALES CO.,** 600 W. Van Buren St., CHICAGO, ILL.

gayety appropriate to the appeal it presents and we're really enjoying the production of this game," said Dave.

It is reported that operators who have already placed Carnivals on locations are enjoying returns equal to those earned by Homestretch and Auto Derby.

Among the features prominent in the new game are the specially designed giant backboard with its unusual light-up action, changing odds and beneath it all the usual reliable Genco construction on which operators are reported to have learned to rely.

## Becker Reports Conquest of Navy

CHICAGO, July 3.—"With the christening of our new superdreadnaught payout table, Navy, we've launched a fleet of games that have already captured every port of call," reports Ray Becker, sales manager for J. H. Keeney & Company.

"Every location visited by Navy has fallen to the thrilling speed action pro-

vided by Jack Keeney's exclusive new accelerated bumper," he continued, "and the citizenry patronizing the locations have become loyal subjects. Operators commanding their squadrons of games already report that the objective, bigger profits, for which they have been striving for so many years has been taken without a struggle. They are besting us with orders for more and more additions to their fleets, and we at the 'navy yard' are launching hundreds daily."

According to officials of the Keeney organization, the new game is the pay-out version of their successful novelty game Great Guns. The ball action is unusually fast due to the use of the exclusive Keeney accelerated bumper. The ball, upon striking the accelerated bumper, registers the score on the movie totalizer and is projected with lightning-like speed in any one of a hundred different directions. In addition to featuring the accelerated bumper and movie totalizer Navy is also said to feature several other outstanding mechanical devices such as the improved one-push ball lift and the hair-trigger plunger.

# BUMPER BOWLING

outshines-overshadows and  
TAKES THE PLAY AWAY  
FROM ANY GAME ON  
ANY LOCATION!



**ABSOLUTELY LEGAL EVERYWHERE**  
**OPENING CLOSED TERRITORY**

BUMPER BOWLING is bringing BIG PROFITS EVERYWHERE! LEGAL—because it's manually operated with REAL SKILL play features! BETTER—because it attracts immediate attention and dominates any game on any location! STEADIER—because of location! STABILIZER—because of location! DAVAL backboard, giant size bumpers, speedy play with LAST SECOND SUSPENSE and LONG LIFE PROFITS! NECESSARY—because it meets the demand of operators everywhere in the country EVEN IN CLOSED TERRITORY for a big money making skill game! "PROVEN before it's SOLD"—that's the DAVAL way!

WRITE FOR PRICES AND FULL DETAILS

A DAVAL Game GIVES YOU MORE! FOR YOUR MONEY!



"Buy DAVAL Games and You Buy the BEST!"

BUMPER BOWLING EASILY FITS INTO ANY LOCATION ANYWHERE!!

MONEY GETTING THRILL FEATURES! "X-TRA SCORE" CHANNEL PLUS "MYSTERY BUMPER" add a million-dollar thrill to Bumper Bowling play-action! Player can score anywhere from 200 to 1,500 extra points by skillfully rolling ball into "X-TRA SCORE" CHANNEL of playing field! BIG SCORES! BIG THRILLS! BIG APPEAL! BIG PLAY! BIG PROFITS! That's Bumper Bowling! THE ONLY game that is LEGAL EVERYWHERE and that actually HYPNOTIZES the players! HOLDING them at the game HOUR after HOUR! OUTSHINES—OVERSHADOWS and TAKES THE PLAY AWAY from any game ON ANY LOCATION!

DELIVERIES BEING MADE EVERY DAY!  
GET BUSY! RUSH YOUR ORDER NOW!

DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO

# REBUILT SLOTS BARGAIN PRICES

Every one has been thoroughly reconditioned by our factory trained experts, using genuine parts. Every one is a big Bargain!

MILLS		Each.
Blue Front, 1c Play, 325711 and Up	.....	\$35.00
Blue Front, 5c, Light Sides, Gold Award, 361590 and Up	.....	85.00
Blue Front, 5c, Dark Sides, Mystery Ball, 345898 Up	.....	59.50
Blue Front, 10c, Dark Sides, Mystery Ball, 332931 Up	.....	59.50
Blue Front, 25c, Dark Sides, Mystery Ball, 341153 Up	.....	59.50
Golden Bell, 1c, 307806 and Up	.....	30.00
Golden Bell, 5c, 302688 and Up	.....	52.50
Golden Bell, 25c, 300488 and Up	.....	52.50
Escalator Front Vendor, 5c, 280757 and Up	.....	34.50
Q. T., 1c Play, 6289	.....	35.00
Q. T., 5c Play, 6280 and Up, Cherry Bell Reels	.....	39.50
War Eagle, Mystery Ball, 4c Play, 311703 and Up	.....	45.00
War Eagle, Bell, 10c, 314622 and Up	.....	35.00
Extraordinary, Mystery Ball, 10c, 348257 and Up	.....	65.00
Extraordinary, Mystery Ball, 25c, 351351 and Up	.....	65.00
JENNINGS		Each.
Chief, 25c Play, 117797	.....	\$59.50
Chief, 10c, 117796 Up	.....	75.00
Victoria, 5c, 111040 Up	.....	32.50
Duke, 1c, 2642 Up	.....	12.50
Century, 5c, 114256 Up	.....	34.50
PACE		Each.
Comet, Bell, 5c, 22138 and Up	.....	\$40.00
Comet, Bell 25c, 28141 Up	.....	50.00
WATLING ROL A TOP		Each.
Model 132, 5c, Gold Award Vendor, 64618 Up	.....	\$67.50
Model 135, 5c, Wonder Bell, 67231 Up	.....	57.50
Model 136, 5c Wonder Vendor, 64955 Up	.....	57.50
Model 142, 10c Gold Award Vendor, 68531 Up	.....	57.50
Model 152, 25c Gold Award Vendor, 68416	.....	57.50

TERMS: F. O. B. Dallas, 1/3 with Order, Balance C. O. D. No Personal Checks Please.

**ELECTRO-BALL CO., Inc., 1200 Camp, DALLAS**

## Baseball Games Meet Human Need

CHICAGO, July 3.—"Take the average American away from his favorite sport, baseball, and he begins to droop and deteriorate," said Sam Wolberg, official of the Chicago Coin Machine Manufacturing Company, Chicago. "But let him hear a sound faintly resembling the crack of a bat against a ball or the smack of a ball against a glove and watch his eyes flash. Baseball seems to have a salutary effect on Americans, be they in the hinterlands or the thick of Broadway traffic. It was with this in mind that we developed and released our newest payout game, Ball Park.

"Baseball, in addition to furnishing millions of persons with amusement and relaxation several hours each day, also provides a 24-hour-a-day topic of conversation for millions more. We find, thru survey and reports, that location patrons naturally gravitate toward a baseball game of any kind, and we find that they are attracted in especially great numbers to Ball Park for several good reasons. Chief among these is the highly realistic baseball action which takes place on Ball Park's unusual light-up backboard. Here is portrayed a diamond with players, who advance along the bases each time the large steel ball contacts a bumper spring on the playing field. Another unusual feature on the game is the combination free-play home-run hole, the only pocket on the field. When made the player not only receives another play without inserting an additional coin but his score is increased by one run and he has, in addition, the thrill of watching a runner complete a circuit of the bases. Added to these features are two home-run bumper springs which when contacted add a score to the player's total."

Wolberg went on to say that the yen for the national sport has created a market for Ball Park in every city, town, village and crossroad in America and that the requests for quantity shipments are keeping the Chicago Coin plant working at top speed.

boards, too, it is reported. The game is said to be growing more popular every day, and many more ops are beginning to handle the games to meet the demands of tavern owners on their routes.

## Daval Plant Going At a Record Clip

CHICAGO, July 3.—With Boo-Hoo, Hit-N-Run and Bumper Bowling going thru the plant at the same time, Al S. Douglis, president of the Daval Manufacturing Company, reports that his firm is setting a pace that would be hard for any manufacturer to match.

"But that's not all," states Douglis, "with African Golf yet unpublished, except by enthusiastic distributors, we feel that we are going to be mighty cramped for space to accommodate the production schedule we have outlined.

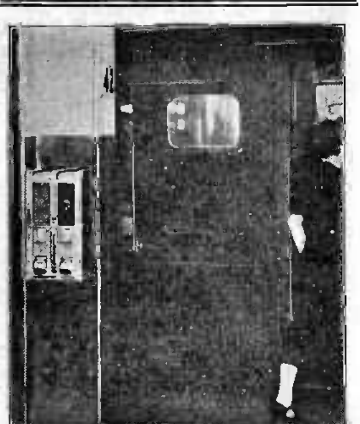
"Our new sales manager, Ben Kulick, is responsible for much of the activity. He has started men on the road who are working in co-operation with our distributors to bring about a closer relationship between our company and the operators. We will continue to place men on the road until the country is completely covered. They will bring our latest games right into the homes of the operators and explain all the features to them."

Douglis says that operators who have Bumper Bowling on location report they have been enjoying large takes from the game to date and that many operators believe the game will be responsible for a new era in games of this type.

## Ops Taking On New Dart Games

NEW YORK, July 3.—A few wide-awake operators in this region are reported to be increasing their service to location owners by taking on dart games. The ops are using the games to entrench themselves more firmly than ever in their better spots by supplying them with this new type of amusement.

Many tavern owners have taken to the game and are putting the targets on the back wall of their bars and giving their patrons something to do to while away their time by throwing darts at the target. Many other uses are cropping up for the



A ROBBINS 2-IN-1 VENDOR installed in the New York City subway system. Accepted for its attractive appearance.

## Gadco Reports Big Game Sales

DETROIT, July 3.—Harry Chereton, manager of General Amusement Devices Company, reports that his company will handle the exhibit line of machines in Michigan. Gadco is presenting five games to the police department for approval here, including Exhibit's Track Meet and the Pacific Baseball Game. Exhibit's sales manager was here recently to complete arrangements for the distributorship with Gadco.

Gadco firm is adding a new salesman for Northern Michigan with the idea of offsetting the usual summer slump by building up resort business. The new man is Eldon Luther, who has traveled this territory for many years in the interests of hotel and linen supply firms, insurance agencies and others. He is well acquainted with the territory and will have valuable experience in developing new locations for customers of the firm.

Rose Menningen, office manager and bookkeeper for Gadco, has returned to the Electrical Products Company as sales correspondent. The latter firm is headed by Chereton's brother, A. B. Chereton. Miss Menningen's position with Gadco has been filled by Carl Pearl, a Detroit man new to the industry.

Gadco reports that Don C. Kline was the first operator in this area to purchase a Pacific Play Ball game, even before it had been approved by the city. Mack Barron, another operator, plans to expand into the novelty field and has ordered a number of table games from Gadco. He will also add some vending machines to his business.

## Western Games Go Well in East

CHICAGO, July 3.—Returning from a flying trip thru the East, Hugh Burras, sales manager for the Western Equipment and Supply Company, stated: "I was especially thrilled to find many of our late releases, Air Derby, Preview and Winner, in operation in the East. Operators with whom I spoke stated that our games were the class of the field in appeal, performance and earning power. Our Eastern distributors reported an unusual demand from operators who have concessions at amusement parks and resorts.

"Many distrib.," he concluded, "stated that operators have been unable to satisfy location patrons with the ordinary number of Western games and that they have had to double the quantity of machines on many locations."

## Caille Appoints French Distrib

DETROIT, July 3.—Caille Bros. Company announced that the Negoce Automatic Company, of Paris, has been appointed distributor for its products in that country. According to C. P. Gilkinson, vice-president in charge of sales, the

## Beg Your Pardon

To the Editor: "We have just noticed the paragraph under the heading of Complaints in the Summer Special issue of *The Billboard* and we feel very much annoyed and hurt.

"We and many other New York jobbers have been using *The Billboard* as an advertising medium ever since we've been in the business, but when an article like this is written, casting aspersions as to the reliability and honesty of the New York jobbers, it will be useless for us to continue advertising with you.

"Because of local trouble with licenses on pin games, etc., we have come to depend a good deal on our out-of-town trade. An article like the one written tends to stop the flow of our mail orders, as the customer would be afraid of sending in his money-order deposit.

"We have built up a nice mail-order business, using your magazine as a medium, and we do hope to continue doing so. If the statement issued is true, why not find the party responsible for these unethical business methods and stop him instead of writing an article that hurts the trade of the New York jobbers and distributors as a whole.

"We ask you, in fairness to ourselves and others, to issue a statement of retraction so that our business will not be affected in any way.

"We hope you will take this letter into consideration and have this retraction in the next issue of *The Billboard*."—(New York Jobber.)

The possible injustice that our warning on bogus firms in New York might do to reliable distributors and jobbers was duly considered before the warning was published. It was suggested that the Metropolitan Jobbers' Association in New York might take steps to indicate reliability to operators at a distance. A Kentucky operator who complained about advertising matter received suggested that reliable distributors and jobbers would be known to the trade thru the news and advertising columns of the trade press.

Our invitation is that operators may forward any suspicious advertising to us. We understand the post-office department is investigating some of the complaints of which we gave notice.

We regret any injustice that may be done to reliable firms, but there are times when dishonest methods reach such proportions that a public warning must be given in order to get action.

appointment was made at the recent French coin-machine exposition.

E. F. Martin heads the Negoce Automatic Company and is said to have a competent staff that is well experienced in the sales and servicing of coin-operated devices.

In speaking of the exposition itself, Gilkinson, who was in charge of his company's display at the affair, stated that it attracted operators not only from all parts of France, but from many surrounding countries as well. He reports that a large volume of business was done by exhibitors at the show.

# MAN BITES DOG!

"When a dog bites a man, that's not news; but when a man bites a dog, that is news!"

And it's news, too, when a manufacturer tries to turn down business and his customers won't let him!

Three months ago we announced that FAIRGROUNDS would be taken off the production line in order to make room for newer games. Immediately a storm of protest swept in from every section of the country. Operators, jobbers, distributors wrote, wired and 'phoned their unanimous demand: KEEP ON BUILDING FAIRGROUNDS! And they backed up their demands with orders, orders and more orders.

So we kept on manufacturing FAIRGROUNDS and have been in steady production ever since, shipping one-hundred to two-hundred a week. Today, three months after the day we were supposed to go out of production, the demand is actually greater than ever. Now in its seventh month, FAIRGROUNDS is still a best seller, still a top-flight money-maker.

To publish all the fine reports received on FAIRGROUNDS would fill a book. The best "testimonial" we can possibly present is the fact that you never see FAIRGROUNDS advertised on the used market . . . it's just too good to take off location. Hundreds of FAIRGROUNDS placed directly after the January Show are still on the same spot seven months later . . . and still earning the kind of money that's too sensational to print!

If you've never operated FAIRGROUNDS and are skeptical about its earning power being so much greater than ordinary games, write and ask for CONFIDENTIAL EARNING REPORTS. We refuse to print these in the trade press, but will gladly send you copies of these reports on request. Write today and also see FAIRGROUNDS at your favorite Jobbers.

## BALLY MFG. CO.

2640 BELMONT AVE. CHICAGO, ILL.

## FAIRGROUNDS

Takes in up to 4 nickels per game and multiplies payouts by number of coins played! One-shot play; Changing odds; 1 to 7 selections each game; pays on win, place, show and fourth place; 40-to-1 top odds—\$8.00 top when 4 nickels are played. Plenty of spots begging for FAIRGROUNDS now, so rush your order and clean up!

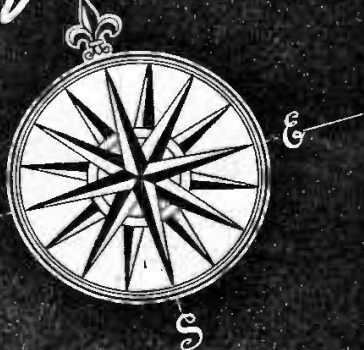
\$194.50

F. O. B. CHICAGO



AT THE ATLAS NOVELTY COMPANY'S picnic in Chicago. Left to right: Eddie Ginsburg, Atlas; Jack Sloan, The Billboard; Ted Stoner, Stoner Corporation, and Morrie Ginsburg, Phil Greenburg and Harold Howell, of Atlas.

Everything for Everywhere



In every territory there is a greater need for diversified equipment. Each location has a preference all its own... some prefer pay tables like PAMCO RACES and Pacific's new PHANTOM one-shot games. Others want Pacific's MYSTIC novelty game. Then again Pacific's BALL GAME holds sway in strictly amusement locations. And Pacific's DELUXE BELL, CORONATION and ROSEMONT, the "big three" Kings of the console field come in for high money in the choicest spots. In other locations a merchandising machine — Pacific's GUM MERCHANT turns out to be ideally placed. Thus, do operators analyze their territories with an eye to operating the most profitable types of equipment. They come to Pacific for "everything for everywhere!"

Send a postcard. Write for pocket folder and complete description of these great games!

**PACIFIC**  
MFG CORPORATION  
4223 LAKE ST., CHICAGO • Los Angeles Office: 1320 So. Hope St.

**EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY**

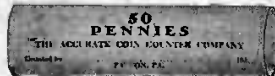
Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.  
H. C. Evans & Co. A. B. T. Co. Western Equip. Co.  
Groetchen Mfg. Co. Exhibit Supply Co.

**KEYSTONE NOV. & MFG. CO.** 26th and Huntingdon Sts. PHILADELPHIA, PA.

**Slug Visible Slotted Coin Counter**



MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be our business. Our method of counting and tubing coins is the answer. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.



Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes. Write for Big Lot Prices.

Accurate Coin Counter Co., Patton, Pennsylvania

**Speak-o-Phone Biz Increasing Fast**

NEW YORK, July 3.—According to C. A. Austin, the business of the Speak-o-Phone & Equipment Company is growing at an extremely fast pace. "The popularity of these personal records," he said, "undoubtedly is due to the fact that the radio and phonographs have made the public sound-conscious and they want to

hear themselves speak and sing more than ever before. The spots which have already installed our equipment report a tremendous amount of business and state that many patrons come back again and again to make more records.

"Our production is right up to schedule," he added, "and we can make prompt delivery on all orders." Austin also expressed the belief that the equipment is opening a new field for the coin machine operator who is seeking a long profit business that is strictly legitimate.

BUY Groetchen's MASTER BUILT

**GINGER**

ON 10 DAYS FREE TRIAL MONEY BACK GUARANTEE

GINGER is the 100% Perfect PRICE ONLY

Automatic Token Payout cigaret play counter game that is bringing the BIGGEST, STEADYEST PROFITS IN HISTORY! Rush Your Order to us NOW! **\$36.50** TAX PAID

Exclusive Eastern Distributors

**ROYAL DISTRIBUTORS, INC.,**



54 Elizabeth Avenue, NEWARK, N. J. (Tel.: Bluelow 8-0828)

**Johnson Announces New Service for Ops**

CHICAGO, July 3.—Jimmy Johnson, head of the Western Equipment and Supply Company, today announced a special new Western service for operators. "This service," he said, "is designed to aid operators in maintaining their equipment at peak productivity and to keep them fully aware of developments in the industry as they are announced. In undertaking this service we have appointed as our good-will ambassador Hoyle L. Dobson, whose business it will be to travel the South and work for the best interest of the operators with whom he comes in contact. Dobson will work out of the offices of our various authorized distributors in the section he is to cover.

"Dobson has been in the coin-machine field for about 15 years," Johnson continued, "during which time he has been an operator, jobber and distributor. Thru his experience in these phases of the business he has gained a knowledge of the problems of operating which will be of inestimable value to operators. In addition to acting as a consultant on various operating problems, Dobson will act as a salesman for us."

"Dobson," he concluded, "is well known thruout South Carolina and adjoining States, and distributors have made known their intentions of working hand in hand with him and us."

Johnson added that the appointment of Dobson as good-will ambassador was the first of a series of services to be inaugurated by his firm to acquaint operators not in touch with manufacturing and distributing centers with both the newest equipment and the latest developments in profitable operating.

**Would Exchange Ideas on Trade**

About once a year an editor gets a bouquet worth keeping among his souvenirs. The Wisconsin Association of Coin Machine Operators, Inc. demonstrated its progressiveness by employing W. G. Williams as the young and enterprising business manager of the association. A recent letter follows:

To the Editor: "I wish to take this

opportunity to thank you for the excellent talk you gave our association at our last State meeting. Numerous comments have been heard from the members present and they all enjoyed your speech, and the absent members are now sorry that they missed the meeting.

"I have read the article in this week's issue of *The Billboard* (June 19, 1937) and find it interesting, and I wish to thank you for that courtesy.

"If at any time I can be of service to you in any way please don't hesitate to contact me. I am making every effort to be of service to all of the members and to learn the business, and I certainly appreciated the opportunity of meeting you.

"If possible could you give me the names of some of the officers of any other associations that you know of. It is my plan to write to them and maybe an exchange of ideas would be mutually helpful."

Officials of any other operators' organizations who might wish to exchange ideas with Williams may write him as follows: W. G. Williams, P. O. Box No. 307, Madison, Wis. Such an exchange of ideas between association officials should be helpful. Our news columns are always open to association officials who may send news, reports of meetings, ideas and tips or any other matter that might promote the work of organization.

**Gerber & Glass Staging Big Sale**

CHICAGO, July 3.—According to Max Glass and Paul Gerber, plans are complete for one of the greatest sales in the history of their organization. "We've been turning our whole place upside down," stated Glass, "making room for the three carloads of factory reconditioned slots which we are now offering to the trade at bargain prices. Each of the machines has been thoroughly overhauled by factory mechanics.

"What bargains these machines are," Gerber maintains. "Honestly, it's the first time I recall seeing such valuable mechanically perfect machines sold at such sacrificial prices. Glass and I were fortunate to get hold of these machines at this time and we haven't wasted a single minute in letting our many friends in this business know about these bargains."



A. S. LEVY, A. S. L. Sales Company, Dayton, O., ready to play the Foto-Finish game at the Gottlieb factory, Chicago.



*Hair-Raising Turf Thriller!*

# FOTO-FINISH

WITH MYSTIC  
STEREOSCOPE  
BACK  
PANEL!

**1-BALL BUMPER-SPRING PAYOUT**  
*For the first time in coin machine history, the terrific tenseness of a photo-finish horse race has been built into a game! Player's excitement knows no limit—it's like a grand stand seat at the most thrilling of all races!*

The dazzling 12-colored MYSTIC STEREOSCOPE 3d dimension Back Panel is the most spectacular ever put on a game. At start of the play, 9 prancing horses jockeying for position light up in stereoscopic 3d dimension relief. Then they settle down as Mystery Slot turns up from 2 to all 9 horses as player's entries! One ball to shoot, each bump ad-

vances player's horses one position. Skill Bumper No. 5 advances them 5 positions. Flashograph Recorder automatically registers positions. Ball landing in proper pocket puts player in the money, depending upon position at the finish—either WIN, PLACE or SHOW! Odds 2-1 to 40-1! Automatic as well as mechanical control of odds!

**THESE FEATURES**

MYSTIC STEREOSCOPE BACK PANEL—horses, numbers and odds stand out in 3d dimension relief. FLASHOGRAPH Movie Type Recorder. MYSTERY SLOT—picks entries and odds. ADJUSTABLE AWARDS—Automatic as well as mechanical control of odds. IN-ADRAWER MECHANISM easily accessible. A B T 400 SLOT; 8-COIN VISIBLE ESCALATOR. MOTOR DRIVEN PAYOUT, jam-proof, accurate.

54" x 26"

**\$169<sup>50</sup>**

Ticket Game, \$10 Extra. Electropak (A.C.) Equipped. D.C. Adaptor Extra

**OPERATORS  
JOBBERS  
DISTRIBUTORS!**

Please be patient! We are making delivery as fast as possible. To take care of your orders, we have stepped up production to the maximum without sacrificing quality, and orders are being filled at top speed!

**D. GOTTLIEB & CO., 2736-42 N. Paulina St. CHICAGO**

**Detroit**

DETROIT, July 3.—Detroit coinmen must have been well represented at the Louts-Braddock fight in Chicago last week, judging by the reports which trickled in this week. Harry Sarvis, well-known operator, came back enthused over the spectacle, having had a ringside seat. A. P. Saue, jobber, was another ring fan. Harry Cherston attended the fight with a whole bevy of Detroit coin machine men.

Albert Ziegler, Detroit operator, is one of the new names on the local vending machine list. Ziegler has just acquired a route of Stewart & McGuire nut vendors.

F. D. Clark, who operates as the Better Games Company, bought an order of Wurlitzer phonographs this week for use in the Northern Michigan territory, centering at Gladwin, right in the heart of the biggest oil producing region east of the Mississippi. Music and amusement machines are getting a good play there from the growing population.

Reynolds St. Onge, operator here for the last seven years, is now specializing in two fields—cigaret venders and phonographs. He has been with the Marquette Music Company, running his own routes as a sideline. In this way he is able to apply the experience gained from one of the most successful operators in the country right to his own routes. Cigaret machine business has taken a drop in recent weeks, St. Onge reports, largely due to the summer slump. St. Onge specializes in gasoline station locations and finds some of them extremely good for the venders.

**Congrats!**

DETROIT, July 3.—Otto Wissner, of the J. & J. Novelty Company, was popping buttons off his vest and passing out cheroots this week in celebration of the arrival at the Wissner home June 26 of a 7½-pound daughter. Mother and daughter are doing swell.

Eagle Amusement Machine Company is expanding its field of operations to cover the up-State Michigan territory. Hither-to the partners, Julius H. Pearlman and Boris H. Siegel (not Forest Siegel, as erroneously listed some time ago), have been active around Detroit only, where they now have a large route of machines. They operate pin games, vending machines and a route of photograph machines.

George Spees, Detroit amusement game operator, reports that things are going along as well as can be expected for the summer months. Machine play has not dropped heavily, he says. Spees, who has two jobs, operating machines and doing industrial designing work as well, left this week on an Eastern vacation. He will spend much of his time in New York, where he plans to study methods of operation in effect there.

Mills Novelty, with its staff of salesmen in the Detroit territory, accounted for a series of sales to suburban operators again this week. William E. Bolton, Romulus, Mich., operator, was in the market again, together with Charles Crowley, of Dearborn, Mich. Fred Gardella, formerly Mills representative here, was another purchaser.

J & J Novelty Company, Detroit jobber, is planning to move into its new building on Mount Elliott avenue about July 15, James Passanante, manager, said this week. Formal grand opening, however, will not be held until some time in August.

B. J. Marshall, prominent Detroit jobber, says that the merchandise business is going good, particularly in games. Operators are going in for more legitimate machines, including music machines and scales, Marshall reports.

William Raeck, of Bay City, Mich., was in town this week, buying another group of Rock-Ola phonographs from a local distributor, B. J. Marshall, Inc. Raeck is now among the larger up-State operators in this popular class of machines.

Harry Goldman, manager of Legal Amusement Machines, was an even larger Rock-Ola customer, buying 10 machines from Marshall for his routes in and around Detroit.



**ROYAL FLUSH**  
Selective Draw Poker Machine With Plenty of Suspense and Surprise.  
**32<sup>50</sup>**  
BALL GUM 15c a Box (100 Pieces) Case Lots (100 Boxes), \$12.00. 1/3 DEPOSIT, BALANCE C. O. D.



**GINGER**  
Master Built Automatic Otagetta Token Payout Machine. 1c and 5c Play.  
**36<sup>50</sup>**

**SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO**

**WURLITZER** P-12 Perfect Condition **\$124.50**  
SINGLE—\$134.50. Lots of 10

**KEENEY BOWLETTES \$69.50** ● USED BUMPER GAMES  
USED PAYOUTS, PERFECT CONDITION, \$49.50. LATEST NOVELTY GAMES ON HAND. WRITE FOR INFORMATION.  
**BABE KAUFMAN, Inc.** (CIRCLE 16-1642) 250 W. 54th St., N. Y. C.

**WANTED! 250 LATEST TYPE COUNTER GAMES 250 NOVELTY OR PAYOUT TABLES.**  
Will buy for cash or accept in trade for Bowling Games or any New Coin-Operated Machines. Write at once.  
**GRAND NATIONAL ● 1420 N. WESTERN ● CHICAGO, ILL.**

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### Revolutionary WHIRLING BUMPER

Positively the most amazing action you ever saw! Located near the bottom of the board, the Whirling Bumper spins like a top . . . sends the ball snaking all over the field! Imagine an Electric Kicker capable of swiveling around to catch the ball from any angle . . . and you'll get some idea of how the Whirling Bumper whips the ball into action. See it yourself and you'll agree that the Whirling Bumper alone insures constant repeat play and heavy collection.

● **FLASHY CHROME-STEEL PLAY-FIELD**  
ULTRA-MODERN! SLICK AS ICE! SILENT!

● **"RUBBER-TIRE" BUMPERS**  
Dynamic "doughnuts" of pure gum rubber—the "bounciest" material known to science!

● **"Odd or Even" Score System; \$2.00 TOP**  
Even-number scores pay listed odds, 10 to 200, and suspense boils hotter and hotter as the score fluctuates between odd and even. High scores, whether odd or even, pay up to \$2.00 top.

● **12-COIN ESCALATOR - IN - A - DRAWER MECHANISM**  
Hundreds already on location—earning the kind of money you're used to getting with Bally One-Shots. Beat competition to the best spots—order CLASSIC today!

**\$169<sup>50</sup>**

(Ticket Model \$179.50)  
One-third with order, balance C. O. D., f. o. b. Chicago.

54 IN. BY 26 IN.

# ARLINGTON

- 28 WINNING POCKETS
- ONE-SHOT PLAY
- 1 TO 7 SELECTIONS PER GAME
- CHANGING ODDS 40-TO-1 TOP

CAN BE OPERATED WITH OR WITHOUT  
**THIRD DIMENSION**  
EFFECT ON BACKBOARD

**PAYS ON WIN, PLACE SHOW AND PURSE**

Real race-track thrills—all the "win-place-show-and-purse" payout appeal that made Preakness the biggest hit in payout history—PLUS NEW ACTION—NEW AND MORE SPARKLING FLASH! You made big money on Preakness—now you'll make the biggest profits of your life with ARLINGTON! Get started ahead of competition—order ARLINGTON today!



**WRITE FOR FULL - COLOR CIRCULARS ON SUM - FUN AND NUGGET ALSO BALLY BELLS-FAVORITE-RAY'S TRACK-RELIANCE GOLDEN WHEEL - FAIRGROUND - MERCURY - BALLY BABY**

54 IN. BY 26 IN.

**\$162<sup>50</sup>**

(Ticket Model \$172.50)  
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SAME LOCATION FOR PAST 6  
MONTHS ARE TAKING IN  
MORE MONEY NOW THAN THE  
FIRST MONTH I OWNED THEM.

They work all the time—24 hours a day  
—and we have never had a breakdown.  
At the coin machine show held in Chi-  
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introduced Rock-Ola's WORLD SERIES  
Baseball game, I told my coin machine  
friends that "there was a machine that  
would last on location and make money  
continuously." I have now proved to my  
own satisfaction that my judgment was  
correct. I actually believe Rock-  
Ola's WORLD SERIES will be on location  
making money for operators for years to  
come.

*Paul D. Green*

**6 MONTHS ON SAME LOCATION—**

and every day they bring in more money.  
This proves conclusively that WORLD  
SERIES is not only the outstanding game  
of today but for many years to come.

**ORDER TODAY**

You can buy on the extended pay-  
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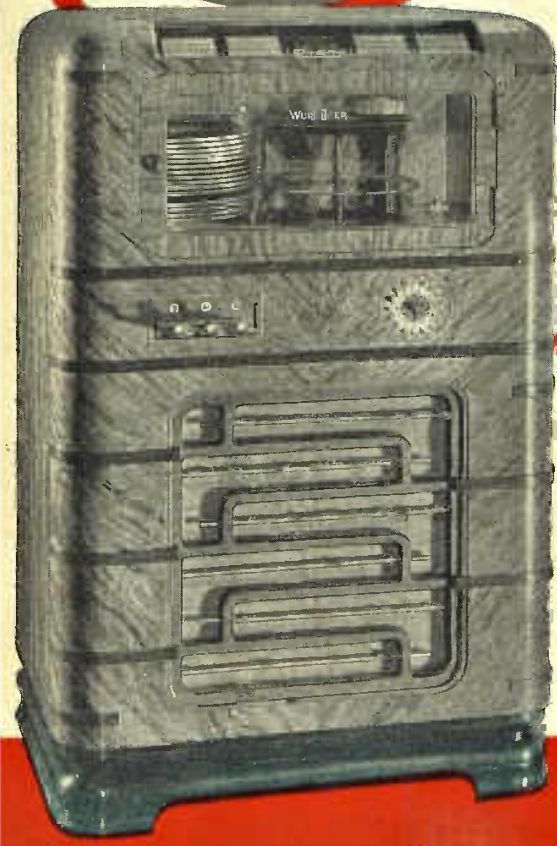
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*phonographs that do not make locations as much money as the Wurlitzer-Simplex*

**My Business Increased 26%**  
*since I replaced another Coin-operated phonograph with a Wurlitzer-Simplex*  
*... says J. F. SCHRAGE*



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 I had tried other coin operated phonographs and was fairly satisfied with them but at that time I didn't know the difference.  
 Since installing the Wurlitzer-Simplex with Slone-Berts Music Service my books show an increase in business of 26% and I am pleased with it.

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**WURLITZER-SIMPLEX**  
**AUTOMATIC PHONOGRAPHS**  
*Sold Only to Operators*

THE RUDOLPH WURLITZER COMPANY,  
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WBS 53

Please let me know if there is room for another Wurlitzer-Simplex operator in my locality.

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